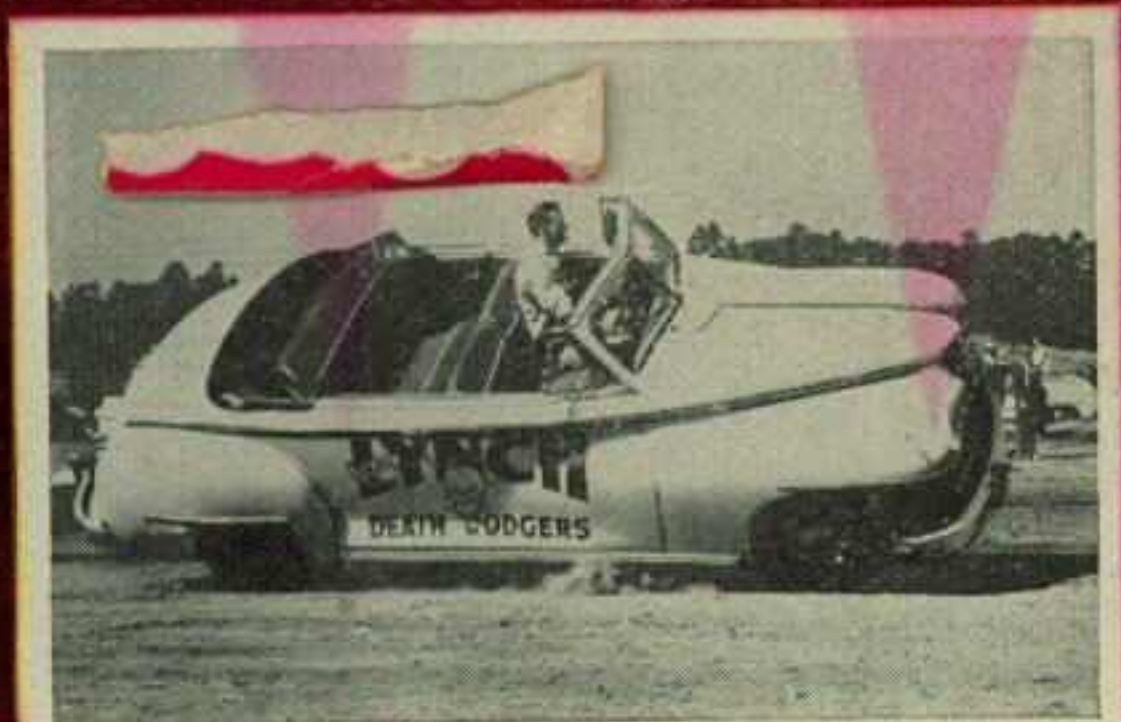


ANNUAL OUTDOOR REVIEW

...featuring the CAVALCADE OF FAIRS

NOVEMBER 26, 1949
25 CENTS

The Billboard



The dive-bomber crash pictured above has been one of the reasons for the success of Jimmie Lynch and His Death Dodgers the last 14 years. During the 1949 season the troupe played 211 performances to well over half a million people. Earl Newberry, Jimmie Van Cise and Leo Overland, who handle the Lynch booking chores, already are at work lining up the 1950 route, while Lynch is planning still new thrills with the use of convertibles to pack grandstands from coast to coast.

What Listeners Want

at 1950 Fairs

In Ohio, Indiana, Kentucky, West Virginia and surrounding areas the fair goer is most likely a WLW listener. What he wants most in Fair entertainment is to see and hear in person his favorite radio entertainer from the Nation's Station . . . he prefers the personalities he knows. For top attendance in 1950, plan now to feature the favorites on one of these great shows—

"MIDWESTERN HAYRIDE" and "WLW ON PARADE"

For information write, wire or call Manager Ken Smith of



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AL LURIE



JERRY BYRD



BOB SHREVE



PLEASANT VALLEY BOYS

THANKS! . . .

To all you Fair managers with whom we had the pleasure of working in '49. In 1950 we are looking forward to an even more successful season by providing your Fair with talent that is known to our listeners—who ARE your Fair Goers.



The World's Foremost Amusement Weekly

TALENT CRISIS IN COAST TV

Lush New Miami Copa All Set To Gun for Year-Round Haul

By Barry Gray

MIAMI BEACH, Nov. 19.—With Miami Beach beginning to take on the blush of what could be a blooming season, the conjecture as to whether the Copa City spot will open is definitely over.

Workmen have erected a tremendous new neon sign and it's lighted from dusk to dawn. In addition to the large club title it has over-size, five-pointed stars outlined in red and blue tubing into which will be put the names of the stars and featured acts as they appear. The whole building, only 11 months old, has been refurbished with a coat of paint, and this is the least of the overhaul, what with the changes made within.

New Cocktail Lounge

What formerly went as the broadcast lounge, which was used solely for WKAT airings with four hours of stars, politicians and personalities gabbing at the nine-foot dias, is now converted to a 300-seat cocktail dispenser, with the high stage cut down to provide better viewing of whatever performer will use it.

Murray Weinger, formerly the owner, and now installed as manager by the financial vested interests, has not yet decided what entertainment the room will offer, but in an interview said: "It'll probably be a low-priced girl singer or instrumental group. We will have a radio show and fool around with other types of attractions."

The main room has seen the major amount of re-planning done. It has been altered to seat 800 patrons. But seating is handled in theater manner

and there's room for standees. Food and drink will be served, but with the new main room price policy it will not be necessary to buy after paying a door admish of \$1.50. That will cover the cost of the viewer glomming the show and wandering into the lounge and thru the lobby shops, ie., haberdasher, florist, etc.

Flesh and Flash

Weinger plans to use the large room for an Earl Carrollish type of display with overdressed beauties, lots of flesh and plenty of flash. According to present booking, one name performer will be used as the draw with [\(See Lush New Miami on page 41\)](#)

Schnozz Boff; Copa Bow Like Lush War Days

NEW YORK, Nov. 19.—The Jimmy Durante preem at the Copacabana was one of those things Stem cafes haven't seen since the lush war days. It was a New Year's Eve all over again. Everybody wanted tables and there was the usual amount of beefing.

Upstairs in the lounge where Jack Eigen disk-jockeyed to a jammed room there was an equally eager mob who just wanted in. But tho it was a tremendous opening, there weren't

[\(See Durante Terrific on page 41\)](#)

Incubator Snatch

NEW YORK, Nov. 19.—Maxie Rosenbloom, current at the Chantilly, started off on what he announced was a new parody and haltingly admitted he forgot the opening lines.

Milton Berle, out front, started to yell out and Rosenbloom looked at him in amazement.

"Ya mean ya stole it before I even learned it!"

Zee Is Sesqui Shows' Head; Midway Open

Post on Contract Basis

WASHINGTON, Nov. 19.—The National Sesquicentennial Commission forged ahead this week with plans for next year's Freedom Fair, announcing appointment of Allen Zee, of Loew's Theaters, Inc., as director of entertainment. Zee production head of Loew's Capitol Theater in New York, will be in charge of theater and pageantry at the exposition. His job will not cover the midway aspects of the fair. Sesqui officials plan to name a concession manager who will be in charge of the midway, which will be operated on a contract basis.

Zee's appointment topped a batch of key designations announced this [\(See D. C. Midway Post on page 50\)](#)

Packagers Hit Hard as Names Hold Out for \$

No Work for Buttons

By Alan Fischler

HOLLYWOOD, Nov. 19.—Video packagers here are faced with a thinning list of available name and semi-name talent, heretofore available to them on an "experimental basis." This is the latest of a string of problems besetting the Coast indie TV program producer, and is due directly to talent agencies' and managers' advising their people to lie low and wait for tele to pay off. Result has been name talent's turning co'd on the medium.

Packagers, dependent on names to sell stations on their pet projects now face growing uncertainty when offering shows. Promised stars often back out during early weeks of a show's trial run, leaving station and manager in a hassle and forced to grab second-rate talent to keep going. Performers, for their part, argue that TV has outgrown its "for free" phase, and demand increased dough. Most

[\(See Talent Crisis on page 10\)](#)

Sale of WNEW Ends Bulova's Radio Empire

2-Mil Deal Stuns Industry

NEW YORK, Nov. 19.—The sale this week of WNEW, New York, to a group headed by William S. Cherry Jr., of the Cherry & Webb department store in Providence, R. I., owners of WPRO in that city, struck the broadcasting industry like a thunderbolt. Formal announcement of the sale of the property is to be made Monday (21). Arde Bulova, millionaire watch manufacturer, is now chief stockholder of WNEW.

The surprise created by the transaction stemmed from these factors: WNEW is the top independent radio operation in the U. S. and has carved out a unique spot for itself in the radio spectrum, both locally and nationally. [\(See WNEW Sale Stuns on page 5\)](#)

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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.

Diskers' Big Dance Band Push

Decca, Capitol, Col Following Victor's Lead

Comeback for Old Glamour

NEW YORK, Nov. 19.—Major diskeries are making a serious effort to revive the popularity of dance band diskings—and, ipso facto, the dance band business. The planning is discernable in the cases of RCA Victor, Columbia, Decca, Capitol and others. The first overt attempt to reinvest dance music with some of its old-time glamour was made months back by Joe Csida, artists and repertoire chief at RCA Victor, who built a band around arranger Ralph Flanagan.

Now Decca has decided upon a major move in the direction of "records for dancing." The plattery is geared to release a flock of dance tempo platters beginning in January and featuring a brace of ork names now being groomed. The firm's recording [\(See Waxers Push Dance on page 17\)](#)

Bon Bon Tunnell Gets Prize For Rallying Behind Freedom

PHILADELPHIA, Nov. 21.—That a radio disk jockey can do much more than spin records and interview platter figures was brought home dramatically today (21) with the Freedoms Foundation at Valley Forge singling out George (Bon Bon) Tunnell for the third prize among the nation's radio programs which have "spoken up for freedom" in such ways as to contribute to preserving and strengthening the American way of life.

Bon Bon, who conducts *The Bon Bon Show* on the independent WDAS station here each day from 11:30 a.m. to 12:30 p.m., was selected third in a competition that had the networks' *The Greatest Story Ever Told* coming out on top and *Cavalcade of America* in the second slot. The awards jury, chaired by Dr. Harold E. Stassen, president of the University of Pennsylvania here, was composed of justices of the State Supreme Courts and a large number of distinguished Americans.

While essentially a disk jockey

show launched by the station August 15, Bon Bon, former vocalist for the late Jan Savitt, incorporated many public service features in the program—all designed to promote better human relationships among all racial, religious and nationality groups in the community. In addition, the record show was fashioned to service the radio needs of the Negro community and cement their relationships with the general community.

While gearing the record spinning to reach the Negro community of more than 300,000, the musical selections picked for each day's programming carried no racial tag, with a Perry Como platter getting as much attention as a Billy Eckstine side. There was no segregation of Negro names for the theatrical interviews, with a Juanita Hall getting as much mike attention as a Patti Page. Moreover, Tunnell gave as much attention to civic personalities as to the theatrical names, with interview guests including such local figures, white [\(See Bon Bon Tunnell on page 37\)](#)

AGVA Withdraws From TA

Dunne Asks Bigger Bite; Fight Ensues

Actors Are in the Middle

NEW YORK, Nov. 19.—The sudden withdrawal of The American Guild of Variety Artists (AGVA) from Theater Authority (TA) Thursday (17) may start a series of wars that will find every actor caught in the middle.

Henry Dunne, AGVA's delegate to TA, demanded a larger share in that body's take from benefits it has cleared, and from which it collects a 15 per cent cut. The dough collected by TA is now apportioned on the following basis: Out of every dollar, 75 cents goes to the various show biz unions that make up TA. These include practically all the talent unions, plus Actors Fund. AGVA's cut, which goes to its sick and welfare fund, is approximately 9.6 per cent. Dunne demanded AGVA's cut be raised to about 19 cents out of each dollar, or 5 per cent of the total available to the contributory unions.

TA at first refused and Dunne made three dramatic exits from the meeting. He was called back the first two times. The third time, the door was closed. Before the grand exit, however, Dunne was offered an increase that would be equal to (See AGVA Quits TA on page 41)

S&J Icer 192G 9 Days in Cincy

CINCINNATI, Nov. 19.—Shipstad & Johnson's *Ice Follies of 1950*, in its second appearance this year at Cincinnati Gardens, racked up a stupendous \$192,314.50 in 11 performances in nine days, beginning Monday (7) and running thru Tuesday (15).

The boodle was \$23,000 under that chalked by the show on its previous visit here last March 16-22, when in nine performances in seven days it played to 94,022 ducat buyers to pick up \$215,000, the biggest gross registered by any attraction to play Cincinnati Gardens since its official opening some 10 months ago. On this occasion the show played to 86,837, with ducats scaled from \$1-\$3.

The S. & J. icer's latest gross was considered remarkable in view of the fact that railroad excursions, which brought considerable business from surrounding territory on the show's previous visit here, was disrupted on this occasion by the coal strike. Then, too, general business conditions are down somewhat from a year ago, and Cincinnati Gardens is no longer the novelty it was when it first opened. The Shipstad & Johnson show was the first major theatrical attraction to play the arena.

The show moved from here to Madison Square Garden, New York, where it opened Thursday night (17).

Check!

PHILADELPHIA, Nov. 19.—The new Philadelphia Disk Jockeys' Association this week opened permanent quarters in a suite in Chancellor Hall. The spinners, however, will have to maintain a fair measure of quiet, since the adjoining suite is occupied by a chess club.

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
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk via Dealer Sales
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk in the Nation's Juke Boxes
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Sheet Music Seller in England
YOU'RE BREAKING MY HEART

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 36.

Shipstad-Johnson Icer At Garden for 10 Days

By Bob Francis

NEW YORK, Nov. 19.—Eddie and Roy Shipstad and Oscar Johnson lighted Madison Square Garden Thursday (17) with the 14th edition of their annual ice follies, so the arena will be floored with handsome blue and white ice and given over to the bladders thru November 29. This reporter has sat in on most of the Shipstad-Johnson ice extravaganzas, and has never yet witnessed a bad one. When it comes to originality in cooking up an ice show, the boys never let you down. Nor have they done so this time. The newest edition, *Ice Follies of 1950*, lives up to the standard of its predecessors—in some respects it seems a little better.

There is little or nothing new that can be done on skates—by this time it seems impossible to dream up anything of the sort. But the boys have a way of combining specialties which, backed by a few simple props, become really startling production numbers. They also have a knack for dressing up ancient routines to give

them a completely fresh presentation each year. This approach, plus the fact that they know the exact recipe for pleasing blade show customers, results in an over-all balance of beauty, skill and comedy. So this year's version, from the opening eye-filling ballet, *In a Viennese Garden*, thru a finale featuring those precision cuties, the Folliettes, in something having to do with totem poles, is thoro'ly an ice fan's dish.

Skaters Are Old Pros

Practically all of the featured skaters are *Follies* veterans. The Scotvold Twins (Joanne and Joyce) are on hand again for precision duos and to pair with the Schramm Twins (Ray and Roy). Roy Schramm also contri'bs a splendid single on his own. Likewise present are such blade lights as Monica Moran, Mae Ross, Marilyn Ruth Take, Betty Schalow and Hazel Franklin. Harris Legg and Phyllis Legg and their familiar stilt-skating number and Harris solos in a dressed- (See Shipstad-Johnson on page 46)

Hurok, Godfrey and Schwartz To Review Showbiz Trends

NEW YORK, Nov. 19.—"Billing Entertainment" is the over-all title of next Tuesday's (22) November

Showbiz Helps March of Dimes

NEW YORK, Nov. 19.—The commerce and industry fund-raising drive for the National Foundation for Infantile Paralysis, now under way here, is headed by Joe Hornstein for the Motion Picture Equipment and Services division; Webster E. Janssen, of Janssen Piano Manufacturing Company, for the Musical Instruments division; Rudy Carnolt, of United Scenic Artists, for the Scenic Arts and Costume Designers division; Jules Ziegler, for Jules Ziegler Agency, for the Theatrical Agencies division; Ben Kornzweig, of the Lyceum Theater, for the Theatrical Press Agents division; Louis Schonheit, of Mackey's, Inc., for the Theater Ticket Agencies division, and Murray Korman for the Theatrical Photographers division.

meeting of the Fashion Group, Inc., at which names at top entertainment management levels will discuss changing trends in stage, screen, radio, video, ballet. The luncheon meeting will be held at the Hotel Biltmore.

S. Hurok, impresario; Arthur Godfrey, of radio and TV, and Arthur Schwartz, composer and producer of stage, screen and radio shows, will be the three speakers, with Henry Blackman Sell, editor of *Town and Country*, as emcee.

Among the guests of honor will be Ezio Pinza, Raymond Massey, Alfred Drake, Anthony Quinn and John Caradine.

Lee to Burton Stable

HOLLYWOOD, Nov. 19.—Folk artist Tennessee Ernie was inked to a personal management contract by P. M. Bill Burton this week, marking first hillbilly to join the Burton stable. Pact was inked following Ernie's zoom to prominence as result of his Capitol waxing of *Mule Train*. Deals to spot folkster in motion pix are currently on the fire, according to Burton.

KRON Makes TV Bow in San Fran Without Fanfare

SAN FRANCISCO, Nov. 19.—KRON-TV made its bow Tuesday night (15), starting a Sunday-thru-Friday operation. The station, owned and operated by *The San Francisco Chronicle*, is the local TV outlet of the National Broadcasting Company.

KRON's debut was marked by no ceremony, no handshaking, no blaring of trumpets. The station simply came on the air. The opening shot was a view of the Chronicle Building, which houses the studio, followed by films of San Francisco night scenes.

The initial program, *Portrait of San Francisco*, was the only feature to distinguish the opening night from any other video showing KRON will present. It utilized only local talent. It was an hour-long show written and produced by Al Constant and Marc Spinelli, directed by Pat Crafton, with sets by Bill Martin, all of the KRON staff.

Portrait of San Francisco ended with a full-scale production of the entire staff in a cable car setting, representing the dress and manner of every period since the cable cars were installed.

The regular program schedule followed with Milton Berle, *Life of Riley*, *Mohawk Showroom*; *Chesterfield Supper Club*, with Perry Como, and tele news.

In the personnel ranks are Charles Thieriot, general manager; Harold P. See, director of television; Patrick H. Crafton, program director; R. A. Isberg, chief engineer; Al Constant, chief announcer; Norman Louvau, commercial representative; Marc Spinelli, assistant director, and Bonnie Keever, traffic manager.

The only show sold so far is *Hopalong Cassidy*, purchased by Orweat Bread Company, altho there are numerous spot segs across the board. Kinescoped fare includes *Mohawk Showroom* (Mohawk Rugs), Perry Como (Chesterfield), and Milton Berle (Texaco). A Western film and feature movies will show with each week's telefare.

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. Gatto Secy.

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(New York)

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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

WNEW SALE STUNS INDUSTRY

Chi Agencies Lose Big Dough In Lever Move

CHICAGO, Nov. 19.—The Needham, Louis & Brorby and Tatham, Laird agencies may lose millions of dollars in billings from the Pepsodent division of Lever Bros. Company as the result of an announcement here this week that offices of Pepsodent will move to New York after January 1 as part of Lever's plan to consolidate activities in its new Manhattan headquarters. Charles Luckman, Lever president, has insisted that Pepsodent use agencies with New York offices after the move, and neither of the agencies has an Eastern branch.

Altho spokesmen for Needham and Tatham would not comment, it was learned thru reliable sources that neither would open New York offices. Altho Pepsodent also uses Foote, Cone & Belding and J. Walter Thompson, it appears unlikely that they would get additional billings because of Luckman's reluctance to concentrate advertising in one or two agencies. Where the Needham and Tatham biz would go could not be learned here, and spokesmen for Pepsodent said the decision would not be made until next week.

Needham now has the Pepsodent toothpaste, toothpowder and Rayve shampoo accounts, while Tatham-Laird has the Jelke margarine and mayonnaise business.

NBC Outlines New Policy For O. and O.'s

NEW YORK, Nov. 19.—The National Broadcasting Company (NBC) this week had managers and execs of its owned-and-operated stations in New York for a meeting on budgets for the next year and, in addition, to get the lowdown on the web's new operating plans for its o.-and-o. stations. The new operation policy was outlined by Jim Gaines, NBC's director of owned-and-operated stations.

NBC is making a basic change in its philosophy concerning operation of its o.-and-o.'s, and hereafter the stations will be regarded as virtually autonomous operations. This includes the rendering of service to the network. Hereafter, if an NBC- (See NBC'S New Policy on page 15)

NBC May Fry Egg At the North Pole

NEW YORK, Nov. 19.—The National Broadcasting Company (NBC) is planning a terrific emphasis within the next six months or so on special event coverage, both AM and TV. The decision is based on two factors: One, the fact that NBC affiliates at its September convention asked for such features; two, the fact that this week got the network page one newspaper publicity nationally.

Accordingly, NBC is now lining up a slew of stunts of the "fry an egg on the sidewalk" genre. The network's upcoming holiday schedule will be larded with such gimmicks as flying an airplane over the Arctic Circle on Christmas Day to drop presents to Eskimos. NBC figure: the shows will pay off both via publicity and a program schedule fillip.

Bulova's Radio Abdication Finalized by Sale of WNEW

NEW YORK, Nov. 19.—Arde Bulova, 60-year-old bachelor-watch manufacturer-millionaire, who this week sold his last and top radio property, WNEW, New York, for over \$2,000,000, got into radio around 1930. His original interest is said to have stemmed from a device used in radio which he was manufacturing at the time. Fourteen years later, he started divesting himself of his stations, selling three of his six that year, and another shortly afterward. The remaining two, WNEW and WOV, New York, were both sold this year.

At press time, all the prices of the sales were not available. However, some of the Bulova sales shape up like this:

WELI, New Haven, Conn., sold to Harry Wilder in June, 1944, for \$220,000.

WCOP, Boston, sold to Cowles Bros. (Look magazine), for \$225,000 in October, 1944.

WPEN, Philadelphia, sold to The Philadelphia Bulletin, now owner of WCAU and WCAU-TV, Philadelphia, in December, 1944. Station since sold to the Syk Drug chain interests. Reported sale price to The Bulletin was \$620,000.

WNBC, New Britain, Conn., now WONS, subsequently sold to Yankee Network.

WOV, New York, sold to Richard O'Dea, Ralph Weil and Arnold Hartley, in May, 1949, for \$750,000.

WNEW, New York, sold in November, 1949, for \$2,000,000 plus.

Thus, Bulova's gross sales prices, in which partners in most cases figured only with minority interests, probably total \$4,000,000. How much less—and it certainly was considerably so—his original investments were is anybody's guess.

Assuming \$2,000,000 to be the WNEW sales price (other property, mostly real estate involved in the sale does not affect the partners), Bulova and his WNEW partners, Milton Biow, advertising agency owner, and Vincent Dailey, New York politician, each stand to make neat capital gains profits. Their ownership divvy is 70-20-10, for Bulova, Biow and Dailey. Capital gains tax in this case is 25 per cent. Figure it out yourself.

Duopoly Ended

Bulova had been trying to sell WOV for about six years, as required by government duopoly regulations prohibiting ownership of more than one station in the same market. A proposed deal, to the Mester Bros., Brooklyn grocery interests, was rejected by the Federal Communications Commission (FCC), and the eventual sale to O'Dea and others involved a rival bid and lengthy FCC delays.

Bulova, reputedly one of the wealthiest men in the U. S., is likewise one of the least well known, as a person, to the public. The sales success of his watch product is tied in closely with the success story of Milton Biow, who popularized the now standard B-U-L-O-V-A time signals. Bulova's interests spread into many other phases of manufacturing and real estate and during the war he was a major producer of war material, including fuses and oil pumps. He also devised a means of making sorely needed synthetic jewels for the government and built a plant to turn them out.

One oft-repeated story about Bulova is undoubtedly apocryphal. It has him going into a Fifth Avenue hotel in New York, trying to get a room and, when unable to, buying the hotel instead.

Brief and Important

Last-Minute Digest of AM-TV News

Rod and Gun Seg May Quit Mutual for NBC

Mail Pouch Tobacco Company is reported considering a move of its "Fishing and Hunting Clubs of the Air" program from the Mutual Broadcasting System (MBS) to the National Broadcasting Company (NBC). The show, now airing at 8:30 p.m. Thursdays, would get the 10:45 p.m. Monday time on NBC, following the Bill Stern sports show. If the deal jells, it will leave NBC with only 30 minutes of unsold web time after 8 p.m., the 10-to-10:30 p.m. Monday slot, currently filled by the Martin and Lewis Show.

Ziv TV-Filming "Cisco Kid"

The Frederic W. Ziv Company, radio and TV packager, is hard at work on location, filming 52 episodes of the "Cisco Kid" series for television. The outfit has set up its crew at Pioneer Town, near Palm Springs, Calif. John Sinn, New York topper of Ziv, has been visiting on the set, watching production.

Sheaffer Pen To Drop "This Week in Sports"

Sheaffer Pen Company last week decided to drop "This Week in Sports" from the Columbia Broadcasting System's TV network after December 13, the end of its first 13-week cycle. The program, on each Tuesday evening 10-10:35, is owned by Tele-News which furnishes sports film for the show.

Lewis Gets "My Sister Eileen" Video Rights

Video rights for "My Sister Eileen," former legit and film hit, have been secured exclusively by Richard Lewis. Sale will be handled thru the Bernard L. Schubert office. Pitches to webs and agencies will begin shortly.

Watchmaker's Radio Empire Now Dissolved

R. I. Syndicate Tops 2 Mil

(Continued from page 3)

tionally. Its gross for the past few years has been over \$2,500,000, and its profits, altho never disclosed, are considered sizable in view of its canny and economical operation.

End of Bulova Empire

¶ The station's sale marks the departure from radio of Arde Bulova, who earlier this year sold his major interest in WOV, New York foreign language outlet. Bulova's radio empire at one time consisted of six properties along the Eastern Seaboard, often viewed as the nucleus of a coast network.

¶ The sale price, which eventually will wind up between an estimated \$2,250,000 and \$2,500,000, is regarded as strong refutation of the claim by some that "AM is on its last legs."

The group purchasing the station, in addition to Cherry, who is the president of the new company, WNEW, Inc., includes Charles F. Knowles, president of Cherry & Webb; George V. Meehan (textiles); Frank F. Cook (autos); Godfrey B. Simonds (investment banking) and Harold B. Tanner, attorney, all of Providence. In addition, Bernice Judis, now general manager of the station, and Ira Herbert, sales vice-president, are acquiring "substantial" interests in the new company. Neither of them now has any interest in WNEW.

Exit Biow and Dailey, Too

Present stockholders in WNEW in addition to Bulova, who controls 70 per cent of the stock, are Milton Biow, head of the advertising agency of that name (Bulova watches has been a Biow account since Biow started, who has 20 per cent, and Vincent Dailey, New York State democratic bigwig, who has 10 per cent.

It is claimed that the final sales price of WNEW has yet to be determined, pending settlement of certain assets. Another factor in the transaction is the WNEW transmitter (See SALE OF WNEW on page 15)

CBS Considers Sullivan, Burns For 5-Min. Spot

NEW YORK, Nov. 19.—Ed Sullivan and Bob Burns are among the talent possibilities being considered this week by Columbia Broadcasting System (CBS) for the five-minute period across the board following *House Party*, when that show shifts over from American Broadcasting Company on January 2. The idea is to bolster not only *House Party* by use of name talent, but to help build audience for the Garry Moore Show which follows, from 4 to 5 p.m. CBS is pitching the 3:55 to 4 p.m. period to R. J. Reynolds for Camels.

The possibility also exists that if Camels buys the slot it may decide to move in its own show, with a taped show featuring Vaughn Monroe one likelihood. CBS will not object to an outside show, provided the name policy for the period is maintained. If Sullivan is used he would air Hollywood-Broadway chitchat; Burns, if signed, would air his bucolic homilies.

NAB, MPAA Form United Front on Mutual Issues

WASHINGTON, Nov. 19.—A united front for team action by the National Association of Broadcasters (NAB) and the Motion Picture Association of America (MPAA) on all mutually related legislative and governmental issues affecting the industries has been cemented formally for the first time in the history of the organizations as the result of creation of a joint committee by the boards of both organizations this week. The authorization of the front emerged as a major development midway during the NAB's conference this week which also sounded the anticipated death-knell for the Broadcast Measurement Bureau (BMB) as now constituted, but proposed a new corporation to take over the yardstick agency on a financial basis in which subscribers would hold stock.

The NAB board also decided to retain Broadcast Advertising Bureau (BAB) as an integral part of NAB for the present, but left the door open for deliberations at the board's next meeting at Phoenix, Ariz., in February to determine whether the BAB will be granted some sort of independent, the NAB-related, status. NAB's board also moved to add two TV delegates to board membership, invited the FM Association (FMA) to merge with NAB, kept TV dues at the present rates, called for a new international radio allocation pact and established a committee to study proposal for NAB appearance before judicial and administrative agencies.

Joint Committee

The MPAA and NAB will co-operate closely not only in censorship matters but also in such other fields as taxes, labor-management relations and copyrights. A liaison committee of five flicker and five radio representatives was appointed and charged with the duty of effecting the MPAA-NAB co-operation.

In wiping out the BMB in its present form and proposing a new audience measurement agency, the NAB board approved the recommendations of its structure committee. The board agreed with the committee that a new corporation be formed to take over the assets of the BMB under the following conditions: That present BMB subscribers be offered stock in the new agency or cash for their pro-rata share in the assets; that additional stock be offered to stations, advertising agencies and other interested parties on a basis to be determined; that the new corporation's board be composed of representatives of advertisers, ad agencies and broadcasters, and that the corporation proceed with research studies as determined by its own board.

The board voted to rescind a previous action which set up plans to divorce the BAB from the broadcaster association and agreed that it will remain as an NAB department. The NAB board, however, abolished the BAB board committee and took over the direction of the BAB policy.

Anti-Social Medico Show May Hit ABC

NEW YORK, Nov. 19.—A network radio show aimed at singing hosannah's for the current medical system and blasting all proposals for "socialized medicine" is currently under discussion by the American Cyanamid Company and the American Broadcasting Company (ABC).

The pharmaceutical manufacturer has been holding talks with the web about building a show which would take this editorial slant perhaps indirectly. The firm would make its initial web sponsorship bow if the show were set.

The deal still is in the blueprint stage, with no inking expected for couple of weeks at least.

Action taken with regard to BAB was with the proviso that the board may consider at a later date terminating the department as an integral part of the NAB.

The appointment of TV representatives Robert Swezey, WDSU-TV, New Orleans, and Eugene Thomas, WOIC-TV, Washington, plus the creating of a standing TV committee, to the NAB board is in line with the further integration of the TV division with the NAB, long urged by TV members. TV dues are to stick at \$10 monthly for stations affiliated with audio members and at \$1,500 yearly for TV indies.

Colgate To Expand Radio; Will Adapt AM Shows to TV

NEW YORK, Nov. 19.—Colgate-Palmolive-Peet, now represented by five radio shows on two major networks, is making plans to increase its AM budget next spring. The account is considering purchase of one daytime show on either National Broadcasting Company (NBC) or Columbia Broadcasting System (CBS) and there is a remote possibility it will buy another on American Broadcasting Company.

The company is also committed to a policy of trying to adapt its radio properties to TV before shopping for new video programs. Thus Dennis Day, *Our Miss Brooks* and *Judy Canova* are expected to be presented on TV when the time is ripe. *Mr. and Mrs. North* has already been tried on the *Colgate TV Theater*, but may get a more thoro tryout.

The client's radio plans are in line with the thinking of Tom Harrington, the AM and TV head of the Ted Bates Agency, which has most of the Colgate billings. Harrington believes best results can be obtained by putting shows on as many networks and in as many different time spots as possible. He also feels that radio gives an overall coverage that TV as yet has been unable to match.

Among radio shows being considered is a half-hour informal audience-participation program featuring Steve Allen, a West Coast radio personality. Now on CBS for Colgate are *Our Miss Brooks* and *Mr. and Mrs. North*. On NBC for the same sponsor are Bill Stern, *Judy Canova* and *Dennis Day*.

On the TV side thru Ted Bates,

No Burp

NEW YORK, Nov. 19.—Morton Downey, who appeared cuffed on Arthur Godfrey's Chesterfield TV Show this week, is doing a burn at Godfrey, even the Godfrey plugged Downey's Coca-Cola sponsor by drinking the stuff while on the screen. Godfrey was to present the high tenor with *Holiday*, devoted to Ireland, and autographed by the premier of Erin. Only Godfrey forgot to do it.

Reported now that Downey may send Godfrey a bill for personal services and a case of Coca-Cola, minus tops on the bottles.

the sponsor already has made a film of the Dennis Day Show. Harrington also expects to make another film with Day using a revue format and taking advantage of his emcee abilities. Then both programs will be compared, to determine which delivers the greater entertainment value.

Our Miss Brooks, starring Eve Arden, and the *Judy Canova Show* both feature proven personalities who have had considerable movie experience and in addition are unfettered by screen contracts. Harrington expects to present all the shows on film because he feels he can get effects which could not be obtained were the program to be presented live.

Chrysler Motors Eye Hopper Seg

HOLLYWOOD, Nov. 19.—The National Broadcasting Company (NBC) Hedda Hopper TV show, which the net has been grooming here for several months, was reported close to inking by Chrysler Motors. Seg, which will feature top Hollywood stars with Miss Hopper as emcee, will carry a talent budget of well over \$15,000 weekly for the half hour layout.

Plan is to do the show from Hollywood partly on kinescope and part motion pic film. Audition show was completed several weeks ago and is currently in the East for study by Chrysler execs and agency toppers.

Brief and Important

Last-Minute Digest of AM-TV News

Y&R Pitches "Broadway Revue" at Packard

Young & Rubicam is pitching a condensed half-hour version of the "Broadway Revue," formerly sponsored by Admiral Radio, at the Packard Motor Car Company. The show would use all of last year's talent except *Mary McCarty*, now starring in the legit show, "Miss Liberty." A presentation is in Packard's hands for a decision.

CBS Realigns To Aim Saturday Mornings at Kids

Columbia Broadcasting System (CBS) last week realigned its schedule so that, starting November 26, Saturday morning programming will be aimed directly at the kiddies. The new slotting in the Saturday a.m. hours will present "Make Way for Youth," 10-10:30; *Joe DiMaggio*, 10:30-11; "Let's Pretend," 11-11:30, and "Junior Miss," 11:30-12. The DiMaggio show has recently been renewed by M. & M. Candies, after its first cycle.

O'Meara Authors Book on TV Writing

Carroll O'Meara, KNBH, Hollywood, tele producer-director, will author a tome called "Writing for Television" which should hit book stalls early next year. O'Meara held agency exec positions before joining NBC tele forces.

Hughes Quits Editorship of "Sponsor" Mag

Lawrence M. (Mike) Hughes, editor of *Sponsor* magazine, resigned that post last week, which he had assumed earlier this year. He has no plans yet, the resignation being effective December 31. Norman Glenn, mag's publisher, is also assuming the editor's post. Hughes was formerly New York editor of *Advertising Age*.

KLAC Topper Hails Jarvis Tele Layout

"Answer to Daytime Video"

HOLLYWOOD, Nov. 19.—KLAC-TV topper Don Fedderson this week hailed the Al Jarvis daytime tele layout (*The Billboard*, November 19) as the "answer to daytime tele" and accented his convictions by upping station rates after only two weeks of daytime operation. Fedderson backed up his move by releasing results of special Hooper and Pulse ratings taken after show had been airborne for one week.

Hooper's tally revealed maximum tune-in audience for a two-hour period to be 12.9, with KLAC-TV boasting a maximum audience share of 80.8. Average rating for entire four and three-quarter-hour show was 10.1 shares of sets, of which KLAC-TV snagged 76.5 per cent of audience.

Pulse survey showed maximum home tune-in of 19.6 sets, with KLAC-TV's highest maximum share pegged at 84.6. Average tune-in was 15.6 sets and average share of audience per quarter hour segment was 77.6 per cent.

In releasing the figures, Fedderson said that KLAC-TV's gross daytime biz was in excess of \$5,000 a week on minimum test rates. "Accordingly, we will advance to a new rate comparable to the value the program will deliver to the advertiser, effective immediately," Fedderson stated.

New rate will range from \$17 for a 15-second live plug to \$32.50 for two minute commercial, less frequency discounts. Rates first set were \$13 for 15-second spots and \$25 for two minutes.

Not to be outdone by its new competition, KFI-TV, heretofore only station airing daytime, also hiked rates, effective December 1.

KFI raised its hour rate from \$170 to \$210, half-hour rate from \$60 to \$80 and one-minute plugs from \$25 to \$35. Station claimed increase in (*See Jarvis Tele Layout on page 15*)

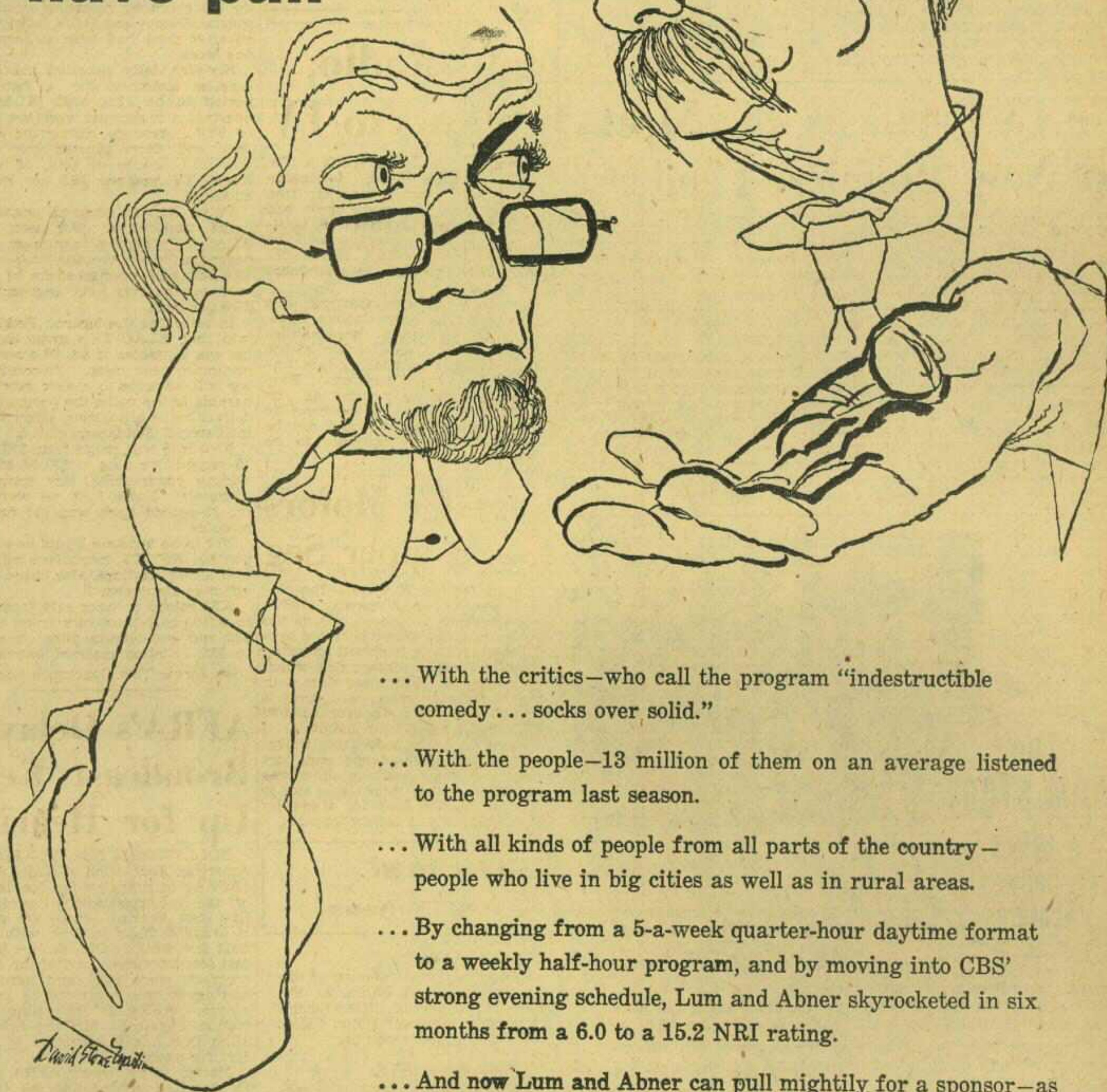
AFRA's Delayed Broadcast Fees Up for Hearing

HOLLYWOOD, Nov. 19.—Right of American Federation of Radio Artists (AFRA) to charge a fee for delayed off-the-line broadcasts will receive its first test hearing when the matter is brought to arbitration within the next few weeks. Off-the-line broadcast fees have been part of the AFRA contracts since 1939, and heretofore had never been contested by an employer. AFRA is instituting arbitration against McCann-Erickson, altho Don Lee is expected to plead for the agency.

Matter arose when AFRA asked its standard off-the-line fee (\$18.25 per actor and announcer) for *Straight Arrow*, two-a-week seg aired off-the-line for the Coast three hours after its broadcast to the East. Agency informed AFRA that it was assured by Don Lee no repeat fees were required and if such charges were made, the net would reimburse commission sum of the fees.

Outcome of arbitration is of vital importance to AFRA inasmuch as it stands to lose a source of considerable revenue. Money involved in the *Straight Arrow* case alone passes the \$7,000 mark. AFRA claims delayed broadcast fee had been part of its contractual structure with employers for the past 10 years and had never before been refused.

Lum and Abner have pull*



- ... With the critics—who call the program “indestructible comedy . . . socks over solid.”
- ... With the people—13 million of them on an average listened to the program last season.
- ... With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.
- ... By changing from a 5-a-week quarter-hour daytime format to a weekly half-hour program, and by moving into CBS' strong evening schedule, Lum and Abner skyrocketed in six months from a 6.0 to a 15.2 NRI rating.
- ... And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

*They have so much pull that an Arkansas town, two mountains, a State highway changed their names, and seven pairs of twins were christened Lum and Abner.

CBS PACKAGE PROGRAMS

Tillstrom Changes Vacation Plans for Kukla, Fran, Ollie

CHICAGO, Nov. 19.—Kukla, Fran and Ollie, Chi-originated TV show sponsored by RCA and Sealtest on National Broadcasting Company (NBC), probably will not take a winter hiatus of eight weeks, it became apparent this week following conferences between Burr Tillstrom, show's owner and originator, and executives of RCA and N. W. Ayer, Sealtest's agency. Both RCA, which has the show three nights a week, and N. W. Ayer are now recommending to Sealtest that they allow the show to vacation in summer instead of winter.

A few weeks ago Sealtest, which has the show two days a week, had asked that the show take a winter hiatus to allow the ice cream company to do a selling job during sum-

mer, its peak season.

Tillstrom, however, thought a summer hiatus would be better because a winter cut-off would result in loss of viewers during a normal peak TV season. He also thought that those lost might be hard to get back when the program returned.

Now it is practically certain that Tillstrom will take a six or eight-week vacation in July and August. There seems to be no doubt, either, that Sealtest will remain as a sponsor, but because the company does not have a large enough TV budget, it will not pick up the third day which RCA plans to drop shortly, even tho the ice cream subsidiary of National Dairies had an option on the period.

Indie TV Packagers To Meet On New Policies, Leaders?

NEW YORK, Nov. 19.—The Independent Television Producers' Association (ITPA) is skedded to hold an emergency executive board meeting on Thanksgiving Eve (24) which is regarded as likely to reorganize the leadership and some of the policies of the group. The packagers' org has been virtually defunct recently, with only one meeting held in the past few months and the membership growing restive over lack of unified action on pressing problems.

One of the major issues to be faced under the expected new regime will be the serious difficulties in which TV packagers now find themselves (*The Billboard*, November 12), what with networks unwilling to air packaged

shows sustaining, unless an outstanding name personality is involved. Also to be considered is the expansion of the ITPA to include many top TV packagers not hitherto signed, including Frederic Ziv, Martin Stone and Wilbur Stark.

The last few ITPA meetings drew very sparse attendance, with less than a quorum showing at the most recent. The org's treasury also is said to be depleted, with members holding out for a potent course of action before kicking in. The possibility also exists that membership regulations may be made more stringent, to keep out would-be TV packagers rather than those already established.



The FARM STORY

a WWJ Daily Feature

From 6:30 to 7:00, five mornings a week, farmers take time off from their chores to listen to John Merrifield, WWJ's capable farm

editor. He not only presents farm news of usual interest, but he has traveled more than 45,000 miles the past year through the prosperous farm areas of Michigan, Indiana and Ohio to make 159 transcribed and direct-wire broadcasts of unusual on-the-farm happenings.

To make "The Farm Story" the most authentic of all farm programs, John Merrifield has entertained almost 500 guests and experts, spoken before 26 farm organizations, sat in with more than 70 farm planning meetings and spent countless hours in research.

"The Farm Story" is another example of why WWJ—The Detroit News is first in public service and first in public acceptance of its programs and the products advertised on it.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

AM Vs. TV, and NBC

The reorganization currently under way at National Broadcasting Company (NBC) has produced one strange commentary on the change of attitude now in effect in the industry with respect to AM and TV. For some months the general attitude was that, come the reorganization, "I want to get into the television side," and "I'm sure gonna feel sorry for the guys left in AM. They're really gonna feel left out of things."

No so any more. Now indications are that by far the greater feeling is to favor remaining in AM or working in NBC's AM unit. The thinking behind this attitude takes several tangents. One is that AM is going to be paying the freight for years to come, and that means, virtually automatically, that AM will have a little more to say around the joint. It also means that AM will be the more stable and more secure of the two elements.

TV Future Questioned

Another theory behind the thinking is the growing feeling that television may never be a profitable operation insofar as networks are concerned and that commercially speaking, they may be like virtually all of the U. S. airlines—they're exciting to be with, but never make any dough. The wind-up is a sort of glamour vs. security situation.

Still another aspect of it is that insofar as radio is concerned, NBC is still the healthiest of the webs and has a good chance of remaining that, or close to it, for the foreseeable future.

Remember when tele was going to run radio off the face of the spectrum?

Brief and Important

Last-Minute Digest of AM-TV News

Conciliator Foley Steps Into KCBS, AFRA Fuss

Federal Conciliator William A. Foley last week moved into the contract dispute between KCBS (Columbia Broadcasting System) and the American Federation of Radio Artists (AFRA). Foley intervened when Harry Pollard, AFRA counsel, reported that station management had refused to discuss wage increases for six announcers. The contract expired October 31.

Admiral Inks "H'wd in 3 Dimensions" on KTTV

Admiral Radio, in conjunction with Hollywood and Los Angeles TV dealers, last week signed to sponsor the Mal Boyd-Robert Joseph KTTV video show "Hollywood in Three Dimensions," featuring Alan Mowbray. According to Boyd, who will incorporate his interest in the weekly 15-minute package, into the Mary Pickford-Buddy Rogers-Boyd Company, negotiations are also under way for Admiral to back the show on a national basis, pending, of course, results of the local operation.

RWG Makes Counter-Proposal to Nets

The Radio Writers' Guild (RWG) last week rejected an offer of a package deal made by the nets in an effort to come to some agreement on a contract covering news and continuity staff scripters at the webs. Instead, the RWG has made a counter-proposal which will be considered at a joint meeting with employers Monday (21) and J. R. Mandelbaum, the federal mediator. The RWG has already taken a strike vote.

Logan, Burnett Form Marketing, Flack Firm

Chuck Logan, former producer for Feature Productions, has joined a partnership arrangement with Hal Burnett to form a new Chi marketing, advertising and public relations firm, Burnett & Logan. Burnett has been executive editor of Advertising Age and editor of Industrial Marketing. Previously the two worked at CBS-WBBM.

Garroway Cuts 15-Minute Kine Audition

Dave Garroway cut an audition kine Thursday (17) for his projected new 15-minute across-the-board video show. The stanza was filmed by National Broadcasting Company in an effort to cement a pending deal for the show with American Tobacco Company, for Lucky Strikes. The format is understood to be considerably less elaborate than Garroway's current 30-minute show so as to bring costs in line with Luckies' potential budget.

Wrigley Gum Buys CBS "Luigi"

The Wrigley Chewing Gum Company last week purchased "Life With Luigi" for sponsorship over the Columbia Broadcasting System (CBS) Tuesday 9-9:30 p.m. beginning January 10. Since "Luigi" started its sustaining career in September, 1948, the web has poured about 384G into the \$8,000 a week package. Philip Morris Cigarettes recently turned down the show, and General Foods was considering it for sponsorship when the purchase was made.

Cooper To Convert CBS's "Escape" to TV Show

Wyllis Cooper's first assignment as an executive producer for the Columbia Broadcasting System's (CBS)-TV operation will be to convert "Escape," CBS radio package into a TV property. Cooper will handle some of the writing in addition to producing the series. CBS-TV will probably do a kine of the show first. Cooper was brought over from the American Broadcasting Company (ABC), where he produced, directed and wrote "Volume One" for video.

NAB Backs Ark. Stations' Plea on Taxes

The National Association of Broadcasters (NAB) is hoping for a better break from the Supreme Court when it backs the plea of two Arkansas stations for a rehearing on an appeal from a State occupation tax. The stations lost out on their first appeal to the high court, but aided by a "friend of the court" brief from the NAB, will file a new plea. NAB figures the stations are on sound ground since the Supreme Court threw out a decree in 1936 on occupation tax levied on stations by the State of Washington.

TV PIX SALVATION: RESALE

Residual Right Must Be Kept By Producers

"Football Extras" Pays Off

NEW YORK, Nov. 19.—Makers of film for TV now realize that the only way they can cash in, production costs being what they are, is to retain residual rights, enabling them to resell their product several times. This already is being done successfully in some cases, perhaps the outstanding examples being the United World shorts, titled *Football Extras*, and the series of 52 dramas filmed by General Television Enterprises (GTE) in Hollywood. Twentieth Century-Fox and the American Broadcasting Company (ABC) also are going in for resale on *Crusade in Europe*, the film series based on Gen. Dwight Eisenhower's book.

The grid series by United World (UW), TV adjunct of Universal-International films, was made originally for American Tobacco Company in 1948. The 10 shows, running five and one half minutes each, were aired last year by Luckies over seven TV stations, with two other stations using most of the series. This year, with rights reverting to UW, the pix were put out for sale to stations and local sponsors. All but one of the stations using the films last year took them again for the current season. Sixteen more outlets were added in top markets. UW topper Lewis Blumberg estimates that this season UW took in 67 per cent of total potential income, inasmuch as prices are based on market size. This is expected to be bettered next year when the films will be sold for the third time.

GTE's for P&G

The GTE films, which required expenditure of nearly \$300,000 over the last six months, were made to order for Procter & Gamble (P&G), and were based on originals and public domain stories. Each film runs 12½ minutes, and two are used weekly in the P&G *Fireside Theater* series on the National Broadcasting Company (NBC). The GTE terms with P&G, however, call for rights to revert to the packager after first showing, thus enabling GTE prexy Gordon Levoy to peddle second and third run rights in all markets 30 days after initial airing. GTE has other series in the works which will be sold on the same basis.

Levoy has several resale deals now in the making in top markets. The producer enjoys considerable latitude, since the 30-day limitation enables swift resale action rather than after a year's wait.

Costly "Crusade"

Crusades in Europe is an expensive 26-week 30-minute series which must be amortized via several showings. (See TV Pix Salvation on page 15)

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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.

So You Wanna Be an Actor? "Robe" Will Pay You \$23

NEW YORK, Nov. 19.—With tele costs skyrocketing and with webs and packagers seeking ways of cutting the nut, at least one web program, *The Black Robe*, gets its talent dirt cheap. The average cost per player is \$23 per show, with the non-pro talent glad to get that. The pay roll on *Robe* is typical of the unorthodox manner in which the program's personnel is assembled. The only pro thesp is the actor playing the judge in the mock courtroom format. All others are literally picked up on the streets by members of the Phillips H. Lord packaging office. When a passerby is noted whose appearance is sufficiently bizarre for the types on *Robe*, he is handed a mimeographed card inviting him to appear for a casting interview. This telecasting invitation notes that "the actors in this show are people like you—people who have never acted before."

Upon auditioning for a role potential cast members are paid \$3. If an emergency actor is needed in a hurry he is paid taxi fare as well, although sometimes carfare is paid if hardship is obvious, as is frequently the case.

Orientation

Those responding to the preliminary invitation, upon arrival at the casting office, are given a mimeographed sheet detailing some facts about the show. This states that "the basis of the program is a court scene, night court. The general idea is based upon the 10 Commandments: Thou shalt not kill; thou shalt not steal; thou shalt not bear false witness, etc., and the golden rule is brought out by the judge who is a kindly, fair, elderly gentleman. He sentences certain ones to the workhouse, others he excuses

or gives a suspended sentence."

The instructions also state that those accepted will be given simple stories to read over and then told back to the auditioners. "We don't want you to memorize these stories," the applicants are told, "but we do want you to tell them as closely as you can in your own words." They also are notified that those accepted may be called for more work in succeeding weeks. A photo then is taken and the card placed into the general casting file.

Would-be actors are paid, besides \$3 for the initial audition, another \$10 for two rehearsals and \$10 more for camera rehearsal and appearance on the program. Thus, the average fee on the show is \$23.

"20Q" May Hit 2-Web Simul On AM and TV

NEW YORK, Nov. 19.—First network radio show to be simulcast with the TV side aired on another network is likely to be *Twenty Questions*. Ronson Lighters, which bankrolls the radio version via Mutual Broadcasting System (MBS), is on the verge of pacting for such a deal with National Broadcasting System (NBC) tele stations airing the video side. The package is controlled by WOR, New York MBS outlet. The video portion will be seen locally on both WOR-TV and WNBT.

Time period will remain the same, 8 p.m., Saturdays. First simulcast probably will be on November 26. Grey Advertising is the agency.

Talent Crisis in Coast TV; No More Work for Buttons

(Continued from page 3)

are frightened about word spreading that they are working for free or for buttons, preventing higher rates on future bids. Low Coast rates also play a part, with one top act saying, "If I work for \$50 in Hollywood, how can I get \$500 for a shot on the Milton Berle show in New York?"

Outlook Not So Rosy

Meanwhile, the packagers are finding it tough sledding as the oft-predicted live tele program spree has failed to materialize. Only a few hardier salesmen are making the grade, and no Hollywood packager is growing fat on local shows while few are able to keep out of the red. The outlook is far from rosy, too.

Altho seven stations are going full blast in this area, they are steering clear of sustaining packages, just as in the East. Despite hyped activity, fewer live show ideas are being picked up now than in the past. The three network outlets are loaded down with net-optional kinescope shows and have little time left for live sustainers. The four TV indies, while showing greater inclination to buy live sustainers with good sales prospects, still lean toward film fare as easier to peddle and less trouble to produce.

Money Tight All Over

Coupled with all these factors is the general economy wave which has hit town, forcing stations to drop all

but a few choice sustainers. Some veteran shows have been axed after airing as long as six months while seeking a sponsor, despite viewer interest and the programming effort invested. One of these is KNBH's *Pickard Family*, which aired since the station's debut last January. The show went east via kine route, but when it failed to lure a bankroller was dropped.

At the American Broadcasting Company (ABC) the lavish *Let There Be Stars*, hour-long musical priced at about \$6,000, went by the boards after six weeks. Jimmy Scribner's *Sleepy Joe* kidshow also felt the ABC pinch. KLAC-TV's *Teleten Reporter*, oldest show on the station also will exit shortly, never having gone commercial. At Don Lee's W6XAO, station exec Charles Glett went thru the program sked with a king-sized broom, killing eight sustainers and limiting future sustaining runs to a few weeks.

Station execs here warn that future lengthy test runs for free are out of the question. Packagers find this stand tough to take, arguing, "How can you tell what the show will do if you don't give it a fair test run?" Many packagers, who have priced shows way below value to get rolling in TV, now are offering shows for free on the quiet, just to get them on the air. Talent and production staffs also are kicking in services without pay on the promise they will be taken care of when shows gain bankrollers.

WOR-TV Switch; Now Buying Its Pkgs. Straight

NEW YORK, Nov. 19.—WOR-TV, which made its debut about a month ago, this week revealed it had changed its policy in connection with buying shows from packagers. The station, which had been buying packages in deals whereby the station and package owner shared the income deriving from the sale of participating spots, now is buying them on straight cash deals, with increases due packagers when the shows go commercial.

The station found out soon after its premiere that the percentage plan would not work out, because of buying preferences of sponsors. Most of the latter prefer flexible schedules, covering different availabilities, rather than strict adherence to one program or a set of programs.

Under the new plan, WOR-TV is giving packagers from whom it buys shows minimum guarantees, with packagers still continuing as employers of the talent used in the shows. WOR-TV is also assuming closer supervisory and production control over the packages it airs.

Early in 1950 WOR-TV will allot a weekly half-hour evening period and full television facilities for TV packagers and ad agencies to try out programs on a one-shot basis to gauge audience reaction and, if they wish, kinescope the show.

"Blackouts" Set As First Big Sat. Night TV Show

NEW YORK, Nov. 19.—Video viewers will get their first big Saturday night presentation when Ken Murray's *Blackouts* begins its career on January 7 from 8 to 9 p.m. for Budweiser Beer. The show which will be on alternate weeks is expected to cost the sponsor about \$1,000,000 for time and talent.

The Columbia Broadcasting System (CBS) owns the Murray package, but it will have paid the comic about \$22,000 in salary before he even goes on. Murray also has a deal with the web whereby he shares in the profits of the package on an annuity basis in addition to a weekly stipend considerably above the \$2,750 each week he receives while not working. The D'Arcy agency is the client's representative.

The National Broadcasting Company (NBC) has been working for some months on a king-sized three-hour Saturday night presentation, but nothing has as yet materialized. NBC is trying to sell portions of the show before putting it on the air, in view of the heavy program budget involved.

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KLAC-TV

LUCKY CHANNEL 13

DAYTIME PROGRAMMING

Here's the Biggest News That's Hit Television

HOOPER RATINGS

At the Beginning of the Second Week of

AL JARVIS MAKE BELIEVE BALLROOM

The First Television Program That Dares To Be Different

HOOPER RATINGS SHOW . . .

Average Tune-In	10.1%
Highest Two-Hour Average Tune-In	12.9%
KLAC-TV AVERAGE SHARE OF AUDIENCE	76.5%
KLAC-TV HIGHEST TWO-HOUR SHARE OF AUDIENCE	80.8%

PULSE RATINGS SHOW . . .

Average Tune-In	15.6%
Highest Tune-In	20.5%
KLAC-TV AVERAGE TUNE-IN	77.6%
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These Batting Averages*

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"	B	11.8%
"	C	23.4%
"	D	13.0%
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Title Station

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Famous Jury Trials

Reviewed Wednesday (16), via WABD and the DuMont TV network, 9-9:30 p.m. Style—Drama. Sponsored by Chevrolet Dealers via the Campbell Ewald agency. Produced by John Clark for Trans-American and DuMont. Director: Charles Harrell. Cast: Milton Herman, Guy Tano, Betty Furness, Eugene Tuckman, Calvin Thomas, others.

Famous Jury Trials was one of radio's more durable properties, but in its transition to tele again proves that the average AM property is dull TV fare. Only in the case of *Jury*, it's so dull as to be almost comic, and so awkward in performance and general production as to be rankly amateurish. This is a case where a *Jury* should be hung—and quartered.

In radio, it seemed perfectly okay for actors to work themselves into frenzies as prosecuting or defense attorneys and for witnesses to be frightened or belligerent or whatever. See 'em on tele, and it sounds and looks almost farcical. Especially, when, as on this show, the judge is played in comic style, with the judge snapping out his lines as tho he were playing a Berle to a Youngman. Originally, the TV version was done in a courtroom setting only, but now flashback scenes have been added. They help, but the general level is so hopelessly low that it's all a waste.

Chevrolet commercials are in keeping with everything else, and consist merely of a straight and brief sales pitch on dealer service by an announcer. The treatment is real bright and fresh—he just looks into the mike.

This show was followed later in the evening by wrestling matches. Quite interesting, tho, in their case both the acting and script were better than in *Jury*. Jerry Franken.

Lights Out

Reviewed Monday (14), 9 p.m. on NBC-TV network. Sponsor—Admiral Radio Corporation via Kudner Agency, Inc. Producer: Ernest Walling. Director: Kingman T. Moore. Writer: Sumner Lick-Elliott. Cast: Jack LaRue, Neva Patterson, Allan Frank, Grant Gordon, Zalya Talma, Al Patterson.

Admiral Radio and Television is now sponsoring this National Broadcasting Company (NBC)-built video package, which bears only a nomenclative relationship to its classic radio predecessor. *Lights Out* didn't have it as a tele sustainer, and it still doesn't as a commercial. Basically, the fault, as evidenced in the program caught Monday (14), is that of script and concept.

But there is also a serious inconsistency in the treatment accorded Jack LaRue, film heavy, who plays the part of a narrator, even tho he appears only at the open and close. In a good, moody and atmospheric opening, he sets the scene for the



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Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Crime Correspondent

Reviewed Friday (11), 9:30-10 p.m. EST. Sustaining via the Columbia Broadcasting System. Producer - director, Gordon T. Hughes. Writers, Adrian Gendot and William Fifield. Music, Marlin Skyles. Cast, Paul Freese (Larry Mitchell), others.

Crime Correspondent is a pseudo-documentary with dull dialog, badly timed sound effects and one of those omnipotent journalists as its amateur sleuth hero. However, if the series were programed at an earlier hour it might prove a good cops-and-robbers draw for kid listeners. Last Friday's episodes, tagged *Squeeze Play*, pitted Larry Mitchell, crime reporter, against the town's vice syndicate. The sequence teed off with the murder of the gang's trigger man and Mitchell set out to track down a mopey pegg as the main suspect. The kid surrendered when big-shot lawyer John West offered to defend him. However, "Honest John" turned out to be the real murderer and Mitchell finally trapped him, via a handy tape recording machine. "Scoop's" clue was that the lawyer had taken down all his campaign pictures and only a guilty conscience would make a politician hide his face.

Most in the cast keyed their performances to the comic strip plot and overplayed their roles, but the actor who played the young fall guy managed to be quite convincing.

Musically the show was far superior to its scripting. The imaginative score was so good that at times it almost sparked a dramatic pacing. June Bundy.

show, his face marked by good lighting which seemingly comes only from a flickering candle. Under this treatment, LaRue and the program, both, assume the character sought after. A moment later, tho, this entire mood is disrupted as LaRue cues in the commercial, pointing out that by so doing, there'll be no middle break to interrupt the story.

Well, it listens good on paper but does it matter where the break comes? It's still there. The character of the show would be greatly enhanced were the switch handled the other way, commercial credits preceding LaRue. When the show opens, he's in a heavy, moody role. A minute later, he's smiling, to cue in the commercial announcer. A minute later, he's back in the mood again. The greater impact of television as against radio's is in itself one of the reasons this doesn't stand up.

Error in Concept

More important, tho, is the error in the *Lights Out* concept. In radio, there was no limit to the macabre story it could tell, for radio places no limit on imagination. That doesn't go for tele. The minute tele shows an actual set and an actual character, it establishes confines. Thus, the idea, on this show, of having a spectre walk out of the ocean to destroy the woman who's just murdered her husband is faced with a physical and visual limit which does not exist in radio. And so far, all *Lights Out* has tried to do is to move the camera in on radio scripts, rather than seeking and establishing its own purely video techniques.

Casting, acting and script were awkward and unprofessional on this, and the payoff, when Neva Patterson is face to face with the briny spectre was almost ludicrous and certainly not tense.

Admiral commercials are straight forward and hard hitting, plugging the tele sets primarily and easy installment buying. Jerry Franken.

Modern Romances

Reviewed Wednesday (16), 11-11:30 p.m., EST. Sponsored by General Mills thru Dancer-Fitzgerald-Sample via American Broadcasting Company (ABC). Directors, William Marshall, Joe Graham. Scripters, Ira Marion, Lillian Schoen, Don Witty. Narrator, Gertrude Warner. Rotating cast, Bill Lipton, Edythe Wood, Gladys Thornton, Blake Ritter and Milton Olmstead.

This half hour soap opera attempts to delve a little deeper into what makes humans tick, on the basis of the show caught, the producers will have to do better. The show's basic fault seemed to be lack of character and motivation. The story concerned a young husband whose baby died of a virus infection. The husband's reaction was to accuse his wife of killing the child thru neglect. In turn, this brought about an attempt on her part to commit suicide. Shocked into some sense, the husband withdrew his accusation, and a reconciliation was effected.

The two factors to account for the husband's unstable conduct were his love of the baby and his quick rage, evidenced in a short scene where he became enraged because the child was left alone for 10 minutes. However, that was not nearly enough to add up to his violent and hysterical reaction to the death. And the reconciliation was too sharp when considered in the light of his previous tantrums.

In his dramatic scenes, Milton Olmstead's interpretation of the husband was so strong that it degenerated into ranting. The rest of the cast did a fine job, including Gertrude Warner as the narrator.

The commercials for General Mills' Gold Medal Flour praised the virtues of its fruit cake recipe and offered a premium deal for a teddy bear. Leon Morse.

Prairie Song Parade

Reviewed Tuesday (25), 9-9:15 p.m. Sponsored by Budget Pack Foods over KNBH (NBC) Hollywood thru Brisacher, Wheeler & Staff Agency. Producer, Jack Lyman. Cast: Dusty Walker. Music by Paul Sells and Joe Enis.

Lookers who lean to Western folk music will take to this seg warmly. Simple and direct, Dusty Walker's 15-minute stanza is high on musical proficiency and low on corn, adding up to palatable telefare.

Seg concentrates on vocalizing with a minimum of gabbing, permitting Walker to do three tunes in the quarter-hour slot, plus musical interludes and still leave enough over for tasty commercials.

Walker's singing style is a mixture of straight Western delivery and plenty of legit voice. Pipes are well trained and highly stylized. Versatility is evident thruout as Walker mixes such standards as *San Antonio Rose*, the classic *Cool Water* and the *Why Don't You Haul Off and Love Me* novelty. Singer's guitar work is good, with other musical backing provided by accordionist Paul Sells and organist Joe Enis. Walker pitches the commercials and does a good selling job.

There's room for plenty of production development, however. As show stacks up, it's over simplified with lensers concentrating on full face close-ups and simple lighting. A few atmosphere-building gimmicks such as shadow lighting, superimposed shots and trick lens effects would do wonders in taking the show out of the acceptable class into the top show-

We the People

Reviewed Friday (11); 8:30-9 p.m. EST. Sponsored by Gulf Oil Company via Young and Rubicam on the National Broadcasting Company. Producer, James Sheldon. Radio director, Ed Franck. Film director, Larry Roemer. Editor, Leonard Safir. Technical adviser, Ed Leftwich. Emsee, Dan Seymour. Guests, Jack Dempsey, Maj. Gen. Anthony C. McAuliffe, Jack Holt, Irene Rich, Dore Schary, Jimmy Osborne, Mimi Benzell, Felix Knight. Music, Mrs. Oscar Bradley orchestra.

Altho the live video was quite static, action-packed film clips, combined with descriptive radio-styled narration, made the TV version of *We, the People* Friday (11) a fast-paced simulcast with broad appeal for every member of the family.

The show featured the usual line-up of big-time "people" from such diverse fields as sports, opera, movies, music, musical comedy and the army. Emsee Dan Seymour, a good-looking lad with a compassionate face, was graciously unassuming with the celebrities and unusually gentle with his top human interest guest, blind pianist Jimmy Osborne. The 14-year-old English boy, brought over here by a group of ex-G.I.'s when he was nine, was visibly frightened, but his tense performance was the most sincere act on the bill.

"Nuts!" at Bastogne

A blatant plug for MGM's new war flicker *Battleground* was rendered palatable for video by the presence of polished film producer Dore Schary and the dignified Maj. Gen. McAuliffe, the man who uttered the now famous "Nuts!" reply to the German demand for surrender at Bastogne in 1944. Considerable visual appeal was added with the showing of historical newsreel shots of McAuliffe when he was commanding general of the 101st Airborne Division.

With his thick speech and unexpressive face, Jack Dempsey isn't an ideal TV guest, but his frank comments on the controversial Tunney decision ("I just forgot to go back to the neutral corner") and some brief film flashes of the bout itself made for sock human interest.

In the fem department dimpled Irene Rich radiated her usual ageless charm, along with the usual plug for her show, *As the Girls Go*. However, the actress's exaggerated legit gestures seemed a bit unnatural on TV, and her coy wink at the camera was out of character.

Jack Holt Okay

Cowboy star Jack Holt underplayed his chat with Seymour and fared better camera-wise. The veteran film actor also deadpanned a nice pitch for his first kiddie book.

Opera singers Felix Knight and Mimi Benzell, who tour the night club circuit between Met sessions, provided a shrewd change of pace with a vocal duet on *Tell Me, Pretty Baby*. Vocally, they were excellent, altho the stock flirtatious routine was pretty corny visually.

The smooth Gulf Oil commercials were hell-bent for cold weather via film clips of New York's '47 blizzard and ominous "change over now" copy warnings. June Bundy.

manship brackets. As it is, tho, bank-roller is getting his money's worth from Walker. Alan Fischler.

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Majority Rules

Reviewed Monday (7), 7:30-8 p.m. Presented sustaining by the American Broadcasting Company. Originated by WENR-TV, Chicago. Producers, Stu Dawson and Harold Gingrich; director, Greg Garrison; emcee, Myron Wallace; announcer, Jack Lester. Guests: Earl (Madman) Muntz, Mrs. Buff Cobb Wallace, Fred Kilian.

There is nothing in the format of this show to make it a good television vehicle. As Abe Burrows would say, it's strictly a radio-type thing, a quiz show with cameras.

That in itself would not account for poor quality of the program. *Who Said That?* is basically a radio quiz format, but still it is good TV. But the difference is obvious. *Who Said That?* goes over in TV because personalities of guest stars are often expressed thru visual characteristics and mannerisms and thus add a plus value not obtainable via radio. The guests on *Majority Rules*—or at least on show reviewed—do little more than add to the general confusion noticeable thru-out the program.

So-called experts try to give true or false answers to questions sent in by the viewing public. Every time two of the three guests (the majority) are incorrect, the person sending the question gets \$10. If three statements in each category are missed the correspondent gets the amount in a "treasure chest."

At times slides showing the amount in the treasure chest were incorrect (or at least Wallace persistently claimed they were), and there was a long palaver as to whether the show's producers had provided correct answers to historic battles' statements. This, coupled with unnecessary, coy family squabbling between Wallace and his wife, made one wonder if he were watching a high school debate or a supposedly professional network television program.

As if this were not enough, the airing also suffered because it was presented via kinescope. *Majority* is originated live for the network, but WENR-TV, local ABC station, gets around to showing kinescope versions a couple of weeks later. Kinescope reproduction was bad.

The show needs a few obvious changes aside from kinescope improvements. Above all, sharp, witty guest experts are needed. There must be closer attention to production, problems to prevent subsequent confusion. More interesting questions are needed, even if ringers have to be used once in a while. If the show is not improved it won't even be worth the costs of sustaining time.

Cy Wagner.

United Nations

Reviewed Wednesday (16), 3-4 p.m. EST. Sponsored by Ford Motor Company thru Kenyon & Eckhardt via Columbia Broadcasting System. Supervisor, Edmund Chester; producer, Robert Bendick; director, Frank Schaffner; commentators, Lyman Bryson and Larry Le Sueur.

The fascinating, almost frightening impact of CBS's TV coverage of the United Nations (UN) conjures up an exciting picture of the future, when video newscasts fully realize the awe-inspiring potentialities of televising tomorrow's history today. It's entirely possible that once impressionable viewers experience the vicarious participation afforded by these on-the-spot tele reports, present day TV programming may undergo a radical change.

Russia's Andrei Vishinsky provided the highspot of the Wednesday (16) program, which covered the p.m. session of the UN's political committee meet to consider two Soviet proposals (a five-power peace pact and the forestalling of alleged war plotting against Russia by the U. S. and the United Kingdom). Representatives of the latter countries had aired their views on the proposals that morning, so the afternoon session was given over to Vishinsky.

Accompanied by the calm, somewhat labored voice of an English translator, the camera-wise Soviet delegate both literally and figuratively spouted double talk. Thrashing his arms about in fine artistic fury, Vishinsky raved and ranted thru the entire hour show and was still going strong when CBS finally called time.

In spite of Vishinsky's spirited performance, tho, the pace was slowed down by the unavoidable bilingual "dialog" and static, unimaginative camera work. The lens took one brief swing around the assembly, spotting the varying facial reactions of other delegates to Vishinsky's tirade, but they could have achieved a much greater degree of dramatic intensity by superimposing these shots over a view of Vishinsky. An unconscious low comedy touch was contributed by a sullen bear of a man, seated directly behind Vishinsky, who glowered at the camera and suddenly burped.

Prior to Vishinsky's appearance, commentator Lyman Bryson interviewed an Israel delegate and the chief of the UN Radio News Bureau. Bryson, sprawled out in a chair, was perfectly at ease, but the nervous delegates were decidedly otherwise, and their agitation was understandable in view of the "third degree" camera gimmick of training the lens on the UN men virtually thru-out the entire interview.

The Ford Motor Company, which sponsors the show, takes only a brief, non-selling credit, but rates a bow for notable public service.

June Bundy.

PROGRAM COMMENT

Utley TV News Clicks

One of the big mysteries of the Chicago television industry is why Clifton Utley, WNBQ commentator, remains unsponsored, for the Monday thru Thursday night show is best local TV news effort. Utley has been well known for years as a local and NBC net radio commentator and brings an impartial, deeply analytic style to his completely extemporaneous remarks about news events.

Added are helpful slides, pictures and charts arranged by Bill Ray's heads-up NBC central division news department. For a plus value, every once in a while Utley interviews Midwesterners in the news. Combination brings about the type of show one has to see to completely keep up with the news.

TV Weather Report

When the NBC central division news department decided to put on a TV weather forecast and comment show a few months ago, skeptics said it would never go over because the subject matter would be too dry and scientific. But Clint Youle proved they were wrong with his 10-minute "Weatherman" show, which he airs four nights a week on NBC's Chicago TV station, WNBQ. Youle puts on a show that has helpful information, weather map discussions and an important success-producing element—informality. Altho there is no doubt that Youle knows his subject, his somewhat hesitant delivery makes him appear to be as mystified about weather as the average viewer, thus creating a bond between the telecaster and the audience.

In keeping with the aura of informality are the commercials, which feature Mrs. Youle discussing home problems and successful baking thru use of the sponsor's product, Ceresota Flour. The sponsor also gets in some straight selling messages by a professional announcer.

WRGB's 10 Years of TV

WRGB (Schenectady) program supervisor Al Zink is to be commended for putting together a nicely integrated show to celebrate the station's 10th anniversary of commercial TV programs. In brief, the program consisted of showing the viewer how a modern television station operates. There were shots on the program floor, scenes in master con-

trol, the projection room, at the program console, in fact, about all the that could be focused on.

The keynote was action, with the result that speeches by General Electric (GE) officials were kept to a minimum. But what was said was important and proved to be good community relations. For instance, one of the officials explained that the station would welcome competition in the area, and Dr. W. R. G. Baker, GE vice-president, stated that color television was at least five years away on a national basis and that viewers could buy black-and-white sets with assurance that they wouldn't be out of date.

All of the station's commercial and sustaining shows were on hand to demonstrate a rehearsal or a scene. All cameramen, directors and technicians were introduced some time during the presentation. Tearing down one of the sets proved to be more interesting and livelier than many of the staged shows.

Levant Aids "Who Said?"

Oscar Levant proved a boon to "Who Said That?" last week in the show's weekly airing over NBC-TV. Previously on exhibit in the radio version of "Information, Please," on which he displayed his rare collection of knowledge, musical and otherwise, he did the same thing on "Said." Not even the show's more limited field, which confines questions to identifying people by recent quotes, stopped him. He not only spotted an amazing number, but larded the show with wit. The show also got an able, albeit much more subdued and deadpan assist, from sports writer Bob Considine. Might not be a bad idea to have Levant join John Cameron Swayze as a regular. The program is still weak visually, using no gimmicks whatsoever in its camera treatment.

Wayne King Seg Slips

Altho it started out as one of the best TV shows ever to originate in Chicago, the Wayne King show on WNBQ and a Midwestern NBC TV network has slipped in quality. There is just one reason: King is being featured too often in the program. King might be one of the best orchestra leaders, but he does not have a tele-genic appearance and does not have acting ability. Consequently, practically every time he is shown on the screen, the show slips. Particularly disturbing is the habit of casting him in so-called character roles which make him look foolish. Case in point was his appearance Thursday (17) as a cowboy, dressed in full Western costume. King's name and his music adds plenty to the show. There is no necessity for taking him out of his role as an orchestra leader. Even in this role he should not make visual appearances too often, but should allow the music of his orchestra to speak for itself.

Still top-notch, however, are special camera effects, direction and production planning. Also noteworthy is the singing of Nancy Evans and Harry Hall, vocalists.

SHORT SCANNINGS

NBC cronies of George Frey, the web's director of television sales, tossed him a ding-dong party Thursday (17), marking his 25th anniversary with the network. Highlight was Syd Eiges' account of Frey's golf match at Greenbrier last September, with Joe McConnell, just before McConnell became NBC president. . . . George Benson exited the Mutual sales department this week.

Announcer John Tillman is pacted to air the commercials on "Voice of the People" and "Comics on Parade," both sponsored by the News Syndicate over WPIX.

Flicker actor Roscoe Karns, who recently made three Plymouth auto commercials, via TV film, for N. W. Ayer in Detroit, signed a radio-TV management contract with the Stark-Layton office here last week. The agency will peddle the "Roscoe Karns and Inky Poo" video show around town. . . . Leonard Zitomer, formerly with William Morris joins Ted Ashley's TV packaging outfit Monday (21). NBC's "Bonny Maid Versatile Varieties" takes a nine-week hiatus, beginning Friday (18). The show is slated to resume in same time-slot January 27, with cast and crew intact.

John Sinn, of Ziv Productions, returned from the Coast last week. . . . Ed Flaherty has joined Bill Harmon's production staff on DuMont's "Front Row Center" show. . . . Evelyn Lawson, formerly with DuMont and more recently in the free-lance promotion field, has been appointed head of the Cromwell Advertising Company's new television department.

A flock of new staffers joined WOR this month including Albert H. Jaeggin, formerly NBC newsman, as news writer; Martin Katz, WOR sales and Frank Zisis, formerly with CBS and MBS, now TV sales service assistant to Robert Mayo, WOR director of sales.

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TV SERVICE PACTS DOOMED?

Per-Visit Fee May Supplant Term Contract

Held Fairer to All Concerned

NEW YORK, Nov. 19.—A strong possibility existed this week that more than 3,000 independent radio and television servicemen, all operating within New York State, soon would end the practice of contract servicing of TV sets. First move in this direction came when 600 members of the Association of Radio and Television Servicemen of New York (ARTSNY) agreed to accept video repair work on a time and material basis only. Max Liebowitz, president of ARTSNY, said he believed that the Empire State federation of 12 independent servicemen's associations would follow suit. In addition, one of the largest service companies in town declared this week that by the end of next year contract servicing would change to time and material servicing.

According to Liebowitz, it is economically impossible for the independent servicemen to make any profit in contract servicing.

Also Unfair to Set Owner

"What's more," he stated, "the set owner isn't getting a fair deal when he is asked to pay almost 20 per cent of the receiver's cost for service that he may not need. He is even asked to pay that 20 per cent for each succeeding year. If his set requires two calls per year, each call costs about \$25. If his set requires five or more calls, then the cost per call is equitable, but the dealer or servicemen will probably stall on making the visit. It doesn't work, no matter how you look at it."

The large service company, doing contract work for department stores, chains and TV dealers, explained the prediction that contract servicing would soon cease by pointing out: "We'd like to keep our contract cus- (See TV Pacts Doomed? on page 139)

Sets Selling Sans Service Price List

CHICAGO, Nov. 19.—Altho a practice in the past and it might be expected to occur again in the future, a check of dealers in this area revealed that practically none include price of service and installation in TV sets. All agree that, during today's condition of easy selling, heavy demand and short supply, there is no need for such a practice. People will buy sets at list and need no inducements in the form of hidden giveaways or leading advertising. There was general agreement, however, that many undoubtedly would adopt the practice if selling got tough again.

In the past this practice has usually been used in conjunction with sale of small-screen sets or receivers of little known manufacturers. Here it was used as an obvious inducement to unload sets hard to sell.

Manufacturers contacted about the situation were unworried, in the main. Most agreed it made little difference to them if dealers wanted to include installation and service in set prices. They insisted, however, that if and when it is done, demarkation between actual cost and allocation for extra service would have to be clearly indicated to prevent over-pricing or to hide price cutting.

Receiver Merchandising:

Exchange Your Old Dog, Shoes For Radio, Records at Fla. Shop

PANAMA CITY, Fla., Nov. 19.—A novel twist in trade-in advertising copy used in a spot radio campaign by the Southern Electric Supply Company, local radio, record and appliance dealer, resulted in much extra publicity and plenty of sales. The local dealership invited listeners to "bring in anything you want to trade."

Utilizing screwy copy, in keeping with the unusual offer, Southern Electric advertises, "Bring in your, cat, dog any old shoes or clothes lying around the house. We'll trade any and all of 'em for new electrical appliances." The offer not only drew scores of letters, but many listeners actually came to the store with old furniture, vegetables, livestock and even a load of peanuts. All were dutifully evaluated and soberly accepted as trade-ins.

The offer is made over the local radio station at 7 a.m. daily. Southern Electric feels certain that it is heard by the housewives and farm wives in the area at that time of day. In addition to the returns from the ads, so much attention was created by the novel offer, that many northwestern Florida newspapers carried news

Seller Enthusiasm Determines Sales

HARTFORD, Conn., Nov. 19.—The enthusiasm of the salesman is the deciding factor in making TV and appliance sales, according to Francis L. Monette, Massachusetts State chairman of the National Appliance and Radio Dealers' Association (NARDA). Presiding at a panel discussion of the NARDA conference here last week, Monette, who operates Beaudry & Monette, Inc., of Lowell, Mass., cited an example in his own retail store in which a salesman more than doubled his sales after learning to "get a kick out of selling."

Some 250 radio, television and appliance dealers attended the NARDA-sponsored session at the Hartford Club, which started with a series of open-house meetings at the various distributor offices and warehouses and continued with panel discussions addressed by Monette, Mort Farr, Pennsylvania dealer and a national director of NARDA, and A. M. Sweeney, general sales manager of the General Electric appliance and merchandising department, Bridgeport.

Salesman Compensation

Monette also pointed out that "if you can instill enthusiasm in your personnel, for your store, your products and the services offered, you have a team that no one can defeat." He stressed the importance of compensating salesmen for improved work. "Don't forget your personnel will make as much for you as they make for themselves," he said. "The more they make, the more you make."

Farr declared that service in television selling was far more important than in the sale of any other electrical appliances. "The customer," he said, "is much more demanding—and the very nature of television requires that it be operated at peak efficiency or it won't be acceptable."

stories about the trade-in plan.

Albert Lewis, head of Southern Electric, reports, "Many of the items which prospective customers brought around to the store, particularly those brought in from rural districts, were sufficiently valuable to make up much more than a down-payment on a new radio-phono combination, refrigerator or range."

Ill. Phone Men See Little Hope For Phonevision

CHICAGO, Nov. 19.—Despite the fact that the Zenith Radio Corporation has announced it will be ready to start its Phonevision experiment here "in the spring," policies expressed recently by the Illinois Bell Telephone System indicate the method of sending special wire impulses to complete transmission of movies and other special TV shows will never go on a regular basis. A spokesman for Illinois Bell this week said Zenith will have to use costly leased wires instead of regular, cheaper telephone wires, and that Bell undoubtedly would never make regular telephone wires available for Phonevision.

Zenith has long stated that Phonevision would be provided via regular phone wires and that cost of receiving the programs would merely be added to the subscribers' phone bill. The telephone company, however, stated that now or in "the foreseeable future" it will not take care of billing customers, collecting money, or other services.

Zenith plans to charge about 300 experimental Phonevision users a fee of about \$1 per first-run movie. Zenith insists the movie will be top quality, first-run shows, but will not state which movie product or companies will provide the films.

On a leased wire basis, the phone company will charge for each installation the following rates: For a sound channel, \$5 per first half-mile and \$1.50 for each quarter mile thereafter. For a channel carrying the impulse which makes the Phonevision picture complete, \$4 per first half mile and \$1.50 for each quarter mile thereafter. Thus, in some cases, line costs could run as high as \$30 or \$40 per month, a telephone company spokesman said.

DuMont May Debut New Console Combo

NEW YORK, Nov. 19.—DuMont will introduce a new radio-phono-TV combination with a 15-inch picture tube and three-speed record changer within the next two weeks, according to trade reports circulating this week. Altho DuMont officials refuse to confirm the report, it is understood that the new console combination will be called the Wellington and will retail for "around \$645."

A DuMont spokesman's comment on the report was, "of course we are always working on new models, but production details have not been definitely set on any new receivers."

TV Dealers Hold Stock To 3 Lines

Look to Volume Sellers

CHICAGO, Nov. 19.—With many TV dealers thruout the country making merchandising plans to fit an expected period of intense competitive selling which is expected to start early next spring, far-sighted merchants are beginning to think about whether they should carry many brands or just a few, a check of stores in this area reveals. By far, majority agreed that it would be best to carry only three lines, and certainly not over six. This contrasts with the present situation, which finds dealers stocking just about every brand they can procure in order to meet unexpected heavy consumer demand.

Altho there were some exceptions—such as department stores, large appliance dealers and big Loop radio, TV and music specialty shops—most said they were planning to carry three lines when and if things got back to normal. Exceptions stated they would always carry many brands, to be able to take care of anyone who wanted any set and because they had the dough to stock large inventories.

Three lines were interpreted to mean the following: 1. A prestige, high-priced brand to be used to give the store a good name. This, it was said, would be carried only in limited stock, however. DuMont was mentioned most as the most typical line in this category. 2. A medium price, highly advertised, well-known brand such as RCA, Zenith, Admiral and Motorola. This division would be the real volume seller, would be sold at list, and would be biggest profit and gross-getter. 3. A low price, off-brand, which would be given heavy promotion backing by the stores and would practically be offered as loss leaders. Sets mentioned most in this category were Tele-King and Hallcrafters. Dealers said they would feature lines which would give big screens for the lowest amount of money. They would be advertised as specials and cut-rate bargains.

Shouse Elected to AvcoExecCommittee

NEW YORK, Nov. 19.—James D. Shouse, president of the Crosley Broadcasting Corporation, subsidiary of the Avco Manufacturing Corporation, was elected a member of the executive committee of Avco this week, according to Victor Emanuel, president. Robert E. Dunville was elected to succeed Shouse as president of the broadcasting subsidiary.

Shouse, already a vice-president and member of the board of Avco, will remain as chairman of the board and chief executive of Crosley Broadcasting. In his new capacity he will be one of three management members of a committee charged with corporate supervision of the firm's operating divisions and subsidiaries. These include Crosley Broadcasting, Crosley Manufacturing, New Idea, American Central, Nashville and Lycoming-Spencer, Crosley Distributing, Carrollton Furniture, A.C.F.-Brill Motors and New York Shipbuilding.

SHORT CREDIT PUTS SQUEEZE

RMA To Ask FCC Caution In Color Move

Early Freeze Lift

WASHINGTON, Nov. 19.—The Federal Communications Commission (FCC) will be cautioned again by the Radio Manufacturers' Association (RMA) to take a slow but sure course on color TV and to lift the freeze on video applications as soon as possible. Raymond C. Cosgrove, president of RMA, will again be the association's spokesman on the issue after the FCC hearings here are resumed. Backed by action of the RMA board at a New York City meeting this week, when RMA's TV committee was authorized to submit to the FCC a plan for creation of an industry-wide national television system committee to propose generally acceptable color standards, Cosgrove is expected to ask the commission to await the new committee's recommendations.

The financed by the RMA, the TV system committee is to include non-RMA set makers, broadcast interests and technical groups. RMA will invite the FCC to send observers to committee sessions and will submit progress reports to the commission.

The immediate task of the committee, which will be set up soon, will be to shift the commission's proposals for allocations of the Ultra-High-Frequency (UHF) band and for re-allocation of frequencies in the Very-High-Frequency (VHF) range.

Recommendations of the systems committee on this phase of TV are expected to be presented to the commission early next year and reiterated when the FCC moves to the allocations part of the TV hearings.

NBC'S NEW POLICY

(Continued from page 5)

owned station originates a program, or one of its staffers works on a network program, the station will be compensated accordingly.

Station managers this week, it is understood, also were given profit quotas they are expected to meet next year.

Those attending the meetings included John Elwood, KNBC, Hollywood; Chick Showerman, veepee in charge of the central division, Chicago; Tom McFadden, WNBC and WNBT, New York; Lloyd Yoder, KOA, Denver; John McCormack, WTAM and WNBK, Cleveland, and Bill McAndrew, WRC and WNBW, Washington.

JARVIS TELE LAYOUT

(Continued from page 6)

its delivered audience of over 140 per cent since inception of daytime tele and said rate hikes would continue to be based on "cost per 1,000 delivered families."

Success of the KLAC-TV stanza, both programwise and in dollars and cents, was being carefully watched by other Coast telecasters. Although rivals were reluctant to concede that either Jarvis-KLAC-TV or KFI-TV programming was the answer to daytime video, others were reportedly readying to plunge into daytime. Spokesman for Don Lee's tele station, W6XAO, said it would study current operations carefully and if there was dough to be made in daylight telecasting, station would get into the field as soon "we can work it out."

Personnel, Products and Prices

Pilot Radio marked its 21st year with the introduction of a new 12½-inch table video set with FM radio to list at \$269.50. . . . The first portable 45 r.p.m. phono was introduced by RCA Victor last week. The self-contained unit comes in a simulated leather case, contains record storage space and retails for \$49.95. . . . Industrial Television, Inc., announced that the new "black tube" will be made available on all 12½-inch models at the additional cost of \$10. . . . Hal Crowell, Eastern radio-TV manager for Crosley, is on a 10-day swing thru the New England territory. . . . The membership meeting held last week by the Association of Television Service Companies in New York resulted in the addition of seven new member firms to the group's roster. . . . Frank A. D. Andrea, president of the Andrea Radio Corporation, predicted last week that 5,000,000 video sets would be manufactured and sold in 1950. . . . The directors of the Zenith Radio Corporation elected Dr. Alexander Ellett, vice-president in charge of research and Karl Hassel, secretary of the corporation. . . . Ben Singer, formerly chief engineer and plant manager for Tele-Tone has been named company cost engineer at Emerson. . . . Motorola introduced two new sets last week. One was a 16-inch TV console at \$349.95 and the other a radio-phono-TV combination with 12-inch picture tube and three-speed record changer for \$399.95.

DuMont reported net earnings for the first 40 weeks of 1949 as \$255,000 greater than the same period last year. The company's directors also declared a preferred stock dividend of 25 cents a share and a common stock dividend of 50 cents a share. . . . The DuMont tele set service control department is running a series of service seminar meetings in conjunction with distributors and under the direction of E. W. Merriam. . . . Terry Rogers, of the DuMont national sales office, is vacationing. . . . Industrial Television, Inc., announced initial deliveries to dealers of a new 16-inch open-faced console TV receiver to retail at \$389.50. . . . Zenith announced the promotion of John Kuhajek to assistant treasurer and Albert J. Franczak to assistant controller. . . . Avco Manufacturing Corporation declared a common stock dividend of 15 cents. Walter S. Mogenson, vice-president and treasurer of Avco, was elected to the board of directors and William M. Werner was elected a vice-president of the corporation. . . . The new Polaroid filter got heavy play in New York TV ads last week. . . . Fred D. Wilson was elected president of the Capehart-Farnsworth Corporation, succeeding Ellery W. Stone. . . . In a test of the promotional value of offering a portable radio set free with the purchase of a video receiver, Tele-Tone reports that a series of six test ads run in Sporting News resulted in \$32,000 of retail business. The results are being pointed out to the company's dealers and distributors to encourage similar merchandising efforts. . . . That Admiral intends to remain a producer of plastic cabinet console TV sets was pointed up by a company announcement that the Molded Products Corporation has acquired a second hydraulic press which is capable of turning out four completed receiver cabinets every 10 minutes.

Sale of WNEW TV PIX SALVATION Halts Bulova's Radio Empire

(Continued from page 5)

site, located on property owned by Bulova and leased to the station. Apparently the price for this parcel has not yet been fixed.

WNEW has an unequalled place in radio. It started on the air in February, 1934, as the result of a merger of two properties Bulova bought, WODA and WAAM, both Jersey outlets. Bernice Judis then had a general handy-man sort of job; a year later became manager. The station's subsequent success is generally credited to three persons: Miss Judis, Martin Block, Dean of Eastern Seaboard disk jockeys who provided the station with its first major audience-commanding show, and Ted Cott, now vice-president in charge of programs, who sparked the station with a rare showmanly flavor, since copied liberally by other stations throughout the country.

First a Part-Timer

WNEW originally was a part-time station, sharing 1280 kc. with WHBI, also in Jersey (as was WNEW until a few years ago). Later, Bulova bought WPG, Atlantic City, and WLWL, New York, merged them into WOV and swapped wave lengths, WOV going to 1280 and WNEW to full time on 1130. WOV, since sold to Richard O'Dea, who formerly held an interest in WNEW; Ralph Weil and Arnold Hartley, general and program manager of WOV, respectively, still shares time with WHBI, which broad-

The first run-thru of the series was bankrolled over ABC by Time, Inc., which also had an option on two additional showings of the full series. But when Time backed away from picking up the tab on more than one airing per film, the film firm and web were left holding a property which had not paid for itself in one sponsored showing. The series now is being peddled again on a co-op basis, with each affiliate receiving prints and scouting about for a local sponsor.

casts only one day a week.

Bulova has been disposing of his radio properties since 1944, but couldn't straighten out his New York picture until recently because of a clash with O'Dea. One of the principal reasons for his decision, it is said, is the fact that Harold LaFount, who administered Bulova's radio interests for years, is retiring soon. LaFount was a member of the Federal Radio Commission, predecessor of the Federal Communications Commission (FCC).

Scores of "Firsts"

On the program side, WNEW is credited with scores of "firsts," including Block's disk jockey sessions, twice daily; the first New York station to operate 24 hours daily (Stan Shaw's *Milkman's Matinee*); public service shows via commercial-type jingles and others.

Under the new ownership, subject to eventual approval by the FCC, officers will be Cherry, president; Miss Judis, executive vice-president and general manager; Cott and Herbert, vice-president; Tanner, secretary, and Knowles, treasurer.

Paper Tight; Small Mfrs. In Jeopardy

Finance Corps. Wary

By Joe Martin

NEW YORK, Nov. 19.—The mounting difficulty in obtaining either commercial or consumer credit for the financing of television receiver purchases is placing both dealers and small set manufacturers under increasing pressure. According to financial sources checked this week, the tight "paper" situation may soon reach a critical stage for some dealers and manufacturers.

Insofar as the dealer is concerned, it may shortly mean he will be able to carry only top name brands, since these sets will be the only ones on which credit sources will extend financial support. In turn, insofar as the small manufacturer is concerned, it means that with dealers unable to finance his sets, he may be forced out of business unless he, the manufacturer, can himself provide financing arrangements.

This was the opinion of executives of two large finance companies, two bank executives, several smaller manufacturers and a half-dozen dealers who were questioned this week on financial credit problems. All agreed that the picture was indeed a black one for a good portion of the industry, with one finance company spokesman stating flatly that "nearly half of the manufacturers in the East will be out of business within two years." The dealer problem, tho not nearly as serious, is still sufficiently difficult as to place the small retailer in a poor competitive position with chain store organizations.

Bank Attitude

The general bank attitude is this: (1) Unlike an automobile, the resale value of a replevined television set (especially the lesser known brands) is almost nil; (2) the profit on handling a credit transaction involving the comparatively low "unpaid balance" on a TV set is too low to pay for overhead and paper work, and (3) the actual performance of an "off brand" receiver may be so poor that the set purchaser is too apt to stop payments, making the credit risk too high.

The financing problem is such that the large credit houses now require the manufacturer to sign a guarantee or repurchase agreement before any of the manufacturer's dealers can obtain bank credit on time-payment sales. For the small set producer it becomes a vicious cycle. He doesn't carry enough financial weight to help his dealers place their "paper" and therefore he finds it difficult to keep his dealers. Since he eventually winds up with a poor dealer organization, his financial standing becomes weaker. The banks even consider as a poor risk the manufacturer who is doing as much as \$100,000 business a month.

Indirect Basis

Of late, some dealers have taken to factoring their accounts receivable with local finance companies on an indirect collection, non-identification basis. But the finance companies are looking for dealers who have accounts receivable of at least \$50,000—and even then the credit men won't hold the paper for any great length of time before making the dealer buy it back or exchange it for more re- (See Short Credit Squeeze, page 139)

STARRS IN THEIR EYES

Payola Renunciation Draws Cheers, Jeers; Tin Panners Vow They'll Never Pay Again

By Jerry Wexler

NEW YORK, Nov. 19.—With the Warner Pubberies' Herman Starr leading the way, tin pan alley this week crossed its heart and hoped to die if it would ever again pay for a single solitary plug.

Starr, a music business bell-wether of renown, touched off the mass abjuration of payola when he assembled his professional staff and informed them that as of at once, not only would the firm not countenance play-for-pay, but that any employee caught in the act would be handed his papers. This dictum was dispatched to the four corners of the music publishers' holding company domain, with all professional men alerted to the new procedure.

This stirring scene in the newly revived drama, *Payola Must Go*, enkindled the imaginations of most of the leading publishers, and they quickly followed suit with renunciation scenes of their own. When questioned by *The Billboard*, most of them answered in one of two ways. One group admitted that it had given the cease-and-desist order to its staff; the other insisted that it had not been guilty and that no such orders were necessary.

Olman Co-Operates

Abe Olman, head of MGM's Robbins, Feist & Miller, said that he would be happy to co-operate with the Music Publishers Contact Employees (MPCE) in their drive. He had met with his professional managers and notified them that all MGM pluggers were to adhere to the union rules. Gratuities in any form were to be stopped, including "transposition" fees. The out-of-town reps were so notified.

Lester Santly, of Santly-Joy, said, "We haven't been paying since we

signed the new contract with the union several months ago."

Bernie Goodwin, Famous-Paramount topper: "We have never countenanced such practices here."

Louis Bernstein, Shapiro-Bernstein: "We do not pay. There isn't a first-class artist who would accept a bribe. The only ones who take are the ridiculously unimportant bands on the late remotes—and it's stupid to pay for that. If I found anyone paying, I'd fire him."

Buddy Morris, E. H. Morris, said that he had called his staff together and ordered them to cut out all forms of payola.

Bourne Lays Law

Saul Bourne, of the Bourne pubberies, could not be reached for comment, but an employee said that the law had been laid down there—no more payolas to be countenanced.

An active indie, who asked that his name be withheld, said: "Sure, I did the same. You have to make a front, but it's an empty gesture. A skunk (See *Payola Renunciation* on page 37)

Oberstein Aims At 75c Disks

NEW YORK, Nov. 19.—Eli Oberstein, who since going into his own disk business has confined his activity to low-priced wax, will go into the regular 75-cent pop market soon after the first of the year. Oberstein will revive his Hit label to handle the 75-cent pop diskings.

Oberstein claims that he has inked two important talents who will serve as his nucleus in building an initial catalog for the embryonic diskery.

Blues in the Red

NEW YORK, Nov. 19.—An indie record manufacturer phoned a top-flight music publisher this week and asked him to give him a special royalty rate on a tune. He offered to pay 1 cent instead of the statutory rate of 2.

"What's the difference," said the publisher, "whether you don't pay off on 1 cent or 2 cents?"

"When I go bankrupt," said the indie, "my books will show I owe less money if I don't pay off on 1 cent."

Levy Realigns Leeds, Duchess Staff Set-Ups

HOLLYWOOD, Nov. 19. — Lou Levy, head of Leeds and Duchess pubberies, this week realigned national professional staff set-ups in both firms, promoting a raft of key employees to new jobs and laying groundwork for further organizational shifts. Levy will henceforth commute between New York and Hollywood, spending a month in each office.

In the Leeds org, Don Genson will take over as general professional manager, headquartering in Hollywood and supervising plug activities of Archie Levington in Chicago and Warren Brown and Charley Janoff in New York. Duchess professional staff will henceforth be headed by Arnold Shaw, upped from exploitation to rank of general professional manager. Shaw will supervise activities of Doc Berger and Davy Deutsch in New York, Lou Steele in Chicago and Bob Stern on the Coast. Stern, heretofore local record exploitation man, will be succeeded by Sonny Golden. Sales, printing, publishing and production will still be

(See *Levy Realigns Leeds* on page 37)

Pluggers Turn Guns on Jock Bally Gentry

Seek To Protect Jobs

NEW YORK, Nov. 19.—The song pluggers, apparently having won the much-needed co-operation of the publishers in the contact union's push against payola, are turning their attention to their other natural enemy—the disk jockey promotion experts. The council of the Music Publishers' Contact Employees (MPCE) has been discussing ways of enlisting pubbers to hire song pluggers for the record promotion jobs.

What's been happening, the pluggers say, is that pubbers have been firing pluggers, who get a minimum of \$75 a week after a year's experience and replacing them with disk exploiters at lower salaries. MPCE would like to see their unemployed cardholders in these slots, but cannot bring union pressure to bear because of Taft-Hartley restrictions. They hope, instead, to invite the pubbers to discuss the problem with them on an amicable footing.

MPCE is also currently concerning itself with a newly discovered attempt at payola in the mechanical field. They have been apprised that a certain publisher has in his possession a letter brought him by a performer-tunesmith. The letter contains the offer of a \$500 bribe from a well-known publisher of country tunes—money payable upon release of the recording of the donor's song. The pubber now in possession of the letter is loath to surrender it to the union. But MPCE wants it badly. Their keen interest is ascribed to the fact that one of their members was canned by the would-be briber and replaced by a disk jockey exploitation man.

Woody Herman To Disband Ork

NEW YORK, Nov. 19. — Woody Herman will disband his large-sized aggregation for the second time in recent years. Herman, who has been one of the front runners in the contemporary history of big-band jazz, will give up the big crew in favor of working with a six or seven-man outfit.

The small Herman unit, which will accent entertainment values and more heavily spotlight the maestro's versatility as singer and musician, already is virtually set to debut in a Havana nitery at a reported \$4,000 per week figure for a four-week run.

Santly Again Head of MPPA

NEW YORK, Nov. 19.—The Music Publishers' Protective Association (MPPA), at its annual meeting Tuesday (15), unanimously re-elected its officers and directors.

Lester Santly, president; Jack Mills, vice; Jack Bregman, secretary, and Abe Olman, treasurer, are the officers. They and Saul Bourne, Louis Bernstein, Edward H. Morris, Bernard Goodwin and Max Dreyfus are the directors. Walter Douglas remains as chairman of the board. Harry Fox continues as general manager.

Kibosh on Mail-Order Music?

Postal Dept. Preps Action Vs. Fee Tunes

Hearing Called

WASHINGTON, Nov. 19. — The Post Office Department is preparing to crack down on mail-order firms that offer to write music "fee paid" to their customers' lyrics, it was learned this week. As a test case, the agency has ordered one of the largest companies in the field to appear at a hearing to show cause why the post office should not cut off its mail.

The position of agency legalists is that the music firms imply in their ads that lyrics sent in are turned over to a top composer for consideration of their merits and that he only writes music for those he decides are potential hits. In

Just for Bally

NEW YORK, Nov. 19.—Thru a misunderstanding it was inadvertently stated in *The Billboard* last week that MGM's Big Three pubberies were going to use a new press to print limited runs of sheet music and orchestrations. According to Abe Olman, Big Three topper, the press is to be used only to print streamers, circulars and similar promotion material. Music printing will be done by outside printers.

reality, agency lawyers claim, the lyrics are given a hack treatment by a hack musician and that what a customer gets for his \$20 or \$30 is some inferior music.

Guarantee Irrelevant

Post office legalists admit that the firms offer and live up to a money-back guarantee, but claim that a guarantee is irrelevant in the case. In the event the post office rules against the firm and is sustained in (See *Mail-Order Music* on page 37)

Cap Holds Up "Bibbidi" Plate

NEW YORK, Nov. 19. — Capitol Records has agreed to hold up the release of a disk of *Bibbidi Bobbidi Boo*, a tune from a forthcoming Walt Disney flick, *Cinderella*, following the application of a December 1 ASCAP-enforced restriction date on the song. The diskery has already run off a batch of copies of the tune and shipped sales sample copies.

But on notice from Fred Raphael, chief of the Disney pubbing operations, the diskery agreed to withhold the disk from jockeys and stores until its skedded release date of December 5. The Capitol waxing is by Gordon MacRae and Jo Stafford. Other waxings on the tune have been made by Dinah Shore on Columbia, Perry Como on Victor, Jack Berch on London, Sy Oliver on Decca and Lawrence Welk on Mercury.

Raphael has slated the introduction of the *Cinderella* songs for two consecutive *Club 15* airers, probably on December 1 and 2. This is the Dick Haymes and Andrews Sisters show.

WAXERS PUSH DANCE BANDS

RCA Hypes 45 Promosh With "Free Album"

NEW YORK, Nov. 19.—RCA Victor has hyped its 45 r.p.m. promotion with a specially packaged "introductory album" of 45 r.p.m. disks, which will be included at no extra charge with sales of the company's self-contained player (Model 9EY3). The player is priced at \$39.95. The value of the introductory album is \$10. The new merchandising program becomes effective November 28, in time for the Christmas trade.

Heretofore RCA's promotion has emphasized the 45 player attachment selling at \$12.95.

The new offer will couple 14 of the seven-inch disks in an assortment of favorite titles which have proven their power as sales leaders, according to J. B. Elliott, vice-president in charge of RCA Victor consumer products. The disks, of various categories, will be packed in a special box covered with green leatherette, with artists names stamped in gold.

Dealer ads backing the campaign, special window streamers and counter cards have been prepared.

Savoy Signs Blues Talent

NEW YORK, Nov. 19. — Savoy Records has inked a flock of new blues and rhythm talent and also is preparing an entry into the country and Western field. Savoy prexy, Herman Lubinsky, has inked Johnny Otis's ork, blues singer Felix Gross, blues shouter Jimmy Cooper, jump orkster Johnny Crawford, thrush Irene Vaughan, blues singer Lover Boy Brown and Neal James's jump crew.

Lubinsky also inked pianist Carl Perkins, who will be groomed as a successor to Errol Garner. Perkins, Lubinsky says, has an unusual style which the keyboard expert obtains by employing the elbow, wrist and fingers of his left hand. Perkins is an alumnus of the Big Jay McNeely ork.

Savoy's country and Western market invasion will kick off with a set of diskings by Wally Moore. Lubinsky adds that he has several other artists locked up but withheld their names pending completion of contracts.

For the label's religious wing, Lubinsky has brought to the fold the Lincoln Gospel Singers.

Capitol Shuffles Branch Leaders

HOLLYWOOD, Nov. 19. — Capitol is reshuffling its branch manager ranks. Walter Pagliara, former salesman, will head the St. Louis branch to fill the gap left by Hal Cook, who was transferred to sales promotion at the diskery's Hollywood headquarters.

Mike Maitland transferred from salesman to branch manager in Cincinnati, replacing Max Callison, who left the Cincy office to head the diskery's fifth regional office in Cleveland.

Al Latauska, former Hartford, Conn., branch manager, was moved to the Boston branch, replacing Richard Welsh, who quit. John C. Warner has been upped from sales to manage the Hartford branch.

Survey of Phono, Record Sales

	Week Nov. 3 No.	Week Nov. 10 No.	Week Nov. 17 No.
Total special questionnaire answers received	186	170	188
Three speed phonos sold	233	219	140
33 and 78 phonos sold	228	163	168
45 and 78 phonos sold	42	87	33
33 players and attachments sold	244	280	102
45 players and attachments sold	478	483	276
Total phonos sold	1,225	1,232	719
Number and per cent playing 78	503—41.1%	469—38.1%	341—47.4%
Number and per cent playing 33	705—57.6	662—53.7	410—57.0
Number and per cent playing 45	753—61.5	789—64.0	449—62.7
Number and per cent saying 78 r.p.m. record sales increasing	38—20.4	40—23.5	37—31.4
Number and per cent saying 33 r.p.m. record sales increasing	108—58.1	92—54.1	57—48.3
Number and per cent saying 45 r.p.m. record sales increasing	111—59.7	102—60.0	74—62.7

Dealer Survey Shows 33, 45 Players Outshine 78's

NEW YORK, Nov. 19.—For the third successive week *The Billboard's* dealer survey of phonograph and record sales indicates that 33 and 45 r.p.m. players are moving into homes faster than 78's. Moreover, the resulting market for the new speed records is reflected in a proportionately higher rate of sales gains for the new disks as compared to 78's.

During the third week of the survey, covering seven days ended November 17, phonos sold by the 118 dealers answering totaled 719. Of these, 140 were three-speed, 169 were 33 and 78, 33 were 45 and 78, 102 were 33's and 276 were 45's. Figures indicate that 341, or 47.4 per cent of the machines sold, were equipped to play 78's; 410, or 57.0, could play 33's, and 449, or 62.4, could handle 45's.

Of those dealers answering, 37, or 31.4 per cent, stated 78 disk sales were increasing; 57, or 48.3 per cent, said 33's were increasing, and 74, or 62.7 per cent, said 45's were increasing.

It will be noted that the sample during the third week of the survey

is appreciably smaller than during the two previous weeks, when the survey was answered by 186 and 170 dealers respectively. Results from the smaller sample, however, check well against figures on the first two weeks of the survey. Admittedly, however, the sample is small and results could possibly be off as much as 10 percentage points, it is estimated. Unless the sample picks up, *The Billboard* will discontinue running the analysis.

Jones Bucks Bad Biz With Big \$\$

HOLLYWOOD, Nov. 19. — Spike Jones is bucking bad biz trends in strike-torn industrial centers, by still emerging with top grosses. Jones cleared \$6,952 in Louisville (November 13); \$8,865 at Kokomo, Ind., and \$7,478 at Bloomington, Ind.

Jones is getting \$3,500 guarantee against a 60-40 split of the gate on all dates.

Merchandising Pays Off:

Stone Does Well by Folk, Both on Disks and in Store

By Lee Zhito

LOS ANGELES, Nov. 19. — There should be plenty of encouragement for record dealers in the fact that Cliffie Stone, Capitol Records' Western artist, has enough faith in the country record field to invest his own money in a store exclusively devoted to the realm of folk recordings. "In a way," explains Cliffie, "it's like a cook eating his own grub. You know it's got to be good."

Cliffie Stone has been "eating his own grub" record-wise for more than a year and a half and has found it quite nourishing. His Record Corral maintains a standard stock of 9,000 disks, which enjoys an inventory turnover six times a year. Ed Williams, who serves as manager-secretary-treasurer of the Corral, has the stock arranged on long counters thruout the store. Records are kept in separate bins in alphabetical order under the artist's name. Williams prefers this system since he finds buyers are more artist than tune conscious. A customer is far more likely to call for the

latest Spade Cooley or Eddie Arnold record than a certain tune by name. Displaying the stock in this fashion has paid off in added sales, Williams says.

With the popularity of square dance records riding its present crest, Williams has found it sales-worthy to pull all hoedown selections from his stock and display them on a special square dance counter. This stretches for the length of the store.

Western Motif

The Record Corral adheres to the Western motif without going overboard to look like a dude ranch. Counters and the back wall are made of natural finished knotty pine as are the doors leading into the supply and shipping rooms, listening booths and Cliffie Stone's office. Side walls are tastefully adorned with full size color photos of notables in the Western disk field.

In addition to the walk-in patronage, Cliffie has built up a mail order business to where it now represents (See *Merchandising Pays* on page 39)

Decca, Capitol, Col. Following Victor's Lead

Old Glamour in Comeback

(Continued from page 3)

chief, Dave Kapp, stated that the move is a long-planned effort which will be slanted at teen-agers and stressing old-time "music for dancing" arrangements. Platters will differ from current day stylings in that arrangements will feature "dancing" rather than vocalists or lush orchestral flourish. As such, the plattery hopes to fill not only a demand for terpstere but build a raft of new band names via the disk route.

"Operation Dancing"

Decca's "Operation Dancing" will feature at the start, the following ork leaders, all of whom have been set for long-range planning: Jerry Gray, Dick Pierce, Sonny Burke, Sy Oliver, Vic Schoen and several others still unsigned. In addition, the plattery's big selling orksters Russ Morgan and Guy Lombardo will accelerate their recording work to provide more of the familiar terp styling both orks now feature. All disks will be released at the start on 78-r.p.m. platters, but tunes may later be coupled into long playing albums.

According to Kapp, disk industry has long neglected terpstere, choosing to build vocalists and semi-longhair recording groups. Disk buyers today are hard put to find new material for home dance sessions, he says. With tele and other factors keeping music fans close to their firesides the need for new dance material is highlighted even further, he points out.

Catalog Dance Tunes, Too

When vocalists are used, singers will be competent, but orks will get top billing, in the Decca plan. The diskery's material will also be augmented by release of catalog dance tunes, including old masters by Bob Crosby, Glen Gray, Jimmy Dorsey and others.

Columbia Records, according to a.-and-r. chief Manie Sacks, for a long time has been trying to activate bands—but from within rather than building new groups. Examples of this are the diskery's *Dance Parade* series, the successful Columbia disking of *I've Got My Love to Keep Me Warm*, etc. Sacks is now blueprinting disk work for Brown, Harry James and others on the diskery's roster. With James, Sacks intends to recapture the trumpeter's old style—circa 1940-'42. Vocals, of course, will be de-emphasized. Columbia is also planning an LP disk (See *Waxers Push Dance* on page 39)

MGM Inks 3 More In Blues Expansion

NEW YORK, Nov. 19.—MGM Records, which began a drive to build its blues and rhythm catalog a couple of months ago with the inking of Ivory Joe Hunter, this week continued to expand in this department with the addition of a trio of new artists.

The diskery completed a deal to wax Roy Eldridge, veteran trumpet star and singer, who is working as a sideman in the Gene Krupa ork. Also inked to wax pacts were thrush Joan Shaw and Jimmy Davis and his trio.

LOW-PRICED DISKS IN ROUGH

Single Pop Sales Stymied By Dealers?

Chains Carry Load

By Hal Webman

NEW YORK, Nov. 19.—Dealer resistance threatens to stymie the low-priced record's invasion of the pop disk market. Some key men in the 35 to 50-cent disk business admit that the low-price single record has been a dud in regular retail outlets. This primarily because dealers have been striving to maintain the current 75-cent price level in order to collect the largest possible mark-up. As a result, they have made a successful effort to steer clear of the low-priced merchandise.

Eli Oberstein, dean of the postwar low-price market, told *The Billboard* that the combination of his purchase of Majestic Records' masters and merchandising of the three-disk envelope package at \$1.25 saved his Varsity line. Oberstein pointed out that a shortage of solid song hits, the rough spring and summer record business and dealer resistance to the 35-cent disk had made a serious dent in Varsity's business. And, he added, the largest portion of Varsity's business at its outset was in chain and department store outlets, and the greatest portion of its business today is accomplished in these same outlets rather than in the regular retail dealer outlets.

Harmony Line

Oberstein also explained that the Harmony line, the 49-cent disk which he distributes for Columbia Records, which is being merchandised both thru chains and to regular disk dealer channels, has sold only where the disks have been promoted over the counter. But, as is the case with most low-price disks, Oberstein claims, once the cheaper records are put in the racks the dealer forgets about them and prefers to sell 75-cent interpretations of tunes.

Lean Pickings

Other low-price wax lines—Vocalion, Spotlite, etc.—all have run into lean single pop pickings save for envelope packages, and these do their best business via chain, department store and mail-order outlets. Spotlite has virtually given up in the single disk business. Vocalion, the Decca-owned low-price diskery, has been operating on a conservative basis, and execs report that there has

(See Single Pop Sales on page 39)

Mercury To Cut Capsule Operas

NEW YORK, Nov. 19.—Mercury Records this week completed a deal whereby it would obtain the American and Canadian record rights to a series of capsule opera recordings made in Europe with members of the La Scala Opera Company. The first batch of recordings covers excerpts from 10 operas, with each abbreviated libretto running about 25 minutes.

It is the intention of Mercury to pair two operas on a single 12-inch long-playing record. Among the pocket-edition operatic recordings obtained in the deal are such popular favorites as *Carmen*, *Lucia Di Lam-moor*, *La Traviata* and others.

Nitery Op Uses Ad Gimmick on Tele

NEW YORK, Nov. 19.—Frank Dalley is taking a flier in video, advertising his Meadowbrook nitery with a WATV 8-8:30 p.m. Monday night variety show. Parties who phone the Meadowbrook for banquet reservations and who mention the show will get a 25 per cent discount on their tabs. The show will emanate from a studio simulating the Meadowbrook decor. Ed Farley's band will be the first featured on the show, which is skedded for an experimental three-week run.

London Will Release U. S. Disk Abroad

To Bear Same Name

NEW YORK, Nov. 19.—The London Gramophone Company has launched a London label for England and the rest of the world. The new London aegis will be used for London diskings cut in the United States by American artists. Until the recent reshuffle between American and English Decca, whereby London obtained the right to record here, American Decca diskings were released abroad under the label of English Decca, London's parent company.

The plan is to send duplicate masters to England of material cut here by London. Artist royalties for foreign sales will be paid out of funds furnished by the American company on a percentage of the local currency. That is, if an artist is signed by London at a hypothetical 5 per cent of the retail price of the record, he will also receive 5 per cent of the foreign sale of the record, computed in dollars at the prevailing rate of exchange and paid by the London company here.

Publisher royalties, for the most part, will be taken care of on a reciprocal basis. Most publishers have representation abroad, and the plan is to pay the royalties to the English reps. In the case of occasional American pubbers without foreign representation, it will be possible to pay them from England in dollars.

Decca Schedules Platter - Theater Event in Midwest

CHICAGO, Nov. 19.—Decca Records' Midwest division will experiment with what may be a series of platter-theater parties in this area, with the "Decca Platter Concert," to be staged at the Wisconsin Theater, Milwaukee, November 25. Don Thorne, Decca distrib manager in Milwaukee, in conjunction with Selman Schulz, Midwest divisional manager and Decca v.-p., is setting up a two-hour party, starting at 9 a.m. at the Fox chain theater. Five local disk jockeys, Paul Bartell, WFOX; Joe Andres, WMAW; Ken Vogt, WMIL; John Reddy, WEXT; and Joe Bramhall, WEMP, will work stanzas of platter spinning during the concert, with all types of Decca releases included. Schulz is currently lining

(See Decca Midwest Event page 37)

Gay Secedes From AFM Over Radio Interview Fuss; Wants Union for Hillbillies

WASHINGTON, Nov. 19.—National repercussions are developing from a battle which has flared here between Connie B. Gay, big-time hillbilly show operator, and the American Federation of Musicians (AFM), Local 161. Hints of a possible congressional investigation of the AFM local are being aired amid talk by Gay of the formation of a new national organization of hillbilly musicians, whose membership would come heavily from the AFM fold. Gay, outlining the issues of the fight in a letter to AFM Prexy James C. Petrillo, declared he has been forced to sever relations with the AFM because the union's local board of directors has barred Gay from interviewing hillbilly performers on Gay's radio show, *Radio Ranch*, operating thru Station WARL, Arlington, Va.

Gay, a former high-bracket federal official who has developed a thriving and many-sided business in hillbilly music promotion, revealed that he has received letters from Sen. Clyde R. Hoey (D., N. C.) and Rep. Harold C. Cooley (D., N. C.) voicing chagrin over the AFM local board's position in the row. Senator Hoey, chairman of the Senate Subcommittee on Investigations which staged last summer's "5 percenters" investigation, stated in his letter to Gay that he stands ready to help the hillbilly kingpin. Representative Cooley, chairman of the House Agriculture Committee, voiced hope that AFM Prexy

Petrillo would intervene to remedy the situation. On the union side, there was no official comment here or in New York City on the impasse, although a New York City spokesman said informally that gay has been placed on the "unfair" list.

Trends Reflected

The controversy, Gay said, has major national implications for the entertainment and labor world inasmuch as the row here, according to Gay, reflects trends showing up in other metropolitan centers, including Philadelphia, Chicago and Richmond, Va., where AFM locals have been cracking down on radio show interviews with hillbilly musicians. The fight, it was pointed out, has been long rankling in union circles as the result of hostility by some rank-and-file longhair musicians to the rise of hillbilly musicians. One hillbilly performer has described it "the war of the longhairs and hillbillies, with the longhairs jealous of the exodus of musicians to the hill." According to the hillbilly wing, some of the longhairs are fearful that hillbillies are replacing them in jobs, although Gay insists that there is no basis for such fears.

Gay, himself a member and former treasurer of the local of American Federation of Radio Artists (AFRA), made no secret of the fact he is fostering the creation of a separate organization of hillbilly musicians on a national scale and that he has already been given "strong encouragement for such an organization by some well-known performers." In his letter to Petrillo, Gay asserted that ever since his start as a promoter of hillbilly shows and dances in the Washington area in 1947 he has used AFM musicians exclusively, paying generously and operating within framework of AFM laws. He said his policy

(See Gay Pulls Out on page 39)

NBOA Plans Terp Promosh

CHICAGO, Nov. 19.—Nebraska ballroom ops will make an all-out effort to promote dancing thruout the State next year. This was decided at the first fall meeting of the Nebraska Ballroom Operators' Association (NBOA) at Grand Island Monday (14). Following the success of the Princess Nebraska contest last spring, in which the Cornhusker terper owners worked out contests to select a typical Nebraska beauty to represent the State in the Cherry Blossom Festival at Washington, the ops have decided to duplicate the contest in 1950. Joe Malec, of Peony Park, Omaha, was named chairman of a committee which will stage a Nebraska dance contest, with finalists from ballrooms over the State competing in the fox trot, waltz and polka.

Thirty-five members of the State group attending also heard talks, including one on the important correlation between public school dance instruction programs and local terpalaces by Geraldine Schmidt, of the Riverside Ballroom, Norfolk. Direct-mail advertising was discussed by Harry Taylor, Music Box, Omaha, while Harry King, King's Ballroom, Lincoln, discussed wedding dance policies. Bill Raab, the State group's counsel, answered legal questions regarding ballroom operation.

Levy Blasts Mercury Over "Open Doors"

HOLLYWOOD, Nov. 19.—Pubber Levy blew his top this week-end in a bitter condemnation of Mercury Records, accusing the plattery of lousing up Leeds Music's forthcoming *Open Doors*, *Open Arms*, by jumping the release date by at least a month. Levy said he had learned of Mercury's release of the Richard Hayes platter in Chicago yesterday (18), despite assurance by Mercury exec Mitch Miller that disks would be held until December 24 release date as promised. Resulting hassle has caught other platteries flatfooted, including Decca, which waxed the tune with the Andrews Sisters but held the platter from the market. Fact that Levy manages Andrews gals was a double thorn in the pubber's side.

Levy told *The Billboard* late Friday (18) that he would "hold Mercury responsible" should *Open Arms* fizzle out. Said Levy: "If I lose this song, or if I wind up killing *Last Mile Home* to go to work on *Open Door* I'll hold Mercury to blame. I'm not ready to work on the tune. In fact, I haven't even got a printed copy yet." Tune was found in Sweden and adapted with American lyrics by Buddy Kaye, but as yet no copies have been made. He said Mercury had been served with written notice of his stand by Bernie Miller, Leeds Music's New York attorney.

Levy further went on: "I was helpful to Mercury in the past on many occasions. I think it is grossly unfair that they do this thing now, as rough as it is to get hit songs. By tossing another song on the market at this

(See Levy Blasts Mercury on page 39)

DECCA CONTINUES TO BRING YOU ALL THE HIT RECORDS!

DON'T CRY JOE (Jenkins)

MULE TRAIN (Crosby)

'WAY BACK HOME (Crosby-Waring)

SATURDAY NIGHT FISH FRY (Jordan)

SHE WORE A YELLOW RIBBON (Andrews Sisters-Morgan)

I CAN DREAM, CAN'T I? (Andrews Sisters)

And NOW - ANOTHER SMASH DECCA DOUBLE

ELLA FITZGERALD and the MILLS BROTHERS

FAIRY TALES

AND

I GOTTA HAVE MY BABY BACK

Decca 24813

Price 75¢ (plus tax)

ORDER TODAY!

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DJ's... ITS MADE FOR TOP SPINNING..
 Bob Merrill's...

FOOLS PARADISE



AS
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 BY THE
 GREAT
 Mr. "B"

BILLY ECKSTINE

Backed by

"YOU'RE WONDERFUL"
 MGM-10562

NON-BREAKABLE METROLITE

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

The
 Billboard

MUSIC POPULARITY CHARTS

PART
 I

The Nation's Top Tunes

Based on reports received last three days of Week Ending November 18

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. MULE TRAIN

By Hy Heath, Johnny Lange and Fred Glickman
 Published by Walt Disney (ASCAP)
 From Republic's "Singing Guns"

Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Culpeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

2. THAT LUCKY OLD SUN

By Smith-Gillespie
 Published by Robbins Music Corp. (ASCAP)

Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.
 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.

3. SLIPPING AROUND

By Floyd Tillman
 Published by Peer, Intl. (BMI)

Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581; (33)2 216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakeley, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505.
 Electrical transcription libraries: Texas Jim Lewis, Standard.

4. I CAN DREAM, CAN'T I?

By Irving Kahn and Sammy Fain
 Published by Chappell (ASCAP)

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; T. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092.
 Electrical transcription library: Tex Beneke, Thesaurus.

5. DON'T CRY, JOE

By Joe Marnala
 Published by Harms, Inc. (ASCAP)

Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.
 Electrical transcription library: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.

6. YOU'RE BREAKING MY HEART

By Genaro and Skylar
 Published by Algonquin (BMI)

Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546; (LP)1-296; V. Damone-G. Osner Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0001.
 Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.

7. A DREAMER'S HOLIDAY

By Kim Gannon and Mabel Wayne
 Published by Shapiro-Bernstein (ASCAP)

Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070.
 Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.

8. JEALOUS HEART

By Jennie Lou Carson
 Published by Acuff-Rose Publications (BMI)

Records available: C. Bailey, Buffet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligan, MGM 10521; B. Lawrence V(78)20-3539; (45)47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255.
 Electrical transcription library: Bob Crosby, Standard; Johnny Guarnieri, Thesaurus.

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

By Jimmy Hodges
 Published by Duchess (BMI)

Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-3510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo TR 658; P. Reed, Dance Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard; K. Griffin, Ronde R-191.
 Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus; Jerry Gray Ork, Standard.

10. ROOM FULL OF ROSES

By Tim Spencer
 Published by Hill & Range Songs (BMI)

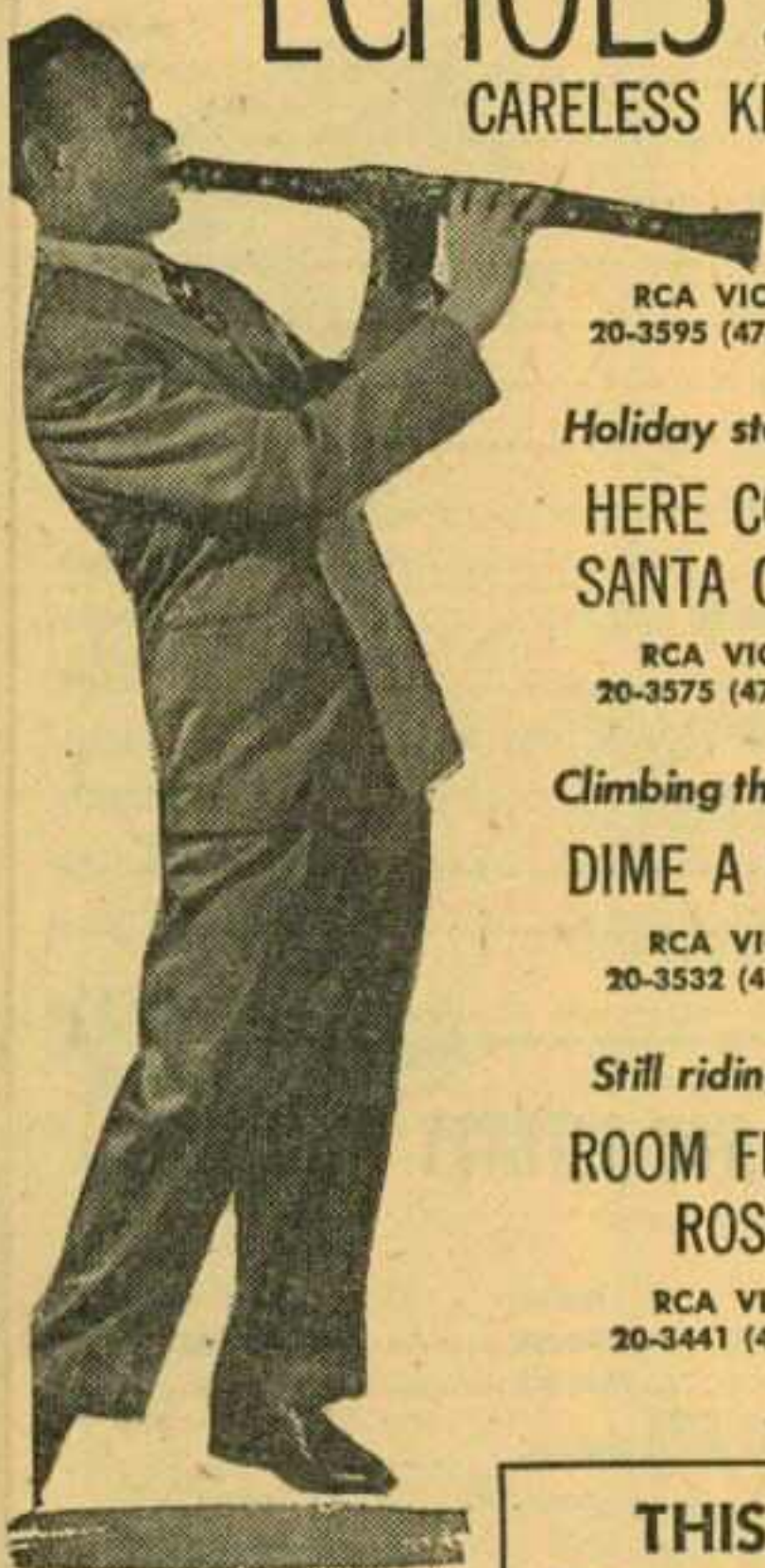
Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymes, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col(78)20594; (LP)2-272; P. Reed, Dancetone 355; S. Sims, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R. Arthur Quartet, Hi-Tone 145; J. Searle Ork, Bluebird 31-0012; J. Wayne, Col(78)38525; (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197; T. Manners, Varsity 155.
 Electrical transcription libraries: George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivaneck, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Fay Witting, Lang-Worth; Russ Terry, Muzak.

Wow! He's added ANOTHER to his stack of winners!

Sammy Kaye

Just out!

ECHOES and CARELESS KISSES



RCA VICTOR 20-3595 (47-3101*)

Holiday standout!

HERE COMES SANTA CLAUS

RCA VICTOR 20-3575 (47-3071*)

Climbing the charts!

DIME A DOZEN

RCA VICTOR 20-3532 (47-3010*)

Still riding high!

ROOM FULL OF ROSES

RCA VICTOR 20-3441 (47-2908*)

Here's THE diskings of the big "Buttons and Bows" follow-up!



Dennis Day

DEAR HEARTS AND GENTLE PEOPLE

and

I MUST HAVE DONE SOMETHING WONDERFUL

RCA VICTOR 20-3596 (47-3102*)

Hayseed hilarity hypes hits!

Homer & Jethro WITH June Carter



THE WEDDING OF HILLBILLY LILLI MARLENE

and

THE HUCKLE-BUCK

RCA VICTOR 21-0140 (48-0144*)

BABY, IT'S COLD OUTSIDE

RCA VICTOR 21-0078 (48-0075*)

THIS WEEK'S RELEASE!

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

POPULAR

The Blossoms On The Bough
Timbales

FREDDY MARTIN 20-3590 (47-3089*)

Marta
Bye Bye Baby

TONY MARTIN 20-3598 (47-3104*)

The Game Of Broken Hearts
Beyond The Sunset

THE THREE SUNS WITH ROSALIE ALLEN AND ELTON BRITT 20-3599 (47-3105*)

Normania
St. Louis Baby

COUNT BASIE 20-3601 (47-3107*)

POP-SPECIALTY

Oh Clara—Polka
Up In Heaven—Waltz

LAWRENCE DUCHOW 25-1142 (51-0037*)

COUNTRY AND WESTERN

Nobody's Child
The Only Rose

HANK SNOW 21-0143 (48-0147*)

Crocodile Tears
Grandma Told Me So

JUNE CARTER WITH THE CARTER SISTERS AND MOTHER MAYBELLE 21-0142 (48-0146*)

SPIRITUAL

No, No, Nothing Can Change Me
Only A Look

THE ORIGINAL GOSPEL HARMONETTES 22-0055 (50-0039*)

"EDDY ARNOLD SINGS" P-260 (WP-260*)

The Cattle Call
The Nearest Thing To Heaven
You Know How Talk Gets Around
There's No Wings On My Angel
I'm Throwing Rice
Just A Little Lovin'

21-0133 (48-0136*)
21-0134 (48-0137*)
21-0135 (48-0136*)

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.

THE CERTAIN SEVEN!

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

- I've Got a Lovely Bunch of Coconuts — Freddy Martin 20-3554-47-3047*
- A Dreamer's Holiday — Perry Como 20-3548-47-3088*
- Don't Cry, Joe — Ralph Flanagan 30-0007-54-0002*
- That Lucky Old Sun — Vaughn Monroe 20-3531-47-3019*
- Someday — Vaughn Monroe 20-3510-47-2986*
- Jealous Heart — Bill Lawrence 20-3539-47-3029*
- 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

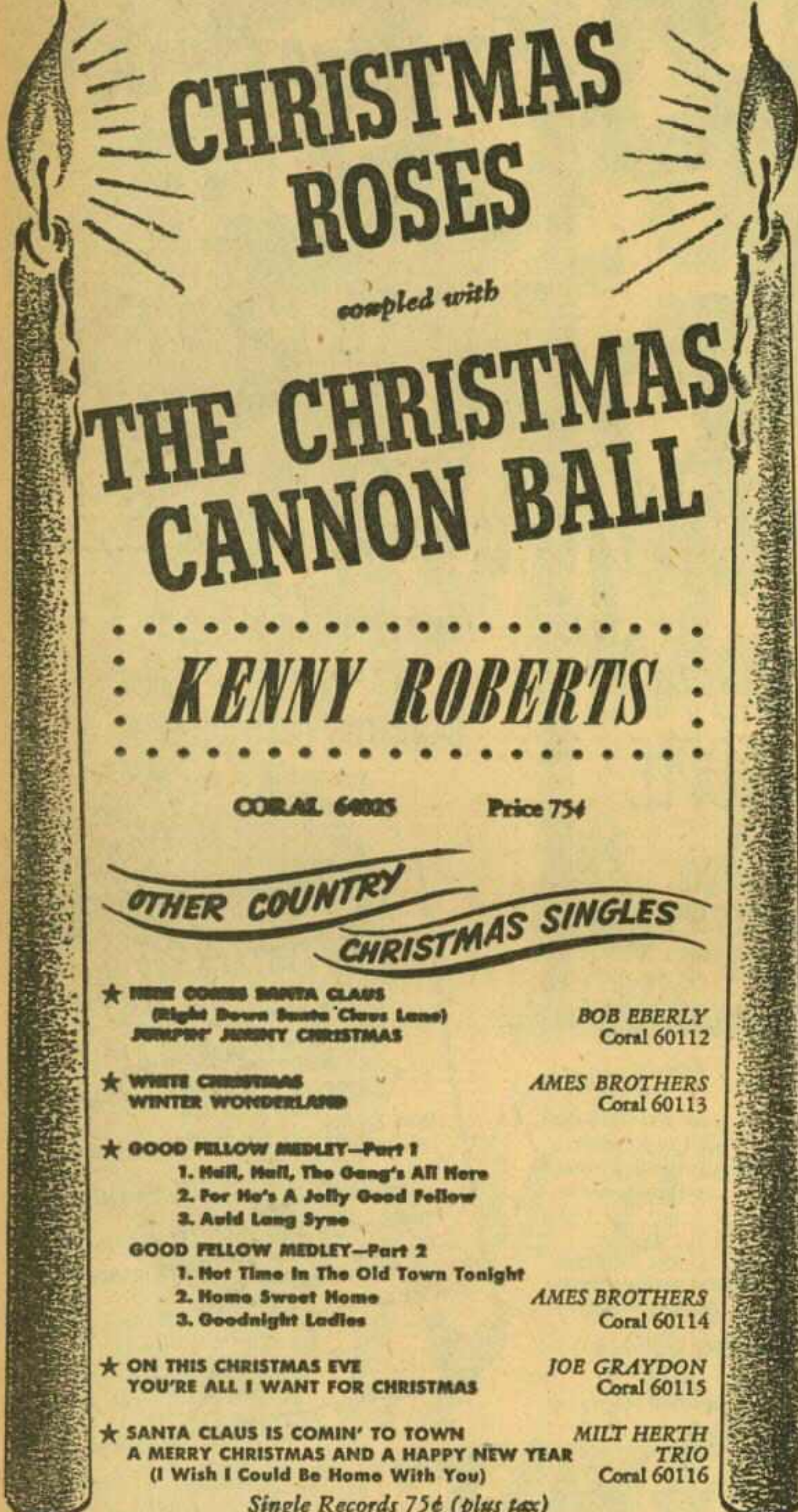


America's going overboard for this sensational "45" bargain! "45" disks are moving by the million!



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Completely AUTOMATIC!
Plays thru any set!

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CHRISTMAS ROSES

coupled with

THE CHRISTMAS CANNON BALL

KENNY ROBERTS

CORAL 60025 Price 75¢

OTHER COUNTRY CHRISTMAS SINGLES

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(Right Down Santa Claus Lane)
JUMPY JIMMY CHRISTMAS BOB EBERLY
Coral 60112
- ★ WHITE CHRISTMAS
WINTER WONDERLAND AMES BROTHERS
Coral 60113
- ★ GOOD FELLOW MEDLEY—Part 1
1. Hail, Hail, The Gang's All Here
2. For He's A Jolly Good Fellow
3. Auld Lang Syne
- GOOD FELLOW MEDLEY—Part 2
1. Hot Time in the Old Town Tonight
2. Home Sweet Home
3. Goodnight Ladies AMES BROTHERS
Coral 60114
- ★ ON THIS CHRISTMAS EVE
YOU'RE ALL I WANT FOR CHRISTMAS JOE GRAYDON
Coral 60115
- ★ SANTA CLAUS IS COMIN' TO TOWN
A MERRY CHRISTMAS AND A HAPPY NEW YEAR
(I Wish I Could Be Home With You) MILT HERTH
TRIO
Coral 60116

Single Records 75¢ (plus tax)

CORAL DISTRIBUTORS

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Seaboard Dist. Co. | MEMPHIS, TENN.
Glenn Allen Co. | NEW YORK, N. Y.
Cosmet Distributing Corp. |
| BOSTON, MASS.
Music Sup. of New Eng., Inc. | HOUSTON, TEXAS
So. Coast Amusement Co. | MIAMI, FLA.
Stone Distributing Co. | OKLAHOMA CITY, OKLA.
Borus Distributing Co. |
| CHARLOTTE, N. C.
F and F Enterprises | KANSAS CITY, MO.
Millner Record Sales Co. | NASHVILLE, TENN.
Tenn. Music Sales, Inc. | PHILADELPHIA, PENNA.
Winthrop Co. |
| CHICAGO, ILL.
Remco, Inc., La Salle at Ohio | LOS ANGELES, CALIF.
Modern Distributing Co. | NEW ORLEANS, LA.
F.A.B. Dist. Co., Inc. | PITTSBURGH, PA.
Standard Distributing Co. |
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OR WRITE TO: | | |
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Dunbar Distributing Co. | <h1 style="font-size: 2em; margin: 0;">CORAL</h1> <h2 style="font-size: 1.5em; margin: 0;">RECORDS</h2> <p style="font-size: 0.8em; margin: 0;">(A subsidiary of DECCA RECORDS, INC.)</p> | | |
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68 W. 57th St. New York 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending November 18

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			Song	Publisher
Weeks to date	Last Week	This Week		
13	1	1	1. THAT LUCKY OLD SUN (R)	Robbins
7	2	2	2. I CAN DREAM, CAN'T I? (R)	Chappell
6	5	3	3. A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
7	3	4	4. DON'T CRY, JOE (R)	Harms, Inc.
3	6	5	5. MULE TRAIN (R)	Walt Disney
7	7	6	6. SLIPPING AROUND (R)	Peer, Int.
19	4	7	7. YOU'RE BREAKING MY HEART (R)	Algonquin
12	8	8	8. JEALOUS HEART (R)	Acuff-Rose
22	9	9	9. ROOM FULL OF ROSES (R)	Hill & Range
7	11	10	10. I NEVER SEE MAGGIE ALONE (R)	Bourne
10	13	11	11. HOP SCOTCH POLKA (R)	Cromwell
14	10	12	12. SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
1	—	13	13. DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
17	12	14	14. MAYBE IT'S BECAUSE (R)	Bregman-Vocco-Conn
1	—	15	15. JOHNSON RAG (R)	Miller

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
5	1	1	1. YOU'RE BREAKING MY HEART	Chappell
12	3	2	2. CONFIDENTIALLY	Chappell
13	2	3	3. I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly
25	4	4	4. FOREVER AND EVER	Francis Day
9	4	5	5. WEDDING SAMBA	Leeds
—	—	6	6. HOP SCOTCH POLKA	Leeds
13	6	7	7. LEICESTER SQUARE RAG	Norris
19	8	8	8. ECHO TOLD ME A LIE	Chappell
18	7	9	9. CARELESS HANDS	Edwin Morris
18	9	10	10. WHILE THE ANGELUS WAS RINGING	Southern
33	20	11	11. HOW CAN YOU BUY KILLARNEY?	Peter Maurice
6	13	12	12. ROSE IN A GARDEN OF WEEDS	Box and Cox
20	11	13	13. RIDERS IN THE SKY	Morris
2	17	14	14. MONDAY, TUESDAY, WEDNESDAY	Dash
4	15	15	15. BABY, IT'S COLD OUTSIDE	Morris
9	15	15	15. SHAWL OF GALWAY GREY	Connelly
22	11	17	17. AGAIN	Francis Day
—	—	17	17. HARRY LIME THEME	Chappell
—	—	17	17. I'LL STRING ALONG WITH YOU	Feldman
—	—	17	17. SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid

*Publisher not available as The Billboard goes to press.

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

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City Zone State

Cash in on CAPITOL'S Star-studded Christmas Package



CHRISTMAS SINGLES

10 Favorite Carols on ONE Superb Record
 "SONGS OF CHRISTMAS" • JO STAFFORD • GORDON MacRAE

with Choir conducted by Paul Weston

78 rpm—12-inch Record in Special Christmas Sleeve No. 79-90032—**\$1.00*** 45 rpm No. 64-90032—**95c***

On Both 78 and 45 rpm — 75c each*		78 rpm	45 rpm
Margaret WRITING—"The Mistletoe Kiss" & "Have Yourself a Merry Little Christmas"	57-90033	54-90033	
Gordon MacRAE—"O Come All Ye Faithful" & "Merry Christmas Waltz"	57-90034	54-90034	
Peggy LEE—"The Christmas Spell" & "Song at Midnight"	57-90035	54-90035	
Nat "KING" COLE—"All I Want for Christmas Is My Two Front Teeth" & "The Christmas Song"	57-90036	54-90036	
Jo STAFFORD—"I Wonder as I Wander" & "Gesu Bambino"	57-90037	54-90037	

On Both 78 and 45 rpm — 75c each*		78 rpm	45 rpm
Clark DENNIS—Medley: "O Little Town of Bethlehem" and "Joy to the World" & "O Holy Night"	57-90038	54-90038	
Benny STRONG—"The Merry Christmas Polka" & "Here Comes Santa Claus"	57-90039	54-90039	
Jimmy WAKELY—"If Santa Claus Could Bring You Back to Me" & "Christmas Polka"	57-90040	54-90040	
Johnny MERCER and the Pied Pipers—"Jingle Bells" & "Santa Claus Is Comin' to Town"	15004	54-90041	
Jo STAFFORD—"White Christmas" & "Silent Night"	15200	54-90042	

CHRISTMAS ALBUMS

Years to offer at ALL THREE Speeds	78 rpm	45 rpm	33 1/2 rpm
CAROLS FOR CHRISTMAS The Starlighters Chorus	CC-9001 \$3.00*	CCF-9001 \$2.60*	H-9007 \$2.85*
THE ORGAN PLAYS AT CHRISTMAS Buddy Cole	CC-9002 \$3.00*	CCF-9002 \$2.60*	H-9002 \$2.85*
UNDER THE CHRISTMAS TREE Jan Garber and his Orchestra	CC-9003 \$3.00*	CCF-9003 \$2.60*	H-9008 \$2.85*
CHRISTMAS ON THE RANGE Jimmy Wakely with the Mellomen	CC-9004 \$3.00*	CCF-9004 \$2.60*	H-9004 \$2.85*

Years to offer at ALL THREE Speeds	78 rpm	45 rpm	33 1/2 rpm
CAROLS AT CHRISTMAS The Sportsmen Quartet	CC-9005 \$3.00*	CCF-9005 \$2.60*	H-9005 \$2.85*
BOYS TOWN CHOIR Singing Christmas Music	CC-9006 \$3.00*	CCF-9006 \$2.60*	H-9006 \$2.85*
CHRISTMAS CAROLS by The St. Luke's Choristers	BD-2 \$3.15*	ADF-9000 \$2.75*	H-9000 \$2.85*
THE STORY OF JESUS as told by Claude Rains	DC-3049 \$3.75*	CCF-3049 \$2.60*	
CHRISTMAS GOSPELS as told by Pedro de Cordoba	CAS-9010 \$1.00*		

PLUS Two New Christmas Specials!

Screamingly Funny!
YOGI YORGESSION • "I Yust Go Nuts at Christmas"
 Backed by: "Yingle Bells"
 Capitol No. 57-781 78 rpm 75c*

Superb Harmony!
THE STATESMEN QUARTET
 "The Santa Claus Song"
 Backed by: "White Christmas"
 Capitol No. 57-40263 78 rpm 75c*

* As to 33 1/2 rpm records, prices shown are suggested for record, package and excise tax, complete, excluding State and local taxes—for all other records, add excise tax. All prices are subject to change without notice.

FIRST WITH THE BEST FOR CHRISTMAS!

Phone or Wire
 Your Distributor
TODAY!



The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending November 18

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last, This, Title, Lk. By, and other details for records most played by disk jockeys.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, November 11, 8 a.m., and ending Friday, November 18, 8 a.m.)

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

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

The Top 30 Tunes (plus ties)

Table listing the top 30 tunes with their respective publishers and total points.

(RH SYSTEM)

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

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

Week of November 11 to November 17

Table showing the performance of the top 30 tunes over the week of November 11 to 17, including publisher and total points.

Vox Jox

GOTHAM GAB . . . Fred Robbins, WOV's jive-'n'-jazz jock, is featured with Louis Armstrong at the Apollo Theater for one week beginning November 18.

STRICTLY FROM DIXIE . . .

The jock with the we-don't-believe-it monicker, Rhett Turnipseed, of WRFC, Athens, Ga., played host to Ray McKinley when the batoneer played the University of Georgia homecoming recently.

BACKFIRE . . .

Ed Fisher, WHIZ, Zanesville O., in an inspired moment, decided to show a sponsor what a strong audience pull he commanded.

EASTERN BEAT . . .

Jonny Drake, WNHC, New Haven, Conn., had Johnny Mercer on his afternoon show and really "gassed" the cracker by recalling the names of slews of Mercer tunes.

GIMMIX . . .

Jeanne DuPree and Constance White, co-winners of the "Miss Gloveteen of 1949" title in the annual contest sponsored by Alix Blake, at WENT, Gloversville, N. Y., got their reward recently in a whirlwind trip to New York.

(See VOX JOX on page 26)



To Disk Jockeys
Everywhere!

The song that was written
just for you, by Lou Busch
and yours truly...

"THE DISK JOCKEY BLUES"

Decca Record 24797

by **PETER LIND HAYES**

offered in
appreciation of all past favors.
Gratefully

Peter Lind Hayes

Exclusive
Management
LOU IRWIN

Press
Relations
GEO. B. EVANS

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending November 18

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 Last to date, This Week, Song Title, Artist, Label, and Chart Info. Includes songs like 'Mule Train', 'That Lucky Old Sun', 'Slipping Around', etc.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks Last to date, This Week, Song Title, Artist, Label, and Chart Info. Includes songs like 'Bozo and the Birds', 'Rudolph, the Red-Nosed Reindeer', etc.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks Last to date, This Week, Song Title, Artist, Label, and Chart Info. Includes songs like 'Clair de Lune', 'Chopin's Polonaise', etc.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks Last to date, This Week, Album Title, Artist, Label, and Chart Info. Includes albums like 'Puccini: Madame Butterfly', 'Offenbach: Gaité Parisienne', etc.

POP ALBUMS

Table with columns: POSITION, Weeks Last to date, This Week, Album Title, Artist, Label, and Chart Info. Includes albums like 'South Pacific', 'Jolson Sings Again', 'Merry Christmas', etc.

Dealer Doings

MOVIE TIE-IN . . . The grand opening of the new Macy's San Francisco branch store got a special hypo for the record department thru the coincidental premiere of the new Marx Brothers film, Love Happy.

MORE SPACE, MORE SALES . . .

The enlarged radio and record department of the Castner-Knott Dry Goods Company in Nashville has resulted in an increase of 50 per cent in the disk department, according to Stanley Luster, department manager.

SQUARE DISKS . . .

The Carl Fisher Store in New York promotes the sale of square dance records thru a series of Saturday morning folk dancing classes directed by Frank Kaltman, president of Folkraft Records.

WINDOW DISPLAY . . .

After visiting a preview showing of the MGM film, Madame Bovary, San Francisco dealers tied in with the motion picture and the MGM Records album of the movie score by setting up special Bovary windows.

VOX JOX

(Continued from page 24)

the Southeastern division he cut 10 e.t. interviews with the lasses in which they appeal to listeners to send in votes for them. Bob plays the transcriptions daily and is now the hero of Norfolk's bobbysoxers.

HERE AND THERE . . .

Todd Purse, WXYZ, Detroit, is doubling as assistant for Dr. I. Q. for four weeks while the show originates over his home station from the stage of the Fox Theater. . . . After doing The Filekeeper's Show on WNDR, Syracuse, for 18 months, Kal Ross is now doing the Kal Ross Show on WPA, Chester, Pa., weekday afternoons from 1:30-3 p.m.

PHILLY PHADDLE . . .

After extensive auditionings and sifting thru some 1,300 applicants, Jim Begley, KYW program chief, springs the town's first fem deejay in Marjorie Wieting, a Collingswood, N. J., housewife and mother of two, for an hourly airing each midnight as the "KYW Girl Disk Jockey." . . . Walt Maguire, deejay promotion chief for the Kayler Company, local London and Coral distributor, is doubling in television by doing a weekly sportscast on WFIL-TV for Esslinger Beer. . . . Joe Niagro is filling in at the turntable for Tom Moore, WIBG spinner, who is in the Valley Forge Hospital for minor surgery.

CINCY CLIPS . . .

Jack Pyle, all-night disk jock at WLW, resigned November 16. Pyle, who was associated with a Tennessee station before joining WLW, succeeded Bill Nimmo at the owl shift when Nimmo transferred his activities to tele. . . . Ruby Wright, wife of Barney Rapp, band leader and theatrical booker, and herself a former top-flight canary, may hit the come-back trail in the recording of four tunes recently for King Records here. Sid Nathan, King exec, pulled Ruby out of an 11-year absence in the band business to wax Ragged But Right. Regular Gal, The Only Way You Could Be Meaner and Thanks for the Buggy Ride. Says Sid: "They're naturals." Says Barney: "Who'da thunk it?"

It's A Masterpiece!
"THE OLD MASTER PAINTER"
 by Richard Hayes*



Mercury Records 5342

*THE NEW MERCURY SINGING SENSATION...AND WE'RE NOT KIDDING!



MORE MERCURY MASTERPIECES

'WHY WAS I BORN' VIC DAMONE

'GALLOPING COMEDIANS' HARMONICATS

'YOU'RE ALL I WANT FOR XMAS' FRANKIE LAINE

'CROCODILE TEARS' EDDY HOWARD

'CHARLEY MY BOY' LOUIS PRIMA

Special! A New Kiddies' Series

GUS THE GOPHER and his pal TWO TON BAKER

"YOU GOTTA BE A HERO NOWADAYS" MMP 59-79¢

"IT'S A MERRY XMAS AFTER ALL" MMP 60-79¢

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

Holiday Hits on M-G-M

Doris Drew

BILLY (I Always Dream Of Bill)
I WISH I WAS BACK IN MY BABY'S ARMS
M-G-M Non-Breakable 10563

Tommy Tucker and his Orchestra

SHE WORE A YELLOW RIBBON
IF I WERE YOU (I'd Fall In Love With Me)
M-G-M Non-Breakable 10572

Macklin Marrow

Conducts The M-G-M Orchestra
THE GALLOPING COMEDIANS
CANCAN
M-G-M Non-Breakable 30221

EXTRA! it's back... and BETTER THAN EVER!

MIKE RILEY and his Orchestra

THE MUSIC GOES 'ROUND AND AROUND
I'VE BEEN FLOATING DOWN THE OLD GREEN RIVER
M-G-M Non-Breakable 10569

...and all on

METROLITE - NON-BREAKABLE

M-G-M RECORDS

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

The Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending November 18

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 3,550 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
11	1	1	1	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224-BMI
12	2	2	2	THAT LUCKY OLD SUN	F. Laine	Mercury 5316-ASCAP
9	3	3	3	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters	Dec 24705-ASCAP
9	4	4	4	DON'T CRY, JOE	G. Jenkins Ork.	Dec 24720-ASCAP
2	7	5	5	MULE TRAIN	F. Laine-M. Miller Ork.	Mercury 5345-ASCAP
12	6	6	6	JEALOUS HEART	A. Morgan Ork.	London 500-BMI
10	10	7	7	THAT LUCKY OLD SUN	V. Monroe	V(78)20-3531, (45)47-3018-ASCAP
4	9	8	8	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246-BMI (J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)
20	5	9	9	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271-BMI
7	14	9	9	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036-ASCAP
2	15	11	11	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
15	13	12	12	SOMEDAY	V. Monroe Ork.	V(78)20-3510; (45)47-2986-BMI
12	17	13	13	YOU'RE BREAKING MY HEART	B. Clark	Col(78)38546; (LP)1-296-BMI
3	24	14	14	JOHNSON RAG	J. Teter Trio	London 501-ASCAP (A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hayman Quartet, Rondo 207; J. Dorsey Ork, Col 38649; C. Thornhill Ork, V(78)20-3604; (45)47-3110)
14	11	15	15	SOMEDAY	Mills Brothers	Dec 24694-BMI
4	18	15	15	I'VE GOT A LOVELY BUNCH OF CO-CONUTS	F. Martin Ork.	V(78)20-3554; (45)47-3047-ASCAP (F. Martin Ork, V 20-3554; P. Scala, London 449; I. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; M. Blanc, Cap 57-780)
3	24	17	17	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3070-ASCAP (C. Ravazza, Dec 24702; C. Spivak Ork, London 554)
10	12	18	18	JEALOUS HEART	J. Owens	Dec 24711-BMI
14	8	19	19	YOU'RE BREAKING MY HEART	Ink Spots	Dec 24693-BMI
15	28	20	20	MAYBE IT'S BECAUSE	E. Howard and Ork.	Mercury 5314-ASCAP
14	28	20	20	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes	Dec 24650-ASCAP (E. Howard & Ork, Mer 5314; Bob Crosby & M. Morgan, Col 38504; H. Babbitt & Veltones, Vocalion 55014; L. Armstrong, Dec 24751; C. Thornhill Ork-R. McIntyre, V 20-3456; A. & D. Russell-P. Cole Ork, Cap 57-559)
7	18	22	22	JEALOUS HEART	B. Lawrence	V(78)20-3539; (45)3029-BMI
2	26	23	23	MULE TRAIN	V. Monroe Ork.	V 20-3600-ASCAP
3	—	24	24	TOOT, TOOT, TOOTSIE	A. Mooney Ork.	MGM 10548-ASCAP (Bob Crosby, Harmony 1065; Hoosier Hot Shots, Col 20632; M. Hutton, MGM 10535; T. Martin, V(78)20-3556; (45)47-3049; M. Blanc, Cap 57-780; K. Parker Trio, Texstar 201; A. Kasse, Vocalion 55071)
11	23	25	25	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012-ASCAP (T. Clayton Ork, Varsity 215; E. Cantor, Bluebird 30-0010; J. Day, Vocalion 55060; Hot Lips Page, Harmony 1077; B. Strong Ork, Cap 57-750; B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 21-0023; T. Pastor Ork, Col 38609; A. "Guitar Boogie" Smith, MGM 10551; N. Lee, London 506)
22	30	26	26	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V(78)20-3441; (45)47-2908-BMI
25	—	27	27	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F-ASCAP (Falcon Singers-S. Fisher Ork, Hi-Tone 108; H. Harding, Grand G-25013; Harmony Bells Ork-J. Conway & the Wayfarers, Dana 2942; H. Carroll and Carolers, Mer 5252; G. Lombardo & Royal Canadians, Dec 24714; V. Zembruski, Continental C-1260; L. Duchow, Red Raven Ork, V 20-3256; R. Ross Ork, Vocalion 55005; Socach-Habat Polka Ork, Dec 45068)
9	20	28	28	YOU'RE BREAKING MY HEART	J. Garber Ork.	Cap 57-719-BMI
21	15	29	29	ROOM FULL OF ROSES	E. Howard	Mercury 5296-BMI
1	—	30	30	SLIPPING AROUND	E. Tubb	Dec 46173-BMI
2	—	30	30	YOU'RE BREAKING MY HEART	R. Flanagan Ork.	Bluebird 30-3001-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.

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

Based on reports received last three days of Week Ending November 18

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	Label	Catalog	Company
8	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725	BMI			
4	4	2	2	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322	BMI			
3	13	2	2	FOR YOU MY LOVE	L. Darnell	Regal 3240				
13	3	4	4	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304	BMI			
8	2	4	4	SNEAKIN' AROUND	R. Render	London 17000	BMI			
3	5	6	6	BLUES FOR MY BABY	B. Wright	Savoy 710	BMI			
10	8	6	6	BROKEN HEARTED	E. Williams	Supreme 1535	BMI			
9	6	8	8	NUMBERS BOOGIE	Sugar Chile Robinson	Cap 57-70037	BMI			
8	10	9	9	SO LONG	R. Brown-E. Condon	Atlantic 879				
3	—	9	9	GUESS WHO?	Ivory Joe Hunter	King 4306	BMI			
2	—	11	11	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236				
9	—	12	12	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686	BMI			
2	11	13	13	ANGEL CHILD	Memphis Slim	Miracle 145				
1	—	13	13	GOOD DADDY BLUES	D. Washington	Mercury 8154	BMI			
1	—	13	13	LET'S MAKE CHRISTMAS MERRY, BABY	A. Milburn	Aladdin 3037				

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	Label	Catalog	Company
8	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725	BMI			
11	3	2	2	BROKEN HEARTED	E. Williams	Supreme 1535	BMI			
3	12	3	3	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322	BMI			
14	2	4	4	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304	BMI			
3	5	5	5	JEALOUS HEART	Ivory Joe Hunter	King 4314	BMI			
4	—	6	6	LANDLORD BLUES	Ivory Joe Hunter	King 4306	BMI			
2	14	7	7	ANGEL CHILD	Memphis Slim	Miracle 145				
15	10	8	8	BABY GET LOST	D. Washington	Mercury 8148	BMI			
1	—	9	9	LET'S MAKE CHRISTMAS MERRY, BABY	A. Milburn	Aladdin 3037				
4	—	10	10	SNEAKIN' AROUND	R. Render	London 17000	BMI			
4	7	10	10	DON'T PUT ME DOWN	J. Liggins	Specialty SP 339				
7	—	12	12	IN THE EVENING WHEN THE SUN GOES DOWN	C. Brown	Aladdin 3030	ASCAP			
3	—	12	12	ETHEL MAE	L. C. Williams	Freedom 1517				
4	—	14	14	WAITING IN VAIN	I. J. Hunter	King 4291	BMI			
1	—	14	14	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236				
1	—	14	14	THAT LUCKY OLD SUN	L. Armstrong, G. Jenkins	Ork				
1	—	14	14	NUMBERS BOOGIE	Sugar Chile Robinson	Cap 57-70037	BMI			

ADVANCE RHYTHM & BLUES RECORD RELEASES

Midnight Session T. Rhodes (Moonlight Blues) Sensation 20	Tired of Worry A. "Big Boy" Crudup (Hoodoo Lady) V(78)22-0048; (45)50-0032
Miss Sadie Mae J. L. Hooker (Burnin' Hell) Sensation 21	Tonight's the Night Big John Quartet (Hey Bruz) Castle 518
Moonlight Blues T. Rhodes (Midnight Session) Sensation 20	Tropicana W. Gill Fuller Ork (Blues for) Discovery 108
Please Come Back Home, Baby Ivory Joe Hunter (7th Street) 4 Star 1376	Try, Try Again A. Alberts-4 Aces (Baby, Wha') Music Master MM 2-097
Satan's Boogie Statesman Quartet (A New) Cap 57-40256	Two o'Clock Rock Blues Rockers (Riffin' With) Plaza 5504
7th Street Boogie Ivory Joe Hunter (Please Come) 4 Star 1376	Undecided E. Garner (Red Sails) Regent 1004
Solitude J. Surrell Trio (Detroit Boogie) Sensation 18	Vibology C. Gant Trio (Long Distance) 4 Star 1377
Suppressin' the Blues W. Brown (What Evil) Cap 57-70047	Wakin' Up Baby R. Milton (Tain't Me) Specialty SP 341
Sweetheart of Mine Delta Rhythm Boys (The Laugh's) Atlantic 889	Watch It, Gate J. Lutchter (I Knew) Cap 57-70053
Teardrops T. Rhodes (Parts 1 & 2) Sensation 16	What a Fool, What a Fool J. Davidson (Farwell, Baby) Crystal 214
The Laugh's on Me Delta Rhythm Boys (Sweetheart of) Atlantic 889	

ALADDIN

Watch **HIT CHARTS** for
AMOS MILBURN

- "LET'S MAKE CHRISTMAS MERRY, BABY" Aladdin 3037
- "Bow-Wow!"
- "REAL PRETTY MAMA" Aladdin 3038
- "Drifting Blues"
- CHARLES BROWN**
- "HOMESICK BLUES" Aladdin 3039
- "Let's Have a Ball"
- CALVIN BOZE**
- "SATISFIED" Score 4008
- "Working With My Baby"
- LIGHTNIN' HOPKINS**
- "MORNING BLUES" Aladdin 3035
- "Have To Let You Go"



GENE AUTRY RIDES AGAIN



"RUDOLPH THE RED NOSED REINDEER"

- 38610
 - MJV-56
 - LPI-375
- TOP SELLER ON...**



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

Based on reports received last three days of Week Ending November 18

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

Weeks to date	Position	Record	Artist	Label
12	1	1. SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224-BMI
4	4	2. I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246-BMI
11	2	3. BLUES STAY AWAY FROM ME	Delmore Brothers	King 803-BMI
8	12	4. YOU'RE GONNA CHANGE	H. Williams	MGM 10506-BMI
39	8	5. LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352-ASCAP
1	—	5. MULE TRAIN	Tennessee Ernie	Cap 57-40256-ASCAP
5	9	7. CRY BABY HEART	G. Morgan	Col(78)20627; (LP)2-358-BMI
5	15	8. WHOA, SAILOR	H. Thompson and His Brazos Valley Boys	Cap 57-40218-BMI
27	—	9. WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401-ASCAP
1	—	9. MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 40560-BMI
5	12	11. MY FILIPINO ROSE	E. Tubb	Dec 46175-BMI
17	5	12. SLIPPING AROUND	E. Tubb	Dec 46173-BMI
2	11	12. C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124; (45)48-0127-BMI
10	10	14. I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012-ASCAP
18	3	15. WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791-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

In the Mood	Red Ball to Natchez
Ole Rasmussen & His Nebraska Cornhuskers (Nebraska Moon) Crystal 224	W. Raney (I'm Square) King 824
It Had to Be That Way	Revenge
F. Gillman (I Gotta) Col 20641	Texas Jim Robertson (I'll Never) V 210130
It Meant So Little to You	Rickey Holden Calling Square Dances in Alamo Style Album R. Holden (4-10")
D. Landers (Too Good) MGM 10561	Folkraft 15
Jaw, Jaw, Yaw, Yap, Yap	Santa Fe, New Mexico
L. Gordon (You Broke) Atlantic 722	Sons of the Pioneers (Red River) V(78)21-0138; (45)48-0141
Jesse Polka	Skip to My Lou and Other Square Dances Album
J. James (Palomino Polka) Four Star 1370	R. Rogers-S. Cooley Ork V(78)P-259; (45)WP-259
Last on Your List	Lucky Leather Breeches (78)21-0129; (45)48-0132
C. Sanders (Penny for) Talent 749	Oh, Dem Golden Slippers (78)21-0129; (45)48-0132
Little Napanee	Old Joe Clark (78)21-0128; (45)48-0131
Cumberland Valley Girls-K. Peters (The Indians) Folk-Star 500	Rickett's Reel (78)21-0127; (45)48-0130
Mama and Daddy	Skip to My Lou (78)21-0127; (45)48-0130
B. Barfield (Chime Bells) Crystal 212	Sycamore Reel (78)21-0128; (45)48-0131
Naumee Valley	Sunday Down in Tennessee
I. Taylor & His Tailormade (Swingaroo Polka) Red Bird 1003-1004	R. Foley (Every Step) Dec 46197
Money Ain't Everything	Swingaroo Polka
B. Butler (Mule Train) Dec 46194	J. Taylor & His Tailormade (Naumee Valley) Red Bird 1004-1003
Mule Train	Tag Along
B. Butler (Money Ain't) Dec 46194	B. King & His Dude Ranch Gang (You Ain't) Crystal 225
Mule Train	Take Me Home I'm Tired
Cowboy Copas-Grandpa Jones (The Feudin' Boogie) King 835	S. Carlisle (Our Last) Talent 751
T. Ernie (Anticipation Blues) Cap 57-40258	Tennessee Local
My Bucket's Got a Hole in It	D. Thomas (Foolish Tears) Dec 46191
H. Williams (I'm So) MGM 10560	That's Christmas
Nebraska Moon	N. King (An Old) Dec 46192
Ole Rasmussen & His Nebraska Cornhuskers (In the) Crystal 224	The Feudin' Boogie
Nightmare Blues	Cowboy Copas-Grandpa Jones (Mule Train) King 835
T. Slim (I'm Gonna) King 4323	The Huckle Buck
Our Last Goodbye	Homer and Jethro (The Wedding) V(78)21-0140
S. Carlisle (Take Me) Talent 751	The Indians Dream
Palomino Polka	Cumberland Valley Girls-K. Peters (Little Napanee) Folk-Star 500
J. James (Jesse Polka) Four Star 1370	The New Look
Pecos Polka	P. Freeman (Pecos Polka) Four Star 1315
P. Freeman (The New) Four Star 1315	The Wedding of Hillbilly Lilli Marlene
Penny for Your Thoughts	Homer and Jethro (The Huckle) V(78)21-0140; (45)48-0144
C. Sanders (Last on) Talent 749	
Red River Valley	
Sons of the Pioneers (Santa Fe) V(78)21-0138; (45)48-0141	

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

Based on reports received last three days of Week Ending November 18

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.

Weeks to date	Position	Record	Artist	Label
18	1	1. SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224-BMI
17	7	2. SLIPPING AROUND	Ernest Tubb	Dec 46173-BMI
10	2	3. WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791-BMI
5	4	4. BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803-BMI
4	4	5. I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246-BMI
7	11	6. WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	Dec 46178-BMI
3	11	7. CRY BABY HEART	G. Morgan	Col(78)20627; (LP)2-358-BMI
1	—	7. MY BUCKET'S GOT A HOLE IN IT	T. Texas Tyler	Four Star 1383-BMI
25	6	9. WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401-ASCAP
8	6	10. I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012-ASCAP
2	—	11. BLUEBIRD ON YOUR WINDOWSILL	T. Williams Trio	Cap 57-40225-BMI
1	—	11. MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
10	—	13. MY FILIPINO ROSE	E. Tubb	Dec 46175-BMI
39	3	14. LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352-ASCAP
20	9	14. I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083; (45)48-0080-BMI

WARNING!

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Wampum: In the third week of The Billboard's polling of the nation's hillbilly disk jockeys, Tennessee Ernie's "Mule Train" (Capitol) moved into top position as most requested tune. Following in order, the remaining nine included Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), Delmore Brothers' "Blues Stay Away From Me" (King), Wayne Raney's "Why Don't You Haul Off and Love Me" (King), George Morgan's "I Love Everything About You" (Columbia) and Leon Payne's "I Love You Because" (Capitol), Eddie Crosby's "Blues Stay Away From Me" (Decca), Kenny Roberts's "I Never See Maggie Alone" (Coral), Hank Snow's "Marriage Vows" (Victor), and Stuart Hamblen's "I'll Go Chasin' Women" (Columbia).

In predicting the future disk hits, the 92 d. j.'s reporting selected PeeWee King's "Bonaparte's Retreat" (Victor) as the top item. The remaining nine included Jimmy Wakely and Margaret Whiting's "I'll Never Slip Around Again" (Capitol), second; T-Tex Tyler's "My Bucket's Got a Hole in It" (4 Star), third; Chickie Williams's "Beyond the Sunset" (Wheeling) and George Morgan's "Cry Baby Heart" (Columbia), fourth; Carl Story's "My Lord Keeps a Record" (Mercury) and Shorty Long's "I Wasted a Nickel" (Victor), sixth; Eddy Arnold's "Will Santy Come to Shanty Town" (Victor) and Jimmy Skinner's "Will You Be Satisfied" (Radio Artists), eighth, and Hank Williams's "My Bucket's Got a Hole in It" (MGM) and Bill Walker's "Heading for a Heartache" (Capitol), ninth.

Artists' Activities: George Morgan (Columbia), currently in Hollywood cutting sides with Dinah Shore, returns to WSM, Nashville, November 19 to resume radio work. There are rumors that he will quit steady radio. Rustic musickers are busy on nitery work in the Gotham area. Ray Smith (Columbia) is still at the Somerset Hotel Grill; Arleen Wright and Her Maids of the Prairie are at the Turf Club, Linden, N. J., and the Westerners are at the Ben Gay night spot in the same city. Bennie Hess (Mercury), doing a d. j. shot over KNUZ, Houston, has his own ork made up of George Champion, electric take-off; Charlie Sumtake, fiddle; Lance Morrison, bass, and Hess, rhythm and vocals. Roy Acuff and His Smokey Mountain Boys, Red Foley and his frau, Judy Martin, Minnie Pearl, Rod Brasfield, Jimmy Dickens, Hank and Audry Williams; Thelma Acuff, Roy's adopted daughter, and Harry Stone, v.-p. of WSM, Nashville, left November 12 for two weeks of touring for the army air forces in England, Germany, the Azores and Newfoundland.

Bill Monroe has switched from Columbia to Decca, and Paul Cohen cut Monroe's first sides in Nashville November 8. Ari Foster, Bullet's Coast rep, reports that his firm may ink Eddie Kruse and the Renegades, currently working thru Northern California. Kruse's band includes Weary Willie Pope, emcee and comedy; Jo Ann Burnett, 13-year-old vocalist; Don Harriss, bass; Bobby Thompson, lead; Monty Hughes, accordion and piano; F. L. Smith, fiddle; Doug Smith, steel, and Roy Hammer, vocals. Doc and Esther Embree, Bobby Dick, Kentucky Jess Gaddis, Utah Slim and Sweetheart Mary and

(Continued on page 32)

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
PART VIII
Billboard TRADE SERVICE FEATURE

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

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

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

RATINGS
 OVER-ALL
 DISK JOCKEY
 RETAILER
 OPERATOR

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
POPULAR		
MEL TORME (Frank DeVol Ork) Capitol 57-775	The Blossoms on the Bough Torme treats a pretty new ballad to a warm, intimate performance which is complemented with a fine D. background. Don't Do Something to Someone Else While DeVol delivers a walking beat, Torme does a superlative job with a lightweight new rhythm ditty.	83--85--82--81 80--83--77--79
THE HARMONAIRES Varsity 5025	I'll Get Along Somehow Passable vocal group treatment of an oldie which is being revived in the blues and rhythm market. Dream Another recent vintage oldie is done acceptably by the group.	56--55--54--60 48--50--45--50
LOUIS PRIMA ORK Varsity 195	I Can't Give You Anything But Love First-rate ork work on the oldie spots Louis' gravel throat and some of his better trumpet-oozing. Sliced a couple of years for majestic. There's a Broken Heart for Every Light on Broadway Poor gal vocal sandwiches some sharp orking by Prima's crew of a couple of years ago. Revived oldie treated with a beat here.	69--72--66--70 48--50--44--50
TOMMY CLAYTON ORK Varsity 215	I Never See Maggie Alone Snappy folk-style rendition of the smash is patterned after the Kenny Roberts version. And it's a good one at double the 35-cent tag. Whispering Hope Duo-harmony, of course. Character of song differs vastly from flip, but both renditions rate with higher-priced ones.	74--74--76--73 75--75--76--74
OLIVE MASON Rondo R-201	I Got Rhythm Ordinary, badly-recorded jazz piano, spelled by some fair guitar. Yesterdays Jazz group uses a cello, and tries hard for something different, but doesn't accomplish much. "A" for effort.	58--56--58--60 61--63--60--62
CHARLIE SPIVAK ORK Harmony 1082	White Christmas Reissue from the earlier Columbia release. This has always been one of Spivak's best, and it's a buy at 49 cents. Yesterday's Gardenias Another reissue, rendered impotent by yesterday's recording methods.	75--75--77--72 61--62--62--60
ALAN DALE Harmony 1080	Give Me Your Hand Dale delivers another of his superb crooning jobs for the low-price label. A Dreamer's Holiday He gives another good account of himself with the steadily rising tune.	72--72--74--70 75--75--76--73
KAY KYSER ORK Columbia 38632	Why Don't We Do This More Often This one got lost in the ASCAP-BMI shuffle a few years back, but is getting pub action now, and Harry Babbitt and Ginny Simms give it a cute, appropriately suggestive turn. A worthy reissue. You and I Pretty Meredith Willson tune is from the same lost era. Has standard quality, but rendition is mild by current standards.	77--78--76--77 67--68--66--66
BOB CHESTER ORK 20th Century TC 20-99	Octave Jump This tune once made Chester's biggest Bluebird bid. Today it's just another big band instrumental. Someday Lou Gardner does a polished vocal and orking is slickly Miller-styled, but version is late, and has big-name competition.	64--68--60--64 59--60--58--58
HARRY BELAFONTE (Pete Rugolo Ork) Capitol 57-70059	They Didn't Believe Me Rendition of the lovely Kern tune is without personality and intensity. How Green Was My Valley The warbler doesn't project.	61--63--62--58 58--60--60--55
RAY ROBBINS ORK Capitol 57-778	Bibbidi-Bobbidi-Boo Tune is from the Disney flick "Cinderella." Nonsense song has an infectious quality, and it's given a good bounce here. Orking is a la Lombardo. Skirts Bright pop-corn shuffler, with gang vocal, makes for an engaging novelty.	72--72--72--72 75--76--74--74

(Continued on page 164)

THE MARINERS

The top ranking quartet featured on Arthur Godfrey's Radio and TV Shows with their

FIRST COLUMBIA Release

in response to countless requests

"LEPRECHAUN'S LULLABY"

and

"ON THE ISLAND OF OAHU"

Columbia #38624

Coming Soon

"BE THE GOOD LORD WILLIN'"

and

"ANGELS WATCHING OVER ME"

A Novelty Natural!

JO STAFFORD

GORDON MacRAE

"Bibbidi-Bobbidi-Boo"

(THE MAGIC SONG)
From Walt Disney's "Cinderella"
With Paul Weston and his Orchestra
Backed by: "ECHOES"

Capitol No. 57-782 78 rpm

More Hot Sellers by Stafford & MacRae

- "WUNDERBAR" and "I'LL STRING ALONG WITH YOU" Capitol No. 57-768
78 rpm
- "WHISPERING HOPE" and "A THOUGHT IN MY HEART" Capitol No. 57-690
78 rpm

BE SURE TO HEAR

Johnny Smith and The Jubalaires

"I WISH I HAD A SWEETHEART"
and "HOME, HOME, HOME"

Capitol No. 57-784
78 rpm

Phone or Wire Your Distributor, Today!

First with the Hits from Hollywood!



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.

THE OLD MASTER PAINTER.....	Phil Harris.....	Victor 20-3608
	Dick Haymes.....	Decca 24801
	Snooky Lanson with Beasley Smith Ork.....	London 555
	Richard Hayes.....	Mercury 5342
	Frank Sinatra.....	Columbia 38650

Frankly we're stumped with this tune. We believe that the song, written by Beasley Smith and Haven Gillespie (writers of "That Lucky Old Sun"), has a giant-sized potential to become a money-maker. The several recordings of the tune are of a uniform high quality. Promotion, distribution and production factors will probably play a key role in the race to grab "Painter" sales.

MARTA	Tony Martin with Henry Rene Ork.....	Victor 20-3598
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Martin's follow-up to "There's No Tomorrow" is another thrilling singing job on an oldie of much body and appeal. Rene's orking gives the crooner plenty of room to let loose those big tenor tonsils.

BIBBIDI BOBBIDI BOO.....	Dinah Shore.....	Columbia 38659
	Jo Stafford and Gordon MacRae.....	Capitol 57-782

Here's a nonsense song with an infectious lilt from the forthcoming Walt Disney "Cinderella" flick which has all the hit earmarks. Dinah's reading, embraced in a smart and engaging production, could well be the leader for the song on wax. The Stafford and MacRae version is a good, sound, fairly straightforward presentation of the fine song.

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. DEAR HEARTS AND GENTLE PEOPLE..... Bing Crosby..... Decca 24798
2. I WANT TO GO HOME..... Perry Como..... Victor 20-3586
3. TOOT, TOOT, TOOTSIE..... Mel Blanc..... Capitol 57-780
4. MY LOVE LOVES ME..... Fran Warren..... Victor 20-3587
5. DEAR HEARTS AND GENTLE PEOPLE..... Benny Strong..... Capitol 57-757
6. CROCODILE TEARS..... Eddy Howard..... Mercury 5325
7. THERE'S NO TOMORROW..... Tony Martin..... Victor 20-3582

THE RETAILERS PICK:

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

1. DEAR HEARTS AND GENTLE PEOPLE..... Bing Crosby..... Decca 24798
2. I WANT TO GO HOME..... Perry Como..... Victor 20-3586
3. SHE WORE A YELLOW RIBBON..... Eddie Miller Ork..... Rainbow 80033
4. FOOL'S PARADISE..... Billy Eckstine..... MGM 10562
5. I'LL NEVER SLIP AROUND AGAIN..... Doris Day..... Columbia 38637
6. SHE WORE A YELLOW RIBBON..... Jimmy Blaine..... London 552

THE OPERATORS PICK:

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

1. DEAR HEARTS AND GENTLE PEOPLE..... Bing Crosby..... Decca 24798
2. I WANT TO GO HOME..... Perry Como..... Victor 20-3586
3. SHE WORE A YELLOW RIBBON..... Ralph Flanagan..... Bluebird 30-0009
4. DEAR HEARTS AND GENTLE PEOPLE..... Dinah Shore..... Columbia 38605
5. FOOLISH TEARS..... Al Morgan..... London
6. SO BLUE..... Art Lund..... MGM 10542

FOLK TALENT AND TUNES

(Continued from page 30)

Denver Dan Spurrier have joined KFEQ, St. Joseph, Mo. . . . Bill McCall, prexy of 4 Star records, is on a nationwide tour of his distributors. . . . Blackie Martin, formerly at WBT, Charlotte, N. C., is organizing a band in Washington. His Carolina Melody Boys comprise Jack Curtis, rhythm; Bob Jewell, fiddle; Curly Brandon, bass, and the leader, lead and vocals. . . . Johnny Bailes, of the Bailes Brothers, now at KTBS, Shreveport, reports that they have severed connections with King and are dickering with Decca. Also appearing with them at KTBS are Shot Jackson, Ernest Ferguson, Little Don Davis, Honey and Sonny, the Davis Twins, and Sleepy Jeffers. . . . Eddie Zack and His Dude Ranchers are working square dances between shows on WHIM, Providence.

Rusty Webster, chirp with Tex Miller and His Pals of the Plains, WCOG, Greensboro, N. C., is touring with Jack Gillette and the Girls of the Golden West. . . . Blue Ridge Mountain Boys, of WLAQ, Rome, Ga., won a recent h. b. contest at the Southeastern Fair, Atlanta. Group has the Franklin Brothers, Grandpappy Neritt and the Morris Brothers. . . . Tom Dilbeck and his new frau are now permanently settled in Los Angeles. He's the writer of "Yodeling Boogie" and others. . . . Howard Meagle, of WWVA, Wheeling, W. Va., reports that the annual Harvest Home Festival, recently sponsored by the station,

(Continued on page 169)

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 Cowboy's Serenade
G. Aury (Mule Train) Col 20651
- A Dreamer's Holiday
A. Kassel (Hop Scotch) Vocalion 55070
- A Thousand Violins
V. Young (Festival of) Dec 24802
- Bibbidi-Bobbidi-Boo (The Magic Song)
J. Stafford-G. MacRae (Echoes) Cap 57-782
- Bill Bailey (Won't You Please Come Home?)
R. Lee (The Man) Tempo TR 428
- Blow Them Blues Away
J. Hall (Scarlet Ribbons) V(78)20-3603; (45)47-3109
- Brigadoon Album—Brigadoon Ork, D. Anderson, Dir.; D. Brooks-M. Bell (5-7")
V(45)WK-7
- Almost Like Being in Love . . . V(45)52-0069
- Come to Me, Bend to Me . . . V(45)52-0070
- Down on Mac Connachy Square . . . V(45)52-0067
- From This Day On; Brigadoon . . . V(45)52-0066
- I'll Go Home With Bonnie Jean . . . (45)52-0069
- My Mother's Wedding Day . . . V(45)52-0067
- Overture: Once in the Highlands; Brigadoon . . . V(45)52-0066
- The Heather on the Hill . . . V(45)52-0070
- There But for You Go I . . . V(45)52-0068
- Waiting for My Dearie . . . V(45)52-0068
- Goodbye Sue
J. Paris (The Old) National 9094
- Grieg Piano Concerto
F. Martin Ork-J. Fina (Tchaikovsky Piano) V(45)47-3100
- Here's the Way We'll Fall in Love
S. Fields Ork (I Want) MGM 10573
- Hop Scotch Polka
A. Kassel (A Dreamer's) Vocalion 55070
- Hot Time in the Old Town Tonight
G. Lombardo (The Music) Dec 24792
- Hush, Little Darlin'
D. Haymes-G. Jenkins Ork (Keepsakes) Dec 24803
- I Can Dream, Can't I?
A. Kassel (Toot, Toot) Vocalion 55071
- I Gotta Have My Baby Back
E. Fitzgerald-Mills Brothers (Fairy Tales) Dec 24813
- I Love the Way You Walk
Five Scamps (I'm Gonna) Col 30177
- I Must Have Done Something Wonderful
A. West Ork (The Way) Dec 24799
- I Wanna Go Home
A. Stordahl Ork-B. Williams-K. Carson (Foolish Tears) Col(78)38640; (33)1-409
- I Want You To Want Me (To Want You)
S. Fields Ork (Here's the) MGM 10573
- I Went Down To Meet the Mailman
D. Bray (Wishing) Leda 11-419
- I'll Be Home for Christmas
J. Wayne Ork (Winter Wonderland) Harmony 1083
- I'm Gonna Cry
Five Scamps (I Love) Col 30177
- I'm Saving My Kisses for You
Four Sparks (Little Rosette) Leda 11-420
- Johnson Rag
J. Dorsey Ork (Charley, My) Col 38649
- Johnson Rag
C. Thornhill Ork (The Iowa) V(78)20-3604; (45)47-3110
- Keepsakes
D. Hames (Hush, Little) Dec 24803
- Leave It to Love
D. Rose Ork (When the) MGM 30220
- Little Rosette
Four Sparks (I'm Saving) Leda 11-420
- Lost in the Stars
F. Sinatra (The Old) Col 38650
- Rose McGillicuddy
B. Barron Ork (The Photographer) MGM 10575
- Melissa
R. Noble Ork-B. Graham (You're Always) Col(78)38639; (33)1-408
- Merry Christmas Polka
J. Davis Ork (You're All) Harmony Y 1083
- Mule Train
G. Aury (A Cowboy's) Col 20651
- Mule Train
B. Crosby-P. Botkin's String Band (Dear Hearts) Dec 24798
- My Love Loves Me
D. Carless (Speak a) Dec 24805
- My Sweet Hunk o' Trash
B. Holiday-L. Armstrong (You Can't) Dec 24785
- Old Music Box Melodies—First Edition Album (3-10")
Bornand R. B. 1
Adeste Fideles
Ave Marie (Gounod)
O-Sanctissima
Silent Night, Holy Night
Three Old Waltz Melodies
Three Operatic Airs
Old Music Box Melodies—Old Favorites Album (3-10")
Bornand R. B. 2
Home, Sweet Home
In the Gloaming
Love's Old Sweet Song
On a Sunday Afternoon
Silver Threads Among the Gold
The Mocking Bird
Phil the Fluter's Ball
P. Regan-L. Bring Ork (When You) V(78)20-3605; (45)47-3111
- Quicksilver
D. Day (Crocodile Tears) Col(78)38638; (33)1-407
- Scarlet Ribbons
J. Hall (Blow Them) V(78)20-3603; (45)47-3109
- Send Ten Pretty Flowers (To My Girl in Tennessee)
R. Morgan Ork (Carnegie Kisses) Dec 24814
- She Wore a Yellow Ribbon
Andrews Sisters-R. Morgan (Charley, My) Dec 24812
- Sing a Lumma Lay
R. Carlyle (When You) Coral 60136
- Some Hearts Sing
B. Farrell (Your Eyes) MGM 10576
- South Rampart Street Parade
Bob Crosby Ork (Dogtown Blues) Dec 40088
- Tchaikovsky Piano Concerto No. 1
F. Martin Ork-J. Fina (Grieg Piano) V(45)47-3100

The following abbreviations are being used thruout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
—Decca
Mer—Mercury
V—Victor
All other labels will continue to be called 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) 1041; (45) 47-3254 etc.

- Bye-Bye Baby
G. Lombardo Ork (We're Just) Dec 24793
- Cancan
M. Marrow (The Galloping) MGM 30221
- Careless Kisses
R. Morgan (Send Ten) Dec 24814
- Charlie, My Boy
Andrews Sisters-R. Morgan (She Wore) Dec 24812
- Charley, My Boy
J. Dorsey Ork (Johnson Rag) Col 38649
- Christmas Carols—Saint Peter's Choir Album—Saint Peter's Choir—H. Gilbert, Dir. (3-10")
Coral CP 503
- It Came Upon the Midnight Clear . . . 60122
- Hark the Herald Angels Sing . . . 60123
- O, Come, All Ye Faithful . . . 60121
- Oh, Little Town of Bethlehem . . . 60122
- Silent Night, Holy Night . . . 60121
- What Child Is This? . . . 60123
- Crocodile Tears
D. Day (Quicksilver) Col(78)38638; (33)1-407
- Dancers in Love Album (1-10")
I. Carpenter Ork . . . Discovery (33)DL3003
- After All
Chelsea Bridge
Dancers in Love
Flamingo
Moon Mist
Screamliner
Take the "A" Train
- Dear Hearts and Gentle People
B. Crosby-P. Botkin's String Band (Mule Train) Dec 24798
- Dear Hearts and Gentle People
B. Greco (Fiesta In) London 558
- Dogtown Blues
Bob Crosby Ork (South Rampart) Dec 40088
- Echoes
J. Stafford-G. MacRae (Bibbidi-Bobbidi) Cap 57-782
- Fairy Tales
E. Fitzgerald-Mills Brothers (I Gotta) Dec 24813
- Festival of Roses
V. Young (A Thousand) Dec 24802
- Fiesta in Old Mexico
B. Greco (Dear Hearts) London 558
- Foolish Tears
A. Stordahl Ork-K. Carson (I Wanna) Col(78)38640; (33)1-409
- Stephen Foster Melodies Album (3-10")
H. Gray Ork . . . Vocalion VP-6
- Beautiful Dreamer . . . Vocalion 55067
- Massa's In De Cold, Cold Ground . . . Vocalion 55068
- My Old Kentucky Home . . . Vocalion 55067
- Old Black Joe . . . Vocalion 55068
- Old Folks at Home . . . Vocalion 55069
- Oh! Susanna, De Campdown Races, Ring de Banjo . . . Vocalion 55069
- Give Me Your Hand
F. Waring Ork (Whirlwind) Dec 24791

(Continued on page 154)

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LONDON RECORDS

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 Cowboy's Serenade
G. Autry (Mule Train) Col 20651
- A Dreamer's Holiday
A. Kassel (Hop Scotch) Vocalion 55070
- A Thousand Violins
V. Young (Festival of) Dec 24802
- Bibbidi-Bobbidi-Boo (The Magic Song)
J. Stafford-G. MacRae (Echoes) Cap 57-782
- Bill Bailey (Won't You Please Come Home?)
R. Lee (The Man) Tempo TR 428
- Blow Them Blues Away
J. Hall (Scarlet Ribbons) V(78)20-3603; (45)47-3109
- Brigadoon Album—Brigadoon Ork. D. Anderson, Dir.; D. Brooks-M. Bell (5-7")
V(45)WK-7
- Almost Like Being in Love . . . V(45)52-0069
- Come to Me, Bend to Me . . . V(45)52-0070
- Down on Mac Connachy Square . . . V(45)52-0067
- From This Day On; Brigadoon . . . V(45)52-0066
- I'll Go Home With Bonnie Jean . . . (45)52-0069
- My Mother's Wedding Day . . . V(45)52-0067
- Overture: Once in the Highlands; Brigadoon . . . V(45)52-0066
- The Heather on the Hill . . . V(45)52-0070
- There But for You Go I . . . V(45)52-0068
- Waiting for My Dearie . . . V(45)52-0068
- Goodbye Sue
J. Paris (The Old) National 9094
- Grieg Piano Concerto
F. Martin Ork-J. Fina (Tchaikovsky Piano) V(45)47-3100
- Here's the Way We'll Fall in Love
S. Fields Ork (I Want) MGM 10573
- Hop Scotch Polka
A. Kassel (A Dreamer's) Vocalion 55070
- Hot Time in the Old Town Tonight
G. Lombardo (The Music) Dec 24792
- Hush, Little Darlin'
D. Haymes-G. Jenkins Ork (Keepsakes) Dec 24803
- I Can Dream, Can't I?
A. Kassel (Toot, Toot) Vocalion 55071
- I Gotta Have My Baby Back
E. Fitzgerald-Mills Brothers (Fairy Tales) Dec 24813
- I Love the Way You Walk
Five Scamps (I'm Gonna) Col 30177
- I Must Have Done Something Wonderful
A. West Ork (The Way) Dec 24799
- I Wanna Go Home
A. Stordahl Ork-B. Williams-K. Carson (Foolish Tears) Col(78)38640; (33)1-409
- I Want You To Want Me (To Want You)
S. Fields Ork (Here's the) MGM 10573
- I Went Down To Meet the Mailman
D. Bray (Wishing) Leda 11-419
- I'll Be Home for Christmas
J. Wayne Ork (Winter Wonderland) Harmony 1083
- I'm Gonna Cry
Five Scamps (I Love) Col 30177
- I'm Saving My Kisses for You
Four Sparks (Little Rosette) Leda 11-420
- Johnson Rag
J. Dorsey Ork (Charley, My) Col 38649
- Johnson Rag
C. Thornhill Ork (The Iowa) V(78)20-3604; (45)47-3110
- Keepsakes
D. Hames (Hush, Little) Dec 24803
- Leave It to Love
D. Rose Ork (When the) MGM 30220
- Little Rosette
Four Sparks (I'm Saving) Leda 11-420
- Lost in the Stars
F. Sinatra (The Old) Col 38650
- Rose McGillicuddy
B. Barron Ork (The Photographer) MGM 10575
- Melissa
R. Noble Ork-B. Graham (You're Always) Col(78)38639; (33)1-408
- Merry Christmas Polka
J. Davis Ork (You're All) Harmony Y 1083
- Mule Train
G. Autry (A Cowboy's) Col 20651
- Mule Train
B. Crosby-P. Botkin's String Band (Dear Hearts) Dec 24798
- My Love Loves Me
D. Carless (Speak a) Dec 24805
- My Sweet Hunk o' Trash
B. Holiday-L. Armstrong (You Can't) Dec 24785
- Old Music Box Melodies—First Edition Album (3-10")
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- Adeste Fideles
Ave Marie (Gounod)
O-Sanctissima
Silent Night, Holy Night
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Love's Old Sweet Song
On a Sunday Afternoon
Silver Threads Among the Gold
The Mocking Bird
Phil the Fluter's Ball
P. Regan-L. Bring Ork (When You) V(78)20-3605; (45)47-3111
- Quicksilver
D. Day (Crocodile Tears) Col(78)38638; (33)1-407
- Scarlet Ribbons
J. Hall (Blow Them) V(78)20-3603; (45)47-3109
- Send Ten Pretty Flowers (To My Girl in Tennessee)
R. Morgan Ork (Carpenter's Kisses) Dec 24814
- She Wore a Yellow Ribbon
Andrews Sisters-R. Morgan (Charley, My) Dec 24812
- Sing a Lumma Lay
R. Carlyle (When You) Coral 60136
- Some Hearts Sing
B. Farrell (Your Eyes) MGM 10576
- South Rampart Street Parade
Bob Crosby Ork (Dogtown Blues) Dec 40088
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- Bye Bye Baby
G. Lombardo Ork (We're Just) Dec 24795
- Cancan
M. Marrow (The Galloping) MGM 30221
- Careless Kisses
R. Morgan (Send Ten) Dec 24814
- Charlie, My Boy
Andrews Sisters-R. Morgan (She Wore) Dec 24812
- Charley, My Boy
J. Dorsey Ork (Johnson Rag) Col 38649
- Christmas Carols—Saint Peter's Choir Album—
Saint Peter's Choir—H. Gilbert, Dir. (3-10")
Coral CP 503
- It Came Upon the Midnight Clear . . . 60122
- Hark the Herald Angels Sing . . . 60123
- O, Come, All Ye Faithful . . . 60121
- Oh, Little Town of Bethlehem . . . 60122
- Silent Night, Holy Night . . . 60121
- What Child Is This? . . . 60123
- Crocodile Tears
D. Day (Quicksilver) Col(78)38638; (33)1-407
- Dancers in Love Album (1-10")
I. Carpenter Ork . . . Discovery (33)DL3003
- After All
Chelsea Bridge
Dancers in Love
Flamingo
Moon Mist
Screamliner
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E. Fitzgerald-Mills Brothers (I Gotta) Dec 24813
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- Foolish Tears
A. Stordahl Ork-K. Carson (I Wanna) Col(78)38640; (33)1-409
- Stephen Foster Melodies Album (3-10")
H. Gray Ork . . . Vocalion VP-6
- Beautiful Dreamer . . . Vocalion 55067
- Massa's In De Cold, Cold Ground . . . Vocalion 55068
- My Old Kentucky Home . . . Vocalion 55067
- Old Black Joe . . . Vocalion 55068
- Old Folks at Home . . . Vocalion 55069
- Oh! Susanna, De Campdown Races, Ring de Banjo . . . Vocalion 55069
- Give Me Your Hand
F. Waring Ork (Whirlwind) Dec 24791

(Continued on page 154)

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"COOL THAT THING"

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"TELL ME NOW" Abbey 3001
"HOW CAN I HELP IT"

"WHIRLPOOL" Abbey 3003
"YOU'RE JUST A GREAT BIG HEARTACHE"

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"ANSWER ME THIS DAY"

"NO ONE CAN LOVE ME LIKE HIM" Abbey 7002
"I'M PROUD TO BE IN THE SERVICE OF THE LORD"

THE NORFOLK FOUR

"SEARCH MY HEART" Abbey 7003
"I'M BOUND FOR HIGHER GROUND"



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"I CAN DREAM, CAN'T I!"

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"LOVE ME"
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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 RATES

(100 points—the maximum)

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity)	Max. Pts. 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

MEXICAN MARIMBA—Clemente & His 78

Mexican Marimba Ork (3-10")
Coda 10
Adios Muchachos; Quizas, Quizas, Quizas; Acabaste; Ausencia; La Mulata Arrobata; Chismecito De Amor.
All numbers here are in dance tempos, aimed directly at the Yankee rumbadict. Even in the orking there are concessions to the gringo taste, but the important native color has been retained and the authentic beat—which is most important—is much in evidence. Besides the very beautiful marimba, there are a trumpet, piano, bass and several rhythm instruments present. The tunes are well selected, both for variety and for melodic appeal. There are two boleros, a rumba, guaracha, tango and samba. Only one has a brief vocal chorus. Disks are unbreakable and the package, like others in this "Dance Session" series, is very attractive.

JUKES Not suitable. JOCKS Colorful program fodder on Yankee boxes.

GOULD: SERENADE OF CAROLS FOR SMALL ORCHESTRA AND SUITE OF CHRISTMAS HYMNS—Morton Gould 72

Ork (1-10")
Columbia (33) ML 2065
Both sides of this LP disk could be especially useful to stores employing loud-speakers during the holiday season. And both middle-brow and longhair jocks will also find both make fine feature pieces during the same period. The "Serenade" is a charming, appealing little work containing more than a dozen ancient carols, some familiar, arranged in a gentle contrapuntal style. The flip is more in the nature of a good old-fashioned, over-arranged medley containing six of the best-known Christmas songs. Gould gets a fine sound from the excellent ork. Cover is Christmasy.

JUKES Not suitable. JOCKS Good holiday features.

MOZART: CONCERTO NO. 21 IN C MAJOR 84

—R. Casadesus-Philharmonic Symphony Ork of New York-C. Muench, Dir. (1-10")
Columbia (33) ML 2067
Casadesus performs this superb concerto with brilliance and soul, while remaining completely devoted to the composer's intentions, utterly immersed in Mozart. Muench and the Philharmonic are equally as fine—a necessary concomitant for a superlative performance, for this is not a mere piano showcase, but an outstanding symphony by itself. The concord between soloist, conductor and the imperishable spirit of Mozart is a rare musical weld. Since the performance enjoys a superlative recording job, with detail, mass and balance all that could be desired, a record that we can in all conscience call great thereby emerges.

JUKES Not suitable. JOCKS Fit first-rate air fare.

VERDI DUETS—Daniza Ilitsch-Kurt Baum-Richard Tucker-Max Rudolf, Director, Ork of the Metropolitan Opera Association (1-12") 66

Columbia (33) ML 4230
Arias from: Aida; Il Trovatore; Un Ballo in Maschera; Otello.
This group of five duets from Verdi's operas serve as an introduction to wax for soprano Daniza Ilitsch. The Austrian, who joined the Metopera in 1947, has much quality though she has a powerful voice. She tends to be somewhat of a ham in attempting to achieve color and expression. On a couple of duets she is joined by Richard Tucker, whose clear tenor is the standout of the disk. Kurt Baum joins Miss Ilitsch on the other three efforts. The duets come from "Aida," "Il Trovatore," "The Masked Ball" and "Otello." This group of duets are little more than passable renditions of dramatic selections from Verdi's greatest works. Ork and chorus of the Metopera under Max Rudolf offer sympathetic assistance.

JUKES Not suitable. JOCKS If no better recordings of these duets are around, then this will do for LP-equipped stations.

DICK JURGENS DANCE PARADE—Dick Jurgens ork (1-10") 72

Columbia (33) CL 6072
Cecilia; When You Were Sweet Sixteen; Ragtime Cowboy Joe; Elmer's Tune; Mama's Gone, Goodbye; Side By Side; Mississippi Mud; One Dozen Roses.
Jurgens' music is admirably suited to the LP dance parade treatment. Its tempos are consistently danceable and there's plenty of aural appeal in the arrangements as well. Tunes are well chosen, too, some of them having been important singles in their day. Some of the sides go back a few years, e.g., "Ragtime Cowboy Joe," featuring Eddie Howard on vocal. Good package here for listening during a quiet evening at home, for dancing when you give a party.

JUKES Not suitable. JOCKS Okay as package or for single selections.

DEBUSSY: SUITE FROM PELLEAS AND MELISANDE AND SONATA NO. 2 FOR FLUTE, VIOLA AND HARP—Cleveland Ork-Erich Leinsdorf, conductor. Laura Newell, Milton Katims, John Wummer (1-12") 77

Columbia (33) ML 4090
"Pelleas and Melisande" has been heralded in most music quarters as one of the most perfect blends of music to a text. Many consider the opera as the masterpiece of Claude Debussy. The brilliance of Debussy's score is realized to a great degree in this suite which was culled by Erich Leinsdorf from the interlude music in the work. The over-all effect of the Leinsdorf arrangement is that of a sensitive tone poem. The music is completely enchanting in its poignance and sensitivity. It is performed by the Cleveland group with an appropriately sensual approach. The back side of this LP is taken with one of Debussy's late works. Late in his career Debussy undertook to write a series of sonatas in the traditional forms. This second sonata in that group (for flute, harp and viola) is additional evidence of the genius of Debussy. He achieved some most remarkable sounds with the genius of Debussy. He achieved some most remarkable sounds with the trio while he wrote a moving work of much character. A complicated thing rhythmically and harmonically, the work is subdued and delicate in texture. It is performed excellently by Newell, Katims and Wummer. The pairing is a music lover's delight.

JUKES Not suitable. JOCKS Must pairing for LP-equipped libraries.

CANTERBURY CAROLS—Canterbury Carols-Macklin Marrow Ork (2-10") 70

MGM 44
God Rest Ye Merry Gentlemen; Deck the Halls; I Saw Three Ships; We Three Kings of Orient Are; Good King Wenceslas.
Lovely treatment of five standard Christmas carols—each of them a prime favorite. Excellent choral work by the Canterbury group and befitting reverent ork accompaniment are conducted ably and tastefully by Macklin Marrow. Good recordings. Issued on the MGM non-breakable Metrolite in an attractive hard-cover album.

JUKES Not suitable. JOCKS Good seasonal fare.

ERROLL GARNER—Erroll Garner (1-10") 77

Savoy (33) MG 1500
Undecided; Red Sails in the Sunset; I Can't Believe That You're in Love With Me; Stompin' at the Savoy; I Only Have Eyes for You; September Song; Yesterdays; All the Things You Are
Erroll Garner's piano stylings have met with considerable public appreciation of late. His is a rolling style which is first-rate jazz playing but which at the same time is satisfying cocktail music. This long-playing disk houses eight standard tunes which previously were available on regular shellacs. The LP process gives the keyboard stylist far better recorded projection than he has ever been handed on shellac. His many followers should want this disk. And collectors of piano pops should be pleased by Garner's offerings.

JUKES Not suitable. JOCKS LP-equipped spinners have both good jazz and cocktail fare in this record.

(Continued on page 155)

The Billboard
MUSIC POPULARITY CHARTS
Part XII
The Honor Roll of Popular Songwriters

By Jack Burton

NO. 43—GEORGE GERSHWIN (Part II)

(Continued from last week)

Already a composer of commanding stature at the age of 26, George Gershwin became an international celebrity in the musical world on the afternoon of February 12, 1924, when his *Rhapsody In Blue* had its world premiere at New York's Aeolian Hall, with Paul Whiteman directing the orchestra and Gershwin himself at the piano.

This historic concert was attended by such musical bigwigs as Rachmaninoff, Godowsky, Kreisler, Elman, Heifetz, Damrosch, Stokowski and Stravinsky. Everybody agreed that here was great and enduring music with the exception of one dissenting voice. That was George Gershwin's. He never was completely satisfied with anything he did.

"Why, that damned fool!" Paul Whiteman exclaimed with tears in

his eyes at the conclusion of the final rehearsal of Gershwin's *Rhapsody*. "He thinks he can improve it."

In the next six years George Gershwin was represented on Broadway by 12 musical productions that established him beyond question as the country's most brilliant and original composer with these shows to his credit: *Lady Be Good* and *Sweet Little Devil* in 1924; *Tell Me More*, *Tip-Toes* and *Song of the Flame* in 1925; *Oh Kay* in 1926, *Funny Face* in 1927, *Rosalie* and *Treasure Girl* in 1928, *Show Girl* in 1929, and *Strike Up the Band* and *Girl Crazy* in 1930.

Then, in 1931, further honors were heaped upon him when his *Of Thee I Sing* was awarded the Pulitzer Prize, the first musical in the history of the theater to receive this highly coveted honor.

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.

By this time any other composer would have been in a songwriter's heaven, but George Gershwin often lived in a hell of his own making. He continued to drive himself to reach an ideal beyond human attainment. He sought true perfection, oblivious to the fact that Ivory Soap is only 99 44/100 per cent pure and Ty Cobb never batted 1.000.

If George Gershwin ever enjoyed anything approaching the thrill of complete accomplishment, he got it from *Porgy and Bess* in 1935. It was a jazz classic—a folk opera so honestly and authentically conceived that it served as a musical canvas of Catfish Row with all its humor, pathos and tragedy done with the master's bold strokes and subtle shadings, thus making all other musicals of Negro life but crude caricatures.

In 1935 George Gershwin transferred his high ideals from Broadway to Hollywood, which is no healthy habitat for a knight in shining armor. He took a terrible lick-

ing in conference rooms where his suggestions for improving the movies were dismissed in favor of hackneyed ideas with tried-and-true box-office appeal. The figurative heart-aches he suffered were accompanied by physical headaches that grew worse and worse until he finally collapsed in his studio after finishing the music for *Our Love Is Here To Stay*, a song for the *Goldwyn Follies*.

At first his illness was ascribed to overwork, but a diagnosis showed he was suffering from a brain tumor. An operation proved unsuccessful and he died in the Cedars of Lebanon Hospital the morning of July 11, 1937.

Few men lived a fuller life than George Gershwin did in his 39 allotted years, and probably none reached his self-appointed goal in so short a span. For he died with his youthful mission accomplished.

He had taken jazz, born in the brothels and barrelhouses of New Orleans and made her a grand lady of culture and bewitching charm.

GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

1924—GEORGE WHITE'S SCANDALS OF 1924

Book by George White and William K. Wells, lyrics by B. G. DeSylva, and presented by a cast headed by Lester Allen, Will Mahoney, Tom Patricola and Winnie Lightner. Harms, Inc.

- I NEED A GARDEN
- NIGHT TIME IN ARABY
- YEAR AFTER YEAR WE'RE TOGETHER
- SOMEBODY LOVES ME
- (Available on the following records: RCA Victor 25497, Benny Goodman orchestra; RCA Victor 27690, Tommy Dorsey and the Pied Pipers; RCA Victor P(20-1541) in P-139, Dinah Shore; RCA Victor P(27831) in P-119, Henry Levine's Dixieland Jazz Band; Capitol 20026 in BD-10, Billy Butterfield orchestra; Capitol 10085 in CD-49, Peggy Lee and Dave Barbour orchestra; Capitol 20082 in BD-37, Paul Weston orchestra; Decca 23430 in A-398, Eddie Condon orchestra; Decca 18256 in A-249, Benny Carter orchestra; Columbia 36331 in C-70, Frankie Carle, piano; Columbia 36078 in C-52, Eddy Duchin with orchestra; Columbia 4291-M, Andre Kostelanetz; Columbia 36524, Kate Smith; Columbia 37820, Woody Herman orchestra with the Four Chips.)
- TUNE IN TO STATION J O Y
- MAH JONGG
- ROSE OF MADRID
- KONGO KATE
- I'M GOING BACK

1924—LADY BE GOOD

Book by Guy Bolton and Fred Thompson, lyrics by Ira Gershwin, and starring Fred and Adele Astaire in a cast that included Walter Catlett and Cliff Edwards. Harms, Inc.

- HANG ON TO ME
- A WONDERFUL PARTY
- THE END OF A STRING
- WE'RE HERE BECAUSE
- SO AM I
- FASCINATING RHYTHM
- (Available on the following records: Decca 23429, Hazel Scott, piano and orchestra; Columbia 69193-D in MX-95; Columbia 4306-M, Andre Kostelanetz orchestra.)
- OH, LADY BE GOOD
- (Available on the following records: Columbia 4309-M, Andre Kostelanetz orchestra; Columbia 37525 in C-137, Don Baker, organist; Columbia 20305, Bob Wills and His Texas Playboys; Decca 23956, Ella Fitzgerald; Decca 23431 in A-398, Eddie Condon orchestra; RCA Victor 20-2056, George Gershwin and the Aristo-Kats; RCA Victor HJ(40-0107) in HJ-2, Benny Goodman quartet with Lionel Hampton; RCA Victor P(20-1551) in P-146, Glenn Miller; Capitol 10037 in CE-19, Billy

Butterfield orchestra; Capitol 20025 in BD-10, Billy Butterfield orchestra; Decca 25314, Count Basie and his orchestra.)

LINGER IN THE LOBBY

THE HALF OF IT DEARIE BLUES

(Available on Columbia record 69193-D in MX-95.)

JUANITA

LITTLE JAZZ BIRD

CARNIVAL

SWISS MISS

THE MAN I LOVE

(Available on the following records: RCA Victor M(10-1039) in M-935, Gladys Swarthout; RCA Victor P(27818) in P-118, Lena Horne; Decca 23429, Hazel Scott; Decca 24029 in A-1924, Bob Grant orchestra; Decca 23534, Eddie Heywood orchestra; Decca 23432 in A-398, Eddie Condon orchestra; Columbia 4307-M, Andre Kostelanetz; Columbia 35581 in C-24, Jane Pickens; Columbia 4431-M, Rise Stevens; Columbia 69193-D, George Gershwin and Hildegarde; Columbia 36076 in C-52, Eddy Duchin; Columbia 55038, Benny Goodman orchestra; Capitol 20012 in BD-8, King Cole Trio; Capitol 15322, Art Van Damme Quintet.)

1924—SWEET LITTLE DEVIL

Book by Frank Mandell and Lawrence Schwab, lyric by B. G. DeSylva, and presented by a cast that included Constance Binney, Irving Beebe and Marjorie Gatenon. Harms, Inc.

- STRIKE, STRIKE, STRIKE
- LUCKY
- VIRGINIA, DON'T GO TOO FAR
- SOMEONE WHO BELIEVES IN YOU
- JIBBO
- QUITE A PARTY
- UNDER A ONE-MAN TOP
- SUPPOSING
- HEY, HEY, LET 'ER GO
- HOORAY FOR THE U. S. A.
- SWEET LITTLE DEVIL
- THE MATRIMONIAL HANDICAP
- PEPITA

1925—TELL ME MORE

Book by Fred Thompson and William K. Wells, lyrics by Ira Gershwin and B. G. DeSylva, and presented by a cast that included Alexander Gray, Phyllis Cleveland, Emma Haig and Lou Holtz. Harms, Inc.

- TELL ME MORE
- MR. ANR MRS. SIPKIN
- WHEN THE DEBBIES GO BY
- THREE TIMES A DAY
- WHY DO I LOVE YOU
- KICKIN' THE CLOUDS AWAY
- LOVE IS IN THE AIR
- MY FAIR LADY
- IN SARDINIA
- BABY
- UKULELE LORELEI
- OH, SO LA MI

1925—TIP-TOES

Book by Guy Bolton and Fred Thompson, lyrics by Ira Gershwin, and starring Jeanette MacDonald in a cast that included Robert Halliday, Harry Watson, Queenie Smith and Allen Kearns. Harms, Inc.

- WAITING FOR THE TRAIN
- NICE BABY
- LOOKING FOR A BOY

LADY LUCK

WHEN DO WE DANCE?

THESE CHARMING PEOPLE

THAT CERTAIN FEELING

SWEET AND LOW DOWN

(Available on Columbia record 69193-D in MX-95.)

OUR LITTLE CAPTAIN

IT'S A GREAT LITTLE WORLD

NIGHTY NIGHT

TIP-TOES

1925—SONG OF THE FLAME

With Herbert Stothart. Book and lyrics by Otto Harbach and Oscar Hammerstein II, and starring Tosca Costa in a cast that included Guy Robertson and Greek Evans. Harms Inc.

- FAIR AWAY
- SONG OF THE FLAME
- WOMAN'S WORK IS NEVER DONE
- GREAT BIG BEAR
- MIDNIGHT BELLS
- COSSACK LOVE SONG (DON'T FORGET ME)
- TARTAR
- YOU MAY WANDER AWAY
- VODKA
- YOU ARE YOU

1926—OH KAY

Book by Guy Bolton and P. G. Wodehouse, lyrics by Ira Gershwin, and presented by a cast that included Betty Compton, Gerald Oliver Smith, Harland Dixon, Victor Moore, Oscar Shaw, Gertrude Lawrence and the Fairbanks Twins. Harms, Inc.

- THAT WOMAN'S TOUCH
- DON'T ASK
- DEAR LITTLE GIRL
- MAYBE
- (Available on the following records: Columbia 4308-M, Andre Kostelanetz orchestra; Capitol 20027 in BD-10, Billy Butterfield orchestra.)
- CLAP YO' HANDS
- DO-DO-DO
- (Available on Columbia record 69193-D in MX-95.)
- BRIDE AND GROOM
- SOMEONE TO WATCH OVER ME
- (Available on the following records: Decca 23432, Eddie Condon orchestra; Decca 24112, Mary Martin; Decca 24039 in A-1926, Fingert and Schutt, duo pianos; RCA Victor P(27832) in P-119, Henry Levine's Dixieland Jazz band; Columbia 3409-M, Andre Kostelanetz orchestra; Columbia 36076 in C-52, Eddy Duchin, piano; Columbia 36921 in C-112, Frank Sinatra.)
- FIDGETY FEET
- HEAVEN ON EARTH
- OH, KAY
- "Oh, Kay" Selections: RCA Victor record C(12335) in C-29 with Jane Froman, Felix Knight and Sunny Skylar. "Do-Do-Do" "Clap Yo' Hands," "Maybe," and "Someone To Watch Over Me."

1927—FUNNY FACE

Book by Paul Gerard Smith and Fred Thompson, lyrics by Ira Gershwin, and presented by a cast headed by Betty Compton, Adele and Fred Astaire, William Kent, Victor Moore and Allen Kearns. New World Music Corporation.

- BIRTHDAY PARTY
- ONCE
- *SWONDERFUL

(Available on the following records: RCA Victor 20-1638, Artie Shaw; Columbia 4308-M, Andre Kostelanetz orchestra; Columbia 69193-D in MX-95; Columbia 36078 in C-52, Eddy Duchin, piano; Decca 24014 in A-1927, Bob Grant orchestra; Decca 23430 in A-398, Eddie Condon orchestra.)

FUNNY FACE

HIGH HAT

LET'S KISS AND MAKE UP

IN THE SWIM

HE LOVES AND SHE LOVES

TELL THE DOC

MY ONE AND ONLY

This also was published as "What Are We Gonna Do."

(Available on the following records: Decca 23431 in A-398, Eddie Condon orchestra; Columbia 69193-D in MX-95.)

SING A LITTLE SONG

THE BABBITT AND THE BROMIDE

(Available on Columbia record 36584 in C-91, Danny Kaye and orchestra.)

DANCE ALONE WITH YOU

THE WORLD IS MINE

1928—ROSALIE

With Sigmund Romberg. Book by Guy Bolton and William Anthony McGuire, lyrics by Ira Gershwin and P. G. Wodehouse, and presented by a cast headed by Gladys Glad, Bobbe Arnst, Frank Morgan, Jack Donahue, Marilyn Miller and Oliver McLennan. New World Music Corporation.

- SHOW ME THE TOWN
- SAY SO
- LET ME BE A FRIEND TO YOU
- YANKEE DOODLE RHYTHM
- OH GEE, OH JOY
- NEW YORK SERENADE
- HOW LONG HAS THIS BEEN GOING ON?
- Sigmund Romberg contributed the following songs to this production:
- HERE THEY ARE
- ENTRANCE OF THE HUSSARS
- HUSSAR MARCH
- THE KING CAN DO NO WRONG
- WEST POINT BUGLE
- WEST POINT MARCH
- KINGDOM OF DREAMS
- EVERYBODY KNOWNS I LOVE SOMEBODY
- FOLLOW THE DRUMS

(To be continued next week)

SONGWRITERS COMING UP!

December 3 Issue

GEORGE GERSHWIN (Part III)

In Issues Subsequent to December 3 *The Billboard* Will Present

RICHARD RODGERS

VINCENT YOUMANS

HARRY RUBY (with **BERT KALMAR**)

ARTHUR SCHWARTZ (with **HOWARD DIETZ**)

JIMMY McHUGH

HARRY M. WOODS

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NEW VICTOR, COLUMBIA

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Write for LATEST CATALOG.
500 Different Standard and Hit Tunes.

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OPERATORS TIP

"JEALOUS HEART" by AL MORGAN
LONDON RECORD #500

TEMPO

SO M-A-A-A-D!
SO WONDERFUL

The Piano of **MEL HENKE**
First Release: **TR #444**

I CAN'T BELIEVE
That You're in Love With Me
SHOCK TREATMENT
(A Henke Original)

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

Payola Renunciation Draws Cheers, Jeers in Tin Pan Alley

(Continued from page 16)

is a skunk, and the evil will go on. A band leader can do justice to maybe eight songs in a half-hour show. Almost 350 publishers have 1,000 songs they want on the air—they'll revert to payola under a new disguise. In due time the graft and corruption will resume."

Jack Robbins, of J. J. Robbins, in his characteristically iconoclastic way, said: "A payola is the best way to find out if you have a song. Spread \$750 around over a couple of weeks as against the \$10,000 to \$15,000 it would cost in the traditional way of launching a song with a high caliber professional staff, and you'll soon know the potential of your tune. The \$750 is your plug insurance. Of course, it's a vicious cycle, and if it could be regulated and organized with the songpluggers delivering on schedule, okay. But even the payola plugs can't be guaranteed. One of the big troubles is the fact that the big advertisers on the air aren't show people."

Sheet Positions

Robbins's concluding statement had reference to a common cry among the pubbers. The late-hour remotes, an accumulation of which is usually needed to get a new song on the "sheets," are virtually all bought plugs. The producers of commercial radio shows have traditionally looked for a high ranking in the sheets before programing a song. It is for this reason, and not because the late shots advance the progress of a song and encourage sales, that publishers have been buying plugs.

According to many music men, however, dependence on the sheets is dwindling and, therein, they say, lies the true reason for the sudden reformation movement. Tho the head men have been talking earnestly and righteously of helping the union carry thru their anti-payola program to protect pluggers employment of clean business tactics, of putting the finger on chiseling orksters, the nub of the pubber clean-up is strictly economic. The feeling is growing that the expense of making the sheets via the pay-as-we-play route may no longer be justified. One veteran professional manager said: "Program producers are relying less and less on the sheets and more and more on trade lists—most-played and best-selling record charts. The artists who pick their own songs are more trade-conscious, and are on top of blossoming hits before they make the sheets. The hell with paying for those useless remotes from now on in."

Small Orgs Overjoyed

Meanwhile, the pluggers and the small pubbers, tho cynical about the apparent altruism of the move, were overjoyed at the turn of events. At

least temporarily, the prospect puts all music people on an equal footing. They can now, if payola is stopped, compete on the quality of their songs and their contact ability instead of struggling futilely against the heavy cash resources of the giant firms. One skeptic pronounced: "It looks good for a few months, I guess, because a certain firm (and he named a heavy offender) has already bought its coming drives on four songs in a package deal."

Another experienced music man takes a more optimistic view: "This could be a transitory period—the breathing spell after radio and before TV. When video comes in, we'll be back to legitimate contacting, and we'll need staffs in many originating cities. These crisis have occurred before during every important technological change in media."

MAIL-ORDER MUSIC

(Continued from page 16)

a court test, the music firm in question and any others the agency proceeds against will find themselves in no man's land as far as the letter carrier is concerned. A mail cut-off order can be appealed to a U. S. District Court, a U. S. Court of Appeals and finally the Supreme Court.

The current case is the second affecting the entertainment world to come up in recent months before the post office. Recently the agency put the kibosh on a radio giveaway show which moved into theaters by declaring the stage version a lottery and warning newspapers not to carry ads about it.

LEVY REALIGNS LEEDS

(Continued from page 16)

centralized in New York, with Sal Chiantia running administrative departments under Levy's command.

According to Levy, both pubberies will concentrate professional activities in Hollywood since 80 per cent of important radio commercial shows are centered here, but record, educational and pub activities remain in Gotham. Reorganization came after Happy Godday, Levy's top exec, resigned last week to go into biz for himself.

DECCA MIDWEST EVENT

(Continued from page 18)

up a number of Decca artists who will be present.

Tickets for the event can be obtained free from the shops of 18 Milwaukee retailers who are co-operating. In addition, the two other Fox houses located in the center of Milwaukee will carry trailers for two weeks spotting the concert. A disk jockey contest with four participants from the audience spinning Decca wax, will climax the show.

Bon Bon Tunnell Gets Prize For Rallying Behind Freedom

(Continued from page 3)

and Negro, as Magistrate Hobson Reynolds, head of the Negro Elks; Mrs. Walter Craig, of the Philadelphia Area Improvement Council; Mrs. Mamie Thomas, of the Community Chest; Theodore Spauling, of the Philadelphia Fellowship Commission; Milo Manly, of the Philadelphia Fair Employment Practices Commission; Mrs. Marjorie Duckrey, of the United Service Organization (USO); Wayne L. Hopkins, of the Armstrong Association, and a host of others, since his program started some three months ago.

"Freedom Song," Too

The Bon Bon Show also served to introduce the song, *Speak Up for Freedom*, written by localite Howard

Reynolds, which brought the tune-smith a \$1,000 reward from the Freedoms Foundation for being selected among the 10 winners in the "unclassified" division. Other human interest features, such as a salute to the "Mother of the Day," sports and club news, tape-recorded man-on-the-street interviews on topical questions, inspirational thoughts for the day, all add up to a disk jockey show that goes well beyond the confines of a spinning platter.

A familiar voice on the airlines since Tunnell started as a singer in 1925 with vocal units and bands, *The Bon Bon Show* is the first solo air stint for the local lad, who broke into show business by winning a \$5 prize in an amateur contest at the age of 12.

HEADING FOR A HIT!

The Original Hit Version of

"I'LL GET ALONG SOMEHOW!"

PART 1 and
PART 2—Featuring the Recitation That's Thrilling the Nation
REGAL #3236

AND

The jumpy, swingy in-the-groove

"FOR YOU MY LOVE"

backed by

"LOST MY BABY"

REGAL #3240

by

LARRY DARNELL

The Nation's Newest Sing-sation

REGAL RECORD CO.

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BILLY WRIGHT

"Blues for My Baby"

★ "You Satisfy" ★

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CHICAGO 12

MUSIC—AS WRITTEN

Jones and Wonders Build P. M. Wing

Spike Jones and his business manager, Ralph Wonders, are creating a p.m. wing for their Arena Stars, Inc., which also includes the "Musical Depreciation Revue." First act inked by the org was **Homer and Jethro**, Victor recording h. b. comedy duo. Latest act inked by the Jones-Wonders duo is the **Nov-Elites**, comedy cocktail lounge trio, who were pacted early this month in St. Louis. The Nov-Elites inked a five-year management pact.

Honey Dreamers Signed for Sammy Kaye TV

The **Honey Dreamers**, vocal group, who cut their first sides for Bluebird Wednesday (23), have been signed for the Sammy Kaye TV show, bowing December 1.

Dana Records Swing to LP With Polkas

Dana Records is the newest indie to swing to LP, packaging eight of their hit polkas on a 10-inch long-player. Sides include "Helen Polka," "Jedzie Boat," etc., with four orks contributing.

BMI Honors Miller at Luncheon

Broadcast Music, Inc. (BMI), honored **Neville Miller**, the firm's first prexy at a lunch Monday. Guests were BMI 10-year men—employees who have been with the firm since its inception.

New York:

Joe Higgins, artist and repertoire man at Columbia Records, took ill suddenly November 17 and was taken to the Polyclinic Hospital here for observation and treatment. . . . Mercury Records' prexy, **Irving Green**, is in the Augustina Hospital, Chicago, where he is being treated for food poisoning. . . . **George Towne's** ork returns to the Roseland Ballroom here December 23 for at least a four-week stay. . . . **Vic Damone** is skedded for the Christmas and New Year's stage presentation at the Roxy Theater. . . . **Elliot Lawrence's** crew has been inked to share the bill with **Frankie Laine** at Bop City. The bill will open December 28 for a three-week engagement.

George Avakian, Columbia Records' international topper, is back from a trip abroad where he performed some artist liaison missions. Avakian announced the signing of French comedian **Fernandel** to a Columbia wax pact. . . . **Flack Elle Kofler** has been passing out packages of doughnuts to bally the Dana disking of "Doughnut Polka." Elle convinced the May-

flower Company that they would benefit a hole lot by supplying the doughnuts.

Songstress **Mabel Mercer**, who was at Tony's on 52d Street for seven years, has moved into the East Side show spot's Byline Room. . . . **Billy Taylor**, pianist, composer and arranger, whose quartet debuted at Cafe Society recently, guested Thursday (17) on WMGM's "Jazz at Its Best." . . . **Jean Gunders**, vice-president of Sonorous Music, is en route to Detroit to promote "I Would If I Could But I Can't." . . . A new entry in the disker ranks is Jazzology Records, headed by **George Buck Jr.** Initial disking consists of an album cut by top jazz tootlers under leadership of **Tony Parenti**. . . . **Bob Scherman**, recording director for King, has started his own label and will release thru **Ben Pollack's** Jewel Distribution set-up. . . . **Bert Lown**, station relations director of Associated Program Service, leaves Sunday (20) for the National Association of Broadcasters (NAB) District 8 meeting in Detroit.

Stan Fritts, leader of the Korn Koblbers, will be guest of honor at the gagwriters luncheon at the Headquarters Restaurant November 29. He was elected as the "man of the week in comedy" owing to the publicity accruing from the court case involving **Lauritz Melchior's** opinion of the Koblbers' music (The Billboard November 12). . . . **Sammy Kaye**, playing a one-nighter at the Ritz Ballroom Sunday (13), at Bridgeport, Conn., drew a sock 1,250 at \$1.60 per.

Standard Radio, transcription library with home offices in Hollywood, has moved its New York office into larger headquarters. . . . **Henry Jerome** and his ork take over the band stand at the Hotel Edison starting Friday (25). . . . **Max Callison**, Cincinnati branch manager for Capitol, has been transferred to Cleveland, effective December 1. **Mike Mailand**, assistant manager of the Detroit branch, has been given the branch manager slot at Capitol's Cincinnati operation.

Chicago:

Frank Holzfiend, Blue Note op, has **Count Basie** inked for a week, teeing off December 5, with **Herbie Fields** and **Billie Holiday** opening a three-weeker December 12. **Joe Mooney** will follow. **Woody Herman** is set for two weeks, early in April, with **Louis Armstrong** in for May. . . . **Dorothy Rae**, **Fred Lowery's** singing partner, has announced her July 9 marriage to **Ed Woodruff**. . . . **Marilyn Maxwell**, the movie star who once worked with **Ted Weems**, will cut her first wax for Harmony label soon. She will be married to **Andy McIntyre**, Hollywood restaurateur, before December 1.

Bob McCormick, v.-p. and manager of Decca's Southern division out of New Orleans, has been made a colonel by Gov. Earl K. Long. . . . **Larry Fotine** closes at **Ben Lejcar's** Melody Mill, Riverside, Ill., November 27, with a December 16 opening at the Arcadia, New York, following. **Harvey Crawford's** band (he's the **Art Kassel** drummer) goes into Melody Mill direct. . . . **Sam Margolis**, of General Record Distributors, has taken on Jazzman, Banner and Small Fry labels.

Berle Adams, London's h. b. and blues and rhythm a.-and-r. chief, has inked **Paul Bascombe's** combo for the blues catalog, while **Lulu Belle** and **Scotty**, **Jimmy Walker** and **Dusty Ellison** have been added to the country roster. Adams also has worked out a p.m. arrangement with **Teddy Phillips**. . . . **Henry Brandon** set to take his ork into one of the B&K houses here December 23, when the theater chain starts its nabe vaude policy. Brandon has also been set by his p.m., **Jim Roberts**, to start a three-month (See Music—As Written on page 44)



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Publicity Never Fails!

It has been said that no motion picture has yet been produced good enough to sell without publicity. That is just as true of a talent, a tune, a record or any other product. Publicity never fails to make some dent. I've done some very worth-while jobs. In fact, one of my clients, **Lorry Raine**, says I'm GREAT. (She's my wife; what else can she say? But others have parrot-like said the same thing.)

*Over
1,000
Disk Jockey,
Performance
and Publicity
Contacts

Co-Writer
"IT'S TOO
LATE NOW"

(Recorded by Lorry Raine, Evelyn Knight, Mel Torme, Chuck Foster, etc.)

"MOON OVER
STROMBOLI"

(Recorded by Lorry Raine, Acc. by the Mark Warnow Orchestra, Conducted by Raymond Scott)

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Care HOTEL ROOSEVELT, NEW YORK, N. Y.

Cap Has Second Mystery Reason

HOLLYWOOD, Nov. 19.—The last issue of *The Billboard* carried a story re Capitol's policy of mystery releases, that is, disking a name artist under an assumed name. The story stated that the reason for the name change was twofold. Owing to an error in make-up, the second reason was not printed.

The two reasons behind Cap's policy are: (1) Artist would like to try his hand at a type of music with which he is not regularly associated, and in a way which would not risk his reputation, and (2) the name change permits diskery's flackery to create an imaginary character and promote same.

Superb to Folk Field

HOLLYWOOD, Nov. 19.—Superb Records, newcomer among Coast indie ranks, moved into the folk field this week with its release of *There's a Shamrock A-Growin'* in Texas. Hit potential novelty ditty, published by **Buddy Morris**, was waxed by **Ted Fio Rito**, with **Joy Lane** on the lyric. Tune, penned by **Cindy Walker**, concerns **Glenn McCarthy's** Shamrock Hotel in Houston.

Superb's move into Western field was also marked by the label inking **Russ Scott**, sagebrush warbler and a cousin of **Roy Rogers**. In addition to **Fio Rito**, other artists in label's roster include **Artie Wayne** and the **Jack Nye** ork.

Tillstrom Mulls Victor Pact Bid

CHICAGO, Nov. 19.—Burr Tillstrom, creator of the *Kukla, Fran and Ollie* NBC web video show, huddled here last week with **Joe Csida**, **Victor** a.-and-r. chief, regarding the possibility of Tillstrom doing a series of kidisks for the Victor diskery. No deal has been set, but papers are currently being worked out for submission to Tillstrom. Tillstrom, who does all the voices of the characters on the show, would cut the series of moppet platters with **Fran Allison**, co-featured on the video show. Csida also is talking over a separate **Victor** waxing pact with **Miss Allison**, who previously cut chirping sides for **Rondo**.

Victor has sponsored the Tillstrom stanza on local video here for two-and-a-half years and for over a year over NBC.

BLESH-MRS. JANIS'S BOOK

NEW YORK, Nov. 19.—Rudi Blesh, who wrote *Shining Trumpets: A History of Jazz*, and **Harriet Janis** are working on a tome tentatively titled *Ragtime Days*, to be published during 1950 by **Alfred A. Knopf**.

The book will present the history and the music of ragtime from 1897. The authors are the founders of **Circle Records**, a diskery devoted solely to the documenting of ragtime and pure American improvised jazz. Mrs. Janis is also an art critic. Blesh is jazz critic for *The New York Herald Tribune*.

Gay Pulls Out Of AFM Over Interview Fuss

(Continued from page 18)

had always been to "try to co-operate with the board of directors of the local to every reasonable extent" and that his use of hillbilly talent has run to more than \$100,000 worth in a single year.

In spite of this, he added, "I find that I can no longer operate my business because of the lack of AFM co-operation" and he placed the blame squarely on the local AFM board which, he said, has "a personal grievance against me." He told Petrillo he, consequently, was dismissing all union contracts, musicians, commitments, etc. He said that to plug live appearances of his hillbilly show in the D. C. radio listening area he has customarily interviewed and chatted with all his performers on the radio as often as the men could find it convenient to drop by the station (WARL). He said these radio interview plugs were vital to the success of the live hillbilly shows, since the rural folks usually will not attend hillbilly shows and dances unless they are familiar with the artists. For these informal radio appearances by the hillbilly performers, Gay said, he paid at least \$60 weekly, union scale, for sidemen, and he added that he paid as high as \$5,250 weekly for a top-ranking artist (Eddy Arnold). "I have employed as high as 16 local musicians as permanent radio staff members at salaries ranging up to \$250 per week and expenses, year-round."

Gay told Petrillo that Local 161 has "completely ruled out these interviews" and that in July the local AFM board tossed charges at him which were untrue and placed him on the "national unfair" list. The board early this month agreed to let Gay "temporarily resume operations," Gay continued, "provided I would employ one of the board members as an advisor at a salary of \$50 a week."

RCA Training Pix for Stores

NEW YORK, Nov. 19.—RCA Victor's sales training film on the 45 r.p.m. system will be made available to department and variety stores. Titled *Your Surest Selling Job*, the film, produced by the William J. Gans Company and running 21 minutes, was designed primarily to orient record and instrument retailers in the sales features of the 45 system.

The plan to make the film available to department stores was announced by James M. Toney, advertising manager of Victor's home instrument department, at the premiere trade showing of the film held at the RCA Exhibition Hall.

LEVY BLASTS MERCURY

(Continued from page 18)

time, they've made things that much tougher." He added tersely that "if they want to play this way, we'll play."

Upon learning of Mercury's release jumping, Levy enlisted Decca toppers Milt Rackmil and Dave Kapp to speed release of the Andrews Sisters to offset the Mercury diskings. Levy said Decca promised to rush the platter out within 72 hours. He said further he would back up the Andrews Sisters' version by having the gals introduce the tune on their *Club 15* airshow Wednesday (23). Columbia, Capitol and other diskeries have been given manuscript copies but no diskings had been made to Levy's knowledge.

Levy summed up his bitter burn by declaring, "I've stayed out of the record business in the past, believing we were publishers and not record men. Why don't record companies do likewise, and stay out of the publishing field."

Benefit for Allen

DENVER, Nov. 19.—A benefit show and dance for Barclay Allen, Denver-born band leader recently paralyzed as a result of an auto accident in California, packed 5,000 ticket buyers into the 1,400-capacity Silver Glade of the Cosmopolitan Hotel Monday (14) night and netted in excess of \$10,000 for the stricken maestro.

Stan Kenton and Jane Russell headlined the show, in which local and national talent combined to help Allen and his family over the rough spots. There were 10 bands besides Kenton's—Johnny Roberts, Lou Morgan, Rolly Roberts, Chuck Bennett, Sammy Badis, Vern Byers, Dick Westerberg, Johnny McNeill, George Yadon and Art Reynolds. A flock of radio and nitery artists also appeared.

Single Pop Sales Stymied by Dealers

(Continued from page 18)

been little cause for more than a minor effort to be put into the line.

Victor's low price label, Bluebird, the only cheap disk which is sold thru the parent firm's regular distributor network, has been faring comparatively well in regular retailer outlets. One primary reason given is the demand resulting from the promotions on Ralph Flanagan wax. But Victor representatives admit that there has been and is considerable dealer reluctance to take on the full low-price line. They also say that the diskery has been having its troubles in shoving the line into chain and department outlets.

Dealers Up Tabs

Dealers, particularly in city locations, have contributed toward beating down the low-price disk market by selling them at the "regular" 75-cent price rather than at the suggested 35 to 50-cent list price. These dealers have slapped the higher price tag on whatever demand disks the low-priced lines have turned out. By employing such a tack, the dealer has managed to keep his customers pretty well in the dark about low-priced wax.

Consequently, the brunt of the low-price business has fallen to the chain, department store and mail-order outlets. And the greatest low-price business these sources are enjoying is in specialized items such as the three-disk envelope packages. Even in these outlets, the low price single current pop record business has fallen off considerably.

MERCHANDISING PAYS

(Continued from page 17)

a full 50 per cent of the Corral's annual sales. The shop's mailing list numbers more than 10,000 customers. These are contacted on occasion with record lists boasting the store's complete folk disk stock. While Williams has found direct mail to be beneficial, he credits the greatest portion of the Corral's mail-order business to Cliffie Stone's use of radio. Cliffie's own daily show on KFVD enjoys a sizable following among Western-hillbilly fans and provides him with ample opportunity to plug the record shop.

Whenever the Corral features a "special set" sale, it buys time on other Western disk shows to plug the sale. The special set ranges in price from \$2.65 to \$3.13 and consists of four Western disks. Cliffie personally transcribes the spot announcements aired over the other stations. A typical set—and one which sold past the 1,400 package mark—was composed of Ken Griffin's *You Can't Be True*, Dear on Rondo, *Tramp on the Street* by the Maddox Brothers and Rose on 4-Star, Exclusive's *Dear Okie* and an Eddie Dean record on Crystal.

Waxers Push Dance Bands

(Continued from page 17)

for dancing. Etching will contain no lulls—in order that it might be used for home terp sessions. Hugo Winterhalter is doing it for the diskery. Sacks also has plans for Dick Jurgens, Xavier Cugat, Tony Pastor, Frankie Carle, Elliot Lawrence and others.

Capitol, too, is on a dance kick. About two-months ago the diskery had an all-dance release. The diskery, too, is using an old technique—doubling up on a tune—that is, assigning it both to a dance band and to a singer or vocal group. A recent example is *Bibbidi-Bobbidi-Boo*, cut by Ray Robbins ork and also by Gordon MacRae. Other illustrations of the same are Cap's cuttings of *Now That I Need You*, done by Jan Garber and Betty Hutton. Ditto Cap's *Dear Hearts and Gentle People*, waxed by Benny Strong's band and MacRae.

When RCA Victor's a.-and-r. department decided to build a dance band around Flanagan, the maestro's etchings on the Bluebird label created some stir. A.-and-R. chief Csida, it's known, had in mind more than the mere creation of a new name artist. He figured that by recapturing something of the style of the dance band masters he might reawaken interest among other diskeries and the public. This, in turn, would enable Victor, other diskeries and the entire dance field once more to cash in on the bands who are available and under contract. Victor, for instance, has such notable dance properties as Sammy Kaye, Tex Beneke, Freddy Martin, Count Basie, Lucky Millinder, Claude Thornhill, Vaughn Monroe, Erskine Hawkins and many others.

NEW YORK, Nov. 19.—Mercury Records, in a move to catch its share of the general disker drive to create wax for living room terpsters, has inked David Le Winters and his ork to record a series of long-play dance diskings. Le Winter, whose crew has been in the Pump Room of the Ambassador Hotel in Chicago for a number of years, will do groups of tunes in similar tempi on each LP and to date has been set to make a group of rumbas and another of fox-trots.

If any of the tunes recorded for the LP turn out well then the individual etching will be transferred to a regular 10-inch single record.

Robin Hood Dell In Black for 1st Time in 21 Years

PHILADELPHIA, Nov. 19.—Robin Hood Dell, outdoor summer concert series, had its first financially successful season in its 21-year history this year, it was reported this week by Frederic R. Mann, president and general manager, who took over the show for the first time this year and was re-elected to carry on next year.

Mann told a meeting of the Dell board of directors that the income for the seven-week summer series featuring a symphony made up of men of the Philadelphia Orchestra plus a parade of concert and popular soloists amounted to \$185,136.25, with a balance of \$1,372.82 after all expenses. Mann said the balance was achieved despite credits of more than \$9,000 to holders of unused tickets for the 1948 season because that season folded ahead of time.

ASCAP, TV-ers Meet Tues.

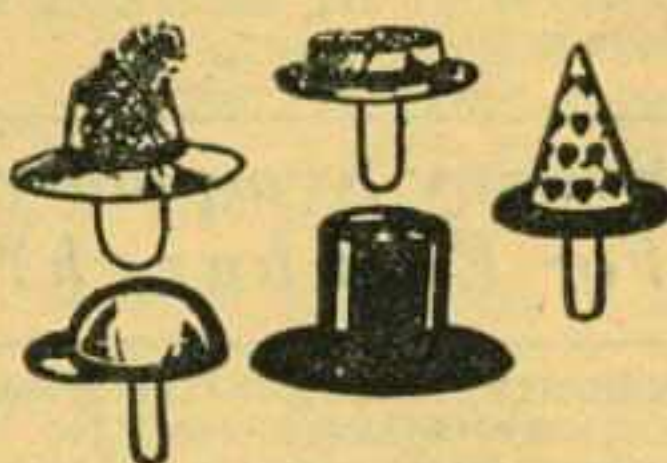
NEW YORK, Nov. 19.—Representatives of the American Society of Composers, Authors and Publishers (ASCAP) and a committee representing TV stations meet Tuesday (22) to discuss the projected per-program license.

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ASCAP, NBOA Frame Plans For Licensing Fee Contract

CHICAGO, Nov. 19.—Groundwork for an industry-wide music licensing fee agreement for ballroom operators and the American Society of Composers, Authors and Publishers (ASCAP) was laid here Thursday (17) at a meeting between the National Ballroom Operators' Association's (NBOA) music licensing committee and reps of ASCAP. Led by chairman Tom Archer of the Archer ballroom chain, Des Moines, the committee included: Ken Moore, Aragon-Trianon Enterprises, Chicago; Herb Martinka, Kato Ballroom, Mankato, Minn., and Joe Malec, Peony Park, Omaha. The licensing org was represented by Jules Collins, ASCAP's general manager, and I. T. Cohen, general southern counsel for the group.

While no definite conclusions were arrived at, it was reported that primary details of a permanent music licensing fee assessment basis were contemplated by both groups. Utilizing the present industry-wide basis on which hotel associations operate, it's hoped that NBOA and ASCAP can find a basis for agreement.

Since its first regional meetings six years ago, when NBOA was the Midwest Ballroom Operators' Association, the dancery ops' group has been attempting to work out a blanket licensing fee agreement. It wasn't until the recent NBOA national convention (*The Billboard*, October 15) that the membership agreed to such a project. Collins represented ASCAP at the convention get-together. Talks by various members of NBOA indicated that the feeling that each operator was getting his own "special good deal" from ASCAP dissolved when a survey by NBOA of its State membership groups indicated that ballroom ops in various areas were getting the same deal, but that the deal did differ a bit in each particular area. It is felt that an industry-wide licensing basis will facilitate collection problems for ASCAP and will work out to the fair advantage of every ballroom operator.

Another meeting with ASCAP reps will be held early next year, it was decided at last week's meeting. A similar conference will also be held

after January 1 with Carl Haverlin, prexy of Broadcast Music, Inc. (BMI) and his associates. Tom Roberts, NBOA legal counsel who also attended the ASCAP-ballroom ops' meeting, said that he and the NBOA's officers are delaying all business until January 1, in order that they may put full strength behind the current cabaret tax elimination battle. Roberts will present the NBOA's side at a Federal Court hearing at Fort Dodge, Ia., early in December.

BMI Studies Station Relations

NEW YORK, Nov. 19.—Some 40 Broadcast Music, Inc. (BMI), publisher affiliates met with eight BMI field reps Wednesday (18) to discuss possibilities of improving relations with radio stations. It was brought out that relations are particularly good at this time, with BMI-licensed music enjoying unprecedented (except for the ASCAP "strike" period) air play, but that every effort should be made by pubbers to take advantage of the situation by making available as much of their music as possible.

The field reps, who perform a kind of roving missionary function for BMI, "selling" and interpreting the organization to watteries thruout the country, suggested to the pubbers that they themselves develop close liaison with stations, to supplement the field work. It was agreed that the pubbers would endeavor to furnish stations with disks and orchestrations of their plug songs.

Leslie Tune To Go In Henry Ford Pic

NEW YORK, Nov. 19.—Edgar Leslie, veteran tunesmith active in American Society of Composers, Authors and Publishers (ASCAP) and Songwriters Protective Association (SPA) affairs, has sold title and synchro rights of his *Get Out and Get Under* to MGM pix for a flick which will parallel the life of Henry Ford. The tune, one of the first of the "automobile" songs in the dawn of the automotive era, was written by Leslie in 1913.

Sydney Symphony For Edinburgh?

SYDNEY, Nov. 19.—The Sydney Symphony Orchestra, conducted by Eugene Goossens, probably will attend the Edinburgh Festival in 1951, even though the cost of the trip is estimated at \$90,000. The Commonwealth government is to be approached to assist in defraying the expense inasmuch as the orchestra is an Australian institution.

Currently, the government subsidizes the orchestra to the extent of \$45,000, the Sydney city council furnishes \$22,250 and any additional cost is defrayed by the Australian Broadcasting Commission.

R. J. Heffron, State Minister for Education, said he would try to induce the government to pay for the trip.

47 BIDS FOR AFM MEET

HOLLYWOOD, Nov. 19.—Officers of Local 47, American Federation of Musicians (AFM) this week invited union's international executive board to hold its mid-winter meeting in the new offices of Local 47's Musicians' Building, a \$500,000 edifice skedded for completion in December. Invite

Joel Koenig, 16, Teenster Contact, Boosts Disk Biz

NEWARK, N. J., Nov. 19.—That the disk business will continue to remain in good hands, at least in this area, is being proved these days by a 16-year-old disk jockey contact employed by All State Distributors, London and Mercury jobber for the State of New Jersey. That the teen-age contact man is the son of one of the distribber's owners is beside the point when all his activities are taken into account.

The youthful Joel Koenig, whose father, Sidney; uncle, Sherman Koenig, and Irv Russell operate the wholesale record and appliance business, has been "promoting" London and Mercury records ever since he started attending Weequahic High School. While his business activities start at 3 p.m. each day, after school, he still found time between classes to organize a Vic Damone Fan Club—just to make certain that his father's firm sold plenty of Damone platters.

In addition to personally contacting the platter spinners and record librarians in Newark, Joel maintains telephone contact with radio stations in surrounding towns and keeps up a postal acquaintanceship with the disk jocks in all parts of the State. At times; he has even hitched rides with the All State salesman, calling on dealers in the more distant towns. The d. j.'s locally report that, "from our standpoint, he leaves nothing wanted. Service is good and he knows music and records."

RCA-Victor Workers Disown UE for CIO In Riotous Session

CAMDEN, N. J., Nov. 19.—A majority 3,500 day-shift production workers at the RCA-Victor plant here gave the Congress of Industrial Organizations (CIO) a vote of confidence at a meeting on Tuesday (15) night in Convention Hall here. The meeting was called to determine whether Local 103 would remain with the United Electrical Workers (UE), which last month concluded a new contract with the company at near-strike call, or disaffiliate itself from the parent union. A voice vote and a hand vote, after near riot, were overwhelmingly in favor of the CIO and against UE. Earlier in the day, a resolution embodying a vote of confidence in the UE was defeated by a 15-vote margin at a meeting of the night shift at the plant, which has about 6,000 union members in all.

After the day shift action was taken, leaders of the new union announced they would seek a National Labor Relations Board election at the plant to determine a bargaining agent for the workers.

A formal statement of policy from RCA-Victor notified the UE that the company's agreement would continue to be observed "in both letter and spirit." The company statement was signed by E. M. Tuft, personal director, who stated the company recognized "the right and responsibility of its employees to solve their own union problems and does not intend to get involved in such issues."

According to the local union officials, the meeting this week was a rump session and another membership meeting will be called for the workers to decide the matter of their affiliation. CIO officials, however, will press for a NLRB vote.

was pitched to AFM Prexy James C. Petrillo, who as yet has not replied. Building, currently undergoing finishing touches, will be dedicated January 14, with ceremonies which include several coast-to-coast radio originations and special programing.

AGVA Fines Tucker, Silvers

HOLLYWOOD, Nov. 19.—Sophie Tucker and Phil Silvers were each nicked for a \$100 fine by local executive board of American Guild of Variety Artists (AGVA) for violating union's "no free benefit" ruling. Miss Tucker was fined for enticing ring-siders Mitzi Green, Martin and Lewis and the Ritz Brothers to perform at recent opening night at Ciro's, while Silver's fine was result of a free stint at the Mocambo nitery during the recent Vice Damone opening. Still to be dealt with are charges against Miss Green, Martin-Lewis combo and the Ritz crew, which the board will take up again.

AGVA board used its power of suspension for the first time in several years to put comic Reggie Dvorak on the shelf for the next six months. Dvorak drew a six-month suspension and \$100 fine for working at Zucca's Opera House here after the club had been put on union's unfair list for using amateur talent. Earlier, a \$100 fine and suspension was cut in half with a warning to stay clear of Zucca's, but when the comic repeated his stint at the club AGVA tossed the book at him.

Bayless Heads Up Cap's Plants

HOLLYWOOD, Nov. 19.—James Bayless, who recently joined Capitol's production ranks by switching from RCA Victor, was named to head Cap's plants in Scranton, Pa., and Los Angeles.

He will be in complete charge of both operations, overseeing production of 78, 33 $\frac{1}{3}$ and 45-r.p.m. platters.

Peggy Lee, Torme To Etch "Painter"

HOLLYWOOD, Nov. 19.—Peggy Lee and Mel Torme will be paired for the first time on wax, cutting *Old Master Painter*, backed by *Bless You for the Good That's in You*. Latter is an original cleffing by Miss Lee and Torme. It's Torme's first Cap duet and Miss Lee's second. She originally appeared with Dean Martin on an earlier duet.

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AGVA Quits TA; Actors In the Middle

West Status Set

(Continued from page 4)

20 per cent of the 75 cents available for distribution. The offer was made contingent, however, on the approval of the boards of the unions involved, and that AGVA must re-affirm its adherence to all TA regulations. To give AGVA this increase all the other unions would reduce their cuts.

Dunne Walks Out

Dunne refused, walked out and immediately sent a letter to TA, withdrawing AGVA from that body, such action to take effect immediately.

In the future said Dunne, AGVA will pass on all benefits for variety shows and any actor who appears on a benefit, solely on TA's approval, without prior AGVA okay, will be brought up on charges.

Dunne says his purpose is to cut down benefits, tho at the same time, he said, AGVA will approve worthy causes and possibly take "less than TA's 15 per cent, for clearance."

TA pointed out that AGVA's leaving that body would leave performers in a vulnerable position. If they appear on AGVA cleared benefits which have not been cleared by TA, such performers who hold cards in Screen Actors Guild, (SAG), Equity, American Federation of Radio Artists (AFRA) will be punished by their unions for doing so. A TA spokesman said that most of the big names carry cards in at least two other unions besides AGVA, which would leave only the small club actors for AGVA to draw upon. "And these club actors should be paid," said the TA informant.

Dunne, who is doing all the talking for AGVA today, said he had no objection to AGVA people appearing on TA shows, "as long as they get paid."

The withdrawal by AGVA will affect only the union's relations with TA in the East. The West Coast relations will remain unchanged.

Philly Nitery Gets Banquets

PHILADELPHIA, Nov. 19. — To hype attendance the Latin Casino, the town's top nitery, has turned to the banquet trade for the first time, making an exclusive deal with Myer Shandelman, fraternalist and hotel operator, to head up a banquet department. In arranging for private parties and celebrations Shandelman almost immediately added \$20,000 worth of business for the remainder of the year.

With a going banquet department Shandelman has booked the room almost solid for Sunday nights, getting organizations around town to stage ladies' nights at the Latin, with full-course dinner, floorshow, band and favors at an average of \$15 a couple. The room, which buys the top names, is doing most of its buying thru the William Morris Agency on a seven-day week basis to make the shows available for the private affairs on Sunday nights.

Palumbo Re-Enters Fight Biz

PHILADELPHIA, Nov. 19.—Frank Palumbo, local nitery chain operator who sold out his stable of fighters which included Ike Williams, will return as a boxing promoter, tho promotions will be restricted to charity enterprises.

Still Honeymoonin'

NEW YORK, Nov. 19. — A comic who gets between \$500 and \$600 was offered an out-of-town job for \$600. The agent came back to the booker and explained that the boy was recently married, had yet to spend any real time with his wife and, therefore, asked to be let out.

"However," said the agent, "I spoke to him a few minutes ago and if you make it \$750 he'll get acquainted with his wife some other time."

The comic and his new wife are still getting acquainted.

Banks Answers Negro Act Cry

NEW YORK, Nov. 19.—The demand for a line and show girls, mostly for out-of-town jobs, is still high. With it, however, has come a new demand for Negro performers to do line and specialty jobs, with various packages now being formed by Charlie Banks.

Banks said he wanted singers, both sexes, around whom to build units. He places these packages in New England, where they work one and two-nighters and are then picked up by the New England Interstate Time for additional work. The dough for specialties ranges between \$200 and \$250. All singers, however, have to read music. Banks said he can give performers six weeks.

In addition to U. S. work, Banks claimed to have deals with a Mexican club, a Havana club and one in India.

All performers join the Banks units on a co-operative basis. There are no agent fees, unless an agent picks up a unit on the road to give it more playing time. The package usually consists of five acts and a small band. The music is arranged by Don Redmond and Tom Whelan.

Durante Terrific in Stem Return; Gets Copa Off Nut the First Night

(Continued from page 3)

many showbiz names present. Instead it was the "boys" who held down the ringside, ordering steaks and bottles in large enough quantities probably to pay off enough to guarantee Durante's dough on just the one night's business.

Terrific Ovation

The fact that this was Durante's first saloon job since 1943, when he was last at the Copa, made his reception that more dramatic. When he came on, raucous as ever, the ovation was deafening. There wasn't much that he did Thursday (17) that he didn't do before. But the drive, the urgency, the sheer madness, so long a Durante trademark, was still there, undiminished by the years. He still broke up a couple of pianos. He still ripped up music sheets and threw them at the band. This time he even threw a goose-necked lamp at Jack Roth, the drummer he brought on with him from the Coast. It was bedlam, with the yocks coming on top of the other. It was sight stuff and ear stuff piled atop each other in rapid succession.

For his opening night, Durante had his old partners in on the act; not only Eddie Jackson with his cakewalk, but even Lou Clayton on for a hoofing bit. So it was Clayton, Jackson and Durante back again and breaking it up. And the customers who remembered the old act when it was at the old Silver Slipper ate it up. To give Durante additional help, he had the band in on bits; the Copa line, dressed as teen-agers, pranced

Lush New Miami Copa All Set To Gun for Year-Round Haul

(Continued from page 3)

each show. Thus far the only attraction signed is Frankie Laine. The feds will be whipped into terp shape by Donn Arden, who has been a Copa City associate in the past.

Current planning calls for year-round operation, with road showings of Broadway hit plays to come in around April, 1950. They will all play the main room, with the lounge then being used for higher priced performers in the \$750 to \$1,250-per-week brackets. Weinger claims to have signed nine shows already for opening in the spring and summer of next year.

There is little doubt that Copa City is the most lavish night club operation yet built in the U. S. Whether or not this new door charge policy

will work is still a Lincoln Road argument. Then, too, it's wondered whether New York hit shows will draw here, in the face of the Stever's Theater financial bomb last season, when top Hollywood names were used as the lure and brought pallid box office returns. Of course, the Stever's lacked the Copa City lushness and provided a badly equipped, highly uncomfortable theater.

Copa definitely looks the over \$500,000 it is reported to have cost, with a lavish drive-in entrance, plushly equipped shops, highly decorative lounge and architect's-dream main room, but the big question is, will it draw? Not only that, will it draw the mobs that it must to pay the haul at a \$1.50 per head? For it figures that many in this newly tightened Miami Beach economy will pay the entrance freight and go for nothin' after that.

Everybody Rooting

It goes without saying that most of the Beach locals hope it's a success, and a large one, for it can only bolster business generally if it is.

The town is filling up rapidly with honeymooners and Northerners on every corner, but thus far they're buying only bargain entertainment, a switch from the past few years, and perhaps Copa City is the answer.

Wax Names Aid Philly Niteries

PHILADELPHIA, Nov. 19.—Pulling power of the record voices to bring in the nitery patrons has influenced three more spots around town to drop their make-shift floorshow policy in favor of attractions with recording fame. Moreover, it marks the first time that the policy moves out to the neighborhoods.

First nabe spot to make the attempt is the Lexington Casino, kicking off this week with Rose Murphy, following with Bill Lawrence November 25. The Charioteers will come in November 30 and Ray Eberle on December 7.

Club Del Rio in the Frankford sector will also try it, with Jack Leonard. Following the run of the current "pin-up girl contest," the Celebrity Room will follow other spots in the midtown sector with a fling at the recording names.

The midtown area also marks the revival of the intimate Drury Lane Inn, with Lou Berg taking over the operation and Belle Barth providing the musical divertissement. In the nabes, Ed and Dot Kite, who formerly operated the Barrel Cafe, have taken over Maggie's-on-the-Boulevard, with Joe Armstrong emceeding the opening show. "Mush" Bodek, formerly managing the midtown 812 Club, is now bossing the Hi-Top Club in near-by Chester, Pa., which returns to a floorshow policy next week.

Douglas Heads San Fran AGVA

SAN FRANCISCO, Nov. 19. — George Douglas, recently a Hollywood film producer, has been appointed new head of the local office of the American Guild of Variety Artists (AGVA), replacing Max West, who retired recently to enter business.

The announcement of Douglas's appointment was made here Thursday (17) by Irving Mazzei, of Los Angeles, AGVA assistant regional director. Douglas was a film producer at Kayson Productions. He's been an officer of AGVA for the past two years, coming here from the post of manager of the Portland office. His new assistant manager here is Leon Gilbert.

B&K To Try Sunday Vaude

CHICAGO, Nov. 19.—Balaban & Katz's (B&K) campaign to stimulate vaude interest in nabe theaters (*The Billboard*, November 12) with a series of two-week projects in three houses took a switch last week when it was revealed that the chain would inaugurate Sunday vaude soon at the Admiral Theater. The Northwest Side house will have a five to six-act variety bill Sunday only. A rep of B&K said the Admiral Theater experiment will be closely duplicated in other nabe houses.

It is also rumored that B&K execs are mulling a fourth theater in which the holiday two-week experimental vaude trial will be worked. Henry Brandon and Marty Gould will lead house orks in two of the three houses already slated to open vaude December 23.

on for a bebop number with him; waiters purposely crossed the floor and the management came in for verbal heckles from the Schnozz.

Can He Stand the Pace?

Durante isn't a kid any more. How he'll keep up the torrid pace, three shows a night, seven days a week, plus his radio show, is something to consider.

The rest of the show had Copey and Ayres and Alan Dale in the supporting slots, with the productions remaining unchanged.

The first time we caught Dale was at the Queens Terrace, September, 1947. At that time we characterized him as a standout who would be terrific with an attentive audience. The kid has gone places since then, but at the Copa he didn't have an attentive audience. Part of the fault was his. He constantly got them with the first eight bars of an opening ballad and then lost them. In only one song, *Darktown Strutters Ball*, was he able to hold them thru-out. Patrons here don't go for ballads unless they're sung by a name, or by an attractive girl. Give them rhythm numbers and they'll sit up.

Dale has the voice, the phrasing and the know-how. He should do a lot better here if he revamps his routine almost completely.

Copey and Ayres did their usual competent dance job working in two spots. Their stylized Near East number was pleasantly received. Their *Frankie and Johnny* terp got equally good results. Bill Smith.

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VAUDEVILLE REVIEWS

Palace, New York

(Thursday, November 17)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five week-ends. RKO chain booker, Dan Friendly. Show played by Don Albert's house ork.

This one moves from the opening act, the Congaroos, until the last one, Robert Harbin. It opens fast, the pace changers hold their spots and the key acts come thru to give the whole bill a sparkling impression.

The Congaroos, Frank Manning, Rasul Ali, Willa Mae Ricker and Ann Johnson, do a series of acrobatics, precision hoofery and challenge terps with a dash and verve that kept the audience tense.

They were followed by the Workmans (Dave and Dotty)—the boy on a trumpet, the girl on bells—for an interesting opening from which they segued into their musical glasses act. The latter was handsomely presented on a dark stage, with lights coming up and thru the table on which the glasses were set. The table top was switched to show bells on the reverse side, and the act went into a bell-ringing act. The male assayed a couple of lines in a deadpan manner that indicated good chatter material in a comedy vein. For their finale the team used a tin flute, a rubber hose and rubber bulbs for an amusing hillbilly number that brought appreciative mits.

Stylings Lose

Freddie Stewart, pint-sized boy singer, did an okay job with his routine of pops. Audiences here, however, don't get for stylings, of which he tried a few. On straight numbers, like his opening, *Toot Toot Tootsie* and his last, *Lucky Old Sun*, the crowd was attentive. When he went into gags and an intro to *You've Come a Long Way From St. Louis*, interest noticeably died down.

Jean, Jack and Judy did a fine job with their combo of acro-comedy and adagio tricks. The act is smart, fast and knows how to sell. Their tricks were skillfully handled, with gasps wrung for their finale bit, a slow pyramid build to their topple.

Tex Weber's deadpan tight-lipped singing was a big hit. His standard, *Brother, Can You Spare a Dime?*, delivered with dramatic poignancy, shushed the audience until the last note when it broke into tremendous applause. Sporting a new skull piece, Weber opened with a full-voiced standard and had them guessing when he went into his no-lipped segue. The bit with his wife was equally effective.

Diors a Real Hit

The Dior Dancers (Ben Ganjou, Joy Torino and Arthur Grahe) were also a real hit. Miss Torino, a tiny wispish blonde, was handled by the lads as if she were a feather. The effect was of constant fluid movement, beautifully and gracefully performed, with the gal assuming feminine postures that added to the all-around sight value of the act.

Alan Carney, next-to-closing, got the yocks with his corny sight gags and quickie take-offs. His biggest were his standard caricatures of poly-lingual soap box orators, which got him belly laughs.

The last act was Robert Harbin, magician. Working in tails, Harbin made an impressive showing with his standard tricks, e.g., cigarette lighting, torn newspaper and rope cutting. His biggest was "sawing a woman in half." In this one he first used his wife, Dorothy, then later called and got a customer to come on for a repeat. In the latter, however, he used two chairs instead of the standard box. Harbin proved himself an excellent showman and a master of illusion. His wife's handling wasn't too deft—she almost gave away a couple of tricks—but Harbin's talk was so smooth it covered up everything.

Pic, *Chinatown at Midnight*.

Bill Smith.

Capitol, New York

(Thursday, November 17)

Capacity, 4,627. Prices, 55 cents-\$1.50. Number of shows, four daily; five week-ends. Loew chain booker, Sidney Piermont. Show played by Don Bestor's band.

The new bill, featuring accordionist Dick Contino and a troupe of amateurs from Horace Heidt's radio show, is brisk, brassy and brimful of bright (the none too talented) youngsters. The amateur group, of course, is weak on big city polish and professional sales savvy, but its very gaucherie could be converted into an asset by a show-wise emcee and proper show-casing.

Unfortunately such is not the case at the Capitol. Dick Contino, the only potential big-time talent on the bill, is too recent a graduate of Heidt's amateur class himself to make a convincing emcee for this type of show. Veteran band leader Don Bestor who gives the kids a big assist with his showmanly backing, and parried gags with the best of them when he was on the Jack Benny show, would have been a much better choice. It's difficult to understand why Heidt doesn't utilize Bestor's ability and give Contino a break on build-up. Right now he opens the show cold and the initial impact of his really fine musicianship is practically nil. The lad's almost too good looking and is saddled with the fatuous tag, "the Rudolph Valentino of the accordion," tho his mike manners are likable and his flashy technique on the squeeze box is excellent. His opening number, a dramatic *Lady of Spain*, drew a good hand, and a tricky medley of *Malaguena*, *Sorrento* and *Lover* sparked the bill's best audience reaction.

Mungall Billed Second

Reedy tenor Johnny Mungall, whose mature appearance is at odds with the show's avowed youth policy, rates second billing in the ads, but applause-wise ran a poor third to a rough, raucous hillbilly outfit, the Mystery Four and a musical mimic, Johnny Tulucci. The latter's vocal take-off on a variety of musical instruments was amazingly accurate and his unruffled poise was a refreshing contrast to the nervous exuberance of the other acts.

The rest of the bill, which ran for two and a half hours on the road, was a stock but speedy run-thru of the usual amateur routines, including a corny military tap by the shapely Verna Hackney; Pat Thieur-auly's vigorous banjo strumming; the warbling of the well-costumed Ewin Sisters, who might go places with special material; Nadine Jansen, a tall gal who plays the trumpet with one hand and the piano with the other; impersonator Richard Melari and Jerry Rothaus. Rothaus, who dashes around the stage playing the vibraharp, thumping on the piano with drum sticks and banging away on a drum set, showed more enthusiasm than talent. The mike was turned way up for the last show and the din was deafening.

Pic, *She Wore a Yellow Ribbon*.

June Bundy.

Wage Bd. Picked In Connecticut

BRIDGEPORT, Conn., Nov. 19.—A nine-member board to recommend minimum wages in the restaurant, hotel and related industries was appointed this week by State Labor Commissioner John J. Egan. There has never been a wage order in force in these industries in Connecticut.

The board includes Dr. W. Harrison Carter, the Rev. Dr. Russell J. Clinchy, Dr. Millicent Pond, Edward Fitzgerald, William Siedjeski, Nicholas Conti, Neil Cella, Peter Lallo and Mrs. Mae Harrison.

The board will review wage conditions in the industry and file with Commissioner Egan a report on which he can write a wage order.

Orpheum, Los Angeles

(Wednesday, November 16)

Capacity, 2,200. Price policy, 50, 65 and 95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Al Lyons and house ork.

Eight solid acts give current show plenty of zing. Sybil Bowan, after a six-year Coast absence, still packs top punch. She wallops patrons with her fast and funny take-offs on show-biz celebs, altering hair-do and garb on stage to suit each subject. Gal rocks 'em with her merciless versions of Marlene Dietrich, Hildegard and Beatrice Lillie. Slotted second to last, she leaves little audience enthusiasm for juggler Serge Flash, who follows. His dumbbell twirling and ball balancing are well presented and deserve more than the half-hearted mits they get. Reslotting will remedy this.

Phil and Dotty Phelps kick-off the show with difficult balance feats performed smoothly. Pat and Patty Pudget offer a novel dancing doll act on a portable platform using transcribed accompaniments. Cass, Owen and Topsy inject zany antics with spectacular acro tumbling routines to tickle lookers.

Bobby Maxwell's harp sells well. Overhead lighting effects show the instrument to good advantage and Maxwell holds his own musically from longhair to boogie and hillbilly. Will and Gladys Ahern win mits with rope tricks, dances and gags. Frances King and Harry Noble, vocal duo, were well received for a brace of musical comedy and pop selections.

Al Lyons, pinch-hitting for Rene Williams, batons the house ork to capably support the acts.

Pic, *Trapped*.

Lee Zitto.

A Single

HARTFORD, Conn., Nov. 19.

—Jackie Farrell, Hartford night club master of ceremonies, looked over the practically empty early evening house the other night. "I know who booked me," he said, "but who booked the audience?"

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Chantilly, New York
(Wednesday, November 16)

Capacity, 200. Price policy, \$3.50 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Frank Donato. Booking, non-exclusive. Estimated budget this show, \$2,000.

The name of the club is usually associated with a fragile lace manufactured in Chantilly, France, which makes it a strange place to book a Maxie Rosenbloom, who is hardly a fragile lace performer. Considering what Rosenbloom can manage to do with the English language, it may be a good thing that he didn't know what Chantilly stood for.

In his strange mumbling, muffled tones, Rosenbloom practically turned the room into a bedlam. He forgot his lines; ad libbed with everybody out front, including Milton Berle, hardly a shrinking violet. He started gags and forgot the snappers; he started bits and actors out front (the joint was loaded with Friars) finished them. In fact, everything the likable Rosenbloom did was hilarious, even to his entrance draped in fern outfits. In between his ad lib performance, Rosenbloom showed a lot of new material that was quite promising. When he finished, the mob was weak with laughter. It is doubtful if anything or anybody could follow him.

So-So to Good

The rest of the show ranged from so-so to good. In the latter category was Bobbie Martin, an excellent rhythm singer who gave life to what started as a dull show. Her slick, polished performance was a relief after what preceded her.

The show started with a six-girl line production number, about which the less said the better. Then came Allan Drake, ordinarily a competent comedy emcee. But either he was overawed by the crowd of actors out front or it just wasn't his night. In any case, he failed to register.

A Chinese girl dancer, Kona, was a fragile, delicate, beautiful gal. Unfortunately, she isn't a dancer, and her routine left much to be desired. If she were presented properly, preferably in front of a real production and well lighted, with her movements limited to a minimum, she'd be a standout. As a straight single, she had nothing except looks.

Frankie Stewart's ork played loudly as its only contribution to the show. If the boys could read music they gave no evidence of it.
Bill Smith.

Philly Click To Test Production Pattern

PHILADELPHIA, Nov. 19.—Nickey Blair, New York cafe man now operating the Click here, will test a production floor pattern for the name band nitery. Since Blair took over this season the room has been continuing the name band parade, with Sammy Kaye currently on tap. For Thursday (24), and continuing for the three-day holiday week-end, Blair is bringing in Rudy Vallee to head a floorshow, with a line of girls coming into the room for the first time.

The show array will include a Wally Wanger line with several standard acts supporting Vallee, with the music provided by Shep Fields and the Roy Kral unit. Fields will stay on after the Vallee test.

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NIGHT CLUB REVIEWS

Mayfair Room, Blackstone Hotel, Chicago
(Thursday, November 17)

Capacity, 325. Price policy, \$1 cover, \$2 minimum. Shows at 9:15 and 11:45. Booking policy, non-exclusive. Publicity, Evelyn Nelson. Estimated budget last show, \$4,200. Estimated budget this show, \$5,100.

Kay Thompson's back but she hasn't got the Williams Brothers with her. While the straws-thatched comedienne remains her top singing and humorous self, she's lost the sock vocal and animated assistance of the four good-looking Iowa fraters. In their place she has a dancing backdrop in George Martin, Lee Scott and Buzz Miller. While the boys are capable ballet temps of the modernistic school, they don't lend a hand on the lyric side and lack the assurance and sales flash of the Williams foursome.

As usual, Miss Thompson has worked up special material that is unexcelled for smartness and sophistication, but without other help the act has lost the good harmony blend that it had previously. Some of the vocal drack is made up for by the better dramatic presentation on the part of Miss Thompson. High spots were her Tallulah and Bette Davis-ish impressions of psychologic flicker heroine Madeline D'Esprit and a cute ballad, *Birds Are Talkin'*, which she's waxed for Decca.

Dick LaSalle's augmented ork (three trumpets and two trombones are added for her stint) played the difficult arrangements perfectly.
Johnny Sippel.

Swiss Chalet, Bismarck Hotel, Chicago
(Tuesday, November 15)

Capacity, 250. Price policy, \$2.50 minimum, no cover. Publicity and production, Lucille Ballantine. Estimated budget this show, \$2,600.

This intimate room has upped its budget to a peak for its first year of operation in bringing in Jack Owens, with the former "cruising crooner" of the *Breakfast Club* showing he's worth every penny of the increase. Owens, a Chicago lad, is doing an ultra casual job fits this room. The Decca recorder has come up with a terrific gimmick in the form of a tiny, electric, three-

Larue, New York
(Wednesday, November 16)

Capacity, 250. Price policy, \$3.50 minimum. Shows at 9:30 and 12:30. Operators, John Kroll-Nick Gara. Exclusive booker, Leonard Green. Publicity, Dick Walsh. Estimated budget this show, \$1,500.

This room has long been an ultra carriage trade spot. The new owners, however, are trying to make a pitch for the bigger spenders who don't have Mayflower ancestors but are freer with a buck. To bring them in, it hired a canary, Diane Adrian; a sweet society band, Bernie Dolan, and a rumba outfit, Arturo Arturos.

Miss Adrian was an attractive eye-ful as she opened with a fast *It's a Great Feeling*, followed by a much slower *Thru a Long and Sleepless Night*. Then came a novelty, partly French (a Chevalier take-off), and a Latin number, and she was way ahead. Unfortunately, she stayed on too long and lost them. The singer has been around for some time. She looks good, sings nicely and can sell. Butterflies interfered with her first few numbers, and in an effort to overcome them, she punched everything too heavily. Some of the fault must be attributed to Bernie Dolan's musical backing. It was a coincidence when the boys were with her. Most of the time it seemed like a rat race. A few more shows and perhaps Miss Adrian and the boys will work together. But if a spot wants entertainment it should make every effort to hire a band that can cut a show as well as play dance music.
Bill Smith.

octave piano. Seated behind it, Owens worked a medley of his all-time hits, including *How Soon* and *Hut-Sut Song*, that stopped the show. In addition to a swell vocalizing job, Owens has developed a keen sense of comedy for his talk between numbers. The addition of comedy makes him a full-fledged nitery act. He dons boots and a 10-gallon hat to close with his version of *Mule Train*.

Joe Isbell continues into his second year in the room, still doing Swiss yodeling numbers to good hands. In addition, he and orkster Bill Bennet combine to put over the "fiesta hour," a period of community singing and square dancing that helps pace the evening's entertainment.
Johnny Sippel.

IN SHORT

New York:

The Blackburn Twins and Janet Blair will part company after they play their *Ciro* (Hollywood) date, January 6. The gal will do the *Mary Martin* role in the road company of "South Pacific." Meanwhile, the boys are trying to get Marilyn Maxwell or Gloria DeHaven to do the act with them after Miss Blair leaves.

Gene Marvey is doing nine weeks at the London Palladium, closing December 17. He's due at the Las Vegas Thunderbird, January 5 and is due back at the Palladium March 1. . . Jackie Bright was signed to a year's contract by Adam Hats and will plug them in his auctioneer act. . . Harry Morton, erstwhile agent-emcee, will be a window disk jockey when he starts working for a Brooklyn radio store.

Dr. Jack Weinstock, showbiz urologist, has a new practice. He and Willie Gilbert are writing special material for comics. Patricia Bright and Edith Fellows-Tommy Dix are using it. With the success of Sam Levenson, other comics doing similar material are trying to break in uptown. . . Peggy Loeb claims exclusive booking rights at Cincy's Fox and Crow.

Louis Armstrong hit the financial jackpot on his European tour. He collected \$17,000 in the Scandinavian countries; \$5,500 in Belgium; \$10,800 in Switzerland, and \$18,000 in Italy. . . Bill Robinson's quite sick, heart attack, at the New York Presbyterian Hospital.

Mike Brown, current at the Ruban Bleu, and ex-Billboard staffer, is finishing a year's run at the Ruban and goes next to the Buttery in Chicago's Ambassador West on a four-month deal. . . George Black is here from London on a talent hunt. . . Next year's "Night of Stars," the annual benefit at Madison Square Garden, will be a paid show.

Here and There:

The city council of New London, Conn., has given the Victory Theater Operating Company, Hartford, Conn., permission to use vaude shows on Sundays between 2 and 11 p.m.

Frank Palumbo's Theater-Restaurant, Philadelphia
(Tuesday, November 15)

Capacity, 700. No minimum or cover. Shows at 8 and 12. Owner, Frank Palumbo. Booking policy, Eddie Suez, exclusive. Publicity, Morton Schwartz. Estimated budget this show, \$3,200. Estimated budget last show, \$3,200.

Biggest noise at this mass appeal room is that provided by Mickey Shaughnessy. He has all the attributes that go into making of a top comic—timing, personality projection, facial and vocal control and appearance. He builds solidly for a half hour and leaves them begging.

A youthful chap, Shaughnessy is adept at all kinds of dialect stories, and has a good voice for comedy song characterization. He doesn't become offensive or resort to blue stuff. Given some polish he should move up.

Spic and Span

Outstanding in the production revue, wrapped up by six Wally Wanger gals whose terping and costuming fall easy on the eye, is the mixed team of Spic and Span, with their rhythmic precision and challenge taps on floor and on a mini table. There's also good vocal refreshment in the rustic antics and harmonies of the Three McNallie Sisters, with contrasting vocal fare in the material by Eddie Thomas and Judy Manners. Thomas also handles the show introductions.

Making for a double bill is another 45 minutes of Latin divertissement by Don Casanova, an ingratiating warbler and emcee, and the pert specialty dancing of the Ramon and Lucindo ballroom duo. The three incite audience participation for the hip-swaying dance designs.

Music for the show and dancing is capably handled by Howard Reynolds (9), with Chic Meci (4) pro- (See Frank Palumbo's on page 44)

\$500 REWARD

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Holidays, Football Hypo Stem To 413G; MH 148, Roxy 100

NEW YORK, Nov. 19.—Armistice Day, election day and a town flooded with Notre Dame-North Carolina football fans helped to lift overall grosses last week to \$413,000 from a previous week's \$383,000. Most of the heavy business, however, went to the two big presentation houses, the Music Hall and Roxy, which accounted for the major portion of the gain.

Radio City Music Hall (6,200 seats; average \$134,500) opened to a gross take of \$148,000 for Patricia Bright, the Danwoods and *That Forsyte Woman*.

The Roxy (6,000 seats; average \$78,000) made it a close second when

it came thru with a fine \$100,000 for its preem with Tony Martin, Salici Puppets and *Oh, You Beautiful Doll*.

The Capitol (4,627 seats; average \$55,000) ended its three-weeker of Lena Horne, Skitch Henderson ork and *Tokyo Joe* with \$45,000. It opened to \$81,000, followed by \$58,000. The new show (reviewed this issue) has Dick Contino and *She Wore a Yellow Ribbon*.

The Paramount (3,654 seats; average \$73,250) dropped to \$62,000 for its second week with Jo Stafford, Paul Weston's ork and *Chicago Deadline*. The opening week's figure was \$73,000.

The Strand (2,700 seats; average \$22,750) opened n. s. g. with \$40,000 for Olsen-Johnson show and *Story of Seabiscuit*.

The Palace (1,700 seats; average \$22,000) dropped to \$18,000 for its eight-act vaude bill and *Deputy Marshal* after a previous frame of \$20,000. The new show (reviewed this issue) has Rex Weber, Alan Carney, six other acts and *Chinatown at Midnight*.

AGVA Has 50G, Most Attributed To Insurance Idea

NEW YORK, Nov. 19.—Despite the internal upheavals in the upper echelon of the American Guild of Variety Artists (AGVA), the org is probably in the best financial shape it has been in, in years.

Last year, this time, the union was in the red. Today it boasts a cash surplus of close to \$50,000, most of it attributed to the insurance plan AGVA's treasurer, Henry Dunne, installed in the past few weeks. Under this plan, all paid up members get a \$500 policy with no extra charge to them. To raise the dough for annual premiums, AGVA has a deal with the Variety clubs and plans to put on benefit shows of its own in key cities.

The primary spark in recent weeks to a revitalization of the actors' union, has come from Jack Irving, acting national administrator. Oddly enough he's about the only AGVA rep who hasn't tried to tie down the head man's job. He has, in fact, flatly refused it. Committee members, in the field, charged with finding a capable leader to head AGVA, have suggested Irving for the job. He has so far turned it down.

"Follies" in Spokane Starts Slow, Picks Up

SPOKANE, Nov. 19.—The Empress Theater, which recently revived circuit vaudeville in Spokane, now is offering a *Follies* show which seems to be clicking. Altho it got off to a slow start, it has continued to build and the first week's gross was "very satisfactory for a start," Manager George Whitfield reported. New shows open Tuesdays, with Mondays dark.

The opening show was headlined by Midge Cotton with her *Gay Nineties*. Artie Jaxson emceed and presented a chair act. Connie Ward, Diane Carroll and Ina Lorrane, with specialty numbers; Ruth Moses, singer, and a six-girl line billed as The Emperettes completed the show.

Jacques Ravel is producing the shows and Billie Dye is designer and wardrobe producer. Ravel, Dye and the line will stay on all winter, under present plans, and specialties will be brought in each week thru Johnnie Walker Attractions, Portland, Ore.

FRANK PALUMBO'S

(Continued from page 43)

viding the background for the Latin edition and for the rumba addicts.

The room, attractively redecorated, is in its 65th year. It caters to the family trade and on every count offers the best after-dark buy in town, which accounts for the jam-packed crowds when caught on a midweek session.

Maurie Orodener.

Kirkwood-Goodman In MH Pact Fuss

NEW YORK, Nov. 19.—The Radio City Music Hall is in the midst of a minor rhubarb because the team of Kirkwood and Goodman fell out of the current show.

The theater is asking the act to reimburse it for out-of-pocket-expenses, \$599, it says it has incurred because the team didn't show up as advertised.

It started when Lee Goodman and James Kirkwood, current at the Ruban Bleu, were hired on a verbal deal by Russel Markert of the Music Hall to open there November 10. A week before the preem they received their contract. One of the stipulations was that the boys sing a certain number. At the same time they were signed for the Dwight Deere Wiman show, *Dance Me a Song*. Wiman objected to their doing that number at the Music Hall and threatened to cancel them if they did.

The Upshot was the boys gave up the Music Hall date, tho they agreed to give the house an option for a future date, and Patricia Bright was rushed in as a replacement.

Atlantic City Nomad Closes

ATLANTIC CITY, Nov. 19.—Charles and Morris Goodelman, who operated the Club Nomad here for many years, shuttered the resort nitery this week. They plan to sell the club and the hotel in which it is housed at an asking price said to be \$80,000. The Nomad was one of the resort's famous cabarets in the earlier plush years. A few years ago it was remodeled by the Goodelman's as a cocktail lounge featuring name musical units and singers.

Music—As Written

(Continued from page 38)

engagement at the Mayflower Hotel, Washington, a Hilton hostelry, January 9.

Philadelphia:

Horace Heidt and his talent show will pitch tents at the Academy of Music Concert Hall December 9, with local auditions slated for next week. . . . Tommy Cullen, coming from Fred Waring's Shawnee-on-the-Delaware in the Poconos, takes over the bandstand at the Celebrity Room. . . . Amos Milburn is next in at the Showboat. . . . Rudy Valee is slated to follow Sammy Kaye into the Click. . . . Frank (Cole Slaw) Culley will take up where Buddy DeFranco leaves off at the 421 Club. . . . Thelma Stoner takes over the canary and Conga drum chores with Johnnie Hughes at the Last Word nitery. . . . Steve Gibson and the Red Caps have left town for Las Vegas, Nev., and will go from there to the Coast. . . . The Star Lite Ballroom at the Camden (N. J.) Sports Center is under new management, with Johnny Austin making the music. . . . Charles (Specs) Wright took his drum set out of town to join Dizzy Gillespie in Buffalo. . . . Michael Gradess, with chants by Carle Stevens, returns dancing for the diners at the Empire Room of the Ritz-Carlton Hotel. . . . R. L. Davis is asking for sealed bids from would-be purchasers of the Midtown Erlanger Ballroom.

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Magic

By Bill Sachs

ROBERT LUND, editor of *Conjurors' Magazine*, of which **Edward W. Dart** is publisher, announces that the popular monthly magic mag is being absorbed by *Genii*, West Coast magic monthly, effective immediately. "Prohibitive production costs coupled with a proposed increase in postal rates necessitates the action," Lund says. "Typesetting, printing, paper and labor costs have more than doubled since the present publisher assumed control of *Conjurors*. Every attempt has been made to absorb these expenses without increasing subscription rates." . . . **Stan Kramien**, who has been playing Canada with his hour show, "The House of Magic," opened November 11 in the Salt Lake City area for International Harvester. Kramien is assisted by **Joan Renner**, **Virginia Ormae**, **Mickie Rosenau** and **Eve Gifford** and features the following illusions: Flash Appearance, Temple of Benares, Levitation, Moritz, Cafe, Beer Keg, Costume Trunk and Princess of Thebes. "During a recent week stand in Vancouver, B. C.," typewrites Kramien, "we were entertained by members of the local magic ring. While there, also met **Jack Zemmcl**, a capable entertainer, who took some unusual candid photos of the show. In Victoria, B. C., we were again entertained by the magic circle, and between shows were guests at the home of the Cornish Wizard, **Frank Merryfield**, a grand old man with a terrific collection of magic. I have broken up the big show until February, at which time we will be out again for four more months." . . . **Russell Swann** concluded a two-weeker Sunday (20) in the Terrace Room of the Statler Hotel, Detroit, where, with only two tricks, he charmed rounds of applause out of the lookers-on, proving once again that apparatus doesn't necessarily make the magician. . . . **Slydini** was in Detroit November 10-11 to give the local magic lads a brush-up. Dealer **Roy Hall** sponsored the shindig at his downtown magic shop, with **Slydini** attracting a solid turnout at \$4 per head.

HARRY E. CECIL, who put in some 40 years in the entertaining field as emcee and trixster, billing himself as "the world's worst magician," is still engaged in the chocolate candy manufacturing business in Detroit, but an asthmatic condition has forced him to lay away for good his wand and bag of tricks. "I direct much of my candy business from my home in Highland Park, Mich., and while I am still interested in magic and my many friends in the field, illness has forced me to forego the entertaining end. However, I am content to retire from the magic

**Pressure On!
4A's Set TA,
SAG Orgs Pix**

Unification Still Tried

NEW YORK, Nov. 19.—The Screen Actors' Guild (SAG) and the Associated Actors and Artistes of America (4A's) row over video jurisdiction this week resolved itself into a battle of pressures. The 4A's on Wednesday (16) voted the establishment of Television Authority (TA) to represent video performers, but expressly stated the new org "shall agree to mediate all matters in dispute." Meanwhile, SAG also moved ahead and claimed that it would begin to organize TV film, the area of dispute. If both organizations continue on their course without deviating, a collision is inevitable. However, there are figures behind the scenes valiantly striving to bring both parties together.

Nevertheless, next week the 4A's will select 10 members from each of its Eastern branches to constitute the TV board. Then meetings of 4A members working in video will be held to discuss wages and working conditions for performers. By that time it is hoped that mediation will have settled the differences.

However, if this does not occur, the SAG-4A's conflict may culminate in a head-on clash when TA attempts to negotiate with video talent employers. Here the film actors org can gum up the works by challenging the TA unit and asking that a National Labor Relations Board election be held to prove TA's right to jurisdiction.

It is also felt in 4A circles that the organization of TA into a working body may present SAG with a fait accompli which might have to be accepted by SAG and the matter thus settled.

field, as I know I did my work well while active in the game, and I hope to be remembered that way." . . . **Mel-Roy** (W. W. Holly), one of the nation's top mentalists two decades ago, is now living in semi-retirement at 1413 Glendale Boulevard, Los Angeles, according to word from **C. A. Frank**, tour manager for **Virgil the Magician**, who visited with Mel-Roy while in the Los Angeles sector recently. . . . **Robert Lund**, editor of *Conjurors' Magazine*, caught the **Blackstone** show at the Hartman Theater, Columbus, O., while in that town recently on business. "All of the seasoned favorites are there," writes Lund, "together with a few new wrinkles. New faces are seen among the boys and girls, with **Betty Stolle** still holding down the top fem spot. **Blackstone** has a new burro named **Sally Coppin**, his housekeeper. Maybe **Blackstone** isn't any better this year than he was last; it may be that I've grown into an enjoyable rut—but he's still the best magico I ever hope to see." . . . **Ali Ben Ali**, billed as the Moroccan Miracle Man, is presenting his hypnotic turn in RKO theaters around New York, with bookings arranged by **Ted Megaarden** thru the **Irving Barrett** office. . . . **Al Sharpe**, currently winding up a fortnight's stand in St. Galen, Switzerland, writes from London under date of November 8: "Followed **Think-a-Drink Hoffman** into London's swank **Bagatelle** Restaurant, and last night we did a command performance for the command performers! Let me explain. After the Royal Command Show, a reception was held for **Joe E. Brown** (over here in 'Harvey'), **Maurice Chevalier** and **Frances Day**. We were the only act chosen to entertain at this private affair."

Burlesque

By UNO

ZENANA and her monkey headlined at the Casino, Boston, November 14 in the unit principaled by **Joey Cowan**, **Wilbur Rance**, **Al Farr**, **Betty Biddle**, **Vickie Lester**, **Pandora** and **Paddy Ahearn**. . . . **Benny Melton** is house singer and **Kathryn Luckey**, house stripper at the **Alvin**, Minneapolis. . . . **Pete DeCenzie's** new players at his **Four Star Follies** Theater in Portland, Ore., are **Nudine**, featured; **Terry Lane**, **Betty Wade**, **Eileen Thompson**, **Toni-Toni**, **Jean**, **Lilly English**, **Celia Burley**, **Charles (Red) Lang**, **Bruce Brooks** and **George B. Hill**. . . . **April Starr** left the **Ferguson-Fury** unit at the Casino, Boston, November 12 to settle down in her home in Arlington, Mass. . . . **King Brothers**, hand-balancing specialists, show-stoppers in Hirst houses, are youngsters of 16 and 19. . . . **Nora Ford** has been headlining the last eight years in Boston between the Casino and clubs. . . . The **Burbank**, Los Angeles, has for its current stock cast **Betty Jo Morgan**, featured as the "Baby Doll of Burlesque"; **Sammy Price**, **Slats Taylor**, **Johnny Maloney**, **Howard Montgomery**, **Valda**, **Marnee** and **Deenah**. Chorines comprise **Sharon Howard**, **Marguerite Burnett**, **Mickey Daly**, **Jeanne Telfair**, **Betty Briggs**, **Babe Fenton**, **Nancy Donano**, **Juanita Motes**, **Jackie Sween** and **Doris Mano**. The policy for two weeks starting November 18 is changed to Chinese and American shows, each playing 45 minutes. . . . **Mack D. Ferguson**, singing straight man, opened November 4 at the **Fox Theater**, Dallas, for a two-week engagement and was held over an additional fortnight. With him are **Bob Greer**, in his ninth week, and **La-Marita**, **Snookey Lee**, **Jerry Dexter** and **Vivian Keenan**, featured. . . . **Joe Seidler**, former well known comic in the Southwest, is operating a sign shop in Dallas and working occasional club dates.

MARCIA EDGINGTON winds up 13 weeks of Hirst circuit dates December 9 at the **Hudson**, Union City, N. J., and opens December 23 for **Harold Minsky** at the **Colonial Inn**, Hallandale, Fla., thru **Dave Cohn**, whose other Minsky openers will be **Janeen**, **Betty Howard**, **Murray Briscoe** and **Max Furman**. . . . **Winnie Garrett**, after a two-week date at the **Lamplighter**, Fall River, Mass., starting November 21, goes to the **F. E. I. Club**, Valley Falls, R. I. . . . **Rhoda Francis** is to be featured in the mid-winter entertainment sweepstake and dance of the **National Variety Artists Post No. 690**, American Legion, to be held at the **Hotel Knickerbocker**, New York, December 10 under direction of **Fredie Fulton**. . . . **Peggy Adams**, acro dancer; **Val Eddy** and the **Terlaks** are specialty reinforcing acts in Hirst houses. . . . **Sharon LaRue**, strip feature, was modeled by the **Associate Press** for some cheesecake shots taken with turkeys at a Maryland farm to tie in with Thanksgiving. The pix received world distribution over AP wires. . . . **Eddie Jordan**, formerly of the **Jordans** (**Eddie** and **Marie**) is framing a new combo song and dance unit to close with a

**FCC Ponders
Theater T-V,
Halts Relays**

Pleas Flood In

WASHINGTON, Nov. 19.—With the trickle of Theater-TV pleas rapidly expanding into a flood, the Federal Communications Commission (FCC) is in the process of deciding whether or not to authorize a full-fledged service for the media. Pending its decision, the FCC announced this week (17) that it is cutting off all grants for special Theater-TV performances using radio relays. Continuing experimental operations of 20th Century-Fox and Paramount in New York and Los Angeles will not be affected, however.

The commission said that to continue its recent practice of permitting numerous exhibitions and demonstrations of theater television "might be misleading to the public and to persons contemplating investment in the proposed service" since the agency has yet to authorize Theater-TV on a regular basis. Special performances of Theater-TV can, however, be carried on by the use of common carrier equipment, the FCC said.

Regional groups of the Theater Owners of America (TOA) are the latest to file with the FCC petitions requesting the agency to initiate rule-making procedure looking forward to the establishment of Theater-TV. **Sidney Lust**, owner of a string of neighborhood houses in the Washington area, plus a pair of drive-ins, told the FCC in a brief this week that he plans to make Theater-TV a medium for education. He said he contemplates turning over his theaters to schools, citizen groups and cultural organizations for use at times when shows are not in progress. Thus, a single lecturer, he said, could address audiences in a number of theaters thru use of theater television. **Lust** stated that as a director of TOA he wanted to implement its earlier plea for facilities.

The West Virginia TOA and **Walter Reade Theaters, Inc.**, of New York and New Jersey, have also called upon the commission to get going on the medium and other regional groups and individual movie operators are reported to be readying similar action. Several months ago, **Paramount**, 20th Century-Fox and the **Society of Motion Picture Engineers (SMPE)** requested action. With its plea, 20th-Fox furnished an elaborate description of its plans to pipe theater video into a string of movies in the Los Angeles area.

surprise magic, strip to be booked thru **Robert S. McCullough** out of Chicago.

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Shipstad - Johnson Icer At Garden for 10 Days

ICE FOLLIES OF 1950

(Opened Thursday, November 17)

MADISON SUARE GARDEN

Ice revue. Staged by Frances Claudet, Mary Jane Lewis and Stanley Kahn. Sets and properties by Fernando Carrere. Costumes by Heien Rose. Original music by Larry Morey. Musical director, Walter J. Rudolph. Company manager, Ray Heim. Stage manager, Bert Lunblad. Press representative, Ken Von Egidy. Presented by the Shipstads and Johnson.

GIRLS—Joan Appleton, Marlene Asbe, Patricia Annable, Barbara Bassine, Nancy Boise, Beverly Burns, Mary Ann Carroll, June Caruthers, Ginger Clayton, Rosemary Clement, Pollyanna Crawford, Mary Crimmins, Jeanne Crystal, Joan Dembeck, Patricia Deuring, Diana DePhillips, Jackie Duclos, Patricia Earley, Trudi Eggers, Evelyn Panset, Gloria Pecht, Hazel Franklin, Jeanne Groos, Rita Hauble, Marjory Havenick, Bess Henry, Yvonne Hruby, Marcia Hutchinson, Jean Johnston, Kay Kelly, Stephanie Kirby, Val Ray Kohner, Vivienne LaPayette, Mildred Leduc, Phyllis Legg, Nancy Mackenzie, Marlene Miller, Monica Moran, Erin Morrin, Virginia Morrison, Narena Norris, Dorothy O'Brien, Donna Osterberg, Darlene Peterson, Montel Phillips, Audrey Planty, Alice Quessy, Joyce Radie, Betty Jane Ricker, Mae Ross, Patty Ruby, Shirley Savana, Betty Schalow, Pat Scherrer, April Schramm, Nadine Schramm, Joanne Scotvold, Joyce Scotvold, Isabel Smith, Gerri Straub, Marilyn Ruth Take, Naomi Thompson, Barbara Tushner, Sybil Ann Volk, Mary Walters.

BOYS—William Cameron, Charles Davidson, Francis E. Dunigan, Wayne Earley, Olav Ericson, Were Groebli, Lester Hamilton, Hugh Hendrickson, Paul Leduc, Yvon Leduc, Harris Legg, Hans Mauch, James McAnany, Dick Mershon, John Mulvey, Richard Norris, Herbert Panting, Richard Rasmussen, Carlos Romero, Ray Schramm, Roy Schramm, William Schriener, Patrick Schanahan, Bob Simmonds, Charles Skillings, Phillip Skillings, Norman Terault.

VOCALISTS—Paul Gaunon, Jeanne Crystall.

(Continued from page 4)

up version of his standard barrel-jumping act. Narena and Richard Norris present an even better adagio sequence than they introduced last year, and Paul and Yvon Leduc come thru with another sock duo of acrobatics.

Best of the production numbers is

"Signor" Signs Off

PHILADELPHIA, Nov. 19.—Joseph M. Hyman will take playwright Edward Chodorov's *Signor Chicago* off the boards after the closing performance tonight (19) at the Locust Street Theater. The play, breaking in here, featured Guy Kibbee, Alfred Ryder and Edith King. Added to the local call board are two Tennessee Williams shows for December—*Summer and Smoke* for the Locust on December 5 and a return of *A Streetcar Named Desire* on December 19 as the first stop of its tour after closing in New York December 17.

ROUTES

Dramatic and Musical

- A Street Car Named Desire (Music Hall) Houston, Tex.
- Anne of the Thousand Days (Taft Auditorium) Cincinnati.
- At War With the Army (Harris) Chicago.
- Barretts of Wimpole Street (American) St. Louis.
- Blackstone (Erianger) Buffalo.
- Blossom Time (Shubert) Philadelphia.
- Brigadoon (Hanna) Cleveland.
- Closing Door (Wilbur) Boston.
- Clutterbuck (Shubert) New Haven, Conn., 24-26.
- Death of a Salesman (Erianger) Chicago.
- Detective Story (Blackstone) Chicago.
- Finian's Rainbow (Great Northern) Chicago.
- Gentlemen Prefer Blondes (Forrest) Philadelphia.
- High Button Shoes (Metropolitan) Seattle.
- Inside U. S. A., with Beatrice Lillie (Auditorium) Denver.
- Julius Caesar and Taming of the Shrew (Webster Co.) (Davidson) Milwaukee 24-26.
- Kiss Me Kate (Shubert) Chicago.
- Light Up the Sky (Shubert Lafayette) Detroit.
- Man Who Came to Dinner (Plymouth) Boston.
- Metropole (Walnut) Philadelphia.
- Mr. Roberts (Cass) Detroit.
- Night in Spain (Shubert) Boston.
- Oklahoma (International Cinema) Vancouver, B. C., Can.
- Philadelphia Story (Locust St.) Philadelphia.
- Private Lives, with Tallulah Bankhead (Ford) Baltimore.
- Rat Race (Colonial) Boston.
- Scandals (Geary) San Francisco.
- Student Prince (Nixon) Pittsburgh.
- Summer and Smoke (Murat) Indianapolis 23; (Hartman) Columbus, O., 24-26.
- Wells, Sadler, Ballet (Royal Alexandra) Toronto, Ont., Can., 24-26.

an item titled *Winter's Beauty*, gaited to adult eye-appeal via superb costuming and staging. It is likewise prime juvenile bait, since half a dozen comedy bears are mixed up in the proceedings. *Dairyville*, U. S. A. should also prove a crowd-pleaser, and *The Bowery*, with Hazel Franklin featured in a top-notch single, is another standout. *Circus Day* is one for the youngsters but is also outstanding in imagination and novelty of presentation. The perennial *Follies Swing Waltz* this season has a background of West Point, with the lads in cadet gray.

Frick and Frank Cavort

In the comic department, Frick and Frank (Werner Groebli and Hans Mauch) head the list as usual. Their routine is unchanged, except for new props, but it is still excellent. There are also other fine contributors to the fun ledger. Olav Ericson and John Mulvey snare plenty of laughs as the fore-and-aft of a wistful St. Bernard pooch and, along with Montel Phillips, Dick Mershon and Herbert Panting, do equally well by a quintette of bears. Likewise, the knockabout act of Richard Rasmussen and William Cameron is still popular.

No comment on a Shipstad-Johnson show be complete without a bow to those terrifically precise Folliettes, about the best trained ice ensemble in the business. Where, after all, would an ice extravaganza be without them? And a double bow goes to Helen Rose for her dressing of them and the principals. The costumes this year are magnificent. And still another salute goes to Fernando Carrere for his deceptively simple but effective sets and props.

Larry Morey has composed tuneful original songs for most of the production numbers. *Shake 'Em Off*, registered best with this reporter. Others are *Circus Day*, *At the Widder Simpkins Buildin' Bee*; *It's a Good, Good Morning*; *Milk Bottle Parade*, *Walkin' With Mariah*, *School Bells A-Ringin' Out* and *Blow Your Own Horn*.

Lockhart Replaces Lee Cobb In "Death of a Salesman" Lead

NEW YORK, Nov. 19.—At the risk of an accusation of straddling, this reporter's opinion is that *Death of a Salesman* has both gained and lost via the replacement of Lee Cobb by Gene Lockhart. On opening night Cobb's portrait of Willie Loman, the bemused and frustrated Brooklyn salesman, merited nothing less than superlatives—and it was a portrait which grew in stature with continued playing. Cobb's approach to the character was one of high tragedy. He made the worn-out, blustering, blundering Willie a universal figure, pitiable and sometimes terrifying—in that practically everyone could find something of his inner failure in themselves. But a pewsitter never felt close to or sorry for his salesman—any more than he would for Hamlet or Oedipus. It was a performance that will long be remembered as one of Broadway's finest.

To follow such a start is asking the most of any actor. Probably no one would give better than a hollow imitation if he attempted to follow Cobb's interpretation. Gene Lockhart wisely does nothing of the kind. His Willie Loman is entirely his own—softer, more intimate. His fitful blustering attempts to bolster his failing illusions are just as pathetic—but he has become more likable and human and his mistakes and failures become thereby the more touching. It is a completely different ap-

Equity Reneges On Pop Prices

NEW YORK, Nov. 19.—Road employment will not be stimulated by Actors Equity concessions toward pop priced revivals, after all. As previously reported in *The Billboard*, the union's council acceded to a request by the League of New York Theaters for certain concessions involving an increase in the number of weekly performances and certain salary cuts in regard to road revivals, provided that such straight shows be tariff-limited to a \$2 (plus tax) top and musicals to \$3 (plus tax). The League then came back with a request for additional tariff concessions.

Equity's Council made its original offer without referring the question to membership, and there have been rumblings of discontent among the rank and file over what might become an opening wedge in a breakdown of the basic agreement between the union and the League. Therefore, at its meeting Tuesday (15) the Equity Council reviewed the matter and in view of the League unwillingness to act promptly on the original offer, and growing opposition by the Equity membership, decided to withdraw all concessions.

Mayor's Group Still Studies Ticket Code

NEW YORK, Nov. 19.—The mayor's theater committee continued its deliberations on putting enforcement teeth into the League of New York Theaters-Actors' Equity ticket code at Thursday's (17) meeting at the Hotel Astor. According to its chairman, James E. Sauter, it will likely take only three more hours of conference to reach a final agreement on ticket selling provisions to enable the license department to police the situation.

Sauter is confident that one more meeting, skedded for December 1, will have all items satisfactorily ironed out. Thereafter, the committee's recommendations will be submitted to Mayor O'Dwyer and when approved the license department will take over.

BROADWAY SHOWLOG

Performances Thru
November 19, 1949

DRAMAS

	Opened	Perfs
A Streetcar Named Desire... (Barrymore)	12-3, '47	791
Born Yesterday... (Henry Miller)	2-24, '46	1,594
Death of a Salesman... (Morosco)	2-10, '49	324
Detective Story... (Hudson)	3-22, '49	276
Diamond Lil... (Plymouth)	2-5, '49	117
Goodbye, My Fancy... (Martin Beck)	14-17, '48	421
I Know My Love... (Shubert)	11-2, '49	22
Love Me Long... (48th Street)	11-7, '49	16
Mister Roberts... (Alvin)	2-13, '48	396
Montserrat... (Fulton)	10-29, '49	25
Shake Hands With the Devil... (Blackfriars' Guild)	10-20, '49	27
The Browning Version... (Coronet)	10-12, '49	45
The Father... (Cort)	11-16, '49	5
The Madwoman of Chailot... (Royale)	12-8, '48	312
Yes, M'Lord... (Booth)	10-14, '49	55

MUSICALS

As the Girls Go... (Broadway)	11-13, '49	356
Kiss Me, Kate... (Century)	12-30, '48	370
Lend an Ear... (Broadhurst)	12-16, '46	388
Lost in the Stars... (Music Box)	10-30, '49	74
Miss Liberty... (Imperial)	7-15, '49	147
Rogina... (45th Street)	10-31, '49	24
South Pacific... (Majestic)	4-7, '49	260
Touch and Go... (Broadhurst)	10-13, '49	64
Where's Charley?... (St. James)	10-11, '48	453

ICE SHOWS

Howdy, Mr. Ice of 1950... (Center)	8-16, '49	236
Ice Follies of 1950... (Madison Square Garden)	11-17, '49	3

COMING UP

(Week of November 19)

That Lady... (Martin Beck)	11-22, '49
Texas L'il Darlin'... (Mark Hellinger)	11-25, '49

Guild Subscribers Up 4,663, Now 105,243

NEW YORK, Nov. 19.—Despite a general admission that the bloom of war-boom theater attendance is long since off the legit peach, the Theater Guild pleasantly reports that its current subscription list totals 105,243, a hike of 4,663 over last year. Of the 21 cities covered by the list, 17 show 7,730 additional subscribers, while the remaining five have decreased by 3,347. The Guild's biggest gain is in Boston, with an upped subscriber listing of 1,612, and it has conversely taken its worse shellacking in Philadelphia, a loss of 1,731.

Other gains by cities are New York, 103; Chicago, 356; San Francisco, 796; Detroit, 641; Seattle, 197; St. Louis, 265; Milwaukee, 933; Cleveland, 538; Wilmington, Del., 188; Minneapolis, 859; St. Paul, 66; Kansas City, 569; Buffalo, 227, and Richmond, Va., 375. Other cities showing losses are Los Angeles, 553; Baltimore, 196; Pittsburgh, 500; Cincinnati, 36, and Columbus, O., 51.

Melvyn Douglas To Star

NEW YORK, Nov. 19.—Walter Fried has signed Melvyn Douglas to star in Arthur Laurents' *The Bird Cage*, for which he plans a February Stem unveiling. Douglas will play the owner of a popular night club. Eleanor Lynn will have a supporting role. Boris Aronson is already at work on the settings. Rehearsals are to get under way January 9, with a two-week break-in—probably in Boston—starting January 30.

OUT-OF-TOWN OPENINGS

GENTLEMEN PREFER BLONDES

(Opened November 17)

FORREST THEATER, PHILADELPHIA

A musical comedy in two acts and 13 scenes. Produced by Herman Levin and Oliver Smith. Book by Joseph Fields and Anita Loos. Music by Jule Styne. Lyrics by Leo Robin. Directed by John C. Wilson. Dances by Agnes DeMille. Costumes by Miles White. Settings by Oliver Smith.

CAST—Carol Channing, Yvonne Adair, Alice Pearce, Bob Neukum, Jerry Cooper, Jerry Craig, Robert Cooper, Eddie Weston, Susan Steel, Rex Evans, Muriel Bentley, Peter Birch, Rex Cooper, George S. Irving, Curt Stafford, Eric Brotherson, Bill Bradley, Charles Basile, Bob Burkhardt, Shelton Lewis, Kasimir Kokik, Peter Holmes, Mort Marshall, Howard Morris, Nicole France, Grandal Diehl, Judy Sinclair, Hope Zee, Cole and Atkins, William Krach and Irving Mitchell.

Whatever fate will eventually befall this blustering and swaggering musical transformation of Anita Loos's *Gentlemen Prefer Blondes*, it at least establishes Carol Channing as a great gift to the boards. In spite of the glitter and opulence that has been poured into this production—almost to the point of being overbearing—it's the dizzy skirmishes of wide-eyed and six-foot la Channing as Lorelei Lee from Little Rock, that gives this new musical its greatest hope.

Bringing back the turbulent '20s when it was only gold that gave for the gals that gentlemen preferred, Miss Channing makes completely merry with this materialistic philosophy as her comedy antics sets the stage ablaze. The mercenary maid with a keen sense of timing, a facility for mugging and a singing voice that is completely guttural and grouty, draws laughs at will and fairly converts this massive musical into a personal triumph, all of which speaks well for the box office at the Ziegfeld Theater in New York when the company takes over after a fortnight's pruning here.

Show Book Like Original

The show book follows the pages of Miss Loos's original with a reverence that almost becomes revolting. It rehasses the tale of Lorelei Lee, who expresses it so much better in her song, *Diamonds Are a Girl's Best Friend*, her trip to Paris, financed by her button boy sponsor in the person of singer Jerry Cooper, coming to the stage from the nitery floors, and all the familiar complications arising from the hue of her tresses. Miss Carol has seven songs to her credit and, with Miss Cooper, carries the scores most tuneful-hit potential in *Bye, Bye, Baby*.

As her partner in pillaging, Yvonne Adair as Dorothy Shaw is completely charming as she scores with her singing and dancing as well as being the wise-cracking foil for Lorelei Lee. It's Miss Adair, with Eric Brotherson, her romantic interest who is a gentleman without likings for the kind of female the so-called prefer, who helps in putting over the best musical number. It's to her credit that *Just a Kiss Apart* bears hitdom well, with equal potentialities for Brotherson's song efforts for *You Say You Care*.

Credits' Due

Agnes DeMille's ballets, led by Helen Wood, all capture the spirit of the Charleston and Black Bottom era, with full justice given to her choreographical designs in the individual efforts of Muriel Bentley, Peter Birch and Kasimir Kokik. The sumptuous settings of Co-Producer Oliver Smith, and Miles White's imaginative costume creations all rate right-eous bows in the right direction. And not to be overlooked are the lovelies in the ensemble, particularly the six towering torsos of the special kind that gentlemen prefer.

There is much that has to be done before the running can be wrapped up to sock proportions. But with such a head start and Carol Channing the show can hardly miss.

Maurie Orodener.

METROPOLE

(Opened Monday, November 14)

FORD'S THEATER, BALTIMORE

A play by William Walden. Staged by George S. Kaufman. Set by Edward Gilbert. Costumes by Blanca Stroock. Presented by Max Gordon.

Fanner.....John Glendinning
Miss Merriam.....Frances Waller
Stumm.....Henry Jones
Frederick M. Hill.....Lee Tracy
Mrs. Killian.....Jane Seymour
Curtis.....Rud Brown Jr.
Miss Harrington.....Edith Atwater
Lois Dantine.....Jean Carson
Mr. Young.....Malcolm Lee Beggs
Crowell.....Reynolds Evans
Ellington.....Royall Dano
Carolyn Hopewell.....Ariene Francis
Furniture Movers.....George Cotton, Lee Parry

In *Metropole*, the ebullient Lee Tracy gives a brilliant, incisive performance as Frederick M. Hill, the editor of a magazine suspiciously like *The New Yorker*. The plot is concerned with Hill's continuing fight to keep his mag solvent. Arrayed against him are his former wife, who conspires with one of her husband's co-editors to establish a rival publication patterned after his magazine, and the business office, which drives his best writers and cartoonists to other periodicals by paring their rates.

Tracy etches an excellent characterization of a weird editorial genius, which in less competent hands would have been a ridiculous caricature. The Baltimore playgoers, who haven't seen Tracy on either stage or screen for many a year, gave him a tremendous ovation.

Field Day for Him

This lampoon is loaded with Kaufman gags and provides Tracy, who is onstage for most of the three acts, with a field day. In addition to the fine performances of Tracy and Arlene Francis, other rib-tickling jobs are turned in by Jean Carson, who plays a luscious and incredibly dumb blonde; Henry Jones, as a dim-witted "liaison" editor; Reynolds Evans, as an intellectual editor with a string of college degrees, and George Cotton and Lee Parry, as the furniture movers. Edith Atwater has a thankless task of portraying Tracy's implausible first wife. Despite the hard-working cast, *Metropole* was foundering even in its fourth day at Ford's.

August Maher.

A LA CARTE

(Opened Wednesday, November 16)

EL CAPITAN THEATER, HOLLYWOOD

A musical intimate revue presented by Ernest Matray, Maria Matray and Edward Heyman. Music by Victor Young. Lyrics by Edward Heyman. Sketches by Hal Finberg, Henry Piff and Ernst Matray. Direction, choreography and staging by Ernst and Maria Matray. Musical conductor, Harry Sukman.

CAST—Gale Robbins, Bill Shirley, George Zoritch, Jim Hawthorne, Patricia Denise, Helen Stanley, Joseph Warfield, Gisela Werbezirk, Erika Lund, Eddie Robertson, Dolores Boucher, John Perri, Priscilla Allen, Sherree Bessire, Gloria Dewerd, Marilyn Russell, Gloria Stone, Angela Velez, Felice Basso, Richard Cahill, Robert Rosselot, Phil Terry, Bill Tremaine, Dick Wyatt.

For the stage sweettooth, *A La Carte* is made to order. The staging shimmers with polish, choreography is highly imaginative, tunes are catchy and the talent is refreshing. From all appearances, the El Capitan—home of the record running *Blackouts*—will have another long-term tenant. But to make sure that it pleases the public palate, it would be wise to trim off a little of the icing, for as it stands now, the frosting is a bit too rich. More body and substance and fewer frills would enhance its chances.

Show as a whole smacks of a strong Continental flavor. This, undoubtedly, indicates the influence of Ernst and Maria Matray, who capably conceived the choreography and staging and handled direction. Staging and choreography, by their excellence, overshadow other factors. Such numbers as *There's No Man Like a Snowman* and *Half of Me* employ spectacular effects. In the former, a string of realistic snowmen come to life to dance and melt at sunrise. In the latter, dancers appear to split in half

'Kate' Contributes House Seats

NEW YORK, Nov. 19.—Producers Saint Subber and Lemuel Ayers of *Kiss Me, Kate* have joined Richard Rodgers, Oscar Hammerstein II, Leland Hayward and Joshua Logan of *South Pacific* in making house seats available to the public in a move to raise revenue for the Damon Runyon Memorial Cancer Fund. Under the plan originated by the *Pacific* producers, down-front locations for *Kate* will be on resale by the fund beginning December 5. Prices will include the regular b.-o. tariffs plus an override to be decided upon by the fund committee. All excess over b.-o. cost on the tickets goes to medical research.

Walter Winchell, founder of the fund, is arranging for the resale of tickets for the New York *Kate* troupe. Ernie Byfield, co-owner of Chicago's Hotel Sherman and operator of the College Inn nitery, has volunteered for a similar chore for the Chicago company.

Also climbing on the fund bandwagon is the recently organized ticket brokers' org, the New York Ticket Brokers, Inc. The ticket boys have bought out next Wednesday's (23) preview performance of *Texas, Li'l Darlin'* at the Mark Hellinger Theater for a reported flat \$23,000, and all agencies are selling the ducats at straight b.-o. prices. The entire profits go to the Damon Runyon Fund and the Heart Fund. A sell-out will result in a tidy donation.

7 Do Sketches For Wiman Revue

NEW YORK, Nov. 19. — Samuel Taylor, Russel Beggs, Nancy Hamilton, George Oppenheimer, Vincent Mennelli, Marya Mannes and Nedda Harrington will contribute the sketches to *Dance Me a Song*, Dwight Wiman's new revue. While James Shelton is chiefly responsible for words and tunes, additional numbers will stem from Herman Hupfield, Leonard Bernstein, Albert Hague and Kay Swift. Dance patterns will be handled by Zachary Solvo, and Anthony Cabot is the musical director.

The Wiman office announced this week that Robert Ross is associated in production, and that Shelton will be in over-all charge of staging. Ann Thomas and Cliff Ferre are latest additions to the cast which goes into rehearsal Monday (21).

for a highly effective routine. Ballet-flavored dancing of George Zoritch and Patricia Denise, Ballet Russe alumni, add gloss to the choreographic portions of the revue.

Song-wise, Gale Robbins and Bill Shirley are admirably suited to their lead parts, scoring vocally and in stage presence. Helene Stanley, a beautiful redhead with plenty of talent, practically romps away with the honors. Her best is in the *Cat Party* number in which her sense of comedy is seen to full advantage. Lion's share of the comedy is ably shouldered by Jim Hawthorne, ex-zany disk jockey, whose panto talent rolls 'em in the aisles in *The Flower Song*. Gisela Werbezirk, still the grand comedienne, adds considerably to most of the comedy numbers, but proves she can still outshine them all in *Clara the Devine*.

Ballads claim the song honors, *Bella Signora*, *Half of Me*, *Sweetheart*, *Until Tonight*, *A Face in the Crowd* and *I Ought To Know More About You*. Brighter paced *Poker Polka* may fare best on disks, as it's well suited to the current polka platter trend. Music by Victor Young is tuneful and catchy, while Eddie Heyman's lyrics, not too inspired in spots, generally hold up well. Buddy Morris holds publishing rights to score. Lee Zhitto.

Broadway Review

THE FATHER

(Opened Wednesday, November 16)

CORT THEATER

A drama by August Strindberg. Staged by Raymond Massey. Setting by Donald Oenslager. Costumes by Eleanor Goldsmith. General manager, Paul Vroom. Stage manager, Elmer Brown. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Richard W. Kraeur and Robert L. Joseph in association with Harry Brandt.

A Captain of Cavalry.....Raymond Massey
A Soldier.....Charles Snyder
The Pastor.....Philip Huston
Another Soldier.....Paul Larson
The Captain's Wife.....Mady Christians
The Doctor.....John D. Seymour
The Nurse.....Mary Morris
The Captain's Daughter.....Grace Kelly

"In the mountains, in the valleys," as *Death of a Salesman* Willie Loman would say, "remember you gave up your life for spite." That is the opinion that this reporter has held of August Strindberg over the years, altho he was taught early in life that the Swede was someone to be regarded with reverent awe. Somehow, the inoculation never took.

At all events, if ever a play was written out of pure, unadulterated spite, *The Father* is it. It is quite possible to understand that 63 years ago, before such items as complexes, psychoses and fem infidelity became run-of-the-mill matters of parlor conversation, Strindberg's drama of acid domestic hatred could burst on a Victorian world like a dramatic atom bomb. But today the sorry machinations of the maestro's misogynistic mind anent a wife savagely bent on driving a husband insane with suspicion as to his child's paternity add up to a musty and frequently tedious conversation piece. It seems to take Raymond Massey an unconscionably long time to be driven mad by Mady Christians at the Cort Theater—much longer than the tally racked up by the clock. And the touchstone of all this bitter wrangling rests on the fact that papa wants daughter to be a school teacher and mama wants her to be an artist. The girl never appears to know what she wants. But, according to Strindberg, she is for mama 99 per cent.

Staged by Massey

Richard Kraeur, Robert Joseph and Harry Brandt have given the revival a handsome production, with a fine period set by Donald Oenslager and costumes to match by Eleanor Goldsmith. Joseph has prepared the English version with credit and co-star Raymond Massey has staged it slanted for tragic grandeur. Unfortunately, it achieves the grandiose rather than the grand and its small excitements are stultified in tedium.

Personally, this reporter found it hard to believe the portrait of either Massey or Mady Christians. Massey's bedeviled Swedish captain never engenders any real sympathy and while Miss Christians' hell-cat wife is gifted with all vicious abominations, she still falls short of the witch she would have to have been in order to get away with it. Much of the time she is just a sullen, vain woman. Mary Morris's nurse seems more truly Stringbergian than any of the rest of them, but there are good, solid performances from Philip Huston as the pastor and John Seymour as the doctor. Young Grace Kelly makes a creditable Stern debut as the bone-of-contention daughter.

In sum, it is not likely that *Father* will go mad at the Cort for any great length of time. There will be some, no doubt, who will worship it as "exciting" and "dynamic." Plenty more will tab it a prodigious bore.

Bob Francis.

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Five Weeks Remain

GRANGER, Tex., Nov. 19.—Plunkett's Stage Show, currently in its 40th week on tour, has been playing to good business since entering Texas, with the exception of two towns which proved larries, Kennedy Swain said here this week. He revealed that current plans call for the unit to remain on the road at least five more weeks.

Fuzzy and Cleo Plunkett each purchased a new car and Fuzzy also (See Plunkett Tabs on page 139)

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Western Canada Firms Plan 10 More Drive-In Locations

VANCOUVER, Nov. 19.—Drive-Ins in this area are enjoying a lively box-office season. Altho competition has increased considerably, all outdoor

grosses are exceeding their operator's expectations. At least 10 more drive-in theaters are expected to be built next year in British Columbia and about 25 thruout the three prairie provinces.

Beam Piloting Shufflin' Sam Minstrel Group

LAKE CITY, Fla., Nov. 19.—Billy Beam, widely known in rep and tent show circles, is heading up Shufflin' Sam's Minstrels, which is currently touring the South. Beam says that the outfit is transported on two trucks and has a cast of 20.

Included in the line-up are Sparke Jones, Lasses Brown, Kid Wallace and Little Buck Able, with Wilson Daniels and Lee Cochran handling the emcee and dance chores. Ork roster includes Leon Romie, leader; Roscoe Patrick, trumpet; Cleveland Miller, trombone; Claude Pasuer, clarinet; Harry Pepper, sax; C. A. Johnson, sax, and Wilson Daniels, drums.

Ethel Jackson is blues singer, with Margaret Jones, Ethel Able, Robert Lee Patrick and Willie Pearl Jones, specialties. Show expects to remain out all winter except during the Christmas holidays.

Frank Kershaw, in conjunction with Mervyn (Red) Dutton, president of Western Drive-In Theaters, Ltd., are building two new drive-ins, one at Calgary and the other at Edmonton. Both are set to open in the spring. Their first two houses in the two cities opened this spring, Calgary bowing May 1, and Edmonton debuting June 6. Another drive-in now under construction at Lethbridge, will open next spring. Other drive-ins are planned for Saskatchewan and British Columbia. Kershaw is managing-director of the firm.

Famous Players Canadian Corporation announced last week that six new drive-ins are planned for Western Canada. Three are set for Ontario, while plans for the others are being completed.

Location of the firm's drive-ins in the West, says L. I. Bearg, Western division manager, are Nanaimo, B. C.; Moose Jaw, Regina and Saskatoon, in Saskatchewan; Brandon, Manitoba, and Lethbridge, Alberta.

In the Eastern Division the locations thus far are Sarnia and Toronto, with two drive-ins to be built outside the latter city. At present Ontario companies, controlled by Famous Players, operate drive-ins at Chippewa, Hamilton, London and Maidstone.

Sunday church services are being held at the Edmonton Drive-In, with Protestant and Roman Catholic congregations alternating on different weeks. Sponsored by the Western Drive-In Theaters, Ltd., and *The Edmonton Bulletin*, the idea has been received enthusiastically and several service clubs have been aiding the plan.

Ministers and priests have voiced approval of the idea and regard it as an excellent way for shut-ins to attend church. An organ, two choirs and seats are transported to the drive-in each week.

Jones Unit Skeds Two N. C. Stands

ROCKY MOUNT, N. C., Nov. 19.—Willie Jones completed plans this week for the opening Wednesday (23) of his *St. Louis Follies*, all-Negro attraction, at the Community Center here.

From here the unit moves to the Lemone Theater, Elizabethtown, N. C., for a scheduled Thursday (24) showing. Joe Brantley is leading the orchestra, with Virginia Jones, the blues canary, Jones said.

PHILADELPHIA, Nov. 19.—A New England drive-in chain will extend its operations into the Pennsylvania territory next year. The Mid-West Drive-In Theaters, Inc., Boston, filed a petition this week for a certificate of authority to carry on its business of operating outdoor theaters and concessions in Pennsylvania. Offices of the company will be set up in Philadelphia.

1949 Junket Winner for Silas Green

Route Set Until February

MACON, Ga., Nov. 19.—The Silas Green Show, long-time favorite all-Negro musical revue in the South, is experiencing another winning year and is slated to continue playing one-nighters until mid-February, Manager Sam B. Warren said here.

Playing the Macon Auditorium this week Friday (11), the show drew a fair crowd but the local business did not match the grosses for the under-canvas performances in Griffin and Fort Valley, Ga., the two preceding nights, Warren said.

Owned and operated for many years by the late Charles Collier, of Macon, the Silas Green Show is now in the sixth year under ownership of Wilmer P. Jones. Show travels on a private railroad car and fleet of trucks, playing principally one-night stands under canvas. Occa- (See 1944 JUNKET on page 139)

History Makers

DETROIT, Nov. 19. — The Slout Players are destined to make history if plans being made by Lewis Beeson, secretary-treasurer of the Historical Society of Michigan, go thru as set up. This State-wide group, which recently celebrated its 75th anniversary, is planning to attend a performance of the Slout Company in a group next season.

Booking tentatively will be at Albion, Mich., thru which the Slouts play each year. The Slouts make their headquarters at Vermontville, Mich.

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THE FINAL CURTAIN

ANDERSON—Stephen B., 72, former owner-operator of the Anderson Dog and Pony Show, November 6 at his home near Hanover, Ind., of a heart ailment. In show business for 30 years, Anderson had operated a grocery store and tourist court for the past 12 years. Survived by his widow, Alice; two sons, Edis and Ben, of Indianapolis; two daughters, Mrs. Mollie Brown, Ocean City, Md., and Mrs. Ethel Lewis, Indianapolis; two brothers, A. J., of Bedford, and Charles, Westport, and two sisters, Mrs. Iva Dilk and Daisy. Burial in Marble Corner Cemetery, Fairmount, Ind.

BARRERA — Jose (Mexican Joe), 72, former Wild West performer, November 16 in Pawnee, Okla. (Details in Outdoor Section.)

BOHL—John F., 71, Detroit musician, November 13 at his home in that city. Survived by his widow, three daughters, and two sons. Interment in Mount Olivet Cemetery, Detroit.

BOYLAN—John, 42, former radio writer for the National Broadcasting Company and Station KFI, November 6 in Burbank, Calif. He was one of the founders of the Radio Writers' Guild and for the past eight years had been on the publicity staff of Paramount.

BRADY—Mrs. Gertrude Clifford, 48, singer, recently in Hartford, Conn. She was a member of the original cast of *The Student Prince* when it opened in New York in 1924, and stayed with the show about two years. She gave up her opera career in 1926 when she married John F. Brady, Hartford attorney. Burial in Hartford.

DE KAY—Mrs. Edwalyne, 82, widow of Charles de Kay and former actress, November 12 in New York. When 19 she wrote a four-act drama, *Coats of Fire*, and in 1911 played minor roles in productions staged by Mrs. Minnie Maddern Fiske and Doris Keane. Five daughters and three sons survive.

ENWRIGHT—Martin E., 64, retired Oswego, N. Y., business man and former musical comedy actor and singer, November 14 at his home in that city of coronary thrombosis. On Broadway Enwright had roles in many of George M. Cohan's successes and was tenor soloist on tour with Raymond Hitchcock, with whom he appeared for several seasons. In 1911 he was a member of The Friars' Frolics, auspiced by the Friars' Club of New York. Survived by his widow, Celia; three sons, Martin Jr. and Leo, of Oswego; Joseph, Syracuse, and a sister, Mrs. Frank Carroll, Amsterdam. Burial in St. Paul's Cemetery, Oswego, November 17.

FONSS—Olaf, 67, former legit and film actor, November 4 in Copenhagen, Denmark. Debuting in legit in 1903 at the Dagmar, he later became known in films both in Denmark and Germany. He had been the head of the Danish actors' union, the Skuespillerforbundet. His widow and two sons survive.

FORRESTER—Melville S., 64, at his Hollywood home November 15. A veteran motion picture director, he worked with Fatty Arbuckle and Pat Rooney in the early days of films. He had worked for Pathe, Universal and Paramount. Survived by a daughter, Mrs. Audrey Hobson, Cleveland.

GORDON—Jimmie, 69, who with his wife, Marie, and brother, Fred, comprised the former Gordon Trio, iron jaw, wire and contortion act with circuses for 50 years, November 11 in Martin County Hospital, Stuart, Fla., of a cerebral hemorrhage. When his brother died three years ago, Gordon joined the Morris Hannum Shows as a concessionaire. He leaves his wife. Crematory services in Orlando, Fla., November 13.

HUFFORD—L. A., 42, manager of the Gage Drive-In Theater, November 11 in Huntington Park, Calif.

HUNT — Nora Crane, 84, former concert soloist, November 14 in Ann Arbor, Mich.

JACKSON—Mrs. Helen Potter, 82, retired actress, November 15 at the Edwin Forrest Home for Actors in Philadelphia. She was a member of the Juvenile Opera Company in Philadelphia and acted in stock. Survived by a son, Ladd, and a brother. Burial in Northwood Cemetery, Philadelphia, November 18.

JOHNS—J. Levie, 65, for over 30 years a carnival owner, November 10 in Adel, Ga., of a heart ailment. The past several years he and L. W. Borup had operated Bill's Novelty Rides in the South, with winter quarters in Macon, Ga. Survivors include a brother, Clyde, Macon. Burial in Macon, November 11.

KALBUS—Alvin W., 59, supervisor of county and district fairs in Wisconsin and former assistant manager of the Wisconsin State Fair, Milwaukee, November 13 in Madison, Wis. (Details in General Outdoor Section.)

KETCHUM—Ben, 59, former trombone player with circus bands and dramatic show orchestras, November 2 at his home in West Palm Beach, Fla. Survived by his widow, and several brothers and sisters in Chesaning, Mich.

LANGLEY — Allan Lincoln, 57, composer, viola player and former member of the New York Philharmonic Orchestra, November 13 in New York. Besides the Philharmonic he played with the Boston and Indianapolis symphonies and composed many waltzes, often conducting performances of his works at the Lewisohn Stadium. Langley also was a composer of symphonies. His brother survives. Burial was in Newport, R. I.

LeMARR—Leland F., 66, pioneer motion picture exhibitor in Reading, Pa., November 4 at his home in that city. He showed movies in 1904 and 1905 at Carsonia Park, Reading, later becoming a partner of Jacob Wolff in the operation of the Liberty Theater there, and later operated theaters in near-by communities.

LLOYD — Alice, 76, comedienne known on the U. S. stage as "the Bonnie Belle of Scotland," November 17 in Banstead, England. The sister of English pantomime and music hall artist Marie Lloyd, she played with another sister, Grace, as The Sisters Lloyd. Making her American debut in the *Gay Nineties*, Miss Lloyd later won a newspaper contest as the most popular English artist on the American stage. In 1925 she appeared at the Palace as a super-star and toured the country in 1927.

MINZEY—Frank, 70, former actor, November 12 at Lake George, N. Y. He had appeared opposite his wife, the late Rose Melville, in *Sis Hopkins*, a production which chalked up 5,000 performances on Broadway, on tour of the U. S. and Europe. They retired from the stage in 1918. Minzey made his debut at 15 with the Castle Square Stock Company in Boston and, after the *Sis Hopkins* run, both he and his wife were associated with Long Island film companies. Two sisters survive.

MURRAY — Jack, 43, radio producer, November 11 in Toronto. In 1930 he joined CKCL as a sports announcer; in 1933 he became CFCO commercial manager, and in 1933 he was named radio director of the Tandy Advertising Agency. He

formed Jack Murray Productions, Ltd., in 1940 and supervised many productions, including his own *Treasure Trail*, an early Canadian net quiz program in its 11th year. His widow and son survive.

PAUL—Alexander, 56, concessionaire, November 3 at his home in Philadelphia. Survived by his widow and three children.

MRS. A. PAUL AND FAMILY WANT TO THANK

the members of the Dodson Shows for their kind consideration and thoughtful contribution at this time of need.

RONDAS—Paul C., 72, at his Los Angeles home November 11. He originally came to this country as a trick bicycle rider and toured vaude for years with his Rondas Trio. Survived by his sons, Frank and Ivan, and a daughter, Mrs. Lawanna Adams. Interment in Inglewood Park Cemetery, Los Angeles.

ROSS — Stuart, 47, magician, recently at his home in Hancock, Mich., of cancer. Besides having operated his own magic show Ross had been press agent for Ed Reno, George Marquis and MacDonald Birch, magicians, and had aided Dr. Harlan Tarbell in formulating the Tarbell Course in Magic. At one time Ross and his father presented a magic turn. Survived by his mother, three sisters and four brothers.

ROTHSTEIN—Charles, 64, burlesque theater and amusement park operator, November 13 in Harper Hospital, Detroit. Some 30 years ago he and Arthur Clamage began operating the Avenue Theater, Detroit burly house. Subsequently he became part owner, in most instances with Clamage, in the Gayety, Cincinnati; Fox, Indianapolis; Gayety, Detroit; Haymarket, Chicago, and the Folly, Kansas City. For several years he was also part owner of Riverview Amusement Park, Detroit, prior to its closing 24 years ago. Survived by his widow, Helen; a daughter, Mrs. Morton Jacobs, whose husband is assuming the Rothstein theatrical interests and a son, Ronald. Burial in Machpelah Cemetery, Detroit.

ROUSSEAU—Louis V. tenor from L'Opera Comique in Paris, November 8 in Chicago. He taught voice in Chicago. His widow survives.

SLOPER—Leslie A., 66, critic for the *Christian Science Monitor*, November 13 in Boston. He was named music editor in 1922, dramatic and art editor in 1929 and also served as literary editor. Survived by his widow, known as Margaret Lloyd, *Monitor* dance critic; two daughters, Anne, employee in the flack office for *Death of a Salesman*; Elizabeth, and a son, John, stage manager of *Diamond Lil*.

STRAUSS—Mrs. Samuel, 68, widow of the theatrical costumer and mother of actor Robert Strauss, who is appearing in Broadway's *Detective Story*, November 9 in New York.

SWANSON—Mrs. Betty May, 45, former solo dancer with the Ted Shawn and Ruth St. Denis Dancers, at her Glendale, Calif., home November 15. After leaving the theater she opened a dancing studio. Survived by her husband, Dr. Leonard A. Swanson.

VOGEL—Jan, 30, trapeze performer known as the Great Stanely November 18 in Kansas City, Mo., when he fell during a performance. (Further details in General Outdoor Department.)

WALLERSTEIN—Dr. Lothar, 67, international opera stage director who held that post at the Metopera from 1941 to 1946, November 14 in New Orleans. Following his first job with the Dresden Opera, he became stage director for the opera in Breslau after World War I. His career covered Europe, South and North America, having been stage director at the Vienna State Opera, La Scala, in Milan; Covent Garden, London, and Salzburg Opera Festivals. He had accepted the position as the first resident stage director of the New Orleans Opera Association six weeks ago. His widow and a sister survive.

WILSON—John Darrell, magician known professionally as the Great Darrell, November 15 at his home in Indianapolis, of a heart ailment. Survived by his widow, Peggy, who assisted him in his magic act, and two sons, Jack and Buddy.

WINCHELL — Mrs. Jennie, 77, mother of Walter Winchell, November 14 in New York. Another son, Al, also survives.

WYMORE—William (Bill), 45, musician for 25 years with circuses and carnivals, including Hagenbeck-Wallace, Wallace Bros., Dodson's World Fair Shows and Rogers Bros., in Jackson, Miss., November 7. Burial November 14 in National Cemetery, Vicksburg, Miss. Surviving are his mother, Mrs. Blanche Wymore, Ardmore, Okla.; two brothers and two sisters.

YAGLA—Edward L., 59, Dallas, representative of the Smith Amusement Company, November 6 at his trailer home near Belton, Tex. Survived by his widow, his mother, Mrs. Brilla Yagla, Dallas; a brother, Frank, Aransas Pass, Tex., and a stepson, O. B. Yagla, Dallas. Burial in Dallas November 8.

Marriages

ANDERSON-RINGLING — Russell A. Anderson and Mabel E. Ringling, granddaughter of the late Alf T. Ringling, one of Ringling Bros.' circus founders, November 12 in Great Falls, Mont.

ANDERSON-SADOWSKY — Terrence Anderson, stage manager of *Anne of the Thousand Days* and son of playwright Maxwell Anderson, and Anastasia Sadowsky November 12 in Pittsburgh

DAVIS-AMES — Jim Davis, film actor, to Blanche Ames, former model, in Mexicali, Mex., November 13.

GREGORY-GRAHAM — Dean H. Gregory and Georgianna Graham November 1 in Folkstone, Ga. Bride is the daughter of Mr. and Mrs. George H. Graham, and performs with her parents in the aerial act known as Fisher and Graham.

GROSS-LOWE—Mike Gross, press agent, and Edith Lowe, actress, November 12 in New York.

JACKS-ZANUCK — Robert L. Jacks and Darrylin Zanuck, daughter of Darryl F. Zanuck, vice-president in charge of production at 20th Century-Fox Film Corporation, Hollywood, November 6 in Newport, Ky.

KATZ-ESCALANTE — Louis E. Katz, architect, and Esther Escalante, aerialist, in Los Angeles November 12.

LOWENTHAL-GRAVES — Leon Lowenthal, nonpro, and Darlene Graves singer, November 6 in Philadelphia.

MARKELL-HARRIS—Bob Markell, scene designer, and Joan Harris, radio actress, November 4 in New York.

SOLOYANIS-TRELEAS — Constantine Soloyanis, assistant to columnist Danton Walker and Barbara Ann Trelease, performer in Broadway's *Touch and Go*, November 13 in New York

WEISSNER-HAMILTON — Martin Weissner, composer and pianist, and Maxine Hamilton, press agent, November 13 in Victorville, Calif.

WILLIAMS-ARTHUR—Gene Williams, orchestra leader, and Jean Arthur, showgirl known as Junior Standish, currently appearing in *Gentlemen Prefer Blondes*, November 13 in Philadelphia.

Births

A son to Mr. and Mrs. Lou Kleinman November 12 in New York. Father writes special material for New York Board of Education broadcasts.

A daughter to Mr. and Mrs. Jackie Miles November 11 in New York. Father is a nitery comic.

A daughter to Mr. and Mrs. Dick Peterson November 8 in Culver City, Calif. Father is a band leader.

A son to Mr. and Mrs. Don Trageser November 5 in Pittsburgh. Father is a free-lance radio producer.

IN MEMORY OF MY HUSBAND

**EARL L.
GILLIGAN**

DIED NOVEMBER 25th, 1948,

LAKE WALES, FLA.

ANITA GILLIGAN

CHI CONVENTION LOOMS BIG

Record Trade Show Assured; Probable Peak Attendance Seen for Outdoor Confabs

All Sessions, Social Events To Be Held in Hotel Sherman

CHICAGO, Nov. 19.—A new record, exhibit-wise, and a probable high, attendance-wise, looms for the outdoor show conventions which open at the Hotel Sherman here Sunday (27). Space for displays in the Trade Show sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) exceeds that of last year, the previous peak. All available footage was sold weeks ago, with many space applicants necessarily turned away. Record attendance of fair execs, particularly those representing annuals on the county or regional level, is anticipated. Turnouts of park men, carnival reps and suppliers of various kinds is expected to match, if not top those of last year, even tho the 1949 season, generally speaking, was not as profitable as 1948.

Again this year all sessions of the NAAPPB, the International Association of Fairs and Expositions (IAFE), and the American Carnival Association (ACA) will be held in the Hotel Sherman. So will the social activities such as the annual banquet and ball of the Showmen's League of America and the SLA's President's Party.

The SLA banquet and ball, following past pattern, again will be a sell-out, Sam J. Levy, past president of the club and chairman of the committee in charge of the event, reports. The banquet is slated for Wednesday night (30) in the main ballroom, with the President's Party, also in the main ballroom, to be held Sunday night (27). The showmen's League Memorial Service will be held at 1:30 p.m. in the Bal Tabarin.

Detailed convention programs of the IAFE, NAAPPB and ACA appear elsewhere in the outdoor section.

Convention Directory

CHICAGO, Nov. 19.—Again *The Billboard* will maintain a directory of carnivals, booking offices, attractions and fair and show suppliers in the lobby of the Hotel Sherman here during the annual outdoor show convention.

The listing—a free service to the trade—is available to all carnivals, booking offices, attractions and suppliers which will have rooms in the hotel.

To obtain free listing, names of the carnivals, booking offices, etc., together with room numbers, should be turned in at the Showmen's League of America booth in the hotel lobby. The directory will go up Sunday morning (27).



A. W. KALBUS

Alvin Kalbus, Wisconsin Fair Exec, Drowned

MADISON, Wis., Nov. 19.—Alvin W. Kalbus, 59, supervisor of county and district fairs for the Wisconsin State Department of Agriculture and former assistant manager of Wisconsin State Fair, Milwaukee, drowned Sunday (13), while fishing on near-by Lake Mendota.

Kalbus had been with the agriculture department since 1912, being connected with the State fair until six years ago, when he was appointed to the supervisor's post. He was presi- (See KALBUS DROWNS on page 55)

St. Louis Mayor Mulls Dufour's Plans for Fair

ST. LOUIS, Nov. 19.—Mayor Joseph M. Darst is mulling plans presented him by Louis Dufour for a World's Fair in St. Louis in 1953 to commemorate the 150th anniversary of the Louisiana Purchase. According to Dufour, the exposition would provide employment for more than 4,000 persons during the construction period, and an additional 10,000 by the fair association, exhibitors and concessionaires during the operating period.

Dufour estimates that \$50,000,000 would be spent by fair visitors within the fairgrounds, but the largest source of new money flowing into St. Louis, he said, would be supplied by the tourists and fair visitors.

Dufour, for the last 30 years, has been identified and financially interested in fairs and expositions in the United States and Europe.

Started in 1915

Starting at the Panama Pacific Exposition in San Francisco in 1915, Dufour was later associated with A Century of Progress, Chicago, in 1933-'34; Exposition International, Brussels, Belgium, 1935; California Pacific International Exposition, San Diego, 1935; Texas Centennial, Dallas, 1936-'37; Great Lakes Exposition, 1936-'37; Frontier Centennial, Fort Worth, 1936; Golden Gate International Exposition, San Francisco, 1939-'40, and New York World's Fair, 1939-'40.

Dufour's outstanding attraction at the Century of Progress was the Hawaiian Village. In New York he had *Strange as It Seems*, *Gang Busters*, the Seminole Village, *We Humans*, *Nature's Mistakes*, *Crimson Town*, *Faketorium* and the noted *Rondevoo*.

Dufour claims to be the originator of the unborn show, back in the middle '20s. At one time he had 18 units operating in parks, beaches and at leading fairs thruout the United States and Canada.

Brought Savages Here

In association with Terry Turner, Dufour brought the Ubangi Savages to this country from Africa. He bowed the troupe at the Masbaum Theater, Philadelphia. After playing a circuit of theaters, Dufour contracted with Ringling Bros. and Barnum & Bailey to take the troupe on tour. Dufour and Turner also presented the Warden Louis E. Lawes Sing Sing Show and later toured the Hilton Siamese Twins.

Dufour and Morris Green combined to present *Sleep No More*, a comedy starring Robert Armstrong, and *Questionable Ladies*, a mystery comedy starring Arlene Dahl and Marlo Dwyer.

I. J. Eagle, HASC Member, Found Dead in Kansas City

KANSAS CITY, Mo., Nov. 19.—I. J. Eagle, 67, former owner of the printing company bearing his name and veteran member of the Heart of America Showman's Club, was found dead in his apartment here Wednesday (16).

Death was due to natural causes. Surviving are two sisters, Mrs. Josephine Montgomery, Kansas City, and Mrs. Hazel Williams, Chicago, and a son, William, Tulsa, Okla.

D. C. Midway Post Still Open

To Operate on Contract Basis

Zee in charge of theater division—batch of key appointments announced

(Continued from page 3)

week by Edward Boykin, chairman of the sesqui commission. Others named were Milton Maybruck, of Washington and New York, a certified public accountant, as financial director of the fair; Prof. Albert P. Stewart, director of music at Purdue University, La Fayette, Ind., as director of the fair's music festivals; Thomas Hudson Jones, Washington sculptor, named to design a special commemorative medal for the Freedom Fair as authorized by Congress, and Dr. Frank Monaghan, Washington writer and author of the Freedom Train's *The Heritage of Freedom*, as (See CAPITAL MIDWAY, page 59)

Tommy Bartlett Is Toastmaster At SLA Banquet

CHICAGO, Nov. 19. — Tommy Bartlett, of the *Welcome Travelers* radio show, will act a toastmaster at the 37th annual banquet and ball of the Showmen's League of America, in the Grand Ballroom of the Hotel Sherman here, Wednesday November 30, Sam J. Levy, banquet-ball chairman, announced.

Levy will be assisted by the following committees:

Entertainment committee: Frank P. Duffield, chairman; Jack Benjamin, George B. Flint, Ernest (Rube) Liebman, Maurice Ohren, David P. O'Malley, Tommy Sacco, Jimmy Stanton, Toby Wells, Ernie Young and Charlie Zemater.

Reception committee: William Carsky, chairman; Jack Duffield, Max Brantman, Murray Goldberg, Maxie Herman, George W. Johnson, Bernie Mendelson, Harry Ross, J. D. (Tommy) Thomas, Ned E. Torti and Sam L. Ward.

Press committee: He's Dotten, chairman; Nat S. Green, Robert E. Hickey, Hank Hurley, Johnny J. Kline, Frank B. Joerling, Roger S. (See Bartlett Toastmaster, page 59)

Set 1950 Dates For Sacramento Valley Annuals

COLUSA, Calif., Nov. 19. — Dates for 1950 county and district fairs were announced at the annual meeting of the Sacramento Valley section of the Western Fairs' Association (WFA), here.

Dates are: Thirty-Sixth District, Dixon, May 5-7; Butte County, Chico, May 25-28; Solano County Fair, Fairfield, June 14-17 (alternate dates of June 21-24); Calistoga, July 2-4; Yolo County Fair, Woodland, August 17-20; Plumas County Fair, Quincy, August 10-13; Nevada County Fair, Grass Valley, August 24-27; Placer County Fair, Roseville, August 10-13; California State Fair, Sacramento, August 31-September 10; Glenn County Fair, Orland, September 13-17, and Butte County Fair, Gridley, (See SET 1950 DATES on page 103)

PROVEN RIDES BY NATIONAL!

1. Kiddie Ferris Wheel . . . Favorite With the Kiddies
2. Buggy Ride . . . Made in 4, 6, 8 and De Luxe 10-Horse Sizes
3. 1950 Model Super Streamlined Kiddie Coaster Train
4. Pennsylvania Trail Blazer at Rolling Green Park, Sunbury, Pa.
5. Kiddie Coaster . . . for Adults, Too
6. Famous Century Flyer Locomotive
7. Kiddie Coaster Tubular Constructed Framework
8. Kiddie Coaster Station at Pontchartrain Beach, New Orleans

We are the World's largest manufacturer and builder of Coasters. Our factory covers 48,000 square feet of floor spaces and occupies an entire city block.

If you want a good Coaster, let us engineer it for you.

We also build the famous Century Flyer Miniature Train (more than 100 now in operation), Old Mills, Mill Chutes, Fun Houses, Mirror Mazes, Kiddie De Luxe Buggy Ride and Kiddie Ferris Wheel.

Write for literature describing these rides

NATIONAL AMUSEMENT DEVICES COMPANY

BOX 488, VAF, DAYTON 7, OHIO

Kiddie Rides Grow in Number, Variety

**Ops Offered
Wide Choice,
Survey Shows**

By JIM McHUGH

NEW YORK, Nov. 19.—With manufacturers now offering more than 100 juvenile ride units, moppets are assured of having their desire for pint-size thrills taken care of for some time to come. While a recently completed survey by *The Billboard* shows that many of the ride units are similar, the variety is plentiful and a well-equipped kiddieland could conceivably feature 50 different units whenever patronage justified the need.

The tremendous postwar popularity of kiddie ride units has resulted in construction of multiple funspots with all equipment scaled down for the youngsters. Many fairs have recognized the popularity of separate areas for kids and have created fun zones for the youngsters that more than justify the cost and effort, even though the play lasts only from a week to 10 days.

Carnivals and amusement parks have been quick to recognize and to take advantage of profits accruing from a well-equipped kiddieland. The permanent spots and the rail and truck orgs have added units in multiples. Railroad shows carry as many as 11 or 12 and these grouped together at fairs, with only inexpensive embellishments added, provide novel, eye-filling zones for the youngsters.

The operation of kiddie parks has been spotted as a profitable enterprise by persons with no previous experience, as well as veteran park and carnival operators. A three-unit nucleus, with the all-important Merry-Go-Round, can be secured for a maximum of around \$10,000. However, most units offered are in the \$1,000 to \$3,000 bracket. The growth of the kiddie ride market has resulted in several manufacturers who formerly limited their output to major units entering the field with scaled-down replicas of their principal products.

About one-third of the manufacturers replying to the questionnaire indicated that they will introduce new units in 1950. The accent, it was indicated, will be on modern design and portability.

The Eli Bridge Company is again manufacturing its Baby Ferris Wheels but the supply is limited, according to Ben O. Roodhouse, sales manager. The miniature counterpart of the Eli wheel went into production last summer and fall after a wartime lapse.

The Williams Amusement Company, Denver, plans a new miniature train to be known as the Williams Deluxe Flyer. It will have a streamlined engine and cars with each having only two wheels at the rear, with the front end resting on the car ahead. It will operate on 20-gauge track.

A new Jeepster ride for youths up to 14 years is planned by Vogel Neon Manufacturing Company, Amarillo, Tex. Owner Harold W. Vogel said that the unit will cost approximately \$3,500.

Two new units are planned by Smith & Smith, of Springville, N. Y. Each will have a seating capacity of 20 and one of the units is to be mounted on a trailer for easy transportation and erection.

Three new units are planned by the C. W. Parker Amusement Company, of Leavenworth, Kan. A boat ride with a capacity of 12 will sell for about \$1,550. The Whiz, which will ride both children and adults, will have a capacity of 12 to 60 with a price range of \$1,950 to \$10,500. Another kiddie-adult unit, the Derby, will have a capacity of 12 to 100 and sell for prices ranging from \$1,850 to \$14,550.

The Orbit Manufacturing Company, of Wichita, Falls, Tex., is building

Kiddie Ride Manufacturers

FIRM NAME	UNIT NAME	CAPACITY	PRICE
Bisch-Rocco Amusement Co. 5441 Cottage Grove Ave. Chicago	Jet Kiddie Ride	15	\$2,160
	Kiddie Street Car	20 (Plus 10 Standees)	\$2,210
Carland Engineering, Ltd.	Miniature Steam Train (10¼-inch gauge)	60	\$5,000-\$10,000
Oak Works, Harold Wood Essex, England	Miniature Steam Train (7¼-inch gauge)	40	\$3,500
Constable's Kiddie Rides R. R. 1, Fountain City, Ind.	Kiddie Auto (8-car)	8	\$1,000
	Kiddie Auto (Deluxe)	8	\$1,600
C-Cruise Corp. 7th St. and Murlark Ave. West Salem, Ore.	Little Skipper (boat ride)	24	Under \$3,000
R. E. Chambers Co., Inc. Box 26, Beaver Falls, Pa.	Miniature Bug Ride	18	\$3,750 to \$3,950
Coast to Coast Manufacturing Corp. 137 Atlantic Ave. Manasquan, N. J.	U-Drive Jr. Jeep	16	\$2,250
	Jr. Jeep Fire Engines	16	\$1,850
	Roto-Rocket	12	\$2,450
	Roto-Whirl	16	\$1,800 to \$2,250
Deeks Engineering Corp. Washington Ave. Haddonfield, N. J.	Mechanical Horse	1	\$3,995
Eli Bridge Co. 800-820 Case Ave. Jacksonville, Ill.	Baby Eli Wheel	12-18	\$2,845
Eyerly Aircraft Co. P. O. Box 670 Salem, Ore.	Midg-O-Racer Kid-O-Plane		
H. E. Ewart Co. 707 Greenleaf St. Compton, Calif.	Merry-Go-Round (30-foot)	22	\$7,000-\$8,000
	Kiddie Street Car	14	\$985
	Kiddie Airplane	10	\$1,385
	Kiddie Rocket	10	\$1,385
	Kiddie Ferris Wheel	24	\$1,385
	Kiddie Merry-Go-Round	10	\$1,785
	Flying Jennie	10	\$1,395
The Excelda-Ohio Co. 21830 St. Clair Ave. Cleveland 23	8-Car Kiddie Auto	16	\$3,050
	6-Car Kiddie Auto	12	\$2,527
	6-Unit Kiddie Boat Ride	30	\$2,750
	5-Unit Kiddie Boat Ride	25	\$2,400
	Kiddie Merry-Go-Round	20	\$2,500
General Playground Equipment, Inc. 1133 So. Cortland St. Kokomo, Ind.	16-foot Merry-Go-Round	40	\$450
	10-foot Merry-Go-Round	30	\$180
	10-foot Merry-Go-Round (Above units are designed for free rides)	20	\$120
Allan Herschell Co., Inc. 104 Oliver St. North Tonawanda, N. Y.	Merry-Go-Round	24	\$4,850
	Auto Ride	10-20	\$3,650
	Little Dipper (Portable Roller Coaster)	12	\$6,750
	Sky Fighter	16	\$4,450
	Boat Ride	24	\$3,650
	Buggy Ride	20	\$3,650
Hurlbut Amusement Equipment Co. 8218 So. Greenleaf Ave. Whittier, Calif.	Miniature Steam Train	32	\$5,500
Jordan Enterprises, Inc. Lapeer, Mich.	Hobby Kiddie Ride (Merry-Go-Round)	10	\$2,400-\$2,800
King Amusement Co. 82 Orchard St. Mt. Clemens, Mich.	Pony and Cart Ride	16	\$2,775
	Elephant Ride	20	\$965
	Fire Engine Ride	16	\$1,995
	Airplane Ride	10	\$1,295
	Miniature Train	14	\$1,595
	Speed Boat Ride	25	\$1,495
J. L. Lucas Manufacturing Co. 2521 Riverside Drive Los Angeles 39	Lucas Boat Ride	22	\$2,000-\$3,000
	Lucas Bus Ride	16	\$1,600
W. F. Mangels Co. 2875 West 8th St. Brooklyn 24	Kiddie Galloping Horse Carrousel	30	\$4,000
	Kiddie Roto-Whip		\$2,250
	Kiddie Speed Boats		\$2,150
Miniature Train Co. 1132 North Cullen St. Rensselaer, Ind.	Miniature Train (G-12)	15-20	\$2,985
	Miniature Train (G-16)	48 adults	\$12,500
	Standard line of miniature rail- road accessories		
National Amusement Device Co. Box 498 VAF Dayton 7, O.	Century Flyer (Miniature Train)	110-220	\$5,000 to \$9,000
	Comet Jr. (Miniature Roller Coaster)	12-24	\$14,000 to \$18,000
	Kiddie Ferris Wheel	12	\$1,975 to \$2,125
	Pony Cart Ride	10-20	\$3,000 to \$4,600

See KIDDIE RIDE MANUFACTURERS on page 118)

the Orbit Junior, a miniature of the company's major unit, Wayland D. Keith, owner, announces. The junior model will have a capacity of 16 and sell for approximately \$3,500.

A new-type kiddie buggy ride featuring galloping horses is now being developed by the W. F. Mangels Company, of Brooklyn. It will be ready for spring delivery, according to W.

F. Mangels, firm president.

The Big Hitch, with a capacity of 25 and costing \$3,600 and up, is now being developed by the Excelda-Ohio Company, Cleveland.

Lee U. Eyerly, of the Eyerly Aircraft Company, Salem, Ore., reports that his firm is now building the Midg-o-Racer, which features authentically designed miniature racing

cars with semi-steering control, and the Kid-o-Plane, miniature jet planes with combination arm and cable suspension, elevation and rotation control.

Constable's Kiddie Rides, Fountain City, Ind., is planning a sail boat ride that will operate on runson track and feature real sails, L. T. Constable announces.

Close-Ups:

Energetic Rosenthals Created A Model Funspot in Palisades

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

ALMOST 40 years ago Jack and Irving Rosenthal pooled their energies, of which they had an overabundance, and their resources, a meager \$50 which they borrowed in partnership, to get into the fringes of the amusement park business. Today the Rosenthals own and operate Palisades Amusement Park, a model layout on the New Jersey side of the Hudson River and across from Manhattan's millions of potential patrons.



JACK ROSENTHAL

Palisades is among the prettiest, and certainly one of the busiest, fun-spots in the country. When the Rosenthals acquired it only 15 years ago, Irving recalls that it was "dilapidated and losing \$80,000 a year." The brothers used one of their best talents, a knack for showmanship, to draw crowds to the funspot and used profits lavishly for expansion and embellishment.

Before the brothers reached their teens they were faced with making a living. There were eight children in the family and their mother was faced with their support from the time their father died the week before Irving was born.

Borrowed \$50

When Jack was 12 and Irving only 10 they borrowed \$50 to open a souvenir concession on Tilyou's Pier, Coney Island, N. Y. The variety of their stock was limited to pails and shovels. Merchandise had to be secured on consignment and it took first-rate salesmanship for the brothers to convince jobbers that their youth didn't necessarily bar them as good credit risks.

At day's end the brothers were afraid to leave their unsold merchandise on the pier. They packed the stock into cartons, lugged it home and stored it under their bed. Usually, four trips were required each night and morning.

\$1,500 Profit

"We were the biggest pail and shovel sellers at the beach that year and made more than \$1,500," Irving says. "It wasn't long before we figured out

**CARNIVALS, PARKS, RIDE OPERATORS
TOP MONEY
KIDDIE RIDES**

New U-Drive Jr. Jeeps • Roto-Whirl • Carnival and Truck Mounted Model Rides • Jr. Jeep Demonstrator, Special, \$1,800 Delivered.
COAST TO COAST MFG. CO., INC.
137 Atlantic Avenue Manasquan, N. J.



IRVING ROSENTHAL

how to engineer maximum sales. Two excursion boats came in daily from New Jersey. I stood at the end of the pier and handed each child a pail and shovel. Jack stood at the other end of the pier and collected five cents from the parents as they passed him. We didn't miss many sales because by the time the kids got to Jack they

(See *Energetic Rosenthals*, page 114)

**36 PASSENGER
8 Wheel Drive
TOM THUMB
STREAMLINER**
(Portable)

America's Finest, Fastest, Most Economical.
CLARK MFG. CO. BRADENTON, FLA.



**NEW STURDY ATTRACTIVE
PORTABLE KIDDIE AUTO RIDE**

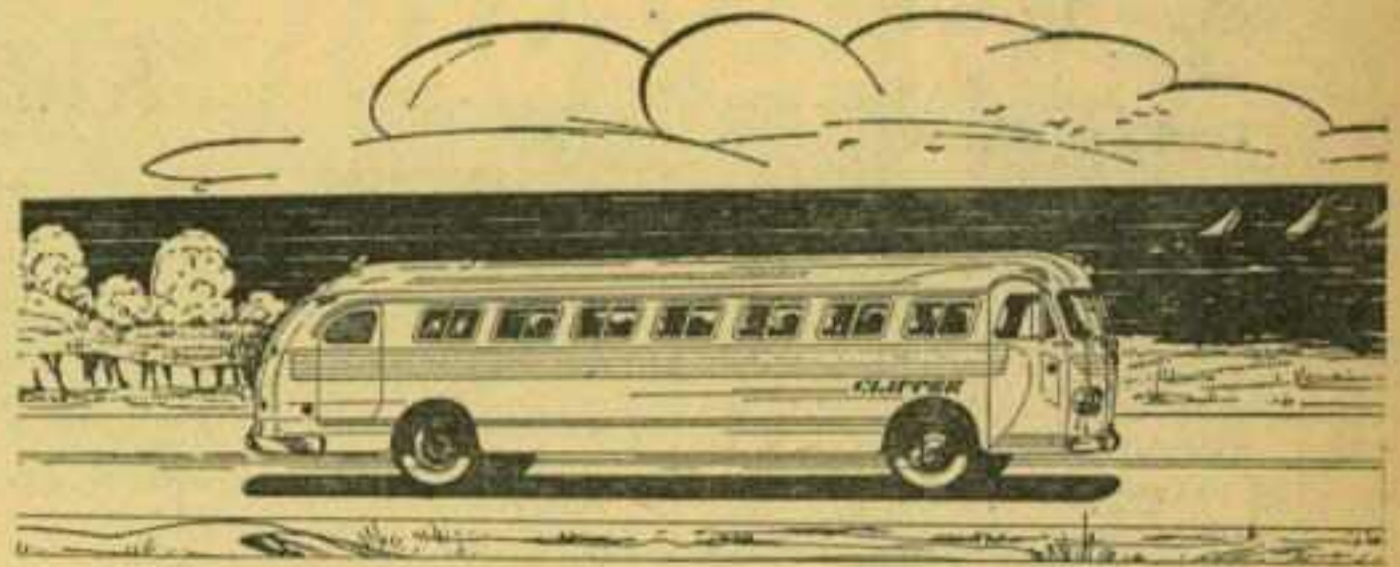
20' dia., all steel, welded construction. Cars ruggedly built, ball bearing wheels, 50" long. Center of Ride covered with striped canvas for looks and safety. Choice of 3 types of cars: Regular Jeep, Fire Jeep, and Midget Auto Racer. Entire Machine weighs approx. 2,500 lbs. and can be dismantled in 30 minutes, set up in about one hour. Details on request.
Price without tent tops: Ten Car Ride, \$2,250; Eight Car Ride, \$1,850

WILLIAMS BROS.' RIDES

BOX 212

LANSING, KANSAS

CUT YOUR TRAVEL EXPENSES!



OWN YOUR OWN FLXIBLE COACH

Economical Flexibles are now serving:

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Reduce those travel bills while eliminating public transportation schedules. Comfortable, easy-to-drive models are available in 21 to 37-passenger capacities. Special interiors supplied to your specifications. Convenient terms may be arranged.

Write Today for Prices on New and Reconditioned Flexibles.

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THE FLXIBLE COMPANY, Loudonville, Ohio



The TILT-A-WHIRL Ride

Now the leading Flat Thrill Ride on Midways All Over America

A cordial invitation is extended to all our many friends and customers to visit us at Booths Nos. 5 and 6, Main Exhibit Hall, during the Parkmen and Showmen convention at the Hotel Sherman, Chicago, beginning November 27.

SELLNER MFG. CO. Faribault, Minnesota

SHOWBIZ KNOW-HOW TURNS TRICK

Canvasmen Provide Top in Remote Aspen, Colo., That Licks Many Problems, Delights Musicians and Suggests Similar Usage for Other Events

SHOW business know-how came to the aid of the Goethe Bicentennial Convocation and Musical Festival this summer at Aspen, Colo. It was experienced canvasmen who played a major part in devising a physical set-up to house the convocation-festival. Multiple problems were faced in erecting an adequate structure for the Aspen event. The site was remote. Moreover, its high elevation, some 8,000 feet above sea level—in a cow pasture, free of protective windbreaks—made it subject to extremely high winds, while the possibility of rainfall, normally heavy in the area, posed an added problem.

Acoustically, the tent or structure had to be designed to give flawless effects, inasmuch as many world-famous intellectuals, including the celebrated, soft-spoken Albert Schweitzer, were to speak, and Dimitri Mitropoulos' Minneapolis Symphony Orchestra was to play.

Hailed by Architects Mag

What these canvasmen devised, in collaboration with architects and lighting, acoustical and color experts, suggests more widespread uses of big tops, as the authoritative *Architectural Forum* points out. This magazine, in its September, 1949, issue, devoted two pages to the big top at Aspen, terming it "a demonstration of how any large, once-a-year assembly may be accommodated at a minimum cost in a home of its own." The entire physical set-up cost \$55,000, including the tent which cost \$15,000 and the 23 by 100-foot frame building which contains dressing rooms, toilet facilities and connecting storage space.

The United States Tent & Awning Company, Chicago, was called into consultation by the architects. Drawing upon their knowledge and experience, representatives of the Chicago firm designed a tent not unlike the one used by the Circo Atayde Hermonos, Mexico City, and the one recently completed for the Circo Razors of Havana, Cuba.

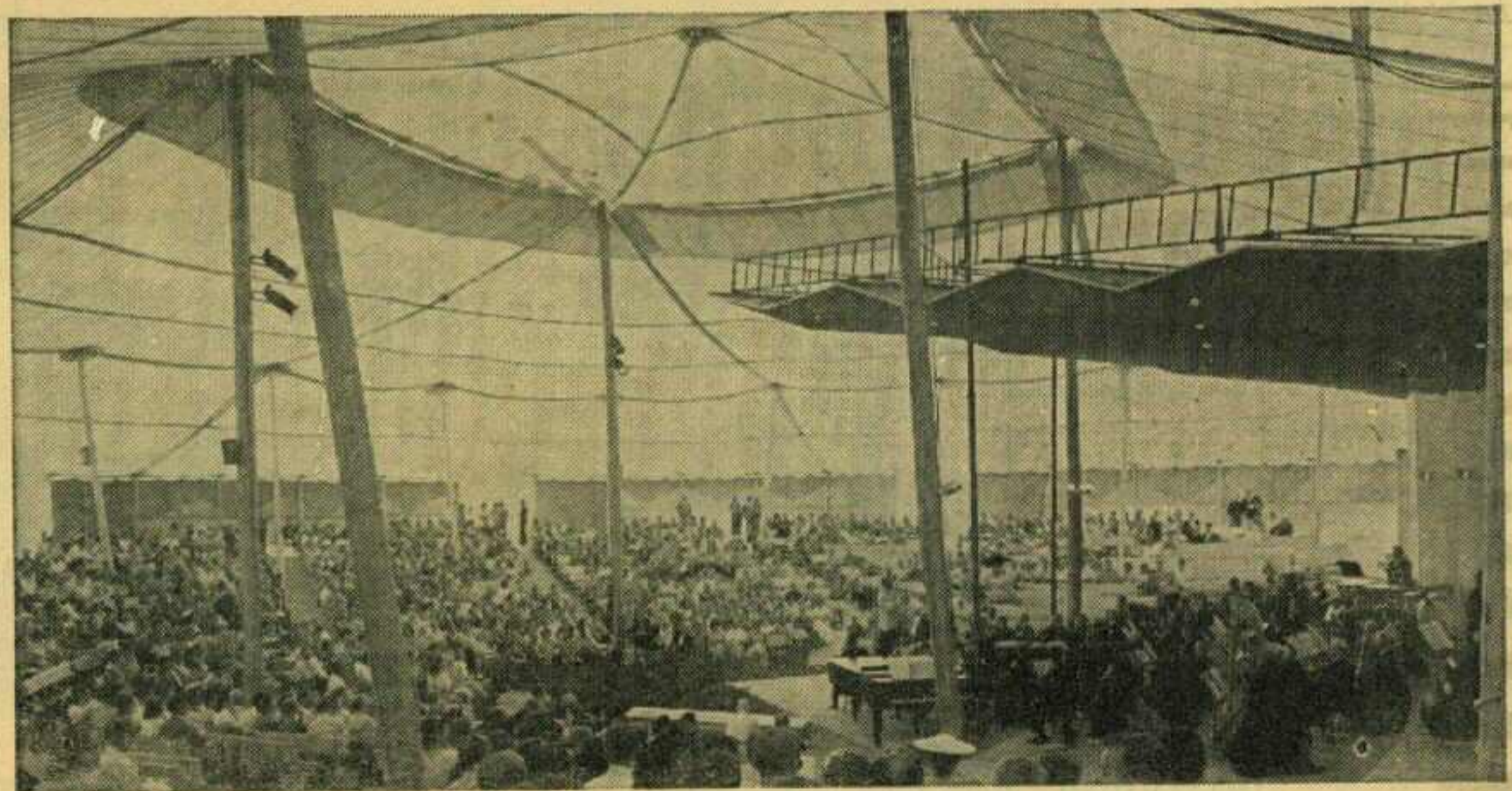
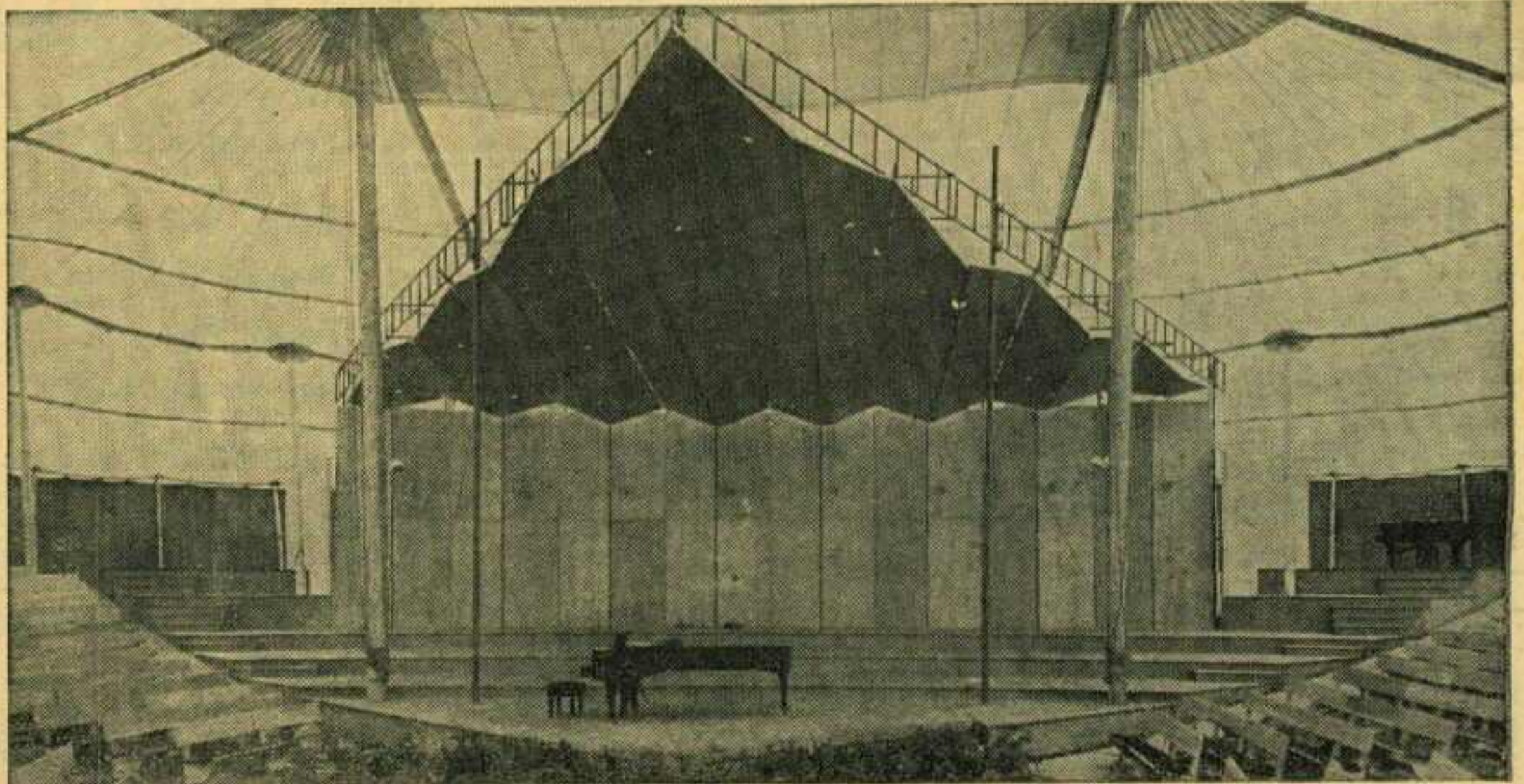
Expert on Scene

The top was made of 31 inch 1.9 twill, a specially prepared material used by many for large circus tops. The sidewalls were fabricated of 2.5 drill.

Charles (Pearly) Houser, a veteran member of the U. S. Tent & Awning staff, supervised the erection, maintenance and dismantling of the top. Houser, drawing upon his more than 50 years experience in outdoor show business, proposed and executed a highly effective method of lighting.

A semi-dark effect was desired so that spotlights could be played on the artists and speakers. Houser mounted five floodlights atop each of the four center poles, with their beams directed to shine thru the top canvas. This permitted enough light

"One of the greatest thrills of my life was to play music under this . . . tent which I consider one of the great successes of our times, acoustically and esthetically . . . this system should be adopted everywhere."—DIMITRI MITROPOULOS, Conductor, Minneapolis Symphony Orchestra.



TOP USED AT THE GOETHE BICENTENNIAL CONVOCATION and Musical Festival at Aspen, Colo., suggests adaptation for other outdoor events. Vision was obscured from only six of the 2,600 seats, acoustics were excellent and unusual lighting was achieved.

to penetrate the tent to enable patrons to find their seats, and at the same time giving a pleasant glow to the interior.

This method served more than the one purpose. It not only eliminated light heat under canvas, but also illuminated the area around the outside of the tent. This last proved valuable, as the parking lot and entrance gate were spotted some 300 feet from the tent, to avoid disturbing the program, and the lights mounted from the top's poles reduced the need for auxiliary parking and entrance lights.

To achieve the best sight lines be-

tween the audience and performers, the stage was built in an 8-foot deep bowl dug in the pasture. The excavated earth, piled around the lower rim, served to elevate the seats and at the same time blocked outside noises. A cluster of bushes set around the bandshell provided a restful, decorative quality and acted also as a draining system when the tent was not up. A hard floor of macadam was then laid.

The tent was erected so that only six out of 2,000 seats were blocked by center poles. Flame proofing the canvas added only 20 per cent to its weight.

Tests by acoustical experts revealed that the shape of the tent was ideal, but the canvas had a high absorption coefficient for low-frequency sounds and reverberation time in the tent would be lower than desired for orchestral music. To remedy this, a bandshell of $\frac{3}{4}$ inch plywood was built, with a 16-foot rear well "accordion pleated."

Tangerine sidewalls for the tent with a white top was used at the urging of color experts. This scheme contrasted with the dark green of the surrounding mountains. The wood bandshell, masts and benches were in natural color, trimmed with blue and orange.

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**U. S. Tent & Awning
Named Sole Trade
Kolite Distributor**

CHICAGO, Nov. 19. — The U. S. Tent & Awning Company, this city, has been appointed sole outdoor show trade distributor of Kolite, latest development in illumination for outdoor shows, swim pools and exhibitions. Appointment was made by Kolite, Inc., and Lawter Chemicals, Inc.

A showing of Kolite and the Luvalite fluorescent paint used in the treatment will be made by the Chicago canvas firm at the outdoor convention in the Hotel Sherman, Chicago. Sid Jessop and George Johnson, who will be on hand for the U. S. Tent & Awning Company, maintain that Kolite will revolutionize lighting for outdoor show business. They point out that Kolite displays can be seen at night from great distances and that this will prove a boon to the outdoor trade, including even circuses and ride operators.

KALBUS DROWNS

(Continued from page 50)

dent of the Wisconsin Association of Fairs for three terms.

His death came when the boat, in which he and his brother-in-law, W. L. McKillop, were fishing, was overturned by high waves. Attempts at rescue were thwarted by five-foot waves and both were drowned.

Kalbus was a member of the Madison Masonic lodge.

Surviving are his widow, a daughter, Betty; a sister, Ida Kalbus, and four brothers, Fred, Henry, Louis and Frank.

Weyburn Rodeo Dates Set

WEYBURN, Sask., Nov. 19.—The Junior Chamber of Commerce has set July 26-27 as dates for the 1950 rodeo.

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Al Sweeney Sees More Auto Races At 1950 Fairs

CHICAGO, Nov. 19.—An increase in the number of auto racing days at 1950 State fairs was predicted here this week by Al Sweeney, who with Gaylord White heads National Speedways, Inc. Sweeney said several fair execs already have indicated they would give auto racing a bigger play next year since big car racing in 1949 has accounted for increased afternoon grandstand attendance.

The org presented 40 meets in 15 States under the International Motor Contest Association banner. Of these, two were stock car races and 12 were still dates. For the third straight year, there were no fatalities, Sweeney added.

Attendance Holds

Racing at Sedalia, Mo., Des Moines and Lincoln, Neb., this year yielded gates which topped 1948, Sweeney said. The Sweeney-White org played host to drivers, officials, newspapermen and radio men at a party in Shreveport the night following the final race meet of the season. Awards were made to leading 1949 drivers at the dinner.

Frank Lupto, Detroit, who won 38 features and set 25 new track records, was awarded the circuit trophy. Deb Snyder, Kent, O., and Bobby Grimm, Indianapolis, who finished in that order behind Lupto, were given bonus checks and Stanley Calloway, Miami, received a check as the year's most improved driver.

Sweeney and wife, Bernice, returned to Chicago this week from a two-week vacation in Hot Springs. His partner, Gaylord White, is vacationing in Mexico with his wife, but will be in Chicago for the outdoor meetings.

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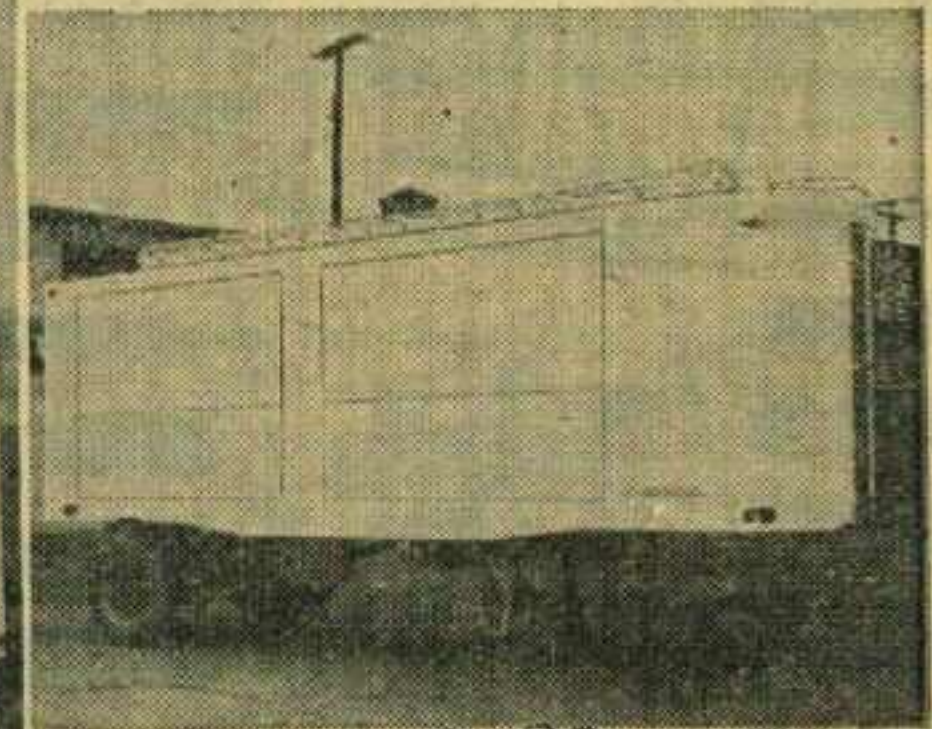
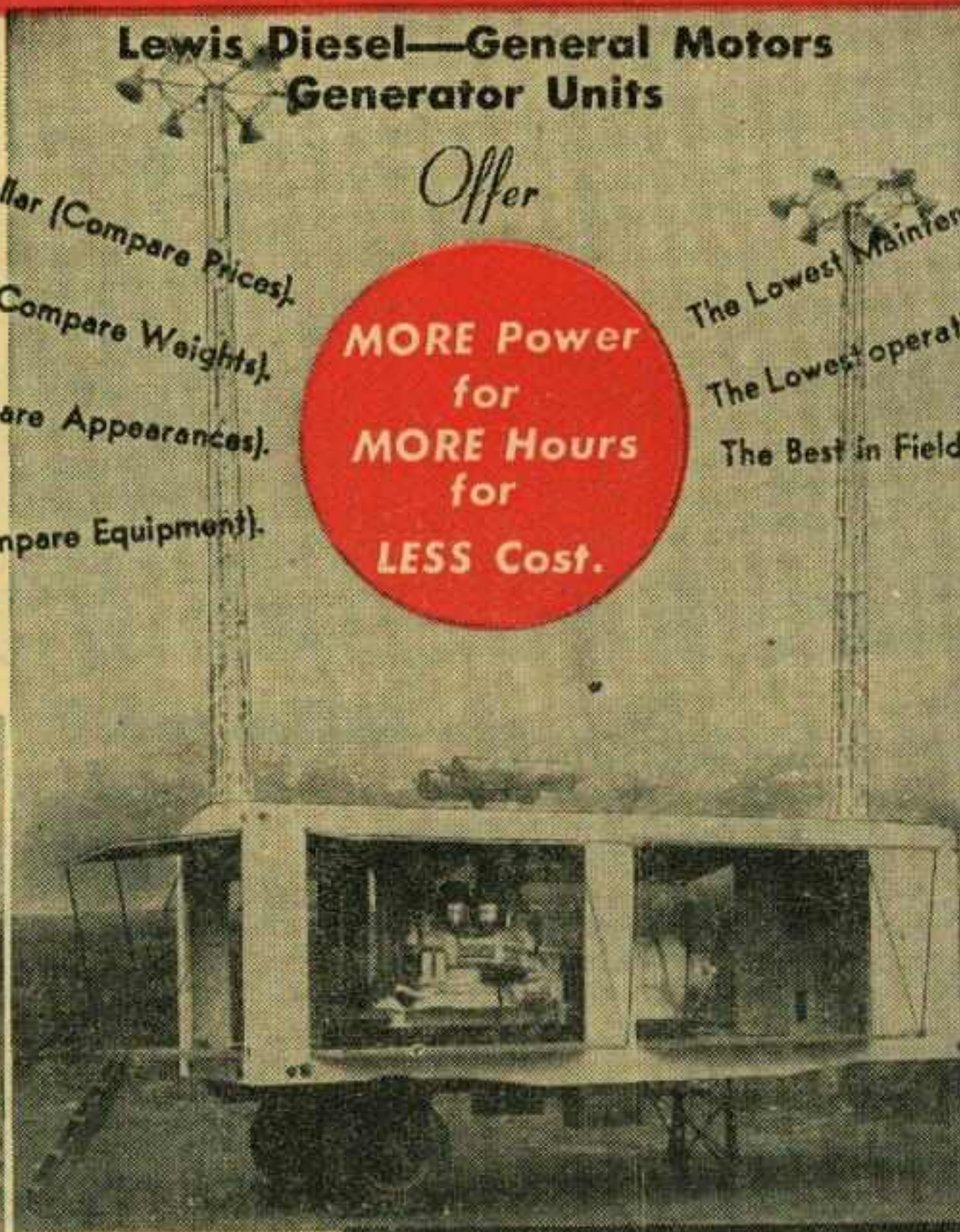
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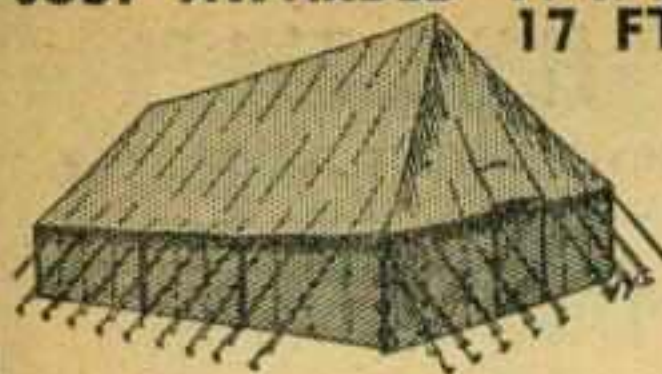
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Looking for Outdoor Show Folk? You'll Find 'Em in Hot Springs

By Virginia Kline

HOT SPRINGS, Nov. 19. — Just about everybody in outdoor show business has been, or still is, here. Jackies are cut up every hour of the day and night.

I left Salem, Ore., Tuesday (1) on my trip here. I had a stopover in St. Louis and took a quick trip up to the International Showmen's Association rooms to see who was around. Things were quiet. After a few minutes there, I decided to move on. Leaving, I ran into Mr. and Mrs. C. H. Alton. The Altons informed me they were on a cross-country drive to New York,

with many stops en route to visit relatives and show clubs. Alton is president of the Regular Association Troupers, Los Angeles, and he visits every club he comes across. I dined with the Altons at the Mayflower Grill and we talked show business all the time.

Had Your Bath?

At this writing I have been in Hot Springs about a week, which is just long enough not to get mad when greeted with, "Have you had your bath yet?" Makes you wonder sometimes if they can tell when you haven't had a bath!

The Hot Springs Showmen's Association is the center of everything, insofar as the visiting showfolks are concerned. The club is centrally located. There are plenty of comfortable chairs and always someone around to make you feel welcome. There is bingo twice a week, with Harry Weiss presiding, and some new angles to interest even the showfolks. Card tables are all around and there's always someone to play your favorite game, which means anything from hearts to canasta.

Many circus folks are here. Bill Wilcox, with Jackie's mother, Mrs. Lucy Jackson, all here for the first time; Mr. and Mrs. Regan and J. A. Gephart of Dalley Bros.' Circus, to mention a few.

Baysingers on Hand

I saw Mr. and Mrs. Al Baysinger, who will remain here as long as the weather is mild and then plan to head for Florida. Mr. and Mrs. Clayton Holt have their daughter, Sharon, in school so are vacationing. Mr. and Mrs. Dwight Bazinet go fishing every day with Dwight's dad. Leona Crowe and Peggy Reynolds are in there for bingo sessions each week at the club.

Daisy Hennies and Viola Fairly busy getting the kitchen ready for the weekly feeds. . . . John Gallagan and Noble Fairly waiting at the club door for Herb Shive to arrive with fuel for more jackpots. . . . Joe Murphy and Chuck Moss here from Dallas, representing the State Fair of Texas, for the baths. . . . Johnnie and Marie Obluck teaching a class of canasta.

Tony Can Scream

Tony McDonald, the sheik of Main Street, screaming over a heart game, while Mrs. Bertha Dutcher, the big hearted landlady of Cedar Street, tells how she got the Chamber of Commerce to grant her some special concessions. . . . Bill Naylor taking the baths and entertaining everyone with his British accent. . . . Mr. and Mrs. Charlie Weaver making frequent appearances at the club. Weaver, with his son, Don, have the jewelry for the showfolks. . . . Mr. and Mrs. Marshall Pervis enjoying every minute of the visit with the travelers. Pervis is the club's lawyer.

Mr. and Mrs. Richard Batt, Pontchartrain Beach, along with Mrs. Batt's mother, represented the park owners here. . . . Paul Parker of Leavenworth, Kan., is the only manufacturer I've seen so far.

Fairlys Welcome All

The Noble Fairly home, where I am staying, is the melting pot for all news, telephone calls and meetings, along with the clubrooms. The Fairly door is always open and the coffee pot is always on the stove. . . . Certainly enjoyed the tour of Harry and Alice Hennies's home. Harry was busy making some small reports and doing a bit of painting when I was there. But he pointed out that his car is ready on a minute's notice if someone mentions a fishing trip.

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CHICAGO 22, ILLINOIS

Capital Midway Post Still Open

(Continued from page 50)

special consulting historian. Zee's role as entertainment chief will center largely around pageantry in connection with the Freedom Fair's role in the capital's annual Cherry Blossom Festival and in connection with the fair's symphonic drama to be staged nightly at an amphitheater which will be constructed in Rock Creek Park.

650G Allotted

The commission at a meeting this week allotted \$650,000 for an immediate start on operations, including \$100,000 for staging, costuming and salaries for the symphonic drama, which is being written by playwright Paul Green. The commission, as anticipated, earmarked \$300,000 for the permanent amphitheater, work on which will be started soon and is supposed to be completed June 15. Also the commission appropriated \$50,000 for a movie on the founding and development of the nation's capital.

Sesqui officials, in explaining the new appointments, emphasized that numerous key roles have yet to be filled in planning for the wide-scale outdoor activities of the fair, which will last at least two seasons. For instance, while the title of musical director will be held by Professor Stewart of Purdue, he will be director not of professional music activities at the exposition, but only of the fair's music festival which will be highlighted by concerts by non-pro performers and aggregations.

Stewart, in taking over his new job, said he envisioned "a musical demonstration wherein every possible phase of America's music culture will be spotlighted by the Freedom Fair." He said he plans to see "co-operation from every high school band and choral group in the country." The appearances of civic, school, industrial and club music groups from all parts of the nation at the fair is seen sure to enhance the drawing power of the exposition, and some officials now figure that an estimated 15,000,000 fairgoers for

Arcade Feature

CHICAGO, Nov. 19.—A special feature on the outlook for the arcade field in the coming year, which will be of interest to outdoor showmen, will be found on the first General Coin Machine page of this issue of *The Billboard*. Feature, titled *See '50 Nifty for Arcades*, answers one of the most important questions in this field today, "What are the prospects for new types of arcade equipment in 1950?"

the two-year run may be conservative.

The commission's working staff is being rapidly expanded in the headquarters at 14th Street and Pennsylvania Avenue, N. W., and it is certain that ground-breaking ceremonies for the fair will take place considerably in advance of January 1.

BARTLETT TOASTMASTER

(Continued from page 50)

Littleford Jr., Herb Pickard, Sam Stratton, Leonard Traube and Gaylord White. Program committee: John Lempart and Jack Kaplan.

The SLA President's Testimonial Dinner will be held Sunday (27), also in the Grand Ballroom of the Sherman, with dinner served at 7:30 p.m. Tickets for members and non-members alike will sell at \$5, and will go on sale at the SLA booth starting at 9 a.m., Sunday.

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Out in the Open

Joe and Al George, after giving their new merchandise game, Electric Tic Tac Toe, a season's work-out at a choice location on Surf Avenue, Coney Island, are putting the game on the market and have completed arrangements for its production at their plant in Brooklyn. . . . **Max Tubis**, concessionaire, and Mrs. Tubis have returned to New York after several weeks in Hot Springs. . . . **Bill Green**, tub thumper of Polack Bros.' Eastern Unit, got a windfall of publicity for the show in the Utica (N. Y.) Observer-Dispatch of October 30, the paper devoting a full page to pictures of performers and animals. . . . **Vic Horwitz**, **Harry Stahl** and **Jack Dickstein**, respective managers of Motor City, Eastwood, and Edgewater parks, Detroit, plan to attend the outdoor convention in Chicago November 27-30.

led an enthusiastic student body which attended the North Carolina-Notre Dame game in New York Saturday (19). . . . **Allan Gilbert**, girl show producer, is back in New York after trouping with the Johnny J. Jones Exposition.

Sam Holman is back in Tampa managing the affairs of his ride manufacturing biz after a business tour. . . . Publicist **Glenn Ireton** is in Washington. . . . **George A. Hamid** attended the Winter Fair and Horse Show in Toronto last week. . . . **Frank Bergen**, general manager, and **Bucky Allen**, concession manager of World of Mirth Shows, spent last week-end in Ottawa.

Norman Y. Chambliss, manager of a string of North Carolina fairs, is in New York to attend the National Showmen's Association banquet and ball. His son, **Joe**, head cheer leader at the University of North Carolina,

New Orleans Skeds Exposition for '50

NEW ORLEANS, Nov. 19.—New Orleans joined the nation's parade of fairs for 1950 this week, with the announcement that an event called the Mid-Century International Exposition, will be held in the Municipal Auditorium, September 15-October 15.

The fair, in conjunction with an automobile show, will have a small midway located in Bearegard Square.

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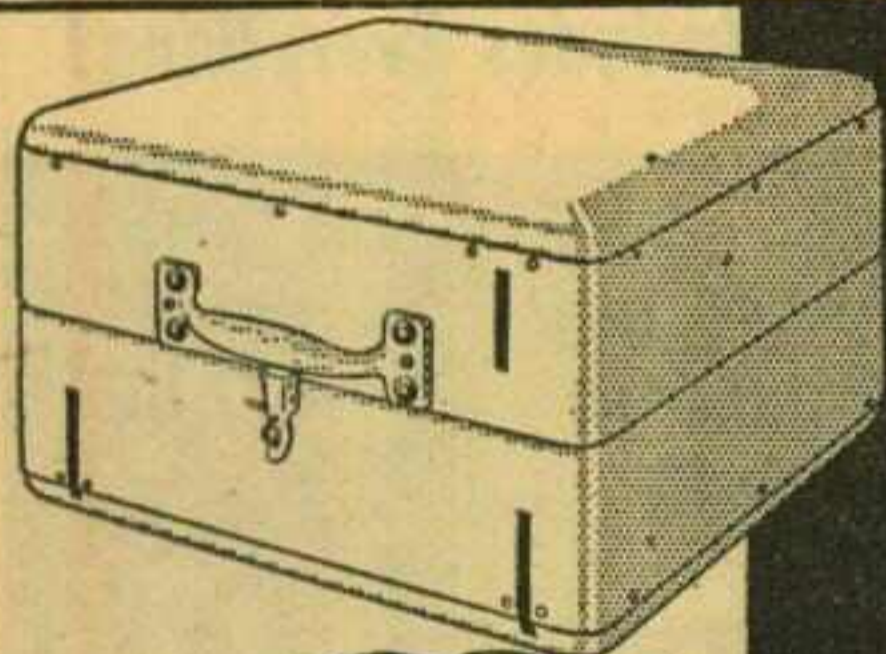
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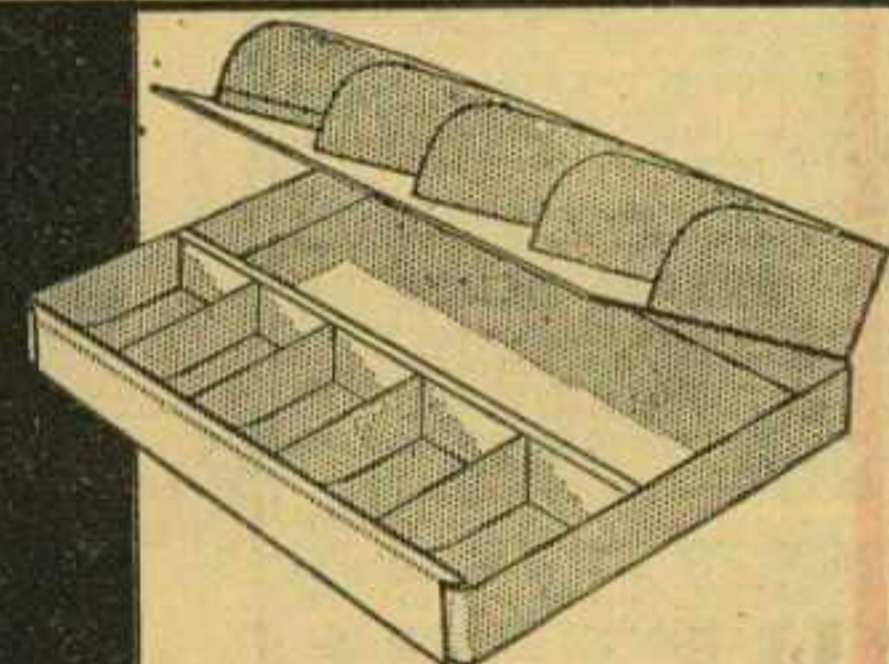
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A PORTABLE CASH AND TICKET BOX



OUTSTANDING FEATURES

- 1 When lid is closed, cash and currency are locked in respective compartments.
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- 3 Secret storage beneath the currency section.
- 4 Change is available in five large individual compartments.
- 5 Two large rolls can be inserted in the lower section of the Karry-Cash Box.
- 6 Cover is removable. May be used to receive canceled tickets through slot or as extra storage space if desired.
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- 1 Eliminates obsolete methods of dispensing tickets and cash.
- 2 One seller can do the work of two.
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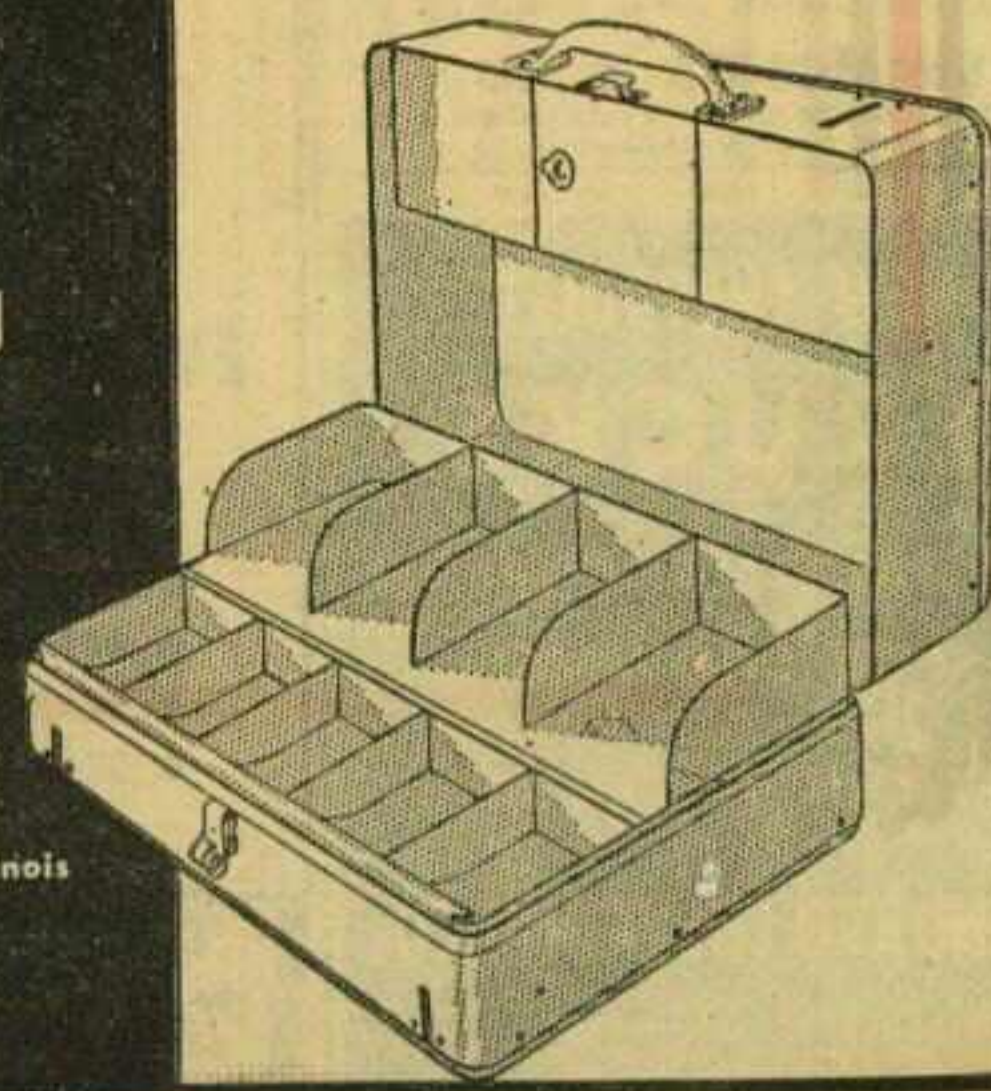
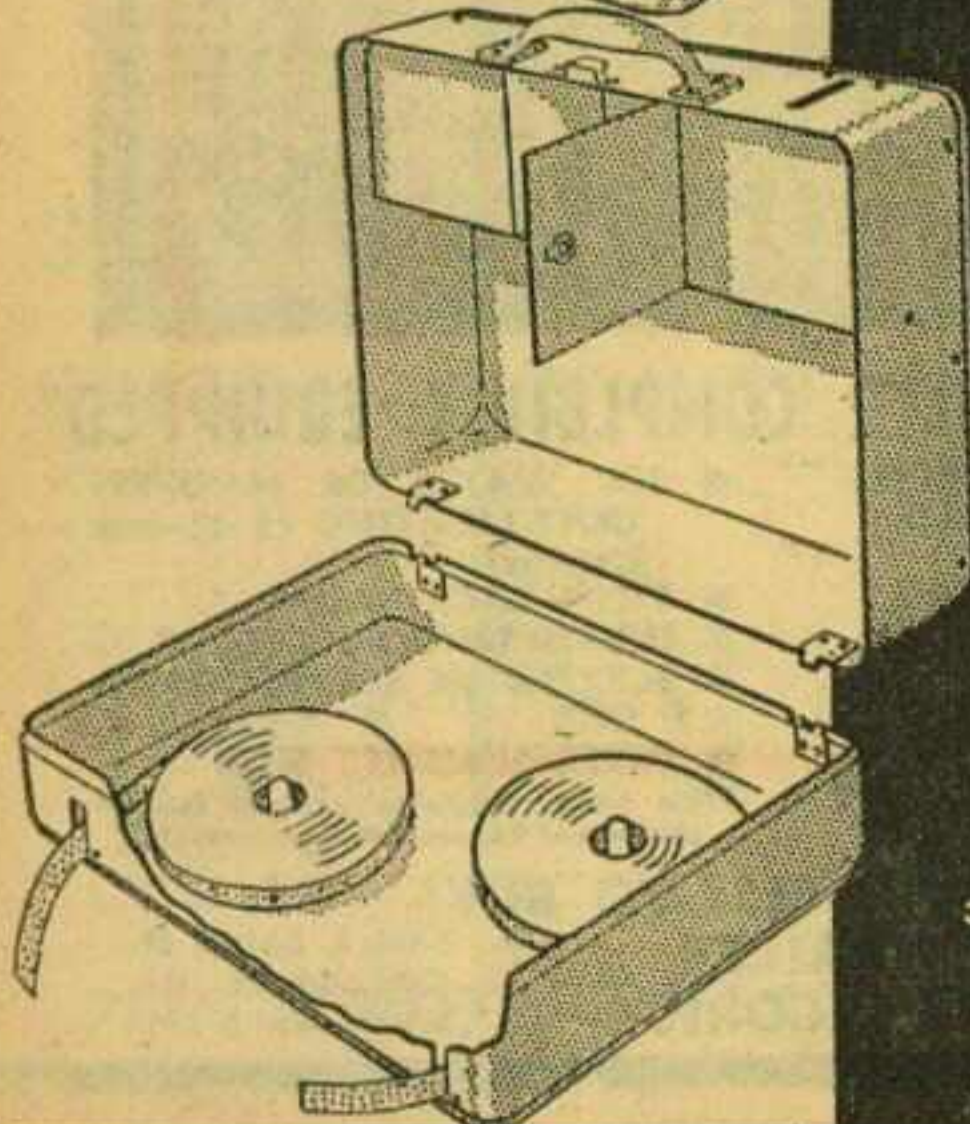
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| No Chains | No Belts | Speed 45 Miles per Hour. |
| No Cables | No Straps | Tube automatically roll on side when under way. |
| Nothing To Wear Out | | |

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STILL-DATE FACILITIES

ALABAMA

Birmingham, Alabama State Fair

GRANDSTAND CAPACITY: 10,000.
PADDOCK CAPACITY: 1,000. Plant is rented for big car races, midget auto races, thrill shows, rodeos, motorcycle races, circus show lot.
1949 STILL DATES: Auto races, thrill shows, motorcycle races, Wild West Show, circus.
R. H. McINTOSH: Secretary, Alabama State Fair, Birmingham.

CALIFORNIA

Dixon, Solano District Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot.
COLISEUM (INDOOR ARENA) CAPACITY: 1,000. Coliseum available for rental for dances, stagshows, trade shows.
1949 STILL DATES: Rodeo, horse show,

motorcycle races (many fall dates open).
PATRICK T. McCARTHY: Secretary, P. O. Box 264, Dixon, Calif.

Lakeport, Lake County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,000. Size of race track, quarter-mile. Track is equipped for night racing. Plant is rented for midget auto races, thrill shows, rodeos, motorcycle races, carnival show lot.
COLISEUM: Exhibit Hall, available for rental for dances, rodeos, ice shows, trade shows.
1949 STILL DATES: 4-H Exhibit Day, Spring Flower Show.
C. P. LEWIS: Rental Agent, Lakeport, Calif.

McArthur, Inter-Mountain Fair

GRANDSTAND CAPACITY: 664.
BLEACHER CAPACITY: 400. Size of race track, three-eighths mile. Plant is rented for thrill shows, rodeos, carnival show lot.
GEORGE INGRAM: Rental Agent, McArthur, Calif.

Madera, Madera District Fair

GRANDSTAND CAPACITY: 1,240.
BLEACHER CAPACITY: 1,260. Size of race track, half mile. Plant is rented for rodeos and horse races.
(See Still-Date Facilities on page 101)

See H. Vernon Smith at Chicago Convention

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To bring you information on America's finest line of show paints, including famous **HARDCOTE** all-weather gloss finishes.

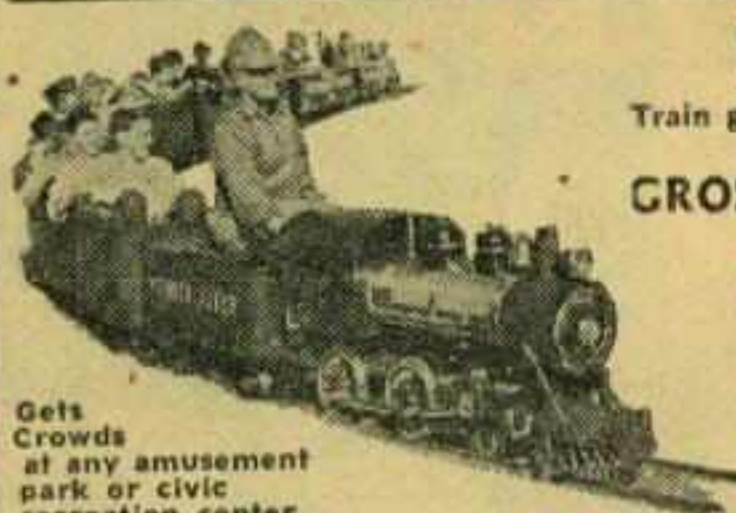
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Talent Topics

Following a five-month stand at San Francisco Park and Zoo, Lamont's Cockatoos and Macaws have moved into the San Diego Park

and Zoo where they are booked indefinitely. . . . After closing 10 weeks of nitery dates at the Three Deuces, Pittsburgh, Lily Marlene, is en route to Miami's Jewel Box for an eight-week stand. Lily stopped for a visit with Toni Lee on Prell's Broadway Shows and also enjoyed visits with Dimples and Georgetta Vaughn.

Sam Howard and his Aqua-Thrills, currently at the Sorento Hotel, Miami Beach, Fla., recently made the unit's 42d newsreel. Included in the shots were Janet Martin, June La-Rose, Tony Fernandez and Barney Cipriani.

Margaret Farkum and her lions, bears and goats have replaced the Helen Harvey Girls as the free attraction on the C. A. Stephens Shows. Her husband, Bill, who had a lion act on Shan Bros.' Shows this season, visited her at Elberton, Ga. . . . Cy Riter, who closed his season in Safford, Ariz., arrived at his home in California in time to use two of his comedy cars in the Anaheim Halloween Parade.

Tom Quincy reports that he is framing a new diving act that will feature two, and possibly three, girls.

Jean, Jack and Judy, two fems and a man in an unusual acro melange, give a circus touch to the new bill at the Palace, New York. . . . Pallenberg's bears are on the eight-act vaude bill at the RKO Palace, Rochester, N. Y. Toni, the monkey girl, and the Novellos, novelty ladder act, after playing Orrin Davenport's Shrine Circus date at Duluth, Minn., are working the Davenport Shrine date at Rochester, N. Y. . . . Marcus Troupe (5), jugglers, and the Two Adams, Danish bike act, played a three-day vaude stand at the Civic Theater in Portland, Me.

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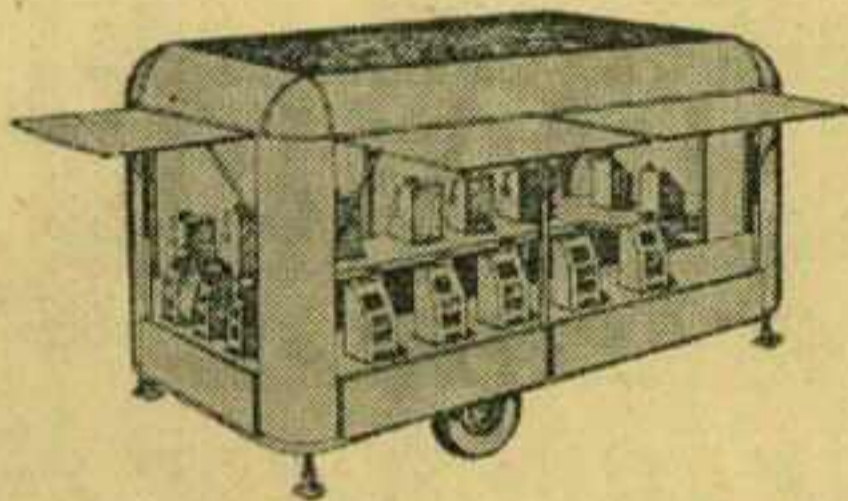
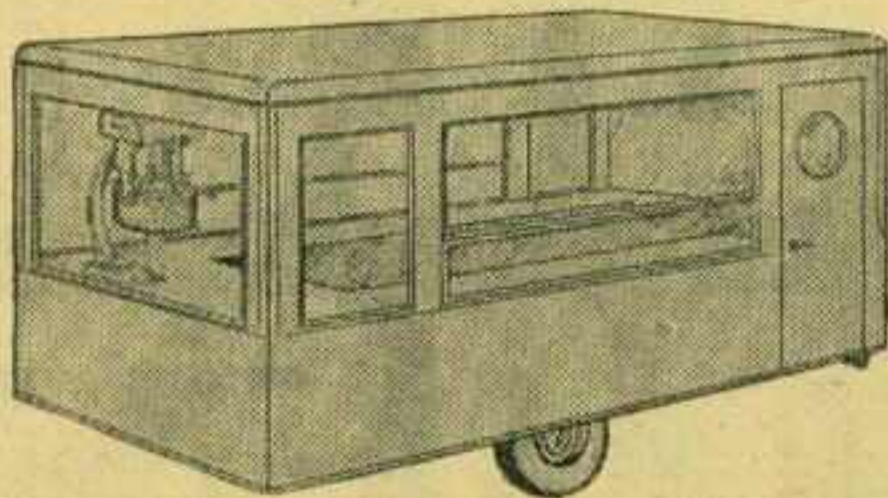
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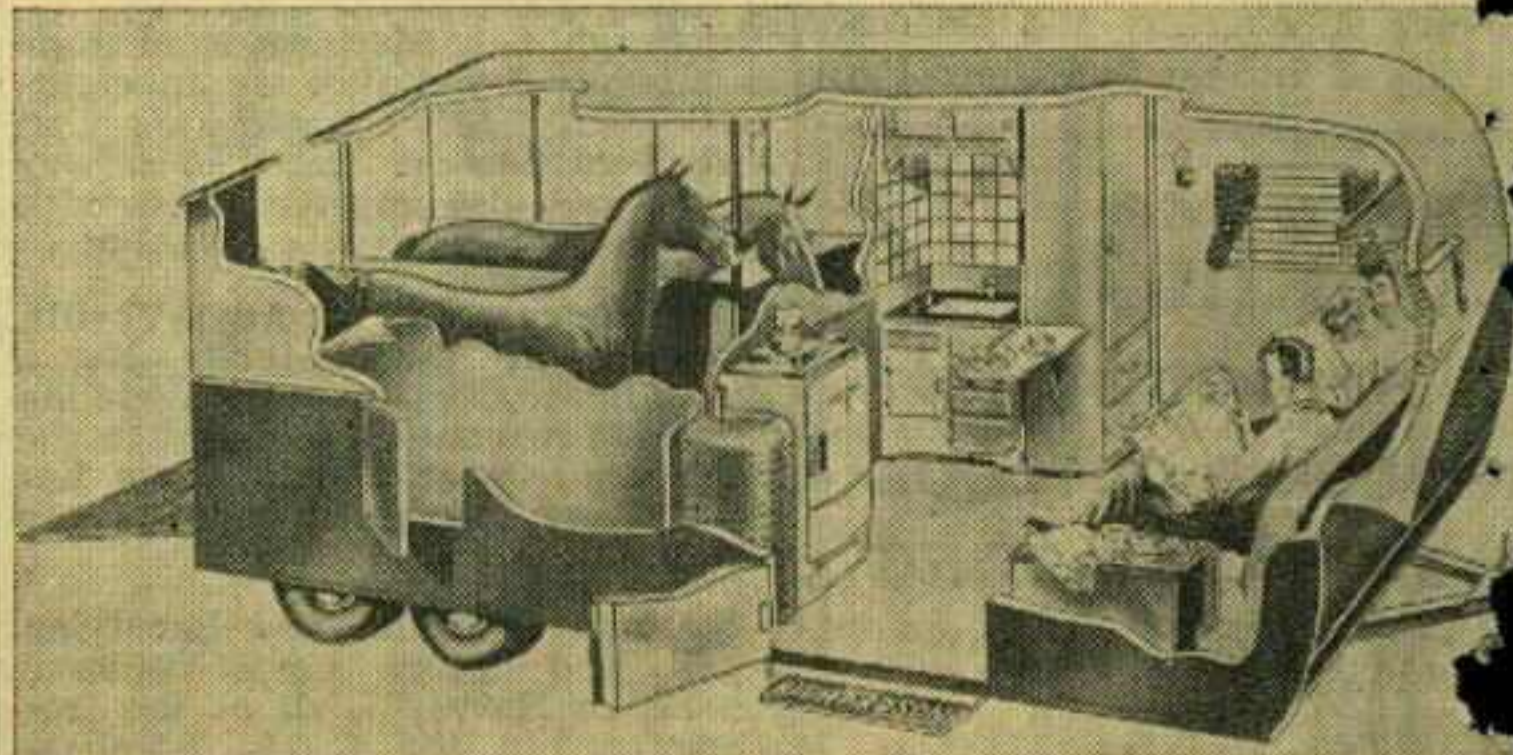
Is IDEAL for the Showman who wants to know for HIMSELF what his CASH ON HAND should be and what he has MADE OR LOST. AMUSEMENT OPERATORS REPORT develops this information from your WEEKLY REPORT figures. A 30 weeks' supply of these forms with binder and photostatic copies of worked out examples for \$6.25, CASH WITH ORDER.

Show Business **FORMS** Company

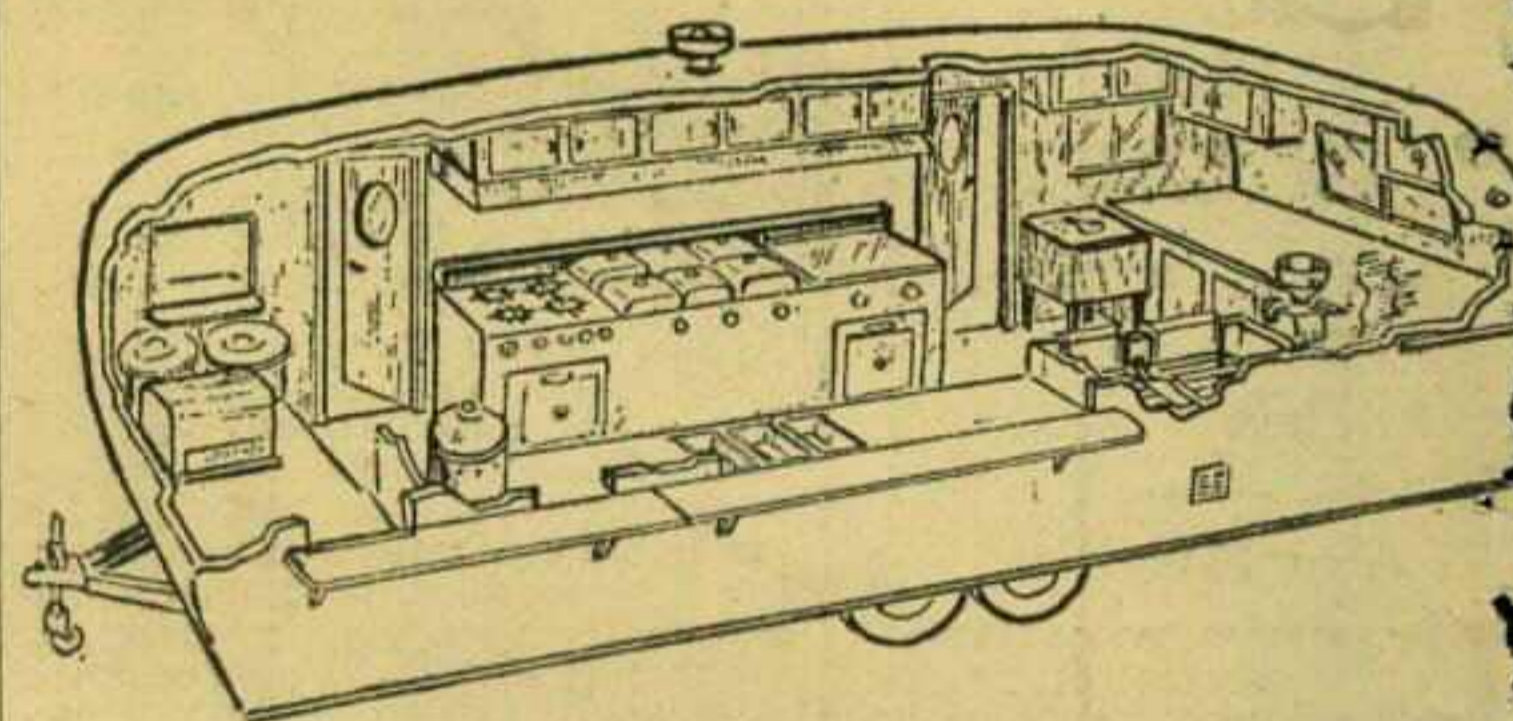
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Trailer Manufacturers Pitch To Outdoor Biz With New Units



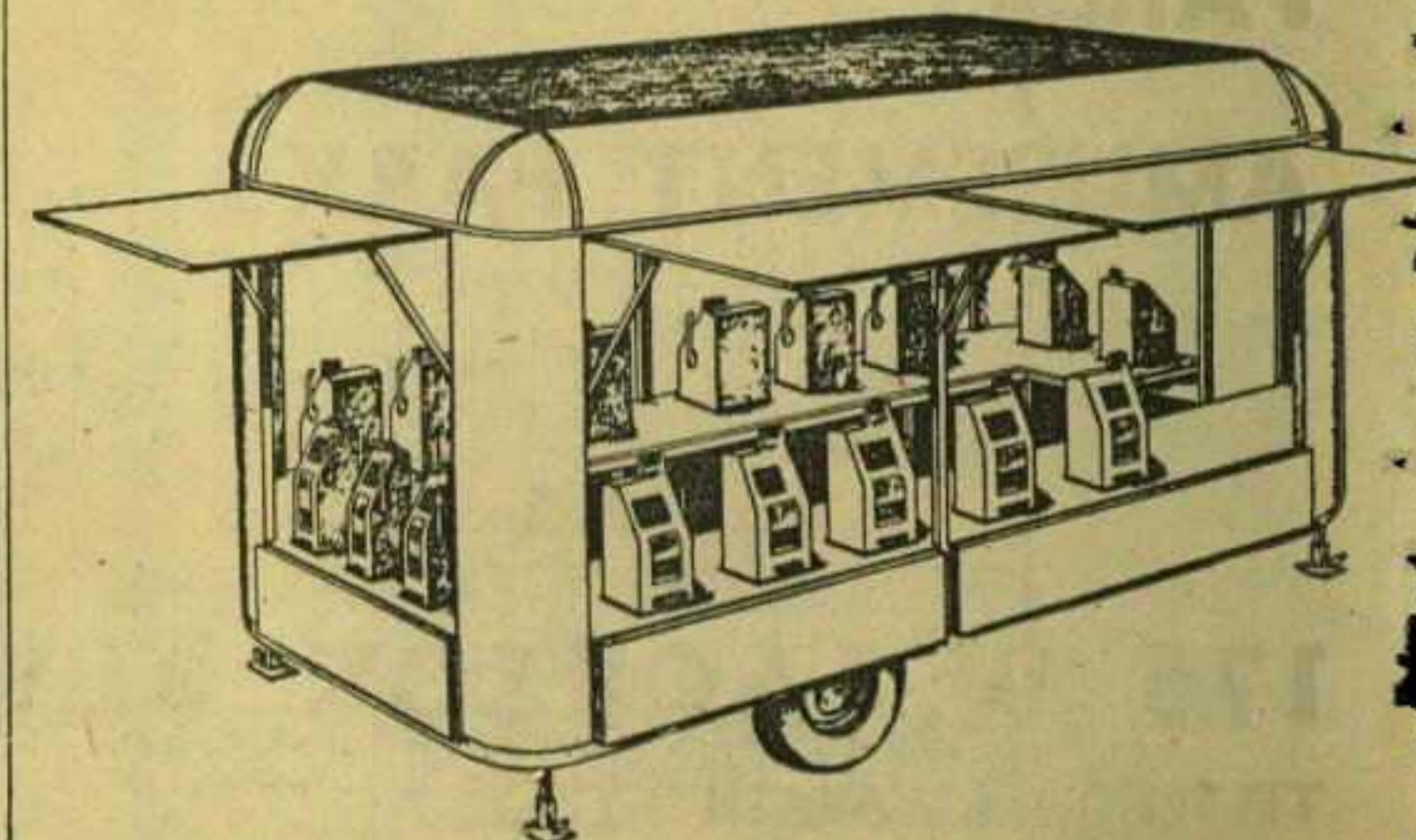
Trailer-built to stable and carry two horses and to provide housing for handler. Unit is manufactured by Richardson Trailer Company, Elkhart, Ind.



Kitchen unit, embracing all needed facilities, is new addition to the trailer field. Manufacturers of unit sketched above, is the Pacemaker Trailer Company, Elkhart, Ind.



Interior of kitchen unit, manufactured by Buckingham Trailer Coach Manufacturing Corporation, Chicago. Unit comes equipped with combination ice box refrigerator, two-burner gas plates, grill, steam table, warmer-over, work table-counter, canopy with exhaust fans, cabinets, drawers and shelves.



Concession unit, manufactured by Calumet Coach Company, Chicago, may be used for a variety of outdoor concessions. One possible use is indicated above.

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We can furnish complete set-up for Kiddieland.



We deliver anywhere for 15 cents a mile one way. Small deposit will make contract. Delivery when you want after about 30 days. Terms: Cash. Or 1/2 cash, balance payment to reliable show people.

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MIAMI, FLORIDA

Official NAAPPB Program

Louis XVI Room, Hotel Sherman, Chicago

Monday, November 28—2 P.M.

- Convention Called to Order—Paul H. Huedepohl
- Invocation—R. S. Uzzell
- Announcements and Communications—Paul H. Huedepohl
- Introduction of Program Chairman—Paul H. Huedepohl
- President's Message—Harry J. Batt
- Report of Convention Committees:
 - General Program—E. E. Foehl
 - Pool and Beach Program—Vernon D. Platt
 - Location and Exhibit Arrangements—A. B. McSwigan
 - Entertainment and Banquet } John L. Coleman
 - Reception and Social }
- Report of AREA Awards Committee—Edward S. Sheck
- Report of Insurance Committee—N. S. Alexander
- Report of Legislative Committee } C. Melvin Sharpe
- Report from Washington, D. C. }
- Amusing Amusement Experiences
R. E. Chinn, Crystal Ballroom, Fargo, N. D.
- Report of Music Royalty Committee—Joseph Malec
- Discussion period on matters covered by—
Legislative and Music Royalty Reports, including Excise Admission Tax
ASCAP, BMI, and Cabaret Tax
- Report on American Recreational Equipment Association—William J. Wendler, President.
- Report on New England Association of Amusement Parks and Beaches—
Julian H. Norton, President
- Report on Pennsylvania Amusement Parks Association—E. E. Freeland,
President.
- Strikes and Spares—W. H. Edmund, National Industrial Recreation Associa-
tion, Akron.
- Executive Session—Harry J. Batt, President, presiding.
- Roll Call
- Reading of Minutes
- Report of Secretary
- Report of Treasurer
- Report of Finance Committee
- Report of Historians
- Report of Nominating Committee and Election of Directors
- Resolutions
- Unfinished Business
- New Business
- Announcements and Communications
- Penthouse Club 10 p.m.—2 am. (House on the Roof)

Tuesday, November 29—2 P.M.

- Announcements and Communications, Paul H. Huedepohl, Secretary
- Price Outlet for 1950—Refreshments, Games; Don Dazey, LeSourdsville Lak
Middletown, O. Admissions—John L. Coleman, Riverside Park, Indian-
apolis.
- Introduction of New Officers—Don Dazey, Chairman of Nominating Com-
mittee
- Forum No. 1—Outstanding Promotions:
 - William Muar, Chairman, Roseland Park, Canandaigua, N. Y.
 - C. L. Beares Jr., Conneaut Lake Park, Conneaut Lake Park, Pa.
 - Benjamin Sterling Jr., Rocky Glen Park, Moosic, Pa.
 - Irving Rosenthal, Palisades Park, Palisades, N. J.
 - G. D. Kincaid, Joyland Park, Lexington, Ky.
 - Harry A. Illions, Celeron Park, Jamestown, N. Y.
 - Meredith Lee, Ocean Beach Park, New London, Conn.
 - Henry A. Guenther Jr., Olympic Park, Irvington, N. J.
 - Harry DeH. Stoner, Willow Mill Park, Mechanicsburg, Pa.
 - R. M. Spangler, Rolling Green Park, Sunbury, Pa.
 - Movie Tour Thru Parks in U. S. A. and Canada, Henry Bowen, Whalon
Park, Fitchburg, Mass., presiding.

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Announcements and Communications
 Banquet, Tuesday, 7:30 p.m., Grand Ballroom. Penthouse Club (Following Banquet) in Grand Ballroom

Wednesday, November 30—2 P.M.

Announcements and Communications, Paul H. Huedepohl, Secretary
 Forum No. 2—Short Cuts and Timely Advice for General Maintenance and Operation:

- William B. Schmidt, Chairman, Riverview Park, Chicago
- Safety Precautions—Edwin P. Pratt, Forest Park Highlands, St. Louis
- Good Housekeeping—Fire Prevention, B. J. Nichols, Engineer, Fred S. James and Company, Chicago
- Lubrication—John C. Allen, Philadelphia Toboggan Company, Philadelphia
- New Fronts—James T. Mitchell, Crystal Beach, Ont.
- Paint and Wood Preservative—J. W. Starret, Monsanto Chemical Company, St. Louis
- Look for Trouble, Don't Wait for It—William B. Schmidt

Forum No. 3—What Do We Have to Advertise? How Should It Be Sold?

- John M. Gurtler, Chairman, Elitch Gardens, Denver
- Free Acts—George Hamid, George A. Hamid & Son, New York
- Fireworks—Frank J. Duffield, Thearle-Duffield Fireworks, Inc., Chicago
- Vaudeville—Fred C. Williamson, Associated Booking Corporation, Chicago
- Music—DeArv G. Barton, Music Corporation of America, Cleveland
- Newspaper-Radio—Harry Kodinsky, West View Park, Pittsburgh
- Bus and Car Cards—Carl Sundberg, Promotion Manager, National Transitads, Chicago
- Billboards—Arthur Herzman, General Outdoor Advertising Company, Chicago
- General Advertising—Bert Nevins, Palisades Park, Palisades, N. J.

Forum No. 4—Topics of Special Interest:

- Edward S. Sheck, Chairman, Summit Beach Park, Akron
- Television—Norman S. Alexander, Woodside Park, Philadelphia
- Midget Auto Racing—Robert L. Plarr, Dorney Park, Allentown, Pa.
- Kiddie Rides—Harry J. Batt, Pontchartrain Beach, New Orleans
- Theft Precautions—K. W. Wadsworth, Pinkerton National Detective Agency, Inc., Chicago.
- Off-Season Activities—George M. Harton, West View Park, Pittsburgh
- Report of Membership Committee—W. H. Hitzelberger
- Report of Service Awards Committee—William W. Muar
- Announcements and Communications
- Penthouse Club (House on the Roof) 10 p.m.-2 a.m.

POOL AND BEACH ROUND TABLE DISCUSSIONS 1949

Louis XVI Room

Monday, November 28

- 10:00 a.m.—Registration (Mezzanine Floor)
- 10:30 a.m.—Welcome—The Committee
- What's New in Pools?—R. N. Perkins, Omaha
- Pool and Beach Admissions vs. Income From Membership—Orlo B. Jenkinson, Jenkinson's Pavillion, Point Pleasant, N. J.
- Promotions, Taxes and Pool Admissions—John J. Carlin Sr. Carlin's Park, Baltimore
- 11:30 a.m.—Questions and Answers, by the Committee and the Audience
- 1:15 p.m.—Round-Table Discussion

Tuesday, November 29

- 10:30 a.m.—Special Meeting for Commercial Pools on Membership Plans Led by Vernon D. Platt, Somerton Springs Somerton, Pa.
- 11:30 a.m.—Outstanding Pools of the World, Kodachrome Slides Furnished by Chauncey A. Hyatt, Chicago.
- 1:30 a.m.—Pool Water Temperature Controlled—David Sternbergh, Playland, York, Pa.
- The Potentialities of a Swimming Pool in a Rural Setting—Eric Arneith, Fischer's Pool, Lansdale, Pa.
- 3:15 p.m.—Round-Table Discussion

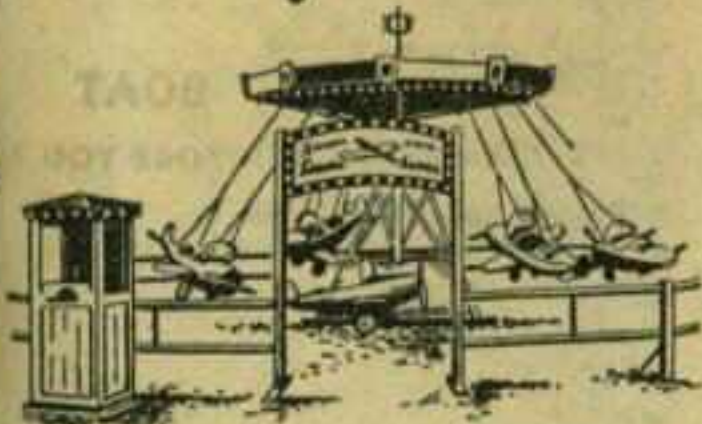
Wednesday, November 30

- 10:30 a.m.—Municipal and Commercial Pools and Their Places in the Sports World—Warner E. Bartram, Milwaukee
- Reconstruction of an Old Pool, Its Cost and Problems—Robert E. Freed, Lagoon Resort, Salt Lake City
- 1:30 a.m.—Round-Table Discussion

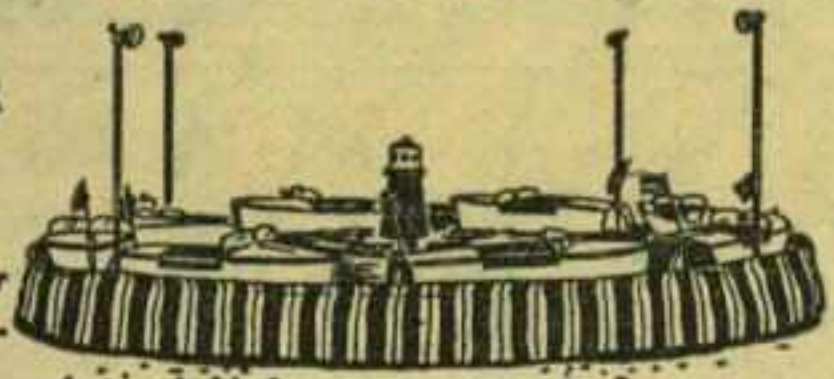
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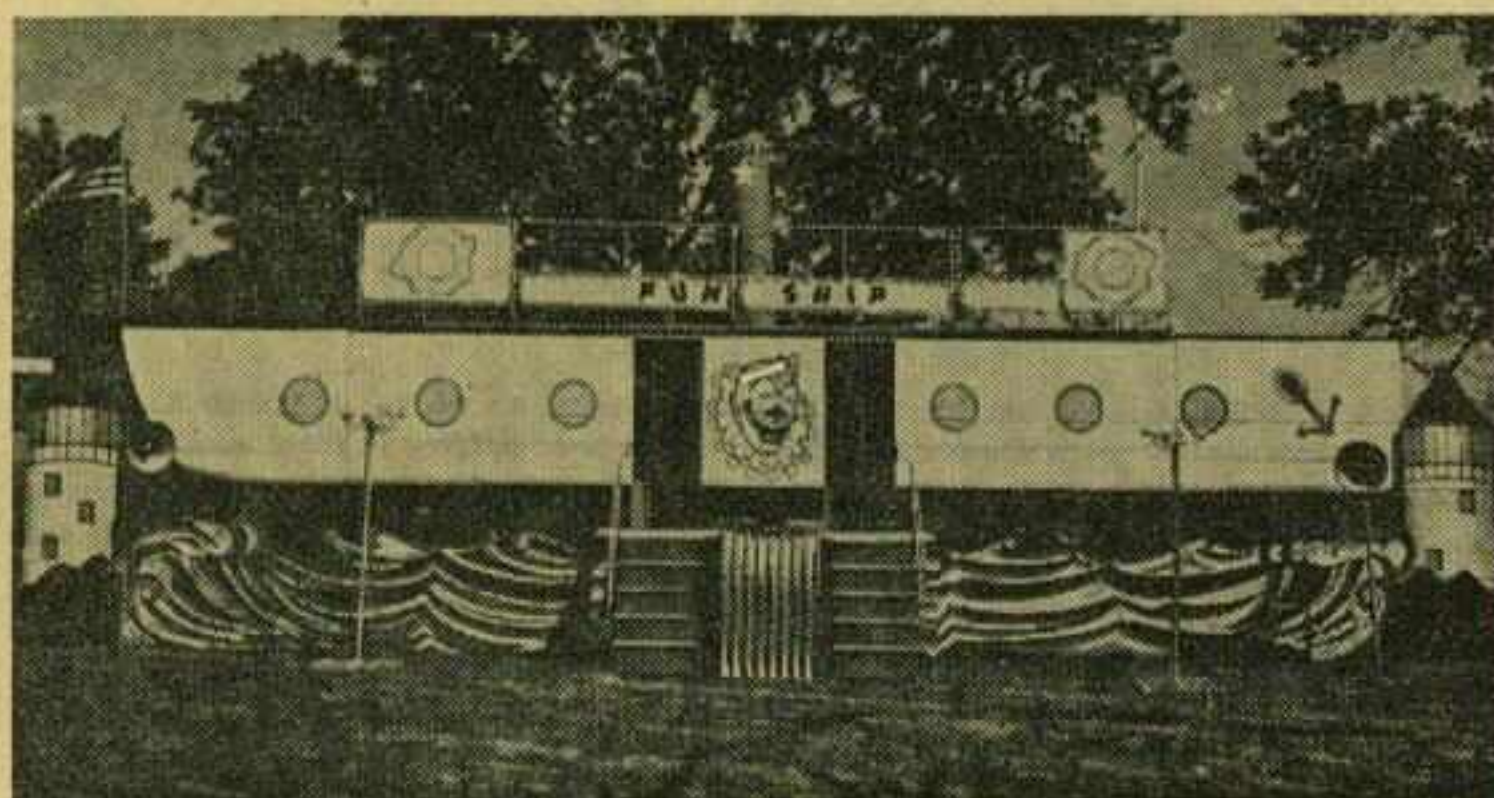
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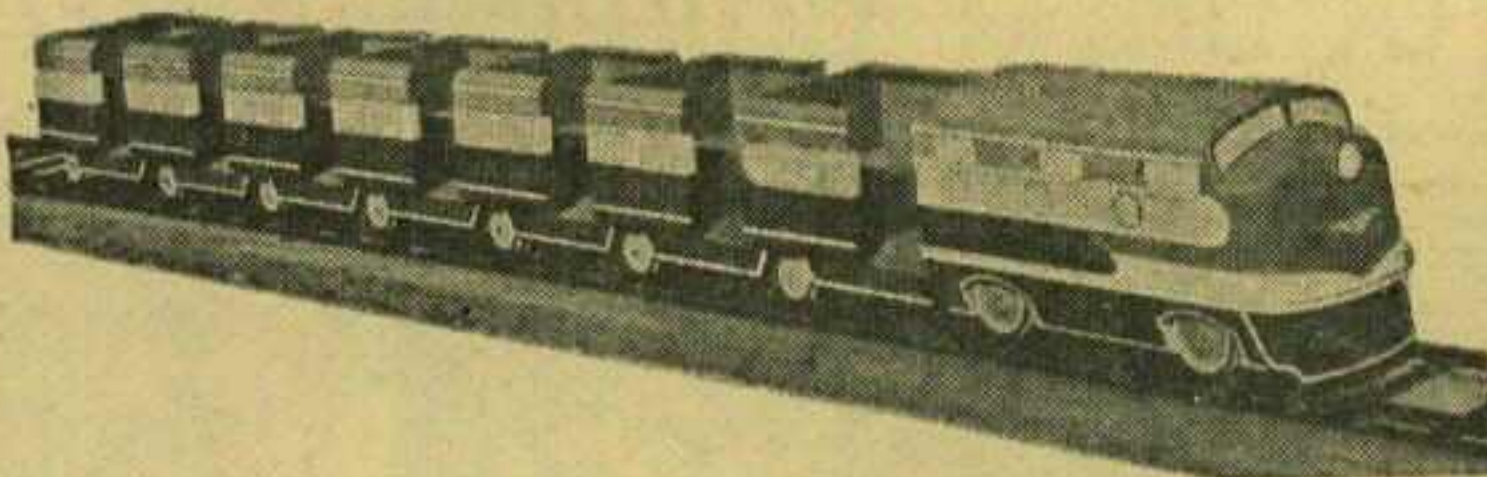
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UNDER THE MARQUEE

James Heron reports that he has added the midget cattle, which a few weeks ago received plenty of publicity in newspapers and various magazines, to his Animal Oddities Show. . . . Joe Short, clown, who recently closed at the Detroit Zoo, is playing Kearns Department Store in the Motor City. . . . Floyd King, owner, King Bros.' Circus, underwent a major operation Tuesday (15) in St. Joseph's Hospital, Louisville. His condition is reported good.

When Polack Bros.' Eastern Unit played Baltimore, members of the show presented Mrs. I. J. Polack with a gift in memory of her husband. Presentation was made by Dave Kind and Nate Lewis.

H. D. Golden, owner of a circus bearing his name, reports he caught the Ayres & Kathryn Davies show at Grand Haven, Mich., this season and Mills Bros. at Allegan, Mich. Golden was out six weeks this season and plans to play a few indoor dates this winter, the first being Bailey, Mich., January 14. Next year, Golden says, he plans to have five acts of dogs, goats and birds and may show 35mm. circus films.

Lazy canvasman has a new excuse. His sledge is rusty.

Harold J. Conn writes he opened Saturday (12) as a clown in Knopp's Department Store, Lansing, Mich. Conn says he and his two sons are busy building new rigging for their comedy act which they will take on the road next season. . . . Dee M. Fong, recently discharged from El Reno (Okla.) General Hospital, where he was treated for an infected hand, the result of being clawed by one of King Bros.' Circus animals, is now at the Clauge Hotel, St. Louis.

Hubert L. Merk, Guild, Tenn., member of Alhambra Shrine Temple, Nashville, writes that so far this season he has clowned with Hoxie

Bros.' and Biller Bros.' circuses and visited with Mr. and Mrs. Walt Lawrisch, Winn Partello, Robert White, Jack Lynn, Harold (Happy) Linkquist, Red Sanders, Jack Bell, Shaw and Ernie White. Merk ushered at "Skating Vanities of 1950" when the show played Chattanooga under Alhambra auspices and visited with Harold Barnes and his father, Clin

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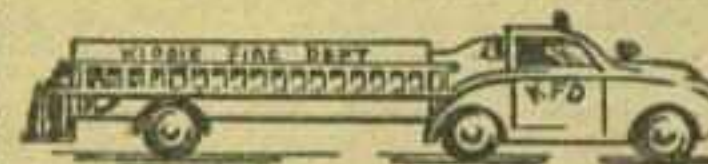
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Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.

KING AMUSEMENT CO., Mt. Clemens, Michigan

Hamid Hits New High in '49; Forecast for '50 Is Bright

NEW YORK, Nov. 19.—George A. Hamid, senior partner in the talent agency, George A. Hamid & Son, this week announced that the firm's 1949 business had topped its 1948 mark by a substantial margin and predicted

that the 1950 season would maintain the pace set this year.

Hamid said the principal increases were registered in the South, where good weather was encountered at all annuals without exception. Northern dates, beginning in Canada, were also favored with good weather and generally registered increases, altho these were nominal since the grandstand biz at these annuals can usually be counted on to approach the capacity mark.

Extra Shows Needed

It was necessary to give extra shows at annuals in Richmond and Petersburg, Va.; Winston-Salem, Charlotte, Shelby and Raleigh, N. C., and Spartanburg, Orangeburg and Columbus, S. C. The extra shows never drew less than one-half the capacity of the grandstand and the crowds frequently were of capacity proportions. At North Carolina State Fair, Raleigh, it was necessary to put on extra shows every night to take care of record crowds.

Hamid said the success ran contrary to preseason predictions, but pointed out that in almost every instance the Southern annuals registered all-time record crowds. The Hamid firm's other interests, including operation of Steel Pier, Atlantic City; White City Park, Worcester, Mass., and sale of talent to amusement parks and carnivals, carded successful operations this year.

To Import 38 Acts

The Hamid firm is planning to import a total of 38 new acts from Europe in time for the 1950 season. About seven of these will be earmarked for the Hamid-Morton Circus. The names of the acts were not released because importations in (Hamid Hits New High, page 107)

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To Those Who Are Not Using Our Insurance Service, a Cordial Invitation To Call on Us for a Discussion of Your Insurance Problems. We Would Like To Get Acquainted With You.

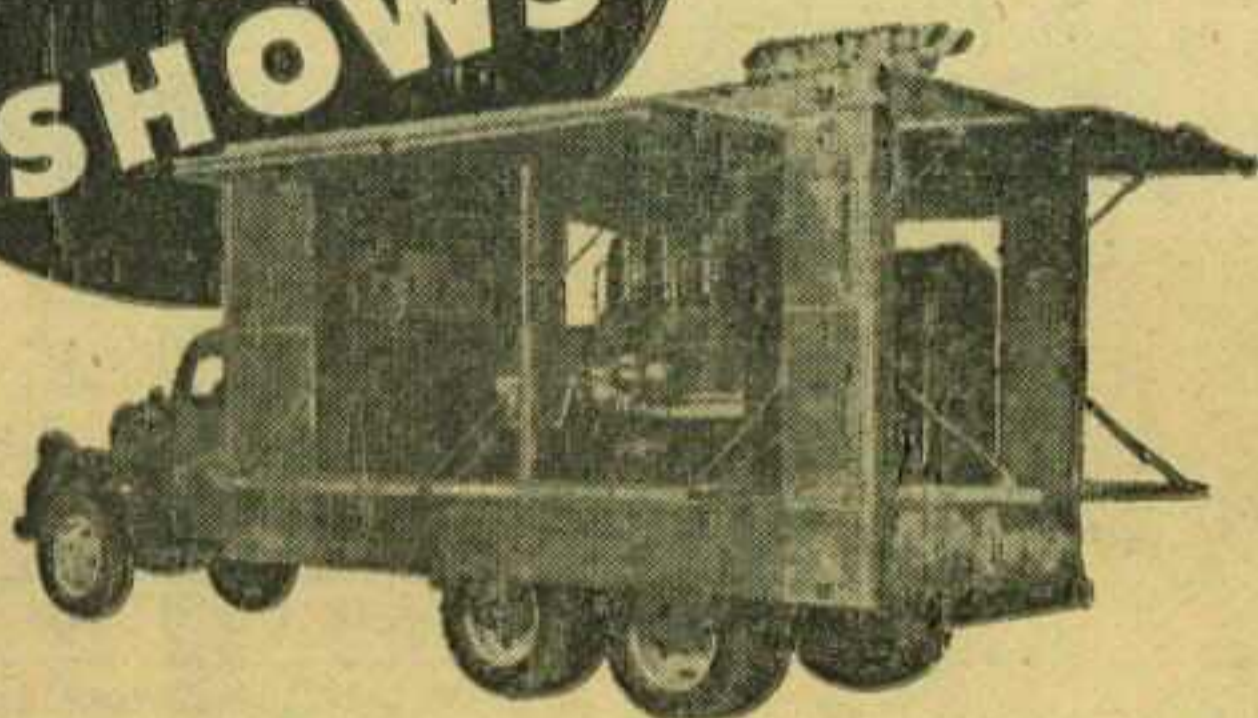
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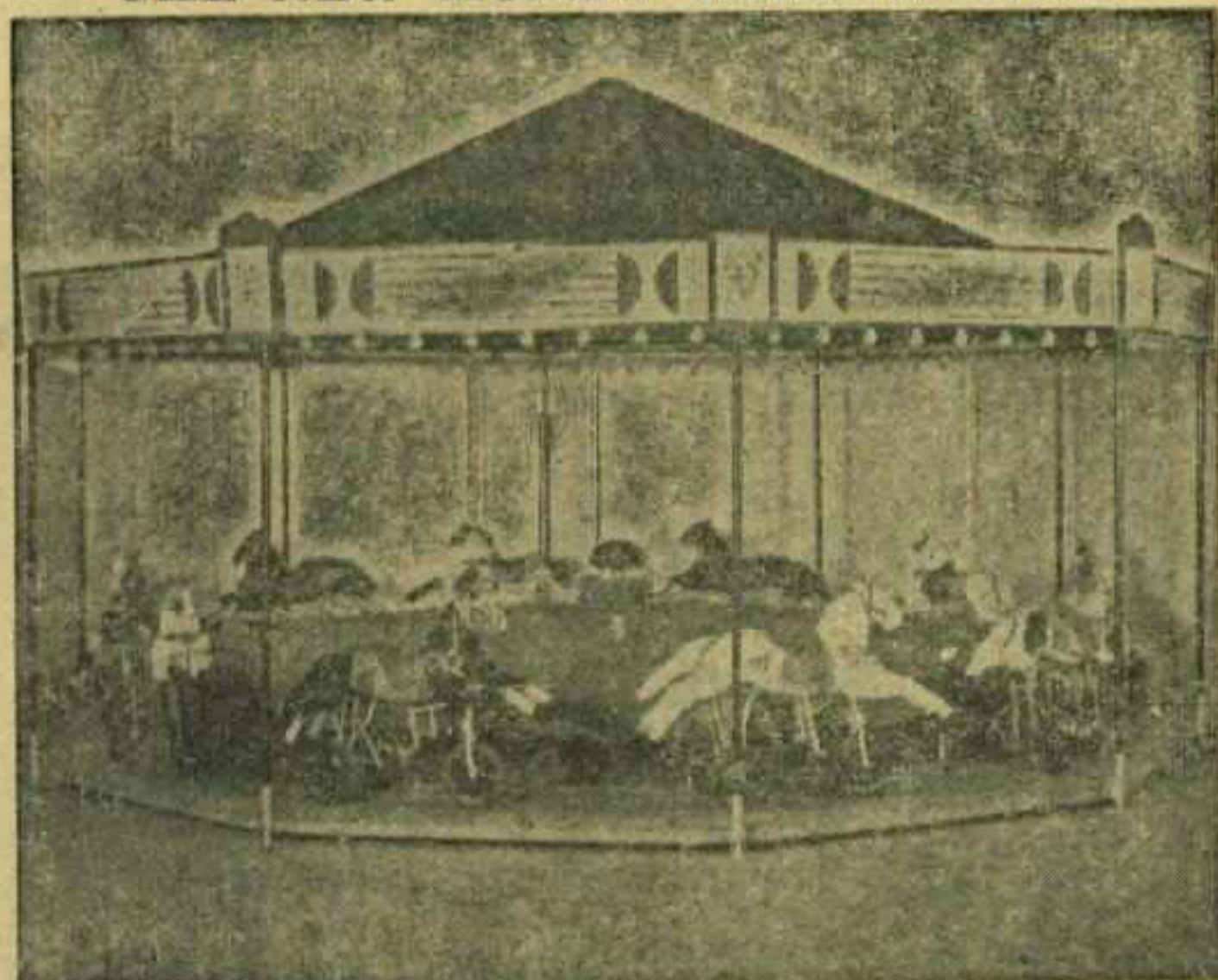
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FOR MORE THAN 35 YEARS Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival and Amusement Park Equipment is subjected. They protect and add to the life of your cars, trucks, tractors, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's year after year — there must be a reason.

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Feco Rollers, \$1.00 each. Negative Nose, \$3.50 each. Negative-Contacts less shunts, \$5.50 each. Other parts on hand.

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Dressing Room Gossip

Polack Bros.' Western

Vera Mercil is a new addition to the Roberta Dog and Pony Revue. Eddie Kohl purchased a new Buick and Eddie and Dottie Ward have a new trailer. Dottie's mother is on for a visit.

Justus Edwards returned from Oquawka, Ill., where he attended the funeral of his brother, Fred Schlotzhauer. Jo and Slivers Madison had as their dinner guests Mr. and Mrs. Henry Barrett, promoters of the Oklahoma City date.

Harry Dann and Bobby Kellogg established the "Tour of the Month Club, or What To Do on Your Layoff." On the trip from Oklahoma City to Springfield, Ill., Harry Dann stopped off in St. Louis to visit his folks. He took Bobby Kellogg along. The Sherman brothers also stopped in St. Louis and visited Kenneth Waite. Waite is playing the Famous and Barr Store. He will be there until December 24.

A vote of thanks to Joe Sherman for the fine job he does as our train conductor. Richard Sidney and Ross Paul went squirrel hunting after the Oklahoma City date but returned sans game.

George Westerman, promoter of the Springfield date, who has been on the sick list, is reported coming along fine. Jo Madison was laid up with a misplaced vertebrae.

Visitors: Mr. and Mrs. Burke; Erie Sherman, president of the Sherman Foundry Works, Oklahoma City; Mr. and Mrs. J. B. Kellogg, Mr. and Mrs. Dann, Earl and Jeannie Brewer, Betty Cassandra; Kathy, Jeff and Chris Duncan; B. C. Clarke, Al and Buster Barnard, Virginia Kohl and Mickey MacDonald. — **FREDDIE FREEMAN.**

Ayres and Kathryn Davies

Everyone is looking forward to the big Thanksgiving Day dinner and the layoff.

On one move everyone had some kind of trouble. The day, Friday (4), was cold and here are a few things that happened: Tom Questal's brakes froze, Ollie Heerdink smashed the front of his house trailer, Captain Christy ran out of gas, Harry Rawls blew a gasket, the props truck had a series of flat tires and the writer, coming in last, burned out a clutch.

On a Sunday jump, we wound up making a much longer trip than necessary. Reason was the lead truck got off on the right highway but in the wrong direction.

Lee Briggs is taking lion training lessons from Eugene Christy. Billy Kelley practices daily. He wants to understudy Tarzan. Robert Castle has given up the idea of trying to train a fox after he was bitten on the thumb.

Harry Rawls's father visited us in Port Washington, Wis. Another visitor recently was Howard (Mulle) Musclemann, of the Kelly-Miller org. — **HARRY VILLEPONTEAUX.**

Gran Circo Americano

Org recently arrived at the Kingston, Jamaica, Airport. Phil, Bonny and Phil Jr. Bonta, Razell Brothers (Bob Vinsonhaler, Kenny Leach and Earl Dean) and the Hodgins made the flight, via BCA, from Miami. Eddie Pedrero put up the menagerie and big top. Julie Allen is presenting a lion act. Late arrivals included Ernesto and Beatriz Bernal, Jose Perez, Franky Compos, Milton Pelies, Cody and his wife, Pilar Chang and son, Jose, Julio Farias and Estaban Munoz are acting as unofficial tourist agents for the backyard. — **JOE HODGES HODGINI.**

Ringling-Barnum

The Carolinas gave good business despite cold weather. A Sunday party in Winston-Salem was welcome. The 100 Per Cent Club held its end of the season dinner in the Robert Lee Hotel there.

Attending were Mr. and Mrs. As Concello, Henry R. North, Pat Valde W. E. Lawson, Frank McClosky, Kelly, Bob Reynolds, Grace Killy, Bones Brown, Fred Hanlon, Sonnenberg, Harry and Nina Thomas, Ira and Ruth Millette, Martha and Doc Henderson, Bill Reynolds, Walter Reardon, Annie and Willie Robin Rubio Newman, Mayme Ward Jimmy Crocker, Deloros Murphy Dick and Flo Begin, Mark and Johnson, China and Dorothy Dubin, Tuffy and Grayce Genders, Thomas, Peggy Shepherd, Willie and Jeannie Krause, Mac and Genevieve McCarthy, Dick and Mary Jane Miller, Bill Warner, Marguerite Mand Rudy Bundy, Jimmy Ringling, Paul and Rose Alexander, Dick Anderson, Gustino Loyal, Lucretia Darns Paul and Elsie Jung, Prince Paul Irene Burt and Mr. and Mrs. Paul Graves. Providing entertainment were Willie Krause, Prince Paul, Paul Jung, Ira Millette and Mac McCarthy.

Birthdays were celebrated recently by Habiba Robenis and Doc Henderson. Jenny Mandos and John Johnson were married in Atlanta.

Visitors: Ermide Loyal and Justino Jr., Joe Repensky, D. Clemens, Mr. and Mrs. H. Barnes, Clint Barnes, Ann Hamilton Peaches O'Neill and Cearie Simman the entire cast of Skating Vanitie Harold Steinman, Grace and Len Owens and sons, Billy Snyder, Ed Frank and Alfred Otaris, Miss Fraay the Valentines, David F. Friedman Carl and Claire Faucett, Mrs. Fell Adler and Mrs. Rudy Bundy. — **MAR JANE MILLER.**

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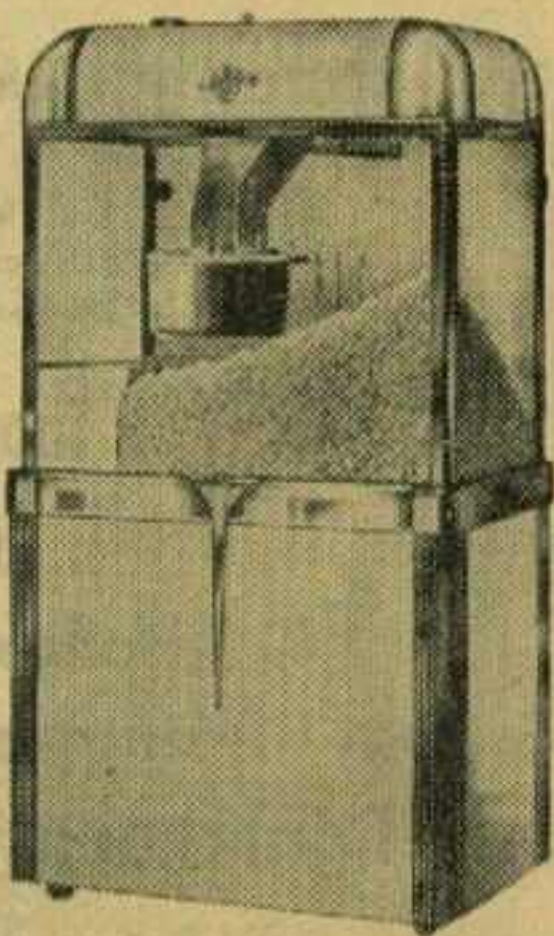
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It's got Box Office, it's got the "eye", it's got stamina because it's built by Manley... "The Biggest Name in Popcorn." It applies to any Manley model because all Manley models are designed to attract as well as serve. They excel in Flash, from their gleaming red and white illuminated domes to their rubber-tired ball bearing casters. They're built to SELL POPCORN. All over the country... in circuses, drive-ins, carnivals, ball parks, sports arenas, on midways, park pools or beaches you'll find Manley and Fresh, Hot, Delicious Popcorn is an important and highly profitable part of the entertainment program. Everywhere the story is the same... Profits Pop In when Popcorn Pops Out of a Manley. With over a quarter century of Leadership you can be served better by Manley when it comes to your popcorn needs.

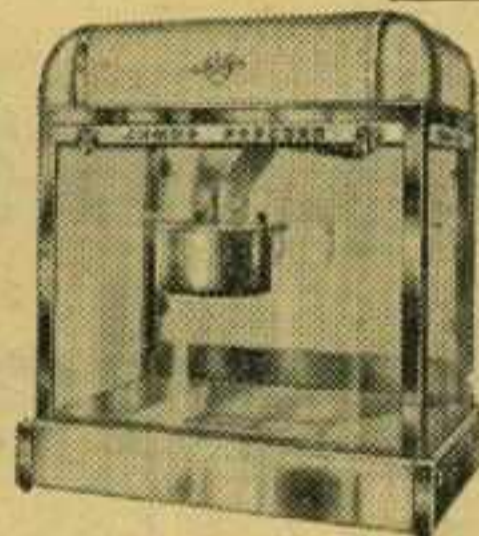
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Combines every desirable feature in a popcorn machine. Dependability. Big capacity. Eye appeal. Automatic seasoning well and pump. Bag or box compartment. Corn bin. Cash drawer. "Old Maid" drawer. Creamy white with distinguishing red trim. A dream to work! A gold mine for profits!

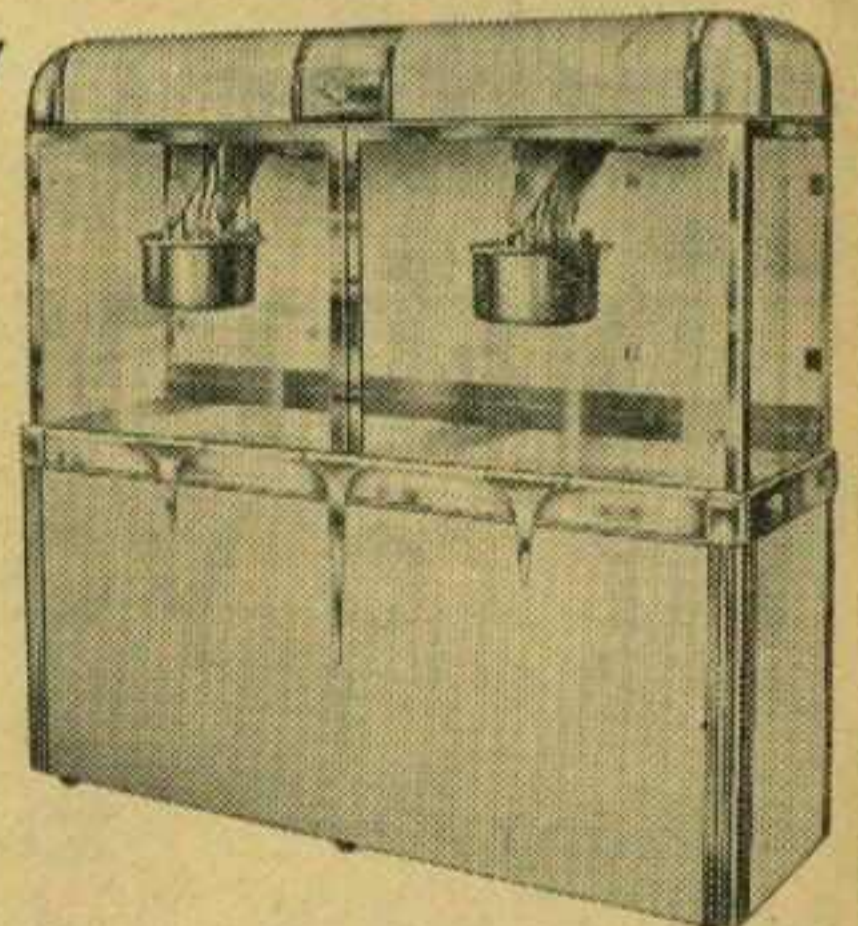


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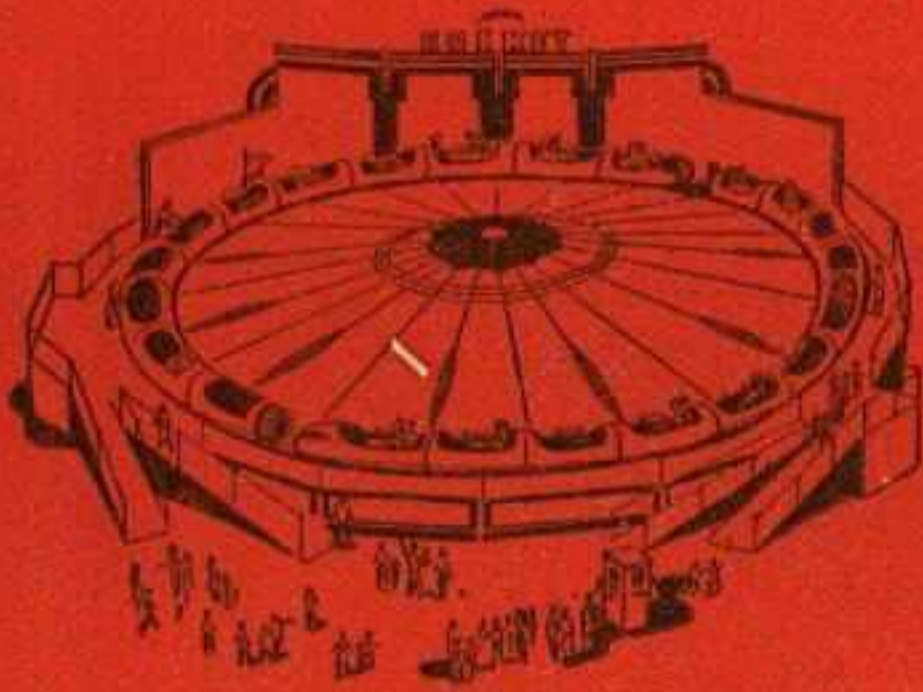
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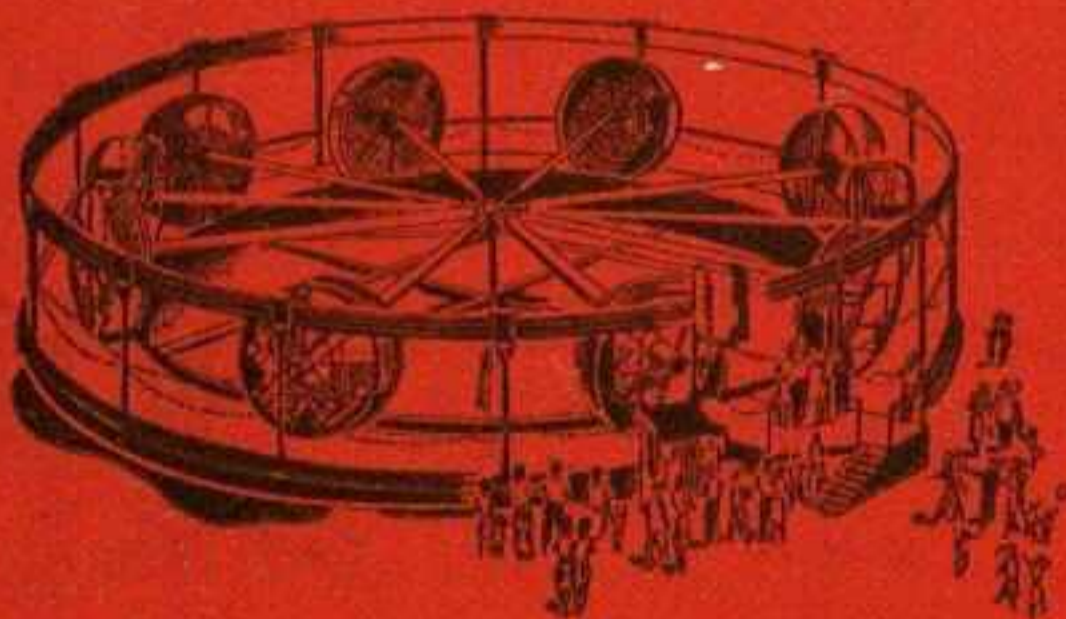
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Gould's '49 Season Best in History, Elmer Brown Says

OTTAWA, Ill., Nov. 19.—The 1949 season was the best in history for the Jay Gould Million Dollar Circus, Elmer Brown, for the last five years general agent for the org, said in winter quarters here.

Org opened the season in May and toured six States for one, two and three-day stands. In addition to circus acts, the show also carried a Side Show and rides.

Executive staff included Jay E. Gould, owner-manager; Mrs. Gould, secretary-treasurer; Ernie Stibel, assistant manager; Elmer Brown, general agent and promotional manager; Frank Stevens, boss billposter; Bill Williams, transportation superintendent; Ormond Reiber, ringmaster and props superintendent.

Ringling Center Ring Talent Set for Cuba

MIAMI, Nov. 19.—At the wind-up of the Ringling Bros. and Barnum & Bailey season here Friday (25) practically all of the center ring acts will head for Havana, where a condensed version of the Big One will be presented at the Coliseum for a run of four weeks.

Lineup of acts skedded for the Havana date are Unus, equilibrist; Francis Brunn, juggler; the Bokaras, teeterboard; Three Margas, fem trapezists; Lilian Witmack, high school horse; Peterson's dogs, Clauson's bears and Guti gorilla parody.

Circo Santos Y Artigas and Circo Razors' are also playing Havana but will probably not affect the Ringling attendance seriously.

Bigger Nut Cuts Net Of Toronto Gardens

TORONTO, Nov. 19. — Increased operating costs during the fiscal year ended August 31, 1949, cut the income of Maple Leaf Gardens, Inc., which owns the Toronto Sports Arena and the Toronto Maple Leaf hockey team of the National Hockey League.

Total revenues for the year, however, held up fairly well, the company netting \$165,531, or \$1.12 per share, against \$190,398, or \$1.29 a share in 1948. With additional home games skedded for this season, a bigger take is expected.

Mabel Ringling Becomes

Bride of Russell Anderson

GREAT FALLS, Mont., Nov. 19.—Mabel Ringling, daughter of Mrs. James Haley, and Russell Anderson, a local mechanic, were married here at Our Savior's Lutheran Church November 12.

Mabel Ringling is the granddaughter of the late Alfred T. Ringling, one of the founders of the Ringling Bros.' Circus, and daughter of the late Richard Ringling. Her stepfather, James R. Haley, was at one time president of the Ringling Bros. and Barnum & Bailey Circus.

Miss Ringling is an experienced equestrienne and appeared in riding numbers with the circus last year, but her show career ended abruptly when her mother nipped a romance with one of the show's elephant trainers by escorting her to the family home in White Sulphur Springs, Mont.

Following a wedding trip in the State the newlyweds will take up residence here.

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, 30¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS No. 1 size, 5 1/2 x 14 1/4 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Black on White, postal card thickness. Can be retained or discarded. 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 1.25
M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon, Per 100 2.00
3,000 Small, Thin "Brownie" Bingo sheets, 5 colors, loose only, no pads. Size 4-5 M 1.50
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 .10
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, 1/4 inch square, Round or Scalloped, \$2.50 M
M; 3/4 inch size \$2.00 M
Cork Markers, 1/4 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
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Above prices for any wording desired. For each change of wording and color add \$3.75.

For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL.....\$1.00
5 ROLLS.....@.....75c
10 ROLLS.....@.....60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

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



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- Candy Apple Equipment & Supplies • Fresh Roasted
- Peanuts • Attractive Circus Bags • Popcorn &
- Peanut Machines, New & Used • Bought & Sold

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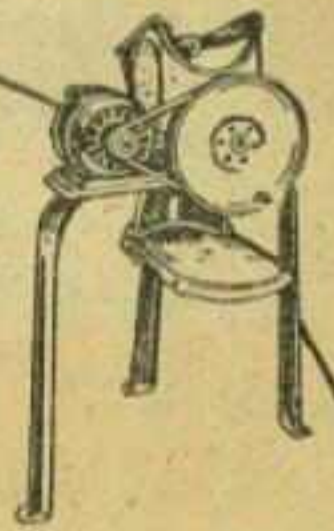
Hank Theodor
2908-14 Smallman St.
Pittsburgh 1, Pa.

Ed Berg
1261-63 E. Sixth St.
Los Angeles 21, Calif.

Ralph Cobb
316 S. Church St.
Charlotte, N. C.



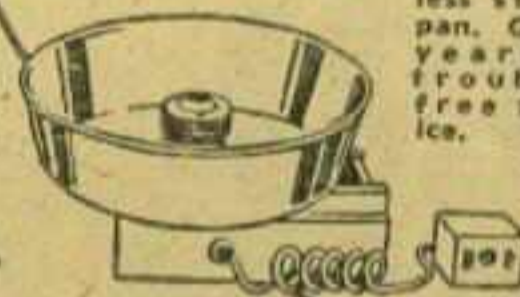
TOP-POP HYBRID POPCORN
Top-Pop corn is carefully grown from specially hybrid seed. Try our TOP-POP Hybrid Popcorn and see for yourself how it makes more money for you! Every bag unconditionally guaranteed.



SNOW-KING ICE SHAVER!
Shaving capacity 500 LBS. PER HOUR! Sturdy aluminum construction with oil-less bearings. Legs easily removable for setting on counter.

MIDWAY MARVEL CANDY FLOSS MACHINE!

This New 1950 Model has a direct drive; is all rubber-shock mounted. Box designed to make a self-contained unit for easy moving. Big 25" stainless steel pan. Gives years of trouble-free service.



SNOW-FLAKE SNOW CONES!

Get the Original candy stripe Snow Cones, attractively printed in our exclusive red and green design with circus scene in the background. These flashy Snow-Flake cups will increase your snow cone business.



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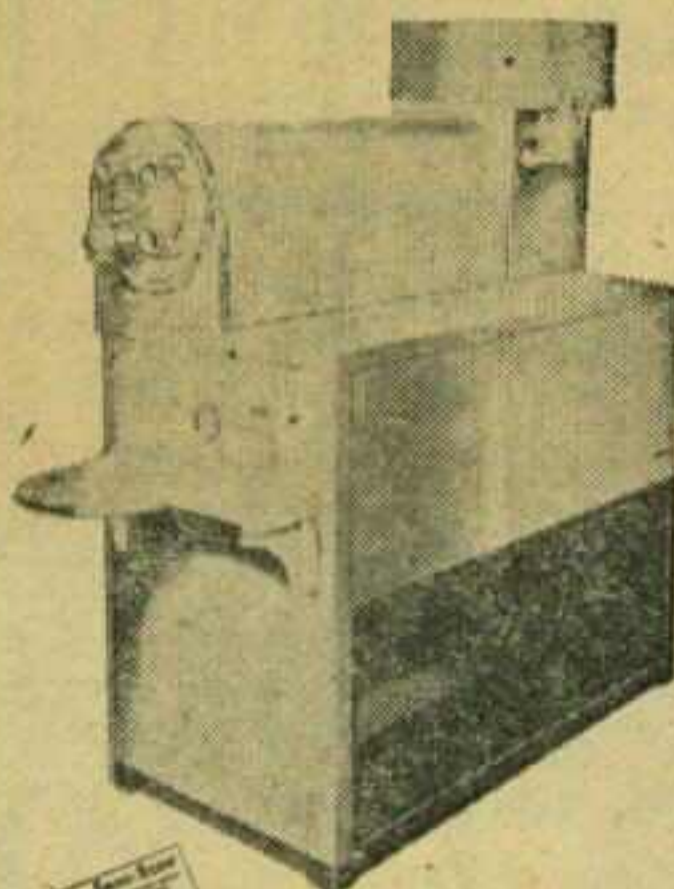
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6 BIG Reasons Why Sani-Serv Adds Up to More Profits:

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6. Fifteen years of freezer manufacturing experience is your guarantee of complete satisfaction.

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Also large factory sizes available



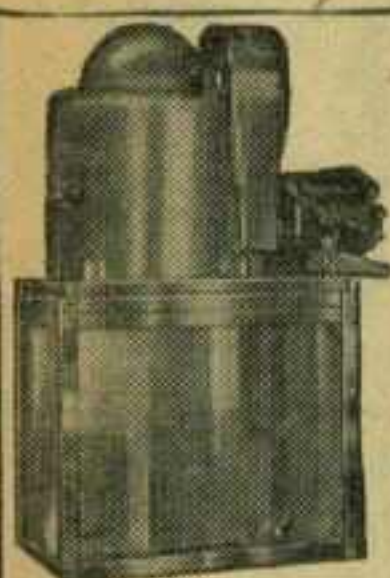
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**Model K and KH KISS
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Get the Echols IMPROVED Ice Shaver. All the good features of the Echols High Speed Electric Ice Shaver retained and all the faults corrected. No choking. Scoop furnished with which to fill machine. Feeds automatically, the fuller the machine the faster it cuts a uniform and fine grade of snow, giving you more time to make and sell snow cones. All prices F. O. B. St. Louis, Mo. Send 25¢ deposit machine will be shipped balance C. O. D.

Machine and Case as above, \$210.00.
Machine only, \$140.00.
1/3 H.P. 110 volt 60 cycle A.C. motor.

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STATISTICAL DIRECTORY OF FAIRS

CALIFORNIA

Intermountain Fair, McArthur
TOTAL ATTENDANCE: 4,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Day grandstand total \$2,000.

CARNIVAL: L. Roberts.
ATTRACTIONS: 1 day rodeo.
AID, PREMIUMS: State aid, \$3,900. Total estimated premiums paid out (excluding races), \$13,900.
ADMINISTRATION: President, W. C. Albaugh; manager, George Ingram.

Lake County Fair, Lakeport

TOTAL ATTENDANCE: Paid 6,000. Operated 3 days, 3 nights.

WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day, 1 night.
ATTRACTIONS: Horse show and quadrille teams, two nights.
AID, PREMIUMS: State aid, \$9,600. Total estimated premiums paid out (excluding races), \$10,250.

ADMINISTRATION: President, H. G. Crawford; secretary, superintendent of concessions, publicity director, C. P. Lewis.
1950 DATES: September 1-4.

Madera District Fair, Madera

TOTAL ATTENDANCE: Paid, 29,609; free, 8,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 3 nights; cold 1 night.
RECEIPTS: Gate (less tax), \$9,150; day grandstand total (less tax), \$890.

CARNIVAL: West Coast Shows.
ATTRACTIONS: Fireworks; Fanchon & Marco, Inc., vaudeville; rodeo, booked thru M. W. Del Re, Tipton, Calif.; horse show.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$16,500.

ADMINISTRATION: President, O. L. Baker; secretary, superintendent of concessions, J. T. O'Shaughnessy; publicity director, Harry Hofmann.
1950 DATES: September 28-October 1, tentative.

GEORGIA

**The Exchange Club Fall Fair,
Augusta**

TOTAL ATTENDANCE: Paid 49,000; free 11,000. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 4 nights; rain 2 nights.

RECEIPTS: Gate (less tax), \$1,260; night grandstand total (less tax), \$4,500.

ATTRACTIONS: Grandstand show, 6 nights, booked thru Geo. A. Hamid.
AID, PREMIUMS: County aid, \$4,218.
ADMINISTRATION: President, J. B. Fugua; secretary, superintendent of concessions, publicity director, E. C. Mertins.
1950 DATES: October 3-November 4.

Tri-County Fair, Manchester

TOTAL ATTENDANCE: Paid, 7,500; free, 3,000. Operated 6 days, 6 nights.

WEATHER: Good 4 days, 6 nights; rain 2 days.

CARNIVAL: Capital City Shows.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$1,000.

ADMINISTRATION: Secretary, Welby Griffith.

IDAHO

**Marsh Valley Free Fair and
Rodeo, Downey**

OPERATED 2 days.
WEATHER: Good 2 days.
ATTRACTIONS: Livestock show, ladies'

exhibits, horse pulling contests.

ADMINISTRATION: President, B. M. Almond; secretary, Arvilla McKay; publicity director, James Abbott.
1950 DATES: August 31-September 3.

INDIANA

Indiana State Fair, Indianapolis

TOTAL ATTENDANCE: Paid 611,258. Operated 9 days, 9 nights.

WEATHER: Good 9 days, 6 nights; rain 3 nights.

RECEIPTS: Gate (less tax), \$105,944.27; day grandstand total (less tax), \$78,359.13; night grandstand total (less tax), \$35,878.11.

CARNIVAL: Cetlin & Wilson.
ATTRACTIONS: 6 days harness racing; Irish Horan, 3 performances; Spike Jones 4 performances; Barnes & Carruthers State Fair Follies, 6 performances; horse show, 6 performances.

AID, PREMIUMS: Other aid, \$18,179. Total estimated premiums paid out (excluding races), \$163,240.

ADMINISTRATION: President, Homer E. Schuman; secretary, Carl Tyner; superintendent of concessions, F. M. Overstreet; publicity director, Roger G. Wolcott.
1950 DATES: August 31-Sept. 8, tentative.

**Marion County Fair,
Wanamaker**

TOTAL ATTENDANCE: Free 75,000. Operated 6 days, 6 nights.

WEATHER: Good 3 days, 3 nights; rain 3 days, 3 nights.

CARNIVAL: Thomas Joyland Amusement Co.

AID, PREMIUMS: County aid, \$15.00. Total estimated premiums paid out (excluding races), \$4,500.

ADMINISTRATION: President Robert R. Fisher; secretary, superintendent 3 concessions, Harry C. Roberts; publicity director, C. A. Waterman.

IOWA

**Buchanan County Fair,
Independence**

TOTAL ATTENDANCE: Paid, 4,658; free, 930. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate (less tax), \$2,209.01; day grandstand total (less tax), \$819.42; night grandstand total (less tax), \$598.44.

CARNIVAL: Hales Shows of Tomorrow.
ATTRACTIONS: Revue and acts, booked thru Barnes-Carruthers; Jimmie Lynch's Death Dodgers 1 afternoon; harness races 2 afternoons.

AID, PREMIUMS: State aid, \$2,100; county aid, \$2,500. Total estimated premiums paid out (excluding races), \$4,901.01.

ADMINISTRATION: President, George R. McArthur; secretary, publicity director, W. J. Campbell; superintendent of concessions, Tom Searcy.

1950 DATES: August 1-4.

**Eagle Grove District Junior
Fair, Eagle Grove**

TOTAL ATTENDANCE: 5,000 (free gate). Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Day grandstand total (less tax), \$1,290.40; night grandstand total (less tax), \$350.

ATTRACTIONS: Barnes-Carruthers acts.
AID, PREMIUMS: State aid, \$1,500; county aid, \$1,500; other, \$1,400.

ADMINISTRATION: President, Dr. B. E. McCulloch; secretary, superintendent of concessions, Gerhard Hanson.
1950 DATES: August 21-23.

(Continued on page 80)

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FOR ICE BALLS, ICE CREAM, FROZEN CUSTARD
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A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons.

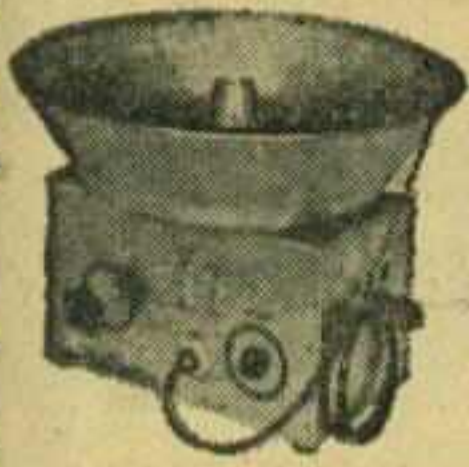
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ELECTRIC CANDY FLOSS MACHINE MODEL #120



The only direct drive Floss Machine on the market today... no belts... modern and compact... made by the world's largest manufacturer of floss machines. Base only 18"x10"x10". Large 25" spun aluminum pan. Rubber mounted throughout. Rheostats for speed and heat control. Only \$275.00. We stock Rheostats, Voltage Boosters, Bands and Ribbons for all makes of machines... Cone Papers and Coloring... 60# Candy Floss Papers in white, \$1.75 per M; Concession Green Kraft, \$1.25 per M, 5 M minimum quantity.

35 QT. SUPER KETTLE



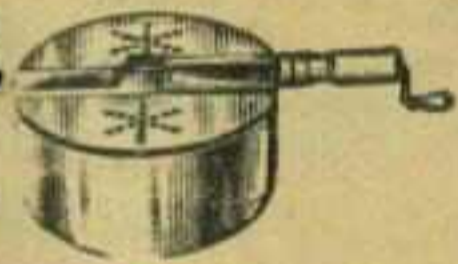
Right for big business. Can be easily motorized. 19 1/2" diameter x 15" deep of 3/32" aluminum. Gearless agitator, sturdy... Makes 35 quarts of French Fried Popcorn in a hurry! Capacity: 2 to 3 pounds of raw corn per popping —\$42.50.

12 QT. SARATOGA ALL ALUMINUM POPPER



Lowest priced popper on the market of equal capacity and quality of construction. Bored in-line bearings. Easy to operate... dependable... don't wait! Buy now at \$25.00.

8 QT. LIFETIME POPPER

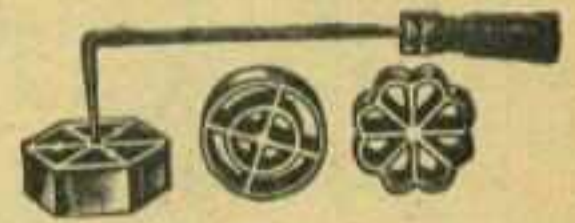


Buy this bargain popper and profit! Solid Aluminum. Only geared 8 quart popper on the market. \$15.00.

TERMS: 25% with order, balance on delivery F. O. B. Toledo.

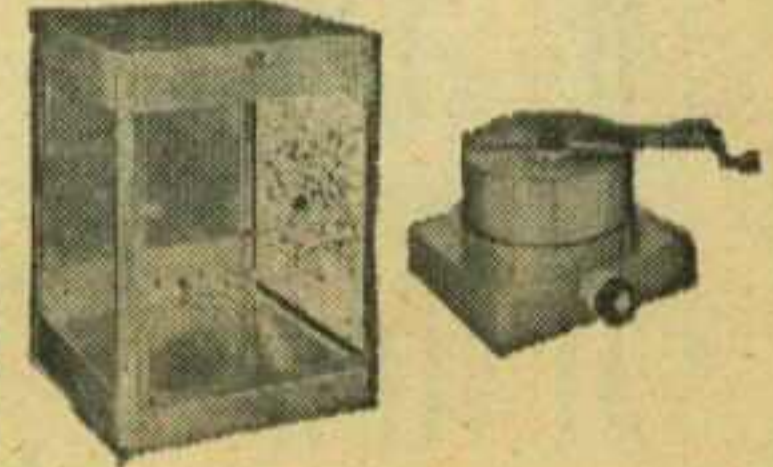
ORIGINAL WAFFLE MOLDS

Large 4" size of cast aluminum. Round, six-sided or scalloped, complete with wooden handles and formulae, \$2.50 each. Grease tanks available. Holds 6 molds —\$35.00.



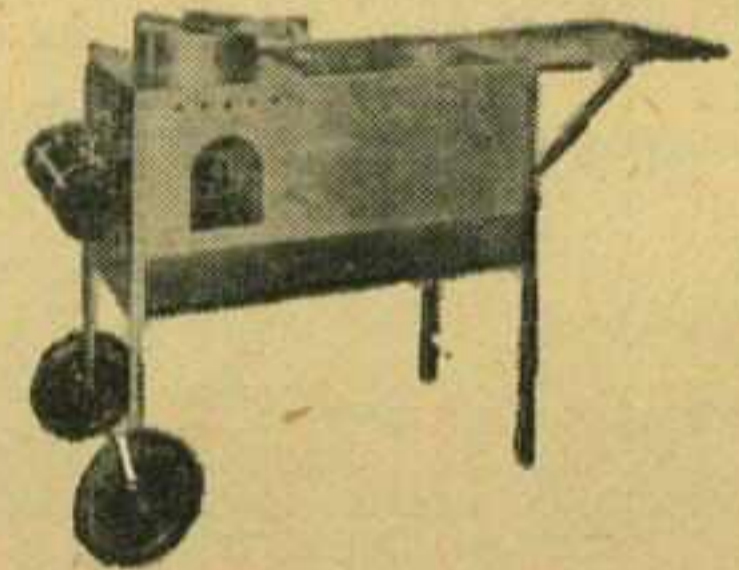
ELECTRIC POPCORN OUTFIT

Here's a counter model that will really make popcorn in a hurry! Pops more corn in less time than many larger outfits now on the market. 1500 watt Kromolax heating unit with three different heats. Can also be used for a grill. 8 quart popper pops 1/2 pound of raw corn at a time. All aluminum storage case has stainless steel bottom and glass on three sides. Full price—\$99.50.



PORTABLE POPCORN FACTORY

You can follow the crowds to any event, with the new Concession Portable Popcorn Factory. Has plenty of storage space for boxes, seasoning, popped and unpopped corn. Complete outfit includes Coleman heating unit, 12 quart Saratoga Popper and semi Pneumatic tires on ball bearing wheels. Length, 36"; width, 18"; height, 36" with legs, 18" with legs removed. All aluminum construction. Complete, \$169.50; \$154.50 without legs and wheels. Can be supplied with 1500 watt electric heating unit with 8 quart kettle popper, 25 ft. portable cable.



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OUTDOOR EXPOSITION

SHERMAN HOTEL, CHICAGO, NOV. 27-30

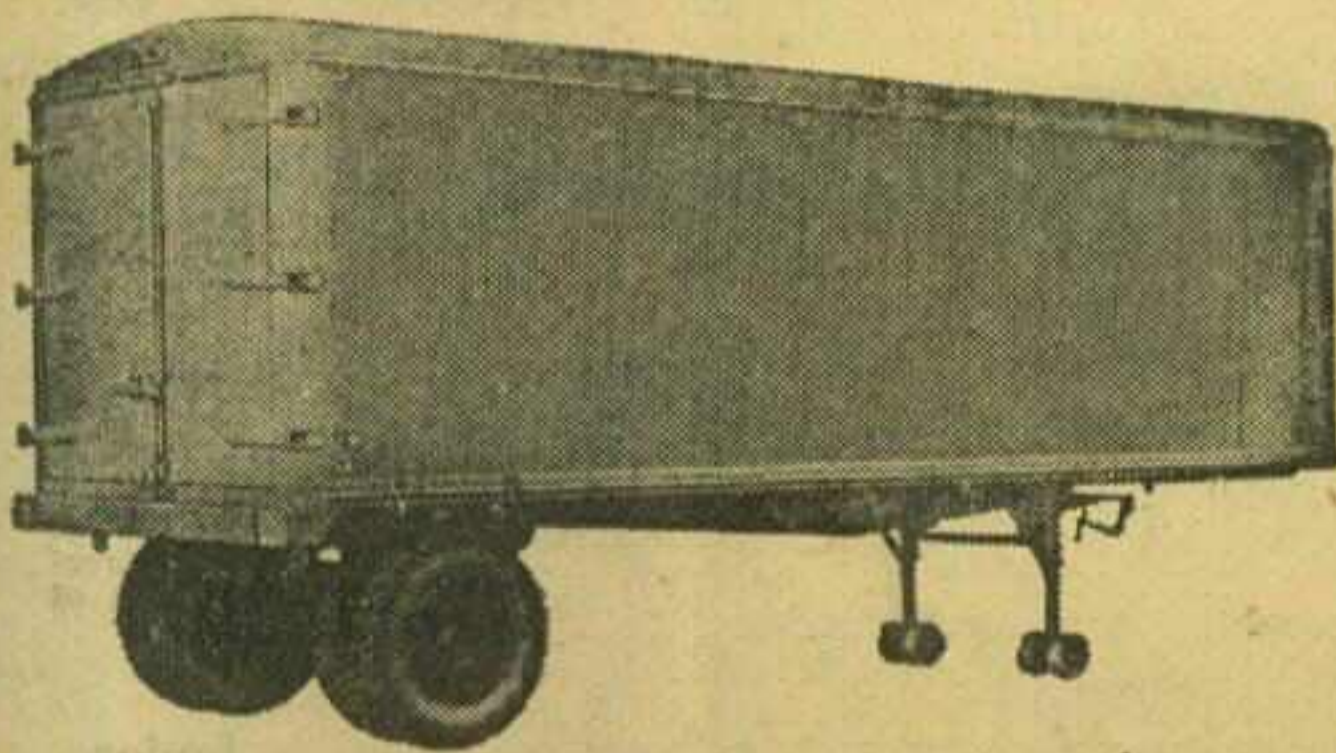
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PRICES ARE RIGHT — QUALITY IS HIGH
SERVICE IS GOOD

and where the showman's business is appreciated
whether for one or a hundred units.

We can trailerize your show with standard and special purpose
models for every job. Fast deliveries on all types.

Ask your friends about us—we enjoy a wide reputation for
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THE LITTLE CHIEF FIRE ENGINE

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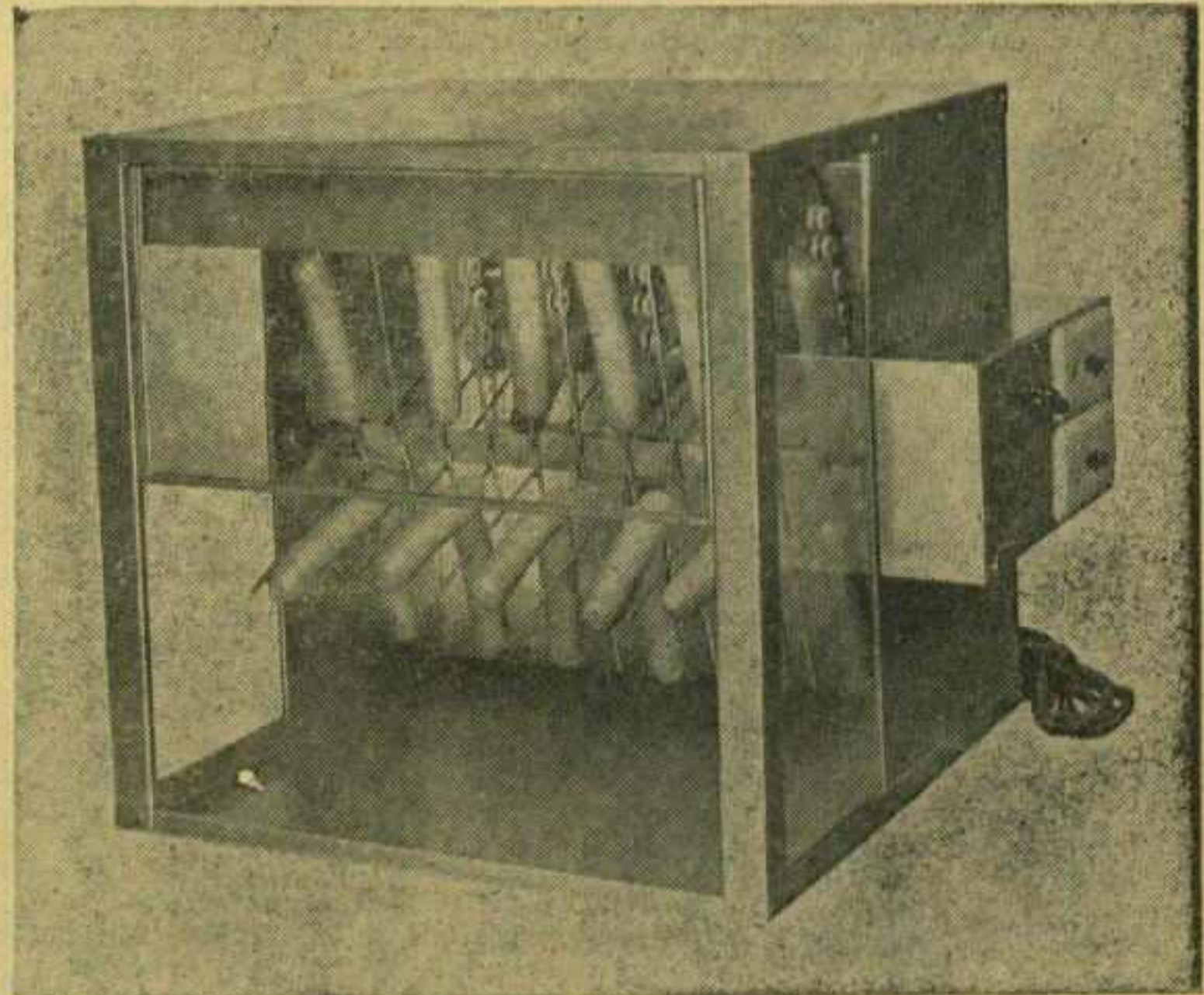
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HOT DOGS BAR-B-QUED!

Ordinary neighborhood taverns are selling eight to twenty
dozen hot dogs a day with the GLENRAY machine. Outdoor
spots have unlimited sales. Terrific eye catcher, revolving
spit holds 44 hot dogs at a time. Stainless steel, all electric,
fully guaranteed. Nothing like it. \$125.00 F. O. B. factory.
Write, wire or phone for particulars; photo.

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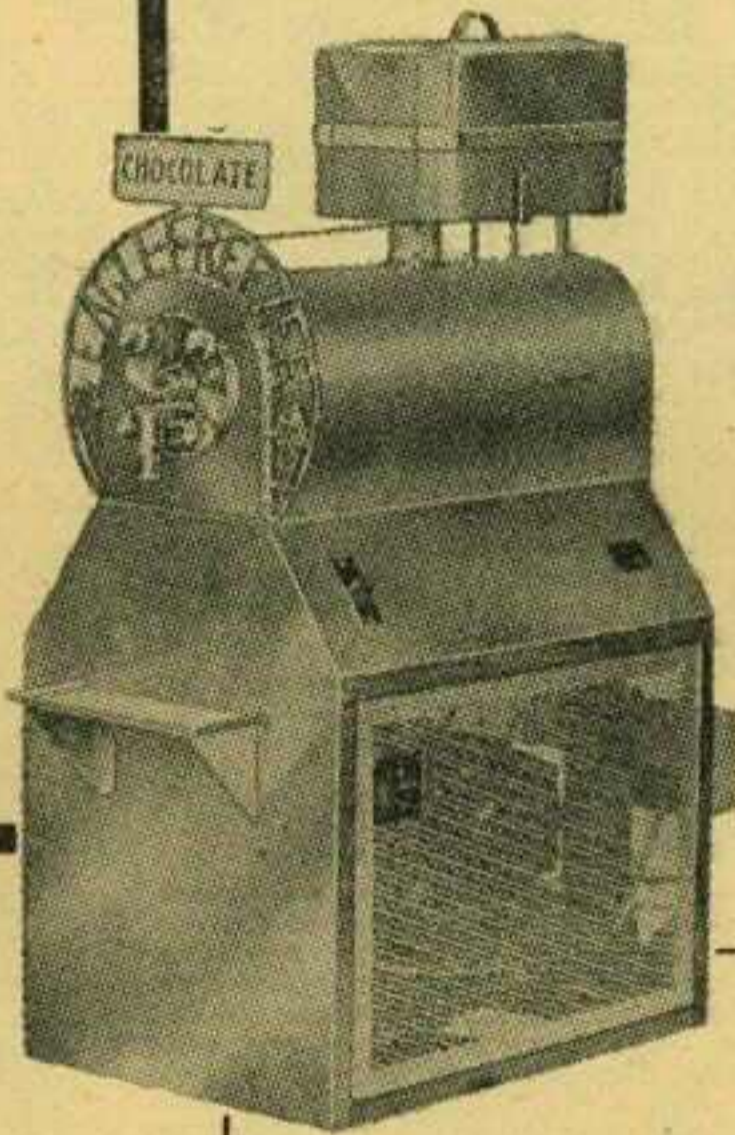
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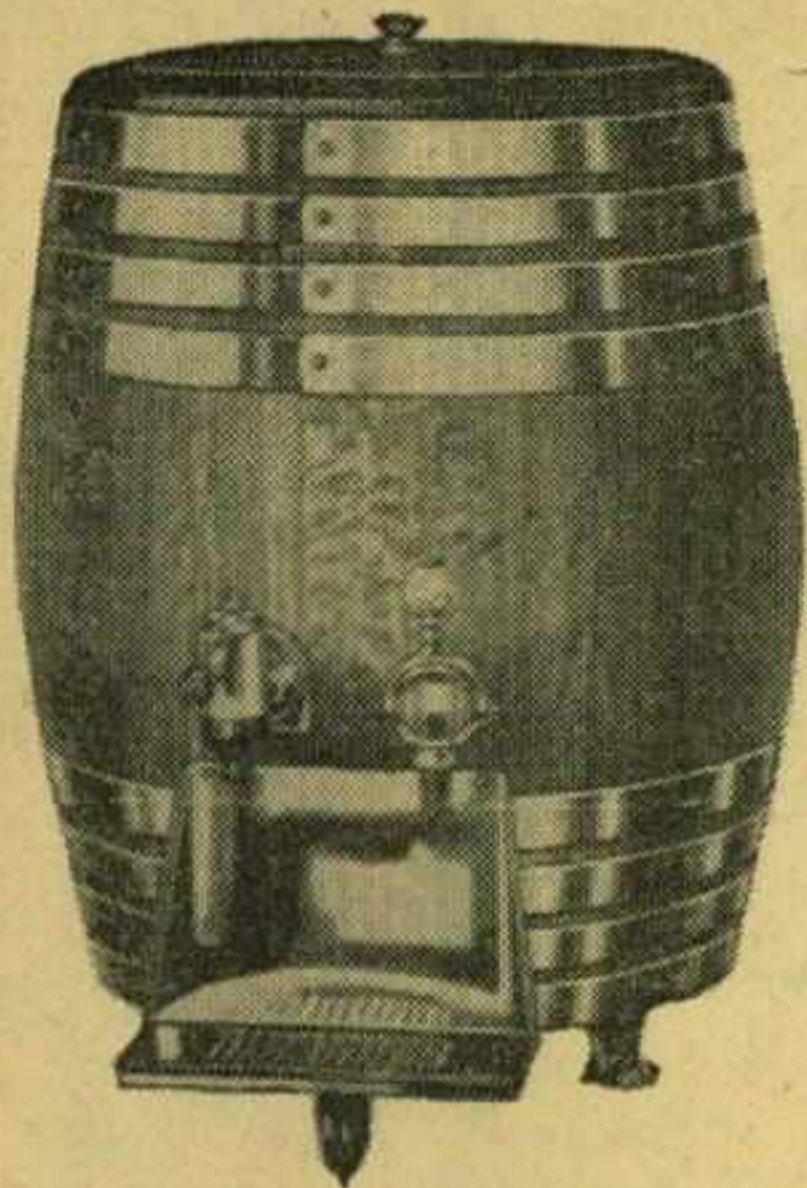
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One gallon makes 140 gallons
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makes a delicious Birch Beverage.

ROOT BEER MUGS

CB PACKAGED CARBONATOR

Carbonates 30 gallons per hour at
about one cent per gallon. Weighs
only 75 lbs.

LOW PRICES— SPECIAL DEALS

Write Today for Literature
Distributors Wanted

**Ohio Chemical Products
Company**

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Canton 3, Ohio

(Continued from page 78)

KANSAS

Rook County Free Fair, Stockton

OPERATED 4 days, 5 nights.
WEATHER: Good 3 days, 4 nights;
cold or cloudy 1 day, 1 night.
CARNIVAL: Schrader and Brodbeck.
ATTRACTIONS: Grandstand attrac-
tions, booked thru Colonel Wilbur-of-
Omaha; Hollywood Thrill Show & Death
Drivers, P. J. Bailey, Atchinson, Kan.;
WIBW Round Up Gang, from Topeka,
Kan.; running races, three days.
AID, PREMIUMS: County aid, \$2,500.
Total estimated premiums paid out (ex-
cluding races), \$2,000.
ADMINISTRATION: President, Ed J.
Riffel; secretary, superintendent of con-
cessions, publicity director, Ray Marshall.
1950 DATES: August 27-31.

MICHIGAN

Pickford District Agricultural Society Fair, Pickford

TOTAL ATTENDANCE: Paid 3,500; free
500. Operated 2 days.
WEATHER: Good 1 day; rain 1 day;
cold, 1 day.
RECEIPTS: Gate (less tax), \$1,750.
ATTRACTIONS: Harness racing 2 days.
AID, PREMIUMS: County aid, \$900.
ADMINISTRATION: President, Elliott
Hancock; secretary, publicity director,
F. Elwyn Smith; superintendent of con-
cessions, Oliver Beacom.

MISSISSIPPI

Scott County Fair Association, Forest

TOTAL ATTENDANCE: Paid, 6,000,
free, 5,000. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 4 nights;
cold or cloudy 1 day, 2 nights.
AID, PREMIUMS: Total estimated pre-
miums paid out (excluding races), \$375.
ADMINISTRATION: Secretary, publi-
city director, A. N. Ware; superintendent
of concessions, G. Burk.

MISSOURI

Tri-County Fair, Aurora

TOTAL ATTENDANCE: Free 30,000.
Operated 4 days; 3 nights.
WEATHER: Good 4 days, 3 nights.
CARNIVAL: Bogle & Reese Shows.
AID, PREMIUMS: State aid, \$1,010.50;
County aid, \$300.00. Total estimated
premiums paid out (excluding races)
\$3,031.50.
ADMINISTRATION: President, Wayne
Hughes; secretary, Garrell Meolin.
1950 DATES: Sept. 29-Oct. 2.

OREGON

Lane County Fair, Eugene

TOTAL ATTENDANCE: Paid, 27,000;
free, 1,000. Operated 4 days, 5 nights.
(Statistical Directory on page 101)



Install a ROOT BEER Barrel in your Cafe.
Increase Your Earnings \$50.00 To \$150.00 Per Week.
Write Concerning Complete SET-UPS On LILEY'S
ROOT BEER Barrels Equipped With Glowing Ticker
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LILEY SALES CO., 1122 E. 31st, Kansas City, Mo.

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FULLY REFRIGERATED BEVERAGE DISPENSER

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No Messy Ice—Better Sanitation.
Just plug in electric socket and serve!

All particulars and photo-graphs
on request.

Note: Sorry, folks, we can't attend the
Convention due to lack of exhibit space.
Hope to see you next year!

C & K EQUIPMENT CO.

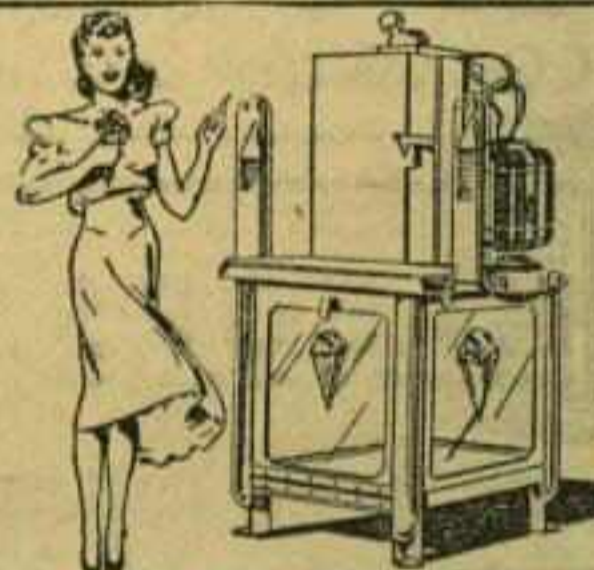
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POPCORN MACHINES AND SUPPLIES



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Several Long Range Shooting Galleries
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Trailer, over-all length 28 ft. Frozen Cus-
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SHOOTING GALLERIES

And Supplies for Eastern and Western Type
Galleries. EST. 1927. WRITE FOR CIRCULAR.

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KENTUCKY AND VIRGINIA HAMS

\$1.10 lb. plus postage

MAGGIE WISE

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Kernel Prunty Says:

"I can offer you my famous 'RUSH HOUR' Yellow

POPCORN

at \$8.25 per 100 pounds f.o.b. St. Louis. Can also offer White Hulless Popcorn. Seasoning Oils, Peanuts, Star Line of Popcorn Machines, Peanut Roasters and Food Serving Equipment. Send for Price List of Full Line of Popcorn Supplies including new 10c Automatic Popcorn Carton and Jumbo Size Popcorn Bag.

Prunty Seed & Grain Co.

620 N. 2nd St. St. Louis 2, Mo.
— In our 76th year —

Barlay Opens Winter Run in Berlin Arena

BERLIN, Nov. 19.—Circus Barlay, after winding up its season under canvas, has brought its feature animal acts, including 100 horses, 40 ponies, 6 elephants, 5 lions, 5 tigers and 13 bears, to Berlin for the winter in Barlay indoor arena.

In addition to the animal numbers, the circus is presenting a line-up which includes the Three Luvas, trapeze; Jasirows, swaying pole; Three Hensinos, wire; Recha, magician; Miller Bros., comedy bar act; Short & Long, eccentrics; Hano Cimarro, in a leap from arena dome into lion cage; Gilbert's trained doves; Three Truzis, musical clowns, and Herman Ullmann, Liberty horses.

Circus Aeros is playing the winter at Leipzig, with a circus tear-jerker titled *Why Do You Weep, Bambino?* Owner Cliff Aeros plays the leading role of the clown, Bambino, and does his slide for life.

Old age has set in when you can no longer find scenery on a scenic route.

Multiplex Faucet Co. Serving the Trade 45 Years
About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS



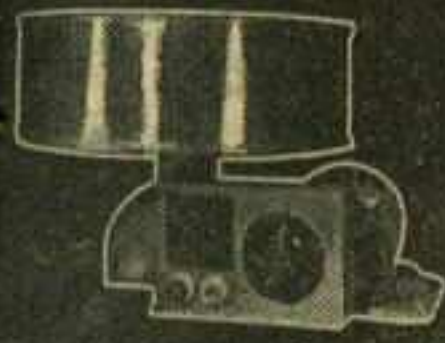
STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

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HYCOL Golden Yellow

(Formerly Called "Nucol")
Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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Mechanical Ball Pitcher

A new Batting Game for Parks, Driving Ranges and Concessions. Throws 1 1/2 in. Sponge Rubber Baseballs in less than a minute. Operates on 110 AC outlet. Complete with Bat and Gross of Balls, \$175.00.

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Chevrolet — Ford — International
Some With High Head Room Bodies.

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Aurora, Ind. Phone 333

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SAVE MONEY
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NEW 8-OZ. CONCESSION SIZE for



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IN CUPS... IN GLASSES
for fountains,
bars and
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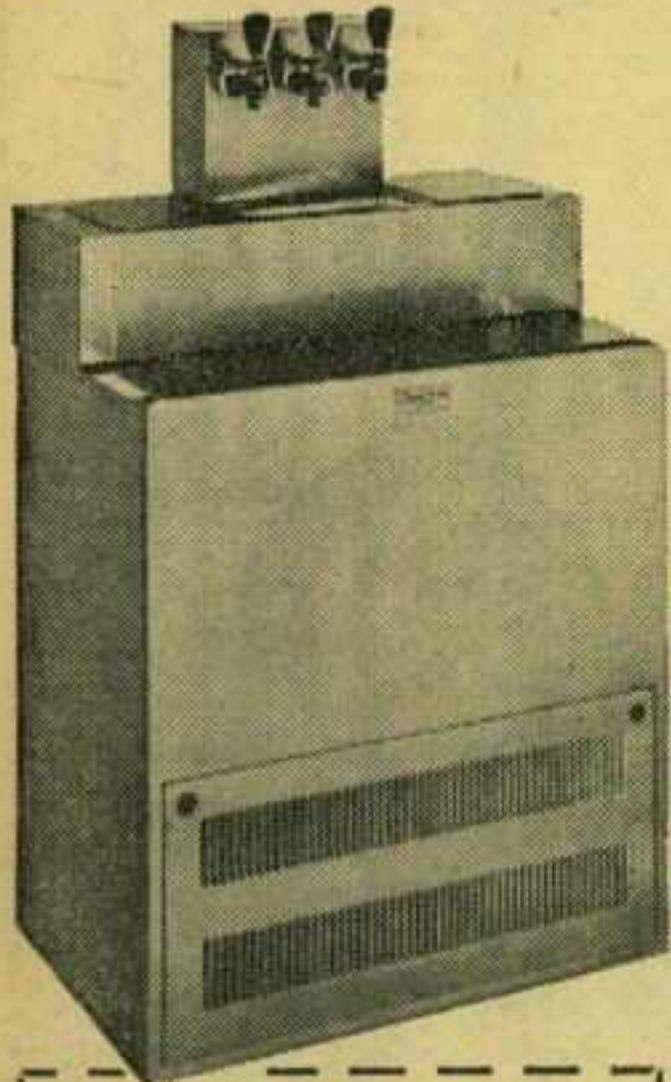
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PEPSI-COLA CO., 3 W. 57TH ST., NEW YORK, N. Y.

Bottle-Quality Drinks
at More Than . . .

DOUBLE the PROFIT FOR YOU!!!

Knickerbocker is the dispenser you've waited for. It produces perfectly-chilled and perfectly-mixed carbonated drinks at every turn of the tap. Yes, it produces drinks that are bottle-quality . . . AT MORE THAN DOUBLE THE PROFIT FOR YOU!

The Knickerbocker scientifically blends and balances soda and syrup to produce a perfectly-mixed drink every time! Compactly beautiful in glistening stainless steel . . . built to last . . . the finest and fastest soda dispenser in the country . . . fully guaranteed for one year . . . for use as a complete dispensing unit.



Model 32DC (illustrated)

Height, 34"; Width, 32"; Depth, 20".
Same unit refrigerated with 1/2 h.p.
Copolametic also available.

Also Eight Other Models

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I'm interested in learning how to DOUBLE MY BEVERAGE PROFITS. Please send me full particulars and prices on the complete Knickerbocker line of dispensers at no obligation to me.

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Company

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Program Chairmen



ELMER E. FOEHL



VERNON D. PLATT

ELMER E. FOEHL, Willow Grove Park, Philadelphia, and Vernon D. Platt, Somerton Springs, Pa., are chairmen of the two phases of the NAAPPB convention, scheduled November 27-30 in Hotel Sherman, Chicago. Foehl is chairman of the general program and Platt is chairman of the beach and pool sessions.

Great Stanelly Killed in Fall

KANSAS CITY, Mo., Nov. 19.—Jan Vogel, 30 trapeze artist professionally known as the Great Stanelly, died Friday night (18) in General Hospital here an hour after he fell during his act at the Municipal Auditorium.

Formerly of Amsterdam, Holland, Vogel plunged to his death when his ankle line snapped on his 90-foot breakaway. He had been in this country about a year and was performing with a Shrine-sponsored circus.

Fire Razes Dance Hall At Lincoln Pk., Reading

READING, Pa., Nov. 19. — Fire last Sunday (13) destroyed a building in Lincoln Park, three miles Southeast of here but other structures in the park were saved thru the combined efforts of fire fighters from Lincoln Park and six surrounding counties, who were forced to draw water from a source nearly a mile away.

The building, which was swept by the flames, served as locale for square dancing.

L. H. Weir Dead at 71

INDIANAPOLIS, Nov. 19.—L. H. Weir, 71, nationally known park authority, died here Sunday (13) after an illness of two months. Weir was field representative of the National Recreation Association. Funeral services were held Wednesday (16) in Scottsburg, Ind. His widow and a daughter survive.

New ELECTRIC CORN POPPER



PROFITS GALORE!

\$5 to \$50 Daily Earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!

Popcorn is low in price—easy to get — your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

DOES WORK OF \$500 MACHINE!
TURNS OUT 100 BAGS AN HOUR

POPS A BATCH IN 3 MINUTES

Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted cases and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

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**100% Self Contained
Nothing Else To Buy!**

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installed in multiples of 1, 2, or 3 flavors to handle all your carbonated drinks . . .

DIMENSIONS:
HEIGHT 40"
WIDTH 26"
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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

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PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

Digger Pugh Ends Sales Trip in U. S.

NEW YORK, Nov. 21. — Digger Pugh, London talent agency head, returned to England Sunday (20) after a week of visiting circuses in the United States. Pugh caught Cole Bros., Mills Bros., Biller Bros. and the Ringling show. He also visited Hunt Bros. at its New Jersey winter quarters.

Pugh had talent appearing this season with the Cole and Mills units. He said that the devaluation of the pound had helped him immensely in doing business in the U. S., but that American acts he had set for appearances in the British Isles lost interest when devaluation took place.

Pugh said he would bring 28 girls, mostly acrobats and trampoline workers, here in March.

Jose Barrera Dies In Oklahoma at 72

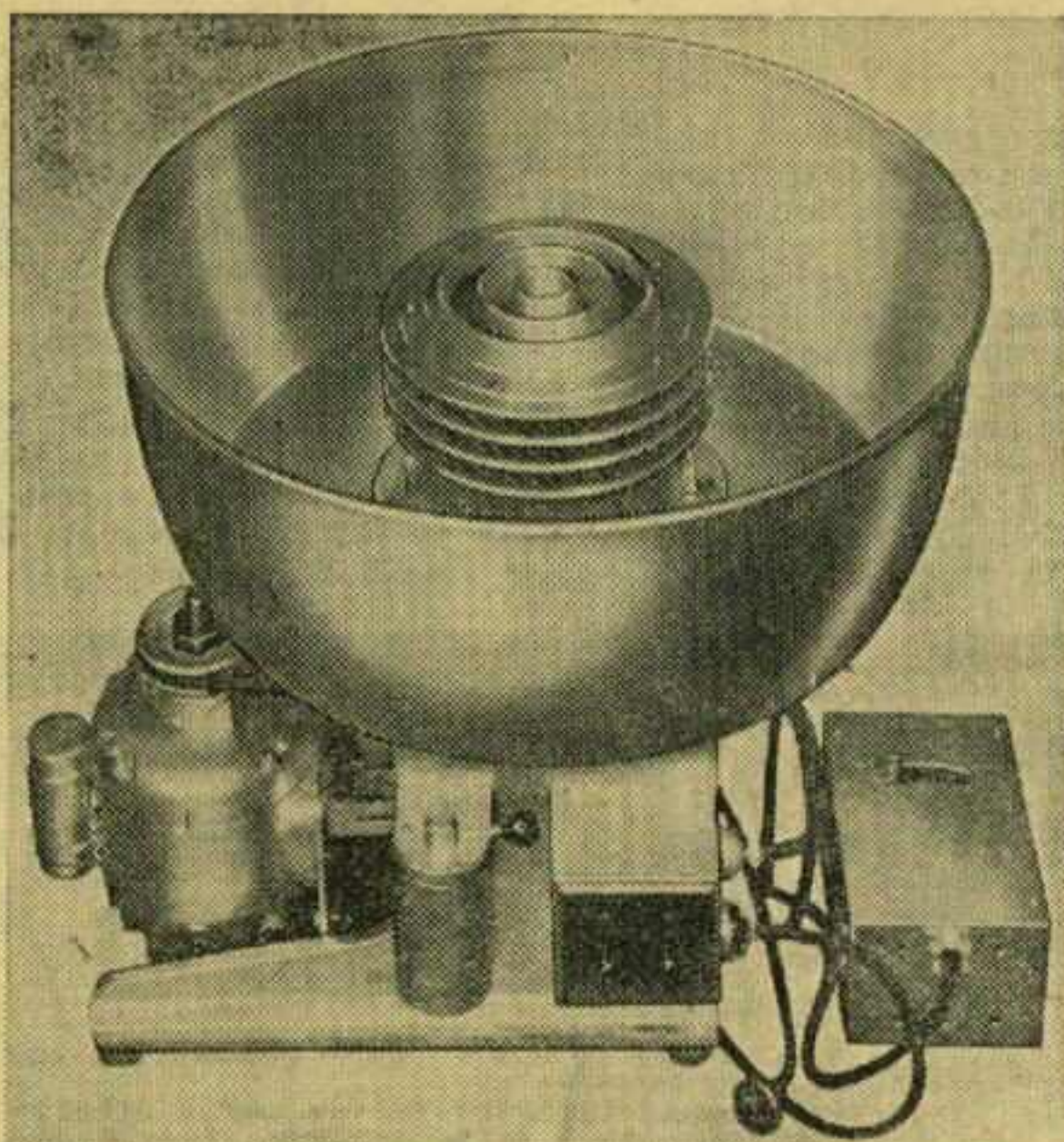
PAWNEE, Okla., Nov. 19.—Jose Barrera, 72, internationally known Wild West Show performer under the name of Mexican Joe, died here November 16.

Barrera toured America with William F. (Buffalo Bill) Cody's Wild West troupe, the Miller Bros.' 101 Ranch show and Major Gordon W. (Pawnee Bill) Lillie, with whom he was associated for many years. He also appeared several times at New York's Madison Square Garden.

An expert roper, he toured the globe in exhibitions and gave many command performances before royal families. He is survived by a daughter, Mrs. Clyde Hestand.

At this time of the season, the good looking annex dancer must consider herself a failure if she hasn't received at least 10 proposals of marriage from ticket sellers and seat butchers.

Our New "Giant 3-in-1" Candy Floss Machine



YOU Can Make \$100.00 to \$300.00 A DAY ON CANDY FLOSS Others Do

ORDER ONE OF THESE MACHINES TODAY

Below Our IMPROVED SUPER WIZARD

SPECIAL NOTICE TO OUR CUSTOMERS:

We have an up-to-date repair shop—send your old machine in for check-up by experienced men—no charge for time and labor, only charge for new parts used—when thru, your machine will work like new—be ready for big season ahead—fastest money-makers of all times. Write TODAY.



Electric Candy Floss Machine Co.

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2020 OLIVE ST., ST. LOUIS 3, MO.

YOUR DEPENDABLE SUPPLY HOUSE



SPECIAL PLUSH—30 INCH ESKIMO DOLLS, JOCKEY GIRL, PANDA BEARS, MAJORETTES, ETC. ALL 30 INCH., \$40.00 DOZ. ASSORTED IF WANTED.

EQUIPMENT

- POPCORN MACHINES
- CANDY FLOSS MACHINES
- SNOW CONE ICE SHAVERS
- CANDY APPLE STOVES, ETC.
- CARAMEL CORN OUTFITS
- PEANUT ROASTERS
- PEANUT WARMERS
- HOT DOG GRILLS AND STEAMERS
- FRENCH FRYERS
- BEACH UMBRELLAS
- DRINK DISPENSERS
- NEON SIGNS TO YOUR ORDER

SUPPLIES

- POPCORN—Bags, Boxes, Oils, Cones, Salt, Glassine Bags, etc.
- FLOSS PAPERS—5 Colors, Flavors, Vanillin, Anise, B-Walnut. A.A. Sugar is best for Floss.
- CARAMEL CORN—Glucose, Golden "C" Sugar, Butter Flavor.
- SNOW CONCENTRATES—Syrups, Cups, Spoons, Etc.
- APPLE STICKS—Color, Glucose.
- SETSQUICK—No more sticky Apples or Caramel Corn.
- PEANUTS—Raw or Roasted.

ALL PRICES F.O.B. ST. LOUIS, MO. 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. NO SHIPMENTS WITHOUT DEPOSIT.

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Flashbacks

25 Years Ago

George W. Christy, owner of the Christy Bros. and Golden Bros. circuses, announced the formation of a new show and Wild West Show, with Walter McCorkhill as general agent and Jack Friedman and Ed Heinze at the helm back with the show.

Clyde Griffith, general manager of the National Vaudeville Exchange, signed the following for the 1925 season with M. J. Lapp American Exposition Shows: Billy Griffith, openings; Charles and Eli Ayotte,

canvassmen; Walter Schwartz, lecturer and magician; Joe Lotis, snakes and alligators; John Green, three-legged man; Milly Long, giantess; Gerry Harris, electric girl; Emma Lynch, fire-eater; Princess Tutulia, Hindu wonder worker; Al Lynch, illusions; Friendricks, the rat-faced boy; Beauty, six-legged sheep, and Belle Watson, sword swallower.

California State Corporation Department granted a permit to issue and sell stock in the amount of \$3,000,000 to the Santa Monica Ex-
(See Flashbacks on page 88)

make a better product... earn greater profits,
with **Farmer Boy** POP CORN SUPPLIES



WE GIVE YOU

- Highest quality HYBRID POPCORN especially processed for biggest expansion.
- Highly refined COCONUT 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.

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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.

818 E. THIRD ST.

CINCINNATI 3, OHIO

Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All American Midway: Del Rio, Tex.
American Liberty: Pleasanton, Tex.
American Midway: (Pair) Harlingen, Tex.
Becht, Lee: (Toy Pair) Santa Claus, Ind.
B. & H.: Lamar, S. C.
Big State: Abernathy, Tex.
Blue & White: Edna, Tex.; Gollad 28-Dec. 3.
Bohn & Sons United: Nederland, Tex.
Crystal Expo.: (Pair) Inverness, Fla.; season ends.
Heck, R. A.: Elberton, Ga.; Thomson 28-Dec. 3.
Inland: Dyess, Ark.
Maddox Bros.: Hale Center, Tex.
Marion Greater: (Pair) Bowman, S. C.; (Pair) Barnwell 28-Dec. 3.
Midwestern Expo.: Shiner, Tex.
Migrathy, Curly: Dubach, La.
Moore's Modern: Laredo, Tex.
Myers: (Dixon Hill) Atlanta, Ga.
Myers, Wm.: McIntyre, Ga.
Oil State: Morgans, La., 21-Dec. 8.
Orange State: Orlando, Fla., 21-Dec. 3.
Palmetto Expo.: Macon, Ga., 21-Dec. 3.
Pan-American: Brookhaven, Miss.
Peppers All-State: Gueydan, La.
Pike Am. Co.: Port Arthur, Tex., 21-Dec. 10.
Prel's Broadway: Gainesville, Fla., 26-Dec. 3.
Rogers, E. E., Expo.: Tucker, Ark.
Standard: Turkey, Tex.
Stephens, C. A.: Ware Shoals, S. C.
Tassell, Barney: Belle Glade, Fla.; South Miami 28-Dec. 3.
Texas: Premont, Tex.
Utah Expo.: Casa Grande, Ariz.
Wallace & Murray: Augusta, Ga.
Wilson Greater: Phoenix, Ariz.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Davenport, Orrin: Wichita, Kan., 20-26.
Davies, Ayres & Kathryn: Three Rivers, Mich., 22; Plymouth, Ind., 23; Union City, Mich., 28; Coldwater 29; Homer 30; Hillsdale Dec. 1.
Gould, Jay: Aurora, Ill., 25; Arlington Heights 26; Aledo 28; Abingdon 29; Savannah 30; Galva Dec. 1; Morrison 2; Elmhurst 3.
Polack Bros. (Eastern): Burlington, Vt., 24-26.
Polack Bros. (Western): Peoria, Ill., 21-27.
Ringling Bros. and Barnum & Bailey: Miami, Fla., 23-25; season ends.
Rogers Bros.: Selma, Ala., 22; Greenville 23; Enterprise 24; Chipley, Fla., 25; Chattahoochee 26; High Springs 28.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Ameri-Congo Animal Exhibit: Baxley, Ga., 23-24; Douglas 25-26; Waycross 28-29.
Henis, Sonja, Ice Show (Coliseum) Indianapolis, Ind., thru Dec. 5.

INDOORS! In TULSA!
A Few MORE
1949 — 1950

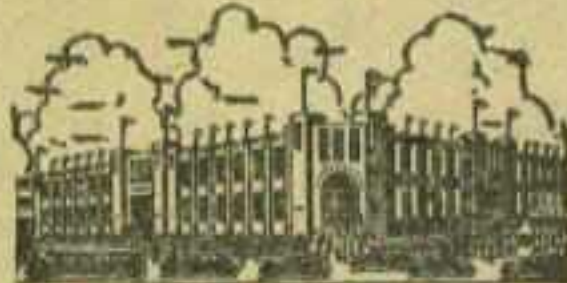
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TULSA FAIR PAVILION

Oklahoma's largest, finest INDOOR ARENA, available NOW for year-round booking of

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 - Thrill Shows, Basketball
 - Sports, Aquatic Shows
 - Roller Derbies, Bull Fights
 - Trade-Industrial Shows
- or WHAT have YOU?

FLAT OR PERCENTAGE



SEATS OVER 5,000

in opera chairs PLUS BOXES and additional seating capacity in arena.

NO Attraction TOO BIG!

Write, Phone or Wire:

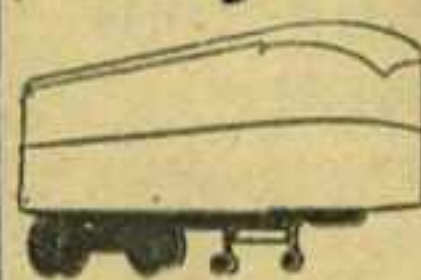
JOHN C. MULLINS

Phone 4-9103 Box 1297
TULSA, OKLA.

Ice Follies of 1950 (Madison Square Garden) New York, 21-29; (The Gardens) Pittsburgh Pa., Dec. 1-8.
Ice Vogues of 1950 (State Armory) Utica, N. Y. 24-29; (Exposition Hall) Portland, Me., Dec. 1-6.
Miller's, Irvin C., Brown-Skin Models (Lincoln) Winston-Salem, N. C., 23; (Regal) Durham 24; (Carolina) Sanford 25-26; (Lincoln) Raleigh 28; (Carver) Kinston 29; (Piazza) Greenville 30.
Pan-American Animal Exhibit: Fritchard, Ala., 23-27; season ends.
Plunkett's Stage Show: LaGrange, Tex., 24-28.
Roller Skating Vaulies of 1950 (Auditorium) Oklahoma City, Okla., 23-27; (Coliseum) Houston, Tex., 29-Dec. 4.

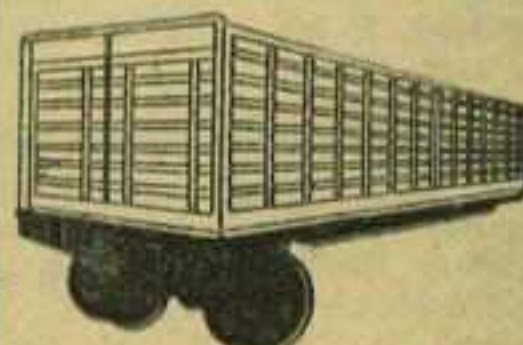
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Several Lions, Bears, Llamas, Zebus, etc. Cage Wagons, Trucks, Light Plants, Banners. One 60' Top with three 30' Middles. Other Show Equipment.

STEVENS BROS.' CIRCUS

Hugo, Okla.

KIDDIELAND ON WHEELS IN '50

Lawrence Org In Barn After 36-Week Tour

Covered 3,900 Miles

MOULTRIE, Ga., Nov. 19.—After a tour of 36 weeks, covering 3,900 miles, the Lawrence Greater Shows closed the season with a week's still date here before moving into winter quarters at near-by Spence Field.

All told, the Lawrence org, which opened the 1949 season in Savannah, Ga., the only repeat date of the season, played 25 still dates and 11 fairs. Still date business was spotty, but 10 of the 11 fairs proved winners. Longest move was 584 miles from West Union, Ia., to Paducah, Ky., and the shortest move was the 36 miles from Albion, Mich., to Lansing, Mich.

Thruout the season many visitors checked in and out at the various stands. Among those seen on the Lawrence midway at one time or another during the season were Mrs. Ralph (Molly) Decker, Bob (Diggers) Parker, Dutch Whiteside, Jack J. Perry, Hydrick Kirby and son, Guy Dodson, Leo Bistany, Al Travers, Red Hicks, Tommy Carson, Johnny J. Denton, Bill Allen, Jack Burke, Roxie Lee, Mr. and Mrs. Stretch Rice, Mr. and Mrs. Leonard Ungar, Curly Graham, Nora Boswell Bearsley, Rocco Mascucci, Mr. and Mrs. Garrett, Frank Harrison, Bill Sanders, Ben Allen, Sol Passink, Ellis Winton, Roy Allen and Mr. and Mrs. George Spirides.

Personnel announcing their various winter destinations, following the show's closing include:

Tommy Bowman, Atlanta; Mr. and Mrs. Howard Stroud, Tampa; J. H. and Bonnie Horne, Miami; Mr. and Mrs. Oscar Johete, Savannah; Phil Smith, Ocala, Fla.; Mr. and Mrs. Jack King, Moultrie, Ga.; Jimmie Wright and Mr. and Mrs. Jimmie Harrington, Miami; Bennie Keilman, Detroit; Mr. and Mrs. Art Radtke, Miami; Herb Miller, Miami; Norman Block, Tampa; Paul (Muscles) Miller, Portland, Ore.; Pinky Woods, Boston; David Marman, Miami; Louis and Cele Rosenberg, Moultrie, Ga.; Mr. and Mrs. Lenny Lux, Miami; Nick Thomas, Miami.

Wesley Powell, Port Au Prince, Haiti; Mr. and Mrs. Tom Harris, St. Petersburg, Fla.; Elmer E. Welter, Houston; Homer Harvey, Dallas; Mr. and Mrs. Forrest Denny, Moultrie, Ga.; Jimmie Wright, Tampa; Earle

Bill Lambert Reps J. A. Gentsch Org

WINONA, Miss., Nov. 19.—J. A. Gentsch, owner of the shows bearing his name, announced from local winter quarters that W. H. (Bill) Lambert has been signed as org's general representative for 1950. For the past few seasons Lambert has been with Rogers Greater Shows as general agent and legal adjuster.

Gentsch also revealed this week that he had signed Mary and Buck McClanahan, along with their two rides for next season. Gentsch said that shows plan to open in Mississippi and then move thru Tennessee, Kentucky, Indiana and Illinois before closing about the middle of November in Mississippi.

Lambert left here this week for Indianapolis, where he will head-quarter. He will attend the outdoor meetings in Chicago.

Annual NSA Festivities Bring Host of Showfolks to Gotham

NEW YORK, Nov. 19.—Eastern showfolks arrived here in large numbers this week for a series of National Showmen's Association doings which get under way tomorrow with memorial services in the clubrooms and at the club's plot in Ferncliff Cemetery and conclude Wednesday night (26) with the colorful annual banquet and ball in the Grand Ballroom of the Commodore Hotel.

Advance banquet reservations already docketed by Ethel Weinberg, club secretary, indicate that the attendance will easily reach the peak 1,000 attained on former occasions. The over-all success of the affair is assured since top-bracket names are skedded to attend as dais guests and the talent program, arranged for by George A. Hamid, head of the booking agency bearing his name, includes such top-flight entertainers as Henny Youngman, Jean Carrol and the De-Marcos.

Hershfield Toastmaster

Harry Hershfield will be back as emcee. Other dais guests will include Sen. Olin D. Johnston of South Carolina; J. Alfred Valentine, president of Mineola Fair and the New York State Association of Agricultural Fairs; Bligh Dodds, president of the International Association of Fairs and Expositions, and general manager of New York State Fair and the Gouverneur (N.Y.) Fair, and James A. Farley.

Bobby Burns and his ork will play for dancing after the stagemus. Joe Basile and his band will provide music during the dinner.

Dinner for Bergen, Strates

Association Prexy Frank Bergen, general manager of the World of Mirth Shows, will preside at the banquet, assisted by Jack Perry, owner of the shows bearing his name, president-elect Bernard (Bucky) Allen, Bergen concession partner, is banquet chairman.

Table reservations indicate that show owners will party more fairmen

Prell & Vivona Tab Fine Year

NEW YORK, Nov. 19.—Joe Prell, manager of the Prell Shows' second unit, which operated thruout the fair season with Vivona Bros.' equipment, reported here this week that the initial try at playing a secondary fair route proved highly successful.

The season, which ended a week ago in Charleston, S. C., consisted of 14 consecutive fairs. The route was limited to Maryland, Virginia, North and South Carolina.

Executive chores were handled by Prell, Johnny and Morris Vivona. The fair dates were the first played by the Vivona org, which previously had limited its engagements to still dates, bazaars and indoor doings in New Jersey and New York.

Prell said that a similar arrangement has already been agreed upon for 1950 and that several of the annuals played this year are already contracted for return engagements. The South Carolina State Colored Fair at Columbia was inked prior to the completion of this year's run.

The Vivona equipment is back in its New Jersey winter quarters.

than ever before. Railroad org execs will play host to fair execs from every State on the Eastern Seaboard and the Eastern provinces of Canada.

President Bergen and James E. Strates, past president, will be honored at a testimonial dinner Monday night (21) at Leon & Eddie's. Open house will be held in the clubrooms Tuesday night (22).

Lamb Concludes Season on Right Side of Ledger

MALVERN, Ala., Nov. 19.—Despite some bad weather and polio scares, the L. B. Lamb Shows wound up the season on the right side of the ledger and are safely tucked away here in quarters.

Org wound up the season at the Marianna (Fla.) Fair and made the short run here in good time.

Staff remained much the same as that which started the season and included L. B. (Barney) Lamb, owner-manager; Mrs. L. B. Lamb, treasurer; Ernie Murray, publicity and lot man; Whitie Gavitt, electrician; Estel Barr, ride superintendent, and Andrew Knight, mechanic.

Ross Sinderson, following the close of the Lamb schedule, sent his three kiddie rides to the Leo Bistany Shows, with Bob and Evelyn Hill in charge. Sinderson and Lamb will make various fair meetings and then head back South. Andrew Knight and Bob La Rue went to Leesburg, Fla. The Barrs went to Iowa and Mrs. Parks and Harry Finch left for Iola, Wis. Whitey Gavitt and Jack went to Millington, Mich.; Mr. and Mrs. Maury Brod, Bradenton, Fla.; Yellow Savage took his *Night in Dixie Revue* to Port St. Joe, Fla., for winter dates; Captain Bell and Marion went to Tampa; Sandra Lee to Miami for club dates; the Pierces and Deninds to Leesburg, Fla., and Mr. and Mrs. Ernie Murray are visiting in Pasadena, Calif.

Johnny's United Org Ends 30-Week Season

ATHENS, Ala., Nov. 19.—The 1949 season closed October 30 for Johnny's United Shows and the org is now in winter quarters here. Show was out 30 weeks and traveled more than 4,000 miles in following States: Alabama, Tennessee, Kentucky, Indiana, Illinois and Wisconsin.

Org is owned by John Portemont Sr. and his son Jimmy Bush is general agent; Kathleen Bush, secretary; Marilyn Portemont, concession manager, and Bill Portemont, mail and *The Billboard* sales agent.

Ride personnel included Roy Moore, Merry-Go-Round foreman, Dean Holliday, second man; Jim Gulley, Octopus foreman; Elbert Aherns, Roll-o-Whirl foreman; Orville Lane, kiddie ride foreman, and Leo Wright, Ferris Wheel foreman.

Concessionaires and their winter destinations: Mr. and Mrs. Frank Hammil, Oakland City, Ind.; Harley Devine, Titusville, Fla.; Lefty Levine, Athens, Ala.; K. H. and H. Trent, New Orleans; Jimmy Flake, Texas; Mr. and Mrs. Mitchell, Mobile, Ala.; Shorty Morton, Miami; Mr. and Mrs. Bill Portemont, Brazil, Ind., and Mr. and Mrs. J. B. Harper, Athens, Ala.

ACA Unit Set For '50 Trek; Starts in May

Carry Shows for Moppets

CHICAGO, Nov. 19.—A touring kiddieland will be brought out in 1950 by the Amusement Corporation of America (J. C. McCaffery and Herbert W. Bye), it was announced here this week.

Consisting of shows geared to moppet appeal, as well as kiddie rides, the unit will open in early May and will play independently or in conjunction with full-scaled carnivals until fair season, when it will play fairs, either as a separate attraction or in connection with the midway. In cases where it is booked into fairs, the kiddieland will be set up apart from the regular midway, Bye announced.

The kiddieland is to move by truck and is to be framed to require between 18,000 and 20,000 square feet of space to set up. Exact number of rides to be carried has not been decided upon, but may reach as high as 10, Bye said. A puppet show probably will be among the tented attractions.

Concessions will be confined to eat-and-drink stands, such as soft drinks, popcorn and peanuts.

Bye maintained that the touring kiddieland would have little difficulty in obtaining bookings. He pointed out that there are many sizable communities without kiddielands and expressed the belief that sponsors for appearances for churches, civic groups, PTA's etc., would be easy to obtain.

Fairly Named Gen. Manager Of Collins Org

ST. PAUL, Nov. 19.—Noble C. Fairly, veteran in the carnival field, has been named general manager of the William T. Collins Shows, Billy Collins, org's owner, announced here Friday (18) at the show's winter quarters.

Fairly was manager of the Hennies Bros.' Shows this year and formerly was with the World of Today Shows. Prior to that he had been part owner of the Fairly & Little Shows and the Fairly-Martone Shows and sole owner of the Noble C. Fairly Shows.

Fairly assumed his new position Wednesday (18), Collins disclosed. He added that with Fairly as general manager, his org will strike out for a stronger route than it had this year.

Don Franklin Inks San Antonio Pact

HOUSTON, Nov. 19.—Don Franklin Shows have been awarded the contract to provide midway rides at the 1950 San Antonio Livestock Exposition, February 17-26. Exposition will be the first major event to be held at the new \$3,000,000 coliseum.

Event follows the Fat Stock Show to be held here. Midway will be located on the hard surface area alongside the new coliseum and adjacent to the livestock barns.

TAMPA'S NEW CLUB--A SHOWPLACE!

*Striking Structure Offers Many Facilities,
Delightful Furnishings, Attractive Grounds,
Reflects Organization's Rapid, Sound Growth*

BACK in 1945 Gene Bernie, formerly connected with the Rubin & Cherry Shows and now a successful importer and distributor for fruit shipping and packing concerns with headquarters in Tampa, dreamed about organizing a showmen's club in Tampa.

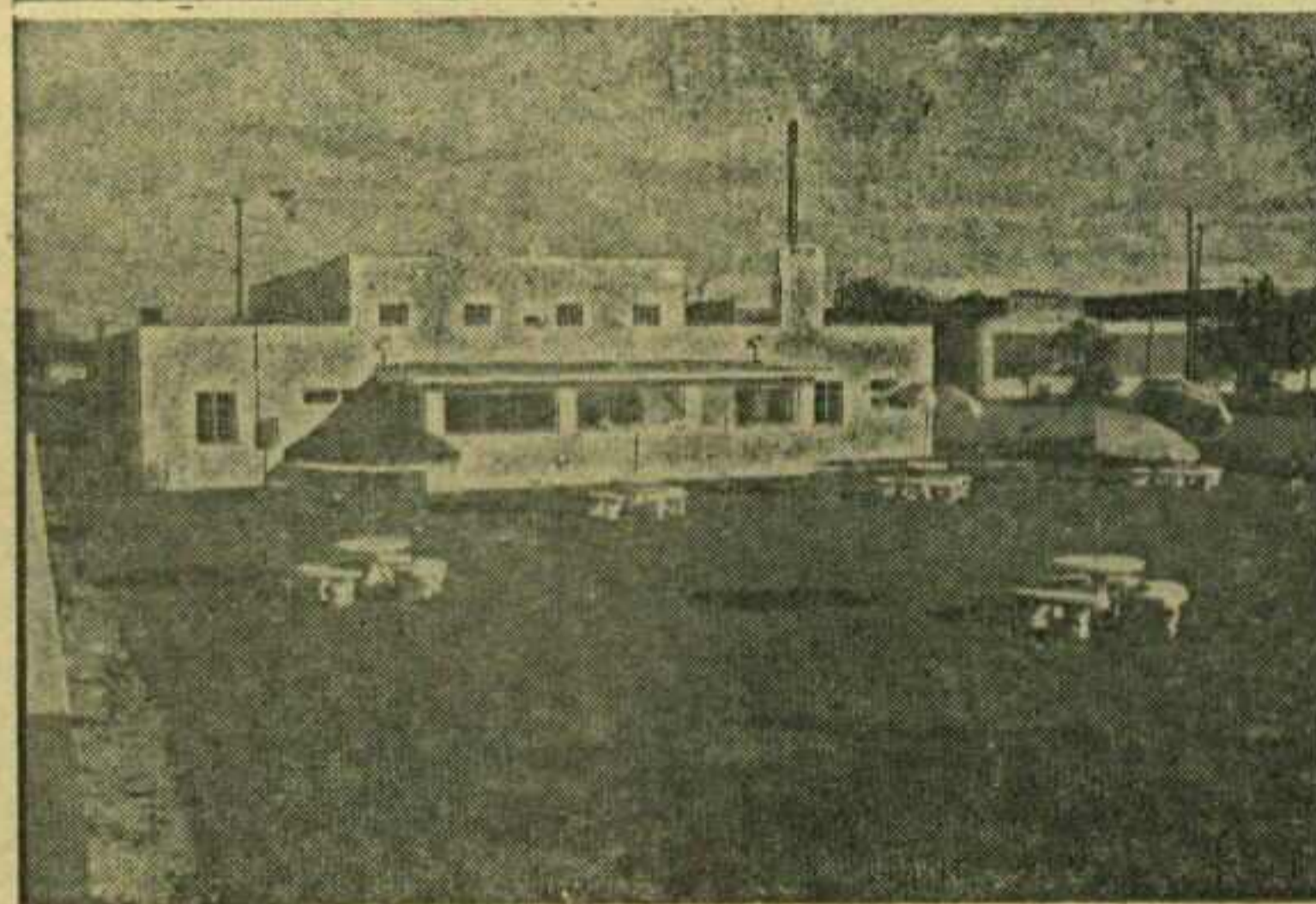
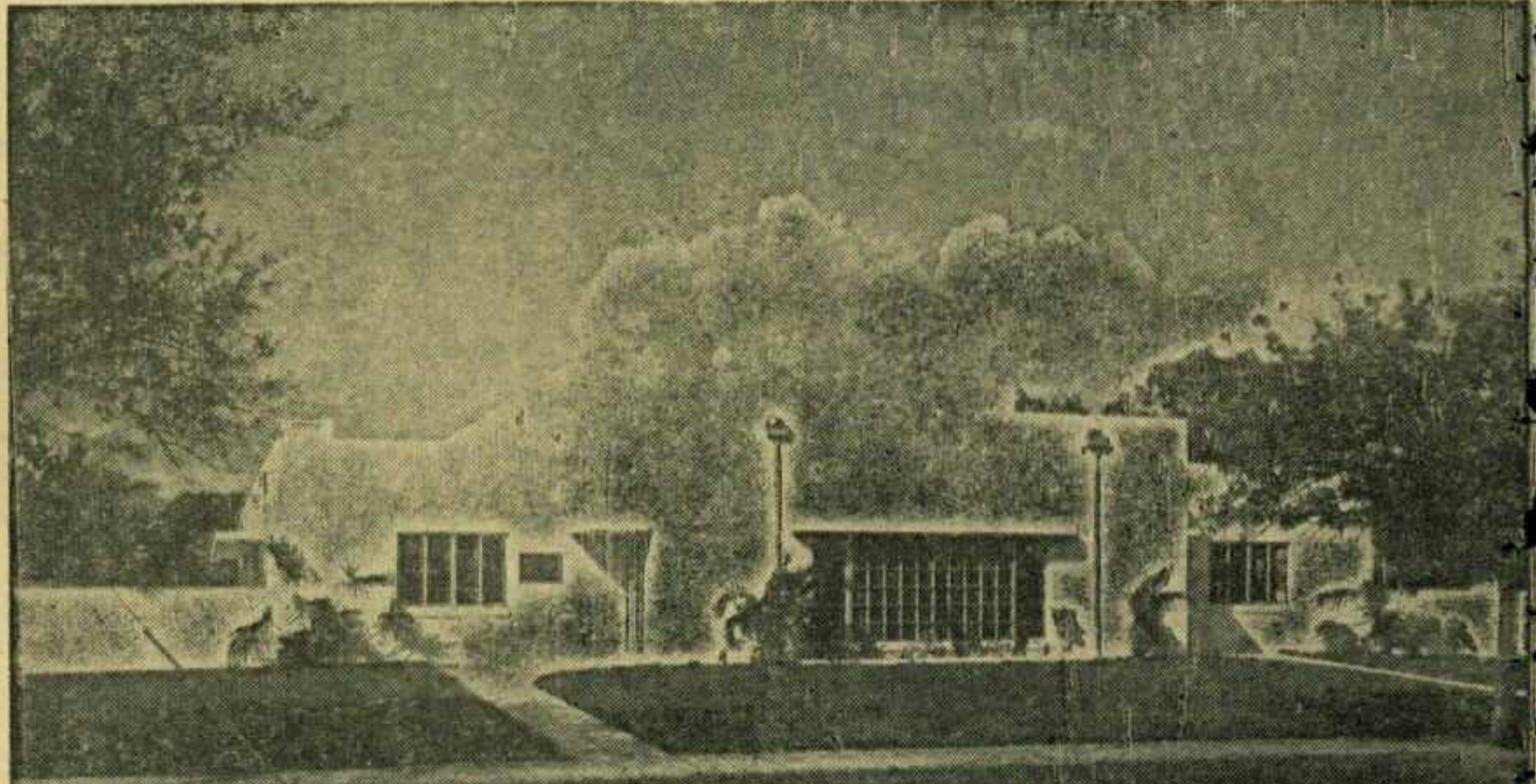
It took Gene some two years to arouse interest in the project, but he gave unselfishly of his time, efforts and money. Today his dream is a reality, even greater than he had thought. The Greater Tampa Showmen's Association's recently opened clubhouse is one of the best in the country and a show place of Tampa.

Located at Carmen and Willow streets, adjacent to the fairgrounds, the new clubhouse was built at a cost of approximately \$65,000. The building, on a lot 247 by 206 feet, is 72 feet wide and 116 feet deep. The north side is occupied by the Ladies' Auxiliary and includes offices, a board of directors' room, general clubroom, powder rooms and a private patio, surrounded by a five-foot wall.

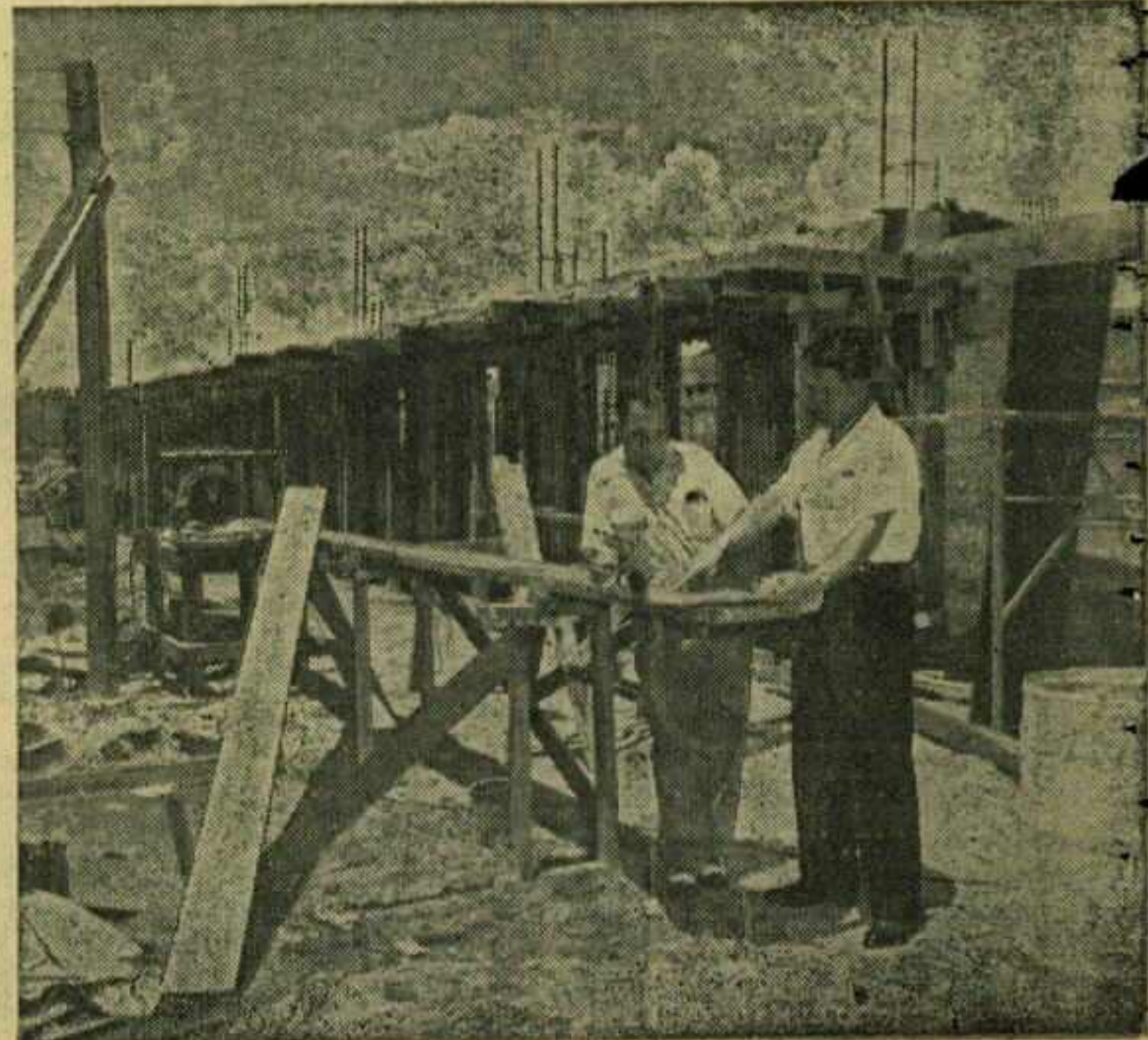
Building Facilities

The main meeting hall, 84 by 32 feet, is in the center of the building and will be used for dances and other entertainment. The south side of the structure is given over to the men and includes an office, library, game room with a huge fireplace, a kitchen and bar. A 16-foot porch is at the rear of the building. The entire south end is a covered patio which will be used as a men's lounge.

The lobby, or reception room, is 24 by 32 feet with a 12-foot ceiling from which hangs an elaborate chandelier, imported from Italy. Entrance to the lobby is thru two double aluminum-encased glass doors costing \$1,100 each. The east wall of the reception room features 12-inch glass blocking. Floors thruout the building are 3/16th asbestos tile in patterns to conform with furnishings. Ceilings are acoustically treated. (See Tampa's New \$65,000, page 100)



FRONT OF THE NEW clubhouse of the Greater Tampa Showmen's Association, with the grounds at the rear of the building pictured at the left, and a view of the lounge shown at the lower left. Diligent workers for the building project, Gene Bernie, club secretary, and C. J. Sedmayr, president, are shown below (from left to right) as they inspect plans in the early stages of construction.



American Carnival Assn., Inc.

Hotel Sherman, Chicago

Monday, November 28, 1949

- 1 p.m., Room 102—Meeting of general counsel, associate counsel, and assistant general counsel.
- 4 p.m., Room 102—Meeting of board of directors, officers and past presidents.
- Opening of meeting by President Merle A. Beam.
- Notice of meeting.
- Roll call of directors. Past presidents and officers.
- Reading and approval of minutes of previous meetings.
- Reports of committees.
- Report of officers.
- Annual report of general counsel.
- Reports of associate counsel.
- Communications.
- Applications for memberships and action thereon.
- Unfinished business.
- New business.
- Memorial resolutions.
- Miscellaneous resolutions.
- Election of officers.
- Selection of next meeting place.
- Presentation of bills.
- Financial reports.
- Action relative delinquent dues.
- Discussion of association's policies for 1950.
- Appointment of associate counsel.
- Miscellaneous business.
- Adjournment.

Tuesday, November 29, 1949

- 10 a.m., Room 102—Meeting of railroad show owners and managers with reference to transportation problems, costs, demurrage, etc.
- 2 p.m., West Room—Meeting of membership of association.
- Opening of meeting by President.
- Proof of notice of meeting.
- Roll call.
- Reading of minutes of previous meetings.
- Reports of directors.
- Approval of reports.
- Approval of action taken at directors' meeting.
- Annual report of general counsel.
- Annual reports of associate counsel.
- Collection of dues.
- Unfinished business.
- New business.
- Election of directors.
- Miscellaneous business.
- Discussion of association's policies for 1950.
- General discussion for the good of the association.
- Addresses by members and others present on subjects to be announced at the meeting.
- General conference on matters affecting the carnival industry:
 1. Admission taxes.
 2. Public safety.
 3. Public relations.
 4. Labor matters.
 5. Reconversion.
 6. Unusual industry problems.
 7. Public welfare and patriotic activities in 1950.
 8. Taxation.
 9. Railroad transportation.
 10. Motorized transportation.
 11. Legislative program.
 12. Miscellaneous.
- Discussion of new products and materials available to the industry.
- Discussion and adoption of policies and legislative program for 1950.
- Adjournment.
- Discussion of further contributions which can be made by the carnival industry to its general progress.
- Open forum.
- Miscellaneous business.
- Adjournment.

Merchants Run Ads To Welcome Back Hill's Greater Org

ARANSAS PASS, Tex., Nov. 19.—Hill's Greater Shows, which moved into winter quarters here October 30, were greeted by local merchants with a five-column newspaper ad, welcoming the org and showfolks who will winter here.

To celebrate the closing of the season, owners H. P. and C. O. Hill gave a party for their personnel Sunday (6), at the Bohemian Club. Present were Mr. and Mrs. Al Johnson and son, Mr. and Mrs. Whitie Dixon and daughter, Mr. and Mrs. Billie Dixon and family, Mr. and Mrs. Clyde Runnels, Mr. and Mrs. Floyd Stokes, Mr. and Mrs. Whitie Owens, Mr. and Mrs. Max Levine and family, Mr. and Mrs. Bo Miller and son, Mr. and Mrs. Maborn Miller, Mr. and Mrs. Knox, Mr. and Mrs. Art Hanson, Mr. and Mrs. Tommie Wells, Mr. and Mrs. Henry Gibson, Mr. and Mrs. Jack Edward and son, Tommie; Kenneth Guyton, Joe Mansfield, Whitie Reves, Lucky Owens, Robert Coon,

Isser Org Awarded Flemington Annual

NEW YORK, Nov. 19.—Phil Isser, of Carnival Shows, Inc., and the I. T. Shows, Inc., announces that he is expanding his activities in New Jersey, where his rides have occupied the midway at the Morris County Fair in Troy Hills the past two years, by adding the Flemington Agricultural Fair, August 29-September 4, to his string of fair dates.

In association with I. Trebish, Phil Isser has operated mainly on Long Island, where his combined shows have been a feature of the Mineola Fair for many years.

Kenneth Harmon, Jerry Heisler, Frank Miner, Pat Bright, Norman Winchester, Pat Benver, Clyde Gosnell, Marice Rodgers and Kenneth Schrader.

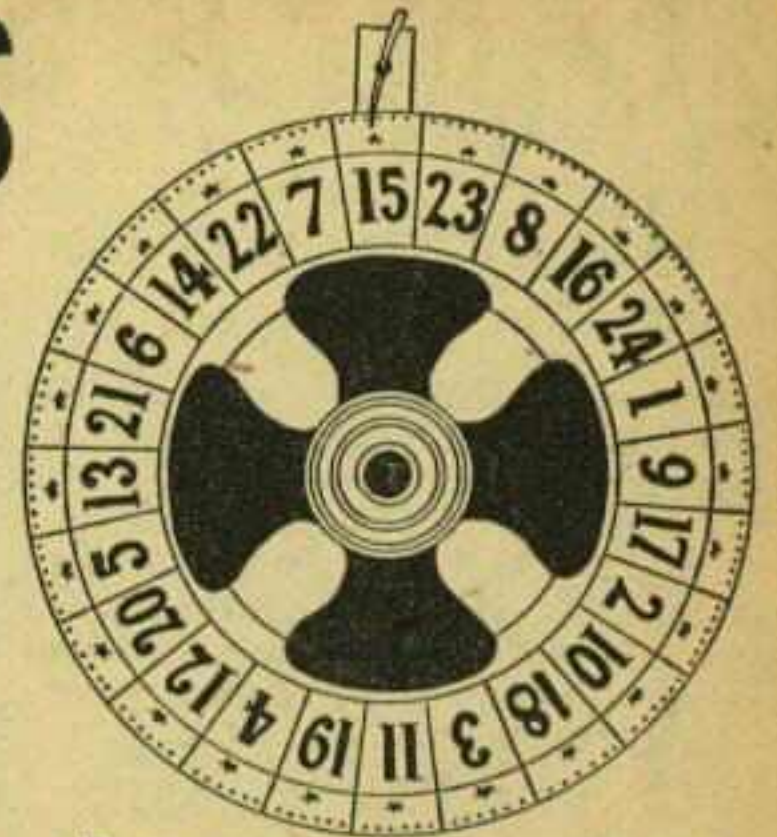
Local officials who attended the party included Chief Turnbaugh, of the police department; Vergil Patter, assistant chief of police; Glen Ellis, city commissioner; Billy Reanue, constable, and Mrs. Vela McGree, Continental Bus Company.

WHEELS

CARDINAL'S BALTIMORE WHEEL Professional Wheel

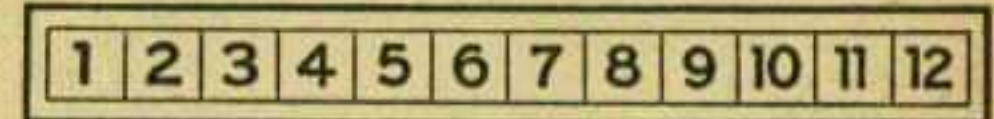
This is an extra heavy, extra strong wheel, designed for the Professional Concessioner. A wheel that will stand up under the heaviest service with unfailing satisfaction. The wheel is made of 1 1/4 inch kiln dried marine plywood, beautifully hand-painted with white numbers and decorated in attractive colors. Made in all standard sizes in combinations for Silverware, Blankets, Hams, Bacon, Dolls, Candy, etc.

The Cardinal's Baltimore Wheel is perfectly balanced and spins true on a bronze bushing mounted on a hardened and ground steel axle. Immediate shipment on all orders.



- P 24" Baltimore Wheel, single sided \$30.00 ea.
- R 24" Baltimore Wheel, double sided 35.00 ea.
- I 30" Baltimore Wheel, single sided 35.00 ea.
- C 30" Baltimore Wheel, double sided 40.00 ea.

LAY DOWN CHARTS



We carry a complete line of Lay Down Charts in stock at all times. We make them in all combinations, painted in colors on high-grade plastic cloth.

Price each on all stock numbers —12, 20, 24, 30, 36.

All Types and Sizes in Merchandise, Raffle and Money Wheels
Bingo and Dice Cages. Dice and Horse Race Wheels
Special wheels made to your specification

WRITE FOR CATALOG

CARDINAL MFG. CORP.

430 Keap Street
Brooklyn 11, N. Y.
Evergreen 7-5027

FOR SALE

Due to contract at Myrtle Beach, S. C., for my rides I will sell at a sacrifice my beautiful nine-room home and winter quarters in Charlotte, N. C., three and a half acres with 500 feet road frontage; one shop, fifty by seventy-five, also three cottages built in rear of main house. One barn one hundred feet long. The house has nine rooms, two baths, sun room, garage attached, four bedrooms, oil furnace, large basement, hardwood floors, everything modern. Main house cost twenty-seven thousand alone. Railroad siding available, also all additional land needed. This place well worth fifty thousand, best offer takes it. Terms can be arranged, if wanted. Contact

SHERMAN HUSTED

4302 Pineville Rd., Charlotte, N. C., or

B. C. LYERLY

Commercial National Bank Building, Charlotte, N. C.

7 BIG DAYS — 7 BIG NIGHTS
OPENING SATURDAY, NOVEMBER 26 TO DECEMBER 3
GAINESVILLE, FLA., AMERICAN LEGION FAIR



"BROADWAY AT YOUR DOOR"
RUSKIN TOMATO FESTIVAL, RUSKIN, FLA., DEC. 5 TO 10
CAN BOOK Merchandise Wheels, Eat and Drink Stands and Grind Stores. CAN BOOK Concessions of all types. This show closes December 10 in Florida and re-opens Fort Myers, Florida, January 30. All address

SAM E. PRELL

Gainesville, Fla.; then as per route.

Wanted

NOTICE

Wanted

Will book for winter tour under "BIG TOP" in Miss., La., and Texas Valley.

- KIDDIE RIDES: Must be small circular type and first class with own transportation. Prefer owner-operated.
- ARCADE: Must be modern throughout with own transportation. Top not necessary as you're under "BIG TOP."
- CONCESSIONS: Will book a few first class Hanky Panks, Photo, Scales, etc. Catering, Refreshments, Confections, Bingo and Museum sold. Prefer owner-operators. All the above booked straight percentage. No flat rates.

Want Operator for Candy Bingo; Eddie Coe, answer. Larry Kane, answer for Museum. Everything housed and operated under "Big Top" with FREE ADMISSION. Open 1:00 P.M. daily. Opening date in Mississippi furnished to interested parties. Drunks, Chasers and other undesirables, don't take the trouble to read this ad. All address:

JOHN F. COURTNEY, La Clede Hotel, Mobile, Alabama

GIVE TO THE DAMON RUNYON CANCER FUND

Casey To Build Winnipeg Park; Will Cost 150G

WINNIPEG, Nov. 19.—A new \$150,000 amusement park, to be known as Joyland Park, will be opened here next year, by the E. J. Casey Amusement Enterprises, Ltd., according to E. J. Casey, president, and owner of two Canadian carnivals.

A 15-acre river front site has been purchased and plans call for a Roller Coaster and eight other rides, a dance pavilion, rest rooms, wading pool for children and picnic facilities.

Co-operation of local officials has been promised, according to Casey, and the opening is set for May 24. Joyland Park will be the first amusement park here since River Park closed in 1941.

Casey will continue to operate his carnivals in addition to the plant.

LAWRENCE IN BARN

(Continued from page 85)

Johnson, Louisville; A. W. Baker Winter Haven, Fla.; Eddie Coe, Cincinnati; Charles Snyder, Ruskin, Fla.; Dutch Ross and Eddie Crane, Hollywood, Fla.; Harry Basil, Yonkers, N. Y.; Roy McGovern, Tampa; Mr. and Mrs. Walter Logsdon, Dallas; Mr. and Mrs. Robert Hixon, Moultrie, Ga.; Leonard Duncan and Tex Forester and the entire cast of the *Harlem Swing Revue*, Houston, then winter dates.

Mr. and Mrs. Levy, New York; Herb Shive, Hot Springs; Mr. and Mrs. Fitzie Brown and daughter, Judy, Houston; J. L. Machamer, Charlotte, N. C.; Johnny Matise, Brooklyn; Mr. and Mrs. Eddie Owens, Miami; Bob and Stella Young, Tampa, and Louis Gueth, Springfield, O.

CAPABLE SECRETARY WANTED

CONTACT:

MARSHALL L. GREEN

Care Cavalcade on Ice, Galveston, Texas,
Nov. 21-22-23, Austin, Texas,
Nov. 24-25-26-27.

GREETINGS AND THANKS FROM JAMES H. DREW SHOWS

Would like to book any major riding device that does not conflict with what we have for the 1950 season. Good opening for first class monkey show or any show of merit. Can place a limited number of Hanky-Pank concessions that work for stock only. Fair managers and committeeman in the Carolinas, Virginia, Kentucky, Ohio, Indiana, Michigan and Georgia if you are interested in one of the cleanest and most modern motorized exposition for your 1950 event, we would be pleased to hear from you now. Everybody address

JAMES H. DREW SHOWS

404 Highland Ave., Shelby, N. C.

SHOWMEN ANATOMICAL WAX EXHIBIT

THE FINEST IN THE COUNTRY . . . DON'T MISS THIS GREAT MONEY MAKER
DUST-PROOF CASES . . . GLASS FRONTS

RARE (Cannot be replaced) **HURRY!!**

Phone or Wire **JOHN M. SCHLISSER**

5717 Melrose Ave., Hollywood 38, Calif. HI 1070 — Night Phone HE 5702

WALLACE & MURRAY SHOWS

Want for Augusta, Ga., Nov. 28 to Dec. 3. Green Street Lot. Big Soldiers' Pay Day. 25,000 Soldiers Here Now. Plenty Money Here.

Want legitimate Concessions of all kinds. Will book two Mitt Camps. Want Picture Gallery, Long Range Gallery, Jewels, Six Cats, Buckets or any other legitimate Concession. Address:

AL WALLACE

c/o WALLACE & MURRAY SHOWS

AUGUSTA, GEORGIA



TOP MONEY GETTER on the Crafts Exposition Shows' midway at the 1949 Los Angeles County Fair, Pomona, Calif., was Velare Bros.' Sky Wheel, a double Ferris Wheel. The first portable double, the ride was built at a cost of \$135,000. Fair grandstand is in the background.

Flashbacks

(Continued from page 84)

position, Inc., for the purpose of erecting an amusement park in Los Angeles to be known as Luna Park. E. W. McConnell, amusement park engineer, was appointed to head the construction.

On the advance for Cole Bros.' closing was Frank P. Prescott, general agent; Charles F. Smith, brigade agent; C. E. Fergerson, boss billposter; Stanley Beall, boss lithographer; Slim Haigler, bannerman; H. T. Mac, B. E. Shaw and Al Far-

num, billposters.

A. C. Bradley, formerly with Walter L. Main Circus, was appointed contracting agent for Miller Bros.' 101 Ranch Wild West Show for 1925.

. . . Duke Mills was engaged as Side Show manager by the John Robinson Circus for 1925. . . R. S. Lewis was elected president of the North Dakota State Fair Association, succeeding Sam F. Crabbe, who was elected secretary. . . Thomas H. Canfield was president of the International Association of Fairs and Expositions. . . Richard Ringling was recuperating from a serious auto accident.

Deaths: Clyde Horchem, stunt flyer; C. A. Stewart, carnival official.

10 Years Ago

Some 800 show people attended the second annual banquet and ball of the National Showmen's Association at the Commodore Hotel, New York. Serving on the committee were Irving Rosenthal, George A. Hamid, Sam Rothstein, Johnny Liddy, George Bernert, Jesse Kaye, Andre Dumont, Arthur Campfield, Jack Lichter, Ike Weinberg, Ray Leason, Little Joe Rose, Joe and Al McKee, Jack Rosenthal, Art Lewis, Oscar C. Buck, Max Linderman and Jack Greenspoon.

Sterling (Duke) Drukenbrod, manager of the Cole Bros.' Side Show, was named director of the six-day Shrine Circus at Canton, O., with Floyd V. Casper as general chairman.

On the business staff of the Hamid-Morton Circus at Baltimore were A. A. Deutsch, publicity; Joseph E. Hughes, advance promotion, and Ed Maley, tickets.

Sonderland's Hippodrome Shows were organized by Capt. Carl Sonderland. Charles R. Dorman was named manager and general agent.

Everett W. (George) Coe was named chairman of the Pacific Coast Showmen's Association annual banquet and ball. He was assisted by John Alexander Pollitt Harry Chipman and Ross Ogilvie.

Ralph J. Clawson was working several of the Hagenbeck-Wallace elephants in the movie "Safari." . . . J. C. (Jimmie) Simpson, rejoined the Johnny J. Jones Exposition as traffic manager and associate agent after a year of temporary retirement.

Al Sopenar Legion Post, SLA, Skeds Open House Nov. 25

CHICAGO, Nov. 19. — The Al Sopenar American Legion Post, Showmen's League of America, will hold open house for the post and SLA members in the Showmen's League clubrooms, 400 South State, Friday night (25). As a feature, the post officially will install John Wulf as commander. He succeeds Bernie Mendelson.

At the post's regular weekly meeting Thursday night (17) members presented Mendelson with a commander's pin, with a diamond setting.

The post will hold a bingo party in the SLA rooms December 2.

W. G. Wade Org Ends '49 Tour in Eaton, O.

DETROIT, Nov. 19.—W. G. Wade Shows have established winter offices here, after closing the season Saturday (12) in Eaton, O. Org's No. 1 unit is stored at the Mason, Mich., fairgrounds and the No. 2 unit at the Coldwater, Mich., fairgrounds. Sam Hansen is in charge of winter quarters.

Business during the season, the longest in recent years, was termed on a par with 1948 by W. G. Wade, owner-manager. The org toured Michigan, Indiana and Ohio.

Wade plans to attend the annual outdoor convention in Chicago and will be accompanied by D. Wade, general representative; Mrs. M. Miller, general secretary; Cameron D. Murray, manager of the No. 2 unit; Mrs. Gladys Schaun, secretary of the latter unit, and Wallace G. Wade, who operates a show of his own.

Destination of personnel: Mr. and Mrs. Lloyd Burges, Mobile, Ala.; Harry Mamas, Columbus, O.; Harry Mamas, II, Boston; Leo Mamas, Columbus, O.; Fred A. Miller, Tampa; Jim Mulholland, Ohio; Buster Crosslands, Louisiana; Frank and Winnie Wasnick, Florida; Jack Daniels, New Orleans; K. (Snuffy) Smith, Kentucky; Dave Grey, Detroit; Rolo Wolfe, Detroit; Kay and George Foth, upper Michigan; Fred W. Miller, New Orleans; Joe Hilton, Georgia, and Walter A. Schafer, Rochester, N. Y.

NSA Ladies Honor President Van Vliet

NEW YORK, Nov. 19.—Testimonial dinner in honor of Queenie Van Vliet, president of the Ladies' Auxiliary, National Showmen's Association, was held at Rosoff's restaurant Monday Monday night (14) and was attended by a large turnout of members and guests. At the guest tables were Marcella Friedman, hosted by Lillian Wallenstein; Teresa McGoff, by Ethel Ortelli; Jean Harris, by Ray Gruberg; Fay Freeman, Ethel Shapiro; Helen Vincent, by Mildred Ford, and Mary Raab, by Bess Hamid.

Speaker of the evening was Dorothy Packman, who recounted the highlights of Queenie's term of office and made the presentation of a gift from the members.

Entertainment was provided by several members, including Jean Harris, Kitty Rausch, Dolly McCormick, Cele Foreman, Ann Brown, Mildred Ford, Esther Eichel, Elizabeth Solti, Dorothy Packman, Ethel Shapiro, Helen Young, Theresa Janpol and Helen Vincent. Bess Hamid revealed hidden talent as an entertainer and her act proved a highlight of the evening.

A telegram of congratulations to Queenie Van Vliet was received from members of the National Showmen's Association. It was definitely a big night, with credits due to chairlady Esther Eichel.

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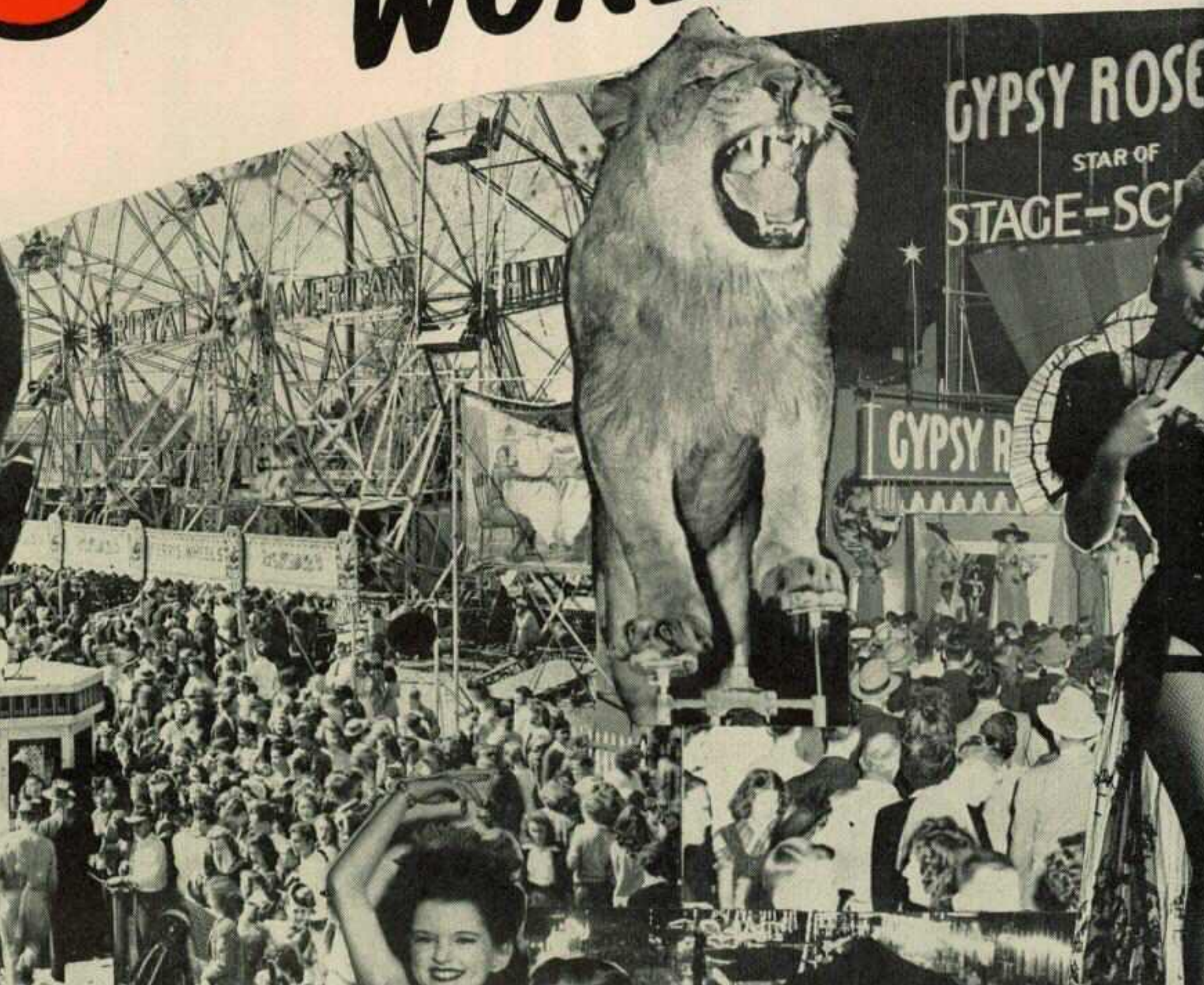
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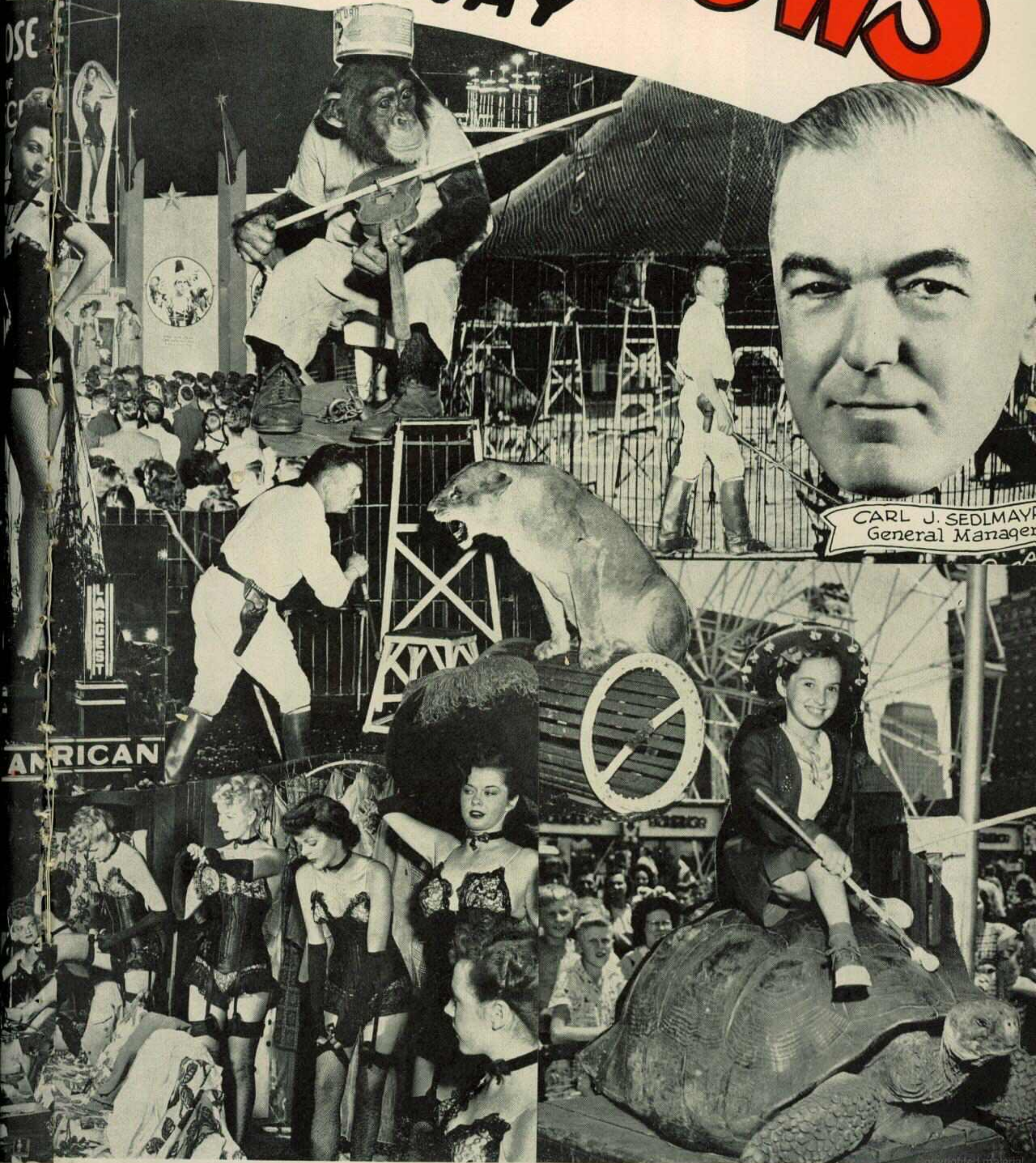
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TAMPA, FLORIDA

Lone Star Show Women's Club Spotlighted by Dallas News For Its Great Charity Work

(Editor's Note: The following story appeared recently on the editorial page of The Dallas Morning News. Written by staffer Kenneth Foree, the story points out the many works of charity performed by the Lone Star Show Women's Club. It goes without saying that the same is true of all show organizations thruout the country.)

"Those second floors of downtown two-story buildings are usually dour affairs, storage mostly, or vacancy and dust.

"But 1905 1/2 Commerce, just above St. Paul, on Monday nights is a place made lively by the liveliest people—the show world—for it is the Lone Star Show Women's Club.

"On each Monday night the women meet. On every other Monday night they give a \$1 dinner, the showmen and women turn out, as will the Ringling people tomorrow night, and the hall is a babel of extroverts. But there is much more than merely chatter and food. And it is best shown by a brown-paper motto on the western wall.

"I expect to pass thru this life but once," are the somewhat altered words of the French-born Quaker missionary Stephen Grellet. "If, therefore, there is any . . . good I can do . . . let me do it now, for I shall not pass this way again."

"After every dinner the expenses are totaled, the profit determined and some member is asked to pick her favorite charity. And a donation of \$25 to \$100 goes out. But the gifts to the March of Dimes, Hope Cottage, the Elks' Crippled Children's Foundation at Ottine, the Pythian Home at Weatherford, etc., are not the sum total by any means. There are Christmas trees for the fortunate and unfortunate alike.

Checks Go Out

"Then there are unspectacular but vital things of monthly checks that go to people like Dixie King down in Houston. Princess Dixie, a great cat woman, the queen of the lion tamers in her time, is 75 now. She has been bedridden 25 years and the gifts of the show world make the difference.

"But greatest of all is Showman's Rest.

"The club was born for such as that. You may recall that 1939 was a slow year. The New Deal injections were dulling, Hitler was frightening business and in show circles distress was great. So Mrs. Margaret Pugh, wife of the late Denny Pugh, well-to-do Fair Park concessionaire who always had his hand in his pocket to get a bill for someone else, gathered 13 women in December, 1939, at the Campbell Hotel. They gave a Christmas dinner at the Elks' Club, raised \$600, mostly gifts, and the movement was launched.

"Thereafter the hungry were fed and many a bill put in an empty pocket. But one day they had a more serious problem. A veteran of the show world named Jackson had died in a hospital and his body had been at a funeral home 10 days with none to claim it. Showmen never, in their own lingo, leave a body on the lot. They bury it.

Raises Funeral Money

"So Mrs. Phil Little, then president, raised \$150 for the burial, got as pallbearers six laborers from the Fair Park midway and asked her own minister, the Rev. W. W. Phares, to

conduct the funeral. There were nine persons present, Mrs. Little, Mrs. Honey Vaughan, chaplain and "Lady Friday" of the club, the six laborers and the minister.

"But Mr. Phares preached a moving sermon, telling of a black, rainy midnight funeral he had conducted in his early life in a cemetery for a dead showman of a departing circus at the request of a woman in spangles and a clown in motley, and how as the service ended the clouds broke, the moon shone thru. It had helped him all his life, said Phares. Then he added, 'I know no good, no evil of this man (Jackson), and therefore can say little. But who knows but what some good might come of this?'

"During the administration of Mrs. Aline Morency, the club decided to have a Jackson dinner. They made it a turkey affair. And all the show people of Dallas came. In fact the women ran out of food. But no one murmured and when it was over they had \$200 profit. Then they bought a lot in Grove Hill Memorial Park so it would be ready for the next unfortunate.

Buy More Lots

"When Mrs. Sally Murphy was president they decided to buy more lots and raise money for their Jackson Fund. Each year the Texas Fair Association meets here and the showmen gather to make their dates. So the Lone Star Women's Club put on a dinner dance.

"Mel Vaught, legal adjuster for the Goodman Shows, called out, 'Come on boys. Give in. It may be you next. Maybe me. Who knows?'

"Almost instantly came word that Harold Potter, auditor of the midway shows for Pugh, Murphy & Lindsey, had died of a heart attack. So the boys gave in—\$1,500 worth.

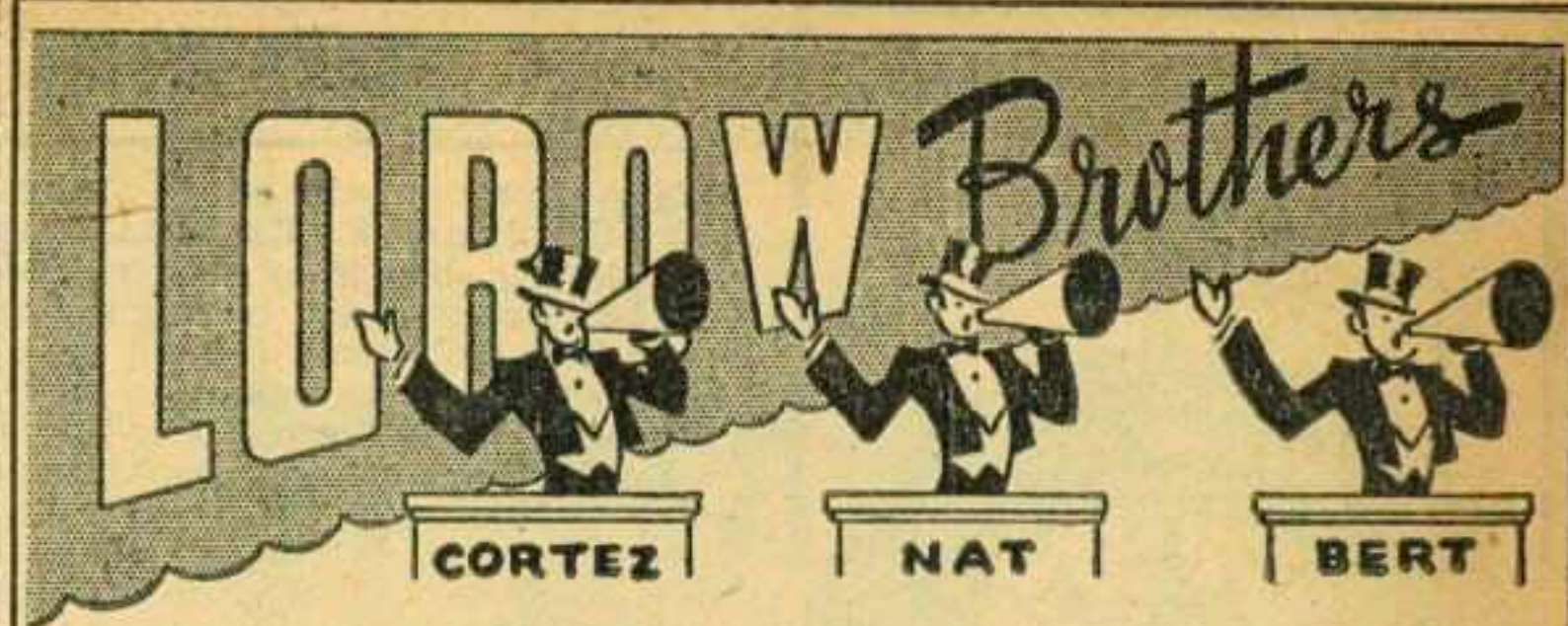
"Then Mrs. Potter set a pattern. She bought a lot adjoining those of the club and buried her husband there. And in the following year Mel Vaught who had said who knows who will be next was next himself. Then the Lone Star Show Women's Club said here would be Lone Star Showman's Rest. So they began to buy more and more lots in that section of the cemetery. And during the administration of Mrs. Mary Ellen Lieberman they erected a \$2,000, 10-foot monument amid the 200 lots they had purchased.

10 Mounds Raised

"Since the first purchase 10 mounds in all have been raised—some charity, others not. And to a people who, when a girl goes wrong, try to lift her up, not kick her farther down, it is but natural that the roustabouts and pitchmen should lie down with the kings of their tinsel world.

"And so Lone Star Showman's Rest, in which any Texas showman's body shipped here may be buried, runs the range. Among the unfortunates was one who was once a concessionaire with the Clarence Wortham Shows, but who died in poverty in a trailer camp. And so ignorant was his family of 10, that following the services, in which they groaned like holy rollers, each took home a wreath of flowers and left but the dullest to brighten the memory of their departed.

"Only a few months back the great heart of Denny Pugh, the grand, generous fellow the show world loved, husband of the woman who started the Lone Star Show Women's Club, gave out. Denny, thru special city permission, went for his last ride thru his own lighted up midway to Showman's Rest. And Dr. Phares, who had dedicated the monument, stood before it again and said that all those lights looking down from Denny's own midway were merely Denny's pals who had gone on before."



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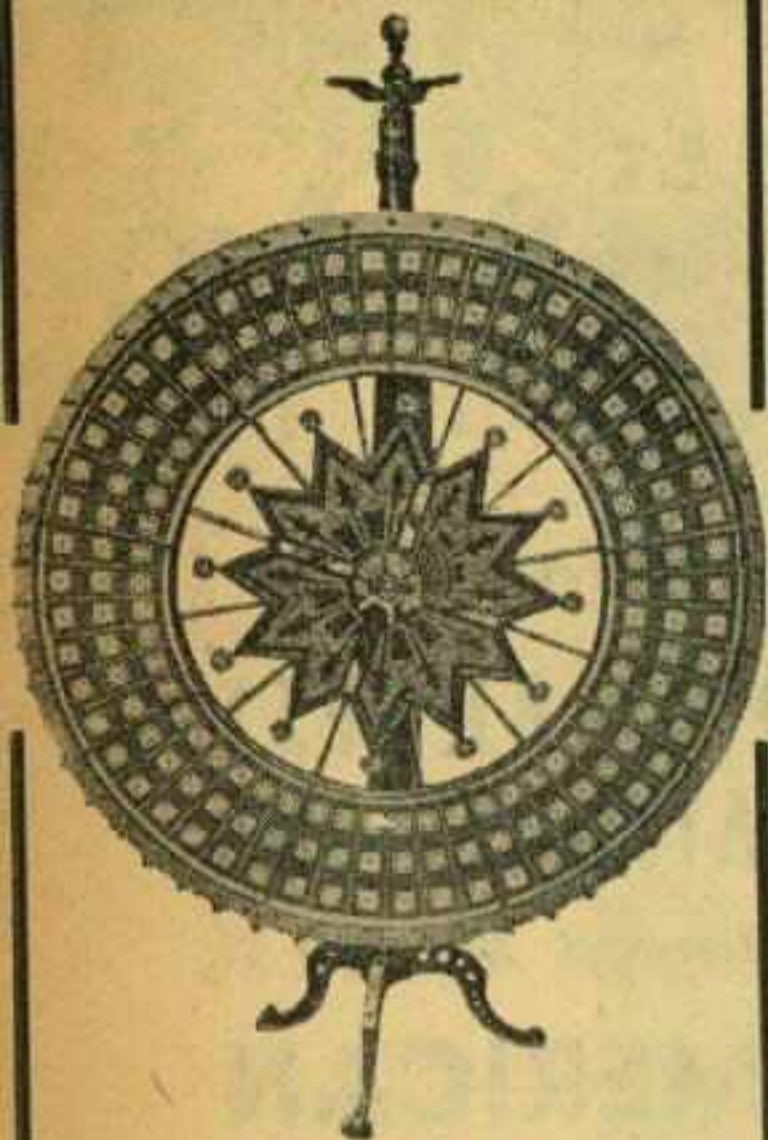
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MIDWAY CONFAB

Mary Bozeman, wife of show physician Dr. James K. Bozeman, was given a baby shower by members of the Endy Bros.' Shows when the org played the Goldsboro (N. C.) Fair. About 50 persons attended the party sponsored by Lily Sterpitoff and held in Dotty Shoemaker's cookhouse. Belle, of Belle and Bill, side show act, entertained, as did the doctor's five-year-old son, Clark, an accomplished guitarist.

Perhaps nobody will do so much for law and order as the wife who accompanies her husband to the convention.

Louis Berger, general agent of the Cavalcade of Amusements is back in Chicago. . . . Dave Endy, of the Endy Bros.' Shows, was a recent visitor to the Windy City. . . . Babe LaBarrie, who played independent fair dates this season with his Life Show, is now vacationing at the Log Cabin Tourist Courts, St. Andrews, Fla.

Charles S. Reed, who closed a successful season as general agent for F. M. Sifton's Gulf Coast Shows, has returned to Springfield, Mo., where he will winter. . . . Clyde (Pappy) Graham is still confined in the County Hospital, Oklahoma City, where he is receiving medical treatment for a lung condition. He says he expects to remain there for some time and would like to read letters from friends.

Fairness consists of a fair manager giving equal weight to the promises of two prevaricating general agents.

Phil Isser, general manager of the I. T. and Carnival shows, last week reported purchase of another Ferris Wheel. . . . Freddie Bailey, concessionaire, and not Jack Peavey, as was reported recently, is in New-

port Naval Hospital, Sandusky, O., and expects to remain there indefinitely. He'd like to read letters from friends. Peavey is in the best of health at his home in Sandusky.

Francis J. Bligh, talker on Charles Taylor's show on Royal Crown Shows, is en route to Chicago for the outdoor meetings. . . . While en route to Biloxi, Miss., Talla Tivoli, of Linda Lopez's Side Show, renewed acquaintances with Pinky Pepper and Shawn Crawford.

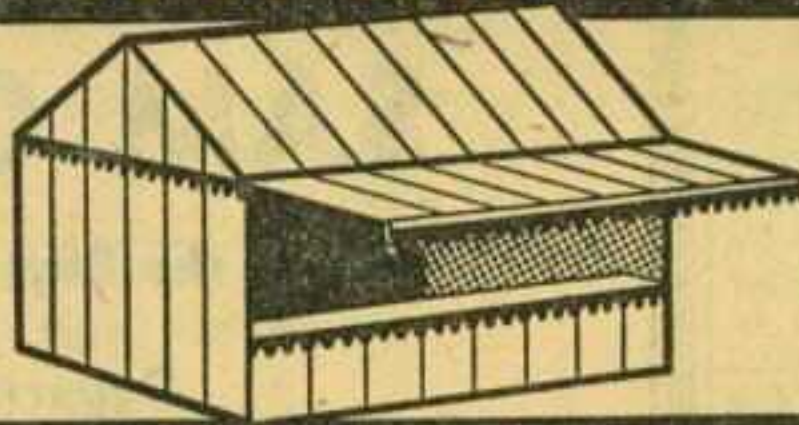
Showbiz must be hazardous undertaking according to press agents' copy, "The midway is now safely in the barn."

J. W. (Buck) Smiles advises from St. Petersburg, Fla., that he plans to winter there. . . . Frank Lynch, Tom Cunningham and George Howard, of the Pioneer Shows, are vacationing in Caledonia, N. Y. . . . After closing the season with Capital City Shows in Eastman, Ga., Louis Bright visited with Frank Long, secretary, Penn Premier Shows, before returning to Charlotte, N. C., for the winter. . . . Mr. and Mrs. John L. Pal, concessionaires, recently took delivery on a new house trailer. They will winter in Florida.

Showmen will soon meet to decide on a plan to get lower railroad rates, but it remains to be seen whether they have any influence.

George (Nafki) Harris, with the World of Mirth Shows for the past 15 years, reports that he will retire from the road. He recently completed construction of a new home in New York. Scully P. DeLuccia will replace Harris on the shows and has signed Big Joe Bellinger and Stanley Levy as his agents for 1950. . . . Lillie Krug, wife of C. H. Krug, was discharged from Methodist Hospital, Hattiesburg, Miss., November 13.

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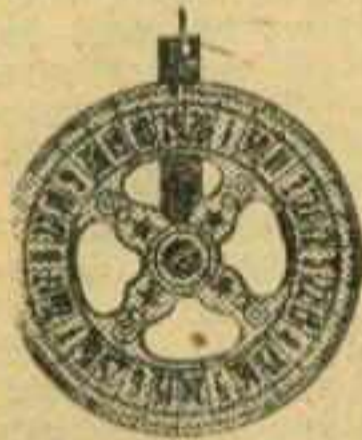
WARD 61, V. A. HOSPITAL McKinney, Texas

She will recuperate further at the home of her sister, Mrs. E. C. Deweese, Purvis, Minn. . . . Vincent Lawrence Cistero (Chester), well-known concessionaire, is seriously ill in a Providence, R. I., hospital. . . . Mr. and Mrs. J. A. Logan are wintering in Stillwater, Okla., with their daughter, Mrs. Emil Westerman, and family. . . . N. E. Darrow advises from Gaylord, Mich., where he recently entered the radio and television repair business, that he has sold all of his ride and show equipment and has retired from the road. He's a veteran of 20 years of trouping.

Reminiscing: Candy apple stand operator: "To think, only four years ago, we yelled, 'If you want to get waited on stand in line.'"

Mrs. Mitchell Lovell, mother of Mrs. Joe Karr, recently lost a purse,

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containing a valuable wrist watch, two diamond rings and a sizable amount of cash in Mobile's (Ala.) downtown shopping district. The watch, an heirloom, has been in her family for years. . . . When the Cavalcade of Amusements played the Mobile Gulf Coast Fair, three old-timers, Charles T. Goss, Jimmy Heron and Walter B. Fox got together for a gabfest. It was the first time the last named two had met in nearly 20 years and Goss was making his first visit to Mobile in 12 years.

Big question for today: State in 50 words or less, sending no box tops. If you would like to attend the Chl meeting at the boss's expense?

James Stutz, general agent of the Pan-American Animal Exhibit, writes from Mobile that his show will close there December 4 and will winter at Lake View Estates in same quarters used by Biller Bros.' Circus last year. Pan-American will have been out 38 weeks and have covered over 3,000 miles when season ends. . . . Joe Scholibo, assistant manager of Cavalcade of Amusements, who was called to Houston because of the sudden death of his stepson, returned to Mobile in time to see his org put away for the winter. . . . John F. Courtney, who had his "Law and Outlaw" and "100 Years Ago" shows on Cavalcade of Amusements during the closing weeks of the season, is framing a new idea in shows for next season and will try it out under a big top in Southern territory this winter.

Assistant office wagon secretary who is going to get a wagon to himself is the one who pays attention when a manager starts talking percentages.

Netta and L. T. Constable have stored their kiddie rides and are in Titusville, Fla., for a two-month vacation. . . . Detroit Notes—Jack Gallagher, manager of Playland Shows, and Paul Greeley, secretary of the Michigan Showmen's Association, will attend the outdoor convention in Chicago, November 27-30. . . . Sam Bird will spend the winter in Detroit. . . . Sammy Solof has booked his concessions for the 1950 season with the World of Pleasure Shows. . . . Standard Baker, Cetlin & Wilson Shows, will winter in Detroit. His father, Ora A. (Pop) Baker, pioneer game manufacturer, leaves November 25 for a three-month vacation in Florida. . . . Ralph Lewis and R. A. (Fats) Norton left for New Orleans for the winter. . . . Oscar Margolis has left for Miami, the Wish Brothers for California, and Humpty Cohen for the East. . . . Ed Margolis returned from a trip to New York and Herb Pence is back from a Southern tour.

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FOR SOUTH MIAMI, FLORIDA, STARTING NOV. 28

First week on white lot—second week on colored lot.

Can place String Game, Short Range, Cigarette Gallery, Balloon Darts, Clothes Pin Pitch, Ball Games, Bumper, Basket Ball, Bowling Alley, Blower or any other legitimate Concession. NO GRIFT.

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Accepting Orders Now on Our Three Most Popular Kiddie Rides

**KIDDIE FIRE ENGINE RIDE
KIDDIE PONY CART RIDE
KIDDIE FERRIS WHEEL RIDE**

2940 West 8th Str., Coney Island 24, N. Y.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 19.—President Bob Parker was in the chair at the Thursday (17) meeting.

The banquet and ball committee reported that all was in readiness for the November 30 event and the memorial services committee announced plans were complete for the services on November 27.

It was announced that outdoor showmen desiring to obtain entrance to the NAAPPB trade show may register at the Showmen's League of America booth in the lobby of the Sherman Hotel starting at 10 a.m. Sunday (27). The NAAPPB will have an official representative in the SLA booth to take care of the showmen.

New members elected were Douglas R. Wiser, Don Rivard, George P. Sollenberger and I. V. Hulme.

The Al Sopenar American Legion Post will hold open house in the clubrooms Friday (25). Al Sweeney was appointed to head the Christmas party committee.

On the sick list are Fred Burrows, in St. Louis; Art Briese, in Florida; Peter Andrish, Fred Potenza, W. O. Perrot, W. C. Deneke, Tom Vollmer, William E. Saunders and Jack Temkin. Jack Oliver advised he would undergo an operation in Jackson, Miss.

Jack Hawthorne returned from a New York trip. Frank Berger sent in a donation for the ways and means committee. James E. Strates' Buick award netted the club a sizable sum.

Members attending their first meeting of the season were Earl Tauber, Sam J. Levy, Ed Kornrumpf, Harry Wonnacott, Hom Zolun, Ed Gamble, Emmett Sims, Harold Becker, Jack Woody, Whitey Woods, Toby Wells, Chick Schloss, Vaughn Richardson, Sam Arenz, Les Davis, Sam Brody, Pat Purcell, Harry Ferris, Paul (Muscles) Miller, Tom Sharkey and M. K. Brody.

Ladies' Auxiliary

Mrs. Robert H. Miller was hostess at a social Thursday (10). Prizes for the raffle were donated by Mrs. Ralph Glick, Viola Blake Parker and Mrs. Ann Sleyster. A baby sweater set, won by Mrs. Margaret Hock, was donated by Mrs. Margaret Filograsso for the bazaar.

Mrs. L. M. Brumleve, past president, is recuperating in her home following an operation.

The Tom Hendersons will be Thanksgiving Day dinner hosts to the Robert H. Millers and Mrs. Miller's niece, Joanie.

The open house and bazaar is scheduled Friday (25) in Room 110 in Hotel Sherman. The installation dinner is Tuesday (29) in the Crystal Room. Members must present their membership card in order to obtain a ticket.

STREAMLINE TRAIN FOR SALE

Jeep Motor—3 Cars—900 Ft. Track—
Station and Sign—\$2,000.00

CHAIN OF ROCKS AMUSEMENT PARK

10783 LOOKAWAY DRIVE, ST. LOUIS, MO.
(Phone: Franklin 3544)

R. A. HECK SHOWS

Thomson, Ga., Magnolia Colored Veterans'
Fair, Nov. 28-Dec. 3.

Want Hanky Panks, winter rates; Shows with own equipment, Rides and Shows not conflicting. Out all winter.

Elberton, Ga., this week; then per route.

WANT

HIGH ACT FOR FLORIDA TOUR

Must open Gainesville, Fla., Nov. 26. Act must be sensational and high. Wire, phone or write

JOHN HOFFMAN

Plaza Hotel Gainesville, Fla.

CLUB ACTIVITIES

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 19.—Past President John Francis presided at the Thursday (10) meeting, with Treasurer Leo Lang and Secretary Euby Cobb assisting.

William (Red) McCoy and Robert Mackey were appointed co-chairmen of the orphans' Christmas party. Committee members are George Regan, Dave Prevost, John Delney, John Roth, J. P. Murphy, Walter Payne, Ed Schantz, Ed Campbell, Les Williams, Wes Schumacher, Bill Piggott and P. E. (Heavy) Waughn. Meyer Katz was appointed custodian of the clubrooms and George Regan was named chairman of the buffet committee.

Walter F. Gawle attended his first meeting of the season after a long illness. Members attending their first meeting and those from out of town included Buff Hottle, Bill Snyder, E. W. Wells, John Roth, Walter Payne, Danny O'Connor, Frank Schoultz, Tom Blinn, Johnny Lantz, O. L. Hagen, Ralph Lipsky and Edwin Schantz.

Hottle, Snyder, Wells, Regan and McCoy gave short talks.

John Roth and Dave Prevost, reporting on the first "One Dollar Party" of the season, announced a sellout. George Regan served the buffet lunch, with William (Red) McCoy in charge of refreshments and Meyer Katz and Larry Becker waiters. E. P. (Heavy) Waughn officiated at the checkroom.

The clubrooms are now open from 11 a.m. to 1:30 a.m.

Ladies' Auxiliary

At the recent party given by Ida McCoy and Estelle Regan, first prize was won by John Francis. Mrs. Teresa Sidenberg donated the prize. Catherine Rubdin took second prize, donated by Ida McCoy, and the third prize, donated by Estelle Regan, was won by Margaret Snell. Edwin Schantz won the door prize.

Edith Maxville, accompanied by Lillian Hemmer, pinch-hit for the orchestra which was delayed by an accident.

In attendance were Mr. and Mrs. George Regan, Mr. and Mrs. Dave Prevost, Mr. and Mrs. William (Red) McCoy, James Flannagan, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Leo Lang, Walter Payne, John Roth, Meyer Katz, Larry Becker, Mr. and Mrs. Edwin Campbell, Bruce Campbell, C. Campbell, Mr. and Mrs. Von Behren and Virginia, Nora Gydna, Mr. and Mrs. Kenneth Doga, Mr. and Mrs. Sam Robinson, Mr. and Mrs. G. B. Nichols, Mr. and Mrs. Paul Nichols and William Bracken.

Ed Mahoney, Minnie Quinlan, Tom Gowan, Mort Silvers, Maridan Miller, Shirley Smallwood, Mr. and Mrs. Ben Wear, Mr. and Mrs. A. C. Guiliani and daughter, Mr. and Mrs. James Browne, Mrs. Lillian Hemmer, E. P. (Heavy) Waughn, Mr. and Mrs. Leo Lang, Mr. and Mrs. John Francis, Mr. and Mrs. John Delaney, Mr. and Mrs. Wes Schumacher, Edith Maxville, Danny O'Day, Danny O'Connor, Happy Ray Ware, Vaden Lankusley, Frank Lavall, Esher Speroni and Mr. and Mrs. George Campbell.

Mr. and Mrs. Rogus, Roy Spears, Mr. and Mrs. Edwin Schantz and family, Elizabeth Mager, Roscoe Griffin, Norma Smith, Helen Jones, Frieda Bare, Ralph Lipsky, John Shelley, Sammy Milton, Carroll Kraemer, Betty Swope, Margie Schnelle, Steve Strunk, Bill Smallwood, Katie Budin, Joe Manzo, Tony Karwaski, Ralph Hoffman, Mr. and Mrs. J. Shallow, Mr. and Mrs. A. Stonebraer, Kathryn Chaney, Louise Baker, Mr. and Mrs. Gus Velios, O. L. Hagen, Harry Isreal, Mr. and Mrs. James Spangle, Packy Foreman, Mr. and Mrs. Sid Sidenberg, Arlene Sidenberg, Tom Blinn, Bill Snyder, E. W. Wells, Buff Hottle, Jack Holman and Garrel Horn.

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Nov. 19.—Second Vice-President Marvin Keyes and First Vice-President Nat Golden alternated in the chair at the Monday (14) meeting. Attendance was large and the main topic discussed was the revamping of the building's heating system.

Membership applications included Elmer M. King, Jack Wengrow, John Fleming, Rembert Lee Slade and Sam Eisenberg.

Adam Spitzer, Andrew Schlesinger, Joe Bennett, Nate Golden, Max Kahn, Max Berkowitz, Irving Rubin, Sam Seigel, George Harris and Sam Soloff are busy on the year book.

Robert Morrisson, Ben Morrisson and Roscoe T. Wade have been nominated for the post of president.

Harry Ross, past president, was a visitor at the club, as was Pat Purcell. President Jack Gallagher returned from the Northern Michigan Fair and Racing Association meeting at Traverse City. Secretary Paul Greeley visited Lansing, where he was a guest of the Southern Michigan Association of Fairs.

Joseph Lattin, auditor, was on the sick list.

Ladies' Auxiliary

Bessie Gallagher, president, was in the chair at the Monday (14) meeting, assisted by Grace Ziegler, first vice-president; Ann Borker, second vice-president; Laura Baker, third vice-president; Charlotte Richardson, treasurer, and Dorothy Gold, secretary.

Seen around the club were Rose Schimmel, Revel Galo, Carrie Dear, Jennie Heshner, Ada Witt, Billie Ferguson and Margie Clemons. Mrs. Ada Green returned after an illness.

Petitions for the coming elections were turned in and plans for the installation dinner came up for discussion. It was announced that donations for the Kiddies' Christmas Party were being accepted.

Hot Springs Showmen's Association

310½ Central Avenue,
Hot Springs, Ark.

HOT SPRINGS, Nov. 19.—With the membership of this nine-month association now announced as 293, the activities of membership has been fast and furious since the present season opening of the spacious clubrooms on Central Avenue.

Another popular event is the twice weekly bingo game which is held each Wednesday and Saturday night.

The first annual meeting takes place Sunday (20) in the afternoon and the nominating committee, consisting of Al Baysinger, chairman, and members Charles Weaver, Keith Chapman, Don M. Weaver, Tony McDonall, George Noble and Frank Maldon presented the following as the officers for 1950: Harry Hennies, president; Pat Ford, first vice-president; R. A. Miller, second vice-president; and Bob Stevens, third vice-president; Clayton Holt, treasurer, and John Obluck, secretary. Several new names were selected for the board of governors. Bob Stevens did a good job with the advertising in the program.

Circus men have never appeared to be joiners in the various showmen's clubs, but this is not the case with the Hot Springs club. A partial list of circus members who are still active in the field or are now with carnivals include Bob Stevens, Buck Reger, George (Laughing) Davis, Clint Shuford, Chester Mays, Will and Fred Naylor, Thomas Renoud, J. A. Gephart, W. F. (Bill) Wilcox, Philip Matison, Bill Durant, Syd Stevens, Schmuck, Frank Seibert and Charles Weaver.

Following the annual meeting Sunday at 2 p.m., many members will leave for the Chicago convention.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 19.—Pat Seery, president; Billie Lou Foreman, first vice-president; Mae Oakes, second vice-president; Isabelle Brantman, third vice-president; Irene Coffee, financial secretary; Claire Sopenar, treasurer, and Mollie Foster, chaplain, were on the rostrum at the final meeting of the current fiscal year.

New members are Sophie Gleason, Esther Kitzmiller, Martha Marts and Mary Stutske. Mrs. Lotsey, nee Rebecca Daniels, attended the meeting, along with Kathryn Robertson, Ann Young, Ann Graeber and Eva Levy.

Sick list includes Helen Wettour, in Presbyterian Hospital; Mrs Sol (Mom) Wasserman, in Illinois Masonic Hospital; Jane Reynolds, recuperating in her home, and Fred Potenza, husband of Veronica, who is convalescing at home after undergoing surgery in Wesley Memorial Hospital. Gladys Thompson is back in circulation after being hospitalized. Mae Taylor, recently on the sick list, attended her first meeting in some weeks. Everyone saddened by the death of Yvonne Ferrari.

Claire Sopenar, chairman of the Bond Club, presented another bond to the club. She also has taken over as birthday chairman. Esther Meyers's picture, with her midget cows, recently made *The Chicago Daily News*. Esther and her husband, Cecil, were in Texarkana, Tex., exhibiting the cattle recently.

Irene Reidy, president of Show Folks of America, visited the clubrooms. Rev. Marcel LaVoy also visited.

Award winners were Daniel J. O'Leary, Pearl Bauer, Edith Streibich, Emma Ryan, Betty Shea, Josephine Glickman and Lillian Lawrence, the latter winner of the blanket donated by Hattie Hoyt of the Johnny J. Jones Exposition. Edna O'Shea Stenson was in charge of the party. Her assistants were Pearl McGlynn, Ann Slyster, Claire Sopenar, Edith Streibich and Marge Freis.

Open house will be held Saturday thru Tuesday (26-29) in the Dog Fight Room of Hotel Sherman. Hostess will be Bobby Cherniak. Isabel Brantman is chairman of the banquet committee. The banquet follows the installation, scheduled for the Crystal Room. Grace Lynn is in charge of entertainment. Helen Wong, Jean and Ralph Pope will be on the program. Kathryn Robertson and Mary Lou Paganis will be usherettes and Lou Paganis will be mascot pro tem.



COMBINATION PLAQUES-TROPHIES will be awarded by the Miami Showmen's Association at its annual banquet and ball in January in recognition of valuable service rendered to the club. Design of the plaque-trophy was suggested by Carl J. Sedlmayr, club president.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 19.—The Monday meeting (14) was presided over by Vice-President Joe Krug, with Treasurer Al Weber, Vice-President Joe Steinberg, Chaplain Jack Hughes and Executive Secretary Al Flint on the rostrum.

The chairman called Lou Leonard, of Chicago; Hunter Farmer, Sam Dolman, Norman Schue and Spec Parsons to take seats on the rostrum.

Two new members, John D. Wyrick and Merle Coziah, were elected to the organization. Chaplain Hughes, Past President J. Ed Brown and Chairman Krug initiated the following: Adam Pfaff, Steve Vaughn, Sidney Stillberg, George Hair, John D. Wyrick and Al Keenan.

Joe Glacy, chairman of the banquet and ball committee, suggested members get their ticket money in early. Joe Steinberg reported on the Home-Coming party scheduled for Monday (21). Food for the get-together will be furnished by the Ladies' Auxiliary. Sam Brown was present following a long illness. Charles Sodeberg and John Bush are still in the hospital, but improving.

Larry Ferris, of Ferris Greater Shows, handed in a donation of \$300 to the cemetery fund which was from the bingo game held on the show. John Wyrick, owner of the game, turned it over for the evening.

Not seen around the clubrooms for some time were Robert Downie, Bill Allman, Glenn Loomis, Harry Merkel, Harry Lewis, Matt Herman, Bill Mullen, Past President E. W. (George) Coe, Dave Shepero, Charles Ford, James M. Brown and Bill Lowney.

Ben Beno introduced 90-year-old George Harrison, an old trouper from San Francisco, to the members.

The drawing was won by Ray Holding.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, Nov. 19.—Regular meeting was held Monday (14). Main business was the nomination of officers. Election will be held Monday (23) and the installation ceremony December 12. Margaret Pugh will be mistress of ceremonies, assisted by Bette Harris, Martha Moss and Jorie Maxvill.

The annual dance will be held in the Crystal Ballroom of the Baker Hotel. Hyman Charninsky's ork will furnish the music. Pearl Vaught, named treasurer due to the absence of Millie Hudspeth, has charge of the tickets.

Katie Little will be in charge of the memorial service. Date has not been set.

Honey Vaughn, chaplain, is still hospitalized.

The raffle was won by Lorraine Davis and the door prize by Beth Anderson.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 19.—President E. D. McCrary called the regular meeting to order, and was assisted on the rostrum by Al C. Wilson, secretary, and George Carpenter, treasurer. Thirty members were present.

President McCrary turned over \$319, derived from a benefit on the 20th Century Shows. He also announced prizes in the membership drive as follows: First prize, gold life membership card; second prize, three years free dues; third prize, two years free dues, and fourth prize, one year's dues.

McCrary was skedded to represent the organization at the banquet of the Showmen's League of America in Chicago. Lem Harrington is in General Hospital for treatment.

New members are John G. Schickley, Dennis Polk, Frank Gaskin, J. D. Swords, William F. Culver, Wallace H. Brunk, Albert Marlin, Leonard Owens Jones and Herman LeRoy Jones.

Sam Benjiman announced preparations were being completed for the banquet and ball to be held at the Hotel Continental New Year's Eve.

Ladies' Auxiliary

With President Billie Grimes presiding, 28 members attended our first weekly meeting of the season. Ruth Yonkees, ill for several weeks, is back with us. She reports her daughter is ill in St. Luke's Hospital, Denver.

Irish Carter spun an interesting story of her trip to North Ireland, where she visited for several weeks with relatives. May Warfield was called to Sedalla, Mo., to attend her ailing mother. Reba Gilbert was elected to membership. — GRACE McBAIN.

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 19.—President Paul Pisuka was in the chair at the recent meeting attended by 53 members.

New members elected were: L. Young, T. Wise, C. Johnson, Bill Solomon, G. Zarango, H. Watanabe, C. L. Gleason, C. Bricio and T. F. Baldwin. Larry Nolan, of the Larry Nolan Shows, and Pete Siebrand, of the Siebrand-Bros.' Shows, made short talks.

Report on the benefit held on the Crafts Show at the State fairgrounds showed a net of \$45, while a party on the Utah Exposition Shows yielded the club \$15.50.

Jewell Taylor was reported on the sick list in Mayfield, Ky. Pete Siebrand won the pot of gold.

Visitors to the clubrooms during the fair included Orville N. Crafts, Harold Mook, Ruth Cortes, Ed Ludgren, Jack and Frank Schaffer, Mr. and Mrs. J. N. Stone, Pat O'Toole, Mickey Humphries, Kenneth Drake, Earl Wells, Ralph Shaffer and Mr. and Mrs. Tony Spring.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 19.—Founder's Night, with Lucille King the guest of honor, was marked by the club Thursday (10) at the regular meeting. Sunshine Jackson, on behalf of the club, presented founder King with an orchid corsage.

Invited to sit on the rostrum were Doc and Clara Zeiger, Sis Dyer, Babe and Mike Herman, Ray and Daisy Marrior and Herb and Violet Sucher.

A letter was read from C. H. Allton, president, who is vacationing in New York.

Sick list includes Martha Kenyon, still hospitalized; Marie Bailey, confined to her home with a cold, and Babe Herman, who suffered several broken ribs in a fall.

The bazaar was held Thursday (17). A ham dinner was served by Lucille King, chairman, and her committee. John Lobo's orchestra furnished the music for dancing.

National Showmen's Association

454 Broadway, New York

NEW YORK, Nov. 19.—Meeting on Wednesday (16) drew a good turnout, as most of the shows have closed and members are in town, making the clubrooms their headquarters. Both President Frank Bergen and Jack Jerry, who takes over that office at the annual election Tuesday (22), were among those at the meeting. After the election Tuesday (22), open house will be held at the clubrooms, and that always draws a big turnout.

New applicants for membership approved by the eligibility committee were Charles R. Bellefeuille, sponsored by Sam S. Levy, and Milton A. Smoke, by Jack Siegel. Jamboree contributions received from the World of Mirth and the James E. Strates shows will be added to donations already reported.

Recently discharged from the hospitals were Harry Koretsky, who appears much improved; Harry Mirsky, now residing in Boston, and Louis Aarons. Herman Moskowitz is still at Jewish Memorial hospital but coming along nicely. Send a word of cheer to sick members.

Recent visitors to the clubrooms were Phil Cook, James Hurd, Abe Rapps, Ben Merson, Daniel Krassner, Stanley Wathon, Tom Quincy, William Dieckman, Jeff Harris, Charles Padrone, Harry Nelson, Morris Baltisky and Morris Felstein.

Ladies' Auxiliary

Meeting on Wednesday (16) night, which was presided over by President Queenie Van Vliet, was well attended. Rhoda Koren was welcomed to her first meeting of the season.

On the sick list are Jennie Bruderlein, Frances Fornier, Mack Harris and the mother of Mollie Spitz. Ray Gruberg donated a radio from which the proceeds will go to the kiddie fund. Several members also contributed money to this fund.

Ballots for the auxiliary election, December 14, are being printed and will be mailed to all members. Be sure to fill in yours and mail it to the club, if you will be out of town or unable to assist at the election, as it is important your vote be cast.

Mail has been received from Caravans, Ladies' Auxiliary of the Showmen's League of America, Mrs. Phil Isser, Jimmy Strates, Bea Cohen and Beulah Denmark.

On December 21 the ladies will hold a party to which all members of the NSA will be invited.

Past-President Anna Halpin is leaving for a vacation in Mexico and Janette Finkel is heading for Miami.

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

Evelyn Clain disposed of her allotment of booster books. Assisted by Hazel Maddox, she also held a bank night on the Royal American Shows and realized \$1,000.

Carl Yeager, Canadian furrier, donated a fur scarf for a raffle. Flo Pontico has turned in \$83 to date on her tip books.

Rosie Hunter suffered a broken left arm in a car accident.

Geraldine Gaughn and Virginia McGee, when both were on the Royal Crown Shows this season, caught the Royal American Shows in Jackson, Miss. The women on RAS raised over \$2,000 for the club during the summer.

Ned Torti, Milwaukee, donated a bingo cage and cards to the auxiliary. Marie Waver and son, Johnny, flew from Jackson, Miss., to Austin, Tex., to visit Marie's parents. When the Royal Crown Shows played Montgomery, Ala., visitors included Ella Stophel and her husband. They were with George Pence on the Gooding unit this season. Florence Rubin visited her home in Mount Vernon, Ind.



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. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
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Almost every one of the Eastern amusement family is a member. Are you?

Write for information

Initiation\$10.00
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UNITS SUPPLIED FOR ANY SIZE OUTDOOR EVENT IN MICHIGAN—OHIO—INDIANA

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Eastern Canada's Leading Carnival

Extends Greetings To All Friends

NOW BOOKING FOR THE SEASON OF 1950

Interested in Midget Show, Motordrome, outstanding attractions, will finance anything of merit; see me at the Chicago convention.

Have for Sale—Lindy Loop, Super Rollo-Plane and 2 Light Plants. All in good condition.

B. HAROVITZ, 5239 Ponsard Avenue, Montreal, Canada

"CONCESSIONS DELUXE"

With It for the Fifth Season

I Wish To Extend Season's Greetings
To All Friends and Associates

WANTED FOR 1950

Stock Wheel Operators, P. C. Dealers for Big Sixes, Pan Game and Over and Under Seven; also Grind Store Agents for Count Stores. Those who can and will take orders, bilingual preferred. If you are looking for a season's work, this is it. Agitators, boozers and chasers, save your time and mine, as you will not last here. Contact:

F. ABRAMS, 81 Third Avenue, Ottawa, Ontario, Canada

To all our SPONSORS: FAIR COMMITTEES, SHOWMEN, CONCESSIONAIRES, RIDE OWNERS, and HELP in all DEPARTMENTS, whose co-operation has made possible another profitable season, SINCERELY WE SAY "THANK YOU!"

FLOYD O. KILE SHOWS

"LOUISIANA'S FINEST OUTDOOR ATTRACTIONS" Proudly Present to the FAIR COMMITTEES of Louisiana, Arkansas and Mississippi
8 RIDES—4 SHOWS—35 CONCESSIONS

FREE ACT—LIGHT TOWERS—OUR OWN LIGHT PLANTS

We have exactly what you want: THE FINEST AND BRIGHTEST MIDWAY IN THE SOUTH. Arrange NOW for YOUR DATES. We will be at the State Meetings July 4th, and other CELEBRATION COMMITTEES please contact early.

NOW BOOKING SHOWS, RIDES AND CONCESSIONS for 38 weeks season. Can place Major and Kid Rides; FULL SEASON ONLY. Any SHOWS, EXCEPT GIRL AND ATHLETIC. All personnel and equipment must be A-1. CONCESSIONS. Everything OPEN NOW. NO GRIFT, PLEASE. PERMANENT ADDRESS:

FLOYD O. KILE, Mgr., P. O. Box 85, Baton Rouge, La.

THANKS TO THE FAIR SECRETARIES AND COMMITTEEMEN

FOR YOUR BUSINESS. A SUCCESSFUL 1949 SEASON.

Also we want to thank our employees and concessionaires who traveled with us.

NOW BOOKING FOR 1950

W. B. J. SHOWS

EXCLUSIVE ATTRACTIONS

Managed and personally directed by William B. Jacobs, Winterquarters, Swanton, Ohio. P.S.: Visit us at the Deshler-Wallick Hotel, Fair Managers' Meet, Jan. 9th-13th, 1950, Columbus, Ohio.

For Sale or Lease—24' Chuck Wagon and Crab Semi-Trailer, completely furnished. Step into it and go to work. Must stay on the show season 1950.



"HONESTY IS OUR POLICY"

Wish to extend their thanks to Sponsoring Fair Associations, Fraternal Organizations, Concessionaires, Ride and Show Owners and Ride Help for their co-operation to make 1949 Season a success. Fair and Celebration Committees interested in booking a first-class condition eight-ride show for their date, please contact at once.

Now booking Concessions for 1950 season: Especially want Cookhouse, Bingo, Pop Corn, Diggers, Short Range and Long Range. Want 10-in-1, Monkey Show, Snake Show, Wild Life and Girl Show. Have for Sale—Excellent condition Smith & Smith Chalroplane, 22 ft. tower, 24 seats, Le Rol motor transportation. Fun House, built on 30 ft. trailer that can be pulled behind car. Opens to 45 ft. Has P.A. set horns, air compressor. This equipment can be seen in winter quarters at Athens, Ala. All replies:

JOHN PORTEMONT, Box 524, Athens, Alabama

TRANSFORMERS FOR SALE

Two 75 Kw. One 100 Kw. All New.

GRANITE STATE SHOWS

148 LOUDON ROAD

CONCORD, NEW HAMPSHIRE

PLASTER CARNIVAL PLASTER OLD FORGE STATUARY

J. LAURENZI

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LARGE AND SMALL PLASTER
Immediate delivery by truck—well painted and very flashy. Three sizes Piggy Banks: Large, Medium, Small. C. O. D., 25% Dep.

Our customers: Get in touch with us—your order large or small, will be taken care of.
814 MOOSIC ROAD OLD FORGE, PA.
DAY: MOOSIC 661—PHONES—NIGHT: MOOSIC 493.

Tampa's New \$65,000 Clubhouse Reflects Club's Rapid Growth

(Continued from page 86)

Basic construction of the building is concrete, steel and glass.

The reception room will house a huge plaque, 27 by 55 inches, cast in bronze. The plaque bears the club name and emblem. All names listed on the plaque are those of \$100 donors.

Parking Space

Adjacent to the clubhouse proper are parking grounds, 100 by 197 feet. At the end of the club yard is a large barbeque pit with facilities for feeding approximately 600 persons.

A yard, beautifully landscaped, covers 150 by 160 feet. It is surrounded by a stone wall five feet high. The area is furnished with stone tables, benches, umbrellas and portable lounging chairs.

Exterior of the clubhouse is a light pastel green. Interior is of pearl gray thruout the main structure, with varied light pastel shades in the women's quarters. Entire lighting system is fluorescent and in the center of the auditorium are two large blowers, capable of changing the air every two minutes.

Show Folk Aid

How all this happened in such a short time is a story of hard work, co-operation and the generosity of many show folks.

Once Gene Bernie dreamed of a Tampa showman's club, he started to work. Two years later, the first meeting was held to discuss the possibility of a Tampa club. The gathering was held December 28, 1947, in Eddy's Hut, owned by showman Eddie Lamay. Surprising, even to Gene, was the attendance of some 50 showmen. He took over as organizer and made immediate arrangements for a charter.

A second meeting was held January 8, 1948, at the Hut. This time temporary officers were appointed. Eddie Lamay was named chairman; Harry Wilson, secretary, and Gene Bernie, treasurer. Contributions of \$10 each were asked and \$400 was collected. Each meeting thereafter grew in attendance and each new showman reporting for a meeting was asked to donate. The third and fourth meetings of the org were held at Ray Meyers' Trailer Village out on Tampa's Nebraska Avenue.

Jeweler's Generosity

The club's first "home" became a reality thru the generosity of Eddie Taylor, Tampa jeweler, who became interested in the club and offered the first floor of a fully-equipped building in the 100 block on Fortune Street. Because of the financial condition of the club, Taylor's rent request was almost nil. The first meeting in the clubrooms was held January 18, 1948. Some 150 overjoyed showmen attended.

At this meeting a by-laws committee was named, with Edward M. Hunter chairman. Temporary President Lamay appointed protom Carl J. Sedlmayr Jr., first vice-president; Doc Hartwick, second vice-president, and Harry Wilson, third vice-president. Bernie continued as secretary-treasurer.

A week later, attorney Louis Schonbrun, club counsel, drew up a charter. Membership was growing and the secretary reported 243 members as of that date.

Board of Governors

The first board of governors was named February 5, 1948. The list included Carl J. Sedlmayr Sr., Eddie Young, T. W. (Slim) Kelly, Dick Harris, Ed Lowe, George Golden, George Ringlin, William Clain, Joe Sciortino, Sam Gordon, Lloyd Serfass, Dave Wise, Harry Gaughn, Earl Maddox, Edward Hunter, Nat Lorow, Ray Myers, Charles Fogle, Edward Taylor and Andy Markham.

With the club organized less than

a month, Bernie reported \$2,500 in the treasury. Ten days later that amount swelled to \$3,800 and February 22 the total was \$4,300.

Meetings continued to be held every Sunday night. The women climbed on the band wagon. An auxiliary was organized and met in the clubrooms Monday nights. They competed with the men for fund-raising honors.

First Benefit

The club's first benefit was held at the Largo, (Fla.) Fair on the midway of Royal Crown Shows, January 30, 1948. A total of \$947 was realized.

Meetings continued thru the winter months and soon, all too soon, it was time for the showmen to hit the road. Final meeting was held March 4 and Gene was instructed to carry on at the home base.

Realizing, because of the increasing membership, that more space was needed, Gene located new quarters at 205 West Cass Street.

The first meeting at the Cass Street location resulted in the appointment of a nominating committee to select the first slate of officers. Unanimously elected were C. J. Sedlmayr Jr., president; Eddie Young, first vice- (See Tampa's New \$65,000, page 102)

NOW!
turn to
PAGE 71
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

Ferris Wheel For Sale

\$2,500

32 feet high; seats 20 adults or 30 kids. Looks like a No. 10 Ell except seats are larger. Ideal for kiddieland or small carnival. Also have 30 Lusse Scooter Cars for sale, \$125 each.

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Smith & Smith Chalroplane, Pony Ride, Kiddie Jeep, Airplane, Long Range Gallery mounted on truck, Short Range Gallery on trailer, Custard, Electro Freeze mounted on truck, Dice Cage, set of Buckets.

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New Bern, N. C.

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FAIR SECRETARIES AND COMMITTEES
MICKEY S. RANKIN
is Not Connected With the Gold Bond Shows in Any Way.

Mickey Stark, Owner-Mgr.

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Greetings

from

FRANK ORGAN SERVICE

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STILL-DATE FACILITIES

(Continued from page 62)

1949 STILL DATES: Rodeo, horse racing.
J. T. O'SHAUGHNESSY: Secretary, Route 1, Box 358, Madera, Calif.

GEORGIA

Manchester, Tri-County Fair

PLANT IS RENTED FOR: Carnival and circus show lots.
WELBY GRIFFITH: Secretary, Kiwanis Club, Manchester, Ga.

IDAHO

Downey, Marsh Valley Free Fair and Rodeo

BLEACHER CAPACITY: 500. Coliseum (indoor arena) available for rental for dances.
B. M. ALMOND: Secretary, Downey.

INDIANA

Indianapolis, Indiana State Fair

GRANDSTAND CAPACITY: 8,500.
BLEACHER CAPACITY: 5,000. Size of race tracks, mile and half mile. Plant is rented for harness races, thrill shows, rodeos. Coliseum (indoor arena) capacity, 7,850.

COLISEUM: (indoor arena) available for rental for dances, rodeos, ice shows, circuses, stage shows, trade shows.

1949 STILL DATES: Horticultural Society Meeting, Purchasing Agents Show, Electric League Show, Sports & Boat Show, 15 Livestock Shows & Sales, Indianapolis Home Show, Hoosier Kennel Club Show, American Legion Spring Horse Show, Automotive Eqpt. Exposition, Olsen & Johnson, Motor Truck Rodeo, Ringling Bros.' Circus, Musical Comedy, Speed Horse Sale.

CARL TYNER: manager, Indiana State Fair, Indianapolis.

IOWA

Independence, Buchanan County Fair

GRANDSTAND CAPACITY, 2,100. Size of race track, half mile. Track is equipped for night racing. Plant is rented for harness races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR: Dances, rodeos, stagershow, trade shows.

1949 STILL DATES: Rodeo, harness races.

W. J. CAMPBELL: Secretary, Jesup, Ia.

KANSAS

Stockton, Rook County Free Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 500. Size of race track half mile. Plant is rented for carnival show lot, circus show lot.

1949 STILL DATES: Carnival and circus.

RAY MARSHALL: Rental agent, Stockton.

MICHIGAN

Pickford, Pickford District Agricultural Society Fair

GRANDSTAND CAPACITY: 500. Size of race track, half mile. Plant is rented for harness races, carnival show lot, circus show lot.

OLIVER BEACOM: Rental Agent, Pickford, Mich.

MINNESOTA

Jackson, Jackson County Fair

GRANDSTAND CAPACITY: 2,700.
BLEACHER CAPACITY: 700. Size of race track, half mile.

ANTON C. GEIGER: Rental Agent, Jackson, Minn.

MISSISSIPPI

Forest, Scott County Fair Association

GRANDSTAND CAPACITY: 3,000. Size of race track, quarter mile. Plant is rented for midget auto races, harness races, thrill shows, motorcycle races, carnival show lot, circus show lot.

COLISEUM: (indoor arena) available for rental for rodeos, ice shows, circuses, stage shows, trade shows.

A. N. WARE: Rental agent, Box 224, Forest, Miss.

NEBRASKA

Central City, Merrick County Fair

GRANDSTAND CAPACITY: 1,200.

BLEACHER CAPACITY: 600. Size of race track, half mile. Plant is rented for hot rod races, midget auto races, harness races, carnival show lot.

Stanley Torpin: Rental Agent, Central City, Neb.

NEW YORK

Afton, Afton Fair

GRANDSTAND CAPACITY: 1,000. Size of race track, half mile. Plant is rented for harness races, thrill shows, rodeos, carnival show lot.

1949 STILL DATES: Rodeo, harness racing, running races, horse pulling.
FREDERICK CRANE: Secretary, Afton, N. Y.

OREGON

Eugene, Lane County Fair

GRANDSTAND CAPACITY: 5,000. Size of race track, half mile. Plant is rented for big car races, hot rod-races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 2,500. Coliseum (indoor arena) available for rental for rodeos, circuses, stagershow, trade shows.

1949 STILL DATES: Lions' Home Show, Hunt Club Horse Show, Indoor Circus.
H. P. WELCH: Secretary, fairgrounds, Eugene.

CANADA

ALBERTA

St. Paul, St. Paul Agricultural Society

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 600. Plant is rented for thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

JOE O'DRISCOLL: rental agent, St. Paul, Alberta, Canada.

ONTARIO

Belleville, Belleville Exhibition

GRANDSTAND CAPACITY: 700.
BLEACHER CAPACITY: 300. Size of race track, half mile.

E. S. DENYES: Secretary, 280 Church St., Belleville.

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 80)

WEATHER: Good 4 days; cold 4 nights.
RECEIPTS: Gate (less tax), \$11,890.83; day grandstand total (less tax), \$1,186.92; night grandstand total (less tax), \$3,682.59.

CARNIVAL: Browning Bros.' Amusement Co.

ATTRACTIONS: Acts, booked thru John Billsbury & Co., Hollywood, 4 days, 4 nights; rodeo, booked thru Barnard & Delashmutt, Sheridan, Ore., 3 nights, 4 days.

AID, PREMIUMS: State aid, \$2,068.30. Total estimated premiums paid out (excluding races), \$5,879.82.

ADMINISTRATION: President, J. C. Hicks; publicity director, H. P. Welch.
1950 DATES: September 23-26, tentative.

TEXAS

Brazoria County Fair, Angleton

TOTAL ATTENDANCE: Paid, 20,000; Free 35,000. Operated 5 days; 5 nights.

WEATHER: Good 1 day, 1 night; rain 4 days, 4 nights.

CARNIVAL: Don Franklin Shows.

ATTRACTIONS: Style show, queen contest, amateur show, square dance, rodeo.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,000.

ADMINISTRATION: President, C. E. Jones; secretary, L. E. Bumgarner; superintendent of concessions, W. G. Stewart; publicity director, L. R. Giese.
1950 DATES: October 10-14.

VIRGINIA

Mecklenburg County Fair Association, Chase City

TOTAL ATTENDANCE: Paid, 25,000; Free, 7,000. Operated 5 days; 5 nights.

WEATHER: Good 3 days, 3 nights; cold or cloudy 2 days, 2 nights.

RECEIPTS: Gate (less tax) \$9,000.

CARNIVAL: Penn-Premier Shows.

ATTRACTIONS: School pageants, 5 nights; auto racing, 5 days; horse show, 3 days; running races, 5 days.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,500.

ADMINISTRATION: President, H. M. Skelton; secretary, superintendent of concessions, publicity director, Garland E. Moss.

WISCONSIN

Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Paid, 8,491; free 6,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Dobson's United Shows.

ATTRACTIONS: Jimmie Lynch's Death Dodgers, 1 night; Radio Amateur Show, booked thru Boyle Woolfolk; Thompson's White Horse Revue.

AID, PREMIUMS: State aid, \$2,700; county aid, \$850; other aid, \$3,750.
1950 DATES: September 6-8, tentative.

CANADA

ALBERTA

Calgary Exhibition & Stampede, Calgary

TOTAL ATTENDANCE: 407,984. Operated 6 days, 6 nights.

WEATHER: Good 4 days, 4 nights; cold or cloudy 2 days, 2 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Rodeo and running races, 6 days, chuck wagon races and stagershow, 8 nights; stagershow booked thru Barnes-Carruthers; fireworks 3 nights.

AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$70,000.

ADMINISTRATION: President, J. B. Cross; managing director and secretary, J. Charles Yule.
1950 DATES: July 10-18.

St. Paul Agricultural Society, St. Paul

OPERATED 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

RECEIPTS: Gate (less tax), \$2,700; day grandstand total (less tax), \$1,400; night grandstand total (less tax), \$1,500.

ATTRACTIONS: Stampede, 2 days afternoon, by Steve Demchuk; grandstand show, 2 nights, by K. B. D. Enterprises.

AID, PREMIUMS: State aid, \$400.

ADMINISTRATION: Secretary, Joe O'Driscoll.

NEW BRUNSWICK

Queens County Fairs, Gaagetown

TOTAL ATTENDANCE: Paid, 4,311; free, 3,000. Operated 2 days, 2 nights.

WEATHER: Rain 2 days, 2 nights.

RECEIPTS: Gate (less tax), \$2,155.50; night grandstand total (less tax), \$303.75.

CARNIVAL: Libbey's Shows.

ATTRACTIONS: Horse show, 2 nights; horse hauling contests, 2 afternoons.

AID, PREMIUMS: County aid, \$500. Other aid, \$74.50. Total estimated premiums paid out (excluding races), \$1,498.22.

ADMINISTRATION: President, J. A. Vanwart; superintendent of concessions, Fred Hyatt; publicity director, D. G. MacMillan.
1950 DATES: September 12-14.

ONTARIO

Belleville Exhibition, Belleville

TOTAL ATTENDANCE: Paid, 24,152. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), \$9,032.20; day and night grandstand total (less tax), \$3,893.35.

CARNIVAL: Conklin Shows.

ATTRACTIONS: Lucky Lott Hell Drivers, 1 day, 1 night; harness racing, 3 afternoons; variety grandstand show, 3 afternoons and evenings (Bill Garden Shows).

AID, PREMIUMS: Provincial aid, \$800; county aid, \$300. Other aid, \$400.

ADMINISTRATION: President, W. H. Rollins; publicity director, E. S. Denyes.

QUEBEC

Exposition Provinciale de Quebec, Quebec City

TOTAL ATTENDANCE: Paid, 245,000; Free, 30,000. Operated 9 days; 10 nights.

WEATHER: Good 5 days, 3 nights; rain 3 days, 4 nights; cold or cloudy 1 day, 3 nights.

RECEIPTS: Gate (less tax) \$90,000; day grandstand total (less tax) \$26,000; night grandstand total (less tax) \$12,000.

CARNIVAL: Conklin Shows.

ATTRACTIONS: "Expo Vanities '49," George A. Hamid, New York, 7 nights; harness racing, 3 nights, 9 afternoons.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$20,-243.45.

ADMINISTRATION: President, Lucien Borne; manager, Emery Boucher; superintendent of concessions, Jacques Boucher; publicity director, J. D. Boudreau.

1950 DATES: September 1-10.

SASKATOON

Saskatoon Industrial Exhibition Limited, Saskatoon

GRANDSTAND CAPACITY: 6,000.

BLEACHER CAPACITY: 2,000. Size of race track, half mile. Plant is rented for big car races, hot rod races midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM CAPACITY: 3,000. Coliseum available for rental for dances, stage shows, trade shows.

1949 STILL DATES: Swine show and sale, light horse show, auto racing.

S. N. MacEACHERN: Manager.

M. A. SRADER SHOWS

For 1950 we will continue the same policy of fair dealing, clean entertainment and better equipment as we have in the past thirty years.

ROUTE: Kansas, Nebraska, Colorado and Oklahoma, including many of the best Fairs and Celebrations in this territory.

TO SHOW FOLKS: Always openings for clean, ambitious Shows and Concessions with something to offer the public and who are interested in a profitable and pleasant connection.

TO SPONSORING ORGANIZATIONS: If you are interested in presenting a carnival that will be a credit to your enterprise, we will be glad to deal with you.

M. A. SRADER SHOWS

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IMPORTANT NOTICE

TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1949-'50, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. There will be no slicing of ice cream and dipping in chocolate syrup allowed at fairs, carnivals and such places. Such slicing and dipping must be done in some licensed ice cream manufacturing place of business.

NOTIFY JOHN M. SCOTT, Chief Dairy Supervisor

Florida Department of Agriculture, 408 Seagle Building, Gainesville, Florida, if you plan to operate in the State.

BEAM'S ATTRACTIONS

25 WEEKS OF COMMUNITY CELEBRATIONS AND FAIRS

Now booking for 1950 season. Want Hanky Panks, Shooting Gallery, American Palmistry, Photos, Glass Pitches, Custard, Candy Floss and any new or novel Concession. Man and wife for Popcorn and Candy Apples, experienced Cookhouse Operator, other Help for Eating Stands. Experienced Rider-Manager for Motordrome. Manager-Talker for both Snake Show and Funhouse. Other useful Carnival People. WILL BE AT CONVENTION, HOTEL SHERMAN, CHICAGO.

Write M. A. BEAM, WINDBER, PA.

MOTOR STATE SHOWS

6 Rides - 3 Shows - Clean Concessions

NOW BOOKING FOR 1950

MICHIGAN - OHIO - INDIANA

Want Reliable Ride Help for Modern, Up-To-Date Rides
Few Concessions Open

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BE WISE - TRAILERIZE



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Since 1933 we were the first to finance Show Folks. Lowest insurance, 6% finance. Unusual terms, and the best in Aluminum House Trailers. We will play ball with you on your cash business too. Let us know your requirements.

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SARASOTA & TAMPA, FLA., AND EAST LANSING, MICH.

ADOLPH HITLER'S GENUINE PERSONAL ARMORED LIMOUSINE

(NOT ONE THAT HE JUST RODE IN)

Captured by "Free French Forces" at "Berchtesgaden." World's most talked about car and Greatest Attraction. 220,000 paid admissions at one Exhibition. Available for Fairs, Expositions, Celebrations and Charitable Organizations. Attractive show piece on tractor-trailer. Can set up on Midway, Lot, or Street, day or night. Arranging 1950 schedule. Write or wire:

PROSPECT ASSOCIATES

BOX 183

SODERTON, PA.

Tampa's New \$65,000 Clubhouse Reflects Club's Rapid Growth

(Continued from page 100)

president; James E. Strates, second vice-president; Nat D. Rodgers, third vice-president; Gene Bernie, secretary-treasurer; H. (Hal) Hall, recording secretary; George Ringlin, chaplain, and Harry (Irish) Gaugh, Earl Maddox and Everett Fillingham, sergeants at arms.

Named to the board of governors were Leo Carrell, W. M. (Bill) Clain, Charles H. Fogle, Harry (Irish) Gaugh, H. A. (Hal) Hall, Dick Harris, H. D. (Doc) Hartwick, Edward M. Hunter, Eddie Lamay, Eddie Lowe, Earl Maddox, Ray Meyers, Steve Pelak, George Ringlin, Joe Sciortino, C. J. Sedlmayr Sr., Lloyd Serfass, Paul Sprague, Dave Wise, Snap Wyatt and Eddie Yeager.

Maps Fund Drive

President Sedlmayr called for a whirlwind fund raising campaign. First on this list was the purchase of a car to be raffled off. Eddie Hunter was in charge of the car award and devoted his entire time to the inking of new members. That Hunter did a magnificent job is shown by the fact the car award raised \$3,500. In appreciation of his work the club voted him the first gold life membership card.

Club's first benefit show was held at the Largo Fair, January 25, on the James E. Strates midway. Some \$2,000 was realized and visions of a new clubhouse were slowly but surely coming into view.

It was at this point that President Sedlmayr warned the members against overconfidence. Work and more work, he said, is the only key to success. Members followed his advice and the time finally arrived when the building committee was told to shop for a site. The Carmen and Willow streets spot was selected.

Next the club awarded the architectural contract to Norman Six, prominent Tampa architect, and one of Tampa's civic leaders.

Costs High

Several plans were submitted and each plan was carefully gone over. Finally the sketch was approved and the construction contract was awarded E. M. Scott, Tampa contractor. The building committee figured the cost would be around \$45,000. However, with the completion of the building and the purchase of interior decorations and furniture, the final cost probably will be closer to \$65,000.

Once the contract was let, club members knew their work was not yet done. A ways and means committee was named, with Pete Burkhardt chairman. A benefit was held by the Royal American Shows during the Florida State Fair in February, 1949. Both Gypsy Rose Lee and Sally Rand appeared on the program. The largest amount ever raised at any one benefit—\$5,325—was realized. Next benefit was at the Orange Festival in Winter Haven, Fla., on the Royal Crown Shows, with Sally Rand as emcee. Thru that event \$2,800 was realized.

Debentures also were sold to members and the building fund began to grow. A total of \$24,000 was in the treasury.

Ground Broken

Ground for the new clubhouse was broken April 29, 1949, with President Sedlmayr Jr., officiating. Attending the ceremony were Mayor Curtis Hixon, Tampa; J. H. Dolcater, president of the Chamber of Commerce; L. B. McSwain, grand potentate of Egypt Temple Shrine; Carl J. Sedlmayr Sr.; Gypsy Rose Lee and her husband, Julio de Diego; Norman Six, the architect; Edward Hunter, H. (Hal) Hall, Nat D. Rodgers, Gene Bernie and Dick Harris.

By this time showmen were returning to the road. Gene remained to watch his dream become

a reality. He kept the traveling showmen informed of the progress of the club and building. He sent out a bulletin ever so often, titled *Heads and Tales*.

Gene was determined that everything should be in readiness when the members returned. The spacious yard of the club site was covered with gray, sandy soil. Realizing it would take a year or more to grow a lawn, Gene visited a sod farm in Miami and purchased 8,000 blocks of turf and loaded them into two big semi-trailer trucks. Several days later a lawn, trimmed and neat, covered the grounds.

With the show season over, showmen are arriving in Tampa for the winter. One of their first stops is to look over the new clubhouse. What they see is something they dared not even imagine two years ago. It is the fulfillment of Gene Bernie's dream, a beautiful structure built by the toil of show folks.

NOW!
turn to
PAGE 71
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

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TILT-A-WHIRL
Good Condition. New Paint; New Upholstery;
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MOTORDROME MEN, ATTENTION
2 Indian Scout Wall Machines for Sale—37 cu. in motors—my personal Scout trick machine, also my wife's machine. (Doctor's orders—I can never ride again.) Lots of parts for 37 & 45. New set rollers, 4 ft. wide. Boiler tubing for roller. Line shaft ball bearings. Can be changed in 5 minutes. 1 new mag. First come, first served—Can be seen at 801 Coollidge, River Rouge 18, Mich.—Capt. R. V. Ritz.

22 UNIT DERBY RACE
SACRIFICE, \$2,900
Mounted in 23 ft. Aluminum Trailer. Used 5 months. Original cost, \$4,600. Good reason for selling. Also 1948 Chev. 1 ton Panel Truck @ \$1,450.

L. A. KUEKER
1920 CLEVELAND, HOLLYWOOD, FLORIDA

WANTED
GENERAL AGENT
For Six-Ride Carnival. Must know Illinois and Indiana. This Show carries no racket. Must be sober and reliable. State all in first letter, salary, etc. Bill Lambert, answer.

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DALLAS NET HITS PEAK 496G

Phoenix Nets 10G; Gate Off 8% From '48

Crafts Midway Down 25%

PHOENIX, Ariz., Nov. 19.—A profit of \$10,000 was realized from the 1949 Arizona State Fair which closed here Sunday (13), following a 10-day run, Paul F. Jones, fair commission secretary, disclosed. Attendance was off 8 per cent from 1948.

The final count showed a total of 150,679 persons paid \$81,123.50 at the gate. The 1948 attendance was 162,934. Of the 1949 paying customers, 26,634 were children. The plant's new 20-acre parking lot accommodated 6,769 cars and netted \$1,692.50, while pari-mutuels took in over \$700,000 of which the State got \$7,000. Revenue from advertising space in premium books amounted to \$30,000 and entry fees totaled \$2,300.

Jones said the total revenue would be about \$110,000 and expenses were listed at \$100,000. The Crafts 20 Big Shows estimated midway business as being off about 25 per cent.

\$65,000 Requested To Improve Grounds At Yuba City, Calif.

YUBA CITY, Calif., Nov. 19.—Improvements costing \$65,000 will be asked by the Yuba-Sutter Fairgrounds, according to Secretary Manager Roy L. Welch. The money, if granted, will come from the State's share of pari-mutuel funds.

Proposed improvements include landscaping of the 46-acre grounds, erection of four buildings, installation of a lighting system for the rodeo arena, completion of the water system, calling for an additional 3,000 feet of four inch pipe, and surface drainage of the grounds.

Sked N. C. Meet For January 19-20

GREENSBORO, N. C., Nov. 19.—Announcement was made Wednesday (16) by Dr. J. S. Dorton, president of the North Carolina Association of Agricultural Fairs, and Mrs. Clyde Kendall, secretary-treasurer, that the annual meeting of the association will be held at the Sir Walter Hotel in Raleigh, N. C., January 19-20, 1950. Much interest is being shown in the coming meeting, to which those interested in the amusement business are invited.

Much progress has been made by various fairs in the State in the way of agricultural exhibits, following an act that was passed by the last Legislature of North Carolina, which provides that all fairs must secure a permit from the North Carolina Department of Agriculture. Prior to the opening of the 1950 fair season it is understood that the Board of Agriculture will provide standards under which fairs will be required to operate in order to obtain a permit.

A well balanced and educational program is being arranged for the meeting and it is expected that the attendance will be greater than at any previous meeting of the association.

St. Paul Abandons Horse Races, Inks Motor Speed Event for Each Day; Winkley Gets Most Days

ST. PAUL, Nov. 19.—There will be no horse racing at the Minnesota State Fair here in '50. Instead, all daytime grandstand attractions will feature motor speed events, either auto races, motorcycle races or thrill shows.

Meeting here today, members of the fair board voted to abandon harness horse races because they had proved consistent money losers. The board then closed contracts for motor speed events, with Frank Winkley getting the bulk of the business.

Six of the days will feature big car races. Of these, three will be presented by Sam Nunis, with the American Automobile Association sanctioning the competition, and as many by Winkley, under the sanction of the International Motor Contest Association.

Stock car races, to be staged by Winkley, are to be presented two afternoons. A 100-mile race will be held on one of the two days. Motorcycle races, also to be staged by Winkley, will be held Labor Day at 10 a.m. The motorcycle program will be a new fair feature.

Joie Chitwood's thrill show will provide the afternoon attraction two

afternoons, with Chitwood also signed to present one-night show.

In addition to contracting to supply two types of auto racing and a motorcycle program, Winkley signed to present Capt. George Waltz, airplane stunter, for one appearance each day of the fair.

Hamid Sole Operator of Greensboro

World of Mirth Inked

NEW YORK, Nov. 19.—George A. Hamid this week announced that he had taken over full control of Greensboro (N.C.) Fair. His action followed a meeting in his offices here with Garland Daniels, president of Central Carolina Fair Association, and Walter Ridenhouer, also an association officer, both of Greensboro.

Hamid said he executed a lease in his own name for one year with an option of five additional years. The status of Norman Y. Chambliss, who served as manager of the annual for a number of years and was a partner in the operation with Hamid, was not announced. It is understood that Mrs. Clyde Kendall, Chambliss's assistant, will continue to serve in an executive capacity.

Improvements Planned

Hamid said numerous improvements are planned. These will include new rest room facilities, repairs to the grandstand, enlarging of both the midway and exhibit areas and the construction of new entrances.

Frank Bergen's World of Mirth Shows have been awarded the midway contract, Hamid said. The Greensboro annual will not open until the Tuesday following the Sunday closing of the New Jersey State Fair, also a Hamid enterprise, so that the entire World of Mirth organization will be able to show thru the final day at Trenton. Because in the past Greensboro always opened on a Monday, it was necessary for World of Mirth to start tearing down Saturday night in Trenton.

Longview Annual Changes Name; Sets Tentative '50 Dates

LONGVIEW, Wash., Nov. 19.—Southwest Washington's new district fair was named the Columbia Empire Fair at a meeting of the board of directors this week. The event formerly was known as the Cowlitz County Fair.

The exposition, which was advanced to district status this year by State Director of Agriculture Sverre Omdahl, has set tentative 1950 dates of August 30-September 2.

The enlarged fair will serve five counties bordering the Columbia River, with a total population of more than 200,000.

Frank Jaeger is president of the fair association; Ed S. Ashe, vice-president; Preston Varney, secretary, and Harry Bidlake, manager.

Budgetary Paradox

Michigan Annual Goes "Broke" Under State's Budget System

DETROIT, Nov. 19.—The Michigan State Fair, despite setting an all-time attendance record this year, technically is broke, the result of a State budgetary paradox. A new budget system set up by the State Legislature at its last session, requires all proceeds to go into a general fund for reappropriation. While this plan appears entirely satisfactory for State departments working on a year-round basis, it has not worked out in the case of the seasonal fair.

As a result the fair management is unable to incur any expenditures ahead or, technically at least, have any actual fiscal existence.

Steps are being taken to close the fair offices until more funds are available. Key personnel, including James D. Friel, manager, will serve without pay, altho it is planned to transfer some permanent personnel to other State departments until the fair pay roll can be resumed.

The major factor in causing the apparent "overdraft" was the success of this year's fair which required the hiring of additional help to handle the record attendance.

It is expected the special session of the Legislature next April will correct this unanticipated result of the new budget system.

Tops Previous Record by 74G

All-time high was achieved in face of increased costs, Pres. Thornton points out

DALLAS Nov. 19.—An estimated net profit of \$496,000 was earned by the 1949 State Fair of Texas, R. L. Thornton, president announced. This represents an all-time high for the 64-year old event, topping by \$74,000 the previous peak set in 1948.

Thornton, in announcing the record yield, expressed particular pleasure because it was registered in a year when costs hit new highs and fairs generally reported lower profits. Prior to the recent exposition here, fair officials privately expressed doubts that profits would compare favorably with 1948.

The '49 gate topped the two-million mark for the first time in the event's history, hitting 2,047,540.

The fair operates as a non-profit corporation and is entirely self-supporting, deriving no financial aid from city, county, State or federal governments.

Set 1950 Dates For Sacramento Valley Annuals

(Continued from page 50)

August 24-27 with alternate dates September 14-17.

Colusa County Harvest Festival, September 14-17 with alternate dates of September 21-24; District Fair, Auburn, September 22-24; Yuba-Sutter Fair, Yuba City, September 24-October 1; Shasta County Fair, Anderson, September 7-10, and Thirtieth District Fair, Red Bluff, September 1-3 with alternate dates of August 26-28.

Judging fees for county and district fairs will be discussed at the WFA convention in Los Angeles, December 8-10, following a recommendation of officials in session here.

Closed classes at county and district fairs also were mullied. Those okaying closed classes feel limiting entries to exhibitors from which the boundaries of the areas served by the fairs in question would tend to raise the quality of livestock shown.

Addressing the gathering, A. E. Snider, chief of the division of fairs and expositions in California, warned that fair managers would have to watch expenditures in regard to livestock exhibits.

Carnival contracts also came up for discussion. It was recommended the matter be taken up at the WFA convention where contracts can be studied. Other carnival angles brought up before the meeting included the establishment of appearance and performance bonds and the exclusion of what the directors termed any objectionable features.

E. J. Sharpe Named To Head N. Battleford, Sask., Annual

NORTH BATTLEFORD, Sask., Nov. 19.—E. J. Sharpe was elected president of the North Battleford Agricultural Society. He succeeds A. J. Bater. Vice-presidents are W. C. Craig and A. Millar Craig.

A net profit of \$2,000 on the year's operations was reported. The society has more than \$12,000 in cash and bonds in reserve.

Calgary Nets 159G for New All-Time Mark

Tops '48 by \$8,851

CALGARY, Alta., Nov. 19.—Despite greater expense in every department, the Calgary Exhibition and Stampede this year registered a net income of \$159,648, highest in its 64-year history, R. W. Ward, director in charge of finance, told company shareholders at their annual meeting.

The 1949 figure topped 1948 by \$8,851 and beat the previous record of \$152,149, set in 1946.

Total revenue for the year, ending September 30, was \$567,977 and expenditures, including property and building improvements, were \$408,329. A total of \$108,456 was expended for these improvements, major items being new bleachers in the grandstand enclosure and paving.

J. Charles Yule, managing director, said in his report that the new Coliseum, now under construction, would be the major work of the exhibition company for 1950.

Total attendance at the Stampede this year was 407,954 for a new record. Fall livestock sales set new highs and the Arena rink yielded a record-breaking profit.

Nearly every item of revenue showed an increase this year. Stampede donations and entry fees were up \$3,838, concession and midway receipts were up \$6,413, gate and grandstand tickets netted a \$56,022 increase, pari-mutuel receipts were up \$14,482, general rents were up \$16,777 and Arena operation was up \$1,691.

A total of \$37,474 was paid out in Stampede prizes and \$36,400 in race purses.

Ready New \$123,800 Exhibit Hall for 1950 Orange Show



SAN BERNARDINO, Calif., Nov. 19.—Out of the ruins of the main exhibit hall on the National Orange Show grounds, destroyed by fire July 16, is rising a beautiful new building, modern in design and of steel and concrete construction.

The new exhibit unit will replace in part the 24-year-old 700-foot wood building and, according to the show's secretary-manager, R. Z. Smith, will be completed before the opening of the 35th National Orange Show, March 9-19, 1950.

The fourth unit of the citrus exposition's expansion program, begun in 1947, the new building will cost \$123,800. With a steel frame and roof, the structure will be 170 feet wide and 220 feet long. It was designed by Hamilton Harwell Harris, nationally known industrial designer.

Other new units on the Orange Show grounds are the \$600,000 entertainment auditorium, dedicated at the 1949 exposition; the 300-foot commercial and industrial exhibit hall, completed in 1948; and the administration building, also completed in 1948. All these latest additions are of steel and concrete structure.

The loss of the wood exhibit building, one of the largest fair type buildings in California, stepped up the fair's construction program, Mr. Smith said. The building, because of its age, had been scheduled to be abandoned and replaced by steel and concrete structures of a design conforming to the National Orange Show's over-all architectural plan. Work on the building now under construction is the first step in the ultimate replacement of the floor space lost in the blaze.

"With the new unit ready for the 1950 show and the utilization of exhibit rooms in the stadium grandstands, we will have available virtually as many feet of exhibit space as we did before the fire," Smith declared. "A revision of our grounds

layout will mean a more attractive and, I anticipate, a larger show than ever before."

France Skeds Stock Car and Motorcycle Races for Daytona

DAYTONA BEACH, Fla., Nov. 19.—Bill France, stock car race promoter, announces that a double-header meet will be staged on the four-mile Daytona Beach course on Saturday and Sunday, February 4-5. The Saturday event will be a modified meet with the Sunday races limited to late model cars.

France has also scheduled two days of motorcycle racing for the beach course on Saturday and Sunday, February 18-19. A 100-mile amateur race will be held on Saturday and a 200-mile professional race on Sunday.

Other races will be presented by France in 1950 at the Oconeechee Speedway, Hillsboro; New Charlotte Speedway, Charlotte; Peace Have Speedway, Winston-Salem; Bowman-Gray Stadium, Winston-Salem; North Wilkesboro Speedway, North Wilkesboro, all in North Carolina, and the Martinsville Speedway, Martinsville, Va.

Oliver Dustin Elected Middlefield, Mass., Prexy

MIDDLEFIELD, Mass., Nov. 19.—Oliver Dustin was elected president of the Highland Agricultural Society at the annual meeting held here recently. Willard A. Pease was named secretary and Francis Peace treasurer.

Howard Johnson, after serving as president for several years, declined to accept the post again. He was elected vice-president.

Boff Southern Dates Give Wagner Thrill Group Okay Season

SUMTER, S. C., Nov. 19.—Buddy Wagner's World's Champion Hell Drivers unit, which winds up its season tomorrow (20) at Daytona Beach, Fla., put on two performances at the Sumter County Fair November 10 and 12. Wagner's stunts were the featured attraction there on Governor's Day and performed before 5,000 in the fairgrounds stadium, following Governor Thurmond's speech. A return performance Saturday (12) night, in conjunction with a big fireworks display, attracted the largest closing night crowd in years, according to Wagner.

Cetlin & Wilson Shows were on the midway at Sumter and with two car giveaways, Tuesday (8) and Thursday (9), attracting 10,000 ticket holders to the grounds, all rides and shows did brisk business.

On its Southern trek, Wagner's stunts racked up solid biz, playing 22 shows in 35 days at race tracks, ball parks and stadiums. Heavy grosses were registered at Edenton and Fayetteville, N. C., with both shows staged under police auspices. A combined stock car race and thrill show at Wilmington, N. C., and another at Lumberton, N. C., registered top still date grosses of the season.

The Wagner crew after a successful Eastern fair tour, teed off its southern trek at Princess Anne Speedway, Norfolk, September 24.

Wagner closes the season November 20 at Daytona Beach, after having put on shows at Savannah, Ga., Wednesday (16), and Brunswick, Ga., Friday (18).

Personnel with Wagner included Roberts, one-armed stunter and bus jumper, in his second season with the show; Roy Swann, Huntington, W. Va.; Bob Ryan, Corning, N. Y.; Frankie Martin, clown; Jim Curry, Norfolk; Jimmy Lyons, Columbia, S. C., and Bob Lyons, truck driver.

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Winter Fairs
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 Mesa—Maricopa Co. Fair & Circus Show, Feb. 18-26. Marcel Delporte.
CALIFORNIA
 San Bernardino—National Orange Show, March 9-19. Earnest McCook.
FLORIDA
 Dade City—Pasco Co. Fair, Jan. 17-21. J. F. Higgins.
 Largo—Pinellas Co. Fair, Jan. 24-28. J. H. Logan.
 Miami—Dade Co. Fair, March 3-12. Robert G. Booth.
 Orlando—Central Fla. Expo, Feb. 20-25. Crawford T. Bickford.
 Punta Gorda—Charlotte Co. Fair, Jan. 9-14. M. J. Ullman.
 Sebring—Sebring Firemen's Highlands Co. Fair, Feb. 27-March 2. R. C. Baguley.
 Tampa—Florida State Fair & Gasparilla Assn. Jan. 31-Feb. 11. P. T. Strieder.
 West Palm Beach—Palm Beach Co. Expo, Feb. 18-25. Karl Latons.
 Winter Haven—Florida Citrus Expo, Feb. 18-19. Philip E. Lucey.

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29	30	31				

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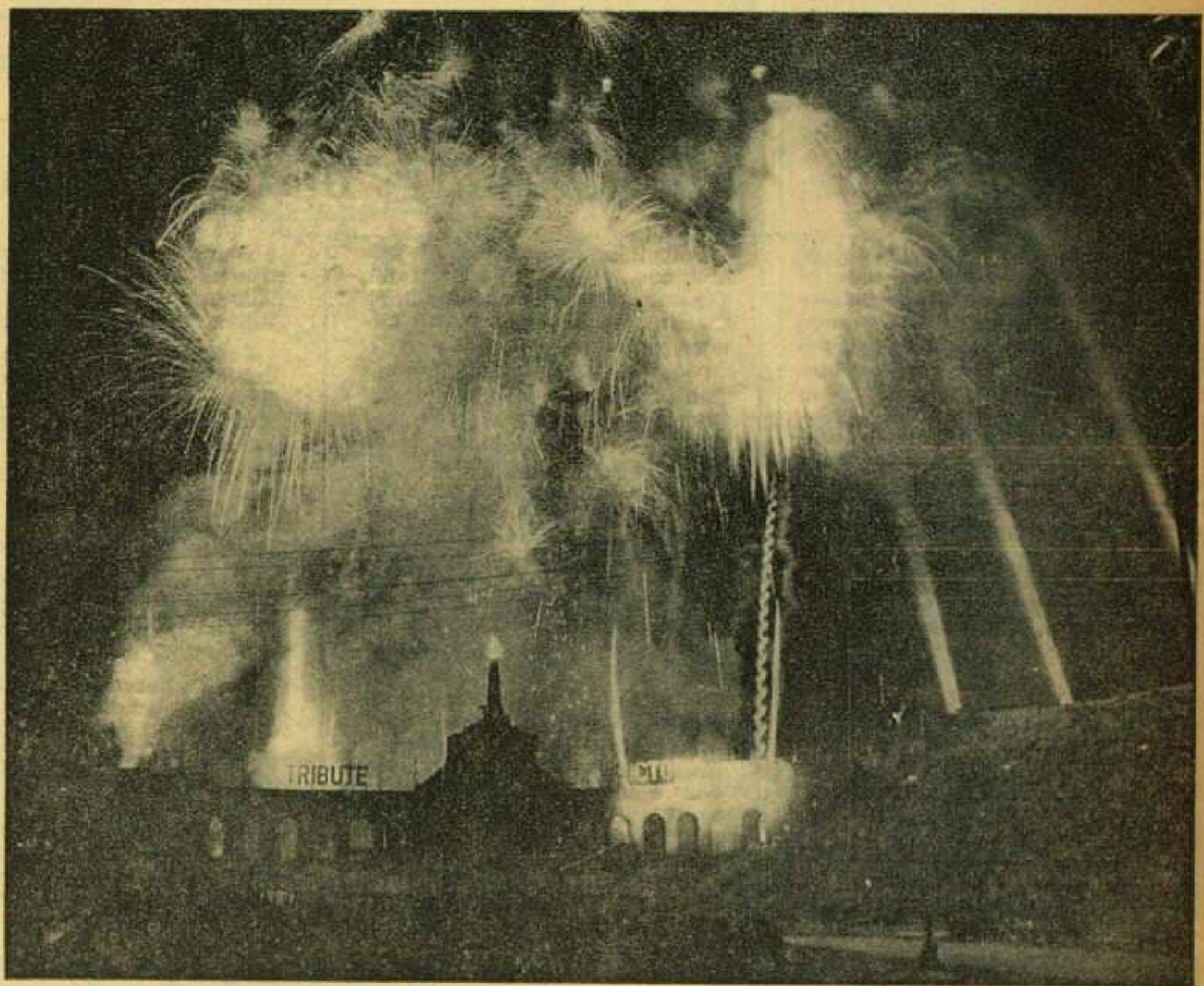
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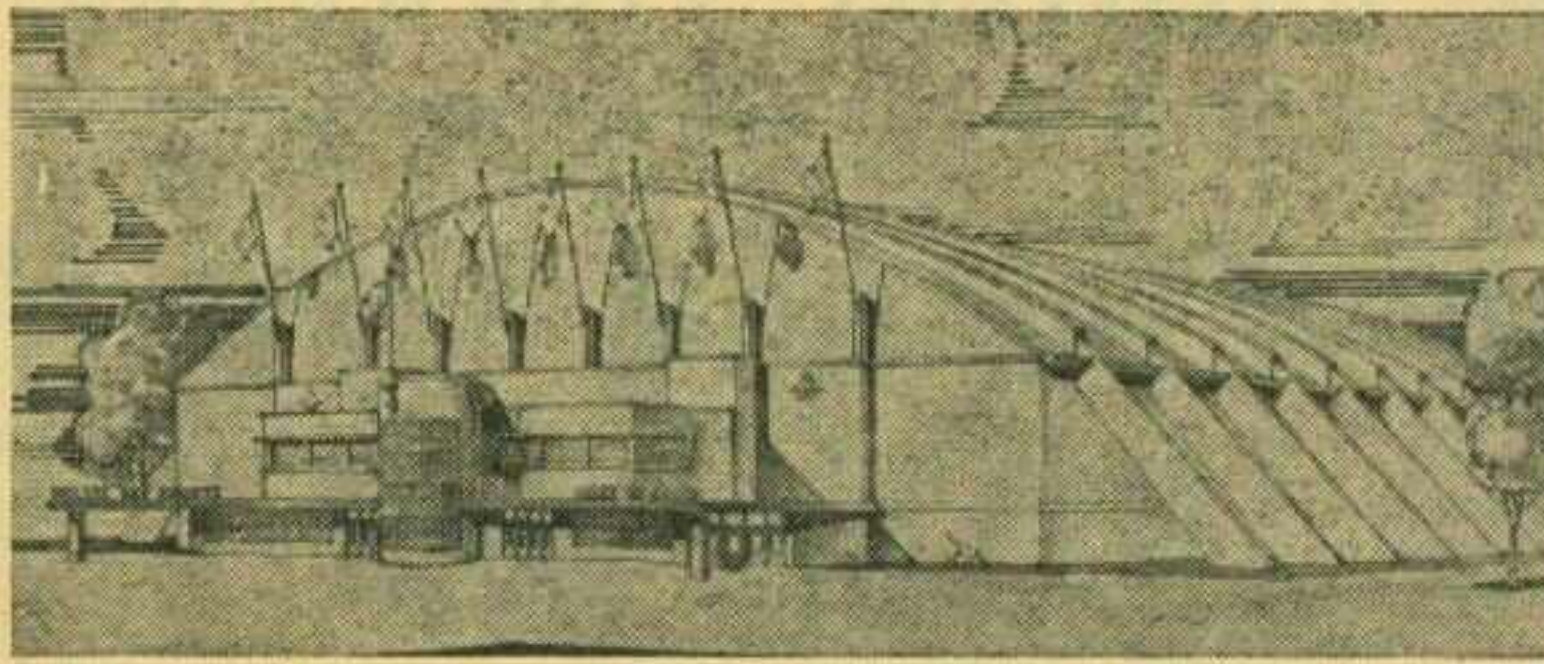
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Construction Well Under Way On Quebec's New Sports Palace



AN ARCHITECT'S conception of the new sports palace being erected in Quebec.

QUEBEC, Nov. 19.—Construction of the Palais des Sports at the Exposition Provinciale here is now well under way, with completion expected early in 1950. The modern structure will replace the old Coliseum which was destroyed by fire in March this year.

The new building will measure 358 by 246 feet on the inside. The top will

rise 88 feet above the ice surface, the level of which will be 10 feet below ground.

The building will seat 10,000, with provision for 2,000 standees. View-obstructing pillars have been eliminated.

Besides a rink, the sports palace will house restaurants, smoking rooms, stores, rest rooms and space for exhibitions.

Reshuffle Dates At Meeting of Michigan Group

TRAVERSE CITY, Mich., Nov. 19.—A reshuffling of fair dates for 1950 was made at the annual convention of the Northern Michigan Fair & Racing Association here Wednesday and Thursday (9-10) in the Park Palace Hotel. New dates will cause an extension of the fair season but the spreading out will lessen the crowding of fairs into a few weeks.

Representatives from 15 fairs and the Michigan Harness Horsemen's Association attended the sessions of the group, organized two years ago to provide a common meeting ground for fair secretaries and board members, racing and horsemen.

"Most horsemen's groups can see only their own views on fair problems, and the same thing applies to fair groups," Irving Pratt, association secretary, said, pointing out that "by arranging for them to sit down together, considerable progress has been made in getting them to consider each other's problems."

Warns Racing Men

Pratt said the busy schedule at the January State meeting in Detroit did not permit the exchange of practical ideas. Dollars and cents value of the common forum held by the Northern Michigan group was indicated by Pratt's comment that "unless something is done along this line, it will not be long before many more fairs will eliminate horse racing altogether, and there is nothing in sight to replace it that will wear with the public as well."

Floyd Daugherty, of Cheboygan, was re-elected president of the organization with A. E. Swanson as vice-president; Irving L. Pratt, Scottville, secretary-treasurer, and William J. Rennie, Traverse City, superintendent of speed. Re-elected directors were Lloyd Honeywell, Mount Pleasant; Frank Cole, Prescott, and Carl Mantey, Caro.

Represented at the meeting were officials of these fairs: Standish, Big Rapids, Marne, Caro, Cheboygan, West Branch, Traverse City, Crosswell, Bad Axe, North Branch, Cadillac, East Jordan, Hart, Ludington and Petoskey, and the Michigan Harness Horsemen's Association.

Speakers Listed

Principal speakers were W. J. Rennie, speed secretary, racing; Arnell Engstrom, secretary of the Northwestern Michigan Fair, who conducted a round table on fair problems; Clarence Bolander, chief of the Michigan Bureau of Agricultural Information; John Minnema, president, Northwestern Michigan Fair; Orlo Owens, assistant manager, Northville Downs, who spoke on the benefits of racing to fairs; Chester Williams, of Cope-mish, Fair Exhibits Improve Livestock; Carl Mantey, secretary, Tuscola County Fair, commercial exhibits; Dr. Eugene Keyes, former lieutenant governor, The Importance of County Fairs, and Charles J. Figy, State director of agriculture.

Showmen attending were Henry Leuders, United Booking Association; Jack Raum, Raum Shows; Douglas Wade, W. G. Wade Shows; John F. Reid, Happyland Shows; R. F. Avery and Sam Levy Jr., Barnes-Carruthers Theatrical Enterprises, Inc.; Bert Thomas, Detroit Sound Engineering, and Jack Gallagher, Playland Shows, and president of Michigan Showmen's Association.

Kelso Heads Littleville, Mass.

LITTLEVILLE, Mass., Nov. 19.—All officers of the Littleville Community Fair Association have been re-elected. They are Leon J. Kelso, president; Elmer O. Olds, secretary, and Willard A. Pease, treasurer.

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Meetings of Fair Assns.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 24-25. J. K. Clarke, Lansdowne Park, Ottawa, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, December 7-8. Rollo Singleton, (c/o Missouri Agricultural Department, State Office Building, Jefferson City), secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 8-10. Lou Merrill, Sacramento general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy, Louisville secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Glade-water, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 11-12. Mrs. Don A. Detrick, Bellefontaine, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14. George W. Gleixner, North St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 16. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18. Tom Moore Craig, Spartanburg.

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24.

Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 9. J. M. Dean, Jackson, Secretary.

Hamid Hits New High in '49; Forecast for '50 Is Bright

(Continued from page 69)

the postwar years have not always materialized as planned due to immigration restrictions.

This year the Hamid revues were built around a central theme, with production details handled by Leon Leonidoff, of Radio City Music Hall. Hamid said general improvements were planned, including revival of format features which had previously clicked. George Jr. will give most of his time to the production of the 1950 revues.

New Rehearsal Building

A special building will be constructed on the grounds of the Hamid-owned New Jersey State Fair, Trenton, for the storage of revue properties and rehearsal of various units.

The permanent structure will make it possible to rehearse with maximum comfort in all sorts of weather.

The problem of rain was all but licked this year, Hamid said. Transparent rain coats were carried for the line and principals in all revues and this made it possible for fair managements to assure the staging of performances despite the weather. New waterproof electric lamps, used in the footlights and otherwise exposed, worked perfectly and lasted the entire season. They had to be dropped or mishandled to break, Hamid said. Waterproof gelatin in all the necessary colors was imported from England and proved very effective.

Band Shelter a Problem

Sheltering the band was the only problem that remained unsolved at the end of this season, Hamid said. He has consulted with representatives of the DuPont Company and expressed hope that they would solve the problem thru the use of either individual or group protective covering which would not interfere with the production before next season.

Sam J. Levy, head of the Barnes-Carruthers Agency, Chicago, conferred with Hamid here this week. Hamid said that his firm had received invitations from many Western and Middle Western annuals to submit talent programs, but that he would continue to operate in the East, limiting his territory as in the past. It is assumed that the Barnes-Carruthers Agency will also continue to restrict its activities to its usual territory.

Hamid, his son, and firm representative, Joe Hughes, will attend the Chicago meetings.



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*Figures available to interested parties

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Made-in-Georgia Expo Suggests Similar Shows at Other Annuals

By Mike Benton

President, Southeastern Fair Association, Atlanta

THE 35th Annual Southeastern Fair at Atlanta's Lakewood Park this year introduced the first Made-in-Georgia Exposition and I believe its success opened the door for bigger and better industrial participation at our annual and suggests similar exhibits at other leading State and regional fairs which may not have shows. In past years we have devoted considerable space to industrial exhibitions but this is the first time we attempted to establish a complete industrial exposition within the fair. The main floor of the new Benton Administration Building, completed just in time for the '48 fair, was allotted to the Made-in-Georgia Exposition, and we had 57,000 square feet of exhibit space utilized by Georgia manufacturers, processors, assembly and fabricating firms.

State Org in Support

Naturally the sale of this space was an excellent source of revenue for the fair, and it gave some 500,000 visitors a first hand picture of Georgia's industrial development.

The Made-in-Georgia Exposition was sponsored by the Associated Industries of Georgia, its officers giving us wholehearted co-operation from the first organization meeting down thru the final presentation.

W. Kirk Sutlive, president of Associated Industries of Georgia, authored a letter, which went out on his stationery over his signature urging every member of his association to participate. His letter keynoted the possibilities of the Made-in-Georgia Exposition, which read, in part:

"The Associated Industries of Georgia welcomes the sponsoring of this exhibition of the amazing scope, variety, quality and value of products fabricated in Georgia factories, which now represent an annual volume approaching three billions of dollars, provide jobs for 275,000 Georgians, and creates the wealth upon which the economic well being of 3,000,000 people rests.

"Aside from reflecting the growth and importance of Georgia industry, The Made-in-Georgia Exposition offers a most profitable medium for expanding sales and markets for the products displayed. . . ."

The wholehearted co-operation extended by Sutlive and his associates bore fruit in the sale of 57,000 square feet of space, and gave us a most interesting exhibition for the public. In the exposition were displayed stone, food products, paper and allied products, clay and brick, metal products, farm implements and ma-

Yorkton, Sask., Annual Winds Up With 1G Profit

YORKTON, Sask., Nov. 19.—The Yorkton Agricultural and Industrial Exhibition Association, Ltd., showed a surplus for 1949 of \$1,000, exceeding the previous year by about \$200, President W. H. Wilkinson reported. Fair has been dogged by bad weather in recent years.

S. N. Wynn retired from the directorate because of ill health after serving more than 40 years. He was made an honorary patron for life.

chinery, furniture, wood products, canned goods, insulation, plastics, beverages and leather.

Shows Build Interest

At the rear of the Benton Administration Building on the floor housing the Made-in-Georgia Exposition we have a large stage, and we kept continuous activity on the stage to help interest the public. There were numerous live radio shows, various departmental presentations, band concerts and ensemble singing.

Climaxing the Made-in-Georgia Exposition was the crowning of a Made-in-Georgia Exposition queen and the presentation of awards for the most attractive displays.

I am of the opinion that the Made-in-Georgia Exposition will be an annual fixture at our fair, and will be invaluable in attracting a wide variety of exhibitors, and offering the public a greatly enhanced view of Georgia's industrial progress; also, it will continue to develop as a contact market for Georgia's manufacturers.

It can be done at every State and regional fair.

So. Michigan Assn. Announces '50 Dates

LANSING, Mich., Nov. 19.—Opening dates for 1950 were announced by 11 members of the Southern Michigan Fair and Racing Circuit at the annual meeting in the Porter Hotel here Thursday (10).

The dates are: Hastings, August 1; Ionia, August 7; Mason, August 14; Marshall, August 22; Charlotte, August 28; Allegan, September 11; Adrian, September 18; Centerville, September 24; Kalamazoo, September 25, and Hartford, October 2. Fowler, Jackson and Cassopolis did not announce dates.

Officers elected were Fred Smith, Vicksburg, president; Lloyd McClelland, Allegan, vice-president; Harry B. Kelley, Hillsdale, secretary-treasurer, and Andy Adams, Litchfield, speed secretary.

Purses for next year will be on a par with 1949 meets.

Guests included Charles Figy, director of Agriculture; Gordon Schlubatis, Coldwater, president, Michigan Association of Fairs; Malcolm Linehan, Adrian, of the Michigan Harness Horseman's Association; William Kell, Wilson, first vice-president, Michigan Association of Fairs, and Paul Greeley, Detroit, secretary of the Michigan Showmen's Association.

Mass. Annuals Set New Mark in '49 With 974,999 Gate

BOSTON, Nov. 19.—Attendance at major fairs in Massachusetts in 1949 hit 974,999 to top the 1948 mark by more than 100,000 and set an all-time record.

Eastern States Exposition, Springfield, drew the peak crowd of 359,287. Brockton drew the second largest crowd, 218,434, and Weymouth was next with 107,932.

Other annuals and their attendance, as listed by the Massachusetts Department of Agriculture, are: Topsfield, 65,000; Northampton, 65,000; Great Barrington, 58,273; Marshfield, 32,493; Greenfield, 28,000; Middleboro, 13,584; Spencer, 9,789; Blandford, 6,387; Cummington, 5,422; Martha's Vineyard, 2,000; Middlefield, 1,500, and Littleville, 1,160.

Western Canadians List Specifications For Booking Offices

WINNIPEG, Man., Nov. 19.—Booking offices seeking the grandstand contract for the Western Canada Class A Fair Circuit have to do no guessing in making their presentations for the circuit's buyers meeting here January 16-18, judging by the specifications set forth by the circuit.

Here, in brief, are the specifications:

- (1) Stage setting and banner line design, in color, are to be presented.
- (2) Alternative acts are to be presented.
- (3) A motion picture, in color, of acts submitted is desired. Production numbers are to be excluded.
- (4) As much comedy as possible in the show is desired.
- (5) Typewritten copies of presentation are to contain full details on each act, with the price of each act listed, together with the price of the complete show.
- (6) Each booking office which has had no previous contact with the circuit should present satisfactory proof of its financial standing in advance of the meeting, plus a list of fairs it has supplied.

Thompson-Rumley Tab Best Season

DURHAM, N. C., Nov. 19.—The Thompson-Rumley organization terminated its 14th year of North Carolina county fairs recently. The tour this year consisted of seven bonafide county fairs and was by far the best season the org has yet experienced, with only one day being lost out of the seven weeks—that being due to bad weather conditions opening day, September 12, at the Dunn-Erwin annual.

The line-up of fairs was the same as in previous years, Dunn-Erwin, Oxford, Granville County Fair, Great Franklinton Fair, Mebane Six-County Fair, Roxboro Person County Fair and the Durham County Negro Fair.

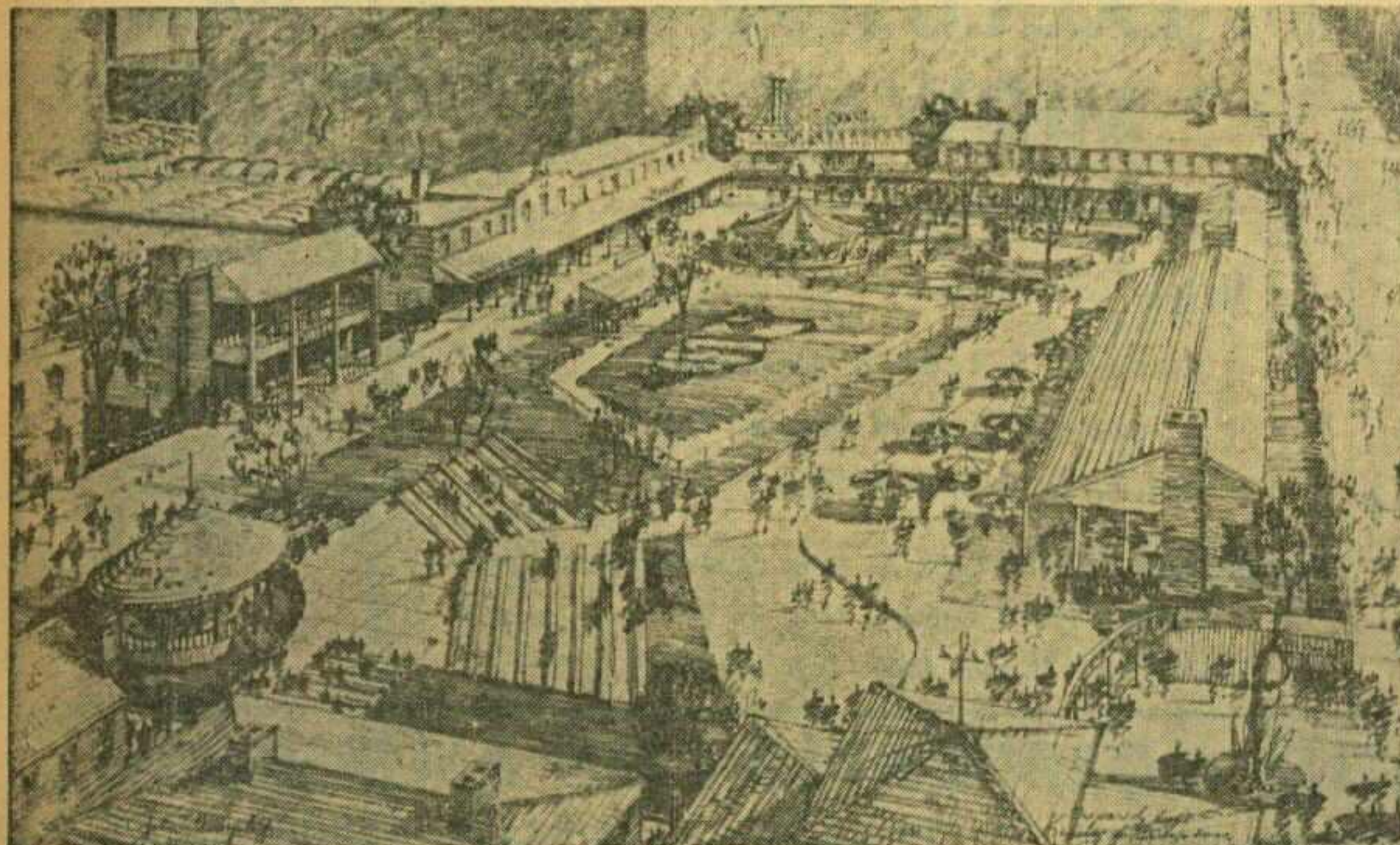
Of all the dates the Roxboro annual was the best, followed closely by the Durham County Negro Fair, with grosses on these two far ahead of past season.

For the second year the Dumont Shows furnished the midway attractions for all the dates, with Owner Lou Riley bringing in additional rides and shows for these dates as well as providing free attractions and big displays of fireworks. It being the policy of the Thompson-Rumley org to not carry a show into their spots more than two consecutive years, it is highly probable that a new show will be brought in for the next two years.

Plans are being formulated to add two or more weeks for the 1950 fair season.

Set School Dates

MINNEAPOLIS, Nov. 19.—Dates for the annual short course on fair management sponsored by the Minnesota Federation of County Fairs, have been set for March 20-22, with sessions to be held at the Radisson Hotel here. It will be the third annual management course sponsored by the Minnesota association.



ONE OF THE FEATURES OF THE KANSAS CITY CENTENNIAL CELEBRATION in 1950 will be a replica of the city as it was 100 years ago. Above is the architect's conception of old Westport, which is to be built in downtown Kansas City, adjacent to the Municipal Auditorium, and which, according to current plans, is to include early-day amusements, such as minstrel shows and melodramas, plus kiddie riding devices.

IAFE Convention Program

Hotel Sherman, Chicago

* Sunday, November 27

2:30 p.m.—IAFE Directors' Meeting.

Monday, November 28

10:00 a.m.—Officers and Directors of State and Provincial Associations of Fairs, Crystal Room.

10:00 a.m.—Middle West Fair Circuit—Room 116.

1:30 p.m.—State and Provincial Associations of Fairs—Crystal Room, Clifford C. Hunter, Chairman.

State of the Nation

California—A. E. Snider; Kansas—R. M. Sawhill; Michigan—H. B. Kelly; Utah—Sheldon Brewster; Illinois—Henry White.

Management, Construction and Finance, G. R. Lewis, Findlay, O.

Fair Publicity and Advertising, Harry Storin, Barrington (Mass.) Fair.

The Enhancing Effect of Correct Design and Color, Henry Johnson, Quincy, Mass.

Promotion and Exploitation That Have Rung the Bell, William V. Ward, Springfield, Ill.

Agricultural Fairs in a State's Economy, Robert T. Thornburg, Commission of Agriculture, Jefferson City, Mo.

A Strong Youth Program Insures Future Fairs, Jack Hufford, Bellefontaine, O.

6:00 p.m.—Reception—Buffet supper—open to fair men, their wives and guests—Crystal Room.

Tuesday, November 29

10:00 a.m.—BUSINESS SESSION.

Annual Address of the President.

"Wisconsin at Work; Non-Competing Exhibits by Industry Groups," Robert Ewens, Executive Secretary, Wisconsin Manufacturers' Association.

12:00 Noon—Past President's Club Luncheon, Roy Rupard, presiding.

2:00 p.m.—Crystal Room—Young America; Villages for Children, William de L'horbe, Dayton, O., National Amusement Device Company; Paul T. Mannen, San Diego (Calif.) County Fair; Henry Johnson, Brockton (Mass.) Fair.

Midways for Children, William H. Hitzelberger, State Fair of Texas; E. P. Green, California State Fair; Elwood A. Hughes, Canadian National Exhibition.

Rural Youth Day, William Hitzelberger, State Fair of Texas.

Woman's World; Fashions; Shows and Exhibits, E. P. Green, California State Fair; Mrs. Karolyn Holloway, Indiana State Fair.

Storowton—A Unique Woman's Village, Charles A. Nash, Eastern States Exposition.

Women's Contribution to the Canadian National Exhibition, Elwood A. Hughes, Canadian National Exhibition.

GENERAL OPERATION

Building a Fair Thru Customer Opinion, John B. Knight Company, Hollywood.

Off-Season Use of Plant, Herbert H. McElroy, Central Canada Exhibition.

Around the Grounds on Sight-Seeing Trains Raymond A. Lee, Minnesota State Fair; Jack Reynolds, Wisconsin State Fair.

Wednesday, November 30

10:00 a.m.—Crystal Room

CONCESSIONS

An Unusual Concession System, Theodore Rosequist, California State Fair.

The Carnival Owner's Point of View, Floyd B. Gooding, Columbus, O.

GRANDSTAND SHOWS

Harness Racing—Pros and Cons, Lloyd B. Cunningham, Iowa State Fair; Jack Reynolds, Wisconsin State Fair;

Henry Knauf, President U. S. T. A.

The Stage—A. B. C.'s of a Good Show, Robert Shaw, Gus Sun Booking Agency, Springfield, O.; Sam Levy, Barnes-Carruthers, Chicago; George A. Hamid, George A. Hamid & Sons, New York.

QUIZZING THE MASTERS.

Thrill Shows and Auto Races Today and Tomorrow, Emsee—Douglass K. Baldwin, Minnesota State Fair.

2:00 p.m.—Crystal Room.

PROMOTION—EXPLOITATION—CONTESTS

G. I. Farm Family Contest, Lloyd Cunningham, Iowa State Fair.

Opening Day Key Sale, William H. Hitzelberger, State Fair of Texas.

Customer Conveniences Make for Better Public Relations, Lou Merrill, Western Fairs Association.

Advance Grandstand Ticket Sales, Kenneth Stocker, Euclid, O.

School Promotion, Paul T. Mannen, San Diego County Fair.

PUBLICITY

Indiana State Fair Radio Campaign, Glen Smith, Gemmer-Culp, Inc., Fort Wayne, Ind.

SPECIAL ATTRACTIONS

Folk Dancing to the Front, J. S. Dorton, North Carolina State Fair.

Free Entertainment, William H. Hitzelberger, State Fair of Texas.

Music and Drama, Mrs. Ruth Steva, Ohio State Fair.

Firemen's Muster, George A. Hamid, New Jersey Fair.

Report of Resolutions Committee.

Election of Officers and Directors.

JAY GOULD'S "MILLION" DOLLAR CIRCUS

27th Annual Tour—"The Show You Know"

1949 OUR MOST SUCCESSFUL SEASON

We Played to 200,000 People in East Chicago, Ill.

Played 69 Cities This Year.

NOW BOOKING FOR 1950

ORGANIZATIONS—FAIRS—CELEBRATIONS
THAT NEED MONEY

14 Fine Circus Acts — 9 New Rides — 7 Wonderful Shows

Clean Concessions — New Features.

Presenting

James M. Cole's Herd of Elephants

Dot Burdett, America's Greatest Foot Juggler

Gloria Stibal, Sensational Aerialist

Albright Family and Many Others.

Write Now: JAY GOULD, Owner

OTTAWA, ILL. (Phone 3117K)

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A NEW AND UNIQUE COMEDY SENSATION IN THE OUTDOOR FIELD

TED AND ART (SMILEY) MILLER

A LAUGH RIOT PLUS SHOWMANLY EMSEE

"YOU CAN SAY THAT AGAIN"

ASK THE FAIR BOARDS WHO PLAYED US IN 1949

NEBRASKA STATE FAIR

TULSA, OKLA., STATE FAIR

NORTHEASTERN WISCONSIN FAIR, GREEN BAY

SPENCER, IOWA, FAIR

AND MANY OTHERS

FOR FURTHER INFORMATION CONTACT

BARNES-CARRUTHERS THEATRICAL ENTERPRISES

159 N. DEARBORN ST.

CHICAGO 1, ILL.

ANNUAL CONVENTION THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS (“A” Circuit)

DR. F. G. SALISBURY, President
Saskatoon, Sask., Canada

MRS. LETTA WALSH, Secretary
Saskatoon, Sask., Canada

ALSO:

THE WESTERN CANADA FAIRS ASSOCIATION (“B” Circuit)

KEITH STEWART, Secretary

Portage la Prairie, Man., Canada

Place: Royal Alexandra Hotel, Winnipeg, Man., Canada

Time: January 16th, 17th and 18th, 1950

J BAR S RANCH

Producers of Championship Rodeos

AMERICA'S OWN SPORT

Available for

FAIRS—PARKS—CELEBRATIONS

Fair Managers: We have the Show for your Fair! 12 to 20 major Rodeo Events . . . Produced with showmanship . . . Top Bucking Stock used in our Contest Events . . . Top Specialty Acts . . . Flashy Parade Horses . . . Portable Chutes and Arena. Now booking for 1950.

Contact

BARNEY JAEGER

BOX 345, SUSSEX, NEW JERSEY

ACTS WANTED HIGH-CLASS CIRCUS ACTS

For 1950 fairs, especially interested in Family Acts doing more than one act. Want Perch and Teeter-Board Act, Thrill Acts and Horizontal Bar Act. Acts of every kind suitable for fairs. Give full details, photos and salary.

Marlo Show Productions

Westley, Iowa

OUTDOOR ACTS & ATTRACTIONS
THRILL SHOWS — RODEOS
RACES and other ATTRACTIONS
WANTED FOR 1950

Mail Photos, Full Description and Prices to:

TOMMY SACCO

203 N. WABASH

CHICAGO, ILL.

NEW NAAPPB RECORDS LOOM

Requests for Hotel Space Ahead of '48

Trade Show Draws

CHICAGO, Nov. 19.—With still a week to go before the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convenes in Hotel Sherman (27-30), chances for all attendance records to go by the boards were more than good, Paul H. Huedepohl, executive secretary of NAAPPB, reported today.

In midweek, Huedepohl reported his office had taken care of more than 800 hotel reservations, with more requests arriving daily. Last year, he said, his office made 850 reservations for a new record and with still a week to go he figures the 850 mark will be surpassed.

Not only was the hotel reservations record expected to be broken, but also attendance at the org's annual banquet and ball, in the Grand Ballroom of Hotel Sherman, Tuesday night (29). Attendance at the various meetings last year was well ahead of any previous years, and Huedepohl insists it will be even better this year. "Our program this year," he said, "is one of the strongest we've ever had and each day there is at least one talk which should draw the members to the Louis XVI Room."

Months ago all exhibit space for the trade show was sold out. Because of the many requests for space, several changes were made in the set-up, including the moving of one concern to the lobby of the hotel, to get in a few more booths.

This year's trade show will be larger by six booths than a year ago and have 80 exhibitors instead of the 73 of a year ago. Because of the size of the show and the number of new devices to be shown, Huedepohl has added six hours time during the four days, Sunday thru Wednesday (27-30).

Altho much publicity has been given to the fact the Trade Show was sold out, Huedepohl said his office this week had many requests for space.

From all indications, the NAAPPB's annual banquet this year will be attended by a record throng. Huedepohl (See *New NAAPPB Record*, page 116)



JOHN M. CURTLER, Elitch Gardens, Denver, will conduct Forum No. 3, "What Do We Have To Advertise? How Should It Be Done?" on Wednesday's (30) program at the NAAPPB convention.

A Message From the President

By Harry J. Batt

I am particularly glad to extend a hearty welcome to all members and friends attending the 31st annual convention of the National Association of Amusement Parks, Pools and Beaches, because I think this meeting will be one of the most important in our history.

Our previous meetings have been most constructive and helpful in formulating plans and operating policies. The mutual exchange of ideas offered at these meetings have been most beneficial to parkmen, and I think we all agree that this year, more than ever in recent times, we need each other's advice and experience.



HARRY J. BATT

This entire industry is in a vital era of readjustment. On recent trips, during which I have been able to meet and talk with parkmen from every section of the United States and Canada, I have found widely varied operating conditions, ranging from slight increases to 40 per cent decreases in business during 1949.

As a general trend, our revenues have been down, and it is vital to the continued success of our industry for parkmen to pay close attention to developments in other sections of the country, as well as to their own.

I think it is an established fact among all of us that public spending has tightened. The coming year will offer a challenge to our ingenuity and resourcefulness in finding new sources of revenue. We will have to attract greater volume by appealing to a wider variety of public tastes.

Our program, as arranged by Chairman Elmer Foehl, offers a wide variety of topics for discussion, and I think we all can obtain great benefits

Wildwood Sets Up 12G Promosh Budget

WILDROOT, N. J., November 19.—A plan was derived this week for enlisting the financial support of all resorts in this area to support the promotional program sponsored by the Greater Wildwood Chamber of Commerce.

Hopwood Allen, of the Chamber's board of directors, announced that the group has tentatively adopted a budget of \$12,000 for 1950 promotional activities. The city will be asked to allot 55 per cent in funds; Wildwood Crest, 16 per cent, and North Wildwood, 29 per cent. The three resorts adjoin each other but maintain separate administrations.

The Chamber also announced that more than \$200,000 in building permits have been issued by the city building inspector, a sign that conditions here will continue to improve next year.

by actively participating in the various meetings.

You will find the trade exhibits larger and more elaborate than we have had in years. The latest amusement devices, equipment and supplies will afford all of us opportunities for better and more efficient operations next season.

The all important subject of excise taxes, which I am sure will be considered by the 82d Congress this coming January, is one very important subject to be discussed at our meetings.

Paul Huedepohl, our executive secretary, has done a great job in planning and executing the many details necessary to the success of this year's convention. I think he has succeeded in putting together a "show" of which we all may be proud.

On the social side, it will be a great pleasure to meet all of you after our business sessions at the penthouse parties and other planned events, concluding with our annual banquet. With John Coleman in charge of the banquet and reception committee, we are assured of the tops in entertainment.

See you in Chicago.

Tom Wade Puts New Wirlwind Ride on Market

LOS ANGELES, Nov. 19.—A new ride called Wirlwind has been put on the market by Tom Wade. It is a 32-passenger, one-wagon flat ride which has been tested for the past several months at the new Ocean View Amusement Park, Venice, Calif. Altho the park is not yet officially open, Wade has been giving free rides to get customer reaction.

One of the features, Wade pointed out, is the fact that quick starts and stops are obtained even tho the ride has no chains, cables, brakes, belts or straps. Tubs, holding two patrons, automatically roll on the side when the ride reaches a maximum speed of 45 miles per hour. Electrically controlled, the ride motive power is generated by two propellers. Capacity is approximately 30 riders.

No safety belts are needed, Wade said, due to the centrifugal force which holds the customers in the tub at the high speed. Fourteen tubs are mounted on arms from a central pivot.

Wade will attend the outdoor convention in Chicago November 27-30. He is taking two reels of films to screen at the conclave to show the ride in operation.

When the sales promotion for the Wirlwind, a copyrighted name, is under way, Wade plans to develop other rides at Ocean View.

London Shore Corp. Grosses 707G in 1949

LONDON, Nov. 19.—Margate Corporation (municipality), exploiting beach concessions and attractions at the popular shore resort of Margate, reports a total income of \$707,252 for its 26-week season of 1949, which topped that of 1948 by \$25,200.

Season's income from the sale of tea, ice cream and meals at the municipally operated cafes and stands was \$399,098, an increase of \$21,098 over 1948. Amusement department's total take for the season was \$308,154, which was \$4,018 above that of 1948.

Issac Springs Plans for New Balt Tot Spot

BALTIMORE, Nov. 19.—Ambitious plans for Baltimore's newest amusement center, Kiddyland Park, have been announced by John W. Issac, president, who also operates Eastern Park and Eastern Roller Rink at Essex, Md. Started this fall, the park is expected to fill a long-desired facility in a thickly populated suburban area here.

Already occupying the Kiddyland tract is a large bingo building in which the game is played nightly. In addition, Issac plans to install several rides, a pony track; a modern 46 by 150-foot swim pool with sand beach, milk bar, novelty equipment and a lounging area with tables and cabanas, plus a 60-passenger miniature train which will travel thru an "enchanted forest." Large bally figures and many reflecting colored baby spotlights already installed are proving to be sensational advertising gimmicks, according to Issac.

Kiddyland will be under the direction of Charles W. Swan, who for the past two years has been director of recreation and special events at New Bay Shore Park, Bay Island Beach, on Chesapeake Bay near here. Swan recently returned to Baltimore from a trip thru the South on which he visited many parks and pools, Issac reported.

The park will operate under a free admission, free parking and free picnic table policy, according to Issac. All rides, shows and attractions will operate on a co-operative basis. A large tract of land has been purchased to accommodate future expansion.

Max Gruberg Buys Out Miami Partners

NEW YORK, Nov. 19.—Max Gruberg announced this week upon his return from Miami that he had bought out his partners in a kiddieland enterprise which they had operated there for the past year. Gruberg also operates kiddie spots in Philadelphia and Long Beach, N. Y.

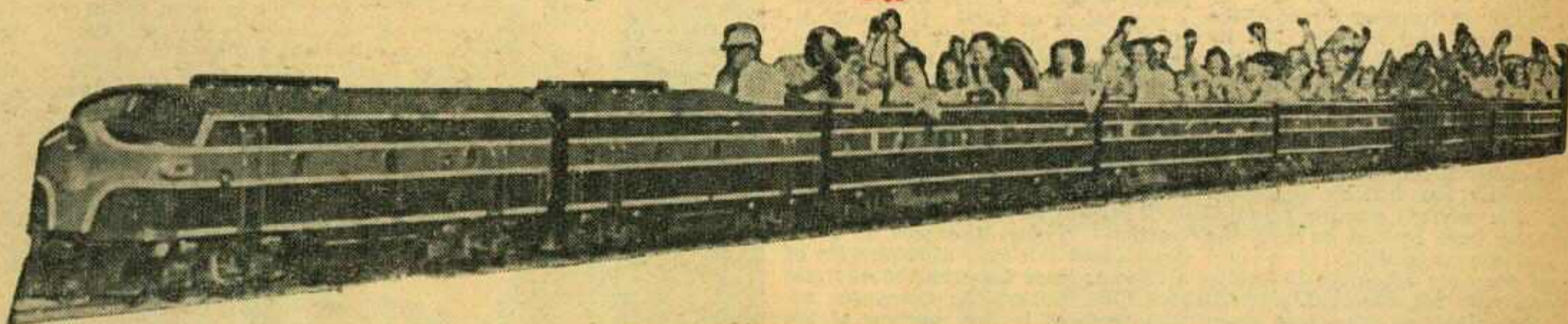
The future status of the Miami spot is uncertain because of restrictions covering the public property on which it is located. Gruberg said that he is buying new units to add to his ride line-up.

Gruberg's Philadelphia spot is still operating when weather permits.



BILL SCHMIDT, Riverview Park, Chicago, is chairman of Forum No. 2, "Short Cuts and Timely Advice for General Maintenance and Operation," on Wednesday's (30) program of NAAPPB.

The Proof is in the Profit!



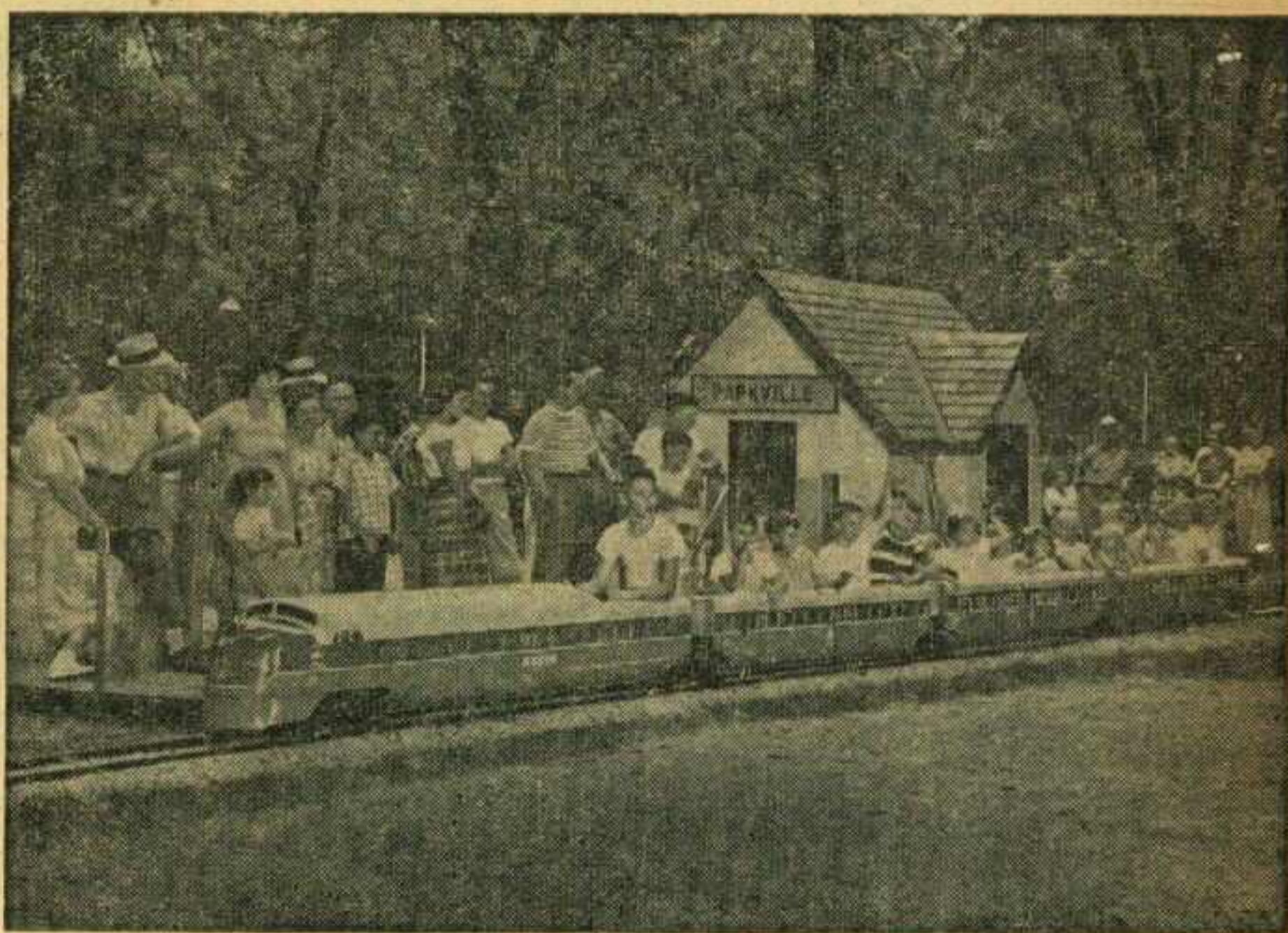
G-16

The test of any piece of equipment comes at the end of the season when you add up the results. Miniature Train's authentic streamliners defy comparison at this point.

Ask any one, or several, of the hundreds who operate our equipment and you will get the same amazing story of rider appeal, huge capacity, freedom from burdening maintenance costs and exceptional profit margin.

Want further proof . . . OF THE HUNDREDS OF MINIATURE TRAIN STREAMLINERS SOLD . . . more than 97% are still owned by the original Purchaser. Many own more than one. THERE MUST BE A REASON.

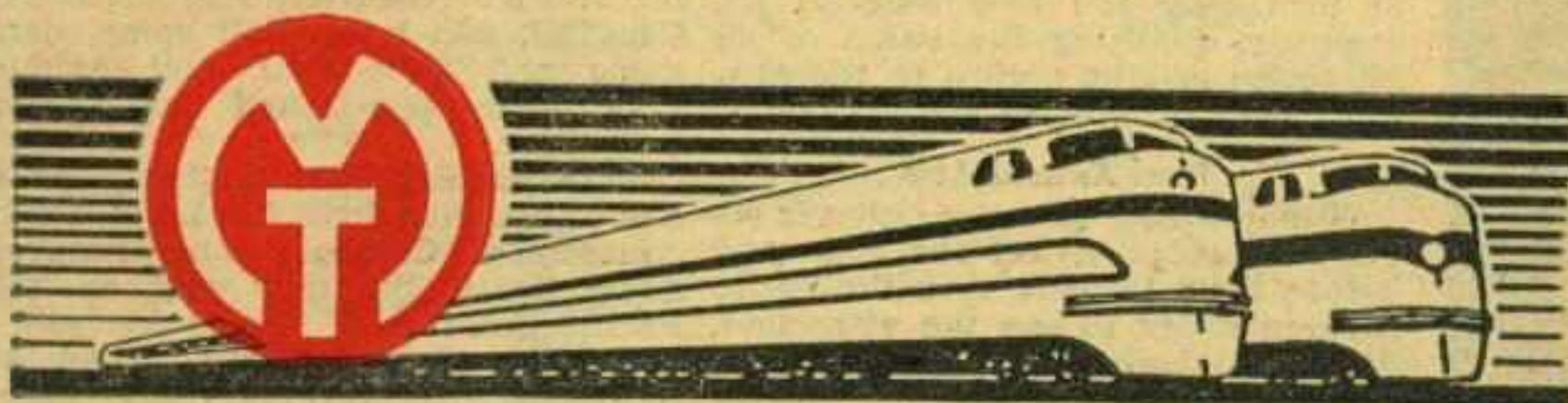
G-12



MINIATURE TRAIN RAILROADING ACCESSORIES

Write for Free Catalog illustrating our complete line of authentically detailed Crossing Signals, Block Control Signals and Zig Zag lights.

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MINIATURE TRAIN CO.

Miniature Train Streamliners and accessories are manufactured and assembled in the world's largest modern plant devoted exclusively to miniature trains.



1132 CULLEN ST.

RENSSELAER, INDIANA

LONG BEACH FUNSPOT CALLED A MIRACLE

By DEAN OWENS

A MIRACLE! That's the way directors of the Long Beach (Calif.) Amusement Company describe the phenomenal growth of their operation from its inception in 1887.

Unveiled on a strip of sand 62 years ago, the only signs of life were furnished by seagulls and an occasional curious visitor from the nearby pueblo of Los Angeles. Today, in addition to a bathhouse, two theaters and a ballroom, the company has a new \$1,000,000 amusement zone, unveiled in 1948 with over 100 rides and concessions.

In order to make room for the park, buildings fronting the old Pike were removed and an area 340 by 340 feet was filled in and black topped. As a result, Long Beach now boasts one of the finest amusement areas in the West.

Even tho the park, as it now stands, is the answer to an operator's dream, the company has further expansion plans. For several months negotiations have been carried on with the city for the acquisition of a new strip of property adjoining the present park with an area of 340 by 85 feet. Recently the okay was given for the purchase. Ground will be broken January 2, 1950, on the new area, L. P. (Pat) Murphy, general manager of the company, reports. It is hoped the new \$100,000 addition will be ready for operation by summer.

Originally called the Long Beach Development Company, incorporated at \$1,000,000, the firm did business under that title until 1901 when the Seaside Water Company was formed. Disagreement between partners over proposed Sunday operation caused a split in 1906. A new organization, the Long Beach Bath House & Amusement Company, was formed and the title was kept until this year

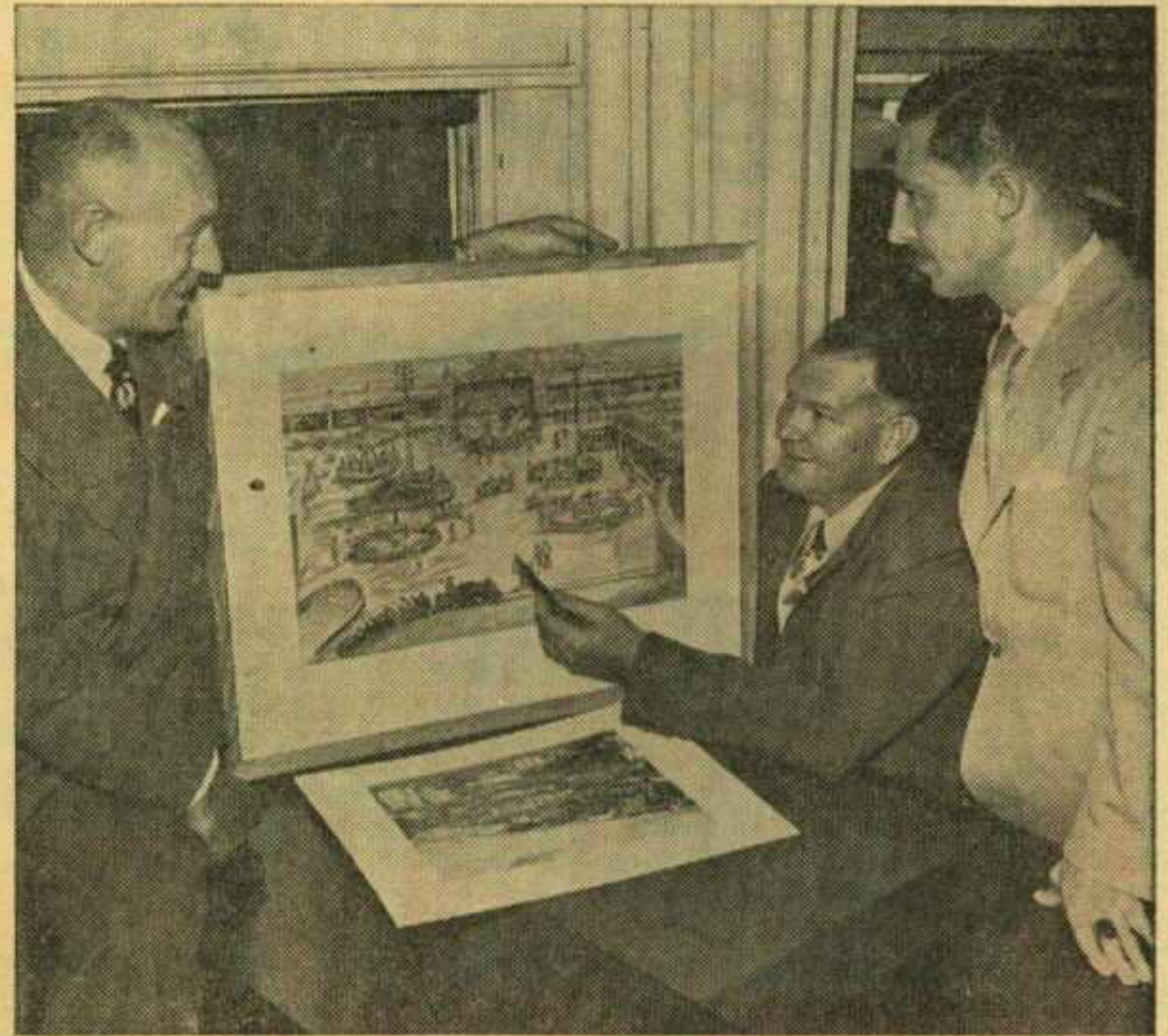
when a change was made to the Long Beach Amusement Company.

Many Changes

Many changes have taken place since the heated salt water plunge was built shortly after the turn of the century. Incidentally, the original building and pool still are in use, having been renovated many times. The spa's real popularity was beginning to take hold by 1902 when week-ends found a sprinkling of bathing addicts enjoying the expanse of sand.

At that time the city of Long Beach, originally called Willmore, had a population of 2,250. It wasn't until 16 years later, 1918 to be exact, that the world-famous Pike began to take shape, stretching north and south along the ocean front in from the bathhouse. Always one of the top amusement centers of the Coast, Long Beach also had the Silver Spray Pier at that time, with the Jack Rabbit Racer as the major attraction. Today, the pier is gone, demolished this year at expiration of a 25-year lease between the city and the Silver Spray Pier Company. All that remains is that portion of the pier where the Coaster still stands. The future of the racer is in doubt as title to the ride is now being fought out in the courts between the present operators, who have a contract with the city, and the Silver Spray Pier Company which claims legal ownership. There is talk the Coaster eventually may be torn down, a fate the operators avoided some months ago by a timely court injunction.

Officials of the Long Beach Amusement Company, Mason E. Kight, president; Dr. Frank E. Stanton Jr., vice-president; Clifton R. Hubbard, secretary-treasurer, and Murphy planned the present amusement zone



LOOKING OVER THE ARTIST'S DRAWING of the recently acquired property at Long Beach are, left to right, L. P. (Pat) Murphy, general manager; Mason E. Kight, president, and Dr. Frank E. Stanton Jr., vice-president.

at the south end of the Pike even before it was certain that the Silver Spray Pier would be dismantled. They feel that with the area's population, resort facilities, tourist attractions and the U. S. Naval Base there is more than enough business to justify the existence of a year-round park.

Proved Itself

This line of reasoning proved out, for so far in 1949 the park has shown a better gross than was anticipated following its unveiling some months ago. Solid attractions are responsible for this, Murphy believes, together with top-notch promotion. No holiday has been allowed to pass without a double barreled barrage of bally via papers, radio and window cards. Any stunt that will bring patrons to the Pike, Murphy feels, will add money to the park coffers.

Long range planning calls for the park to be an area enjoyed by all members of the family. Today it caters mainly to teen-agers and moppets, but the management is bending every effort to further the appeal for adults.

In order to lure the family trade, Murphy's plans call for the installation of a zoo which will be a major attraction in the recently acquired strip of waterfront that adjoins the present park. Incidentally, the zoo was the bait that decided the city to turn over the new area to the company, realizing the value of an attraction of this nature to the citizens, with no cost to the taxpayers.

Plan Animal Acts

With the zoo, Murphy believes he can lure spenders off the Pike and induce them to walk thru the entire park in order to see the attraction. Altho no deals have been set for animals, Murphy is in the process of looking over the field for possibilities. Included with the zoo will be an arena where wild animal acts will be offered three times daily. Another feature to be installed on

the new strip will be a full-sized kiddieland.

Also in the hopper are plans for a new front on the bathhouse, but remodeling will not be undertaken until the new \$100,000 addition to the present amusement zone is completed. Plans also call for an Eastern type sea food restaurant, Murphy disclosed, to be housed in the office space above the plunge formerly used as company headquarters.

Lighting for the park is furnished by six 45-foot towers with revolving center pieces, 16 feet in diameter, and 16 large floodlights. More towers are ready for installation as soon as the new area is black topped.

Rides Listed

Most of the present rides have been brought in by Velare brothers. They include a double Ferris Wheel, Tilt-a-Whirl, Caterpillar, Octopus, Rolloplane, Pretzel ride, and a Kiddie Coaster. They also have a Funhouse kiddie Ferris Wheel, Auto Ride, kid swings and two concessions, a knife rack and sling shot game.

The High Tide Amusement Corporation has a boat ride, train ride, penny pitch, bat the ball, and Mother Goose Land, the latter featuring animated nursery rhyme characters.

Other ride owners and concessionaires include Joe Glacy, Motordrome; Jones brothers, pony track; Schuyler Coffin, Rockoplane; Harold Stoll, eating and ice cream concessions; Louis Cecchini, fish bowl, ball game, dart game and Skee Ball, and Arthur Loof, Merry-Go-Round and horse race game.

With Virginia Park at the opposite end of the Pike from the Long Beach Amusement Company zone, it makes Long Beach the only city on the Pacific Coast with two major year-round amusement parks. Altho at first glance it may seem that there are two many parks for the size of Long Beach, it should be remembered that the city has grown from 55,000 in 1918 to a present population of 274,796.



IN ORDER TO LURE THE FAMILY TRADE, the Long Beach org plans to install a zoo (as marked in picture) in the recently acquired strip of waterfront that adjoins the present park.

HARRY A. ILLIONS *presents*

Beautiful **CELORON Park**

ON LAKE CHAUTAUQUA

JAMESTOWN, N. Y.



HARRY A. ILLIONS

Expecting Even Larger Crowds in 1950

Due to Extensive Promotion Campaigns

**NEW
LIBERTY
PARK**

Union Road at Williams St.
BUFFALO, N. Y.

BUFFALO'S ONLY PARK—WATCH IT GROW!

- SKATELAND ROLLER RINK
- PIER BALLROOM
- TOP NAME BANDS
- 22 THRILLING RIDES
- SHOWS
- PICNIC GROVES
- BOATING—SPORTS
- GAMES
- REFRESHMENTS

**FREE AUTO PARKING
... FOR 6,000 CARS**

- World's Finest Picnic Grove
- Latest Amusement Riding Devices
- Shady Trees
- Picnic Tables and Benches
- Shows and Attractions
- Games
- Refreshments

• FREE AUTO PARKING FOR 4,000 CARS

- Want High Class Penny Arcade, Operator for Penny Arcade, or Concessionaire With Own Arcade.
- Want Operator or Concessionaire To Handle Exclusive Food and Drink Privileges and Cafeteria.
- Will Consider Placing a Few More Rides That Do Not Conflict.
- Can Place Good Scenic Artist.

- Want Concessionaire for Speed Boats and Put-Puts, on Beautiful Chautauque Lake.
- Want Penny Arcade Operator or Concessionaire With Own Arcade.
- Want Operator or Concessionaire for Exclusive Food Stands and All Soft Drinks.
- Can Place Good Scenic Artist.

**ALL ADDRESS:
HARRY A. ILLIONS
CELORON PARK
JAMESTOWN, N. Y.**

Energetic Rosenthals Created A Model Funspot in Palisades

(Continued from page 53)

weren't going to give up their pails and shovels for anything."

The following year the brothers branched out and put in another stand at Luna Park. Their judgement went amiss on this one tho, and what they made at Steeplechase they lost at Luna.

A year later, when Irving was not yet 13, they bought a souvenir store at Savin Rock, Conn., for \$150. They looked around for a hot novelty and came up with felt hats, engraving names on the brims with hot needles. They sold a case of hats over the first week-end and astonished the manufacturer who was afraid that he wouldn't get his money.

Long Hours Pay Off

"We made our rent when every-one else was closed," Irving says. We stayed open until the dance hall closed at midnight and the fellows all bought their girls a novelty. We were open again at eight a.m. to catch the early morning arrivals and picnic groups. We put in Richardson's Root Beer Barrels, which were also new, and the drink was popular. We had a very successful season, netting about \$3,500."

During the winter Jack and Irving went to school. Jack studied the violin and Irving went to dental college. Jack became an accomplished musician and toured for a season with *The Birth of a Nation*. He made about \$4,000. Jack gave up his professional career and the brothers put in a Merry-Go-Round at Savin Rock. It was made to pay, despite stiff competition, and the methods used by the brothers are the same that they employ today in bidding for park patronage.

"There were already two Merry-Go-Rounds at Savin Rock when we installed our unit, and everybody thought we were nuts," Irving recalls. "But we had it figured out and our ideas paid off. Instead of one organ we installed two and we had two-ring boards. We got new popular music on an exclusive basis for a month and the whole set-up appealed to the patrons."

The brothers expanded rapidly then, building a Funhouse, shooting gallery, game concessions and, the following year, a Roller Coaster. They were among the first to strongly urge the elimination of Connecticut's Sunday blue laws. They were the first to bring over the Kentucky Derby, popular group participation game, and installed units at Savin Rock, Starlight Park in the Bronx, Asbury Park, N. J., and Golden City Park, Canarsie, Brooklyn.

Boxing Draws Crowd

When Irving was only 17 the brothers took over Golden City Park in Canarsie. It was a shambles, but the Rosenthals soon turned it into an at-

tractive spot. The brothers couldn't buy free acts so they put in amateur fights. These proved so popular that they built an arena and staged professional bouts. It wasn't long before they were making more money on the fights than on the amusement units. Golden City was condemned to make room for a new highway and the brothers gave up the spot in 1934.

Jack and Irving early recognized the potentialities of the motion picture business and in three years acquired a string of 17 houses in the Bronx, including the Belmont and others with 2,400 seats. They sold the chain to Fox with the proviso that they would not build other units in the Bronx. With the Bronx ruled out, they constructed units in Westchester County. These they still own but do not operate.

The brothers next built the Cyclone Roller Coaster at Coney Island, N. Y. and probably set some kind of record when they consistently got \$1 a ride. The ride opened each day with a 25-cent fee and the admission was increased as crowds grew heavier until the \$1 was attained. Coney Island was the only place where patrons snubbed bargains, Irving recalls.

"In 1934 Nick Schenck sent for us. We made a deal for Palisades, paying \$1,000,000 less than we had offered him three years previously. When we took it over, the park was losing \$80,000 a year and people in the business

WANTED

Man experienced in Park Promotion and Publicity. Will be at Sherman Hotel for Chicago convention. For interviews contact

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Twin-Bowl is a double winner—delivers a highly competitive, appealing game for the players and double profits for you. One player, one coin—two players, two coins. A tested, proven, big money-maker.

11' 8" long,
26" wide,
72" high at scoreboard



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MERRY-GO-ROUND
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Good condition.

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BOOTHS 93-94-95
NAAPP&B SHOW
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375 11th Ave. at 43rd
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thought that we were crazy. We got the park just 12 days before Labor Day and we had an awful job keeping concessionaires who were thoroly disgusted. But we promised them that the spot would click, and it did. A Merry-Go-Round operator who had been netting peanuts wound up making \$15,000 a season."

Fire Guts Palisades

On Sunday, August 13, 1944 a fire gutted the funspot. The Rosenthals estimated the damage at \$1,500,000. The brothers settled their insurance claims in three days and on the following Wednesday had 50 trucks and 7 power shovels in the park to clean up the mess.

The disaster resulted in a complete rebuilding job. The new units were carefully planned and resulted in a uniform, attractive layout. Today the park is 95 per cent fireproof, according to Irving. The only wooden building is the bathhouse and this structure is equipped with a sprinkler system. All of the electrical wiring is underground.

Promotionally Minded

The brothers are among the most promotionally minded in the business. Their annual budget for this purpose runs into thousands of dollars and the results more than justify the cost. The funspot, altho dormant for half of each year, is a fulltime occupation for the Rosenthals. A season is hardly over before they begin launching plans for a bigger and more successful run.

Jack is unobtrusive while Irving might be said to be the front man. Jack has continued playing his violin as a hobby and plays with a quartet twice a week. He owns three violins, including two Stradivarius, which represent a fortune. He never married and lives with two sisters.

Irving is married to Gladys Shelley, well-known songwriter. She matches Irving in energy, having published several hundreds songs. She also sold an original story to the movies and has written a number of children's books.



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FEATURE
YOU MUST SEE!

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turn to
PAGE 71
for an important story on
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POPCORN MACHINES AND SUPPLIES

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To Build Seale Model Amusement Park. Cash for photos, old plans, etc. of Parks, Rides, etc.

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BLUX SPRINGS, MO.

Musically...the nation is on the MULE TRAIN BUT GAME OPERATORS... Here's your chance to get on the GRAVY TRAIN with the NEW SENSATIONAL ELECTRIC TIC TAC TOE

TIC TAC TOE ENTERPRISES, INC.

are proud to announce

The Newest Sensational Merchandise Game, ELECTRIC TIC TAC TOE. Now on the production lines ready for Spring delivery. We say "Sensational" because we have just completed a season's location test, with a forty unit set-up, and shattered all game receipts in Coney Island, N. Y., this past season. This was possible because we have combined in ELECTRIC TIC TAC TOE:

1. MORE INDIVIDUAL WINNERS, at less cost per winner, than any other 5 ball game offering merchandise.
2. TOP PERFORMANCE because of our skillful workmanship and use of best materials which make for trouble-free operation.
3. TERRIFIC PUBLIC APPEAL because of the automatic features plus sixty winning combinations.

OPERATORS: If you are in business just to be busy... then that's your business, BUT if You Are in Business To Make Money, Then

WRITE WIRE PHONE
for full particulars.

TIC TAC TOE ENTERPRISES, INC.

Manufacturers of

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"The Nation's Newest Game Sensation"

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1039 Surf Avenue Phone Coney Island 6-2719
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P. S.: Sorry we missed the show, but we're devoting our full efforts to producing the best money-making amusement machine possible.



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THE SUCCESS OF OUR NEW MILLION-DOLLAR RIDE SECTION DEVELOPED FOR THE PAST SEASON WARRANTS THIS ADDITIONAL EXPENDITURE.

— WONDERFUL OPPORTUNITY — FOR RIGHT OPERATOR WANTING PERMANENT YEAR-AROUND LOCATION.

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Want wide-awake, financially responsible concessionaires. Openings for Merry-Go-Round, Large Miniature Train, Miniature Golf, Games, Pony Track, Kiddie Rides, Fire Engine. Space available on flat rental, percentage or will rent from you anything good or new, or will buy.

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at the Hotel Sherman during the National Amusement Park Association convention, or write to Samuel Spector, 73 Devon Street, Portland, Maine.

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MR. CONCESSIONAIRE, ATTENTION

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Over 300 units now operating. Exclusive rights in your territory. Special Price for Orders NOW for 1950 Delivery. (TERMS IF DESIRED) \$250 Per Unit (YEARS TO PAY) Manufactured exclusively under Patents No. 2130123 and 2197520 by

THE RACES MANUFACTURING COMPANY

1315 SURF AVENUE BROOKLYN 24, NEW YORK Write for Literature

New NAAPPB Record Looms

(Continued from page 110)

pohl is aiming for the 600 mark. While he isn't certain that number will be reached, he is quite confident that the record of 535, set last year, will be surpassed. This year, he says, more people than ever have made banquet reservations far in advance and he knows that a flood of reservations will be made the first day or two of the convention.

As in past years NAAPPB again will have open house each night in the Sherman's House on the Roof. Hours will be from 10 p.m. to 2 a.m. Monday and Wednesday nights. Tuesday night, because of the banquet, the Penthouse party will be staged in the Grand Ballroom, following the banquet and floorshow.

Elmer E. Foehl, Willow Grove Park, Philadelphia, program chairman, has arranged a strong card for the daily sessions of NAAPPB, one that features plenty of variety. Same is true for Vernon D. Platt, Somerton Springs, Pa., chairman of the pool and beach sessions, held daily preceding the regular meetings of NAAPPB. Platt, in an effort to get more pool and beach owners and operators to take part in the discussions, will inaugurate a question and answer period.

Mrs. Harry J. Batt, wife of the NAAPPB's president, has arranged a tea for the women attending the convention. This will be held Sunday (27) at 3 p.m. in the Louis XVI Room.

Here are the NAAPPB officers and the members of the various committees for this year's confab:

Harry J. Batt, Pontchartrain Beach, New Orleans, president; John L. Coleman, Riverside Park, Indianapolis, first vice-president; E. E. Foehl, Willow Grove Park, Philadelphia, second vice-president; W. H. Hitzelberger, State Fair Park, Dallas, third vice-president; Paul H. Huedepohl, Chicago, executive secretary; A. L. Filigrasso, Chicago, treasurer. Board of directors includes Harry J. Batt, John J. Carlin, Louis W. Jenkins Jr., Fred L. Markey, F. W. A. Moeller and H. P. Schmeck, whose terms expire this year; Henry G. Bowen, John L. Coleman, E. E. Foehl, George A. Hamid, W. H. Hitzelberger and William B. Schmidt, whose terms expire in 1950; Edward J. Carroll, Don Dasey, William W. Muar, Irving Rosenthal, Edward S. Scheck and George K. Whitney, terms expiring in 1951.

Ex-officio directors are N. S. Alexander, Henry A. Guenther, Arnold B. Gurtler, Paul H. Huedepohl, A. W. Ketchum, A. B. McSwigan, Fred W. Pearce, Leonard B. Schloss and Edward L. Schott.

Committee members:

AREA Awards—Edward S. Scheck, chairman; A. B. Gurtler Jr., vice-chairman; Fred McFalls, Fred W. Pearce Jr., H. J. Terrill.

Banquet—John L. Coleman, chairman; Arnold B. Gurtler and George A. Hamid, co-chairmen; DeArv G. Barton, Mrs. Marie D. Brinkman, Russell Q. Pacchine, Mrs. A. W. Ketchum, J. R. Singhiser, Fred C. Williamson.

Location and Exhibit Arrangements—Edward L. Schott, chairman; Edward J. Carroll, vice-chairman; Paul H. Huedepohl, A. W. Ketchum, William B. Schmidt, William J. Wendler.

Program (General)—E. E. Foehl, chairman; Henry G. Bowen, vice-chairman; J. M. Gurtler, Paul H. Huedepohl, William W. Muar, Fred W. Pearce Jr.

Program (Beach and Pool)—Vernon D. Platt, chairman; C. H. Hyatt, vice-chairman; John H. Carlin Jr., Henry A. Guenther Jr., O. B. Jenkinson.

Reception and Social—John L. Coleman, chairman; Arnold B. Gurtler and George A. Hamid, vice-chairmen; Mrs. Harry J. Batt, Richard J. Batt, Mrs. Edward J. Carroll, Mrs. John L. Coleman, Mrs. Minette Dixon, A. L. Filigrasso, Mrs. William Fisher, Mrs. O. B. Jenkinson, Mrs. P. M. Killaly, Fred T. Lauerman, Mrs. T. J. Makovec, Mrs. H. P. Schmeck, Mrs. J. R. Singhiser, Mrs. H. J. Terrill, Mrs. George K. Whitney.

Service Awards—William W. Muar, chairman; Benjamin Krasner, vice-chairman; J. M. Gurtler, Fred W. Pearce, George A. Schmidt, R. M. Spangler.

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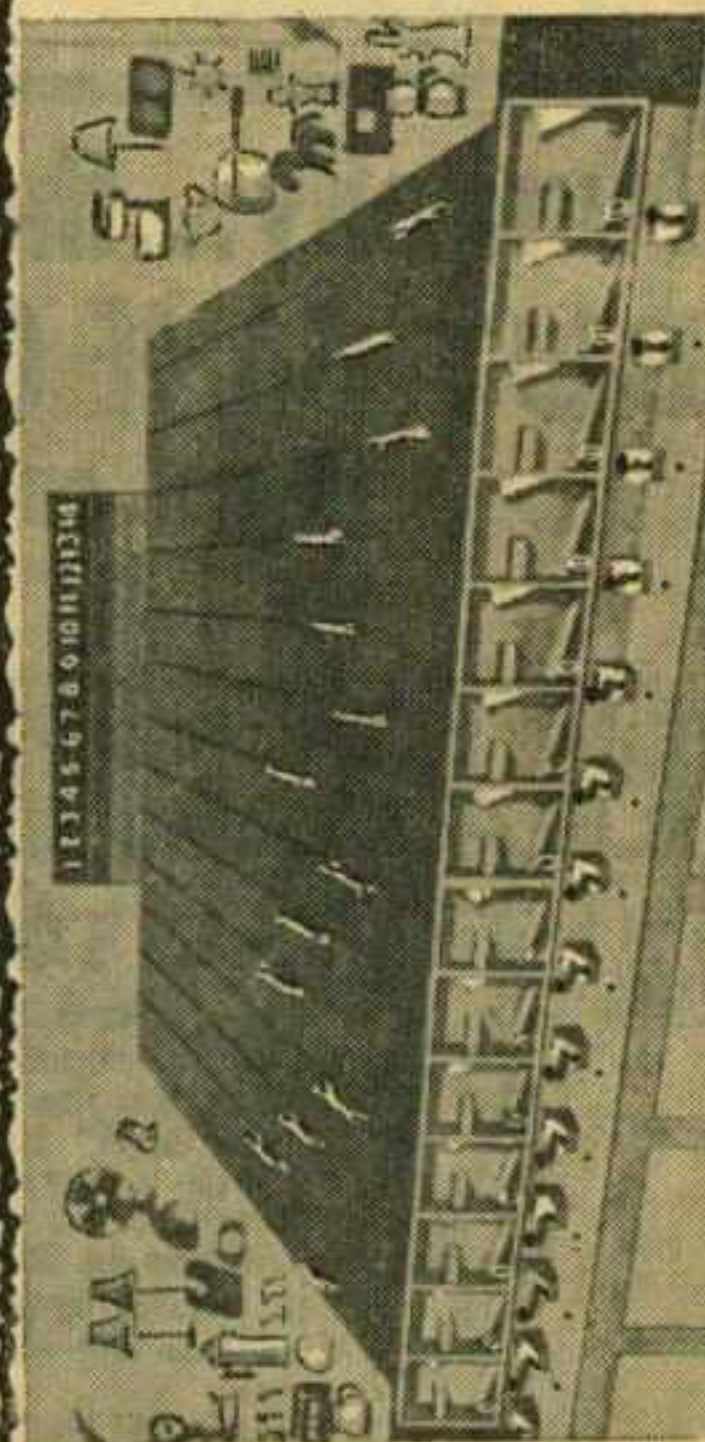
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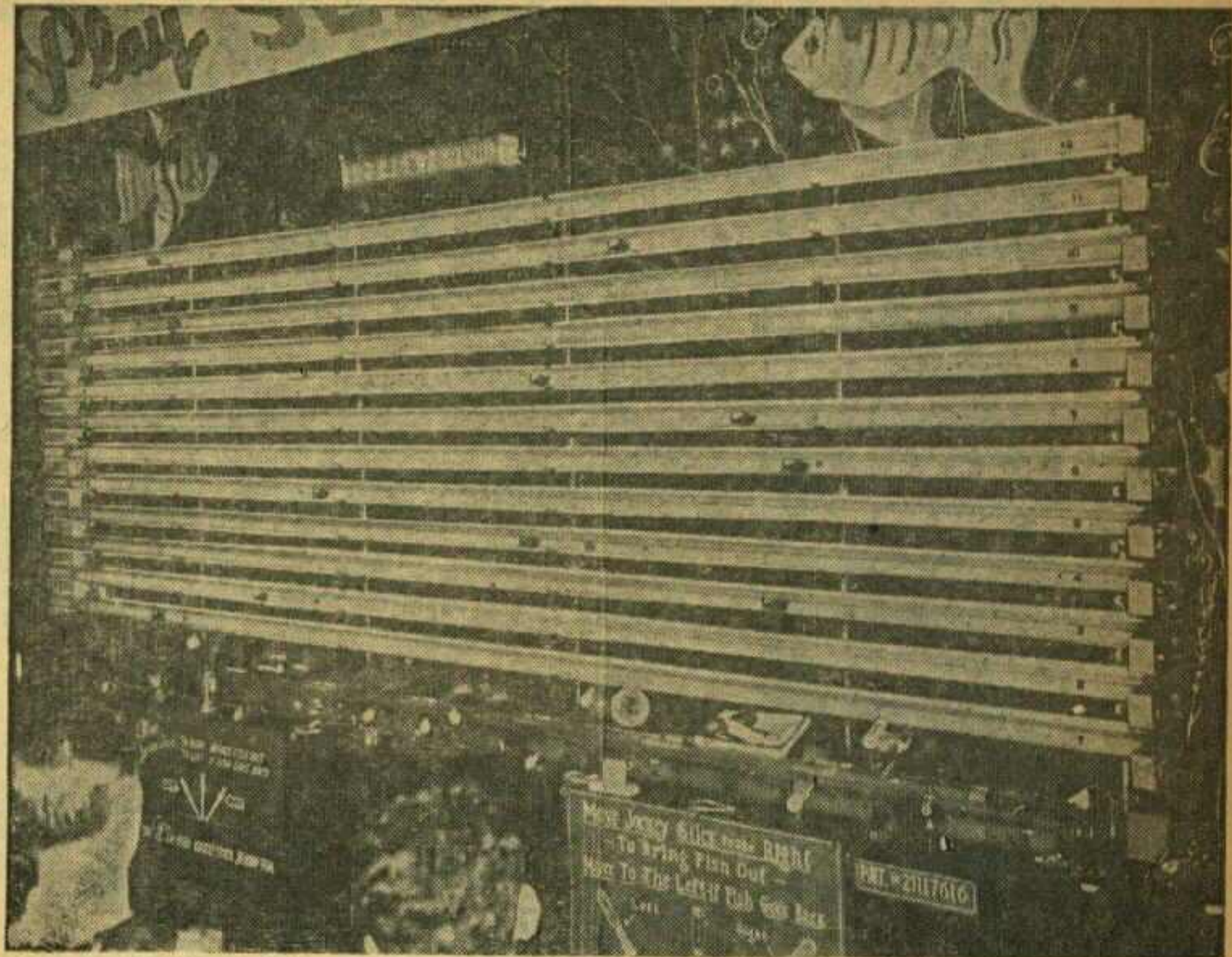
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The group game that can gross
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REAL LIVE GOLDFISH race in brilliantly colored plastic tubes, 20' long. 12 or 14 players jockey their own goldfish to a photo finish! Equipment electrically controlled and fool proof, guaranteed electrically and mechanically.

Not many group games can boast a
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GAME TESTED AND PROVEN on the STEEL PIER in ATLANTIC CITY at 25c per player.

LIFE MAGAZINE AND N.Y. SUNDAY NEWS

editors gave it full page write-ups (August 23 and October 24, 1948). Said the Sunday News: "Players . . . cling to their places for hours. . . are stirred to a high pitch of excitement."

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Game fully covered by patents. Can be installed at parks, beaches, carnivals, on trailers, etc.

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Swimmers and non-swimmers can use the Hydrocycle with safety due to its sufficient buoyancy to support the heaviest man. It is not easily overturned.

Scientifically engineered, of highest grade materials, by highly skilled mechanics, The Hydrocycle is constructed mostly of aluminum, weighs about 50 pounds. All gears run in oil and are well protected.

Operator lies in prone position, hands gripping the cranks. Cranks activate propeller under stomach support. Cranks control speeds and the feet turn or guide the machine by moving them to one side or the other.

The Junior Model Hydrocycle provides ideal exercise for crippled children, especially those crippled in the lower extremities as they can lie on the stomach support and get good arm, shoulder and back exercise with safety, as well as concentrating on their crippled legs and moving and kicking them all they are capable of doing.

Recreation Health Builder Life Saving Swimming Instruction

PRICE— Adult Model \$235.00
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Put that OBSOLETE EQUIPMENT out to pasture. Be Ready at the 1950 Starting Gate with—The REAL THOROBRED of the AMUSEMENT WORLD.

A NEW LUSSE AUTO SKOOTER

Which is in top form and eager to make a real winning for you.

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250G PALISADES PROMOTION

Plan Labor Group Tie-In

Rosenthals to give away 54 autos in August — sked special cut-rate ducat deals

NEW YORK, Nov. 19.—A gigantic promotion program, climaxed by the giveaway of 54 automobiles ranging from Chevrolets to Cadillacs in August alone, has been planned by Jack and Irving Rosenthal, co-owners of Palisades (N. J.) Amusement Park. The cost of the multiple crowd lures set up for 1950 has been budgeted at \$250,000, Irving said.

Deals are in the making to tie in principal labor groups and charitable organizations for assistance in flooding the metropolitan New York area with bargain tickets to the funspot which will also include participation in the awarding of prizes. The plan will follow the format the funspot had this year with the Heart Association. A model house exhibited at the park and offered as the principal prize tied in with a combination ticket which the association peddled thru banks, insurance companies and other usually unapproachable business enterprises. Irving noted that a new segment of prospective patrons were reached and estimated that the association earned about \$50,000 in percentages.

Two Autos Nightly
With the giving away of two automobiles on each night in August, it will be possible to limit the awarding of one of the cars to a patron in the park. It will not be necessary to be present to win the other car, Irving said. In addition to the cars \$2,000 in cash will be awarded nightly. The same rules will apply, with one half of the total going to patrons in the park.

The August promotion will involve the distribution of about 3,600,000 tickets, Irving said. Since the tickets will include admission, parking, free dancing, free acts and other entertainment, as well as several rides and a chance on the major prizes, Irving is predicting peak patronage. Similar patronage this year, altho executed on a lesser scale, hiked the funspot's gross 30 per cent over 1948 until the polio scare cut heavily into biz at the half-way mark.

Bargain Ticket Deals
Special ticket deals planned include a \$1 ducat that will be good for daily admission thruout the season. Extras are parking, free dancing, free acts and other free entertainment. A 25-cent ducat will include six rides and admission and represent a saving of 47 cents to the patron, Irving said.

Irving termed the booking of picnics as "old-fashioned." He said that it has been several years since management and labor have been on speaking terms, generally, and that it was difficult to find management groups interested in partying their employees. As a result Palisades will continue to direct its selling efforts to labor groups. It is equally important to work for repeat biz, counting on promotion patronage to show at the gate at least two or three times instead of only once.

Video Competish
The heavyweight promotion program is necessary in the face of com-

Kiddie Ride Manufacturers

(Continued from page 52)

FIRM NAME	UNIT NAME	CAPACITY	PRICE
Orbit Manufacturing Co. 814 Staley Bldg. Wichita Falls, Tex.	Orbit Jr. (22-foot Aerial Ride)	16	\$3,500 (approximately)
Overland Amusements P. O. Box 3 Lexington 73, Mass.	Kiddie Fire Engine	20	\$2,200-\$2,500
C. W. Parker Amusement Co. Leavenworth, Kan.	22-foot Merry-Go-Round	32	\$3,925
	22-foot Merry-Go-Round	32	\$3,125
	Teen-Ager (Carry-Us-All)	32	\$5,750
	14-foot Ferris Wheel	24	\$2,100
	18-foot Ferris Wheel	24	\$2,700
	Fairy Swing	12	\$1,250
	Aeroplane	10	\$1,550
	Zeplinger	12	\$2,575
	18-foot Cart Ride	8	\$2,150
	22-foot Cart Ride	12	\$2,850
Auto Cars	12	\$2,175	
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44	Kiddie and Juvenile Roller Coasters 25 to 30 feet high with 700 to 1,100 feet of track		\$18,000-\$25,000 (approximately)
Pretzel Amusement Ride Co. 17 New Street Bridgeton, N. J.	Circus Ride	24	\$3,450
Ride Hi Manufacturing Co. North Harrison Rd., State Route 18 Murphysboro, Ill.	Kiddie Chair Plane	24	\$850
	Kiddie Aeroplane		\$950
Roll-a-Whirl Co. St. James, Mo.	Fire Chief	20	\$3,450
	Wild West Ponies	14	\$3,450
Smith & Smith 100 Franklin St. Springville, N. Y.	Kiddie Airplane	15-20	\$2,600
	Kiddie Boat	14	\$2,185
	Kiddie Chairplane	20	\$1,985
Stacy Johnson Amusement Ride Manufacturing 3640 N. W. 47th St. Miami	Junior Airplane	20	\$2,100
	Kiddie Airplane	15	\$1,750
	Jet Planes	15	\$1,750
	Jeep Ride	24	\$1,650
	Fire Engine	24	\$1,650
	Jr. Ferris Wheel	24-32	\$2,500
	Little Tug (boat ride)	28	\$2,250
Sunshine Mfg. Co. 2105 E. Chelsea St. Tampa, Fla.	Boat Ride	24-28	\$1,500 up
	Kiddie Train	18-30	\$1,800 up
	Kiddie Ferris Wheel	8	\$995
	Whirl-Wind	16-24	\$3,450 up
	Airplane	16	\$1,500 up
Bucking Horse	2	\$500	
Thornton Miniature Railways 3945 Second Ave. Des Moines	Little Train	36-60	\$5,000
Traver Enterprises, Inc. 84 Richmond St. Painesville, O.	Jeep Ride	6-12	\$1,975-\$3,075
	Kiddie Auto		
	Horse and Buggy	6-12	\$1,800-\$3,000
Vogel Neon Manufacturing Co. Box 3183 Amarillo, Tex.	Kid-E-Kruze	16-20*	\$2,500
	Jeepster	24	\$3,500 (approximately)
Wagner & Son 612 Lockport St. Plainfield, Ill.	Miniature Steam Railroads		
Williams Amusement Device Co. 2820 N. Speer Blvd. Denver 11	Electric Streamliner (12-foot gauge)	14-18	\$1,500-\$1,850
	Silver Streak (gasoline, 12-foot gauge)	18-30	\$2,250-\$2,750
	Deluxe Flyer (20-foot gauge)	20-36	\$3,250-\$4,800
Williams Bros.' Rides Box 212, Lansing, Kan.	Kiddie Auto		
William de L'horbe Jr. Box 448 VAF Dayton 7, O.	Miniature Speed Boats	3 adults of 2 adults and 3 children	\$950

petition. The televising of baseball games has made terrific inroads on park patronage and this must be overcome. Irving said that Palisades will make a hefty pitch for moppet patronage by offering all of its 15 kiddie-land units on a combo ticket selling for 50 cents. A 25-cent ticket will be good for rides on any six kiddie units.

Five television sets will be awarded each Monday night thruout the season. Fireworks again will be featured on Tuesday nights and on Thursdays the funspot will feature 5-cent and 10-cent prices. The Tuesday and Thursday promotions are hold-overs from this season, having proven extremely successful.

Irving said that he and his brother, Jack, are confident of increased business to the point that they have raised

rentals with the proviso that a 20 per cent reduction will go into effect if the concessionaires' takes fail to top 1949 totals.

New Rides Planned

The Airplane ride will be modernized and the Jitterbug and Chairplane will be eliminated. A new miniature railroad will replace the one used the past season. A small Roller Coaster, about 45 feet high, is planned. Four spotlights, making a total of 10, will be added. A television theater will be constructed with plenty of seats so that patrons will be able to get off their feet and relax; a new walk-thru also is included in the refurbishing plans.

The cafeteria, which proved popular this year, will be enlarged by cutting down the dining room area. The

kitchen will be expanded, also.

An estimated \$75,000 will be spent on free acts and bands. With a view to attracting more kid patronage, platform acts featuring animals will be used extensively, Irving said.

All new advertising paper, with the emphasis on 24-sheets, will be used in 1950, Irving said. The new paper will feature only one attraction on each sheet, such as the pool, fireworks, band, etc., Irving said. This may result in using five times as much paper as previously, but the plan results from the belief that people move much too fast to read and absorb more than one item of interest.

The 200-foot painted board on Broadway used this year will be utilized again in 1950. Irving said that the results more than justified the \$6,000 cost.

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Polack's Date In Baltimore May Set Mark

Matinees Prove Big

BALTIMORE, Nov. 19.—Polack Bros.' Eastern Unit, which winds up an eight-day stand here tonight, may chalk up a record attendance for a Baltimore engagement.

Opening here in the Fifth Regiment Armory Saturday (12) under auspices of the Boumi Shrine, the Polack org found business slow the first two days, due to bad weather, but it built to sellouts from there on. Matinees especially were big, due to a unique tie-up with the Parent-Teachers Association, which featured reduced prices and ticket sales in schools.

Improve Band Locations

An innovation this year was the raising of the band to a platform high over the center exit, amid a huge blue spangled drape, fashioned by Jack Harris, of the Flying Wards. Last year's band was spotted in a far corner.

Date here also was strengthened with the addition of the Aerial Ortons, sway pole; Elly Ardeley, head balance; Miss Tolliver, single traps, and the Bruno Zacchini repeating cannot act. Additions to clown alley were Alfred Florenz, Dukie Anderson, Bozo and Alfred Ward and Bumpy Minetti. The latter was out of action two days with an ankle injury.

Other acts included Kinko, contortion; Billy Barton, cloud swing; the Lopez Trio, casting; Dwight Moore's dogs; the Mustafas, hand balance; Marie Delbosq, foot juggling; Dime Wilson, table rock; the Poodles Hanneford family, riding; Hubert Castle, wire; Nita and Pepi Borz, acro; Melitta and the Wicons, perch and aerial; Malikova, high wire; Cheerful Gardner's elephants, presented by Irene Lafferty; Mabel Stark, tigers; the Ortons, sway pole; Tiebor's seals, presented by Francis Hogan; Adolph and Clara Delbosq, dancing horse; Charley and Adriana, trampoline, and Flying Wards.

Members of clown alley included Ed Raymond, Gene Randow, Kinko, Jack Klippel and Dennis Stevens, along with those mentioned previously.

Date was promoted by James Rison. Bill Green, Polack's press chief on the Eastern unit, plans to attend the outdoor convention in Chicago, and the Flying Wards leave to play a date in Peoria, Ill.

BALTIMORE, Nov. 19.—James Rison, who handled the Shrine Circus engagement here for Polack Bros.' Circus, Eastern unit, rung up a \$63,000 advance promotion, establishing an all-time high here for the 19-year-old annual sponsored by Boumi Shrine Temple.

The total gross on the eight-day engagement, ending tonight, will reach a new record of approximately \$155,000, according to Sam T. Polack, managing director. This was Rison's third year here for the Polack organization.

The Eastern unit goes next to Burlington, Vt.; then Newburgh and Kingston, N. Y., before winding up the 1949 tour.

Americano Biz Drop In Kingston, Jamaica

KINGSTON, Jamaica, Nov. 19.—Jerry Wilson's Gran Circo Americano opened here this week with a good line-up of animal and circus acts.

The show played here to good biz last year but finds spending not quite so liberal at present, due to the devaluation of the English currency.

John North Back, Is Mum on Talent Booked in Europe

NEW YORK, Nov. 19.—Among arrivals on the French liner, Ile De France, which docked here Thursday (17), was John Ringling North, president of Ringling Bros. and Barnum & Bailey Circus, who slipped into town sans fanfare and, as yet, has made no announcements as to how many or what acts he signed for next season during his 12,000-mile talent hunt in Europe.

North left New York in mid-July and was joined in France by Umberto Schichtholz-Bedini, European representative of the Ringling circus, with whom he motored thru most of Europe, from Spain to the Scandinavian countries, and caught circus acts under canvas and at the big indoor arenas.

In all probability North, or his agent, have penciled in quite a number of acts, but will make no announcements until assured that the acts will be able to obtain visas and surmount all the red tape involved.

In New York to greet North on his arrival were Art Concello, general manager of the Big One, and Pat Valdo, general director, in charge of performing personnel.

Frank Miller, concessionaire of the Ringling show, is also in town but expects to join the show at Jacksonville, Fla., to assist at the wind-up of the season.

3-a-Day Sked In Rochester For Davenport

ROCHESTER, N. Y., Nov. 19.—Orrin Davenport's Shrine Circus opened Monday (14) at the Main Street Armory for a six-day run. The opener drew over 3,000, with the audience largely made up of guests of the Shriners, including orphans, underprivileged kiddies and patients from the veterans' hospitals and other institutions.

Business, however, was apparently good, because a special morning performance is being put on at 10 o'clock today to take care of the large number unable to get reserved seats at the regular performances.

Among the acts working here were Con Colleano, on the tight wire; Veno Berosini, high wire; Don Dorsey, trapeze; Novellos, ladders; Zavatta family, acro; Toni, monkey parody, and the Hunt Bros.' elephants.

Wirth Features Boff Bill at Portland, Me.

PORTLAND, Me., Nov. 19.—The Elks' 12th annual charity circus, produced by Frank Wirth, opened here at the Exposition Building Monday (14) for a week's stand. Among the spectators at the opener were a group of blind people from the region who were guests of the local Elks.

The line-up of acts presented by Wirth includes Winnie Colleano, trapeze; Frank Cook, high wire; Walter Nilsson, novelty bike; Eldonas, aerial thrill; Johnson and Owens, bar act; the Kryos, Chinese acro; Ebony Trio, dance; Laddie Lamont, ladders; Miss Tisca, aerial display; Nana Woolford's daschunds and Loyal's dogs. Heading clown alley are Hip Raymond, Ben Jackson and Frank Cromwell.

Performances are given twice daily, with general admission 50 cents for the moppets and \$1 for adults. Attendance hypoed thru giveaway of a Ford car, which will be awarded at the final show.

Biz for R-B Improves on Trek in South

Atlanta Disappointing

DURHAM, N. C., Nov. 19.—Business in recent days for Ringling Bros. and Barnum & Bailey has improved, with full houses, especially at night, the rule.

Playing here Wednesday (16), the show drew a near capacity matinee and a full one at night. Same was true in Greensboro, N. C., Tuesday (15).

Greenville, S. C., played Friday (11), gave with a light matinee but it was a full night house.

Charlotte, N. C., proved one of the best single-day stands of the season. Aided by ideal weather, the Big One registered overflows at both matinee and night shows.

Atlanta proved a disappointment, org getting only a light matinee but a strong night attendance.

Atlanta Date Gives H-M Record 100G

Shrine Earns 50G

ATLANTA, Nov. 19.—A record \$100,000 gross was in the till today for the Hamid-Morton Shrine-sponsored circus which concludes its 14-performance run here tomorrow night (20). The two performances scheduled for today and tomorrow's showings were sold out well in advance and not even standing room is available, Col. Robert H. Morton, managing director, announced.

The Shrine will net \$50,000 for its end, as against the \$40,000 it earned last year, Morton announced. The take is remarkable in view of the fact that the Municipal Auditorium, where the show was staged, seats only 3,600.

Business in the South generally has been excellent, Morton reported. The demand for reserved seats has far exceeded the demand for general admission pews.

Biller's Final Dates Account For Spotty Biz

ATHENS, Ga., Nov. 19.—Biller Bros.' Circus, which concluded the '49 season in Rome, Ga., Monday (14), found business on its final dates on the spotty side.

Org, in its first annual tour, covered more than 11,000 miles before moving into quarters at the fairgrounds here.

Dalton, Ga., played Friday (11), registered a light matinee but a strong night house. Newman, Ga., Wednesday (9), gave with two light houses. Business in Athens Monday (7) was good, org registering two full ones. Cedartown, Saturday (12), gave with two fair houses.

Org lost one of its baby bulls on the last week of the tour. Cause of death was not established.

Dressing Room Gossip appears on page 70

Charlie Lenz Buys Robbins Equipm't; He'll Dispose of It

ST. PETERSBURG, Fla., Nov. 19.—Charles A. Lenz, well known in outdoor show business thru his insurance activities, said here this week he has purchased the equipment of Robbin Bros.' Circus, in a sale at Danville Ill.

Kelly Abbott, Lenz's representative here, speaking for Lenz, said:

"I want it emphatically mentioned that Lenz has no intention of entering the operating side of show business. He will dispose of the equipment."

Thrill Show Grosses 128G In St. Louis

Event Runs Nine Days

ST. LOUIS, Nov. 19.—The nine-day St. Louis Firemen's Thrill Circus, in Kiel Auditorium here November 5-13, played to more than 100,000. Gross admish figures were \$128,494, with a net of \$106,650. Prices were \$1 for adults and 50 cents for kids, tax included. Matinees were held Saturdays and Sundays only.

Show again was produced under direction of Tom Packs, with Bill Nelson Luck and C. W. (Bud) Hoerber, assistant directors. Jack Lehr was in charge of properties and Phil Kreis in charge of riggings.

Acts included Hopalong Cassidy, the Cristiani Troupe, Gretona Family, Zacchini double cannon act, the Flying Zacchins, the Flying Duwards, Bill Blomberg's horses, dogs and ponies, Tom Packs' elephants, the Hollywood Sky Rockets and Massimilliano Truzzi.

Ready Radio Package On Beatty's Adventures

HOLLYWOOD, Nov. 19.—A radio package, based on the life and adventures of Clyde Beatty, owner of the Clyde Beatty Circus, is being readied here by Commodore Productions, who have the Hopalong Cassidy transcribed show. Walter White, of Commodore, is dickering with an Eastern agency for coast to coast airing of the show.

In addition to the radio series, contracts are being drawn up for a technical film based on Beatty's adventures. Deals were negotiated by Norman Carroll, personal representative for Beatty.



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All equipment (whole or in part) to be disposed of, including Starbacks, Blues, Rings, Platforms, Rigging, Light Plants, Ground Cable, Calliope, Cook House, Office Wagons and equipment.

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Senior Accountant, graduate with a Master Degree in accounting, 20 years' broad experience in Public Accounting practice, desires connection with a Circus or Carnival for closing 1949 season (compiling needed exhibits and reports for tax purposes) and for 1950 season. Best of references. Address: BOX D-264, Care Billboard, Cincinnati 22, Ohio.

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Assortment of 46 views of old time Parade Wagons, Carved Cages, Baggage Wagons plus 5x7 Calliope Print, \$5. 6 Great Wallace 1903, \$1. 8 Hagenbeck-Wallace 1938, \$1. 12 Old Wagons at Sarasota, \$2. 15 Clyde Beatty 1949 Wagons and Flats, \$2. Satisfaction guaranteed. Robert Sams, 2745 Bush Blvd., Ensley, Birmingham 8, Ala.

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Parents and Teachers Going To School -- at Curvecrest; Aimed at Selling the Sport

Round-Up Clicks; Kids Prep for City Competition

MUSKEGON, Mich., Nov. 19.—Aimed at securing greater co-operation from parent-teacher groups by demonstrating the type of recreation provided, the discipline enforced at the rink and the progress made by those who are making skating a study in addition to a recreation, Perry B. Giles, operator of Curvecrest Roller Rink here, announced that a parent-teacher session has been designated the November project of

Curvecrest Skating Club. To be held Tuesday (29) at Curvecrest in co-operation with the management, parents and teachers of the community are being invited to attend either as spectators or skaters.

Skaters representing 13 out-of-town rinks attended the first skaters' round-up held Saturday (12) at Curvecrest, said Giles. In a drawing to determine location of the next monthly affair scheduled for December 12, Fieldview Rink, Allegan, drew the plum. Western Michigan rink operators are sponsoring the events. Also present for the affair were Alfred and Doris Dahl, Elizabeth, N. J., who flew to Muskegon to spend the week-end with Mr. and Mrs. Giles.

Curvecrest skaters are preparing for the sixth annual city competition, to be held at the rink in December. It is expected to be a closely contested event, with three of the competing teams eligible for permanent possession of the trophy, having won it twice previously.

A preliminary club competition will be held the first week of December, in which only skaters who have never been in competition may participate.

URO Biz Probe At Div. Meets; Open to Trade

MUSKEGON, Mich., Nov. 19.—In accordance with action taken at the annual convention of the United Rink Operators in July, regional URO meetings will be held during December, it was announced this week by Perry B. Giles, URO president. The meetings are to be open to all interested operators, Giles emphasized, being held solely for the purpose of general discussion and exchange of ideas for the promotion of business.

The following meetings were announced: Eastern division, Monday (12), Twin City Arena, Elizabeth, N. J., William Schmitz, chairman; South-eastern division, Monday (19), Jacksonville, Fla., James Gradwell, chairman; South Central division, Monday (19), Huntington, W. Va., Robert Black, chairman; North Central division, Monday (5), Curvecrest Roller Rink, Muskegon, Mich., Perry B. Giles, chairman; Northwestern division, Monday (12), Olympic Hotel, Seattle, Frank Ferrara, chairman, and California division (date to be announced), Pasadena, Cliff Neschke, chairman.

PORTABLE SKATING RINK FOR SALE

100x40, located in Corpus Christi State Park, year-round location. This Rink is as good as any new one you could buy today. 1 1/2 in. maple floor, new top and sidewalls, floor as good as new, top reinforced with rope. 150 pair Chicago Rink Skates, Masco P.A. System, Kelvinator Electric Drink Box. The Rink is located at the Main Park Bldg., on the bank of beautiful Lake Corpus Christi. Lake has 3,000 acres under water and the only lake or park in Southwest Texas. The park is very popular for School, Church and Y.M.C.A. parties. Has the Boy Scout and Girl Scout Camps in the park. We are operating to good crowds and have had more than we could accommodate for the 6 months out of the 8 months we have been here. This is an ideal set-up for a couple who know how to mix with young people. If you like fishing and hunting, you are right in the heart of both. Never gets hot and 40° is the low. The rent to the park will run you around \$1,000.00 per year. Buyer can have a new contract with the State. An iron-wood-aluminum Trailer House, all for \$6,750.00. One-third down, balance in 15 months. You must have good reference if you are going to buy on time. If you have other security, will consider same as down payment.

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e/o Lake Corpus Christi Mathis, Texas

Too Successful

BRONX, N. Y., Nov. 19.—The first of four roller skating parties planned this season by Cardinal Hayes Boys High School at Fordham Palace proved too much of a success. Held Monday night (7) when the rink is normally shuttered, such a crowd showed up that it took a dozen policemen to help turn away over 1,000 boy and girl skaters who could not be crammed in after approximately 1,400 had been admitted. Tickets had been sold at Hayes and at nearby girls' schools as well as at the box office, but Hayes officials never realized how large the sale had been at the female institutions.

Denver Features Hawkins

DENVER, Nov. 19. — Mammoth Garden, the Irving Jacobs roller rink here, went all out after the bachelor girl trade Friday (18) with a big Sadie Hawkins night party. The night has its origin in Al Capp's comic strip, L'il Abner, and features a chase in which any boy caught by his girl has to "marry" her.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave Chicago, Ill.

The Best Skate Today

NOW!
turn to
PAGE 71
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

ROLLER SKATING RINK

New one-story fireproof Building, 70x170 ft. Steam heat. Hammond Organ, 300 Rink Skates, 125 Shoe Skates. Large lot with ample parking space. Near large city on U. S. highway. Elderly owner wishes to go to Florida. Will sacrifice for quick sale.

JACKSON M. POTTER, INC.
39 State Street Auburn, N. Y.

SKATING GilAsh BOOTS

FIRST AGAIN

Watch for Our New Design Patent 149,139
GEO. GILLIS SHOE CORP., Fitchburg, Mass.

SPECTACULAR Rink Lighting Effects

NEWTON

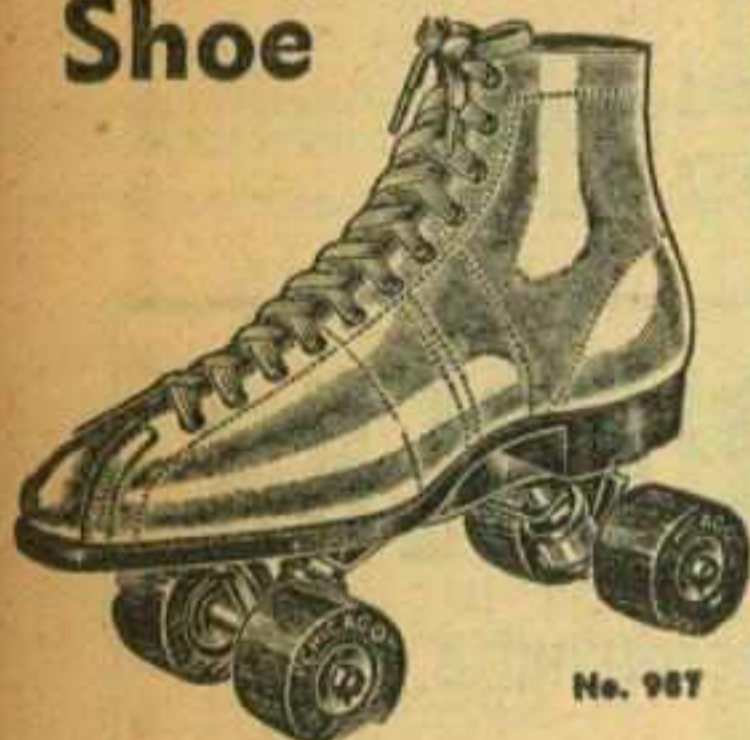
253 W. 14TH ST. NEW YORK 11, N. Y.

AT LIBERTY ROLLER RINK MANAGER

Married, Sober, can post bond. Best of references. Salary or percentage. Guarantee to produce or would lease Dance Hall or Rink outright. Tommy Tompkins, T.&T. Rink Supplies, Box 246, Lorain, Ohio.

"CHICAGO" Skates

Shoe



No. 987

For the Coming Season.

A large variety from
Beginners' Low Price
Outfits to Custom Built
Dance Skates.

Keep Your Shoes White With
CHICAGO SHOE SOAP—25c Per Jar or \$1.80 Per Doz.

MEET US AT PARKS SHOW NOV. 27-30, BOOTH NO. 52

NEW IMPROVED WHEEL GRINDER

Keep your skaters happy on wheels that run true. Write for new circular.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St.

Chicago 24, Ill.

Manufacturers of all kinds of Roller Skates

"THE SUPERMARKET FOR ROLLER RINKS"

Johnny Jones Jr.

• Agents for Chicago Skate Co. •
51 CHATHAM ST. • PITTSBURGH, PA.

ANYTHING AND EVERYTHING FOR MAINTENANCE
AND RESALE

RINKS—WRITE FOR WHOLESALE PRICE LIST

INTERNATIONAL ROLLER SPEEDWAY

Wishes to inform all of their former skaters and any other experienced men and women speed skaters that try outs will be held February in Los Angeles for their usual world wide tour. Send particulars concerning yourself immediately.

NORMAN MILLEN, 6404 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIFORNIA

NOTICE

For over a year now ill health has prevented me at times from taking care of business and filling orders of my customers promptly. This causes me to offer for sale my 34x24, two story shop, material, equipment and processing of plastic impregnated wheels.

FRANCIS J. BALDWIN

812 W. Spruce St.

Ravenna, Ohio.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. de17

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

FOR SALE—FAMOUS CIRCUS MINSTREL Book. Al G. Field's autobiography "Watch Yourself Go By." 537 pages; illustrated. P. H. North, 81 Bullitt, Columbus 9, O. \$1.50.

GAG-ATIONAL NEW COMEDY BOOKLET—"Quiet! M.C. at Work" No. (number) 2; for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. de3

"MAK' UM LAUGH"—JOKES, WISECRACKS, Anecdotes, Parodies, Dialogues, Patter, Bits of Humor, \$1. George's Bulletin, McHenry, Ill.

NEED NEW MATERIAL?—COMPLETE PAR-ody Book including "Begin To Begin," "Dolores, My Daughter's Baby Doll," "Shoetenin' Pants" and 18 other terrific numbers. Send the best \$5 you ever invested for your copy today. Sophisticated Parodies, 14201 Madison Ave., Cleveland 7, O.

QUICK WIT, HOW TO DEVELOP—INCLUDES 108 flash remarks provoking laugh every four seconds; valuable help; \$1. Star Scenic Co., 1708 Boston Road, Texarkana, Tex. de10

SELL TAVERN RECORDS — "BARMAID," "Corner Bar," "Waterfront Tavern"; 19 as-sorted \$4. Spotlight Co., Box 942, Baltimore.

TEN SMASH COMEDY SKITS—SENSATIONAL introductory price only \$1. Edmund Bodlans, Box 5556, Metro Sta., Los Angeles 55, Calif.

WANTED! COMPOSER, EXPERIENCED, POP-ular tunes, solidly connected with name re-cording artists, record companies, large pub-lishers, to collaborate with prolific lyricist. Jack Ennis, 349 West 24th St., N. Y. 11, N. Y.

AGENTS & DISTRIBUTORS

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. no26

"AAA"—AMAZING AUTOMOBILE THEFT Alarm! Over \$70 weekly possible! Free De-tails. American Devices, 166B Montague, Brooklyn, N. Y. de3

A BETTER DEAL—BUY DIRECT FROM MAN-ufacturer. Write for special prices; Coin Tricks, Talking Cards, Lizards, etc. Columbia, 7315 Waring, Hollywood 46, Calif. no26

ABALONE PEARL SEA SHELL JEWELRY. Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, real Butterfly Jewelry, Italian Florentine Curious Spoons, Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broad-way, Tampa, Fla. de3

AGENTS, DEMONSTRATORS—A REAL AC-tion toy for Christmas, Electro Rainbow Tops, dozen \$7.20, gross \$84. Taulton Distributors, 1925 Shaftesbury, Dayton, O. Phone Taylor 0995. de3

AGENTS—TALL'S PERFUMES REALLY SELL; Jockey Club, \$1.50 dozen dram bottles, C.O.D.; for resale only. Tall's Products Co., Cam-bridge, Md.

"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.

A SET OF 5 STAG PARTY JOKERS' CARDS, 15¢. Dozen sets and distributors price, 80¢. Cundiff's, Bluford, Ill.

ATTENTION, PERFUME WORKERS — XMAS Item: Clearance sale on perfume and bottles; 2½ cases one dram size bottles plus ornamental plastic caps (case contains approximately 10 gross); 4 lbs. good quality perfume, different scents; 1 case one dram size bottled perfume; wholesale value of the above is \$400; the retail value is \$1,800; the first check we receive for \$225 receives the entire shipment plus \$100 worth of special Zodiac Personality Perfume Labels at no extra cost; approximately 24,000 labels; we positively will not sell less than the entire above lot. L. J. Veneko, 4911 Litchfield Ave., Baltimore 15, Md.

ATTENTION, TOY JOBBERS, IMPORTERS—Wanted: Imported Japanese Toy Remote Control Cars; quote lowest price, quantity available. Novel Mfg. Co., Dept. C-1611-C, 3 Bleecker St., N.Y.C. GR 5-7132.

BILFOLDS—SIX ASSORTED, \$5; SAMPLE, \$1; volume buyers only. The Hobby Shop, 1641 Fifth Ave., Pittsburgh 19, Pa. de3

BUY THOUSANDS OF NATIONALLY ADVER-tised products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. no26

CHRISTMAS CORSAGES WHOLESALE—Fin-est quality for street peddlers; beautiful evergreen cones, berries and ribbon; samole dozen \$2.50. Charles Florists, Mfr., 57 West 27th St., N. Y. C. de3

CLEARANCE SALE! HURRY! THOUSANDS brand new; assorted 10¢, 15¢ and 25¢ sellers; some higher, like notions, school supplies, jewelry, wallets, gifts, novelties, hardware, toys; closeout price \$3.50 per hundred del-ivered; worth many times more; customers highly satisfied; cash with order. Metro, 60 South St., Boston 11, Mass.

COMIC XMAS CARDS — SAMPLE SET, 50¢ post paid. Post Office Box 412, Bloomington, Ind.

COMICAL AND HUMOROUS CHRISTMAS greeting cards with envelopes sells fast now; sample dozen \$1 or \$6 per hundred shipped prepaid. United Novelty Co., 49 Hanover St., Boston 13, Mass. de3

DISTRIBUTORS AND WAGON JOBBERS only; write for new 1950 catalog of boxed and carded items for resale to cigar, drug, variety stores, etc.; we sell only to established wholesalers. Bryn Mawr Smokers Novelty Co., 63 E. Adams St., Chicago 3, Ill.

EAGLE FROZEN CUSTARD MACHINES — Fine opportunity for good, ambitious agents; furnish details, background, territory covered. Eagle Machine & Tool Co., 1240 Randall Ave., Bronx, NYC. no26

FACTORY DISTRIBUTORS — VENDING LINE only; \$25,000 year men; finest machines out; sold through Business Opportunities. Write Box C-493, Billboard, Cincinnati, O. de10

"FAST SIGN" LETTERS OF MOULDED PLAS-tic that will stick to any clean, dry, smooth surface; house signs, stores, advertising on cars and trucks, etc.; colors—red, blue, white, black; 1½" letters or numbers, 10¢ each; 2" 15¢ each; discount on quantity; samples 25¢. Faulkner Laboratories, Bradenton, Fla. de3

FULL FASHIONED DUPONT NYLONS — Clear, sheer, packed in individual cellophane envelopes; 3 pair to each lithographed box; Style 151, \$7.50 dozen; Style 500, \$6 dozen; Style 300, \$3.50 dozen; sizes 8½ to 10½; rejects at \$1 dozen, in 10 dozen lots or more. Mc-Donald Mfg. Co., Ooltewah, Tenn. de3

GUARANTEED SATISFACTORY OR MONEY refunded; send one dollar, you will receive 100 Ky. Derby Souvenirs; retail fast at 35¢ each. Ken Miller, Box 1257, Louisville, Ky.

HOT JOBBERS' PRICES ON 200 OF THE FAST-est selling items in America. Kittrell Co., Bluff St., Waterloo, Ia. no26

MAKE PERFUME FROM OUR CONCENTR-ates. Information free. Men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. de3

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; ex-clusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jef-ferson St., Chicago 6. de31

MEN, WOMEN—FULL-PART TIME SELL BET-ter made men's ties; write today; be on time for Christmas business; best offerings. Mac-Arthur Neckwear, 175 Fifth Ave., New York 10, Dept. B11.

MEXICAN RESURRECTION PLANTS—VERY finest plants on hand, large \$25, medium \$20, small \$15 thousand; can supply large quantities; immediate shipment to all orders; order now. National Products Co., Laredo, Tex.

NYLON HOSIERY SALESMEN STOP SELLING junk; sell Hosiery that you won't be ashamed of; send \$3 for samples and be surprised, or visit our show rooms and see what you are buying; big Christmas business. Capitol Co., 215 Liberty Ave., Dongan Hills 5, New York. Telephone Dongan Hills 6-1111. de3

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get 100 newest prod-ucts before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. no26

OUR BUSINESS YOUR PROFITS HIGHEST quality lowest prices lifetime mirror finished stainless steel flatware sells on sight, repeats 5 piece sample service, \$1.25 postpaid; Scis-sors; housewives crying for low priced high quality steel scissors; sample demonstration; sells large order 5" sample sewing scissor, \$1.25 postpaid; 5 samples, various styles, \$5 postpaid; take orders direct; Paring Knives, hollow ground, stainless, \$1.85 postpaid; other cutlery items. Schaaf Brothers Mfg., 78 Voor-hees St., Newark 8, N. J. no26

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; cata-log free. Fischborn, 350 Lincoln Road, Miami Beach, Fla. no26

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS — 100 CARDS 12¢, \$15; Pocket Clip Combs, 100 cards 12¢, \$20; as-sorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Texas. de3

PROFITS SELLING FUNNY BUSINESS NOV-elties Fun Cards, Novelties, Tricks, etc. Sam-ples with list—only 10¢. National Specialty Sales Co., 15 East 3rd Street, Cincinnati 2, O.

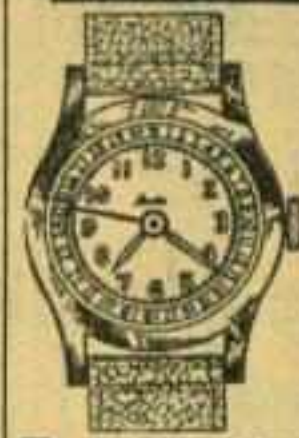
PROFITABLE PINUPS—POCKET-SIZED SAM-ples, 25¢; large size Perriott Pinups, sample 35¢. Perry Klempner, 75 Henry St., Brooklyn 2, N. Y. de3

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. de3

REAL FAST SELLING NOVELTIES — ME-chanical turtles, armadillos and alligators, \$7 gross; tarantulas (spiders), very nice made, \$8 gross; large fur monkeys with drum, \$15 gross; small fur monkeys, \$10 gross; Miniature Saddles, \$4 dozen; Children Chairs, hand made, \$12 dozen; Mechanical Rabbits, moves head and tail, \$10 gross; Miniature Tea Sets (12 pieces to set), \$28 gross; rush order. National Prod-ucts Co., Laredo, Tex.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; un-limited opportunities, maximum commissions. Write Poultry Tribune, Box 100 Mount Morris, Ill. de31

Biggest Profit Makers in WATCH History



Calendar Watch

\$4.75

Tells at a glance the DATE, HOUR and MINUTE.

- Gold Plated Case, 75¢ Add.
- Imported Swiss Movement
- Luminous Hands and Numerals
- Regular 12-Hour Dial, plus a 31-Day register
- Mainspring power for 40 hours' running
- Unbreakable crystal
- Genuine leather strap
- Printed One-Year Service Guarantee
- Individually gift boxed

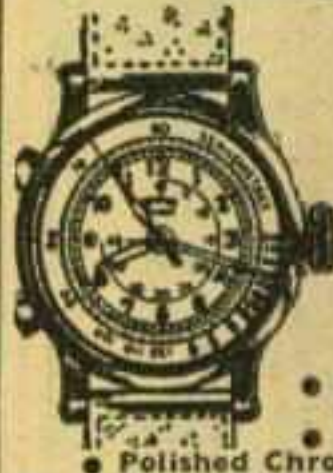


RHINESTONE DIAL WATCH

In 14K Gold Plated Case

\$4.25

- Brand New
- Written 1-Year Service Guarantee.
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



Chronograph

\$3.75

- (In Gold Plated Case \$4.50)
- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co. 101 Cedar St. New York 6, N. Y.

THE ORIGINAL Snake Keychain



NEW LOW PRICE! \$6.95

PER DOZEN IN POPULAR NICKEL FINISH

Sure fire hit for sales, prizes and premiums. Medium weight. Belt hook fastener. Choice of Round or Square Snake chain in either Nickel or Yellow finish. Packed bulk. Sold in dozen lots only. Subject to 20% Federal Tax if not for resale.

B221J91T—Nickel Finish, per doz. ... \$6.95
B221J92T—Yellow Finish, per doz. ... \$7.25
F.O.B. Chicago—2% discount for cash—25% Deposit on C.O.D. Orders.
584 page 1950 HAGN MERCHANDISER sent to Dealers. State nature of business.

HAGN JOSEPH HAGN COMPANY Wholesale Distributors Since 1911 223 West Madison St. CHICAGO 4

SELL NYLONS GUARANTEED AGAINST RUNS!



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 re-placed 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. Ad-vance cash plus huge bonus. Complete money-making sales outfits FREE and prepaid. No obliga-tion. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address on postcard and you'll be making money next week.

KENDEX COMPANY BABYLON, 27, N. Y.



BOUNCING SANTA

New Terrific Item. Immediate Delivery
Doz. \$ 1.35
Gross 15.00
Telescope (Folding) Cigarette Holder, G.P. Dz. \$5.40, Gr. \$60.00
Jack-in-Camera, Jr. Dz. 75¢, Gr. \$8.40
Filligree Ball Pen Key Chain Dz. \$2.00, Gr. \$22.50
Squirting Quarter (Hot Item) Dz. \$1.00, Gr. \$10.80
Venus Salt-Pepper Shaker (Hot) Dz. \$3.75, Gr. \$43.20



NEW LOW PRICE! Camera Cigarette Lighter

Looks like a camera but is actually an auto-matic table or pocket lighter. Individually boxed.
Dozen \$21.00
8 Doz. for \$57.00

STOCK UP NOW! ADDITIONAL SPECIALS!!!!

	Doz.	Gross
Bouncing Bird (Best Made).....	\$1.35	\$14.40
Itchy Dog (mechanical).....	3.00	32.00
Dangling Santa (Raffle).....	.90	10.50
Rubber Lizard (9" Best Made).....	2.00	21.60
Rubber Lizard, 6".....	1.00	10.80
J Pc. Pen Set, Boxed.....	5.40	
Busy Biddy Laying Chicken.....	2.50	27.00
Goosy Lucy Laying Goose.....	3.75	43.20
Bert the Squirt (Frog).....	1.75	20.00

Send for Free Xmas Novelty List—25¢ Deposit with all C.O.D. orders. Send enough extra money to cover postage. All prices net, F.O.B., N.Y.C.

BENGOR 119 — 5TH AVE. NEW YORK 3, N. Y.

LUCKY NOVELTY ASSORTED NOVELTIES OF ALL KINDS PRIZE BOXES

5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr.
10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr.
\$1.00 Items \$40.00 Gr.

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea. 3,000 PCS., \$25.00 LOT

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. New York 3, N. Y.



PITCHMEN Just Arrived NEWEST TOYS

at the LOWEST PRICES Well adapted for your Trade. They sell every-where on sight! Come in and see us or write— E. K. NOVELTIES CO. 175 5th Ave. (Flatiron Bldg.) Suite 219, N. Y. 10, N. Y.

AIRSHIPS BIG FLASH BIG CASH FOR XMAS RED AND BLUE PACKAGE

Envelopes printed front and back. Finest quality merchandise. Complete with airship fins and cabin. No. 1030 Assorted Colors Per Gr. \$10.00 No. 524 Closeout Assorted Colors. While they last..... Per Gr. 3.50 Workers, Red Per Doz. 3.00 Envelopes Only Per 1000 5.00 The No. 1030 can be worked with or without workers. 25% Deposit on All Orders—Balance C. O. D. Send \$1.00 for Samples. JACK KELLER 128 W. Vine St. Reading 15, Ohio Phone: VAlley 7246

Chronograph Wrist Watch

HERE FINALLY IS A BUY YOU HAVE BEEN LOOKING FOR!

14 K Gold Plated Case Chronographs



Nationally advertised at \$12.98 plus tax (see our ad in December issue of ESQUIRE).

ONLY \$4.20 each in doz. lots
\$4.00 each in gross lots

Chronograph watches measure speed and time or moving objects such as horses, autos or airplanes. Built in Tachometer, and Telemeter. 2 PUSH BUTTON MODELS as illustrated.

Every store that sells to men, Army and Navy, General, Cigar Counters, Stationers, Barber Shops, Haberdashers and even Jewelry Stores will welcome an item of this type.

Chronograph Wrist Watch

Same model as above with Chroma Case:

ONLY \$3.65 in dozen lots
\$3.50 in gross lots

EACH WATCH COMES WITH A FACTORY GUARANTEE Good for 1 Year Service

Look at These Features

- Swiss Precision Timekeeper and Stop Watch
 - Sweep Second Hand
 - Radium Numerals and Hands
 - All New Merchandise
 - Assortment of Colored Dials
 - 1 Year Guarantee
- Leather Bands or Stainless Steel Stretch Bands, 10¢ each with your order. 25% with order, balance on delivery.

PALACE DISTRIBUTORS

Dept. BB-21
114 East 47th St., New York 17, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 123)

BURAL ROUTE MEN—MAKE BIG MONEY with Sahara Waterless Hand Soap. It's good. Cash in on those extra profits. Send \$1 for two 60¢ tubes and sales kit. Satisfaction guaranteed. Sahara Co., 228 Winchester Bldg., Grand Rapids, Mich. no26

SALES PEOPLE TO TAKE ORDERS FROM business houses and individuals for nationally advertised personalized Toilettries. Sets for both men and women. Full name embossed in gold on each bottle. Entirely new, different, easy to sell. Retailers in nation's leading stores for \$9. You sell wholesale, \$6. Your profit, \$2 per set. Samples supplied with your name, \$4 postpaid. Territory protected. Write Box 475, The Billboard, 1564 Broadway, NYC 19. de3

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items: direct factory connection. Pickering Company, 19 Bank St., Attleboro, Mass. de3

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. de10

TALKING XMAS CARDS — SENSATIONAL sellers, big profits; \$1.80 doz., \$19.80 gross; sample 25¢; free list of other hot items. Hansen Sales, 2851 Madison, Chicago 12, Ill.

TELEVISION FILTERS ELIMINATE GLARE and eye strain. Increases contrast, sharpens image. Sets for \$2. 2 1/2" inch tube, samples, \$1. Polly Mfg. Co., 5818 S. Wentworth, Chicago 21. de10

THESE ITEMS ARE TESTED FOR QUICK sales in 48 States; the turnover is rapid; DuPont full-fashioned Nyons, fancy packed in latest envelopes, 3 pairs to box: #1, converter first quality, \$6 dozen; #2, converter second quality, \$3 dozen; #3, Reflects inserted 12 pairs to box, \$1.25 dozen; factory first quality, fancy packed, 3 pairs to box, \$9 dozen; same in irregulars, \$7.50 dozen; Nurses, factory first quality, white, \$7.50 dozen; Men's Rayon anklets, seconds, 95¢ dozen; better grade, \$1.30 dozen; Men's Rayon regular hose, seconds, \$1 dozen; better grade, \$1.40 dozen; men's cotton service socks, seconds, 95¢ dozen; Men's Classy College Sport socks, extra fancy, \$1.75 dozen; seconds, \$1.30 dozen; same in boy's, seconds, \$1.05 dozen; children's and infants socks, mixture of firsts and seconds, \$1 dozen; Ladies' Rayon Underwear, all first quality; Panties, \$3.50 dozen; briefs, \$3.50 dozen; girls, \$2.75 dozen; children cotton training trunks, \$1.50 dozen; Men's Underwear: Athletic type cotton ribbed undershirts, first quality, \$3.50 dozen; same in trunks, good seconds, \$3 dozen; Chenille Goods: Good heavy weight, all over Chenille bedspreads, first quality, \$5.50 each; part Chenille, second quality, light weight bedspreads, \$2.50 each; House Coats, heavy, all over Chenille, first quality, \$4.25 each; Bath Sets, cover and mat, 95¢ each; Rag throw rugs, 24"x34", \$1.10 each; Gamebird double edged razor blades, very best made, 100 blade carton, 75¢ each; Pocket Clip Combs, assorted colors, good grade, carded, 20¢ dozen; gross, \$2.40; three piece fountain pen, ballpoint pen, pencil, all gold color, matched, cased, with \$3.50 price tag, 80¢ each; 24 piece Stainless Steel Dining Set, in cardboard case, with manufacturer's life time guarantee, \$3.95 set; small down payment customary, but will ship C.O.D. or cash; no inquiry necessary; ready to go; order samples from this ad. Sibert Jobbing House, 79 Shallowford Road, Chattanooga 4, Tenn. Phone 9-7949.

WAGON SALESMEN—COME IN AND SEE some exceptional buys for Christmas trade; open Sundays. Capitol, 215 Liberty Ave., Staten Island 5, New York.

3 LINE RUBBER STAMP CUSHION MOUNTED knob handle only 65¢; additional line 20¢; 50¢ commission after first stamp "Gem-Lite," 12691 Charest Blvd., Detroit 12, Mich.

\$100 WEEKLY CAN BE YOURS! NEW, unique miniature Shuffleboard legally approved, amazing fast-seller! Prospects everywhere! Rush name for big money-making details. Stanley Company, 39-B Elvin Ave., Penna Grove, N. J. de10

WAGON SALESMEN—COME IN AND SEE some exceptional buys for Christmas trade; open Sundays. Capitol, 215 Liberty Ave., Staten Island 5, New York.

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ANIMALS, BIRDS, PETS

BIRDS—MACAW, HANDSOME FOR LADY Dancing; White Cockatoo Bell Ringer set in itself. Prof. Pamahaska, 3504 N. 8th St., Philadelphia 40, Pa.

BLACK BEAR—FEMALE, 9 MONTHS, TAME, color, chain. Can drink from bottles, wrestle, etc. Fat, playful. \$100. Rare Bird Farm, Kendall, Florida. de3

COCKER TRICK DOGS—WALK TIGHT ROPES, jump through hoops, etc. also Pups. Bibens, 8246 Woodland, Kansas City, Mo.

CUB LIONS, 2 MALES, 2 FEMALES, BORN April, 1949, each \$200; 1 Male Lion, 22 months old, \$250 f.o.b. N. Y. C. Trefflich, 228 Fulton St., N.Y.C.

FOR SALE—SHETLAND PONY KIDDIE RIDE, consisting of eight Shetland Ponies, 7 mares, 8 to bring colts in early spring; one gelding. All young. Ring, Track, Lights, Saddles, Bridles, Ticket Booth, \$3,000. Lewell Knight, Varnado, La.

FOR SALE—TEN HEAD DWARF CATTLE, smaller than Gene Holters pictured in Life Magazine. Mearl Bergeson, Stock Yards, Sioux City, Iowa.

PIGTAIL MONKEYS, SMALL, \$40 EACH; large, \$50 each; Stumptail Monkeys, \$40 each; small, \$50 each; large Red Face Apes, \$40 each; larger sizes, \$50; Mother and Baby Pigtail Monkeys, \$75 combination. Trefflich, 228 Fulton St., N. Y. C.

SHETLAND PONIES AND MIDGET MULES—Circus, Rodeo, Pony tracks; photography; young stock that train; any color or combination of colors. Fred Wilmut, Richards, Mo.

SPIDER MONKEYS, \$30 EACH; RHEBUS MONKEYS, \$20 each; Java Monkeys, \$25 each; Bonnet Monkeys, \$25 each; White Face Ring-tail Monkeys, \$40 each; African Green Monkeys, Sooty Manabeyes, \$35 each; Mona Monkeys, \$35 each; Dog Face Baboons, \$50 each. Trefflich, 228 Fulton St., N.Y.C.

BUSINESS OPPORTUNITIES

ALLURING MULTICOLORED EARRINGS, PIN, Bracelet; agent's kit, \$1.90; men's line, sample \$2. Jewelry Season, Box 674, Providence 1, R. I. de3

ANALYZE HANDWRITING FOR PROFITS! Complete Outfit, \$1 (profits, \$20-\$50 daily). Extra Charts, \$7.50, 1000. Graphologers, POB-971, Philadelphia. de17

BACKING WANTED TO PRODUCE NEW fascinating Group Racing Game. Players speed horses by remote control. Other games coming up. Engineer, Box 74, Pittsburgh 30, Pa.

COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking; learn of this opportunity for a lifetime, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept. 235M, Roanoke 4, Va. no26

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples. Free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. de17

\$88 IN PERSONALIZED BABY RECORD Books! Over two million new prospective customers yearly; use same mail order literature we have for seven years. NO-CO-RO, Oakland 6-B, California.

EARN GOOD MONEY EASY AND FAST—Make Candy Apples, Carmel Corn, Bleach Wash, Barbeque Sauce. All recipes for \$2. Satisfaction guaranteed. Zehnder Sales, Phillipsburg, N. J.

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas, Kolamite Co., Box 572, E. Dayton, Ohio. de3

LEARN PIANO TUNING AT HOME IN 30 Days. Unlimited income; sound recordings, tools and instructions furnished. Write Capitol City Tuning School, Department C1146C, 129 East Michigan, Lansing 16, Mich. de3

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. 29th, La Fayette, Ind. de24

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, 1 Laurel Ave., Binghamton, N. Y.

MAKE YOUR OWN PLASTER—MOLD MAKING Kits, complete with instructions. One gallon liquid rubber. \$5. Ferrell Bros., 4170 Hamilton, Cincinnati, O.

MAKE MONEY FAST WITH MAGIC DRY Client; formula and label copy 25¢; use soda pop bottles. O. Joyner, Box 3133, Charlotte 3, N. C.

NEW PATENTED CANDY VENDOR—SIX COL- um, 147 bar capacity, can be increased or reduced. Simple to manufacture and service. Ahead of most candy vendors. Designer willing to sell outright or work with manufacturer on royalty basis. Complete handmade model available. Write: Box 473, Billboard, 1564 Broadway, N. Y. C.

NEW ELECTRIC MACHINE BAKES GREASE- less doughnuts. Attracts crowds. You'll coin money serving hot doughnuts. Weighs sixty pounds. Small investment. Free recipes. N. Hay Co., 3605 South Fifteenth, Minneapolis 7, Minnesota. npde3

NOVELTY MERRY GO ROUND—IDEAL FOR concessions, window display and gifts. Acme, Coplay St., Auburn, N. Y.

OPERATE OWN CONCESSION — "CONCES- sionaire's Guidebook," \$1, gives lowdown, knowhow, secrets, descriptive circular available. Stampco, Detroit 4, Mich. no26

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.

PITCHMEN AND MEDICINE MEN — COM- munity Sales Directory of 1,000 sales in Middle West; price, \$1 postpaid. W. W. Simpson, 2705 Jule, St. Joseph, Mo. de17

START BIG PAYING MAIL ORDER BUSINESS in your own home; free information. Mail Business Associates, Inc. 919-M State Tower Bldg., Syracuse, N. Y. no26

TRADE MAGAZINES HELP YOU GET AHEAD —Latest copies. More than 1100 covering every trade, business or interest available through our easy-to-get-acquainted service. Full particulars and price-list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

WHOLESALE, OTHER INTERESTED PAR- ties: We're concentrating on other lines; don't need our import samples, price lists; we're parting with samples and confidential price lists worth probably \$300; samples and lists include cameras, camera lighters, stuffed toys, mechanical toys, pearls, rugs, silk, piece goods, buttons, dolls, Xmas decorations, vacuum flasks, dozens of others; also latest import aids; it's an import business itself; first \$150 takes it all. M. W. Plourd, Sales Mgr., Mar-Jo Wholesalers, Fullerton, Neb.

WILL START YOUR VENDING AND AMUSE- ment route in or near Dayton, or what have you? Loosa, 580 St. Joseph Ave., Dayton, O.

YOUR 24-WORD ADV. PLACED IN 40 TEXAS weekly newspapers, \$3.50. Pennnebaker Advertising, Box 141, San Marcos, Tex. no26

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 141 in this issue.

(Continued on page 126)

NEW CATALOG READY TO MAIL

WRITE FOR YOUR COPY STATE YOUR BUSINESS ITEMS FOR NEW YEAR'S MAB1—Assortment of bright colored Paper Hats, adult sizes, dozen, 70¢; Gross \$8.00
MAB2—Assorted American Made Horns Dozen, 70¢; Gross \$8.00

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

PORTABLE TYPE BINGO EQUIPMENT

Flashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents Invited

LIPKA MFG. CO.

437 E. 11th St. Spring 7-3227 New York 9, N. Y.

STREETMEN SPECIALS FOR CHRISTMAS



- Running Scottie, Gr. \$36.00
- Itchy Dog, Gr. 33.00
- Mechanical Auto, Gr. 21.00
- Large Crawling Babies, Gr. 60.00
- Waggle Dog, Gr. 24.00
- Crawling Turtle, Gr. 30.00
- Dancing Couple, Gr. 39.00

SPECIAL

Inflatable 10" Footballs, Gr. \$21.00

BALLOONS

- #14 Kat, Santa Print, Gr. \$6.50
- #9 Kat, Santa Print, Gr. 5.00
- Workers for above, Ea.50
- #9 Round, Santa Print, Gr. 4.80
- #15 New Look Kat, Gr. 7.25
- Workers for same, Ea.25
- Multi Color Serp. Balloons, Gr. 8.00
- Workers for same, Ea.75
- Money Mouse Balloons, Gr. 8.00
- (Nose & Ears Inflate)

WINNERS

- Fur Dressed Plastic Santas on Spring, Gr. \$24.00
- Climbing Santas on Steel Pole, with Bell, Gr. 21.00

PLEASE NOTE:

We try to keep all items always in stock. However, some of these numbers are in such great demand that we sell out temporarily. A deposit will assure early delivery of your order.

1/3 deposit required on orders.

SCHATTUR NOVELTY CO.

142 Park Row New York 7, N. Y. COrtlandt 7-8078

PARK MEN and CONCESSIONAIRES

WE HANDLE A COMPLETE LINE OF CARNIVAL MERCHANDISE

Be sure to drop in and see us while at the Convention.

LET US KNOW YOUR NEEDS BELL SALES

1107 S. HALSTED ST. CHICAGO, ILLINOIS

FOR IMMEDIATE DELIVERY

HIGHLY POLISHED • ELECTRO-PLATED

- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
 - PINS • GUARD PINS • FOBETTES • 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.

LEADING SELLERS IN FUR COATS

Our Low-est Prices in Years JACKETS CAPES • SCARFS ALL GENUINE FURS Our new 1950 Sure Fire 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. 188-B W. 39th St., New York 1

BINGO

Specials

(Large Size)

\$1.75 Per M.

HEAVY CARDS

(Sets to 6,000)

In any color or combination of colors. Single, double or triple cards.

BLOWERS MARKERS

K. & B. CARD CO.

BOX 126 WADSWORTH, OHIO

Manufacturers of Largest Line of Bingo Supplies in the Country

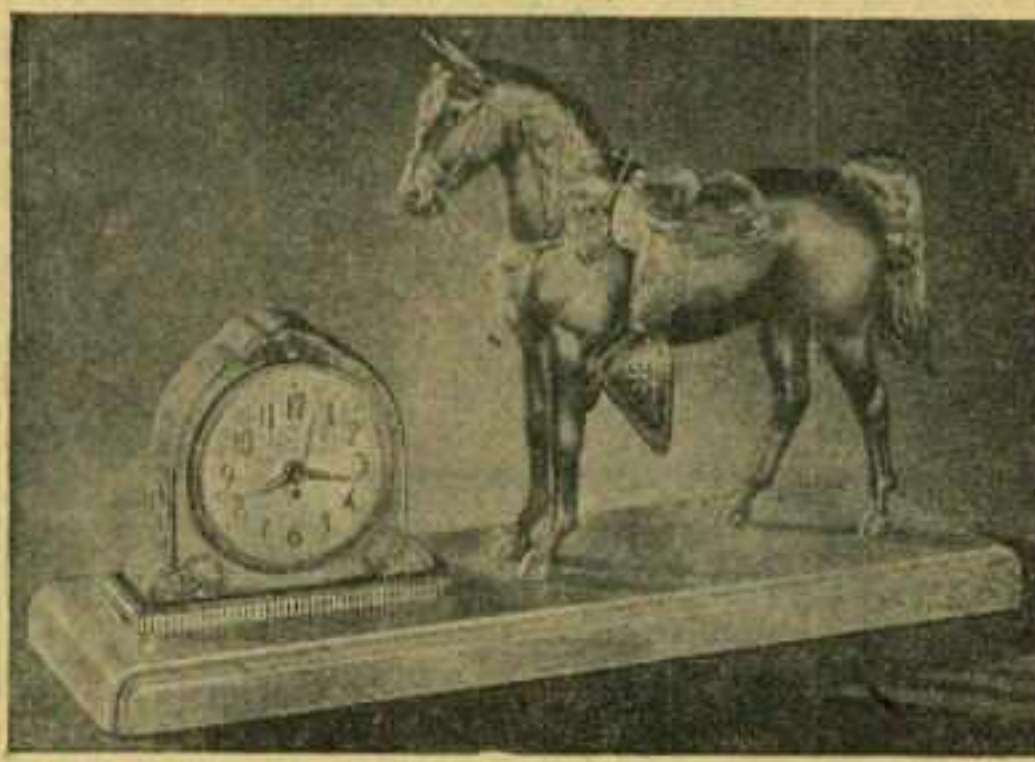
HOLIDAY SPECIALS



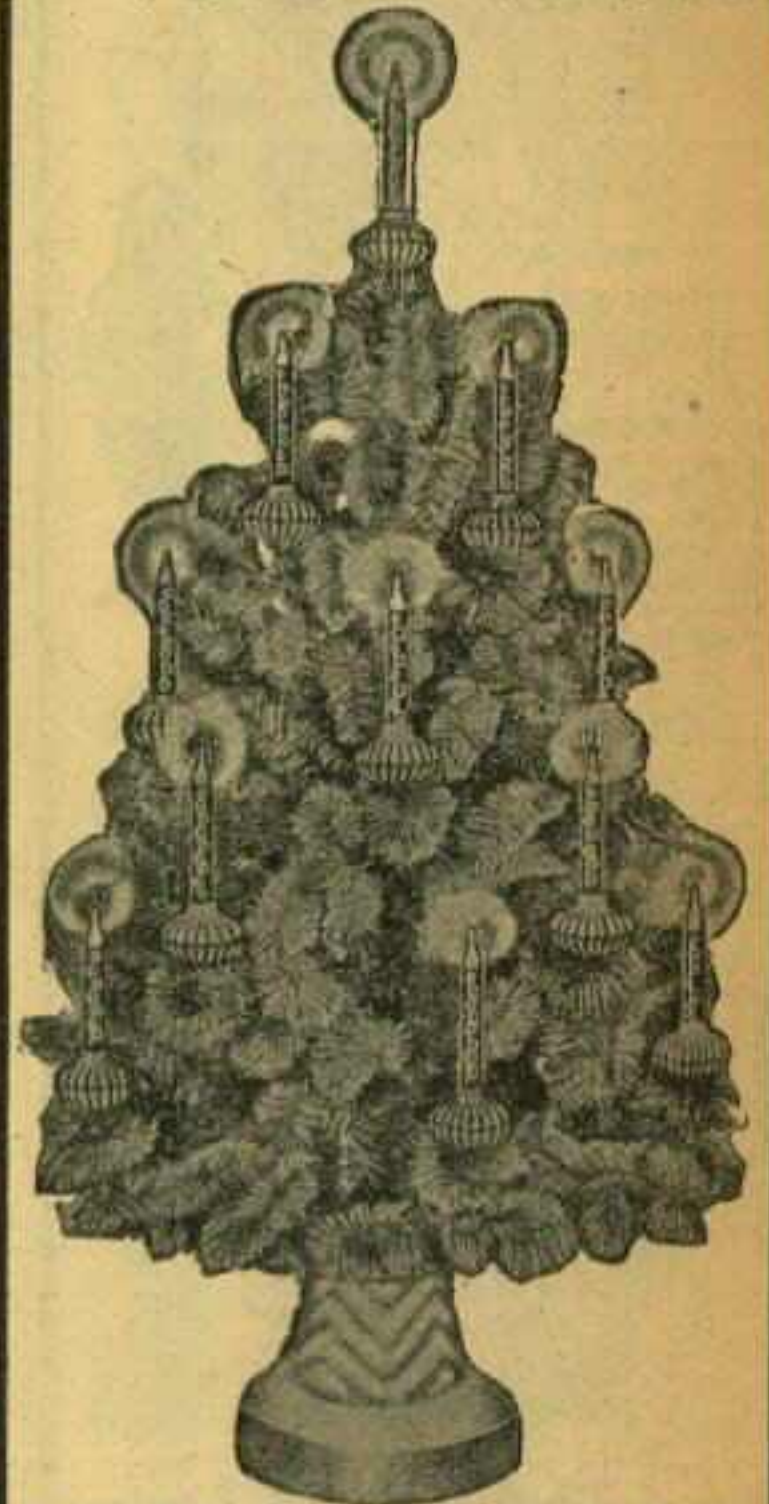
No. 4527—BABY DOLL
 Unbreakable head, sleeping eyes and lashes. Composition arms, hands, legs. Body filled with soft kapok. Beautifully dressed in fine muslin, lace trimmed, bonnet to match. Has rubber panties, white shoes and stockings. Crying voice. Overall length 17 in. Each to box.
 Each \$2.75
 Per Dozen... **\$30.00**



No. 4658—PANDA BEAR
 Made of rayon plush. Black and white combination. Kapok filled body, excelsior filled head. Celluloid rolling eyes, silk bow ribbon. Overall length 32 in.
 Each \$3.25
 Per Dozen... **\$35.00**



No. 2239—SADDLE HORSE ELECTRIC CLOCK
 Hand Cast Metal beautifully highlighted in two-tone Gold, Silver or Bronze finish. Rich looking 10 in. Western Saddle Horse with "Session Electric Clock." Base 17x5 1/2 in. Clock movement fully guaranteed by manufacturer. Each to box.
 Each **\$8.50** Dozen **\$96.00**



No. 9583—26 INCH WHITE OR GREEN BUBBLE-LITE TREE
 18 assorted color Bubble-Lites. Metal frame construction. Will last from season to season. Individually packaged in sturdy corrugated carton. Weight 7 1/2 lbs.

Each... **\$10.75**
No. 9582—18 INCH GREEN OR WHITE BUBBLE-LITE TREE
 9 assorted color candles. Bubbling action. 18 in. high. Individually packaged in sturdy corrugated carton. Weight 3 lbs.
 Each... **\$5.35**

No. 9462—ELECTRIC CANDLELITE TREE
 Trimmed in attractive colors with bright lustre rayon, has seventeen assorted bright colored glass candle reflectors, burns one bulb inside tree. Light passes through the reflectors, giving appearance of a miniature Christmas tree with string of lights. Has white Christmas tree with string of lights. Has white finished removable base, regulation cord and plug. Supplied in green. Height 18 inches.
 Each... **\$4.50**
No. 9464—Same as above. 14 inches high.
 Each... **\$2.60**



No. 4557—SLEEPING EYE DOLL
 Unbreakable head, with eye lashes; open mouth with teeth, tongue, and curled Mohair wig. Arms, hands, legs of washable Real Skin. Body filled with soft kapok. With rubber panties, rayon silk stockings and shoes. Rayon silk Celanese dress heavily studded with colored Mica trim to represent Sequins. Bonnet of same material and trim. Crying voice. Overall length 22 in. Each to box.
 Each \$5.50
 Dozen... **\$60.00**

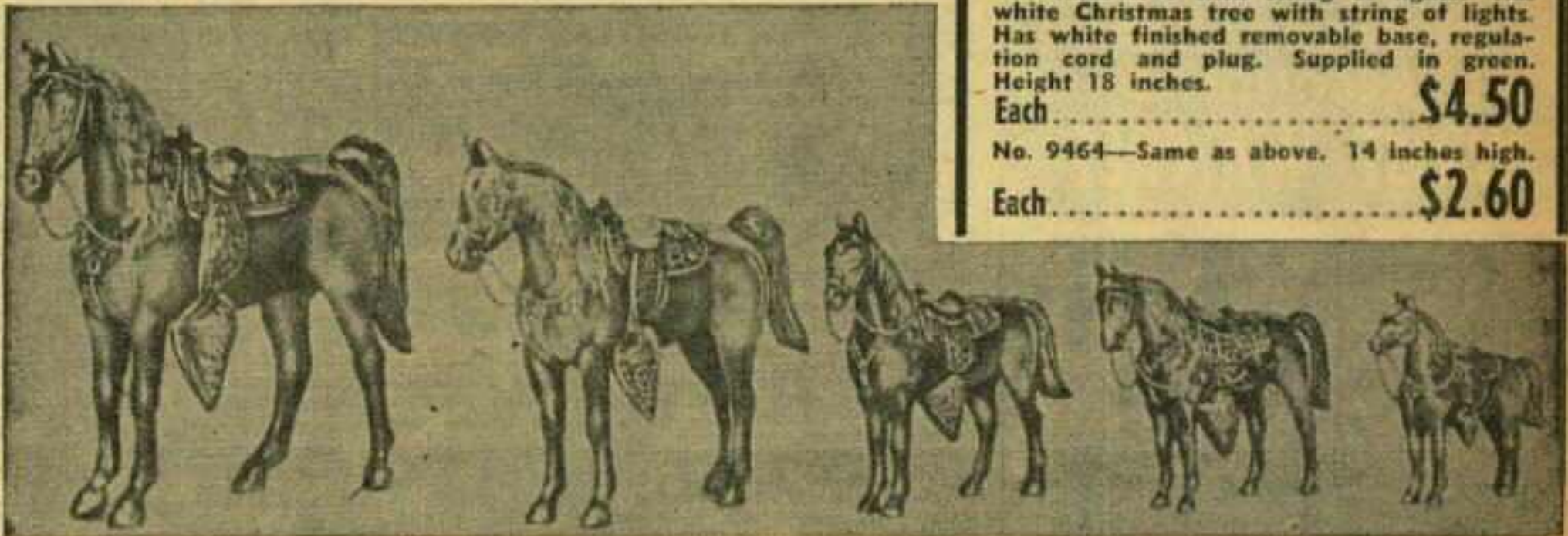


No. 4714—DRUM MAJORETTE
 Kapok filled body. Face of plastic with mohair trim at sides and on forehead, gives effect of hair sticking out of hat. Entire doll dressed in Majorette costume of high-grade flannel with rayon plush and braid trim on waist and skirt. Majorette hat to match. Contrasting color rayon plush boots. Each with baton. Extra large. 32" high. In assorted color combinations.
 Each \$4.00
 Dozen... **\$40.00**

SPECIAL PRICES
• DOLLS • TOYS • METAL HORSES
 F. O. B. EASTERN WAREHOUSE
 WHEN ORDERING IN DOZEN OR MORE OF AN ITEM



POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
 54x72 Packed 30 to Case
 EACH **\$2.90**
 Less Than Case Lots, \$3.00 Each
 Include 25¢ Postage for Sample Order.



WESTERN BRONZE SADDLE HORSES

Our line of Western Saddle Horses has been specially modeled and designed to give big value and big eye-appeal for the money. All of our horses are beautifully bronze plated, polished and highlighted to a superior finish. Numbers listed with an asterisk (*) have removable saddles. All numbers listed can be had in gold finish.

No. 5529—Bronze Saddle Horse
 Height 4 1/2 in. Packed 1 dozen to carton.
 Each 50¢
 Per Dozen... **\$4.15**
No. 5522—Bronze Saddle Horse
 Height 5 1/2 in. Packed 1 dozen.
 Each 75¢
 Per Dozen... **\$6.80**
No. 5523—Bronze Saddle Horse
 Height 6 1/2 in. Packed 1 to box.
 Each \$1.00.
 Per Dozen... **\$9.50**

No. 5531—Bronze Saddle Horse
 Height 7 1/4 in. Packed 1 to box.
 Each \$1.35.
 Per Dozen... **\$13.60**
No. 5524—Bronze Saddle Horse
 Height 8 1/2 in. Packed 1 to box.
 Each \$1.65.
 Per Dozen... **\$17.00**
 ***No. 5536—Bronze Saddle Horse**
 Height 8 1/2 in. With removable saddle. Packed 1 to box.
 Each \$2.00.
 Per Dozen... **\$21.60**

No. 5525—Bronze Saddle Horse
 Height 10 in. Packed 1 to box.
 Each \$2.00.
 Per Dozen... **\$21.60**
No. 5532—Bronze Saddle Horse
 King Size. Height 14 in. Overall length 18 in. Packed 1 to box. Each... **\$11.10**

NEW NO. 59 CATALOG
NOW READY
 STATE NATURE YOUR BUSINESS IN FIRST LETTER.

ATTENTION: SAMPLES WILL NOT BE SHIPPED FOR POSTAGE ONLY—INCLUDE AT LEAST 50¢ PER SAMPLE EXTRA—ANY OVERAGE WILL BE RETURNED WITH INVOICE.



No. 4441—MECHANICAL STATION WAGON
 12 1/2 in. long, 4 1/4 in. wide, 4 1/2 in. high. An exact replica of 1947 Chrysler Town and Country Car. Luggage rack on top with 2 plastic bags, lifting trunk rack with extra tire inside. Front wheels adjustable so that car can go in circles. Has long winding spring motor, 3 color combination, packed in 3 color lithographed box, 1 dozen to carton.
 Each \$1.50
 Per Dozen... **\$14.00**

No. 4440—PLASTIC MECHANICAL TAXI-CAB
 12 1/2 in. long, 4 1/2 in. wide, in gleaming 3 color combination of yellow plastic body with bright red and silver trimmings, front wheels adjustable for circular driving. Equipped with spare tire. Packed 1 to box, 1 dozen to carton.
 Each \$1.25
 Per Dozen... **\$12.00**

No. 4432—PLASTIC MECHANICAL FIRE-CHIEF CAR
 With bell in gleaming bright red plastic with silver trimmings. Bell rings while in motion. 12 1/2 in. long, 4 1/2 in. wide. Wheels are adjustable for circular driving. Equipped with spare tire. Packed 1 to box, 1 dozen to carton.
 Each \$1.25
 Per Dozen... **\$12.00**

WISCONSIN DE LUXE CO.
 1902-12 N. THIRD ST. MILWAUKEE 12, WIS.

GOOSEY LUCEY

A Bigger and Better Hit Than the "Busy Biddy Chick"

\$3.90 DOZ.

2 dozen to display box.

Minimum order 1 dozen.

Already a National Sensation!

Works like the chick but twice as cute, twice as adorable. Lays 5 golden eggs and flaps her wings. Get your orders in NOW for immediate delivery.



SANTA CLAUS MASK



SAMPLE \$2.00 \$18.00 DOZEN

Most life-like mask we've ever seen. Cheerful, colorful, life-like head and face molded of rubber, white cotton fibre beard, eyelashes and mustache. Convince Yourself—Order a Sample Today.

Jobbers, Write for Quantity Prices

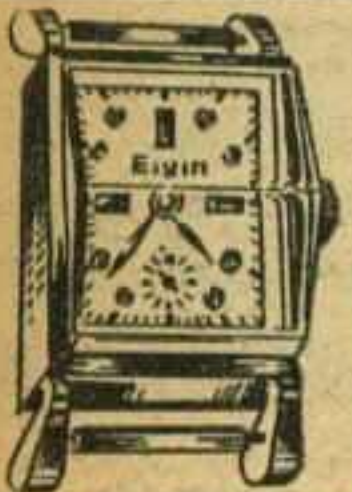
25% Deposit, Balance C. O. D.

Add 5% for Shipping Charges.

THE MACK COMPANY

32 N. WELLS ST. CHICAGO, ILL.

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

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

25% With Order—Balance C. O. D.

J. ENGEL & SON

59 E. Madison Chicago, Ill.

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, Perfumes, 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 4

Dealers-Agents Wanted

Best wholesale discount on new watches BULOVA LONGINE GRUEN Automatic—Waterproof.

Also nationally advertised Silverware, Ronson Lighters (all models), Parker Pen Sets and Elgin American Compacts.
BOX 410, Billboard, 1844 Broadway, N. Y. C. 1

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL RED VELVET 4 PIECE CURTAIN, \$75. Rayon Silk Curtain (9x39), \$40. Gold Blue (8 1/2 x 26), \$30. Gold Designa (14x26), \$50. Orchestra Coats, \$4. Tuxedos, Costumes, Wallace, 2416 N. Halsted, Chicago.

CLOWN AND MINSTREL COSTUMES AND Accessories. Circular free. The Costumer, 238 State St., Schenectady, N. Y. de31

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free lists! (Assortments, \$5.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. de17

HEADQUARTERS FOR SANTA CLAUS COSTUMES and Accessories. Circulars free. The Costumer, 238 State St., Schenectady, N. Y. de31

SINCE 1889—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. Ja7

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 129 S. Halsted, Chicago Ill. de24

BUS—1934 WHITE, STATE INSPECTED. CAN drive to destination. \$200. Joseph Rappa, 218 Diamond St., Bethlehem, Pa.

PORTABLE LONG RANGE LEAD SHOOTING Gallery, complete with moving targets, sides, counter; 8 new automatic guns. Excellent business opportunity at \$1200. George Harper, Box 51, Grand Junction, Colorado.

FOR SALE—SECOND-HAND SHOW PROPERTY

AIR MACHINE GUNS—SHOOT BBs, LOOK like real thing. Powerful, accurate; fine for shooting galleries, etc. Operate on compressed air and electric solenoid. Price each, new, \$20; used, \$15; as is, \$10. Cash with order or C.O.D. on deposit. Guns are complete but without sights or handles. Jack Walton, P.O. Box 1457, Tampa, Fla. de3

ARCADE—40 MACHINES, 20x40 TOP, POLES, stakes, change box, everything complete, a bargain, \$700. Jack Steffen, care John McKee Show, Malden Air Base, Mo.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S., Cinema Supply Corp., Dept. L, 603 W. 52d St., New York 19. ap no26

"BELLY TANKS"—UNUSED; SIX, TEN OR twelve feet long; free details. Buck Auto Parts, Merced, Calif. no28

CATERPILLAR AND WHIP—BOTH IN FAIR shape; will take Light Plant in on trade. A. E. Raines, Phone 274, Mena, Ark.

CLEARANCE SALE!—16MM. SOUND FILM. Complete Shorts, \$4.95 up. Features, \$49.50 up. No junk! Lists free. Waverly, 5707 So. Christiana, Chicago 29, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1218 S. Wabash Ave., Chicago. de3

COMPLETE MOVING PICTURE THEATER Outfit. Two of projectors, lamps and everything. Want \$1250; make us an offer. J. M. Smith, 32 Orchard Lane, Columbus 2, Ohio. de3

COTTON CANDY MACHINE—NEW 6x6 Joint, complete, \$225. Photo Outfit, 3 1/2"x3" size; very flashy joint, complete \$175. L. W. Burnett, Bowling Green, O.

CRETORS, STAR, LONG-EAKINS POPPERS—Peanut Roasters, Gearing Kettles, Copper Carnal, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. de24

DEAGAN BELLS FOR PONY—OTHER PROPS for dogs, birds. Prof. Pamahaska, 3504 N. 8th Street, Philadelphia 40, Pa.

FOR SALE—140 PAIR USED CHICAGO Roller Skates, good condition; assorted sizes. \$2.50 pair. Write Leslie Miller, Shell Beach, California.

FOR SALE—STAR 50P POPCORN MACHINE. Used less than two months. Guaranteed new condition. One-half list price. Jewell Williams, R. L. West Frankfort, Ill.

FOR SALE—16MM. HOLMES SOUND PROJECTOR used very little, excellent; also passion play "Life of Christ"; new, run 5 times, excellent sound, running time 70 minutes; 1 Folding Outdoor Screen 7x9; 1 Phonograph Pickup, spare tubes, photo cell; 1 750 Bulb; 1 10-minute R.C.A. Sound Singing Short; 1 extra big reel; all a bargain; \$375. Frank Wallace, Rt. 7, Box 353, Ft. Worth, Tex.

FOR SALE—9-MILLION CANDLEPOWER Sperry Searchlights, powered with 85 h.p. Hercules Motors and Westinghouse Generators, mounted on trailers; good condition. Zeb Mattox, Box 1246, Charlotte, N. C. de17

FOR SALE—VICTOR SOUND PROJECTOR, 41 A, complete; cheap for quick sale. Max L. Gail Shows, P.O. Box 42, Hannibal, Wis.

FREE! AMAZING! NEW! MOVIES LOANED free. Receive unlimited number of subjects each week. Send \$1 for listings to obtain films loan—free. Educational Film Center, Dept. B, 133 Murray Street, Elizabeth 2, N. J.

MAGIC EQUIPMENT—USED HEAD WITHOUT body illusion; beautiful, crated, \$50. List of others on request. Roger's Magic Exchange, Boonville, Ind.

ORCHESTRA SLEEPER—EXCELLENT CONDITION, sleeps eleven people; new motor this summer, 1940 model Beck; a bargain at \$1500. Orchestra Leader, Grand Apts., Fargo, N. D.

ORIGINAL PHILADELPHIA TOBOGGAN Donkey Ball Games, Kicks, brays, kicks candy. Complete with canvas, compressors. Fine condition. Units of 3 or 6. Seymour Machson, 1215 Ave. N., Brooklyn, N. Y.

PAIR DEVRY 16MM. SOUND PROJECTORS—Complete with 30 watt amplifiers. Two 12" speakers, excellent condition. Cost \$1150; price for both, \$650. D & E Tent Show, Fargo, Ga.

RUBBER MOLDS—ALL NEW, TO MAKE PLASTER castings. These molds will make 12 and 30" stock. Will give full information how to make and paint. R. S. Grey, 3329 No. Western Avenue, Chicago 8, Ill.

SAVE \$\$\$—VICTOR 60B S.O.F. PROJECTORS. Excellent condition; two used one year, \$295 each; one used four months, \$399; all three, \$975. Emerson Picture, P. O. Box 82, Moline, Ill.

SENSATIONAL ILLUSION "MISS ANATOMY"—Mysterious light ray seems to make live girl transparent, her internal anatomy and vital organs plainly visible. Medically correct. Has shown as big money attraction, as annex under canvas; also in large theaters. Small apparatus; less than 10 pounds. Complete including Opened lecture, \$150. \$75 with order, balance C.O.D. Address: Walter Elkan, Post Office, Flushing, N. Y.

SPITFIRE—GOOD CONDITION; EXCLUSIVE booking on a Northwestern carnival for 1950, which plays celebrations only. Will sell without booking. Box 1401, St. Augustine, Fla. Lee Olson.

STAR POPCORN MACHINES AND SUPPLIES. Central Popcorn Supply Co., 48 Arch St., New Britain, Conn. de3

TESTED PLANS FOR BUILDING MAJOR AND kiddie rides, concessions, illusions; free catalog. See our display ad in Carnival Section. Brill, 228-B North University, Peoria, Ill.

THEATER SEATS FOLDING CHAIRS, Screens, Teats, Projectors, Sidewall, 16mm., 8mm. Film. Lone Star Film Co., Dallas, Tex.

WANTED TO BUY—BIG SIX, RACE HORSE Pari Mutual Wheels, M. Percell, Box 106, Waverly, N. Y.

14 FT. LONG RANGE GALLERY—COMPLETE, 2 rows moving targets, spinners, moving wheel, bell targets, awning, mounted 1947 G.M.C. Complete new motor and clutch assembly, 2 speed rear, \$2500. A. J. Stewart, 3415 Bay St., Tampa, Fla.

16MM—GOOD RUNNING CONDITION; WESTERN, Wild Horse, Roundup, Man's Country, Danger Trails, Phantom Raucous, Old Montana, \$45 each; will trade. Carl Bedenbender, Cookeville, Tex.

30x40 BINGO TOP—\$150. 20x30 MARQUE, \$100. 1-2x12 top 4 Way Awnings, \$35. Two 12x14 Ballgame tops with frames, \$100 each. Kiddie Ferris Wheel, Kiddie Airplane, Adult Smith & Smith Chairplane, double Loop-o-Plane, 8 car Streamlined Mangels Whip, 8 car Octopus, with or without transportation. Sell or trade. M. Percell, Box 106, Waverly, N. Y.

22-UNIT DERBY RACE—MOUNTED ON 23 FT. aluminum trailer. Sets up in 30 min. Used 5 months. Good reason for selling. Special at \$2500, complete. Also 1948 Chevrolet 1 ton panel Truck at \$1450. L. Kueker, 1930 Cleveland, Hollywood, Fla.

35MM. DEVRY PORTABLE SOUND PROJECTOR. Type E.S.F. N.D. 30 amplifier, 12 inch speaker, like new. Complete, \$275. Galena, 639 Addison St., Chicago 13, Ill.

35MM. SERIALS, FEATURES, WESTERN—Complete; perfect condition. Sacrifice price in lots. Gary's Films, Scranton, S. C.

50x70 TENT—COMPLETE, \$200; 30 MIDDLE for 40 \$60; 10x15 Marquee, \$40; 8 Banners, \$50; 50 ft. Pit Cloth, \$15; 35 Watt Amplifier, \$150. Hal Ailing, 5601 South Sheridan, Tulsa 15, Okla.

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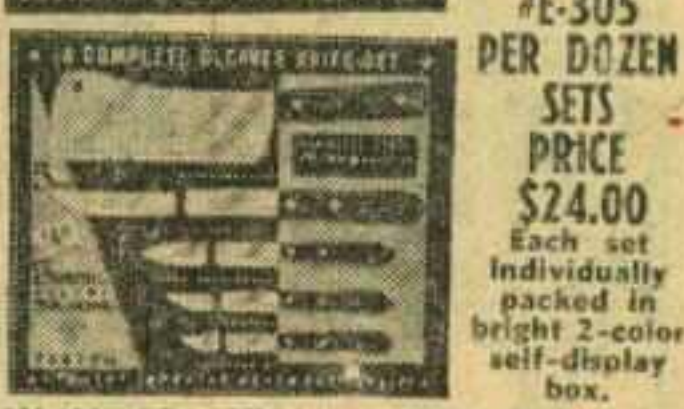
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60"x70"
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DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. np de31

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, 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 10, Ill. np de31

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THE NEW EASTMAN DOUBLE WEIGHT DI-rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no26

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 5% Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. de17

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CHRISTMAS CARD CALENDARS IMPRINTED with name and business, \$4 per 100; free samples. Ace Press, Clearwater, Fla. de24

DRAWING AND CUTS MADE TO ORDER—Also printing of every kind. Samples. Cressman, Washington, New Jersey. de3

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RUBBER STAMPS, 3 OR 4 LINE, \$1 POSTPAID; Stamp Pads, 50¢; 100 Envelopes and 100 Notebooks Printed, \$1.50. Smallwood Printery, 2715 Vine, Cincinnati 19, O. de17

14x22" SHOWY WINDOW CARDS—WHITE non-bending, fla-by 2-color bold type, 100, \$10; 250, \$20 cash. Quick Service. Solldays Colorprint, Knox, Ind.

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1000 BUSINESS CARDS—1950 CALENDAR ON back, \$2.69. Free Card Case, Wallace, 446B Main St., Placerville, Calif.

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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 \$3 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) de31

CASH IN WITH NEW MAILING MACHINE—Stamps 1,500 envelopes an hour; every office a prospect; complete mail order campaign; rush \$1.95 for sample and literature. Postway Products Co., Gorham, Me.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS Lincoln, Chicago. no26

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ALL PELICAN PRODUCTS INCLUDING CON-centrated Black, at lowest; authorized distributors prices. Joe Darpel, Hotel Victoria, Norfolk, Va. no26

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Milt Zeis, 728 Lesley Rockford, Ill. de10

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TATTOOING MACHINES—DESIGNS, COLORS. Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 pint; \$8 quart; free catalog. Owen Jensen, 129 W. 83d St., Los Angeles 3. de17

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AMUSEMENT RIDES—TRADE 155 ACRE IN-diana farm, good buildings; coal rites reserved. F. Shafer, Washington, Ind.

RING AND PINION GEAR FOR ADULT CHAIR-o-Plane. Size ring gear, 24 to 30 inches. Gerald Barker, Box 405, Sinclairville, N. Y.

WANTED—STEAM TRAINS COMPLETE, ME-dium Merry-Go-Round, no junk. Jos. J. Tycz, R. 2, Nampa, Idaho. de3

WILL BUY CARNIVAL WHEELS—ALL KINDS Freaks, Velvet Drops, Kiddie Rides, Hobby Horses. What have you? Details, We'll's Curiosity Shop, 20 So. 2nd St., Philadelphia 6, Pa.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

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COMMERCIAL MUSICIANS — MIDWEST micky territory band. Sleeper-bus. Salary. Leader, 2103 No. 18th St., Omaha, Neb.

ENTERTAINING TRIOS AND SINGLES AGAIN being used; send complete information. Gold Front Cafe, Cheboygan, Mich.

EXPERIENCED COMBO TENOR DOUBLING Clarinet; also bass man. Sober, reliable, congenial. Box C-497, Billboard, Cincinnati, O.

GIRL AERIALIST FOR HIGH ACT—EXPERI-enced or a first or second seasoner free to travel. Coming season already booked. State all first letter with photo and salary expected. Thirty weeks guaranteed. Address Box C-496, Billboard, Cincinnati, O.

ILLUSIONIST (GOOD RELIABLE)—HUMOR-ous Magicians; Girl Models (send photo); Men Actors; Road Show, long run. Dr. Nelson Sabin, 115 Lyons Ave., Newark, N. J.

MAN HELP ON CIRCUIT PICTURE SHOW—Must drive; same location, 50-50 proposition. Carl Bedenbender, Cookeville, Tenn.

MUSICIANS—ALSO TWO COMPLETE UNITS to travel, 5 piece Hillbilly and 7 piece Commercial Colored Units. Send all details. Buddy Bair, Box 113, Colome, S. D. no26

MUSICIANS—ALL INSTRUMENTS FOR TER-ritory band replacements; no characters. Collins Booking Service, Grand Island, Neb. de10

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PHONE SALESMEN (2)—VETERANS ORGANI-zation. First appeal in city. Above average earnings. No drunks wanted. No advances. Amvets, 1807 West End Avenue, Nashville, Tenn.

TRAINED BIRD ACT FOR SEASON—DE-scribe fully. Miami Rare Bird Farm, Kendall, Florida.

TENOR AND ALTO SAXES, TROMBONE, Modern Band; weekly salary; others write. Box 593, Sioux Falls, South Dakota. Phone: 8-1295. de3

WANTED — MOTION PICTURE OPERATOR and assistant manager; opportunity small eastern town. Box C-485, Billboard, Cincinnati 22, Ohio.

WANTED — YOUNG EXPERIENCED MAN tumbler, diver or aerialist for sensational outdoor attraction, for season 1950; small figure, well trained body, not over 30 years of age, under 140 lbs.; splendid opportunity if you qualify. Reply W. W. Wilno, Peru, Ind. no26

WANTED—NOVELTY MANUFACTURER TO make several articles to my specifications. William Howell, Route 1, Greenwood, Miss.

(Continued on page 130)

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Wholesale

SPARKLERS! SAFE & SANE FIREWORKS!

80/16—1 1/2" Super Chgd. Bdl. \$1.75
90/20—1 1/2" Super Chgd. Bdl. 2.00
40/50—1 1/2" Super Chgd. Bdl. 2.50
8" Sparklers, Gold, Gr. Boxes 5.60

Cash with order, or 25% Deposit, balance C. O. D. Express.

Wagon Jobbers—Write for Case Lot Price List.

NATIONAL FIREWORKS FACTORY DISTRIBUTORS

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HORSE RADIO—4 Tube Superheterodyne powerful radio with full automatic volume control. Radio case is a beautiful combination of Stainless Steel and Plastic. Horse is 8 1/2" with Removable Saddle and Red Blanket. Price \$14.00 complete. Lots of 4, price \$13.50 each.

COMBINATION SESSIONS CLOCK, EVANS LIGHTER and BOOTS—All metal, in Gold, Rose Gold or Silver. Left Boot is recessed to hold cigarettes. Right Boot contains an EVANS lighter. Clock is a guaranteed Self-Starting Electric SESSIONS Movement. Price \$8.50 complete. Lots of 4, price \$8.00 each.

ACTION HULA LAMP—Height 26 1/2", shade 18" 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, saloons and store windows. "Stops the Traffic." Price each complete \$15.00. Lots of 4, \$12.50 each.

HORSE LAMP—3 1/2" Western Horse with removable saddle mounted on copper base. Hand turned copper shade. Beautiful item. \$4.25 each; \$4.00 each in lots of 4.

DOG CLOCK—A real beauty! Designed by Frane. All metal plated in Gold, Rose Gold or Silver. Dog is 16" long, 9" high. Electric Self-Starting Sessions Movement. Metal base. Price \$8.00 each. \$7.50 each in lots of 4.

SETTER DOG—Metal, 16" long, 9" tall. Gold and Rose Gold. \$2.50 each. \$2.35 each lots of 4.

BUSY BIDDY CHICK—Packed 2 doz. to dis-play carton, \$2.25 doz.; \$26.50 gross. Minimum order 2 doz.

GOOSEY LUCY—Packed 2 doz. to display carton. \$3.50 doz.; \$38.00 gross. Minimum order 2 doz.

RUBBER ALLIGATORS—9" long—\$2.00 doz.; \$11.00 6 doz.; \$20.00 gross. 4 samples \$1.00.

RUBBER LIZARDS—BEST GRADE—9" long—\$2.25 doz.; \$12.00 6 doz. 4 samples \$1.00.

RUBBER LIZARDS—BEST GRADE—6" long—\$1.25 doz.; \$6.25 6 doz.; \$12.00 gross. 3 samples 50¢

PERSONALIZED PHOTOSCOPE KEY CHAINS—NEW!—39¢ retailer. \$2.81 doz.; \$2.40 doz. in 3 doz. lots; \$25.00 gross. 3 samples \$1.00.

25% deposit on C. O. D. orders. Prices F. O. B. Pittsburgh, Pa. Orders filled promptly. Free catalog.

CASH SALES COMPANY
608 Fifth Avenue Pittsburgh 19, Pa.

SENSATIONAL WINDSHIELD BALI DANCER SHIMMIES RHUMBAS DANCES

Each in cello bag; assorted colors in skirt and leis, 2 doz. to box.

DOZ. \$2.40 GROSS \$27

Includes suction cup to attach to windshield. 25% deposit, balance C.O.D.

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Write for new low prices on cedar chests. Special discounts to jobbers. Please state business.

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., 11-49 Lamont, Le Center, Minn.

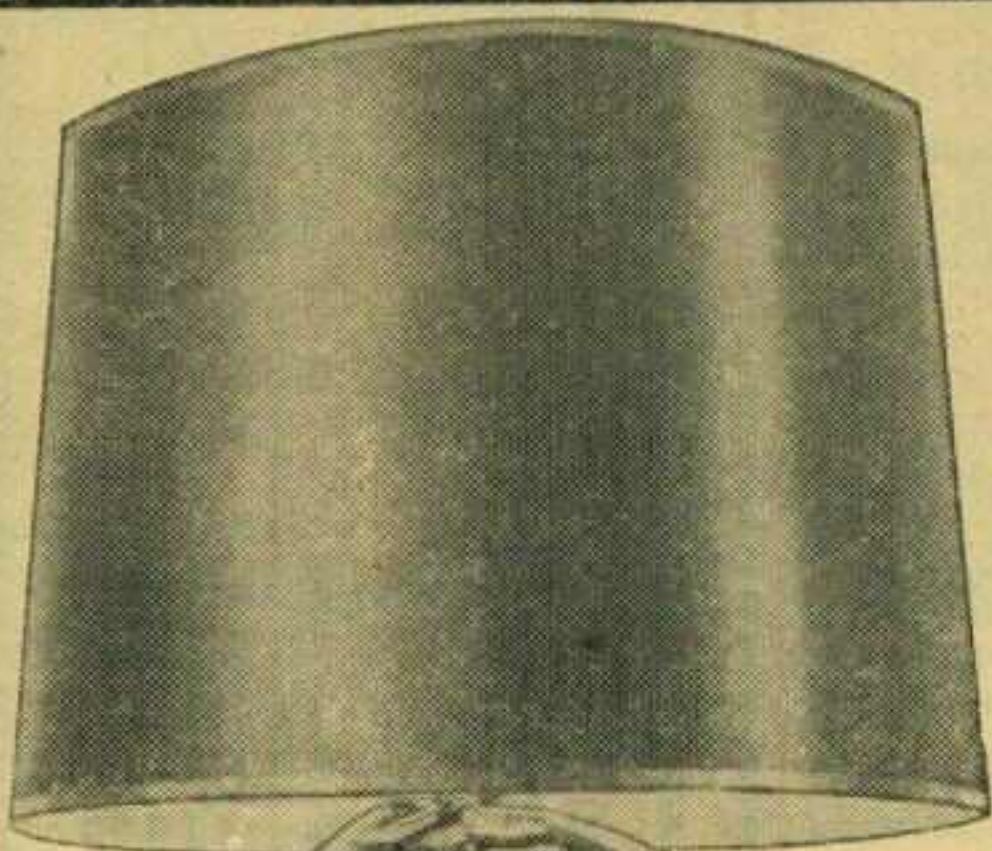
Sensational! Xmas Candy Special HAND DIPPED CHOCOLATES

Direct From Factory. Jobbers' Prices.

Luscious home-style asst. pieces, dipped in delicious rich coatings. Beautiful cellophaned 1-lb. Xmas boxes, 40g. Gorgeous 4-lb. Xmas holly boxes, 38g lb. 24 pounds candy to case. Case lots only. No C. O. D.'s at this low price. Sample \$1.

Barbara Fritchie Chocolates
Frederick, Md.

Sensational ACTION LAMP She Swings and Sways!



LIST PRICE
\$36.75
\$17.50
EACH
TERMS:
25% Deposit
Balance C.O.D.
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Terms to Rated
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JOBBER: Write
for Quantity
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MANUFACTURER

So Amazingly
Real and Lifelike
She Almost Lives
and Breathes

★ It's a sales sensation!
Hand-painted porce-
lain-like finish . . .
realistic, lovable, life-
like!

★ Perfectly scaled to
exact proportions—an
exquisite work of art
that adds beauty and
color to any room, of-
fice, club or lobby.
Cash in on the Big
Demand.

The Hit of the Year! A new and exciting sure-
fire Fast Seller and Big Profit Maker for you!
The special hard rubber composition, hand
painted in beautiful natural coloring, is un-
believably real and lifelike. Sculptured by one
of America's foremost figure artists, she is
scaled perfectly to exact proportions. Drum
shade is of latest style decorator type and
matches the base of the lamp. Individually
boxed. Motor operates on 110 volt AC current.
Fool-proof mechanism. Underwriters Approved.
No. 5L-11 "Still Life" in Action Lamp.

List Price \$36.75
Your price, each 17.50

31 inches high from base to top of
matching shade. Shipping weight 5 1/2
lbs.

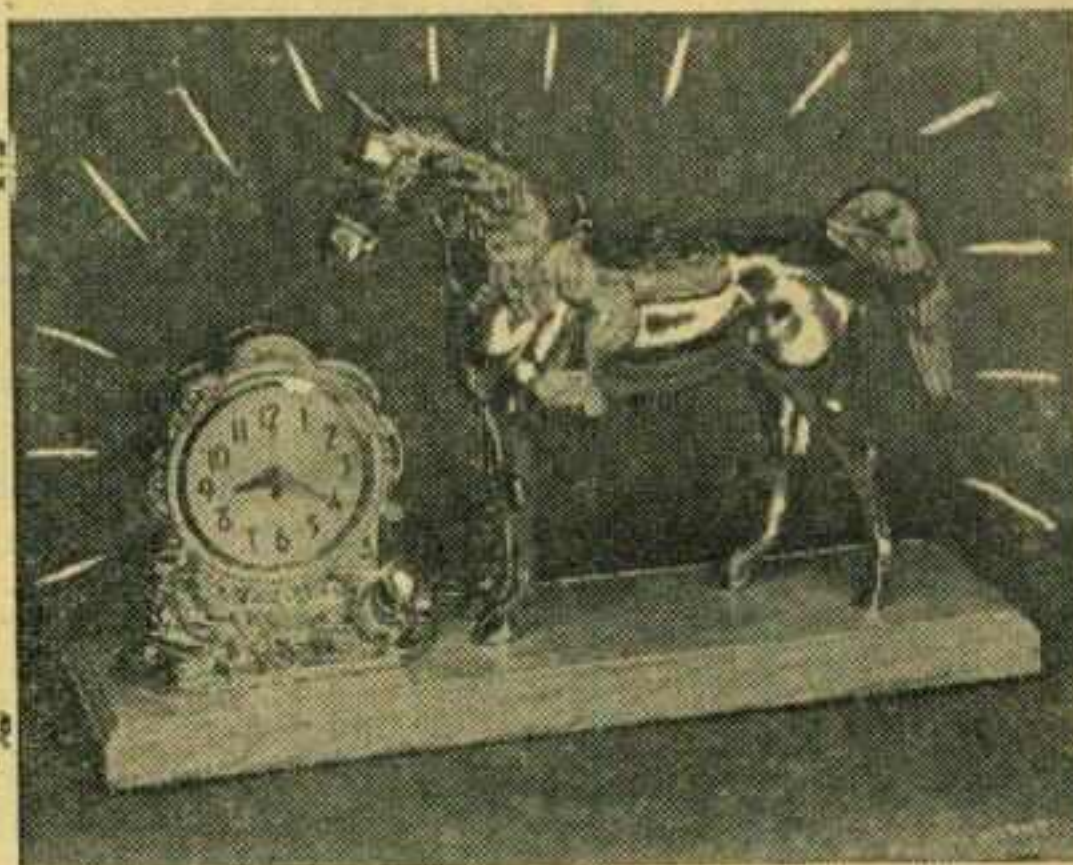
No. 5L-12 "Still Life" in Action Figure.
Figure only (without lamp shade) List
Price \$25.95
Your price, each 12.50

Height of figure, 18 inches. Shipping weight,
4 lbs. For prompt delivery phone, write or
wire your orders now. Dept. B. All Phones:
Central 6-5747

JUST OUT

THE MOST BEAUTIFUL HORSE CLOCK ON THE
MARKET TODAY—AND AT A LOW PRICE THAT
IS WITHIN REACH OF EVERYONE.

YOU CAN PLACE YOUR ORDER NOW FOR IMME-
DIATE DELIVERY TO CASH IN ON THE BIG
CHRISTMAS TRADE. \$\$\$\$



MODEL
#711

SIZE
17"x12"

PRICE

\$6.95

EACH
in
doz. lots

Sample
\$8.00

DEPENDABLE SELF STARTING SESSIONS GUARANTEED
ELECTRIC CLOCK. BEAUTIFUL, ARTISTICALLY HAND
RUBBED MOLDED BASE IN SWEDISH MODERN OR
MAHOGANY FINISH, WITH FELT FEET. THE CLOCK
AND HORSE ARE MADE OF WHITE METAL WITH A VERY
HIGH LUSTER SILVER TWO-TONE FINISH.

TERMS: 25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO FOR
RESALE ONLY—IF NOT FOR RESALE, ADD FEDERAL TAX.

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1835 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: HUmbolt 9-1680

LEVORE COMPANY

108 W. LAKE ST., CHICAGO I, ILL.

Cash in on the biggest novelty hit in years!

ICE CUBES WITH REAL BUGS INSIDE

\$4.32 doz. \$46.80 gross

or send for sample 75¢

These plastic ice cubes, with a real bug
buried deep inside each, look enough like
the real thing to fool your most sober
customer. They'll sell to every prankster
who's eager to fool his celebrating friends
and pious companions. Fast retailers at
75c. Rush in your order at once and get in
on the big holiday volume.



JOBBER: write for
special discounts

THE ORUM CO.

614-618 W. National Ave.
Milwaukee 4, Wis.

Cash with order or
25% down, balance
C. O. D.

Last Minute "Kanco Originals" Xmas Numbers

Dangling Santa Claus

No. 600



Here is a most color-
ful toy that will sell
on sight. Comes com-
plete with Jingle Bell,
Spring and Elastic
Cord. Made of bright
red plastic. Santa has
genuine fur beard.
Coat is trimmed with
white fluffy fur.

Packed: 1 gr. (9 lbs.)
and 1/2 gr. (5 lbs.)

RETAILS 25c

SANTA COMING DOWN THE CHIMNEY

No. 500



Sensational
action toy that
will sell like
hot cakes! Ap-
prox. 21" high,
it is made of
bright red
plastic. Face
has white
beard and mus-
tache. Coat
and cuffs are
trimmed in
white. Bell
jingles as Santa
comes down
the rod. Rod
has red knob
and handle.

RETAILS 25c
Packed: 1 gr.
(9 lbs.) and 1/2
gr. (5 lbs.)

ORDER IMMEDIATELY! for fast, profitable repeat action. Write for
name of nearest jobber. JOBBER: 1/2 gr. mini-
mum sample. **KAYE NOVELTY CO., INC.** 377 HUDSON AVENUE
BROOKLYN 1, NEW YORK

ORDER NEW YEAR'S GOODS NOW!

Fancy All Metallic PARTY HATS
PER 100 - \$5.00

• DELUXE ASSORTMENT •
MANUFACTURED BY US & MADE OF GOLD, SILVER
& COLORED METALLIC BOARD, DECORATED WITH
PLUMES, DIE CUT DESIGNS, FRINGE & DIAMOND
DUST. TEN OR MORE STYLES EACH ASSORTMENT.
AT LEAST 50 HATS IN EVERY 100 ASSORTMENT
WHOLESALE FROM 25 TO 40¢ EACH.

PER 100 HATS . . . \$7.50
BALLOONS LARGE ASSORTED PER 100 . . . \$3.00
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SERPENTINE 1000 THROWS . . . \$3.90
BLOW OUTS PER 100 . . . \$3.25
HORNS, GOOD REED, PER 100 . . . \$6.50

NOISE MAKERS
JUMBO ASSORTMENT
6 STYLES—LITHOGRAPHED
PER 100 . . . \$6.25

KRIEGER MFG. CO.
Manufacturers of Party Hats & Favors
OPA-LOCKA • FLORIDA

GOODS PREPAID IN U.S.A.
WHEN CASH ACCOMPANIES
ORDER, OTHERWISE
DEPOSIT, BALANCE
C. O. D.

BEST "BUYS" in TOWN

Men's & Ladies'
WRIST WATCHES
Complete with
RHINESTONE DIAL

Swiss watches in
assorted
styles.
Rebuilt
and
guaranteed
like new.

7-Jewel
\$7.75
15-Jewel, \$9.95
17-Jewel, \$12.95

Men's & Ladies' Famous
WRIST WATCHES

★ ELGIN 7-Jewel
★ BULOVA \$8.75
★ CRUEN
★ BENRUS 15-J. \$10.95
★ WALTHAM 17-J. \$12.95

Rhinestone Dial, \$1.50 add.
Stretch Band, gold filled,
\$1.25 add. Comb. Mesh &
Stretch Band, \$1.50 add.

WRITE TODAY FOR OUR NEW
54 PAGE XMAS CATALOG
25% with order—balance C. O. D. Open account
to rated firms—Wholesale Only.

MIDWEST WATCH CO.
5 S. Wabash Ave. Dept. B-26 Chicago 3, Ill.

GIVE TO THE DAMON RUNYON CANCER FUND

"Diamond Jim"
MAN'S WATCH

Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.

7 Jewels \$10.95
15 Jewels 11.95
17 Jewels 12.95

Same as above with Benrus, Elgin, Waltham movements. \$3.00 additional.



Genuine Swiss 2 Button CHRONOGRAPH

Guaranteed New \$3.95 each

lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.15

LADIES' or GENTS' RECONDITIONED SWISS WATCHES

Beautiful rhinestone dial, 7 jewels \$7.85
15 jewels \$9.85

in lots of 3 or more

ELGIN WALTHAM GRUEN BENRUS BULOVA

Reconditioned Watches \$9.40

10K R.G.P. Cases, Rock Crystal, with rhinestone dial, Leather Strap. \$2.00 additional. Wholesale Only. No Retail. Send for big catalog of fast selling items.

World Wide Watch Co.
181 CANAL ST., NEW YORK 13, N. Y.

EMBASSY PATTERN 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

#10BB Per Set \$3.95 10 Sets \$3.85 Per or More Set

Display Chest Extra, \$1.10 Each.

ROIDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

TINSELED XMAS SIGNS

To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.

100 Metallic Xmas Streamers, 13x48 ... \$40.00
100 Tinselled Xmas Signs, 11x14 ... 12.00
100 Tinselled Xmas Signs, 14x22 ... 25.00
100 Metallic Xmas Signs, 13x15 ... 20.00
100 Metallic Xmas Signs, 15x26 ... 40.00
100 Metallic Xmas Signs, 7x15 ... 10.00
100 Xmas Comedy Signs, 7x11 ... 6.00
100 Ultra-Blue Stock Signs, 7x11 ... 6.00
15 Ultra-Blue Xmas Signs, 7x11, Ppd. ... 1.00

L. LOWY, 8 W. Broadway, N. Y., N. Y. Dept. 514

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

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5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

CIRCUS AND CARNIVAL

ACROBAT—MOSTLY COMEDY KNOCK-about. Will do some straight routines if needed; will go anywhere, any outfit. Tel.: Sy 9-6453. Edward Harrington, 1634 Huntington Drive, South Pasadena, Calif.

CIRCUS BANDLEADER—EXPERIENCED, FOR coming season. Address Bandleader, 522 N. Second St., Phoenix, Ariz.

TRICK ROPER WISHES EMPLOYMENT WITH trick horse and miniature trick dog. Prefer rodeo, circus, schools, Christmas parties, night clubs, fairs, any entertainment. Have flashy Western wardrobe. Have transportation. Rose Washington, General Delivery, Cedar Falls, Iowa. Permanent Address: Sarasota, Fla.

MISCELLANEOUS

VERNON HOFF—FEMALE IMPERSONATOR. Dear friends, I am currently writing my biography. It is entitled: "Fortune Smiled Once!" Singer, dancer, available January. Vernon Hoff, c/o Billboard, St. Louis, Mo.

YOUNG MAN—PERSONABLE, AMIABLE, late twenties; sober, have driver's license. Would like to get a position assisting magician, animal or burlesque act. Must include some time on stage or in ring. Go anywhere. F. Dorin, 60-34 68 Road Ridgewood, P. O., Queens, New York.

MUSICIANS

ACCORDIONIST—SWEET OR SWING; CAN sing, will travel; can do pantomime; prefer small combo; available Dec. 1st. Write or wire George Martucci, 417 Orchard Ave., Ellwood City, Pa.

ALTO, CLARINET—READ, TONE, INTONATION, technique. Commercial dance or show band; no fake or take off; good commercial lead. Travel anywhere. Age 20. Musician, 115 Rotch St., New Bedford, Mass.

AVAILABLE IMMEDIATELY—STRING BASS, vocals; name combo experience. Eckstine style vocals; tremendous beat, intonations; no micky bands; location. Box C-408, Billboard, Cincinnati, O.

BASS—BOTH TUBA AND STRING BASS; FINE equipment; plenty experience. Formerly Art Kassel, Don Reid, others. Have station wagon. Available immediately. Bob Beatty, care General Delivery or Western Union, Sarasota, Fla.

DRUMMER (802) IMMEDIATELY—SOCIETY, solos; read, cut shows; 12 years last band, four years manager and drummer. Chuck George, 130-14 Hillside Ave., Richmond Hill 19, N. Y. Virginia 9-9882. no26

DRUMMER—EXPERIENCED LARGE OR small combo; read, fake; have car, will travel; age 24; all offers considered. Troy M. Hatcher, Ave. Apartments, Apt. #3, 1416 St. Charles Ave., Magnolia 8468, New Orleans, La.

HAMMOND ORGANIST WITH ORGAN, immediately; double violin and accordion; for hotel lounge or clubs in Florida. Alice Carney, Rm. 1032, McAllister Hotel, Miami, Fla. de3

HAMMOND ORGANIST—UNION. TOP NIGHT spots, lounges, hotels; tuxedo dress, congenial, white, male; no trick organist but smooth entertaining artist; no requests, dinner music, dancing, singing, acts. Your organ plus my celeste-bella. Kim Kimball, 2141 South Hanna, Ft. Wayne, Ind.

HAMMOND ORGANIST OR PIANIST—EXPERIENCED; single, age 27; union, good education; neat and good character; play most popular and classical requests. Prefer Washington, D. C., or Baltimore, Maryland. Paul Funk, Earl Park, Ind.

ORGANIST—HAMMOND, DESIRES POSITION. Write Marjorie Ekedahl, 14 1/2 Cowing St., Jamestown, N. Y.

HAMMOND ORGANIST WITH ORGAN—GOOD appearance, congenial, experienced all lines; available on short notice. Organist, Box C-499, Billboard, Cincinnati.

PIANIST-ORGANIST AVAILABLE NOV. 28—Middle aged, cut shows or dance. Thoroughly experienced; will travel. Closing show cause of this ad. Union. Gus Schulze, c/o General Delivery, Louisville, Ky. no26

PIANIST—FEMALE, ATTRACTIVE, BRUNETTE; exceptional pianist and Solovox player; no vocals; beautiful wardrobe; reasonable salary; only consider high class cocktail lounges. Box C-491, Billboard, Cincinnati.

PIANO MAN—SEMI NAME EXPERIENCE, play any style; will travel. Bill Bertie, 129 Grand Ave., Santa Monica, Calif. Phone: 63384. de3

RHYTHM GUITAR AND BASS—SOLO, DUETS and comedy. Available immediately; fine Western wardrobe, hillbilly; union. Will travel. Box C-493, Billboard, Cincinnati, O.

RINK ORGANIST—TEN YEARS CITY RSHOA rinks, Library; all dances, co-operative. Available immediately. State proposition. Drive thru. Uelitzen, Tereita, Mo.

TENOR—COMMERCIAL EXPERIENCED; read, transpose well. Tone excellent; clarinet, flute. Contact Musician, 1417 So. 25th St., Joseph, Mo. Phone 3-0547.

TRUMPETMAN AVAILABLE—TWENTY-three years old; nine years combo, big band; show experience; single, will travel. Contact John Lindenberger, 7421 No. Damen, Chicago, Ill.

WESTERN HARMONY TEAM—GIRLS, PLAY Guitars; all kinds of Hillbilly stage work. Prefer territory in and around Elmira or Binghamton. Write Jeanne and Lorena, Box 412, Owego, N. Y.

2 ATTRACTIVE YOUNG LADIES AVAILABLE—Tenor sax, clarinet, bass alto sax, desire work together. Will travel; union. Rae Murray, 241 Cummins Highway, Rosindale, Mass.

VAUDEVILLE ARTISTS

AT LIBERTY—BLACK FACE, SINGING, TALKING, banjo comedian. Put on acts and make them go. Make good on any show. Burt Leslie, New Orpheum Hotel, St. Louis, Mo.

ATTENTION, TALENT SCOUTS, MOVIES, CIRCUSES, stage, etc. In Tampa, Fla., a strange man calling himself Rajah Ricardo and his power of concentration is now ready for show business; this strange man has been studying several years the power of concentration and now he masters and performs miracles; water glasses tip over in his hands; many articles attach themselves to his body, including a full size card table; ball will roll out of the palm of hand; many, many miracles too numerous to mention; some claim power controlled by cosmic ray; see the Rajah's miracles before contracting; see something without fakery; it's real, it's real, thank God. Richard T. Wright, 2133 W. Hillsboro Ave., Tampa 4, Fla.

PAMAHASIKA'S SOCIETY CIRCUS—GREATEST show of its kind in America. Established more than sixty years. Circus, Vaudeville, Chautauques. Give full evening show, dog, pony, monkeys, and Those Famous World's Greatest Acting Birds. Handsome large white Cockatoos and Military Macaws, there are twenty birds; performance that is spectacular. Prof. Pamahasika, 3504 N. 8th Street, Philadelphia 40, Pa. SAG more 5335.

BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address. 25¢

Bart Mfg. Co.
303 DeGrauw St. Brooklyn 2, N. Y.

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Talking Cards—Merry Xmas, Happy Birthday, Hello Sweetheart, \$1.80 dz. ... \$12.50 per 100

Santa Claus on spring w/bell ... \$2.40 dz.

Santa Claus, plastic, blows up 4 1/2 ft. ... \$24.00 dz.

Kigmy, plastic, blows up 2 1/2 ft. ... \$24.00 dz.

Swingtime Electric Clock, girl in swing pendulum ... \$9.95 ea.

Dancing Couple Windup Toy ... \$3.60 dz.

Light Up Compact w/Batteries ... \$24.00 dz.

Shmoo Plastic Bank ... \$3.15 dz.

Happy the Clown Bank, Sticks Tongue Out When Coin Inserted ... \$4.75 dz.

Rosette Fans, 5 1/2 in. ... \$1.80 gr.

Proxy Key Chain, 2 dz. on Card ... \$2.30 card

Ping Pong Balls, \$4.80 gr. ... 45¢ dz.

Large Spider, Spring Legs, \$8.40 gr. ... 80¢ dz.

Max. Spring Monkey w/drum, \$1.20 dz. ... \$12.50 gr.

Chime Rattlers, Large ... \$2.25 dz.

All Leather Zipper Billfolds, Colorful Western Designs ... \$8.40 dz.

Jap Lanterns ... \$1.68 dz.

16 pc. China Dinner Wear Set, Childs ... \$18.00 dz.

Rubber Lizard, Small, \$1.60 dz. ... \$18.00 gr.

Rubber Lizard, lge., \$2.25 dz. ... \$24.00 gr.

Rubber Horned Toad, \$1.60 dz. ... \$18.00 gr.

Horse Lamp, lge., 15 in. High ... \$5.25 ea.

Busy Biddle Chicken ... \$2.33 dz.

Metal Bronzed Horses, #13, 2 1/2 in. High ... \$2.25 dz.

#15 4 1/2 in. High ... \$4.65 dz.

#97 5 3/4 in. High ... \$7.65 dz.

#92 7 1/4 in. High ... \$10.20 dz.

#910 8 1/4 in. High ... \$12.75 dz.

#900 10 1/4 in. High ... \$16.20 dz.

BOUNCING SANTA

HERE IS THE ORIGINAL—DON'T BE MISLED BY INFERIOR IMITATIONS



Colorful plastic, strong spring, quality suction cup. Order now for immediate delivery.

\$1.75 Doz.
\$16.80 Gross

1 doz. to display carton.

5 USEFUL ITEMS IN A GOLD FILLED 3 PC. PEN AND PENCIL SET

- Fountain Pen
- Ball Pen
- Mechanical Pencil
- Cigarette Lighter
- Flashlight

\$1.25 Sample
\$13.20 Doz.

Add 3% for Mailing.

25% with order—balance C. O. D.

Write for List on Christmas Specials

STAR MERCHANDISE CO.
26 S. Wells St. Chicago 6, Ill.

FREE! FREE! WHOLESALE CATALOG

Sensational Sellers

Western Horse Clock ... Ea. \$ 8.00
Ship Clock ... Ea. 8.00
Jack-in-the-Camera Jr. ... Doz. .75
Gross 8.40
Jack-in-the-Camera Sr. ... Doz. 2.80
Gross 31.80

Crawling Babies, lge. ... Doz. 6.00
Mystery Mech. Car ... Doz. 4.00
Baby Friction Car ... Doz. 2.75
Lula Bird, With Suction Cup, Doz. 1.45
Dog Squirt Ash Tray ... Doz. 2.00

Pearls, 3-Strand Rhinestone Clasps ... Doz. 7.20
Blondie Wallets, Carded ... Doz. 6.50
Braided Pass Cases, Leather, Doz. 7.50
Wearover Tri-Color Ball Pens, Doz. 7.20
Imported Windproof Lighter, Doz. 5.40
Telechron Electric Alarm Clock ... Doz. 30.00

Many Other Values Listed in Our Catalog.

25% Deposit, Balance C. O. D.

GEM SALES CO.
DEPT. K, 533 WOODWARD AVE. DETROIT 26, MICH.

RODEO TROPHY LAMP

Cowboy in action on bucking bronko in rich, golden plated finish, hand painted in 3 colors. Red leatherette Coolie shade. Height with shade, 18".

Shipped 6 to \$2.60
ctn. Ea.
Sample \$2.60

\$3.25 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Send for Catalog of Complete Line!

GIFTWARES 300 East 46th Street, New York 17, N. Y.

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 gross lot orders. We also sell Slide On Ties. Other items. Free Catalog. Act now!

EMPIRE CRAVATS
648 Broadway, New York 12, N. Y.

Christmas Specials Novelties, Toys, Premiums

M. NOWOTNY CO.
1401 BROADWAY SAN ANTONIO 2, TEXAS

A LITTLE BABY for Your Lady
MINIATURE CHARACTER DOLLS (A Rachelle Creation)



Doll is 7" tall—Human Hair—Stands Alone! Beautifully colored costumes with heavy lace trimmings. 7 Different Styles—Nun, Senorita, Heart Girl, Flower Girl, Gypsy, Bride with Veil, and Bridesmaid in 5 different colors: Blue, Pink, Gold, Green and Red. Individually boxed with cellophane protective lining. Can be displayed in box without soiling doll.
25% Deposit, Balance C. O. D. Jobbers: Write for prices!

\$12.00 Doz. (Asst'd) Sample **\$1.50** Postpaid

Sigfrido Doll Mfg. Co.
309 Fifth Ave., NEW YORK 14

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 Doz. Samples **\$1.50** Ea.

High Lustre Plush, Cotton Stuffed, in attractive assorted colors. Button nose. Colorful ribbon around neck. Standard flashlight bulb and batteries. A proven sales booster!



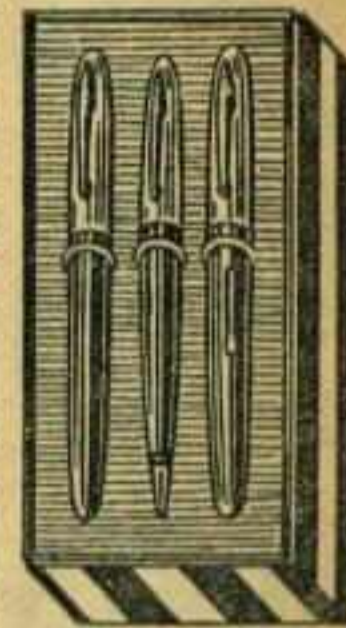
Tel: OREGON 3-633C

25% Deposit, Balance C. O. D. If you are not on our mailing list, write for our new 1949 Xmas Catalog today!

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

OUR 3-PIECE PEN SET SELLS ON SIGHT!

It is the flashiest set in the country. When you see our set you will be more than pleased. We also have the flashiest pen set box in the country and the flashiest gold embossed price tags that are made and a beautiful blue-colored guarantee slip which makes the pen set sell immediately.



The boys are doing a tremendous business with my pen sets and the very important thing is the fast service. I positively ship same day as orders are received. 3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag.

SPECIAL

New Price in Gross Lots

\$5.75 doz. \$65.00 gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors—grey, black and the new atomic blue and maroon.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set 75¢. Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

SPECIAL \$7.50 Dozen

Gross Lots \$84.00 Gross SAMPLE SET \$1.00.

SPECIAL

Filigree Ball Point Pen and \$27.00 Gr. Key Chain \$2.50 Dz.

25% Deposit—Money Order or Cash—Balance C. O. D. We ship same day as orders received

HARRIS NOVELTY CO.

1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848

Buy Direct From Manufacturer



'ROYAL'

The King of Them All!

- Precision
- Flash
- Quality

FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Cellophane wrapped.

\$5.40 Doz. Sample Doz. **\$6.00**

25% Deposit, Bal. C. O. D. **Gr. \$64.80**

MODERN PEN MFG. CO.

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The greatest laugh item of them all . . . a Bachelor's Bath Mat of life sized, flesh colored sponge rubber falsies. Ideal as a gift, raffle item, premium or for use on den or bath room floor. A BIG PROFIT ITEM . . . these mats sell themselves in bars, barber shops, fraternity houses . . . any place men gather they go like hot cakes.



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Our company is in the process of appointing sales distributors and dealers to handle big demand created by national advertising. Write for details!! Order your sample bath mat and colorful brochure today!! **SEND JUST \$5.00** . . . If not completely satisfied after 15-day trial, return mat for full refund. Mats are available with 6, 8, 12, 16 or 24 falsies. Each mat is sealed in a dust-proof plastic envelop and is mailed to you in a plain package.

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For men's and ladies' wear, toiletries, candy, radios, electrical appliances, linens, infants' wear, fine jewelry, or what have you? Ideal for merchandiser anxious to settle in permanent year round location doing business 16-18 hours daily.

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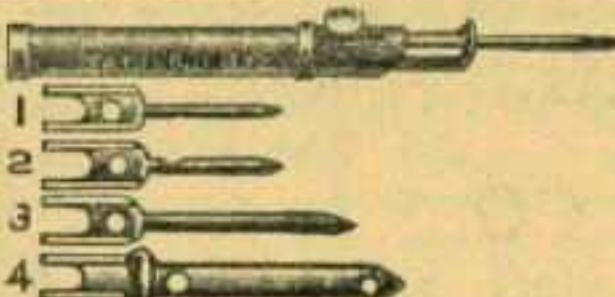
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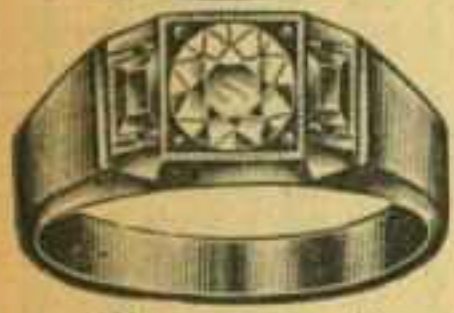
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\$1.00 extra on orders under 6. 25% Deposit, Balance C.O.D.

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Amazing 6-in-1 Utility Tool



This ingenious all-purpose tool belongs in every hobby kit, machine shop, handyman's chest, auto repair box and sportsman's kit. It's literally 6 useful tools in one handy unit.

This precision made Combination Hammer and Set of Four Screw Drivers made of hard Aluminum Alloy handles, Hardened Tool Steel Blades, Nickel Plated Hammer Head, Superior Workmanship, Sturdy Construction, Guaranteed Rustproof.

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| Ackley, A. V. | Burton, E. H. |
| Adams, Mrs. E. L. | Burton, Tex. |
| Agin, Benj. | Calloway, Gordon |
| Akins, Leo | Cane, White |
| Albrecht, Geo. R. | Cantrell, Fred |
| Allard, Maurice | Cantrell, Millard |
| Allen & Lee | Carland, Margaret |
| Allen, Fred L. | Carilli, Wm. |
| Allen, Tom M. | Horace |
| Allen, W. H. | Carpenter, James |
| Altman, Barney | Carr, Clifford |
| Amok, Carl | Carr, Chas. |
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| Anderson, G. L. | Caskey, Don |
| Ankrin, Geo. | Casanova, Jimmy |
| Anthony, Milo | Castle, Robt. |
| Arovalo, Charlie | Cauley, Mamie |
| | Chapman, Wilson |
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| Atkins, Virgil | Christians, Oscar | Claburri, John |
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| | Crippen, Geo. | Crippen, Irene |
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| | Donner, Rosemary | Dougherty, Samuel |
| | Drake, Robt. & Little Jeane | Drake, Rolland |
| | Drum, Gene | Duane, Larry |
| | Ducharme, Henry | Dugan, J. H. |
| | Duncan, Wm. | Dunlap, Pete |
| | Dunlap, Phails | Dunn, Mrs. Maggie |
| | Dunn, Mrs. Maggie | Dunn, Sonya A. |

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| Dupree, Jimmie | Herman, Mrs. Florence | Lowrey, Sammy M. |
| Eagle, Nata (Holly-wood Midgeta) | Herman, Math | Landquist, Leonard |
| Eddels, Harry | Hewitt, Joie | MacDonald, Robt. |
| Edwards, Stormy | Higginbotham, E. M. | MacWilliams, Roy |
| Ellis, Ray | Higgins, Jerry | McClelland, Mrs. Mary (Buch) |
| Elvridge, Gordon | Hilborn, R. L. | McClendon, J. H. |
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| | Hoge, Monroe | McDonald, Mickey |
| | Holder, Candy | McDonald, Reid L. |
| | Holt, Wm. (Hawaiian Nights) | McDowell, James B. |
| | Holtkamp, L. B. | McGee, Blanche |
| | Homer & Jethro | McGlone, Ken |
| | Hood, Mrs. Eddie | McKinnon, Mrs. Violet |
| | Houston, Lee | McKnight, James |
| | Hout, Leon T. | McLachlan, Alex |
| | Howard, John C. | McLemore, Thomas |
| | Hoxie Bros. Circus | Leon |
| | Hubbs, Bill | Mackey, Robt. F. |
| | Huffie, Kay | Madam Pat |
| | Hunter, Harry C. | Malaga, Lucille |
| | Hutcherson, Chas. C. | Malmberg, Walter |
| | | Mandrick, Steve |
| | | Mannuzza, Thomas |
| | | Marietta, Roy E. |
| | | Marino, Tony |
| | | Marlowe, Don |
| | | Marsh, Jr., Roland |
| | | Martin, Jerry D. |
| | | Mead, M. R. |
| | | Meeke, Daniel A. |
| | | Mellor, Bud |
| | | Mendes, Tony |
| | | Merritt, Walter |
| | | Mespelt, Wm. J. |
| | | Meyers, Harry |
| | | Miller, A. H. (Foot Long) |
| | | Miller, Alex & Geo. |
| | | Miller, Carl Arthur |
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| | | Miller, Jimmy |
| | | Miller, Paul S. |
| | | Miller, Wesley |
| | | Ming Toy, Princess |
| | | Mintz, Jesse Benjamin |
| | | Mitchell, E. W. |
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| | | Mitchell, Hayden L. |
| | | Moore, Dick |
| | | Morgan Sr., Joe |
| | | Morgan, Mrs. Mary |
| | | Morgan, Willard Curtis |
| | | Morrison, Frank Brown |
| | | Morrison, Melvin Terrell |
| | | Morton, Carlton V. |
| | | Moyer, Ed |
| | | Mulloy, John E. |
| | | Munroe, Wm. P. |
| | | Murdoch, Denny |
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| | | Myers, Wm. Simon |
| | | Nash, Larry |
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| | | Neese, H. C. (Pete) |
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| | | Nelson, Suzette |
| | | Newton, Harold V. |
| | | Noble, Geo. |
| | | Norwood, A. T. |
| | | Norris, Wm. |
| | | Nottingham, Rex B. |
| | | Novarro, Monte |
| | | O'Brien, Mike |
| | | O'Brien, Vera |
| | | O'Dell, Jessie |
| | | O'Hara, Joseph P. |
| | | Olliphant, Sallor |
| | | Olsen, O. |
| | | O'Seal, Pat |
| | | O'Satyrdae, Major |
| | | Osborn, Mrs. Marguerite |
| | | Osborn, P. L. |
| | | Oversiret, Robt. L. |
| | | Owen, Richard |
| | | Owen, Russ |
| | | Ozman, Walter (Wig) |
| | | Pasterczyk, W. S. |
| | | Paulette, Mrs. Lucky Sparks |
| | | Paulus, Paul |
| | | Pearson, Juliet Anne |
| | | Pearman, Mike |
| | | Peet, Mrs. J. W. |
| | | Peters, Frank E. |
| | | Peters, Mrs. Robt. Pinelli, Jr. |
| | | Sebastian John |
| | | Plough, Alvine R. |
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PAGE 71
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COUNTY FAIR DICE—Introducing the newest sensational fad, the greatest fun game ever, a NEW more EXCITING and lower priced magic photo product — 40 2 x 2 actual photos with MAGIC tissues in each box. Twelve boxes in an attractive self selling display master container.



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BE FIRST WITH THE NEWEST — write or wire for samples and NEW prices.
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Brand New Novelty **CHICK** In Every **EGG!**

\$3.00
per
Doz. Bags



2 Eggs to a bag. One Egg shows a chicken—one egg a slicker chick than the other. You be the judge, get on the band wagon—be the first in your town with this new hot item.

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Display card

WHIRL-A-GIG A brand new novelty item hotter than the Bouncing Bird. Sticks to window and other objects. Spins 5,000 RPM. A real sensation. **\$18.00**
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OTHER NOVELTIES AT LOW CLOSE-OUT PRICES
BUSY BIDDY The little busy body. Lays eggs and it's no joke. While limited supply lasts. 2 dozen to box. Per gross **\$12.00**
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You know about this popular item. One dozen to display box. While they last, per gross. . . . **\$12.00**

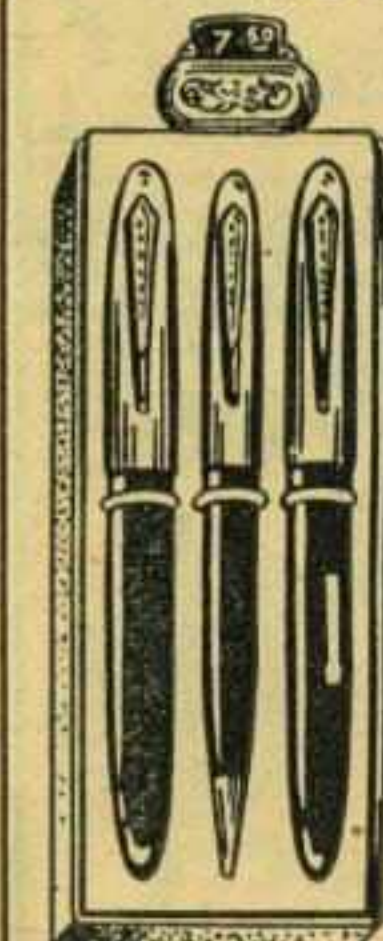
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For fun on the "Lighter" side, it's America's favorite. Limited supply. Each Lighter individually boxed. Comes 2 dozen to carton. Per dozen, only **\$15.00**



All quotations F. O. B., Kansas City, Mo. 25% deposit must accompany order, balance C. O. D. Expedite delivery by including postage with full cash remittance.

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THE NEW 3 PIECE "KIMCO" PEN SET (GOLD CAPPED)



Beautifully boxed with guarantee & gold embossed price tag.
LESS THAN GROSS
\$5.50 DOZEN
1 GROSS LOT
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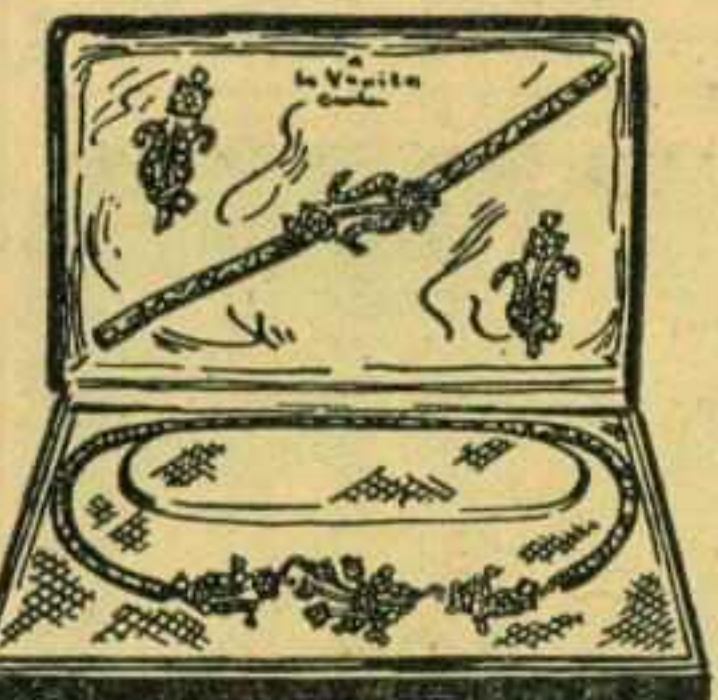
ALL GOLD PLATED 3 PIECE PEN SETS. GUARANTEED AND GOLD PRICE TAGS. Dz. \$7.00

All orders positively shipped same day received. 25% deposit with all orders. No orders will be shipped without deposit. When remitting in full allow for postal charges.

KIM & CIOFFI

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24 Karat Gold Plated 3 Pc. Choker Sets. Necklace, Earrings and Bracelet to match. Plush box, silk lined. Price tag \$19.95. Large variety of styles.

Hottest Item in Years
\$48.00 Per Doz.
Sample Set, \$4.50



THIS IS IT!
TERRIFIC SALES APPEAL

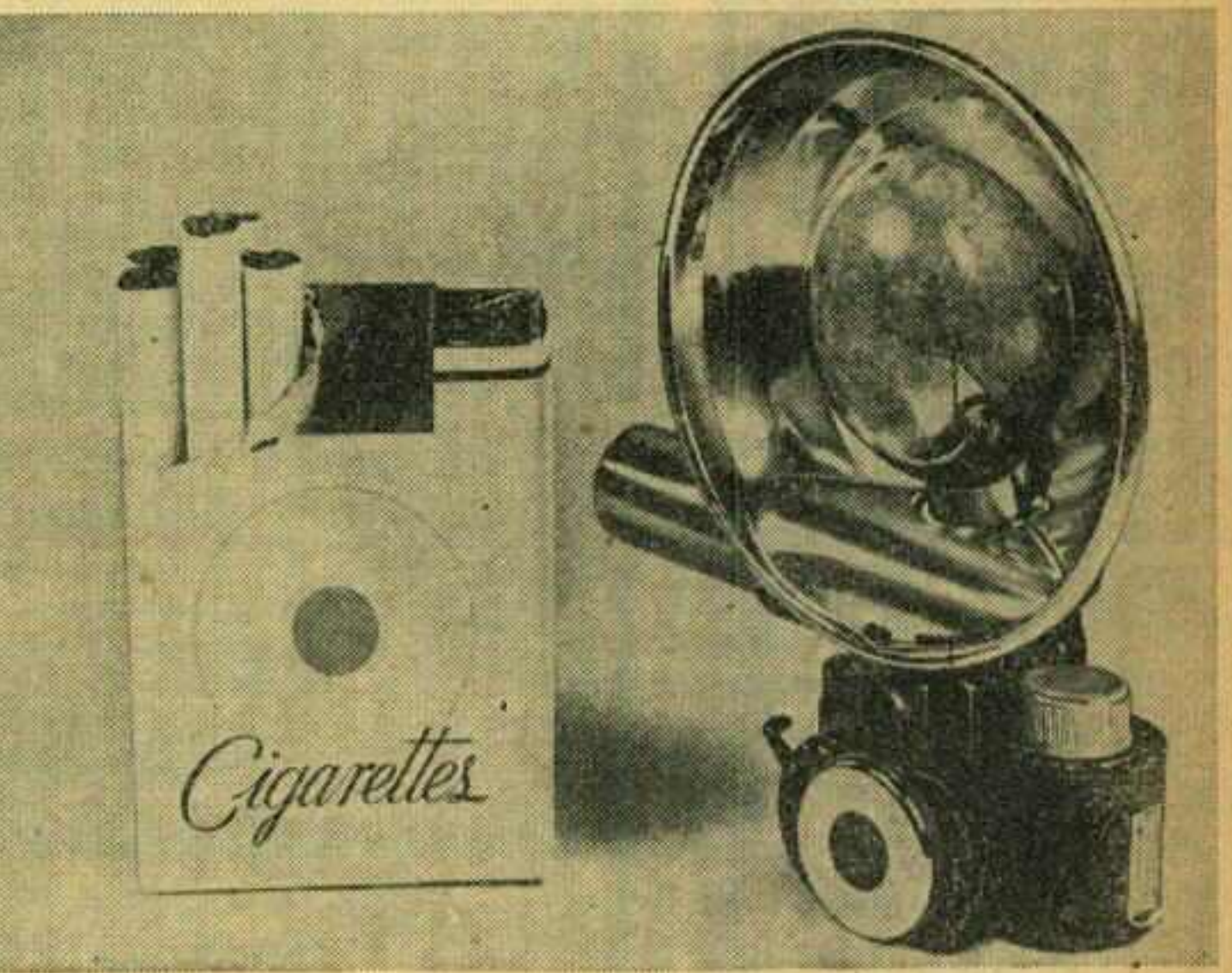
ATTENTION: Jobbers, Punch Board Operators, Installment Houses, Concessionaires, Promotion Stores. A Jewelry Set that's sure fire. Set includes Necklace, Earrings, Bracelet, Gold Electro-Plated with high polish in genuine Hamilton finish. Finest machine cut imported Austrian Stones. Large center stone in birthstone colors. Choice of rose, aqua, crystal, topaz, ameth., ruby, emerald, blue sapphire with crystal shadow stones clustered on each side. Boxed in luxurious velvet covered box, satin lined. Price tagged \$24.95. Order Today! Your cost only \$7.50 per set. 25% with order, balance C. O. D.

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SOUTHERN DIVISION
1524 HEMPHILL FT. WORTH, TEX.

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GIVE TO THE DAMON RUNYON CANCER FUND

"YEP, IT'S THE NEW"



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Takes Color and Black and White. 14 Frame Mag
Load Uses Sylvania Press '25 Lamp.
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BOZEMAN, MONT.
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Big Discounts—Volume Sales—Sample 50¢.
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Also Fall and Christmas Gift Selections and other items.
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New Jewel Color!

\$64.80

PER GROSS

\$62.00

Per Gross in 5 Cr. Lots

\$5.75 Doz.



Four Gorgeous Jewelite colors. Embossed price tags. Special Christmas Box. Every set unconditionally guaranteed. Terrific flash and quality! You must agree this set is far ahead of any other, or we'll refund your money!

Same day shipment from 1,000 gross stock.

ALL GOLD METAL SET

\$84.00

Gross Sample \$1.00

\$82.00

Gr. in 5 Cr. Lots

10% Deposit—Balance C. O. D.

HILRAY PEN CO.

21 1/2 WEST 19TH ST., N.Y.C. 11, N.Y.

LETTER LIST

(Continued from page 132)

Powers, Doc
Prentice, Donald E.
Price, W.
Pybus, Talmadge
Queen, Chas. C.
Quinn, Joe
Randolph, Bingo
Raner, Geo.
Ray, Audrey C.
Ray, Mrs. Frances L.
Reed, Bob
Reeder, Jack
Reese, John
Reese, Manuel
Reid, Davey
Rene, Jean
Reno, T. A.
Reynolds, Harris
Reynolds, Ralph J.
Reynolds, Ray
Rhea, Princess Pat
Richards, Paul
Richards, (Organist)
Richardson, John W.
Richardson, Ed. V.
Riley, Dan
Robinson, Rudy
Rocca, Phil J.
Rohter, Larry
Rollins, Dennis S.
Ross, Sr., John
Ross, Wilson
Rose, Martin R.
Ruby, C. J.
Rudenko, Geo.
Rumple, Bud & Agnes
Russell, B. D.
Rycott, M.
Sales, Tent Show
Sams, Chester
Schnaffner, Neil
Scheneck, Jack
Schulman, Wm.
Schulze, Gus
Schwacha, Chas.
Scifres, Fred W.
Scott, Wiley B.
Serafin, Frank J.
Settle, Thurman D.
Sevenson, Chas.
Sewell, Dave
Sexton, Alice
Shaffen, Carl F.
Shaffer, Harry A.
Shannon, Dottie
Shelby, H. N.
Shelley, John J.
Shelley, Richard Wayne
Shumaker, Hoyt
Siegle, Fred
Sienriest, Billy
Siler, Harry
Silverlake, Archie
Simmons, Morris
Sinek, Ben
Sisco, R. H.
Sisk, Mrs. Sara
Sizaa, Bettie Jean
Sittloth, Harry
Skaggs, Bill
Slover, B. A.
Smith, Charlie
Smith, Chas. A.
Smith, Chas. B.
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Smith, Herman Q.
Smith, Jay
Smith, Loy
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Sorensen, Mrs. C. H.
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Spangle, Diamond
Spears, Jim
Spears, Mrs. Eleanor
Spitzer, Harry
St. Clair, Leonard
Staber, Faye
Stacy, Woodrow
Staley, John
Stanley, Dinah
Starkey, John
Staunko, Chas.
Stanko, Mack
Stanley, Louis
Starbuck, H. G.
Staselunas, Vincent
Steinbarger, Frank
Stephan, Margaret
Stewart, Speedy
Stevens, Grant
Steiman, Robt.
Stockton, Fred
Stratton, Al
Stratton, Howard
Strasser, Samuel J.
Strel, Phil N.
Striebel, Robt. P.
Studebaker Paul
Stuber, H. G.
Stultz, LeRoy
Sullivan, W. D. & Blanche
Sturgis, Wanda
Swartz, Mrs. Chas.
Swartz, L. M. (Bingo)

Weiss, Louis
West, Bettie Baker
West, Donald
West, Geo. (Amber)
Westman, Ray
Whalen, Billy
Whalen, Jr., Thomas J. L.
Wheelock, Ray
White, Albert (Clown)
White, Clark
White, Harry
White, James M.
White, Ricker
White, Russel (Ray)
White, Wm. K.
Whitmer, Ken
White, Rudy
Whitler, Ray
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Wilder, Leonard (Slim)
Willander, John M.
Williams, Arthur
Williams, E. F.
Williams, Patricia
Williams, Rebecca L.
Williams, Sam
Williamson, Al
Wills, Claude
Wills, Nelson (Joe)
Wilson, Mrs. Alice
Wilson, Bob
Wilson, Eddie
Wilson, (Blackie)
Wilson, Geo.
Wilson, Geo. X.
Wilson, Harry E.
Wilson, Henry J.
Wilson, V. A.
Wilt, Robt.
Winegarner, Ernest G.
Wines, Albert
Winters, James W.
Wise Jr., J. A.
Wiswell, Gilmore
Wolfe, H. C.
Wonnica, Daniel
Wood, Morris S.
Wooda, John J.
Woodcock, Wm.
Wray, Mrs. A. V.
Wray, Ross
Wright, Chas. A.
Wyble, Glen D.
Yates, Tex
Yulecia, Rene G.
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Anthony, Mrs. Milo
Bailey, Miss St. Cloud
Bales, Dorothy
Bales, Pete J.
Bancroft, Betty
Baysinger, Al
Bell, Abe & Dorothy
Blittschau, Ritchie
Blittschau, & Edna
Boudreau, Perte
Brady, Michael
Brown, Mr. & Mrs. Hardy
Bryant, Lucky
Bryner, Harry
Bullock, H. T.
Bumgardner, Lee
Burke, Harry
Burto, Leon H.
Byington, Robert
Campbell, Bob
Campbell, Ernest
Canipe, Mrs. Walter
Carlson, Miss Myrtle
Carson, Mrs. Evelyn
Casky, Helen
Claybrook, Mrs. Roscoe S.
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Colves, Wayne
Conway, Michael J.
Cortes, Madam
Cotton, Mrs. Ray
Cruise, J. R.
Cummings, Chester
Cutler, Louis
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Davies, John C.
Davies, Mrs. Peggy
Davis, Dick
Davis, George
Deal, Mrs. Ethel
Dillon, Leonard L.
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Dukes, D. T.
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Eckstein, George
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Epp, Margaret
Ferenzi, Jimmie
Fink, Harry
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Foster, Gus X.
Foster, Mrs. Wilham E.
Franklin, C. W.
Fritz, W. R.
Galbups, Jack
Gowdy, Pamela
Graber, Allen R.
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Guston, Hazel
Hall, Louis
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Haywood, Mrs. Clayton
Heck, Miss Edna T.
Herman, Al H.
Hern, Garry
Heth, Robert
Hewitt, Joe
Hinkston, Charles
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Howe, G.
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Hutchings, Joseph
Impeduglia, Vito
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Johnson, Verna
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Mansur, Shady
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Martin, Wayne
Maxue, Fred E.
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Middelton, Odell
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Miller, Melvin
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O'Reilly, Jerry
O'Satyrdae, Major
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Pedro, Octavio
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Sandusky, A. D.
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Siler, Harry
Slusser, Melvin
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Swelgart, Mrs. Florence
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Thompson, William
Thore
Valentine, Jimmie Joseph
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Walker, Mrs. Ann
Wallace, C. R.
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Warren, Henry
Watson, Mrs. John
Webb, Donald E.
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Welter, Elmer E.
Wentworth, Tom
Wetherbee, Harold
Widaman, Ed & Artie
Wiens, O. J. (Whitely)
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Wildrick, Miss Lydia & Elmer
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Wiltso, Cash Leslie
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Caruthers, Irvine B.
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Delaney, M. Joyce
Diaz, Edward
Diaz, Lillie (and Harold Powers)
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Edmunds, Mr. & Mrs. G. R.
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Gallagher, Mr. J. E.
Goldie, Mr. & Mrs. Jack
Hanson, Mr. & Mrs. T.
Harrison, Ronald
Howard, William
Jewell, Billy
Juicelle, Don
Keegan, Alfred
King, Sally
Kling, (Norah Dixon)
Leger, Armandine
Meyer, Henri
Mitchell, John
Real, Betty
Renny, Mr. R.
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Rifkin, Mrs. Dorothy
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Sullivan, Anne
Sutton, Mr. & Mrs. Sharon
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Goneau, Norman
Gove, Harold A.
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Horrell, Charles (Shackles)
Kane, Larry
Keable, Mrs. Lou
Levine, N. H.
Mallwin, James
Marquis, Geo.
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Meyer, Helen
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Hos, Charles D.
Howe, G.
Humphrey, C. H.
Hutchings, Joseph
Impeduglia, Vito
James, Jesse
Johnson, Verna
Johnson, Jesse J.
Johnson, Wm. F.
Johnston, Everett
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Kerr, Robert H.
Warren, Henry
Watson, Mrs. John
Webb, Donald E.
Wells, Sam
Welter, Elmer E.
Wentworth, Tom
Wetherbee, Harold
Widaman, Ed & Artie
Wiens, O. J. (Whitely)
Wildrick, Elmer Wayne
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SAVES TIME AND MONEY! The GLITTERING hard smooth PLASTICIZED SURFACE—so easily applied, will save you many long hours of labor and countless dollars invested in polishing materials and unnecessary washings.

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This amazing new revolutionary product, the successor to wax, is being sold to service stations, car wash stations, auto accessory stores, hardware, drug, and chain stores. Tried and proven a tremendous success in Miami, Florida, the rest of the world is virgin territory. Miami auto owners have purchased PLASTICIZE to the value of \$60,000.00 in the past 60 days. Up to \$100 a day without risking a penny. You can be your own boss and make \$20 an hour selling the most revolutionary and practical product ever produced. No investment required. No such chance has ever been presented on such a sure fire product. You can't miss. It sells on sight. PLASTICIZE retails for \$1.50 per tube. That is enough for 3 medium size cars.

PRICE LIST

- Sample tube, postpaid \$1.00
(Refundable and deductible on your first order of one dozen or more)
- One dozen in display carton, postpaid..... \$9.00
- Six display cartons of one dozen each, 1/2 gross per dozen .. \$6.00
per case of 6 doz. F.O.B. Miami, Fla. \$36.00

TERMS

Sample orders of one dozen or less, cash with the order. Remit by postal money order; checks must be certified. Orders of six dozen (one case) or more, 25% deposit with order, balance C.O.D. Remit by postal money order; checks must be certified. Exclusive franchise available. Be the first to introduce PLASTICIZE in your community. 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. Advertising mats available.

Our Money Back Guarantee Was Born in 1923.

GUARANTEE

BE WISE
PLASTICIZE

PLASTICIZE is guaranteed to contain no harmful ingredients which may be injurious to the paint. Sealing the surface, it will preserve and protect the finish, giving it a hard glass-like surface, which will give longer life and wear, as well as a beautiful high luster.

BE WISE
PLASTICIZE

J. A. WHYTE & SONS

Division of

PLASTICIZE LABORATORIES, INC.

Little River, Florida

Pipes for Pitchmen

By Bill Baker

GEORGE BASSETT . . . at one time considered one of the best pitchers and sheet writers in the profession, is manager of the Earle Hotel, Asheville, N. C. He says the latchstring is ever out for the boys passing that way.

The holiday business is under way. Are you prepared for it?

THEY TELL US . . . that B. V. (Murphy) Mangrum, sheet writer of note, was married November 11 in Highlands, N. C., to one of that city's socialites. Mangrum also is considered one of the best golfers in Pitchdom.

FRED MOSHER . . . is reported to have clicked with the trade papers at the recent Grand National Livestock Exposition at the Cow Palace, San Francisco.

Don't laugh at first-of-May chumps. They may be your employer tomorrow. That's the history of the rise and fall of pitchmen.

L. SCHULTZ . . . well known among pitchfolk, is in Marion County Home, Indianapolis, and would like to read letters from friends.

B. M. CAMPBELL . . . Is in Wilson, N. C., working med with Doc Rowe to reported good business.

AFTER MANY . . . seasons on the road, S. K. Rohrer is in Marion County Hospital, Indianapolis, where he is recovering from a neck fracture.

Persistency, common sense and more persistency are essential to your success.

BEN LANDERS . . . is still in Columbia, S. C., getting the lucre with sheet.

JOHN DELANEY . . . veteran pitcher, has his magic and masked marvel pool exhibit in New York, and reports business okay. He'd like to read pipes here from Doc L. R. Marian, Anthony Pietrot and George Haney.

OSAGE HERB STORE . . . operated by Chic Denton and Alexander Pasha, is still going strong in Dallas. Among recent visitors to the Old Rocking Chair Store, as it is known in Pitchdom, were Carl Knowles and Dean Jortein. Denton and Pasha wonder what has become of Eddie St. Matthews and James E. Miller.

They'll invite you back if you leave your tip with a good impression.

"NOW COMES . . . the time of year," blasts Henry H. Varner from Akron, "When the sales profession should beware of the character who lets you think you'll get something but will invariably let you down. To protect ourselves from loss, our only recourse is to know who we are dealing with and thoroly investigate and screen the doubtfuls."

AFTER COVERING . . . the peanut markets in South Georgia and Alabama, Horace Braziel returned to Asheville, N. C., for the opening of the burley tobacco markets there November 28. Braziel says that the weather on his 10-day trek thru the peanut country was bad and adds that it rained for more than 200 hours.

Who is working vegetable knives? How are they going?

"AFTER HIBERNATING . . . for the past six months, I'm again able to take the tripods and keister and go out and work the West Coast," letters Robert Hallie from Los Angeles. "I'm sorry to report, however, that the spots are few and far between, and it is plenty tough here. So if any of the boys are thinking of coming out this way they

better bring it with them, as one can't get it here in L.A. I have been working astrology in the stores and that is the only thing that saves me. It is tougher out here than it ever has been because they have closed all parking lots. I'm working in the Kress stores until November 25 and then will look for a spot for Christmas. If I'm unsuccessful, I'll probably head East. Let's have some pipes from Dave Rose, Charles Meyer and Jack Young. What's doing in your territory, boys? I'm thankful that I have regained my health and am able to work again."

In a few weeks you'll be able to determine if that added year's experience has been beneficial.

"HERE'S THE LATEST . . . dope on the Beeville Rodeo and Livestock Show," cards R. B. Cunningham from Beeville, Tex. "Ceil, the Balloon Man, pitching off Dailey Bros.' Circus, blew in just as the parade opened and stole the tip by selling the big Mickey Mouses, with inflated ears, at two for a quarter or

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT! Workers Available See your Jobber

The OAK RUBBER CO. RAVENNA, OHIO.

Authorized Distributor for
ALL OAK HYTEX BALLOONS
25% With Order Balance C. O. D.
CASEY COMPANY, Inc.
1132 S. WABASH AVE. CHICAGO 5, ILL.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists Established 1931
GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio
Dept. X

LATEST-SENSATIONAL
Fatima and the Famous Squirt
75¢ Doz., \$8.00 Gross
Shipped to your door free.
UNITED JOKE & NOVELTY CO.
49 Hanover St Boston 13, Mass.

SPECIAL—MAGIC WONDER TOWELS—SPECIAL

Plastic Rayon
Stains, iodine, ink rinse out in cold water. For pitchmen, demonstrators, house to house, sport shows and merchants. GRAB THIS OPPORTUNITY. Our regular pk. of 6 towels, cellophane wrapped, retails for \$1. WAS \$54 gross, NOW \$45 gross; 10 gross, \$400. Display cards and sales talk with each order. MARVELOUS CHRISTMAS ITEM. 50% deposit, balance C.O.D. Send \$1 for sample.
CLARENCE GIROUD, Box 383, Jensen Beach, Fla.

DOLLS of All Nations \$14.00 Dz.
Large Gibsons 40.00 Dz.
30" All-Plush Jockeys & Majors 39.00 Dz.
Small Gibson Dolls 33.00 Dz.
Large Estelle Dolls 42.00 Dz.
10 1/2" Metal Horse 21.00 Dz.
30" Bears 33.00 Dz.
F. O. B. Chicago.

Nate's Sales Company
1354 So. Halsted St. Chicago 7, Ill.
Open Sundays Till 3 p.m.

SALESMEN

Premium and Salesboard items. NEW, HOT & FAST MOVING NUMBERS. MISS 49"er LAMP—SHIP CLOCKS—SWINGTIME GIRL CLOCKS—LIGHTERS—CUCKOO & SHMOO CLOCKS—TRAVEL ALARM CLOCKS, ETC. High comm. Give all details and references in first letter.
NORMANDIE SALES CO.
328 East 4th St. Los Angeles, Calif.

**Now for
Immediate Shipment
MONKEY-IN-HOUSE**



GREATEST GADGET OF ALL TIMES!

Triple Action—7" Tall—Complete With Batteries.

Open door and Monkey's eyes light up; Monkey thumbs his nose, and cigarette pops out! Holds full pack of cigarettes. Retail \$2.49.

\$18.00
Doz.
Sample Postpaid
\$3.00

Jobbers: Write for Prices.
25% Deposit, Balance C. O. D.

BETTER MADE PRODUCTS

175 Fifth Ave. NEW YORK CITY

They're Hot... Everybody wants to kick these BIG Air Caps

kigmy BALLOONS

Super-popular new Dogpatch character in large Pioneer Qualatex toss-up balloons people can really kick. Two big sizes: 613-K inflates 13" high, 1020-K inflates 20" high. Assorted colors—bargain priced to sell at 5¢ and 10¢. Rake in the profits from fast sales. Write The Pioneer Rubber Co., 107 Tiffin Road, Willard, Ohio; Los Angeles 4, California.

Something New Under the Sun
YOU HAVE NEVER SEEN ANYTHING LIKE PIXEE! WE PROMISE TO AMAZE YOU OR MONEY REFUNDED. THE HOTTEST NOVELTY SENSATION SINCE "PEEK-A-BOOS." ED SULLIVAN SAYS: "N. Y. STORES CASHING IN ON YEAR'S BIGGEST NOVELTY. FRAMED PHOTOS THAT COME TO LIFE—CATS WAG TAILS, PEOPLE MOVE LIPS, SMILE, ETC." Must be seen to be appreciated. No tricks, non-mechanical, not magic, durable. A scientifically made fourth-dimensional photograph in beautiful lucite frame (5x7) moves as you move towards it. 1. Girl Smiling, Winking—\$5.75 Doz. 2. Baby Crying With Cat. 3. Shmoo Singing—\$7.80 Doz. 4. Our Lord—eyes open, close, lips move in prayer—\$7.80 Doz. 5. Santa Claus—laughing, in full color—6 toys in motion—\$8.50 Doz. 25% Dep. Bal. C.O.D., F.O.B. N. Y. SAMPLES 75¢ Each.

COMPARE! NEVER BEFORE AT THIS NEW LOW PRICE!

PIXEE 78-31 67th Drive
Middle Village, L. I., N. Y.

**AGENTS—SALESMEN—WAGON JOBBERS
NEW MIRACLE LATHER LEAVES**

Here is a new repeat item of merit, with good sales appeal to both men and women—IT IS EASY TO CARRY—TO SHOW AND SELL.—Sells for 10¢ each or your own mark up. Your cost is 6¢ each. Over 500, 5¢ each, prepaid in U. S. A. Due to our close margin, we will limit our advertising to a very SPECIAL OFFER. SEND \$1 for 15 prepaid in the U. S. A. and if for any reason you are not fully satisfied, return them within 5 days for full refund. YOU CAN'T LOSE—START TODAY.

AL HAWKINS & CO., Box 1285, Sioux City, Ia.

PLASTIC GIFT PACKAGE

Containing beautiful Jar Creme Sachet, plastic capped bottle of Perfume and Corsage of beautiful hand-made flowers. Priced to sell wherever shown. This item is packed in beautiful many colored lithographed counter display carton for store sales. Sold direct to homes and to stores. This is an ideal gift item for all occasions. The answer for Holiday Gifts. If you are interested in selling an item that is tops and make real money, write **GOODIER COMPANY, Dallas 8, Texas.**

Chinese Firecrackers

1 Bundle 1280 1 1/2 Crackers	\$3.00
1 Bundle 1600 1 1/2 Crackers	2.50
1 Bundle 2000 1 1/2 Crackers	4.00
1 Bundle 2800 1 1/2 Crackers	5.50
1 Bundle 2400 1 1/2 Crackers	5.50
1 Bundle 2400 1 1/2 Crackers	6.50

100% Profit—Cash With Order.
BUCK BROTHERS
Columbia, Tenn.

15 cents straight. I wound up okay. There were about 15 hustlers here and all paid \$5 per day to work."

Then there was the late pitcher who left an estate of over 6,000 hotel towels.

MRS. ROBERT NOELL... pipes the following from Newport, N. C.: "We've been plugging along, even tho the calendar says it's now November. The weather has been holding up well for us, however. We enjoyed our recent visit with Mustard, of the Mustard and Gravy team. The boys had just returned from Hollywood, where they've completed two more pix, making a total of four thus far. Aside from our female orangutan passing away this summer, all our animals are in top shape, especially Kongo Joe. I made a quick trip to New York to visit a sick relative and found the patient doing fine. Then I ran down to Henry Trefflich's place and saw an amazing assortment of anthropoids, gorillas, orangutans and chimps. My dad, J. S. Roach, is with us, and we've enjoyed visits from Mike Mackey and family, E. S. Holland, Seebee Hayworth, Bob and Marge Demorest, D. P. Sellars and Mrs. Bertie Russell. We've beautified our Ark a bit, having added new canvas, fence lights and plenty of paint."

Anything happening as yet in the Hot Stove League? Tell Ole Bill about it.

BILLY BEAM... has his show working Florida spots to reported good business. Among recent visitors to the org were Eddie Gould, Curley Miller and the Sullivans. Beam plans to keep the show on the road all winter.

Don't make a pitch on a strange street. Many pitchers would be at the top of the heap except for that one failure.

J. ARTHUR (RED) McCOOL... advises from Detroit that he and Peggy have been making a few sales with eucalyptus oil to some okay geedus counts. "We made one sale for the second time recently," Red pens, "and the auctioneer read the following poem to the tip. We think other knights of the stripes and keister fraternity might enjoy it, so here goes:

The medicine man of long ago,
Is back again, well what do you know?
Good news for folks with aches and pains,
But Granddad, don't discard those canes.

He offers oil for you to try,
It sounds like it's a darn good buy;
Just rub a little on your knee,
And you'll grow a new leg, one, two, three.

It penetrates your shoe soles, too,
I hope it makes you feel like new;
Your money back is fair enough,
But never try to drink the stuff.

Inhale it and in just one whiff,
It's sure to knock you almost stiff.
They say it's bound to kill or cure,
Just which I'm not exactly sure.

It's good for sinus, well gee whiz,
At least that's what he says it is;
For head colds it just can't be beat,
And it might help to warm your feet.

If all he says is really the truth,
It's better than the fountain of youth;
Tho I've no aches or pains to cure,
There's one thing I'd like to know for sure.

In case a feller's bald on top,
Will that stuff grow a brand new crop;
Or will it eat the few away,
That haven't yet turned fully gray."

Pitch hard and snappy and make it pay.

CLARENCE GIROUD... opened a demonstration of the Magic Wonder Towel November 16 at the Liggett-Rexall Drugstore in West Palm Beach, Fla. Giroud also is the Jensen Beach, Fla., correspondent for The Fort-Pierce News-Tribune and



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styling, great eye appeal and two high-quality motors make this a truly outstanding number!

Over-all height, 13 1/2". Shipping weight, 7 lbs. Individually packed, six to master carton.

\$12.95 EA. **\$14.95** SAMPLE EA.

1/3 Deposit, Balance C.O.D., f.o.b. Westfield, N. J.

LAWRENCE MFG. CO.

526 NORTH AVE. WESTFIELD, NEW JERSEY
Westfield 2-6770

NEW FAST MOVERS!

4W6 7.65 Do
4T17 \$11 Doz
1N104 \$2.65 Doz. \$217 \$1.60 Doz.
Cutie Pencil \$9 Do

Massive Men's King, brilliant white center stone, gold finish, ruby red side stones. \$2.65 doz. Earrings gold finish. Aqua or Rose center, white side and Necklace Set. \$11 doz. Wedding Band stones. Attractively boxed! \$1.60 Doz. Gold-plate center stone—2 matching side stones. \$2.65 doz. Engagement—Ring with huge multifacet white center stone—2 matching side stones. \$9 doz. Gold-finish Mechanical Pencil. Hollywood cutie appears. Write and panel closes. \$9 doz. **WRITE FOR FREE CATALOG!**

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.



FOR CHRISTMAS MERCHANDISING
\$5.95 Box CAMERAS
ONLY **\$12.00** DOZ.

A "QUICK PROFIT" SALES NATURAL THAT SCOOPS THE MARKET FOR VALUE

FAMOUS name make—built to sell for \$5.95—and we've only got 5000 surplus (all new) to go at this price. Metal case with leather grained leatherette. Uses standard 120 or 620 film—gives 12 pictures per load, 2 1/4 x 2 1/4 inches. Precision meniscus lens. Eye level finder. All in original cartons—ready for profitable selling. It's an unbeatable value. Sample \$1.50 or a full dozen for only \$12.00, F. O. B. Houston. Same day shipment.

WRITE WIRE PHONE **AERO PARTS SUP.** MUNICIPAL AIRPORT Dept. BB HOUSTON 17, TEXAS

AGENTS • PITCHMEN HAIR WORKERS CONCESSIONERS

Here is your chance to score with a classic—the new item you have been looking for!



The Original STYLE COMB BRUSH

Retails for \$2.00.
Costs you for a limited time only **\$55.00** Per Gross

Combs and Brushes at the Same Time. Curls with a Twist of the Wrist! The Only One of Its Kind!

Genuine Nylon Bristles are removable for easy cleaning. Polystyrene Comb comes in 3 colors: Pink, Light Blue and Clear White.
Packed in cellophane bags, with full instructions how to style hair. Send \$1.00 for sample.

Write, wire or telephone to

LETEL COMB BRUSH CO.

509 Fifth Ave., New York, N. Y.
VA 6-0890

1371 Kimberly Dr., Philadelphia 31, Pa.
GR 7-2755

conducts a daily column for the paper. Sonia Giroud is taking care of the wholesale and retail end of her store in Jensen Beach.

W. H. KNOX ... following a lengthy silence, letters from Phoenix, Ariz., that altho he's suffering with tuberculosis he's working daily. He advises that the town is wide open and that he has a spot at 50 cents per day.

HARRY TAM ... veteran sheet writer, is making a living working the trades and farm papers in Chicago for John Compton. He reports that he hasn't seen many of the boys of the tripe and keister fraternity lately.

G. (BOB) LANGFORD ... worked sheet to good returns at the recent Grand National Livestock Exposition at the Cow Palace, San Francisco.

Are you specialty men on your toes? The next few weeks should provide an excellent opportunity for you to garner some long green.

THE TAYLORS ... Harry and Ernie, clicked with sheet at the recent Grand National Livestock Exposition at the Cow Palace, San Francisco.

JACK MALES ... worked the Beeville, Tex., Rodeo and Livestock Show to good results.

SPEEDY ROSS ... veteran pitcher, is planning to leave his Lebanon, Ky., headquarters for Florida where he will spend the winter trying his luck at catching members of the finny tribe.

Take care of your own business properly and you won't have time to mind someone else's.

BILL EARNEST ... is pitching walking dolls and run menders at the Lane Drugstore on Main Street, Jacksonville, Fla., to good counts. Bill was a scale man the past season with Royal American Shows, while his wife, Betty, operated a palimstry booth. They plan to pitch walking dolls and run menders thruout Florida during the winter.

J. F. GREEK ... letters from his Macon, Ga., home that he has retired from the road and that he'd like to see more pipes here from B. M. Campbell, Doc Rowe and all the other sheetwriters he knew in the Carolinas.

When new appliances are invented and new products, novelties and specialty merchandise are manufactured, it's the pitchman who introduces them to an eagerly waiting public.



BIG BEAUTIFUL PRINCESS DOLL

She has adorable curls, moving eyes with real eyelashes. Sleeps, talks, has latex arms and legs, rubber panties, stockings and shoes. Rayon or nylon dress. Bonnet to match. Samples \$51.00 \$5.00 postpaid. Doz. \$19.50

FUR CATS 12" long in white, pink, blue or maize. SEPARATELY BOXED. Doz. \$19.50
2 Doz. lots or more, \$18.00 Doz. Sample \$2.00 ppd.

PLUSH PANTHER OR BEAR 29" long. Sample \$4.00 ppd. Doz. \$33.00

PLUSH STANDING BEAR 10" long, in pink, blue, \$8.40
royal blue and black & white. Doz. \$8.40
4 Doz. lots or more \$7.20 Doz. Sample \$1.00 ppd.

25% With Order, Balance C. O. D. Please remit in full for samples.
PHOENIX TOY & NOVELTY CO.
231 Fulton St. New York, N. Y.

Restaurants, Clubs ... More Profits with AMATOLITE



Self contained light instantly attracts waiter.

Faster sales and more volume make it possible for Amatolite to pay for itself and start showing a profit in a short time. Customers praise the rapid service it makes possible. Write for information.

DISTRIBUTORS — Our representatives make from \$50 to \$200 a sale. No stock necessary ... sells from sample. Some choice territories now open. Send \$9.95 for sample and literature. No C.O.D.

AMATOLITE

620a S. W. Salmon Portland 5, Oregon

DUPLICATE OF \$500.00
GRANDFATHER CLOCK
(A.C. ELECTRIC)

SEND ONLY \$13.95
BAL. C.O.D. \$13.95
WE PAY TAX



Proud addition to home ... a masterpiece in miniature. Beautiful with quiet swinging pendulum made from original hand carving of Chippendale period. Valued twice the price, available now for only \$14.95. An aristocrat you've always wanted. Powered by a synchron self-starting electric movement famous for bedroom quality. Choice of Mahogany, Walnut or Antique Ivory, Gold tint finish. Metal etched ornated hands encased under convex glass. Guaranteed one year. Perfect timing. Actual size 16 1/2 x 6 1/2 x 3 1/2. A.C. Electric. Agents wanted. Write for Free Illustrated 80% Profit Catalog.

J. B. ROBINSON 935 Schofield Bldg. CLEVELAND 15, OHIO

Rhinestone NECKLACES & LAVALIERS

1st Quality Stones

\$12.00 Doz. Boxed

Also, Latest Style Scatter Pins, \$4.50 Doz. Pairs

25% Deposit, Balance C. O. D.

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286 5th Ave. New York 1, N. Y.

WRITE FOR OUR NEW FREE CATALOG

Daring values in watches, rings and other

JEWELRY



IMPORTERS • EXPORTERS
182 S. Main St. • Memphis, Tenn.

CHINESE FIRECRACKERS

80/16 (1280 1 1/2 in. Firecrackers) \$2.25 per bundle
40/60 (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

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

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220 Broadway New York 7, 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 simplified profession BIG profits are made by having hundreds of others work for you. A copy of "Collect and Grow Rich" — the book that tells the full story — is yours for the asking. No cost or obligation. T. J. SURFACE, Pres., Dept. 803-M, Roanoke 4, Va.



WATCHES

Bulova Elgin Benrus
Waltham Swiss
Expertly Reconditioned.
Send for FREE Catalog.
PLYMOUTH JEWELRY COMPANY
163 Canal St. New York City

ENGRAVERS

Sweetheart Expansion Bracelets, Sturdy Spring Links, Beautiful Gold Plate Finish. Plain Double Heart Centers, \$4.00 Doz. Fancy Filigree Double Hearts, \$5.00 Doz. Send \$5.00 for Sample Dozen Assortment. Fast Xmas Item.

RAY-BAR CO.
862 BROAD ST. PROVIDENCE, R. I.

WE WILL NOT BE UNDERSOLD

Buy With Confidence — All Joseph Bros.' merchandise is guaranteed ... write today for NEW 56-PAGE XMAS CATALOG on Watches, Rings, Jewelry, etc.



Ladies' Rhinestone Case Watch, 7-Jewel, \$8.95

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—3 watches minimum.

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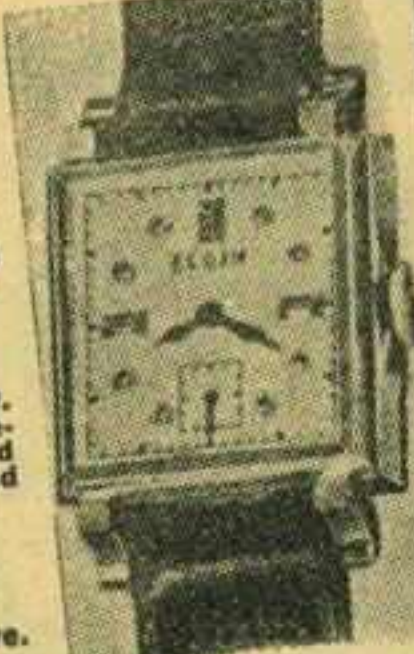
GUARANTEED MEN'S WATCHES

ELGIN BENRUS GRUEN BULOVA \$8.75

Rhinestone Dials, \$1.00 Additional.

Matching Expansion Band, 95¢ Add.

10 Kt. Yellow R. G. P. cases, modern new designs. Reconditioned and rebuilt—guaranteed like new.



Attention, All Crew Hat Workers

If you want the best in Crew Hats and Novelty Headwear see the JOWALL CAP WORKS line. Acclaimed by sewing machine operators to be the best in the market for style, quality, workmanship, service and quotations. Manufacturers of quality headwear for 50 years.

We stock solid colors and two tone colors. Packed 1 gross to the carton, assorted sizes.

Write, wire for Samples and further information. Prompt attention given to all orders.

JOWALL CAP WORKS

Est. 1900

296-300 Harrison Avenue Ha 6-4224 Boston 18, Mass.

JAX'S SPECIALS FOR EARLY 1950



The Moulded 1/2 Rubber Mask that Caused a Sensation, 12 Subjects \$7.20 doz.
Blonde in Bath Tub 2.80 doz.
"Pee Wee" Squirt Camera (with picture) 3.50 doz.
Sweet "16" 5.00 doz.
9" Rubber Lizards 2.50 doz.
Oh, My Aching Bag 1.20 doz.
Long Tom Pop-It (Large Size) Camera 3.60 doz.
Santa Toy and Acrobatic Push Toy 4.80 doz.
Minnie Movie Flip Tease 3.00 doz.
Yakity-Yak Talking Teeth (Sensation of the Year) 7.20 doz.
Poo-Poo Cushions, Extra Heavy .90 doz.
Clown Head Squawkers 2.75 doz.
Gee String Gertie .80 doz.
Tru-to-Life 3 Dimensional Viewers 7.20 doz.
Extra Slides (20 Different Ones) 5.50 doz.

Send \$6.00 Set of Above Samples, No C.O.D.'s. Stock Order 25% Cash, Balance C.O.D.

406 CANAL ST. **JAX SALES CORP.** NEW ORLEANS 16, LA.

TV PACTS DOOMED?

(Continued from page 14)

tomers, but it doesn't seem possible. We hope to hold on to enough contracts to cover overhead and salary expenses of a minimum number of work crews, but our profit will come from time and material jobs. Set owners are not happy under the present set-up and neither are we."

RCA Offers Manuals

Fully cognizant of the important role in TV servicing to be played by the independent repair man, the RCA Service Company this week offered to make all service manuals and technical data available to the ARTSNY library. The RCA letter to ARTSNY stated that the servicemen would get "the same material that is issued to "our own branches."

PITCHMEN... BOARDMEN!

Here's a deal You can't afford to miss. Travalong Safety Razor. Small as a Pack of 4 Standard Blades folded. Yet Holds 4 Standard Blades. Opens Up into a Full Size Razor.

Show 'Em and You'll Sell 'Em. Sample 75¢ Returnable If You're Not Satisfied. 6 day Lets Only 65¢ Each. Write **Travalong SALES COMPANY** Box 57 Wesleyville, Pa.



FAIR AND FOOD SHOW WORKERS

20-in-1 Kitchen necessity does the work of 20 necessary kitchen utensils. Over 8" long. Lear's best sellers at 25¢ on individual cards. \$1.00 a dozen or \$7.20 gross. Sample and Sales Plan, 10¢.

NEW METHOD CO.
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BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIFFITTINGS, INC.
29 Old Slip N. Y. 5, N. Y.

1,000,000 PIECES GRAB BAG AND XMAS STOCKING FILLERS

Consisting of Toys, Novelties, Gifts, Notions, Cosmetics, Jewelry. Many more useful items. Some items sold for 25¢ each; CLOSEOUT PRICE \$10.00 per thousand in lots of 5,000; sample lot 1,000 pieces \$15.00. Send check or money order. SATISFACTION GUARANTEED.

MDSE. DISTRIBUTING CO.
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TRICKS AND JOKES AT WHOLESALE

ATTENTION! PITCHMEN AND NOVELTY STORES!

Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 retail value. Please Mention Line of Business.

D. ROBBINS & CO.
131-B W. 42nd St., N. Y. C. 18

3 POWER



PLUNKETT TABS

(Continued from page 48)

purchased a new seal to replace the one which died recently. Bernie Mendelson, of O. Henry Tent & Awning Company, visited for two days and the show purchased a new tent to be delivered next year. Flo Del Garde has taken Charlene Wegher's place in the Sky Ballet.

All trucks have been painted and lettered and the chairs, blues and poles all have been repainted. Dave Midget was in charge of the truck painting, with Fuzz and Jim Plunkett doing the lettering.

Recent visitors included Mr. and Mrs. Harley Sadler, Mr. and Mrs. Joe McKennon, Sheriff Watson, Mr. and Mrs. Verge Lester, Mr. and Mrs. Duke Sizemore, Mr. and Mrs. Jack Turner, the Frederick Family, Carl Parks, Jack La Box, Burt Davis, Mr. and Mrs. Joe Raba, Bob Stevens; Captain and Mrs. Skelton and daughter, Mary; Mr. and Mrs. Sam Jones, Mr. and Mrs. Charley Brunk, the Schez Family, Corkey Plunkett and Larry and Bernie Massingale.

A number of new features are being planned for next season, Swain reported. Leon Block is playing the solovox loaned to the show by Joe McKennon. Plenty of fishing is planned during the lay off in Aransas Pass, Tex.

1949 JUNKET

(Continued from page 48)

sionally auditorium dates are booked, such as the local stand.

This year's performance, staged by S. H. Dudley, features a script-style show, plus vaudeville numbers. Crip Heard, one-arm and one-leg dancer, clicked here. Cast also includes Patch Phillips as Silas; Dinah Scott as Lilas; Bob White and Jelli Smith, singers; Cherry Mills, Elizabeth Jones, and a comedy team, Scratch and Patch. There is an eight-girl chorus and an 10-piece orchestra, Billy Holloway the leader.

Many members of the show's personnel have trouped with the org for years. Fred Durrah, treasurer, and Walter Wade, electrician, are in their 25th year, while Manager Warren is in his 16th year. R. E. Anderson is general agent. Pete Floyd, formerly with Cole Bros.' Circus, joined recently as boss canvasman.

SHORT CREDIT SQUEEZE

(Continued from page 15)

cent accounts. Those dealers who are factoring also find that their general credit rating with other suppliers is frequently weakened by the move. In handling their own collections, the dealers can build store traffic, but the cost of factoring on promotion brand lines, when passed on to the consumer, takes dealers out of price competition with the chain stores, who can either handle their own paper or apply sufficient pressure on banks to handle it for them.

One bank official summarized the general feeling by saying, "financial institutions are inherently leery of any new products. And having seen that the television field can change so drastically, so suddenly, we're steering clear of the situation."

SOUVENIR FIELD GLASS
Adjustable 5 to 6 inches

SAMPLE, \$2.00
1 DOZ., \$1.34 EA.
6 DOZ., \$1.20 EA.

25% with order, balance C. O. D. Jobbers and Salesmen, write for quantity prices.

EMECO, INC.
MISHAWAKA, INDIANA

SHE MOVES...SHE STRIPS...IT'S NEW ...nothing like it in America!

THE NEW SENSATIONAL Animated Strip-Tease



Here it is, the hottest item since the Chicago fire! At the touch of your finger she goes into her dance...she moves...she strips...she sells on sight. 12 beautiful separate views of Hollywood Art Models! Each in a colored durable plastic frame, pocket size 2 3/4" by 3 3/8". Send for samples now!

IDEAL PUSH CARD OR PUNCHBOARD ITEM! CAN BE IMPRINTED FOR ADVERTISING GIVE-AWAY! TAILOR-MADE FOR CARNIVALS, FAIRS.

Bonified jobbing and distributing territories still available...LIBERAL DISCOUNTS. Inquire today!

SEND FOR SAMPLES 2 FOR ONLY \$1

MANUFACTURED EXCLUSIVELY FOR

BORK DISTRIBUTING COMPANY

3216 S.E. Hawthorne Ave. PORTLAND 15, OREGON Phone Vermont 7581

COMIC GREETING CARDS! THE HOTTEST THING IN AMERICA!

Still Time for Big Christmas Profits! Everyday Cards, too. Steady Repeat Business Year 'Round.

This is the "different" line of greeting cards that make people laugh out loud! Everybody wants 'em. . . Everybody loves 'em. Sell to Tobacconists, Drug Stores, Newsstands, Trick and Joke Stores, Variety, etc. Write for FREE samples but STATE YOUR BUSINESS OR TYPE OF SALESMAN YOU ARE.

NOVO Cards outsell all others!

- "Different" than any cards ever published.
- Beautifully drawn, printed on fine paper.
- Sensational gags, pop-ups
- Money-Back Guarantee.

NOVO Products, Dept. 25
1757 N. Park Ave., Chicago 14, Ill.




RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRES - BRIDAL SETS - CAMEOS - SIGNETS - BIRTH STONES - COCKTAIL RINGS - Set with brilliant White Stones and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait - cash in on these money makers!

Prices from \$1.00 dozen up.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.

Engagement . . \$2.63 Doz.
Wedding 1.63 Doz.

Red and White Stone Combination . \$3.00 Doz.




YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

**NON-COIN OPERATED
AND
COIN OPERATED
WRITE FOR PARTICULARS**



R. C. WALTERS MFG. CO.

4201 Norfolk Ave.

St. Louis 10, Mo.

Don't Skip this One!

SKIPPER
2 APPROVED FROM JACKPOT...
\$2.30 OR \$20
\$15.00 OR \$2.00
50¢

**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.**

**SALESBOARDS—JAR TICKETS
NEW LOW PRICES**

ALL ORDERS SHIPPED
SAME DAY RECEIVED

Holes Play	Description	Profit	Price
400	5¢ LUCKY BUCKS, THICK	\$ 7.00	\$.60
300	25¢ KWARTER KOLORS, THICK	15.00	.60
1000	5¢ CHARLEY THIN	17.00	.90
1000	25¢ J.P. CHARLEY, THICK	52.00	1.15
1200	25¢ TEXAS CHARLEY, THICK	102.98	1.60
1000	5¢ SWING IT THICK GIRL BOARD	24.65	2.25
1040	5¢ TAKE A CHANCE THICK GIRL BOARD	29.40	2.25
1040	5¢ TIGHT SQUEEZE THICK GIRL BOARD	30.25	2.25
500	25¢ FULL O'TENS, THICK, 6 Nos. to Ticket	49.33	2.50
500	25¢ TEN TENS, THICK, 6 Nos. to Ticket	61.42	2.50

**JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS**

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

SALESBOARD SIDELIGHTS

Universal Manufacturing Company, Kansas City, and Bee Jay Products, Inc., Chicago, are turning out more new ticket and salesboard deals this fall than ever before, Joseph Berkowitz, president of both firms, reported last week. Berkowitz is now on the West Coast introducing some of these new items to the trade, and relays word that initial acceptance has been greatly gratifying. Henry Gutentag, recently appointed sales manager for Universal and Bee Jay, has just returned from a sales trip to Texas. He is currently planning a trip thru Louisiana, Mississippi and Texas to stimulate sales in those States.

Jerry Scanlan, Chicago, just back from a Denver trip, announces that his firm's three-deal line (salesboards, tickets and counter games) is moving upward on the operator-acceptance level. The Sky High ticket deal especially is showing signs of hit proportion, Jerry says, with some of the larger operators latching onto the number as a "good thing." Scanlan, who took off on a duck-hunting trip last week, is planning to drive to Texas December 1, contacting the trade in Louisiana and Missouri also. Morry Cyrkin is the new Scanlan sales representative covering the Southeastern States, joining the firm about two weeks ago.

Gardner & Company, Chicago, turns in word that its production lines are being kept humming due to the triple-level acceptance of its boards by the jobber-operator-player groups. A trio of new numbers that are taking the sales and play jackpots are Definite Dough, \$1 play; Hot Dice, 25-cent play, and Tick-a-Prize, 5-cent punch, according to Joe Robinson. Meanwhile, a steady stream of new design ideas are coming off Gardner's drawing boards and being transposed into high-play numbers to keep the sales-fires well fueled.

Jack Morley, vice-president of Consolidated-Container Corporation, St. Louis, reports that Capt. Charles Gay has just joined the sales force, and will represent the firm in the New England territory. Jack states that Captain Gay, a retired army officer, will bring a new type of interest to the industry. Bill Stone, who has been with Gay in the East on his initial sales tour, has also called on customers in New York, Philadelphia and Pittsburgh. Jack has taken off for the West Coast

where he is traveling with Bill McCrea thru California, Oregon and Washington, to renew his contacts with his host of friends and customers there. There has been a definite increase in business in the last several weeks and the indications are for an exceptionally good fall and winter, Consolidated-Container-ites chorus.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., tells of improved conditions in the field, and predicts a new cycle of high activity. Firm's tip games, jar games and boards are moving okay. Noel declares. . . . Walter McNamara, production chief at The McNamara Company, Chicago, is enthusiastic about the snowballing sales trend on firm's pellet boards. With sales coverage now increased greatly over that of last year, the McNamara board frames, Color-Ado and Color-Ex, are kept in steady counter use, with a 200-plus array of different insert boards to keep player-interest top rate, Walter says.

**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.

**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.

**ATTENTION
OPERATORS AND JOBBERS**

Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660
for Information and Samples

MILNER NOVELTY COMPANY
500 N. 9th Street La Fayette, Indiana

PUSH CARDS SPECIAL OFFER
QUANTITIES LIMITED

WITH MASTER SEAL

	DOZ.	PER 100
25 HOLE	\$.50	\$ 3.00
30 HOLE	.55	3.50
35 HOLE	.60	4.00
50 HOLE	.70	4.50
60 HOLE	.75	5.00
70 HOLE	.80	5.50
100 HOLE	1.00	7.50
150 HOLE	1.35	10.50
200 HOLE	1.80	13.50

Prices do not include transportation.
25% Deposit With C.O.D. Orders.

KIPP BROS.
240-42 So. Meridian St. Indianapolis 25, Ind.

**A-n-n-o-u-n-c-e-m-e-n-t
GRAND OPENING**

VISIT WITH US AT
H & H NOVELTY COMPANY

517 FORUM AVENUE
LOUISVILLE, KENTUCKY

We Carry a Complete Line of
BEE JAY BOARDS
UNIVERSAL IAR O DO TICKETS
PREMIUM MERCHANDISE
PREMIUM DEALS
Mr. Sherman in charge.

When in Cleveland Visit Our
Showroom
5713 EUCLID AVE., CLEVELAND, OHIO

SALESBOARDS
Tickets, Jar Deals, Premiums
Complete Line

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

FIRST QUALITY SALESBOARDS

420 HOLE DOUBLE SAWBUCK	\$2.00
300 HOLE FIN AND SAWBUCK	2.00
TWENTY FINS, FULL O TENS	2.00
1000 to 1300 HOLE 5¢ GIRLY BOARDS	1.95
1000 HOLE 5¢ PICK A CHERRY	2.00
ANY 5¢, 10¢, 25¢ Board \$1.50 to	2.50
Plain Boards, Tip Boards 50¢ up	20% Deposit.

B. F. PRODUCTS 1910 Piedmont Road
Phone 25-771 Charleston, W. Va.

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. de10

A.B.T. TARGETS—ORDER 10, GET ONE FREE!
lost our lease; liquidating at \$8.50 to insure complete clearance. Jules Gould, 541 S. Dearborn, Chicago 5, Ill

AIREON DELUXE—ALL IN GOOD WORKING
order; clean mechanism brought up to date; while supply lasts, \$149.50. Advance Music Co., 1606 Grand, Kansas City, Mo. no26

ARCADES — MILLS PUNCHING BAG, \$85;
Batting Practice, \$50; Texas Leaguer, \$35; Lifter, \$40; Exhibit's Card Vendors, \$30; Mutoscopes, \$30; write for list. Joe Frederick, 2263 Newton, Detroit 11, Mich. no26

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 no26

CIGARETTE MACHINES—WINTER SPECIALS.
Write for prices; complete parts department and mirror stock. Quarter Conversion and Kingsize Kits. Central Vending Machine Service Company, 3967 Parrish Street, Philadelphia 4, Pa.

ERIE DIGGERS—HAND OPERATED; 6 POKER-
inos; Merchantsmen, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—USED PHONOGRAPHS, PINBALLS
and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

FOR SALE—5 WURLITZER SKEEBALL MA-
chines, crated, \$60 each; 4 Genco Advance Rolls, \$39.50 each; 2 Exhibit Dale Guns, \$100 each; 1 Seven-Hi Belgian Pool Table, \$75. All machine guaranteed good working order; just off location. Curtis Coin Machine Co., 2036 West Forest Ave., Detroit 8, Mich. no26

FOR SALE—175 USED HOT NUT MACHINES.
perfect condition, \$5 each. Deposit with order, balance C.O.D. Northwestern Sales & Service, 4105 16th Avenue, Brooklyn, N. Y.

FOR SALE—5 STAR GUM BALL MACHINES.
\$5. 14-2 Wire No. 332 Bar Boxes, take all Boxes, \$65. 1 Kirk Arcade Scale, like new, \$75. C.O.D. Rockford, Illinois. Coleman Novelty Co.

FOR SALE—1 CHICAGO BASKET BALL
Champs, \$125; 2 Chicago Goalees, \$50; 2 Sky Fighters, \$30; 16 Duval Best Hands, \$12.50; 11 ABT Target F (used three months), \$17.50; 1 Evans Ten Strike, \$30; 5 Kicker and Katcher's, \$10. W. B. Copley, 808 Sixth Street, Durham, N. C.

JUKE BOX ROUTE IN MOBILE, ALABAMA,
for sale. 35 boxes in good paying locations. Gross about \$500 per week. Owner wants to retire. Box C-494, Billboard, Cincinnati, Ohio.

MILLS DELUXE PANORAM—GOOD CONDI-
tion, \$150. Panoram Film, 2¢ per foot. Joe Ulmer, 103 W. 16th, Jacksonville, Fla.

OPERATORS—HERE IS A SALE YOU CAN'T
afford to miss. 180 1¢ and 5¢ Silver Kings and Northwestern Peanut and Ball Gum Vendors. Only two months old and like new. While they last, only \$5.50 each. Priced so low for quick sale. Deposit with order, balance C.O.D., or send all cash with order and save C.O.D. fees. All orders shipped same day received. Alfred Livingston and Company, 1034 N. Virginia Ave., Lakeland, Fla.

PENNY GUM, PEANUT AND CARD MA-
chines at bargain prices; excellent condition; popular makes. DeCotes, 26 Duane Ave., Binghamton, N. Y. de3

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STANDARD METAL TYPER, 10¢ SLOT, \$250;
30 small Arcade Machines, \$300; no shipping. Carl Berg, West Monroe Tourist Park, West Monroe, La.

STRIKES N' SPARES—JUST OFF LOCATION.
A-1 condition with extra pins and miscellaneous parts. \$100. Stable & Johnson, 365 Ore, Lovell, Wyo. \$10 extra if crated.

TRADE — 22 FOOT SHUFFLEBOARDS FOR
post war phonographs or flipper type pin balls. Earl Cornwell, Brocton, Ill. no26

UNDER NEW MANAGEMENT—FOUR PACK-
ard Pla-Mor Beech Adapters, \$80. Two Wurlitzer, \$145 Impulse Steppers, \$20; 2 2-Wire \$332 Bar-Boxes, \$16. Take all for \$99. T.O.D. Rockford, Ill. Coleman Novelty Co.

WANTED TO BUY—K. O. FIGHTERS. STATE
condition and price. Mac Sanders, 2846 W. 7th, Los Angeles 6, Calif. de3

2 10¢ BLACK CHERRY, 2-5, \$85; 3 25¢ BLACK
Cherry, 2-5, \$95; 1 50¢ Gold Chrome, \$80; 1 50¢ Watling Rollatop, \$80; 1 Mills Jumbo Parade, cash, \$25; 2 Columbia Bell, factory rebuilt, \$80; 5 like new ABT Skill Guns, \$42.50; 5 used ABT Skill Guns, \$37.50; 2 ABT Big Game, \$15; 8 Best Hands, \$10; 1 Malsie, \$12.50; 2 Surf Queen, \$12.50; 1 Dynamite, \$17.50; 6 U-Select-It, model 54, Candy Vend, \$15; 3 Victor 1¢ Peanut Vendor, \$5. One third cash, balance C.O.D. Southern Vending Machine Co., 528 Graghead Street, Danville, Va. de3

8 COLUMBUS PORCELAIN 1¢ BALL GUM—
\$6; 6 Gottlieb Triple Grip Machines, \$12.50; 10 National 6 Column 5¢ Candy Vendors, \$65; 7 Shipman Triplex Stamp Vendors, late models, \$27.50; 3 Shipman Duplex Stamp, \$15; 20 10¢ Aspirin Vendors, \$5; 4 25¢ Razor Blade Vendors, \$7; Klapp Hand Coin Counter, demonstrator, complete with tubes, \$165; 5 International Ticket Scales, \$125; 8 A.B.T. Challenger Target Skill Machines, in cartons, \$37.50; 50 Jergens Lotion 1¢ Vendors, with 4 bottles lotion to each machine, \$9.50; 18 like brand new Arist-O-Scales, \$87.50; Mir-O-Scales, \$92.50. Prices F.O.B. here; 1/3 deposit with order. Adair Company, 6926 Roosevelt, Oak Park, Ill. de3

20 ARCADE OR COUNTER MACHINES—ABT
Targets, Basketballs, Whirlwinds, Wizard Fortune Tellers. F. D. Rose, 4 Harrison Ave., Gloucester, Mass.

SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL
BEE JAY SALESBOARDS
JAR DEALS -- BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

WE ARE MANUFACTURERS
All Kinds — PULL TICKET GAMES
• TIP BOOKS •

Buy Direct From Manufacturer at Very Very Reasonable Prices.

— Columbia Sales Co. —
302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARD — SLASH! —
IMMEDIATE DELIVERY

300 or 340 Kuter Kolors	\$.40	2000 Lulu Belle	\$1.40
400 Bucks45	2000 Akron Trade Board98
1000 Charley Board, thick75	2500 Canton Trade Board	1.40
1000 Jackpot Charley, thick85	1000 Plain Boards50
1200 Texas Charley	1.10	1000 Cigarette or Checkers55
1200 Cheerful Charley	1.10	800 or 1000 Girlie Money Boards	1.75
1800 Lulu, Jar O, etc.	1.12		

25% deposit with all orders—balance C. O. D. All orders paid in advance will be shipped prepaid—minimum order \$10.00.

TIC TOC MFG. CO. 712 NO. 85th ST., OMAHA, NEBRASKA

A REAL SPECIAL!!!
SALESBOARDS
WHILE THEY LAST—

400 5¢ WIN A BUCK	Profit \$ 7.00	25¢
800 25¢ CHARLEY	Profit 45.00	35¢
800 TO 2500 HOLE: 5¢, 10¢, 25¢ JACKPOTS	Profit 25.00	\$1.50
	to 65.00	

In Dozen Lots, \$15.00 Assorted. 25% Deposit on All C.O.D. Orders.

WILLES SALES COMPANY
1713 LEAVENWORTH STREET OMAHA, NEBRASKA

CONSOLIDATED - CONTAINER STILL LEADS THE FIELD

Just Released!
NEW
16 PUNCH BOARDS

FAST ACTION! QUICK PROFITS! DIFFERENT! NEW SYMBOLS!

Write for Details

CONSOLIDATED-CONTAINER Corp.
1825 CHOUTEAU AVE. ST. LOUIS 3, MISSOURI

a Winner....

BIG PRIZE

THE BEST MERCHANDISE BOARD ON THE MARKET! AVAILABLE FOR ONE, TWO OR THREE MERCHANDISE PRIZES. ALL SEALS GO — FOUR ON LAST SALE.

FORM NO. 20035-C (ONE PRIZE)
2000 R. M. HOLES—THIN—5¢ PLAY
Takes In \$100.00
Pays Out 16.25
PROFIT \$ 83.75
(LESS COST OF MERCHANDISE)

FORM NO. 20035-B (TWO PRIZES)
2000 R. M. — THIN 5¢ PLAY
Takes in \$100.00
Pays out 16.00
PROFIT \$ 84.00
(LESS COST OF MERCHANDISE)

FORM NO. 20035-A (THREE PRIZES)
2000 R.M. — THIN 5¢ PLAY
Takes in \$100.00
Pays out 15.75
PROFIT \$ 84.25
(LESS COST OF MERCHANDISE)

HARLICH CORPORATION
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES
P. O. BOX 86-E 222 2nd St. HUNTINGTON BEACH, CALIF.
Ph.: Lexington 6-3218

SEE 1950 NIFTY FOR ARCADES

New Equipment, Penny Play
Trend Hilites Planning as
Industry Looks to New Year

1949 Grosses Varied According to Local Conditions

CHICAGO, Nov. 19.—With downtown arcades now rolling into high gear for their traditionally busy season and two of the leading producers of arcade equipment putting the final touches on new lines to be introduced at the annual National Association of Amusement Parks, Pools and Beaches (NAAPPB) Trade Show, there is growing evidence that all phases of the trade are in for a gradual upsurge during the coming months. This may lead to 1950 being the best postwar year for the arcade field. Tho the industry just completed what is usually its slow period, manufacturers and distributors of arcade pieces report they have been receiving requests for equipment and information at the fastest pace in the past three years. Moreover, a fair percentage of the inquiries have been originated by newcomers in the field, always an encouraging sign.

Reports emanating from all parts of the country indicate that with many families forced to curtail their amusement spending once again, more people are turning toward coin-operated amusement pieces for a greater part of their diversion. Noting this trend, merchandisers of arcade equipment have kept pace by equipping most all new equipment with penny as well as larger denominational coin chutes. This set-up was influenced by operators in the field who have found that in many cases it is better to get in a lot of pennies quickly than to wait around for a lot of slow nickels and dimes.

Chicago

In Chicago, arcade owners report they are running slightly ahead of (See '50 NIFTY on page 162)

Wired for Sound

WASHINGTON, Nov. 19.—A wired console machine at the non-commissioned officers' club in Walter Reed General Hospital recently trapped two would-be looters. Police reported that the machines at the club had been forced open repeatedly. To prevent further thefts, a buzzer alarm was set up.

When the signal went off, the police said they found two men sitting on the floor in the club, sipping a drink and dividing \$79 which had been taken from the machine.

Scientific To
Introduce New
Line in Spring

Pistol Out Next Month

NEW YORK, Nov. 19.—Scientific Machines, Inc., manufacturers of Pokerino, has completed development of a revised model of that arcade standard, two new rolldown units and a ray pistol game, it was learned this week from Max Levine, the firm's president. The new products are to be introduced next spring, except for the pistol, which is due to start moving to operators early next month.

The pistol game, called Jungle Joe, will be promoted both for arcade and operator use. The gun itself, an accurate duplicate of an army 45, is secured by a welded chain. The target assembly, positioned independently, can be placed on counter, wall or stand.

Pop Prices

Despite its use of a moving target, Levine stressed the ray pistol would be offered at a "popular price." Each (See SCIENTIFIC on page 172)

Edelco To Intro
New One, Miami
Pastime, In Chi

DETROIT, Nov. 19.—A new type of table game of the rolldown type, and based on the universally popular bingo principle, will be unveiled at the outdoor show in Chicago by Edelco Manufacturing & Sales Company, maker of the Bang-a-Fitty and Seven-Hi. Named Miami Pastime, the new game comes in a seven-foot length and includes some unusual mechanical and electrical control features designed to assure maximum simplicity and ruggedness of operation and service.

Each player is given a set of 10 rubber balls for a nickel play. The balls are rolled down to drop into one of 25 numbered holes arranged in typical bingo square fashion, with the player's skill determining the score he can achieve. Objective is to place five balls in a straight line (See EDELCO on page 163)

Jennings Bows
Sweepstake, New
Chief Product

CHICAGO, Nov. 19.—Following several weeks of comprehensive tests on location, O. D. Jennings has placed its Sweepstake Chief in production, Sales Manager John Neise announced this week.

A chrome front unit, the Sweepstake Chief features the combination of several major awards without cutting down the number of minor ones. Among the high points in the mechanism of the new Jennings product are the direct feeding of every ninth play to the major award area (See Jennings Bows on page 172)

Texas Ops Elect Officers
For '50; Okay TB Campaign

HOUSTON, Nov. 19.—November meeting of the Independent Coin Machine Operators' Association of Harris County was marked by the election of officers and an active business session. Elected to office were: Board of directors, T. J. Gillespie, chairman; Morris Pinto, Sam Lampasas, D. W. Lester, C. M. Robertson, J. L. Wild and Grady Clancy. Finance committee: A. L. Ratcliff, Charlie Bell and A. J. Tucker. Social committee: Hazel Conklin, Jack Chambers and Frey Troy.

Since a major part of the promotional and organizational work has been completed, and in the interest of economy, it was decided to dispense with the services of a full time paid executive secretary. Hereafter the chairman of the board of directors

will act as secretary of the association. While the present board is in office the official address of the association will be at 1906 Leeland Avenue, Houston 3, Tex.

It was voted unanimously to sponsor a club in the current Christmas Seal campaign to combat tuberculosis. Several hundred labeled and attractive collection cans were secured and operators were instructed to place them at cashier stations in all locations. Cans will remain on locations from November 16 thru January 21 and those which are filled will be replaced with empties as often as is necessary. Every Harris County operator or routeman, even tho not yet an association member, may pick up as many cans as needed at the office of Williams Novelty Company.

NAAPPB To View New Machines

Coin Units
Bow at Show
Nov. 27 - 30

Exhibit Intros 7 Pieces

CHICAGO, Nov. 19.—New coin-operated amusement equipment will be one of the prime features of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) annual trade show scheduled in conjunction with the outdoor convention at the Hotel Sherman here November 27-30. Among the firms which have announced show lines is the Exhibit Supply Company, which will debut seven new arcade pieces (for separate stories on Edelco and Scientific preparations look elsewhere in this section).

Exhibit Supply will introduce Khayyam the Mystic, a fortunetelling machine; a new rotary merchandiser, a new foot vibrator, an electric car vender, a three-gaited horse, a (See NAAPPB on page 172)

CMI Aids "Kids" Campaign

CHICAGO, Nov. 19.—Veering from its announced policy, established at the conclusion of last year's Damon Runyon Cancer Fund drive, to limit the association's public relations activities to matters within the industry, Harry Williams, president of the Coin Machine Institute (CMI), this week urged industry members to contribute to the Kids Day campaign conducted by Jimmy Fidler, Hollywood columnist.

Pointing out that Kids' Day is celebrated annually November 19, Williams wrote, in part.

"The National Kids' Day Foundation, Inc., is a non-profit organization, which has created an annual 'Kids' Day' to aid underprivileged and crippled children and to establish boys' and girls' clubs, youth organizations, and to do whatever is possible to help American children. Kiwanis International's 3,050 clubs will carry on these activities for the National Kids' Day Foundation.

Make Exception

"Our industry has had an urgent appeal for assistance from Jimmie Fidler, one of the founders of the National Kids' Day Foundation. Altho the CMI board of directors decided, after the Damon Runyon Cancer Fund Drive, to limit CMI's activities to public relations work on behalf of the industry, we feel that we must make an exception in this case. Billions of dollars are being spent annually for many worthy causes, I know; however, it appears to me that no cause is more worthy or necessary than the children of our country.

"The manufacturers in this industry will do their part. However, we know that you, too, would like to support this worthy cause. Therefore, I recommend to you that you forward to the National Kids' Day Foundation anything you feel you can afford—from \$1 to a day's receipts. . . ."

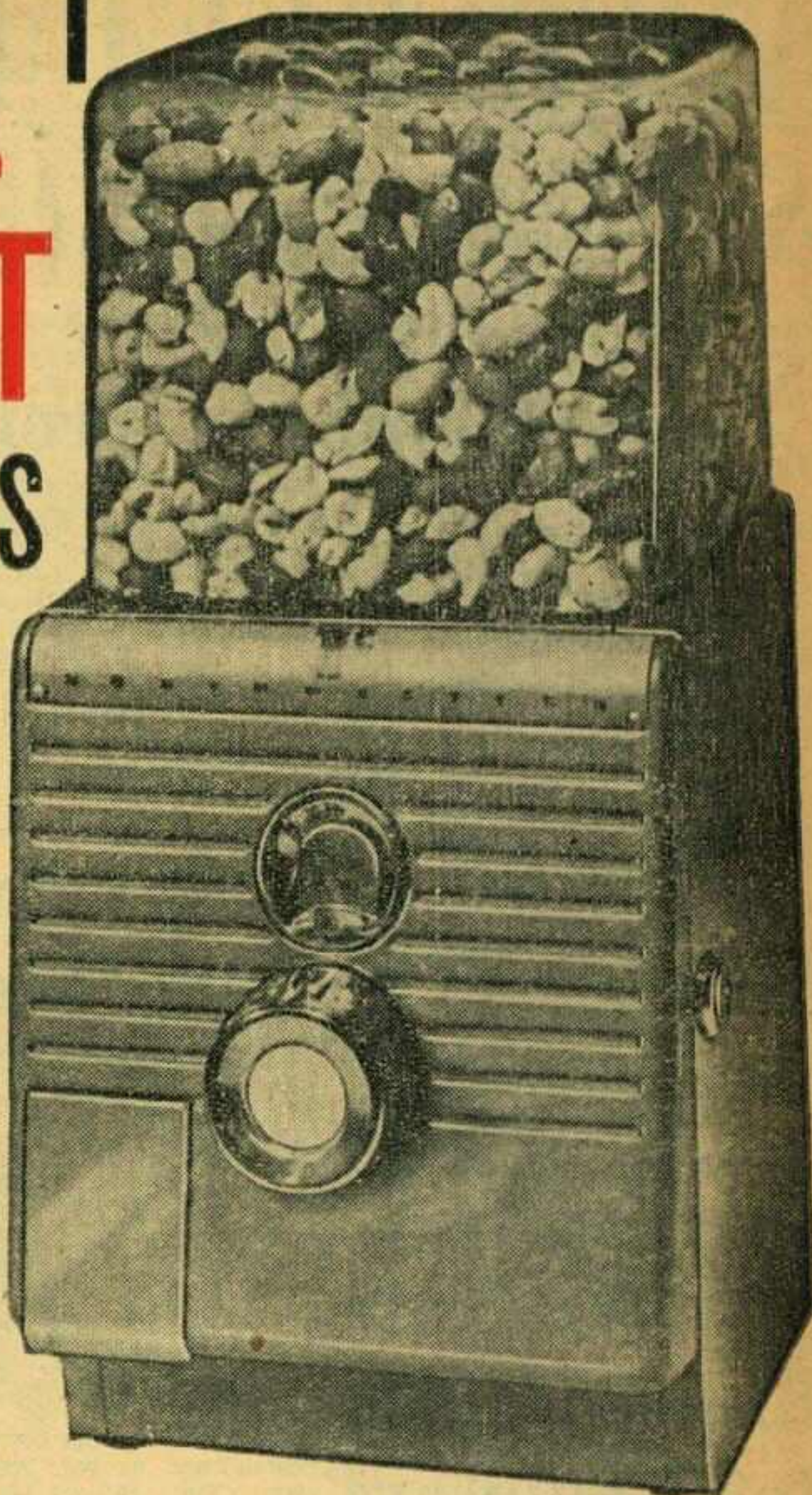
An enclosed envelope carried the following address: Jimmie Fidler, National Kids' Day Foundation, Box 1621, Hollywood 28, California.

SENSATIONAL ADVANCEMENT IN BULK VENDING MACHINES

Northwestern

SPECIAL 49

**BOOSTS
OPERATORS'
PROFITS
TO AMAZING
BIG TOTALS**



Entirely different from any other vending machine ever made, the sensational new Northwestern 49 Special is breaking all records for popularity and profits. Result: Thousands are being rushed to every corner of the country as operators rapidly realize the extra EXTRA value of these revolutionary venders.

It makes no difference what product you use, sales in any location shoot up as soon as a 49 is installed . . . and stay there! Eye-catching beauty, sales appeal, tempting merchandise display, clean, sanitary globes . . . all combine to sell the 49 and its merchandise to the public. But more than that!

The exclusive new SANI-CARRY Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. That means twice as many machines serviced per day per man . . . servicing costs cut in half . . . amazingly increased profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assures more accurate accounting, tighter control.

NEW LOW PRICES

Best of all . . . thanks to vastly increased production, more favorable material prices and our determination to give all operators the greatest value for their money . . . prices on the new 49 Special have been reduced to remarkably low figures that are within the reach of everyone. See special offer described at right.

SEE FOR YOURSELF

Don't take anyone's word for it. Now . . . without any risk . . . you can see for yourself how the 49 Special will bring more money and save hours of hard work. As an introductory, get-acquainted offer . . . we will send you 5 of these 49 Specials, including 5 extra SANI-CARRY Globes and 5 Carrying Caps for only \$69.00. Put them on your route for an actual test. If, within thirty days, you are not entirely satisfied, return them to us prepaid and undamaged, and your money will be refunded. Could you ask for more? Okay. Then use the coupon below and send in your order today. You can't afford to wait.

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST., MORRIS, ILLINOIS

Enclosed is \$69.00. Please RUSH to me by express collect

5 of your 49 Specials, including
5 extra SANI-CARRY Globes and
5 Carrying Caps

Name

Address

City

State

ON DISPLAY AT THE
N.A.M.A. Convention
BOOTHS 508-510

ABCB MEET HILITES VENDERS

Firms Show Keen Interest In Units; Special Session Covers Members' Problem

Attendance, Buying Off; See Huge Jump in Vender Sales

By Dick Schreiber

DETROIT, Nov. 19.—Vending machines will eventually account for between 40 and 50 per cent of total soft drink sales, speakers declared at the 31st annual convention of the American Bottlers of Carbonated Beverages (ABCB) held here Monday thru Thursday (14-17) at Convention Hall. A crowded vending machine session Tuesday afternoon heard Robert W. Wagstaff, of the Vendo Company, make the prediction as to potential sales volume thru venders. Already, Wagstaff asserted, there are 460,000 soft drink vending machines on location in this country and "the surface has barely been scratched." There was keen bottler interest in vending at this year's ABCB convention as evidenced by attendance at the vending machine session and steady bottler attention at the booths of equipment makers (see separate story on equipment in this section).

No Cup Venders

Both on the floor and in the discussion, however, bottlers had to confine their looking and their talking to bottle venders. Following last year's ABCB convention in Atlantic City, the association adopted a resolution (See FIRMS SHOW on page 147)

Statler Sets Biscuit Units In NY Subways

Feature Flash Appeal

NEW YORK, Nov. 19. — Statler biscuit venders, specially designed for flash appeal and ease of servicing in high-traffic stops, started moving into subway station locations this week. Larry Reiss, head of Statler, reported delivering 100 of the new units to Interborough News Company, which operates all but drink machines in the city subway system.

To meet the special needs of underground servicing, the new model is set on a roomy base in which 600 packs of Niks may be stored. Stockmen will visit each vender one or more times a week just to fill the base with biscuits. Thus, servicemen will not be required to carry large quantities of Niks with them. They will merely transfer biscuits from the base to the vending columns, empty the cash boxes and make any necessary on-location adjustments to machines. Stockmen, who will have access only to the base of the venders, will travel the subways on their rounds during off-traffic hours.

With as many as 1,200 biscuit machines expected to be placed in the subway during the next six months, according to Reiss, this division of duty is aimed at keeping service costs low.

The subway venders also sport new illustrated front panels. In four colors, they picture the biscuits vend and are admittedly flashy to catch the eye of the hurrying subway rider.

Statler will offer the vender with larger base but minus the four-color, screened panel, to regular route operators beginning in January. Reiss emphasized that the vending mechanism of the subway unit is similar to that in his standard model. Vending capacity of both is 135 packages of Sunshine Niks biscuits.

"Glass" Proof

DETROIT, Nov. 19.—To prove that an operator doesn't need a crystal ball to see extra profits coin changers produce for venders, American Coin Changer Corporation, Boston, set up a visual-proof display at its booth during the ABCB meet this week.

Conventioneers were asked to guess the number of coins in a sealed glass bowl, the coins representing the plus sales garnered thru use of a coin changer.

During the meet, L. Howe, with offices in the Birmingham National Bank Building, was retained as point of sale consultant by American.

Bottlers See Six New Units At ABCB Meet

All Selective Models

DETROIT, Nov. 19.—Vending-minded bottlers at the 31st annual meeting of the American Bottlers of Carbonated Beverages (ABCB) meeting here Monday thru Thursday had a half dozen new bottle venders to look over—all of them selective. As a result of a resolution adopted following last year's ABCB convention in Atlantic City, no bulk or cup drink equipment was allowed on the floor of Convention Hall, and cup drink equipment was excluded from discussion in the convention's vending machine session (see separate story on this page).

A rundown of the new bottle venders exhibited at the convention follows:

Ideal

Ideal Dispenser Company, Bloomington, Ill., used the ABCB meet as the springboard for its new Model 70-B, an intermediate capacity machine, which rounds out the Ideal line and enables the company to offer three separate models for small, average and large locations.

The 70-B was designed, Ideal officials said, to meet the demand from those locations too large to be serviced by the company's Bantam model and too small for the larger 300-B. It has all the features of the other two Ideal models and some improvements which are now being incorporated into the entire line.

Eight vending racks, instead of the seven racks on the Bantam and 300-B, increase the new model's selective range without increasing cabinet width. Eventually, Ideal expects to bring out a 300-B with eight racks. This will give the large model an added capacity of 16 bottles without (See BOTTLERS SEE on page 151)

SuperVend Corp. Debuts Hot Unit

DALLAS, Nov. 19. — SuperVend Corporation announced details this week of its new "hot unit" which, vending either hot coffee or hot chocolate, makes a four-flavor machine out of its regular three-flavor soft drink vender. The recently perfected hot drink unit will sell for approximately \$150, including all special mounting brackets etc., President M. M. Miller stated. He stressed that the unit can be easily installed in SuperVend models already in the field.

The "hot unit" uses a two-gallon stainless steel drum for the coffee concentrate or sirup extract. It is hung in the vender's refrigerated compartment. Hot water for either type of drink is provided by a 1,500-watt heating unit, which is thermostatically controlled. One selector valve delivers both the hot and cold beverages, Miller said. The "hot unit" will be unveiled during the NAMA convention in Atlantic City next week (27-30).

W. R. Kendrick, SuperVend sales manager, reported there are over 130 operators now using the firm's drink vender thruout the country.

NAMA Exhibit Space 100% Sold; Three Motor Firms Sign

CHICAGO, Nov. 19.—With the addition of two new exhibitors, a complete sellout of space at the third annual exhibit of National Automatic Merchandising Association, Convention Hall, Atlantic City, November 27-30, has been announced by George M. Seedman, convention chairman. The firms were added to the list of over 130 exhibitors who previously signed contracts.

Kaiser-Fraser Sales Corporation, Willow Run, Mich., has contracted for four booths in which to display Kaiser "Traveler" and "Vagabond" models to the vending industry. Both models are in the pleasure-utility class. They can be converted into versatile delivery or light hauling units, such as needed by routemen.

The other new signee is the Heyman Process Corporation, New York, manufacturers of soup concentrates and sirups.

Kaiser-Fraser joins the Chevrolet Division of General Motors and the Ford Motor Company in displaying trucks and automobiles specially tailored for the needs of the vending industry, for the first time in automatic merchandising exhibition history.

Advance registration figures have passed the 2,000 mark. This figure bears out a previous statement made by Seedman, who estimated there would be between 5,000 and 6,000 persons participating in the 1949 convention and exhibit, because of the unusually high advance registration.

Plan "Soup to Nuts" Show for West Coast Ops Next January

LOS ANGELES, Nov. 19.—One of the most ambitious vending machine shows ever planned for the Pacific Coast is now being shaped up by Al Silberman, of Badger Sales. Slated for early January the showing will feature a buffet luncheon served from automatic merchandisers. Operators, distributors and personnel managers of industrial plants will be invited to the feed which will start with soup from a Mills Soup Bar and conclude with nuts served from a battery of Northwestern machines.

Also slated for serving from vending machines will be hot dogs with melted cheese, a variety of sandwiches, all types of soft drinks, carbonated and non-carbonated; three

National Readies New Changer

DETROIT, Nov. 19.—In February or early March, National Rejectors, Inc., of St. Louis, will go into production with its new mechanical nickel-dime-quarter changer shown here this week at the national convention of the American Bottlers of Carbonated Beverages (ABCB).

At the ABCB show the mechanical changer was attached to a Vendo V-83 Coca-Cola bottle machine, but officials of National said the unit can be attached to any make or model.

Incorporating all features of National (See National Readies on page 148)

types of fruit, hot chocolate, coffee and candy bars.

Plans call for the show to be built around a proposed National Vending Machine Month, which Silberman has been mulling for some time, with Badger Sales as national headquarters. Distributors and jobbers will be asked to go into a program of advertising that month to make the Pacific Coast automatic merchandising conscious, Silberman disclosed.

The Badger Sales showroom will be completely redecorated and a battery of vending machines lined up for the showing.

The scientific placing of vending machines in industrial locations will be stressed during the showing, Silberman said, as a counter against the indiscriminate distribution of venders thruout plants. These locations have to be engineered, Silberman pointed out, and this phase he will undertake personally.

Industrial reps attending the showing will be briefed on methods of increasing production and maintaining the morale of employees thru the placing of vending machines in strategic locations. Personnel managers realize the man hours lost by workers leaving their posts for refreshments, Silberman said, and are becoming increasingly aware of the part automatic merchandisers play in plant operation.

At the conclusion of the buffet, women present will be presented with gardenias from a flower vender.

NAMA Sets New Op Service

Cost Program Planned for Improved Net

Detail Plan at Convensh

CHICAGO, Nov. 19.—A new service to members, an accounting program, will be explained in detail to operators attending the annual convention and exhibit of the National Automatic Merchandising Association, (NAMA) Atlantic City, November 27-30, according to William Fishman, of Automatic Merchandising Company, Chicago, chairman of NAMA's operator accounting committee.

The firm of Ernst & Ernst, certified public accountants, Chicago, has been retained by the association to provide a new service to aid vending machine operators to understand their costs better and thus show a better net profit at the end of each year.

This new service will be discussed at the clinics for candy, gum, nut, biscuit operators, cigarette, cup beverage, bottle beverage and penny machine operators. A representative of the nationwide accounting firm will attend each of these sessions to describe briefly the service and to answer questions. This representative will also be available, at times and places to be designated later, to answer individual operator's questions regarding the program.

Mail Forms

Forms will soon be mailed to the NAMA membership asking for cost figures. By comparing the composite figures to be reported by Ernst & Ernst to those participating in this service with his own figures, each operator will have:

1. A yardstick to measure operating efficiency.
2. A spotlight on weak spots in various operations.
3. Necessary facts to make operators cost, sales and profit conscious.
4. Facts upon which to base present and future planning.
5. Indication of trends in different types of operations.

This added service of NAMA, according to C. S. Darling, executive directors, "is only the starting point of cost surveys which, as the years go on, should become invaluable to operators in their desire to build their businesses more soundly and to show a satisfactory profit."

Venders Play Featured Role At Ice Industries Convention

NEW YORK, Nov. 19.—Ice vending stations are becoming an increasingly important method of distribution to ice manufacturers, industry spokesmen declared here this week, and already account for sizable tonnage sales. At the convention of the National Association of Ice Industries' (NAII), it was reported that about 40 per cent of all cash-and-carry ice purchases now were made from vending stations.

Three manufacturers of ice vending equipment exhibited units at the week-long show, which closed at the Commodore Hotel Friday (18). Two companies introduced new ice pick venders. National Rejectors, Inc., used the convention to unveil its latest coin mechanism, specially designed for outdoor ice vending stations.

Refrigerator Owners Buy Ice

A survey conducted by NAII this year revealed that almost half of all owners of home mechanical refrigerators were also buyers of ice. Highlighting the potential for ice vending, the survey showed that 93 per cent of these customers bought from outlets from which they must carry the ice home.

In an address to the convention, Millward W. Young, of National Ice, San Francisco, stressed that convenience and service to the public were the prime factors behind expansion in the ice vending field. "Venders will sell tonnage that cannot be sold otherwise," he said during a session on automatic ice distribution.

Leases Called Best

While the standard practice today is to operate company-owned vending stations, as well as stations leased to food and produce markets, Young claimed that leasing arrangements were by far the most profitable. Under this system the markets stock the venders, keep them clean and have a financial interest in promoting greater sales. He stated that leased operations, usually more accessibly located than company-owned vending stations, did almost three times as much in volume.

Nevertheless, company-owned vending stations were said to be profitable adjuncts to normal sales media. It was claimed that they return as much as 23 per cent annually on capital investment, and

industry spokesmen predicted that the number in operation would double next year.

Price Ranges

Vending stations, completely assembled and ready for operation, were offered by the Refrigeration Engineering Company, Minneapolis, at \$1,500 to \$4,823.50, depending on size and versatility. Thermo Cuber Company, Inc., Chicago, listed its aluminum station at \$2,895. The company also offered vending assemblies at \$495 to \$1,590. Complete stations, equipped with S & S vending mechanisms, were described by F. B. Dickinson & Company, Des Moines. S & S vending mechanisms carried price tags ranging from \$734 to \$1,083.90.

National Rejectors' variable sales assembly for ice venders incorporates a newly-developed electric accumulator, according to Fred Walling, research engineer. This permits settings at 5 cents thru \$1.95, in nickel steps. The device accepts nickels, dimes and/or quarters. The entire mechanism is fitted to a cast steel base with a heavy-gauge, welded steel cover. A small hood protects the coin entrance from snow or rain.

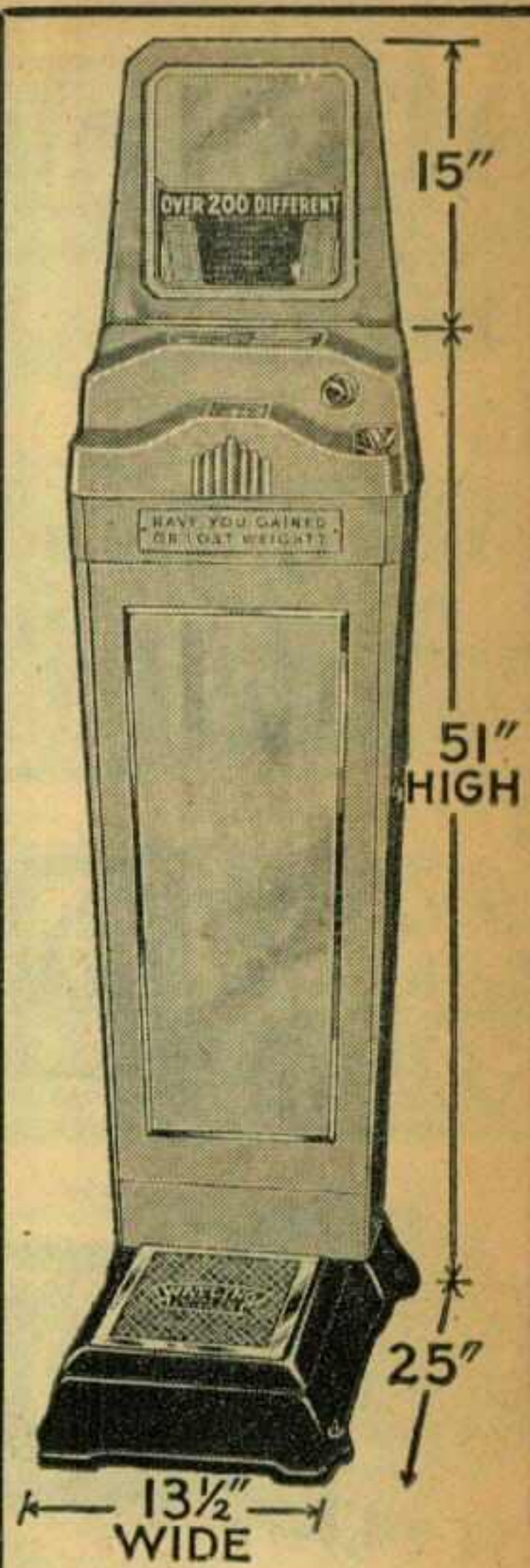
Ice pick vending units were shown by the Index Coupon & Supply Company, La Porte, Ind., and the United Ice Supply Company, Boston. Both had capacities of 28 picks and were fitted for dime operation. The United machine dispensed pick and handle disassembled. It listed as \$49.50. The machine offered by Index vended an assembled pick and carried a \$45 price tag.

Harrison Develops Java Concentrate

NEW YORK, Nov. 19.—The Harrison Company, suppliers of coffee to the vending trade, has developed a new concentrate said to provide greater "cup for cup flavor uniformity," George Harrison announced this week. The improved concentrate is to be demonstrated for the first time at the National Automatic Merchandising Association convention. Deliveries will begin in December.

By use of a lower coffee-solids content, it is claimed the concentrate may be dispensed in a wider range of valve settings. Since more prepared concentrate is used per cup of coffee, slight variations in the amount dispensed will have less effect on the finished cup, according to Harrison.

The flavor of the new concentrate has also been improved thru the use of a new blend, he said. This new blend is said to enable the coffee flavor to "carry thru the weighty influence of evaporated milk." Price of the new concentrate will be proportionately reduced to correspond with the smaller quantity of coffee solids contained, Harrison noted.



\$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

GET INTO THE POPCORN BUSINESS

COIN MACHINE MEN

Develop your present locations. Get added revenue for practically no investment. \$5.00 per week from each location.

You Need Something New!!!

SEE US AT **NAMA** BOOTH 205



WITH ONLY A SMALL INVESTMENT

You can revitalize your routes, and get into the Popcorn Profits.

USE OUR READY-TO-EAT POPCORN

30-DAY TRIAL OFFER

If it does not do the job we claim, return the machine and get your money back.

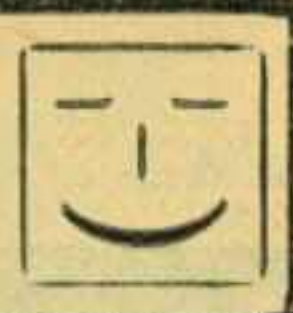
3443 W. North Ave. Chicago, Ill.

Write **A.B.C. POPCORN CO., Inc.**

There'll Be a Smile On Your Face When You See

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR



DISTRIBUTORS WANTED

See our ad on page 79 in the general outdoor section. This machine is "hot"! Territorial franchises are still available to reliable, aggressive distributors who want tremendous profits from little investment. Write, wire, phone:

FORDMAN CO., INC.
1420 S. Calhoun St. Fort Wayne 2, Ind.

NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE LESS THAN \$10.00 EACH

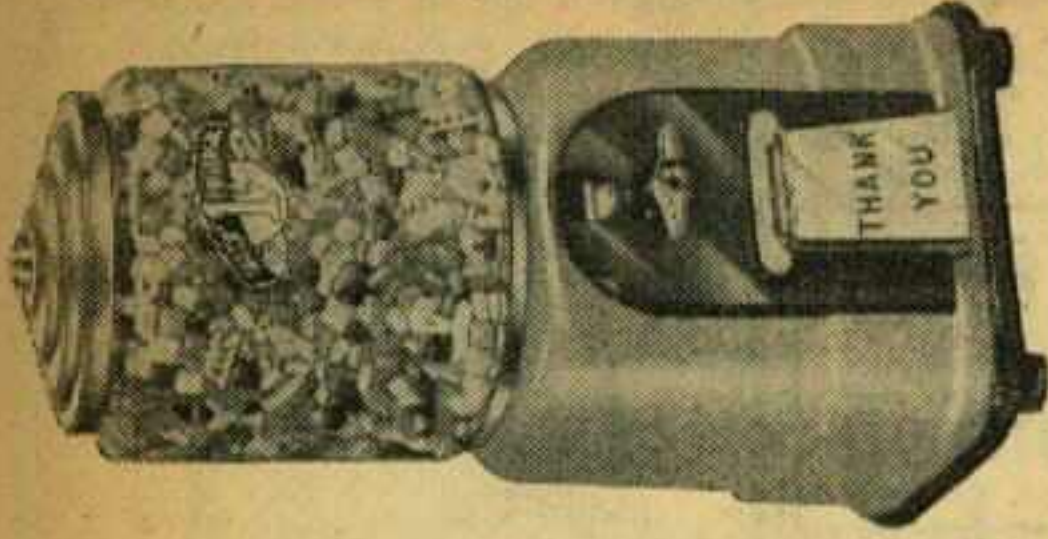
With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge, 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts. \$14.75 Gross take 5.00

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 4, Calif.

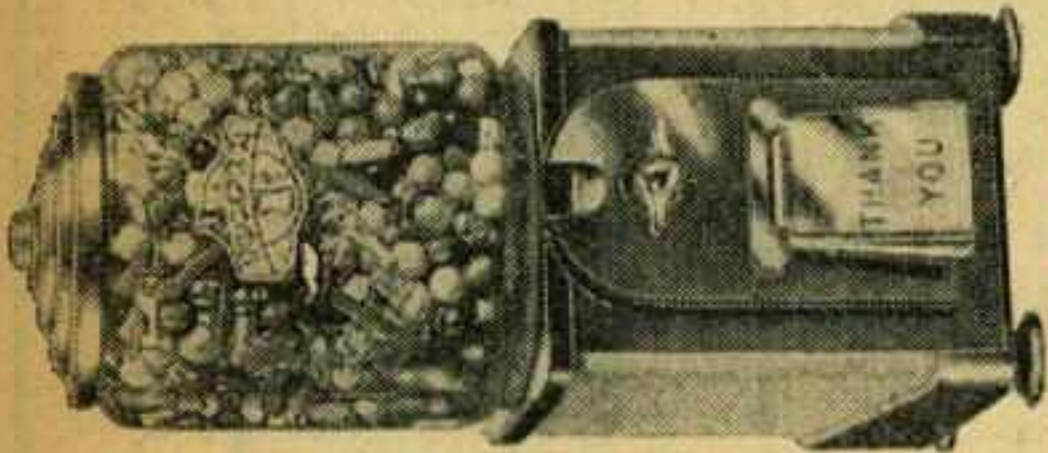




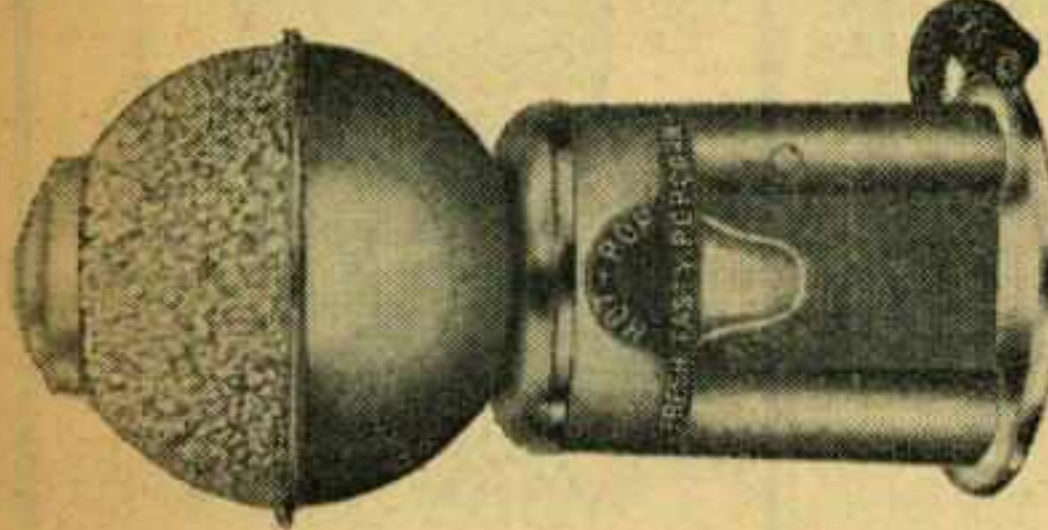
UNIVERSAL



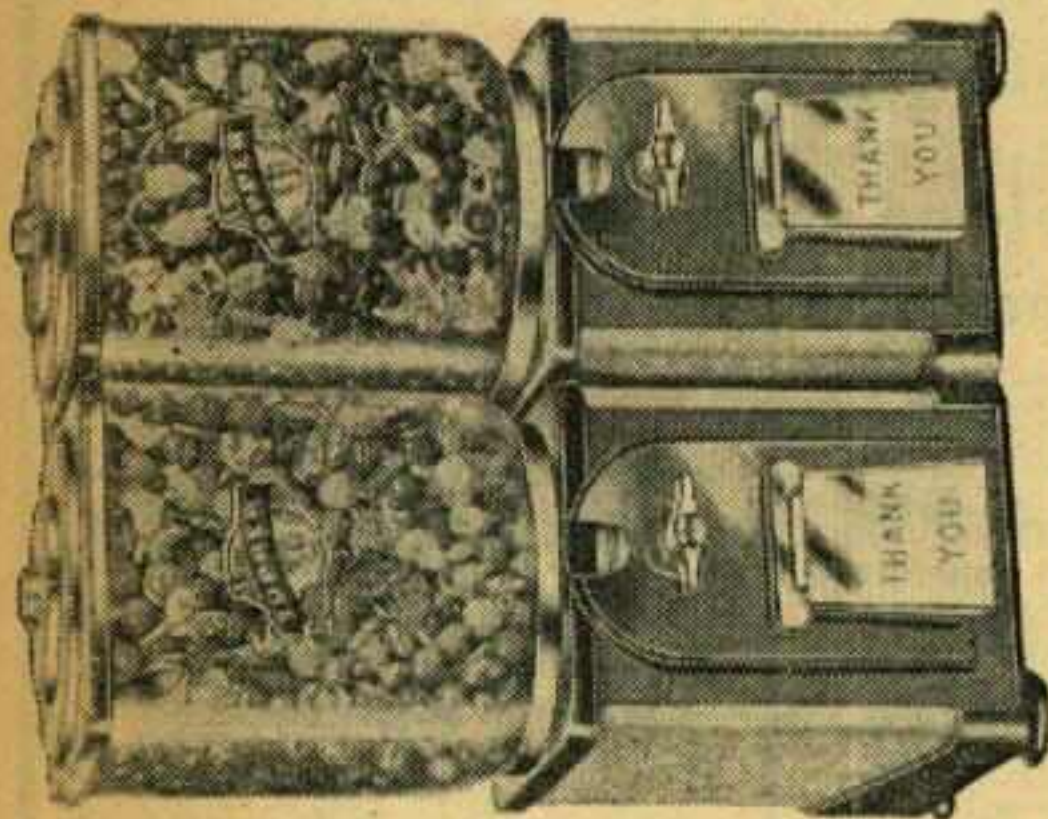
MODEL V



TOPPER



HOT-POP



DOUBLE-UNIT TOPPER

The popularity of these venders is amply demonstrated by their total absence on the used-machine market.

Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still in location and rendering satisfactory service.

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake it 'round and 'round But you'll never find better bulk venders than VICTOR'S. Investigate the tremendous profit potentialities of these great venders for yourself. VICTOR'S—ENDURANCE—STABILITY—ATTRACTIVE APPEARANCE—

Equipped with the new VICTOR plastic globe. Available on all VICTOR models at small extra charge at time of machine purchase.

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Court Decides Against N. Y. Coin Wash Ops

NEW YORK, Nov. 19.—Twenty-one coin washer operating companies and 116 individuals have agreed to refrain from alleged price fixing on machines used in apartment houses after State Attorney General Nathaniel L. Goldstein was granted "anti-monopoly" injunctions in Supreme Court.

The injunctions were issued by the court following a three-month investigation of the coin washer industry here. The attorney general claimed an industry pattern of 20 cents per wash load had been set as a result of the activities of the Coin Metered Washing Machine Operators' Association (CMWMOA).

Irving Gottlieb, CMWMOA president, countered the charges. He claimed his organization represented only 3,500 washing machines, about 10 per cent of the number believed to be in operation here. Gottlieb stated:

"Twenty cents became the predominant price, since years of experience proved that to maintain a machine in an efficient manner, using genuine parts and giving the landlord a fair and adequate rental for use of his facilities required a 20-cent charge." He added that prices actually varied from 10 to 25 cents a wash load, depending on individual circumstances.

Chalex Corp. Effects Sales Program on Audit Recorder Unit

CHICAGO, Nov. 19.—Chalex Corporation announced this week that following 20 months of field tests of its Sales Audit Recorder, a sales arrangement has been effected with the Durant Manufacturing Company, Milwaukee, maker of the recorder. Under the new sales system, Durant will handle direct sales in 27 cities thru its established agents.

Prior to the Durant arrangement, Chalex did not have a sales organization for its recorder. Sales were managed by President Harry W. Alexander. Firm, which was established in 1945, continues active development of its own other diversified products.

Durant has been manufacturing and selling production audit counters since 1879.

Bramham To Head New Philly Route

LANSDALE, Pa., Nov. 19.—Jack Bramham, former sales manager of the American National Dispensing Company, has been named manager of the placement and service division for the Philadelphia area, it was announced here this week. Leroy M. Lewis Jr., vice-president of the coffee machine manufacturing firm, said Bramham's main job will be to organize a pilot vending operation. Paul Zimmerman was recently appointed sales manager of American National (The Billboard, November 12).

VICTOR'S AMAZING NEW DOUBLE TOPPER

With Plastic Globes. 2 Units to a Case, \$45.00 per case.



Special Thanksgiving Offer
2 Double Units PLUS 25¢ 210 Ball Gum PLUS 25¢ Boston Baked Beans PLUS 1000 assorted copper and silver plated charms. ALL FOR ONLY **\$61.00**

Colored Bubble BALL GUM
140, 170 or 210 count, in 25¢ cartons
25c lb.
in lots of 150¢ or more with freight prepaid
23c lb. FULL CASH WITH ORDER.

PISTACHIOS
25 lb. carton
Large 50¢ lb.
Small 45¢ lb.
Full Cash With Order.
Autographed Football Charms \$3.75 per 1000
Write for our FREE Complete Charm List.

175 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.
PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
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La Rue International

✓ **1st IN AMERICA** WITH **IMPORTED CHARMS!** AND NOVELTIES. Exciting! Different!
✓ **1st IN AMERICA** WITH **CALIFORNIA "T-NEE" ALMONDS!**

Smallest vending almonds ever grown! We're first with the latest in all things vending.....

WRITE NOW TO BE PLACED ON OUR MAILING LIST!

Best Deal on Prices Anywhere!
La Rue International, Inc.
540 HAYES ST. SAN FRANCISCO, CALIF.

SEE US AT THE SHOW!

RMS 1526-7

DONALD DUCK
RITZ CARLTON HOTEL
ATLANTIC CITY
MICKEY MOUSE
SEE SAM AVEDON
CHARACTER CHARMS, Inc.

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

Vends Like a Charm!

Wild West TELESCOPE VIEWER

- with genuine magnifying glass!
- with 30 different pictures!

In brilliant assorted colors! The kids will go wild over this! Get them in your machines quick!

\$12⁵⁰ per M

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113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

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EPHY

would like to see you at the

Marlborough-Blenheim
Atlantic City

at the N.A.M.A. Show

Firms Show Keen Interest In Units; Special Session Covers Members' Problem

Attendance, Buying Off; See Huge Jump in Vender Sales

(Continued from page 144)

lution excluding all types of bulk drink equipment including coin-operated cup venders. The reason: ABCB had complaints that the cup venders actually represented competition to bottlers.

Officers Re-Elected

Truman Gill, Beeville, Tex., was re-elected president of the American Bottlers of Carbonated Beverages. Also re-elected at the ABCB convention this week in Detroit were Alvin Beaman, Nashville, vice-president, and Joseph LaPides, Baltimore, treasurer.

Elected to the executive board for a three-year term were E. Robert Anderson, Rochester, N. H.; Edwin F. Wagner, Madison, Ill.; James C. Lee, Birmingham; Cecil R. Barbee, Los Angeles. W. R. Robertson, Washington, was elected to fill a one-year vacancy.

Over all, this year's convention ran behind last year's attendance and buying. But interest in vending machines—cup as well as bottle despite the ban on cup equipment—was keener. Executives of national soft drink sirup houses reported in larger numbers this year that they have developed programs for approaching the vending machine market or are in process of working out such programs.

Leary Opens Session

Coca-Cola bottler John F. Leary, of Newburyport, Mass., opened the vending machine meeting with the statement that the discussion and questions should be confined to bottle vending equipment. The major portion of the discussion was limited to answering six questions which Leary said ABCB had received from its membership. The questions were put to a three-man panel consisting of Wagstaff, William A. Kelley, Ideal Dispenser Company, and E. A. Terhune, General Vending Machine Corporation.

A summary of the questions and answers follows:

Q. Do you recommend written contracts when a machine is sold or rented to an outlet? What should be covered?

A. (Wagstaff) If a machine is sold outright no contract is needed, but if the sale is on a time-payment plan the agreement should be in writing. Whenever a machine is placed on a lease or rental (commission) basis, Wagstaff added, contracts are vitally important. Wagstaff said he was unable to elaborate on the points which should be covered but stressed that a contract should prove ownership of the equipment.

Flavor Usage

Q. Is it advisable for an independent bottler to install vending machines? Should the bottler put in his most popular flavor or his least popular brand?

A. (Kelley) Assuming he has financial responsibility, an independent bottler should use vending machines to increase his volume. Kelley cited one instance where 200 beverage venders were installed in an area and boosted total drink volume in that area 48 per cent.

Obviously, Kelley commented, the bottler would put his leader brand in venders if he uses single-flavor equipment, but would use all or most of his flavors if he operates selective venders. The bottler should always

load his venders with respect to the popularity of the flavors, Kelley concluded.

Q. Is there a place for single and multi-flavor machines? In which types of locations do each go?

A. (Terhune) There is a place for both types. One-flavor machines go best in larger stops where the demand is so great that more than one drink machine will be installed. Multi-flavor machines, Terhune said, are coming more and more in demand because they open additional outlets for the bottler.

Q. How can a small bottler with a limited number of machines handle the vending machine service problems?

A. (Kelley) It is preferable for the bottler to set up his own service organization provided he has sufficient machines to make this practical. Otherwise the bottler will have to use the local refrigeration service company which places him at the mercy of that organization.

Coin Changers

Q. Does the addition of a coin changer to the vender justify the added cost?

A. (Wagstaff) It is impossible to answer yes or no since it depends on the outlet and the price of the changer. In many stops, addition of a changer has increased volume 15 to 20 per cent while in others there has been no appreciable change. By and large, however, the changer pays for itself in added business.

Q. Considering sales costs and operating expenses, what is a reasonable monthly fee to charge for a vender costing \$300 and selling 15 cases weekly?

A. (Terhune) Depreciation is the determining factor. If the bottler is depreciating his equipment on a five year basis, he needs 14 cents per case; on a three year basis, 20 cents per case; on a two year basis, 27 cents per case.

Terhune then went on to explain how the bottler should set up his bookkeeping to arrive at a true picture of costs and income. Only by making such a comparison, and figuring the depreciation factor, can the bottler determine what rental he must charge, Terhune added.

In response to questions from the floor, panel members declared that the manufacturer should make provisions to train the bottler's service men in the proper maintenance of equipment. The manufacturers admitted, however, that this training became a nearly impossible chore where bottlers in scattered areas were making purchases of one or two pieces of equipment.

Summary

Summarizing the discussion, after the question and answer period, Wagstaff made his prediction that venders ultimately will account for nearly half the total of soft drink volume. The Vendo Company, Wagstaff said, recently concluded a survey of the soft drink market which showed there are 460,000 drink venders on location.

As to the potential, Wagstaff said the Vendo survey showed it is possible for the industry to place 2,000,000 drink machines. This figure was arrived at by taking the Department of Commerce statistics of 4,000,000 business outlets and dividing it in half.

Biggest growth, Wagstaff predicted, will come in the small outlets—those employing fewer than 20 persons. The vast number of such outlets explains the current high interest in smaller-capacity bottle machines, Wagstaff said.

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6 Bright Colors ... \$ 5.00 M
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#500M Metal Plated 5.75 M
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#500 Gold or Silver Plated 6.75 M
#500 Metallic Plastic Bronze or Silver 3.25 M

#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

#3 Asst. Small Plastic Charms \$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M



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\$43.00 Per Case
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12 to 24 Cases
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25 Cases or More
\$40.00 Per Case
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SPECIAL!
HART BUBBLE BALL GUM

6 Colors—140, 170, 210 Ct. 25 lb. Cases. Orders for 150 lbs. or more 24c Lb. Shipped Prepaid.

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Reconditioned like new

25 Silver Kings, 5c \$ 8.10
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3 Stoner 8 Col. Candy, Cap. 160 Bars. \$120.00
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Only \$13.50 each (24 or more)

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 Half Deposit. Phone: BA. 9-0606

HARRIS VENDING
 2717 N. Park Ave. Philadelphia, Pa.

Charms Makers
Now Selling Direct
 NEW YORK, Nov. 19.—The Plastic Process Corporation, which formerly manufactured charms only under contract for other concerns, will now distribute its line directly to the vending trade, Bill Falk, owner, announced this week.

Items which the firm is featuring include Western and athletic-figure series.

Small Fry Venders

BOSTON, Nov. 19. — Candy vending machines for the small fry are popping up all over the Hub. Liggett's last week broke out with full window displays of a plastic vender, called the Candy Mart Bank, made by Selco Novelty Products, Long Island City, N. Y., for dispensing bubble gum, candy or nuts.

Complete with bubble gum, the red plastic venders were grabbed up at 98 cents. Raymond's rushed into print to advertise a chocolate bar dispensing machine for the kiddies with 18 little chocolate bars, all for \$1.39. Jordan's and Filene's had previously promoted vending machines for kiddies. Kids in the Hub were being well educated in the intricacies of automatic merchandising, and ops need have no fear—they will know just what to do when they see a vender on location.

NEW LOW PRICE
SILVER KING
CHARM KING
2 GREAT VENDORS

Sample \$13.95
 2 to 3 \$12.50
 1 to 5 cases \$42.00 case
 6 cases or more \$40.00 case
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ATTENTION —25c & 30c CONVERSIONS
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CIGARETTE MACHINES
 NATIONAL ELECTRIC, 9 Cols. \$185.00
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 Special! 8 Col. Cig. VENDOR 39.50
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 NATIONAL 9-18, 9 COL., 162 BAR CAP.\$100.00
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SALE \$75.00
 Uneeda Candy Vendor
 102 Bar Capacity. Floor Model.
COUNTER MODEL \$65.00

SALE
 Uneeda Model 500
 9 Col., 350 Pack Cap. **\$95.00**
 7 Col., 250 Pack Cap. **\$85.00**

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 ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
 Parts and Mirrors available for all makes and models.

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Hamilton Intros Service Changer

TOLEDO, Nov. 19. — Hamilton Scale Company reports that following up preintroduction location tests of its combination scale-coin changer, regular output has been started. The new model rounds out firm's scale combination units, following presentation of the stamp vender and gum vender-scale combinations last summer.

Like the latter, the coin changer is built into the 9 by 16 by 5-inch panel space on the upper face of the scale column. Unlike the stamp and gum venders, which are standard model equipment produced by other firms, the changer is Hamilton's own design.

The changer, of the mechanical type, is equipped for nickels, dimes and quarters and, depending upon the operator's preference or location demand, returns dimes, nickels or pennies in any combination desired, Howard Aylor, president stated. Citing examples, he said the unit can be set to return two dimes and a nickel, a nickel and five pennies, four nickels and five pennies, etc. The changer functions independently of the scale, as do the stamp and gum venders.

Open New Locations
 Aylor declared the inclusion of merchandise venders and the changer would open up new types of scale locations. Such spots as department stores, greeting card or dime stores, all of which have greeting card counters, would be improved locations for operator-owned equipment of the combination type, he said.

Price of the Hamilton coin changer has not been announced, but the standard Hamilton Model SPW, which carries the service and vender units, continues to list at \$129.50.

NATIONAL READIES

(Continued from page 144)
 tional's 3400 Series, the mechanical model has a reserve capacity of \$8 in nickels. The nickel tube is automatically refilled. In the event the tube is empty, dimes and quarters are returned automatically and if the machine is sold out the unit automatically returns all coins.

Completely mechanical, no electricity is needed altho the changer-maker can be used on electrically operated machines.

Designed so that it brings the entire coin mechanism outside the cabinet of the machine, this feature prevents condensation which might occur in refrigerated venders, it was pointed out.

The changer can be set to operate at a dime or 6-cent price. It will sell for approximately \$45.

THIS MEANS MONEY TO YOU!
PLASTIC PROCESSES CORP.
 300 E. 46th St., New York 17, N. Y.
 Offers a complete and varied line—direct to the trade—of a new series of plastic and plated

POPULAR PRICED CHARMS
 Color: Copper, Nickel, Gold or Silver Plated, PLUS A NEW MYSTERY FINISH!
 SEE
BILL FALK
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RITZ CARLTON ATLANTIC CITY
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No other Ball Gum Vendor like it!

Operator usually nets Up to 75c out of every \$1 the "Hunter" takes in!

It's A "Gold Mine"
 It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is.
 So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

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Complete, Separate Service Heads on

ACORN
 1¢ or 5¢ All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.
 Write today!

CALIFORNIA TINEY ALMONDS
 VACUUM PACKED IN 5 LB. TINS
 SPECIAL, 77¢ LB. F.O.B. L. A.

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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.

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5c GUM AND CANDY VENDOR



Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.
MODEL 500
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.

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Agriculture Dept. Sees High Coffee Prices, Up Demand

WASHINGTON, Nov. 19.—Operators going into the coffee dispensing field are likely to find high prices and short supplies for some years to come, according to a report from Agriculture Department. At the same time, however, prospective coffee operators will profit from a steadily increasing demand for the beverage.

The department stated that current world coffee production for export is averaging 29,000,000 bags (of 132 pounds per bag) annually, whereas consumption in importing countries is averaging 32,000,000 bags. In the prewar period of 1935-'39 production ran ahead of consumption by about 4,000,000 bags annually.

U. S. consumption of coffee, which accounts for more than half of the world total, has increased 50 per cent since before the war, rising from 14,000,000 bags a year in prewar years to 21,000,000 last year. During that period, U. S. population increased only 12 per cent.

New York spot prices for green coffee jumped almost 50 per cent October as a result of the trade's interpretation of the demand and supply situation, according to Agriculture.

Nickel Nut Ops To Benefit by Record Harvest

CHICAGO, Nov. 19.—Operators of bulk "nickel nut" vendors will fare better, supply cost-wise, during coming months with the nut price picture undergoing a downward revision. Detailed in a feature news story in the November Vend, the "class" nut is examined, type and price-wise, with the chief reason for the lower pegs revealed as record stockpiling of domestic harvests.

Almonds and filberts, especially, have been harvested in over-ample supply. Prices for shelled almonds have dropped from 5 to 20 cents per pound lower at the wholesale level than at the same time last year; filberts have declined between 1 and 3 cents per pound. Growers have indicated that even further price cuts are in the offing.

On the pecan front, while supply is not quite as plentiful as in 1948, prices are expected to remain stable. In the major producing areas in the South and Southwest, growers counter shortage talk with assurances that prices will not rise, with some predicting a drop in January. Unlike other varieties, however, pecan prices increased from averages of 56 cents a pound in 1948 to the current 78 to 85 cents at wholesale levels. Given as the reason for the high cost of pecans is the crop tonnage for the two years. In 1948 seedlings and paper shell varieties totaled 121,900 tons, while this year's crop is approximately 94,900 tons.

Reasons for Surplus

Underlying the surplus production of most other domestic tree nuts, other than pecans, are the extensive boosts in crops and acreage during the war. This action was taken when growers saw the disappearance of imports and the boom in prices. As a result of the expanded production of the nut growers, plus the return of high-level imports of almonds, cashews and Brazils, the present downward price trend did not come as a surprise to many operators.

Almond packers charged wholesalers 55 cents per pound early last year for shelled and graded nuts. Today's prices range from 35 to 50 cents according to variety. Recent prices to operators ranged from 62 cents a pound for 400/500 count up to 88 cents for 800 count. This is on vacuum packed, French fried almonds.

Filbert Prices

For filberts, the 1948 price for quality Jumbo Barcelonas ran up to 25 cents a pound compared to 21 and 22 cents now. Other grades show like drops, with the average being 1 cent per pound less than last year. The total filbert crop for 1949 is about 42 per cent greater than the 1948 crop. Altho marketing restriction will bring this down somewhat, this year's filbert harvest of about 11,000 tons was the largest ever produced.

On the penny nut front, however, price news has not taken a like turn. With peanut prices up about 2 cents a pound over the past two years and up another one-half cent a pound during recent months, no downward trend is in sight.

FTC Skeds Parking Meter Conference for Nov. 28

WASHINGTON, Nov. 19.—Federal Trade Commission (FTC) will hold a conference with the parking meter industry November 28 to draw up a code for manufacturers and distributors. Already suggested for inclusion in a set of fair trade practice rules are prohibitions on misrepresentation, disparagement of competitors, commercial bribery, false invoicing, illegal guarantees, discrimination in prices or services, selling below cost and payment of unlawful brokerage fees or commissions.

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Candy King 100 cap.

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At all the best dealers or write

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1. ACORN
1c or 5c Vendor, \$13.95 Ea.; \$13.45 in 100 lots. Trial order guaranteed.

2. LEAF GUM
100 Lb. Lots .25c Lb. Freight prepaid From Factory on 150 Lbs. or More.

3. WALT DISNEY CHARMS
Lb. Copper Plated \$2.50
Nickel Plated 2.50
Color Plated 2.75
Gold Plated 3.00
Silver Plated 3.00

\$13.95 Ea.

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1349 Fifth Ave., Pittsburgh, Pa.
12046 Linwood, Detroit, Mich.
111 W Columbus Drive, Tampa, Fla.

Bulk Milk Unit Production Set After H. D. O.K.

NEW YORK, Nov. 19.—A new bulk milk vending machine, said to have received location clearance by Health Department officials, will shortly be placed in production, it was learned this week. The unit, still unnamed, will be manufactured by the Food Engineering Corporation, of Manchester, N. H. Sample machines have been shown privately here.

Backers of the vender claim that health authority objections were overcome by restricting the use of dispensing parts to those not requiring cleaning on location. The dim view taken by health authorities on sanitary properties of cup-type milk machines has stymied the use of such machines to date, altho a number are known to have passed the experimental stage.

In the Food Engineering machine, the entire dispensing mechanism is designed as an integral part of a special cover to a standard milk can. In use, this cover will be sealed to the filled milk can at the dairy. No pumps or lifting devices are used in bringing the milk to the delivery tube. The can is fitted into the vender upside down, with the milk dispensed by gravity feed.

10c Operation

The complete interior of the insulated cabinet is refrigerated. Inside are two standard cup dispensers. After a cup is filled it is automatically fed thru an opening in the front panel, normally closed by a plastic window. While the demonstration machines were adjusted for straight nickel operation, it was indicated that a dime coin mechanism would be used. Changers would be supplied as optional equipment. Vender capacity is 40 quarts.

Because of sanitary requirements, the operation of the unit will probably be a dairy function, or demand close affiliation between the independent operator and the milk processor. Among those shown the vender here were several large local dairies.

Julius G. Berens, a public relations counselor, who represents Food Engineering here, stated that several machines are being tested on location in Manchester.

VICTOR TOPPER \$10.00 EA.
In Lots of 100
24 to 48... \$10.50 ea.
4 to 24... 10.75 ea.

With Plastic Globes 50c ea. additional

Vends Ball Gum and Charms, Also Bulk Merchandise.

Rush Your Order for Prompt Shipment.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St.
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CHARM BASKETBALLS

1/2 INCH SIZE:
Copper Plated \$ 8.00 per M
Silver Plated 9.00 per M
Gold Plated 10.00 per M

The above balls are embossed with college names.

3/8 INCH SIZE:
Copper Plated \$5.50 per M

PENNY KING COMPANY
415 Neptune St. Pittsburgh 2, Pa.

NOW! turn to

PAGE 71
for an important story on

POPCORN PROFITS

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The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

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. \$ 5.63
100 lbs. or more 21.90

CHARMS
Plastic Charms, small 1,000 \$2.50
Copper and nickel small, 1,000 4.50
Copper and nickel, large, 1,000 5.75
Silver Wedding Rings, 1,000 5.95
Gold Wedding Rings, 1,000 7.95
Stone Set Rings, 1 gross 1.95
Sassy Wise Crack Buttons, 1,000 5.95
Cop. & Nick. basketballs, 1 gr. 4.95
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

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RMS 1526-7
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SEE SAM AVEDON
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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 5 E 270 Pk Cap. 60.00
U-Need-a-Pak 9 A 270 Pk Cap. 60.00
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All Equipped With King Size Cols.—Any Coin Combination.
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NEW FUTURAMIC
HOT COFFEE VENDOR



NEW VENDORS

N.W. De Luxe Comb., 1¢ & 5¢	\$27.00
N.W. Dual, 1¢ & 5¢	45.00
N.W. 33 Ball Gum, 1¢	10.50
N.W. 39 All Purpose, 1¢	12.75
S.K. Hot Nut, 5¢	29.95
S.K. 100-Bar "Candy King," 5¢	64.50
S.K. 50-Bar "Candy King," 5¢	64.50
S.K. "Package King," 5¢	69.50
"Package King" Kleenex Special	69.50
Columbus Tri-Mor With Pedestal	45.00
Columbus Bi-Mor With Pedestal	36.00
Adams Gum Mod. G. V., 6 Col., 1¢	15.00
Adams Gum Mod. N., 4 Col., 1¢	22.50
N.W. National Postage, Roll Type	39.50
Shipman Triplex, 1¢ & 3¢ Stamp	39.50
Marion Scales	79.50
Watting Scales	Write

VICTOR TOPPERS
\$10.75 Each

24 or More	\$10.50 Ea.
48 or More	10.25 Ea.
100 or More	10.00 Ea.
Victor Universals	\$13.95 Ea.
Victor Mod. V	12.75 Ea.
Victor New Double Topper With Plastic Globe	
2 Units to Case	\$45.00 Per Case

NEW COUNTER GAMES

Silver King Hunter	\$45.00
Silver King Target King	45.00
A.B.T. Challenger	47.50
A.B.T. Strikalite	47.50
A.B.T. Target Skill	47.50
A.B.T. Skill Gun	57.50
Kicker and Catcher	34.50
Gottlieb 3-Way Grip Scale	24.50
Imps, 1¢ & 5¢	21.50
Buddies, 1¢ Cig. Reel	19.50

RECONDITIONED VENDORS

Adams Gum, 1¢, 6 col., like new	\$14.50
Advance Ball Gum, 1¢, like new	9.95
N.W. Mod. 39, 1¢, like new	9.95
N.W. Mod. 40, 1¢	6.95
N.W. Mod. 33, 1¢ Ball Gum	7.50
Master #6, 5¢	8.50
Duplex Vendor, 2 col. bulk	12.50
Yu-Chu Ball Gum, 1¢	6.50
N.W. De Luxe 1¢-5¢ Comb.	15.00
Col. Ball Gum, 1¢, like new	9.95
Exhibit Card Vendor, 1¢	15.00
N.W. Dual, 1¢-5¢	25.00
Adams Ball Gum, 1¢	5.95
Rowe Gum, 1¢	12.50
U-Select-It Candy Bar, 5¢, 54 Bar	29.50
U-Select-It Candy Bar, 5¢, 72 Bar	35.00
Cash Trays, 5¢ (new)	5.95
Du-Grenier Mod. W. 9 Col., 25¢ Slot	89.50
Asco Hot Nut, 5¢ (new)	17.50

RECOND. COUNTER GAMES

Marvel 1¢ Cig. Tok. Pay	\$22.50
American Eagle 1¢ Cig. Tok. Pay	19.50
Mills 5¢ Vest Pocket Bells	44.50
Pop-Up 1¢ Amusement	14.50
ABT Challenger 1¢ Amusement	19.50
Target Skill, 1¢ Penny Back	19.50

GENUINE LEAF RAINBLOW BUBBLE GUM
5/8" Size, 26¢ lb.—170 & 210 Ct., 25¢ per lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

Send for Our Complete List of Coin Operated Machines and Supplies

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under \$20.00.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Branch Office
RAKE COIN MACHINE AGENCY
2120 Fifth Ave., Pitts., Pa. COurt 1-3842
Distributors of Coin-Operated Machines and Salesboards

GREATEST TIME - SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.
There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.
\$18.50
ORDER TODAY
1/3 Dep., Bal. C. O. D., F. O. B. N. Y. DISTRIBUTORS, WRITE FOR PRICES.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Revco Tops 1000 Mark On '49 Vender Output

DEERFIELD, Mich., Nov. 19.—Revco, Inc., reported this week that a recent shipment of ice cream vendors climaxed the completion of the 1,000th vender for 1949. Production is continuing at a good rate, Robert Stutzman, official, declared.

Okla. Cig Tax Income Up

OKLAHOMA CITY, Okla., Nov. 19.—According to Joseph Whitaker, vice-chairman of the State Tax Commission, Oklahoma's cigarette smokers paid the State nearly \$62,000 more in tax money in October than they did in the same month of last year.

Last month, Whitaker stated, the State earned \$719,356 from the 5-cent-a-pack tax. In October, 1948, the total was \$657,396. Whitaker says he is expecting an even bigger take this month.

"Our cigarette collections since July have shown a monthly gain between 8 and 9 per cent over last year," he said. "But with this new federal law, we may take in up to \$3,000,000 more a year than we have been."

Whitaker said he based his estimate on per capita cigarette sales in Texas and Kansas. The new law requires out-of-State shippers to send customer invoices to the State tax collector.



"The Magazine of Automatic Merchandising"

I have gone thru the November issue of VENDOR three or four times. You have done a splendid job.

C. S. Darling
Executive Director

VENDOR 11-26

2160 Patterson St. Cincinnati 22, Ohio
Please enter my subscription to VENDOR Magazine for One Year for which I inclose \$3.
Name
Address
City Zone State

N. Y. Cig Op Ups Sales 12 Per Cent by 'Couponing' Packs

CHICAGO, Nov. 19.—Sam Yolen, a New York cigarette operator, figures he has increased over-all business by 12 per cent thru the use of premium coupons over a nine-week test period. The complete story of Yolen's operation, Modern Tobacco Company, is carried as an operator feature in the November Vender.

Using the program developed by Pin Money Exchange, Inc., Chicago, Yolen states he is able to apply coupons to 10 cigarette packs at a time at a cost of about 20 cents a case. To this figure is added the cost of the coupons, supplied by Pin Money at one-half cent each. He estimates that the 12 per cent sales volume increase covers the added expense of coupons and labor. Reaching this break-even point recently, Yolen reports that his sales curve is still rising, and he predicts that it will not level off until a 25 per cent increase has been realized.

Locations Give Okay

Declaring that there is no problem in "selling" the location owner on the coupon idea, Yolen explains that "they like it because it offers patrons something for nothing, ups sales and their own commission checks." Sending the location a few coupons via letter, with an explanation of the program, paves the way for personal presentation of the plan. And with the coupons carrying illustrations of available premiums, further incentive is offered the location owner who has a head start with his first free coupons.

Yolen has found that after a few weeks customers are conditioned to receiving coupons with their cigarettes and would complain if their source of supply (the vender in the location patronized by them) were cut off.

The coupons are said to be worth about 1 cent on the retail level. Premiums are supplied by the large Chicago gift ware firm, John Plain Company.

Eppy Has Viewers For Bulk Venders

NEW YORK, Nov. 19.—Samuel Eppy & Company, charms manufacturer, this week introduced a series of miniature viewers to serve as bulk vender sales stimulators. The viewers, said to vend perfectly, are aimed directly at the juvenile market.

Thirty different Wild West action shots comprise the series, said Eppy. Viewers measure one inch closed and contain a magnifying lens. When opened for focusing they are almost two inches long. They come in assorted brilliant colors and list at \$12.50 a thousand, according to Eppy.

Another in the great family of Electro Distributors...

F. A. B. DISTRIBUTING COMPANY, INC.
304 Ivy St., N. E., Atlanta 3, Ga.
1019 Baronne St., New Orleans, La.
Distributors of Electro in Georgia, Alabama, North Carolina, South Carolina, Eastern and Central Tennessee and Florida West of Tallahassee.



EASTERN ELECTRIC VENDING MACHINE CORP
GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
A PRODUCT OF C-B LABORATORIES

SEE US AT THE SHOW!

RMS 1526-7 GRAVEL GERTIE
B. O. PLENTY
RITZ CARLTON HOTEL ATLANTIC CITY
SEE SAM AVEDON
CHARACTER CHARMS, Inc.

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.

FOR
KLEENEX POCKET PACK VENDORS
VISIT US AT THE N.A.M.A SHOW
VENDING COMPANY OF AMERICA
Joe Munves — Harry Snyder
615 Tenth Avenue New York 19, N. Y.

Nathan Zemel and John G. Crews
INSURANCE SPECIALISTS FOR THE VENDING INDUSTRY
252 Market Street Telephone: Mitchell 3-0011 Newark 2, N. J.

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!
MOUNTAIN STATE DISTRIBUTORS
Cameron, W. Va. Phone: Cameron 16

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 as low as \$10.00 in quantities

At All the Best Dealers—or Write. Ask About the New "Hunter." **SILVER-KING CORP.** 622 Diversey Parkway CHICAGO, ILL.

Bottlers See Six New Units At ABCB Meeting in Detroit

(Continued from page 144)

increasing the outside-cabinet dimensions.

In its eight racks, the new 70-B accommodates approximately 80 bottles (depending on size), with another 80 in pre-cool. The vender is 32 inches high, 27 inches wide, 36 inches deep and weighs 375 pounds. It carries a list price of \$225. (The Bantam lists at \$150 and the larger model at \$285.)

Standard equipment on the 70-B, and new production of the other two models, includes a weatherproofed coin unit with stainless steel working parts, counter-balanced recessed lids, stainless steel stripping across the top face of the vender and improved finishes. All three models are available in baked gloss enamel, white, blue, green, yellow, orange and red.

The 70-B will go into production shortly and deliveries will begin after January 15, 1950.

sition, deposits his nickel and gets automatic delivery.

General has placed all three models in production and is offering immediate delivery.

Master Corporation

Announced last month, but shown to the trade for the first time at ABCB was the Vendmaster, two-flavor automatic bottle vender developed by the Master Corporation of Little Rock, Ark. The machine lists at \$435, has a capacity of 132 bottles in the vending racks, 44 in pre-cool.

The Vendmaster is 69 inches high, 40 inches wide, 24 inches deep, weighs 575 pounds. It will be delivered equipped with either Serval or General Electric sealed refrigeration units and incorporates a nickel, dime and quarter coin changer. At ABCB, the Master Corporation showed units with both National and Guardian changers.

No definite delivery date for the machine was announced, but it was understood that when the machine goes into production it will be manufactured for the Master Corporation by the Yoder Company, Cleveland.

S&S-Bevco

Both S & S Products, of Lima, O., and the Bevco Company, of St. Louis, displayed models of the selective bottle vender developed by National Rejectors, Inc. National has licensed the two old line cooler manufacturers to produce the equipment.

The machine has a vending capacity of 105 bottles in seven racks, comes with a nickel, dime and quarter National coin changer and is expected to list for approximately \$300.

Rowe

A newcomer to the soft drink field, but long a leading automatic merchandising manufacturer, Rowe Manufacturing Company of New York gave bottlers their first look at the Rowe twin-flavor bottle machine. The vender is essentially the same unit as the milk machine Rowe has developed for its own operations.

Fully automatic, the machine delivers from two vending levels, comes with two separate coin mechanisms and delivery chutes so that both sides of the vender may be used simultaneously.

Rowe's vender stands 72 inches high, 41½ inches wide and 32½ inches deep. It weighs 630 pounds, is equipped with a one-third h.p. Kelvinator sealed unit, insulated with 2½-inch thick Fiber Glass.

On each of its vending levels the unit holds 88 12-oz. bottles or 96 six-oz. bottles, giving it a total capacity of 176 large bottles and 192 of the smaller variety. The pre-cool chamber stores another 84 bottles.

No delivery date has been set for the Rowe soft drink machine, but officials present said the vender would sell for approximately \$500.

General Vending

To complete its line of single-flavor and selective bottle machines, General Vending Corporation, Chicago, introduced a fully automatic vender which accommodates up to 23 different flavors. Priced at \$335, the new Selecto model was designed for average size locations to supplement the company's single-flavor Leader and twin-flavor Chieftain.

Without adjustments, the Selecto handles various size bottles from six to 12 ounces. The customer makes his choice by pushing a button on the face of the machine. When the button is depressed, bottles in the vending chamber move in a continuous circle behind a small glass opening. Flavors are identified from the crowns. As each flavor comes into vending position, a light turns on automatically. The customer moves the flavor he wants into vending po-

USED VENDERS

- Advance Model "D"—Ball Gum. Ea. \$3.95
- Asco Hot Nut—Nuts. Ea. 5.00
- Spin-It, New—Nuts. Ea. 7.00
- Cash Trays—Nuts. Ea. 5.00

3 Reconditioned Pop N' Hots. Ea. \$110.00
Large capacity automatic popcorn machine. Holds 120 10c bags of popcorn.

LOGAN DISTRIBUTING COMPANY
2320 N. Milwaukee Ave. Chicago, Illinois

IT'S Sidmor FOR VICTOR!



with **DOUBLE TOPPER**

Now! Get two machines on same base. Bigger profits because it holds 250 MORE balls of gum. **SAMPLE UNIT (2 Machines), \$23.50. IN 25 CASE LOTS — \$21 Per Double Unit. (Packed 2 Double Units to Case)**

Also **SINGLE TOPPER** —\$10.75 Ea. \$10 Each in 100 Lots.

MODEL V

1c or 5c Vends Gum, Candy, Bulk Mds., Etc. \$12.75 Ea. In Lots of 24, \$12 Ea.



We stock separate Plastic Globes to fit all Victors—\$1.50 ea.; lids to fit, 50c ea. 9 Globes to case.

TERMS: 25% Deposit, Balance C. O. D., F. O. B. Pittsburgh, LIBERAL TRADE-INS.

Sidmor VENDING CO.
2035 FIFTH AVE. • PITTSBURGH 19, PA.

WANTED

Lehigh PX10 col.

CIGARETTE MACHINES

Tell us what you have to offer in this model. Lights, color or accessories not important. Give us the rock-bottom price you will accept.

WRITE TODAY

Easton Automatic Sales Co.
2418 Park Ave. Easton, Pa.

SEE US AT THE SHOW!

RMS 1526-7 SHMOOI KIGMY RITZ CARLTON HOTEL ATLANTIC CITY SEE SAM AVEDON CHARACTER CHARMS, Inc.

POPCORN MACHINE OPERATORS and Distributors

SUPRPOP! HYBRID
SPECIALLY MADE POPPED CORN Makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. **DWIGHT HAMLIN CO.** 5958 BAUM BLVD. • PITTSBURGH 6, PA.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS... Write today for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLBOYS, SKULLS, ETC. **BECKER VENDING SERVICE - BRILLIANT, WISCONSIN**

WRITE FOR FREE CATALOG

On bulk merchandise, gum, muste boxes, pin ball machines, games, etc.



TOPPER

HOT-POP

UNIVERSAL

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 50c additional per machine at time of machine purchase. Plastic globe replacements for any present Victor model is \$1.50 per globe, plus 50c 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. B • MADISON 1447 • BALTIMORE, 17, MD.

OPS SEE JANUARY BIZ SPURT

Conservatism Will Keynote December Plans; Equipment Being Liquidated Steadily

Business Seen Improving After Annual Xmas Slowdown

CHICAGO, Nov. 19.—Operators thruout the country have reported that despite the steel strike and the unsettled coal situation, grosses have been holding fairly well. However, with the effects of the steel strike now being felt in industrial plants, the operators report they will hold to conservatism for the remainder of the year. Traditionally a slow period, when most spending on the part of the public is confined to Christmas gifts, and juke box receipts consequently suffer, operators are now setting up their record purchases for the coming month, and many say they will hold these records to those of a seasonal nature.

Most manufacturers report they are moving new machines at a slow but steady rate. AMI sales, for example, have been on the upgrade for months, and the recent financial report issued by the Rudolph Wurlitzer Company (*The Billboard*, November 19) reveals that the firm has been liquidating its phonographs steadily.

January Pick-Up

Most phases of the industry look for a pick-up in business starting shortly after the first of the year, this despite the fact another coal strike looms. Most industrial plants will be back in full production after making up their steel shortages and the heavy Christmas spending will be over.

Operators see practically no television competition from January thru mid-April when the baseball season starts, thus they will again pick up the lush income during the Friday night, Saturday afternoon and, in some areas, Sunday afternoon hours lost to football coverage. Scheduling of stronger fight cards via video from the East on Wednesday and Friday nights has failed to make too much of a dent in juke incomes these nights in other areas, while practically all local sports coverage here has been eliminated from the public locations.

Palmer Named By Wurlitzer To Exec Post

Will Direct Adv., Promotion

NORTH TONAWANDA, N. Y., Nov. 19.—The Rudolph Wurlitzer Company here has announced the appointment of A. D. Palmer Jr. as advertising and sales promotion manager. The appointment is effective immediately. Palmer will be responsible for the phonograph advertising programs and sales promotional activities.

Long active in the advertising, promotion and graphic arts field, Palmer was for 10 years, starting in 1935, director of advertising and public relations for Curtiss-Wright Corporation's airplane division, with headquarters in Buffalo. In 1945 he joined Burke Dowling Adams, an advertising agency in Montclair, N. J., and New York City, as an account executive.

Late in 1947 Palmer returned to Buffalo to assume the editorship and become, in addition, business manager of the monthly AAA magazine, *Buffalo Motorist*. For the past year he has operated a public relations consulting service for Western New York industrial firms.

Merchandising Clinic:

Hirsh de La Viez Shows the Way To Increased Phono Grosses Via Promotion, Op Co-Operation

WASHINGTON, Nov. 19.—A veteran Washington music operator looked at one of his juke boxes the other day "Sometimes I think we ought to call these things Hirsh boxes," he declared. The operator's comment is indicative of the way Hirsh de la Viez is regarded in the city's juke circles. President of the Hirsh Coin Machine Corporation, Washington's largest operator of juke boxes, and founder of the Washington Music Guild (WVG), the smallish, greying Hirsh is chiefly responsible for the high position enjoyed by juke boxes in the capital's entertainment world.

Hirsh, who claims he has one of the most profitable music routes in the country, carries on his operations on the basis of a three-point platform—public relations, organization and co-operation. At the apex of his platform is public relations, not only on behalf of his own firm but on behalf of the juke industry in general.

Forms WVG

Some three years ago Hirsh pushed and prodded other operators into forming WVG. Since that time, the Guild rather than Hirsh Coin Machine Corporation has been the focal point of Hirsh's public relations program. Early in its history the Guild started tying up with local disk jockeys. Today, nearly every disk broadcast feature tunes that "you can hear over juke boxes operated by the Washington Music Guild."

Last winter the Guild held a big banquet at a local hotel. Hirsh got on the telephone with local disk distributors and night clubs and wound up with a top talent cast. He filled two tables with reporters and the next day's papers were full of pictures and publicity about the Guild.

Guild checks are handed to nearly every local charity during their annual drives; along with the Guild check goes a healthy one from the Hirsh Coin Machine Corporation. The Police Boy's Clubs are loaded with juke boxes donated by the Guild.

Point-of-Sale

It was Hirsh who pounded away at the "point-of-sale" theme. He pasted placards of the month's top record hits on his boxes and got the rest of the Guild members to do the same. He then arranged with WTOP disk jock Eddie Gallaher to pick out a special hit record and plug it as the top juke disk. In turn, Gallaher's picture went on the placards decorating Guild juke boxes.

Since the Guild was formed, location squabbles among local operators (See *Hirsh de La Viez* on page 163)

Name Rex Coin AMI Rep in N. Y.

CHICAGO, Nov. 19.—Rex Coin Machine Distributing Corporation has been appointed a distributor of AMI products in up-State New York, Joe Caldron, assistant sales manager for the manufacturing firm, announced. Deal was handled by Jack Mitnick, Eastern regional representative for AMI.

Angelo Delaparte is president of Rex Coin which has headquarters in Syracuse. Other officials are Ray Daggert, vice-president and general manager, and Cliff Bailey, vice-president and sales manager.

The approximate territory assigned to Rex Coin includes that portion of the State north and west of Glens Falls, Utica, Syracuse, Ithaca, Hornell and Olean.

Balto Ops in Promotion Deal With Disk Jockey, Record Store

BALTIMORE, Nov. 19.—The Amusement Machine Operators' Association of Greater Baltimore (AMOAGB) has inaugurated a new record promotion program designed to stimulate play on local phonographs. Designed as a Record of the Week campaign, the program is closely tied in with Hugh Wanke, disk jockey heard over Station WITH here, and with the Fred Walker Music

Company, one of the largest record retailers in the area.

With operators placing the selected plug tune in the No. 1 spot on their machines and using special colored title strips, the program includes steady promotion of the Juke Box special via Wanke's daily programs, and in advertising placed in newspapers and on the radio by the record store.

Semi-Monthly Picks

A special record committee has been set up by the association, and according to present plans, this committee will meet and select a Hit Tune twice a month. The records will be featured in the music machines, over the air and in the newspaper advertising from the 1st to the 15th of the month, then will be changed, with the second selection plugged from the 16th to the last day of the current month.

Program actually started November 7, with *There's No Tomorrow* as recorded by Tony Martin, the Hit Tune. Song selected for the second half of November, and currently in local phonographs, is *We'll Build a Bungalow*, by Johnny Long's orchestra.

TV Juke Box

CHICAGO, Nov. 19.—Thousands of viewers were treated to an up-close view of a sleek postwar juke box during a special production number on the New York-originated video program, *Stop the Music*, last Thursday evening.

During a jovial tavern scene, star Bert Parks and cast gathered around a Model B AMI phonograph to chant a nostalgic "good-fellowship" song.

Trans-Vue Name Illinois Rep; N.Y. Regional Mgr.

CHICAGO, Nov. 19.—Trans-Vue Corporation, manufacturer of home and commercial television systems, this week announced the appointment of Sutton Distributing Company as exclusive distributor in Cook County, Ill., and Irving B. Shurack, president of Irving B. Shurack, Inc., New York, as regional manager in the New York metropolitan area. Both appointments become effective immediately.

Sutton Distributing is headed by Gordon Sutton, long associated with the coin-operated phonograph industry. Sutton formerly was assistant general sales manager of the phonograph Division of the Rudolph Wurlitzer Company, later becoming distributor for that firm, maintaining offices in Chicago, Indianapolis and Louisville.

Shurack has been associated with the radio and television industry in the past, having acted as radio production sales manager for Philco, and special representative for the Emerson Corporation.

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:

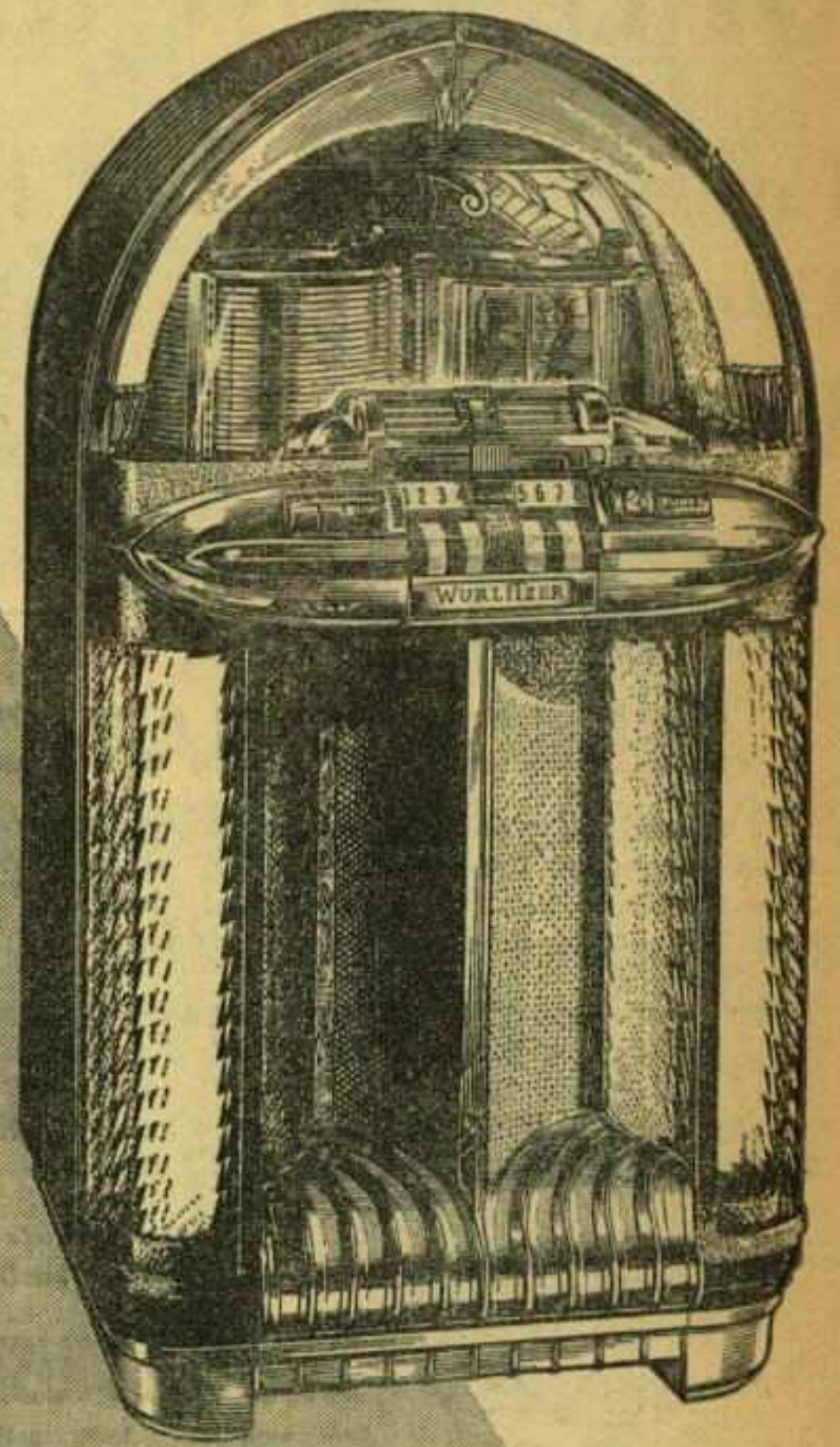
LOW-PRICE DISKS IN ROUGH. Dealer resistance threatens to stymie the low-priced disk invasion of the pop market.

KEYS BACK ON WAX AFTER 10 YEARS. The vocal-instrumental unit returns to waxing via the London label.

OBERSTEIN AIMS AT 75-CENT DISKS. He plans to go into the regular 75-cent pop market after the first of the year.

MGM INKS 3 MORE IN BLUES EXPANSION. Continuing its blues and rhythm push, the diskery signs three more artists.

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.



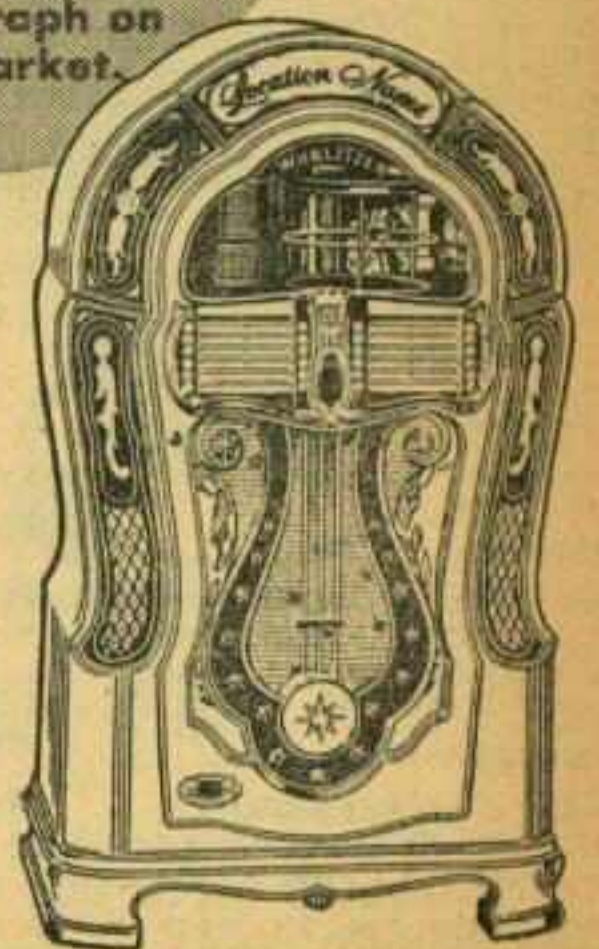
Compare prices—quality—appearance—play appeal—tone—economical operation—long life—high resale value. Then you will know why the Wurlitzer 1100 is the most underpriced phonograph on the market today.

Perhaps never again will you be able to buy so much for so little money.

For earnings this year, next year and for years to come, step up your route with the Wurlitzer 1100—the phonograph that is still as modern as next year's automobile.

The Rudolph Wurlitzer Company, North Tonawanda, New York.

The Wurlitzer 1060 Personalized with location name at the top at no extra cost to you. Lowest priced quality phonograph on the market.

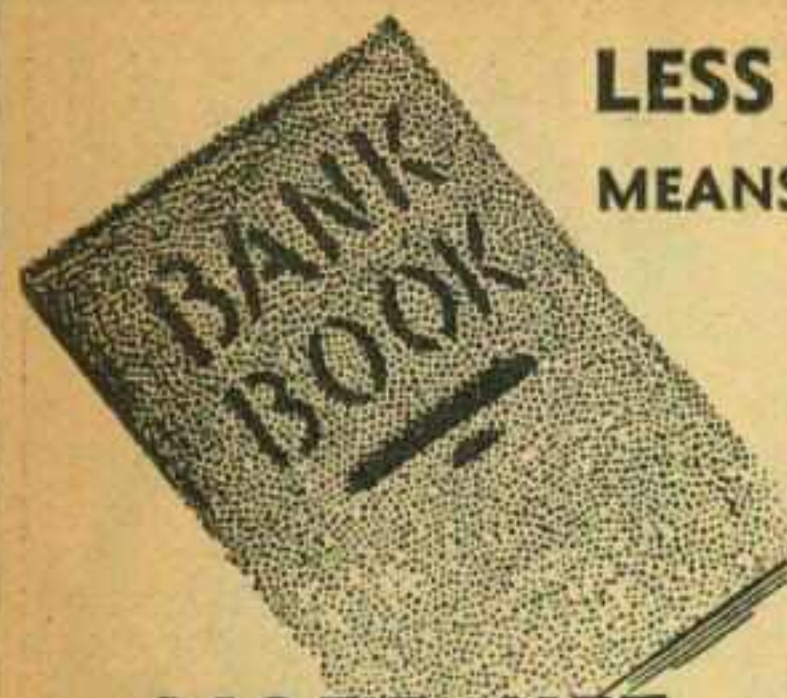


SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCES AND DELIVERY DETAILS

- 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-Cailouette Motors, Inc.**
1502 Broadway, Nashville, Tenn.
- Central Music Distributing Co., Inc.**
1523 Grand Ave., Kansas City 8, Mo.
2562 Harney St., Omaha 2, Nebr.
- 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.

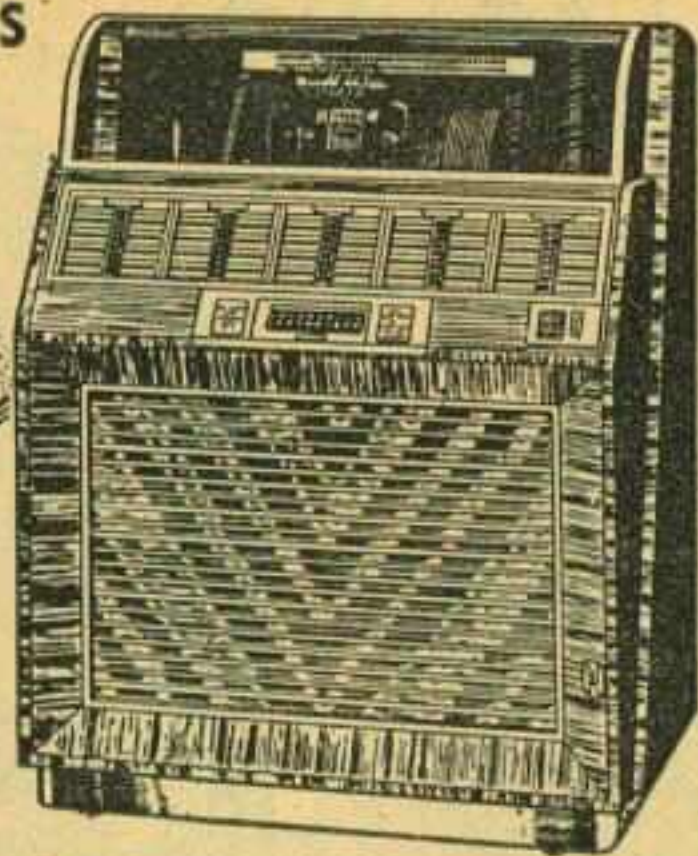
- Draco Sales Company**
2005 West Alameda Ave., Denver Colo.
- Emarcy Distributing Co.**
348 Sixth St., San Francisco, Calif.
- F.A.B. Distributing Co., Inc.**
1019 Baronne St., New Orleans 13, La.
1727 Harden St., Columbia, S. C.
304 Ivy St., N.E., Atlanta 3, Ga.
- Hart Distributing Co.**
906 Elliott 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.
- Northern Music, Inc.**
8307 Euclid Avenue, Cleveland 3, Ohio

- 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.
- Southeast Distributing Co.**
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.
- Steele Distributing Co.**
3300 Louisiana St., Houston, Texas
- Sterling Service**
Rocky Glen Park, Maostic, Penna.
- United, Inc.**
4227 West Villet 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.**
525 W. 43rd St., New York 18, N. Y.



LESS DEPRECIATION

MEANS



MORE NET PROFITS!

SELECT-O-MATIC 100

Yes, collections take a big jump when you offer 100 different song titles instead of the usual few. But there's extra profits in the Select-O-Matic 100. Your equipment "write-off" takes a nose dive with Select-O-Matic's slower depreciation.

Every week—every month—every year—you can keep more net profits when you invest in the "100." No complaints about "out-of-date" equipment. No need to buy a "latest model" every year. The current Select-o-Matic 100 will be the latest model in 1950 . . . and Seeburg contemplates no yearly model changes.

SHAFFER-SEEBURG

Get our liberal trade-in allowance from your nearest Shaffer office today



SHAFFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio
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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 33)

- Speak a Word of Love
- D. Carless (My Love) Dec 24805
- The Church in the Wildwood Album (3-10")
- The Revelers Vocallion VP-5
- Beautiful Isle of Somewhere Vocallion 55057
- Nearer My God to Thee Vocallion 55057
- Rock of Ages Vocallion 55056
- The Church in the Wildwood Vocallion 55055
- The Old Rugged Cross Vocallion 55055
- The Galloping Comedians
- M. Marrow (Cancan) MGM 30221
- The Iowa Indian Song
- B. Crosby-F. Waring Ork ("Way Back) Dec 24800
- The Iowa Indian Song
- C. Thornhill Ork (Johnson Rag) V(78)20-3604; (45)47-3110
- The Man I Love
- R. Lee (Bill Bailey) Tempo TR 428
- The Music Goes 'Round and Around
- G. Lombardo (Hot Time) Dec 24792
- The Old Master Painter
- D. Haymes (Why Was) Dec 24801
- The Old Master Painter
- J. Paris (Goodbye Sue) National 9094
- The Old Master Painter
- F. Sinatra (Lost in) Col 38650
- The Photographer and the Stenographer
- B. Baron Ork (Rose McGillicuddy) MGM 10575
- The Way It Looks on You
- A. West Ork (I Must) Dec 24799
- Toot, Toot, Tootsie
- A. Kassel (I Can) Vocallion 55071
- 'Way Back Home
- B. Crosby-F. Waring Ork (The Iowa) Dec 24800
- Tropical Bouquets Album (1-10")
- Xavier Cugat Ork Col(33)CL6086; (78)C-194
- Adios Mariquita Linda
- Chon, Chon, Chon
- Dice Mi Gallo
- El Tumbaito
- Hokey Joe
- Palabras de Mujer
- The Thrill of a New Romance
- Tira, Tira
- We're Just a Kiss Apart
- G. Lombardo Ork (Bye Bye) Dec 24793
- When the Wind Was Green
- D. Rose Ork (Leave It) MGM 30220
- When You Look in the Heart of a Shamrock
- P. Regan-L. Bring Ork (Phil the) V(78)20-3605; (45) 47-3111
- When You Wore a Tulip (and I Wore a Big, Red Rose)
- R. Carlyle (Song a) Coral 60136
- Whirlwind
- F. Waring Ork (Give Me) Dec 24791
- White Christmas
- C. Spivak (White Gardenia) Harmony 1082
- White Gardenia
- C. Spivak (White Christmas) Harmony 1082
- Winter Wonderland
- J. Wayne Ork (I'll be) Harmony 1083
- Why Was I Born?
- D. Haymes (The Old) Dec 24801
- Wishing
- D. Bray (I Went) Leda 11-419
- You Can't Lose a Broken Heart
- B. Holiday-L. Armstrong (My Sweet) Dec 24785
- Your Eyes
- B. Farrell (Some Hearts) MGM 10576
- You're All I Want for Christmas
- J. Davis Ork (Merry Christmas) Harmony 1083
- You're Always There
- R. Noble Ork-B. Graham (Melissa) Col(78)38639; (33)1-408

LATIN-AMERICAN

- Aborrecido
- G. Rodriguez (Quisiera Comprender) V 23-1376
- Amar Di Pastorello
- E. Livi (Fili D'Oro) V 25-7121
- B Flat Mambo
- A. Sacasas (In the) V 23-1438
- Como Abraza a un Rencor
- M. Fernandez (Un Instante) Lina 029
- Cuando
- M. Lopez (Huye, Orobado) V V-23-1439
- Despedida
- C. Flores (Fichas Negras) V 23-1396
- Domingo en la Noche
- J. Lopez (Ritmo Moderno) Lina 023
- En la Soledad
- A. Sanchez (Franqueza) V 3-1440
- Felices Pascuas Album (3-10")
- P. Vargas V S-58
- Fichas Negras
- Vegableno Trio (Despedida) V 23-1396
- VIII D' Oro
- E. Livi (Amor Di) V 25-7121
- Franqueza
- A. Sanchez (En La) V 23-1440
- Huye, Jorobao
- M. Lopez (Cuando) V V-23-1439
- In the Hall of the Mambo King
- A. Sacasas (B Flat) V 3-1438
- La Dolorosa
- M. Pineda (Sevilla) V 23-1395
- La Mucura
- N. Sosa (Una Lagrima) V 23-1417
- Last Night
- T. Guzar (Maybe Manan) V 23-1436
- Maybe Manana
- T. Guzar (Last Night) V 23-1436
- Mi Jaleo
- L. Mendozas (Navidad) Lina 30
- Navidad
- L. Mendozas (Mi Jaleo) Lina 030
- No Me Digas Nada
- M. Landin (No Me) V 23-1436
- No Me Mires
- M. Landin (No Me) V 23-1437
- Quisiera Comprender
- G. Rodriguez (Aborrecido) V 23-1376
- Ritmo Moderno
- Q. Zavala (Domingo en) Lina 023
- Sabor Amargo
- T. Guzar (Vuelve a) V 23-1419
- Sabor Amargo
- T. Guzar (Vuelve a) V 23-1419
- Sevilla
- M. Pineda (La Dolorosa) V 23-1395
- Un Instante
- M. Fernandez (Como Abraza) Lina 029
- Una Lagrima Mia
- N. Sosa (La Mucura) V 23-1417
- Vuelve a Mis Brazos
- T. Guzar (Sabor Amargo) V 23-1419
- Vuelve a Mis Brazos
- T. Guzar (Sabor Amargo) V 23-1419

HOT JAZZ

- Auld Lang Syne
- Roy Kral-J. Cain Sextet (Ever Lovin') Atlantic 664
- Autumn Breeze
- M. Jackson All Stars (Bobin' With) Sensation 19
- Bebo
- C. Parker (Lover Man) Monogram 153
- Bobin' With Robin
- M. Jackson All Stars (Autumn Breeze) Sensation 19
- Bouncing With Bud
- B. Powell's Modernists (Wall) Blue Note BN 1567
- Calidad
- S. Criss Ork (The First) Mer 8910
- Charleston Alley
- C. Barnet (Pompton Turnpike) Monogram 147
- Diggin' Diz
- D. Gillespie (Round About) Monogram 143
- Ever Lovin' Blues
- Roy Kral-J. Cain Sextet (Auld Lang) Atlantic 664
- Fantasy
- E. Garner (Play Piano) Monogram 151
- Impressions
- E. Garner (Reverie) Atlantic 665
- I've Got You Under My Skin
- E. Larkins Trio (Lady Be) Monogram 152
- Lady Be Good
- E. Larkins Trio (I've Got) Monogram 152
- Lover Man
- C. Parker (Bebo) Monogram 153
- Tony Parenti's New Orleansians, Vol. 1 Album—T. Parenti-Wild Bill Davison Ork (2-12") Jazzology J-1
- Blues for Faz
- Bugle Call Rag
- Chinatown, My Chinatown
- When the Saints Go Marching In
- Peanut Boogie
- J. Kirby Ork (Rippling Boogie) Monogram 149
- Play, Piano, Play
- E. Garner (Fantasy) Monogram 151
- Pompton Turnpike
- C. Barnet (Charleston Alley) Monogram 147
- Rippling Boogie
- J. Kirby Ork (Peanut Boogie) Monogram 149
- Round About Midnight
- D. Gillespie (Diggin' Diz) Monogram 143
- Wall
- B. Powell's Modernists (Bouncing With) Blue Note BN 1567
- That's It
- C. McKay Ork (These Foolish) Monogram 150
- The First One
- S. Criss Ork (Calidad) Mer 8910
- These Foolish Things
- C. McKay Ork (That's It) Monogram 150

CHILDREN

- A Visit From St. Nicholas ('Twas the Night)
- F. Waring Ork (Sides 1 & 2) Dec CUS 16
- Animal Fair Album
- B. Ives (2-10") Col MJV-59
- Ding Dong Bell
- P. O'Brien (The Little) Discovery 301
- Dumbo Album
- S. Temple (2-10") V Y382
- Happy House We Live In
- P. O'Brien (Ice Cream) Discovery 303
- Ice Cream Man
- P. O'Brien (Happy House) Discovery 303
- Little Black Sambo Album
- P. Wing-H. Rene (2-10") V Y383
- Pinocchio Album
- C. Edwards (2-10") V Y385
- Snow White and the Seven Dwarfs
- D. Day-L. Woods (2-7") V(45) WY33
- The Grocery Clerk
- P. O'Brien (The Mail) Discovery 302
- The Little Brown Door Mat
- P. O'Brien (Ding Dong) Discovery 301
- The Little Engine That Could Album
- P. Wing (2-7") V(45)384
- The Mail Man
- P. O'Brien (The Grocery) Discovery 302
- The Prettiest Song in the World (Sides 1 & 2)
- R. Foley Dec CUS-20

CLASSIC & SEMI-CLASSICAL

- Bali Ha'i
- E. Pinza (Give Me) Col 4588
- Give Me Your Hand
- E. Pinza (Bali Ha'i) Col 4588
- Liszt: Hungarian Rhapsody No. 2, Paris I and II
- A. Purcell Crystal 244
- Melancholie
- J. Tourtel (The Maiden's Wish and My Joy) Col (33) 3-325
- The Maiden's Wish and My Joy
- J. Tourtel (Melancholie) Col(33)3-325

ALBUM REVIEWS

(Continued from page 34)

A MERRY CHRISTMAS—Ray Bloch-Johnny Long-Monica Lewis (3-10'') **70**
Signature S-7
The Christmas Song-White Christmas; Santa Claus Is Coming to Town; Winter Wonderland; Let It Snow, Let It Snow, Let It Snow; Jingle Bells. Reissue of a fine collection of Christmas pops. The package has been put out on the Signature-Hi-Tone line at about half the price it was originally marketed at. There's considerable class to this package, especially at the new low price tag it sports. The efforts of Ray Bloch are particularly outstanding for their simplicity and achievement of the seasonal spirit. The four disks are being marketed in a hard-cover album.
JUKES If price is important, these are buys.
JOCKS Good Christmas pop material.

A BRAHMS RECITAL—Helen Traubel (1-10'') **75**
Columbia (33) ML 2072
Vier Ernste Gesänge; Op. 121; Sapphische Ode, Op. 49, No. 4; Die Mainacht, Op. 43, No. 2; Der Schmied, Op. 19, No. 4; Wie Melodien Zieht Es Mir, Op. 105, No. 1.
Brahms is one of the greatest of the German lied writers. And the group known as Vier Ernste Gesänge (Four Serious Songs) ranks as one of the most magnificent of all lieder. Undoubtedly these are the crowning glory of Brahms' songs. They are taken from the text of the Bible and represent his attitude toward death. The songs are lyrical and possess an intensive amount of feeling. Usually the songs are done by men, but Miss Traubel injects considerable depth and feeling into her reading to make this a more than acceptable wailing. Dyed-in-the-wool Brahmsians will probably be displeased with a female reading. Miss Traubel shows to be a fine lieder singer in this group and the four other Brahms songs which rounds out the LP. Conrad Bos plays sympathetic piano accompaniment for the soprano.
JUKES Not suitable.
JOCKS LP-equipped longhair spinners have a fine lieder program on this disk.

VOODOO DRUMS—Chano Pozo-Vidal Bolado's Afro-Cuban Drum Beaters (4-10'') **62**
SMC 5
This is a most usual envelope package. It contains an eight-sided set of near-primitive Afro-Cuban rhythm recordings. To put it mildly, these are wild and uninhibited recordings which are completely off the beaten track. They are intended to present an inside listen to voodoo ritual rhythms and chants. The disks manage to create the mysticism and crude excitement which legend has attached to voodoo rites. Those who seek the unusual in records will undoubtedly want to look into a package such as this. The late Chano Pozo and Vidal, both Afro-Cuban drummers and chanters of high repute, each do four sides and are basically responsible for most of the excitement in the set. Disks are non-breakable.
JUKES Not suitable.
JOCKS Unusual fare for folk and Latin shows. But only one side or two per show.

EXCERPTS FROM "WOZZECK"—Janssen Symphony of Los Angeles, Werner Janssen, Conductor, and Charlotte Boerner (1-10'') **68**
Artist Vgpy 33 1/3 No. 500
Alban Berg is generally credited as having been the most gifted of the disciples of Arnold Schoenberg. The opera, "Wozzeck," is considered by most to be Berg's masterpiece. It is for the most part atonal in the tradition of the Schoenberg 12-tone school. On this most fascinating LP disk, the enterprising Werner Janssen, thru the medium of Artist Records, makes available the only recorded excerpts from the opera. It houses three symphonic fragments which were written by Berg as part of a concert version of the opera. This is profound, powerful music which is at the same time deeply detailed. How long it will take to recognize its genius is hard to say. But profound music lovers will want this disk to listen to again and again. The return for the time will be gratifying. The recording is good, as is the solo soprano work of Charlotte Boerner. The orchestral ensemble plays the complex score excellently. Conductor Janssen has knit the entire performance into a tight and thrilling recording. Set was previously issued on shellacs.
JUKES Not suitable.
JOCKS Must for LP-equipped spinners who have progressive longhair interests at heart.

A KIDDIE KORNIVAL—The Korn Kobblers (2-10'') **62**
MGM L-12
Colorful cover, and the fact that adults are familiar with several of these titles should sell some sets in the holiday rush. Under ordinary investigation, this shapes up as a self-conscious, silly group of Tin Pan Alley novelties which, since they're not for adult mentalities, must be for kids. But the kids deserve something better.
JUKES Not suitable.
JOCKS You can do better.

OFFENBACH: GAITE PARISIENNE and RUSSIAN MUSIC—Philharmonic Symphony Ork of New York (1-12'') **84**
Columbia (33) ML 4253
"Gaité" is one of the most popular ballet offerings of the day. The spirited music for the ballet was drawn from the work of Jacques Offenbach, late-

and-mid 19th century French composer who is noted for music of much charm and gaiety. This is the work which is highlighted by the can-can dance sequence. Much of the music is familiar and LP collectors will want this uninterrupted reading, which is properly spirited and colorful. The second side of the disk is filled with half-dozen short pieces by Russian composers. These are performed with much gusto by the Philharmonic. They are recorded with considerable brilliance and clarity. A bargain disk for non-discriminating longhair collectors and these are the majority.

JUKES Not suitable.
JOCKS LP-equipped long-hairs have plenty to make use of on this coupling.

AN ORGAN CONCERT OF CAROLS—Richard Keys Biggs (1-10'') **73**
Columbia (33) CL 6076
Adeste Fideles; The First Noel; It Came Upon the Midnight Clear; Hark! The Herald Angels Sing; Silent Night; Angels We Have Heard; Joy to the World; Lo, How a Rose E'er Blooming; O Holy Night; O Little Town of Bethlehem; Angels From the Realms of Glory.
This LP collection will be especially useful to stores and institutions piping music during the holiday season. Cuttings were made with a large church organ, and the full-range recording gives it a life-like vibrance. The highly competent organist exploits the full color range of his instrument for a snappy Christmas effect thruout. Dyed-in-the-wool organ fans will like.
JUKES Not suitable.
JOCKS All selections useable.

LILY PONS IN MOZART ARIAS—Lily Pons (1-12'') **78**
Columbia (33) ML 4217
Mozart: Variations on "Ah, Vous Dirai-Je Maman"; Felicien David: Le Perle Du Bresil—"Charmant Oiseau"; Proch: Theme and Variations. Mozart: Queen of the Night Aria; Voi Che Sapete; A-h Ich Liebte; Blondine's Aria; Alleluia; L'amero Sara Costante.
The brilliance of the coloratura soprano of Lily Pons has never been shown quite as clearly as it sounds in the LP medium. She does nine selections, seven of them by Mozart, in this collection. She does half dozen of Mozart's most engaging arias with considerable musicianship. And in the remaining three songs, Miss Pons gets the opportunity to unloose her big range and to show her facility and ease in handling virtuoso display pieces designed for coloratura voices. Miss Pons is accompanied by Bruno Walter and an ork on the Mozart arias and by orks under Kostelanetz, Abravanel and Cimara on the other songs. Her many fans will love this etching.
JUKES Not suitable.
JOCKS Much material for a Pons program for LP-equipped stations.

RHYTHMS IN RHUMBA—Pepito Arvele-Rene Hernandez (3-10'') **75**
Coda 11
The accent is on tempi for dancing and consequently the over-all value of this envelope package is considerably enhanced. For the rhumbaddicts will delight in the precise dance beats which this package offers. And, tho the emphasis is on the dance, the music that goes with the rhythm section is just as tasty. Pepito Arvele contributes several most acceptable vocal choruses and Rene Hernandez delivers some outstanding piano passages. All told this is a standout set for the rhumba dancers. Non-Latin retail specialists would do well to try this set for their rhumba-minded regulars. A little merchandising could make this set go a long way. Disks are non-breakable.
JUKES Excellent for spots where the rhumba is popular.
JOCKS Topnotch rhumba dance etchings.

TCHAIKOVSKY: CONCERTO IN D MAJOR FOR VIOLIN AND ORCHESTRA — I. **83**
Stern-Philadelphia Ork-A. Hilsberg, Dir. (1-12'')
Columbia (33) ML 4232
The Tchaikovsky is one of the foremost workhorses in the violin concert hall repertoire. It is popular not without reason. The work is melodic and was orchestrated beautifully to allow the solo violin to shine. Consequently the burden is heavy on the soloist. In this fine reading, Isaac Stern carries the solo chore magnificently as he plays with much fire and vibrance. The young violinist's round tone, warmth and eloquence have never shown to better advantage on records. The Philadelphia ensemble, led by Hilsberg, is as lush as ever particularly in the string sections. This is a welcome new recording of the concerto.
JUKES Not suitable.
JOCKS LP-equipped long-hair stations will want this fresh cookie.

THE MIRACLE OF THE MUSIC SHOP—Robert Dann, narrator (2-10'') **75**
MGM L-10-A
Catchy title, and bright illustrations on the package should boost Christmas sales for this folder deal. The story is pleasant, but hardly startling, and its principal gimmick is the introduction of the harmonica, ukulele, ocarina, and toy piano as animated characters. Dramatization is okay, and the production is properly light.
JUKES Not suitable.
JOCKS Okay feature on kidisk variety show.



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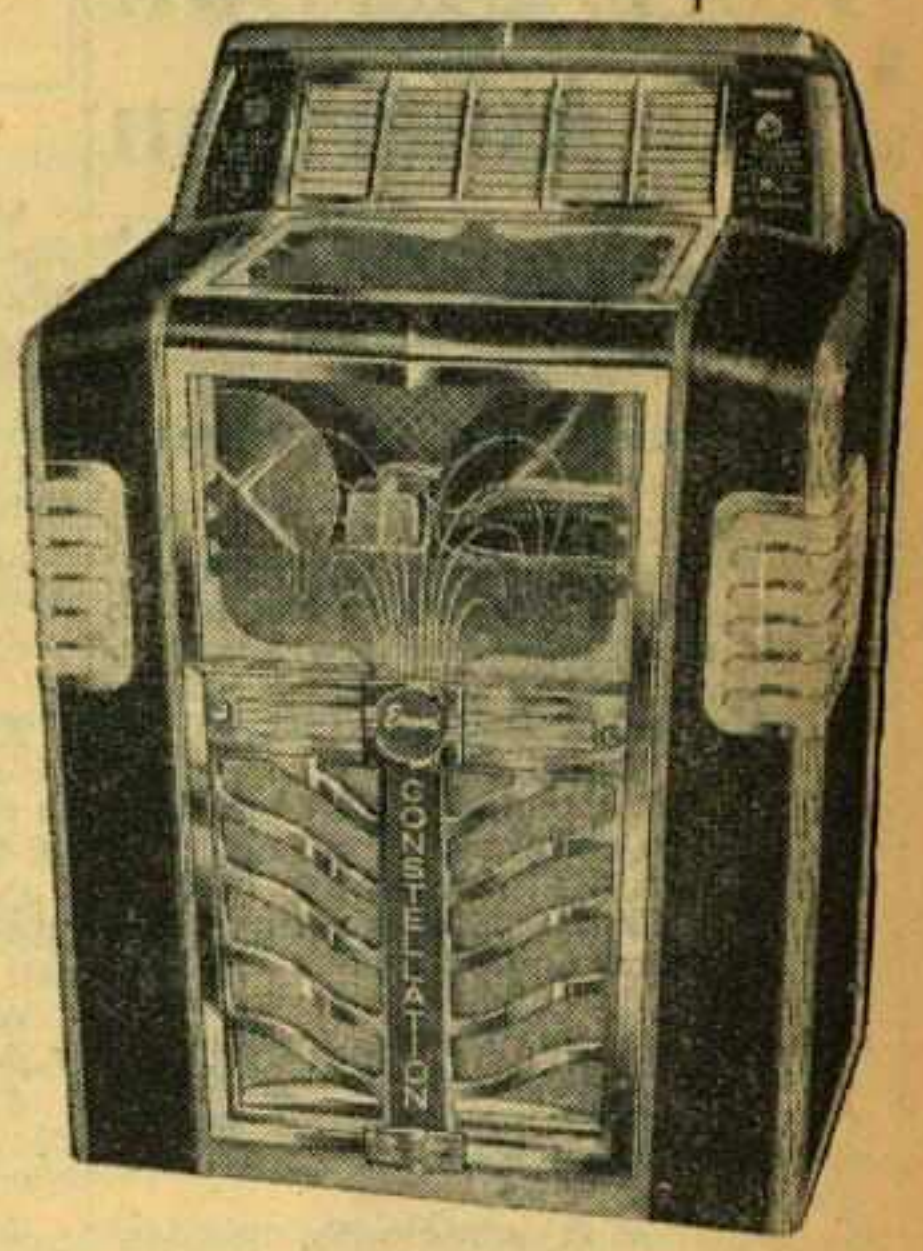
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SEE OUR COIN MACHINE AD ON PAGE 172

Shuffle Future Focused on Ops

Have Shown They Can Hypo Play and Circulation; Mfrs. Revise Earlier Thinking

Purveyor Prez Says Firms Must Help Ops Make More \$\$\$

CHICAGO, Nov. 19.—With stabilization keynoting the shuffleboard industry thinking at the manufacturer level, the operator is rapidly becoming the focal point upon which building for the coming year is being based. Heavy influx of operators new to the business within the past few months, and the growing proof that operators in many areas, especially rural, are finding shuffleboard a long-term source of steady and profitable income, caused them to devote more and more of their time to this part of their over-all operations and consequently revised the planning for the future of the sport at the manufacturing plants.

Less than one year ago most manufacturers were of the opinion that the coin machine operator would be the logical person to provide the widest possible circulation for shuffleboards in the shortest period of time. They had the necessary contacts in the types of locations where it was felt the game would prove most popular, i.e., taverns, restaurants, industrial plants and clubs. But in the long-range planning, manufacturers felt that once the circulation was achieved, the operator's role would lessen considerably, and it was even felt by some that he would disappear from the picture entirely.

During the spring, summer and fall of 1949, however, the operator's (See SHUFFLE FUTURE, page 158)

Training Devices To Debut In Field With Shuffle-Mite

DETROIT, Nov. 19.—J. J. Stapleton, sales manager of Training Devices, Inc., manufacturer of the Quizzer, announced this week that the organization is going into the shuffleboard business with a new product, Shuffle-Mite.

The new board, 10 feet long with a maple playing field nine feet long, is equipped with a 10-cent coin chute which allows for 10 minutes of play on a field controlled by steel pins located in the center of the board. Board requires no supervision on the part of the location owner because

the steel pins prevent pucks from passing until coin is deposited after each 10-minute-play cycle, Stapleton explained. Scoring signs are attached to the rails.

Training Devices has a backlog of orders, Stapleton advised, altho publicity has been limited to wait for stepped-up production. Shuffle-Mite is priced to sell at about one-third the cost than larger boards, he said, and location tests over several months have proved it to be an excellent money maker.

Within the next 10 days the organization expects to turn out approximately 50 boards a day.

Time Is Short

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 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. The time is getting short, the supply is almost gone.

Sun-Glo Debuts New Colorvision Shuffle Weights

BELLEVILLE, N. J., Nov. 19.—Sun-Glo Shuffleboard Supplies, Inc., is now in production on its new 1950 Colorvision weights, according to C. Decepoli, president. Weights, upon which patents are pending, feature a luminous top which makes the colors red and green visible at a distance of 100 feet.

Two patents covering a new high-speed powdered wax developed by the firm have just been issued, Decepoli said. Licenses are being made available upon written request to the firm's headquarters here.

Sun-Glo is also now planning for its new all-plastic scoreboard, and deliveries should start January 1. Scorer is being manufactured by the Emeloid Company, Elizabeth, N. J., and will be sold exclusively by Sun-Glo.

American Sets Cincy League

CINCINNATI, Nov. 19.—American Shuffleboard is now organizing leagues thruout the Greater Cincinnati area which will compete for city, State and eventually national championships, the firm announced this week. Jack Nairn has been named executive secretary of the American leagues here and is handling registrations.

Teams will include 10 players each, it was stated, and rules and regulations set up by American will be followed in the competitions.

Puck Patter

Chicago:

Dean Douglass, executive director of the Standard Shuffleboard Congress of America, is back in Chicago after a trip to the East Coast. Douglass reported organized play on the upgrade in all parts of the country. He was on the West Coast prior to his trip to the East. Ed Lake, Standard's ace field man, has been traveling thruout the country getting leagues started, and competitions under way.

Herb Perkins, Purveyor Shuffleboard's head man, is covering the area in his new Mercury convertible. Herb reports league play, as scanned thru the Purveyor Shuffleboard League org, holding up strong, and (See PUCK PATTERN on page 158)

Start Adjuster Patent Test

Rock-Ola Suit Vs. American Seeks 475G

National Also in Picture

NEWARK, N. J., Nov. 19. — The first step in what may develop into a three-way legal battle to test patent rights of shuffleboard top adjusters was taken here this week as Rock-Ola Manufacturing Company served the American Shuffleboard Company with a suit demanding not less than \$475,000 in damages.

The suit, filed a week ago in U. S. District Court, alleges American's patent claims on its Climatic Adjuster are invalid. It demands financial damages to compensate for the alleged public threatening of Rock-Ola customers with infringement suits if they continue the use of the Chicago concern's adjuster.

Paul Cusano, American's president and holder of the questioned patent, denied the charges and threatened counter suit.

The National Shuffleboard Company also figured in the dispute. In trade paper ads this week it promised to back up its shuffleboard users in any legal tangle arising out of the use of National's adjuster.

Rock-Ola's suit, filed here November 9 by attorney Howard B. Rook, claims first of all that Cusano's patent, granted last August, is invalid. Fur-

(See Start Adjuster on page 158)

Trade Directory

New Equipment

Marbac Coffee Bar—coffee dispenser—Marbac Corporation, San Francisco.

Milk container — Sealright Company, Inc., Fulton, N. Y.

Selecto—multi-flavor bottle vender—General Vending Machine Corporation, Chicago.

Stamp vender — Stamp Machine Vending Company, New York.

New Firms

Allied Coin Machine Company, 766 Milwaukee Avenue, Chicago—to deal in shuffleboard supplies and all types of coin machines.

Coffee Service Company, 12 Hale Street, San Francisco—operate and sell Marbac Coffee Bar.

Northern Music, Inc., 8307 Euclid Avenue, Cleveland—distributing firm.

Stamp Machine Vending Company, 532 East 119th Street, New York—manufacture stamp vender.

Sutphen Products Corporation, 61 West 56th Street, New York—manufacture Elco-Bowl.

New Offices

Autmoatic Service Supply Company—opened offices at 5670 Wilshire Boulevard, Los Angeles.

C. A. Robinson—opened offices at 1725 Wells Street, Reno, Nev.

Personals

Hugh Burras, Columbus, O., appointed road representative for O. D.

Jennings & Company, Chicago, to cover the Eastern States.

Paul J. Cosgrove, head of Penn Shuffleboard, was elected councilman at West Chester, Pa.

Hal Meeks, New York, sales manager of the vending division, Alkuno & Company. Meeks will also continue as representative of the Mills penny gum machine.

H. E. Herb Wedewen, named president and treasurer of Northern Music, Inc., Cleveland.

Paul Zimmerman has been named sales manager of the American National Dispensing Company, Lansdale, Pa.

Distributors

H. C. Evans & Company, Chicago, has appointed the A. P. Sauve Company distributors of the Constellation in the Lower Peninsula of Michigan.

J. H. Keeney & Company, Chicago, appointed Miller-Newmark Company, Grand Rapids and Detroit, to cover Michigan for all Keeney equipment except the cigarette vender (Detroit area only on latter), and Sicking, Inc., to cover Indianapolis area.

Jack Nelson Jr., Chicago, appointed Logan Distributing Company, Chicago, as national distributor for the counter game, Big Jax.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Northern Music Inc., to cover Cleveland-Columbus area.

MONEYMAKER

TURN DIMES INTO DOLLARS FOR . . .

Greater Profits WITH . . .

CALIFORNIA SHUFFLEPINS

The original shuffle type Bowling Game

- Plays and scores same as bowling
- Tremendous play appeal . . . proven on location
- Quiet and efficient operation
- The only shuffle game suitable for league play . . . 1 to 4 players play at once
- Extremely profitable in even the smallest locations
- Furnished in 2 lengths, 9 ft. long and 12 ft. long
- Beautiful in appearance



☀️ COMING EVENT!

for delivery soon . . . a brand new game that has everything! Watch for announcement. Be first in your territory to profit from this Sensational new game.

We do not appoint distributors on a national basis. A few choice territories open to live-wire distributors.

CASH IN on CALIFORNIA SHUFFLEPINS, the new table-model bowling alley that's proven on location. Wire, write or phone

U. S. WOODCRAFT CORPORATION

Originators of the world's most copied amusement games

Phone: MAin 8252

2336 OLIVE

ST. LOUIS 3, MISSOURI

PATENT INFRINGEMENT NOTICE

Carmine Decepoli is the inventor of several shuffleboard wax compositions covered by United States Letters Patent, the first of which was granted on November 1, 1949, and is No. 2,486,826. His compositions contain plastic beads and result in a wax of pronounced friction reducing properties. Mr. Decepoli will fully protect his rights by prosecuting all parties who make, sell or use infringing compositions.

Many infringing compositions under various trade names and private labels have recently appeared on the market termed "new," "improved" and "high speed" waxes, and their continued manufacture, sale and use will invite legal action even though heretofore such manufacture, sale or use was in ignorance of Mr. Decepoli's patents.

Compositions licensed by Mr. Decepoli to be made, sold and used will be identified on their labels by the legal notice of the pertinent patent number or numbers.

Information with respect to procuring a license may be secured by addressing the licensee named below.

CARMINE DECEPOLI

Licensee:

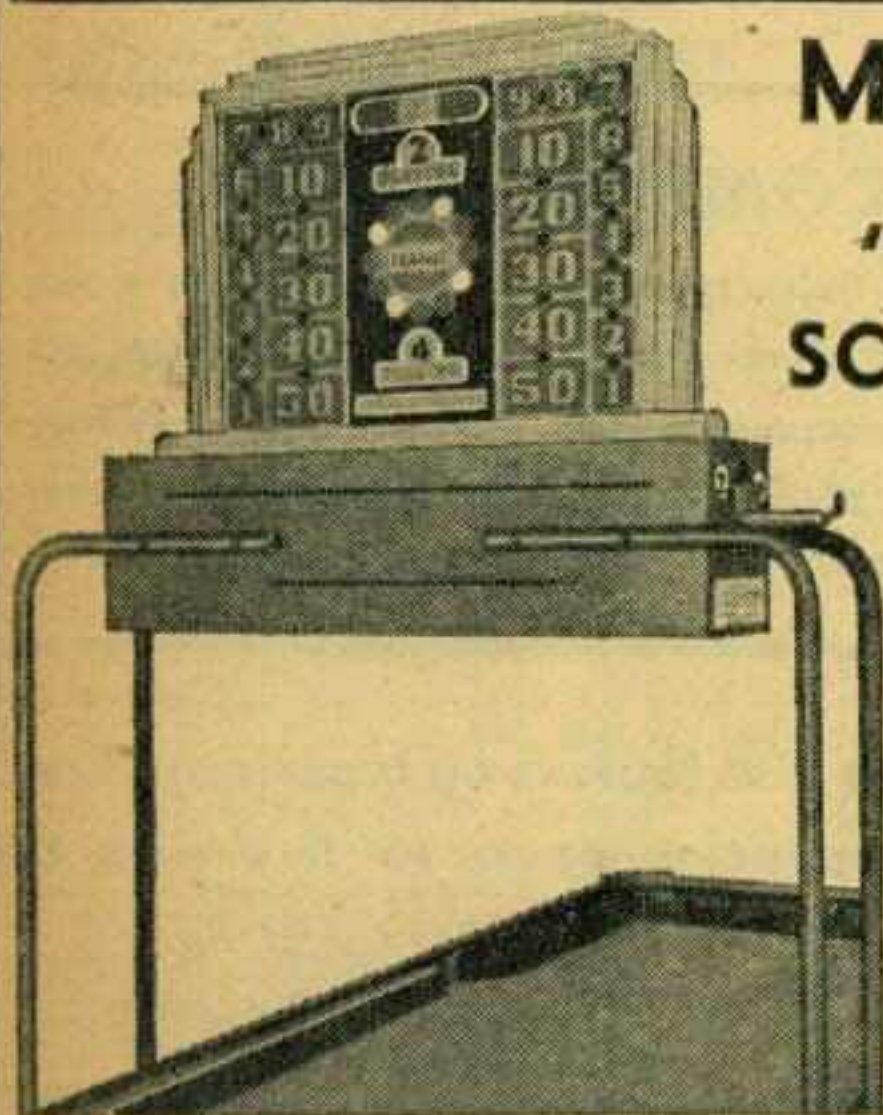
Sun-Glo Shuffleboard Supplies, Inc.

113 HECKEL STREET
BELLEVILLE 9, NEW JERSEY

TIME FOR A NEW TOP! Replace Now with MONARCH SOLID MAPLE SHUFFLEBOARD TOPS

ALCOHOL-RESISTANT, PEEL-RESISTANT FINISH
SMOOTHEST-FASTEST-FINEST ON THE MARKET!

Cost You Less in the Long Run! Write for Information.



MONARCH DeLuxe "ALL PLAY" SCORING UNIT FOR ALL SHUFFLEBOARDS

Location Tested! Proven!

Guaranteed Finest!

SCORES FRAMES AND POINTS
FOR Regular Play, Horseshoe
and Baseball.

With or Without Frames.

Insist On MONARCH
SHUFFLEBOARDS

—22 FT.

"SHUFFLETTE" REBOUND

—8 FT.

BOARD EQUALIZERS AVAILABLE. SCIENTIFICALLY DESIGNED

Monarch Shuffleboard Inc.

1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Start Adjuster Patent Test; Rock-Ola Suit Seeks 475G

(Continued from page 156)

ther, it argues that were the patent indeed valid, Rock-Ola's adjuster does not infringe. The demand for financial compensation hinges on the company's claim that ads and letters to board users threatening suit hindered sales. Cusano was served with the papers Monday (14).

American apparently is prepared to fight the action vigorously. On Thursday (17), Cusano issued the following statement:

"The recent suit in the U. S. District Court against me by Rock-Ola for a declaratory decision concerning the validity of my climatic adjuster patent (No. 2,479,477) anticipated by only a few days my intended suit against Rock-Ola for damages and injunction to prevent further infringement by it of this patent.

"It is very apparent that Rock-Ola's maneuver is for publicity purposes. It is my opinion it is an attempt to quiet the fears of persons using the infringing adjusters. . . . He charged that Rock-Ola's climatic equalizer was "an outright copy" of the climatic adjuster. He also stated that he would file a counter claim and "in due time take affirmative action against all persons using, selling or manufacturing adjusting mechanisms which infringe upon my patent."

National maintained in trade paper ads this week that its "tru-top adjuster" did not infringe on Cusano's patent. Stating that it would back up all users, the company claimed that Cusano admitted last month that "there was none" (patent infringement).

Cusano admitted that a sample adjuster submitted to American by National did not infringe. But he claimed that subsequently he learned of other National boards being installed with infringing adjusters. This matter is being investigated now, he said.

Shuffle Future Focused on Ops

(Continued from page 156)

status grew in importance until, as 1950 nears, manufacturers have revised their thinking. Some, experienced in the East where free-play shuffleboard was the rule rather than the exception, have seen what they thought to be maximum coverage, doubled and tripled since the coin machine operator moved into the picture.

Ops Prove Worth

Herb Perkins, president of Purveyor Shuffleboard, Chicago, one of the manufacturers who knew from experience the value of the operator, now believes that the coin machine operator has proved invaluable to the entire industry.

"The success operators have had with shuffleboards is obvious," he said. "Because they have done such a fine job in placing the boards, then going into planned promotions such as leagues and tournaments, shuffleboard has advanced from a static state to one of accelerated activity thruout the country. Many new persons have become operators of boards in recent months, most of them people who have seen boards in operation as location owners. They have brought with them a determination to build their routes into permanent, profitable businesses."

Today, with many of the manufacturers who entered the shuffleboard business with insufficient funds and/or knowledge now weeded out of the picture, the remaining firms have, in the opinion of Perkins, a definite job to do for the operator.

Better Boards

"The manufacturers must give the operator high-grade equipment at a price he can afford," Perkins said. "This is still a period of expansion, much territory is still to be opened up by experienced operators and we must give these operators the tools (shuffleboards) to do the job."

"But the manufacturers' job does not stop with the planning, production, pricing and sale of shuffleboards. He must also help the operator make money with his equipment. In my opinion this is the most important task facing us today."

The major program undertaken by manufacturers in this respect is the organization of leagues and to a much smaller degree, tournaments. Manufacturers have sent field crews out to help the operator set up league play in his locations, and in the case of the larger firms, has undertaken to organize operators, regardless of the type of boards they handle, in a given locality to promote city-wide competitions.

According to Perkins, league play has not only increased tremendously this year but is holding up.

PUCK PATTER

(Continued from page 156)

he expects this phase of the business to grow steadily during the coming years. Bill Tucker, Perkins' right hand man, completes a one-month road tour next week, returning home in time to cut the Thanksgiving turkey with his family.

Over at Monarch headquarters, Roy Bazelon also reports business moving along at a fast clip these days. Firm's office in Detroit also is busy, as more and more shuffleboards infiltrate into the Michigan territory via that headquarters. Clayton Nemeroff, who seldom gets out of the office to see all his trade acquaintances because of his heavy schedule at the plant, reports that he has noted good reports from ops all over the country now that league play is going strong in those areas which have organized loops in operation.

Ted Rubenstein is one of the busiest guys in the shuffleboard and coin machine business these days. His Mid-State Company is shipping its electric scoreboard in quantity. Firm pioneered the electric scorer in shuffleboard, and has made steady improvements in the unit, making it one of the "most in demand" items in the field. Bruno Kosek has been handling details for Rubenstein at the Mid-State headquarters, while the latter divides his time between that firm and his coin machine enterprises. The new butt walnut cabinet which Shuffleboard Specialists will feature on its 1950 de luxe models is already catching on with operators, Julian Crum, firm officials, reports. The firm closed the deal for the quality wood stock a few weeks ago and the material is only now starting to show up in the boards. Firm headquarters is a virtual meeting place for out-of-town operators who want a look-see at the Specialists boards before they return home.

SHUFFLEBOARD SALE

LIKE NEW

1 American 10 Ft. Side Bank Board . . . \$379.50
3 American 12 Ft. Side Bank Boards.
Each 379.50
1 National 10 Ft. Side Bank Board . . . 249.50
1 Olympic 22 Ft. Shuffleboard 299.50
1 Olympic 18 Ft. Shuffleboard 289.50
1 Olympic 16 Ft. Shuffleboard 289.50
1/3 Deposit, Balance C. O. D.

OLYMPIC SHUFFLEBOARD DIST'S

512 W. 6th St. Austin, Texas
Ph. 24428

Manufacturer of Shuffleboard Cabinets
WISHES TO SELL DIRECT
TO THE TRADE

All Size Cabinets—Prompt Delivery
Reasonable Prices

BOX 306, THE BILLBOARD, CHICAGO, ILL.

State Tax Calendar

Alabama

December 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
 December 15—Income tax fourth installment due.
 December 20—Sales tax report and payment due.
 December 31—Property tax return and payment due (last day).

Arizona

December 15—Gross income report and payment due. Phoenix business privilege tax report and payment due.

Arkansas

December 15—Compensating (use) tax report and payment due.
 December 20—Gross receipts tax report and payment due.

California

December 5 — Real property tax semi-annual installment due.
 December 15—Personal income tax third installment due.

Colorado

December 14—Sales tax report and payment due.
 December 15—Denver sales tax report and payment due. Income tax fourth installment due.

District of Columbia

DECEMBER 20—Sales and use tax report and payment due.

Florida

December 10—Agents' and wholesalers' cigarette tax report due.

Georgia

December 10—Cigar and cigarette wholesale dealers' report due.
 December 20 — Property tax due (last day).

Ops in Spokane Ask New Hearing

SPOKANE, Nov. 19.—Attorneys for two local operators have started preparing a petition for a rehearing on the legality of pinball games here following an adverse decision handed down by the State Supreme Court last week. The ruling was made on the appeal of Spokane city officials from a Superior Court decision enjoining them from enforcing a city ordinance prohibiting operation of the amusement games.

The injunction suit was brought by Gerald Miller and David Caudill. Both are leaders in the amusement field here and Miller is president of the Eastern Washington Amusement Association. They asked the injunction after a petition had been submitted for a referendum on the city ordinance.

Attorneys for the operators are now seeking a rehearing before all nine justices of the State Supreme Court. The previous decision was the unanimous judgment of five members of the court. Counsel for the operators has indicated that the case will be taken to the United States Supreme Court if necessary.

If the State Supreme Court decision is upheld, the city stands to lose a substantial amount of revenue. In the past 12 years \$1,174,687 has been collected in license fees from pinball operators. Thus far this year \$74,546 has been collected.

SHUFFLEBOARD DISTRIBUTORS

A leading manufacturer of shuffleboards has several territories open for alert distributors.

Address Box 302

c/o Billboard Publishing Company
 185 W. Randolph St. Chicago 1, Ill.

Idaho

December 15 — Cigarette wholesalers' drop shipment report due.
 December 20—Property tax semi-annual installment due (last day).
 Fourth Monday—Personal property tax due.

Illinois

December 15—Cigarette tax return due. Sales tax report and payment due.

Indiana

December 10 — Cigarette distributors' interstate business report due.
 December 15 — Cigarette distributors' drop shipment report due.

Kansas

December 15 — Compensating tax report and payment due.
 December 20—Sales tax report and payment due.

Kentucky

December 20 — Cigarette wholesalers' report due.
 December 31—Amusement and entertainment report and tax due. Louisville income tax withholding agents' payment due.

Louisiana

December 1—Soft drinks tax report due. Tobacco tax report due.
 December 15—Soft drinks tax report due. Tobacco tax report due.
 December 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland

December 15—Income tax fourth installment due. Sales and use tax report and payment due.

Massachusetts

December 20—Tobacco tax report and payment due.

Michigan

December 15—Sales tax report and payment due.
 December 20—Cigarette tax report and payment due.

Minnesota

December 15—Income tax fourth installment due.
 December 20—Cigarette tax report due.

Mississippi

December 15—Income tax fourth installment due. Manufacturers, distributors and wholesalers of tobacco report due. Occupation (sales) tax and report due.

Missouri

December 31—Income tax fourth installment due. Kansas City merchants' and manufacturers' license expires. Soft drink manufacturers' report and payment due.

Montana

December 1—Moving picture theater licenses issued and tax due.

Nebraska

December 1—Personal property tax first installment due.
 December 10 — Cigarette distributors' report due.
 December 31 — Tobacco distributors' license expires.

Nevada

First Monday—Property tax quarterly installment due.

New Hampshire

December 1—Property tax due.

New Jersey

December 20 — Cigarette distributors' tax report and payment due.

New Mexico

December 1—Property tax semi-annual installment due.
 December 15—Occupational gross income tax report and payment due. Severance tax and report due.

North Carolina

December 15—Income tax fourth installment due. Sales tax report and payment due.

North Dakota

December 10 — Cigarette distributors' report due.
 December 15—Income tax fourth installment due.

Ohio

December 10 — Cigarette wholesalers' report due.
 December 15—Cigarette use tax and report due.

Oklahoma

December 10 — Cigarette wholesalers' retailers' and vending machine owners' report due.
 December 15—Income tax fourth installment due. Sales tax report and payment due. Tobacco wholesalers' and warehousemen's report due.

Pennsylvania

December 10—Soft drinks tax report due.
 December 15—Employers' return of tax withheld at source under Philadelphia income tax due. Philadelphia income tax payment and withholding return and payment due.

Rhode Island

December 20—Sales and use tax return and payment due.

South Carolina

December 15—Income tax fourth installment due.
 December 31—Property tax installment due.

Tennessee

December 20—Sales and use tax report and payment due.

Utah

December 15—Excise (income) tax fourth installment due.

Vermont

December 15—Corporation income tax fourth installment due. Personal income tax fourth installment due.

Virginia

December 5—Individual income tax due. Property tax due (last day).

Washington

December 15 — Wholesalers' cigarette drop shipment report due.

West Virginia

December 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

December 10 — Cigarette wholesalers' and manufacturers' report due.

Wyoming

December 15—Sales tax report and payment due.

BUY the BEST at LOWEST PRICE

Best Maple or Masonite Top
 Best Hard Wood Cabinet
 Best Made

BUY DIRECT

SAVE \$200

24 hr. delivery

New Deluxe 100% Hard Wood Hand-Rubbed Cabinets with finest air and kiln dried Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Braced throughout with over 100 glue blocks. Made by master craftsmen. 14 to 22 ft.

Tops: Best Hard Maple \$125
 Masonite (Die Stock) 100
 Climatic Adjusters (6) 20
 Used Shuffleboards 150
 Hard Chrome Pucks (8) 10
 Wax, 30¢; Score Sheets, 50¢

SHUFFLEBOARD Specialists

1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.



"Nation Wide" SHUFFLEBOARD

SHUFFLEBOARD

Choice of Finest Maple or Masonite Playing Fields

Modern design cabinet made of finest woods. Beautifully finished by our expert cabinet makers. Built to compete with the best.

Also a Complete Line of "Nation Wide" Accessories

- Shuffleboard Bowling Sets
- Adjustable Fluorescent Lights
- Wax • Weights • Lites • Signs
- Score Pads • T-Squares

"Nation Wide"

OFFERS THE BEST DEAL IN AMERICA TO DISTRIBUTORS AND OPERATORS

"Nation Wide" NOVELTIES, INC.

4615-17 S. STATE STREET

CHICAGO 9, ILLINOIS

Phones: KENwood 6-3623 or KENwood 6-2630

JUST OFF LOCATION USED, RECONDITIONED SHUFFLEBOARDS

Limited Supply

PURVEYOR SHUFFLEBOARD CO.

4322-24 No. Western Ave.

Chicago 18, Illinois

COINMEN YOU KNOW

Hartford, Conn.:

Connecticut Tax Commissioner Dennis P. O'Connor has issued a statement to clear up a misunderstanding which, he said, has arisen about cigarette taxes. He declared that there is no sales and use tax on cigarettes. The only Connecticut tax is the cigarette tax of 3 cents a pack. However, he added, there is a sales and use tax on cigars, tobacco and tobacco products. On these, there is no tax up to 24 cents. On sales from 25 to 74 cents, the tax is 1 cent, and on sales from 75 cents to \$1.24 it is 2 cents. The Connecticut State tax law requires the storekeeper to collect this tax from the customer and turn it over to the State.

Elm Cigarette Sales, Inc., New Haven, has filed a certificate of final dissolution with the Connecticut secretary of state in Hartford. . . . Soft drink bottlers and other heavy sugar users have been thinking about a possible sugar shortage and higher prices resulting from administration of the 1948 Sugar Act, according to J. E. MacNaughton, of the 7-Up Bottlers, Inc., Springfield, Mass.

He said that "housewives are beginning to join soft drink manufacturers and other commercial sugar users in their concern over the sugar program."

"The program, which specifies the total amount of sugar which may be distributed to United States consumers by domestic and offshore producers, has been holding our supply so tight that a shortage could develop almost overnight, if shipping schedules were interrupted," he declared.

MacNaughton attended the 31st annual convention of American Bottlers of Carbonated Beverages at Detroit November 14-17.

Cincinnati:

The Automatic Phonograph Owners' Association held its regular monthly meeting Tuesday (15) at the Hotel Gibson. Plans for a Christmas party were discussed and a committee, comprised of Phil Ostand, Nat Bartfield and Bill Harris, was appointed to handle the details. A large number of operators were on hand to discuss industry problems.

Bill Woody, of the Ohio Specialty Company, is the father of a daughter, who has been named Karen Elizabeth. . . . Paul Wittich, also associated with Ohio Specialty, is off on a week's hunting trip. . . . The association has scheduled a board of directors' meeting for Tuesday (29) at its headquarters.

Joe Weinberg, vice-president of Southern Automatic Music Company, with headquarters here, was elected master of Walnut Hills Masonic Lodge 483, F&AM, November 14, and will serve a one-year term. Weinberg has been a Mason since September, 1943.

Vital Statistics

Deaths

RHEAUME—William, veteran Detroit coin machine operator, suddenly November 11 following a heart attack. He was the owner of the B. M. Music Company. Survived by his widow, who was a bride of about three months. Interment was at Houghton, Mich.

Births

A daughter, Karen Elizabeth, to Mr. and Mrs. Bill Woody November 13. Father is associated with the Ohio Specialty Company, Cincinnati.

Chicago:

News of successful reception of its cheese vender continues to come from Alco-Deree Company. W. S. Deree, president, and Nick Angelus, sales manager, team up to tell of the expanding placement of this different type of equipment. Basically, the vender is a modified model of firm's cooled candy bar machine; difference is that only the larger size candy bar pockets are used to accommodate the specially packaged cheddar cheese bricks at a dime a pack. To date the "upper class" tap locations have proved most successful, with cocktail lounge patrons steady cheese-vender customers.

Kimball Candy Company officials last week proudly pointed to the trophies won by firm's soft ball team recently. Kimball's "Smacks" team took the Western Regional Amateur Championship, the St. Louis City Championship and the St. Louis Park District Championship. Team was led by player-manager Bernie Leonard, Kimball representative. . . . Bel E. Hall, sales manager of Belvend Manufacturing Company, Inc., reports national sales representation on firm's two, three and four-column pan candy venders. A console type unit, the penny vender, is an improved model of the former bulk Sugarbowl venders put out by the old Holli-Ware Manufacturing Company, of which Hall was an official.

Bert Mills, major domo of The Bert Mills Corporation, has a double-barreled program of attack on the higher supply cost for java operators. Bert recently introduced an enriched cream concentrate to save ops pennies for this item, and then followed it up with a cup-cost reduction after extensive experimenting with cold cups. Using the two supply cost savers, an operator can still serve a nickel cup of coffee in spite of the higher java prices these days, he states.

Norwood Veatch, Central Distributors, St. Louis, and Sam Taran, Taran Distributing, Miami, were United Manufacturing callers last week. Taran was in town for Lindy Force's funeral, following which he went to the Twin Cities. On his way back to Florida, Sam dropped in to reorder Shuffle Alleys from Billy DeSelm, United's sales manager. DeSelm points out that Shuffle Alley appears to have started a new era in amusement games. "Because the game is made up of exclusively skill shots," he says, "it has won legal sanction in territories which are usually de-

(See CHICAGO on page 164)

Los Angeles:

Al Weymouth, of Weymouth Service, had a showing of Electros last week at the Hollywood Rotary Club, sponsored by officials of the P. Lorillard Company, including Barney Reagan, division manager; Al Hughes, district sales manager, and Ben Potts, West Coast manager. . . . Mr. and Mrs. Burt Polin, San Luis Obispo operators, were in town for a look-see at new equipment.

Al Silberman, with Badger Sales, says he's now placed \$329,000 worth of vending machine equipment in naval shore establishments, military bases and industrial locations in Arizona and California. . . . Joe Soares was down from Tulare to renew acquaintances on Pico Street.

Art Crane, Genco's Coast rep is pushing the firm's new Rip Snorter. H. C. Gilmore, San Bernardino coinman, visited here last week. Ditto for B. O. Middleton, of Van Nuys. . . . H. Sibley, Taft operator, was seen on coin machine row.

Ed Wilkes, of the Paul A. Laymon Company, quietly celebrated his 12th wedding anniversary by taking his missus to the Tally Ho. Charlie Daniels and Harold Sharkey were trying out the new Bally Shuffle Bowler in Laymon's. Incidentally, the firm is now waiting for its second shipment of Shuffle Bowlers. Also on the Laymon floor is the new

(See LOS ANGELES on page 169)

Detroit:

Anthony Giffel, of Essexville, Mich., who has a mixed music and game route, left for his cabin in the North Woods to hunt deer. . . . Fred Zemke, of Ann Arbor, was a recent visitor. He is a bridegroom of about two weeks, but has not yet introduced his bride on Coin Machine Row. . . . B. M. Music Company, operated by the late William Rheume, is being temporarily operated by his brothers pending disposition of his estate.

Edward A. Gorney, founder of the Mercury Steel Corporation, who is bringing out a new penny amusement device, left Monday for a quick business trip to Washington. . . . Isidor Edelman, of the Edelco Manufacturing & Sales Company, is unveiling his new game for the arcade trade this week. . . . Arnold Sherman, son of Oscar Sherman, retired music machine operator who was formerly in partnership with Sol Boesky, has joined the production staff of the Edelco Manufacturing & Sales Company.

Calendar for Coinmen

November 24—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall Atlantic City.

November 27-30—National Association of Amusement Parks, Pools & Beaches (NAAPPB), annual trade show and outdoor convention, Hotel Sherman, Chicago.

November 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

December 1—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

December 5—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

December 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

December 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

December 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

December 21—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

(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.)

New York:

Al Denver, president, and Nash Gordon, manager, are winding up preparations for the annual election meeting of the Automatic Music Operators' Association (AMOA) at the Park Sheraton Tuesday (29). After dinner the music ops will elect a full slate of officers and directors.

A highlight of the meeting will be the awarding of two new juke boxes, donated by Atlantic New York and Runyon Sales. Proceeds are for refugee aid, and rehabilitation and housing in Israel. Denver, who is chairman of the local fundraising committee, made the following statement this week: "We extend our sincere thanks to Harry Rosen and Meyer Parkoff, of Atlantic, and Barney Sugarman and Abe Green, of Runyon, for their generous donation of a Seeburg, 100-record, Selecto-Matic and an AMI model B."

Members of the committee who aided Denver in the charitable work include Sidney Levine, Max Weiss, Charlie Aronson, Arthur Herman and Mike Munves. Denver may have to curb his business activities for awhile. Next Monday (28) he reports to Supreme Court for jury duty.

George Seedman and Bern Bernard were among the Rowe Corporation delegates attending the bottlers confab in Detroit last week. The firm showed its bottle vender, which also will be offered later as a milk machine. . . . Lou Brown, Co-Video prexy, will announce the

(See NEW YORK on page 168)

Washington:

Mrs. Elsie Taylor, bookkeeper at Day Service Music Company, is vacationing in Chicago. . . . Jean Cunningham of the same company is back at work after a seige of illness. . . . Mrs. Alberta Kennon, order clerk at Day Service, reports that Frankie Laine's "Mule Train" is "really riding the trail." The company also has a lot of requests for disks by George Shearing and Earl Garner, she said.

Both the pinball and juke box business is running steady here now, according to the observations of William F. Steele, independent Silver Spring (Md.) op. He said he considers the machines recently put out by manufacturers definitely improved in quality. He is planning to put in some new games and jukes after the first of the year.

Detective Inspector James S. McAuliffe, of neighboring Montgomery County (Md.) police force, recently recommended that youngsters be prohibited from playing pinball machines. In a co-operative move, county ops have posted signs forbidding boys and girls under 16 from playing.

C. Walter Hendrix, of the General Amusement Company, says business has picked up a bit during the past few weeks. He has added several new locations and purchased a few new machines.

Indianapolis:

Mr. and Mrs. Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributors, are taking a vacation trip south of the Mason and Dixon line. They expect to return in two weeks. . . . Paul Burch, Plainfield, Ind., operator was on coin row last week. . . . An unknown philanthropist has presented Emmerich Manuel High School with a new Rock-Ola phonograph, purchased from the Indiana Automatic Sales Company. . . . Banister & Banister Distributing Company has been appointed distributor for Shuffle-Alley, according to Frank Banister, head of the concern.

Sam Weinberger and his wife have returned from a trip thru the Southern section of the country.

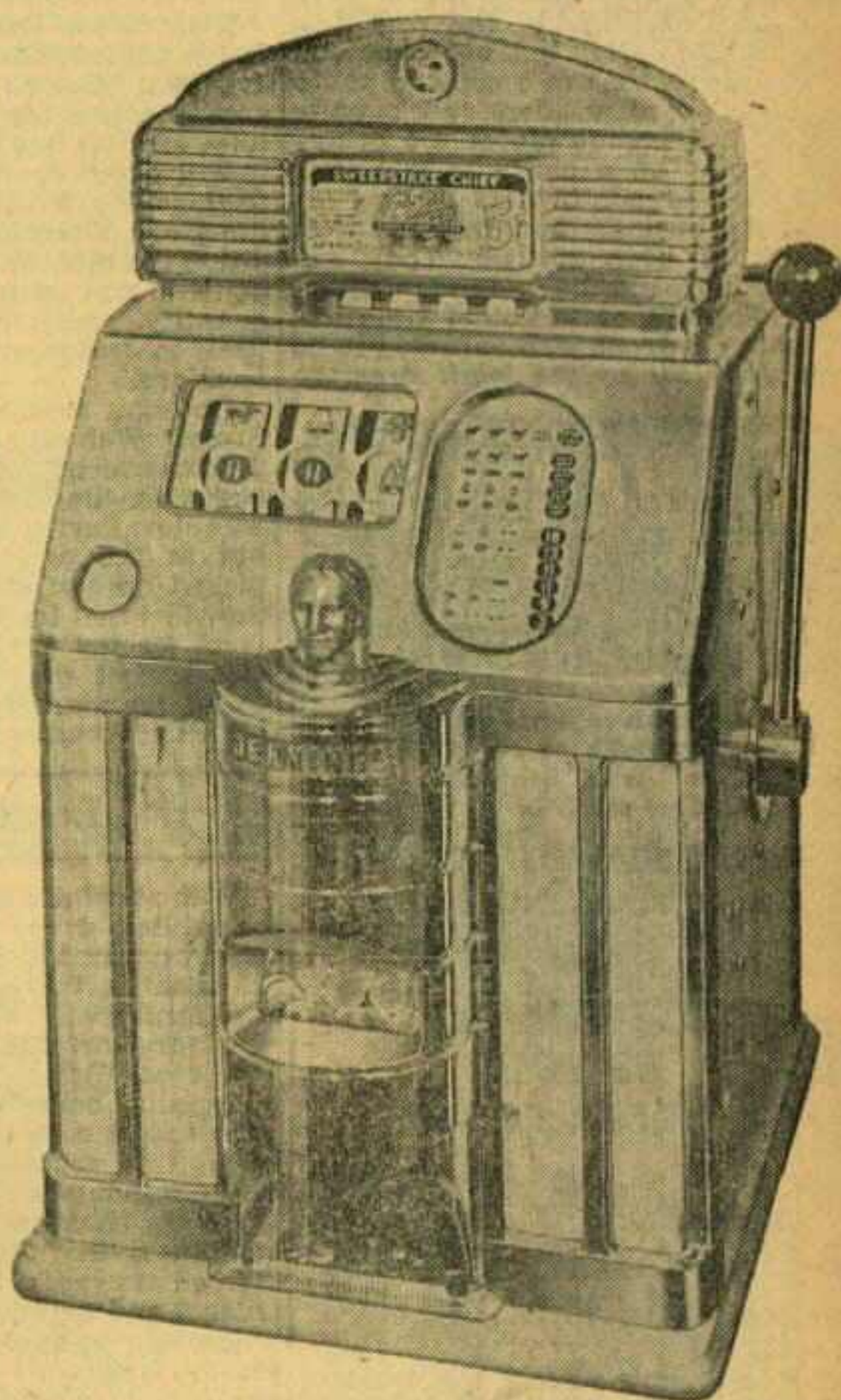
"SWEEP STAKES"

A NEW JENNINGS SENSATION 5 DIFFERENT JACKPOT SYMBOLS

ONE LARGE SUPER JACKPOT!
SMALL HITS GALORE!
A WINNER EVERYWHERE!



"Sweep Stakes" top glass shows Spot-Lite that flickers when machine is played!



"Sweep Stakes," a beautiful chrome light-up Sun Chief Model

HERE is the perfect blending of many Jackpots and lots of small hits! "Sweep Stakes" offers 5 different Jackpot symbols instead of the usual one.

"Sweep Stakes" has the world famous, reliable Jennings one-piece "Chief" mechanism which is known to have "fewer out-of-order calls"!

Also as standard equipment on Jennings "Sweep Stakes" is the new mechanical innovation which sends 1 out of every 9 coins played directly from the Escalator to the Jackpot . . . giving you double assurance that your Jackpot reserve is always filled!

Your players will find new entertainment in "Sweep Stakes." They'll be reluctant to release it to the next player, and why not!


Location field test reports on "Sweep Stakes" show bigger play and better earnings than regular models.


WE ARE BOOKING ORDERS ON "SWEEP STAKES" TODAY SO THAT YOU CAN HAVE THIS MACHINE FOR HOLIDAY PLAY. WRITE OR WIRE US NOW! OR SEE YOUR LOCAL JENNINGS DISTRIBUTOR.





"Sweep Stakes" colorful award glass shows the 5 Jackpots and many small awards!


5 DIFFERENT JACKPOT SYMBOLS INSTEAD OF ONE!

1 3 Horses across and permanent light pays regular Jackpot plus "Sweep Stake" token.  With Light

2 3 Horses across WITHOUT light pays regular Jackpot.  Without Light

3 3 Bars across pays regular Jackpot.  O. D. Jennings & Co. BELL-FRUIT-GUM Chicago, Ill.

4 3 Bells with seven across pays regular Jackpot. 

5 3 Plums with eleven across pays regular Jackpot. 

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

See 1950 Nifty for Arcades; Penny Play Highlights Trend

(Continued from page 142)

last year principally because of the new type novelty games which have won legal sanction in the past two months. Actually, the old stand-by arcade pieces such as voice and photo machines, card venders, peek units and related arcade pieces are bringing in play on a par with last year with most arcade owners looking for increased business now that the steel strike has been settled. They say that not only did they lose some direct trade because of the steel situation, but many patrons who expected to be eventually hit by the work stoppage

took a cautious view and limited their amusement spending.

New Products

News from Exhibit Supply Company indicated that the firm expects a banner year in 1950. Producer of arcade pieces for almost a half century, Exhibit has just announced that it will debut seven new items at the forthcoming NAAPPB trade show at the Hotel Sherman, Chicago. In addition the plant is producing the competitive gun game Silver Bullets in quantity which has already proved itself in arcade and other amusement locations.

Chicago arcades on South State Street, Wabash Avenue and North Clark, which represent some of the oldest in the city, say that business was slow during the early part of fall but in the past week business has picked up and owners of these spots now feel that traffic will run at a high level for the next few months. They also expect the new products about to hit the market will help the overall arcade business.

Los Angeles

Altho business in general has shown a decided drop, particularly in the entertainment fields during the past 12 months, two arcades in Southern California will wind up 1949 with a business increase of from 10 to 12 per cent. Reason for the increase is generally believed due to elimination to some extent of lengthy vacations this year which kept spenders close to home where money would go farther. Another reason, also economic, is that John Public has been forced to seek amusement in the nickel and penny bracket.

Arcade business is up 12 per cent in the Balboa Arcade, Balboa, owned by Harold Hanniford. He purchased it this year from Al Anderson, amusement park operator. A minimum of breakdowns in equipment with "every machine ready to go at all times," is the way Anderson sums up the arcade's success. Thru long experience he has found that the "out of order" sign on too much equipment at one time will drive patrons away. As a result the arcade management keeps the games in top shape at all times. Of course minor breakdowns will normally occur, but these are quickly eliminated.

More penny coin chutes have been installed on machines this year, which also counts for the upswing in grosses, Anderson believes. However, 30 machines are still in the nickel category. Good up-to-date pin marble games are a good draw here, the management has learned from experience. Another good draw are the Dale Guns, manufactured by Eldon Dale.

Museum Pieces

Museum pieces, such as coin-operated violas, and pianos bring in a good share of the money. Oldsters go for these due to the nostalgic angle. More of these machines will be added before next summer mainly because they have proved to be good crowd holders. Another innovation to be tried out next year will be exhibits, which also help to keep patrons in the arcade, altho not grossing as much as machines.

During the winter the arcade is being completely renovated and enlarged to make room for the new equipment.

One of the largest arcades in the country catering to moppets is run by Frank Zambreno and Rudy Illions on the Long Beach Pike. Altho he is satisfied with the 1949 grosses, Zambreno reports business off approximately 15 per cent. In view of his policy appealing to the kids, Zambreno has kept most of his machines at a penny. In order to keep the patrons coming back Zambreno buys approximately 20 large machines per year.

Winter renovations call for a new

Boxing Vs. Music

HARTFORD, Conn., Nov. 19.—Those skeptics in the coin machine trade who are complaining about business conditions today ought to know that Ralph Colucci, head of State Music Distributing Corporation, coin machine distributors in Hartford, isn't upset one bit. He remembers only too well some 25 years ago, when he was promoting boxing matches for a living down in Mexico.

"I was younger then, of course," he says, "but I found it plenty rough to take in a buck. You had to go for miles to make any money on a fight. Yes, sir, I'll take the coin trade any day, even tho slump conditions may occur!"

paint job on the front among other improvements. This arcade is open year 'round from 10 a.m. to 2 a.m.

Mission Beach

The Mission Beach Arcade, managed by Mr. and Mrs. Roy Hurd, report business to be 10 per cent over 1948. Out of approximately 70 machines, only 18 are of the penny type, the rest nickel, dime and quarter. Due to the proximity of the San Diego Naval Base, Mission Beach is more or less dependent on the fleet for their income.

The only addition made this year was the installation of a tournament size shuffleboard which has proved to be a good grosser. Next year the Hurds plan to add a photo gallery.

In order to hypo business next summer it is planned to use a two-for-a-nickel deal on duplicate machines. This will be done strictly as an advertising stunt and if it works out the innovation will become a permanent management policy.

One reason for the business upswing here is due to the elimination of a rival arcade which was shuttered some months ago.

Top Grosser

The arcade operated by Mr. and Mrs. Rose Senders in Virginia Park, Long Beach, has proved to be a top grosser. Business here shows a slight increase, due to better conditions thruout the park, Senders claims. Any success is due to H. A. (Pop) Ludwig, manager of the park, Senders said.

New equipment added this year includes voice recording, pin games and diggers. Senders has brought his knowledge gained in operating an arcade in Coney Island for 20 years to Virginia Park. At the present time he has approximately 40 nickel, dime and quarter machines and 60 penny units.

Appearance of the arcade is of primary importance. "Keep the place flashed up and give the patrons music day and night," is Senders' motto.

During the winter Mr. and Mrs. Senders operate the arcade, but management is taken over by their son, Ben, during his summer vacation from the university.

Distrib Report

Arcade distributor Jack Ryan, of Sicking Distributors, carries a complete stock of between 2,000 and 3,000 items at all times. Business in this phase of the Sicking operation was better in 1949 than in the previous two years, Ryan reports. Next year should be even better, he claims, due to some new additions to the arcade field here. A good portion of their business is gleaned from traveling arcades with road shows and carnivals.

Very little new equipment is sold to arcades here, the survey reveals, with 90 per cent of the machines now in use of prewar vintage. A complete line of antique equipment such as coin-operated pianos, is always in stock at Sicking's.

The arcade business was terrific during the war, Jack Leonard, of Badger Sales reports, but has now slowed to a walk. Impetus given winter sports hereabouts has opened a

new arcade field in the nearby mountain resorts where Badger does the bulk of their business.

While there were several operators of arcade equipment here at one time, the general let-down of business has turned them to other fields. Reason for the decline in this phase of the business is due to arcade owners buying their own equipment in the last few years, instead of depending upon operators for supply.

Detroit

Contradictory trends in local arcades are partly explained by the seasonal nature of an important segment of the field, amusement parks and resort areas. In the latter instances, business was generally down this summer, around 20 to 30 per cent from a year ago, according to available estimates. These figures correspond with the levels of gross business done in amusement parks, which were also down this year.

In recent weeks the principal arcades, mostly located downtown, have shown a sizable drop, averaging about 20 per cent, according to Bernard Palugi, of the Woodward Amusement Company. This is generally attributed by arcade operators to the impact of the steel strike and the consequent uncertainty in the automotive industry, which seriously handicapped amusement spending, even at the Penny Arcade level.

Typical reaction to questions about conditions was that of a staff member at Harry Lewiston's Playland Arcade, "What business?" Here it was noted that the week-ends have been holding up very well, altho on week-days business levels have slumped drastically.

Prior to the recent slump general levels were satisfactory, tho not exciting, running about even to last year in arcades.

Need New Equipment

A general feeling that manufacturers are not turning out the right type of new equipment for arcades was expressed. Palugi, commenting that arcade operators are eager to buy any suitable new equipment, said that some hopeful experiments of the past year had turned out unsatisfactorily for arcades. His contention is that most games coming out today are in the pinball or novelty field, and not adapted to typical arcade operation.

Along the same line, James DeMonaco, of the Belle Isle Amusement

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RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

USE THIS AD
AS YOUR
ORDER FORM

Quantity		
<input type="checkbox"/>	BERMUDA	\$ 39.50
<input type="checkbox"/>	BIG TOP	109.50
<input type="checkbox"/>	CARNIVAL	59.50
<input type="checkbox"/>	CATALINA	39.50
<input type="checkbox"/>	CINDERELLA	39.50
<input type="checkbox"/>	CONTACT w/f	39.50
<input type="checkbox"/>	COVER GIRL	39.50
<input type="checkbox"/>	CRAZY BALL	44.50
<input type="checkbox"/>	DALLAS	124.50
<input type="checkbox"/>	DEW-WA-DITTY	79.50
<input type="checkbox"/>	FLOATING POWER	99.50
<input type="checkbox"/>	GIZMO	84.50
<input type="checkbox"/>	HARVEST MOON	109.50
<input type="checkbox"/>	HOLIDAY	89.50
<input type="checkbox"/>	HUMPTY DUMPTY	34.50
<input type="checkbox"/>	JACK & JILL	54.50
<input type="checkbox"/>	MAGIC	64.50
<input type="checkbox"/>	MAJORS '49	109.50
<input type="checkbox"/>	MAJOR LEAGUE	24.50
<input type="checkbox"/>	MANHATTAN w/f	34.50
<input type="checkbox"/>	MARDI CRAS	54.50
<input type="checkbox"/>	MERRY WIDOW	59.50
<input type="checkbox"/>	MONTERREY	44.50
<input type="checkbox"/>	ONE-TWO-THREE	89.50
<input type="checkbox"/>	ROBIN HOOD	39.50
<input type="checkbox"/>	ROUND UP	89.50
<input type="checkbox"/>	SALLY	54.50
<input type="checkbox"/>	SCREWBALL	54.50
<input type="checkbox"/>	SHANGHAI	39.50
<input type="checkbox"/>	SHOWBOAT	79.50
<input type="checkbox"/>	SPEEDWAY	59.50
<input type="checkbox"/>	SPINBALL	34.50
<input type="checkbox"/>	ST. LOUIS	119.50
<input type="checkbox"/>	STARDUST	69.50
<input type="checkbox"/>	STORMY	39.50
<input type="checkbox"/>	SUMMERTIME	64.50
<input type="checkbox"/>	SUNNY	39.50
<input type="checkbox"/>	TEMPTATION	74.50
<input type="checkbox"/>	THRILL	59.50
<input type="checkbox"/>	TRADE WINDS	49.50
<input type="checkbox"/>	TRINIDAD	39.50
<input type="checkbox"/>	TRIPLE ACTION	49.50
<input type="checkbox"/>	TROPICANA w/f	29.50
<input type="checkbox"/>	TUCSON	114.50
<input type="checkbox"/>	WISCONSIN	39.50
<input type="checkbox"/>	YANKS	39.50

* Games Have Bang Bumpers.

CONSOLES

Quantity		
<input type="checkbox"/>	BONUS SUPER BELL, 5¢	\$169.50
<input type="checkbox"/>	GOLD NUGGET, Late Model, 5¢-5¢	269.50
<input type="checkbox"/>	DRAW BELL, Metal Buttons	129.50
<input type="checkbox"/>	DELUXE DRAW BELL	189.50
<input type="checkbox"/>	BALLY TRIPLE BELL	279.50

LATE MODEL

Quantity
 EX. DALE GUN and
 CHICAGO COIN PISTOL
\$139.50 EA.

1/2 Deposit With Order, Balance C. O. D.

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Philadelphia, Pennsylvania
RIttenhouse 6-7712

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Return privilege within 10 days if not satisfied with our reconditioned equipment.

SINGING TOWER

20 SELECTIONS

Fully repainted. Perfect condition. Ready for location.

\$99.50

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Stevenson 2-2903

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Bally De Luxe Draw Bells ... \$175.00 Each

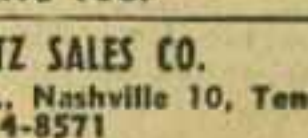
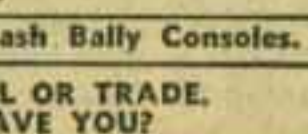
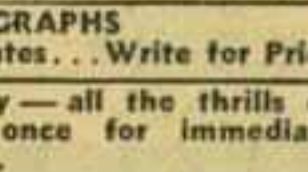
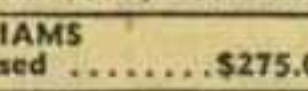
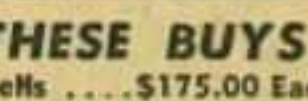
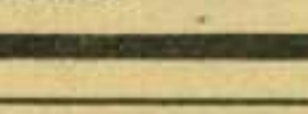
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Star Series, Slightly Used ... \$275.00

PHONOGRAPHS
5 New, in Original Crates... Write for Price
United's Shuffle Alley—all the thrills of bowling—order at once for immediate delivery. It is terrific.

Want to buy for cash Bally Consoles.

WE BUY, SELL OR TRADE.
WHAT HAVE YOU?

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Center, commented: "I believe competition will correct the equipment situation in a year or so." He, like other arcade men, is definitely planning to buy new equipment for next season.

Belle Isle Biz Up

The Belle Isle Center, incidentally, showed a curious reversal of the usual tale of local arcades, with business this year running 5 per cent ahead of 1948. One reason was that the arcade opened at 11 a.m. this summer, an hour earlier than usual. General refurbishing and installation of a new showmanlike front also helped to draw patrons. Business at this particular location is now dropping since, while it is a year-round operation, it depends upon recreation-seekers going to the city-owned Belle Isle Park for 85 per cent of its business. With the serious drop in park attendance after the opening of school, the arcade business naturally leveled off.

DeMonaco constructively criticized the use of nickel play for some types of games which, he thinks, should have been designed for arcade operation at a penny. A renewed emphasis upon the penny-spender is being placed by arcade men, returning to old-time principles of operation aimed at getting mass spending in small units, and encouraging repeat play and a wide choice of arcade devices.

Despite the present uncertainties and low business levels, a widespread, altho cautious optimism, over prospects for 1950 prevails among arcade operators in this territory.

New York

Arcade business reports in the New York area were mixed. The arcades themselves, mostly located along Broadway, are just beginning to note a stepped-up business, but that is a seasonal adjustment.

Max Levine, head of Scientific Machines, reported that while his production facilities had been tied up since July turning out Official Q-Ball tables, his development department has remained active. Based on his expectation of a good sales potential next season, Levine plans to introduce several new arcade pieces in the spring. These include a revised model of the firm's Pokerino; two new roll-downs, Tic-Tac-Toe and Bingo, and a competitively priced ray pistol, called Jungle Joe. Emphasis will also be placed on the firm's Ski-Bowl, which was introduced earlier this year but not marketed to any great extent.

Supplier Report

From the supplier viewpoint, Mike Munves, one of the largest in the country, reported the past season had been his best, sales-wise, since the war. While old equipment was moved satisfactory, Munves, unlike some distributors in other areas, attributed much of the sales rise to the introduction of new and appealing equipment early this year. Munves's main season covers the March thru June period, but he is currently handling some export sales. Munves said that while some of his customers did not realize as much from new equipment they purchased this year as they anticipated, the mid-summer slump caused by polio had much to do with this situation.

Smaller Crowds

Max Schaffer, of Schork and Schaffer, who operates several of the biggest arcades in town reported that revenue this year had dropped some 20 per cent from last year. He believes the drop is attributable to smaller crowds, seeking cheap entertainment, coming to the mid-town area than in previous years. His observation is that each person coming in spends about as much, but there are just less people. Schaffer said that one reason may be the new 10-cent subway fare. The low-price movies that line both sides of 42d Street, between Seventh and Eighth avenues, where he has two arcades, used to attract many more people and, most importantly, family groups, than

Hirsh de La Viez Shows Way to Big Phono \$\$\$

(Continued from page 152)

have dwindled almost to the vanishing points. "It does the boys good to get together every now and then and discuss problems peacefully," says Hirsh, "It prevents a disagreement from becoming a fight."

Urges Co-Operation

Hirsh urges every community in the country to form its own juke organization. "Co-operation pays off and pays off big," he declares. He receives a lot of mail from operators in other parts of the country asking for details about WMG. Hirsh answers each one, and usually ends his letters by saying "form your own guild."

The Hirsh Coin Machine Corporation occupies its own building on New Jersey Avenue. It is staffed by Hirsh, his right bower, Bill Schwartz, and several assistants and servicemen. A couple of handsome juke boxes grace the front office, while Hirsh's own office is decorated with scores of autographed pictures of entertainment personalities.

For each location Hirsh has a file card. On the card is the weekly record of grosses. A glance at the card and Hirsh knows whether the location is paying or not. Top-paying spots get the new juke. Older juke boxes move down the paying scale. Those boxes no longer needed in a location are frequently peddled to people who want a juke for a game room. Every now and then Hirsh advertises such boxes for sale thru the classified ads of the local papers.

In buying records, Hirsh carefully follows the popularity charts in *The Billboard*. Disks are frequently shifted, especially in the top gross locations. He gets rid of as many old disks as possible by holding periodic sales of used records at a dime each to the general public.

EDELCO TO INTRO

(Continued from page 142)

in any one direction, thereby scoring a bingo.

Most unusual feature is that the game can play three nickels at a time. The backboard where the scores are electrically recorded contains three illuminated playing sections, A, B and C, and the player may use the selector before starting to determine which of the boards he will play. Any one, two or all three may be played simultaneously, using the impetus from the same balls dropped in their holes to record on any board in action. Thus a player could score a "10" on each board at the same time and thus feature triples his chance to win.

The Miami Pastime is designed especially for parks, concessions and arcades, and has been tested, according to Isidor Edelman, founder of the company, in location batteries of 6 to 15 machines. This feature makes it an attractive item for park or other crowd locations.

they do now. But the dime fare has made the movies less of a bargain. So the throngs are thinner. In common with every other business man, he is looking forward to getting part of the biz that will come when vets start receiving insurance rebates.

Herb Klein, sales manager of International Mutoscope, said he notes an increasing trend among park arcades for devices that emphasize skill and the competitive factor. He also reports that arcade purchases were up this year as compared to recent seasons. Sales have been satisfactory, with arcade ops apparently feeling that they need new and attractive pieces to properly "merchandise the entertainment they offer." He feels the trend will be more in evidence next year.

Vender Plug

HARTFORD, Conn., Nov. 19.—There's still plenty of plugging going on for vending machines. The latest is the story of the little Hartford girl who went to the store for her mother. The mother told the youngster she might buy a candy bar with some of the change. On returning, she was asked what she had purchased. "Well," the little girl replied, "there were only four pennies left and the man said I couldn't buy anything for that, so I weighed myself four times!"

Heath Distrib Gets Mercury Line in Ga.

MACON, Ga., Nov. 19.—Ed Heath, Heath Distributing Company, announced that his organization has been awarded the exclusive franchised distributorship for Mercury Records in Georgia. With two salesmen on the road, the firm is prepared to handle all orders promptly, Heath says.

In addition to the Mercury line, Heath is also pressing "jazz-with-a-jump" records of his own on New Orleans label. After 15 years as a juke box operator, for the last five years his firm has been distributing all types of coin machines, parts, supplies and phono records.

IF YOU'RE LOOKING FOR BIG EXTRA PROFITS—READ THIS

"BOWL-O" IS THE CATCHY NEW NAME FOR "ELCOBOWL"



"The take of this game has been phenomenal. The first week it grossed over \$200.00, and although it was installed at the tall end of the bowling season, March 8, 1949, its present gross is \$2,039.90 . . .

"I have come in contact with hundreds of coin operated machines and the BOWL-O is the best built, the best money maker and the most interesting game in the coin machine business. I haven't the slightest doubt that the take of this machine will be over \$3500 annually."

Written by a prominent New York bowling alley proprietor. Name upon request.

EARNING CAPACITY \$4.00 PER HOUR

Introduced last year as "Elcobowl" by the Electric Boat Company, the name of this sensational bowling game has now been shortened to easy-to-remember "BOWL-O," and a separate company, Sutphen Products Corporation, has been formed to devote itself 100% to serving the bowling and amusement game industries. The testimonial quoted above is just one of many reports on big BOWL-O earnings. We will gladly send you names and earning experiences of other BOWL-O owners upon request.

DISTRIBUTORS—SALES AGENTS—OPERATORS!

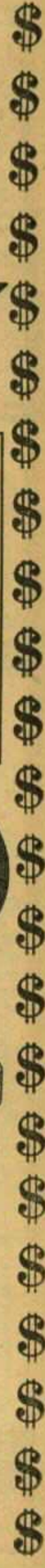
Write today for illustrated literature, prices and deliveries.

Bowl-O

Patents Pending

SUTPHEN PRODUCTS CORPORATION

61 WEST 56TH STREET • NEW YORK 19, N. Y.



COINMEN YOU KNOW

Chicago:

(Continued from page 160)

nied any type of coin amusement games. It also has brought in a lot of much needed new blood in the industry." Altho the production lines are humming full blast at United, Billy adds, the popularity of the game in all sections is such that the main problem is to keep orders filled.

Jimmy Johnson, head man at Globe Distributing, is back on his feet again after a several weeks bout with the flu bug. Jimmy is in top humor once more and is cordially glad-handing all visitors to his California Avenue domain. . . . Joseph Kaden, of Kandy Kit Company, states his firm has upped its cup vender soft drink operation by some 300 per cent since it placed the first drink equipment on location in the spring of 1947. Beverage machines are all being placed in firm's industrial locations, where it also operates candy venders.

Frank Mercuri, Exhibit Supply, is certain the seven new pieces set for the NAAPPB Trade Show will win a lot of followers at the annual outdoor event at the Hotel Sherman

here. Meanwhile, Silver Bullets the twin gun game is now being produced and delivered in quantity, Charlie Pieri, sales manager, reports. Les Rieck, manager of H. C. Evans music division, says inquiries on Constellations are now coming at a stepped up rate.

R. A. Blomquist, president, Metropolitan Amusement Company, off on a hunting trip to "No Doe" Hunting Camp, Trout Lake, Mich. . . . Ed Blomquist, right-hander to boss R. A. is in for a rib, according to Lillian Grubber, the boss's secretary, who reports—a customer called and said "My juke box is just like Ed." "How's that?" asked Helen. "Not working" was the reply. . . . Servicemen Bob Proesel and Chester Kolb sporting a new Pontiac station wagon and 88 Olds. . . . Ed Blomquist is singing praises for chirper Letty Barbour, who's being groomed by Jimmie Martin for a top vocalist spot on the disks. The little "five-foot-two'er" sang for operators at the Tri-County Association party at River Forest recently. Lois Steele, pianist and arranger and Mercury's Two-Ton Baker also entertained the ops.

Frank Padula, the major-dumo of Melody Music, readying an old parts department. . . . Rene Pirard is shop manager in-charge of the "Prior to 1945" parts. . . . Sam Faraggia, assistant to Frank, was feted recently for his music wizardry of making up diversified programs that ring the bell in Melody juke box collections. . . . Joe Pelledino, serviceman, is the pappy of a girl. . . . Joe Russo, maintenance man, packs jukes to and fro on his back. . . . Servicemen Al Andreoni, Tom Minoia, Ralph Capone, Lemuel Smith and Joe Russo all sporting new cars.

5 Ball Free Play

SUPER HOCKEY	\$ 99.50
RAMONA	89.50
AQUACADE	99.50
BLACK GOLD	109.50
THREE FEATHERS	119.50

Send third deposit.
BOYLE AMUSEMENT CO.
522 N. W. 3rd St. Oklahoma City, Okla.

In an advertisement in the Nov. 19 issue the price of

CORADIO COIN-OPERATED RADIOS was incorrectly quoted. The correct price is **\$59.50**

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 Prowar Bonus Bells. Ea.	\$ 99.50
Mills 25c Golf Ball Vendor	375.00
Mills 5c, 10c or 25c 1948 Bonus Bells. Ea.	175.00
Mills 5c 10c or 25c Brown Fronts. Ea.	75.00
Mills 5c, 10c or 25c Chrome Bells. Ea.	85.00
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.	150.00
Mills 5c, 10c or 25c 1948 Melon Bells. Ea.	150.00
Mills 5c, 10c or 25c 1948 Black Gold. H.H. Ea.	150.00
Mills 50c 1948 Club Royale	250.00
Jennings 5c Standard Chief	110.00
Jennings 5c Tic-Tac-Toe	129.50
Jennings 5c or 10c Chief Console, prewar. Ea.	59.50
Jennings 5c or 10c DeLuxe Lite-Up	119.50
Paco 5c or 10c, 1947 Chrome. Ea.	99.50

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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 for Slots **WRITE FOR PRICE**
Immediate Delivery

RECONDITIONED ONE-BALLS AND CONSOLES

Victory Derby P.O.	\$ 59.50
Mills 1948 3-Bells	210.00
Mills Jumbo, P.O.	49.50
Buckley Track Odds (No DD)	189.50
Buckley 1947 Track Odds, Double Tube Model	850.00

UNITED SHUFFLE ALLEY...\$345.00 **BALLY SHUFFLE BOWLER...\$395.00**

EXHIBIT DALE GUNS, LATEST TRIPLE SWITCH MODELS...\$149.50

CHICAGO COIN REBOUND SHUFFLEBOARD, 9 FT...\$99.50

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

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Record Reviews

(Continued from page 31)

RATINGS	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
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ARTIST	TUNES	POPULAR	OPERATOR
LABEL AND NO.	COMMENT		
HOYLMAN QUARTET (Gene Colin) Rondo 207	Johnson Rag Reasonably close vamp on the Jack Teter dinking which is causing the stir on the oldie. Could make a buck on its own. Side By Side Another corn-fed razzmattazz etching with another entrenched oldie as the subject.	72--70--70--75 62--60--60--66	
SARAH VAUGHAN (Hugo Winterhalter Ork) Columbia 38630	You Say You Care Sarah does a pretty ballad from the forthcoming "Gentlemen Prefer Blondes" score with a sympathetic lift from Winterhalter's orking. I Cried for You A showcase for Sarah. She does a straight chorus at an up-tempo and closes with some remarkable vocal improvisations. Her fans will delight in this etching.	76--80--75--72 77--80--78--72	
HUGO WINTERHALTER ORK (Johnny Thompson) Columbia 38636	When the Wind Was Green Winterhalter sets a perfect background for a most impressive Thompson vocal of a beautiful albeit somewhat difficult ballad. Spinners should go for this. There's No Tomorrow Fine coverage on the "O Sole Mia" adaptation. Thompson displays a set of big and able bary pipes. Winterhalter's orking is in his usual good taste.	83--85--83--81 84--85--84--84	
FRED LOWERY Columbia 38631	My Wild Irish Rose Lowery whistles prettily against an organ setting. Boots and Saddle Dorothy Rae sings the oldie while Lowery works his whistling charms.	60--60--60--60 60--60--60--60	
KAY STARR Crytallette CR-618	Who's Foolin' Who? Kay of a couple of years generates much excitement as she swings out the oldie with the aid of sturdy rhythm and some top jazz sidemen. All of Me The beat's even greater here as the distinctive Miss Starr does the oldie up brown.	72--75--70--68 73--77--73--70	
BOB ZERKE Crytallette CR-615	Body and Soul Reissue of a fine piano solo of the oldie done by the late great. Workin' My Way Zerke here produced a high-grade mixture of boogie woogie and the blues. Top-grade collectors' wax.	61--65--62--55 61--65--62--55	
RALPH FORD Crytallette CR-612	Ain'tcha Comin' Out? Neat organ solo of an oldie of stature. Sugar Blues Ford makes the most of the stellar standard in working out an appealing organ solo of it.	67--65--65--70 80--80--80--80	
JACK McLEAN ORK Crytallette CR-617	Just a Kiss Apart An attractive mickie-ish dinking of the "Gentlemen Prefer Blondes" waltz. All Ears The McLean crew does a bright job with an equally bright tune.	65--65--65--66 61--62--60--60	
KAY KYSER ORK (Gloria Wood-Michael Douglas) Columbia 38634	Hush Little Darlin' Pleasant, moody job on a new and attractive lullaby. Douglas impresses. Six Times a Week Aly delivery of a new rhythm ditty wrapped up in a smart production.	71--73--70--70 74--75--71--77	
FRANKIE LAINE (M. Miller Ork) Mercury 5345	Mule Train A great recording of provocative material. By the time this is printed the record and song may have worn its welcome but by that time will have come within smelling distance of the million mark. Carry Me Back to Old Virginny Strictly along for the ride is this okay rendition of the oldie.	94--95--83--93 75--75--75--75	
TOMMY TUCKER ORK MGM 10572	She Wore a Yellow Ribbon Bright interpretation of the pic title tune which is beginning to show signs of hitdom. Tucker's could catch some of the coin if and when it does hit. If I Were You Clean orking, trio vocal of an unimpressive ditty.	73--76--70--73 59--59--58--60	
NELSON EDDY (H. Winterhalter Ork) Columbia 38645	Mule Train Eddy does a rousing job with the smash hit ditty with aid of a spirited background. His many fans will want this one. Opens a new market for the song. Whoopee Ti-Yi-Yo Eddy does the cowboy favorite in heavy-handed fashion but his many followers will like this anyway.	81--82--82--78 75--75--80--70	
TEX BENEKE ORK Victor (45) 47-3092	I'm the Man With the Dreams A languorous, Miller-ish production of a so-so ballad. Band sound is strong, with okay warbling by Glenn Douglas and a group. They Say Same treatment makes for a stronger side with Douglas warbling a likely ballad.	72--72--71--70 74--74--73--75	
LISA KIRK Victor (45) 47-3090	Charley, My Boy The "Kiss Me, Kate" thrush handles the revival with verve and dash, with sparkling, swingy support from Henri Rene's ork. Shame on You A Spade Cooley outline emerges as a likely pop tune, with Miss Kirk's ebullient personality and a spanking, up-tempo orking dressing it up.	78--82--75--78 82--82--81--83	
PATTI PAGE Mercury 5336	Dear Hearts and Gentle People Thrush misses the spirit of the tune, as she takes it at a slower tempo than earlier versions. Accordion-rhythm-vocal-group contribute a pedestrian backing. The Game of Broken Hearts Good-enough chirping of the corny heartbreak sleeper, the Miss Page doesn't sound too set on her material.	65--65--65--65 62--60--62--64	

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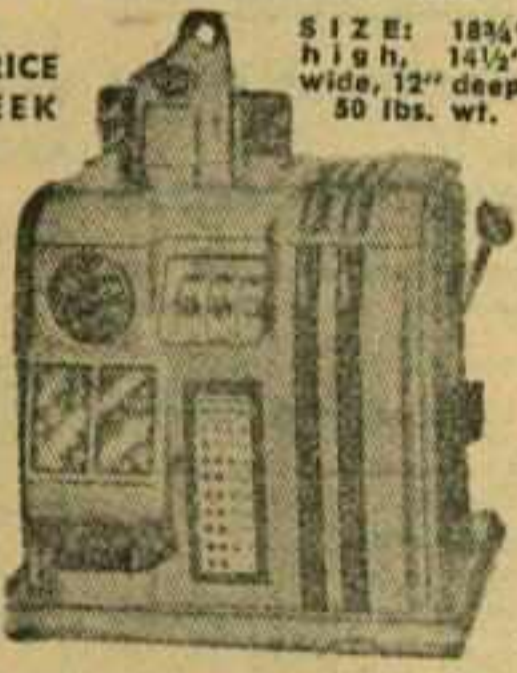
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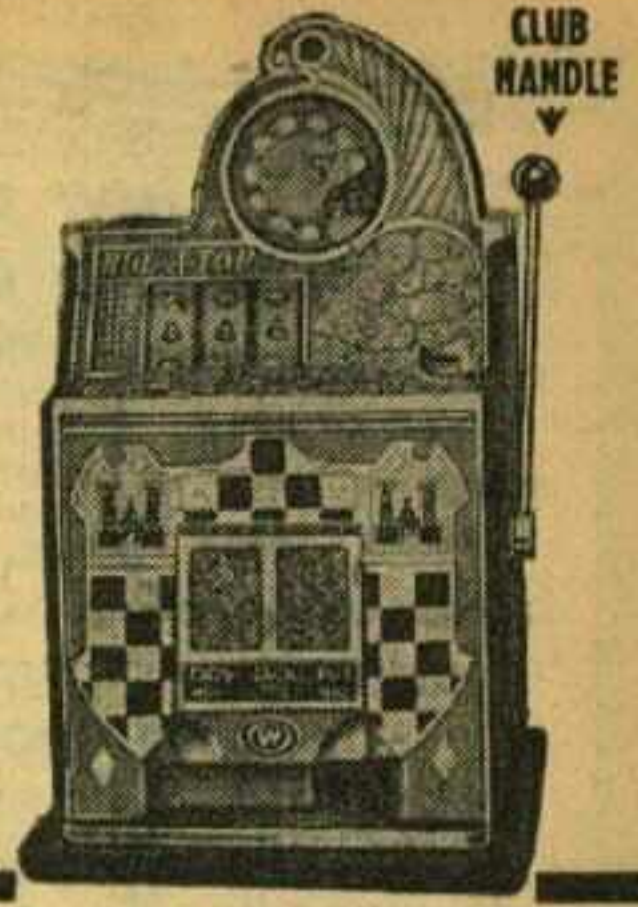
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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
THE MAX GORDON TRIO Rondo 204	You're Too Dangerous, Chorizo An Americanized continental torch tune is feebly chirped, with organ-accordion-guitar accompaniment.	48--51--48--45
	Wild Honey Dreary instrumental is unrelievedly dull.	35--30--35--40
LAWRENCE WELK ORK Mercury 5335	Merry Christmas Polka Gay, spirited treatment of the promising Yule pop. Tex Cromer's vocal and the polka-wise orking should make this a big one in Welk territory.	78--76--78--80
	Kit Kat Polka Polka in the Polish manner is bright and dancey—should find a good market in the international nabes.	74--74--74--74
LOUIS PRIMA ORK Mercury 5338	Yes, We Have No Bananas Might have been funnier if a less stilted arrangement had been employed. Mixture of verse, chorus and special material doesn't jell.	55--58--53--54
	Charley, My Boy Effective production treatment makes a lively job here, with Keely Smith and ork chanting with Prima. Band sound is live.	74--74--74--74
DON PABLO ORK Rondo 178	Nite of Romance Slow waltz instrumental drags.	40--40--40--40
	Begin the Beguine Manhattan-Latin terp treatment of the Porter standard is done danceably.	53--50--56--53
CHILDREN		
FRED WARING ORK Decca CUS 14	A Visit From St. Nicholas ('Twas the Night Before Christmas) (Sides 1 & 2) The ready-made Waring market will probably take readily to this attractive folder and disk. The ork-glee club setting of the pleasant, simple poem is contrived, over-blown, and pretentious and adds nothing—except sales. Title is good bait too.	81--80--82--NS
RHYTHM AND BLUES		
AMOS MILBURN & HIS ALADDIN CHICKEN-SHACKERS Aladdin 3037	Let's Make Christmas Merry, Baby The talented Milburn tonsils tease effectively thru a lowdown Christmas blues. Should get good Yule action.	83--83--82--84
	Bow-Wow! Slam-bang style instrumental is nothing special.	66--64--66--68
CHARLES BROWN & HIS SMARTIES Aladdin 3039	Homesick Blues The distinctive Brown vocal styling makes a sock slow blues here. His piano accompaniment and blue guitar create an after-hours background.	85--85--84--86
	Let's Have a Ball Flip packs as much punch in another haunting slow blues job. Should be a big record for Mr. Brown.	85--85--84--86
JIMMY LIGGINS Specialty SP 339	Don't Put Me Down Liggins warbles an okay slow blues with combo riffing easy behind.	72--72--70--74
	Nite Life Boogie Jump boogie with novelty vocal and unison chanting of tag. Not inspired.	65--62--65--68
ROY MILTON-CAMILLE HOWARD Specialty SP 341	Wakin' Up Baby Jump blues, with hard-hitting small ork work and Milton vocal.	76--76--74--78
	Tain't Me Camille Howard takes over the vocal chores on a choppy, novelty treatment of a sprightly tune.	70--70--70--70
FRANK "FLOOR-SHOW" CULLEY Atlantic 888	Rumboogie Jive Jivey conversational exchange heightens excitement on this driving boogie woogie opus, with wide open piano and tenor goes.	76--76--74--78
	After Hour Session Here the "talking" is strictly instrumental, as a blue-lights piano and a weeping tenor cry a mean mood blues.	83--83--82--84
DINAH WASHINGTON Mercury 8154	Good Daddy Blues Thrush pipes a salty bounce-tempo blues in her characteristic earthy, humorous style.	85--85--84--86
	Richest Guy in the Graveyard Humorous blues job, with Dinah getting the most out of her wryly philosophic material.	74--74--74--74
CLEO BROWN Capitol 57-70057	Cleo's Boogie Cleo Brown, one of the best of the warbling-boogie piano thrushes, returns to wax with a thumping boogie and a slight lyric.	71--71--70--72
	Cook That Stuff More of the same, at a slower tempo.	66--66--64--68
SUGAR CHILE ROBINSON Capitol 57-70056	Caldonia The prodigy sbouts the novelty blues and accompanies himself with a driving piano boogie woogie. Performance has poise and presence, should attract juke and jock attention.	85--86--84--86
	Voocy Voocy Vay Nice scat and straight vocalizing on a jivey boogie blues—plus okay 88 work.	73--73--71--75
BETTY REYNOLDS Capitol 57-70058	Let's Get Together Switch on the 'round-the-clock blues pattern gets a clean, but unexciting run-thru.	55--52--55--58
	Winter Blues Alton gets more moxie into this blues, with wintry wind effects lending an arresting novelty note. Vic Dickenson's 'bone work is first caliber.	67--67--67--67
EDDIE COLE Geddes G 277	I Want Somebody Pop-styled, jivey novelty, with Cole warbling in the style of his better-known namesake. Light and clean, but not calculated to make much of a dent in the rhythm and blues mart.	54--58--54--50
	Abalabip Heads of novelty fluff built around a beat phrase is performed as correctly as flip—and as unconvincingly.	47--49--47--45



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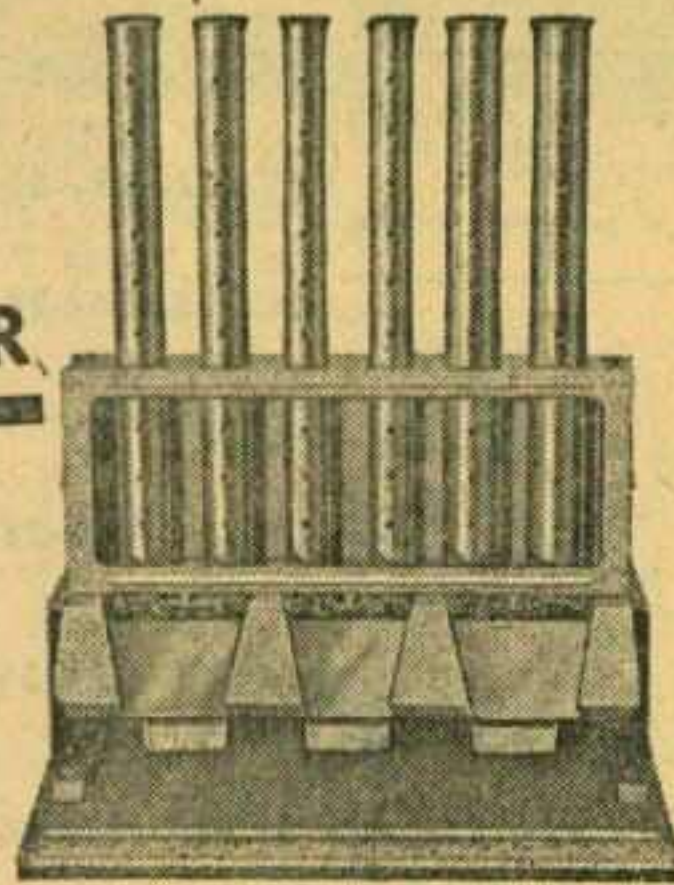
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Record Reviews

(Continued from page 165)

RATINGS
OPERATOR
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OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
RHYTHM & BLUES		
SAX GILL ORK Gotham G-205	Snaperoo Bary sax exercises a series of hackneyed riffs with rhythm support.	43--41--43--45
	Rhythm Fantasy Group attempts an exotic effect, with bary and tom-toms featured in awkward "tropical" rhythms.	30--30--30--30
FLOYD DIXON- EDDIE WILLIAMS & HIS BROWN BUDDIES Supreme 1546	You Need Me Now Warbler Dixon and the Williams group do a blues in the manner of their recent "Broken Hearted" click. This follow-up doesn't attain the haunted mood of the hit, however.	72--72--70--74
	Prairie Dog Hole Group tackles a Western-styled novelty with doubtful results.	65--65--63--67
JIMMY WITHER- SPOON Supreme 1545	How Long Witherspoon really gets his heart into the fine old blues, with Jay McShann's 88-ing highlighted in the effective mood orking. Augurs action across the board.	85--85--83--87
	Skid-Row Blues A social blues about the sad effects of hard times on the hip cats and chicks.	72--72--70--74
AMOS MILBURN & HIS ALADDIN CHICKEN- SHACKERS Aladdin 3038	Real Pretty Mama Blues Milburn shouts a romping jump blues, with combo pushing inspiredly in back. Should score in all departments.	85--85--83--87
	Drifting Blues Heartfelt, telling warbling of the great Three Blazers' blues.	83--83--82--84
"LIGHTNING" HOPKINS Aladdin 3035	Morning Blues Deep South blues chanting and guitaring projects in the authentic, primitive style.	66--64--66--68
	Have to Let You Go More of the above.	66--64--66--68
COUNTRY AND WESTERN		
TENNESSEE ERNIE Capitol 57-40258	Mule Train Ernie does a powerful, robust treatment of the "Mule" in the Western idiom, with excellent production work in the orking, whip-snapping and echo effects.	77--77--76--78
	Anticipation Blues Humor and vitality in this rhythm-blues saga about an expectant pappy. Warbler does it in spirited style.	75--75--74--76
EAN DAVIDSON Crystal 214	What a Fool, What a Fool Unusual side here: tune is a pop reminiscent of "My Happiness"; orking is string-Western; thrush sings it in a blues style reminiscent of Ella Fitzgerald. Odd combination may have trouble finding its market.	60--60--60--60
	Farewell Baby Blues Thrush sings strong and effectively on a boogie-beat blues with country-blues backing.	64--64--62--66
MERLE TRAVIS-ED- DIE KIRK-TEN- NESSEE ERNIE (Cliff Stone's Band) Capitol 57-40254	Philosophy Lotsa name power packaged together for a smart hoedown-styled novelty effort which could conceivably do brisk city business.	84--85--83--83
	Blues Stay Away From Me The powerhouse of country talent delivers a powerhouse side. Tune has caught via an Owen Bradley disk. This waxing should eliminate any question of doubt.	87--87--87--87
RUSSELL McKNIGHT Gold Star 502	Sally Goodin' Number is a square dance, but caller is more concerned with being a blues warbler than with making his words carry clearly. It's different. Dance is "Split the Ring."	68--70--68--67
	Bill Cheatem Man chants with a fine beat, but the words are less discernable here. Dance is a "Missouri Hoe Down."	63--65--63--60
BUSTER DEES Gold Star 715	Please, Dear Nothing distinctive in the rendition of an empty sob ballad.	51--52--52--50
	The Moment I Found You Crooner's styling is for pops, and this is a feeble one.	49--50--48--48
HARRY CHOATES Gold Star 1380	Louisiana Boogie Country-style boogie, with strong beat and jazz fiddlin', also has some vocal in Creole patois. The question is "Why?"	50--50--50--50
	Sidewalk Waltz Side is danceable, but there's not much more that merits mention here.	53--50--54--54
CHET ATKINS & HIS GUITAR PICKERS Victor (45) 48-0142	Wednesday Night Waltz Slow-going waltz with boy-gal vocal.	61--62--61--60
	Centipede Boogie Crisp, driving beat and tight orking behind swingy get-off guitaring make for a standout instrumental side in the Western swing idiom.	84--83--84--85
SONS OF THE PIONEERS Victor (45) 48-0141	Red River Valley Talented harmonizers get off a rich, resonant, evocative rendition of the cowboy classic.	82--82--80--84
	Santa Fe, New Mexico Group goes pop here with a pleasant Broadway Western.	71--71--70--72
AL DEXTER & HIS TROOPERS Columbia 204-40	I'm Startin' Sweetheartin' Again Run-of-the-mine rhythm novelty gets a tepid performance.	56--54--56--58
	Always in My Heart Same story—routine material, apathetic Western treatment.	50--50--50--50
HOT JAZZ		
CLAUDE TRENIER Crystaletta CR-619	Young Man's Blues, Part One Trenier sings cleanly, unexcitedly while an expert little group spotting Eddie Beal's keyboard creates a deep blues mood.	67--65--65--70
	Part Two Trenier has better lines on this side. The small crew behind him maintains the blues mood.	71--71--69--73

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
HOT JAZZ		
ROY KRAL-JACKIE CAIN SEXTET Atlantic 664	Ever Lovin' Blues Unusual and clever dinking employing the expert bop scat duetling of Cain and Kral set off against string figures. Impressive disk debut for the new group. Auld Lang Syne Rather heavy-handed interpolation of bop and pseudo-hip lyric onto the standard.	80--85--80--75 69--70--70--67
ERROLL GARNER Atlantic 665	Impressions The remarkable fresh piano sound of Garner creates and sustains an even mood with one of his own compositions. Reverie Still another Garner exhibition with the lovely melody of Debussy as the subject. And again he builds and maintains a sensual mood.	75--80--75--70 78--80--78--75
CHARLIE VENTURA ORK Victor 20-3394	Ha One of this group's very finest sides. It's a swinging, spirited original spotting the vocal-instrumental scat and bright, brief solos from each of the horns. High on an Open Mike Another by Ventura etching with the bop scats plus solos, finest of which is excuted by Bennie Green on tram.	77--80--78--72 73--75--75--70
CHARLIE VENTURA Crystalette CR-620	Charlie Boy Re-pressing of a fine, medium jumper which spots top Ventura tenoring plus Bigard's clary and Barney Kessel's guitar. I Don't Know Why Relaxed series of improvisations on the standard by Ventura, Kessel and Bigard.	69--72--70--66 68--70--70--65
CHARLIE VENTURA Crystalette CR-614	Stompin' at the Savoy, Parts I & II Excerpts from a jam session spots large chunks of swinging Ventura tenor in the company of an all-star Coast Jazz group.	64--68--65--60
GEORGE SHEARING Savoy 718	Sophisticated Lady This is Shearing of a couple of years ago. He does the Ellington standard in a delicate style reminiscent of the Errol Garner touch. Bop's Your Uncle Shearing had just picked up on bop when this side was sliced. He packed much of the fire and enthusiasm which has established him as a top attraction today. But there were many crude edges.	75--75--75--75 65--68--68--60
EDMOND HALL SEX-TET Brunswick 80125	Besame Mucho Hall's liquid clarinet pours a stimulating jazz-in-rhumba cocktail, with able aid from the rhythm section. Danceable and listenable. Opus 15 Hall's Benny Goodman-ish solo is the worth-while factor in a rather dry, mechanical, riff blues performance.	64--68--64--60 61--62--61--60
SONNY CRISS ORK Mercury 8910	The First One Criss, who is ranked by most bop followers as second only to Charlie Parker, gets off a mess of alto on an up-tempo bopper with rhythm backing. Calidad Slower side doesn't have excitement or flip, tho Criss gets off some fine and fancy alto embroidery.	56--62--56--50 54--58--54--50
MAX KAMINSKY Brunswick 80124	Old Fashioned Love Opens with a Willie Smith-sounding piano hit, followed by a typically warm, plaintive Kaminsky horn solo. Not much drive or feel in the ensemble. Dipper Mouth Blues Kaminsky's reading of the traditional Joe Oliver trumpet chorus is fine. Boys whip up okay ensemble behind the punch Kaminsky lead.	55--55--60--50 66--66--69--63
STUFF SMITH TRIO Brunswick 90126	I Don't Stand a Ghost of a Chance With You Stuff shows his bow-and-fiddle dexterity, but inspiration and warmth are absent. Desert Sands A quasi-exotic mish-mosh original can have appeal only for whatever die-hard Stuff Smith fans may still be buying records.	42--52--45--40 34--34--38--30
JACK SURRELL TRIO Sensation 18	Solitude Smart exploitation of a trio: piano plays a plaintive, rolling lead, with guitar filling in on echo. Detroit Boogie Hard-hitting, eight-beat boogie ride by piano, with rhythm accompaniment.	72--72--70--74 63--63--60--66
MILT JACKSON ALL STARS Sensation 19	Autumn Breeze Jackson does a slow, lyrical vibes solo on a pretty ballad original. Bobin' With Robin' Up-tempo bop tour de force doesn't quite come off. Chano Pozo's bongo drives loud and echoed behind soloe--an interesting effect.	54--58--54--50 54--58--54--50
LATIN AMERICAN		
LOS MENDOZAS Lina 030	Navidad (bolero) Christmas song, done in moderate dance tempo, is well recorded, with bells, good guitar and rhythm backing vocal group. Mi Jaleo (guaracha) Slick Mexican-type group serves up a folk-type number in bright dance rhythm. Should do well in Yai-Mex territory.	77--78--76--76 74--74--74--74
JOHNNY LOPEZ Lina 023	Domingo En La Noche (bolero) The ex-Cugat warbler croons a so-so ballad intensely. Small group with rhythm, guitar and a trumpet, produces authentic dance music. Ritmo Moderno (guaracha) Strong shakers, but nothing more here. Performance sounds unrehearsed.	70--70--70--70 58--56--58--60

(Continued on page 168)

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<p>Blue Skies \$ 79.50 Carolina 82.50 Catalina 34.50 Circus 55.00 Dallas 132.50 Grand Award.. 119.50 Holiday 98.50 Majors of '49 . 115.00</p> <p>Aquacade \$129.50 Ballerina 47.50 Bermuda 42.50 Black Gold 114.50</p>	<p>Pinch Hitter .. \$115.00 Ramona 84.50 Roundup 97.50 Saratoga 99.50 Show Boat 119.50 St. Louis 129.50 Super Hockey.. 127.50 Tampico 157.50 Temptation ... 79.50 Tennessee 62.50 Tropicana 34.50 Tucson 119.50</p>
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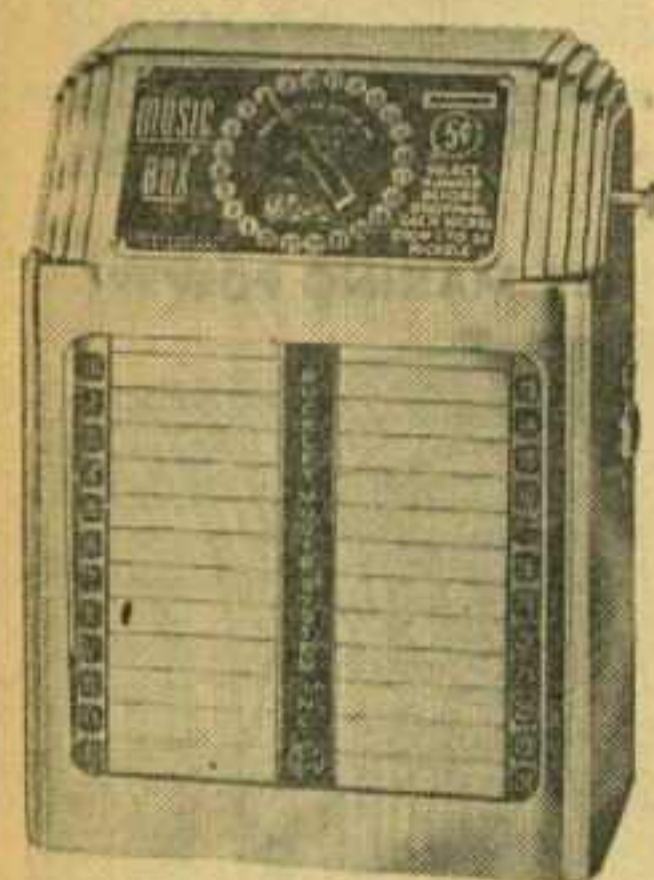
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Record Reviews

(Continued from page 167)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
LATIN AMERICAN		
TRIO ALVARO DALMAR SMC 1255	Reina Del Mar (bolero) Cuban guitar-harmony trio, aided by echo chamber cutting, turns in a liquid ballad rendition that's easy on the ears, and danceable. Di Que Has Hecho De Mi Amor (bolero) Like the flip, this is a Dalmar original. It's a beauty.	73--73--73--73 75--75--75--75
TRIO ALVARO DALMAR SMC 1254	Orgullosa (bolero) Full-bodied class ballad gets virtuoso treatment from the group's tenor. Delicate guitars weave danceable patterns. Pretty stuff. Matinata (bolero) The Italian folk song that produced "You're Breaking My Heart" gets a beautifully fluid Spanish language rendition here.	77--78--76--76 78--79--77--77
PANCHO ORK Coral 60120	Hindustan (conga) The conga's been dead for years, tho the standard tune is always good for a few whirls. Green Eyes (rumba) Bright rendition of the standard L-A tune is a danceable instrumental, gringo-style.	60--62--58--60 60--60--60--60
BENY MORE-PEREZ PRADO Victor 23-1412	Yo No Se (guaracha) Strong, modern dinking should be a big one for the mambo crowd. Jazz jocks could use too. Prado shapes up as a modern Cuban Basie. Rabo Y Oreja (son montuno) Wild side features great Afro shouting by More, and exciting orking by Prado. Great one for jazz and Latin jocks.	79--82--80--75 81--84--82--77
INTERNATIONAL		
TED TYLICKI ORK Poleron P-101	Jas and Kaz and Stas (polka) Mixed quartet sings this one in English. Words aren't clear, but the polished orking and firm beat come thru. Concert Hall Polka Clarinist virtuoso Tylicki essays a fancy hunk of stuff that's more for listening than dancing.	67--67--66--68 66--69--65--65
TED TYLICKI ORK Poleron P 104	Rachunek Kochanca (polka) Polish vocal is under-recorded, but band contribution is strong and spirited. Four Hands Polka Mild polka is cleanly played, but the piano, who is featured, suffers from bad balance.	75--75--75--76 69--70--69--68
GENE WISNIEWSKI'S HARMONY BELLS ORK Dana 2058	Eskimo Kiss Polka Bright, gimmicked Polish-style polka, with novelty lyric in English. Has appeal to dancers and listeners. Ole Schnicklefritz Tuba-heavy waltz, with light vocal, could register mildly in German nubes as well as Polish.	79--80--78--78 70--70--69--71
EDDIE SKEETS & HIS SWISS BOYS Mercury 2087	Barnswallow Polka Tuba color predominates this instrumental. Bohemian, German and Scandinavian nubes should go for it's slower tempo and oom-pah flavor. Meadowlark Waltz Well-recorded, typical instrumental waltz for the mid-Western market.	74--74--73--74 72--72--72--72
FRANK WOJNAROWSKI ORK (Val Tino) Dana 2057	Doughnut Polka Contrived lyric idea doesn't click here, but the orking is first-rate. Pigtail Polka Vocal lacks spirit of orking, which again, is top-grade.	70--70--70--70 70--70--70--70
RELIGIOUS		
SISTER ROSETTA THARPE - ROSETTE GOSPEL SINGERS Decca 48119	Silent Night Miss Tharpe's evangelical fervor and the choir backing make a sock Christmas side for the rhythm and blues outlets. White Christmas The Berlin standard fares much less successfully from Miss Tharpe's gospel style.	83--84--84--80 60--60--60--60
GOLDEN GATE QUARTET Mercury 8155	Religion Is a Fortune The great Golden Gates are hard to top in spiritual singing. They have quality, feeling and beat. This dinking is a fine sampling. Satisfied One of the Gates knocks out a moving solo while the group builds a rocking backing for the singing of moving material.	77--80--77--75 80--80--80--NS
SWAN'S SILVERTONE SINGERS King 4320	Use Me Lord Feelingful spirited slaying turned in by a topnotch group on fine material. No Not a One The group is even more effective on this side. An exciting spiritual dinking.	79--80--78--NS 81--82--80--NS
LENA PHILLIPS MGM 1056B	All That I Have Is in Jesus Lena Phillips, who is from Rev. Kelsey's group, builds a reverential feeling in a strong delivery of a moving opus. Heaven Is Mine (Rev. Kelsey & His Congregation) Kelsey leads his congregation thru an exciting slice of gospel preaching. The group builds a vibrant beat.	77--79--75--NS 75--75--75--NS
MARY JOHNSON DAVIS GOSPEL SINGERS Atlantic 890	I'm Going To Wait on the Lord Group, sparked by energetic fem soloist, shouts with freedom and fervor. Good piece of material. He Satisfies Adequate rendition in the Mahalia pattern lacks the burning intensity of a standout effort.	79--80--78--NS 71--73--70--NS
THE PILGRIM TRAVELERS Specialty SP 340	My Eternal Home Strong piece of gospel material is paced by the fervent male lead, with chanted, overlapping responses by group. Beat is slow, but strong. Jesus Is the Only One Different, intimate, slow, pulsating chant is highly effective. Male voices here.	78--79--77--NS 81--82--80--NS

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COINMEN YOU KNOW

New York:

(Continued from page 160)

names of a few new distribs soon. He left Sunday (20) on a biz trip to the West. He will be gone two or three weeks.

Nat Cohn, active here for years in the coin machine biz, moved to Tucson, Ariz., about a year ago. This month he and several associates opened a drive-in theater which, he says, "is the most beautiful and modern in the country." Before that he organized a chain of florist shops in Arizona. . . . **Joe Kalishman**, of U-Need-A Enterprises, has closed a deal with **Dave Lowy** to handle re-conditioned cigarette equipment on the avenue.

Sune Lofgren, who reps a company which operates two arcades in Stockholm, Sweden, arrived here last week for biz conferences with coin equipment manufacturers and suppliers. He said that most ops in his country still have to rely on prewar, German-built games. They are hoping import restrictions will be relaxed enough to permit the entry of more American units.

Max Levine, head of Scientific Machines, will introduce his new ray pistol game soon. Even tho it has a moving target, he says the device will be offered at a "popular price." Next spring, Scientific plans to bring out several new arcade pieces. Meanwhile, Levine is getting ready for a quick trip to Chicago to attend the NAAPPB Trade Show.

Charlie Lipton, of National Rejectors Service Company, helped man a booth at the National Association of Ice Industries confab at the Commodore Hotel last week. To answer technical questions, National had **Fred Wallin**, its chief engineer, on hand. An increasing trend toward the coin vending of ice was noted at the meet. **Bernie Braun**, formerly with Pepsi-Cola's vending department, visited exhibits.

Larry Reiss, of Statler, will entertain several out-of-town biscuit operators next week. Planing here from St. Louis, Chicago and San Francisco, they are coming east to take in the NAMA convention. . . . **Mac Pollay**, of United Phonograph Service, enlarged his music route by absorbing a few smaller operations recently.

Los Angeles:

(Continued from page 160)

Como Hollycrane. . . **Bill Black** has a new Studebaker truck. . . **Jack Spencer**, who has the arcade at Big Bear, was in town. . . **Charles Koski**, San Pedro coinman, is reported to be in the hospital with pneumonia.

Sam Van Cleve, who has vending machines at the Davis-Monthan Air Force Base, Tucson, Ariz., says he's seen his Refresh-o-Mats sell 140 drinks per hour. Also the popcorn machine will sell 90 sacks in an hour and a half. Which proves that the boys on the base are hungry and thirsty.

William R. Happel Jr., Badger Sales head man, returned from his Las Vegas business trip to report mid-summer desert heat. He was happy to return to L. A.'s current 90 in the shade freak hot spell. . . **Pete Pelligrino**, South Gate operator, was making the rounds looking over new equipment.

Mel Wolzinger, Las Vegas operator, was in town again. . . **S. L. Griffin**, of the Valley Coin Machine Company, visited here from his Pomona headquarters. . . **D. J. Harrison** left his Fontana coin machine route long enough to make the rounds on Pico Street.

FOLK TALENT AND TUNES

(Continued from page 32)

drew 5,000 people. . . **Herb Williams** is working on the Cobb Brothers' show at WKNX, Saginaw, Mich. **Don Andrews**, d. j. at the station, is taking a few weeks off to visit his ailing mother. . . **Denver Darling** (MGM) has left New York and is working a farm in Illinois. . . **Billy Flannery**, formerly of the Flannery Sisters at WLS, Chicago, and mother of **Bob Flannery** (Capitol), was married to **Jerry Davis**, non-pro, recently in Chicago. . . **Kay Brewer**, of Greenville, O., has joined WLS, Chicago.

Eddie McMullen reports that his song, "Game of Broken Hearts," has been taken over by Hill & Range Songs. . . **Archie** (Grandpappy) **Campbell** (Mercury), is operating the artists' bureau at WROL, Knoxville, with **Charlie Lamb** as booking agent. D. j.'s **Harry Moreland** and **Eddie Parker** are emceeing the two daily live shows of WROL talent. . . **Fred Stryker**, of Fairway Music, reports that **Doye O'Dell** (Mercury), has started a TV show over KTLA, Hollywood. **Smokey Rogers** (Capitol) piloted part of the **Tex Williams's** band in his BT-13 ship during their recent one-nighter junket.

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



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Pinch Hitter	119.50
Gondola	109.50
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Dale Gun	109.50
Alice in Wonderland	69.50
Sally	69.50
Mardi Gras	59.50
Banjo	54.50
Cover Girl	49.50
Monterrey	49.50
Build Up	44.50
Sunny	44.50

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Black Gold	109.50	Monterrey	29.50
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JAN. 16-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

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We have had so many requests from operators for Conversion Kits to be used on games for their MARGINAL locations that we have finally decided to produce Nasco Conversion Kits. Now under one roof you can get a full service—the FINEST COMPLETE Conversions in the nation AND for those marginal locations the FINEST Conversion Kits. Both will make money for you. Ask any operator who has bought a Nasco product and you'll understand why! They're great profit producers.

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Conversion for
TRADE WINDS

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KEENEY
TWIN BONUS SUPER BELL, 5-25¢, \$295
SINGLE BONUS SUPER BELL, 5¢, 175
SUPER BELL, 5¢, 50

JENNINGS
CHALLENGER, 5-25¢, \$225
MONTE CARLO, 50¢, Write
Mills DUPLEX, 5-25¢, \$295

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SHUFFLE BOWLER
CHICAGO COIN
BOWLING ALLEY

Don't miss the boat—order now!

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All originals.

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Mills Jewel Bell, 5¢, 125
Mills Jewel Bell, 10¢, 125
Mills Jewel Bell, 50¢, 225
Mills Vest Pocket, 39
Jennings Super DeLuxe Life-Up Chief, set of 3 machines, 5-10-25¢. Complete 575
Jennings Standard Chief, 5¢, 165
Jennings Standard Chief (like new), 25¢, 175
Jennings Monte Carlo, 50¢, Write

ARCADE BARGAINS

All reconditioned and refinished.

Chi Coin PISTOL, \$150
Exhibit DALE GUN, 115
Wms. STAR SERIES, late model, 275
Williams ALL STARS, 125
TELEQUIZ, Model 100, 275
Genco GLIDER, Write
Keeney LINE UP, Write
Chi Coin REBOUND (Refinished top), 75
9 ft. SHUFFLEBOARD, 45
Exhibit DIGGER, 65

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Genco TOTAL ROLL, Lots of 5, each, \$ 25
Genco ADVANCE ROLL, 50
Chi Coin ROLLDOWN, 45
Bally HY ROLL, floor sample, 115
Genco BINGO ROLL, 175

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Keeney BAND LEADER
Genco RIP SNORTER
Chicago Coin TAHITI

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Brand new 5 Ball,
Original cartons, \$135



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4 ACTION BUMPERs count 10,000 each until lit, then good for 100,000 each.

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GENCO

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WRITE! PHONE! WIRE! YOUR DISTRIBUTOR—

NAAPPB To View Machines; Coin Units Bow at Chi Meet

(Continued from page 142)

hockey game and goat getter, and a reflex control game with a principle of operation similar to the firm's Jitters, introduced at last year's trade show.

The fortunetelling unit is highlighted by an animated Egyptian seer. After coin is inserted, the seer rubs his hands over a crystal ball and tells the patron about his future. When he finishes (low voice with a foreign accent), the patron hears the sound of a typewriter and a card is vended when the typing sound stops. The card tells the patrons their lucky stone, number and day of the week. A special set-up in Exhibit's show booths will permit the seer to "talk" to trade show visitors as they pass by the fortunetelling machine.

Merchandiser

Frank Mencuri, manager of Exhibit Supply's division, explained that the new rotary merchandiser was designed after the firm had received numerous requests for this type of machine. A coin inserted in the machine sets the merchandise tray revolving, followed by an animated finger which pushes merchandise toward a center delivery chute.

The foot vibrator has a compact cast aluminum cabinet. Besides giving feet a gentle stimulation, the vibrator features flowered plastics which create a brilliant light effect.

Card Vender

The electric card vender has an all steel cabinet and delivers a card instantly after patron places a coin in the unit's drop chute. The entire

front is designed as a door, which makes servicing comparatively easy. Even the coin box is covered by the door, preventing the usual efforts at tampering. The new card machine has two stacks and each one can be dealt with as a separate unit. If one part needs to be removed for repairs, the other stack is able to function.

Exhibit's mechanical horse is made of cast aluminum and will be available in two sizes during the NAAPPB trade show. One size is for small children to ride. The three speeds on this model can be governed by the parents with a foot pedal. The larger model is for older children, who can control the speed of the horse by the reins. Purpose of the horse is to simulate riding at different speeds.

Hockey Game

The hockey game is a two-player game. It is designed in a cabinet similar to an amusement game. By the use of numerous flippers each player tries to score goals on his opponent. Player making three goals first wins. There is no time limit on this unit.

Goat getter uses a lift pointer as its hub of activity. Player's object is to advance a simulated goat up a series of steps. This is accomplished by the player placing the pointer against a light representing the goat. If the player permits the pointer to touch the sides of the game, the goat drops back one notch. Each accurate contact with the goat advances it one step.

1-5-10-Cent Operation

Exhibit Supply recommends that the fortunetelling game, the rotary merchandiser and the hockey game be used on nickel play, the foot vibrator for penny operation and the mechanical horse for either a nickel or dime play. The card vender can be set for one or two-cent play by a simple adjustment.

In announcing the new arcade line, Exhibit officials pointed out that the seven pieces were selected on the basis of requests by operators in the field. Altho several other items were mentioned by operators, the seven were selected only after a careful study of all requests.

JENNINGS BOWS

(Continued from page 142)

and refinements designed to keep servicing at a minimum.

Play appeal ideas introduced on Sweepstake Chief include a light-up feature which flicks on and off as the reels move. Three plum, bell and horse symbols, besides the regular three-bar symbols, result in major awards. The unit gets its name from a special award, known as a sweepstake, made when the reels stop on three horses and the light remains on. In this case the major award plus a token with a value of \$18 drops into the award receptacle. Other liberal scoring on Sweepstake Chief includes 18 units for two bell symbols plus anything on the third reel and 13 units for two plums plus any symbol on the last reel.

It is available with coin heads ranging from a nickel to a dollar.

Scientific To Bow New Line in Spring

(Continued from page 142)

nickel inserted gives the player 20 shots at the target, with an additional 20 shots given automatically if a perfect score is won.

The marksman aims at an electric eye on a shield carried by Jungle Joe, a pictured cannibal vigorously engaged in a war dance. If a hit is scored the cannibal's eyes, flash red, as do his companion's, crouched near him and stirring a boiling cauldron. At the same time, the fire belches forth red flames.

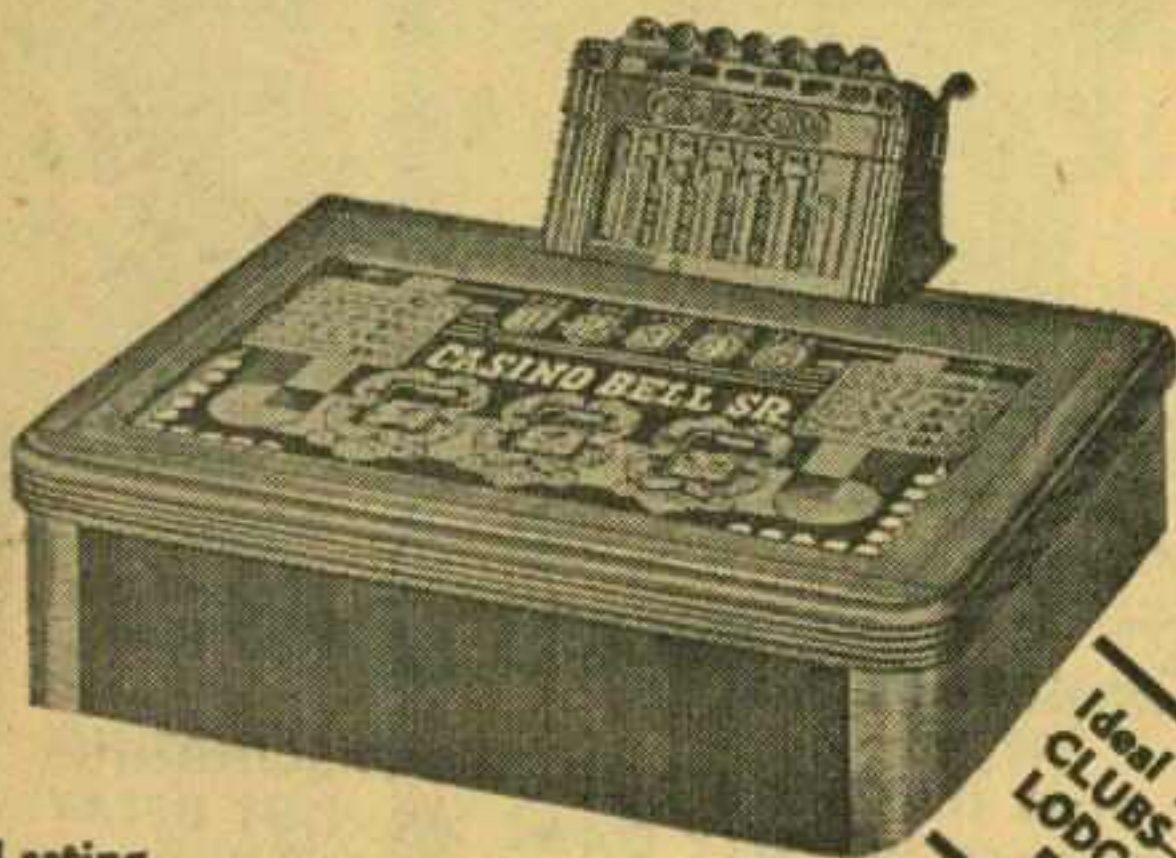
Tic-Tac-Toe, one of Scientific's new rolldowns, combines the play elements of that old parlor game and Pokerino. Five rubber balls are rolled at a series of holes on the playing field, each carrying a poker card decal and/or a single letter of Tic-Tac-Toe, the game's name. On the back-glass illuminated poker hands and a Tic-Tac-Toe square are pictured. Coupons, redeemable for merchandise, are awarded for rolling certain poker hands or completing a Tic-Tac-Toe line. The game, with a nickel coin mechanism, is the same size as Pokerino.

Bingo, the other Scientific roll-down to be introduced next spring, is a group game. Non-coin-operated, it has 75 holes on its playing field. Four colored bingo cards are pictured on the 5 1/2-foot unit's back-glass.

Levine said the new Pokerino model would be unchanged mechanically, but would be finished in a different color scheme from the games produced to date. It will be flashier in appearance, he said, and carry a modified back-board design.

Production of the new line will not affect the output of Official Q-Ball, the coin-operated pool table manufactured by Scientific for the American Q-Ball Corporation, according to Levine. The company has assigned most of its production facilities to the pool table during recent months.

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SEE EVANS' CONSTRUCTION AD ON PAGE 155

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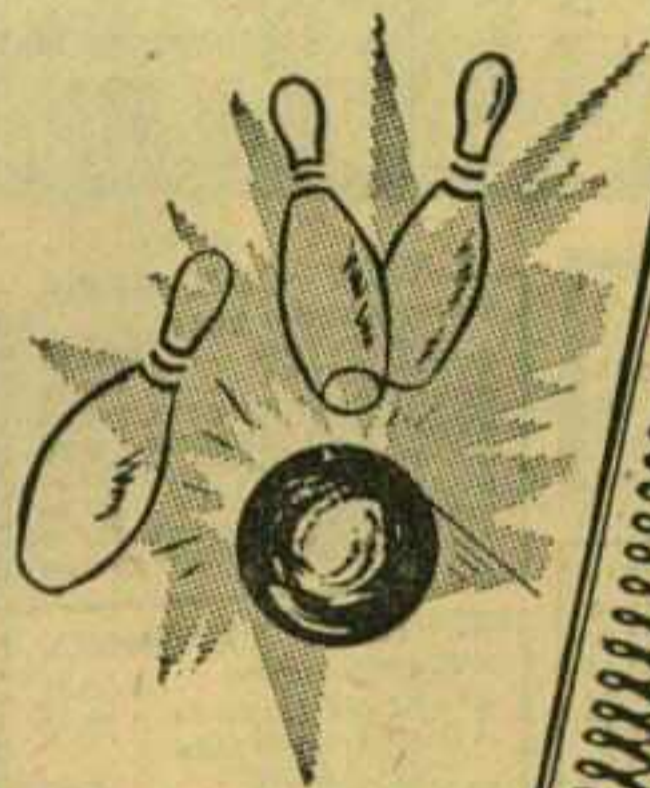
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MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the **WINNER**...TWO LIGHT UP SCORE BOARDS register the **HITS** of each player. A **LONE PLAYER** can also enjoy target practice shooting. You are chasing 4 scooting moonshiners **IN** and **OUT** of their **HIDE-OUTS** at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.



BEAUTIFUL QUIET TONE C...
INET—CHROME TRIMMED
befitting to any type location.
Occupies approximately 4
square feet of floor space.

**ADVANCE ANNOUNCEMENT
OF THE NEWEST IN SHUFFLE BOARDS—**

The SHUFFLE-MITE

Coin operated play control

eliminates all supervision; 10 ft. long, 9-ft. maple playing field,
beautifully designed.

Two or four may play at one time same as large board. Unique scoring device.
Price to operators less than 1/3 of large board.

See your distributors or write direct

TRAINING DEVICES, INC.

Manufacturers of the Quizzer

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CLEANING HOUSE!

**PHONOGRAPHS GALORE—
AND LOOK AT THESE PRICES!**

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ENVOYS } TAKE YOUR
COLONELS } CHOICE
9800 RC }
8800 RC } \$79.50
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WURL. 800 ... \$79.50
MILLS EMPRESS. 39.50
AMI HI BOY ... 49.50
AMI SINGING
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Terms: 1/3 Deposit,
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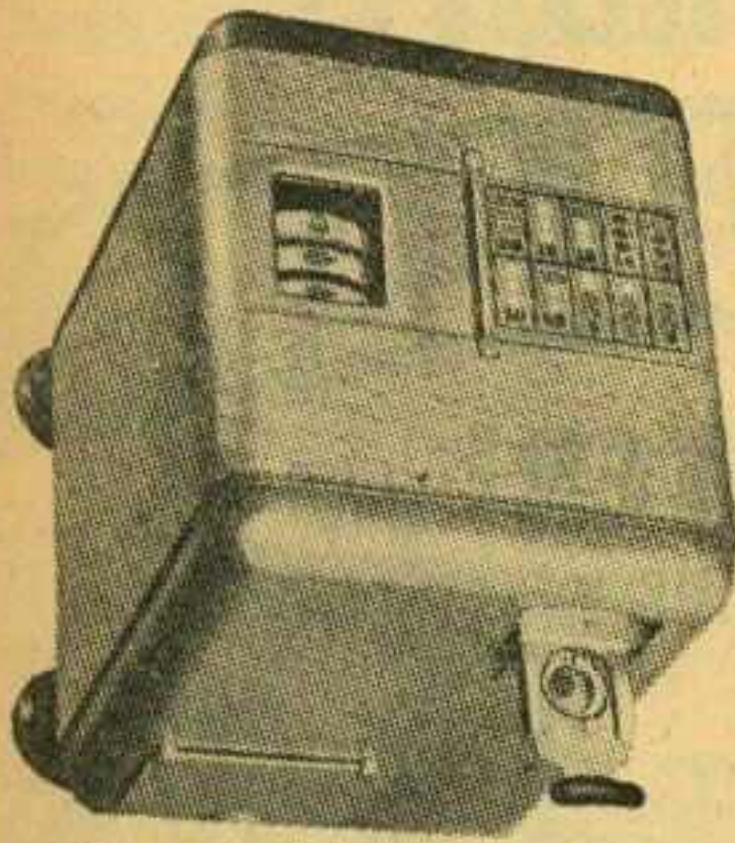
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Phonographs and Music Systems, plus "all makes"
Pin Games—Shuffleboards—Electric Scoreboards—Con-
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**THE SOUTH'S LARGEST DISTRIBUTOR
OF COIN OPERATED MACHINES**

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.
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"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY. WRITE FOR PRICES.

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5-BALL FREE PLAY GAMES

Gems	\$17.50
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Ranger (Flipper)	27.50
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Special Entry	69.50
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Thorobred	32.50
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Sportsman	32.50
Pimlico	32.50
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Bally Draw Bell, 25¢	\$224.50
Bally Draw Bell, M.B., 5¢	114.50
Bally Reserve Bell, 5¢	249.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Conus Super Bell, 5¢	169.50
Keeney Super Bell, 5¢	69.50
Paces Races	149.50
Baker's Paces (Like New)	249.50
Evans Bangtail (Comb.—New)	499.50
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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

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ENTIRE STOCK DRASTICALLY REDUCED

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\$25 REDD IS FAMOUS FOR RECONDITIONED GAMES. YOUR CHOICE. SHIPPED \$25
100% GUARANTEED OR MONEY REFUNDED. \$25.00: BERMUDA, BAL-
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\$25 SEA ISLE, SHANGHAI, STORMY, TENNESSEE, TRINIDAD, VIRGINIA, \$25
\$25 WISCONSIN, YANKS.

\$100 SPECIAL \$100

United SHUFFLE SKILL (positively like new), \$100; Williams ALL STARS, \$100; Chicago Coin REBOUND SHUFFLE, \$100; Bellomatic 1947 THREE BELLS, \$100; Exhibit DALE GUN, \$100.

DO YOU WANT TO SAVE MONEY ON USED, GUARANTEED CONSOLES?

5 Keeney Like New 3-Way BONUS SUPER BELL	\$375.00
1 Keeney (Slightly Used) GOLD NUGGET, a Real Buy	275.00
2 Hi Hands	BEST OFFER
3 Gottlieb DAILY RACES	BEST OFFER
5 Bally VICTORY SPECIAL	BEST OFFER

IN STOCK: A COMPLETE ARCADE—BEST OFFER TAKES ALL OR ONE

COMPLETELY CRATED AND GUARANTEED SATISFACTORY OR MONEY REFUNDED. Undersea Raider, Jack Rabbit, Bally Rapid Fire, Bally Basketball, Penny Hockey, Goatee, Lite League, All Star Hockey, Baseball, Rapid Fire, Genco Total Roll, Drivemobile, Ace Bomber, Photomatic, Mills Panoram.

THE BEST BUY IN THE UNITED STATES—12 POSITIVELY LIKE NEW, USED LESS THAN TWO WEEKS, SEVEN HI BELGIUM POOL TABLES. \$165.00

GIVE-AWAY PRICES ON WURLITZER 1015, 1080, 750, 700, 800, 950, 600, 500, etc. CALL OR WRITE FOR PRICES. HERE IS AN EXAMPLE: TAKE YOUR PICK, ONLY \$25.00. WURLITZER 61, 616, 412, Seaburg Concert Master, Rock-Ola Commando, Rock-Ola Master, Mills Throne and Super. These \$25 SPECIALS AS IS but guaranteed.

NEW ENGLAND OPERATOR BUY WITH INSURANCE
Bally HOT ROD, Bally CHAMPION, Bally BOWLER, United SHUFFLE ALLEY and Como HOLLYCRANE. You may return any of the above five machines after 10 days' free trial. Don't miss this chance to make old-time real profits.

REDD DISTRIBUTING COMPANY, INC.

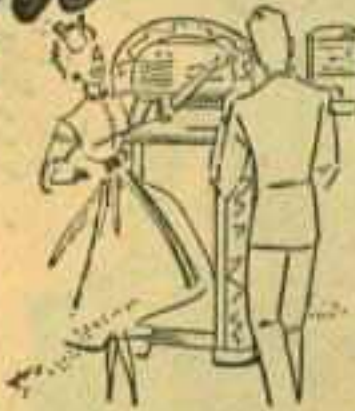
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PHONE: ST 2-3320



At no cost to you---



HERE'S HOW YOU CAN INCREASE YOUR SALES

There are smart hombies in any business . . . and the smart ones in the field of automatic merchandising are those who are boosting sales with the Vendo* Coin Changer, and at no cost to them!

You see, some of them have found out that the face of the Vendo Coin Changer is ideal for display advertising, and they are selling this space at rates ranging from \$2 to \$5 per month.

The Plexiglas shield provides ideal protection for an advertising message, and Vendo is ready to provide attractive ads for certain types of advertisers.

If you are interested in this method of providing change with the most trouble-free changer on the market today . . . and on the basis where an advertiser shoulders the cost . . . drop us a line and we'll give you more details.

*REG. U. S. PAT. OFF.

THE Vendo COMPANY

1400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI



JOE ASH

ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

Yanks	\$39.50	Wisconsin	\$39.50
Screwball	49.50	Daw-Wa-Ditty	79.50
Caribbean	34.50	Humpty Dumpty	39.50
Catalina	34.50	Temptation	74.50
Monterrey	49.50	One-Two-Three	84.50
Holiday	84.50	Black Gold	119.50

1/2 With Order—Balance C. O. D. Send Us Your Name for Our Mailing List.

ACTIVE AMUSEMENT MACHINES CO.

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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

FREE PLAY GAMES READY FOR LOCATION

CARNIVAL	\$69.50	CATALINA	\$49.50	CONTACT	\$39.50
LADY ROBIN HOOD	\$59.50	MAGIC	\$69.50		

Terms: 1/2 Deposit, Balance Sight Draft.

Write for Complete List of Other Games

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Established 1923

FIRST WITH THE LATEST

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603 Linden Ave., Dayton 3, Ohio
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MILLS TOKEN BELL!

Mills Token Bell is a beautiful machine finished in brilliant colors— aqua-green, jade, gold and black— with an unusual and very dominant circular Jackpot coin display. Token Bell does not pay off an automatic Jackpot, but instead issues an attractive token, the value of which is posted beforehand by the location. It allows location to set up its own Jackpot amount, prevents misunderstanding, counting of coins and allows the principle of a guaranteed Jackpot to work out correctly. Mills Token Bell is a tried and proven money-maker. Write for more details.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE CHICAGO, ILLINOIS

HERE'S THE BEST COIN-OPERATED ITEM SINCE THE WAR . . . OR BEFORE! ITS EARNING POWER IS SIMPLY TERRIFIC, BECAUSE YOU GET 10 OR 20¢ A GAME INSTEAD OF 5¢ PER GAME . . . WHICH MEANS THAT YOU GET YOUR INVESTMENT BACK IN A HURRY, PLUS A DANDY PROFIT FOR A LONG TIME TO COME AFTER THE MACHINE HAS PAID FOR ITSELF!



Chicago Coin's BOWLING Alley

HERE'S THE REAL LOW-DOWN
ON THE BIGGEST THING THAT
WE'VE EVER HAD THE CHANCE TO
OFFER YOU!

GENUINE PLAYER COMPETITION! TWO CAN PLAY AT THE SAME TIME! NO WAITING UNTIL YOUR OPPONENT HAS COMPLETED HIS ENTIRE GAME. YOU COMPETE FRAME BY FRAME—MATCHING YOUR SKILL WITH YOUR OPPONENT'S, TOSS BY TOSS—NOW YOU'RE AHEAD—NOW HE'S AHEAD! EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC! EXCITING, THRILLING! JAM PACKED WITH ALL THE KICK OF REAL BOWLING! STRIKES, SPARES, SPLITS AND RAILROADS!

APPROXIMATE SIZE—
8 FT. BY 2 FT.



1 or 2
CAN PLAY!

- IT'S FAST!
- IT'S PROFITABLE!
- IT'S THE ANSWER TO EVERY OPERATOR'S PRAYER!

10c—1 PLAYER
20c—2 PLAYERS

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- arounds.	

ARCADE EQUIPMENT Specials

Voiceograph, Like New	\$325.00
Photomatic, Refinished A-1	269.50
Chi Coin Rebounds	119.50
Pitch em and Batt'em, Floor Sample	269.50
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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
Goalee, Like New	99.50
Skee Alleys, 7 Ft.	89.50
Exhibit Dale Guns	145.00
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Write • Wire • Phone • ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST. COLUMBUS 15, OHIO

BADGER'S Bargains "Often a few dollars less—Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY SPOT BELL	Write	NEW BALLY CLOVER BELL	Write
KEENEY BONUS 3-WAY, 5-10-25	\$495.00	KEENEY BONUS 2-WAY, 5-25	\$295.00
BALLY TRIPLE BELL, 5-10-25	375.00	BALLY DRAW BELLS (R. B.)	149.50
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KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
NEW BALLY RESERVE	Write	BUCKLEY TRACK ODDS	99.50
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EVANS WINTER BOOK	295.00	BALLY CLUB BELL, F.P., P.O.	49.50
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PHONOGRAPHS

NEW 1949 WURLITZER 1100	Write
SEEBURG MODEL 1-48M	\$450.00
A.M.I. MODEL A	450.00
SEEBURG MODEL 1-47M	350.00
NEW 1949 A.M.I. MODEL B	Write
NEW 1949 WURLITZER 1080	Write
NEW 1949 ROCK-OLA MODEL 1428	Write

ARCADE

CHICAGO COIN PISTOL	\$169.50
EXHIBIT DALE GUN	139.50
BALLY BOWLER	189.50
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EXHIBIT ROTARY MDSR.	249.50
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WURLITZER SKEEBALLS \$95.00 Ea.

Crating extra—these machines have been thoroughly reconditioned and painted to look like new. Ready for location. Buy with confidence.

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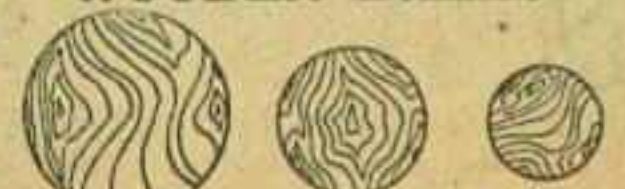
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Dale Guns, \$99.50 Ea.

Original 16-shot. Removable Top.
(All guns now on location)

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WOODEN BALLS



Manufactured for All Games
NEW YORK BILLIARD TABLE CO.
334-336 Bowery New York 12, N. Y.

Boy, oh, Boy! are we thankful!

Say the JONES BOYS



ALL NEW HOLLYCRANE

COMPLETELY RE-ENGINEERED

DIRECT OPERATION NO SEQUENCE MOTOR

IT'S THE

FRICTION CLUTCH, UNBREAKABLE CLAW FINGERS

CLOSED OR OPEN CHUTE, OR FREE PLAY MODELS

COMPLETE LINE OF MERCHANDISE .. SHELLS, GRAVEL

30 DAY GUARANTEE

SPECTACULAR PLAY APPEAL

FOR BIGGER CHRISTMAS BONUS PROFITS..

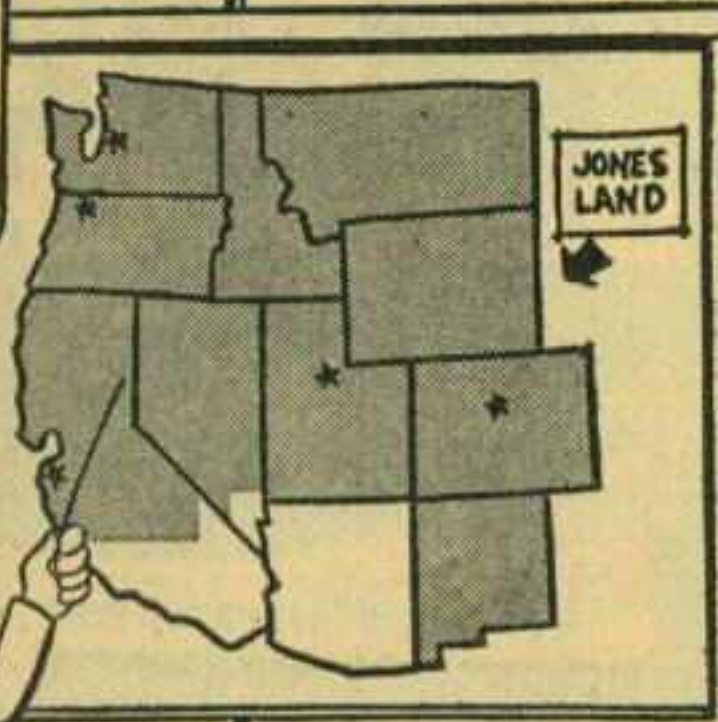
EASY 12 MONTH FINANCE PLAN

..GET YOUR HOLLY ROUTE STARTED NOW!

YOU'LL BE THANKFUL TOO, FOR THE NEW RE-ENGINEERED HOLLYCRANE

Now's the time to invest in a steady high income route of Hollycranes, to augment your present operations, and at the same time increase YOUR profits! The Jones Boys have a reputation for handling only quality merchandise — and we're proud to endorse 100% the all new Hollycrane! Wire, phone or write us immediately — shipments are rolling!

FOR HOLLYCRANE IN THE WEST.. SEE THE JONES BOYS



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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
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EQUIPPED WITH
NEW DROP CHUTE
 JUST  DROP IT IN

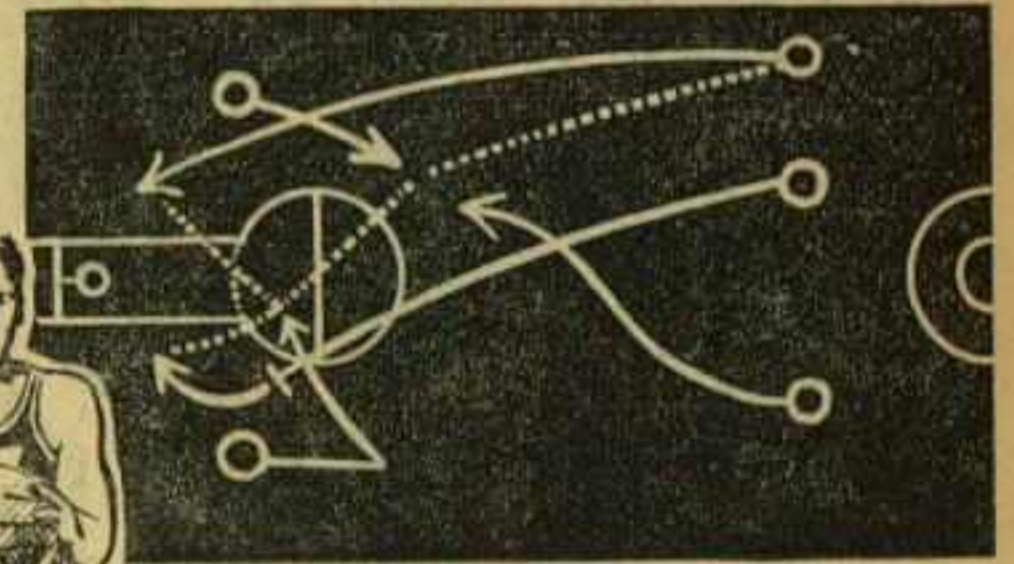
APPROXIMATE SIZE
 2 FT. WIDE X 8 FT. LONG

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 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Set Up Your Winning Play with

GOTTLIEB'S Basketball



It's a WHIZ

YOU'LL BE GLAD TOMORROW
THAT YOU BOUGHT *Gottlieb*
PRODUCTS TODAY!

YOU SCORE FROM EVERY ANGLE WHEN
YOU SHOOT WITH

GOTTLIEB BASKETBALL

**FOR PROMPT DELIVERY SEE
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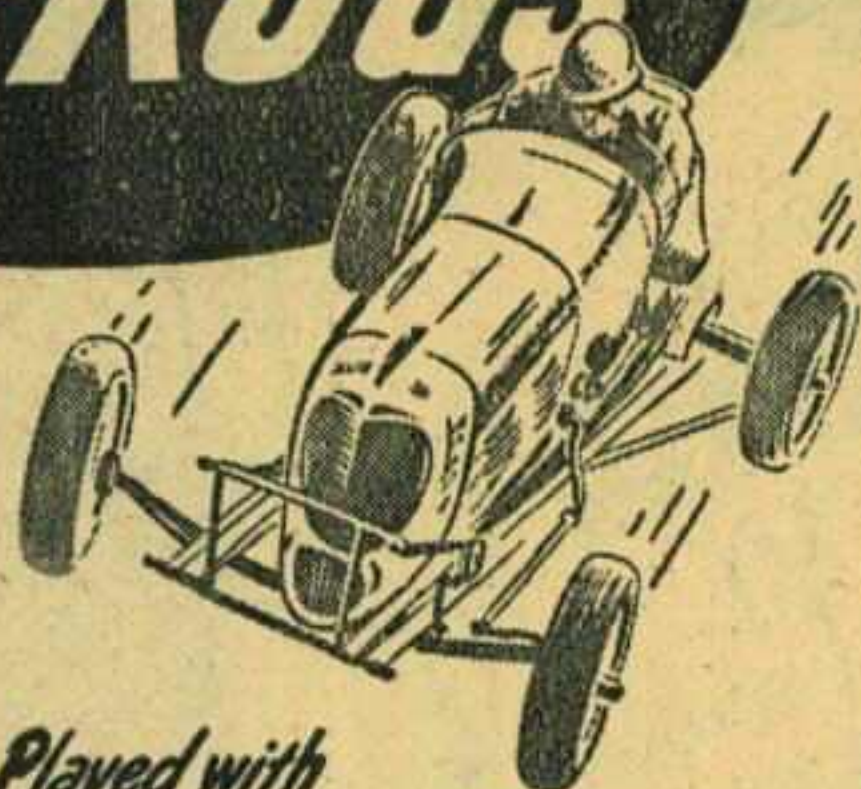
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NEW...FAST...THRILLING!

Bally Hot-Rods



Played with
FASTEST 5 BALLS
in pin game history!

Fastest play and fastest profits in years! Played with 5 balls, but actually rivals one-balls in earning power. Free play . . . but a gold mine in all types of locations. Try HOT-RODS today.



1 TO 7 COINS PER GAME

1 TO 7 SELECTIONS PER GAME

STANDARD 5-BALL SIZE CABINET

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, Roll-ends)
- PUCK RETURNS TO PLAYER AUTOMATICALLY
- PUCK LOCKED IN AT END OF GAME
- PERFECT FOR COMPETITIVE PLAY
- AUTOMATIC SCORING ON FLASHY BACK-GLASS

Real bowling thrills! Real shuffle science! Location tests prove SHUFFLE-BOWLER biggest money-maker in shuffle class. Order today for quick delivery.

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

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.

UNIVERSAL'S

1ST

Anniversary



WE Salute

AND THANK THE DISTRIBUTORS AND OPERATORS OF UNIVERSAL PRODUCTS!



ONE YEAR

ago, Universal Industries made its first shipment, the result of months of development, many years of coin machine experience and the confidence of its founders. Today, Universal stands out as a leading manufacturer of top quality equipment, from the standpoints of originality of features, service-free operation and accelerated earning power.

We extend our sincere thanks to you, our Distributor and Operator friends for your appreciation of our efforts to produce "the MOST OUTSTANDING PROFIT MAKERS of all time!"

UNIVERSAL'S PHOTO FINISH



UNIVERSAL'S Arrow Bell



TWIN MULTIPLE 5¢ and 25¢ COIN HEAD

GREATEST CONSOLE OF ALL TIME!

UNIVERSAL'S PHOTO-FINISH AND ARROW BELL GIVE YOU PRICELESS AND EXCLUSIVE ADVANTAGES!

Order Now—from your Universal Distributor—

Cash in on the known profits and other advantages that can be yours with UNIVERSAL'S PHOTO-FINISH and ARROW-BELL!



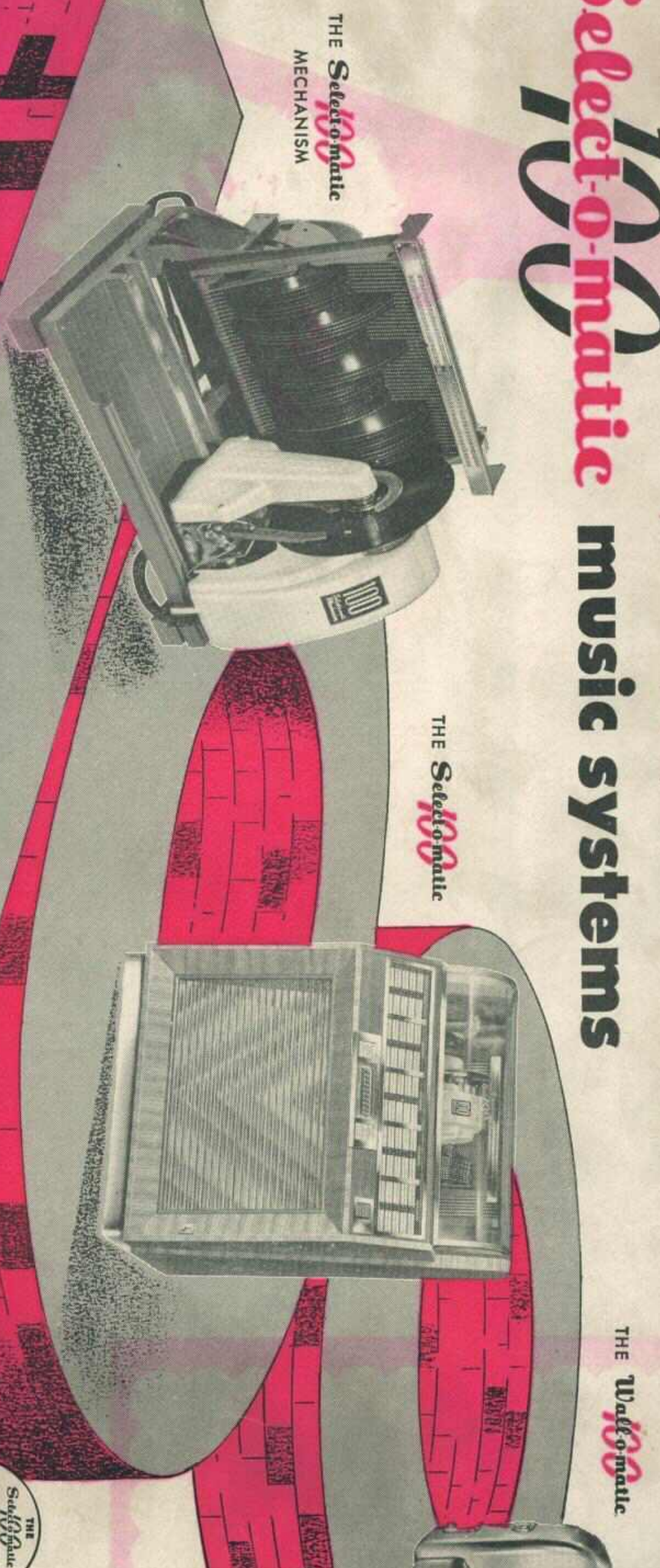
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Select-o-matic 100 music systems



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THE Wall-o-matic



Only *one* music system offers *all* these business building advantages:

- 100 selections—all visible at one time.
- "Music for Everyone"—cataloged under five musical classifications.
- New, sensational sales appeal—the mechanical "brain" develops unprecedented public interest.
- 6 individual plays for a quarter—single coin chute for nickels, dimes, quarters.
- Remote Control at its finest with the Wall-O-Matic "100"
- Scientific Sound Distribution for complete listening pleasure.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

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Chicago, Ill.

YOUR SEEBURG DISTRIBUTOR WILL TELL YOU HOW TO BUILD A BETTER MUSIC BUSINESS WITH SEEBURG SELECT-O-MATIC "100" MUSIC SYSTEMS