

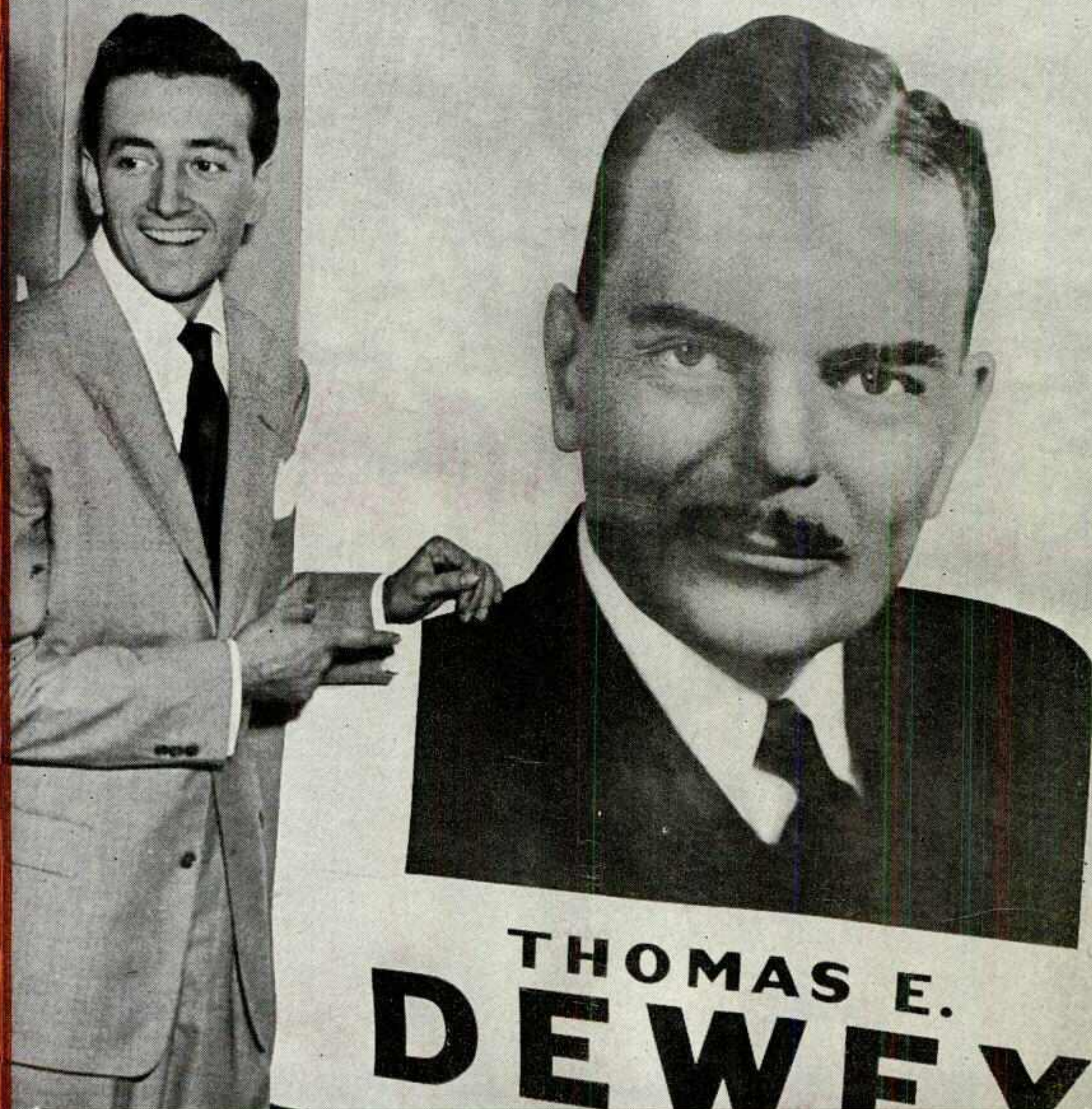
The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

NOVEMBER 6, 1948

OUR NEXT PRESIDENT



Since the late war show business personalities have shown an increasing tendency to participate in national and international affairs. Last week's issue of The Billboard reported the pro-Truman, pro-Democrat activities of such entertainment-world figures as Humphrey Bogart, Ronald Reagan, Tallu Bankhead, and clemmer Jack Lawrence, whose "Have a Heart Taft, Hartley, Have a Heart" has more or less been adopted as the Dems' campaign theme. Here youngster Vic Damone (who copped an important election himself by being voted the most promising young singer by the nation's disk jockeys in The Billboard poll) makes a pro-Dewey pitch before the Citizens Non-Partisan Committee for Dewey and Warren in Brooklyn. Vic, who is 20 and can't actually vote himself, has been doing all right by the GOP and himself. He's currently at the New York Paramount, a click on the Pet Milk airer (via NBC Saturday nights) and has been a top Mercury Records seller. Latest Mercury platter is "Lillette."

Tremendous SALES

Sensational PROFITS

GLORIA

on Sig 15213



*Ray
Anthony
and his Orchestra*

Signature
records

Signature Records, 601 W. 26th St. New York

DISK DEAL IFS, ANDS & BUTS

Diskers Keep Fingers Xed; No Wax Rush

Ban End Guesses Vary

NEW YORK, Oct. 30.—Major diskeries adopted a cautious attitude while awaiting Washington clarification on the "agreement" reached by James C. Petrillo, American Federation of Musicians (AFM) president, and record company execs, relative to a new contract which would end the record ban. Estimate here varied as to how soon cutting might begin—the range being from two to six weeks. Meanwhile, RCA Victor, Columbia and others indicated they intended to make no mad recording splurge when and if the agreement's legal hurdle is cleared.

The peace was reached Wednesday (27). It was stated, however, that the compromises which were worked out were verbal. As one attorney stated, "the handshake was given"—this precipitating a somewhat premature story that the matter was all over. That it could be all over soon, however, was admitted by most industry execs, with the exception of a few who stated that drawing up the written forms and clearing the legal hurdles (see Washington story) could take considerable time.

Diamond's Plan

The agreement was understood to have been precipitated by compromises outlined by Milton Diamond, AFM attorney, to David Sarnoff, Radio Corporation of America chairman. AFM dropped its demand that royalties be paid on records sold since January 1. Instead, royalties are to be paid on those sold since October 1. One exec pointed out that this might mean a loss to the welfare fund

(See DISK EXECES on page 17)

Jose Ferrer? Who Dat? Cat Don't Know Dis Dawg

PITTSBURGH, Oct. 30.—The Deuces Wild is a small jazz group which has built up a fanatical following in Pittsburgh during its two-year stay at the Carnival Lounge here. Practically every musician to hit the burg falls in at the Carnival to sit in or just dig this very wild group. Sessions are held regularly after hours, especially when some outstanding musician is in town.

When Mel Torme played the Copa last week, the boys asked him and his accompanist, Buddy Neil, over for a session. The boys were whooping it up when Jose Ferrer, who was appearing at the Nixon in Silver Whistle, asked Buddy Neil to move over. Ferrer played for a while and then Jon Walton, tenor man with the

Deuces, asked Torme, "Who's that old cat?"

Torme made a quick take and then said, "Shh . . . That's Jose Ferrer, and he makes thousands of dollars a week."

With new respect but still a little disdainful, Walton said, "Well, could be, but if he plays for me—it's for scale."

Fading Grosses May Kayo 4-Wk. Vaude-Pic Bills

NEW YORK, Oct. 30.—The fading grosses have hit the Stem vaude-pic houses with a wallop that has theater men and flesh bookers walking in circles. Everybody blames the other guy, but the theaters bear the brunt.

The cold fact, according to trade circles, is that the days of the four-week pictures are over. As proof of this they point to grosses which start big and fade away to practically nothing.

In practically every case the fault is attributed to the companies who, theater men say, force pictures to stay long after they've worn out their welcome. A prime current example is the Capitol. The show headed by Rose Marie and Nat Brandwynne's band, opened to a sock \$96,000. For the fourth and last week the whole package faded to about \$40,000. The strange fact was that Red River got rave notices, and the stageshow was equally well received. Still a more than 50 per cent drop in a month is something that can't be sluffed off.

The same situation exists in other houses. A couple of weeks ago the Paramount put in *Isn't It Romantic* with Erskine Hawkins, the Delta

(See 4-Wk. Vaude-Pic on page 46)

Ban Could Be Over But Few Hurdles Left

Odd D. of J. Slants

WASHINGTON, Oct. 30.—While wax company execs and the American Federation of Musicians (AFM) expressed hope that the legality of the ban-lift plan might be cleared here within the next two weeks, a check here revealed this week that (1) the Justice Department has as yet received no formal request for an opinion; (2) the request for an opinion might, of necessity, be made circuitously thru the National Labor Relations Board (NLRB), and (3) the political timing of the attorney general's role in the contract-making procedure is considered of utmost import, inasmuch as there is no certainty that an opinion by the current attorney general would be supported by a new attorney general after January.

The above points are therefore considered as having a long-term as well as immediate bearing on the problem.

According to reliable sources, Justice Department is in a mood to give its blessing to a labor-industry contract ending the ban, this despite the fact that some legalists have expressed doubt over certain of the provisions. It is pointed out, however, that it would be highly unusual for the attorney general to render a legal opinion that could be considered binding unless the request was made by

(See LEGAL BRAINS on page 17)

Disks at 44c Sell 37,000 in 2-Day Splurge

Macy's in Price Stunt

NEW YORK, Oct. 30.—Latest indication and seemingly a clincher on what's wrong with the popular record business (price, brother, price) came last week when Cliff Norby, record topper for Macy's department store here, ran a half-page ad in *The Daily News*, and sold 37,000 records in two days. The ad ran Friday morning and the store's record department was mobbed with eager buyers all day Friday and Saturday. Norby told *The Billboard* that heretofore a sale of 5,000 records on an ad would have been considered phenomenal.

Featured in the ad was just one record label, Eli Oberstein's Varsity, with pop hits selling for 44 cents. And considered significant is the fact that virtually all of the numbers featured were hits which the trade generally believed had seen their peak. Among them were *It's Magic* and *Just a Little Bit More*; *Bluebird of Happiness* and *Tree in the Meadow*; *Hair*

(See DISK AT 44c on page 20)

Sunbrock Gets Bum's Rush in Swiss Mix-Up

GENEVA, Switzerland, Oct. 30.—Larry Sunbrock, the unpredictable, who has built himself an unenviable reputation with his promotional operations in the United States in recent years, copped one leg on the international ill-will trophy this week when he and his troupe tangled with the local gendarmerie in a near-riot at the Palais Des Expositions here last Sunday (24) and wound up the well-known creek.

Sunbrock and 32 of his cowboys and cowgirls were escorted to the local cooler Sunday after a free-for-all broke up their rodeo-thrill show performance at the Palais Des Expositions. It all came about after Sunbrock's refusal to pay off a Swiss patron for riding the show's prize bronk

(See Larry Sunbrock on page 55)

3 Out of 10 Now Watch TV

Figures Show 2-Yr. Growth As Fantastic

Spikes Trade Rumors

NEW YORK, Oct. 30.—The almost fantastic growth of television in the past two years has brought the medium to the point where 43,919,000 persons, or 30.6 per cent of the population, are now covered by television stations on the air. Covering 22 major markets, these stations blanket

(See TV NOW REACHES on page 14)

6,000-Mile TV

LONDON, Oct. 30.—Television history was made October 23 when scenes from the British Broadcasting Corporation (BBC) program, *Fighting London's Fires*, were picked up by viewers in South Africa, 6,000 miles away.

A BBC spokesman said the incident was a remarkable example of freak reception. H. A. Rieder, of Capetown, who held the pictures for several minutes without adjustment, said the sound part came in at full strength. Rieder contacted short-wave listeners in Britain after the broadcast and described in detail the program he had just seen.

CBS Denies Any Color TV Pitch to FCC

Trend To Continue in 1949

NEW YORK, Oct. 30.—Rumors of renewed interest by the Columbia Broadcasting System (CBS) in its color tele pitching to the Federal Communications Commission (FCC) were spiked today (Saturday) by Frank Stanton, president of the network. The web's showing October 22 of color tele to FCC members

(See CBS Spikes Rumors on page 14)

This One



8GA1-EQS-YSG3

Theaters in Big Push Into Tele

Pic Houses Drive To Get Foot in Door

Aided by FCC's Freeze

WASHINGTON, Oct. 30.—A big push by the theater industry to get its foot solidly inside the commercial television door can be expected within a few months, according to informed sources at the 64th semi-annual convention of the Society of Motion Picture Engineers (SMPE) here. Altho a number of the top-flight engineers who met here frankly confessed they are uncertain as to just how theaters can profitably or practically handle commercial TV, they view the Federal Communications Commission's (FCC) current television allocations stalemate as a remarkable chance for the industry to find a way to get inside the door before that door finally slams shut.

While a number of influential theater men are quietly proposing that the SMPE and other major organizations in the theater industry submit a new petition to the FCC to reserve channels for theater TV, the SMPE's special committee on television has come up with a ready-for-use expedient. The committee outlined procedure by which theaters could at least grab off experimental channels immediately in order not only to see what can be done in theater television but also to get a foothold on some of the television airwaves. The committee significantly called the attention of theater men to procedure under which individual exhibitors might apply for specific experimental channels and, if those experiments can be proved successful or practicable, the exhibitors might then ask FCC to designate the channels for commercial use.

New Significance

Altho this procedure was made familiar to SMPE at a previous meeting, it was considered particularly significant (See **THEATERS' BIG TV**, page 14)

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
BUTTONS AND BOWS
- No. 1 Sheet Music Seller
A TREE IN THE MEADOW
- No. 1 Most Played on Disk Jockey Shows
A TREE IN THE MEADOW, Margaret Whiting, Capitol 15122
- No. 1 Disk via Dealer Sales
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 Disk in the Nation's Juke Boxes
TWELFTH STREET RAG, Pee Wee Hunt, Capitol 15105
- No. 1 Most Played Juke Box Folk Record
JUST A LITTLE LOVIN', Eddy Arnold, the Tennessee Plowboy, and His Guitar, Victor 20-3013
- No. 1 Best Selling Retail Folk Record
JUST A LITTLE LOVIN', Eddy Arnold, the Tennessee Plowboy, and His Guitar, Victor 20-3013
- No. 1 Most Played Juke Box Race Record
BLUES AFTER HOURS, Pee Wee Crayton, Modern 20-624
- No. 1 Best Selling Retail Race Record
BLUES AFTER HOURS, Pee Wee Crayton, Modern 20-624
- No. 1 Sheet Music Seller in England
SO TIRED

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

Gate, Disk, Coin Taxes Fall; Cigs, Liquor and Radios Rise

WASHINGTON, Oct. 30.—Collections from excises on admissions, disks and coin machines slumped in September, while receipts from taxes on cigarettes, liquors, radios and phonos increased, the Bureau of Internal Revenue reported this week. Admissions showed the biggest drop

dollar-wise, falling off from the September, 1947, returns by \$1,658,283. Receipts from the disk tax fell \$133,519, coin machine taxes \$31,668. Increased drinking hiked the liquor levy by \$10,656,968; the cigarette levy jumped \$2,409,150, and collections on the sales of phonos, radios and parts increased \$620,416.

Marshall Field Inked for Tele

CHICAGO, Oct. 30.—Marshall Field & Company this week signed to sponsor its first long-range, regularly scheduled video program. Field's entrance into the medium on a regular basis is considered significant because of the company's prestige. Up to now it has been reluctant to admit the importance of television. Field's show, handled by Foote, Cone & Belding, will be aired on WENR-TV starting November 15. Show, *Uncle Mistletoe*, will be aired Monday, Tuesday, Wednesday and Friday from 6:45 to 7 p.m. Contract is for 52 weeks.

In the past Field has had a few trial programs on WBKB, but poor quality of the shows caused cancellations and the "wait and see" policy the store has adhered to up to now.

Call for Gate Tax Repeal Cheers San Fran Showbiz

SAN FRANCISCO, Oct. 30.—A resolution urging that Congress repeal the 20 per cent amusement tax was passed by the board of supervisors this week, the action being jubilantly hailed by owners of night spots and theaters. Repeal, they said, would mean the reopening of several top niteries, including the Bal Tabarin, which have been closed for some time.

Repeal of the tax would also make possible a reduction in theater admission prices. Downtown theater owners admit that 85 cents is a steep price for a movie ticket but point out that 17 cents goes to the government as tax.

"The tax repeal would mean more jobs for musicians," commented Eddie Burns, musicians' union representative. "Four thousand of our 5,000 members are not working at their profession. The blame belongs squarely on the amusement tax."

Internal Revenue Excise Collections		
	Sept., 1948	Sept., 1947
Liquor	\$203,293,739	\$192,636,771
Cigarettes	104,497,861	102,214,206
Admissions	40,672,009	42,330,292
Radios,		
Phonos,		
Parts	4,244,245	3,623,828
Coin		
Machines	1,071,143	1,102,812

P&G Takes Option On Second Fri. Spot

NEW YORK, Oct. 30.—Procter & Gamble, which now has the 9 to 9:30 p.m. time Friday nights on the National Broadcasting Company (NBC) Eastern video network, has taken a first refusal option on the following half hour, 9:30 to 10 p.m. This is the period immediately preceding the Gillette-sponsored sports events telecast on the NBC web.

If P.&G. should exercise its option to the time, General Electric would have to move to another time slot. GE now has a 10-minute newsreel at 9:30. NBC thereafter picks up the preliminary fights, but Gillette's sponsorship does not actually start until 10 p.m.

P.&G. starts its new NBC video show Friday (5), a series tagged *I'd Like To See*. It is spreading the costs of the show over three of its products, Duz, Crisco and Ivory Soap. The Compton Agency, meanwhile, is looking for another show for the second half hour.

Haymes, Joanne Dru Team in New Comedy

HOLLYWOOD, Oct. 30.—Crooner Dick Haymes will be teamed with actress-wife Joanne Dru in a new once-a-week comedy dramatic show being prepped by the William Morris office.

Show will be produced by Harry Kronman, currently scripting the *Screen Guild Players* airer. Agency will cut first audition platters shortly.

Atlantic City Legit a Flop, But Icer's Okay

ATLANTIC CITY, Oct. 30.—Atlantic City received more than \$100,000 from the amusement attractions staged in the municipally-owned Convention Hall last summer, Philip E. M. Thompson, manager of the giant hall, disclosed this week. The bulk of the income—some \$97,000—came from the *Ice-Capades* ice show, which grossed \$292,343.60 during its 60-day summer stand here. From the legitimate stage attractions in the Convention Hall's ballroom, the city's take was far below expectations, bringing in only about \$4,000, including the resort's 3 per cent luxury tax on all amusement admissions.

As in previous summers, the *Ice-Capades* again proved tremendously popular with both visitors and natives, drawing an average nightly audience of 3,500. Total attendance for the 60 days (performances only in the evening) was over 210,000. The city received 30 per cent of the gross receipts, approximately \$88,000, Thompson said, with some \$8,800 more in luxury taxes.

Legit's Flopperoo

Broadway producer David Lowe, who staged eight plays in 40 days in the ballroom, took in only some \$45,000 during the entire season, according to Thompson. Under the contract the city was to receive 6 per cent on the first \$10,000 grossed each week, and 10 per cent on all above \$10,000. Despite the popular attractions, some of them featuring prominent legit names, the weekly ticket (See **Atlantic City Legit** on page 52)

EDDIE & DINAH FOR VETS

SAN FRANCISCO, Oct. 30.—Eddie Cantor and Dinah Shore arrived from Hollywood today for the first of three visits to vets' hospitals in connection with the Veterans' Hospital Camp Shows' effort to bring music and pic stars to the wounded ex-G.I.'s. With Ticker Freeman as accompanist, they were skedded today and tomorrow for Livermore Veterans' Hospital here and Monday (1) at the veterans' hospital in Oakland.

The Billboard

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Roger S. Littleford Jr.

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E. W. Evans, Pres. & Treas.
Joseph G. Csida, Vice-Pres.
Lawrence W. Gatto, Secy.

Editors

Joseph G. Csida, Editor in Chief
C. R. Schreiber, Coin Machine Editor
William J. Sachs, Executive News Editor

Managers and Divisions

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

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CEntRal 6-8761

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

F. B. Joerling, General Manager South Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUNbar 6450

Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

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The Billboard also publishes Turnover and Vend

NBC'S ALL-YEAR-ROUND PLAN

New Device at WBRY Polls Minute-by-Minute Response

NEW YORK, Oct. 30.—The first practical use of a new device to gauge minute-by-minute audience response to radio programs was put into effect last Friday (22) at WBRY, the Columbia Broadcasting System (CBS) affiliate in Waterbury, Conn. The electrical analyzer, called the predictometer, is the development of Charles Hull Wolfe, of Batten, Barton, Durstine & Osborn (BBDO) Agency. The deal calls for tests of two programs every Friday night, with one a WBRY show and the other a BBDO production.

The arrangement is unique in several respects. Cross-section audiences utilized are of the small community and rural listener type, rather than the metropolitan audiences heretofore used in listener panels. WBRY also is believed the first station outside of New York to enter into program analytical research, and one of the few times such research has been done by a station rather than a network. The deal was set by Wolfe and Maxim Ryder, manager of the station.

Also developed originally for use in testing reaction to radio programs, Wolfe indicated the predictometer also could be adapted easily for similar analysis of television shows. The nature of the device is such that the test audience can focus complete attention, visual as well as aural, upon the video proceedings, while indicating their comparative approval or disapproval of what they see and hear. It is believed likely that BBDO might well utilize the device for pre-testing of video as well as radio shows which the agency might develop.

Electrically Operated

The predictometer is entirely electrically operated, differing from most other devices which are either mechanical or electronic. The operation by panel members is simple. To indicate approval of a portion of a program, they press a microswitch button held in the right hand; to show disapproval, they press a button in the left hand. When indifferent, they press neither button. The device electrically tallies the number of likes, dislikes and indifferents throughout the show, providing the producers with a graph chart showing the number in each category at any given moment. From this, an average approval diagram can be made if desired. Currently, the panels include 25 people, representing a typical cross-section. This number may eventually be increased to 150 or 200.

Advantages of the predictometer are said to be its economy and its speed. Also it is believed to offer the

KLZ, KVOR Price Pegged at Million

DENVER, Oct. 30.—Sale of KLZ here and KVOR, Colorado Springs, to Aladdin Radio & Television, Inc., was formalized here this week, subject to government approval. Price for both outlets is around \$1,000,000. KLZ has an application pending for a television outlet. Aladdin previously had negotiated to buy KOA, Denver, owned by the National Broadcasting Company (NBC).

Hugh Terry, who will remain as KLZ's manager, is executive vice-president and general manager of Aladdin, of which Harry Huffman is president. Everett Shupe will continue as manager of KVOR.

least possible distraction to the panel.

Among the advantages of use for smaller stations is the aid it renders in building low-cost local programs. This is of particular importance to smaller stations, which face the omnipresent task of convincing local advertisers to buy programs rather than announcements.

The WBRY deal, because of its reciprocal nature, with the agency able to test its current and prospective shows, is costing the Waterbury station nothing. However, similar tests by the better known methods would cost on the average from \$600 for a five-minute program to \$1,500 for a full-hour show.

Staff Writers At Bottom of Wage Ladder

WASHINGTON, Oct. 30.—Staff scripters got the short end of the radio salary stick last year, according to wage statistics for a sample week in October, 1947, released by the Federal Communications Commission (FCC) this week.

Average salary for a staff writer for the four major webs, three regional webs and 716 larger stations was a little over \$53 for the week ended October 11, 1947. Topping the list of program employees were

Net Asks Ads Retain Stars Thru Summer With E.T.-ers; Drops Ban To Give Hypo

Union Entanglements May Follow Moves

NEW YORK, Oct. 30.—The proposal that advertisers keep their stars on the air during the summer by means of transcriptions of previously performed programs has been made by the National Broadcasting Company (NBC) to some of its leading clients. The proposal, made this week, represents a sharp reversal in policy, since NBC heretofore has had an ironclad rule prohibiting the use of transcriptions, except for delayed repeats aired for Coast listeners.

NBC's suggestion, expounded in a letter signed by Harry Kopf, web's sales vice-president, is predicated on the theory that only via its name stars can radio offset the summer drop in listening. However, since the stars themselves don't want to work during the summer, the network is dropping

production men, whose average salary was \$97. Musicians were a close second, with an average wage of \$96.

Sound effects men did pretty well, with an average salary of \$83 for the sample week. News personnel averaged \$77 each, while announcers drew down an average of \$68. On the commercial side, salesmen averaged \$100.

ping the barriers against transcriptions.

Should the sponsors go for the plan, several knotty problems would remain. NBC's pitch is directed primarily toward those advertisers who now use summer replacements and who thus have a talent appropriation for the summer, altho quite obviously, those accounts now taking summer hiatuses might change their policy if reasonable deals could be worked out enabling them to keep their name properties on during the summer.

The problems primarily concern the question of fees to the performers involved and, in addition, the approval of three key unions, the American Federation of Radio Artists (AFRA), the Radio Writers' Guild (RWG) and the American Federation of Musicians (AFM). AFRA, conceivably, could oppose the plan, on the ground that it might eliminate jobs for those actors working on summer replacements. In any event, it is obvious that extra fees will be demanded by each of the unions involved, while the stars themselves might similarly demand sizable fees, even tho it would be to their advantage to be on the air the year-round.

NBC has been concerned with the idea of keeping its stars on the air 52 weeks a year for some time. Another plan, since dropped, was in the works a year or so ago. It would have set up a stagger system so that some stars would be on at all times.

If NBC advertisers okay the new proposal, the task of making deals with the stars would be left to the advertisers and their agencies, with NBC carrying the load insofar as the unions are concerned. Should it work out, it would give NBC a terrific competitive edge over its opposition networks.

Hennock, Jones Dissent On FCC's WNYC Decision

WASHINGTON, Oct. 30.—Altho it won't be broadcasting the election returns. New York's municipally owned WNYC can bask in the praise of Commissioner Frieda Hennock for its "long and meritorious record of public service." Miss Hennock and Commissioner Robert Jones both dissented from the rejection by the Federal Communications Commission (FCC) this week of WNYC's appeal for additional hours in order to carry election returns.

By a narrow 3-2 vote, the FCC refused to grant the station a waiver of the rule banning Special Temporary Authorizations (STA). In his dissent, Jones said that, since WNYC already has a Special Service Authorization (SSA) to operate until 10 p.m., "the additional time requested is but an extension of the time previously granted WNYC."

Majority Rapped

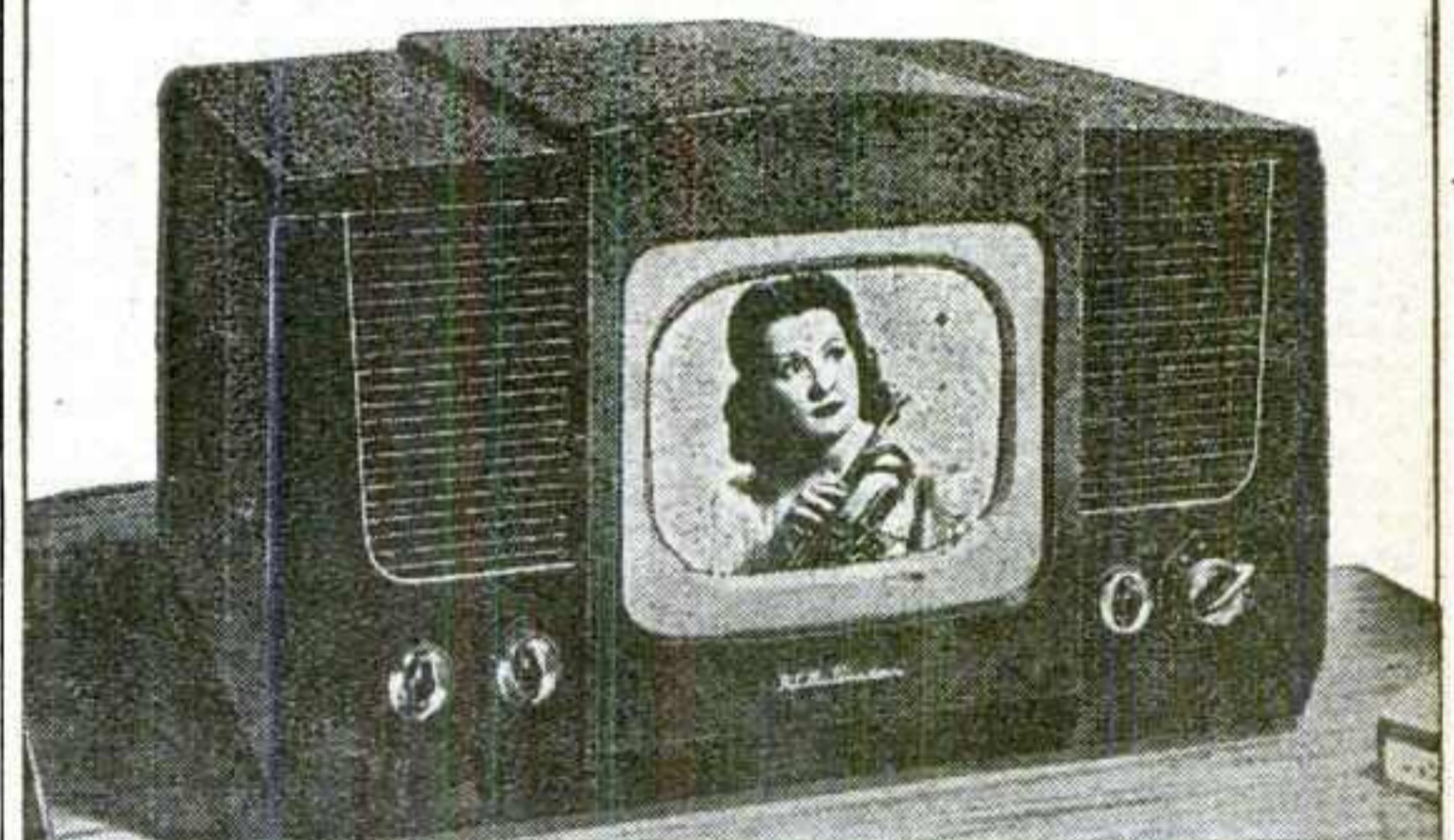
Rapping the action of the FCC majority, Miss Hennock declared: "A rule of this or any other commission is justifiable only so long as it meets the complete situation for which it was designed. Flexibility is one of the prime virtues of an administrative agency."

Pointing out that for the last 24 years "this station has rendered a unique service to the people of New York election night," Miss Hennock said that the bid of WNYC for extra time on the night of November 2 "merits favorable consideration."

Rejection of the appeal was contained in an FCC letter to New York's

Mayor William O'Dwyer, who had urged the commission to grant a waiver of the STA rule (*The Billboard*, October 9).

AS Beautiful TO See AS TO Hear...



HOUR OF CHARM
ALL-GIRL ORCHESTRA and CHOIR
under the direction of PHIL SPITALNY
The Perfect Television Program

PHONE: CO 5-1393

Sindlinger Considers Fate Of Radox's Audience Rater; Industry Dickers for Use

BMB, Pic Firm, College, Brokerage and AT&T Interested

NEW YORK, Oct. 30.—With at least one existing radio research organization and several groups in the industry known to be dickering with Sindlinger & Company for use of the Radox instantaneous audience measuring device, the firm this week was understood to be confronted with several other possibilities. These are believed to include use of Radox on behalf of the entire broadcasting industry, possibly in conjunction with the Broadcast Measurement Bureau (BMB), or turning over exclusive findings to a leading motion picture company, or sale of all or part of the firm to such diverse groups as a major college's trust fund, a Wall Street brokerage house or a front-ranking utility.

The office of Judge Justin Miller, head of the National Association of Broadcasters (NAB), is said to be taking considerable interest in the possibilities of Radox as an industry measurement.

Judge Miller is supposed to have been highly impressed with the efficiency and speed with which the system can provide exact listening statistics, including a minute-by-minute record of listeners' dialing habits. By-products can provide instantaneous information on listening characteristics of families by income and buying habits, and frequency material such as number of times per day, week, month or year sets are used, and number of listeners per station in given periods.

BMB's Interest

It is this frequency data which has aroused nearly as much interest in the trade as the instantaneous rating material. This is some of the territory which is covered by MBM, thru its much slower, not so flexible ballot method. There are known to be highly placed individuals within NAB who favor adapting Radox into the BMB operation, with part of the funds currently allocated to BMB going to Sindlinger for providing such data on a rapid and regular basis. In urban areas, with BMB's ballot operation continuing in remote or rural sections, it is not impossible that a move so far as to talk up a move among its members in an effort to hurry along the development of Radox.

Sindlinger, meanwhile, has made it clear that while he may sell some portion of his stock to an outside organization, he intends to retain control of his system, and will not go for an outright sale. He is more interested in leasing out facilities, selling various services to the entire industry or to a particular portion of it. One organization is known to have offered Sindlinger \$250,000 per year over a 10-year period for an exclusive leasing arrangement.

Another offer which has been tendered came from one of the three largest motion picture companies. This firm has offered Sindlinger \$1,000,000 to expand his operation as part of a two-year deal by which Radox would be used exclusively to test and measure the growing television audience for the film company.

College Makes Offer

Besides the offer from a major Wall Street brokerage house, Sindlinger also has received an inquiry from the Massachusetts Institute of Technology, which possesses a \$120,000,000 trust fund for investment purposes, relative to the possibility of the college buying into the Radox operation.

One of the more titillating possibilities

is that the American Telephone & Telegraph Company (AT&T) might take an active financial interest in the firm. Radox, because of its extensive use of telephone lines from the test homes to truck points near by, and then to the central electronic measuring office, is largely dependent upon co-operation from the utility. An active collaboration between the two, taking the form of a joint operation is considered highly feasible would likely insure the system's efficiency and expansion.

With the NAB preparing to experiment in the near future with listening habit research, it is considered highly likely that some of the allocated funds will be spent with Radox. Sindlinger, meanwhile, is moving ahead toward the establishment of a 300-family listening sample in Philadelphia which is due to be completed by Christmas.

Guild, Ford, Vie On Air Vehicles

NEW YORK, Oct. 30.—A battle for talent and dramatic vehicles between the Theater Guild and Ford Motors for *Ford Theater* intensified this week as Ford prepped an airing of *Camille* with Ingrid Bergman in the starring role. The show has been skedded for November 12, when Miss Bergman will be in town for the preem of latest movie, *Joan of Arc*. Weeks ago the Theater Guild announced its intention of presenting this play, altho no date was announced.

The Ford move, however, will undoubtedly result in a shifting of Theater Guild's skedded airers as the competitish heightens. The Guild has shows lined up thru November. Miss Bergman, as in the past, will also star in a Theater Guild presentation this season, but it's a cinch it won't be *Camille*.

RWG Skeds Picket Lines For Strike Vs. Ad Agencies

NEW YORK, Oct. 30.—Picketing in the strike of the Radio Writers Guild (RWG) against advertising agencies producing radio programs is scheduled to begin Monday (2). The Guild has been on strike for a week, but picketing was delayed at the request of J. R. Mandelbaum, of the Federal Mediation Service.

Only a last-minute move can stop the picketing. The agencies and their clients, at Mandelbaum's behest, are meeting tomorrow (Sunday), but it is considered doubtful that a workable arrangement can be produced at the one-day meeting.

The strike is a partial one, since over 100 programs have already signed with the Guild, and thus will continue having writing works for them. The shows to be picketed are mainly daytime programs, altho a half dozen top-flight programs, including Al Jolson, Red Skelton, *Lux Radio Theater*, *Great Gildersleeve*, *Fibber McGee* and *Cavalcade of America*, remain on the RWG's unfair list, it is believed.

Among the struck shows are virtually all of the soap operas spon-



KLZ News Editor

JIM BENNETT

A former newspaperman and radio writer, Bennett rates tops with fans who like his brisk, lively copy and news announcing.

KLZ DENVER

Paris - Recorded Shows for U.S. Eyed by Morgan

HOLLYWOOD, Oct. 30.—Radio packager Raymond R. Morgan and producer Sam Pierce sailed for Paris this week to set up machinery for production of a new audience participation variety show, originating in the French capital. Show will be called *This Is Paris*, will emanate from Cafe de la Paix, and will be recorded for American airing. Format will include fashion commentary, variety acts and interviews with Yanks abroad.

Pierce, formerly with Ruthrauff & Ryan in Hollywood, will line up a permanent emcee and ork for the series, and will remain abroad long enough to produce a three to four-month supply of tape recorded stanzas.

Show will be spotted once weekly, altho the web and sponsor are still unsettled. Venture marks Morgan's first attempt to produce foreign-originated programs for American consumption. Currently, the Morgan office owns *Queen for a Day* and *Heart's Desire*, the latter set for axing by Mutual Broadcasting System.

FCC Extends Thackrey Pkg. Bids' Dead Line

WASHINGTON, Oct. 30.—The Federal Communications Commission (FCC) is extending until November 29 the time in which competing bids for purchase of the Dorothy Thackrey radio-TV properties will be accepted. After a mix-up over procedure, the FCC decided this week to permit the sale of KLAC and KLAC-TV, Los Angeles, and KYA, San Francisco, as a package. The only purchaser on record for all three outlets is Warner Bros.

Several months ago the FCC informed Warner and Mrs. Thackrey that the properties would have to be separated. Thereafter, the FCC said, "the uncertainty over what would constitute a proper bid for the facilities prevented the commission from inserting its own public notice in the federal register as is required by the Avco rule." For that reason, the FCC stated, the 60-day period for submitting competitive bids is being extended an extra month.

Losing out in an attempt to bid for KLAC-TV is the Southern California Television Company, which had petitioned the commission to force a separation of facilities in the \$1,045,000 contract between Mrs. Thackrey and Warner Bros.

The FCC rejected the petition, declaring that the Avco rule calls for a separation only where "broadcasting assets are co-mingled with substantial amounts of non-broadcast assets." The rejection was adopted by a four-to-one commission vote, with Commissioner Robert Jones siding with Southern California.

WNBT Guns To Plug Gap in Program Sked

NEW YORK, Oct. 30.—WNBT, key station of the National Broadcasting Company's (NBC) Eastern tele web, will soon plug the 6-7:30 p.m. gap that now exists in its program sked following the 5:30-6 p.m. Bob Smith *Howdy Doody* show. The job of filling the hour and a half time will fall on the local staff under the recent merger of WNBT, WNBC and WNBC-FM under the direction of Thomas B. McFadden.

Local sponsorship will be sought, with at least a portion of the seg to be sold on a participating basis. The air here is to attract local bankrollers who can't afford web tele costs but who conceivably might enter video on a spot campaign basis.

Under the new set-up, WNBT will air network shows from 7:30 until 10:30 p.m. and eventually in the 3-5:30 p.m. slot. While no date has been set, nor any plans revealed for daytime programming, there's no doubt that the web's execs are thinking along those lines.

The latest organization move at NBC, which has the WNBC staff, with the exception of program production, doubling in brass, is regarded as a consolidation primarily in the interests of economy. But it can also be construed as the opening gun in a battle to keep the juve audience now in the Bob Smith fold.

WBIS, a 500-Watter, In Debut at Bristol

HARTFORD, Conn., Oct. 30.—Newest standard broadcaster in the Connecticut area to start operations is WBIS, Bristol, Conn. The 500-watt daytimer started broadcasting Saturday (23) and is operated by the Bristol Broadcasting Company, of which Dr. Benjamin Sachner is president.

The daytimer operates on 1440 kilocycles and is independent.

W6XAO Reveals Big Percentage Gains in Sales

HOLLYWOOD, Oct. 30.—Don Lee tele outlet W6XAO this week reported a tremendous increase in sales revenue, declaring that biz was 271 per cent higher in October than in August of this year. While jealously guarding actual dollar figures, the web disclosed following percentage increases from the above period:

Number of sponsors increased 103 per cent, but over-all program sales increased 600 per cent. Of this, local bankrollers were responsible for a 400 per cent hike. Spot biz took a healthy 60 per cent jump during same period, with the majority of spot biz contracted for on a 13 to 52-time basis.

Percentage breakdowns reflected several significant developments in station operations which helped boost sales. Increased station power, plus installation of new equipment and introduction of kinescoped shows originating in the East, all resulted in sales hypos. In addition, station transferred Don Lee AM time salesman Bob Hoag to tele, marking first time outlet had a full-time salesman since outlet began commercial operations several months ago. Also, Don Lee Prexy Lewis Allen Weiss and General Sales Manager Sydney B. Gaynor have both made several Eastern treks, bringing back signed contracts each time.

While encouraging and impressive as statistics, station spokesmen continued to point out that operating at a profit was still not in sight. Speaking before the Hollywood Ad Club earlier this week, Weiss again emphasized his long-time belief that profitable tele operation was still several years distant.

NBC Mulls Video Pix Distrib

B&K in TV To Stay---Balaban; CBS Partnership Bid Is Nixed

CHICAGO, Oct. 30.—Answering questions about the future of WBKB, local Balaban & Katz video station, John Balaban, head of the theater chain and general manager of the station, this week revealed his determination to stay in television and reaffirmed his faith in the medium. Since the recent resignation of Bill Eddy as head of the station, and staff resignations which followed, speculation regarding WBKB's future has been rampant here. The trade has speculated that the station would be sold, or that it would be relegated to a position of minor importance in the local video industry.

Balaban said the station would not be sold. He said a network had offered him a substantial sum for 49 per cent of the station's stock, but that the offer had been turned down. Other offers would be turned down, too, he said.

Altho Balaban would not admit it, reports are that the offer came from Columbia Broadcasting System. Balaban revealed that B&K had invested \$3,700,000 in the station so far. He said the 49 per cent stock block undoubtedly could have been sold for the amount of money B&K has invested.

Much of the talk regarding WBKB has centered around speculation as to whether the station will become an independent of relatively minor importance or an eventual key network station. Balaban put a stop to that speculation by frankly discussing

future policy. He said that if the Federal Communications Commission allows Paramount to set up its own network in conjunction with DuMont (in which it owns 29 per cent) or with affiliated theater chains, partly owned by Paramount, WBKB would become a key station in the set-up. But, he said, if Paramount, which owns WBKB thru its control of the B&K org, does not have a net, WBKB will be operated as an independent, with a strong local position. He said he saw no reason why the investment in the station could not be returned via an independent operation.

Seventy-five per cent of the station's time is now sold, Balaban said and the station expects to break even for the first time within six months when it adds an expected hour and a half daily commercial time block to its programming schedule.

Under management reorganization of WBKB, Balaban & Katz theater brass will control the station's policies from now on. An advisory planning board consisting of Nate Platt, Elmer Upton, David Wallerstein and Bill Hollander, all B&K execs, will work with Balaban and John Mitchell, WBKB business manager, in auditioning new shows, deciding future policy and passing on key personnel.

From now on, Balaban made it clear, the station will be operated on a strict business-like, cut-expenses, make-money basis. In the last month, he said, expenses have

Net May Rep Packages for Local Selling

Region Offices Planned

NEW YORK, Oct. 30.—Plans are taking shape at the National Broadcasting Company (NBC) for a far-flung film distributing system by which the web will act as sales representatives for television Packerson filmed shows. The plan is said to envision the web's handling not only of its own filmed shows for sale to affiliates and non-affiliates but also outsiders' packages.

While still in a formative stage, the blueprint is believed to call for distribution centers located in strategic cities throught the country. These could be NBC offices, with sales personnel coming from the owned-and-operated stations, for the most part.

The operation is under the direction of Russ Johnston, director of the NBC television film division. Johnston is preparing to leave on a three-week cross-country trip early next month. He is expected to utilize the trip to set up the distribution plan. The actual functioning is not to get started for some time after his return.

Should the plan jell, NBC would be able to sell to non-competitive stations such shows as the *Public Prosecutor* film series, which Jerry Fairbanks made for the web at nearly

"you need your head examined, Boniface"

Boniface wants WOR to smirk and say "we told you so" to advertisers.

Just because most of our powerful participation shows are sold out SOLID.

Nope, we won't do it, Boniface.

Anyhow, if the gentlemen step lively, we may be able to squeeze them in SOMEWHERE.

And, although in some cases there's standing room only, the first standees will be the first to sit down at the feast of sales when someone vacates.

WOR's daily "sell-out" participating shows:

Breakfast with Dorothy and Dick

The McCanns at Home

Martha Deane

Luncheon at Sardi's

The Barbara Welles Show

The Ladies' Man

Charlotte Adams (Sat. only)

WOR mutual

Coming! Two great television stations...

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D. C.



NEW DEADLINE

in The Billboard's 11th Annual Radio & Television Promotion Competition

IT'S NOW

DECEMBER 1ST

Because so many stations have requested more time in preparing entries for our 11th Annual Promotion Competition, we've changed the deadline for entries from November 1 to December 1. But this is the final, absolute, positive deadline—so please, don't ask for any more extensions.

Awards will be made in the following categories:

SALES PROMOTION . . . Essentially that type of promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

AUDIENCE PROMOTION . . . That type of promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually and potentially.

PUBLIC SERVICE PROMOTION . . . Promotion of public service programs. The Competition is not concerned so much with the programs themselves—even tho they may be regarded as promotion on their own—but is concerned with the promotion backing up and exploiting such programing efforts.

AUDIENCE-SALES PROMOTION . . . Because so much radio-television promotion combines these two elements, and because so frequently such campaigns are virtually indivisible, such entries as are warranted should be entered in this category.

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL NETWORKS—REGIONAL
- CLEAR CHANNEL NETWORK AFFILIATES
- REGIONAL CHANNEL NETWORK AFFILIATES
- LOCAL CHANNEL NETWORK AFFILIATES

- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1948—except for Television Stations, all of which will compete in the same division.

FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in a particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in the sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all or part of a presentation.

Winners will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

ELIGIBILITY DATES

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

ADDRESS ENTRIES

The Billboard 11th Annual
Radio and Television Promotion
Competition
1564 Broadway,
New York 19, N. Y.

National Advertisers Now Using Television

A Feature of The Billboard's TV Evaluator

- Admiral Corporation—Cruttenden & Eggen: WBKB, Chicago; WSPD-TV, Toledo; Robt. J. Enders, WFIL-TV, Philadelphia; WTMJ-TV, Milwaukee; WBZ-TV, Boston; WRGB, Schenectady; WNBT, New York; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Allied Food Industries—Byrne, Harrington & Roberts: WFIL-TV, Philadelphia.
- American Tobacco Co.—N. W. Ayer: WCBS-TV, New York; WBEN-TV, Buffalo; WLW-T, Cincinnati; WNBT, New York.
- Arabian-American Oil: WBZ-TV, Boston; WRGB, Schenectady; WNBT, New York; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Armen, Inc.—Bliss & Marcus: WCBS-TV, New York.
- P. Ballantine & Sons—J. W. Thompson: WFIL-TV, Philadelphia.
- Bates Fabrics—James P. Sawyer: WNBT, New York; WRGB, Schenectady; WTVR, Richmond; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Bonus Watch Co.—J. D. Tarcher: WFIL-TV, Philadelphia.
- Birelow-Sanford: WBZ-TV, Boston; WRGB, Schenectady; WNBT, New York; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Bigelow-Sanford: WBEN-TV, Buffalo; WLW-T, Cincinnati.
- Bordens—Kenyon & Eckhardt: WNBT, New York; Young & Rubicam: WPIX-TV, New York.
- Brentwood Sportswear, Inc.—J. R. Kupsek: WBKB-TV, Chicago; WBZ-TV, Boston.
- Bristol-Meyers—Doherty, Clifford & Shenfield: WJZ-TV, New York.
- Brock Candy Co.—Lidler, Neal & Battle: WLW-T, Cincinnati.
- Brown Show Co.—Leo Burnett Co.: WABD, New York.
- Bulova Watch—Blow: KSTP, St. Paul; WLW-T, Cincinnati; WPIX, New York; WCBS, New York; WBEN-TV, Buffalo; WBZ-TV, Boston; WSPD-TV, Toledo; WTTG, Washington.
- Cameo Curtains: WFIL-TV, Philadelphia.
- Carling's Ale: WEWS, Cleveland.
- Chevrolet Dealers—Campbell-Ewald: WNBT, New York; WRGB, Schenectady; WTVR, Richmond; WCBS, New York; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WNBW, Washington.
- Columbia Pictures—Mike Newman: KTLA, Los Angeles.
- Curtis Publishing Co.—Batten, Barton, Durstine & Osborn: WPIX, New York; WCBS-TV, New York; WFIL-TV, Philadelphia; KTLA, Los Angeles.
- Disney Hats—Grey: WNHC, New Haven; WBKB, Chicago; KSTP-TV, St. Paul; WNBT, New York; WLW-T, Cincinnati; WRGB, Schenectady; WTMJ-TV, Milwaukee; WEWS, Cleveland; WSPD-TV, Toledo; KTLA, Los Angeles; WTVR, Richmond; WWJ-TV, Detroit.
- DuMont Television—Buchanan: WFIL-TV, Philadelphia.
- The Eastern Co.—J. Walter Thompson: WBZ-TV, Boston.
- Elkin Watch Co.—J. Walter Thompson: WCBS-TV, New York; WLW-T, Cincinnati; WWJ-TV, Detroit.
- Firestone Tire & Rubber Co.—Sweeney & James: WNBT, New York; WTVR, Richmond; WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Ford Motor Co.—J. Walter Thompson: WCBS-TV, New York; WTTG, Washington.
- General Electric: WEWS, Cleveland; WLW-T, Cincinnati; WTMJ-TV, Milwaukee; WTVR, Richmond; WSPD-TV, Toledo; WWJ-TV, Detroit; WBEN-TV, Buffalo; WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- General Foods—Young & Rubicam: WRGB, Schenectady; WTVR, Richmond; WNBT, New York; WTVR, Richmond; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; Benton & Bowles: WNBT, New York.
- Gillette Safety Razor Co.: WRGB, Schenectady; WTVR, Richmond; WPIX, New York; WTMJ-TV, Milwaukee; WFIL-TV, Philadelphia.
- Gulf Oil Corp.—Young & Rubicam: WRGB, Schenectady; WNBT, New York; WTVR, Richmond; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Gulf Oil Corp.: WBEN-TV, Buffalo.
- Gulf Oil Corp.—Young & Rubicam: WLW-T, Cincinnati.
- Gunther Brewing Co.—W. Wallace Orr: WTTG, Washington.
- International Silver—Newell-Emmett: WNBT, New York; WRGB, Schenectady; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Julius Kayser—Cecil & Presbrey: WNBT, New York; WRGB, Schenectady; WTVR, Richmond; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Kraft Foods Co.—J. Walter Thompson: WNBT, New York; WTVR, Richmond; WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Krueger Brewery—Benton & Bowles: WPIX, New York.
- Leaf Gum Co.—Turner: WBKB, Chicago.
- Liggett & Myers—Newell-Emmett: WFIL-TV, Philadelphia; WCBS-TV, New York; WNBW, New York; WPIX, New York; WTTG, Washington; WRKB, Chicago; KTLA, Los Angeles; WTTG, Washington.
- Lionel Trains: WFIL-TV, Philadelphia.
- Lionel Trains—Reiss: WJZ-TV, New York.
- P. Lorillard: WCBS, New York; WTTG, Washington; WABD, New York; WFIL-TV, Philadelphia.
- Merrill Lynch, Pierce, Fenner & Beane—Newell-Emmett: KTLA, Los Angeles; WWJ-TV, Detroit; WCBS-TV, New York; WBKB, Chicago.
- Motorola—Gourtain-Cobb: WBKB, Chicago; WTVR, Richmond.
- Nash-Kelvinator—Geyer, Newell & Ganger: WWJ-TV, Detroit; KTLA, Los Angeles.
- National Brewing Co.—Owen & Chappel: WTTG, Washington.
- Norcross—Abbott-Kimball: WBEN-TV, Buffalo.
- Philco—Blow: WTVR, Richmond; WBZ-TV, Boston; WRGB, Schenectady; WNBT, New York; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Phillip Morris—Blow: KTLA, Los Angeles; WFIL-TV, Philadelphia; WCBS-TV, New York; WPIX, New York.
- Pioneer Scientific Corp.—Cayton: WRGB, Schenectady; WFIL-TV, Philadelphia; WTVR, Richmond; WCBS-TV, New York; WBKB, Chicago; WBZ-TV, Boston.
- RCA Victor—J. Walter Thompson: KSTP-TV, St. Paul; WBKB, Chicago.
- R. J. Reynolds Co.—Wm. Esty: WCBS-TV, New York; WNBT, New York; WPIX, New York; WSPD-TV, Toledo; WTVR, Richmond; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; WLW-T, Cincinnati.
- Romon Art Metal Co.—Cecil & Presbrey: WCBS-TV, New York; KSTP-TV, St. Paul; WLW-T, Cincinnati.
- Royal Typewriter—Young & Rubicam: WWJ-TV, Detroit; WFIL-TV, Philadelphia; KTLA, Los Angeles.
- F. & M. Schaefer Co.—Batten, Barton, Durstine & Osborn: WCBS-TV, New York.
- Sherwin-Williams—Newell-Emmett: WNBT, New York; WRGB, Schenectady; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Simmons Mattress Co.—Young & Rubicam: WPIX, New York.
- E. R. Squibb Co.: WRGB, Schenectady; WNBW, Washington.
- Standard Oil of California—Batten, Barton, Durstine & Osborn—KTLA, Los Angeles.
- Standard Oil of New Jersey: Marschalk & Pratt: WFIL-TV, Philadelphia; WTTG, Washington; WBEN, Buffalo; WCBS-TV, New York; WRGB, Schenectady; WBZ-TV, Boston.
- Sterling Drug—Young & Rubicam: WPIX, New York.
- Stromberg-Carlson—Jones Frankel: WBKB, Chicago.
- Sunshine Biscuits—Newell-Emmett: WNBT, New York; WRGB, Schenectady; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- Swift & Co.—McCann-Erickson: WNBT, New York; WTVR, Richmond; WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Sylvania Electric—Newell-Emmett: WNBT, New York; WRGB, Schenectady; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington; WTVR, Richmond.
- The Texas Co.—Arthur Kudner: WRGB, Schenectady; WTVR, Richmond; WNBT, New York; WBZ-TV, Boston; WPTZ, Philadelphia; WRAL-TV, Baltimore; WNBW, Washington.
- Unique Art Mfg. Co.—Grant: WBKB, Chicago; WNBW, Washington.
- Unique Manufacturing Co.: WRGB, Schenectady.
- Unfiled Artists—Buchanan & Co.: WPIX, New York.
- U. S. Rubber Co.: WTVR, Richmond.
- Van Heusen Shirts—Grey: WEWS, Cleveland; WBZ-TV, Boston.
- Walco Tele-Vue Lens—Scheck: WNHC-TV, New Haven; WBZ-TV, Boston; Cayton: WRGB, Schenectady.
- Walco Tele-Vue Lens—Cayton: WABD, New York.
- Waltham Watch Co.—Farrell, Chesley & Clifford: WLW-T, Cincinnati.
- Ward Baking Co.—J. Walter Thompson: WCBS-TV, New York.
- Whelan Drug Co.: WFIL-TV, Philadelphia.
- Wildroot Co.—Batten, Barton, Durstine & Osborn: WBEN-TV, Buffalo.
- William Wrigley Jr. Co.—Ruthrauff & Ryan: WCBS-TV, New York.

NETWORKING TO HYPO TELE

UA Shapes New TV Set-Up To Market Indies' Shows; Producers, Pix Talk Deal

Film Org To Hand-Pick Products for National Agenting

NEW YORK, Oct. 30.—United Artists (UA), motion picture distributing outfit, is organizing its new television division so as to enable it to become the sales agent for independent video program producers. John H. Mitchell, who heads the UA tele division, said this week that over 30 UA film exchanges, located in major cities throughout the country, would be staffed with radio-wise sales personnel to service television stations, advertisers and agencies in each region. The product which these exchanges will handle will include, Mitchell said, programs made specifically for video by indie packagers, as well as films originally made for theater exhibition.

UA is now holding talks with a number of producers of tele film packages, working out deals whereby the film company would become sole sales agent for the producers. Mitchell stressed, however, that UA is hand-picking the producers with which it is making its agreements. Past reputation, either in radio or television, will not be the criterion by which producers will be accepted into the set-up. Nor will motion picture production credits serve as the basis.

New blood is what UA is particularly interested in working with. A modicum of film or radio experience is considered valuable, and preferably both. But the producers' backgrounds are considered less important than how they impress as potential timber and the quality of the sample product they can show. Mitchell said that UA would work with "a 16-year-old boy with no previous experience" if he showed the spark which they are seeking.

The film exchanges which UA has scattered over the country will add special television sales personnel who, for the most part, will have radio

New Year's Football For San Fran Video

SAN FRANCISCO, Oct. 30.—The annual East-West Shrine football game New Year's Day will be the first video sports spectacle for San Francisco tele set owners. The game, which has been played for the past 24 years for the benefit of the Shrine Hospital for Crippled Children, will be televised over KSFO-PIX.

The telecast will include not only the game but also the Shrine pageant before the kick-off.

sales backgrounds. They will service, on a local level, the stations lying within their areas. The UA product will be sold either to stations or advertisers or both.

As for the theatrical film product which UA will release for tele, no list is yet available as to specific titles. However, it is understood that virtually every type of film will be included, running from features, travelogs and shorts thru comics, animated and otherwise. Mitchell stressed that the entire catalog will consist of film fresh to video, and he asserted that its quality would be of a considerably higher level than film currently being offered for tele showing.

Chevy Weighs Amusing Pix As Sales Plugs

NEW YORK, Oct. 30.—Chevrolet this week was in negotiation, thru the Campbell Ewald Agency, with the United World Pictures for a series of one-minute commercial films with an entertainment rather than straight sales basis. Leo Langlois, video production and programming chief of the agency, is known to believe that placing a strong accent on comedy and music, even in a brief sales pitch, will be of great importance to television plugs.

United World, a subsidiary of Universal Pictures, already has completed at least one spot film for the auto firm. The reception tendered this film in its initial showings is understood to be the reason for Chevrolet's desire to expand with additional commercials, with tentative plans calling for widespread showing, probably hitting every tele city. Should the deal jell, the films probably will be shot on location at United World's uptown Manhattan studios. The story line for each commercial "program" will be prepared by the agency, with the shooting script a collaborative job by agency and the film company. Both Universal and 20th Century Fox are understood to be involved on the production side. They will supervise actual shooting, with agency personnel sitting in for consultation.

AFM Extends Pact 90 Days; New Terms Are Likely Then

NEW YORK, Oct. 30.—The pact covering the use of musicians on television has been extended for three months by the American Federation of Musicians (AFM). This brings the union's TV term up to January 31, 1949, at which time it probably will be renegotiated. The AFM-TV pact which expires tomorrow (31) was a six-monther and was construed as in the nature of an experimental contract; that is, it was intended to be renegotiated at the end of the six-

Good Samaritan

WASHINGTON, Oct. 30.—Thanks to the efforts of Bill Herson, WRC disk jockey, patients in 15 Washington hospitals are enjoying TV programs. In a campaign over his morning show, Herson raised nearly \$4,000 which was used to purchase sets for hospital use.

Dolan, Wurtzel Jell Reciprocal Television Deal

HOLLYWOOD, Oct. 30.—Reciprocal tele sales-production deal was completed this week between Ken Dolan Agency and veteran film producer Sol Wurtzel. Terms of pact will give Dolan outfit complete sales rights to all pic products to be produced for tele by Wurtzel. Film producer, on the other hand, will handle filming of any Dolan-packaged tele shows. Dolan will also represent the Wurtzel org in selling producer's film facilities to indie video film packagers. Two firms will share in any subsidiary rights to be derived from future video productions, such as possible sales of featurettes for regular theater use.

First Wurtzel property to be converted to tele will be the soon-to-be released feature pic, *Trouble Preferred*, which deals with adventures of a police woman. Pic maker will expand story line into a series of short video features patterned after the Jerry Fairbanks-National Broadcasting Company (NBC) *Public Prosecutor* series. Film thesp Peggy Knudsen, who plays lead in *Trouble Preferred* may do the same role in video series.

Dolan agency shows to come under the new deal already include *Ross Dolan*, with William Gargan, *Arthur Treacher's Jeffers*, *the Butler*, two Bob Burns shows and a mystery series called *Dr. Dread*. Agreement calls for Wurtzel to produce Dolan shows on a cost-plus basis.

Mary Margaret Seg In for Rough Ride?

NEW YORK, Oct. 30.—With bank-rollers' options up for renewal discussion in two weeks, present indications are that the Mary Margaret McBride tele stanza on the National Broadcasting Company (NBC) network may find the going rough.

While long recognized as a top radio sales personality, Mary Margaret has been the subject of considerable debate among web, agency and

Double Source Of Airers To End Weakies

Cable Sharing Huddle Set

NEW YORK, Oct. 30.—Television programming is likely to enter a new and considerably more advanced stage, in terms of quality, after the first of the year, according to top network executives. The basis for this prediction is the joining of the Eastern and Midwestern tele networks, which is expected to take place sometime during Christmas week. Unification is certain to mean, say the web toppers, that many mediocre programs now being offered in both sectors will vanish as scheduling permits interchange of the best shows of each area.

The basic problem involved in the interconnecting of the cables will be the sharing of time in the Midwest. American Telephone & Telegraph Company (AT&T) now has but one cable westbound and one eastbound, and four networks clamoring for best availabilities. A special meeting has been arranged for November 15, in which AT&T and the webs will attempt to work out an amicable agreement.

A high official at the National Broadcasting Company (NBC) this week pointed out that all programming standards will be subjected to intense pressure for improvement once the interchange between East and Midwest kicks off. With schedules in both areas revised so that the prime offerings on each will be staggered, it will be possible to replace the weak shows in each region with the better programs from the other.

Altho the exchange will of necessity be limited by cable availabilities, nevertheless the injection of new and interesting shows into time slots formerly housing clinkers will stimulate activity among producers of all shows. The minor league efforts may be expected to struggle to remain on the air, while the indifferent shows will attempt to improve enough to gain secure network status.

Preliminary thinking along these lines already is going on in network programming offices. However, the actual blueprint of the coming east-west operation will await the November 15 meeting with AT&T.

sponsor reps connected with her 50-minute Tuesday night tele session. Major point at issue seems to hang on the star's insistence upon running the tele show just like the informal radio programs. Result, in the opinion of many, has been a static tele production, devoid of adequate or appropriate sets and characterized by too much close-up camera work.

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THEATERS' BIG TV PUSH

Flicker Houses Go All-Out To Get Foot Well in Door; Experimental Channels Eyed

Would Take Advantage of FCC's Freeze

(Continued from page 4)

larly significant that the SMPE considered it worth outlining once again in lengthy detail at one of the early sessions of the week-long convention this week in Washington, at a time when the FCC is desperately trying to draft an entirely new television allocations table amid a freeze on commercial video applications.

In view of the current allocations stalemate, the use of experimental frequencies is considered by some SMPE engineers as offering even greater possibilities to theater exhibitors than trying to induce FCC to reserve allocations, since the experimental frequencies would be in the ultra-high area of the spectrum, which FCC is hoping to open up on a limited basis for commercial TV within a year. The question of future procedure is still far from a settled one for the various segments of the industry, altho SMPE is obviously trying to rally the industry behind some definite plans. The question is plenty troublesome, but apparently even more vexing to theater engineers is the problem of how best to use television in theaters. This riddle cropped to the surface of a number of panels on theater television during the convention here. The SMPE delegates showed particularly keen interest in a race between the Radio Corporation of America (RCA) and Paramount Pictures to develop systems for large-screen television. Outlined by Richard Hodgson, of Paramount Pictures, their uses "intermediate film" which is projected onto the screen from the theater projection room.

RCA's System Explained

RCA's "instantaneous" system, which is straight projection without use of film and by use instead of a mirror technique, was explained by Roy Wilcox, of RCA Victor division, Camden, N. J., and H. J. Schafly,

Ripley Packaged For NBC Series

NEW YORK, Oct. 30.—A new video program featuring Robert Ripley and his *Believe It or Not* has been packaged this week by the National Broadcasting Company. The web plans to begin pitching the show at potential bankrollers within a few days.

The Ripley program is mostly live, with some film inserts.

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20th Century-Fox Film Corporation, New York.

The latter two talks revealed not only some of the rivalry in developing large-screen television for theater use but also some of the program and technical problems faced by theaters in employing TV. It was brought out that theaters can best capitalize on TV by getting special events onto the screen on top of the news, but the program-wise problem of breaking in on entertainment film offers serious difficulties. Hodgson, in explaining the Paramount system, pointed out that this problem could be overcome by the Paramount method, which stores the film until ready for use. Also, Hodgson explained, the Paramount system requires no ripping up of seats for special short-range projection booths, since the image can be projected from the regular booth. Schafly and Wilcox, in outlining the RCA method, cited highly successful results for their system in the Fox-Philadelphia Theater where the projector location problem was solved by installing the projector suspended from the first balcony. It was acknowledged that this solution will apply to only a limited number of theaters, each having individual problems. The control equipment, tho, can be removed as far as 100 feet from the projector, they said. At a major test of the apparatus last June, they said, audience response was extremely favorable.

Indicative of the technological progress being made in theater TV, several engineering papers were submitted to the SMPE convention. Ralph W. Little Jr., of RCA Victor division, described a special high quality TV monitor which has been developed to produce video images suitable for photographic purposes and which can be applied to the recording of video pictures for rebroadcast or for rapid processing and reproduction in standard theater equipment. John M. Wall, head of John M. Wall, Inc., told of a new 16mm. video recording camera which has been developed to reduce the problem of reconciling the speed of TV pictures and motion pictures.

ABC's Central Brass Okay Hyped Midwest Programing

CHICAGO, Oct. 30.—As a result of a series of television meetings by top brass of American Broadcasting Company's (ABC) central division here this week, decision was made to continue costly operation of the ABC Midwest video network and, in fact, to expand operations in expectation of some hefty sales after January 1. Decision was made to expand programing by six hours a week, bringing total hours fed the net to about 28.

At the meetings, attended by Paul Mowery, national television director for ABC, it was also decided to put on a more specific basis the schedule of programing to affiliates in Milwaukee, Cleveland, Detroit, Toledo and Buffalo.

TV Now Reaches 30% of U. S.; Greater Growth Due in '49

(Continued from page 3)

areas accounting for \$41,916,686,000 in annual retail sales, or 35.6 per cent of the total retail sales in the country. The recent freezing of all video applications by the Federal Communications Commission (FCC) has provided the industry with the first opportunity to slow down and take stock of itself, and more than one broadcaster and agency has been startled by the figures.

There are 44 stations on the air. There are 80 other stations in 56 markets under construction or authorized, of which 66 are in markets not now harboring an operating station. When these all are operating,

video will cover nearly 90 major markets, accounting for \$61,307,331,000 in annual retail sales, or 52.1 per cent of the nation's total.

The network picture shows 38 of the 44 operating stations with one or more network affiliations or working agreements. Of the four webs, National Broadcasting Company (NBC) is tied up with 20 stations now on the air, American Broadcasting Company (ABC) with 14, and Columbia Broadcasting System (CBS) and DuMont each with 12.

A network breakdown of operating stations, arranged by markets in descending order, is shown in the following table:

Market and Rank	Retail Sales (Add 000)	ABC	CBS	DuMont	NBC	Others
1—New York	\$10,811,315	WJZ-TV	WCBS-TV	WABD	WNBT	2
2—Chicago	5,089,533	WENR-TV	—	WGN-TV	WNBQ	1
3—Los Angeles	4,803,734	—	—	KTLA-TV	—	3
4—Detroit	2,961,017	WXYZ-TV	WJBK-TV	—	WWJ-TV	—
5—Philadelphia	2,869,258	WFIL-TV	WFIL-TV	WFIL-TV	WPTZ	—
7—Boston	2,585,729	WNAO-TV	WNAO-TV	WNAO-TV	WBZ-TV	—
8—St. Louis	1,550,887	—	—	—	KSD-TV	—
10—Cleveland	1,374,143	WEWS	WEWS	WEWS	WNBK	—
11—Minneapolis	1,326,508	—	—	—	KSTP-TV	—
12—Baltimore	1,214,037	WAAM	WMAR-TV	WMAR-TV	WBAL-TV	—
13—Washington	1,147,891	WMAL-TV	WCAU-TV	WTTG	WNSW	—
14—Milwaukee	1,077,357	WTMJ-TV	WTMJ-TV	WTMJ-TV	WTMJ-TV	—
17—Cincinnati	884,880	—	—	—	WLWT	—
18—Buffalo	815,723	WBSN-TV	—	—	WBSN-TV	—
24—Atlanta	609,588	WSP-TV	WAGA-TV	WAGA-TV	WSP-TV	—
30—New Haven-Waterbury	500,592	—	WNHC-TV	WNHC-TV	—	—
31—Louisville	489,762	WAVE-TV	—	—	WAVE-TV	—
37—Albany-Schen.-Troy	434,282	—	WRGB	—	WRGB	—
45—Toledo	374,049	WSPD-TV	WSPD-TV	WSPD-TV	WSPD-TV	—
46—Richmond	367,163	—	—	—	WTR	—
47—Fort Worth	363,003	WBAP-TV	—	—	WBAP-TV	—
50—Salt Lake City	266,188	—	—	—	KDYL-TV	—

CBS Spikes Rumors About Color Tele Pitch to FCC

(Continued from page 3)

started a round of speculation as to intentions of reopening the situation which met with FCC disapproval in 1947.

Said Stanton: "There has been some discussion in the industry concerning the CBS color tele position as a result of a demonstration to the FCC last week. Following denial by the FCC of our color tele petition in 1947, we very greatly reduced laboratory work on color. We have not carried on any major color research since that time."

Stanton went on to say that as the principal projects of the laboratory, such as the long-playing record, permitted, "certain additional experiments were made in all-electronic

color reception and in six-megacycle color transmission. These were reported to the Joint Technical Advisory Committee (JTAC) in August as information and specifically not as a CBS proposal."

The information was presented by the JTAC to the FCC in a September hearing, Stanton said. "Because of the substantial change in FCC personnel since color hearings in 1947," he continued, "the FCC expressed a desire to see a demonstration of CBS color tele."

The latter was held Friday (22) for the benefit of "those commissioners who could attend and a portion of the FCC engineering and legal staffs."

"It was made clear to the FCC," Stanton pointed out, "that the demonstration was solely for information purposes, and not to be construed as a proposal on color television, as it is apparent that economic and manufacturing considerations must weigh equally with technical considerations. This continues to be our position."

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DUMONT'S DAYTIME DO-RE-MI

Stanton (CBS), TV No Infant; Katz (CBS), TV Not an Adult

NEW YORK, Oct. 30.—Two officials of the Columbia Broadcasting System (CBS) in major addresses before two separate bodies this week took diametrically opposed positions on the current development of television. Oscar Katz, CBS director of research, speaking at the seventh annual luncheon of The Pulse, Inc., Thursday (28), warned that "radio researchers and users of radio research . . . are in danger of looking at the infant television industry not as an infant, but as if it were a small adult. . . . The simple but elusive fact is that it is neither stable nor mature." Two days earlier Frank Stanton, CBS president, and himself a noted research authority, told the Association of National Advertisers (ANA) that "the 'infancy' of television is already behind us, and . . . its maturity—as a magnificent medium of both communications and marketing—is assured."

Katz also noted that it is imprudent to "attach the same degree of certainty to some of our television research findings as we do in radio." He urged that research be used to further, rather than stifle creativity of programming.

Stanton, after outlying typical expenses involved in current video programming, declared that broadcasters, rather than sponsors, now are absorbing most of the costs. They will so continue, he predicted, until the medium has grown sufficiently to make them a normal fraction of the cost of delivered circulation, which he said will not take too long a time.

Other addresses made before the ANA confab were delivered by Niles Trammell, president of the National Broadcasting Company (NBC), and by J. R. Poppele, president of the Television Broadcasters' Association (TBA). Trammell said that 60 per cent of the 14 sponsored hours on the NBC tele web have been bought

by sponsors not on NBC's AM rolls. Thus, he noted, the medium should be considered new and separate, rather than a replacement for current advertising. Poppele pointed out the rapid growth of video and predicted 1,000 stations operating by the end of 1955, during which time he said the industry would see an investment of \$243,591,000 by private interests.

No Daytime TV, No Sales, Moan Chi Set Makers

CHICAGO, Oct. 30.—Television receiver manufacturers and retailers here are once more complaining about difficulty of selling sets while local video stations are not putting on afternoon or morning shows, it was revealed this week. This gripe was prevalent about six months ago, and at that time WBKB offered to put on a regular afternoon show sponsored on a co-operative basis by manufacturers and retailers. But at that time, after show had been on the air for a few weeks, co-sponsors came thru with so little in the way of monetary support, the series was canceled.

Manufacturers and retailers say they would like about two hours each afternoon, five or six days a week, devoted to some type of programing to help sell sets. Expensive programs are not being requested.

So far Motorola, manufacturer, and Wurlitzer and Hudson-Ross, major retail chains, have signified a willingness to participate in a co-operative campaign to get daytime programing here. The American Broadcasting Company (ABC), it was stated, is

Radio Vs. TV Cost Info Prepared by ABC Chicago Staff

CHICAGO, Oct. 30.—As a result of increasing requests on the part of agencies here for specific research info about cost-per-thousand figures in video as compared with radio, the American Broadcasting Company's (ABC) Chi research department is doing a comprehensive cost analysis which it expects to have ready for release to the industry next week, it became known this week.

Many agencies here have been griping that they can't do a real job of presenting video sales pitches to their clients. Account execs and radio-television directors have said that they want to get their clients to spend some real dough for television, but have been held back to a great extent so far because of lack of sound research showing that video is a good cost-per-impression buy now.

Net salesmen feel that if agencies are supplied with info they seek, they'll have little reason for not making pitches. So far video sales picture here has not been too bright. In many agency offices, it is said, there is general lack of info concerning video and, in fact, most interest regarding tele time purchases have been coming from potential sponsors instead of from the agencies representing them.

considering the possibility of putting on the shows requested. Plans are still in embryonic stage, but ABC is expected to come up with some kind of plan in the near future. If ABC does not handle the plan alone, there is even the possibility that other stations will participate, with each airing daytime shows on certain days. These shows, it is felt now, would be sponsored by those now interested and others who would be asked to join in the plan.

\$7,500-Week Gross Set at WABD Debut

Double Operating Cost

NEW YORK, Nov. 1.—A last-minute flurry of business on the eve of the inauguration of video's first daytime schedule today enabled DuMont to kick off its experiment assured of making a profit.

Leonard Hole, general manager of WABD, said that sales up to Saturday afternoon covered more than twice the station's daytime operating costs. Trade estimates believe a gross of better than \$7,500 weekly already is assured, based on sale of 39 quarter-hour segs plus 25 display demonstrations, five station breaks, four one-minute spots and three participations.

In an effort to bring in business, DuMont offered sponsors a unique deal for the first 13 weeks of operation. This had the station carrying the talent costs and giving a 25 per cent discount on the card rate for time charges. After the first 13 weeks the card rate reverts to full charge and the sponsor assumes talent costs.

Even on this basis, Hole said, the station would be breaking even in costs directly attributable to daytime operation if only half as much time had been sold. Program costs are held to a minimum by virtually no rehearsal or production for the shows.

Almost of equal importance with the total of sales is the signing of a major outfit, Sterling Drug, which bought five half hours weekly. The deal, thru Dancer-Fitzgerald-Sample agency, has the nation's largest drug house bankrolling the Dennis James show, *Okay, Mother*. This is the only sale which will not apply for the first week of the daytime operation. Sponsor and station are setting details for an early kick-off, probably one week hence.

Biggest single sale was made to Teldisco, a New Jersey distributor of DuMont receivers. The retailer purchased 25 15-minute shows weekly, and was said to be eager to get even more. Included are 10 quarter hours of Stan Shaw, and five each of Ralph Dumke, Ted Steele and Vincent Lopez. Other program sales included five 10-minute news shows to Andrea Radio and one 15-minute show, *The Needle Shop*, to Martin Fabrics.

The station breaks were bought by Philip Morris. Atlantic Luggage bought the participations and MacLevy Reducing Salon bought three one-minute spots with Till's Fruit Cakes buying the other spot. Display demonstrations of products, running (See *DuMont's Do-Re-Mi* on page 52)

Robt. Sarnoff Joins Blackburn's Staff

NEW YORK, Oct. 30.—Robert Sarnoff has been appointed assistant to Norman Blackburn, national television program director at the National Broadcasting Company (NBC). He will act as co-ordinator between the web's sales and program operations. Sarnoff is the son of General David Sarnoff, chairman of the board of Radio Corporation of America, NBC's parent firm.

Another addition to Blackburn's staff this week was John Caldwell, who will serve as writer-director, with emphasis on dance and ballet sequences. Caldwell hails from Hollywood, where he worked with the Walt Disney Studios.

Indignant Nutmeggers Hit With Taxes on TV Receivers

NORWALK, Conn., Oct. 30.—Families owning video sets for home use in Connecticut have been ruled subject to an annual tax on their receivers by virtue of a statute enacted by the State Legislature several years ago. With October generally the month in which the various tax districts in Connecticut make their assessments, it was learned this week that many of the tax collectors thru-out the State have notified residents in their districts to list video sets in their homes as taxable property. Rate of taxation on such sets varies by district, but District 1 in Norwalk is charging \$36.70 per \$1,000 valuation, with applicants in that district permitted to list sets at half their actual value.

The regulation by which television sets have been ruled subject to assessment is that which covers items of home furnishings, including home amusements, and it does not mention television sets specifically. While some communities are ignoring the application of this law to television receivers, those which are less prosperous or which have larger local expenditures are seizing upon the technical interpretation as a means of acquiring increased revenue. It was because some of these tax districts

which are poorly heeled made inquiry of the State that the interpretation covering tele sets was rendered.

Public Indignant

Reaction on the part of the public thus far, it is understood, has been one of indignation. Even some newspapers have made brief mention of the assessments in a complaining fashion, noting particularly the antiquated nature of the law involved and the stretching of the interpretation to cover video. Many citizens have refused to include their television receivers on the inventory lists they fill out.

The local tax collectors have notified complainants that, altho application of the law is not mandatory, it is legal. They advise irate citizens to take up the question with the State Legislature, to get the tax law amended or clarified.

Meanwhile, some retailers and station executives have expressed fear that the tax may slow down potential receiver sales. Inasmuch as this is the first time the law has been interpreted to include video, there is a tendency to await further developments before making any sweeping predictions, with a feeling that the bill may be reinterpreted or amended.

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"WE DELIVER WHAT WE ADVERTISE"

Video Workmen:

James Reports "Everybody Wants In" on TV and Says: "Let 'Em---It's All To the Good"

By E. P. H. James

Vice-President Mutual Broadcasting System

BACK AROUND 1935, when the engineers first began to let some of us "commercial" radio guys fondle their television baby and lay the ground-work for programing and advertising operations, we were a pretty small troupe. When 1939 was prematurely hailed as "television's year" in the trade papers of that day, a number of advertising people joined the little band of trailblazers, but the outbreak of the war in Europe (with something of a nudge from FM competition for channels) all but smothered TV, and sidetracked many of those who were pioneering the medium.

TV service was maintained at a mere trickle thru the war years and continued that way until the spring of 1947. But after the color hearings, the bandwagon really started to roll, and now the riders are crowding each other for straphanging space—pending, that is, the lifting of the freeze.

All To the Good

Personally, I think this is all to the good. I believe it is one thing which television needs to put it over in a big way. You cannot learn much without actually trying out new ideas, and there are far too many new ideas to be tried out by a mere handful of earnest researchers.

Furthermore, I do not believe the public will be fully with us until we have plenty of competition in the field, wherever TV is on the air. To check this, just look at the set ownership figures in New York and Philadelphia and compare them with Chicago or Hollywood, Cleveland or St. Louis. In these two Eastern cities, we have had station competition for at least a year. In the others, station competition is either very recent or non-existent. TV set ownership in the New York and Philadelphia areas now includes just about one out of 12 families. Chicago, Los Angeles, St. Louis and Cleveland hit around one in 60 families. Even tho the biggest receiving set producers have their factories right here in the East, these companies have alert merchandising representatives and

distributors in all the big cities and those people don't just sit idly by while Eastern merchants cash in on all the new business. The consumer's dollar is worth just as much in the Middle West and West as it is in the East, and I doubt the likelihood of discrimination on the part of the manufacturers. Television's popularity is undoubtedly a product of many contributory causes, but the fact remains that the New York and Philadelphia areas have had competing TV stations for some time—telev viewers have had a reasonably wide choice of programs—and ownership is way ahead of the field.

Programing Still Crude

It can't be just a matter of program quality. There are plenty of programs on the New York television stations which are no better, in themselves, than some of the local efforts of stations in the other cities. There are a few outstanding exceptions, it's true, but honesty compels us to admit that much television programing, even in New York, is still pretty crude. No, the answer must lie in the ability to choose your television entertainment. The more television stations on the air, the wider choice of programs we will have, and the better the audience will like it.

There are easier ways of getting into TV than starting a station, altho there are some newcomers who have that kind of money and determination, and who will do well. The whole field of program production, live and on films, is wide open. Whether today's programs are good or bad, they are going to get better, and they are going to get better faster if we have lots of people trying their hand at the job. Certainly, there are limits to the number of bodies we can get inside the typically cramped and cluttered television studios of today, and I am not advocating that we just invite the general public to come in and build their own programs. What I do say is that we are now in a stage where all useful contributions to the development of television

should be welcomed. Let those who wish to lose their shirts in the medium take their own chances. Don't let any of us worry unnecessarily about the other fellow's shirt—we have plenty to do keeping our own tucked in!

Pic Studios Want In

Some of the major film companies that were previously somewhat lag-gard are now beginning to want in. It's reasonable to expect that they will do a lot of constructive work once they start rolling. In addition we have many smaller film producers who are already more or less in the business, working on television commercials, on soap-opera type serials or on more ambitious undertakings.

Many of the smaller advertising agencies are also out to make a real bid for television business, undoubtedly with a view to following the footsteps of some of today's big agencies, which got into the top brackets thru aggressive development and promotion of their departments during the years when some of the established biggies were asleep at the switch. With television, history has an opportunity of repeating itself within the memory of large numbers of comparatively young men and women. Many of them vowed not to be caught napping by television the way they were caught napping by radio.

The development of such organizations as the American Television Society in New York and the Institute of Television Arts and Sciences in Hollywood are indications of the tremendous interest and desire of many people who want to get into the television picture, one way or another.

Colleges Interested

Colleges, large and small, thruout the country are either starting television courses or trying to find out how to set about the job. In more places than one, where actual transmitters are not yet in operation, studios have been established with dummy equipment. On every hand there are people determined somehow or other to ride the television bandwagon.

If there is a tendency at times for some of us who consider ourselves to be oldtimers in the field to be a little impatient with the fumbling of the newcomers, I think we should try to curb that tendency as much as we can. We are at a stage right now where a few fumbles can be taken without much harm to anybody and may even mean that some good lessons are learned in the process.

In looking at the still unfinished picture of commercial television here in the United States, I cannot help occasionally casting a glance across the Atlantic at what seems to be happening in England. Prior to the outbreak of war in 1938, it was generally felt that the British public was better served by television than the American public. There were more sets in England than there were in this country, not only in proportion to population but in actual numbers, and the BBC had been televising from Alexandra Palace with a pretty good record of performance for a single station.

Today, however, the total number of TV receiving sets in the whole of England remains somewhere in the region of 60,000, and even tho material shortages and other post-war problems have no doubt been a definite delaying factor. I think the continued slow pace of British television is largely due to the fact that they have only one organization to build their television programs and only one station from which they can transmit them. It must be stultifying to any new art, any new science or any new industry to be kept under glass. Even tho in the very early stages it may be nursed along better without the interrupting problems of competitive activity, as soon as a new enterprise is ready to stand on its own feet it should go out into the world and take its chance. Because I am convinced that plenty of competition all up and down the line

FORD THEATER

(Continued from page 10)

opus, with the Markle administration at the helm, teed off with the romantic light comedy, *Tom, Dick and Harry*, starring Lucille Ball and Eddie Albert. The result was satisfying; it remains to be seen whether the web can maintain the pace.

Not the least significant facet to this show was the clever way in which Ford commercials were woven into the script via the Tom role, played by Leon Janney. On several occasions he seized the opportunity to spiel Ford, the most amusing and convincing of which was the incident wherein he tried to sell a car to his rival for the heroine's affections, Harry, played by Eddie Albert. This scene allowed a full-blown, high-pressure attempt to put over the Ford as the "car of the year."

Performances by the entire cast were excellent. Lucille Ball contributed just the right comedy touch to the role of Janie, the gal who became engaged to three lads, all of whom were tied into the Ford theme. One was a salesman, another a mechanic, and the third a buyer of trucks. Janie's indecision was finally resolved in favor of Harry the mechanic, whose kisses rang a bell—or, specifically, touched off harp melodies.

The commercials were appropriately subdued, in view of the script plugs thruout the story. A minor plug for Fords, Lincolns, Mercurys, farm tractors and motor buses was pitched as the show closed. The entire production was not only well cast, but well paced thruout, with all participants delivering their lines in the spirit of the play.

With equal attention to production, casting and selection of vehicles, CBS from here on can go a long way toward proving "There's a Ford in your (and the web's) future."

Ira Hecht.

GROWING PAYNES

(Continued from page 10)

during father and the mayor's old-time vaude routine. Only when they get into difficulties do the kids break down with boffs.

The original music on organ and piano adds considerably to the finished effect of this show, amply abetted by John Harvey and Judy Parrish in the lead roles. Miss Parrish portrays a Jane Ace type, and is saved from many a tight situation by the maid, Birdie, who also delivers the plugs for Wanamaker's products, in this instance a bridge table and chairs, with the continuity woven into the plot. The opening commercial, utilizing a leather photo album with the show's title page and subsequent pages containing photos of the cast, was effective. The closing commercial for the store's candy special was equally good, with the kids rushing for the box held by the maid who invited them to "come and get it"—the product can be ordered "by phone, in person or by mail." Setting, lighting, camera work and direction all add up to an entertaining half hour. Ira Hecht.

ROAR OF THE RAILS

(Continued from page 10)

plugged the other products of the firm: Erector sets; Mysto Magic and chemistry kits, with models demonstrating their use. Of course, the heavy role played by the scale model trains in the show was tantamount to a continuous, but enjoyable, plug for those products. The kids ought to love this show—kids from 6 to 60, that is. Ira Hecht.

is going to be the mainspring of television's growth, I firmly believe that our American system will again prove to be what Ben Bernie used to call "the mosta of the besta."

So, admitting that "everybody wants in"—I'd say, "Let 'em all come."

Delivery Guaranteed

CIGARETTES

POPULAR BRANDS ONLY

MINIMUM ORDER 5 CARTONS

1.49

PLUS 5c
POSTAGE

OTHER LOW PRICES OF PREMIUM BRANDS

<input type="checkbox"/> Viceroy\$1.85	<input type="checkbox"/> Sans (P. or T.) ...\$2.25	<input type="checkbox"/> Helmar (20's)\$2.08
<input type="checkbox"/> Virginia Rounds ...\$1.88	<input type="checkbox"/> Murad\$2.04	<input type="checkbox"/> Fatima\$1.53
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Melachino (20's) ..\$2.04	<input type="checkbox"/> Stratford\$1.22
<input type="checkbox"/> Marlboro\$1.88	<input type="checkbox"/> Marvels\$1.30	<input type="checkbox"/> Debs\$1.85
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Mecca\$1.62	<input type="checkbox"/> (Rose Tip)
<input type="checkbox"/> English Ovals\$2.38	<input type="checkbox"/> Wings\$1.30	<input type="checkbox"/> Sheffield\$2.27
<input type="checkbox"/> Players\$1.88	<input type="checkbox"/> Parliament\$2.28	<input type="checkbox"/> Five Star\$1.49
<input type="checkbox"/> Lord Salisbury\$2.10		<input type="checkbox"/> Mogul\$2.88

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

POPULAR MAIL SERVICE

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

SPECIAL PRINTED ROLL OR MACHINE

100,000 FOR \$28.00

TICKETS

STOCK ROLL TICKETS

One Roll ...\$1.35

Five Rolls ... 4.00

Ten Rolls ... 6.00

Fifty Rolls ... 21.75

Rolls, 2,000 Each

Double Coupons

Double Price.

No C.O.D. Orders Accepted.

RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

408 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chicago
1615 CHESTNUT ST., Philadelphia

ELLIOTT TICKET CO.

WAX DEALS WHEN AND IFS

Disk Execs Knock Wood, Speak Softly

Guesses Vary on Band End

(Continued from page 3)

of more than \$1,000,000 in exchange for guarantees which would bring the musicians between 15 and 20 millions in the next five years—the duration of the proposed contract. In exchange for Petrillo's backing down on the demand for royalties since the first of the year, record companies agreed to a small increase in royalties on records retailing for more than \$1. Royalties on records less than \$1, it was stated, would be 1 per cent. Scales, it was stated, would remain essentially as is—\$41.25 for three hours. As indicated in *The Billboard* previously, the pact will call for no royalties for foreign records sold here. Petrillo, it was understood, also dropped his demands that royalties be paid for records made either with or without musicians—that is, royalties will be paid only on disks employing AFM men.

Meanwhile recording execs in New York and the Coast expressed diverse opinions. An RCA spokesman, apropos the legal angle, stated, "I think it's all right—but I'm not a lawyer." Another RCA spokesman indicated the company would cut, as soon as possible, a good cross section of music in different categories, but contemplated no frantic activity. It would be all solid material, he said.

Columbia's View

A Columbia topper, apropos legality, stated: "Anyone who talks now is nuts—it would throw sand in the gears." Another Columbia exec indicated the diskery would not push into making records as was the case after the last disk stoppage. He also said there's plenty of time for reshuffling artists and laying the groundwork for a resumption of activity.

Decca maintained a "let's see what happens" attitude. Mercury spokesman stated the plan was absolutely legal and should be accepted as a bona fide trusteeship. At MGM the feeling was "optimism."

Milton Diamond, contacted Friday (29), stated he did not anticipate difficulty in Washington and estimated that clearance might be made within 10 days to two weeks. He stated that a contract was drawn up before the last negotiations collapsed, and that diskery and AFM attorneys were now rewriting the amended clauses. The contract, he believed, could be in the hands of record company attorneys for approval by the middle of next week.

Capitol Joins Talks

HOLLYWOOD, Oct. 30.—Capitol joined the other record companies in peace negotiations with the American Federation of Musicians (AFM). Glen E. Wallichs, Cap prexy, explained that when talks were resumed Cap was not represented since it did not have an exec available to attend. Walter Rivers, Eastern a. and r. rep chief, was on the Coast.

Industry committee long-distanced Wallichs for approval of proposals. Wallichs took matter up with his board, resulting in the company's joining the other firms.

Gales Wrap Up Deal To Buy Billy Shaw Out of Agency

NEW YORK, Oct. 30.—Confirming reports printed in *The Billboard* October 17, details were virtually completed this week for Moe and Tim Gale to buy out Billy Shaw's one-third interest in the Gale Agency. It is understood that Shaw will be paid a substantial figure for his piece of the firm.

The split in the agency's ownership has been brewing for several months. It initially was reported that the agency was up for sale at an estimated figure of \$150,000, but no deal materialized. Later it was reported that the split in partners would occur with Shaw either taking a cash settlement or walking out with the talent which he brought under the agency's aegis.

Shaw, who has been in the music biz for almost 25 years, has been reported to be preparing to open his own agency. Considered in the trade to be one of the top one-night band men, in recent years he has been known to be one of the top Negro talent bookers. Shaw's assistant, Billie Miller, will go along with the booker in his projected enterprise. It is known, too, that Shaw has received offers to join at least two major agencies in an executive capacity in the firms' band department.

It is expected that both parties' legal eagles—Herman (Chubby) Goldfarb for Shaw and Andrew Weinberger for the Gales—will complete the papers and round out the deal early in the week.

TV Disappoints In H'w'd; Not Much in Music

HOLLYWOOD, Oct. 30.—Television, upon which much hope had been placed, has so far been of little or no help in easing the growing unemployment problem facing Local 47, American Federation of Musicians (AFM). A check of union headquarters discloses that local tele ops have spent less than \$6,000 on music since AFM Prexy James C. Petrillo okayed tele music last April. While the union did not look to video as an immediate bonanza, the poor tele employment record is considered a bitter disappointment in view of low tele scales now prevailing and the sharp interest in live music previously indicated by tele ops.

The union feels that present video rate of \$9.20 per half hour (including 30-minute free rehearsals) is pegged exceedingly low and should have encouraged tele producers to experiment with live music programming. Despite low scales, video ops have shunned music wherever possible, to keep costs down. Sponsors, likewise, have generally ignored musical stanzas in favor of sports or variety fare.

The present six-month rate pact expires October 31, and there have been no indications locally as to whether the AFM will seek an increase in the basic tele rate. It is believed, however, that tele producers will ask for a continuance of the same pact, plus certain kinescope rights not incorporated in the present deal.

Waring, Moore In Court Actions

NEW YORK, Oct. 30.—N. Y. Supreme Court Justice John E. McGeehan reserved decision on the motion by Fred Waring, orchestra leader, to dismiss the \$25,000 breach of contract action instituted by Glen Moore, a former member of Waring's orchestra. Dismissal was sought on grounds that the plaintiff failed to prosecute and also that the action was brought allegedly to harass the orchestra leader.

In addition to the above action, Waring's attorney stated that Moore also has brought a \$150,000 damage action against Waring for slander in N. Y. State Supreme Court and \$25,000 damage and \$150,000 slander suits in U. S. District Court.

Waring's attorney claims that Moore instituted the action in bad faith and without any intentions of prosecuting them. The claims were denied by Moore's counsel.

In the \$25,000 damage action Moore claims to have written certain tunes for Waring during the time he worked for him, without just compensation.

Legal Brains Tackle Last Of Obstacles

Unusual D. of J. Picture

(Continued from page 3)

a government agency, such as the NLRB. Private citizens, it is known, may seek guidance from the department, but opinions given in such instances are deemed neither binding nor representing the department. They merely represent the personal judgment of the lawyer.

It has been known that both AFM and recording companies have asked Justice Department officials informally for guidance on the legality of the welfare fund provisions in the Diamond plan.

Only One Precedent

Legalists recall only one instance in recent years in which the attorney general rendered a formal opinion in a case which did not come by way of the President or an executive agency. This instance involved a group of railroads which, seven years ago, wanted to determine whether a certain contract was lawful. Justice Department stated it saw no reason why there should be any criminal prosecution if the contract became effective as written. This case is being cited by some as having set precedent for Justice Department in handling the Petrillo-wax tangle.

It is considered possible that in handing down an answer to the NLRB, Justice Department might suggest changes in the proposed contract which would meet the terms of both Taft-Hartley and Lea acts, both of which ban welfare-impounding funds.

Should the ban-lift proposal be cleared—either via NLRB or thru recourse to precedent in the railroad case—there remains the problem of what happens after January 20, when there will probably be a new administration. The possibilities are considered as threatening from AFM's point of view, inasmuch as the record companies will have had a considerable amount of time to develop sizable backlogs of masters. AFM Prexy Petrillo, it is figured, might counter this by imposing a new ban. Result of the latter, however, could conceivably be a loss of prestige for Petrillo within the AFM.

While the Justice Department's role in the case is being awaited, it was pointed out at the National Association of Broadcasters (NAB) that the Industry Music Committee (IMC), at its coming meeting, will study the effects of the ban-lift, particularly with an eye to its impact on the broadcast and transcription industries. IMC will continue to act as a clearing house of information for all segments of the music-broadcast industry.

HAYES CUTS DECCA POPS

NEW YORK, Oct. 30.—Peter Lind Hayes, who has cut a couple of kidisks for Decca Records, has sliced pop wax for the firm and will be given a hefty promotional lift in that field by the diskery.

Hayes cut four current pop up-and-comers this week with the Stardusters and rhythm assistance. The tunes included *My Darling, My Darling*; *Dainty Brenda Lee, Life Gets Tee-Jus* and *That Certain Party*.

NAB, ASCAP Plan Huddle on TV-Tune Rights

NEW YORK, Oct. 30.—The television sub-committee of the National Association of Broadcasters (NAB) is scheduling an early meeting with the American Society of Composers, Authors and Publisher (ASCAP) in order to work out an acceptable arrangement covering use of ASCAP tunes on TV. The confab according to a spokesman, may be held next week. He added that the NAB group would seek an "amplification" of the rights which ASCAP members are now assigning to the Society.

It's estimated that the Society already has TV assignments from its members amounting to 80 per cent of the ASCAP dollar distribution. The feeling of the TV operators, however, is that the rights which ASCAP will be able to offer are not enough to permit a trouble-free TV operation. The NAB committee will sound out the Society on the possibility of obtaining a contract which would preclude the necessity of going to individual publishers for certain types of music clearances.

AFM, N. Y. Theaters Set Wage Huddles

NEW YORK, Oct. 30.—Local 802, American Federation of Musicians (AFM), meets with representatives of presentation houses Monday (1) to negotiate a new contract covering musicians.

The present belief is that the pact when settled will provide for a 7¼ per cent hike in scale. This is the pattern set in negotiations between Local 802 and the League of New York Theaters covering musicians in legit houses. Latter pact is not yet inked, but financial details have been agreed upon.

Pluggers Worried by Loss Of 5 Hours a Day on Ether

NEW YORK, Oct. 30.—Professional men attached to the various publishing houses are finding the sledding tough these days. In addition to the usual aggravations connected with the business, the pluggers claim there has been a continuous diminution in the amount of available network air time on which plugs can be obtained. This, plus the fact that the payola has again reached peak proportions, has given a gloomy picture to this phase of the music biz. "We feel as tho we were being throttled," is the way one plugger expressed it this week.

With respect to plugs on the air, a number of professional men this week stated that an increasing number of programs are going network, but are not being aired over New York outlets. Squawk is that on account of this situation, such shows are not caught by the Accurate listening post—and therefore such plugs do not show up in the Peatman and Humber charts. Pluggers are planning to bring the matter up at a meeting of the professional men's union. What's in their minds is the possibility of persuading the networks to release their master logs, so that pluggers can receive credit. Pluggers claim that it does them little good to argue with a publisher and explain to him that whereas a tune does not show up well on the listings, it nevertheless received good network plugs, even tho not in New York.

Programing Hours Slashed

Pluggers estimate they used to have 15 workable hours of programing per day on the four webs. This has been knocked down to 10, they claim. For instance, over Mutual, Deems Taylor recently took over the 11:30-12 p.m. spot with talk and classical records, and Harry Hershfield now holds the 12-12:30 p.m. slot with interviews. This accounts for one hour formerly devoted to remotes from spots like the Waldorf and Roosevelt. Tho bands are behind both the shows, they are not heard in New York. Similarly with National Broadcasting Company's (NBC) *Honeymoon in New York*. This half-hour goes network, but is not heard in New York. Vincent Lopez on NBC is another instance. He goes network every day but Saturday, and on network days he's not heard in New York.

Over the Columbia Broadcasting System (CBS), the Treasury show, 5-5:30 p.m., five a week, goes network starting this week and omits New York. Again, over the American Broadcasting Company (ABC), Larry Fotine's 30-minute afternoon show now goes network, with WJZ, New York outlet, carrying a script show. Also over ABC, Vera Massey, Texas Jim Robertson, the Brownlee Sisters and Johnny Thompson's Sat-

urday spot have all been chopped. The above are just some examples of what's happening to the plugger's air time. They figure that five hours a day have been lopped off and they are worried.

Some Consolation

As against this gloomy side, there are some promising aspects. Bob Miller, chief of the contact men's union, reports that despite adverse factors employment has been kept at a high level. Only about 30 out of the union's total of 630 are unemployed. It's figured, too, that when the record ban is lifted, the contact men will have freer play for their talents. Finally, Miller foresees in television a terrific new medium for the song plugger—one which will possibly bring back the days of large staffs, vocal coaches et al., as in the days of vaudeville. Most contact men, Miller says, are already working on the important TV musical shows, including the Texaco show, the Ed Sullivan opus, Lanny Ross and others.

Hot Fight Seen For Presidency Of Coast's AFM

HOLLYWOOD, Oct. 30.—A drag-out political fight for presidency of Local 47, American Federation of Musicians (AFM), began shaping up here this week following nomination of candidates at a special membership meeting held Monday (25) in Hollywood. Nominated for top union berths were J. K. (Spike) Wallace, present prexy, and incumbent veepee, John Tegroen. Two opposing tickets were nominated, one with Charles Green for prexy and the other boosting Ray Menhennick for the job.

Wallace, who has held office since 1940, immediately launched his campaign by publicly denied rumors that he was too ill to run for office and that he planned to resign, if elected, in favor of Veepee Tegroen. To refute reports that he was a sick man, which he termed as "vicious" opposition tactics, Wallace this week began visiting radio studios for "get-togethers" with sidemen and a round of political handshaking.

Opposition candidates have as yet kept silent on plans or platforms but promise plenty of hot political action. Menhennick has long been a foe of the Wallace-Tegroen administration, having fought union toppers on many issues and voiced open defiance to Wallace before general membership meetings. Green was a member of Local 47 board of directors, but resigned to campaign against Wallace.

Election will be held December 20. Victor will hold office for a two-year period. Job pays about \$200 weekly.

Additional Pubs Take 8½% Slice

NEW YORK, Oct. 30.—Another group of publishers has acquiesced to RCA Victor's proposal that royalty payments be sliced 8½ per cent to allow for breakage and returns (*The Billboard* October 9, 23, 30).

The newest batch lists the Bobby Mellin firms, including Mellin Music, Algonquin, University and Judsan; the Roy Acuff Memphis pubberies, including Acuff-Rose and Milene Music, and George Simon, Inc., Dennis Day's Patmar, Kenmore Music, Crystalin Renown, American, Cross, Herb Monteil, Fairway (Hollywood) and Adams, Vee and Abbott (Chicago).

Tele Pix Music Huddle Expected

NEW YORK, Oct. 30.—Harry Fox, music publishers' agent and trustee, and Bob Myers, National Broadcasting Company (NBC) legal exec, probably will arrange a confab next week about television music on delayed broadcasts via film.

It's understood that a majority of publishers polled by Fox have signified their willingness to grant a gratis license for this use—but only until the end of 1948. It is anticipated that NBC will ask for an extension beyond this period.

N. E. Ballrooms Slump; Resort To Scale Orks

BOSTON, Oct. 30.—Discussions at the Monday (25) meeting of the Ballroom Operators' Association of New England (BOANE) at the Hotel Statler revealed that ballroom business is off thruout New England. Policy among ops now is to stress scale bands as against names, because of rates. Arnold E. Kahn, executive director of BOANE, who was made a director of National Ballroom Operators' Association (NBOA), reported to the BOANE group on the Chicago confabs.

At the BOANE confab it was stated that a winter promotion has been worked with reps of the Fred Astaire dancing school in Boston. The plan entails ops' sponsoring of teen-age dances, with free instruction given by the school's professionals. First of these promotions was at BOANE President Carl Braun's Commodore in Lowell, and altho the night was rainy, 200 showed up. Previously, Braun tied up the dance instructors with an appearance at Lowell High School, where announcement was made of the teen-age dances to be held weekly.

The promotion will also be run at Sam Sholes' Riverview, and all members of BOANE are expected to take a crack at it.

New members joining BOANE this week were Bill O'Brien, of Mountain Park and Valley Arena at Holyoke, Mass.; John Dineen, of Hampton Beach (N. H.) Casino; Mary McCormack and Joe Barry, of Ritz Ballroom, Bridgeport, Conn.; Sammy Eisen, of Magnolia Casino, and Bob Selberg, of Old Orchard Beach Casino.

Membership in BOANE is climbing to the vicinity of 50 ops, and Kahn expects to push the figure to 100, which will embrace practically every operator in the area. Practically all the biggest ballroom ops in New England are now members.

Tele Contract Is Extended For 3 Months

(Continued from page 13)

In addition, musicians get \$7.50 per man extra when shows are done simultaneously over AM and TV. The pact also provides for interchangeability of staff musicians; that is, within the 25-hour week, the men can be used on either TV or AM.

When the pact expires three months hence, it is believed that both James C. Petrillo, AFM chief, and execs of TV webs and stations, will go into a huddle to determine the position of the TV industry from the point of view of advertising revenue, number of stations and circulation. These factors will have a bearing on

Decca Firms Ask Dismissal Of Anti-Trust

Justice Dept. Gets Papers

NEW YORK, Oct. 30.—Both the American and British Decca firms this week filed answers asking for dismissal of the three-month old U. S. Justice Department civil anti-trust action against them (*The Billboard*, August 14). Answers were filed in U. S. District Court by the American Decca legal group (Cohen, Bingham & Stone), and the English Decca attorneys, Poletti, Diamond, Freiden & Mackay.

The government suit charges the American and English firms with being engaged in an international conspiracy to control the world platter market. Electric Musical Industries, Ltd. (EMI), another British corporation, was named as a co-conspirator but not as a co-defendant.

The British Decca answer asked for dismissal and claimed that the firm did not engage in business in this country or in the court's jurisdiction. The firm admits to contracts between the American and British Decca firms and begs leave to refer to it at the trial if there is one. It is recalled that the Justice Department and American Decca reps were planning to meet informally to attempt to reach a consent decree.

American Decca's answer admitted holdings in the British firm, but it denied other allegations and asked for dismissal.

Cap 2-Bit Label In Kidisk Field

HOLLYWOOD, Oct. 30.—Capitol Records enters the low-priced kidisk field with its new seven-inch non-breakable (superflex) Tiny Tunes label. Disks will be sold to chain stores and dealers thru Cap's regular distribution channels, and will retail at 25 cents (tax included), with dealers getting standard discounts.

Initial release, skedded for November 15, will consist of 12 platters, four each by Jack Smith, Nancy Martin and group billed as the Three Pixies. Capitol will make an introductory offer to dealers by providing them with an all-metal counter merchandiser which will serve as display rack for the Tiny Tunes disks. Dealers will be asked to stock 100 of each artist's platters, thereby giving them a total stock of 300 disks in the seven-inch series.

Capitol becomes the latest major to invade the low-priced unbreakable moppet-wax field. Last week, RCA Victor announced its 25-cent 6-and-a-half-inch Spinner label (*The Billboard*, October 30).

Basie To Tour Negro Houses

NEW YORK, Oct. 30.—Count Basie's ork will make a swing of the Negro theaters in the East, beginning New Year's Eve. Basie will have his own package which will include his ork, chirp Pearl Bailey and several other acts. Basie hired la Bailey at a \$1,500 per week stipend. The tour debuts at the Apollo Theater here on New Year's Eve and moves on to the Royal in Baltimore and the Howard in Washington in the succeeding weeks.

the new pact. Also, the over-all experience of nine months probably will have revealed certain kinks in the pact, and these points will be subject to revision.

In Books? Sure!

NEW YORK, Oct. 30.—Pubber Abe Olman phoned Al Jolson recently to ask him to sing the current Miller plug tune on his air show. Here's how the conversation went.

"Be glad to, Abe, as long as I have it in the books," said Jolson.

"It's in the books, all right. In fact, I'm asking you for a repeat. You've already done the tune."

"What's it called?"

"Down Among the Sheltering Palms."

"I did it? When?"

"When you introduced it—20 years ago."

Jolson did the repeat on his program last Thursday.

MPCE Execs' "Secret" Pub Pact Burns Members

NEW YORK, Oct. 30.—Despite strong protests by the membership, the executive board of the Music Publishers' Contact Employees Union (MPCE) yesterday (29) submitted a proposed plugger-pubber contract to a publisher without revealing the terms involved to the contact men themselves. The rank-and-filers were merely told at an MPCE meeting Thursday that a new contract had been formulated and that its provisions would have to be kept secret in order not to jeopardize negotiations. This announcement smoked up a storm of resentment on the floor, with the pluggers demanding that they be let in on the secret and the officers remaining adamant.

Execs of MPCE refused to discuss the matter with *The Billboard*, and Alexy Bob Miller could not be reached for comment. It is said, however, that the proposed contract, which would replace the current pact expiring December 31 of this year, contains a suggestion for a pension plan and retains the anti-payola clauses, which many pluggers and pubbers had been in favor of omitting because of their admitted ineffectuality. It is also said that minimum wages are upped in the new plan.

Broadcast Music, Inc. (BMI), the first concern to which the contract was submitted for an opinion, is said to be favorably disposed to the new terms, which one BMI man said

"doesn't differ too radically in principle from the present one." The plan of the MPCE brass apparently is to sound the BMI attitude toward the contract with the idea that BMI affiliate pubbers will probably fall in line if the main office okays it. The contract will then be given to American Society of Composers, Authors and Publishers (ASCAP) pubber representatives for inspection and approval. After agreement is reached, the contract then must be signed on an individual basis by the separate publishers. It was not stated why BMI, rather than ASCAP, was chosen to be the first to see the contract despite the fact that a healthy majority of pluggers work for ASCAP-ers.

Meanwhile rank-and-file contact men are sweating it out, hoping to find out from the pubbers what the contract is all about, and disseminating unhappy remarks about the whole MPCE set-up.

Hefty Race Biz Lures Columbia Into Expansion

HOLLYWOOD, Oct. 30.—Columbia Records will make a strong bid for race biz, expanding its present small race department to a full, competitive operation. Manie Sacks, platter's artists and rep chieftain, currently on the Coast, said he would begin a talent hunt soon and would sign race artists to term pacts as soon as the recording ban is lifted. He said several artists have already been considered but would not reveal their names.

Heading the race operation will be Art Satherley, presently headquartered here as boss of the firm's folk music department. Satherley will continue to handle his present duties, shuttling between Hollywood and the East to supervise race recording sessions.

Sacks said he has purchased 12 race masters from Manor Records which will serve as nucleus of the race catalog. Included are four each

Activity Flurry Hits L-A Labels

NEW YORK, Oct. 30.—A flurry of activity, involving new artist pacts and Pan-American shuttling by diskery bigwigs, has broken out among Latin-American labels operating out of this city. Cubans signed are Ruth Fernandez, singer formerly heard here on the Columbia Broadcasting System (CBS); orkster Julio Gutierrez, and the Trio Matamoros. RCA Victor International has signed shouter Daniel Gonzales and his orchestra, who will begin waxing for Victor after March 1, 1949, when his current pact with Seeco runs out. Victor's signing of Joe Valle (former Verne artist) and Miguel De Gonzalo was reported last week (*The Billboard*, October 30).

Verne's advertising manager and flack, Ernie Ballesta, just returned from a six-week promotion drive in Puerto Rico. He leaves next week for a two-week stint in Havana. Verne head, Luis Cuevas, is in Havana supervising recordings and organizing his own distribbng branches thruout the Caribbean to replace indie outfits that previously peddled Verne there.

Seeco Prexy Sid Siegel leaves for Cuba next week on a recording mission.

Cap Gets Jones For A.&R. Post

HOLLYWOOD, Oct. 30.—Dick Jones, former Columbia artist and repertoire man, this week joined Capitol's a. and r. department. This marks the first move in expanding the Coast major's a. and r. wing, with other appointments expected to follow.

Since recording is expected to resume soon now that ban-lifting prospects appear brighter, and coupled with Cap's acquisition of the Telefunken catalog, the increased work load will become too burdensome for Cap's existing a. and r. personnel. Jones will work with Alan Livingstone in Cap's album department.

Modern Sets Album Deal for Norman's Coast Jazz Dates

HOLLYWOOD, Oct. 30.—Portions of local jazz concerts promoted in recent years by disk jockey Gene Norman will be released in album form by Modern Records, Coast indie plattery. The diskery this week closed a deal with Norman for exclusive record rights to more than 150 masters recorded during the jazz programs, which will provide Modern with enough material for at least 15 albums. Deal made with plattery head Jules Bihari gives Norman a straight percentage of gross sales take, with artists' royalties to be paid by Norman. In most instances, previous clearances had been secured from individual musicians, so that few artists will derive further royalties.

First albums to be released will be called *Just You, Just Me* and *One o'Clock Jump* and will retail for \$1.75. Albums will consist of four sides, to be distributed thru Modern distribs with special promotion aimed at the hot jazz and collector trade. Not all artists who have appeared in the Norman concerts will be released, however, since records include talent under contract to other diskeries.

Among musicians to be featured are Errol Garner, Red Norvo, Charlie Shavers, Willie Smith, Charlie Barnett, Slam Stewart, Barney Kessel and Irving Ashby.

by Savannah Churchill, Dizzy Gillespie and the Four Tunes. The race catalog will retail at 79 cents. Still to be decided is whether race disks will be carried on the regular Columbia label. The diskery may revive its old Okeh label.

The fact that Columbia has tackled the lucrative race market is to a great part due to revised thinking of brass of Columbia Broadcasting System (CBS), diskery's parent company. CBS has heretofore discouraged race diskings on the theory that such platters were undignified and detracted from diskery prestige. Because of tremendous sales revenue realized by rival waxeries from their race departments, CBS is now understood to be willing to change its concepts of dignity in favor of dollar volume on record sales.

Slapsy Pulls Out the Stops In Promotion of Jones Date

HOLLYWOOD, Oct. 30.—What shapes up to be the most intensive co-operative campaign attempted by a local nitery to plug an attraction will be launched to herald the Spike Jones show which opens at Slapsy Maxie's here for four weeks beginning November 8. Nitery ops Sy and Charles Devore will co-ordinate a high-budgeted campaign with RCA Victor and Jones's personal manager, Ralph Onders, in a move to attract biz. Drive will be the most expensive promotional venture attempted by Slapsy's present ops.

Club has contracted for 60 full-size billboards, 300 smaller boards and complete car card coverage. Ad budgets in metro dailies will be upped to allow for ad. on a seven-day-a-week basis. For the first time, the club will advertise in college newspapers. A radio spot campaign will be launched prior to opening date. Also, the club will allow blow-up photos of Jones to be placed on the facade of the building.

RCA Victor, for whom Jones records, has set 125 record dealer window displays, plugging both Jones's records and his appearance at Slapsy's. Victor will also feature Jones in two full-page ads skedded to break

prior to opening date, which will introduce a new line of video receivers. Earl (Madman) Muntz, auto-teledcaler, will turn over two giant billboards to plug Jones's date. Another used car magnate, Honest John, will foot the bill for a skywriting plane to spell out "Honest John loves Spike Jones."

Already completed are 19 guest shots on disk jockey shows done by Dr. Horatio Birdbath, member of the Jones group. Birdbath covered towns within a 50-mile radius of Hollywood, cutting the series of tape for repeat playing. Jones, Doodles Weaver and Birdbath will do the same locally, blanketing all L.A. platter spinners before and during the show's run. Regular flack coverage will be handled by staff press agent Marie Dyches.

Jones's Slapsy date marks the first time the orkster has played a Coast nitery since he expanded his original City Slickers into the larger revue. Jones will draw \$10,500 per frame, out of which he will have a 26-person payroll to meet. Contract calls for the club to keep prices at regular scales, except for higher opening night tariff.

Disks at 44c Sell 37,000 in 2-Day Splurge

Macy's in Price Stunt

(Continued from page 3)

of *Gold and Cool Water; Underneath the Arches and Walking With My Shadow; Confess and 12th Street Rag; Rambling Rose and Only Happens When I Dance With You; You Call Everybody Darlin' and Turkish Delight; Woody Woodpecker and My Happiness, and Run, Joe and My Heart Belongs to You.*

Also significant is the fact that virtually all these tunes had long been on best seller record lists by name artists who originally zoomed them to the top. The Varsity records of course feature no name artists at all. As a matter of fact, artists on the label are completely unknown to any segment of the record buying public.

Immediately following the phenomenal sale on the first ad, Norby ordered close to 30,000 additional disks for Varsity and ran another half-page on the disks in this Friday's (29) *Daily News*.

Columbia Hypos LP Bally With Print Ads

NEW YORK, Oct. 30.—Columbia Records this week hyped its long-playing record promotion with extensive advertising in daily newspapers, and also blueprinted a campaign in national mags starting November 15. Full page ads plugging LP were carried in *The New York Times* Thursday (28), *World-Telegram* Friday (29) and also in *The Philadelphia Bulletin* and *Newark Press* Friday (29).

The mag campaign gets under way with full pages scheduled for *Life*, November 15; *Look*, November 23; *Saturday Evening Post*, November 20; *Time*, December 6; *Newsweek*, December 6, and *New Yorker*, December 4.

A flock of co-op ads in local dailies are also being taken, as well as chain breaks. The entire campaign is being set by McCann-Erickson, Inc.

Herman & King Cole Pkgd. for Concerts

NEW YORK, Oct. 30.—Woody Herman's ork, which opened this week at the Royal Roost nitery here, and the King Cole Trio will be packaged for a series of concerts running from February 13 thru 28. Several of the concerts will be promoted by Ernie Anderson, local jazz impresario who last year staged the weekly one-night stand series at Town Hall and Carnegie Hall.

The package will be sold for \$3,000 per concert. Both properties are under the management of Carlos Gastel and are booked thru General Artists' Corporation.

London Adds Distrib, Sues - Young - Brown

NEW YORK, Oct. 30.—London Records made a substantial addition to its distribution outlets this week when it signed with Sues, Young & Brown to handle the London line for California, Western Nevada and Arizona. The deal was arranged by Jim Bray, London sales manager, who returned here yesterday.

Sues, Young & Brown recently bought out the record department of Leroy H. Bennett, with Bert Annear, sales manager of the Bennett distribbry, coming over as manager of the San Francisco branch of the Sues firm.

DO A WHALE OF A BUSINESS

with these

DECCA BEST SELLERS!

These top hits offer fast turnover for dealers, big takes for operators

ORDER NOW!

WHITE CHRISTMAS
GOD REST YE MERRY, GENTLEMEN

A LITTLE BIRD TOLD ME
BRUSH THOSE TEARS FROM YOUR EYES

SAY SOMETHING SWEET TO YOUR SWEETHEART
YOU WERE ONLY FOOLING (While I Was Falling in Love)

CUANTO LA GUSTA
THE MATADOR

GLORIA
I WANT TO BE THE ONLY ONE

BELLA BELLA MARIE
THE MONEY SONG

SO TIRED
RAMBLING ROSE (With Bob Eberly)

BUTTONS AND BOWS
I KNOW WHERE I'M GOING

WHAT DID I DO?
I'D LOVE TO CALL YOU MY SWEETHEART

WINTER WONDERLAND
CHRISTMAS ISLAND

BING CROSBY
DECCA 23778

STARDUSTERS
DECCA 24514

INK SPOTS
DECCA 24507

ANDREWS SISTERS
DECCA 24479

MILLS BROTHERS
DECCA 24509

ANDREWS SISTERS
DECCA 24499

RUSS MORGAN
DECCA 24449

EVELYN KNIGHT
DECCA 24489

ANDREWS SISTERS
DECCA 24504

ANDREWS SISTERS and GUY LOMBARDO
DECCA 23722

And this Special Release Available NOW!

INK SPOTS

AM I ASKING TOO MUCH
COUPLED WITH
RECESS IN HEAVEN
DECCA 24517

DECCA
RECORDS

PRIMO SCALA'S

JINGLE BELLS



"THE MISTLETOE KISS"

Primo Scala and his Banjo and Accordion Band

Vocal with the Keynotes

No. 302

List price 75c plus tax

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending October 29



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week Last Week

- 1. BUTTONS AND BOWS** 3
 By Livingston and Evans
 Published by Famous (ASCAP)
 Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023.
 Electrical transcription libraries: Sterling Young Ork, MacGregor.
- 2. A TREE IN THE MEADOW** 1
 By Bill Reid
 Published by Shapiro-Bernstein (ASCAP)
 Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108.
 Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.
- 3. TWELFTH STREET RAG** 2
 By Al Bowman
 Published by Shapiro-Bernstein (ASCAP)
 Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Pina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106; F. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301.
 Electrical transcription libraries: Airlane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Pina, Standard; Alvino Rey, Standard.
- 4. YOU CALL EVERYBODY DARLIN'** 8
 By Sam Martin, Ben Trace and Clem Watts
 Published by Mayfair (ASCAP)
 Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38296; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3109; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138; P. Garrett, Continental C-1243; B. Buchanan & His Rhythm Rogues, World 1501; J. Bacon, FM 287.
 Electrical transcription libraries: Al Trace, Lang-Worth; Jack White Ork, London; Monica Lewis, World.
- 5. IT'S MAGIC** 4
 By Sammy Cahn and Jule Styne
 Published by Witmark (ASCAP)
 From Warner Bros.' "Romance on the High Seas."
 Records available: Vic Damone, Mercury 5133; Doris Day, Columbia 38188; Dick Haymes, Decca 23926; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.
 Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.
- 6. MAYBE YOU'LL BE THERE** 6
 By Sammy Gallop and Rube Bloom
 Published by Triangle (ASCAP)
 Records available: J. Fina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397; Eddy Howard, Mercury 5214.
 Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Mindy Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth; Eddy Howard, Mercury 5214.
- 7. HAIR OF GOLD, EYES OF BLUE** 9
 By Sunny Skylar
 Published by Mellin (BMI-ASCAP)
 Records available: L. Carson, Bandwagon 516; J. Emerson, Mestrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCal Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingsters, Spiro S-3001; Harmonicats, Universal U-121; Red Gilliam & His Texas Pals, World 1502; Red Harper, Exclusive 59X; N. Minard, Apollo 1129.
 Electrical transcription libraries: Monica Lewis, World.
- 8. ON A SLOW BOAT TO CHINA** 5
 By Frank Loesser
 Published by E. H. Morris (ASCAP)
 Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. MY HAPPINESS** 5
 By Betty Peterson and Berney Bergentine
 Published by Blasco (ASCAP)
 Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; L. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.
 Electrical transcription libraries: The Serenaders, Standard.
- 10. UNDERNEATH THE ARCHES** 7
 By Bud Flanagan and Joseph McCarthy
 Published by Robbins (ASCAP)
 Records available: Andrews Sisters, Decca 24490; C. Boswell, Columbia 38298; L. Chambers Accordion Aces, MGM 10264; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer, Mercury 5173; G. Olsen Ork, Victor 20-3114; Andy Russell-The Pied Pipers, Capitol 15183; P. Scala's Banjo and Accordion Ork-The Keynotes, London 238; The Serenaders, Columbia 38274; the Singing Gondollers, Continental C-1245; Larkin Sisters-The Swingsters, Spiro S-3001; Aqua String Band, Regent 126; N. Minard, Apollo 1129.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

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

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. **BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- 2. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965
- 3. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS
NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 4. **YOU CALL EVERYBODY DARLIN'**
JACK LATHROP AND THE
DRUGSTORE COWBOYS RCA Victor 20-3109
- 5. **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862
- 6. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189
- 7. **HAIR OF GOLD**
JACK LATHROP AND THE
DRUGSTORE COWBOYS RCA Victor 20-3109
- 8. **ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123
- 9. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE
RCA Victor 20-2965
- 10. **UNDERNEATH THE ARCHES**
GEO. OLSEN ORCHESTRA
RCA Victor 20-3114

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

✓ **POPULAR**

- Minor Walk
Algo Bueno **DIZZY GILLESPIE** RCA Victor 20-3186
- Elmer's Tune
Juke Box Saturday Night **GLENN MILLER** RCA Victor 20-3185*
- With a Twist of the Wrist
That's the Stuff Ya Gotta Watch **TONY PASTOR** RCA Victor 20-3184*

✓ **FOLK**

- Then I Turned and Walked Slowly Away
A Heart Full of Love **EDDY ARNOLD** RCA Victor 20-3174
- A Broken Doll
That's the Way It's Gonna Be **THE GEORGIA CRACKERS** RCA Victor 20-3175

✓ **BLUES**

- Mama Mama
Sneakin' and Dodgin' **ROOSEVELT SYKES** RCA Victor 20-3176

✓ **POP SPECIALTIES!**

- Sicilian Tarantella
La Raspa **REINA'S ORCH. HENRI RENE** RCA Victor 20-3189

✓ **NEW SAMMY KAYE ALBUM**

- "Dusty Manuscripts" **Album P-228**
Vocals by Don Cornell, Laura Leslie, The Three Kaydets, the Glee Club, the Choir.
- I Want a Girl
(Just Like the Girl That Married Dear Old Dad) and
Cuddle Up a Little Closer, Lovey Mine **RCA Victor 20-3180**
- The World Is Waiting For the Sunrise and
Down Among the Sheltering Palms **RCA Victor 20-3181**
- There But For You Go I and My Son **RCA Victor 20-3182**
- I Still Love You and We Just Couldn't Say Goodbye **RCA Victor 20-3183**



✓ **Mail your order to your RCA Victor distributor!**

Name _____

Street _____

City _____ State _____

Riding High... Climbing Fast

- Buttons and Bows **BETTY RHODES** RCA Victor 20-3078
- In My Dreams **VAUGHN MONROE** RCA Victor 20-3133
- My Darling, My Darling **EVE YOUNG & JACK LATHROP** RCA Victor 20-3187
- Then I Turned and Walked Slowly Away **EDDY ARNOLD** RCA Victor 20-3174
- Chime Bells **ELTON BRITT** RCA Victor 20-3090

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

*Re-issued by Request!

THEY'RE IN AGAIN



YOU LIKE!

- ART LUND'S** ON A SLOW BOAT TO CHINA BY THE WAY
M-G-M 10269
- ART MOONEY'S** BLUEBIRD OF HAPPINESS SUNSET TO SUNRISE
M-G-M 10207
- BLUE BARRON'S** YOU WERE ONLY FOOLING IT'S EASY WHEN YOU KNOW HOW
M-G-M 10185

WAIT'LL YOU HEAR!!



ART LUND SING
Orchestra conducted by Johnny Thompson
**I STILL GET A THRILL
BLUER THAN BLUE**
M-G-M 10295



ART MOONEY PLAY
and his Orchestra
**I'VE BEEN WORKING ON
THE RAILROAD**
Vocal by Ensemble
**IN THE MARKET PLACE
OF OLD MONTEREY**
Vocal by Bud Brees and Galli Sisters
M-G-M 10298



BLUE BARRON PLAY
and his Orchestra
**THERE'S A QUAKER DOWN
IN QUAKER TOWN**
Vocal by Clyde Burke and Ensemble
A STRAWBERRY MOON
Vocal by Clyde Burke and Dolores Hawkins
M-G-M 10297

M-G-M RECORDS
THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending October 29

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		This Week		Publisher
Weeks to date	Last Week	Rank	Title	
17	1	1.	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
6	3	2.	BUTTONS AND BOWS (R)	Famous
10	3	3.	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
27	2	4.	MY HAPPINESS (R)	Blasco
18	4	5.	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
2	7	6.	ON A SLOW BOAT TO CHINA (R)	Melrose
20	6	7.	MAYBE YOU'LL BE THERE (R)	Triangle
8	9	8.	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
11	5	9.	UNDERNEATH THE ARCHES (R)	Robbins
4	11	10.	YOU WERE WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
14	13	11.	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
11	8	12.	RAMBLING ROSE (R)	Laurel
21	12	13.	IT'S MAGIC (F) (R)	Witmark
4	10	14.	UNTIL (R)	Dorsey Bros.
1	—	15.	THIS IS THE MOMENT (F) (R)	Miller

ENGLAND'S TOP TWENTY

POSITION		This Week		English Music	American Music
Weeks to date	Last Week	Rank	Title		
8	1	1.	SO TIRED	Campbell-Connelly	Glenmore Music, Inc.
8	2	2.	MY HAPPINESS	Chappell	Blasco
12	3	3.	YOU CAN'T BE TRUE	Chappell	Biltmore Music
27	4	4.	GALWAY BAY	Box and Cox	Leeds
5	5	5.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
4	10	6.	BUTTONS AND BOWS	Victoria	Famous
25	6	7.	DREAM OF OLWEN	Lawrence Wright	Mills
14	7	8.	WOODY WOODPECKER	Leeds	Leeds
13	8	9.	RAMBLING ROSE	Irwin Dash	Laurel Music
10	12	10.	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein and Carl Fischer
6	13	11.	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
5	11	12.	LA VIE EN ROSE	Noel Gay	Harms, Inc.
21	9	13.	BALLERINA	Peter Maurice	Jefferson
19	15	14.	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
7	18	15.	LITTLE WHITE LIES	Lawrence Wright	Bregman-Vocco-Conn, Inc.
5	16	16.	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
1	—	17.	UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
4	17	18.	SUZY	Athenaeum	*
22	14	19.	HEARTBREAKER	Leeds	Leeds
1	—	20.	WHEN THE ORGAN PLAYED AVE MARIA	Strauss Miller	*

*Published not available as *The Billboard* goes to press.

CANADA'S TOP TUNES

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

POSITION		This Week	
Weeks to date	Last Week	Rank	Title
16	1	1.	A TREE IN THE MEADOW
21	2	2.	MY HAPPINESS
10	3	2.	UNDERNEATH THE ARCHES
14	4	4.	YOU CALL EVERYBODY DARLIN'
2	10	5.	BUTTONS AND BOWS
7	5	6.	HAIR OF GOLD, EYES OF BLUE
6	6	7.	BLUEBIRD OF HAPPINESS
25	8	8.	YOU CAN'T BE TRUE, DEAR
16	9	9.	IT'S MAGIC
8	7	10.	TWELFTH STREET RAG
10	7	11.	RAMBLING ROSE
5	8	12.	EV'RY DAY I LOVE YOU
9	12	13.	MAYBE YOU'LL BE THERE
15	11	14.	LOVE SOMEBODY
26	14	15.	NOW IS THE HOUR

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending October 29



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 1,200 disk jockeys throught the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Lic. By
15	1	1	1	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
14	2	2	2	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
8	3	3	3	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
14	5	4	4	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
14	4	5	5	IT'S MAGIC (F)	Doris Day	Columbia 38188-ASCAP
9	9	6	6	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
22	11	7	7	MY HAPPINESS	Pied Pipers	Capitol 15094-ASCAP
18	6	8	8	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207-ASCAP
4	20	9	9	THAT CERTAIN PARTY	B. Strong Ork. Tower	1271-ASCAP
17	7	10	10	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117-ASCAP
2	13	11	11	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP

(Continued on page 139)

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

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

Week of October 22-28

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Tree in the Meadow	Shapiro-Bernstein	0	1	0	5	2	9	4	5	0	6	0	4	102
Ain't Doin' Bad, Doin' Nothin'	Spitzer	1	14	0	5	0	4	0	4	1	2	0	4	94
Bluebird of Happiness	T. B. Harms	3	3	0	4	1	4	1	5	0	2	0	6	85
Buttons and Bows	Famous	1	10	0	9	1	3	0	12	1	8	0	11	169
Cuanto Le Gusta (Date With Judy)	Peer	5	11	1	6	7	4	2	6	1	7	1	5	137
Down Among the Sheltering Palms	Miller	0	4	0	3	0	1	2	4	0	0	0	3	56
Every Day I Love You (Two Guys From Texas)	Harms, Inc.	2	5	0	5	5	6	5	4	3	2	0	4	102
Galway Bay	Leeds	1	8	0	4	0	1	0	3	0	5	0	2	61
Hair of Gold, Eyes of Blue	Mellin	0	4	1	8	2	8	6	7	0	7	1	7	152
Here I'll Stay (Love Life)	Chappell	8	12	0	9	2	9	2	8	0	7	0	6	159
Isn't It Romantic (Isn't It Romantic)	Famous	9	8	0	4	9	10	3	5	3	6	0	3	126
It's a Most Unusual Day (Date With Judy)	Robbins	0	5	0	3	0	6	3	3	0	2	0	3	71
It's Magic (Romance on High Seas)	Witmark	0	4	0	3	2	4	4	4	1	3	0	4	51
Lavender Blue	Santly-Joy	4	7	1	5	0	1	1	4	0	6	1	2	85

(Continued on page 139)

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, October 15, 8 a.m., and ending Friday, October 22, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
Ain't Doin' Bad, Doin' Nothin' (R)	Henry Spitzer-ASCAP
Bluebird of Happiness (R)	T. B. Harms-ASCAP
Buttons and Bows (F) (R)	Famous-ASCAP
Confess (R)	Oxford-ASCAP
Cuanto Le Gusta (R)	Peer-BMI
Down Among the Sheltering Palms (R)	Miller-ASCAP
Ev'ry Day I Love You (R) (F)	Harms, Inc.-ASCAP
Galway Bay (R)	Leeds-ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin-BMI-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP

(Continued on page 30)



A Check List of Top-Selling M-G-M Records Hits

The Greatest Show on Records
SONG AND DANCE MAN GENE KELLY
 Album M-G-M 30 Three 10" Records

POPULAR

ON A SLOW BOAT TO CHINA By The Way	ART LUND M-G-M 10269
BLUEBIRD OF HAPPINESS Sunset to Sunrise	ART MOONEY and his Orchestra M-G-M 10207
CARAVAN Azure	BOB MATTHEWS M-G-M 10266
BUTTONS AND BOWS The Matador	BETTY GARRETT M-G-M 10244
I'VE BEEN WORKING ON THE RAILROAD In The Market Place Of Old Monterey	ART MOONEY and his Orchestra M-G-M 10298
WHAT DID I DO I Love You Much Too Much	HELEN FORREST M-G-M 10262
THERE'S A BARBER IN THE HARBOR OF PALERMO The Night Has A Thousand Eyes	ART MOONEY and his Orchestra M-G-M 10260
STRINGOPATION The Dream of Olwen	PHILIP GREEN and his Orchestra M-G-M 30143
YOU WERE ONLY FOOLING It's Easy When You Know How	BLUE BARRON and his Orchestra M-G-M 10185
EVERYTHING I HAVE IS YOURS I'll Be Faithful	BILLY ECKSTINE M-G-M 10259
I STILL GET A THRILL Bluer Than Blue	ART LUND M-G-M 10295
CORN BELT SYMPHONY Every Day Is Just A Holiday	NEV SIMONS M-G-M 10257
DOWN AMONG THE SHELTERING PALMS If We Can't Be The Same Old Sweethearts	THE JACKIE BROWN QUARTET M-G-M 10286
BUBLITCHKI Always	ZIGGY ELMAN and his Orchestra M-G-M 10277

FOLK and WESTERN

LIFE GITS TEE-JUS DON'T IT Wind In The Mountains	CARSON ROBISON M-G-M 10224
GUITAR BOOGIE Boomerang	ARTHUR (Guitar Boogie) SMITH M-G-M 10293
12th STREET RAG Once Upon A Time	ARTHUR (Guitar Boogie) SMITH M-G-M 10294
COTTON PATCH BLUES Hop, Skip And Jump Over Texas	BOB WILLS M-G-M 10291
BLACKOUT BLUES Sally Goodin'	BOB WILLS M-G-M 10292

EBONY SERIES

HE SENDS ME I Ain't Gonna Quit You	IVY WILLIS M-G-M 10301
IT'S TOO SOON TO KNOW I'm Thru With Love	MARIAN ROBINSON M-G-M 10300

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

IMMEDIATE DELIVERY...

EVERY HIT on any MAJOR LABEL

- Popular
- Classical
- SINGLES or ALBUMS

No order too small or too large. Terms, C. O. D.
 On Single Records, Popular or Classical, 10" or 12"
 Our Price 5c over Wholesale cost per Record.
 On Albums Deduct 30% From Full Price.

- Consult Billboard's Lists of . . .
- BEST SELLING POPULAR RETAIL RECORDS
- BEST SELLING RACE RECORDS
- BEST SELLING FOLK RECORDS
- BEST SELLING RECORDS BY CLASSICAL ARTISTS
- BEST SELLING RECORD ALBUMS BY CLASSICAL ARTISTS
- BEST SELLING POPULAR RECORD ALBUMS
- BEST SELLING CHILDREN'S ALBUMS

In addition to all of the above records we also carry a complete line of singles or albums on every major label. We also export all over the world.

RECORD WHOLESALERS

853 Ninth Avenue Circle 7-6362 New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS PART IV Retail Record Sales Week Ending October 29

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks on chart	Last Week	This Week	Record Title	Artist	Label
7	3	1	1	BUTTONS AND BOWS <i>Daddy-O</i>	Dinah Shore	Columbia 38284-ASCAP
20	1	2	1	TWELFTH STREET RAG <i>Somebody Else, Not Me</i>	Pee Wee Hunt	Capitol 15105-ASCAP
15	2	3	2	A TREE IN THE MEADOW <i>I'm Sorry But I'm Glad</i>	Margaret Whiting	Capitol 15122-ASCAP
21	4	4	4	MAYBE YOU'LL BE THERE <i>Dark Eyes</i>	Gordon Jenkins	Decca 24403-ASCAP
3	5	5	5	ON A SLOW BOAT TO CHINA <i>In the Market Place of Old Monterey</i>	Kay Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
17	5	6	5	IT'S MAGIC <i>Put 'Em in a Box (F)</i>	Doris Day	Columbia 38188-ASCAP
9	7	7	7	UNTIL <i>After Hour Stuff</i>	Tommy Dorsey Ork-H. Primm	Victor 20-3061-ASCAP
2	22	8	22	BUTTONS AND BOWS <i>San Antonio</i>	The Danning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP
6	13	9	13	YOU WERE ONLY FOOLIN' <i>It's Easy When You Know How</i>	Blue Barron	MGM 10185-ASCAP
19	10	10	10	BLUEBIRD OF HAPPINESS <i>Sunset to Sunrise</i>	Art Mooney	MGM 10207-ASCAP
12	9	11	9	UNDERNEATH THE ARCHES <i>Side by Side</i>	P. Scala's Banjo and Accordion Ork-The Keynotes	London 238-ASCAP
9	18	12	18	UNDERNEATH THE ARCHES <i>You Call Everybody Darlin'</i>	Andrews Sisters	Decca 24490-ASCAP
20	6	13	6	YOU CALL EVERYBODY DARLIN' <i>Linger Awhile</i>	Al Trace	Regent 117-ASCAP
10	11	14	11	HAIR OF GOLD <i>Rambling Rose</i>	Gordon MacRae	Capitol 15178-BMI-ASCAP
2	24	15	24	CUANTO LA GUSTA <i>The Matador</i>	C. Miranda-The Andrews Sisters	Decca 24479-BMI
2	29	16	29	BLUEBIRD OF HAPPINESS <i>Say Something</i>	J. Stafford-G. MacRae and the Starlighters	Capitol 15207-ASCAP
1	—	17	—	ON A SLOW BOAT TO CHINA <i>Czardis</i>	F. Martin Ork-G. Hughes	Victor 20-3123-ASCAP
2	15	18	15	THAT CERTAIN PARTY <i>My Best Girl</i>	B. Strong	Tower 1271-ASCAP
21	14	19	14	MY HAPPINESS <i>Tea Leaves</i>	Ella Fitzgerald	Decca 24446-ASCAP
6	17	20	17	LIFE GETS TEE-JUS, DON'T IT? <i>The Wind and the Mountain</i>	C. Robison	MGM 10224-ASCAP
4	—	21	—	UNDERNEATH THE ARCHES <i>Just for Me</i>	Andy Russell-The Pied Pipers	Capitol 15183-ASCAP
12	21	22	21	YOU CAME A LONG WAY <i>For Heaven's Sake</i>	Ray McKinley	Victor 20-2913-ASCAP
13	19	23	19	RAMBLING ROSE <i>There Must Be a Way</i>	Perry Como-The Satisfiers	Victor 20-2947-ASCAP
4	30	24	30	SERUTAN YOB <i>A Song for Backward Boys and Girls Under 40</i>	The Unnatural Seven-K. Tedder & Hawthorne	Capitol 15210-ASCAP
13	19	25	19	COOL WATER <i>The Legend of Tiabi</i>	Vaughn Monroe-Sons of the Pioneers	Victor 20-2923-BMI
1	—	25	—	UNDERNEATH THE ARCHES <i>Just for Me</i>	Ray McKinley	Capitol 15183-ASCAP
1	—	27	—	YOU CALL EVERYBODY DARLIN' <i>Hair of Gold</i>	J. Lathrop and The Drugstore Cowboys	Victor 20-3109-ASCAP
23	16	28	16	LOVE SOMEBODY <i>Confess</i>	Doris Day-Buddy Clark	Columbia 38174-ASCAP
1	—	29	—	EVERYDAY I LOVE YOU <i>This Is the Moment</i>	J. Stafford	Capitol 15139
23	12	29	12	MY HAPPINESS <i>Highway to Love</i>	Pied Pipers	Capitol 15094-ASCAP



HOT HITS

Which one will hit a Million???

We feel sure one of the records below will sell over a million copies. Which do you think it will be?

"THE MONEY SONG"
"THAT CERTAIN PARTY" CAPITOL RECORD 15249
 Dean Martin and Jerry Lewis with Orchestra

"SERUTAN YOB"
The Unnatural Seven—Vocal by Karen Tedder and Enrohtwah
"OH! NICK-O-DEEMO" CAPITOL RECORD 15210
Red Ingle and the Natural Seven—Vocal by Red Ingle and Betty Holland

"LOVE, YOUR MAGIC SPELL IS EVERYWHERE"
"SO DEAR TO MY HEART" CAPITOL RECORD 15232
Peggy Lee with Dave Barbour and His Orchestra

"LILLETTE"
"A WOMAN ALWAYS UNDERSTANDS" CAPITOL RECORD 15224
The King Cole Trio

"SAY SOMETHING SWEET TO YOUR SWEETHEART"
Jo Stafford and Gordon MacRae with the Starlighters
"BLUE BIRD OF HAPPINESS" CAPITOL RECORD 15207
Jo Stafford and Gordon MacRae with Male Choir

"KEE-MO KY-MO"
"REX RHUMBA" CAPITOL RECORD 15240
The King Cole Trio

"I LOVE YOU SO MUCH IT HURTS"
"I DON'T WANT YOUR SYMPATHY" CAPITOL RECORD 15243
Jimmy Wakely with Cowboy Band

"YOU WERE ONLY FOOLING (While I Was Falling in Love)"
Kay Starr with Orchestra
"A FADED SUMMER LOVE" CAPITOL RECORD 15226
Kay Starr with Dave Cavanaugh's Music

"THIS IS THE MOMENT"
"EV'RY DAY I LOVE YOU (Just a Little Bit More)" CAPITOL RECORD 15139
Jo Stafford with Paul Weston and His Orchestra

"MY DARLING, MY DARLING"
Jo Stafford & Gordon MacRae and the Starlighters with Orchestra
"GIRLS WERE MADE TO TAKE CARE OF BOYS" CAPITOL RECORD 15270
Joe Stafford and Gordon MacRae with Orchestra

"LIFE GITS TEE-JUS, DON'T IT?"
Tex Williams with Orchestra
"BIG HAT POLKA" CAPITOL RECORD 15271
Tex Williams and His Western Caravan

"CUANTO LE GUSTA"
"CORNBELT SYMPHONY" CAPITOL RECORD 15280
Jack Smith and the Clark Sisters with Orchestral Accompaniment

"BUTTONS AND BOWS"
"THAT'S NOT THE KNOT" CAPITOL RECORD 15292
Bob Hope with the Clark Sisters and Orchestral Accompaniment

"BUTTONS AND BOWS"
The Dinning Sisters with the Art Van Damme Quintet
"SAN ANTONIO ROSE" CAPITOL RECORD 15184
The Dinning Sisters with Orchestra conducted by Carl Kress

"WHAT DID I DO?"
Margaret Whiting with Frank DeVol and His Orchestra
"HEAT WAVE" CAPITOL RECORD 15209
Margaret Whiting with the Crew Chiefs and Frank DeVol and His Orchestra

"ONE HAS MY NAME (the Other Has My Heart)"
"YOU'RE THE SWEETEST ROSE IN TEXAS" CAPITOL RECORD 15162
Jimmy Wakely with Cowboy Band

"DOWN AMONG THE SHELTERING PALMS"
Johnny Mercer and the Pied Pipers with Paul Weston and His Orchestra
"ONE FOR MY BABY (And One More for the Road)" CAPITOL RECORD 15241
Johnny Mercer with Paul Weston and His Orchestra

"ON A SLOW BOAT TO CHINA"
"I HATE TO LOSE YOU (I'm So Used To You Now)" CAPITOL RECORD 15208
Benny Goodman and His Orchestra

POPULAR

- "TWELFTH STREET RAG"**
- "SOMEBODY ELSE, NOT ME"** Capitol 15105
Pea Wee Hunt
- "A TREE IN THE MEADOW"**
- "I'M SORRY BUT I'M GLAD"** Capitol 15122
Margaret Whiting
- "HAIR OF GOLD, EYES OF BLUE"**
- "RAMBLING ROSE"** Capitol 15178
Gordon MacRae
- "IT'S MAGIC"**
- "SPRING IN DECEMBER"** Capitol 15072
Gordon MacRae
- "UNDERNEATH THE ARCHES"**
- "JUST FOR ME"** Capitol 15183
Andy Russell
- "HARLEM HOLIDAY"**
- "DON'T WANT THAT MAN AROUND"** Capitol 15248
Stan Kenton
- "YOU CALL EVERYBODY DARLING"**
- "CUCKOO WALTZ"** Capitol 15156
Jack Smith

- "MY HAPPINESS"**
- "HIGHWAY TO LOVE"** Capitol 15094
The Pied Pipers
- "CLAIR DE LUNE" Part I**
- "CLAIR DE LUNE" Part II** Capitol 15153
Paul Weston

WESTERN

- "DEAR OAKIE"**
- "A MILLION MEMORIES"** Capitol 15169
Jack Rivers
- "JUST A PAIR OF BLUE EYES"**
- "TALKING BOOGIE"** Capitol 15175
Tex Williams
- "LEAVE MY HONEY BEE ALONE"**
- "T FOR TEXAS (Blue Yodel No. 1)"** Capitol 15212
Merle Travis
- "THERE'S A NEW MOON OVER MY SHOULDER"**
- "JINGLE, JANGLE, JINGLE"** Capitol 15215
Tex Ritter
- "HAIR OF GOLD, EYES OF BLUE"**
- "BALL OF FIRE"** Capitol 15217
Smokey Rogers

SEPIA

- "TELL ME, DADDY"**
- "(It Will Have To Do) UNTIL THE REAL THING COMES ALONG"** Capitol 15144
Julie Lee
- "COOL WATER"**
- "LAKE CHARLES BOOGIE"** Capitol 15148
Nellie Lutcher
- "KING SIZE PAPA"**
- "WHEN YOU'RE SMILING (The Whole World Smiles With You)"** Capitol 40082
Julia Lee
- "ALEXANDER'S RACTIME BAND"**
- "MY LITTLE BOY"** Capitol 15180
Nellie Lutcher

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!



Fill-fooling...

ALL THE GREAT PROMISE
EVERYONE EXPECTED OF IT!...

**"YOU WERE
ONLY FOOLING"**



by-
MGM'S
Blue

BARRON

And His Music Of Yesterday And Today

MGM-10185 is up there

- with the **RETAILERS**
- with the **DISK JOCKEYS**
- with the **JUKE BOX OPS**

NOW... watch it Climb, Climb and Climb

The **Billboard** **MUSIC POPULARITY CHARTS**
Part IV
Retail Record Sales
Week Ending October 29

BEST-SELLING CHILDREN'S RECORDS

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

Weeks on date	Last Week	This Week	POSITION	Record Title	Label
21	1	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
21	4	2	2.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
10	2	3.	3.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
6	3	4.	4.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
21	5	5.	5.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
11	7	6.	6.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375
16	12	7.	7.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
16	10	8.	8.	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
3	13	9.	9.	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director	Victor Y-395
12	8	9.	9.	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio	Capitol DC-89
7	-	11.	11.	TUBBY THE TUBA (Two Records) Danny Kaye	Decca CU-106
18	11	11.	11.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
14	-	13.	13.	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35
3	-	13.	13.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
3	-	13.	13.	NURSERY RHYMES ALBUM (Two Records) Ken Carson-Billy May	Capitol DBS-90
16	18	13.	13.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks on date	Last Week	This Week	POSITION	Record Title	Label
157	2	1.	1.	Clair De Lune Jose Iturbi	Victor 11-3351
154	1	2.	2.	Chopin's Polonaise Jose Iturbi	Victor 11-8848
40	3	2.	2.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director	Victor 11-9007, Victor 10-1454, Victor 18-1074
1	-	4.	4.	Invitation to the Waltz A. Toscanini-NBC Symphony Ork	Victor 13192
1	-	5.	5.	Liszt: Second Hungarian Rhapsody Philadelphia Ork-Stokowski, director	Victor 14422

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks on date	Last Week	This Week	POSITION	Album Title	Label
91	-	1.	1.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann	Victor 1075
74	3	2.	2.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork	Victor 1020
1	-	2.	2.	Ravel: Bolero Koussevitzky-Boston Symphony Ork	Victor DM-352
10	1	3.	3.	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
3	3	5.	5.	Schubert: Symphony No. 9 in C Album (Six Records) A. Toscanini-NBC Symphony Ork	Victor DM-1167

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks on date	Last Week	This Week	POSITION	Album Title	Label
10	3	1.	1.	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns	Victor P-217
18	1	2.	2.	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson	Decca A-849
96	4	3.	3.	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
25	3	4.	4.	STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton	Capitol CD-79
4	7	5.	5.	COLLEGE MEDLEYS ALBUM (Four Records) Jan Garber and His Ork	Capitol CD-95
1	-	6.	6.	MERRY CHRISTMAS ALBUM (One Record) B. Crosby	Decca A-550
5	7	7.	7.	CLAMBAKE SEVEN (Four Records) Tommy Dorsey	Victor P-220
3	6	8.	8.	PREVIN PLAYS THE PIANO ALBUM (Four Records) A. Previn	Victor P-214
25	-	8.	8.	GLENN MILLER MASTERPIECES (Four Records) Glenn Miller	Victor P-189
22	-	10.	10.	BUSY FINGERS (Four Records) Three Suns	Victor P-208



THE BIGGEST-SELLING Christmas Records OF ALL TIME ARE ON DECCA



MERRY CHRISTMAS
BING CROSBY

With The Andrews Sisters, Max Terr's Chorus and Ken Darby Singers. Selections include: SILENT NIGHT—ADESTE FIDELES—WHITE CHRISTMAS—GOD REST YE MERRY, GENTLEMEN—I'LL BE HOME FOR CHRISTMAS—FAITH OF OUR FATHERS—JINGLE BELLS—SANTA CLAUS IS COMIN' TO TOWN.

Decca Album No. A-550—List Price \$3.75



THE LITTLEST ANGEL

Narrated by LORETTA YOUNG

With Ken Darby Choir and Orchestra directed by Victor Young.

Decca Album No. DA-399—List Price \$3.00

CHRISTMASTIME

Deanna Durbin, Judy Garland, Kenny Baker. Selections include: SILENT NIGHT—ADESTE FIDELES—THE BIRTHDAY OF A KING—THE STAR OF THE EAST—OH, LITTLE TOWN OF BETHLEHEM—IT CAME UPON THE MIDNIGHT CLEAR—HARK! THE HERALD ANGELS SING—O HOLY NIGHT.

Decca Album No. A-488—List Price \$3.75

THE SONG OF CHRISTMAS

Roy Ringwald

The Story of the Nativity told in Christmas Songs, Carols and Biblical Verses. FRED WARING Pennsylvanians.

Decca Album No. DA-497—List Price \$3.00

ALSO AVAILABLE AS UNBREAKABLE SET
No. DAU-13—List Price \$5.00

- ADESTE FIDELES**
(Oh, Come, All Ye Faithful)
- 23777 Bing Crosby
 - 23644 Fred Waring Pennsylvanians
 - 23657 Deanna Durbin
 - 23667 London String Quartet
 - 25258 The Cloister Bells
 - 25257 Decca Salon Orchestra

- BEAUTIFUL SAVIOUR**
- 23645 Fred Waring Pennsylvanians

- BIRTHDAY OF A KING, THE**
- 23658 Judy Garland

- CANTIQUE de NOEL**
- 23644 Fred Waring Pennsylvanians

- CHRISTMAS CANDLE**
- 25235 Tony Martin

- CAROL OF THE BELLS**
- 23645 Fred Waring Pennsylvanians

- CHRISTMAS DREAMING**
- 24169 Dick Haymes

- CHRISTMAS ISLAND**
- 23722 Andrews Sisters and Guy Lombardo

- THE CHRISTMAS SONG**
(Merry Christmas to You)
- 24144 Bing Crosby with Ken Darby Singers
 - 24169 Dick Haymes

- CRADLE SONG OF THE VIRGIN**
- 23737 Dick Haymes

- THE FIRST NOWELL**
- 23645 Fred Waring Pennsylvanians
 - 23737 Dick Haymes
 - 25256 Decca Salon Orchestra

- GOD REST YE MERRY, GENTLEMEN**
- 23778 Bing Crosby

- GOOD MORNING BLUES**
- 18125 Count Basie

- HARK! THE HERALD ANGELS SING**
- 23672 Kenny Baker
 - 25257 Decca Salon Orchestra

WHITE CHRISTMAS
23778 BING CROSBY

- 23376 Jascha Heifetz
- 23738 Guy Lombardo
- 24140 Ink Spots
- 24141 Carmen Cavallaro
- 24142 Ethel Smith
- 24143 Jesse Crawford
- 24500 Fred Waring Pennsylvanians

- JINGLE BELLS**
- 23281 Bing Crosby and Andrews Sisters
 - 24142 Ethel Smith
 - 18512 Woody Herman

- I'LL BE HOME FOR CHRISTMAS**
- 23779 Bing Crosby

- IT CAME UPON THE MIDNIGHT CLEAR**
- 24121 Dick Haymes
 - 23671 Kenny Baker

- JOY TO THE WORLD**
- 24120 Dick Haymes
 - 24143 Jesse Crawford—Harry Bruer

- O FIR TREE DARK**
- 24144 Bing Crosby

LOOK TO DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!



DECCA RECORDS

- SILENT NIGHT**
- 23777 Bing Crosby
 - 23643 Fred Waring Pennsylvanians
 - 23657 Deanna Durbin
 - 23667 London String Quartet
 - 24141 Carmen Cavallaro
 - 25256 Decca Salon Orchestra
 - 25258 The Cloister Bells

- OH GATHERING CLOUDS**
- 23643 Fred Waring Pennsylvanians

- OH, COME, ALL YE FAITHFUL**
- See Adeste Fideles

- OH, LITTLE TOWN OF BETHLEHEM**
- 24120 Dick Haymes
 - 23671 Kenny Baker
 - 23645 Fred Waring Pennsylvanians

- O HOLY NIGHT**
- 23672 Kenny Baker

- OLDEST CHRISTMAS STORY**
- 23365 Charles Laughton

- SANTA CLAUS IS COMIN' TO TOWN**
- 23281 Bing Crosby and Andrews Sisters
 - 18512 Woody Herman

- SANTA CLAUS IS RIDIN' THE TRAIL**
- 18714 Dick Haymes

- THE STAR OF THE EAST**
- 23658 Judy Garland

- STORY OF THE THREE WISE MEN**
- 23365 Charles Laughton

- 'Twas THE NIGHT BEFORE CHRISTMAS**
- 23642 Fred Waring Pennsylvanians

- TWELVE DAYS OF CHRISTMAS**
- 24500 Fred Waring Pennsylvanians

- WINTER WONDERLAND**
- 24501 Fred Waring Pennsylvanians
 - 23722 Andrews Sisters and Guy Lombardo



'Twas THE NIGHT BEFORE CHRISTMAS
FRED WARING

Pennsylvanians (Orchestra, Glee Club and Soloists). Selections include: 'Twas THE NIGHT BEFORE CHRISTMAS—SILENT NIGHT—O GATHERING CLOUDS—ADESTE FIDELES—CANTIQUE DE NOEL—THE FIRST NOWELL—OH, LITTLE TOWN OF BETHLEHEM—CAROL OF THE BELLS—BEAUTIFUL SAVIOUR.

Decca Album No. A-480—List Price \$3.75



CHRISTMAS SONGS
DICK HAYMES

Selections include: OH, LITTLE TOWN OF BETHLEHEM—JOY TO THE WORLD—IT CAME UPON THE MIDNIGHT CLEAR—AVE MARIA (Schubert)—THE FIRST NOWELL—CRADLE SONG OF THE VIRGIN.

Decca Album No. A-581—List Price \$3.00

THE SMALL ONE
BING CROSBY

With supporting cast, sound effects and music.

Decca Album No. DA-553—List Price \$2.75

A CHRISTMAS CAROL
Charles Dickens

RONALD COLMAN as Scrooge with a supporting cast, sound effects and music.

Decca Album No. DA-290—List Price \$3.85

A CHRISTMAS GIFT

The Story of the Juggler of Our Lady as told by John Nesbitt (Narration with Choir).

Decca Album No. DA-357—List Price \$2.25

MR. PICKWICK'S CHRISTMAS
Charles Dickens

As told by Charles Laughton with musical accompaniment.

Decca Album No. DA-379—List Price \$2.88

KING  **DE LUXE**
TOPS IN POP!

GALLI SISTERS
JUST FOR ME
 HEY, JOHN
KING 4249

TED MARTIN
BRUSH THOSE TEARS
FROM YOUR EYES
 AM I ALL OF YOUR FUTURE
DE LUXE 1182

TOPS IN FOLK

COWBOY COPAS
ROSE OF OKLAHOMA
 BELIEVE IT OR NOT
KING 737

RED PERKINS
ONE HAS MY NAME
 I LIVE THE LIFE I LOVE
DE LUXE 5047

TOPS IN RACE

TODD RHODES
BLUES FOR THE RED BOY
 SPORTREE'S JUMP
KING 4240

ROY BROWN
LONG ABOUT MIDNIGHT
 WHOSE HAT IS THAT
DE LUXE 3154

King Records, Inc. DISTRIBUTORS OF
KING AND DE LUXE RECORDS

1540 BREWSTER AVENUE CINCINNATI 7, OHIO

The **Billboard**

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
 October 29



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
17	1	1	TWELFTH STREET RAG... Pee Wee Hunt	Capitol 15105—ASCAP
15	2	2	A TREE IN THE MEADOW... Margaret Whiting	Capitol 15122—ASCAP
6	4	3	BUTTONS AND BOWS... Dinah Shore	Columbia 38284—ASCAP
21	3	4	YOU CALL EVERYBODY DARLIN'... Al Trace	Regent 117—ASCAP
10	7	5	UNDERNEATH THE ARCHES... Andrews Sisters	Decca 24490—ASCAP
15	5	6	IT'S MAGIC (F)... Doris Day	Columbia 38188—ASCAP
16	6	7	MAYBE YOU'LL BE THERE... Gordon Jenkins	Decca 24403—ASCAP
3	11	8	ON A SLOW BOAT TO CHINA... Kay Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
9	10	9	YOU CALL EVERYBODY DARLIN'... Andrews Sisters	Decca 24490—ASCAP
16	14	10	MY HAPPINESS... J. & S. Steele	Damon D-11133—ASCAP
9	12	11	HAIR OF GOLD... Gordon MacRae	Capitol 15178—ASCAP-BMI
7	17	12	BLUEBIRD OF HAPPINESS... Art Mooney	MGM 10207—ASCAP
7	—	13	THAT CERTAIN PARTY... Benny Strong	Tower 1271—ASCAP
			(F. Gray, Apollo 1132; Varsity Ork, Varsity 111; D. Day-B. Clark, Columbia 38353; D. Martin-J. Lewis, Capitol 15249; L. Prima Ork, Victor 20-3098)	
15	9	14	IT'S MAGIC (F)... Dick Haymes-Gordon Jenkins	Decca 23826—ASCAP
12	8	15	UNDERNEATH THE ARCHES... P. Scala's Accordion Ork-The Key-notes	London 238—ASCAP
1	—	16	BUTTONS AND BOWS... The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
7	15	17	UNTIL... Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
			(The Charloteers, Columbia 38329)	
15	20	18	YOU CALL EVERYBODY DARLIN'... A. Vincent	Mercury 5155—ASCAP
11	—	19	IT'S MAGIC... Gordon MacRae	Capitol 15072—ASCAP
18	—	20	LOVE SOMEBODY... Doris Day-Buddy Clark	Columbia 38174—ASCAP
5	20	21	HAIR OF GOLD... Harmonicats	Universal U-121—ASCAP-BMI
9	22	21	JUST A LITTLE LOVIN'... Eddy Arnold, the Tennessee Plowboys and His Guitar	Victor 20-3013—BMI
			(B. Eberle-Sunshine Serenaders, Decca 24492; Foy Willing & His Riders of the Purple Sage, Capitol 15221)	
1	—	23	160 ACRES... B. Crosby-Andrews Sisters	Decca 24481
			(A. Kassel & Ork, Mercury 5168)	
20	30	24	BOUQUET OF ROSES... Eddy Arnold, the Tennessee Plowboys and His Guitar	BMI
			(R. Turner & the Westerners, Varsity 8001; D. Haymes-The Troubadours, Decca 24506; J. Wakely, Capitol Americana 40107)	
1	—	24	BRUSH THOSE TEARS... Barry Green	Decca 24514
			(E. Knight-The Starlighters, Decca 24514; R. Deauville, Mercury, 5203; A. Foster, Regent 134)	
13	27	24	COOL WATER... Vaughn Monroe-Sons of the Pioneers	Victor 20-2923—BMI
			(S. Browne-The Squadronaires, London 311; Eastman Trio, Trilon 189; Derry Falligant, MGM 10256; N. Lutchter, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Decca 46027-Victor 20-1724; Western Aces, Lamb 10-105; Varsity 109)	
2	—	24	HAIR OF GOLD... Jack Lathrop and His Drugstore Cowboys	Victor 20-3109—ASCAP-BMI
2	—	28	A TREE IN THE MEADOW... S. Browne	London 123—ASCAP
2	25	28	HAIR OF GOLD... B. Eberly-Sunshine Serenaders	Decca 24491—ASCAP-BMI
1	—	30	BLUEBIRD OF HAPPINESS... J. Stafford-G. MacRae and the Starlighters	Capitol 15207—ASCAP
			(Jan Peerce, RCA Victor Ork, Victor 10-1454 (10"), Victor 18-0174, 11-9007 (12"); D. Groner Trio, Aristocrat AR-1803; Varsity 108; Art Mooney, MGM 10207)	

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

I Still Get a Thrill (R)	Words & Words—ASCAP
I'd Love To Live in Loveland (With a Girl Like You) (R)	Bregman-Vocco-Conn—ASCAP
Isn't It Romantic (R)	Famous—ASCAP
It's a Most Unusual Day (R)	Robbins—ASCAP
It's Magic (R) (F)	Witmark—ASCAP
Lavender Blue (R)	Santly-Joy—ASCAP
Love Somebody (R)	Kramer-Whitney—ASCAP
Maybe You'll Be There (R)	Triangle—ASCAP
My Darling, My Darling (M) (R)	E. H. Morris—ASCAP
My Happiness (R)	Blasco—ASCAP
On a Slow Boat to China (R)	Melrose—ASCAP
Rambling Rose (R)	Laurel—ASCAP
Say It Isn't So (R)	Berlin—ASCAP
Say Something Sweet to Your Sweetheart (R)	Mills—ASCAP
Twelfth Street Rag (R)	Shapiro-Bernstein—ASCAP
Underneath the Arches (R)	Robbins—ASCAP
Until (R)	Dorsey Bros.—ASCAP
When You Left Me (R)	Porgie—BMI
You Call Everybody Darling (R)	Mayfair—ASCAP
You Came a Long Way From St. Louis (R)	Jewel—ASCAP
You Were Only Fooling (R)	Shapiro-Bernstein—ASCAP

The Billboard
MUSIC POPULARITY CHARTS
PART VI
Race Records
 Week Ending October 29

BEST-SELLING RETAIL RACE RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
3	4	1	1	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
3	14	2	2	PLEASING YOU	L. Johnson	King 4245—BMI
8	2	3	3	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
6	9	4	4	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314—ASCAP
3	10	5	5	IT'S TOO SOON TO KNOW	D. Washington	Mercury 6107—ASCAP
5	3	6	6	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP
21	5	7	7	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572—BMI
16	13	8	8	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230—BMI
22	7	8	8	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254—BMI
1	—	8	8	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507
2	—	11	11	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
2	10	11	11	DADDY-O	L. Jordan Ork-M. Davis	Decca 24502
8	—	11	11	LATE FREIGHT	Sonny Thompson	Miracle M-128
9	12	14	14	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 6095—ASCAP
1	—	15	15	YOU WERE ONLY FOOLIN'	The Ink Spots	Decca 24507—ASCAP
2	—	15	15	LONDON DONNIE	D. Byas	Savoy 688—BMI
2	—	15	15	MY FAULT	Brownie McGhee	Savoy 5551

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
1	—	1	1	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
10	1	2	2	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
24	10	3	3	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
9	6	4	4	LATE FREIGHT	Sonny Thompson	Miracle M-128
6	5	5	5	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314—ASCAP
2	—	5	5	IT'S TOO SOON TO KNOW	D. Washington	Mercury 6107—ASCAP
7	4	7	7	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP
8	7	8	8	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 6095—ASCAP
6	—	8	8	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483
19	3	8	8	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572—BMI
22	2	11	11	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254—BMI
2	15	12	12	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 1154—ASCAP
1	—	13	13	BE ON YOUR MERRY WAY	The Ravens	National 9058
5	—	13	13	ELEVATOR BOOGIE	M. Scott	Exclusive 35X
3	—	15	15	BYE, BYE BABY BLUES	The Ravens	King 4234—BMI
5	9	15	15	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314—ASCAP
2	—	15	15	WAXEY MAXIE	Paul Williams	Savoy 670

ADVANCE RACE RECORD RELEASES

- | | |
|---|--|
| <p>Alley Alley Blues
 Doc Pomus & Ork (Naggin' Wife) Apollo 401</p> <p>Blowing Red's Bop
 G. Ammons Quintet (Concentration) Aladdin 3012</p> <p>Chicken-Shack Boogie
 A. Milburn (It Took) Aladdin 3014</p> <p>Christmastime Blues
 Slim Seward & Fat Boy Hayes (Travelin' Boys) MGM 10306</p> <p>Concentration
 G. Ammons Quintet (Blowing Red's) Aladdin 3012</p> <p>How Could You?
 L. Johnson (Love Is) Score 4005</p> <p>I Met a Stranger
 W. Brown (I'll Live) National 9058</p> <p>I'll Live True to You
 W. Brown (I Met) National 9058</p> <p>It Took a Long, Long Time
 A. Milburn (Chicken-Shack Boogie) Aladdin 3014</p> <p>It's Too Soon To Know
 L. Richardson (Lonesome Morning) De Luxe 3196</p> <p>Hank Jones Be-Bop Piano Album (3-10")
 H. Jones . . . Mercury A-61
 Blue Room . . . Mercury 1134
 Blues for a Lazy Day . . . Mercury 1134
 Tea for Two . . . Mercury 1130
 The Night We Called It a Day . . . Mercury 1131
 Yesterdays . . . Mercury 1130
 You're Biase . . . Mercury 1131</p> | <p>Lonesome Morning Blues
 L. Richardson (It's Too) De Luxe 3196</p> <p>Love Is the Answer
 L. Johnson (How Could) Score 4005</p> <p>Low Down Dog
 J. Turner & His Band (Morning Glory) Aladdin 3013</p> <p>Mama Mama
 Roosevelt Sykes & His Original Honey Drippers (Sneakin' and) Victor 20-3176</p> <p>Morning Glory
 J. Turner & His Band (Low Down) Aladdin 3013</p> <p>Naggin' Wife Blues
 Doc Pomus & Ork (Alley Alley) Apollo 401</p> <p>Picture on the Wall
 "Lightnin'" Hopkins (Sugar Mama) Aladdin 3015</p> <p>Sneakin' and Dodgein'
 Roosevelt Sykes & His Original Honey Drippers (Mama Mama) Victor 20-3176</p> <p>Sugar Mama
 "Lightnin'" Hopkins (Picture on) Aladdin 3015</p> <p>Travelin' Boys Blues
 Slim Seward & Fat Boy Hayes (Christmastime Blues) MGM 10306</p> |
|---|--|

COLUMBIA'S TIP TOPPER

Doris Day
 AND
Buddy Clark

MY DARLING, MY DARLING THAT CERTAIN PARTY

Columbia 38353

Your weekly report on the latest CURRENT TOP HITS

BUTTONS AND BOWS		
Daddy-O	Dinah Shore	38284
ON A SLOW BOAT TO CHINA		
In the Market Place of Old Monterey	Kay Kyser	38301
PRETTY BABY		
Just Imagine	Doris Day	38302
IT'S MAGIC		
PUT 'EM IN A BOX	Doris Day	38188
LOVE SOMEBODY		
CONFESS	Doris Day & Buddy Clark	38174
HERE COMES SANTA CLAUS		
An Old Fashioned Tree	Gene Autry	20377
CUANTO LE GUSTO		
Take It Away	Xavier Cugat	38239
WATCH THESE!		
RENDEZVOUS WITH A ROSE		
I Still Get a Thrill	Buddy Clark	38314
THE MATADOR		
WHAT DID I DO	Dinah Shore	38293
DON'T BE SO MEAN TO BABY		
It's Mad, Mad, Mad!	Duke Ellington	38295

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade-marks "Columbia," and © Reg. U. S. Pat. Off. Marcas Registradas

A NEW RONDO HIT DOWN AMONG THE SHELTERING PALMS



BACKED WITH
**I'm Headin' For
A Shotgun Weddin'**

Featuring
George Olsen

and His Orchestra
Vocal by Betty Norman

**RONDO RECORD
R-164**

RONDO RECORDS

The **Billboard** MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
Week Ending October 29

BEST-SELLING RETAIL FOLK RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	2	1	1	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
26	1	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
10	3	3	3	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
12	4	4	4	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
11	7	5	5	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
2	12	6	6	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
26	5	7	7	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680—BMI
5	6	7	7	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
17	—	9	9	ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	—
5	11	9	9	BUTTONS AND BOWS	G. Autry	Columbia 20469—ASCAP
24	—	9	9	TEXARKANA BABY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
4	—	12	12	DOGHOUSE BOOGIE	H. Hawkins	King 720—BMI
1	—	13	13	WICKED PATH OF SIN	B. Monroe	—
11	—	14	14	FOREVER IS ENDING TODAY	Ernest Tubbs	Decca 46134—BMI
12	—	15	15	I'LL HOLD YOU IN MY HEART	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2332

ADVANCE FOLK RECORD RELEASES

- A Broken Doll**
The Georgia Crackers-H. Wilson (That's the) Victor 20-3175
- A Heart Full of Love**
E. Arnold (Then I) Victor 20-3174
- Blue Christmas**
J. Rogers & His '49ers (Here Comes) Victor 20-3243
- Beautiful Eyes**
The Rangers (Somebody Stole) Regent 136
- Born To Lose**
R. Shepard & His Musical Mountaineers (I Love) Banner B-568
- De Ladies' Man**
B. Atcher (Methodist Pie) Columbia 20482
- Here Comes Santa Claus**
J. Rogers & His '49ers (Blue Christmas) Victor 20-3243
- I Can't Change My Heart**
E. Hazelwood (Then I) Decca 46145
- I Heard About You**
B. Hobbs (Oklahoma Sweetheart) MGM 10305
- I Love You Best of All**
R. Shepard (Born To) Banner B-568
- I'd Trade All of My Tomorrows (For Just One Yesterday)**
W. Tuttle (Detour) Capitol 15268
- I'm Gonna Leave You Like I Found You**
T. Ritter & Western Band (Jealous Heart) Capitol 15256
- I'm Gonna Move Home Bye and Bye**
Moon Mullican (A Maiden's Prayer) King 734
- I'm Wastin' My Tears on You**
T. Ritter & Western Band (Have I) Capitol 15258
- Indian Maiden**
S. Wooley & His Calumet Indians (Spanish Darling) MGM 10304
- Intermezzo**
F. Lowery (Red Sails) Columbia 38344
- Jealous Heart**
T. Ritter & Western Band (I'm Gonna Leave) Capitol 15256
- Jealous Heart Is Broken**
J. Work & His Border Boys (Tennessee Border) Alben 501
- Let's Say Goodbye Like We Said Hello**
E. Tubb (Have You) Decca 46144
- Life Gits Tee-Jus, Don't It?**
Texas Jim Robertson & His Red Raven Ork (Bread and) Victor 20-3228
- Long Time Gone**
T. Ritter & Western Band (When You) Capitol 15261
- Love Me Now**
T. Ritter & Western Band (Have I) Capitol 15260
- Methodist Pie**
B. Atcher (De Ladies') Columbia 20482
- Missouri**
M. Travis & Cowboy Band (No Vacancy) Capitol 15265
- Mom Is Dying Tonight**
J. Osborne (A Vacant) King 736
- Oklahoma Sweetheart**
B. Hobbs (I Heard) MGM 10305
- Red Sails in the Sunset**
F. Lowery (Intermezzo) Columbia 38344
- Somebody Stole My Rose-Colored Glasses**
The Rangers (Beautiful Eyes) Regent 136
- Someone To Love**
C. Gill & The Texas Trail-Blazers (You Left Me) Silver Star 102
- Spanish Darling**
S. Wooley & His Calumet Indians (Indian Maiden) MGM 10304
- Square Dance Album—American Square Dance Group—M. Mayo, Dir. (3-10")**
Mercury A-38
- Chickie Reel** . . . Mercury 1077
- Double Chases** . . . Mercury 1077
- Freakness Quadrille** . . . Mercury 1078
- Silent Couple** . . . Mercury 1078
- Square Dance Medley** . . . Mercury 1079
- The New Portland Fancy** . . . Mercury 1079
- Squeeze Box Polka**
L. Massey & The Westerners (Waltz Time) Columbia 20508
- Tears on My Old Guitar**
R. Allen & His Arizona Wranglers (The Empty) Mercury 6136
- Tender Hearted Sue**
F. Rose (You're Only) Columbia 20507
- Tennessee Border**
J. Work & His Border Boys (Jealous Heart) Alben 501
- That's the Way It's Gonna Be**
The Georgia Crackers-B. Newman (A Broken) Victor 20-3175
- The Empty Christmas Stocking**
R. Allen & His Arizona Wranglers (Tears on) Mercury 6136
- Then I Turned and Walked Slowly Away**
E. Arnold (A Heart Full) Victor 20-3174
- Then I Turned and Walked Slowly Away**
E. Hazelwood (I Can't) Decca 46145
- Waltz Time Melody**
L. Massey & The Westerners (Squeeze Box) Columbia 20508
- You Left Me With a Broken Heart**
C. Gill & The Texas Trailblazers (Someone to) Silver Star 102
- You're Only in My Arms**
F. Rose (Tender Hearted) Columbia 20507
- When You Leave Don't Slam the Door**
T. Ritter & Western Band (Long Time) Capitol 15261
- Will You Be My Darlin'?**
R. Shepard & His Musical Mountaineers (I Got) Regent 2002
- With Tears in My Eyes**
W. Tuttle (I Dreamed) Capitol 15267
- You Two-Timed Me Once Too Often**
T. Ritter & Western Band (Someone) Capitol 15257
- You'll Always Be Around**
T. Daifan's Texans (Now I) Columbia 20506

NATIONAL RECORDS DEALS YOU TWO NEW ACES
RELEASE DATE NOV. 6th

NATIONAL RECORDS

Wini Brown
Vocalist with LIONEL HAMPTON for 3 years

The Ravens
BEST VOCAL COMBINATION OF 1948

"I DON'T KNOW WHY"
(I Love You Like I Do)

"HOW COULD I KNOW"

"I'LL LIVE TRUE TO YOU"

"I MET A STRANGER"

EXCLUSIVE NATIONAL RECORDING ARTISTS

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

The **Billboard** MUSIC POPULARITY CHARTS

Folk Record Section

PART VII

Billboard TRADE SERVICE FEATURE

Week Ending October 29

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks Last	This Week	Record	Artist	Label
10	1	1	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
24	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
10	3	3	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
7	—	4	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
34	4	5	ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2700—BMI
27	6	6	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2860—BMI
3	—	7	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
6	6	7	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
3	6	9	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
5	15	10	DOGHOUSE BOOGIE	H. Hawkins	King 720—BMI
1	—	11	ROCK AND RYE	Tex Ritter	Capitol 15119
1	—	12	CHIME BELLS	E. Britt	—
38	—	12	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol 40065—BMI
1	—	12	TENNESSEE WALTZ	R. Acuff	—
21	12	15	SWEETER THAN THE FLOWERS	Moon Mullican	King 673—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Sleepy Marlin, who had the Drifting Pioneers at WLW, Cincinnati, before the war and of which Merle Travis was once a member, has returned to show business. Line-up includes Bill Nicholson, guitar; Earl Forrester, mandolin; Chuck Sullivan, bass, and the leader's fiddle. Doc Cassidy, Louisville p.m., will manage the group.

Tommy Duncan, veteran vocalist with Bob Wills, has formed his own ork and will wax for Capitol (*The Billboard*, October 23). . . . Little Jimmie Dickens, who recently joined WSM, Nashville, has inked a recording pact with Columbia Records thru Uncle Art Satherlee. . . . Ted Browne Southern Music Midwest folk music representative, who has returned from a junket to Florida, reports that Bill Monroe, Columbia artist, worked out a smooth promotion gimmick while touring the South with his summer tent show. Monroe formed a baseball team out of members of his cast, which played outstanding local nines in the afternoon with the tent show playing at night. Monroe reported that the baseball team not only made money but drew a different clientele than the tent show, thus helping on the promotion end. His new harmony group is called the Shenandoah Trio. . . . Velma Williams is the new singer with Ernest Tubbs and the Texas Troubadours. . . . Jethro, of Homer and Jethro, King duo at WXOX, Knoxville, is the father of a boy. . . . Bill Ellsworth, Chicago folk music booker, is touring Salty Holmes and Opal Miller, Atlanta comedienne-instrumentalist, thru the Midwest.

Steve Sholes, Victor folk chief, reports that Texas Jim Robertson started an ABC network sustainer October 16. New half-hour aircer starts at 1:30 p.m. (EST). . . . Smiley Burnette has released four more of his own songs, *Bugle Boy*, *Way Back Home*, *Flyin' High* and *My Home Town* on his Rancho Music, BMI affiliate. . . . Tex Williams and Smokey Rogers are doing a d.j. show nightly over a Los Angeles station. . . . Hank Penny, King singer, is organizing a co-operative band on the Coast. . . . Curly Williams, who worked with the Oklahoma Playboys and the Crustene Ranch Band, has joined the *Radio Rodeo*, daily feature over WOAI, San Antonio, where he shares the spotlight with Tuffy Dale, songstress. . . . Dave Holguin has replaced Chuck Hurta as violinist with the WLS (Chicago) Rangers. .

Nancy Lee and the Hilltoppers, features of WOWO, Fort Wayne, Ind., and who worked the summer at Harry Smythe's Buck Lake Ranch, Angola, Ind., are now doing the Saturday night jamboree at Johnny Apt's Prom Terrace, Fort Wayne. . . . Rod LaFarge is supervising the annual Garden State Country Dancers Square-Dance Callers' Jamboree at Rustic Cabin, Englewood Cliffs, N. J., November 14. . . . Shorty Warren and His Western Rangers are at the Village Barn, New York, from where they do two remotes over NBC and Mutual plus a weekly video shot. . . . Eddy Arnold heads for Hollywood November 19 after a p.-a. tour which includes Dallas, November 10; Waco, 11, and Houston, 13. Hal Horton, of KRLD, is sponsoring the first two dates.

Roy West, the Gentleman of the West, heard with the Range Riders of Cleveland, has just completed the *Harmony Ranch Polka*, dedicated to WGAR's co-operatively operated folk music ranch at Chagrin Falls, O. . . . Uncle Billy Starr, rustic music figure for years at KMOX, St. Louis, has joined KGER, Los Angeles. Sanford and Boots, formerly with the Georgia Peach Pickers, are also on the station. . . . Uncle Ervin Victor, who became prominent as an early-morning folk

(Continued on page 150)

ANOTHER **TRI-STATE** HIT!

"I HATE MYSELF FOR LOVING YOU"

backed by

"HEARTS ARE A DIME A DOZEN"

ONE GREAT RECORD
•
TWO GREAT SIDES

A JUKE SPECIAL

TED THORNE and the RED RIVER RAMBLERS

DISC JOCKEYS WRITE OR WIRE FOR FREE SAMPLES

ANOTHER TOMMY DILBECK TUNE

★ **TRI-STATE RECORDING CO.** Dallas, Texas
1903 South Harwood St. ★

DEMAND

JON AND SONDRAS STEELE'S

LATEST SENSATIONAL DISCING

THE ORIGINAL

"I WANT TO BE THE ONLY ONE"

BACKED BY

"LOVE DON'T GET YOU NOTHIN' BUT THE BLUES"

D-11130

"MY HAPPINESS"

D-11133

Still Breaking Sales Records

LOOK FOR

"THE RASPA"

America's Newest Dance Sensation

DAMON 11207

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVE.

KANSAS CITY, MO.



JOHN LAURENZ*

* VOTED ONE OF THE MOST PROMISING NEW VOCALISTS IN BILLBOARD'S ANNUAL DISC JOCKEY POLL.

...and here's ONE of the reasons

"Red Roses For A Blue Lady"

A Smash Hit And Only On

Mercury Records

Number 5201

Thanks, Mills Music, Inc. For Publishing a **GREAT** Hit!

The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

Week Ending October 29



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 appraisal within the market.

The Categories

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

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

	POPULAR					POPULAR			
EDDY HOWARD (Mercury 5210) <i>On a Slow Boat to China</i> Eddy takes "Boat" slower than other versions already cut, to excellent effect. Cleffing and instrumental work complement his warbling in high style. Late for jukes, the jocks'll ride this.	82	86	80	80	JIMMIE LUNCEFORD'S ORK-EDDIE WILCOX-JOE THOMAS, DIR. (Manor 1138) <i>Arleen</i> Bob Mitchell displays okay bary ballad style, but too - slow tempo, cliché cleffing, and indifferent material are too much for him.	61	61	60	62
<i>I'd Love to Live in Loveland</i> This one doesn't quite come alive, owing to exaggeratedly slow tempo.	73	74	72	73	<i>Gug Mug</i> Breakneck jumper reminiscent of the stage-show openers of Lunceford's heyday. Band rocks and gets a clean sound. Dated but worth listening to.	72	74	70	72
EDDY HOWARD (Mercury 5212) <i>Just Because</i> A boisterous two-beat job, with Eddy and the band doing it up to a Dixieland turn. Tune, of course, saw its best days many months back.	83	86	82	82	THE FOUR TUNES (Manor 1141) <i>Don't You Ever Mind</i> Quartet does a smooth job with an attractive ballad, warbling in a light race style.	72	70	72	74
<i>When the Red, Red Robin</i> Sock version of the sprightly oldie should catch on.	86	87	83	85	<i>How Can I Make You Believe in Me?</i> Slow ballad tune gets a straightforward, unspectacular cleffing.	66	66	68	70
VAUGHN MONROE ORK (Victor 20-3133) <i>In My Dreams</i> Vaughn's latest ballad job, a slow, simple old-fashioned number, appears to be ticketed for big things.	88	89	87	88	SAVANNAH CHURCHILL AND THE FOUR TUNES (Manor 1142) <i>I'll Never Belong to Anyone Else</i> First-rate Churchill piping. Tunes backing should make this side a substantial coin grabber.	84	84	83	85
<i>The Chocolate Choo-Choo</i> Appealing new lullaby ditty will also score with Vaughn's public.	84	85	84	83	<i>Try to Forget</i> Engaging job by the thrush on a tune with both melody and lyric quality. She undersings it—an asset aesthetically, but not commercially.	74	75	73	75
BERYL DAVIS-JOHNNY RICHARDS ORK (Victor 20-3036) <i>Down the Stairs and Out the Door (Went My Baby)</i> The English thrush does a deft but not especially warm job with this clever novelty ballad. Orking is first-rate and jocks'll be spinning this one.	76	80	73	74	BUDDY JOHNSON ORK (Decca 48088) <i>I Don't Care Who Knows</i> (Ella Johnson) Ella's warbling and her brother's sock orking here combine in strong race ballad presentation.	83	83	82	84
<i>Just Once More</i> (Toots Camarata Ork) So-so Davis here, with Camarata furnishing sock backing on a simple, listenable ballad.	71	74	70	70	<i>You Had Better Change Your Ways</i> (Arthur Frysock) Novelty tune gets okay warbling, with sharp instrumental work the asset here again.	73	73	73	74
THE COLOSSAL MODERNAIRES (Colossal 2-CM) <i>Love Notes of Long Ago</i> Slides appear to be initial releases of a new waxery, and are colossal only in their amateurishness, both in performance and recording. Tune here does show interest.	30	30	30	30	ARTHUR "BIG BOY" CRUDUP (Victor 20-3140) <i>That's Why I'm Lonesome</i> Old-style up tempo blues warbling gets nowhere despite okay rhythm backing.	54	54	52	56
<i>Don't Let Love Bother You</i> (No. 1-CM) Same story, except for tune quality, which doesn't come up to flip.	27	27	27	27	<i>Just Like a Spider</i> Slow blues here somewhat more effective than flip, altho it misses the mood.	59	59	58	60

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

POPULAR

JOHNNY MERCER AND THE PIED PIPERS-PAUL WESTON ORK (Capitol 15276) <i>Winter Wonderland</i> A seasonal reissue which should pick up some nice sales; handy slow treatment of a good song.	72	74	72	70
<i>If I Knew Then</i> Pairing is a reissue of one of the Mercer-Pipers better diskings which still holds some potential.	71	72	70	70
PEGGY LEE-DAVE BARBOUR ORK (Capitol 15277) <i>You Was Right, Baby</i> One of Peggy's earlier Capitol efforts reissued should find sales with her recently accumulated and hefty following.	74	76	74	72
<i>It's a Good Day</i> A more recent offering this; tune has become a standard opener for many a chirp.	72	76	71	70
EDDY HOWARD (Mercury 5208) <i>Dainty Brenda Lee</i> Howard comes back with a sock group of releases, and in point of performance and tune timeliness, "Brenda" shapes up as really ready. Side has strong advantage of ork backing.	89	90	88	88
<i>Bella Bella Marie</i> Slow, smooth and captivating, with Eddy, trio and ork delivering in top form.	85	86	84	84
WAYNE VAN DYNE-EDDIE BALLANTINE ORK (Tower 1272) <i>It's December Again</i> Holiday tune has some lyric freshness and originality, and Van Dyne, backed by a big chorus, does it with good sentiment.	76	78	74	75
<i>The Shiny One</i> Pretty Irish ballad nicely warbled by Van Dyne.	72	72	70	73
SEGER ELLIS-OWEN BRADLEY ORK (Bullet 1011) <i>Little Jack Frost, Get Lost</i> Novelty trifle is mildly diverting.	66	68	64	66
<i>You're All I Want for Christmas</i> Ellis' talk-like warbling not ideally suited to sentimental balladeering, but rendition is not without appeal.	68	70	67	68
DEAN HUDSON ORK (Bullet 1049) <i>What Is This Thing Called Love?</i> Smart, college - prom swing orking of the standard with unison staccato vocal by the band. Should get good rock action.	76	80	74	75
<i>Moon Over Miami</i> The Hudson theme tune, done straight, in slow tempo.	66	68	65	65
FRANK SINATRA-ALEX STORDAHL ORK (Columbia 38334) <i>Senorita</i> Sinatra does the attractive tune from "The Kissing Bandit" flick score in good voice.	79	82	77	77
<i>If I Steal a Kiss</i> Another ballad from the same score finds Frankie somewhat uneven.	74	75	73	73

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

POPULAR

PATTI PAGE-GEORGE BARNES TRIO (Mercury 5199) <i>Goody Goodbye</i> Patti's piping is full and jazzappealwise. Trio backing is ditto, but they don't manage to carry it off together.	60	70	69	67
<i>What's Wrong With Me?</i> Like flip, the trio merits attention, especially for the outstanding jazz guitar. Patti does what she can with material from "The Kissing Bandit."	66	68	66	65
KENNY BAKER-KEN DARBY SINGERS (Decca 24510) <i>Indiana in the Evening</i> Routine radio grouping of tenor, chorus and ork, on a piece of trumped up nostalgia.	61	64	63	56
<i>When Ships Go Sailing - Back to Avalon</i> Kenny's intonation wanders and so does our interest.	54	52	58	52
GUY LOMBARDO AND HIS ROYAL CANADIANS (Decca 24511) <i>The Chocolate Choo Choo</i> Cute ditty pleasingly warbled by Kenny Gardner. Guy is shy of his usual bounciness, but disk is danceable.	75	77	76	72
<i>Yours With Love and Kisses</i> Pleasing tune by Carmen gets silken section work from the band and competent Gardner chanting.	74	76	74	72
JACK SHOOK QUARTET (Bullet 1048) <i>My Hillside Heaven</i> Routine old - fashioned tune in smooth-toned rendition with organ, accordion, guitar and bass for backing.	63	63	64	62
<i>To Make a Mistake is Human</i> Number is rising fast in Murphy Sisters' version, but wobbly warbling keeps this side out of the running.	67	64	66	70
JEFFERY CLAY-DANA SERENADERS (Dana 2023) <i>You're a Darlin', My Darlin'</i> Clay warbles fine, but the formula waltz tune and uneven orking hold him back.	66	65	64	68
<i>Buttons and Bows</i> Top-notch interpretation of the folksy hit by Clay, one of few male warblers to essay the number. Re-release is probably late.	76	78	76	74
BILLY BISHOP (Bullet 1060) <i>Twelfth Street Rag</i> Bullet label covers with a late release on the hit revival. Side has no special character.	55	55	55	55
<i>Annabelle</i> Pallid ballad performance.	57	55	56	58
THE THREE SUNS (Victor 20-3134) <i>I Go In When the Moon Comes Out</i> Pretty sad material with Artie Dunn struggling vainly with the lyric.	50	50	50	50
<i>Canadian Capers</i> The Suns in all their glory in the instrumental offered on this side.	82	80	85	80

(Continued on page 36)



WHAT A NATURAL!

A Great Artist!

John Laurenz

A Great Tune!

"SOMEBODY'S LYIN'!" *

A Hot Label!

Mercury Records

A Smart Publisher!

SHAPIRO-BERNSTEIN, inc.

All Headed For A Big Hit!

*** MERCURY RECORD 5201**

*
a great **FIRST** record
by a great artist...



Jane
Pickens

singing

RCA VICTOR 20-3238

*ONE SUNDAY AFTERNOON

*GALWAY BAY

Personal Management:

M. GALE



RCA VICTOR RECORDS

Record Reviews

(Continued from page 35)

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

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

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

	POPULAR			
RONNIE DEAUVILLE (Mercury 5203)				
<i>I Only Have Eyes for You</i> Deauville continues to show promise in his new waxings; his rendition of this goodie is fine.	73	78	72	68
<i>Brush Those Tears From Your Eyes</i> Ronnie's rather weak on this novelty which is trying to break thru but side should get some action if the song happens.	70	70	70	70
HARRY JAMES ORK (Columbia 38342)				
<i>What Did I Do?</i> (Marion Morgan) The James band's in fine fettle for this picture done up in an excellent Ray Coniff cleffing; good Morgan vocal.	80	85	80	75
<i>Ah, But It Happens</i> (Vinni De Campo) Song is just about finished as a plug; mystery is why it was put out at such a late date.	65	65	65	65
BING CROSBY (Decca 24508)				
<i>Lili Marlene</i> This is a Crosby record just for Crosby's collectors' sakes; tune of course is the war-born German item.	70	75	70	65
<i>A Bluebird Singing in My Heart</i> More meaningless Bing.	65	65	65	65
DUKE ELLINGTON ORK (Ray Nance) (Victor 20-3135)				
<i>My Honey's Lovin' Arms</i> Rather ordinary Ellingtonia with Ray Nance spotted on trumpet and vocal; diskning dates back a couple of years.	63	75	65	55
<i>Suddenly It Jumped</i> The Duke swings with Taft Jordan's trumpet and Jimmy Hamilton's clary spotted.	72	80	75	60
BARCLAY ALLEN AND HIS RHYTHM FOUR (Capitol 15273)				
<i>Tea for Two</i> Add another waxing of the evergreen to the list; good Allen piano tinkling.	62	65	60	60
<i>Siboney</i> Neat rumba handling of the most worked of all L-A standards.	65	58	64	62
ALVINO REY ORK (Capitol 15272)				
<i>Ragging the Scare</i> Good enough ork instrumental which as well played and conceived as it is will make hardly a dent.	62	66	60	60
<i>He's Not Worth Your Tears</i> (Betty Bennett) So-so ballad hokum; Miss Bennett tries to be hip and cute at the same time and hits an uncomfortable medium.	60	60	60	60
JOE ALEXANDER-DAVE CAVANAUGH ORK (Capitol 15274)				
<i>So Long, Darling</i> Alexander, who has shown much singing ability, tries his hand at a "Jelly, Jelly" type blues; tho he's good he shouldn't leave himself open for comparison with Billy Eckstine.	70	70	70	70
<i>I Never Had a Chance</i> Warbler tries with a dusty Berlin tune.	67	68	65	67

	POPULAR			
ALAN FOSTER (Regent 140)				
<i>Somebody's Lyin'</i> Attempt to follow up "You Call Everybody Darlin'" repeats the "Darlin'" format. Release follows hard on the heels of "Brush Those Tears," by same principals in same mold.	75	75	75	75
<i>I'll Be Satisfied</i> Different tune, same gimmicks.	72	72	72	72
RUSSELL BENNETT ORK (Varsity 112)				
<i>Speak Low</i> Straight instrumental version of tune from "One Touch of Venus" is a reissue from a Sonora album. Orking is lush, but not too much so.	70	72	70	68
<i>The Most Beautiful Girl in the World</i> (Ted Straeter Ork) Another reissue of number that sold big on Sonora. Ted Straeter's bouncy ork turns in neat job with whispered warbling of smart lyric.	82	84	82	80
BARBARA BROWN (Varsity 111)				
<i>Buttons and Bows</i> Gal's light straightforward piping is well set in cute pseudo-folk ditty. Orking on this short side is practically carbon copy of the Shore version.	72	70	70	76
FOLK SIDE				
JESSE RODGERS				
<i>The Yellow Rose of Texas</i> Jesse Rodgers' convincing warbling of Western standard is assisted by strong orking with a good beat.	75	75	75	75
RUSS MORGAN AND HIS ORK (Decca 24196)				
<i>The More We Are Together</i> Trivial material serves as fancy vehicle, but danceability is the only virtue.	66	66	65	67
<i>The Trail of the Lonesome Pine</i> Weak warbling destroys effectiveness of catchy standard.	66	66	64	68
FOLK				
DICK DYSON AND HIS MUSICAL TEXANS (Tri-State 117)				
<i>When You Wore a Tulip (And I Wore a Big Red Rose)</i> The oldie gets a smart folk dressing here, with solo and harmony warbling and ork work all done with a bouncy, infectious beat.	83	83	83	83
<i>My Shining Star</i> Medium-tempo ballad gets a persuasive baritone chanting from Dyson. Like flip, side has a good beat and shows clarity and fine balance.	80	80	80	80
SPADE COOLEY AND BAND (Victor 20-3137)				
<i>Fickle Woman</i> Fickle Cooley Western-swing treatment of novelty ballad displays strong ork work, okay vocal.	76	77	76	78
<i>Texas Steel Guitar</i> Instrumental stomper by large band features steel gittar solos.	75	76	74	73

(Continued on page 140)

The Billboard
MUSIC POPULARITY CHARTS
PART IX
Record Possibilities
 Week Ending October 29

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:

BY THE WAY FOR YOU..... Perry Como With Russ Case Ork..... Victor 20-3099

Como's at his irresistible best on both these dreamily paced sides. They both employ Perry's hit formula—lots of Como set against subdued but ample Russ Case backing. "By the Way" is a picture by Mack Gordon and Joe Myrow from the forthcoming Betty Grable "When My Baby Smiles at Me" starrer. "For You" just a few weeks ago had a strong push toward revival via a Gordon Jenkins etching on Decca and this Como rendition may well give the great oldie the push that could drive it over the hump.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. IN MY DREAMS.....Vaughn Monroe.....Columbia 20-3133
2. MY DARLING, MY DARLING.....Jo Stafford-Gordon MacRae.....Capitol 15270
3. RECESS IN HEAVEN.....Deep River Boys.....Victor 20-3203
4. THE MONEY SONG.....Dean Martin and Jerry Lewis.....Capitol 15249
5. BRUSH THOSE TEARS FROM YOUR EYES.....Barry Green.....Rainbow 10090
6. IT'S TOO SOON TO KNOW.....Ella Fitzgerald.....Decca 24497
7. DREAM KISSES.....Anne Vincent.....Mercury 5190
8. JUST A MINUTE.....Count Basie.....Victor 20-3051
9. GLORIA.....Mills Brothers.....Decca 24509
10. HERE I'LL STAY.....Buddy Clark.....Columbia 3894

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. MY DARLING, MY DARLING.....Gordon MacRae-Jo Stafford.....Capitol 15270
2. LILLETTE.....King Cole Trio.....Capitol 15224
3. PRETTY BABY.....Doris Day.....Columbia 38302
4. LOVE, YOUR MAGIC SPELL IS EVERYWHERE.....Peggy Lee.....Capitol 15232
5. BRUSH THOSE TEARS FROM YOUR EYES.....Evelyn Knight.....Decca 24514
6. BELLA BELLA MARIA.....Andrews Sisters.....Decca 24499
7. CORNBELT SYMPHONY.....Jack Lathrop.....Victor 20-3119
8. HERE I'LL STAY.....Buddy Clark.....Columbia 3894
9. IN MY DREAMS.....Vaughn Monroe.....Columbia 20-3133
10. LAVENDER BLUE.....Dinah Shore.....Columbia 38299

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them the juke box operators think tomorrow's hits will be:

1. IN MY DREAMS.....Vaughn Monroe.....Victor 20-3133
2. LILLETTE.....King Cole Trio.....Capitol 15224
3. LILLETTE.....Vic Damone.....Mercury 5170
4. PRETTY BABY.....Doris Day.....Columbia 38302
5. MY DARLING, MY DARLING.....J. Stafford-G. MacRae.....Capitol 15270
6. DOWN AMONG THE SHELTERING PALMS.....Sammy Kaye.....Victor 20-31000
7. CORNBELT SYMPHONY.....Jack Lathrop.....Victor 20-3119
8. LAVENDER BLUE.....Dinah Shore.....Columbia 38299
9. I STILL GET A THRILL.....Francis Craig.....Bullet 1040
10. A LITTLE BIRD TOLD ME.....Evelyn Knight.....Decca 24514

Freak Ad Tie-Up A Boon for Leslie

NEW YORK, Oct. 30.—A freak juxtaposition of advertising gained an unexpected distributorship for Leslie Distributors Corporation. The outfit, owned by Leonard Smith and Lou Boorstein, ran its ad in The Billboard telling readers it could supply all records on any label. Immediately above the ad, Dave Dreyer's Biltmore Music Corporation carried an ad plugging the tune More Beer. Leslie

Distributors (not Biltmore) received 50 inquiries asking about Beer and contacted Biltmore, explaining they had never heard of the tune or the disk. It developed Beer was cooked up at a private party in St. Louis by one Julian Miller and a group of friends. Miller recorded it under the Manhattan Record label and worked out a pressing deal with King Records.

Leslie Distributors contacted Miller and were appointed the latter's exclusive distributors in the metropolitan New York area.

*
a "must" on all lists



Jane Pickens

singing

RCA VICTOR 20-3238

* GALWAY BAY

* ONE SUNDAY AFTERNOON

Personal Management:

M. GALE



RCA VICTOR RECORDS

FROM TIPS *on coming* TOPS

The inside dope in advance from The Billboard's Fact-Finding, Continuing Study of Music Popularity
Copyright 1948, The Billboard Music Co.
 VOLUME IV ISSUE NO. 43 OCTOBER 23, 1948

TOMORROW'S HITS

not 1
 For blues and rhythm buyers these are two new Atlantic releases: MIDNIGHT SPECIAL is a heavy instrumental blues by Tiny Grimes's versatile group;

not 2
 Joe Morris' jumpin' little combo spots Johnny Griffin's tenor sax in the frantic APPLE-JACK.

But 3
 Some Kenton sidemen, the Poll Cats, headed by bass man Eddie Safranski, go all the way on the bop side for TURMOIL, an inventive opus on Atlantic label.

GREAT NEW ATLANTIC HITS!

#865 MIDNIGHT SPECIAL
 by Tiny Grimes
 #866 THE APPLEJACK
 by Joe Morris

#864 TURMOIL
 by Eddie Safranski

ATLANTIC RECORDS

301 West 54th St. New York 19, N. Y.

THANKS

- TO: THE MANUFACTURERS OF SUPREME RECORDS FOR RECORDING "A LITTLE BIRD TOLD ME" WITH PAULA WATSON
- TO: THE 3000 TEENAGERS AT THE LAST CLICK TUNE OF THE MONTH PARTY IN PHILADELPHIA
- TO: THE PHONOGRAPH OPERATORS' ASSOCIATION OF EASTERN PENNSYLVANIA, SPONSORS OF THE AFFAIR
- TO: FRANK PALUMBO, OUR GENIAL HOST
- TO: OUR DISC JOCKEY FRIENDS
- AND
- TO: THE THOUSANDS OF PHILADELPHIANS WHO GAVE

PASCO DISTRIBUTORS
 1222 W. GIRARD AVE. PHILADELPHIA, PA.

THE CLICK TUNE OF THE MONTH
PAULA WATSON'S

"A LITTLE BIRD TOLD ME"

Thanks Again: **SID PASTNER**
ACE LESHNER

The Billboard MUSIC POPULARITY CHARTS

Advance Information

Week Ending October 29



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

- Adeste Fideles**
F. Sinatra (Silent Night) Columbia 38256
- Alabama Jubilee**
The Four Dukes (Don't Sweetheart) Rondo R-154
- All the Things You Are**
H. Forrest (Love) Decca 24516
- Am I All of Your Future?**
T. Martin (Brush Those) De Luxe 1182
- As You Desire Me**
D. Falligant (I'll Remember) MGM 10308
- Ave Maria**
R. Bloch Ork (The Bells of) Signature 15118
- Best Years of Our Lives**
E. Howard Ork (Don't Tell) Mercury 5209
- Blue Tail Fly**
E. Howard Ork (Senorita) Mercury 5211
- Brush Those Tears From Your Eyes**
B. Clark-The Modernaires-The Skylarks ((One Sunday) Columbia 38364
- Brush Those Tears From Your Eyes**
T. Martin (Am I) De Luxe 1182
- Canadian Capers**
J. Pina Ork (Siesta) MGM 10289
- Cheatin' on Your Baby**
The Korn Kobblers (Don't Give) Columbia 20517
- Christmas Comes But Once a Year**
H. Jerome Ork-D. Judge (Hello, New) Pleasant 105
- Christie Song**
E. Howard Ork (I'll Be) Mercury 5215
- Dear Okie**
The Frontiersmen (I Love You) Victor 20-3188
- Dearest Santa**
E. Howard Ork (White Christmas) Mercury 5216
- Don't Give Me No Goose for Christmas, Grandma**
The Korn Kobblers (Cheatin' on) Columbia 20517
- Don't Sweetheart Me**
The Four Dukes (Alabama Jubilee) Rondo R-154
- Don't Tell Her What Happened to Me**
E. Howard Ork (Best Years) Mercury 5209
- Don't Tell Me That Story**
E. Howard Ork (Maybe You'll) Mercury 5214
- Dusty Manuscripts Album—S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir (4-10")**
Victor P-228
- Cuddle Up a Little Closer, Lovey Mine**
Victor 20-3180
- Down Among the Sheltering Palms**
Victor 20-3181
- I Still Love You**
Victor 20-3183
- I Want a Girl**
Victor 20-3180
- My Son**
Victor 20-3182
- The World Is Waiting for the Sunrise**
Victor 20-3181
- There But for You Go I**
Victor 20-3182
- We Just Couldn't Say Goodbye**
Victor 20-3183
- Easy To Love**
D. Shore-B. Clark (Summertime) Columbia 38255
- *Elmer's Tune**
G. Miller Ork-R. Eberle (Juke Box) Victor 20-3185
- Embraceable You**
M. Morgan-B. Pollack Ork (Is It) Columbia 38349
- Ever Since Eve**
E. Kysar Ork (Say It) Columbia 38348
- Far Away Places**
D. Shore (Say It) Columbia 38356
- Gloria**
B. Clark-The Modernaires-The Skylarks (The Money) Columbia 38352
- Grandpa's Gettin' Younger Ev'ry Day**
D. Shay (The Old) Columbia 38309
- Happy in Love**
S. Moore (Moon Glow) Apollo 1133
- Have Yourself a Merry Little Christmas**
F. Sinatra (Santa Claus) Columbia 38259
- Hello, New York, Hello**
H. Jerome Ork-D. Judge (Christmas Comes) Pleasant 105
- Honeysuckle Rose**
F. Carle Ork (Rose Room) Columbia 38332
- How Could I Know?**
The Ravens (I Don't) National 9059
- I Couldn't Stay Away From You**
G. Lawrence-F. Carle Ork (Little Jack) Columbia 38354
- I Don't Know Why**
The Ravens (How Could I) National 9059
- I Knew You When**
C. Thornhill Ork-B. Hughes (Polka Dots) Columbia 38347
- I Love You So Much It Hurts**
The Frontiersmen (Dear Okie) Victor 20-3188
- If I Steal a Kiss**
J. Johnston (Senorita) MGM 10290
- I'll Be Home for Christmas**
E. Howard Ork (Christmas Song) Mercury 5215
- I'll Remember April**
D. Falligant (As You) MGM 10308
- In a Sentimental Mood**
B. Eckstine (My Silent) National 9060
- Is It True**
M. Morgan-B. Pollack Ork (Embraceable You) Columbia 38349
- It Came Upon the Midnight Clear**
F. Sinatra (O Little) Columbia 38258
- It's Like Taking Candy From a Baby**
T. Pastor Ork (The Chowder) Columbia 38355
- It's Too Soon To Know**
Deep River Boys (Recess in) Victor 20-3203
- Jingle Bells**
F. Sinatra (White Christmas) Columbia 38257
- Joan of Arkansas**
D. Shay (Pure as) Columbia 38306
- *Juke Box Saturday Night**
G. Miller Ork-M. Hutton-T. Beneke (Elmer's Tune) Victor 20-3185
- Just One of Those Things**
D. Shore (Mad About) Columbia 38252
- La Rapsa**
H. Rene & Musette Ork (Sicilian Tarentella) Victor 20-3189
- Let's Do It**
D. Shore-B. Clark ('S Wonderful) Columbia 38253
- Little Jack Frost Get Lost**
M. Hughes-F. Carle Ork (I Couldn't) Columbia 38354
- Lava (Your Magic Spell Is Everywhere)**
H. Forrest (Am the) Decca 24516
- Love Is Where You Find It**
K. Grayson-MGM Studio Ork (What's Wrong) MGM 30133
- Love Isn't Born**
D. Shay (Since Mother Was) Columbia 38308
- Mad About the Boy**
D. Shore (Just One) Columbia 38252
- Maybe You'll Be There**
E. Howard Ork (Don't Tell) Mercury 5214
- Michigan Moon**
D. Pablo Ork-B. Paul (Red Wing) Rondo R-151
- Moon Glow**
S. Moore (Happy in) Apollo 1133
- Moonbeams**
P. Lawrence-A. Novelle's Harmonica Ensemble (When It's) Grand 973
- My Darling, My Darling**
E. Young & J. Lathrop (You're the First) Victor 20-3187
- My Silent Love**
B. Eckstine (In a) National 9060
- My Wild Irish Rose**
F. Carle Ork (Roses of) Columbia 38330
- No Ring on Her Finger**
D. Shay (Why Don't) Columbia 38307
- O Little Town of Bethlehem**
F. Sinatra (It Came) Columbia 38258
- One Dozen Roses**
F. Carle Ork (Only a) Columbia 38333
- One Sunday Afternoon**
B. Clark-The Modernaires-The Skylarks (Brush Those) Columbia 38354
- Only a Rose**
F. Carle Ork (One Dozen) Columbia 38333
- Caesar Petrillo: Music for Listening, for Dancing, for Pleasure Album—C. Petrillo Ork (3-10")**
Mercury 27
- Drifting and Dreaming**
Mercury 1042
- Jealous**
Mercury 1043
- Three o'Clock in the Morning**
Mercury 1041
- What'll I Do**
Mercury 1041
- When I Grow Too Old To Dream**
Mercury 1043
- Whispering**
Mercury 1042
- Pin-Up Polka**
J. Mayno (When Morton) Harmonia H-1655
- Play the Playas**
J. Sellers (Will You) MGM 10307
- Polka Dots and Moonbeams**
C. Thornhill Ork-B. Hughes (I Knew) Columbia 38347
- Fretty Baby**
B. Crosby (Swingin' Down) Decca 24515
- Pure as the Driven Snow**
D. Shay (Joan of) Columbia 38306
- Recess in Heaven**
Deep River Boys (It's Too) Victor 20-3203
- Red Wing**
Don Pablo Ork-B. Paul-D. Stelter (Michigan Moon) Rondo R-151
- Rosalie**
B. Clark (You'd Be So Nice) Columbia 38254
- Rose Room**
F. Carle Ork (Honeysuckle Rose) Columbia 38332

(Continued on page 144)

The Billboard
MUSIC POPULARITY CHARTS

Album Reviews

PART XI

Week Ending
October 29



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 heading within each review.

THE RATINGS
(100 points—the maximum)

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

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selections continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturer's 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

SHOSTAKOVICH PLAYS **78**
Dmitri Shostakovich, pianist (Mercury Classics DM-12)
Seven Children's Pieces; Three Fantastic Dances; Polka from "The Golden Age"; Eight Preludes.
Mercury continues to release items in its Classics series which are somewhat novel and refreshing. This package is one which should stir considerable interest among longhairs mainly as a curio, for this is the first available (over here) recorded demonstration of Shostakovich's pianistic ability. Accepted in this country generally as one of our leading contemporary composers, he has a legendary reputation here as a fine pianist. With the 19 short pieces in this package, he is able to show sufficient talent at the keyboard to prove that he lives up to his reputation. Incidentally, the composer introduces the kid pieces himself—in Russian, of course.
JUKES Not suitable.
JOCKS All sides or individual sides should find their way to most FM and long hair spin shows.

MORTON GOULD'S MUSICAL FANTASIES ALBUM—HAL HERZON SEPTET (3-10") **72**
(MGM 81)
The Prima Donna; Crinoline and Lace; Continental Serenade; Colonial Portrait; Robot; Pirouette.
Somewhat novel is this package of Morton Gould piano pieces transcribed for a small orchestra. Geared to the modern idiom with more than a considerable reference to jazz styling, it is virtually inevitable that these sides will be compared and classed with the work of the Raymond Scott Quintet of old. These are concise melodic and rhythmic excursions in satirical fantasy which contain much musical humor and capture (with comparable ease) the attention of the listener. The Hal Herzon group, composed mainly of top-notch Hollywood studio toolsters, acquits itself admirably in the execution of these rather tricky pieces.
JUKES Limited appeal.
JOCKS Something different here for all spinners.

SYLVESTER THE SEAL ALBUM—EDDIE MAYEHOFF-ALL STAR ORK (2-10") **45**
(Victor Y-373)
Only kids over 14 will understand this one, and chances are it will bore them. Mayehoff, who is usually a very funny man, does a dull narrating job, tho his seal barks are very expert. It's the story of a seal who wants a job in a jazz band (in some gin mill?), but his style is more suited to circus bands. Needless to say, our hero gets hipped, makes the band, and the club owner (Eddie Condon?) throws him a mackerel as a reward, which is just what he deserved.
JUKES Not suitable.
JOCKS You can do better.

HORTON HATCHES THE EGG ALBUM—MARVIN MILLER, NAR. DEL CASTILLO ORK (2-10") **72**
(MGM L4-A)
Dr. Suess, zany humorist-cartoonist, has turned out this silly fantasy about a conscientious elephant that sat on a bird's nest and hatched an elephant-bird. Kids from six to 10 should get a kick out of the incongruity, and the well-written rhyming continuity, colorfully projected by narrator Miller, is punctuated by repeated catch phrases that could help the set become a part of a kid's private play world. Del Castillo's ork effects well-conceived if not especially distinctive.
JUKES Not suitable.
JOCKS 4-sided fare for kid shows.

'S WONDERFUL (4-10") **82**
(Dinah Shore-Buddy Clark) (Columbia C-166)
Just One of Those Things; Mad About the Boy; Let's Do It; 'S Wonderful; You'd Be So Nice To Come Home To; Rosalie; Summertime; Easy To Love.
Name power alone should be able to shove this package into a good sales item. Clark and Dinah team up in duets on four sides while they each get a couple of solo sides which fill in the four-disk package. Tunes are of the ever popular evergreen variety and should in no way hinder sales values for the twosome's fans or gift buyers.
JUKES All sides make good juke material.
JOCKS Ditto.

HOW HIGH THE MOON (2-10") **75**
Jazz at the Philharmonic (Mercury JATP (11009-10))
As jazz albums go this one must be considered as a superior thing both on the basis of content (performing artists and their efforts, that is) and commercial values ("Moon" plus JATP stars equals box office). The package was picked off at a JATP concert in Pittsburgh and the recording is far above the levels achieved by other of the albums in this series. Soloists include tenor men Coleman Hawkins and Flip Phillips, altoist Willie Smith, trumpeter Buck Clayton, drummer Buddy Rich, pianist Kenny Kersey (his is an outstanding solo), tramist Trummy Young and bassist Benny Fonville. Attractive cover and pix of the star attractions in action in the liner.
JUKES Not suitable.
JOCKS Jazz spinners will dig this; others may like the drive of side four's ending.

HILDEGARDE SOUVENIR ALBUM—VOL. III (4-10") **76**
Hildegarde (Decca A-676)
Lili Marlene; (All of a Sudden) My Heart Sings; The Cab Song; Sigh by Night; All the Things You Are; I Didn't Know What Time It Was; I'll Close My Eyes; There's No Holding Me.
The Hildegarde of this album is not hyper-sophisticated. In fact, she's simple, straight-away and effective with some especially choice material. Straight vocal, full-lyric treatment of "Things" and "Time" fill a definite program need, while "Lili" and "Heart" are established evergreens. "Eyes" is one of the better pops of several seasons back, while "Cab Song" and "Sigh," both from the ill-fated show, "Marinka," prove their obscurity is undeserved. The same holds true for "There's No Holding Me," a Schwartz-Gershwin tune from the unfortunate "Park Avenue." Background for two sides each is competently provided by the orks of Percy Faith and Russ Morgan. Most satisfying however, is the two-piece work of Leo Kahn and Hildy herself on "Things" and "Time."
JUKES Where the lights are low.
JOCKS Singly or as a group, all sides have special program value.

MOZART: Symphony No. 33 in B flat major (K. 319) **77**
Vienna Philharmonic Orchestra, conducted by Herbert von Karajan (3-12")
Columbia MM-778
This is the first Columbia version of this early, lesser-known Mozart symphony, the only previous recorded version having been that of Edwin Fisher's Chamber Orchestra, issued 10 years ago by Victor. The work is gracious and artful, illustrating the classic master's youthful mastery of form and his facility of invention. Karajan, a young German conductor, interprets in the "old wine" tradition. Altho a small orchestra is employed for this work, the ensemble has mellow, non-virtuosic tone. The sixth side contains a fair-to-middlin' version of the "Marriage of Figaro" Overture.
JUKES Not suitable.
JOCKS Mozart is in vogue this year, and classical shows can use this little-known work.

(Continued on page 148)

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Music—As Written

New York:

Jack Philbin, who recently left his veepee post at General Artists Corporation, last week reopened his New York office in preparation for his return to the personal management biz. . . . Bill Burnham leaves for Texas this week to iron out the entertainment policy for the Glen McCarthy Hotel being completed in Houston. . . . General Artists Corporation last week released the Leo Pieper ork from its management roster. . . . Billy Williams was replaced by Bob Locken in the novelty male singer slot with the Frankie Carle ork.

Couple of severances between orksters and personal managers last week included parting of the ways for Shorty Sherock from Grady Watts and Sonny Dunham from Shedd-McWilliams. . . . Nola's Studios last week housed the strongest line-up of name bands in the country. Claude Thornhill, Jimmy Dorsey, Woody Herman, Shep Fields and Gene Williams were among those present in the rehearsal halls. . . . Stan Kenton will head back to the West Coast after the ork completes its stint at the Paramount Theater here, which begins November 17.

Eddie Haywood is giving up his trio to try it as a single attraction. . . . Singer Ted Martin joins the new Teddy Powell band when it goes down to Florida for its La Boheme engagement in December. . . . Count Basie was chosen one of "21 New Jersey leaders" by *The Newark Herald-News* as part of that newspaper's 21st anniversary program. . . . Buddy Rich will revamp his entire library, with the orkster having hired Sy Oliver to redo and refurbish the band's book and style. . . . Clooney Sisters will leave the Tony Pastor ork after its current Paramount Theater stint to go out as a single act under the aegis of Joe Shribman.

Eugenie Baird is with the Paul Whiteman concert tour as featured vocalist. . . . Rawn Spearman, a vet studying voice in the American Theater Wing professional training program, copped the 1948 Marion Anderson Scholarship of \$1,000. . . . Jack Smith cut *Cornbelt Symphony* for Capitol with instrumental backing. . . . Adelaide Hall back in New York for a visit. . . . Art Mooney opens his first Midwest theater date November 10 at the Grand in Evansville, Ind.

Kappi Jordan moved her Eagle Music pubbery to the Brill Building last week, having taken space in the Louis Prima offices. . . . Eddie (Lockjaw) Davis, jazz tenorman, opens at Minton's Playhouse, November 5, featuring his own horn with rhythm section. . . . Arnold Shaw, Leeds Music flack, edited the new edition of *The Mathematical Basis of the Arts*, written by the late composer-teacher, Joseph Shillinger. Philosophical Library is publishing. . . . Ruth Brown, new thrush recording for Atlantic diskery, opened Friday (22) for a week at the Apollo Theater. Blanche Calloway is her manager. . . . Bobby Capo, Seeco disker, left for Mexico Thursday (21) to fulfill radio, club and picture commitments. . . . Accordionist Joe Biviano sold his third of Vicca's Music pubbery to his partners, Victor Leone and Tony Colucci.

Los Panchos Trio, Verne Latin-American recording group, left last week for Mexico, Venezuela and Cuba. . . . Tony Pizarro, Cuban crooner also with Verne diskery, now playing the Puerto Rico Theater in the Bronx. . . . Sam Green, sales rep for Sterling and Bandwagon, has taken on additional chores of handling national sales for Robin Records and Joe Kopitsky's Seva line. . . . Sales Manager Morty Shad signed Delson and Stoken as West Coast distrib.

Irwin Timberg has joined Freddy Martin's Fremart pubbery to do contact work and disk jockey exploitation. . . . Gene Krupa and Carmen Cavallaro orks drew an estimated 2,000 dancers at the 112th Regiment Armory in Erie, Pa., for a one-nighter last week grossing \$3,500. . . . Jack Shiffman, formerly with Dave Dreyer, has joined Hill & Range pubbery as a plugger. Encore Music has taken over *If There's a Boy for Every Girl in the World*, on the basis of the Buddy Kaye MGM dinking of the tune. . . . A pre-election rally of the Unity-coalition group of Local 802, AFM, drew over 1,000 musicians last week. . . . The Joe Mooney Quartet opened at the Tailspin in Chicago Friday (29). . . . Richard Cannon has replaced Maitho Marshall as lead tenor with the Ravens.

Fernando Castro, in charge of L-A music for the Southern pubbery, is leaving for Cuba to try to reorient tunesmiths there to return to melodic composition instead of the jive rumbas they've been turning out. Southern has done well with L-A ballad tunes in the past, but the current riff trend just doesn't sell. . . . Johnny Long plays the Stanley Theater in Utica, N. Y., November 15-17. . . . The New York indie distributor association will meet Monday (8) to discuss means of curbing malpractices by member concerns. . . . George Shearing left for England Monday (1), for a one-month visit. . . . Natural Records has changed its name to Jubilee Records to avoid confusion with the National label.

Frank Gallagher, Dana disk vocalist, embarks on a nationwide tour covering jocks in key cities to promote Dana's Christmas wax offerings. . . . Doc Berger, disk jockey contact man for Lou Levy's various pubberies, becomes Midwestern plugger for Levy's Duchess Music. He'll operate out of Chicago.

Chicago:

Howard White, 45, veteran territory band booker in Omaha, died October 21. White had bands such as Nat Towles, Jimmy Cayten and Jug Brown in his stable. Floyd Evans is handling the office until White's widow, Augusta, disposes of the business. . . . Leo Pieper's ork has switched from GAC to MCA. . . . Bill Bardo, ex-fronter, has joined MCA's New York office. . . . King Records has opened another branch at 3939 Market Street, Philadelphia. Al Miller, King sales manager, will soon open branches in Pittsburgh, Houston and New Orleans. King now has 17 company-owned units and seven independent distributors.

Earl Hines is re-forming a 13-piecer, which he'll front on a theater tour with Louis Armstrong's combo. He'll continue to play piano. . . . Harold Fox, the Chicago tailor who fronted his own mixed band under the name of Jimmy Dale, is deserting the band ranks, with John Avant, Negro traman, taking over. Fox will act as business manager for the band. . . . Jon and Sandra Steele opening at the Oriental Theater November 5. . . . Warren Ketter is

Tower Record's new promotion director. . . Benny (That Certain Party) Strong follows Eddy Howard into the Chase Hotel, St. Louis, December 3 for three weeks. . . Jesse Rogers, ex-Cowboy label artist, has been inked by Victor.

Philadelphia:

Sam Donahue comes in for the Drexel Tech prom November 13. . . King Records, of Cincinnati, filed with the State for a certificate of authority to set up its own sales branch in Pennsylvania. . . Freddy Slack set to open across the river at Chubby's, North Collingswood, N. J., starting November 15. . . A Little Bird Told Me was selected the November Click-Tune-of-the-Month by the teen-agers at the monthly platter party staged by the local juke box operators' association and Frank Palumbo's Click. . . Duke Ellington will do a one-nighter November 14 in the Armory, Camden, N. J., before coming into Frank Palumbo's Click for the November 22 week. Room also has Count Basie opening December 13, with the King Cole Trio coming in next January 10.

Ernesto Lecuona, the Latin music master, skedded for a late November concert at the Academy of Music. . . Local police raiding the record shops

to grab up the off-color platters behind the counter with three retailers last week held in \$400 bail each for the grand jury on charges of selling obscene records. . . Buddy Williams already inked in for Steel Pier, Atlantic City, for next June, but in the meantime, the local maestro will go to New York to pen some arrangements for Claude Thornhill's new band.

London:

The recorded Maxine Sullivan air series starts December 8 when the British Broadcasting Corporation (BBC) features the American thrush in the first of six programs. Other airings are set for December 15, 22 and 29 and January 12 and 19. . . Vocalist Vera Lynn returns to the BBC in a new series starting shortly after Christmas. . . Lew Stone and his orchestra set for BBC airing November 2.

The Oscar Rabin-Harry Davis orchestra will be featured on the BBC band parade program November 1. . . Ray Ellington and his quartet will make a guest appearance on the same program. . . Felix King and his ork start a new weekly series of early morning BBC broadcasts November 8 on the home service. . . Thrush Doreen Stephens is well booked with radio and stage appearances since she started free-lancing.

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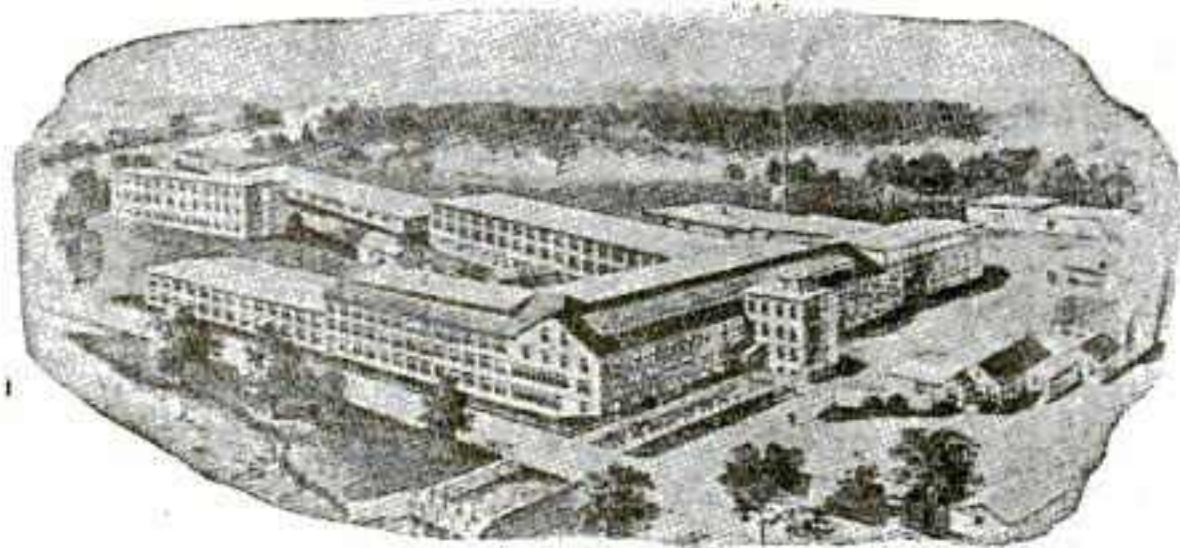
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VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GLEANINGS . . . Bill Cook, of WAAT, will be back on the air soon. He's back in shape after a spell in the Orange County Hospital with a throat ailment. . . Leonard Wolf, of Decca Records, guested on Jack Lacey's WINS *Pluggin' Parade* Thursday (28), where he touted the Evelyn Knight platter of *Brush Those Tears From Your Eyes—A Little Bird Told Me So*. . . Ted Husing celebrated the second anniversary of his *Bandstand Parade* at WMGM, Thursday (28). . . Dee Finch and Gene Rayburn have been released from staff duty at WNEW to concentrate on their a.m. platter show. . . Martin Block, of WNEW, is giving his son apprentice training in the tallow turner art. . . Wayne Howell, who has a daily early-riser show on WNBC is being extended to 15 minutes beginning Monday (8). Howell is also pinch-hitting for Norman Brokenshire on his 9:30 a.m. Monday show when Brokenshire is out of town with the *Theater Guild* show. . . The new WINS show, emanating from the Cardinal Restaurant from 11:30 to 12 a.m. features reviews, interviews and disks, and is being piloted by Bob Brumby and Bob Towers. Local jocks will spin platters of Irving Berlin's *Freedom Train* during the two weeks prior to Thanksgiving Day, when the *Freedom Train* returns to New York.

GIMMIX . . . Marvin Elin, WCAO, Baltimore, who recently did his platter show from inside a diving suit in a navy tank in a navy recruiting tie-in, reports a strong response from listeners when he replayed the show from a tape recording. . . Bob Chester, ex-band leader now spinning disks at WMMH, Dearborn, Mich., is using a unique double-sided broadside and rate card for his program. Reverse is taken up with photostats of clippings and tearsheets of reviews and ads of his handleading days. . . Bea Wain and Andre Baruch, WMCA, New York, will be the subjects of a series of caricatures by cartoonists Milton Caniff, Al Capp, Ken Kling and Alfred Andriola. Pix will be used in newspaper ads.

STRICTLY FROM DIXIE . . . Bob Blase, KXYZ, Houston, flew to Dallas during the recent Texas State Fair to record interviews with Harry James and Jimmy Durante for play-back on his disk show. . . Charles Elliott has joined the staff of WMGY, Montgomery, Ala., to take over as the "atomic boogie man" on a race disk show. . . Harvey Boyd is doing a new afternoon show, titled *Boyd's Nest*, on KWBC, Fort Worth. . . Buddy Johnson is skedded for deejay interviews when he appears in Alexandria, La., Friday (5). Hosts will be Bruce Rainey, KSYL, and Pat McCusker, KPDR. . . Bob Van Camp, WSB *Morning Melodies* pilot, did handily on his recent Community Chest drive. He attributes the good result to the fact that he "warned" his prospects during his airshow that he was going to drop in.

MIDWEST MAKEHAY . . . Bob Bush has joined Iowa City's new wattery, KXIC, as a jockey. . . Cres Flugel is a recent addition to WWXL, Peoria, Ill. . . University of Utah students are getting a chance at professional spinning Saturday nights at KDYL, Salt Lake City. Each week one of the students programs a seg and emcees it during the 12-1 a.m. spot. . . Count Basie to guest on Morry Piche's KYSM show, Mankato, Minn., Wednesday (3). . . Larry Gentile, night-shift jockey on CKLW, Detroit and Windsor, is taking a turn at flacking for the opening of the Old Colony, Detroit night and show world gathering spot.

CONTEST CORNER . . . Gene Barry and the Lonesome Gal, WING, Dayton, O., gave 50 copies of Sam Donohue's platter, *Constellation*, as prizes to listeners who wrote in the best "*Constellation* reminds me of a plane ride because—" letters. Contest was tied in with the inauguration of Constellation service by Trans-World Airlines in Dayton.

CONNECTICUTTINGS . . . WCCC, Hartford, has re-arranged its Saturday afternoon format, with Ed Weston and Walt Nielsen alternating from 1-5 p.m. with a series of one-hour stints. . . Bill Sheehan, conductor of Old Record Shop, WDRC, Hartford, bought himself a new home in suburban Farmington. . . Allan Wylie, WSTC, Stamford, does a show featuring platters and a teen-ager forum on pros and cons of modern music. Program is titled *Disc-Scholastics* and is heard Wednesday nights at 8:30. . . On the same wattery Dr. Jeff Snaveley, ex-Yale footballer now pathologist at the Stamford Hospital, and James Pittman, a lab assistant at the hospital, are co-spinning on a Thursday night platter show. . . Ray Colonari, WNAB, Bridgeport, is recovering from an attack of virus pneumonia in Bridgeport Hospital.


CHICAGO CHATTER . . . Sgt. Tom Murphy, who served as platter pundit on a recruiting series thru the Midwest and has aired over several Chicago stations, was killed in an auto accident October 18. Sgt. George Budno has replaced him. . . Henry Wallace, the Progressive Party presidential nominee, served as disk jockey on a special Chicago-cut 15-minute e.t., on which he did commentary on American folk music. . . Bud Chase has left WEMP, Milwaukee, and is now free-lancing in the Beer City. . . Nelson King, the WCKY, Cincinnati, tallow-turner, is suffering from laryngitis, which will keep him off the air a week. . . Berne Enterline has switched from WMBD, Peoria, Ill., to WCKY, Cincinnati. . . Paul (Shorty) Schroeder, the folk music disk whirler on WIMS, Michigan City, Ind., recently conducted a leading artist poll, with Eddie Arnold taking first; Roy Rogers, second, and the Sons of the Pioneers, third. . . Pat Herson, of WKOW, Madison, Wis., reports that he's busy doing p.a.'s with artists in local bistros and theaters. Currently working at the Club Hollywood with Herbie Fields, he also did a stint with Patti Page at the Orpheum Theater. . . Bob Tunnison has returned to WIND as flack for Eddie Hubbard's ABC Club, replacing Easter Straker. . . Warren Ketter, formerly with Bill Evans, prominent free-lancer, has been appointed flack chief for Tower Records.

WESTERN WAXWORKERS . . . Bill Lamb, WBBC, Flint, Mich., doing a new a.m. show, *Jam for Breakfast*. . . Dale Gunderson, KKRO, Aberdeen, Wash., station librarian, now doing a deejay turn called *Make Mine Music*. . . Walter Kay, WJW, Cleveland, is doing his *Melody Time* show from his sponsor's place of business, the Brown Bros. Furniture Company. . . Armand La Pointe has started a daily one-hour show at KOWL, Santa Monica, devoted to sweet music and old nostalgia platters. . . Al (Jaxbo) Collins, KNAK, Salt Lake City, will emcee the Norman Grantz Jazz at the Philharmonic concert there November 15.

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"YOU ARE THE ONLY ONE"
on
Continental Records
C-1250 Vocal Version
C-1251 Instrumental Version

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IF IT'S TRU-TONE IT'S SACRED
IF IT'S SACRED IT'S TRU-TONE
LIVING TONE LASTING QUALITY

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A Sensation In The South!
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If you'd like a free copy of a sentimental, tuneful new hit, let us rush you:
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Bob Reid sings—
Bullet #1059
"CHRISTMAS CANDIES"
The best Christmas song you have ever heard
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Atlantic Enlists Duke To Direct Longhair Series

NEW YORK, Oct. 30. — Atlantic Records, heretofore a jazz-race label, has enlisted composer Vernon Duke to direct a new series devoted to undeservedly neglected classical works. The prolific Duke, writer of many show standards (*April in Paris, I Can't Get Started*), composes a prodigious number of longhair works under his real name, Vladimir Dukelsky. He also heads the Society for Forgotten Music, the organization sponsored by longhair bigwigs for the purpose of digging up neglected early classics as well as performance-starved modern works.

The entry to the Atlantic firm, in which Duke may plant coin, will bring about inauguration of a "forgotten music series," which may be offered first to society members at reduced prices before being put up for general sale. Ballets and symphonies by American moderns, including Dukelsky, will be waxed along with early instrumental classics. Duke has arranged, thru the Paris branch of the society, to have sides cut at the French Polydor studios, and several modern French ballet suites are already on the docket.

Herb Abramson, Atlantic prexy, announced the Duke deal this week was coincidental with the company's moving to larger quarters at 301 West 54th Street here. Ahmet N. Ertegun, son of the late ambassador from Turkey, is vice-president of the waxery whose bid in the race field has been reaffirmed with the recent signing of singers Earl Coleman, Ruth Brown and Mary Stafford. All pacts are for two years, with a minimum of 12 sides per year.

Court Decish Held On BMI, Nitery Trial

NEW YORK, Oct. 30.—Federal Judge Harold P. Burke reserved decision after trial in New York District Court this week of the infringement action brought by Broadcast Music, Inc. (BMI), the Peer International Corporation and Edward B. Marks Music Corporation against the Havana-Madrid Restaurant Corporation.

The action charges the nitery with publicly performing for profit eight Latin-American tunes August 13, 1946, without proper license from the copyright owners. The plaintiffs asked an injunction and not less than \$250 for alleged infringement of each song. Angel Lopez, principal stockholder in the Havana-Madrid, maintains that he ordered his musicians not to play BMI tunes, and therefore should not be held responsible.

Judge Burke asked both defendants to file additional briefs.

Dial Incorporates, Moves Biz to N. Y.

NEW YORK, Oct. 30.—Dial Records has incorporated with Ross Russell as prexy, and has moved its production and shipping center here from Hollywood. Pressings are now being contracted to Signature and Eastern Record presseries.

Simultaneously, Russell announced the launching this week of a new 75-cent series featuring swing, jazz and race artists, including sides pressed from imported masters. The latter will feature Don Byas, Django Reinhardt and Rex Stewart waxings cut in France. Dial's Be-Bop Series remains at a \$1.00 list price, with this week's release featuring disks by Dexter Gordon and Errol Garner.

THAT **GRAND** RECORD
EVERYONE IS TALKING ABOUT
YOU, YOU, YOU
ARE THE ONE

VOCAL BY
JOHNNY EAGER
and his Eager Beavers
GRAND G 25010
Also Instrumental by
HENRY RENE
on **STANDARD RECORD T-142**

Ask for Individual Language Catalogs—
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German, Latin-American, Scandinavian,
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MORE BEER!

... No. 1 on Gil Newsome's KWK First Five in St. Louis is the new novelty tune, *More Beer*, on the Manhattan label. The label is strictly local, released only in St. Louis. ...

SOME TERRITORIES OPEN FOR DISTRIBUTORS! THIS IS

The Original Record

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(He Wrote the Song!)

REGENT MAKES THE HITS!

WE ARE PROUD TO PRESENT OUR LATEST AND GREATEST RELEASES

#140 Al Trace's New Shuffle Rhythm Song Sensation
SOMEBODY'S LYIN'
backed by
I'LL BE SATISFIED
Vocals by the sensational
ALAN FOSTER

#136 **BEAUTIFUL EYES**
SOMEBODY STOLE MY ROSE
COLORS GLASSES
The Rangers

Another Al Trace Song Hit—
Going Big
#134 **BRUSH THOSE TEARS FROM**
YOUR EYES
ANYTIME AT ALL
Alan Foster

#135 **BUCKLE DOWN WINSOCKI**
OLD MAN RIVER
Tommy Dix

#133 **MUSKRAT RAMBLE**
BASIN ST. BLUES
Pee Wee Hunt

#129 **KILLER DILLER**
TEDDY BEAR
Gene Coy

#123 **FICKLE FANNY**
WHISTLER AND HIS DOG
Al Trace

#122 **YOU DARLIN'**
BILLY
Lang Thompson

AND STILL GOING STRONG—
#117 **YOU CALL EVERYBODY DARLIN'**
LINGER AWHILE
Al Trace

REGENT RECORDS, INC.
58 MARKET ST. NEWARK, N.

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item for you

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- Reduces Needle Shock
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Top Artists
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NORTHWEST MUSIC CO.

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Signature
recordsin North and South Dakota,
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Of The Boys Overseas
"OVER THE SEA"
Continental RecordsC-1250 Vocal Version
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"Unauthorized" Distrib Boom

(Continued from page 19)

tory purchasing by unfranchised retailers. Distribs have on several occasions requested that sub-jobbers try to maintain a somewhat constant level of buying in each territory, in regard to both type and quantity.

Most sub-jobbers operate on a store level, and are officially known to distribs as retailers. While it is true that many are retailers primarily, the largest practitioners are gradually dropping the pretense. In fact, the Leslie Sales Corporation operated by Leonard Smith and Lou Boorstein, opened up here last week as a wholesaler only, and offered special best-selling major-line numbers at 50 per cent off list. Altho Leslie's sources were not revealed, it is supposed that the outfit had obtained stock from out-of-town distribs. Such an outfit, which does not buy from local distributor and does not operate as a "retailer," also foregoes a retailer's 5 per cent return privilege, which, in the case of others, has proven unusually profitable.

The sub-jobber has several sources of profit, all of which are based on volume buying. First, he sells most single records at approximately 5 cents over his wholesale cost, albums at 30 per cent off list prices. Second, he pays promptly for goods (C.O.D. or 10 days after the end of the month (eom)), thereby taking his extra 2 per cent discount (monthly purchases in many instances are sufficient to make the 2 per cent take care of the rent and utilities). Third, the 5 per cent return privilege. The sub-jobber,

Another New Diskery
For Imported Tunes

NEW YORK, Oct. 30.—Another new waxery has been added to the growing list of importers of foreign recordings with the incorporation here of American Elite. The firm has been set up by ex-Continental General Manager Emery Rosza and Michael Von Mandel, formerly with Telefunken. Basis of the deal is a contract with Elite of Switzerland, whereby Elite will send masters from their pop, semi, and classical catalogs here for pressing. The American firm in turn will have the Swiss organization cut instrumentals on American pop hits and return them here for vocals to be dubbed in. The agreement was signed with Henry Landis, prexy of the Swiss outfit, who visited here recently.

Initial releases, due this week, include albums by the European tenors, Josef Schmidt and Max Lichtegg.

Mich. Cuts Hooch
At Eastw'd Gardens

DETROIT, Oct. 30.—Fate of the Eastwood Gardens ballroom, major Michigan outdoor spot, was clouded by the announcement, Thursday (28), that the spot's liquor license was considered permanently revoked by the Michigan Liquor Control Commission, following several months of legal and civic strife over the Gardens at Eastwood Park, where it is located. The Commission indicated that any further license would have to be treated as a new one, and would not be granted without approval by the Municipal Council—and the council's action in revoking the park license itself was just upheld by a court.

The Gardens operated last season without liquor, playing name bands, but business was away off from the preceding season.

buying for a number of stores, and buying only numbers he can turn into ready cash (with the few exceptions already noted), gets stuck with very little dead inventory, but his return allowance, based on his volume buying, is tremendous. The logical procedure then is to go into the field and shop for bargains. Record Wholesalers, in New York, with a return on one label running into the thousands, was offered an unlimited quantity of dead pops on this label by an out-of-town distrib—the price, 12½ cents per disk. These were returned for credit at the regular wholesale price of 45 cents per disk.

Low overhead is another vital factor in these operations. Since it is of no consequence whether records go out in Victor, Columbia, or any other marked cartons, the many cartons received in trans-shipment are simply used over again for multi-label orders, virtually eliminating the cost of packing material. On occasion major label distributors have even supplied marked gum tape free of charge in order to achieve "top billing" on the cartons. Because a front is unimportant, most sub-jobbers locate in low-rent neighborhoods.

Further Sources

Authorized distributors are not the only sources relied upon for merchandise. "Distressed merchandise" is constantly sought by sub-jobbers. With the post-war return to the market of home appliances, radios, and with the advent of television, many large appliance and chain stores have been going out of the record business, which had actually served them during war time as a temporary replacement for unavailable products. Many large dealers find it necessary to turn large chunks of live stock into ready cash to meet various obligations, and many chain stores are constantly finding themselves with large quantities of standard stock, but with low-salaried clerks that don't know the finer points of selling. These people are turning daily to wholesalers to relieve them of the burden, and they find themselves in a buyers' market. Most of the records purchased in this manner by the sub-jobbers can be used profitably on their returns, which actually removes the records from the market and eliminates the retailer's need to sacrifice his stock on the retail market in a way that would counter the major labels' fair-price policies.

Generally, participants in all these unauthorized phases of the industry feel that the major companies, by their arbitrary release, stock-order and promotion policies, are responsible for these practices, and that they themselves, having found it necessary to rationalize the supply-demand picture, are actually benefiting the majors, as well as keeping themselves profitably in business.

Plug for Mitchum Album

HOLLYWOOD, Oct. 30.—Leeds Music will put its big promotional guns to work in plugging Decca Records' forthcoming release of Robert Mitchum's *Rachel and the Stranger* album of six tunes from the film of the same name. The album, which Mitchum cut last December, hit stalls this week.

To reap top exploitation benefit from the sock biz which the pic has done, and to offset Mitchum's bad press resulting from his recent arrest, Leeds Coast flack chief Bob Stern will spot Mitchum in a series of Southern California disk jockey interviews and personal appearances. Interview content will stress Mitchum's musical talents and accomplishments. The movie score, of course, is published by Leeds.

Another New Diskery
For Imported Tunes

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Initial releases, due this week, include albums by the European tenors Josef Schmidt and Max Lichtegg.

Kapp Adds New BMI
Park Ave. Music Org

NEW YORK, Oct. 30.—Paul Kapp, owner of General Music, American Society of Composers, Authors and Publishers (ASCAP) firm, has opened a Broadcast Music, Inc., firm to be called the Park Avenue Music Corporation. Basis for the firm is the tune *When the Mountains Meet the Moon*, which BMI (the pubbery, not the licensing organization) turned over to Kapp for exploitation. Eddy Duchin and Alvino Rey diskings of the tune are skedded for reissue.

The deal parallels the recent establishment of the Cavalier music firm, which began on assignment of the tune *You Walk By*, from the BMI catalog.

Kapp also announced that he has formed a radio package firm called Popular Artists Corporation, specializing in jingles and spot announcements.

MACEO PINKARD WRITER OF:

"GIMMIE A LITTLE KISS, WILL YA HUH"
"SWEET GEORGIA BROWN"
"THEM THERE EYES"
"SUGAR" and Others

Offers to All These "Hep,"
HIS 3 NEW ONES:

"I'M DISILLUSIONED!"

(Torchy, as His "Congratulations")
"OH, WHAT MUST I DO!"

(Another "Them There Eyes")

"WHY DON'T CHA MAKE UP YA MIND"
(Another "Gimme a Kiss")

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Libby Holman Goes Over Big at Capital

WASHINGTON, Oct. 30.—The veteran songstress, Libby Holman, drew enthusiastic applause from an audience of several hundred at Pierce Hall here Wednesday (27) at the opening of a two-night recital featuring ballads and blues.

Pierce Hall, a small auditorium of the church type, is a poor substitute for a theater, but the throaty torching of Miss Holman and the excellent assistance of pianist Gerald Cook more than made up for staging deficiencies. Ballads penned by Tennessee Williams and Paul Bowles were well received, but such blues numbers as *Evil Hearted Me* and *Rebuked and Scorned* drew the most applause.

The program was put on by a new group called Productions, Inc., which plans to bring other artists to the nation's capital.

Gibson and Red Caps Booked Solid for Yr.

PHILADELPHIA, Oct. 30.—Steve Gibson and His Red Caps, instrumental-vocal unit linked with the Mercury diskery, are booked practically solid for the next 52 weeks. Jolly Joyce, local agency head handling the unit, said that the unit has now only seven open weeks until October 21, 1949.

The Red Caps are now on a six-week stand at Larry Potter's Supper Club, North Hollywood. After closing November 18, they'll open the following day for their third return at the last Frontier Hotel, Las Vegas, Nev., for four weeks. They shall return December 17 for eight more weeks at Larry Potter's and on February 16 start a three-weeker at the new Beige Room in San Francisco. The Red Caps then jump east, putting in six weeks of a return stand, starting March 21, at Chubby's, North Collingswood, N. J., and are set for a 10-week summer season, starting July 1, in returning to the Martinique Cafe, Wildwood, N. J. They kick-off the 1949-'50 season with a six-week return, starting September 7, at Chubby's, which takes 'em up to October 21 of next year.

TEMPO'S HAWAIIAN WAX

HOLLYWOOD, Oct. 30.—Tempo Records this week acquired world distribution rights of Honolulu's 49th State Record Company (excepting the territory of Hawaii). Island diskery's catalog of 60 sides consists of authentic Hawaiian wax. First pineapple platters will be marketed by Tempo in mid-November. Disks will be issued under the regular Tempo label which will also credit the Hawaiian firm.

Creditors Nix Barton's Plan For Payment

NEW YORK, Oct. 30.—Ben Barton's principal creditors met with him before Referee Peter B. Olney in the Federal Court Building Wednesday (27), and said no.

The arrangement which Olney okayed last week pending creditor approval (*The Billboard*, October 30) would have permitted Barton to draw a salary of \$75 weekly plus normal expenses and to pay off tune-smith creditors 100 cents on the dollar at the rate of 25 per cent down and the balance in 10 annual installments, and general creditors 50 cents on the dollar on the same plan. This was turned down flatly.

Notices have been sent out to all the creditors to attend a meeting Thursday (4) at which Barton is to submit a modified plan. Until some agreement is reached he is not to draw a salary or make any contract commitments involving money payments.

Informal Huddle

Olney, Barton and the creditors discussed the situation informally. The payment plan was turned down principally because under its terms Barton would have reserved himself some \$9,000 with which to operate. The creditors feel that a plan must be devised whereby all the money in the kitty—some \$35,000 in accrued royalties—is immediately paid out. They made this clear in an informal discussion with Barton and his attorney, A. Halsey Cowan, after the official meeting with Olney was over. Another consensus was that Barton would have to inject fresh operating cash into Barton Music if he was to be permitted to continue in business. One creditor said that Barton should raise at least \$10,000 which would allow him two months to get started at the rate of a little more than \$1,000 a week.

A good number of the creditors still favor the so-called "Jewel" plan, advocated by Jewel Music. Under this plan Barton would turn over his catalog, including the tune *I Have But One Heart*, to Jewel, which would pay \$20,000 for the copyrights. This sum, added to the earnings in escrow, would amount to some \$55,000, which would enable writers to receive an immediate settlement of 75 cents on the dollar and general creditors 25 or 30 cents on the dollar.

Barton, however, is extremely reluctant to go for any plan requiring him to yield his copyrights. He is hopeful of raising some fresh capital to put into the business and to present a plan Thursday which will satisfy everyone.

We have expanded our facilities to give better and faster service to the record industry

Pressings Available—10" Shellac & Unbreakable Records

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Phone: Walnut 2-4432

BUDDY DIVITO

AND HIS ORCHESTRA

FEATURING GLORIA VAN AND THE VANGUARDS

GOING STRONG
THE MARTINIQUE

CHICAGO
BROADCASTING NIGHTLY WGN MUTUAL —
Coast to Coast
Thanks to TONY DESANTIS

WIRE FOR AVAILABLE DATES

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JUKE BOX OPERATORS COAST TO COAST CAN'T BE WRONG

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
9	5	1. CORN BREAD.....Hal Singer Sextette...Savoy 671—BMI

HOP ON THIS AND OTHER SAVOY HITS!
SEE OUR DISTRIBUTORS COAST TO COAST

Savoy RECORD CO., INC.

58 Market St., Newark 1, N. J.

MIRACLE PARADE OF HITS

HOP ABOARD THIS MONEY MAKER
"LATE FREIGHT"

b/w
"SONNY'S RETURN"

Senny Thompson with the Sharps and Flats and Eddie Chamblee, tenor—M-128

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FOR ALL YOUR RECORD NEEDS ON ANY LABEL
Pops, Race, Folk, Classics, LP's, etc.
Write! Wire! Phone!

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Over 500 Record Stores use these

"SPACE SAVER" Displays

For 10" records, Model 1042, 42 pockets (800 singles)

For 12" records, Model 1236, 30 pockets (550 singles)

Album Visualizer, Model 1048, 32-10" and 16-12" Albums on full-face display. All racks have storage for 75 to 100 Albums.

Dimensions: 6' 4" W. x 1' 3" D. x 4' 5 1/2" H.

\$39.50 Record Racks **\$55.00** Album Racks

F. O. B. CHAMBERSBURG, PA.
1/3 Deposit with order, balance C. O. D.

RAYMOND L. GREEN

165 COMMERCIAL ST. CHAMBERSBURG, PA.

4-WK. VAUDE-PIC BILLS DYING

Theatermen, Bookers Dazed As Grosses Fade in Houses

By Bill Smith

(Continued from page 3)

Rhythm Boys and others on stage. The Paramount usually buys its acts for two weeks and options. However, the management knew what it had on the screen, so its deal was for one week and options. For the first time in recent years the house kept the flicker and the bill for just one week. The reason was the box office. A preem stanza at the Paramount is usually good for \$80,000 to \$90,000. *Isn't It Romantic* did an estimated \$60,000 and had it held, insiders figure it would have melted to under \$30,000 for the second week.

Strand's Pay Dirt

Occasionally a house comes up with a flicker that stands up. The Strand's *Johnny Belinda* is a current example. With Freddy Martin as the stage draw, the house opened to a sensational \$80,000, followed with an equally fine \$70,000. The third frame's take was \$65,000, and the exit figure was \$60,000. Ordinarily the Strand opens to about \$50,000 and fades to about \$25,000. In this case it was the combo of Martin and *Johnny Belinda* that brought the biz. But, argue trade sources, how many Martins and *Belindas* are there.

Bookers know the score but also know that they can't control picture pushing and general over-all policy as dictated from the home office.

If pictures aren't strong enough to hold up, bookers know that stage attractions can't do it alone, at least not in New York. But even there they're up against the problem of where to get enough attractions if pictures ran on a two-week policy.

Pic Stars Needed?

Some bookers feel studio heads who refuse to let their stars go out on personals, or do nothing to encourage them to give up some of their lay-off time to playing a couple of dates are also at fault. Talent agencies have pleaded and cajoled with their top picture names in an effort to get them to come out, but to little avail.

Sober theater men say that if studio heads don't pitch in and attractions

Miami LQ To Open Late Next Month

NEW YORK, Oct. 30.—The Latin Quarter, Miami, will reopen before the end of December, with Lou Walters in charge of production. The opening show hasn't been set, but Abbott and Costello are due in January.

Jimmy Vernon, formerly one of the ops of the recently sold La Martinique, will manage the room and act as host.

Kay Thompson Set For Miami Copa City

NEW YORK, Oct. 30.—Kay Thompson and the Williams Brothers will go back to the Miami Copa next February. The new club, to be named Copa City, expects to open for Christmas.

The new show will be produced by Benny Davis, with choreography by Donn Arden. The name of the first show will be *Birth of the Copa*.

don't give theaters a hand, there'll be less theaters around to play their products.

Some of the responsibility for the sad box office may be attributed to television. With six video stations in the New York area going full blast, surveys show that potential theatergoers prefer to sit it out in their living rooms, or in bars, unless it's for something they really want to see. It may also be the reason why bills fade so rapidly. A potential theater audience sees the show early in the run. As it holds on, new audiences just don't come up. The regular audience turns to TV until the next bill comes in.

No one has any pat answers mainly because the problem isn't a local one. It affects all of showbiz. But unless the guys on top, those who dictate policy, sit down and figure a way out, theaters will be forced to cut prices, turn to dish giveaways and distrib dough, and initial and subsequent runs will be less and less.

The fact is that house talent bookers, Sidney Piermont, of Loew's; Harry Mayer, Warner's; Danny Friendly, RKO, and Harry Levine, of Paramount, know how to put shows

Martinique Tries To Strip Gypsy; AGVA Blocks It

NEW YORK, Oct. 30.—The yet-to-be-opened La Martinique, with Monte Gardner operating, was forced to stop its rehearsals Wednesday (27) when the American Guild of Variety Artists (AGVA) stepped in and demanded cash bonds for performers.

The matter came about when Gypsy Rose Lee's contract came up before the union. It was discovered that Miss Lee's contract was dated to start "on or about" October 20. Under AGVA rules an "on or about" paper has a five-day leeway in either direction. It therefore ruled that the gal's dough was to start October 25.

At the same time, AGVA notified Gardner that the chorus line was also to get paid, even tho the club (now skedded to preem November 9) wasn't open. But since the gals were not yet under contract, they were to get half of the AGVA chorus minimum. The minimum is \$75 a week. Meanwhile Gardner was ordered to deposit with AGVA a week's salary for the show, amounting to \$3,500.

together and how to make them click. But they need more than the token help they now get from the top brass.

Florentine To Stay Closed; Baskin Nixes Union Demands

HOLLYWOOD, Oct. 30.—Florentine Gardens will not reopen due to union demands that the new operators assume labor debts incurred by its former pilots. Sidney Baskin, prexy of Flotone, Inc., corporation recently formed to operate the nitery, said he is bowing out of the picture because of what he terms "unreasonable" demands by the unions holding him responsible for claims left unpaid by the former ops. Unions involved are the American Guild of Variety Artists (AGVA), American Federation of Musicians (AFM) and various service unions who demanded they be paid a total of \$13,000 before they erase the spot from their blacklists.

Baskin met with reps of the various labor orgs, but decided to throw in

the sponge after unions refused to budge on the question of indebtedness. According to Baskin, he has lost considerable money because of the union snarl and is unwilling to shell out more in bringing the matter to court. Baskin said the unions' actions are denying gainful employment to 125 persons per week. Furthermore, Baskin said the property's landlord (Flogar, Inc.) has refused to recognize the unions' demands and is willing to let the spot remain shuttered rather than give in to the unions.

Hassle is now simmering to a by-product tiff between the landlord and Baskin. The former feels the tenant should fight via courts, while Baskin refuses to get involved any deeper.

Martin-Lewis Team Hits Snags Over Chi Blackstone Booking

NEW YORK, Oct. 30.—The Dean Martin-Jerry Lewis team, slated to open at the Blackstone, Chicago, November 26, is running into snags that may involve legal action.

The tangle, according to insiders, is based on the feeling of certain characters in the Loop that, inasmuch as the boys played the Chez Paree last time in, they should play the same room the next time they come to town. The last time they worked for the Chez, they got \$3,000. The cafe wanted them again and offered \$3,500. Herbert Jacoby, booker for the Kirkeby-owned Blackstone, offered them more money plus rooms, and got them.

Now in view of that certain feeling of certain characters in the Loop, the boys are trying to "postpone" the date. Meanwhile Jacoby has a contract which he says he will insist on being enforced. If the date isn't played, Jacoby can take legal steps and bring the matter up before the American Guild of Variety Artists (AGVA) to have the boys declared unfair. If AGVA upholds the contract, the boys may be stopped from working in any other spot in the U. S. until they have fulfilled the Blackstone contract.

It is understood that, meanwhile, Abby Greshler, the boys' manager, is trying to come up with a replacement.

Court Order May Hold Up AGVA Ritual

Boston Org Starts Action

NEW YORK, Oct. 30.—There'll be no installation of a national board of officers by the American Guild of Variety Artists (AGVA) set for Monday (1) if a court order, issued late Friday (29) in New York Supreme Court by Justice Aaron J. Levy is enforced.

Temporary injunction was obtained by Halperin, Nathanson & Scholer, New York attorneys acting for dissident Boston AGVA members, who are in turn represented by Arthur W. A. Cowan.

This stopping of the formal ceremonies by the Boston group will set AGVA back a bundle of cash. Some 40 people from all over the country have been elected to the board and are now in New York at AGVA expense for the week-long ceremonies. With the order returnable Wednesday (3) in Supreme Court, it is possible that the group will have to stay in town until the injunction is either set aside or other action is taken. At press time, AGVA attorneys and officials denied being served. Sam Scholer, of Halperin, Nathanson & Scholer, lawyers for the Boston group, said that such an order had been obtained and would be served on Samuel J. Rosenman, who handled the case for the Associated Actors and Artistes of America (Four A's) in its recent action in enjoining Matt Shelvey and his group from interfering in AGVA affairs.

The Boston people involved in the current action are headed by Lee Morgan, Johnny Fitz, Freddy Dale and others. They charge, in their action, that the election of AGVA officers and board members is allegedly illegal.

Rosen Booking For Down Under

NEW YORK, Oct. 30.—A new spot, the Celebrity Club in Melbourne, Australia, has started buying acts in the U. S. and has hired Jerry Rosen as its booker.

The club deposits all salaries in a New York bank before the act leaves the U. S., with instructions that each week the bank release a week's salary to Rosen's account. Rosen in turn pays the act after deducting his commission.

All deals call for round-trip plane fares from the Coast. The club also agrees to pay hotel bills. Contracts call for four weeks and options.

Rosen's plan is to keep acts working in Australia for months. After an act winds up at the club it will do theaters and radio shots. But unlike the Tivoli circuit contracts, all radio shots will be paid for separately.

Salaries for the Celebrity jobs, to be paid in pounds, run to good figures. Freddie Bartholomew, for example, to open November 20, will get 650 pounds (about \$2,093). Rosenbloom and Jerry Cooper, who follow, will get 1,000 pounds (about \$3,320).

VAUDEVILLE REVIEWS

Capitol, New York
(Friday, October 29)

Capacity, 4,627. Prices, 70 cents to \$1.50. Five shows daily. House booker, Sidney Piermont. Show played by band on bill.

When the current show was lined up it looked good on paper. A flesher headed by Jean Sablon, a fine singer—a class cafe attraction in his first theater date—seemed a natural to head the bill. The Wesson Brothers, who haven't played the street in years, also sounded good. Get two acts like that and protect it with a couple of sock standards like Betty Bruce and the Kanazawa Trio, and you can't miss. Unfortunately, it did miss—and for a variety of reasons.

The opening is strong. Ted Straeter does a nice vocal and his girl singer, Kitty Crawford, doubling from the Chat Noir, selling better here than she does in a cafe, is also pleasant. The pace was picked up sharply, with the Kanazawas doing their Risley act, winding up to a big hand and almost stopping the show. Straeter came back with a highly commercial *Twelfth Street Rag* piano solo, giving it a boogie beat which kept the pace high, but from then on the show slowed down and came to life only sporadically.

Straeter Stranded

First of all, Straeter couldn't get started, which in itself was unusual. Last time here he cut the show beautifully. This time he floundered. The Wesson Brothers, Gene and Dick, of whom big things were expected, didn't hold up in a slot where strength was needed. Their take-offs were funny in spots, but much too dull in others. Dick Wesson kept punching; he even dashed around and in back of the stage. But when he had them he lost them, and when the act finished, it wasn't ahead. The two lads had a sock thing in a Richard Widmark thing, but threw it away. Instead, they kept belaboring the Humphrey Bogart theme until it came apart. Basically the Wessons are clever. Dick's a good comic and Gene is a fine straight man. But their long separation and lay-off has hurt them. They were on too long and their timing was rusty.

Betty Bruce, on next, flashed an attractive chassis and a good tap routine. Sporting a new hair color, silver-blonde, the gal got a good walk-on hand and an equally good exit mitt.

Jean Sablon

Jean Sablon opened with a few intro bars of a song from offstage and came on to a short intro from Straeter. Sablon can sing. He's proved it time and again. But for his theater date his style has been changed to include to many cute things which simply don't come off. When he sang those deep sentimental things like *J'Attendrai*, in a baby spot, he had the house with him. When he tried to sell *Place Pigalle* or *Fiacre* in a full spot, he missed. Sablon is a handsome dark lad with flashing teeth, but as much as he sells in an intimate room, so does he fail to project in a theater.

Pic, *One Touch of Venus*.

Bill Smith.

Strand, New York
(Friday, October 29)

Capacity, 2,700. Price policy, 75 cents-\$1.50. Number of shows, four daily, five Saturday. House booker, Harry Mayer. Show played by Vaughn Monroe ork.

This show is Vaughn Monroe most of the way, and his organization proves a tasty, polished and ingratiating if unspectacular package. The maestro wisely shuffles in and out with the Moonmaids, gal vocal group, and four guys from the band join in for further vocal color.

Monroe opens the show with rich baritone of the ballad *Just for Now* and segues into a pleasingly unpretentious *Begin the Beguine* with in-and-out assists from the vocal group. *Cool Water*, the record hit, got him the best hand, despite a grandstand try production number with action football film vaguely visible on dropped curtain, while the guys and gals, clad as cheer leaders, harmoniously described the exploits of football hero Monroe. The maestro got a laugh when he was carried on in a stretcher wearing a football suit, and climaxed the routine with a medley of college songs.

Biggest score was run up by the band's novelty singer, Ziggy Talent, with his *Maharajah of Magador* opus. This was followed by *Jitters*, a switch on a fast-talking Danny Kaye routine, with Talent's zany visual effects offering the only completely uninhibited piece of business in the show.

Petite Cece Blake, band thrush, revealed good phrasing and a disciplined delivery of big round tones in her two solos. The ballad, *Until*, registered stronger than the cute *Buttons and Bows*, the latter calling for a lighter off-hand manner than the chirp mustered.

Also spotted was the band's concertmaster, Earle Hummel, who did a flashy fiddle turn on *Flight of the Bumble Bee*, to a fair hand.

Of the other acts, top spot went to sophisticated tapster Johnny Mack. With routines that were more subtle than spectacular, Mack breezed amiably thru loose-limbed specialties, utilizing some clever casual tricks with concealed canes.

Mimic Jay Lawrence offered a series of impersonations that were more appreciated for quantity and variety than for quality. Wherever he could match his lines with visual similarity, as with Carv Grant and Sinatra, he got his big laughs. The only real yock, however, was his final campaign speech, a take-off on Truman.

Dick Hayman, harmonica virtuoso, built his hand with clean-cut playing of various size mouth organs, switching trickily from one to another in a fine display of timing. More spectacular was his Spike Jones routine, one-man novelty band idea built around his harmonicas.

Great co-ordination carried off the complicated doings, complete with balloons popping, guns shooting, and with Hayman throwing confetti all over the stage for the big finale. The fact that he makes it look too easy may temper enthusiasm out front.

Monroe introduced each number simply, and did his own stunts in his usual matter-of-fact manner. Staging was simple, with the big band in straight rows strung in front of a sparkling backdrop with usual musical symbols. Emphasis on an individual or one group thruout each number required little variety in lighting, but the finale, a big, unspiced boogie thing, called for black light sticks and kerchiefs and formed moving patterns on the darkened stage. Inasmuch as the combined samba and boogie rhythms never got going, the visible effect didn't either.

Monroe's ork cuts the whole show in clean-cut fashion.
Pic, *June Bride*. Bill Smith.

**EMA Sends '49
Prexy to N. Y.
ARA Meeting**

CHICAGO, Oct. 30.—Entertainment Managers' Association (EMA), the Chicago chapter of the Artists Representatives' Association (ARA), this week changed its nomination and election procedure in order to make it possible for the 1949 EMA-ARA prexy to attend the national gathering of ARA in New York November 8. Under the old election procedure EMA would send its 1948 prexy, who had just another month to serve, to New York, but under the new procedure the election meeting will be held November 4 with the newly selected board of directors meeting the following day to select the new slate of officers. This will enable the incoming prexy to go to New York to take an active part in national policy making.

In addition EMA-ARA is adopting the New York procedure of naming a group of nominees and allowing open nominations from the floor. Previously a nominations committee named 15 men, with no nominations during the election meeting. The New York ARA chapter this year for the first time named only 10 men, with open nominations from the floor to take care of the other five required by the ARA by-laws which specify one-and-a-half times the number of men on the 10-man board of directors be nominated.

Thus far independent agents Paul Marr, Len Fisher, Lou Breese, Stu McClellan, Lyman Goss, Lou Cohan, Leo Nadel, Dave O'Malley Sr., Art Goldsmith, Sam Roberts, Seymour Shapiro and Marcus Glaser, plus Sam Levy, of Barnes-Carruthers; Jack Russell, of Mutual Entertainment; Freddy Williamson, of Associated Booking Corporation; Sid Epstein, William Morris; Alpha Demaree, of Consolidated, and Dick Shelton of McConkey Music, have been nominated.

RKO Albee, Cincinnati

(Thursday, October 28)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by Deke Moffitt's house ork.

Three Stooges, the Harmonicats and Susan Miller, flicker songstress, mopped up the choice mitts at show caught, with good support coming from the Willys, jugglers, and Madge and Karr, terpstere.

The Willys, mixed foursome, tie together a variety of Indian club and hoop tricks for a smooth-running juggling turn. Their best is a two-high stand on balancing ladders during a furious exchange of the clubs. Matching it for expertness is their blow-off in which one of the lads takes 12 clubs from a trio of pitchers to win healthy returns.

Madge and Karr put together some on-the-button tap trickery that is good for solid palming. Smartly turned-out offering segues into a challenge dance, giving the partners an opportunity to exhibit solo heel and toe cleating.

The Harmonicats appear to sock advantage, giving out with a sharp sense of showmanship and crack ensemble work. They sagely selected four numbers high on the audience's hit parade. Offered sublime harmonica treatment to *Peg o' My Heart* and a flashily accomplished *Sabre Dance* to cull tremendous palms: Brought down the house with their *Cat's Boogie* on the recall.

Blond Susan Miller is one flicker canary who knows her way around a song. Does a substantial selling job in an easy informal manner and her tonsiling appeal matches a classy chassis wrapped up in a slinky white

Ray and Lolita!

NEW YORK, Oct. 30.—Announcer George Gunn, of the American Broadcasting Company (ABC), has a stack of back copies right up to last week's issue of *The Billboard* on his desk, and what's more, he's read them all. Here's how it came about.

Last week Gunn found a suitcase on West 48th Street that may belong to a song and dance team named Ray and Lolita. In the suitcase were orchestrations, dancers' shoes and make-up kits.

Gunn has been using *The Billboard* current and back issues in an attempt to locate the team and return the suitcase to them.

If you're reading this, Ray and Lolita, you can reach Gunn at ABC's New York headquarters, 30 Rockefeller Plaza.

**Collins, of Detroit,
To Produce Again**

DETROIT, Oct. 30.—Charlie Collins, manager of the Rex Theater, has resigned his post to return to production. He's putting together a new 12-person unit, The Hollywood Starlets, slated to go on the road in about four weeks.

Collins had the Hollywood Kiddies on standard vaude time two decades ago, and later produced local shows out of Detroit.

**Delmar, Chirp Roth
Settle Libel Suit**

HOLLYWOOD, Oct. 30.—The \$150,000 libel suit filed against agent Harry Delmar by songstress Lillian Roth was settled quietly out of court this week. Thrush agreed to drop action when Delmar relinquished his personal management contract with her which had several years to run.

Miss Roth accused Delmar of public statements which were libelous and had injured her career.

gown that showed her off to good advantage. Displayed ace vocal capabilities in a varied song selection, including *Embraceable You*, a rippling *Louisiana Hayride*, and a cute but difficult intro effort.

The Three Stooges still offer a turn replete with corn, slapstickery and knockabout comedy. Altho some of it leans to the vulgar, the lads never fail to come up with over-all audience favor. They've changed their routine in spots from the last time around, but they are still dependent upon the basic rudiments of their original turn for laughs, which they shoveled up in abundance at this setto.

Ork leader Moffitt handled the emcee chores capably.

Pic: *The Spiritualist*.

Bob Doepker.

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Glass Hat, New York

(Thursday, October 27)

Capacity, 444. Price policy, \$2.50 minimum. Shows at 8:30 and 12:30. Owner, Belmont-Plaza Hotel; manager, John J. Woelfle. Booking mostly thru Music Corporation of America. Estimated budget this show, \$1,200.

George DeWitt, who heads this three-act bill, showed plenty of improvement since last caught but now has to learn how to leave them when he's ahead. The audience, on the night caught, was one of those things comics dread. DeWitt was climbing uphill most of the way. He was pitching. The audience wasn't catching. When he finally had them, he overstayed until he lost them again. But despite the cold crowd, DeWitt showed a good act. His take-offs were funny and his style was good.

Betty Jane Watson, looking good as ever, practically overpowered the house with her tremendous soprano range. In fact there were times when she could have worked without the mike to advantage. The audience, however, liked her, forcing her into a beg-off.

Ramona Lang

Ramona Lang, a tall, attractive brunette, filled the opening slot with a competent series of terps. The girl's act consists mostly of standard steps and spins. Her work and looks won her a good hand.

Much of the welcome acts get here comes from the ingratiating emsееing of ork leader Eddy Stone. He brings an act on which such a flourish and does it so well the crowd likes the act even before it starts.

Incidentally, Stone's outfit cuts a great show and he fronts his band with an easy manner that would make him a bet for a wire. Al Castellano's Rhythmas do the intermissions.

Bill Smith.

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NIGHT CLUB REVIEWS

Le Directoire, New York

(Tuesday, October 26)

Capacity, 375. Price policy, \$3.50-\$5 minimum. Operators, Herbert Jacoby-Max Gordon. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$2,500. Estimated budget last show, \$4,000.

Given a room full of people familiar with showbiz, particularly in the writing of pop tunes, Abe Burrows would fracture them. This reviewer, for example, howled until his sides ached. Yet it was apparent that the results Burrows got were scattered and came from tables occupied by people in the business. Oddly enough, Burrows's screwball titles, which he handles in a throwaway fashion, are the most commercial bits in his routine. Conversely, his songs, at least those caught, had only sporadic responses.

The audience here is sharp, but not hep. So while it could appreciate a thing like *Boulder Dam*, it was appreciation of the nodding kind. But it could and did guffaw at titles like *If You Were the Only Gal in the World* and *I Was the Only Boy*; *Okay, But Now Lemme Alone*. Burrows has a load of material. He proved it on his Columbia Broadcasting System (CBS) 15-minute seg. A lot of it was strictly corn ball, but with it was a biting satire and a brilliancy that made it wonderful. If the horn-rimmed bald-headed chap spent some time culling his library, he'd come up with a similar songolog better suited for a general audience.

De Lugg in Act

Burrows has Milton de Lugg and his squeeze box in the act. The latter plays a fine stomach Steinway, tho his appearance adds little to the act. What the room really needs is another act to take the load off Burrows's back. A half-hour of the songologist, with nothing ahead of him, is a lot to ask. Cutting his time down by half and having another act do 10 or 15 minutes would make it a better show and give Burrows a better chance to register.

Frank York's band does a good job with his society beats. Gringo's small Latin outfit is equally competent.

Bill Smith.

Slapsy Maxie's, Hollywood

(Wednesday, October 27)

Capacity, 550. Price policy, \$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$2,250. Estimated budget last show, \$3,000.

Slapsy owners, caught in a booking jam, put together a cheap show for a 12-day period prior to Spike Jones's opening. Unfortunately, it's almost a total blank. Acts include Jackie Hilliard, Eppy Pearson, Shavo Sherman, terpster Inesita, and thrush Mary Martel. Only Sherman succeeded in making a favorable impression, albeit this act needed plenty of working over.

Show opened with Flamenco dancer Inesita, whose offering was neither authentic nor exciting. Mimic Shavo Sherman, in next slot, succeeded in

Red Feather, Los Angeles

(Tuesday, October 19)

Capacity, 275. Price policy, no cover or minimum. Shows at 10:30 p.m. and 1:30 a.m. Owners-operators, Andy Andrews and Paul Shipton. Publicity, Jules Fox. Estimated budget, this show, \$2,300. Estimated budget, last show, \$4,300.

Martha Davis possesses a contagious warmth in her song selling and personality that seems to engulf the entire room. She knuckles her own ivory accompaniment as she takes both ballad and beat items in easy stride. She doesn't shout her lyrics but keeps her voice soothingly relaxed and pleasant to the ear. In style and treatment she reveals a measure of originality all her own.

Ringsiders liked her version of *It's You or No One*, a rhythmically infectious treatment of *Lady Be Good*, and the *Carmen Jones* synco transposition of *Habanera* revealed her keyboard talents. Her piano receives rhythm backing from the Dick Peterson band.

Curtain-raiser is a zany Peterson take-off on Dizzy Gillespie doing *To Be or Not To Be-Bop*, with sidemen taking the floor wearing berets. A former drummer with Spike Jones, Peterson is no newcomer in framing rib-tickling items. Band, however, proved itself competent in supplying terp-tempting beats for dance-minded customers.

Under the guidance of operators Andy Andrews and Paul Shipton, this Southside L. A. spot has been gaining considerable attention in these parts. It was one of the first nabe locations to go for names during the general decentralization of area's nitery rows. It has also proved itself promotionally wide-awake being the first local nitery to snare a tele origination show, and now houses a seven-night-a-week disk jockey show, with KFWB spinner, Bill Anson, whirling the waxes on the premises from midnight to 2 a.m.

Lee Zhitto.

warming things up a bit, scoring with solid impressions of Stan Laurel, Hugh Herbert and Groucho Marx. Take-offs on Durante, Jolson and Ted Lewis were so-so. Lad has an ingratiating personality, plenty of salesmanship and talent but needs smarter material.

Mary Martel was another who pitched hard but didn't quite make it. Completely lacking in style and vocal range, gal shouted lyrics, losing any chance of putting over tunes with required finesse or subtlety. She needs plenty of vocal coaching.

Rotund funnyman Eppy Pearson perked things up midway with a rib-tickling routine at a miniature piano. He has a good comedy potential and delivery but was woefully handicapped by material. When he clicked, he was great; when material sagged, he created a lull. A parody on comic pages, take-off on *Chloe* and bluish ditty on fat men and their woes were basically good stuff but in need of careful tightening.

Jackie Hilliard, handsome lad, has a solid set of trained pipes but doesn't know how to use them. Using full vocal power most of the time, he blasted the mike with ear-splitting results. He shouldn't use a mike in any place smaller than Yankee Stadium. Styling and delivery are okay. Of five tunes offered, only one was a current pop, others being trite oldies. Moreover, Hilliard tried to be funny with dire results. If he'd stick to singing, use good judgment in choosing tunes, and learn to control powerful pipes he should click.

Joe Stabile, fronting a new nine-man ork, cut show and played for dancing. Show chores were not up to par. Tony Martinez furnished Latin tunes.

Alan Fischler.

Mayfair Room, Blackstone Hotel, Chicago

(Thursday, October 28)

Capacity, 275. Price policy, \$1 cover and \$2 minimum. Shows at 9:15 and 11:45. Publicity, Evelyn Nelson. Estimated budget last show, \$3,600. Estimated budget this show, \$3,000.

The New Faces Revue currently in this chi-chi hostelry continues to hit the spot, with Joan Edwards hitting even harder than comic Abe Burrows, who did a creditable job, both on the floor and at the box office. La Edwards, now sporting a platinum thatch that's added plenty to her glam, is more vivacious and really punches everything across. Tho she started out with a little spiel about being nervous, gal seemed perfectly at home in her first headline appearance locally. She continually got plenty of chuckles with some strictly ad lib stuff that continued to come up when the electrician got messed up with her lighting.

Her tune selection was fine, working in pops, standards and a cute novelty closer. Only ditty that didn't register was *Put 'Em in a Box*, in which the *Hit Parade* chirp, usually a good rhythm singer, sounded mechanical. Her rendition of *It's Wonderful*, in which she describes the making of an arrangement, was an extremely commercial bit that merited and got earnest attention. Gal worked most numbers to her own 88-ing, which showed extremely fine pianistics.

Joe Merman's crew, debuting here for the first time, showcased the maestro's fine society Steinwaying. Crew also played a good show.

Johnny Sippel.

Samovar, Montreal

(Tuesday, October 19)

Capacity, 225. Price policy, \$1.50 minimum, no cover. Two shows nightly, 8:30 and 12:30, none Sunday. Manager, Carol Grauer. Publicity, Marc Thibault. Booking policy, Stanley Rayburn, N. Y. Estimated budget this show, \$900. Estimated budget last show, \$800.

Here's another example of what can be done with judicious buying of talent even with a limited budget. The current package of chantoozey Gabrielle and terpers Volkhoff and Howard is a sparkling bit of entertainment that fits the arty decor of this room like a glove.

Gabrielle, back again, showed that she's as show-wise as ever in judging an audience. The good-looking gal packed a wallop in every number she did, with or without a mike, whether standing still or doing a ring-side beat. All this, with a voice that is easy on the ears and a clicko personality, made her offerings easy to take.

The dance team complemented Gabrielle perfectly, coming up with some fancy footwork that suffered only from lack of floor space. Both Volkhoff and Miss Howard show a fine sense of ballet with a commercial know-how that clicked with the ringsiders.

Carol Grauer himself emsееd the show in his usual continental manner, and the musical support by Bill Skinner's ork helped proceedings along nicely. Biz is good.

Charles J. Lazarus.

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Follow-Up Reviews

CHAT NOIR, NEW YORK: Mervyn Nelson's act here shows a sharp improvement since last caught. The comic was good before, but some hand-on-hip material made some of his routines open to question, even tho they were funny. Here at the recently opened Chat Noir (it means Black Cat, if you're interested), he's dropped the swish bits and does a good job. Nelson, who claims to do his own material, is a prolific lad. His psychoanalysis routine was one howl after another. It required a glib knowledge of medical terms understandable to an audience. Whether it understood it or not made little difference. It bellowed like i did.

A thing built around a public school pageant, with Health as the central theme, was another high spot in hilarity. It called for take-offs of the inevitable school teacher and a bunch of kids who either blew up on their lines or had urgent physical calls. Nelson gave it plenty of takes and a job of characterization that was beautiful to watch. The audience ate it up as tho it was for free.

Bill Smith.

LE REUBAN BLEU, NEW YORK.—The show with three new acts and Connie Sawyer as the lone holdover, doesn't shape up as strong as its predecessor.

Among the new performers, Thelma Carpenter is the obvious name, but the thrush doesn't deliver. The fault may be with her choice of songs. Her *A Feller Needs a Girl* didn't seem suited to her voice. It was in her *Accentuate the Positive* that she had the crowd with her. Ballads seemed too slow for her; it was on the jump tunes that she clicked.

For a debut, Will Jordan certainly shows plenty of potentialities. The talented mimic does excellent take-offs on standard picture names but has little material to go with it. Jordan has an idea in his baseball routine, but needs a lot more experience before he's ready.

Raymond Chase serves up some unusual playing on a concertina. His *The Man I Love*, *Roumanian Rhapsody* and *Hungarian Chardash* show a good command of his instrument, but somehow the act seems to lack a necessary punch. Chase had the right gimmick when he told his rabbit story. However, his telling wasn't slick, and the choice of the rabbits' names—Fit, Fit-Fit and Fit-Fit—sounded confusing.

Leon Morse.

Fisher to Boyle Woolfolk

CHICAGO, Oct. 30.—Len Fisher, for the past five years an independent agent with his own office, moves into the Boyle Woolfolk office next week. Fisher will continue to book his stable of approximately a dozen acts, but in addition will do producing for outdoor units which Woolfolk assembles. Fisher replaces Raynor Lehr, who is moving to the Coast.

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New York:

Stem Nosedives to 353G; Roxy 90, Cap 40, Strand 60

NEW YORK, Oct. 30.—Vaude grosses last week slumped sharply to \$353,000, or more than a 100G less than the strong \$466,000 collected the week before. The nosedive seems greater than it really is because biz the two previous weeks was well above 450G, a sock gross for the vaude-pic houses.

Radio City Music Hall (6,200 seats; average \$115,000) took it on the chin with a \$100,000 gross, which is the first time the theater grossed below the weekly 115G average in months. The previous stanza was good for \$138,000. The bill consists of Patricia Bowman, Clifford Guest and *Julia Misbehaves*.

Roxy (6,000 seats; average \$89,000) did a fair \$90,000 the second week with Kay Thompson and the Williams Brothers, Rolly Rolls, Ben Beri, the Ice Show with Arnold Shoda and *Apartment for Peggy*. First week receipts were \$138,000.

Paramount (3,654 seats; average

\$76,000) dipped drastically to \$63,000 last week from its 85G gross the first week. The attraction is Vic Damone, Tony Pastor and his ork and *The Night Has a Thousand Eyes*.

Capitol (4,627 seats; average \$66,000) dropped to \$40,000 the fourth and last week with this show. In the third stanza the receipts were 59G. The bill was Tony and Sally DeMarco, Buck and Bubbles, Bobby May, Rose Marie, Nat Brandwynne and his ork and *Red River*. The new presentation (reviewed this issue) is Jean Sablon, Betty Bruce, the Weston Brothers, Ted Straeter and his ork and *One Touch of Venus*.

Strand (2,700 seats; average \$40,000) held up nicely the last week with Freddy Martin and his ork, the Calgary Brothers, Blair and Dean and *Johnny Belinda*. The gross was \$60,000 as against 65G the week before. The new show (caught this issue) consists of Vaughn Monroe and his ork, Johnny Mack and *June Bride*.

P.A.'s Dream Boat

NEW YORK, Oct. 30.—A boon to press agents will be offered by the comic strip, *Funnyman*, latest dream child of Jerry Siegel and Joe Shuster, former owners of *Superman*. The new strip, now being distributed to papers all over the country, will use actual names of performers and will deal largely with showbiz. Exploitation for the Siegel-Shuster gimmick is being done by Sam Wall.

WM Misses on Chi Chez Paree's 1st Bill

NEW YORK, Oct. 30.—For the first time in a long time the William Morris office hasn't anything at the Chez Paree, Chicago, when the spot opens with its new show. Three of the four acts, including the attraction, will be Music Corporation of America (MCA) properties, while the fourth will be a General Amusement Corporation (GAC) act.

The bill will have Harvey Stone, Perry Frank and Janyce, and the Four Vagabonds, all MCA acts. Gracie Barrie, the other act on the bill, is a GAC property.

Springfield Resumes Vaude

HARTFORD, Conn., Oct. 30.—Week-end vaude (Thursday thru Sunday) has been resumed at the E. M. Loew's Court Square Theater in near-by Springfield, Mass. The theater cut fresh shows during the warm months.

Bookings are thru the Arthur Fisher Office, New York.

Hartford Shangri-La Opens

HARTFORD, Conn., Oct. 30.—The Shangri-La, downtown restaurant, has started its season again, with dancing and split-week shows. Talent is used Thursday, Friday and Saturday. The opening show last week-end had Johnny Cook, Bob Halprin's orchestra, Coleen Carpenter, the Three Olivers, and Court and Sanders.

NEW YORK, Oct. 30.—Jack Guilford and the Golden Gate Quartet go into Downtown Cafe Society November 16 for four weeks. Guilford will be getting \$650 per week and the quartet \$1,000 weekly. They follow Nellie Lucher, who has been at the spot for 10 weeks.

Milwaukee Ballroom Preems Teen Mats.

MILWAUKEE, Oct. 30.—George Devine's Million-Dollar Ballroom is inaugurating Sunday afternoon teenage matinees.

The project began October 24 with Herbie Fields, who has a big fan club here and who did a lot of previous biz in four-week stands at the Showboat, Stage Door and one-nighters at Devine's. The tariff will be 50 cents plus tax for teen-agers from 2 to 5 p.m.—with parents admitted free. Al George's house band will help make the program continuous. There'll be no intermissions or waits between sets.

House bars will be shuttered for teen-age matinees. If the idea clicks Devine plans to repeat on other attractions with teen-age appeal—beginning with Charlie Ventura on November 7.

Old Melo for Old Knick

NEW YORK, Oct. 30.—The Old Knick, in an entertainment policy change, goes in for old-time vaude and melo with its presentation of *Captain Andy's Showboat*. The show is currently on WCBS-TV and the tele show will originate from the Old Knick. Robert Maxwell, producer of the tele package, will handle production details for the night club. *Showboat* will cost the spot \$3,000 weekly.

Benny Davis Will Produce Opener for Murray Weinger

NEW YORK, Oct. 30.—Benny Davis will produce the opening show for Murray Weinger's spot to be opened at Copa City.

Xavier Cugat has already been signed for a December 24 opening. The acts are now being dickered for.



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Equity Council Gives Duncan Confidence Vote and a Raise

NEW YORK, Oct. 30.—Angus Duncan has received a vote of confidence from the Actors' Equity Council, a substantial pay raise and will remain in his permanent position of first assistant to the executive secretary and continue to act as executive secretary pro-tem of the union as a result of a report made to the council Friday (29) by the Ramyond Massey committee. The position is vacant because of Paul Dullzell's recent resignation. Massey's group was appointed to investigate the possibility of finding a suitable successor.

However, the committee decided that Duncan wasn't given a sufficient chance to prove his capabilities, since he never had the authority to make decisions for the union. He will now get that opportunity, all the while being observed by the Equity execs to see if he has the qualifications to run the labor org.

In addition another committee was appointed to investigate the salary structure of Equity employees and make recommendations to the council for increases, if it found their wages were inequitable. During the depression employees at Equity took salary slashes and their wages are considered by many trade observers to be below current standards for

Equity Calls Industry Meet on Legit Hypo

NEW YORK, Oct. 30.—Actors' Equity (AE) has called an industry-wide meeting of the theater for November 11 at the Hotel Astor to discuss ways and means of merging the efforts of different legit groups into one campaign for reviving national interest in legit. All the top producers, the different legit unions and different theatrical orgs have been invited.

The League of New York Theaters has a publicity plan for helping legit. The American National Theater and Academy is working on several similar schemes. Howard Cullman, one of the foremost legit angels, has expressed several ideas for hyping the theater, and the Economic Betterment Committee of Actors' Equity is ready to do several years' research on the theater. All these ideas will be thoroughly discussed at the meeting.

Clarence Derwent, the AE president, believes that this is the strategic moment for calling such a meeting, because radio is being hit by television and movies seem to be no longer the audience getters they once were. Now, he says, legit is in the position to step into the breach and get itself a following. If this meeting is successful, the plan is to call a three-day theatrical symposium later in the year which will go into these schemes in detail.

Blood Bank

NEW YORK, Oct. 30.—Just when things are at their lowest with the recent succession of flops to hit the Stem, actors can now be soled with the thought that free blood transfusions will soon be made available to them. Of course, this will be possible only if, under the "group credit plan" of the Red Cross Blood Program, the healthy thespians contribute their blood to a pool from which the weaker and more financially embarrassed hams can draw. The pool is also available to immediate members of actors' families.

employees doing similar work for other unions. The committee is extremely sincere in wanting to remedy this situation and wants to see Equity employees get paid properly for their labor.

NY Theaters, AFM To Settle Fuss on Dramas With Music

NEW YORK, Oct. 30.—A formula is being worked out by the League of New York Theaters and Local 802, American Federation of Musicians (AFM), as part of the new pact between them which will prevent disputes about the union's classification of scripts using incidental music as dramas with music. Such classification generally follows the show's opening on Broadway if the union execs decide the script falls into that category.

However, in many cases producers have bitterly contested the union's decision that their productions are dramas with music and thus must use more musicians at a higher salary rate. Several producers last season appealed to the national AFM for a decision. In one case their appeal was granted and in another Local 802 was upheld.

Currently, Local 802 has ruled *Summer and Smoke* a drama with music. This classification means the show must hire two more musicians and pay the \$110 weekly scale instead of the present \$77.28 per week. The decision is being appealed to the national AFM board.

The formula would take into account the number of minutes that music is played during the show. Above a certain stipulated number it would be ruled a drama with music. The League is also trying to hold previews for execs from the union before the show opens. This way a producer would get a ruling and know exactly what category his show fits into, thus making provisions for it in his weekly nut.

W. K. Clark Options 'General Came Back'

NEW YORK, Oct. 30.—Manny Rosenberg has taken an option on William Kendall Clark's *The General Came Back*. Rosenberg, also a radio producer, is lining up stars for his forthcoming production.

Clark has almost finished the rewrite on *Deuteronomy Hill*, another script of his which has been optioned by Paul Streger.

Sex All Hands and Tootsies, Says Philly Church Paper

PHILADELPHIA, Oct. 30.—While not calling for any boycott or ban, as it generally does when the attack is directed against flickers, the official publication of the Catholic Archdiocese of Philadelphia this week took an editorial potshot at the Broadway musical shows, particularly for their ballet scenes which "cleverly cloaked all lewdness under the guise of art, culture." *The Catholic Standard and Times* is the newspaper of Dennis Cardinal Dougherty, archbishop of Philadelphia.

Tracing the ballet trend to *Oklahoma*, the editorial charged that the playgoers overlooked entirely "the



BROADWAY SHOWLOG

Performances Thru October 30, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire.....	12- 3, '47	381
Born Yesterday.....	2- 4, '46	1,132
Edward, My Son.....	9-20, '48	36
Harvey.....	11- 1, '44	1,686
Life With Mother.....	10-20, '48	13
Mister Roberts.....	2-18, '48	293
Play's the Thing, The... ..	4-23, '48	193
Private Lives.....	10- 4, '48	32
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The.....	3-16, '48	263
Summer and Smoke.....	10- 6, '48	29

Musicals

Annie, Get Your Gun... ..	5-16, '48	1,023
High Button Shoes.....	10- 9, '47	444
Inside U. S. A.....	4-30, '48	211
Love Life.....	10- 7, '48	28
Magdalena.....	9-20, '48	48
Make Mine Manhattan... ..	1-15, '48	334
My Romance.....	10-19, '48	15
Small Wonder.....	9-15, '48	88
Where's Charley?.....	10-11, '48	24

ICE SHOWS

Howdy Mr Ice.....	6-22, '58	167
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OPENED

Minnie and Mr. Williams.....	10-27, '48	8
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CLOSED

Leading Lady, The.....	10-18, '48	16
Minnie and Mr. Williams.....	10-27, '48	8

COMING UP

Set My People Free.....	11- 3, '48	
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Try-Out Studio Opens Nov. 8

NEW YORK, Oct. 30.—The second season of the National Theater Conference's try-out studio will be held November 8-27 at two off-Broadway theaters. The try-out studio is an effort to get local producers and agents acquainted with young actors and actresses who are new to Broadway and have learned their trade at colleges. Five plays will be done and they will be directed by Mary Morris, Edward Greer and Mary Virginia Heinlein.

Chorus Equity Votes 3 Ideas

NEW YORK, Oct. 30.—Some 150 members of Chorus Equity met for their first quarterly confab at the Hotel Capitol Friday (29). Equity Prexy Clarence Derwent presided.

Three recommendations were voted at the meeting. The org's education committee was instructed to write to the Massachusetts State Legislature querying that body as to historical background and application of a law passed last spring which requires every professional performer to register his real name as well as his stage name with Commissioner of Public Safety.

The executive committee was asked to investigate the practice of lending members' cards to non-members for first chorus calls. Only bona fide members are eligible for initial call competition.

Also recommended was the setting up of a committee to investigate the possibilities of obtaining the co-operation of established dance, music and drama schools to permit unemployed chorus Equityites to continue or complete their studies at reduced rates.

Actors May Get Rent Protection On Hotel Hikes

NEW YORK, Oct. 30.—Actors and entertainers have some protection under a local rent control act, according to Alfred Harding, assistant to the executive secretary of Actors' Equity, who investigated the matter for the union. In a report to the council Tuesday (2), he stated that actors up against it because of hotel rent hikes and who had resided there since April 2, 1947, could appeal to the Rent Control Commission (RCC) as hardship cases. Their appeals would be investigated, and if the justice of their claims were proved, relief in the form of pegging their rents would be forthcoming.

The RCC allowed the hike because hotels had claimed that their contracts with hotel labor made increases necessary. In no case could the hike be more than 12 per cent, and they were to start as of October 1, 1948.

In order to rate the rent hike, the hotels must come in to the RCC with their books to prove their need. In each case where a hike takes place, the individual whose rent is being raised must be notified, and, if he doesn't receive the notification, the increase cannot go into effect.

ROUTES

Dramatic and Musical

Allegro (Shubert) Philadelphia.
Anne of the Thousand Days (Forrest) Philadelphia.
As the Girls Go (Shubert) New Haven, Conn.
Annie, Get Your Gun! (Taft Auditorium) Cincinnati, 1-4; (Colonial) Akron 5-6.
Blue Danube (Mayfair) Portland, Ore., 3;
(Temple) Tacoma, Wash., 4; (Royal Victoria) Victoria, B. C., Can., 5-6.
Brigadoon (Shubert) Chicago.
Born Yesterday (Nixon) Pittsburgh.
Bravo (Wilbur) Boston.
Blackstone (American) St. Louis.
Carousel (Cass) Detroit.
Command Decision (Erlanger) Buffalo 3-6.
Desert Song (Fox) Spokane, Wash., 3; (Wilma) Missoula, Mont., 4; (Marlow) Helena 5;
(Fox) Butte 6.
Evans, Maurice (Ford) Baltimore.
For Heaven's Sake, Mother (Walnut St.) Philadelphia.
Finian's Rainbow (Shubert) Boston.
Good-Bye My Fancy (Shubert-Lafayette) Detroit.
Harvey (Colonial) Boston.
Happy Birthday (Biltmore) Los Angeles.
Heiress, The (Selwyn) Chicago.
High Button Shoes (Great Northern) Chicago.
Japhet (McCarter) Princeton, N. J., 6.
Light Up the Sky (Locust St.) Philadelphia.
Medea (Metropolitan) Seattle.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (Tower) Atlanta, Ga.
Oklahoma (Auditorium) Worcester, Mass.
Show Boat (Temple) Tacoma, Wash., 3;
(Strand) Vancouver, B. C., Can., 4-6.

Broadway Opening

MINNIE AND MR. WILLIAMS

(Opened Wednesday, October 27)

MOROSCO THEATER

A comedy by Richard Hughes. Staged by Eddie Dowling. Setting and Costumes by Mordi Gassner. Company manager, William Blair. Stage manager, Monroe Hack. Press representatives, Phyllis Perlman and Marian Byram. Presented by John Gassner and David Dietz.

- The Reverend John Williams... Eddie Dowling
Minnie... Josephine Hull
Timothy Ysgairnolwen... Paul Anderson
Mari Jones, Granddaughter Bakehouse... Lee Wilcox
Caldys... Elizabeth Ross
Owain Flatfish, the Fisherman... Clarence Derwent
Scraggy Evan, the Postman... Gwilym Williams
Mrs. Jones Bakehouse... Grace Mills
Mr. Gas Jones... Geoffrey Lumb
Mrs. Resurrection Jones... Gwyneth Hughes

Richard Hughes' "a comedy of good and evil" must be a better play in the library than on the stage. Otherwise it is impossible to imagine how two of our best players, Josephine Hull and Eddie Dowling, should have become so bemused as to have got themselves mixed up in it. At any rate, the Hughes fantasy-whimsy now arrives with a new title, Minnie and Mr. Williams. It is unlikely that either Minnie or her reverend husband will be working long at the Morosco. In spite of all Miss Hull's endearing artfulness and sound, detailed direction and playing from her co-star, Minnie is a tepid, tenuous combination of fantasy-satire-farce.

The conception of an indigent Welsh minister and his wife taking in a devil's she-brat as a house guest, who gives the old gal a brand new, nyloned, red-shoed leg to replace her wooden one, is amusing. The new leg has hellish tendencies to the extent of kicking the postman or stepping off on a jig of its own. Miss Hull manages some delightful moments with it, but after all a prop can be carried just so far. For the rest, Hughes is concerned with the hell-child's effect on her hosts and their effect on her, apparently to the point that good and evil more or less offset each other. At least, the brat finally gives the reverend a boost into heaven, in spite of her worse nature and Minnie is left at the melodeon with her new leg refusing to co-operate in pumping out Onward Christian Soldiers.

Miss Hull Triumphant

Josephine Hull's Minnie is warm and affectionate, abounding in all the little artifices which make her one of the great character ladies of the theater. It is a definite personal triumph over a part which is far from one of her best. Dowling has small opportunities as the bewigged and be-whiskered minister, but he plays him with a subdued sincerity which is finely effective. Elizabeth Ross is extremely good as the little she-devil who spits like a cat when exposed to the Bible at close quarters and Clarence Derwent has an excellent last act moment or two when he is ex-coriating her in his capacity of local guardian angel.

However, individual performances can only make Minnie intermittently interesting. In between, the pewsitter's chief reaction is impatience. This isn't helped either by the dialog's dialect twist—sans verbs and adjectives. Mordi Gassner's interior of a Welsh cottage is much more substantial than anything that Hughes' play puts into it.

(Closed Saturday, October 30. Printed for the record.)

Bob Francis.

Two Road Shows Fold

NEW YORK, Oct. 30.—Two plays close on the road tonight. For Love or Money throws in the towel in Pittsburgh and Burlesque in Los Angeles. This company of Money started out as a summer theater package, but was received so well it continued into the fall.

Out-of-Town Opening

RAIN

(Opened Tuesday, October 26)

CIRCLE THEATER, HOLLYWOOD

A play by John Colton and Clemence Randolph. Adapted from Somerset Maugham's short story. Staged by Terry Kilburn. Production supervised by Jerry Epstein. Stage manager, Marvin Kaplan. Publicity, George Boroff. Presented by Circle Players.

- Ameena, Wife of Joe Horn... Kathleen Freeman
Private Griggs, USMC... Al Supowitz
Corporal Hodgson, USMC... John Perl
Sergeant O'Hara, USMC... Sydney Chaplin
Joe Horn, Trader of Pago Pago... John Crawford
Dr. MacPhail... John Alvin
Mrs. MacPhail... Leah Waggoner
Mrs. Davidson... Alice Wellman
Bates... Terry Kilburn
Sadie Thompson... June Havoc
Rev. Alfred Davidson... William Schallert

Staged by the enterprising Circle Players, rated the best nonpro group on the local legit scene, Rain proved to be arresting, dramatic fare, despite dialog that is dated and seemingly trite. Moreover, vehicle introduced film actress June Havoc in a new type of role, proving that gal can carry a heavy dramatic burden with skill and effectiveness.

Miss Havoc, familiar in lighter film roles and stage characterizations, was equal to the task of bringing to life the tragic, confused personality of Sadie Thompson. In fact, most of the time she was Sadie Thompson to the letter. Playing the sinful Sadie with a broad approach, she created a convincing character from the start and never deviated. Emotional scenes in second and third acts in which the conflicts of Sadie Thompson and the Reverend Davidson are highlighted, found Miss Havoc sufficiently adept to shift from the cheap harlot of early scenes to the fanatic, reformed Sadie devoted to a newly found religion. While there were a few moments in which Miss Havoc appeared stiff and burdened with trite dialog, she lacked neither consistency nor force.

Supporting players rate a solid nod for a job well done. William Schallert, as the Rev. Alfred Davidson, was convincingly dynamic and moving. Because of his youth, however, some of the subtleties and nuances of his moral and spiritual conflict with Sadie were not fully realized. Alice Wellman, as the sorrowful Mrs. Davidson, did a standout, letter-perfect job, by far the best of the supporting cast. Close behind were effective performances by Kathleen Freeman, Sydney Chaplin, John Crawford, John Alvin, Terry Kilburn and Leah Waggoner.

Unique Circle Players staging, in which action takes place in mid-room with audience seated in a semi-circle, created intimacy and realism. Theater was revamped to simulate the living room setting of a trader's house, complete with bamboo roof and realistic rain effects. Thus, audience at all times felt it was a part of the dismal Pago Pago Island locale. Circular staging eliminated need for trick lighting, make-up and backdrops while still maintaining authenticity.

Circle group has been highly praised locally since its inception. William Saroyan thought enough of the group to allow thesps to do world preem of his Sam Ego's House and has promised another preem in April of his newest tome, A Decent Birth, a Happy Funeral. Rain, as presented by Circle Players, was a perfect example of creative resourcefulness and imagination welded together to produce exciting stage fare of the highest professional caliber. Alan Fischler.

"Mistress" Road Company

NEW YORK, Oct. 30. — Harold Bromley is producing a road company of O Mistress Mine which will star John Loder. The production will be ready to tour in several weeks and stops will include Boston, Philadelphia, Baltimore and Cincinnati, where the Lunt & Fontanne company did not play.

Off-Broadway

THE VOICE OF ISRAEL

(Opened Monday, October 25)

YIDDISH ART THEATER

A drama by Elias Gilner. Staged by Maurice Schwartz. Music by Simon Tenowsky. Settings by Leo Kerz. Musical director, Joseph Rumshinsky. Stage manager, Morris Strassberg. Press representative, Ann Woll. Presented by the Yiddish Art Theater.

- Nathan Ometz... Maurice Schwartz
Yosef... Gustave Berger
Gavriel... Muni Serebroff
Zamira... Charlotte Goldstein
Galela... Evelyn Shiner
alternated by Sonia Shapiro

- Malka... Rosetta Bialis
David... Yudel Dubinsky
Eliesser... Charles Cohan
Kalman... Leo Nimitz
Yonah... Sol Krause
Reb Shmuel... Jacob Mestel
Shlomo... Moyshe Bielawsky
Captain Galski... Boris Auerbach
Major Henderson... Anatole Winnogradoff
Colonel Howler... Mischa Fishzon
Barzilai... Itzhok Inventar
Catherine Linwood... Sara Gingold
Sheik Khalil... David Medoff
Ragheb... Morris Krohner
Jamal... Paul Richards

For the opener of its 30th season the Yiddish Art Theater has picked a propaganda melo, The Voice of Israel, by Elias Gilner. There is little point in a pewsitter's observing to actor-manager-director Maurice Schwartz that the current offering is far below the dramatic and artistic standards set by many of the maestro's previous efforts. Schwartz must have been aware of this when he started production. But there is also no question that Israel, heroically biased as it is (and what patriotic propaganda is not?), is a timely drum-beating for partisan sympathy in Palestine's struggle toward unity and freedom. As such, the play will likely do a substantial business down on Second Avenue, where the customers like their drama fare floridly uninhibited and are not too demanding as to credibility.

This statement may sound pretentious from a reporter completely ignorant of the language. However, in the case of Israel a meticulous English synopsis has been provided in the program, which makes the action—and thereby the sense of much of the dialog—extremely easy to follow. This has not been true of some of the Schwartz group's best remembered productions, but the latter boasted a certain majestic impact which have put YAT in a class by itself in the language theater. Perhaps Israel is too up-to-date to bid for this standard. At any rate, its characters seem windily, if heroically, superficial (one or two of them are entirely unbelievable), and the content of frankly out-and-out propaganda destroys the impact which might be engendered by a more dignified reticence.

Set in Jerusalem

The locale of Gilner's melo is Jerusalem and a settlement in the Plain of Sharon during the United Nations debate on Palestine partition. Its involved plot concerns the family of an underground leader engaged in unauthorized immigration. It is, of course, broadly anti-British in viewpoint—and no one quarrels with that—but it is impossible to believe that such a package of over-drawn viciousness as Gilner's Colonel Howler ever managed to retain a commission in the British army. Nor is a major, presumably introed to show that all Englishmen are not stinkers, any more credible. Gilner's propaganda plotting runs definitely to extremes.

Schwartz, as usual, dominates the stage whenever he is on. But the scripting of the rugged patriot gives him no such opportunities for the fine character shading he has had in the past. Excellent performances are contributed by Gustave Berger and Muni Serebroff as his sons and Charlotte Goldstein is splendid as his warrior daughter-in-law. There is also a moving character bit from Rosetta Bialis as a demented escapist

Foreign Opening

SKY HIGH

(Opened Thursday, October 21)

LONDON PALLADIUM

A revue by George and Alfred Black. Produced by Alec Shanks and Joan Davis. Musical arrangements by Bobby Howell and Ronnie Hammer. Costumes by Alex Shanks, Eric and Slade Lucas. Manager, Charles Gilbert.

- CAST: Charlie Chester, The Colstons, John Boles, Ken Morris, Arthur Haynes, Len Marten, Fred Ferrari, Henry Lytton, Edwina Carol, The Skating Ryles, Beatrice and Benedict, Warren, La'ona and Sparks, The Zoris, Jean Inglis and France Clery.
DANCERS: The John Tiller Girls, Daphne Kiernander and the Corps De Ballet and Joseph Kirby's Flying Ballet.
SINGERS: The Breconia Singers and The Skylarks.

Sky High, while booked for only a short run at the London Palladium, should hit the jackpot before it closes. It lives up to the notices it received during a provincial tour and exceeds them, in some respects, by the addition of two American acts. Sky High runs 2 hours 15 minutes with not a dull moment. While presented in vaude pattern, it reaches a high point with some sock dance routines.

High opens with three numbers which feature Daphne Kiernander and the corp de ballet, the John Tiller Girls and Jean Inglis and the show ladies. They set the pace for the fast moving comedy sketch which follows with Charlie Chester, Ken Morris, Arthur Haynes, Len Marten, Fred Ferrari, Henry Lytton and Edwina Carol.

Skate Routine

The skating Ryles inject a bright spot with a roller skating routine followed by three dancing groups in Romance in Dance Time, featuring Beatrice and Benedict. A sketch tagged The Butler Shall Not Serve spots Charlie Chester and his gang. Hollywood singer John Boles, added to the cast for the London run, scores well locally. He closes his group of 11 songs with Waiting at the Gate for Katie and I'll See You in My Dreams.

With a bid for audience participation, Boles over-dramatizes his act and lacks the slickness which prevails in the other parts of the show. Acts are over-all good down the line, with the Zoris and the American burlesque dancers, the Colstons, both making outstanding contributions.

France Clery emerges as the singing star of the show. She scores with the best voice heard on the London stage in years and clearly the best on any musical revue. Her duets with Frederick Ferrari drew the best applause of the entire show.

Sky High is well staged and boasts bright sets and costumes. With a few changes in the typical British comedy spots and the addition of two or three more acts, it could do well in New York. Kenneth Waggoner.

"Capt. Jinks" for Fordham

NEW YORK, Oct. 30.—Initial offering of Fordham University Theater's 77th season will be Captain Jinks of the Horse Marines. Revival of the Fitch comedy is skedded to open Thursday (4) and run thru Sunday (7). Edgar Klotten is directing. Sets are by William Riva.

from Hitler's gas chambers. Schwartz has housed Israel in an effective setting by Leo Kerz and embellished it with ditto incidental music by Simon Tenowsky. His staging is in the approved YAT pattern. But the over-all is not spiced with the Yiddish Art's best seasoning. Bob Francis.

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Burlesque

By UNO

PHYLLIS GAYLE, making her debut on the Hirst Circuit as featured strip, was a talking woman last season at the Gayety, Columbus, O., her home town. She also had her own unsponsored program on WOSU, Columbus. . . . Murray Briscoe has switched from the Hirst to the Midwest Circuit for his first time on the latter wheel. With him went Evelyn Knight, June March and Charles Harris. From the Midwest to the Hirst come Linda Leslie, Harry Conley, Dick Dana and Walt Stanford. . . . Ivy Andrews is back in burly, alternating as show girl and in the front line at the Hudson, Union City, N. J., after two seasons with Fanchon & Marco revues out of Chicago. . . . Kip Powell, emcee, and Sally Powell, exotic dancer, are featured at the Club Milwaukeean, Milwaukee. . . . Fred Sears, burly show manager on the former big wheels, is in Polyclinic Hospital, New York, under treatment for rheumatism. . . . Wynette, former spotted strip on the circuits, is at the Top o' the Town Club, St. Louis. . . . Danny Evans, straight man, is back in burly after six years in vaude and legit. He joined the Hirst Circuit in Columbus, O., October 29 in the unit featuring Harry Lander, comic.

RENEE GRIFFIN closes at the Mayfair, Dayton, O., November 4 and opens the next day at the Roxy, Cleveland. . . . Al Singer has been appointed banquet manager of the Harem nitery, Manhattan. . . . Jack Diamond started rehearsing November 1 for a comic role in *Kiss Me, Kate*, musical skeddled to open at the Shubert, New Haven, Conn., December 1. . . . Yolanda, Juanita Bates and Lynette opened at the Burbank, Los Angeles, October 15. . . . Billy (Zoot) Reed closed with the Cetlin & Wilson Shows to return to the Hirst Circuit at the Grand, St. Louis. Co-principals in the unit are Mike Sachs, Alice Kennedy, Jack Coyle, Scratch Wallace, Annette Reed, Dona Leslie, May Mack, featured, and Arthur Le Fleur, the human top. . . . Violet O'Brien, formerly assistant producer to Freddie O'Brien, is now Mrs. George Killenny, wife of a railroad engineer, and residing in North Bergen, N. J. . . . Loney Lewis, recovered from illness, is back on the Hirst wheel. Opposite comic is Jimmie Coughlin, another burly absentee for several years. . . . Mickey Scott, house singer, changed from the Hudson, Union City, N. J., to the Empire, Newark, N. J. Vini Faye, originally slated for the Empire, was unable to accept the engagement because of an eye infection. . . . Peggy Bond and Cuca Martinez were recent additions to the cast at the Mayan, Los Angeles. . . . Lois DeFee and Amy Fong are returning to burly this season in featured berths on the Hirst wheel after several seasons in other spheres.

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Atlantic City Legit a Flop, But Icer's Okay

(Continued from page 4)

sales never reached \$10,000. Thompson said business at the box office ranged from \$4,000 to \$9,000 a week, and averaged \$6,000. The city's share for the legit season was \$2,600, plus some \$1,300 in luxury taxes—a total of about \$4,000, according to the manager of Convention Hall.

Thompson said the Broadway shows deserved better patronage, and pointed out that people who witnessed the shows were invariably satisfied with the entertainment. Sticking to the Broadway successes, Lowe presented *John Loves Mary*, *The Glass Menagerie*, *School for Brides*, *For Love or Money*, *Anna Lucasta*, *Molly and Me*, *Strange Bedfellows* and *The Last Mrs. Cheney* during his 40-day season. Show leads included Francis Lederer and Kay Francis.

Outlook for 1949

A new three-year contract with *Ice-Capades*, produced by John Harris, has been drawn up and will be signed soon, Thompson said. As for the Broadway shows, nothing definite has been done, but the manager voiced the hope that they would again be staged next summer. In earlier years Atlantic City was a major try-out town for pre-Broadway musicals, then housed in regular theaters such as the Garden Pier, Globe and Apollo. Since the city has an understanding with the ocean amusement piers not to lease out the Convention Hall ballroom for dances during the season, the large dancery has been leased for legit shows in recent summers.

ABC'S CENTRAL BRASS

(Continued from page 14)

Line costs were not available here because arrangements are made with AT&T in New York.

Altho no regularly scheduled net shows have been sold, Mowery said that a couple of sales are expected after the first of the year. A few one-time shots, such as an election night telecast, have been sold.

Some shows originated here, he said, are available to various affiliates on a local sponsorship co-op basis. This practice is not being encouraged, he said, because ABC would rather sell on a network basis, but Buffalo is already carrying the Tuesday night boxing bouts on a co-op basis. Similar deals could be expected elsewhere, he intimated.

DUMONT'S DO-RE-MI

(Continued from page 15)

less than one minute at \$25 each, have been sold to five sponsors, each buying five. The clients are L&T Brown Aprons, Gotham Wax Distributors, Lou Schneider Dresses, C-Mail Stationery and Davidson Bros. Slips.

With the number of comparatively small businesses leaping to get into video under the daytime bargain rates, many others are expected to follow suit. However, DuMont execs are hopeful that some bigger fry will also respond now that Sterling Drug has made its move.

NBC MULLS TELE PIX

(Continued from page 11)

prohibitive cost, and thus recoup some of the investment. It also would retain sales rights for such films as the *Hopalong Cassidy* series, for which it recently obtained rights and for outside-owned series such as Carl Dudley's *This Land of Ours* travelogs. However, new films, made specifically for video, are considered even more important in the ultimate distribution scheme than reissued theatrical releases.

Magic

By G. I. Sachs

G. RAY TERRELL moved into the Sheraton Biltmore, Providence, October 27 for a fortnight's stand. . . . Duke Montague and Company, after two weeks of dates in New York and vicinity, will put in the next two weeks in the Philadelphia area. He reports that he recently found Eddy Clever and Colta and Colta busy on dates around Harrisburg, Pa. . . . Jay Palmer and Doreen, currently dispensing their magic teakettle and comedy magic thru the Southland, will invade Texas in a few weeks, with their goal set for Los Angeles Christmas week. . . . Dr. Hollenbeck (Holly) writes from his headquarters at Mapleton, Ia., that he is still doing his mental turn but that he has discovered a sure cure for skin cancer which he plans to put on the market soon. "This is not a medicine show medicine," Hollenbeck assures, "but a genuine cure for cancer." . . . Three locked books of magical secrets have been left under the will of the late Will Goldston, internationally known English magician, to Thomas Harris, noted London amateur magician, who is to retain the books for life, after which they are to be turned over to the British Museum. Secrets of Houdini, Chung Ling Soo, Harace Goldin and Carl Hertz are said to be included in the books. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., has a new 36-page book just off the press, *The Ghost Book of Dark Secrets*, which extols the merits of the ghost show and tells how such an attraction should be produced, exploited and sold. . . . Dr. Murray Holt, currently working schools in his native Cincinnati, plans to launch a midnight ghosher for theaters early in December.

BLACKSTONE takes his full-evening magical extravaganza into the Cox Theater, Cincinnati, November 8 for a seven-day stand. . . . Virgil the Magician, who opened his season in Norwich, N. Y., September 13, typewrites that he has been experiencing excellent business in New York and Pennsylvania. Show is transported on two trucks and trailers, the latest addition to the rolling stock being a new \$5,000 K-8 International. Virgil says that he's carrying more equipment this season than ever before. The unit has two advance men, Carl Capriotti, who is nearly finished with the fall tour taking the show up to Christmas, and Henry Hudson Davis, who is now booking January and February. . . . Prof. Ralph M. Pabst, mentalist, who now conducts a school along those lines in Phoenix, Ariz., writes under date of October 23: "In your column recently Sir Felix Korim made a slight mistake on the Plexiglass clipboard when he said that Prof. Allan Crouse shouldn't spend too much money on this board, as he had perfected one during the war. This is wrong in many ways, as I am the one who is applying for the patent and it will be gained under any transparent board. The beauty of my board is that it never leaves the sight of the audience and may be examined at any time. I believe it will fool even Sir Felix Korim." Switching to another subject, Professor Pabst tells of catching the mental team of Princess Margo and Chan at the 21 Club in the Circus Room in Phoenix. "She is all that I have heard so many rave about," Pabst says, "very fast on the pick-up and in dispelling any quick theory by the layman. Chan also did some fast magic and, while assisting Princess Margo, very cleverly side-stepped hecklers by nifty ad-libbing. I will soon have my act on the road with Prof. Allan Crouse and Lady Jean. I am going against the grain of some mentalists by omitting answering questions and resorting strictly to mental work. I hope it pans out, as I wish to get away from the fortunetelling angle they hang on me."

Turner To Give Way To Miss Brownstein

NEW YORK, Oct. 30.—Paul Turner has agreed to resign as chief counsel for Actors' Equity after the merger of Equity and the American Federation of Radio Artists (AFRA) into one union. Turner has headed the legal staff of Equity for a good many years. Now inactive because of illness, he has kept the post.

Turner's resignation is part of a deal whereby Rebecca Brownstein will become a chief counsel when he gives up the post. In turn she will hire an assistant to take over her present job. Miss Brownstein herself was on the point of leaving the union's legal staff, but evidently she's been placated.

B&K TO STAY IN TELE

(Continued from page 11)

been cut almost \$1,000. With a sound business policy, the station will be a cinch to make money, he said. In the past, he indicated, WBKB money had been spent unnecessarily.

Altho B&K will put a video projection system into the Chicago Theater late in December, Balaban made it clear that he was in television to stay, not because he wanted to hedge against possible encroachments of video into the movie exhibiting industry, but because of his faith in the medium as an advertising force. He said that even if video would never have a major role in theater usage, B&K would always be in the medium for its possible return as an advertising instrument. He said, too, that Paramount's long-range planning was based on a determination to cash in on sales to sponsors.

Theater Site for Newcastle

NEWCASTLE, Australia, Oct. 30.—The purchase of a block of land with a 76-foot frontage on King Street for the erection of a new theater has been announced by Producer Colin Chapman, who says that the major portion of the \$7,500 cost was provided by loans from the 80 members of the Chapman Dramatic Art Club. The producer estimates full cost of the 1,000-seater at \$100,000. He expects to raise the remaining cash by local public subscription.



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Once a Tommer!

NEW YORK, Oct. 30.—Here's the latest one going the rounds among repsters. That erstwhile Tommer, Harry Birdoff, was asked to prepare a curtain-raiser for the Cape Cod Players. The director, awed by the fact that the other had written *The World's Greatest Hit*, a history of Tom Shows, suggested meekly that certain beneficial changes could be made in the script if Birdoff would consent.

"And who in thunder is this Mr. Birdoff?" exclaimed the playwright.

Locke Effusions Prompt Paul's Thesp Memoirs

CINCINNATI, Oct. 30.—Edmund L. Paul, in a letter to *The Billboard* this week from his Kansas City, Mo., headquarters, pointed out that Will H. Locke's recent effusion in these columns on the old-time Pacific Coast rep manager, Billy Elliford, brings to his mind the fact that there were many others out there whose names were household words and who are now almost forgotten.

"There were," says Paul, "the Moroscos, Walter and Oliver, and what power they once had in California. They owned theaters and prominent stock companies, yet a few years ago when Oliver met his death by fall down a flight of stairs, only \$15 was found on his person, representing all that remained of the vast sums he once possessed."

"Who now remembers the May Nannery Company managed by W. A. Dailey, the Hettie Bernard Chase Company, Robert Buchanan, Daniel Bandmann or Frank Readick?"

"It has been half a century since they were in their hey-day, and perhaps it is not to be wondered that they are forgotten."

"Who today will remember who was vice-president when Lincoln or Coolidge was in the White House? Who remembers the name of William Howard Taft's Secretary of State, or what the names of the physicians were who attended the assassinated Presidents Garfield and McKinley? Yet they were all prominent men, whose names in their day were household words."

"Time does not march on—it races, and the memories that will remain for most of us after we are gone, will be like the hole that remains after one pulls his finger out of the water."

N. C. Theaters, Inc., Set Super Drive-In

RALEIGH, N. C., Oct. 30.—North Carolina Theaters, Inc., operators of the Ambassador Theater here, last week completed plans for the construction of a super drive-in theater on a site a few miles east of here on U. S. Highway 64. Six hundred cars will be accommodated at the site of the new theater, construction on which will get under way soon.

The parking field will provide ramps to enable back-seat occupants to see from cars as well as front-seat patrons. Special provisions are to be made for children, with facilities provided for helping parents care for infants during the show. All children under 12 years of age are to be admitted free.

CINCINNATI, Oct. 30.—Wilbert Starrett again has his religious pix touring Southern Vermont, making his third consecutive year in that territory and Massachusetts with the unit.

Green Unit Chalks Good 1948 Season

Southern Dates Profitable

HATTIESBURG, Miss., Oct. 30.—The Silas Green Show is riding the crest of a successful 1948 season after profitable engagements along a route which included dates in Mississippi, Georgia and Alabama, with the closing weeks set for Florida. Unit is currently presenting a musical comedy tabbed *A Trip to Egypt* and conceived, staged and produced by Boisey DeLegge.

Line-up includes Elizabeth Jones, soubrette; Johnnie Hudgins, pantomime; the Streamliners; Helen and Woods, dancers; Alex McLaurin, rhythm dancer; Cherrye Mills, blues singer, and Henry (Crip) Heard, dancer.

Sparky Jones, Dinah Scott and Dink Ray, in the persons of Silas, Lilas and Savannah, are handling the comedy chores, and DeLegge is presenting his *Bottle-o-Phone* act. Music is provided by the Silas Green Band, under direction of T. H. Jones.

Show's tour follows a standard route established by Eph Williams, S. H. Dudley Sr., and Charles Collier over 60 years ago. W. P. Jones is owner-manager, with Fred Durrah serving as assistant manager.

Rep Ripples

NORTHWOOD PLAYERS are a new four-person group working around Minneapolis. . . . Allan E. Rathbone has a solo dramatic bill working out of Savannah, Ga. . . . Creek Players are getting ready for their second season in the Binghamton, N. Y., area. . . . Field Service Players are about ready to open their season around Washington and have about 30 dates booked there and in Maryland. . . . Ranger Players opened their tour in Denver November 4, with a four-person cast. G. Edgar Bright is managing the unit. . . . Cape Players are working territory in Eastern Massachusetts, with Lynn their headquarters. They are presenting E. F. Hannan's *Okie From Oklahoma*. . . . G. A. Dutton is readying a four-person flesh trick to play out of Bellows Falls, Vt. . . . Arthur Redfield pens from Kansas City, Mo., that he'd like to read news notes in this pillar about some of the members of Denny's Comedians. . . . Lanier Players are planning to try out some new territory around Montgomery, Ala., this winter. Four people comprise the trick. . . . Lyon's Players are a new group for the area around Richmond, Va. . . . Graff-Falls Trio is presenting flesh bills around Spokane. . . . George W. Saunders has framed a four-person trick to play spots around Columbia, Mo. . . . A new group for the Albany, N. Y., sector is the Saratoga Players, four people. . . . Gitt's Show has been operating around Boulder, Colo., recently to fair results. . . . Turgeon's Show is playing towns in Ontario. . . . Cable Players, four-person Negro group, is new around the Tampa district. . . . Court Players have moved from Atlanta to Memphis, where they have been booked for several weeks. . . . Buffalo soon will have a new flesh group in the Lake Players.

Rathbun Plans Flesher

SYRACUSE, N. Y., Oct. 30.—Earle E. Rathbun is here organizing a four-people flesh trick which will play this area during the winter.

Gay '90s Airdomes Ace Summer Spots for Repsters

By Will H. Locke

AN INTERESTING phase of theatrical history, which the present generation knows little or nothing about, is the airdome theater. During the so-called gay '90s, nearly every town of any consequence in Texas, Oklahoma, Kansas, Iowa, Nebraska and Missouri had its airdome theater. It usually was located on a choice lot in the heart of the town and was enclosed with a high, board fence. The seating arrangement was chairs and benches and the capacity from 500 to 1,500. Some had a canvas roof that was adjustable to either open air or for protection in case of rain. The stage was permanently roofed and often well equipped with a regular stock of scenery. Dressing rooms were at either side or at the back and all facilities were much the same as found in regular opera houses.

During those days there were no automobiles and trucks with their honking horns, and no motorcycles with their deafening clamor to fill the night air with their raucous racket. On a balmy summer night it was pleasant to sit there under the stars and the high-arched dome of the heavens and enjoy a good play.

Summer Institution

The airdome theater was an institution for summer theatrical entertainment, and was a godsend to many repertoire companies and actors. After finishing their winter tour they were able to go into the airdomes for the summer.

Several airdome circuits existed thruout the Midwest, the most prominent being the Bell-Orendorf Circuit principally thru Kansas. For several summers the airdomes flourished but consistent with the ancient philosophy that very often the thing that seems to be a great success contains the germs of its final undoing. So, like all new projects, when the novelty wore off, the airdomes began to decline. An unforeseen angle of the project was that continuous stage offerings thruout the summer, gave patrons a surfeit of that kind of entertainment. So when the regular season came the opera houses opened and played roadshows and the customers, satiated on stage fare, turned to other entertainment. Another angle that cut in, was the fact that often a one-night-stand road show at the opera house was offering at regular prices the same play that had been seen at the airdome at 10-20-30-cent prices.

Cycle Park Winner

A notable airdome theater was Cycle Park, Dallas. It was located at the end of the streetcar line at the old fairgrounds. There was a mile, oval-shaped race track built of white-painted planks and was used for bicycle racing. It was 20 feet wide, and a grandstand with a seating capacity of 2,000 faced it. A good-sized airdome-type stage had an apron extending 20 feet out from the footlights, with the orchestra sitting on one side of it.

I was with the Ruble-Kreyer Theater Company, the first repertoire company to play Cycle Park at Dallas. We played a two-week stand there during August 1897. We had 14 people, headed by Jack C. Taylor and Daisy Beverly, and included Tom McDonald, Isabel and Little Kathleen McDonald, William McDougall, Corinne LaVaunt, Pansy Beverly, Foster Hutchins, Laverna Moore, Jewell Kelley, Charles (Buddy) Ruble, Fritz Kreyer and myself. Our repertoire of 14 plays included scenic productions of *Faust*, *The Count of Monte Cristo*, *Michael Strogoff*, and *The Inside Track*. The street cars brought out crowds that packed the big grandstand nightly. Luckily, we all had pretty good voices—and needed them

there. The 20-foot apron in front of the footlights, the 20-foot rack and a space between it and the grandstand, made a distance of more than 60 feet to the nearest part of the audience. So we had to make ourselves heard, and did! The engagement was a novel and memorable experience.

Cycle Park became noted and many troupers played there. Ethel Tucker played a summer stock engagement there. Later, Gene Lewis and Olga Worth remained there in permanent stock for several years and became the most beloved players Dallas ever knew.

The eternal bells of time have rung drastic changes since those days. A new generation has come and is almost gone. Cycle Park and its once-popular actorfolk are a memory lingering only in the hearts of the Dallas old-timers. Today, the Texas State Fair occupies the locale of Cycle Park.

Hillman's, Omaha

Another notable Airdome Theater was Hillman's at Omaha. It was built by Fred Hillman whose Hillman's Ideal Stock Company made quite a record thru Kansas, Nebraska and Colorado. The building of that airdome caused considerable newspaper publicity, comment and speculation as to its being built in the heart of the business district in spite of fire laws and building codes. Fred was a lawyer, a brilliant fellow and keen businessman. At one time he had had a smattering of tramping and acting experience, the magic aroma of grease paint got into his nose and he never recovered from it. I first met him while I was with the Juno Barrett Company in 1896 while playing *Enid*, Okla., where he was practicing law. Several years later he joined the Locke-Kirkhoff Dramatic Company at Mound City, Mo., under my direction and became a clever actor. Later, branching out for himself, he became widely known and for a number of years was very successful with his Ideal Stock Company. Retiring from the show business, he made a tour of Europe and soon after his return from abroad his health failed and he passed on to the final call. On the site of his airdome in Omaha the fine Brandies Theater was built.

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**IN FOND MEMORY
of My Dear Friend**

**GEORGE M.
COHAN**

**Who Died
November 5, 1942**

JERRY VOGEL

**I WANT TO THANK
OUR MANY FRIENDS**

For their kindness and sympathy and beautiful flowers in the loss of my beloved husband

F. J. "JACK" GRAVES
Mrs. Patricia Graves

210 Morrel St., San Antonio, Tex.

MAX LINDERMAN

March 16th, 1886—Nov. 4th, 1944

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**Just Two People Who Loved
Him and Respected Him.**

WORDS CANNOT EXPRESS MY GRATITUDE

For the many flowers, messages of condolence and the sincerity and help of my legion of friends in the hours of my bereavement on the death of my beloved wife,

LEONE

SHE WILL ALWAYS LIVE IN MY MEMORY

SAM GORDON

THE FINAL CURTAIN

BIRCKETT—T. H., 90, father of C. L. (Spook) Birckett, musician with Rogers Bros. Circus, October 19 in San Jose, Calif.

ROTT—Mrs. Edith, 55, concessionaire, October 25 at her home in Continental, O., of a heart attack. She had been with the Gooding Amusement Company and three weeks ago closed the season with Myers' Concessions with frozen custard. Survived by seven sons.

DE MELO — Charles, 66, veteran clown known professionally as Sum Sum, in Chicago October 21. (Details in Circus Section.)

DOLLOFF—Kit, 78, who formerly trouped with her husband on various carnivals, October 20 at her home in Franklin, N. H. Besides her husband she leaves a daughter and brother.

FITZGERALD—Cora, 63, business manager of the Cape Playhouse, Dennis, Mass., October 23 in New York. A sister and two brothers survive.

GOUGE—George F., 58, advertising executive with the Batten, Barton, Durstine & Osborn Agency, October 20 in Sea Island, Ga. He had been with the agency 25 years, handling accounts for DuPont, U. S. Steel, General Electric and many other advertisers. His widow, son and daughter survive. Burial in Barneveld, N. Y.

catered to theatrical clientele. His widow and three sons survive.

MAGLIERY—Paul, formerly with various outdoor shows, October 6 in Clinton, Tenn.

MULLEN—Joseph F., 66, musician with various theater orchestras throughout the country, recently at his home in Houston. His last engagement was at the Chinese Duck, Houston night club. Survived by his widow, Eva.

OPPENHEIMER—Joseph, 82, former co-owner with his brother, Jacob, of Broadway's Lyric Theater, October 25 in New York. The brothers operated successively the American and Suburban Garden theaters and the Gaiety and Standard burlesque houses in St. Louis before leasing the Lyric in 1924. They bought the house in 1927 and showed *The Ramblers* and *Coconuts*, as well as many other musical comedies. They lost the theater, however, and Mr. Oppenheimer, when his brother died, retired from showbiz in 1934. His widow survives.

PETKA—Mrs. Sophia, 55, mother of Albert R. Petka, age and weight concessionaire, October 10 in St. Mary's Hospital, Detroit, of lobar pneumonia.

REVEL—Billy, brother of Harry Revel, formerly of the Moore and Revel dance team, recently in Flush-

FRANZ LEHAR

Franz Lehar, 78, Austrian composer-conductor, died October 24 at his home in Bad Ischl, Austria, of cancer of the stomach and pneumonia.

While he composed several sonatas and symphonic poems, Lehar's greatest work was the operetta, *The Merry Widow Waltz*. First produced in Vienna, December 30, 1905, it has been portrayed in this country over 5,000 times and over 1,000 times in the capitals of Europe.

Lehar, whose father was a military bandmaster, entered the Austrian army in 1890 and for the next 12 years conducted army bands in various parts of Austro-Hungarian empire.

His other works include *Gypsy Love*, *The World Is Beautiful*, *The Count of Luxembourg*, *Springtime*, *Frasquita* and *The Man With Three Lives*. At one time *The Merry Widow Waltz* showed in Buenos Aires simultaneously in five theaters in five different languages.

He is survived by a brother, Baron Anton von Lehar, and a sister, Emma Marie Pahpazy.

GUDGEON — Bertrand C., stunt man for Pearl White, silent film serial film star, October 22 in North Bergen, N. J. He substituted for Miss White in stunt scenes for such pictures as *The Perils of Pauline*, *The Clutching Hand*, *The Iron Claw* and *The Exploits of Elaine*.

HACKETT—Karl (Karl E. Germain), 55, film heavy for many years, October 26 in Wadsworth General Hospital, Sawtelle, Calif., Survived by his widow, a brother, half-sister and a half-brother.

HINDERMYER—Mrs. Gertrude M., wife of Harvey W. Hindermyer, concert singer and radio artist, October 22 in New York.

HORWITZ—Samuel A., one-time partner with Leon Linderman in the operation of Lindy's Restaurant and present owner of Howie's Restaurant, October 24 in New York. Both spots

ing, N. Y. His widow, two sons, mother, two brothers and a sister survive.

RICORD — Thomas H., Detroit musician, October 28 in an automobile accident near Livonia, Mich.

RINEHART—Cowboy Slim, Detroit musician, October 28 in an automobile accident while returning from an engagement at Livonia, Mich.

ROSENCRANS—Fred (Happy), 53, for many years a concessionaire with carnivals operating thru Minnesota and the Dakotas, of a heart attack at his home in Huron, S. D., October 17. His widow survives. Burial in Huron.

ROWE—Henry Norton, former Detroit violinist, October 25 in that city. He was for a number of years with the General Motors Symphony Orchestra. Survived by his widow and two sons. Interment at Imlay City, Mich.

STEIN—Hyman, 59, photographer associated with numerous outdoor shows and a member of the National Showmen's Association, October 24 in Brooklyn. Burial in Washington Cemetery, Brooklyn.

TREYNOR—Albert M., 64, former newspaper drama critic in New York and Chicago, October 24 in Jackson, Calif. He later became a screen playwright for 20th Century-Fox, RKO, Columbia and other studios.

TROUBETZKOY—Princess Marie, 47, former London actress and widow of the Russian sculptor, Prince Paul Troubetzkoy, October 28 in Iver, England. She appeared in London musicals as Gay Desmond.

WESTON—Frederick A., 60, former general manager of Station WCAE, October 22 in Pittsburgh in an auto accident. His widow and two daughters survive.

Patterson McNutt

Patterson McNutt, 52, play, short story and scenario writer, died October 23 in New York. His first appearance in New York as an actor was in a one-night stand as a super's understudy in *Captain Brassbound's Confession*, but he finally got a speaking part in Otis Skinner's *Mr. Antonio*. After returning from World War I he worked in the drama department of *The Evening Sun* as a theatrical press agent, as a motion picture editor for *The Globe* and then as a sports writer on *The World*.

In 1924 John Golden produced his first play, *Pigs*, written in collaboration with Anne Morrison. From there he turned producer with such shows as *The Poor Nat*, *Ghosts*, *Cloudy With Showers* (in which he played a small part) and a revival of *Hay Fever*. In 1934 he began writing for the movies, turning out numerous scripts, and in 1946 began short story writing. His widow, son and daughter survive.

Marriages

BLAKE-WOOLAM—Al (Keeno) Blake, carnival show operator, and Yvonne Woolam, non-pro, October 25 in Chicago.

DECKER-LOVE—Edward Decker, electrician with the Chicago company of *High Button Shoes*, and Constance Love, in the chorus of the same show, October 18 in Chicago.

EVANS-FOSTER — Wilbur Evans, legit and concert singer, and Susanna Foster, film singer, October 23 in Waynesburg, Pa.

MOORE-DAVIS — William M. Moore, Hollywood disk jockey known as Peter Potter, and Beryl Davis, British songstress heard on the *Hit Parade*, October 25 in Riverside, Calif.

SCHLADER-AINSLEE — James Schlader and Wilfred Ainslee, both of the Chicago company of *Brigadee*, October 23 in Chicago.

VANDERGRIET - MILES — Donald Vandergrift and Joan Miles, film player, in Las Vegas, Nev., October 24.

**IN PROUD AND
LOVING MEMORY
OF OUR BROTHER**



SGT. CON T. LOROW

Who, Three Years Ago,
NOVEMBER 1, 1945,
Was killed in Germany while
serving his country

At night the silent stars look down
On a grave so far from here,
Where sleeps the one we can't forget
And always loved so dear.
The dearest Brother this world could hold,
The cheeriest smile and heart of gold,
To those who knew him all will know
How much WE LOST three years ago.

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and Relatives**

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Nat'l Health Execs To Mull Show Rules

Aim at Uniform Regulations

BOSTON, Oct. 30.—Preliminary discussions to formulate food and health standards affecting outdoor show business in general, with particular emphasis upon traveling shows, are slated to come up before the Conference of Municipal Public Health Engineers here November 7-12. This conference meets jointly with the American Public Health Association, but holds its own sessions during the convention.

The matter of uniformity of standards required by public health departments of circuses, carnivals and other shows has received little attention on a national scale, with each community hitherto establishing its own requirements. As a result, many shows have felt that some towns are unduly strict. At the same time, a show on the road faces the problem of meeting a different set of requirements in each community—a maximum potential requirement of some 33,000 different sets of standards.

Expert To Present Views

The issue is being brought to the fore by M. H. Hilbert, director of the Bureau of Engineering and Sanitation for Wayne County (Detroit), who is vice-chairman of the national conference this year, and will present material on the subject at the meeting here. It is likely that representatives of the public health group will also attend the outdoor show meetings in Chicago next month.

The necessity for health requirements was evidenced, Hilbert pointed out, in the typhoid epidemic which struck the Ringling-Barnum circus in Detroit about 14 years ago, taking a number of lives. Concern of the health officials is chiefly with the matters of food handling, water supply, and sewage disposal.

Authorities Open-Minded

The attitude of health engineers appears open-minded, and steps to be taken, it has been stressed, are in the interest of show people themselves as well as the public. At present, plans are being drawn up to obtain the views of representative showmen on what standards they feel would be feasible for traveling shows. While no rigid requirement of uniformity would be possible, the experience in other fields has indicated that both large and small cities would likely follow in adoption of a national code by public health specialists.

6,500 See Chitwood In Columbia, S. C.

COLUMBIA, S. C., Oct. 30.—Joie Chitwood's Thrill Drivers played to an overflow crowd of 6,500 at Columbia Speedway here Thursday night (21) despite unseasonably cold weather.

Chitwood predated Jack Kochman's Hell Drivers who played to 2,000 (grandstand capacity) at the State fair Saturday (23).

Working with Chitwood were Don Forrester, Snooks Wentzel, Buttercup Pierce, Hal Kent and Bryant Fullington.

The Chitwood unit came here after good dates in Savannah, Ga., and Jacksonville, Fla.

Prexy Stumping Slows Hub Gate Of Autry Rodeo

BOSTON, Oct. 30.—Gene Autry's Rodeo, in the Boston Garden for a 10-day run, drew a weak 6,000 opening Wednesday night (27). The small crowd was attributed to the campaign appearance of President Harry S. Truman here on the same night.

The next night, Thursday (8), presidential candidate Thomas E. Dewey campaigned locally and his appearance resulted in another half-house. Garden capacity for the rodeo is about 12,500.

Despite the slow start both the Garden and rodeo management felt that a heavy advance sale indicated that all four week-end matinees would play to straw houses. They also expect the over-all business to top that of last year.

Autry garnered plenty of newspaper space despite the competition resulting from the Truman and Dewey personal appearances. A pre-opening parade Wednesday morning thru downtown Hub streets resulted in many pictures.

Owensboro Gets Charter

FRANKFORT, Ky., Oct. 30.—The secretary of state has issued a charter to the Daviess County Fair and Farm Exhibition, Inc., of Owensboro. It is a non-stock corporation, Victor Topmiller, Louise Haynes Barrett and Joseph L. Coomes were listed as the incorporators.

Close-Ups:

They Call Ray Lee "Mr. Fair" In Minn.; His Record Shows Why

By Jack Weinberg

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

ASK ANYONE in Minnesota who knows anything about fairs who Raymond A. Lee is. The answer invariably will be, "Why, he's Mr. Fair."

That title fits the secretary of the Minnesota State Fair like the proverbial glove. As director of what he insists, and countless others testify, is "the finest fair in America," Ray Lee is the head of a huge business enterprise in the Gopher State.

The \$2,500,000 plant which he took over when named fair secretary in 1930 has grown to a physical plant of well over \$6,000,000. The fair's 110 buildings are sprawled over 251 acres. Seven miles of streets are macadamized with surface sewers. Nearly a million persons pay their way thru the "everybody pays" gate each year when the 10-day annual is under way. That's Big Business with a capital B.

When Ray Lee was graduated from Hamline University, St. Paul, in 1904 and returned to Long Prairie, Minn., he had no more idea of going into the fair business than he had of becoming the country's President. His ambition was to go into the bank which his father established in 1880, the year Ray was born.

Youngest of three sons, Ray was born in a log cabin at Long Prairie.

His only answer today to the question of his birth date is that it was "December 12." He's somewhat chary of his age and only a reading of "Who's Who in Minnesota" reveals he was born in 1880.

As a boy he played near his father's bank. Upon graduation from Long Prairie High School he entered St. Cloud Normal School and later moved to Hamline University, less than a mile from the site of the State fair. There he studied the regular academic courses to prepare him for his career as a banker.

His first interest in fairs came in 1910 when he became active in the Todd County Fair. It was an enterprise which attracted businessmen and in it he recognized a vehicle thru which agriculture could be advanced and

(See THEY CALL RAY on page 58)

Larry Sunbrock Cops a Leg On International Ill - Will Trophy With Geneva Fracas

Gets Bum's Rush Out of Switzerland

(Continued from page 3)

for a specified period of time, as per the show's billing.

Sunbrock and his showfolk claim the Swiss lad stuck on the bronk's back only four seconds, but the Swiss rider maintained that he stuck it out for better than the 10 seconds required. When no prize dough for the fete was forthcoming, the young Swiss traded blows with the cowboys, and things were off and running. Spectators in the crowded arena poured onto the floor and joined the free-for-all.

Police were called and the cowboys and cowgirls traded blows with them, too. Police Chief Mark Gaudet, a spectator at the show, said that he had to order his men to refrain from pulling their guns on the wild-swinging Western gentry after his men had been cornered.

From his quarters in the local clink, Sunbrock attributed the incident to "an error of organization." He said the bronk ridden by Michaud had not been properly saddled or "inspired." The inspiration, Sunbrock explained, comes from pointed nails on the inner side of the cinch used to tighten the saddle.

As a result of the fracas, Sunbrock

and his rodeors were given the heave out of Switzerland into France Tuesday (26). Chief of Police Gaudet said he originally had planned to unload the Americans into Italy but the Italian consulate at Geneva refused visas unless the American consulate would support the applications with a written statement. The American consulate refused.

Sunbrock's stock and equipment were impounded here to cover debts run up by the troupe in Switzerland, local police said.

Sunbrock was ordered to pay 1,000 francs (about \$250) for torn uniforms, lost buttons and other damage to police property. In addition, the police made each member of the Sunbrock troupe sign a statement admitting that he had "gravely abused the hospitality granted him by our country by taking part in the riot. The Communistic newspaper, *Voix Ouvriere*, took the opportunity for a pot-shot at the Americans with the statement that the cowboy troupe had come to Switzerland "in application of the Marshall plan." The paper further referred to the Sunbrock contingent as a "group of savages" and a "band of Apaches."

The Sunbrock rodeo and thrill combo, which came to Europe seven weeks ago, has since played Antwerp and Brussels in Belgium, and Zurich, Switzerland, to reportedly good business and is slated to show in France, Holland, Italy, Spain and England well up into next spring, Sunbrock reports.

California Seeks Removal Of Sacramento Grandstand

SACRAMENTO, Calif., Oct. 30.—Removal of the grandstand and other structures at the Lazy J Speedway from the overflow channel of the American River was asked by the State in a suit filed in Superior Court this week.

Defendants in the litigation are the North Sacramento Land Company, owner of the property, and Henry Copeland, lessee.

The State board of reclamation has determined that the structures constitute an obstruction to free flow of water in the overflow channel and also are unauthorized to use the land.

Aside from an injunction against the defendants, an award of \$10,000 is asked by the State to pay for cost of removing the structures, it was reported.

L. I. Store First To Spring With Christmas Kiddie Ride

NEW YORK, Oct. 30.—The Gertz Department Store in suburban Jamaica, L. I., jumped the gun on other stores of metropolitan Greater New York by opening its Christmas kiddie blitz Friday (29).

The store is providing a miniature kiddie funspot, with a Merry-Go-Round, coin-operated movies, soda bar, record bar with kiddie disks, a photo gallery—and, of course, Santa Claus. Moppets ante up 35 cents for a ride on the Carrousel, plus a surprise gift packet and an audience with Santa.



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3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5, M.1.50
3,000 Featherweight Bingo Sheets, large size, 6 1/2 x 3; 5 colors; loose, no pads. M Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for1.75
Rubber Covered Wire Cable, with chute. Wood Ball Markers, Master Board; 3-piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 1/4 M Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/4 the size2.00 M
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Elsie Miller Named SLA Auxiliary Prez

CHICAGO, Oct. 30.—Mrs. Elsie Miller was nominated and elected president of the Ladies' Auxiliary of the Showmen's League of America at the regular meeting Thursday (21) in Hotel Sherman.

Other officers named were Mrs. Margaret Filograsso, first vice-president; Mrs. Ralph Glick, second vice-president; Mrs. Hattie Wagner, third vice-president; Mrs. Carmelita Horan, secretary, and Viola Blake, treasurer. Named to the board of governors were Mrs. Jennie C. Gloth, Mrs. Hazel Maddox, Mrs. Virginia Kline, Mrs. Tom Henderson, Myrtle Hutt Beard, Mrs. Goldie Fisher, Mrs. Harry Hennies, Mrs. Clara Zeiger, Mrs. Max Goodman, Mrs. Louise Donahue, Mrs. Margaret Jeske, Mrs. Ann Sleyster, Mrs. Lillian Lawrence and Mrs. Alice Hill.

Members of the nominating committee were Margaret Hock, Frances Keller, Mrs. Henry T. Belden, Lucille Hirsch, Alice Hill, Bessie Mossman and Mrs. L. M. Brumleve.

Mrs. Sam Gluskin presided at the business session. With her on the rostrum were Mrs. Filograsso, first vice-president; Mrs. Lena Schlossberg, second vice-president; Mrs. Miller, secretary, and Mrs. Horan, treasurer. Invocation was read by Mrs. Ralph Glick, chaplain.

Elected to membership were Mary Close, Mrs. Marie Sorenson and Peggy Chapman.

Letters were received from Minnie Simmonds, Babe Keating, Frances Wagner and Trixie Clark. Mrs. Nan Rankine is visiting her son, Lawrence, in Denver.

Mrs. Ralph Glick, chairman, and Mrs. Henry Belden, her co-chairman, reported bazaar plans are coming along okay. A contribution will be made to the Chicago Heart Fund from the proceeds.

Jack's Greater Shows Get South Carolina Charter

COLUMBIA, S. C., Oct. 30.—Jack's Greater Shows, Inc., Lexington, S. C., has obtained a charter from the secretary of state to engage in the show business. Authorized capital stock is \$50,000. Jack Riley is president.

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Fair Dates

November 7-13

ARIZONA
Phoenix—Arizona State Fair. Nov. 5-14. Paul F. Jones.

FLORIDA
DeFuniak Springs—Walton Co. Fair Assn. Nov. 8-13. Basil E. Moore.
Jacksonville—Northeast Fla. State Fair. Nov. 10-20. Mel G. Dodson and Curtis L. Bockus.

GEORGIA
Elberton—Elberton Colored Fair. Nov. 8-13. I. V. Hulme.
Valdosta—South Georgia Fair. Nov. 8-13. H. K. Wilkinson.

NORTH CAROLINA
Pembroke—Robeson Co. Fair. Nov. 8-13. English Jones.

SOUTH CAROLINA
Charleston—Colored Farmers & Bus. Men's Fair. Nov. 8-13. Solomon Brown.
Sumter—Sumter Co. Fair. Week of Nov. 8. J. Cliff Brown.

TEXAS
Kingsville—South Texas Fair & Expo. Nov. 8-13 R. C. Tompkins.

UTAH
Ogden—Ogden Livestock Show. Nov. 13-17. E. J. Fjeldsted.

Hollywood Congress Opens Canadian Indoor Journey

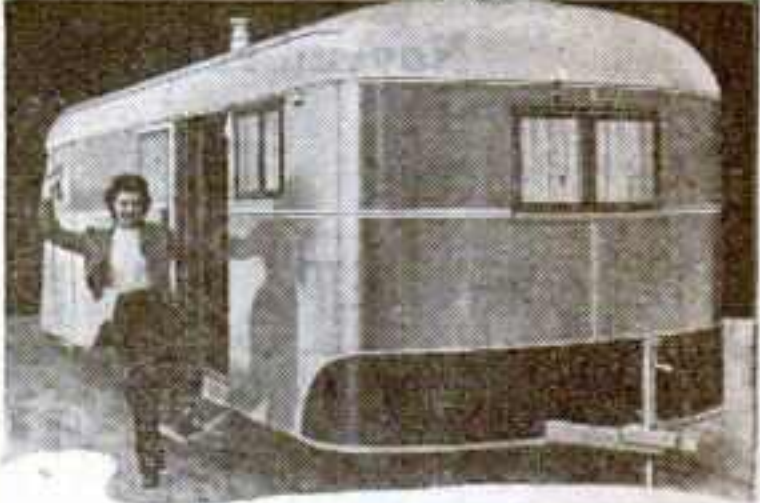
MONTREAL, Oct. 30.—Congress of Hollywood Daredevils wound up their 1947 tour with a successful stand here Sunday (10), John E. McLean, press representative, said. Unit's 12-week winter tour of indoor bazaar dates, under church and fraternal organizations sponsorship, got under way successfully in Drummondville, Que. Jean Cruper is managing the indoor jaunt.

Co-owners Mitchell Robinson and Charles Lajoie are opening stores here and in the United States with toys for the Christmas trade. Frank Matthews, featured stunt driver, has returned to his home in Dallas for the winter.

Steele's Stars Set Closing Date; Barn in London, O.

TORONTO, Oct. 30. — Steele's Cavalcade of Stars, currently playing indoor dates in this area, will end their season November 12 and return to new permanent quarters in London, O. Robert Wiegand announced this week. Wiegand said the unit has been working to steady business since leaving Tennessee.

Bill Garden, of Garden Bros.' Circus, visited the troupe at Simcoe, Ont. Unit's officials are planning an early 1949 bow, it was reported.



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Features include special articles on the "know-how" in promotion details for fairs and exhibitions; special articles by well-known personalities of the outdoor show world, and the yearly feature—the Statistical Directory of Fairs—which all carnival owners, promoters, secretaries, agents and acts consider so valuable.

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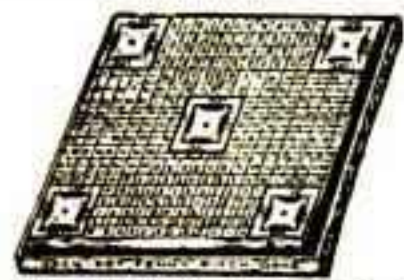
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Cavalcade Section

Monday, November 15

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Wednesday, Nov. 17



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They Call Ray Lee "Mr. Fair" In Minn.; His Record Shows Why

(Continued from page 55)
what little industry there was in Long Prairie encouraged. He saw the possibilities for development of agricultural organizations for boys and girls who lived on farms. This was before the development of 4-H clubs.

10 Years With Company Fair
Ray threw himself into the activities of the Todd County Fair and, after several years of handling a variety of assignments, was elected treasurer of the fair board, a post he held for about 10 years. He soon was hailed as one of the more qualified young men in this field.

The Minnesota State Fair is the project of the Minnesota Agricultural Society, to which belong the State's 101 county fairs and 36 agricultural societies, livestock, horticultural and allied groups. The society picks the board of managers to run the State fair, selecting the membership on a congressional district basis.

On State Board in '24
In 1924 Ray Lee was elected to the State fair board and therewith began his 24-year association with the organization. To this day he prides himself on how well integrated the county fair groups are with the State fair set-up. Of his present nine-man board seven are from county fairs. The president, William Lindeman, New Ulm, was secretary of Brown County Fair for many years. The two vice-presidents, Earle Brown and Norris Carnes, are active in livestock organizations.

"That gives us the continuous grass-roots connection that a State fair must have to be successful," Lee believes.

Named Secretary in 1930
When he went on the board of managers, Lee took on the assignments given to him and executed them extremely well. In 1930 when it came time to pick a successor to T. H. Canfield, who had been State fair secretary for 12 years, Ray Lee was the logical choice. His 18 years as secretary is the longest term in the fair board's history dating back to its start in 1874.

The new job meant giving up his post as cashier of the Long Prairie bank and moving with his wife to St. Paul to take up living quarters in the administration building.

"You know," he chuckled, "this home of ours used to be the poorhouse. Back in 1884 Ramsey County gave it to the State Agricultural Society as a permanent site for the State fair, which up until then had moved around from city to city each year."

Suggestions Followed
Frank E. Millard, Canby, Minn., was fair board secretary that year.

When the board met in annual meeting, Lee had had an opportunity to survey the premises and he reported that the physical plant was greatly in need of repairs and replacement. A new service building was being built at the time.

The board recognized Lee's recommendations as sound and mapped out a long-range development program which even now is in its final stages after having put more than \$3,500,000 into the place since 1930.

"Every structure erected since then has been consistent with the plan of buildings and ground development outlined by our board for the long-term program," Lee said.

Many Improvements Since
Here's a listing of the new additions which have gone up since: Horse barn, poultry building, swine barn, 4-H Club building, farm boys' camp building, conservation building, East and West bleachers in the grandstand, arcade building for concessions, commissary building, new race track, eight race-horse barns adjoining the track, several comfort stations.

The newest is the agricultural-horticultural building erected and dedicated in 1947. There's a story behind that new structure.

When Lee first took over his job as secretary, the agricultural building across the street from the administration building, was the oldest structure on the ground. It had been erected in 1884 when the fair first moved onto the site. The building was old and represented the true condition of the physical plant.

Fire Speeds New Building
One wintry morning in 1944 Ray awoke to see red sheets of flame in the sky to the southwest of his bedroom window. He dressed hurriedly and went outside. It was 7 a.m., and the ancient agriculture building, venerable landmark, was a mass of fire. Less than 35 minutes later it was in ashes.

"I hate to admit it, but that was a blessing in disguise," Lee said. "It enabled us to get our beautiful new agriculture-horticulture building to replace it."

Named in His Honor
What he doesn't say is that his board felt so warmly about Ray's contribution to the fair that it named the new building's auditorium Lee Auditorium in recognition of his work.

Now in the process of being completed is a new concession exhibit building expected to be ready for the 1949 fair. This will be followed by a new hippodrome building to replace the one torn down after the government vacated the old hippo-

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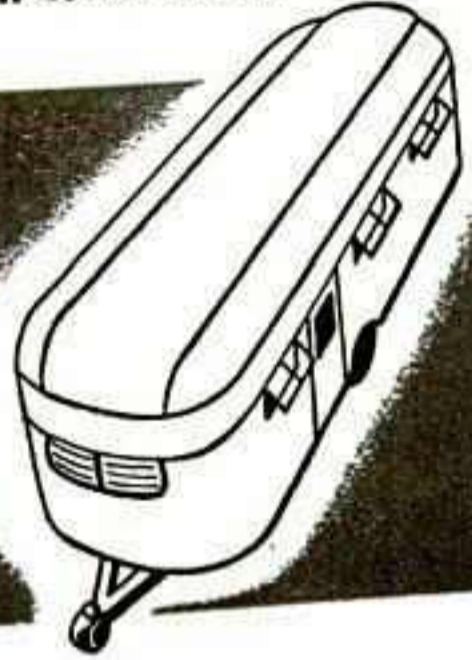
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drome and six livestock buildings used during the war as an airplane propeller plant.

The fair was a seven-day annual when Ray came in 1930. The previous year attendance was 433,268. The peak year was reached in 1947 when over 905,000 were clocked thru the turnstiles. In 1948 attendance was well over 855,000. The fair went to 10 days in 1939. Another innovation, since adopted by many other fairs, was the "everybody pays" policy introduced in 1933. This has been highly successful with everyone paying to get thru the gate.

Avoids Politics

During the years Ray has charted a course of avoiding partisan politics on the theory that the State fair is every Minnesotan's fair, Republican, Democrat and Communist, white and Negro, Christian, Jew and Moham-medan.

"Unless I ask a few questions, I can't tell you the politics or the religion of the majority of my board members," he smiles. "That's none of my business. It has nothing to do with the operation of the State fair."

Perhaps that's why he has so little trouble in getting appropriations from the State Legislature whenever the State fair needs money. But the only time he has gone to the lawmakers for financial aid has been when new building projects are begun.

In the 18 years he has been with the organization as secretary Lee says the fair has made money every year but one. That was in 1940 when seven of the 10 days of fair week saw steady downpours of rain. The loss was made up at subsequent expositions, and the last two decades has seen the fair turn back more than \$1,000,000 of its earnings into plant improvement. In 1945 the net earnings were \$265,000; this year approximately \$145,000.

Had Two Cancellations

Minnesota had no State fairs in 1945 and 1946. The governmental ban on transportation canceled the 1945 fair. In 1946 the annual was set to resume bigger than ever, based on a victory theme marking the end of the war. But at the last moment it was called off because of the tragic polio epidemic which swept the State.

Lee is proud of the fact that the Minnesota State Fair has an excellent financial rating. Thousands of dollars are paid out in premiums and other expenses at each fair. Lee said one of his happiest tasks each year is to pay premiums to exhibitors, especially in the livestock division, before they leave the grounds after fair week is over.

Another feather in his cap is the fine midway at the Minnesota fair. The Royal American Shows hung up a record for 10-day fairs never before equaled in America when it grossed \$282,000 after taxes in 1947.

Prepares for Centennial

Ray's ability has been recognized not only by his own fair board and his own State but by other fair men in America. He is a past president of the International Motor Contest Association and of the International Association of Fairs and Expositions in the United States and Canada.

Now, with the 1948 fair out of the way, he is concentrating on the 1949 annual which also will mark Minnesota's territorial centennial celebration. He has hopes of making it the biggest ever.

Lee's staff of seven persons in the office, five in the greenhouse and five groundsmen are devoted to him and his wife. To their way of thinking Ray Lee isn't "boss," he's one of the boys.

And that, he says, is just the way he wants it to be.

Romig and Rooney troupe, after closing with the Kelly-Miller circus, went to Birmingham, Mich., where they will remain until after the holidays. Irvin Romig again will be on Orrin Davenport dates this winter.

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Edwards, Miss.
American Midway: Killeen, Tex.; Corpus Christi 8-15.
Barlow's Big City: Black Oak, Ark.
Burkhart: Montrose, Ark.; Parkdale 8-13.
B. & H.: Hampton, S. C.
Big State Am. Co.: Raymondville, Tex.
Blue Grass: (Fair) Sylvester, Ga.; season ends.
Blue & White: Buffalo, Tex.
Bohn & Son: Greasy Corner, Ark.
Capital City: (Fair) Lakeland, Ga.; (Fair) Fort Gaines 8-13.
Central Am. Co.: (Fair) Andrews, S. C.; (Fair) Pembroke, N. C., 8-13.
Cetlin & Wilson: (Fair) Florence, S. C.; (Fair) Sumter 8-13.
Clark-Langford: Reidsville, Ga.; Leary 8-13.
Cole Bros.: Charlotte, N. C.
Community Fairs: Culver City, Calif.
Cotton State: Enterprise, Miss.
Crafts Expo.: (Fair) Phoenix, Ariz., 8-14.
Crystal Expo.: Nashville, Ga.
Denton, Johnny J.: Andalusia, Ala.
Dudley, D. S.: Wichita Falls, Tex.
Dumont: South Hill, Va.
Dyer's Greater: Marianna, Ark.
Fleming, Mad Cody: (Fair) Dawson, Ga.; season ends.
Franklin, Don: Alice, Tex.; (Fair) Kingsville 9-13.

Ganote: Gunnison, Miss.
Gentsch, J. A.: Woodville, Miss.
Georgia Am. Co.: Gordon, Ga.; Leary 8-13.
Great Sutton: Rosedale, Miss.
Greater United: (Fair) Beeville, Tex.; Laredo 8-13.
Harris United: Jacksonville, Tex.; Tyler 8-13.
Harrison Greater: Aiken, S. C.; (Colored Fair) Charleston 8-14.
Henson, J. L.: Sunset, La.; Carencro 8-13.
Inland: Cooter, Mo.
Kaus, W. C.: (Fair) Kosciusko, Miss.; Meridian 8-13.
Keystone Expo.: (Fair) DeFuniak Springs, Fla., 6-13.
Kille, Floyd O.: St. Francisville, La.
Kirkwood, Joseph J.: Walterboro, S. C.
Lamb, L. B.: (Fair) Panama City, Fla.; (Fair) Apalachicola 8-13.
Lane, Sammy: Cherry Valley, Ark.
Lankford's Overland: Leary, Ga.; Edison 8-13.
Lawrence Greater: (Fair) Augusta, Ga.; season ends.
Lee Am. Co.: Blakely, Ga.
Lottridge, Harry: Baxley, Ga.; Tifton 8-13.
Magic Empire: (Fair) Hazlehurst, Miss.
Majestic Greater: (Colored Fair) Anderson, S. C.; (Colored Fair) Greenwood 8-13.
Marion Greater: (Colored Fair) Kingstree, S. C.; (Fair) Barnwell 8-13.
McCall, Jim: Swainsboro, Ga.
Midwestern Expo.: Rusk, Tex.
Mississippi Am. Co.: Flora, Miss.
Modernistic: Folkston, Ga.
New Dixie: (Fair) St. George, S. C.
Orange State: Miami, Fla., 3-20.
Palmetto Expo.: Branchville, S. C.; Denmark 8-13.
Penn Premier: (Fair) Rock Hill, S. C.; (Colored Fair) Asheboro, N. C., 8-13.
Peppers All-State: Golden Meadow, La.
Playtime: Essex, Mo.
Prel's Broadway: (Fair) Bishopville, S. C.
Raftery, James M.: (Fair) Wilmington, N. C.; Warsaw 8-13.
Rosen, H. B.: Union, Miss.
Royal Crown: Gainesville, Fla.; St. Petersburg 8-13.
Royal Expo.: (Fair) Pelham, Ga.; (Fair) Tavares, Fla., 8-13.
Shan Bros.: (Fair) Rochelle, Ga.; (Fair) Valdosta 8-13.
Smith, Casey: Stigler, Okla.
Southern States: Live Oak, Fla.
Standard: Hale Center, Tex.
Starlight Am. Co.: Velasco, Tex.; Port Lavaca 8-13.
Stephens, O. A.: St. Stephens, S. C.
Strates, James E.: (Fair) Charleston, S. C.
Tassell, Barney: Claxton, Ga.; (Fair) Americus 8-13.
Tinsley, Johnny T.: Monticello, Ga.
Tivoli Expo.: Helena, Ark.; Stuttgart 8-13.
Tri-State: Crescent, La., 1-7.
United Expo.: Port Arthur, Tex.
United States: (Colored Fair) Orlando, Fla.
Utah Expo.: Casa Grande, Ariz., 2-7.
Wallace Bros.: Itta Bena, Miss.
Wallace & Murray: (Fair) Reidsville, Ga.; Moultrie 8-13.
W. E. Attrs.: Kingsland, Ark.
Wolfe Am. Co.: (Fair) Washington, Ga.
Wolfe, Johnston, S. C.; season ends.
World of Mirth: (Fair) Rocky Mount, N. C.

Hamid-Morton: (Auditorium) Atlanta, Ga., 8-17.
King Bros.: Hillsboro, Tex., 2; Stephenville 3; Comanche 4; Brownwood 5; Brady 6; Kerrville 8.
Mills Bros.: Pine Bluff, Ark., 2; Hot Springs 3; season ends.
Polack Bros. (Eastern): (Auditorium) Trenton, N. J., 4-6; Schenectady, N. Y., 8-13.
Polack Bros. (Western): (Auditorium) San Antonio, Tex., 1-7; (Auditorium) Harlingen 9-11.
Ringling Bros. and Barnum & Bailey: Memphis, Tenn., 2; Jackson 3; Nashville 4; Chattanooga 5; Knoxville 6.
Rogers Bros.: Bayou Labate, Ala., 2; Chatom 3; Jackson 4; Grove Hill 5; Monroeville 6; Georgiana 8.
Stevens Bros.: Ola, Ark., 2; Magazine 3; Waldron 4; Mount Ida 5; Mena 6.

Mad. Sq. Garden Rodeo Results

NEW YORK, Oct. 30.—Results during the fourth week of the 23d Annual Championship Rodeo, September 29-October 24, follow:

Calf Roping—Twelfth day (three performances), Zeno Farris (14.4), \$330; Toots Mansfield (17.3), \$270; Ray Wharton (18), \$200; Clyde Brown (19.1), \$130; Homer Pettigrew (19.2), \$70. Thirteenth day (three performances), Clyde Brown (13.4), \$330; split, Tom Taylor and Bill Lowe, (15.4), \$235 each; Shoat Webster (16), \$130; Homer Pettigrew (16.1), \$70. Fourteenth day (three performances), Jimmie Whaley (15), \$330; Tater Decker (15.4), \$270; Homer Pettigrew (16.1), \$200; Whiz Whisenhunt (17), \$130; Bill Hogue (19), \$70. Fifteenth day (three performances), Tater Decker (12.4), \$330; Rex Beck (13.3), \$270; Ed Coffey (15), \$200; Shoat Webster (15.1), \$130; Ray Wharton (15.2), \$70.

Steer Wrestling—Ninth day (four performances), Dick Herrin (6.3), \$425; split, Bill Linderman and Lex Connelly (7), \$320 each; Steve Heacock (7.2), \$215; split, Dub Phillips and Barney Willis (8.3), \$110 each. Tenth day (four performances), split, Jim Boyle and Carl Mendes (6.2), \$390 each; Charles Colbert (6.4), \$285; Bill Iler (9.1), \$215; Lex Connelly (10.1), \$145; Bill McGuire (10.4), \$75. Eleventh day (three performances), Ken Boen (6.1), \$425; Frank Finley (8.1), \$355; Earl Blevins (9.3), \$285; Carl Mendes (10.3), \$215; Norman Person (11.3), \$145; Charles Colbert (11.4), \$75.

Wild Horse Race: October 19, Joe Patterson, \$90; Eddie Costel, \$50; Duncan Brown, \$35; wild ride, Casey Tibbs, \$25. Matinee, October 20, Todd Whatley, \$90; Jack Wilkerson, \$50; Orville Stanton, \$35; wild ride, Orville Stanton, \$25. October 20, Bill Weeks, \$90; Johnny Matheson, \$50; Bobby Gregory, \$35; wild ride, Bill Weeks, \$25. October 21, Todd Whatley, \$90; Eddie Costel, \$50; Jack Wilkerson, \$35; wild ride, Joe Patterson, \$25. Matinee, October 22, Harry Tompkins, \$90; Bobby Gregory, \$50; Todd Whatley, \$35; wild ride, Duncan Brown, \$25. October 23, Casey Tibbs, \$90; Billy Weeks, \$50; Jimmy Schumacher, \$35; wild ride, Eddie Costel, \$25. Matinee, October 23, Joe Patterson, \$90; Jack Wilkerson, \$50; Bobby Gregory, \$35; wild ride, Bobby Gregory, \$25. October 23, Jack Wilkerson, \$90; Bill Weeks, \$50; Johnny Matheson, \$35; wild ride, Bill Weeks, \$25. Matinee, October 24, Casey Tibbs, \$90; Harry Tompkins, \$50; Duncan Brown, \$35; wild ride, Bobby Gregory, \$25. October 24, Johnny Matheson, \$90; Jack Wilkerson, \$50; Orville Stanton, \$35; wild ride, Duncan Brown, \$25.

Saddle Bronk Riding—Ninth day (three performances), Buster Butts (307), \$425; Gene (See GARDEN RESULTS, page 120)

Misc. Routes

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Evans, Harry Ike, Show: Chadron, Neb.
Holiday on Ice (Music Hall Arena) Cincinnati, O., 1-9.
McClung's Pythons (Fair): Houston, Tex., 1-7.
Pan-American Animal Exhibit: Buena Vista, Ga., 3-4; Richland 5-6; Lumpkin 8-9; Cuthbert 10-11.
Plunkett's Stage Show: Bernice, La., 1-3; Farmerville 4-5.
Skating Vanities of 1949 (Shrine Mosque): Springfield, Mo., 2-7; (Auditorium) Oklahoma City, Okla., 8-14.

Aussie Royal Show

Gate Hits 550,000

MELBOURNE, Oct. 30.—Melbourne Royal Show (fair), which just recently closed its annual run, suffered an attendance slump due to rainy weather. Total attendance at the exhibition was 550,000, compared with 575,402 in 1947 and 640,779 in 1946.

There was considerable discontent over the handling of ring events and the contestants in the hunting (riding) events threatened to walk out, claiming there were too many events scheduled for each day.

Louis Monod, general secretary, stated that the Royal Society was planning to alter the central arena into an amphitheater seating 60,000, with a special judging arena for stock close to the pens where stock was housed. For the grand parades it is proposed to so arrange the lay-out so that stock would not have to cross traffic lanes or pass thru the crowds attending the fair. Use would be made of tunnels leading from pens directly into the arena. A radical revision of programs for next year's fair is being considered by the fair committee to insure that revised schedules can be adhered to.

Ore. Race Revenues Take 223G Dip From Last Year

SALEM, Ore., Oct. 30.—State racing revenues in Oregon, which help provide funds for various fairs and expositions over the State, dropped from \$775,570.35 in 1947 to \$551,723.94 this year, a drop of \$223,846.41, State officials announced.

County fairs will divide a total of \$231,200 of this revenue. The State fair gets \$35,000, as does the Pacific International Livestock Association, Eastern Oregon Livestock Show and Klamath Basin Round-Up Association will get \$5,000 each.

The drop in revenue was attributed to the Columbia River flood last spring which forced the Portland Meadows track to close.

D. D. Whitcover Marks 25th Year as S. C. State Prexy

COLUMBIA, S. C., Oct. 30.—D. D. Whitcover, Darlington, S. C., celebrated his 25th year as head of the South Carolina State Fair during the annual held last week.

While refusing to deal in figures, Whitcover concedes that a "great many" more people attend the fair now than when he first became associated with it. In 1923 only the steel building and offices were on the grounds. Now he and the other officers have plans for a concrete and steel grandstand which will replace the antiquated wooden structure in use.

Gus Sun Again Awarded Canadian Class B Contract

MOOSE JAW, Sask., Oct. 30.—Gus Sun Agency will supply the 1949 grandstand attractions for the Western Canada Class B fairs again next year.

Decision was made at Saskatoon when delegates of Class B fairs attended the semi-annual meeting of the Western Canada Fairs Association, under the chairmanship of A. J. Bater, North Battleford. Fair dates are July 6-9.

James Paul Named Manager Of Edmonton Exhibition

EDMONTON, Alta., Oct. 30.—James Paul, retired farmer of the Namao district of Alberta, has been named manager of Edmonton Exhibition Association. He succeeds Charles E. Wilson, who held the post eight years and has been a director since 1915. Paul has been a director for 13 years and served on the executive staff for six years.

Twenty-seven applications were received for the position.

E. Joy Roberts Dies

SPENCER, Ia., Oct. 30. — E. Joy Roberts, 57, well known in Iowa fair circles, died recently while driving his car to Des Moines. He was active in developing Clay County Fair here and for more than a decade served as assistant in the concession department of Iowa State Fair, Des Moines

Auld Featured in Leader-Post

REGINA, Sask., Oct. 30.—A recent feature story in *The Leader-Post*, Regina, dealt with David Auld, Regina exhibition grounds superintendent the past 18 years. Story deals with his 51 weeks preparation for the hectic six days of the annual fair.

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BILLER BROS. TO BOW IN 1949

Wirth Sets Acts For Portland Elks; Advance Sales Big

PORTLAND, Me., Oct. 30.—Final plans were set this week for the 10th annual Elks' Circus which will be staged November 15-21 in Exposition Building. The circus will again be presented under the direction of Frank Wirth.

Dates of the show have been moved up one week from previous years to coincide with the State convention of the Maine Rangers. An estimated 70,000 Rangers will attend the convention and their ranks will be counted on to swell the circus audience.

Wirth has lined up a strong program, including the Flying Wards, with Mickey King; Hunt's Elephants worked by Roy Busch; Ben Dova, comedy pantomime; Evelyn's Liberty Horses; Great Venno, novelty high-wire act; Gaudsmith Brothers with their Spanish poodle dogs; Medini Family, free-balancing ladders and equilibratics; St. Leon Troupe, teeterboard, and Torelli's dog and pony circus and high school horses. Clown alley will be headed by Billy Rice and Herb Taylor.

Three or four more acts will be added to the program, Wirth said.

big advance sale is reported by Ed Twomey, treasurer. Details are being handled for the Elks by William D. Haskins, exalted ruler, and Dr. John H. Nugent.

Arkansas Spots Okay for K-M; Warren Red One

FORDYCE, Ark., Oct. 30.—The Al G. Kelly-Miller Bros.' Circus, which has been chalking up some of its best business of the season in Arkansas, registered big at Fordyce, Lonoke and Warren.

Here, with ideal weather prevailing, the show drew two straws, despite the fact there was a last-minute change in lots. The first lot proved too small and it was necessary to move to a larger one, located outside the city. Veteran circus followers in Fordyce said the attendance here was the largest in several years.

At Warren the day before, the show did such big business that it was necessary to put on two night shows instead of the scheduled one.

Lonoke gave with a strong matinee and an overflow at night.

Showmen's League, AGVA Bury De Melo, Vet Clown

CHICAGO, Oct. 30.—Charles De Melo, 66, veteran circus clown known professionally as Sum Sum, who died Thursday (21) in a Chicago hospital, was buried in Showmen's Rest, Woodlawn Cemetery, Chicago, Wednesday (27). Funeral services were held in Bentley & Sons Funeral Home here, with the Rev. Marcel La Voy officiating.

The American Guild of Variety Artists (AGVA) paid the funeral expenses and the Showmen's League of America purchased the grave and marker.

Dales Gets Full One

TOCCOA, Ga., Oct. 30.—Dales Bros. registered a full house at the matinee here and a three-quarter night house.

Ringling Biz On Southern Tour Is Okay

Monroe, La., Tough One

VICKSBURG, Miss., Oct. 30.—Ringling Bros. and Barnum & Bailey played to an estimated 17,000 persons at two performances here. The show achieved the unique distinction of having all the schools within a radius of 20 miles operated on a holiday schedule for the show. This helped attendance no end.

Other spots on the southern tour of the Big One gave with good business, the lone exception being Monroe, La., where the show did light business at both afternoon and night shows. Advance publicity was good and the weatherman co-operated, but the show failed to draw.

Two other Louisiana towns gave with strong business, but not capacity. Lafayette, where the show was set up on the race track, gave with two strong houses. Location in Lafayette was such that there was no bus or streetcar service and the only way to reach the grounds was by private car or walk. Good transportation would have netted the show two full ones. At Lake Charles business was okay but quite a bit short of capacity at both shows.

Appearing in Beaumont, Tex., for the first time in several years, R-B got an enthusiastic reception. Matinee was near capacity with capacity on hand at night.

A three-day stand in Houston did not live up to expectations. Matinee business was on the light side but it was good at night, two of the three night shows getting capacity or near capacity with a straw on hand one night.

A one-show stand in Victoria, Tex., that a matinee, gave with a full house despite windy and cold weather.

Wynne, Ark., Gives Mills Two Full Ones

WYNNE, Ark., Oct. 30.—Some great publicity work by R. F. Daggertt and R. D. Terry helped Mills Bros. chalk this spot up as a red one, show getting two capacity houses.

At Dyersburg, Tenn., the show, sponsored by the Kiwanis Club, drew a strong crowd at the matinee and a full one at night.

Paris, Tenn., gave with only fair business. Weather was anything but co-operative, it being on the cool side for the matinee and cold at night.

Oklahoma City Stand Big for Polack Org

OKLAHOMA CITY, Oct. 30.—A four-day stand here, October 20-23, proved a red one for Polack Bros. Western Unit, with night business being capacity and turnaway.

Opening day the show gave only a night performance and played to a full one. Next two days found matinees light but night houses were capacities, with Friday night (22) business being turnaway.

Stevens Hits in Missouri

GAINESVILLE, Mo., Oct. 30.—Stevens Bros. chalked up a full house at the night show here after a strong crowd caught matinee.



ARTHUR STAHLMAN will be in direct charge of Biller Bros.' Circus which will be launched next spring.

Art Stahlman To Head Org

Winter quarters set up in Mobile, where show will open next spring

CHICAGO, Oct. 30.—The Stahlman brothers, Arthur, Hy and Bernie, will launch Biller Bros.' Circus, a three-ring show, next spring, it was learned here this week.

The show, named after Art Stahlman's wife, Betty Biller, former performer with Cole Bros., already is in the building stage in winter quarters at Lakeview Park, Mobile, Ala., and will be new from all angles, it was announced.

Art Stahlman, superintendent of concessions on King Bros. since that org was started, a veteran circus man, having been with Hagenbeck-Wallace, Sells-Floto, John Robinson and Al G. Barnes, in addition to King, will be the active head of the new show.

According to reports, \$140,000 already has been tabbed for the building of the motorized unit. New GMC tractors have been ordered and new wagons have been ordered from the Kentucky Wagon Company. The big top will be a 100 with two 30s and, according to advices, the canvas has been ordered from O. Henry Tent, Chicago. Also on order is the canvas for the Side Show and menagerie. At present, it was said, Stahlman has not decided whether the Side Show and menagerie will be separate or under one tent. New Diesel plants also are on order.

Stahlman is lining up acts and already has purchased lion and seal acts.

While the opening date has not been set, the show will bow in Mobile.

Miss. Gives Rogers Yes and No Business

RALEIGH, Miss., Oct. 30.—Three Mississippi spots gave Rogers Bros. yes and no business, with Raleigh being on the no side. Show drew only two light houses here.

It was a different story, however, at Philadelphia where, with good weather prevailing, the show drew two full ones.

The first circus to play DeKalb, Rogers drew a straw at night despite bitterly cold weather, after a light matinee.

Reading Bloomer, Polack Reports

READING, Pa., Oct. 30.—Polack Bros. Eastern Unit closed a four-day run at the Rajah Theater Friday (22) under auspices of the Tall Cedars of Lebanon.

Irving J. Polack, co-owner of the show, who came east from Van Nuys, Calif., to personally direct the performances here, reported that "we showed a loss." He said the circus played to 11,480 people in eight afternoon and evening performances.

King Scores at 2 Ark. Spots

SEARCY, Ark., Oct. 30.—King Bros. registered two full houses here. At Morrilton, Ark., the show had two strong ones.

Cole Org Gets Co-Operation From Weather

Georgia Biz Is Good

BRUNSWICK, Ga., Oct. 30.—Hampered by cold and disagreeable weather last week on its southern jaunt, Cole Bros., this week received a break from the weatherman and as a result chalked up some excellent business.

Here in Brunswick the show drew two straws, while in Columbus two full ones were registered. Tifton, due to a late arrival, gave with a three-quarter matinee which might have been a full one had the show been on time. It came back with capacity at night. Fitzgerald provided only a half house at the matinee but a full one at night. Thomasville proved a disappointment, org getting only light houses at both matinee and night shows. Troy, Ala., registered a light matinee but near capacity at night.

Florree Galt, Cole press representative, closed at Thomasville and returned to her home in Canada. Ora Parks will close in Pensacola and Ray Dean in Jackson. Parks will go to Louisville to prepare for the org's arrival in winter quarters.

Gainesville's '49 Bow Skedded for April 20

GAINESVILLE, Tex., Oct. 30.—The Gainesville Community Circus will open its 20th season at Fair Park here with a three-day engagement April 20-22.

Roy A. Stamps was re-elected president for the 11th year. C. B. Stringer was named vice-president and J. B. Saylor was named secretary-treasurer. All directors were re-elected. They are Vern Brewer, G. D. Bell, Emmett F. Curtis, Dr. A. A. Davenport, A. B. Garvin, Joe M. Leonard Sr., Joe M. Leonard Jr., W. Alex Murrell, B. A. Dillard, Portis M. Sims, A. Morton Smith, F. E. Schmitz, A. W. Wills, Cecil H. Tinsley and Roy P. Wilson.

Show will have new big top for the 1949 season and a number of program changes. The 1948 season just closed was the most successful in history, the financial report made by retiring Secretary Tinsley revealed.

Clyde Bros.

The show opened in La Salle, Ill. It was necessary to give three shows on a Saturday in Waukegan, Ill., and in Racine, Wis., on a Monday. The Flying La Valls and Hopp Green joined in Racine.

Sheboygan, Wis., was a busy spot with many showfolks visiting. It also is the home of the Barlows, formerly the Irvings. Their mother, Mrs. John Flick Sr., made doughnuts and brought them to the women of the show.

Little Judy Flick hopes to have the cast on her leg removed soon. The Hartleys, Happy Henry, the Hendersons, the Gallagher family, Happy Johnson and Roy Atkinson entertained the crippled children at the Sheboygan Hospital.

Looking around the building: Jimmy Conners making a new harness for the pony. The Barlows, Hendersons and Gallaghers practicing daily. The Clarks breaking in a new bear. Ed Williams distributing the mail and *The Billboard*.

Visitors: Mrs. Howard Suesz and daughter, Mary Lou; Ben Davenport, owner of Dailey Bros.; Joe Antelek and daughter, Muncie; the Rockets, Chuck Brown, Billy Senior, Ruth Flanagan, Aerial Christensens, Irving Lang; Harry Brown, of the Clyde Beatty show; Pete H. Lindemann, of the Dailey show, and his brother, Bill, owner of the Seils-Sterling Circus, and Clyde Wixom, of the Mat Wixom Shows, who made a special trip from Detroit to visit.—GRACIE HANNEFORD.

Burns M. Kattenburg reports that he was visited by Lew Hershey, clown, at Mansfield, O.

THANKS

For the many kind thoughts and letters during my recent illness.

Bobby Hasson

LOST OR STOLEN DOG

Disappeared from Newberry, S. C., October 3, 1948. Reward of \$100.00 will be paid for same. Description: Wire hair terrier, male, white with lemon or tan ears; one black spot at root of tail; stocky build, weight 30 to 35 lbs. Answers to name of Skippy. Notify

C. A. KAUFMAN

1601 Martin St., Newberry, S. C., by wire or phone. No questions asked.

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DRESSING ROOM GOSSIP

Ringling-Barnum

With the Buffalo Stadium located on the lot in Houston, most of the big news is about the ball games held during our three-day Houston stand. First day in town the midgets and girls played, with the midgets winning 12 to 10, despite homers by Mars Bennett and Rusty Parent of the girls. Second game was between the midgets and old men, with the old men winning, 7 to 5. Paul Jerome was in the middle. Even tho he manages the little men, he had to pitch against them and really did a good job. Dutch Lully outdid himself in the rooting section. Final game was between the rinkstock and the horse top gang. The horse toppers won, 4 to 3, behind the pitching of Wimpy.

Six of the producing clowns entertained at Children's Hospital in Houston. They included Frankie Saluto, Charlie Bell, Bill and Rose Hanlon and Jackie Gerlick. Saluto's rabbit and Charlie Bell's dogs got plenty of laughs from the kids.

Eli Drucker had his portrait sketched by Moden, well-known artist in Alexandria, La. The portrait will be used in a forthcoming issue of *Life*. Eli was chosen as the typical circus candy butcher.

Lester Thomas left the show to go to Memphis where he will begin work on more seat wagons for next season. When Kay Clarke Burslem's father and family visited she gifted her father with a new pekingese dog, much to the dismay of Liz Johnson, who wanted the puppy herself.

Happy Wolenki is on the sick list. Cucciola, the midget, seems to be getting along fine after his fall.

Visitors: Mrs. Bones Brown, Eva May Lewis and son; Eddie See from Lake Charles, La.; Guy Smuck; Norma McGee and sister, Connie Thomas; Peggy and Nick Conti, Peggy and Keith Chapman, Harry Hennies, Bob Stevens, Marshall Johnson, Mr. and Mrs. Earl Lindsey and nephew, Rosita and Red Moyer, Mr. Marks, Marie and Harry Loter, Mr. and Mrs. Paul Olexey and Eddie Gamble.

Back yard scenes: Bill (Cocky) White recently sent his daughter, who lives in New York, a typewriter. . . . Fanny McClosky getting her Halloween jokes in early with the deadeye getting the most laughs. . . . Rose Hanlon, with her sliding trombone, and Ernie Burch collided during one of the walkarounds, but only minor bruises were reported. . . . Mocky, on novelties, dropped everything when Stan played *It's Magic* on the organ. . . . Hot chocolate is getting a lot of customers at the back yard grease joint. . . . George Wong and the Planters Peanut gag gets lots of laughs every show.—MARY JANE MILLER.

Polack Bros. Eastern

The two days off between the Reading, Pa., and Utica, N. Y., dates were welcomed. The Hamid-Morton show was close by and making the trip to catch it were Conchita and the Ericksons, Mr. and Mrs. Pallenberg, Mr. and Mrs. Harry May, Mary and Kinko, Gene Randow and Mrs. Randow Sr. Conchita and Karl were dinner guests of Dick Clemens.

Fu, Emil Pallenberg's motorcycle riding bear, is a life member of the Royal Palm Motorcycle Club, Jacksonville, Fla.

Mr. and Mrs. Cheerful Gardner were guests of Harold Lane, former Peru, Ind., resident, in Utica. Lane is opening a grill there.

Margie Fella, assistant to Betty Proper, flew to Wilmington, N. C., to become the bride of Niles Maddon, phone man for Clyde Harrison.

Pepi Borza and Linda Wilson recently observed their birthdays. A recent arrival from Sweden is Nils Karlson. He joined the Ericksons. Else Sidney, who fell in Utica last year, is doing web and also working in the bicycle act. The Sidneys and

Polack Bros.' Western

Preeming with the largest Shrine Circus attendance in history, Oklahoma City's four-dayer gained momentum and ended with all records smashed. Helping considerably was the terrific advertising campaign preceding the show's arrival, with every street corner stenciled and all city transportation vehicles carrying banners and cards. The opening night's colorful street parade filled the streets with spectators. At the termination of this date Promoter E. H. (Dixie) Hebert returned to Jimmy Rison's staff for the Eastern unit's big date in Baltimore.

Everyone is still taking time out for visiting and a very pleasant day was spent on King Bros.' lot. Owner Floyd King saw to it that everyone was treated royally. Gus and Betty Bell had a short sojourn in Dallas, visiting offsprings, Niki and Roddie.

Little Rock marks the second stage affair in a row. Altho smaller than the Auditorium in Oklahoma City, a better presentation was given, since all riggings were staged. An opening-day sight to behold was a huge derrick hoisting Ernie Wiswell's Dizzie Lizzie from the street into the Auditorium's second story opening. The count wound off many feet of movie film, recording this unusual event.

As per the custom with new trailers, the Berosini family ended its initial journey with a piece taken out of the port side. Gus Bell's new play toy is a portable light plant which supplies electricity for their Spartan. Harold Ward, being less mechanical, enjoys playing with his son, D.D.'s new toy fire truck—and on the city's sidewalks, no less.

Ernie Wiswell and Jack Klein were surprised when their radio interviews with Tommy Allen turned out to be Hal Monty, former emcee with Barnes-Carruthers No. 1 fair unit. Other visitors were Father O'Toole and Mr. and Mrs. Wallace Bruce and grandson, William Bruce Willy.—HAROLD BARNES.

Stevens Bros.

"It won't be long now," is the slogan around the show these days when we wake up and find three inches of ice in our water buckets.

The Shearers are doing okay with their pit show and are adding more animals all the time. Viletta Rooks has sprung a real "wolf whistler" cold weather costume. Claude Garner is planning to go squirrel hunting. Ruth Johnson and Junior Riggs spent a week-end with us. Lillian and John Long made a business trip to Springfield. Everyone thinks Ray Hadley is practicing for a thrill show the way he two-wheels it down the highway in his new car. Kenny and Bob Grub spend every spare moment bathing and grooming Bob's Liberty horses. Paul Bejona and Professor Riggs continue to add new tricks to their act. Harry Rooks is busy getting banners, along with his many other duties. Pen notes from folks we all know: Gladys Gillem Wall is at home in Birmingham awaiting a visit from the stork the latter part of November. . . . Betty Marsh is enjoying a vacation in Florida. . . . Betty Waters is at home in Dayton, recovering from a knee operation.

Visitors: Paul Van Pool and Harry Bonselle, Joplin, Mo., who took plenty of pictures; Mr. and Mrs. Harold Rumbaugh, Ted and Freida La Velda, owners of Monroe Bros.; Ed Schick, former elephant trainer; Ben Davenport, Frank Morrissey, H. V. Newton and Jack Knight, all of Dailey Bros.; Mr. and Mrs. Don Lewis and the Miller family, Myrtle, Mac, Bill and Jack, of Springfield.—DOLLY JACOBS.

Irma and Rio were dinner guests of Mr. and Mrs. Bruce Souter.

Ervin Arnold and Jack Klippel are on the sick list.—IRENE LAFFERTY.

Dailey Bros.

In Joplin, Mo., the band and most of the personnel attended memorial services for Ralph Noble at Mount Hope Cemetery despite a late arrival in the city. The band played *The Rosary*, which was Ralph's favorite.

Emma Valdez suffered minor injuries, which confined her to the coaches for a few days, when she fell from the head of a bull during the spec.

Jimmy Van is the hardest worker on the show. We know it's so because he told us. He also announced purchase of a pelican instead of a goose, and claims he will have it for Thanksgiving Day dinner. Several of the folks have been invited to said dinner but all report other plans.

We had to look twice to recognize Sweaters McFarland all dressed up. Jackie Dale clown on the show at the Joplin date. His mother and sister also visited. Norma Plunkett is the proud possessor of several color photos of the riding act, taken and presented to her by Joe Horwath.

Eva Basquez was guest of honor at a birthday party which included gifts and ice cream and cake. Hostess was her mother. The gift that intrigues the dressing room was the tiny juke box savings bank that played a tune.

The writer was entertained Sunday by Mabel Troutman and Inez Miller in the home of the latter. I never saw so much fried chicken, rabbit and homemade pies. They loaded me down with canned jellies and jams.

Benny Murray, veteran long-line driver, joined the baggage horse department. Hope Ray Brown called it a season and returned to her home in Leesville, La.

Visitors: Fred and Betty Leonard, Dr. Cooper; Pegs Reynolds, ex-trooper, and her daughter; Dr. Warren; Harry Baltzel; Mr. and Mrs. Paul Van Pool and children, Mary and Lois, both of whom rode elephants in the spec; Mr. Dale, ex-trooper, and his wife; Frank Fellows; the Miller family of acrobats, Jack, Bill, Cora and Manny; Mr. and Mrs. John B. Keel; Mr. and Mrs. J. T. Hutchens; Jewel Jackson, long-time friend of Paul Pyle and his sister.—HAZEL KING.

Circus Laborer "Stomped" To Death, Autopsy Shows

SPRINGFIELD, Mo., Oct. 30.—William Pettit, 19, Louisville, who was found dead in a circus wagon when Dailey Bros. pulled in here Saturday (23), was "stomped" to death, Dr. Murray C. Stone, who performed an autopsy, reported. Dr. Stone said Pettit apparently was the victim of a fist fight and that he had received ruptures of the left lung and spleen.

The entire personnel of the Dailey org was held for a few hours for questioning, following discovery of the body, but all but nine were released. The nine were detained as witnesses for the inquest.

Three-Day Freeport, Ill.,

Stand Okay for Clyde Org

FREEPORT, Ill., Oct. 30.—Clyde Bros., in a three-day stand here under auspices of the Freeport Shrine Club, did okay business. Opening day found a light crowd on hand for the matinee, but night crowds and matinees the other two days were capacity.

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Kelly - Miller Advance Scatters

HUGO, Okla., Oct. 30.—After billing the closing stand for Sunday (31), the advertising and publicity department of the Al G. Kelly-Miller Bros. Circus brought its several units back to the show's winter quarters here.

The personnel will scatter as follows: Albert C. Lindemann, manager advertising cars, to visit several shows and then home to Sheboygan, Wis.; G. Paul Jones, brigade manager, Fairbury, Neb.; Howard Marshman, boss billposter, Manning, Ia.; Don McLaughlin, boss lithographer, Chadron, Neb.; J. Eddie Holmes, press agent, Jefferson, Wis.; Dick McLaughlin, manager opposition brigade, Lincoln, Neb.; Adolph Jasper, lithographer, Sheboygan, Wis.; Duke Brownell, lithographer, Miami; W. D. Jones, billposter, Lynn, Mass.; Walter Peterson, lithographer, Chippewa Falls, Wis.; Billy Todd, lithographer, Alston, Neb.; H. Dusty Rhodes, billposter, Glen Bernie, Md.; Charlie Payne, lithographer, Caney, Kan.; Cecil McMillan, billposter, Cicero, Ill.; Roger Anthers, lithographer, Durant, Okla.; Leo Foster, billposter, Bemidji, Minn.; Vince Stoneham, billposter, Grafton, N. D.; Leonard Randolph, billposter, Butler, Mo.; L. C. Langhart, lithographer, Louisville; Ed Conlon, lithographer, Cleveland.

The Kelly-Miller org was given a heavy billing at each of the 184 towns it played.

Joe Craston, British Circus Veteran, Dies in Brighton

LONDON, Oct. 30.—Joe Craston, 80, British circus performer, died at his home in Brighton October 9. He retired in 1938 after a long career as equestrian and clown. He worked as a feature riding act with the Lord John Sanger and Lord George Sanger circuses for years and later became featured clown of the Bertram Mills Olympia Circus.

Craston was the father of Louise Adams, fem clown (formerly of Albertino and Lulu), appearing this season with Ringling-Barnum in America. He is also survived by two sons, Joe and Vic Craston, vaude performers.

UNDER THE MARQUEE

The Rinaldos, Clyde and Vera, have purchased property near their show-folk cottage and plan to erect a night club.

Early to bed, early to rise, is no training for a beginner.

Mr. and Mrs. Howard King, San Francisco, are visiting Mrs. King's mother, Mrs. James M. Taulbee, in Kittery, Me.

The Circus Saints and Sinners' Club will hold its national convention in Bradford, Pa., June 17-19. H. James Schonblom, of that city, is secretary.

Circus horse that can add, multiply and subtract has a race-track brother who can out-figure the odds.

Poodles Hanneford's riding troupe, which recently completed dates for Clyde Bros., will visit in Gainesville for a few days before opening at the Fort Worth Shrine Circus.

Following the close of Bailey Bros. season, L. E. (Roba) Collins, Side Show manager, spent a few days at Hot Springs and Arkadelphia, Ark., and then returned to his home in Paterson, Mo.

No weather is bad enough to discourage agents from booking lots located in low places.

W. D. (Dale) Winders, former circus trower, has purchased the Central Avenue telephone building, Columbus, O., and will convert it into a modern office supply and printing establishment.

After Jack and Ruby Landrus, midjet clowns, played the Duluth, Minn., Shrine Circus for Orrin Davenport, they jumped to Houston and Fort Worth for dates, following which they will rejoin Davenport.

Leo Francis again will do Santa Claus at Block's Toyland in Indian-

apolis, opening November 17 for his 10th consecutive year. After the holidays, he will work clubs with his clown and blackface act.

It was grand trouping during the early days when there was no weather bureau to predict rain for the night.

Aerial Christensens, Lew and Elsie, are at home in Sheboygan, Wis., having completed 18 weeks for Barnes & Carruthers in Illinois, Minnesota, South Dakota and Iowa. They again will be with B-C next year.

Arthur and Marie Henry, with their dogs and ponies, have completed their outdoor season and have arrived in Gainesville, Tex., to spend the winter. They will reside at Fair Park, where their stock is quartered.

CFA Bob Tomer, a student at Kimball Union Academy in Meriden, N. H., caught the Hamid-Morton Circus during its recent run at the Boston Garden. He visited with Bob Morton and Father Ed Sullivan, CFA chaplain.

Press agents look back at the good old days when being a hail-fellow-well-met wasn't so expensive.

Ralph H. Bliss, at the Jeffia Hotel, St. Louis, recently was visited by Al Lindemann and Mulie Marshman, who had closed with the advance of the Kelly Miller Circus. The trio had trouped together on the Seils-Sterling Circus several years ago.

Bill Bushbaum, who had his Liberty act with the Flying L Ranch Rodeo at the State Fair in Dallas, spent several days visiting George Tyler, rodeo clown, in Gainesville. Bushbaum, who has his stock quartered at Tyler's farm, will play the Shrine Circus in Houston.

Jake J. Disch, known professionally as Corrigan the Clown Cop, writes from his home in Cudahy, Wis., that

he caught Clyde Bros. when that show played Racine, Wis., and enjoyed visits with Charley Kline, Happy Johnson, Hop Green, the Gallagher family and the Flying Lamars.

Old-time circus programs were too long with too much of the sameness. Today a little sex has been added to kill the monotony.

Jim Stuts reports that the Pan-American Animal Exhibit is doing okay in Georgia. He and Lee Bradley have received their new trailers. Mr. and Mrs. Dan Stewart and daughter, Lynn, joined at Jasper, Tenn. Stewart has taken over the cotton candy and snowball stand, and his wife, the novelty stand.

Doc Waddell is laid up at his home at 605 South Front Street, Columbus, O., with a leg ailment. He hopes to be up and around again in time to make the Jacksonville, Fla., Fair November 10. Following the fair there Waddell will visit Mr. and Mrs. Mel Dodson in Miami and Mr. and Mrs. Guy Dodson in Savannah, Ga.

Most dangerous age in a showman's life is the period between being a beginner and a philosopher around the stake-and-chain wagon.

It was recently erroneously reported that the Flying Behees were the free attraction with the Majestic Greater Shows at the Augusta (Ga.) Colored Fair October 18-23. Clayton Behee advises that he has not played any Colored fairs, is not scheduled to play any, and that there was no Colored fair in Augusta on the dates mentioned.

Mr. and Mrs. S. B. Russell write from Coalgate, Okla., that they closed with Jarmes Bros.' Circus September 24 and that the show was stored in the Madden-Stillian winter quarters. They had the cookhouse. Russell recently fell down a flight of stairs in a hotel, breaking five ribs. His wife is in Hutchinson, Kan., attending a sick daughter.

Remember those yesteryears when a circus was short of a calliope player and there always was someone around who could one-finger How Dry I Am?

E. J. Floyd, billposter, has returned to his home in Des Moines for the winter following a two-day motor trip from San Antonio. During his stay in San Antonio, Floyd visited Mickey Blue, who was promoting the Polack Bros.' Shrine Circus date there. At Houston, he visited the Ringling-Barnum No. 1 advertising car and Johnny Brazle. Rolling into Des Moines, Floyd enjoyed a reunion with Herb Black, clown contortionist, who reported a busy season with Jimmie Lynch's Death Dodgers.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

No Score, Tex.,
October 30, 1948.

Dear Editor:

The sudden closing of the Tableau & Chariot Circus sent all types of help galloping to this show. It is that time of the year when the guys who knocked us last summer become our bosom friends. Manager Mike Upp stated that at this time of the season there is no sentiment in the circus business. However, I can say this for our employees. Those who wanted to quit twice a week when help was scarce are now for the show 100 per cent.

All summer long our big show band, the Royal Bluenote Three-Piece Concert Band, that featured heavy overtures, was on and off both wagons, water and parade tableau, at least twice a week and made the boss like it. On Thursday at Crank Handle, Tex., the show day-and-dated the Monster American Midway Exposition that billed itself as "A Mastodonic Combine of Million-Dollar Attractions." Because the carnival was making its closing stand there, \$999,999.99 short of the million, and as the season fell short of the show's press agents' stories, its manager needed a little dough to get away on. So, Manager Upp bought his Merry-Go-Round organ for three books of railroad mileage and \$10.

When our bandmen saw the organ delivered onto the lot they switched from playing heavy overtures to making them to the boss. Not thru sentiment, but thru fear that the organ might break down, the boss

appointed the band leader as musical director of the wooden horse opera's hurdy-gurdy, and because we had no motor to run it the leader was given a hand-crank instead of a baton. Even tho the groan box is heavy, it makes parade on top of a tableau with its uniformed director cranking it.

At No Runs, Tex., yesterday, we were only three miles from the Kale Bros.' Aluminum Awning Circus that was making its final stand at Pitchmen's Paradise, Tex. That show is noted for its husky ballet gals. Its office has a standing rule that only furniture movers be hired, which automatically grounded laundry queens and hashers from its aerial ballet. Manager Upp has had his eye on those gals as his grandstand seat sections have 1,000 pieces of bottomless antique furniture that have to be unloaded and loaded daily. Rather than fire his gals to make room for the Kale Shows' the bosses decided to give them a gambler's chance. Our ballet gal ball team didn't lose a game all season. They always played visiting show teams under our top, which has no quarter-poles. After visiting the Kale Bros.' Circus, the boss decided that a ball game between the two ballet gal teams could be played under their top and to make the game interesting the stake would be a winter job on his show for the winner.

Our gals and their rooters arrived on the Kale Bros.' lot full of pep and gin—minus the "ger." It turned out to be the biggest farce in the history (See WON, HORSE & UPP, page 120)

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—1948—

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DALLAS TOPPLES GATE MARK

Has 1,892,327 In 16-Day Run

**Betters previous record by
128,305—spending down—
icer tops major attractions**

DALLAS, Oct. 30.—A record-shattering attendance of 1,892,327 persons, higher by 128,305 than the previous 63-year peak set in '47, was registered by the State Fair of Texas, which closed its 16-day run here Sunday (24).

"The fair was the greatest in history here because it pleased more people," General Manager W. H. (Bill) Hitzelberger stated, adding, "and pleasing the greatest number of people is our primary aim."

While the folks thronged out in record numbers, there was less money spent than last year. Those attractions priced at \$1 or more felt this the keenest. Only the football games, which enjoyed bumper turnouts, and the *Ice-Cycles of 1948*, the third edition to show here, were up. The icer bettered last year's take by a substantial margin, more than 100,000 persons paying to see the show during its 22-performance run.

Other major attractions failed to provide good grosses. The gross for the auditorium show, which starred Jimmy Durante and featured Harry James's band and Candy Candido, disappointed. So, too, did the quality of the show.

Martin Hard To Follow

To be sure, the Durante-James offering followed powerful auditorium show, *Annie, Get Your Gun*, headed by Mary Martin, having been offered at the '47 fair. And the Martin vehicle had scored a whacking \$250,000 gross.

Flying L Rodeo, presented in front of the grandstand, always one of the weak spots of the huge fairgrounds, provided good entertainment fare. But it failed to get a satisfactory play. In an effort to hypo attendance, reserved seats for the last seven performances were offered on a two-for-one basis, but that didn't help much.

The midway business was off, but not sharply. While final figures were unavailable, it is believed that the take for rides and shows fell off between 5 and 10 per cent from last year. Concessions, too, felt a drop of almost like proportions.

The fair's profit is expected to match, if not exceed that of last year. Record sale of exhibit space, coupled with the peak front gate ticket sale, is expected to at least offset the drop in other revenue-producers.

Roseville, Calif., Asks 80G State Grant To Build

ROSEVILLE, Calif., Oct. 30.—Approximately \$80,000 will be asked from the State Department of Finance as an allocation for construction of new buildings on Placer County Fairgrounds, Fair Manager Nic Huddleston announced this week. Plans call for a new administration building, two dairy barns, a horse barn and a restaurant. The structures are expected to be completed in time for the 1949 event.

A Sacramento architect has been retained by the Placer County Board of Supervisors to lay out a master plan of new buildings to be constructed over a five-year period.

Attention, Bookers!

CHICAGO, Oct. 30.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses and sales representatives for listing in *The Billboard's* Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, *The Billboard*, 155 North Clark Street, Chicago 1.

Crowds Set New Record At Columbia

Cold Wave Hurts Take

COLUMBIA, S. C., Oct. 30.—Attendance records were shattered at the 79th annual South Carolina State Fair which closed here Saturday (23) despite a siege of cold weather that sent the mercury to 34 degrees on opening night, Monday (18).

A free gate opening night attracted a record 25,000. Frank Bergen, owner of World of Mirth Shows, said midway business established a new mark. Ride play on opening night was off slightly due to the extreme cold.

Farm youth groups (FFA, JHA, and 4-H Club) flocked to the fair Tuesday and Wednesday (19-20) and swelled attendance to about 50,000 for the two days, according to W. A. Seegers, treasurer. Wednesday night, always popular with city residents, drew well.

50,000 Thursday

An estimated 50,000 paid on big Thursday which featured the traditional football game between University of South Carolina and Clemson College. School Day (Friday, 22) another gate record was smashed when about 40,000 attended. Saturday, closing day, was off, with less than 10,000 passing thru the turnstiles.

George A. Hamid's *Showtime* revue played to 17,000 paying customers in 12 performances, according to Seegers. The second night shows were slack because of the cold. Rain washed out a scheduled second show Friday. Jack Kochman's Hell Drivers played to a capacity grandstand Saturday afternoon (23).

Weather was fair all week except for rain late Friday night. Night temperatures were below normal for this area.

Paul V. Moore, executive secretary, was pleased with this year's edition. Several improvements, including paving of the Steel Building and part of the grounds, and the addition of lighted pylons, added to the attractiveness of the plant.

All exhibit space was sold out months in advance. The farm machinery exhibit was the biggest in history.

Both the World of Mirth Shows and George A. Hamid attractions have been signed to repeat in 1949.

Grant Plans Improvement

CANYON CITY, Ore., Oct. 30.—Grant County Fair Board announced here Monday (24) plans to rebuild the grandstand and replacement of several display buildings.

All Units Click as Raleigh Gate Hits Record 415,000

RALEIGH, N. C., Oct. 30.—An estimated 100,000 poured into North Carolina State Fair on closing Saturday (23) to boost the five-day total to a record 415,000, Dr. J. S. Dorton, manager, said. The fair was claimed to be the best in every respect.

Saturday features included big car auto racing promoted by Nunis Speedways. Friday (22) approximately 90,000 attended to set a new record for that day. Wednesday (20) about 80,000 were on hand with about 25,000 in the grandstand and track area to watch Jack Kochman's Hell Drivers perform. An estimated 60,000 attended Thursday (21).

An estimated 85,000 attended Tuesday (19) when President Harry S. Truman opened the fair. Last year the annual had to cope with rain on four of five days. Prior to opening Dr. Dorton predicted a possible 500,000 gate—about double the average.

Perfect Weather

Perfect weather prevailed thruout the showing except for a brief sprinkle Friday night which failed to wash out scheduled activities.

Spending was extremely liberal and all fair units got money. The James E. Strates' Shows hung up a record gross on the midway. George A. Hamid attractions, featured in front of the grandstand, played to hefty crowds thruout the week.

Fair officials were enthused with the reception accorded the State Fair Folk Festival which was directed by Bascom Lamar Lunsford. Two shows

were presented daily. It is likely that folk dancing and music will be retained as a feature next year.

200G Surplus Seen

The tremendous all-round success of the fair indicated that its capital surplus of \$146,000 would be boosted well above the \$200,000 mark once final auditing has been completed.

The display of farm machinery was one of the biggest in history of the fair and commercial exhibit space was sold well in advance and even necessitated erection of additional booths. A total of \$25,000 in agricultural premiums was offered.

An estimated 1,500 new flags and banners were used to decorate the grounds. Numerous free drinking fountains were added and rest rooms were modernized.

Augusta, Ga., In Big Start

**30,000 in 2 days — first
night revue presented —
10G improvements**

AUGUSTA, Ga., Oct. 30.—A record 30,000 crowded into the cramped grounds of the Exchange Club Fair on the first two days, Monday and Tuesday (25-26) and led officials to predict that this year's annual, dependent only upon continuing good weather, would establish new records in every department.

The turnout Monday was surprising in view of the fact that the opening day is traditionally by-passed by most patrons.

For the third consecutive year competition was open to exhibitors in nine counties, five in Georgia and four in South Carolina. Exhibitors, both agricultural and industrial, participated in record numbers.

Silver Anniversary

The 25th anniversary of the fair was celebrated this year. A reported \$10,000 was spent on capital improvements, including the building of new concession stands and the laying of sanitary sewers.

For the first time this year the fair presented a full-length grandstand show. Talent, secured thru George A. Hamid, featured a line of Roxyettes. The Three Barretts were presented as a free attraction at the end of the midway.

The grandstand area was improvised with bleacher seating.

This year's fair committee was headed by W. T. Edmunds, with E. C. Mertins, J. B. Fuqua, Sam Maguire and O. O. McGahee, secretary-treasurer.

Nominal Charge

Admission to the grounds, including tax, was a nominal 40 cents for adults and 20 cents for children. Two free days were allotted to school children. Grandstand admission was 75 cents.

The World of Mirth Shows on the midway did brisk business. On both Children's days rides and shows were reduced to 9 cents.

The easily accessible grounds produce considerable repeat patronage by many city dwellers. Special buses ran thruout the week from distant city points direct to the grounds.

Regina Shelves Rodeo, Studies Thrill Features

REGINA, Sask., Oct. 30.—Directors of the Regina Exhibition Association have decided to drop the rodeo in 1949 and are studying the possibility of presenting thrill acts in conjunction with afternoon horse races. Consensus was that rodeos were losing their drawing power. Chuck wagon races will be retained.

A rodeo in 1942 boosted afternoon grandstand attendance considerably but the event was dropped and revived last year, when 41,127 persons attended the afternoon performances. This year the total was 39,667.

T. H. McLeod, manager, and C. B. McKee, a director, reported at a recent board meeting on their visit to Midwest U. S. fairs and told of the popularity of thrill shows. Efforts will be made by the exhibition here to present thrill shows in co-operation with the Saskatoon and Edmonton exhibition.

Profit from this year's exhibition here had been set tentatively at \$65,203, as compared with \$21,302 in 1947. Revenue for the week-long fair was \$238,126, an increase of \$55,191 over the \$183,935 figure for 1947. Expenditures for the week were \$172,923, an increase of \$11,289 over the \$161,633 outlay in 1947.

Increases this year included: Main gate, \$3,300; midway, \$7,000; race revenue, \$31,000; concessions, \$12,000; space, \$400 and provincial grant, \$700.

F. M. Shortridge, of the Boyle Woolfolk Agency, Chicago, has closed his sea-on of fairs and returned to his home in Des Moines.

Records Fall At Shreveport; RAS Tops '47

Night Revue in Sellouts

SHREVEPORT, La., Oct. 30.—Louisiana State Fair today entered its closing week-end, riding on top of new records for total attendance, grandstand patronage and midway business as a result of a record-shattering opening week-end (23-24) and ideal weather since its tee-off with a pre-preview (night) Thursday (21).

The fair officially closes Sunday, October 31, but the Royal American Shows hold over on the midway for Negro Day, Monday (1), always a big one for the midway. Football games between Negro high school teams in the afternoon and Negro college teams at night head that day's program.

Face Strong Finish

Reflecting the record-breaking proportions of the fair, the Royal American Shows' gross for rides and shows Saturday and Sunday (23-24) was 20 per cent higher than last year, when a new high on the midway was established.

The Sally Rand unit has been pace-setting the midway money-getters. It registered one of its biggest days of the season Sunday (24).

Concessionaires report good business. With its long, crammed independent midway, together with con- (See Shreveport Records, page 66)

"Amateur Hour" On Sales Block To Fairs for '49

CHICAGO, Oct. 30.—The original *Amateur Hour*, current radio-television show, will be offered to fairs for 1949 bookings, Boyle Woolfolk, of the Chicago outdoor booking agency that bears his name, announced this week.

Woolfolk revealed that he had closed contracts to book the unit. The plan, he said, is to broadcast the show whenever possible from fairs. However, most fair engagements, it is believed, will not be aired or televised due to the lack of facilities at many fairs and to engineering problems.

Sponsored by Old Gold, the hour-long program is broadcast over the ABC web and the DuMont television network. It follows the format created by the late Major Bowes.

At fairs, the show will make one-night stands. Each fair engagement will receive a plug over the network show, Woolfolk indicated.

Drumheller Plans for 1949

DRUMHELLER, Alta., Oct. 30.—The Drumheller Agriculture Society plans a two or three-day fair next July. The society, headed by A. C. B. Grenville, president, and Henry Irwin, secretary, is a new organization.

Len Fisher Joining, R. Lehr Leaving B. Woolfolk Agency

CHICAGO, Oct. 30.—Len Fisher, indoor booker specializing in club dates, will join the Boyle Woolfolk Agency here December 1 as an assistant to Boyle Woolfolk, the latter announced this week. Fisher will aid in selling and servicing of fairs. He is no newcomer to the fair field as he has produced small outdoor revues for another Chicago outdoor booking agency.

Woolfolk also announced that Raynor Lehr, who has been associated with his office for the past season, will leave November 1 to join the Bert Levey Agency on the West Coast. Lehr, it is understood, will head up the outdoor department of that office.

Mr. and Mrs. Woolfolk will leave here Wednesday (3) for California where they plan to spend 10 days.

Harrington Secy., E. Raughley, Dies

HARRINGTON, Del., Oct. 30.—Ernest Raughley, 56, secretary of the Kent and Sussex County Fair since its inception in 1919, died at his home here Monday (25) night.

Raughley, widely known insurance (See E. RAUGHLEY DIES, page 119)

Macon, Ga., Tops '46 Peak, Drawing 108,000 in 5 Days

MACON, Ga., Oct. 30.—Georgia State Fair, running five days this year, topped the attendance record of last year when a three-day hold-over was arranged, and exceeded the top 1946 total, officials announced this week.

Total attendance was given as 108,000, with kids' day Tuesday, first day of the fair, leading with more than 30,000 admissions. Monday was lost because of delay in arrival of Endy Bros.' Shows due to a rail mishap and the fair operated Tuesday thru Saturday (19-23). Second biggest day was Friday, E. Ross Jordan, general manager, revealed.

The Macon Exchange Club, which operates the fair under lease from the Chamber of Commerce, will realize a hefty profit—one of the best in history, despite stepped-up exhibit awards and many special events.

While this year's grandstand show

with eight acts, a 10-piece band and fireworks did not break even, business was reported as "better than expected" and the fair intends to operate grandstand shows in the future.

"It seems to be a matter of education" (See MACON TOPS 1946 on page 66)

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New Bay Shore Ends Okay Year; Preps for 1949

BALTIMORE, Oct. 30.—Helped considerably by a large number of industrial, church, fraternal and social groups which utilized its facilities for picnics, New Bay Shore Park near here closed its first season with a total attendance described as "very satisfactory" by Reese H. Jones, public relations director. The large number of bookings, he said, emphasized the need for an up-to-date waterfront park of large capacity in the area.

In common with other recreation spots, the management had its share of difficulties due to general conditions plus the work involved in putting the resort on its feet in one season, Jones said.

The management is now concerned with saving the 130,000 cubic yards of white sand which was pumped from Chesapeake Bay to form the beach. Waves from the bay have been washing away the sand and officials are pushing to completion the erection of jetties at staggered intervals along the beach front to prevent further erosion.

Work is continuing on the parking lot which will handle more than 6,000 automobiles. About 50 feet from the lot is a large picnic pavilion, the first of a chain of shelters which will stretch the length of the beach. When completed, the park will have facilities for more than 10,000 picnickers, Jones said.

Civil Suit Against Palisades Dismissed

ENGLEWOOD, N. J., Oct. 30.—The Committee of Racial Equality received another set-back in its campaign to force Jack and Irving Rosenthal, owner-operators of Palisades Amusement Park, to admit Negroes to the park's swim pool, when Judge John Lynn in the First District Civil Court, Tuesday (26), dismissed a suit for \$500 brought by Charles Storey, of New York, against the pool operators for refusing to admit him to the pool.

Judge Lynn ruled that there is nothing in the New Jersey Civil Rights Statutes that expressly refers to swimming pools. A similar suit brought by another member of the Racial Equality group six months ago in East Rutherford, N. J., was dismissed on grounds that the Palisades Amusement Park pool is a private club and not covered by the Civil Rights statute.

Judge Upholds Detroit Solons Against Eastwood

DETROIT, Oct. 30.—Judge Raymond L. Smith, of the Circuit Court of Macomb County, Mount Clemens, Mich., upheld the city commission of East Detroit on the revocation of Eastwood Park's license. Judge Smith's ruling handed down this week held that there was sufficient cause because "games of chance were permitted to operate."

George A. Francis, attorney for Henry Wagner and Max B. Kerner, Eastwood co-owners, said the decision will be appealed to the Supreme Court.

51,161 Paid To Inspect Gillette Castle in 1948

HADLYME, Conn., Oct. 30.—Visitors from 46 States and 39 foreign countries inspected Gillette Castle Park this season, according to Donald C. Mathews, director of the State Park and Forest Commission. Only States missing in the registration book are Wyoming and Montana. Foreign visitors included some from Russia.

A total of 51,161 visitors paid 30 cents each to tour the impressive castle built by William Gillette, whose acting fame stemmed largely from his portrayal of Sherlock Holmes.

Cincy's Coney Adds Frank Koester as Promosh Director

CINCINNATI, Oct. 30.—Frank B. Koester, for the past 10 years with The Cincinnati Post here, yesterday was named program director for Coney Island, Inc., Edward L. Schott, company's president and general manager, announced today. With Koester's appointment came the announcement that the funspot will inaugurate an expanded amusement program for 1949, including a new Gay '90s vaudeville-restaurant, a series of athletic events and daily circus acts.

Under the new program, Coney's baseball field will be enlarged to take care of the athletic events. Before joining The Post's editorial staff 10 years ago, Koester staged legit and radio shows for the Shubert Theater Corporation. He subsequently served as a feature writer and promotion editor of the local paper. Koester will make a trip thru the East and Midwest soon on which he will visit park owners and operators and line up acts and events for next season.

85G Improvements Set For Compton, Calif., Pool

COMPTON, Calif., Oct. 30.—Bids for \$85,000 in improvements at the Wilson Park swim pool were opened by the city council this week. Out of four bids already referred to the city manager and city engineer for checking, three were for portions of the job.

A bid of \$85,640 made by one firm included \$38,472 for the bath house and \$40,783 for the filtering plant. Other improvements would be a new wall, footings, flood lighting and erection of a deck which would bring the total to \$85,640. Over \$33,000 already has been donated to the city by a citizens committee for part payment of the job.

Plans call for completing the existing 45 by 145-foot tank, adding a promenade deck and construction of a 35 by 100-foot concrete block bath-house.

Shreveport Records Fall; RAS Tops 1947

(Continued from page 65) sessions carried by the Royal American Shows, the fair is loaded with concessions.

Turn 'Em Away at Stand
Grandstand business is running substantially ahead of the previous peak year. The stands, bleachers and benches, these last set on the race track, were sellouts and many persons were turned away over the first weekend for the Barnes-Carruthers No. 1 State Fair Revue. Auto races, staged by Al Sweeney and Gaylord White, provided good afternoon crowds the first Saturday and Sunday.

Attendance at the fair, following the usual pattern here, fell off sharply on week days following the week-end peak. But, given good weather today and tomorrow, the fair, also in accordance with past performance here, is expected to have another bumper week-end.

Record Space Sale
Income from commercial exhibits and from concession space will hit a new high, according to W. R. (Bill) Hirsch, secretary-manager. All available indoor space for commercial exhibits, as well as all concession space, were sold out.

A benefit show was held Wednesday night (27) in a midway top, with the proceeds to go to the Miami Showmen's Association. Talent was provided by Sam J. Levy, of the Barnes-Carruthers grandstand show, and from attractions on the Royal American Shows.

Macon Tops 1946; 5-Day Draw 108,000

(Continued from page 65)

ing the people away from the old free act program so they will patronize a really big grandstand entertainment," Jordan commented. "Nearly every day saw an increase in business."

Jordan said exhibits were "the most numerous and diversified" in his 26 years as manager. He pointed to a special Georgia Aberdeen - Angus show, a Georgia Hereford show, and a Macon Stirrup Club horse show as among unusual events this year. The 4-H Club livestock show was State-wide and nearly all of Georgia's 159 counties were represented.

100 Volunteers Aid

Herman Steinichen, Atlanta, furnished the band which played for the grandstand show and at other places on the grounds. The acts were Aerial Vesses, Sensational Kays, Camille and Her Dogs, the Lowells, Dick Lewis and Company, the Brownies, and Harry (Duchess) Mason, clown. Bob Shaw was emcee. The fireworks show was handled by Grant Bridgeman of the fair's staff.

Bob Penland, fair president, who underwent an eye operation in Atlanta on the fair's opening day, is now home and reported recovering. Other officers who directed the fair were J. C. Moore, vice-president, and Otis F. Hughes, secretary-treasurer. The Exchange Club furnished more than 100 volunteers who served in various capacities during the week.

The fair was dogged last year by rain, and attendance for the comparable period this year was about 60 per cent ahead. However, the additional three days in 1947 boosted total attendance to around the 100,000 mark. This year's weather was clear but cold at nights.

Publicity Stepped Up

The Macon Telegraph and News on Sunday before the opening ran a special State Fair edition which is credited with building more interest than usual. Fearing a leveling-off in attendance, the fair stepped up advertising and doubled the amount of space bought in 42 country weeklies in the middle section of the State. Paul M. Conaway handled the fair's publicity department for his 20th consecutive year.

Unlike many, Georgia State Fair is operated strictly on a non-profit basis. Under the contract the Chamber of Commerce gets the first \$3,000 of profits for its special charities and the balance is split 50-50. After setting aside funds for improvements the balance is given to local charity and character-building organizations. Since the Exchange Club took over operation in 1942 the fair has put \$65,000 into improvements at the fairgrounds in the city-owned Central City Park.

WANT
Partner financially able to install Kiddie Rides in Amusement Park. BEST LOCATION in Florida. Year-round operation. Possibilities unlimited.
BOX D-81
The Billboard, Cincinnati 22, O.

RUST-PROOF BOATS
Lifetime, stainless steel, lightweight, durable. No maintenance, designed for rough use. Equipped with unsinkable Styrofoam packs. 12 and 14 ft. lengths. Write for literature.
REGAL PRODUCTS, LTD.
GAYS MILLS, WISC.

ATTENTION!
Ride Owners and Operators
Will sell or lease for a period of years, Seven Rides in new park with finest and largest beach in area to ride owner and operator with five or more major rides. Attractive proposition to operator who will combine all ride activities in one organization. Park located thirty minutes from heart of large industrial city on Atlantic seaboard.
Address **BOX D-88**
The Billboard Cincinnati 22, O.

GAMES MANAGER WANTED
For operation of 13 skill games. Good position for right man. Apply by letter, stating experience, salary expected and references to
KENNYWOOD PARK
Farmers Bank Bldg., Pittsburgh 22, Pa.

NEW AMUSEMENT PARK TO OPEN IN NEW YORK CITY WANTS TO PURCHASE — RENT OR GIVE CONCESSIONS
Rides—Major and Kiddie. Arcade Machines, Games, Skating Rink, Boat Rides, Entertainment, Cafeteria—This Concession available. Roof Garden Concession for dance, food. Anything else suitable for Amusement Park.
2,000,000 population in vicinity.
BRONX BEACH & POOL, East 177th Street & Long Island Sound, Bronx, New York
FACILITIES—Operating 18 years. Large season attendance. Boardwalk, Beach, Large Pool, Large Grounds, Large fire-proof Building, Arcade Building, Cafeteria Building, Food and Novelty Stands.

WANTED
EXPERIENCED COASTER MAN
To take charge of our Coaster Ride, year-round position, good salary, good living conditions. Write, stating full particulars and give references and salary expected.
ROCKAWAY'S PLAYLAND
ROCKAWAY BEACH
LONG ISLAND, NEW YORK

MINIATURE RAILROADS
Order now for spring delivery. Deluxe custom-built trains at mass production prices. 18" to 24" gauge, steam, Diesel or electric types (all gas driven), up to 200 passenger cap. Catalog with large photos. \$1.00 bill.
IRON HORSE LINES
144 HIGH ST. WAREHAM, MASS.

Mobile Biz Up; Big Surprise To Cavalcade

Quarters Next for Show

MOBILE, Ala., Oct. 30.—Al Wagner's Cavalcade of Amusements, making its final stand of the season here at Mobile Greater Gulf Coast Fair, which closes tomorrow, received a pleasant surprise thru the first half of the event, with business far above expectations.

The reason for the big biz is that the fair is all that the word implies and not merely a carnival stand advertised as a fair. Moreover, newspapers gave the event solid support and, as a result, turnouts were of record proportions.

Rural folks were lured out in large numbers three days by 4-H calf contests. Saturday (23) over 5,000 showed at the fair, altho a paid gate was on then. Kids loaded the rides for hours. Sunday (24) the crowd turned out shortly after noon and the midway was jammed all day. Brisk midway business is expected today and tomorrow, both kids' days, when children will be admitted free.

At the close of the fair Cavalcade will set up winter quarters in buildings on the old fairgrounds here.

Where They'll Go

Arthur Atherton, show secretary, will leave quarters next week for a vacation in Louisville. Joe Pearl, mailman and *The Billboard* agent, will go to his Rochester, N. Y., home to visit his mother before he heads for Tampa and a winter job there. Mr. and Mrs. Glover, Mr. and Mrs. Ray (Sparky) Belew, Mr. and Mrs. O. J. (Whitey) Weiss, Uncle Joe Early and Bill Corbett plan to go to Tampa.

Tom (Villanova) Sharkey will go first to Chicago, then to Rochester, N. Y.; Eddie Fitzgerald to Fremont, O., and Mr. and Mrs. Archie Wagner and Mrs. Hattie Wagner to Hot Springs. Press agent Bill Naylor has returned to his home in Buffalo and plans to take in some pro football games.

Ed Neville, Guy West and Whitey Weiss plan a winter trip to the Gerety ranch at Kerrville, Tex., for turkey and deer shooting and a Beckmann & Gerety homecoming party, with B. S. Gerety as host.

C&W in Good Start At Anderson Fair

ANDERSON, S. C., Oct. 30.—Cetlin & Wilson Shows began the final three weeks of the season Monday (25) at Anderson Fair here to good weather and excellent business, with all attractions and concessions getting money, according to Peter Del Morris, show press chief. Wednesday (27), Children's Day, broke the attendance record, he said. Fairs at Florence and Sumpter, S. C., follow this stand.

Among visitors were Paul Black, M. Huggins and Tom Craig, of Spartanburg (S. C.) Fair; J. A. Mitchell, Atlantic Rural Exposition, Richmond, Va.; Mr. and Mrs. James E. Strates and daughter, James E. Strates Shows, and Mr. and Mrs. Jessup, U. S. Tent & Awning Company.

Nellie Raynell, girl show operator, has signed most of the people with her this year for next season, including Lou Stratton, her front man. A 20-foot section will be added to the top in 1949. Raynell plans to start work soon on another attraction for 1949, a *French Casino* posing show. The attraction will feature a revolving stage and will have a 32 by 105-foot front.



THE VIVONA BROTHERS, Morris and John (right), report that the season just concluded was one of the best in their experience. The brothers, who split the managerial duties of Vivona Bros.' Amusements, have as their associates their brother, Don; sister, Ann, and mother, Catherine. Their 20-truck operation stems from their father Anthony's beginning as a frozen custard operator. The org is quartered in Irvington, N. J.

Pensacola Fair Gives JJJ Good Closing Week's Biz; Org Barns Up at De Land

Extensive Construction Program Planned

DE LAND, Fla., Oct. 30.—A highly successful week's business at the Pensacola (Fla.) Interstate Fair, which closed Saturday (23), marked the wind-up of the season for the Johnny J. Jones Exposition, which since has moved into its winter quarters at the fairgrounds here. The Pensacola annual, managed by John Frankel, provided one of the largest single day's grosses of the season on kiddies' day, the closing day of the event. The show train railed out of De Land Sunday (24). Its move here brought the total mileage of the shows up to 4,931 miles. During its 28-week season the org exhibited in 10 States and the District of Columbia, playing 24 stands, of which 10 were fairs and two were celebrations.

Added Nine Rides

At season's end, co-owners Morris Lipsky and Harold (Buddy) Paddock expressed satisfaction with business. It was the first season for the two as co-owners, and during that time they had added nine new rides, two new light towers and several new show fronts and lighting features.

Paddock currently is on a business trip to Augusta, Ga. Morris Lipsky, Bert Miner, Hal Eifort and Mike Thomas accompanied the shows to winter quarters and supervised the storing of equipment. Ralph Lockett, general agent, was on hand for the closing. Lee Faulkner, trainmaster, and Dr. S. T. Urling, medical director, also came in with the train.

Midget Show Goes Indoors

Jimmie Rose, press agent for the past two seasons, terminated his services to re-enter the music field. Har- (See *Pensacola Gives Jones*, page 74)

Program Announced For ACA Chi Meeting

ROCHESTER, N. Y., Oct. 30.—Max Cohen, secretary-treasurer and general counsel of the American Carnivals Association, this week announced the program for the 15th annual meeting which will be held at Hotel Sherman, Chicago, November 29 thru December 2.

Likely to invoke the most interest is the scheduled meeting of railroad show owners and managers with reference to transportation problems, especially costs which have skyrocketed during the past year.

Listed for public discussion are public safety, A. S. A. outdoor safety code, public relations, labor, industry economics, unusual problems, public welfare, patriotic activities, taxation, motorized transportation and a legislative program.

WOM Tabs Hefty Take In Augusta

Bergen Re-Signs for '49

AUGUSTA, Ga., Oct. 30.—A record 30,000-gate on the first two days of the Exchange Club Fair, which preemed here Monday night (25), got the World of Mirth Shows started toward a hefty, if not record, gross.

The awarding of the 1949 midway contract to the World of Mirth was announced here jointly yesterday (29) by Frank Bergen, general manager, and Bucky Allen, concession manager, representing the shows, and fair officials.

The low gate admission (49 cents for adults) allowed patrons to get into the fun zone with most of their recreation dough still in their possession. Youngsters were admitted free on two days and in each instance taxed the capacity of the midway. Prices on all units were reduced to 9 cents for the children.

A complete George A. Hamid night grandstand show, presented here for the first time, plus a free act at the end of the midway, helped stimulate the gate.

Columbia Big

Last week at the South Carolina State Fair, Columbia, the org hung up a new midway gross record. Crowds attended in record numbers despite the coldest weather ever recorded during fair week.

The previous week, ended Saturday (16), the show also hung up a record at the Greenboro (N. C.) Fair. Bergen (See *WOM TAKE HEFTY*, page 74)

Strates Biz Average in Orangeburg

Raleigh a Red One

ORANGEBURG, S. C., Oct. 30.—Satisfactory biz was being registered by the James E. Strates Shows at the Orangeburg Fair after a record-smashing engagement at the North Carolina State Fair, Raleigh, ending last Saturday (23). The considerably less play involved at this spot resulted in the easing of sore throats and tired muscles after the five-day early morning until late at night capacity grind at Raleigh.

Ideal fair weather, cold but clear, prevailed thruout the week at Raleigh. However, at teardown time Saturday night, rain began to fall. The personnel, all of whom got well at this spot, were thankful that it held off until the play was over.

President Truman's visit Tuesday (19) was tied in with Children's Day and resulted in the midway garnering one of its best grosses. One of the highlights of the presidential visit, as far as the showfolks were concerned, was the presentation of a gold lifetime pass to the President by Don Williams, billed as the World's Smallest Shriner, and a member of Nate Eagle's *Hollywood Midgets* show.

Truman Letter

A letter of thanks, written on White House stationery and signed by Truman, was received by Williams. The preliminary promotional work, accomplished in a matter of hours, was handled by Eagle and Lew Hamilton. Walter K. Sibley, executive secretary of the National Showmen's Association, expressed the gold blank which Eagle and Hamilton had engraved locally.

On Wednesday night (20) in Kane's Restaurant on the fairground, Owner Strates hosted the fair board at a dinner. Attending were Commissioner of Agriculture D. S. Coltrane and Mrs. Coltrane, Mr. and Mrs. W. B. Austin, W. I. Bisette, Dr. and Mrs. R. E. Earp, Hoyle C. Griffin, Mr. and Mrs. Claude T. Hall, Mr. and Mrs. T. Holt Haywood, Ethel Parker, Mr. and Mrs. J. Poole, A. B. Salgle, David Townsend and Dr. J. S. Dorton, fair manager.

Also attending were Curtis L. Bockus, general agent; Roy B. Jones, business manager, and Starr De Belle, publicity director of the shows.

Endy Gets 42G In Five-Day Run At Macon Fair

MACON, Ga., Oct. 30.—In the five days of the 1948 Georgia State Fair, which closed Saturday (23), the Endy Bros.' Shows grossed \$42,000, close to the gross for nine days at the event in '47.

Unlike last year the weather was clear but nights were cold, sending the crowds home early. Last year three extra days were added after rain had spoiled three days at the opening.

The Endy org's personnel termed it a good date and Owner Dave Endy drove out of town in a new Cadillac bought here.

Close at Albany, Ga.

The show train left here Sunday morning for Albany, Ga., where the season closes tonight. Endy is considering storing most of his equipment in a large tobacco warehouse there and taking five cars of rides into Miami for winter dates.

Biggest day of the fair for midway (See *ENDY GETS 42G* on page 74)

MAKE YOUR OWN ELECTRICITY
PORTABLE
ELECTRIC POWER PLANTS



Used \$275.00
New \$325.00

Made by Hobart or Merritt & O'Keefe. 3 KVA, single or 3 phase, 4 cylinder gas engine. Complete with control panel.

REX TRAILER COMPANY, INC.
1127 E. Georgia St. Indianapolis, Ind.

SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life size Mummies and Bodies. Attractions made to order. Write for Prices and Photos



Tate's Curiosity Shop
5240 EAST VAN BUREN, PHOENIX, ARIZ.

WANT TO PURCHASE

- One Kiddie Merry-Go-Round Ride
- One Kiddie Auto Ride
- One Kiddie Roto Whip Ride
- One Kiddie Airplane Ride
- One Kiddie Auto Boat Ride
- One Kiddie Chairplane Ride
- One Kiddie Choo-Choo Train Ride
- One Kiddie Ferris Wheel Ride

This equipment must be in first class condition and priced right.

BOX D-82
THE BILLBOARD, CINCINNATI 22, O.

BAKER'S
GAME SHOP
Everything You Need.
8108 DeSoto, Detroit, Mich.
Phone UNIVERSITY 2-0464

NOTICE TO SHOW FOLK:
Island View Trailer Court
Biloxi, Miss.

Under new management, with court rewired for electricity, invites you to park your trailer for the winter. Clean, modern laundry and rest rooms.

SIDE SHOW EQUIPMENT FOR SALE

120 Ft. Banner Line, 7x9 Banners, Bally and Ticket Boxes, 26x80 Green Top, well trimmed and webbed. Perfect condition. 9 Ft. Blue and Green Side Wall, Poles and Stakes, 2 Amplifiers, University Speakers and Mikes, Strobe Stage, Lights and Costumes, 1st Stages and plenty of Inside Flash. Will sell all or any part. Also a 16 Ft. Closed Truck Body, a real buy.

SAILOR KATZY
Route 3, Box 1185, Tampa, Fla.
On Highway 541 Between Tampa and Gibsonton.

DYER'S GREATER SHOWS

Want Fun House, any non-conflicting Show, Short and Long Range Galleries, Photos, Hunky Punks open. Winter quarters at West Helena, Ark. Plenty room inside and out, modern conveniences, bus stop, P. O., business district at front gate, nominal charge for trailer parking. Welcome "if clean as a whistle." We will operate eleven nice Rides, seven clean Shows in '49. Get with a show that builds, builds, builds.

TENT FOR SALE

40'x60', used three months, blue top, blue and orange sidewall, fireproof, complete with center poles, stakes and rigging; also canvas bags for storage. Bargain for quick sale.

ELDICO OF NEW YORK, INC.
44-31 Douglaston Pkwy., Douglaston, L. I., N. Y.
Tel.: Bayside 9-8686

FOR SALE—RIDES

1947 Super Roll-o-Plane, in perfect condition, with or without transportation. Have 28-foot flat (not raked) Superior Trailer and 1939 Ford Tractor, both very good. Price complete, \$6500.00; without transportation, \$5000.00. 1946 Roto-Whip, in perfect condition, like new, \$1800.00. No transportation. Address:

BOX D-87, The Billboard, Cincinnati 22, O.

SKOOTER WANTED

Portable building, with or without cars, or will buy plates, cars and all other accessories. No junk.

GRIFFEN AMUSEMENT CO.
Jacksonville Beach, Fla.

FOR SALE

1 24 Seat Chair Plane, Power Unit, Ticket Booth, Lights and Fence, good running condition, \$700.00; 1 Transformer, 37 1/2 Kw., \$100.00; 1 Bingo Frame, 18x24 Counters and Seats.

C. V. COX
TARBORO, N. C.

MIDWAY CONFAB

Mrs. C. G. Dodson is seriously ill at her home in Savannah, Ga.

Virginia and Zeke Shumway are spending the winter at Eddie's Hut in Gibsonton Fla.

Words "star-studded" in gal show publicity should put emphasis on the latter.

Pocketbook Harris and troupe, with Mighty Page Shows, will go to Florida and work theaters this winter.

Max Goodman and son, Joe, were visitors at the Louisiana State Fair and then returned to Hot Springs.

L. G. King is working on the VFW indoor fair at Caribou, Me., dates of which are November 10-13.

Captain Hugo and his wife and daughter, Lorelei, having closed their outdoor season, are again located in Kansas City, Mo., for the winter.

Leon Long visited Irvin C. Miller who has the *Brown Skin Models* on the James E. Strates Shows, at the Raleigh, N. C., Fair, October 23.

Jack Munroe and son, Johnny, stopped off in Meridian, Miss., after closing with Cavalcade of Amusements in Montgomery, Ala.

If you like to have showmen visit your midway, but hate to visit others, then you don't know which is progressive.

Mr. and Mrs. Walter Byers have let the contract for their new home, to be constructed near their Worthington, O., winterquarters.

Dick Cavanaugh, former billposter and owner of a Columbus, O., outdoor posting and advertising plant, is ill at his home in Grove City, O. He will undergo an operation soon.

J. C. McCaffery is in Hot Springs, having gone there from Chicago following a brief visit to the Louisiana State Fair, Shreveport.

E. B. Braden, recent business manager of the John H. Marks Shows, is in serious condition at the Vanderbilt Hospital, Nashville. His wife is at the Tulane Hotel, that city.

Turntable records that play 35 minutes, non stop, science's foxy answer to ride operators' motors that run without mufflers.

Mr. and Mrs. Scottie LaBrake report that they chalked up a good season and are in San Antonio at the Hollywood Trailer Court for the winter.

A girl was born October 27 to Cecil and Pat Barton. Pat is the daughter of Herman Reynolds and Cecil is the son of Mr. and Mrs. George Barton, of the Alamo Shows.

Fashion Plate Jennings, father of Ethel Rosen, is back at his home in Baltimore after several weeks on the Alamo Exposition Shows, visiting with his daughter, Ethel Rosen.

Turner Scott reports he has signed a contract with Sam Goldstein's Majestic Shows to play the annual Halifax Fair at Daytona Beach, Fla., the week of December 6.

News that crank-letters are being mailed around the country is the answer to pessimists who say that carnivals aren't being recognized.

Thora Meyers, wife of Bill Meyers, will operate the Minit Studio, Detroit, this winter while Meyers works in a shoe store and sells direct positive equipment. Meyers plans to take out a floss machine next season.

Ed S. Torbert, calliope player, who handled tickets on the A. M. P. and J. J. Perry shows this season, closed at Lancaster, S. C., and returned to Cincinnati to spend the winter.

Red Catherwood was among the visitors to the Louisiana State Fair after having closed a successful season with his concessions on Hill's Greater Shows.

George Kimbrell, Funhouse operator, after winding up the season with Hale's Shows of Tomorrow, has settled in Kansas City, Mo., for the cold months.

From conversations of successful midwayites, the good old days must have been 20 years ago when showmen enjoyed hunger more than today's prosperity.

Ralph C. Bowers, of the J. R. Leeright Shows, has purchased a new monkey speedway and circus which will be featured on the Leeright midway next year.

Harry (Crash) Wilker, former rider with Mickey Donahue's Motordrome, has recently finished a hitch in the army and next season plans to hit the road with his own drome outfit.

George A. Lamont, who closed his outdoor season recently, is in Aransas Pass, Tex., where he will winter and spend some of his time delivering copies of *The Billboard* to showfolk in quarters there.

George and Kattie Howk still make their home at Fairyland Park, Kan-

THANKS, PALS

My sincere thanks and appreciation are extended to all of my many friends for their numerous kindnesses and remembrances during my recent illness. Your well wishes speeded my recovery after major surgery and hastened my departure from the hospital. I hope to again be personally able to extend the glad hand in the near future. Until then, thanks again.

LOUIS (DADA) KING

BERGEN & ALLEN CONCESSIONS SECRETARY
WORLD OF MIRTH SHOWS

LAST CALL

CLARK-LANKFORD SHOWS
WANT RIDES AND SHOWS—WINTER RATES
For Southern Georgia — Tobacco, Cotton, Pecans, Syrup, Turpentine Country
Strong Minstrel and Circus to draw. All up town, short jumps, free gate. Show-owned Cook House that caters. Opening Nov. 12th.

Write
DEEY CLARK OR WALTER LANKFORD
c/o WALLACE & MURRAY SHOWS
Reidsville, Ga., this week

STEAM CALLIOPE FOR SALE

Nice, recently overhauled, 32-Whistle Steam Calliope, with nice new brass keyboard, practically new. No wagon or boiler.
Price \$1200.00.

C. S. KARLAND

338 Boush St. Norfolk 10, Virginia

WANTED

FACTORY BUILT, PORTABLE, TWO-ABREAST MERRY-GO-ROUND

Jumping horses, No junk. Not over 200 miles from Connecticut.

CAPLAN'S
39 Cannon St. Bridgeport 3, Conn.

JOE ANSHER

WRITE YOUR MOTHER.

1620 Pleasant St., Des Moines, Iowa

And SAM ANSHER

619 W. 10th, Kansas City, Mo.

FOR SALE

1948 ALLAN HERSCHELL
KIDDIE AUTO RIDE

810 East 6th St., Sioux Falls, S. D.

METRO-DERBY-WINNER
PAT PENDING
MFG. BY
METRO-ELECTRONIC CO.
2156 UNION ST. • Idlewood 1391
INDIANAPOLIS INDIANA

Science & Skill



Science & Skill

★ Mounted on Trailer for Carnival Operation
★ All Machines Custom Built
★ Pay as You Make It
★ Order Early for '49

POPCORN • PEANUTS • SUPPLIES

TOP-POP Hybrid Popcorn Is Backed by a Money Back Guarantee!
Finest Quality Roasted Peanuts—Attractive Circus Bags

5 sizes boxes, cones, bags, snow cones, floss papers, colors, napkins, spoons, ready-to-use flavors, apple sticks.

Immediate Delivery Star Poppers, Midway Marvel Candy Floss Machines—all-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

SERVING YOU FROM COAST TO COAST

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER
231 N. Second St. Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St. Pittsburgh 1, Pa.

ED BERG
1261-63 E. Sixth St. Los Angeles 21, Calif.

NEW LONG RANGE SHOOTING GALLERY

On location, for sale. 16 ft. portable gallery, Evans moving targets. Only set up once. Two moving rows, large revolving wheel with targets, lots of stationary targets, spinners and counter switches, lighting equipment for gallery, over 300 targets, portable steel sides from gallery to counter, loading tubes and #241 Rem. speedmasters. Two men can set this gallery up or down in 3 hours. Located in the best town in West Texas. Will pay for itself on present location in few weeks. Cost over \$3500; selling on account of sickness, \$2750. Must be seen to be appreciated. All wires:

CITY SHOOTING GALLERY
BOX 781, LITTLEFIELD, TEXAS

sas City, Mo., and are regular visitors to the Heart of America Showmen's Club quarters and to the show haunts around the town.

Our present understanding is that showbiz is an open book to everyone, but it doesn't want snooping reporters going around pulling that freedom of press stuff.

Raymond H. Smith and family, who were with the Winchester Amusement Company and who have been vacationing in Richmond, Va., have gone to Gastonia, N. C., to spend the winter with Mrs. Smith's mother.

Colonel Casper, midget emcee, who closed with the Cavalcade of America last June for night club work in Baltimore, is at his home in Trenton, N. J., where he has recovered from a recent illness.

Mrs. C. J. Qualls is at the De Luxe Tourist Court, Meridian, Miss., recovering from an operation she underwent in a local hospital October 8. She would like to read letters from friends.

Jack Gallagher, head of Playland United Shows, has taken delivery on a new combination office-house trailer designed by Zimmer Trailer Company for use as the shows' headquarters.

Paul Greeley, business manager of Tashmoo Park, Harsen's Island, Lake St. Clair, Mich., has joined the promotional staff of the Zimmer Trailer Company as contact man with show people.

General agents who wait until they have fair contracts signed before making announcements are shrewd guys, but they must mend their ways if they expect to double as press agents.

Anyone knowing the whereabouts of John McSpadden, of Lone Star Shows, is requested to have him contact his sister, Rose, at her home in Elkins, W. Va., where their father is seriously ill.

Mr. and Mrs. Glen Preston, who had the photo gallery on the Lee United Shows, are in Penn Yan, N. Y., for the winter. William Porter, bingo operator on the same show this year, joined the McKee Shows in the South for the remainder of the season.

Frank Bergen and Bucky Allen, of the World of Mirth Shows, gave a dinner party Sunday (17) in the Jefferson Hotel, Columbia, S. C., in honor of D. D. Whitcover's 25th anniversary as president of the South Carolina State Fair.

Walter Lankford and Deefy Clark plan to take out a one-ring circus and minstrel show this winter. Opening is planned for November 8 with the territory to be the same as that covered by Lankford's Overland Shows.

Tommy Martin, former cookhouse operator on the Beckman and Gerety Shows, Hennies Bros.' Shows and other railroad shows, has been operating the Hollywood Cafe, Shreveport, La., for the past two years, during which time that eatery has become a mecca for outdoor showmen.

Mrs. L. J. Lunsford, secretary of Houston County Fair, Dothan, Ala., honored Eddie and Dolly Young, of the Royal Crown Shows, with a dinner during that show's engagement at the recent fair. The dinner, held at Mrs. Lunsford's home, was attended by 20 persons.

Theo Ledell accompanied by Bill Hames, of the Bill Hames Shows, visited State Fair of Texas, Dallas, Mr. and Mrs. (Red) Hickman were also frequent visitors to the fair. A prominent concessionaire for years, Hickman has been in business in Dallas the past five years.

Capt. Dick Clemens, with Hamid-Morton, presented a special free performance morning of October 29 at the Kingston Armory, Wilkes-Barre, Pa., for a bus load of children from an outlying orphanage. They attended the performance October 25 but arrived too late to see the Clemens act.

Myrtle Hutt Beard, with the United Exposition Shows, stopped in Chicago Wednesday (27) en route to her home in Fargo, N. D., where she was called by the serious illness of her father, J. W. Hodges, who recently underwent a major operation. Her address in Fargo will be 501 First Street, North.

Mrs. Marietta Vaughn, known as the mother of the Missouri Showmen's Club and the Lone Star Show Women's Club, renewed friendships during the Dallas fair. Husband Eddie Young, former legal adjuster for the Ringling circus, has been in the office of the Texas railroad commissioner for the past five years.

Mrs. Pearl Vaught, widow of Mel H. Vaught, worked for the Denny Pugh, Joe Murphy and Jack Lindsey combination at the Dallas fair. . . . Margaret Pugh, Sally Murphy and Hedda Lindsey were busy assisting their respective spouses in the Dallas operation.

W. B. (Bill) Naylor, press representative with Cavalcade of Amusements, stopped off in Cincinnati last week for a visit to The Billboard office while en route from Mobile, Ala., to his home in Buffalo, where he and his son operate a bar during the winter. Naylor will remain in Buffalo until the outdoor meetings in Chicago.

Homer R. Sharar, in a wire to The Billboard last week, said that he closed his outdoor season in South Boston, Va., and purchased an interest in Tasty Diners in Washington and Maryland. He will open the Military Bar in Starke, Fla., and will return to Washington January 1 to take care of his interests there.

Louis (Dada) King, concessions secretary on World of Mirth Shows, was released from a New York hospital Sunday (24) where he was operated on several weeks ago. Dada has a long period of convalescence to look forward to, but while it is unlikely that he will be able to make any of World of Mirth's remaining dates he is already formulating plans for next season.

Talking on a showfront is simple. Merely start talking on a banner without saying anything—then jump to another, which jumbles it up to where listeners don't know what you're talking about—and you have an opening.

Shortly after being released from the hospital recently following a railroad mishap, Mrs. Hattie Wagner, of the Cavalcade of Amusements, gave a birthday dinner to several members of the Cavalcade staff. Veteran Ed Neville presented Mrs. Wagner with an orchid corsage to top the many floral gifts. Among those present besides Mr. and Mrs. Wagner were Mr. and Mrs. Nath, Arthur Atherton, P. J. Lane, Mrs. Ike Pose and midgets, Mr. and Mrs. Tom Bush, Dr. and Mrs. John La Marr, Mr. and Mrs. Ed Marconi, Betty Bammel, Leo Hout, Jimmy Johnson, Mrs. Turov, Mr. and Mrs. Bernie Smuckler, Lena Bligh, Mr. and Mrs. Vincent Kilborn, Ed Neville, Mr. and Mrs. Santa Cruz and family, Charles J. Brockway, Alabama farm director; Senator R. F. Bifkin; Bill Cowan, of the John R. Ward Shows; and William B. Naylor.

10 MORE BIG ONES—10
WEEK NOVEMBER 8 TO 13
AMERICAN LEGION
1st ANNUAL
S. E. GEORGIA EXPOSITION
SAVANNAH
Biggest Armistice Week Celebration in the East

PRELL'S
BROADWAY SHOWS
"BROADWAY AT YOUR DOOR"

WANT
Penny Arcade, Grind Stores of all kinds, Eating Stands.
Concessionaires—Get your winter's B.R. here. Those joining now will get preference for entire winter's work.
This show positively out all winter in Florida.
Ride Help—If you drive semis can use you. Wire—Phone—Write
SAM E. PRELL, Prell's Broadway Shows
BISHOPVILLE, S. C.

FOR SALE

- 1—1941 Octopus, fluorescent lights and International Power Unit.
- 1—74-ft. Private Car, steel sides and frame; completely furnished.
- 1—Combination Stateroom and Berth Car, steel, frame, wood sides.
- 6—60-ft. Semi-Steel Flat Cars.

All above at Columbus, Ga.

- 1—No. 5 Eli Wheel, with or without transportation. On West Coast.
- 1—1947 Fly-o-Plane, with or without transportation. Also on West Coast.

Address

J. C. McCaffery
155 N. Clark St.
Chicago, Ill.

M. E. Arthur
1393 Rose Avenue
Venice, Calif.

don FRANKLIN shows

WANT FOR
SOUTH TEXAS FAIR AND EXPOSITION
KINGSVILLE, TEX., NOVEMBER 9 TO 13

A 20-County District Fair. Five mammoth children's days. Four counties will bring school children in busses each of the five days. Parades, free acts, fireworks.

Want outstanding 10-in-1 and Shows not conflicting. CONCESSIONS—We have exclusive entire grounds. Will be an independent midway. Can place legitimate Concessions, Direct Sales Eats, Scales, Age, Stock Stores of all kinds. No X except on Novelties already sold. RIDE HELP for double crews all Rides.

DON FRANKLIN, Mgr.

ALICE, TEXAS, THIS WEEK

ORGANIZATIONS

BINGO EQUIPMENT FOR PERMANENT LOCATION

200 New Chrome Chairs, Modernistic Tables, Blower, Flash Board, Viewer and P.A. System. Will place same on flat rental or percentage basis.

HARRY BENNETT, 72 Campbell Ave., Revere, Mass.

FOR SALE

NO. 12 BIG ELI WHEEL AND MODERN 7-CAR TILT-A-WHIRL

Both Rides have been thoroughly overhauled at our factory, including repainting, decorating and upholstering of seats. These Rides look like new and are in excellent condition. Same can be inspected at our factory any time. Cash price for Wheel, \$5500.00; Tilt-a-Whirl, \$7500.00. Address inquiries:

GOODING AMUSEMENT COMPANY, INC.

1300 NORTON AVENUE

COLUMBUS 12, OHIO

WANT

FERRIS WHEEL AND KIDDIE RIDE OR CAROUSEL

For ANNUAL FIESTA DE SOL
LAKE WORTH, WEEK OF NOVEMBER 22, IN HEART OF CITY.
OTHER SPOTS TO FOLLOW.

Contact quickly care Western Union, West Palm Beach, Fla.

MR. MAC, Florida Bazaar Supply

FOR SALE

24-SEAT CHAIRPLANE

Perfect condition, with ticket box, new Wisconsin motor. Tower loads in one piece. Located at Republic, Missouri. Will set up and operate. First \$900.00 gets it.

GEORGE CRABLE

General Delivery Pine Bluff, Ark.

Showfolks of America
4th Annual Charity and Banquet and Ball
PALACE HOTEL
Gold Room
Tuesday Night
November 30, 1948
 ENTIRE PROCEEDS TO CEMETERY FUND
M. Whitely Monette President
Eddie Burke Ex. Chairman

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 30.—Vice-President Lou Keller presided at the regular meeting Thursday (28). New members elected were Earl D. Backer, Norman Johnston, Bert Dears, George W. Sellmer and Arend Kannegieter.

The welfare committee reported John P. Snyder and Walter Moffett still on the sick list. George King has been discharged from Hines Hospital and is now in California.

Robert Hughey was nominated to fill the vacancy on the board of governors on the regular ticket.

Present after absences were Ned Torti and Ray Balzer, Milwaukee; Joe Coyle and Earl Shipley.

Gus M. Pappas announces he soon will enter the ranks of the benedicts. John P. Wulf left for the West Coast to go into business.

Correspondence was received from Orville W. Harris, Oscar Buck, Noble C. Fairly, C. O. and H. P. Hill, C. W. Anthony, Charlie Zemater, Bill Carksy, Sam Levy, Tommy Thomas and Dave Malcolm.

The cemetery drive received a boost with a \$100 donation from Oscar Buck and \$701 from the Dallas fair benefit, staged by Denny Pugh and Ray Marsh Brydon, with a big assist from Leon Claxton and Cortez Lorow.

Vince Anderson was a recent caller at the rooms. Lou Leonard closed his season and is back in the Windy City for the winter. Oliver Barnes is expected back shortly.

Final letters are being sent out on the directory listings. Deadline on the listings is November 24.

National Showmen's Association

154 Broadway, New York

NEW YORK, Oct. 30.—President Emeritus George A. Hamid attended the meetings Wednesday (27) in the clubrooms. The list of nominees for 1949 was presented to the board of governors and read to the general assembly. Nomination of Frank Bergen for the presidency enthusiastically received. Vice-President Ross Manning presided at both the board of governors and the general meeting. Former Treasurer Jack Greenspoon, guest of the evening, on the dias, as were Dr. Cohen, Attorney Max Hoffman, Treasurer D. D. Simmons, Chaplain Fred Murray and Executive Secretary Walter K. Sibley.

Entertainment Chairman Dave Brown reported on plans for New Year's Eve party. Chairman Murray reported advertising for the year book coming in, but dead line is drawing near.

Chaplain Murray announced that memorial services would be held in the clubrooms Sunday, November 21, followed by ceremony at the NSA plot in Ferncliff Memorial Park. Free transportation will be provided for all desiring to attend the cemetery services.

Dada King out of the hospital and Nate Weinberg also back in New York from the vets' hospital at Saratoga Springs, N. Y.

Frank C. Hoffman, 83, father of New Jersey's ex-Governor Harold G. Hoffman (member of the NSA), died at his home in South Amboy, N. J., October 27. The mother of member Eddie Cohen died recently. Member Hyman Stein also died recently and was interred in Washington Cemetery, Brooklyn.

The Buick car, which is to be awarded in conjunction with the building fund campaign, should be here in a few days. Best report to date from George A. Hamid.

Club gratefully received check from the World of Mirth Shows, proceeds of a jamboree for the club. Several substantial donations to the veterans' fund. Names will be announced later. Next meeting Wednesday (3)—a special meeting.

Ladies' Auxiliary

Wednesday night's (27) meeting was presided over by President Queenie Van Vliet, assisted by all her officers. Among those present were Rae Gruberg, Mildred Rausch, Blance Henderson, Sindone Silver, Rose Rosenberg, Frances Simmons, Ruth Robbins, Ethel Shapiro, Ann Brown, Margaret Snyder, Jeanne Grey Torres, Mary Pendrak and Edna Jayne Unrar.

Rosita Beverly changed her name to Geovasi October 21 and will soon take up residence in California. Betty Milligan is expecting a baby in December. Cele Forman is in Unity Hospital. Magnolia Hamid won an auto at Asbury Park this summer. Lydia Nall escaped serious injury in an automobile collision.

Mollie Decker brought in 21 new members. Edna Lazures sent in a substantial sum collected at the World of Mirth jamboree. Queenie Van Vliet turned in the proceeds of her weenie roast-frolic. Mrs. Connie Decker Willet has a baby daughter—Sandra Jay. Helen Young is reported on the sick list. Ethel Shapiro reported that the plaque will be unveiled at the memorial services November 21. If more books are needed or if you wish to send money raised on the pink books for the kiddies' camp contact Chairman Lydia Nall, 4339 40th Street, Long Island City, N. Y.

Get Ready for BIG Times . . . sponsored by
PACIFIC COAST SHOWMEN'S ASSOCIATION

LADIES' AUXILIARY

Homecoming Celebration
November 15
Memorial Exercises
Sunday, December 12
Past Presidents' Night
December 13
President's Night
December 20
Election of Officers
December 27

Nomination of Officers
November 29
Ladies' Bazaar
December 13
Annual Banquet & Ball
December 14
Christmas Dinner
December 25
New Year's Eve Party
December 31

Make your reservations for the Banquet & Ball NOW
 Tickets — \$10 each, including tax

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 S. Hope Street Los Angeles 15, Calif.

WANTED FOR CHARLESTON COUNTY COLORED FAIR

NOVEMBER 8-13, CHARLESTON, S. C.

300,000 ATTENDED LAST YEAR

Concessions of all kinds, Eating and Drinking, Hanky Panks, Scales, Ball Gamse, Stock Wheels, SHOWS—Want Fun House, Snake or any Show of merit. Can use Ride Help. Get it at this spot. Wire or phone

STAN REED

FRANCIS MARION HOTEL

CHARLESTON, SOUTH CAROLINA

J. L. (JIMMIE) HENSON SHOWS

WANT FOR BALANCE OF SEASON

Grab, Bingo, Photo, Lead Gallery, Long or Short, Hoop-La, Fish Pond, Balloon Darts, String, Bowling Alley, Slum Spindle, Scales, Coke Bottle, Hi Striker, Ball Games or legitimate Stock Concessions that don't conflict. No racket or gypsies. Place P.C. with other Concessions. Place Kiddie Ride except Auto. Out till Christmas in the Sweet Potato and Sugar Cane. No gate. All reply:

J. L. HENSON, Sunset, La., this week; Carencro, La., next.

10 Rides—PAGE BROS.' SHOWS—10 Rides

NOW BOOKING FOR 1949 SEASON

Concessions of all kinds except Bingo, Pop Corn, Mug Outfit and P.C. Want Operator for Monkey Circus, Fun House, Freak Animal Show and brand new Side Show, 80 Foot Banner Line, new Banners. Paul Pittman wants Agents for Slum and P.C. Need no Rides, have 10 office Rides, Ride Help on all Rides.

WINTER QUARTERS: BOX 244, SPRINGFIELD, TENN. PHONE 1305-W.

P.S.: Will be in Chicago Nov. 28 to Dec. 1—Planters Hotel.

WANT FERRIS WHEEL AND KIDDIE AUTOS

Due to misrepresentation, for St. Francisville, La., American Legion, Nov. 2-7, and others in sugar cane till Dec. 12th. 25 per cent, no competition. You can't miss here. Wire or phone

FLOYD O. KILE, FLOYD O. KILE SHOWS

ST. FRANCISVILLE, LA.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Oct. 30.—Lucille Dolman presided at the first board meeting held since last spring. The regular meeting followed. Lodabelle Searce, new member attending her first meeting, was presented by Oril Kent, of the Silver Star Shows. Moe and Lill Eisenman telegraphed regrets at being unable to attend the meeting. Babe Herman wrote that her husband, Mike, is confined to his home by illness. June Gilligan reports she plans to winter here.

Correspondence also was received from Rose Westlake, Nellie Baker, Fred Ramsey, Lester Hart, George Laurman and Gene Hudson. President Marie Bailey took a trip north and visited the West Coast Shows. Dutch and Lill Schue were her hosts. Sunshine Jackson, sick chairman, reports Madame Delma is home from the hospital, but that Vivian Gorman is not recuperating as rapidly as expected.

Contributors for the November 18 bazaar include Nell Ziv, Leta Johns, Rose Westlake, Harry and Marge Chipman, Leo Gotch and the Searces. Mabel Bennett donated a towel set, which was won by Sam Brown.

Lone Star Women's Club

1905 1/2 Commerce Street, Dallas

DALLAS, Oct. 30.—Club opened its rooms for the winter with a dinner, attended by more than 125 show-folk. A check shows 35 new members have signed up. Mary Ellen Liberman, president, has her various committees working at top speed.

Honey Vaughan reported receiving a letter from Curley Reynolds, World of Today Shows, thanking the club for the way it handled the funeral of Robert McAdoo in Dallas. Reynolds paid all the bills in Minnesota and the ladies of the club took care of the expenses in burying McAdoo in Showmen's Rest, Grove Hill Cemetery.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Oct. 30.—Mrs. Robert (Pat) Seery is the nominating committee's choice for president for 1949. Other officers named by the nominating group were Billie Lou Foreman, first vice-president; Mae Oakes, second vice-president; Isabelle Brantman, third vice-president; Claire Sopenar, treasurer, and Irene Coffey, financial secretary. On town board of directors nominated were Grace Lynn, Lillian Lawrence, Ann Young, Marge Freis, Edna Stenson, Dorothee Bates, Violet Watson, Veronica Potenza and Esther Weiner. Out-of-town board includes Frances Frazier, Alma Richards, Evelyn Lee, Ann Roth, Ann Dollan, Boots Paddock, Myrtle Hutt Beard, Winona Woodward, Minnie Simmons, Sophia Carlos and Mrs. Harry Hennies.

President Lucille Hawthorne presided at the regular meeting Tuesday (19). Also on the rostrum were Edith Streibich, first vice-president; Jeannette Wall, second vice-president pro tem; Pearl McGlynn, third vice-president pro tem; Claire Sopenar, treasurer, and Marianna Pope, financial secretary.

Correspondence was read from Cecil and Esther Meyers, with Hennies Bros.' Shows, and Ray and Mae Oakes, Hot Springs. Cash donations were received from Mrs. Goldfinn and Mollie Foster.

Membership applications were received from N. R. Garnes and Margaret Fisher.

Billie Lou Foreman, Ann Sleyster and Betty Becker are on the sick list. Violet Rohrbeck's husband is hospitalized. A silent prayer was offered for Rebecca Daniels' mother, who died Saturday (18).

Esther Weiner, who recently returned from the road, and Veronica Potenza, present after an absence, were welcomed back.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Oct. 30.—The club is a busy place these days. Back in town after a season on the road are Charles Rafal, Sam Fishman, Charles and Jerome Schimmel, E. L. Lewis, Benjie Bernard, John Ponzio, Edwin Deibert and Tommy Skogen.

New members are Frances Pendraud, Harry Gladstone, Phillip Cohen and Mitchell Podolsky.

Mannie Brown and Frank Koss are on the sick list.

Mail has been received from Jack Segal, A. F. Montie, Rose Sarlow, Carol and Louise Geritz, Sophia Carlos, Flonnie Ayers, Betty and Helen Christy, Nan Rankine, Mabel Duggan, May Bernard, R. A. Nathansen and Dolly Galvin.

The Actors' Company announces the first production will be *Outward Bound*. The first showing will be November 5 in the club's auditorium.

Ladies' Auxiliary

Jo Quinn, chairman of the membership committee, visited Secretary Belle Frayne and turned in several membership applications. Other visitors have been Marian Dickstein, Ann Borker, Maude Yaudas, Cora Pollard and Annabelle Lee.

New members are Mary Tess, Reah Billings and Lucille Perry.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, Oct. 30.—Regular meeting Thursday (21) was Silver Star Shows night. Jack Knet, Silver Star co-owner, was seated on the rostrum along with Raymond Wilson, Violet Sucher and Past President Babe Miller. Violet Sucher presented the org with a cash donation. Speakers included Max Kaplan, Herb Sucher, Richard and Lodabelle Scarce and Raymond and Irene Wilson.

Sick list includes Vivian Gorman, Mike Herman, Allerita Foster and Charlotte Edwards. Madaline Ragan sent in a hand-crocheted bed spread

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Oct. 30.—To permit members to take in the Siebrand Shows' opening here, President Charles Denny set the first regular meeting back to November 1. J. B. Austin, secretary, tendered his resignation because of the press of other business. Treasurer Don Hanna will replace him until President Denny appoints some other member to the job.

Mr. and Mrs. C. F. Zeiger passed thru en route to their new home at Burbank, Calif. Mr. and Mrs. Charles Klausen arrived from Kansas City, Mo., to make their home here. Andy Carson, former co-owner of the Lachman-Carson Shows, and Mr. and Mrs. Friedhaim will have concessions at the Arizona State Fair, November 5-14. Paul Pisuka, first vice-president, and a party of Phoenix friends left on a hunting trip in South Dakota. D. W. Yeakle, leader in the membership drive, added three more, giving him a total of 20. Louis Wald, Utah Exposition Shows, was a recent visitor. Brownie Gallimore, his two sons and their families arrived for the winter. Herb Wilson, biller with Clyde Beatty and Bailey Bros.' circuses, visited the club, as did Harry Gold, for years with the Frank Burk Shows.

John Duggan, with the Nolan Shows, is expected soon. Mr. and Mrs. Merrow left for their home in San Diego, Calif. Mr. and Mrs. Tony Spring, of Folk Celebration Shows, are expected soon. John Dermick, Cleveland showmen, visited while en route to Los Angeles.

Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Oct. 30.—President Carl Sedlmayr will fly here for the first regular meeting November 4.

Membership applications from the following have been received: Fred Silber, Sunny Brent and Dan Evans, proposed by Ep Glosser; Casper Belino, by Bob Parker; Allan Travers by P. J. Funnerty; Nicholas Colichio, by Maurice Levitt; Max Sharp and Robert Kelly, by A. R. Whiteside; Phil Heaton, Gilbert L. Keane Jr., Mike Gallo and Howard Boyd, by Jack Barth; Joe Brower and Ralph Clark, by Al Lytton; Sam Beyers, August Westphal, Russell Heaton and James M. Stover, by Mike Roman.

Clubrooms now are being visited daily by many early arrivals. Already returned for the winter are Alfred Conti, A. R. Whiteside, Jack Barth, Sol Giffin, Harry J. Boeffle, Michael Roman, Walter J. Noel Jr., James A. Sakobie Jr., Anthony Barile, Sidney Daniels, Dulio Bernie, John P. Carburrie, Robert Quilan, Luther Malone, Bill Ketrow, Bennie Fox, Benny Glassberg, Ben Braunstein, Al Lytton, Morris Laur, Ernest Felich, George Lewis, Lou Victor, Ted Williams, Ted Miller, Albert Paltz and Herman Weir.

Plans for the fifth annual banquet and ball, to be held January 3, will be formulated at the November 4 meeting.

Members were saddened by the death of Charles (Fat) Hulfish October 21 in Macon, Ga. Hulfish, who had been with Endy Bros.' Shows for many years, was buried in Easton, Pa.

for the bazaar. Eve Scott donated a tablecloth and Vivian Gorman a pair of embroidered pillow slips, which were won by Emily Bailey.

The bunco party is scheduled for December 29. Emily Bailey announced. C. H. Allton was named chairman of the Home-Come Party. Lucille King, house committee chairman, and her workers are refurbishing the clubrooms.

Pete and Marie Kortex returned from a trip to Canada and attended the meeting.

Pacific Coast**Showmen's Association**

1235 S. Hope Street, Los Angeles 16

Ladies' Auxiliary

The Monday, October 25, meeting was presided over by President Madge Buckley. Also on the rostrum were Charlotte Cohen, first vice-president, Estelle Wampler, third vice-president, and Edith Hargrave, secretary. Midge Holding was invited to sit on the rostrum. Florence Miller, a guest, was introduced by Marie Tait.

Letters were read from Vivian Jacobi, second vice-president; Mrs. Lillian Wheeler, Bobby Douglas and Grace Merkle.

Sick list includes Ester Carley and Alerita Foster. A new member, brought in by Jenny Perry, is Mrs. Annette Jeanne Borberg.

Bazaar donations came from Mary Taylor and Doris Douglas. Door prizes, donated by Mary Taylor and President Madge Buckley, were won by Marie Tait and Gertrude Mathews. The bank award went to President Madge Buckley. Called on for short talks were Midge Holding, Clara Ziegler, Daisy Marion, Lucille King, Maxine Ellison and Estelle Wampler.

Dues, assessments and books are due. Prizes will be given at the homecoming party November 15. Gifts include a comforter donated by Marge Chipman, a crocheted tablecloth donated by Vivian Jacobi, pearl earrings and ring to match donated by Secretary Edith Hargrave, a clock donated by Fay Prosser, and a silver coffee set donated by Charlotte Cohen.

Lunch at the October 25 meeting was served by Maree Rhodes and Doodles De Mars.

COLE BROS.' SHOWS**WANT**

For all winter's work in the South—Hanky Panks of all kinds. WANT Rides that do not conflict and any Shows with own outfits. Agent and Ride Help, come on. Tex and Curley, contact again.

Address**JAMES W. COLE**

Shalotte, N. C., this week.

FOR RENT**LARGE BALL PARK**

Suitable for winter quarters in beautiful Idle Hour Park, operating year round. Phone or write

J. L. MARLOW

Phenix City, Ala. Phone 47434, Phenix City.

NOTICE—TO SHOW OWNERS

All kinds of organs repaired and rebuilt. Reference furnished. Write

BOX 542

Baton Rouge, La.

WANT TO BOOK

Side Show, small Cookhouse and a few more Stock Concessions. Need P.C. and Hanky Pank Workers. 5 more weeks in the heart of the cotton.

BURKHART SHOWS

Montrose, Ark., this week; Parkdale, Ark., next.

SUMTER COUNTY FAIR

November 8 to 13 inclusive, Sumter, S. C.

WINTER QUARTERS, FAIRGROUNDS

PETERSBURG, VA.

Will place Eating and Drinking Stands. Will place all Legitimate Merchandise Concessions.

We are booking and contracting for new Attractions for the coming season. What have you that would be worthwhile and in keeping with this big show. Wagons furnished and free winter quarters for those contracting for the coming season.

For Sale—1947 Spitfire. Can be booked on this show.

All address

GETTIN and WILSON
WORLD ON PARADE
SHOWS

Florence, S. C., Fair, this week.

SHAN BROS.
SHOWS

WORLD'S CLEANEST MIDWAY

WANT FOR SOUTH GEORGIA SIX COUNTY FAIR

Valdosta, Ga., November 8 Through 13—Three School Days
Concessions, come on, no exclusive. Lead Gallery, Custard, Two Cook Houses, Scales, Diggers and Bingo open. Sell Novelties exclusive. Wire Fairgrounds, Rochelle, Ga., this week

WILL BOOK

Two more Major Rides, two Kiddie Rides not conflicting with what we have. A few Concessions open. All percentage basis. Open year around. Wire, don't write.

R. A. DONGAN, Mgr., Ralston Beach Amusements
TAMPA, FLA.

**WANT**

**For V. F. W. ARMISTICE CELEBRATION
WEEK NOVEMBER 8, ST. PETERSBURG, FLA.**

LOCATED IN HEART OF CITY

THIS WAS ONE OF THE BEST DATES OF 1947 SEASON

CONCESSIONS

Novelties, Jewelry, Ice Cream, Custard, Ball Games, Fish Ponds, String Games, Darts, Basketball or any Hanky Pank Concession.

SHOWS

Neatly framed Shows not conflicting. Space limited. Wire at once. No space reserved without deposit.

All replies to E. L. YOUNG, Mgr.
Gainesville, Fla., this week.

**WANTS FOR**

**THE ROBESON COUNTY FAIR, INC.
PEMBROKE, N. C., NOVEMBER 8-13**

BEAUFORT COUNTY FAIR

**BEAUFORT, S. C., NOVEMBER 15-20, AND
BALANCE OF SEASON**

WANT Grind Concessions of all kinds. Shows with own outfits. No rides, we have 10. No racket. No gypsies.

SHERMAN HUSTED, Mgr.

Andrews, S. C., Fair this week; then Pembroke, N. C., Fair
Nov. 8-13; then as per route.

ROYAL EXPOSITION SHOWS

Now playing American Legion Fair, Pelham, Ga.; next week, Armistice Celebration and Fair, Tavares, Florida; followed by four weeks in Florida that will be announced next week.

WANT Wild Life, Penny Arcade, Long Range, Photos, Funhouse, etc. Also can use Octopus, Tilt and No. 5 Wheel to dual. Address as per route.

J. P. BOLT, Manager**DUVAL COUNTY COLORED AGRICULTURAL FAIR**

JACKSONVILLE, FLORIDA, 11 DAYS AND NIGHTS OPENING NOV. 23RD

WANT Shows of all kind, especially Fun House, Wild Life, Iron Lung and Arcade. CAN PL/CE Flat Rides of all kind, Pony Ride and Kiddie Rides, WANT Concessions of all kinds, no exclusives. Have space for demonstrators in exhibit tents; space limited; deposit required. Also have two other Fairs to follow Jacksonville, Fla. All address:

STANLEY ROBERTS, Mgr.

FAIR OFFICE: 712 WEST DUVAL ST. PINE STATE SHOWS PHONE 49980 JACKSONVILLE, FLA.

MAGIC EMPIRE SHOWS

Account disappointment want Bingo to join on wire, Hanky Panks of all kind. Motor Drome, Side Show and other Shows with own equipment. Veterans' Fair and Armistice Celebration, Hattiesburg, Miss., next week; Gulfport, Pascagoula and others follow. Out till Xmas. Wire Hazlehurst, Miss., this week; then as per route.

A. SPHEERIS, Mgr.**FROM THE LOTS****Harry Lottridge**

BUTLER, Ga., Oct. 30.—The show had a good week in Pelham, Ga., ending Saturday (16). Herman List scored with his seven concessions. The Illusion Show, up for the first time, did well. Altho the show operated here without a sponsor, Owner Harry Lottridge made a substantial donation to the American Legion which is raising funds for a new home. The bubble gum matinee was the second best of the season, thanks to the fine location.

Leo Hirsch left for Miami. Al O'Dear's cookhouse finally had enough food to last thru closing. The writer is under the doctor's care again but is feeling much better. Eddie LaMay is out of the hospital. Many visitors included Emil Winters, high pole act, tentatively set to join here but the deal fell thru.

Altho concessions had a good week, shows and rides took a licking in Butler, Ga., for the week ending Saturday (23). However, the org was cut in on the gate and this kept the date in the win column despite extreme cold. Herman List had a good week.

Mr. McDonald inked Baxley, Ga., for the first week in November. Thousands of folks are expected to be on hand for ceremonies in connection with construction of a model city. Date will be sponsored by the Shrine.

Visitors included L. J. Heth, Joe Fontana and Earl Blacker, all of L. J. Heth Shows. Owner Harry Lottridge and the writer made several trips in the interest of the show. The writer is still feeling the effects of his automobile accident. The Stratosphere Sensation, free act, joined for the last three days. Five more weeks to go.—HARRY E. WILSON.

Pacific Coast

WOODLAND, Calif., Oct. 30.—The org spent six days here and that is about all that can be said. Business was nil. The day heat was terrific, consequently no matinees were attempted.

Visitors included Anthony and Jean Masseth, Val and Robin Bitz and Bill Fielding, all of the Redwood Empire Shows; Jerry O'Brien and Clarence Munroe.

Elisha and Blanch Pickard spent three days visiting the various units playing the Portola Festival in San Francisco. Those making trips to Sacramento were Charles and Mona Martin, Grover and Evelyn Wright, Mr. and Mrs. Ken Taylor, Mr. and Mrs. Thomas Reed, Les and Dick Pederson, Mr. and Mrs. Marshall Brown, Mr. and Mrs. Bill Grimm, Mr. and Mrs. Bulldog Jackson, Mr. and Mrs. James Barber.

Departing for their Seattle home were Evelyn and Grover Wright. Leaving for their home at Phoenix, Ariz., were Chick, Pauline and Terry Lansdowne.

The show sent two rides, two shows and one light plant to winter quarters after this stand and will play a series of small towns until the show arrives at its winter location, 150th Avenue and East 14th Street near Hayward.—WALTON DE PELLATON.

Inland

JOINER, Ark., Oct. 30. — Org opened here October 20, having good weather and biz. It is carrying three rides, new 25-kw. light plant, Kelly's Fight Show, 15 concessions (six office owned); Johnny McCain, hit and miss and electrician; Ethel McCain, bumper; Jack Lean, balloon darts; Harvey family, with four; Mr. and Mrs. N. E. Davis, percentage. Show plans to stay out all winter.—JOHNNY MCCAIN.

J. R. Leeright

HERINGTON, Kan., Oct. 30.—Org has secured adequate quarters here, with George Yomoda in charge. The shows wound up the season at the Shattuck Fair at Snyder, Okla.

Mr. and Mrs. Leeright visited Mrs. Leeright's parents, Mr. and Mrs. Charles Tiff, in Clyde, Kan., and then left for an extended business and pleasure trip thru Colorado, Wyoming and Idaho. In Boise, Idaho, they will visit Leeright's son, J. R. Leeright Jr.

Ralph Bowers went to Clyde, Kan., for a visit and then will go to the West Coast. Mr. and Mrs. Clarence Bollug are visiting her folks in Oklahoma. Eddie Bollug is visiting in Hays, Kan. Carl Young has his short-range gallery in Salina, Kan., for the winter. Mr. and Mrs. Blackie McGregor are visiting relatives in Kansas and Oklahoma. Mr. and Mrs. Claude Hesson plan to troupe in Texas this winter. Clifford and Cecil Snow went to Los Angeles, and Mr. and Mrs. Gene Page, Tex Marshall and Joe Vincent and company joined Doc Powers for the indoor circus dates.—RALPH C. BOWERS.

Playtime

CATRON, Mo., Oct. 30.—This spot gave shows one of their best weeks of the season. Personnel includes Mr. and Mrs. G. E. Ware, Mr. and Mrs. W. B. Reese, Mr. and Mrs. G. Goodale, Mr. and Mrs. Sullivan, Mr. and Mrs. Claude Andermatt, Van Tankersley, Jackie Mulkey, Frank L. LaVelle, Mr. and Mrs. Jones, Mr. and Mrs. John McMillan, Monk Leroy, Don Huff, Mr. and Mrs. Les Henderson, Mr. and Mrs. Blackburn, Mr. and Mrs. Bill Pratt and daughter, Pop and Mama Berry and C. G. Womak.

Mr. and Mrs. Hull joined here with their Snake Show. Shows have two more Missouri dates before they head south for the winter.—JACKIE MULKEY.

Page Bros.

SCOTTS HILL, Tenn., Oct. 23.—Org was under auspices of the Lions' Club. Following this stand, five rides were stored in winter quarters at Springfield, Tenn. leaving four with the show for the final week.

Topping the rides is the Shooting Star, which was purchased from Ellis Hall.

Visitors have included Mr. and Mrs. W. J. Williams, of Rogers Greater Shows, and Mr. and Mrs. Charles Baldwin, Miami.

Arthur (Crip) Carroll joined at Ashland City, Tenn., with four concessions. Shorty Baker joined with a glass pitch.

ALAMO, Tenn., Oct. 30.—Business here was slow the first part of the week, because of cold weather, but the final three days were okay. Lot was the ball park and shows played under American Legion post auspices.

Mrs. W. E. Page was called to Russellville, Ky., by the death of her sister, Mrs. Blake. Manager Page and Paul Pittman, concession manager, spent two days as the guests of Jack Mills on Mills Bros.' Circus.

McBride Bros.

WALNUT COVE, N. C., Oct. 30.—This was the final stand of the season and proved a light one. Show opened Monday night (18) to light business. Cool weather kept attendance down and spending was light. Saturday (23) the weather took a turn for the better and as a result business was much improved.

Manager Woody McBride decided here to call it quits for the season at the end of this stand and canceled his remaining dates. He announced plans to add two major rides next year, which will give the show six major rides and two kiddie rides.—RIP STALLINGS.

Show Folks Name Committees for Banquet and Ball

SAN FRANCISCO, Oct. 30.—Committees for Show Folks of America's annual banquet and ball at the Palace Hotel here are: Executive committee, with Eddie Burke, chairman, includes Mike Krekos, Harry (Polish) Fisher, Louis P. Feuchter, Margaret McCloskey, Ralph Meeker, Earl Douglas, Tony DeFabro, Ted Levitt, Bob Schoonover, Joseph Franks, Council Raiford, Charles Albright, Jack Christensen, George Sackson, A. (Tony) Soares, C. Wrightsman, J. W. (Patty) Conklin, Harry Friedman, E. Pickard, Paul Trent, Charles Walpert, Harry Farros, (See SHOW FOLKS NAME, page 120)

Alamo Expo in Final Stand at Waco, Tex.

WACO, Tex., Oct. 30.—Jack Ruback and his Alamo Exposition Shows will call it a season tomorrow (31), when they close their final stand, a seven-day engagement here. Business in the early days here was off slightly from last year on rides, shows and concessions.

Doc Wards' Tobacco Road show, Floyd E. Gooding's Hurricane and Jack Vinson's arcade and derby game joined for the final week.

Visitors here included Roland Smith, Hubert and Bobby Hall, Don Brashear, Cecil Allen, Jimmy and Edith Case, Max Friedman, Marvin Jordan, and Mr. and Mrs. Jack Jordan.

Jack Ruback, Benny and Bobby Hyman, Joe Murphy, Dick and Vondell Havin, Hazel Huyton, Betty Jo Ular, J. C. Davis and Sammy Sapon comprised the shows' delegation which visited the fair at Dallas.

British Goose Fair Draws Record Gate

NOTTINGHAM, Eng., Oct. 30.—Nottingham's 653d annual Goose Fair, which opened a three-day stand October 7, was favored by ideal weather and drew record attendances from all parts of England.

Event is one of the two largest annual street fairs in England and outranks the biggest of America's carnivals in the number of rides, shows and concessions. This year there were 40 major rides, 18 kiddie rides, 11 shows and more than 200 games and concessions.

Rides included such American-type devices as 5 Dodgems, 3 Moon Rockets, 3 Waltzers, 2 Ferris Wheels, Loop-o-Plane, Caterpillar and Ghost Train, as well as European rides. There were also several Funhouses. Shows included midget, freak, menagerie, illusion, athletic and girl shows; circuses, motordromes, flea shows and a Wild West troupe.

Prell Grabs Red One In Greenville, S. C.

GREENVILLE, S. C., Oct. 30.—Prell's Broadway Shows wrapped up one of the best weeks of the season at the inaugural running of the new Greenville (S. C.) Fair which ended last Saturday (23).

The fair, promoted by the American Legion, drew an estimated 50,000 paid admissions. A free gate opening Monday night (18) drew a big crowd, which contributed heavily to the gross.

Owner Sam E. Prell reported that final day business added up to one of the biggest one-day grosses he has corralled in 37 years of operation.

The Prell shows were awarded the contract for the 1949 fair.

A program of free tacts, furnished by George A. Hamid, were presented daily and helped hypo the gate.

Woman's Privilege

ORANGEBURG, S. C., Oct. 30.—Georgia Sothern, whose stripping as star of the Nights on Broadway revue has been the top box-office bait of the James E. Strates Shows this past summer, has taken advantage of the feminine prerogative of being allowed to change one's mind — and confided to the local scribe of The Billboard that she will probably renege on her recent announcement that she is definitely quitting the outdoor field.

Georgia, currently queen of the midway at the Orangeburg Fair, confided that she had enjoyed a wonderful season with the Strates Shows and had done okay financially; so despite her recent complaint that the carnival season was a long, hard grind she finds that the feel of the mud and the sawdust of the midway is not to be sniffed at and she may hit the road again to give the back-lot students of anatomy further opportunity to pursue their favorite quest for knowledge.

Baker's '48 Gross Second Best; Net Cut by High Costs

SEYMOUR, Ind., Oct. 30.—Baker United Shows, back in winter quarters here after closing recently at Veedersburg, Ind., this year enjoyed their second highest gross but increased operational costs lowered the net to under several previous years, according to Owner Tom Baker. The gross in 1947 was the highest for the unit since its organization in 1942, Baker said, adding that last year's total take was substantially higher than this year.

Shows are quartered in a large hangar at Freeman Field here. In addition to quarters here, the shows maintain offices and repair shops at 2156 Union Street, Indianapolis. Part of the building at this address has been rented to Joe Mettler, of the Metro Electronic Company, which will maintain its offices and manufacture Derby Race games there.

Baker said that his shows will follow substantially the same route as last year, with only a few changes planned. Tom Mehl has been signed again as manager, and no changes in personnel are planned.

Buffalo Gross Under '47 as Season Ends

BUFFALO, Oct. 30.—Howard Potter's Buffalo Shows garnered fair business during the 22-week season just ended but the gross on the whole was considerably under the 1947 take.

Admissions included 25 cents for major rides; 16 cents for kiddie rides, and 20 cents for the front gate with children under 12 admitted free when a free act was presented. The gate charge was dropped to 16 cents when no free act was presented.

Warren, Pa., contributed the best still date while Sayre, Pa., is credited with the worst. The shortest jump was from Attica to Oakfield, N. Y., a (See BUFFALO GROSS on page 120)

Lee United Winds Up With Net for Season About 15% Under '47

DETROIT, Oct. 30.—Lee United Shows closed their season Sunday night (24) at East Forest and Saint Aubin Avenue, ending a three-week stand auspiced by the Joey Moss-Michigan Showmen's Association Post of the American Legion. It was the org's first stand within the city limits and, due to Detroit licensing regulations, only four rides and the popcorn concession operated.

The season's business netted about 15 per cent under '47 for the shows, Charles H. Lee, owner-manager, said. The season's gross was approximately the same as last year, even tho the org played two less fair dates and specialized in street celebrations. Heavier expenses sent the net down, according to Lee.

Shows will winter in Bay City, Mich.

Ont. Firemen's Convention Signs Van Hooten for 1949

PORT COLBORNE, Ont., Oct. 30.—Van Hooten Shows, thru Herb Payne, have been contracted to supply the midway for the 1949 48th annual Ontario Firemen's Convention and Demonstrations, to be held here July 29-August 1, reports Clarence Beck, convention chairman.

The convention program includes a business meeting the first day, to be followed on succeeding days by parades with bands and floats, fire equipment demonstrations; hose, ladder, rescue and first-aid races, and night fireworks climaxing the event.

WOM Jamboree Raises \$5,050 For Show Clubs

COLUMBIA, S. C., Oct. 30.—A jamboree to raise funds for several showmen's organizations, staged by World of Mirth Shows at South Carolina State Fair Friday night (22), netted \$5,050, Frank Bergen, general manager, and Bucky Allen, concessions manager, announced.

The affair was staged before a capacity crowd in Joe Sciortino's Vanities top after the regular night biz. Featured talent included a line of Roxettes and other acts from George A. Hamid's grandstand show, the Vanities cast and the entire troupe from Elaine Kirby's Club Ebony Revue.

Altho distribution of the money was not announced, it is believed that beneficiaries will include the National Showmen's Association, Miami Showmen's Association and the Tampa Showmen's Association.

TIVOLI EXPOSITION SHOWS

WANT

COOK HOUSE (no grab or grease outfit), \$35. privilege. Join immediately. Helena Ark., this week Stuttgart, Ark., next

LAST CALL

Want Major Rides of all kind, Shows and Concessions for American Legion Armistice Celebration, uptown, Heavily billed uptown. Bumper crops. Out all winter. Low rates. Reidsville, Ga., now; Leary, Ga., next. Clark-Langford Shows

BARNEY TASSELL UNIT SHOWS

LAST CALL LAST CALL

For that BIG Americus, Ga., Five-County Colored Fair, Week November 8

Can place Merry-Go-Round, Octopus or any other ride not conflicting. Shows of Merit and Strictly Legitimate Concessions of All Kinds.

Week November 15 Lions' Club Festival Winter Park, Fla.

Week November 22 V. F. W. Jamboree Miami, Fla.

Write or wire this week, Claxton, Georgia. P.S.: Can use Help in all departments. Must drive semi-trailers.

WANT AMERICAN LEGION ARMISTICE CELEBRATION AND WALTON COUNTY FAIR

NOVEMBER 6 TO NOVEMBER 13

DE FUNIAK SPRINGS, FLA.—7 BIG DAYS AND 7 BIG NIGHTS—DE FUNIAK SPRINGS, FLA. This is the biggest Celebration in Florida. Attendance: Over 30,000 attend this Celebration. Milton, Florida, another big Celebration, November 15th to November 20th. If you are looking for WINTER BANK ROLL, we have the spots. Bob Mahan wants Stock Store and P.C. Agents. No exclusive. Can place Short Range Gallery, Ball Games, Fish Pond, Duck Pond, Cigarette Gallery, Bowling Alley, Photo Gallery, Palmistry, Pop Corn, Ice Cream, Long Range Gallery, or any 10-cent Grind Stores. Address all wires to

CARL O. BARTELS, Manager

c/o Keystone Exposition Shows, De Funiak Springs, Florida, from Nov. 1 to Nov. 13. P.S.: Bill Chalkias wants Side Show People. Harry Froboess, contact at once.

JIM McCALL SHOWS

WANT FOR THE BIG ONE

VETERANS' FAIR, HIGH SPRINGS, FLORIDA

10-in-1, Wild Life, Monkey, Illusion Shows, or what have you? Merry-Go-Round, Split Fire, Octopus. Any Rides wire. All kinds of Stock Concessions. Wire JIM McCALL, Owner-Mgr., or BILL REESE, Asst. Mgr. SWAINSBORO, GA.

FOR SALE

No. 5 Big Ell Wheel, 28 ft. Merry-Go-Round; Spitfire, bottom loader; also 1942 Ford Tractor and 28 ft. Semi Trailer, especially built for Spitfire; Kiddie Airplane Ride; Kiddie Auto Ride; Electric Candy Floss Machine, perfect condition. All Rides in excellent condition, ready to operate. 1945 16-Tub Octopus, 1948 GMC 66 Kw. Diesel Light Plant, Wiring, Side Show Tent. Reasonably priced.

Address: CARNIVAL MANAGER Velasco, Texas, Nov. 1-6; Port Lavaca, Texas, Nov. 8-13.

WANTED KIDDIE RIDES

Kiddie Merry-Go-Round, Kiddie Whip or Kiddie Ferris Wheel. Also 30-Foot Merry-Go-Round or Miniature Train outfit. Write:

RAY TATZ 60 CONGRESS AVE. PROVIDENCE 7, R. I.

Pensacola Gives Jones Expo Good Closing Week

(Continued from page 67)

vey Williams booked the Del Rios and the Midget Show personnel into New Orleans for a department store date.

Carl and Frances Lauther shipped their Side Show to their home at Millers Tavern, Va. Duke and Mrs. Janette stored the Unborn Show at quarters and motored to their Miami home.

Jerry Jackson kept his minstrel troupe intact to play club dates and will open at Nashville. Most of the personnel of the Follies of 1948 motored to Chicago and Buffalo to fill club and stage contracts.

Play Dothan Fair

Harvey Wilson stored the Wildlife Show and Funhouse in quarters but booked the Glass House at the Dothan (Ala.) Fair. Mickey Mansion's Monkey Circus also was booked into the Dothan event.

Minnie and Jack Tazvac are in quarters, completing work in the concession office, after which they will go to Miami. Mrs. Daisy Davis returned to St. Louis. Bert Britt will play a few Southern fairs with his Pretzel ride before closing for the season.

Harry Beach is staying out another week with the Scooter. Bertha (Gyp) McDaniels is in quarters storing her arcade and placing the burros of Rocky Road to Dublin out to pasture for the winter. Art Frazier, Frances Scott and Lucille Lamkin joined the Johnny J. Denton Shows.

Plan Much Construction

New construction work in quarters will start soon. Several show fronts, additional light towers, and search-lights are planned. Most of the rides and fronts will be neonized and enhanced with fluorescent lighting.

Four flat cars and a box car left in quarters for the past two seasons will be added to the train for 1949. Three sleeping cars, purchased from the Norfolk-Southern Railway, will replace some of the coaches used this year.

Rides for Sale or Trade

Ferris Wheel, Conderman, in excellent condition; '47 Rocket, 24 adults, a splendid portable flat; 31 Kw. A.C. Generator, 25 Kw. A.C. Diesel, 12 passenger Kid Ride known as Fish Ride. Will trade any of the above Rides for Merry-Go-Round. Also interested in Tilt. All Rides are now set up and ready for inspection.

FUNLAND SHOWS

341-43 East Kearney Springfield, Missouri
Phone 37220

FOR SALE

Complete 12-Car Portable Whip, push button General Electric automatic self-starter with fifteen horsepower motor, in good condition. Can be seen in operation on the Boardwalk and First Ave., Asbury Park, New Jersey. Phone or write to

RUBEN & HARRIS

514 Eighth Ave. Asbury Park, N. J.
Phone: Asbury Park 1-0751

Merry-Go-Round Wanted

Will buy, book or lease Jinny for use in old established park. Season opens Easter and closes Labor Day. Have building for Ride protection. Address:

OXFORD LAKE PARK

Anniston, Alabama

FOR SALE

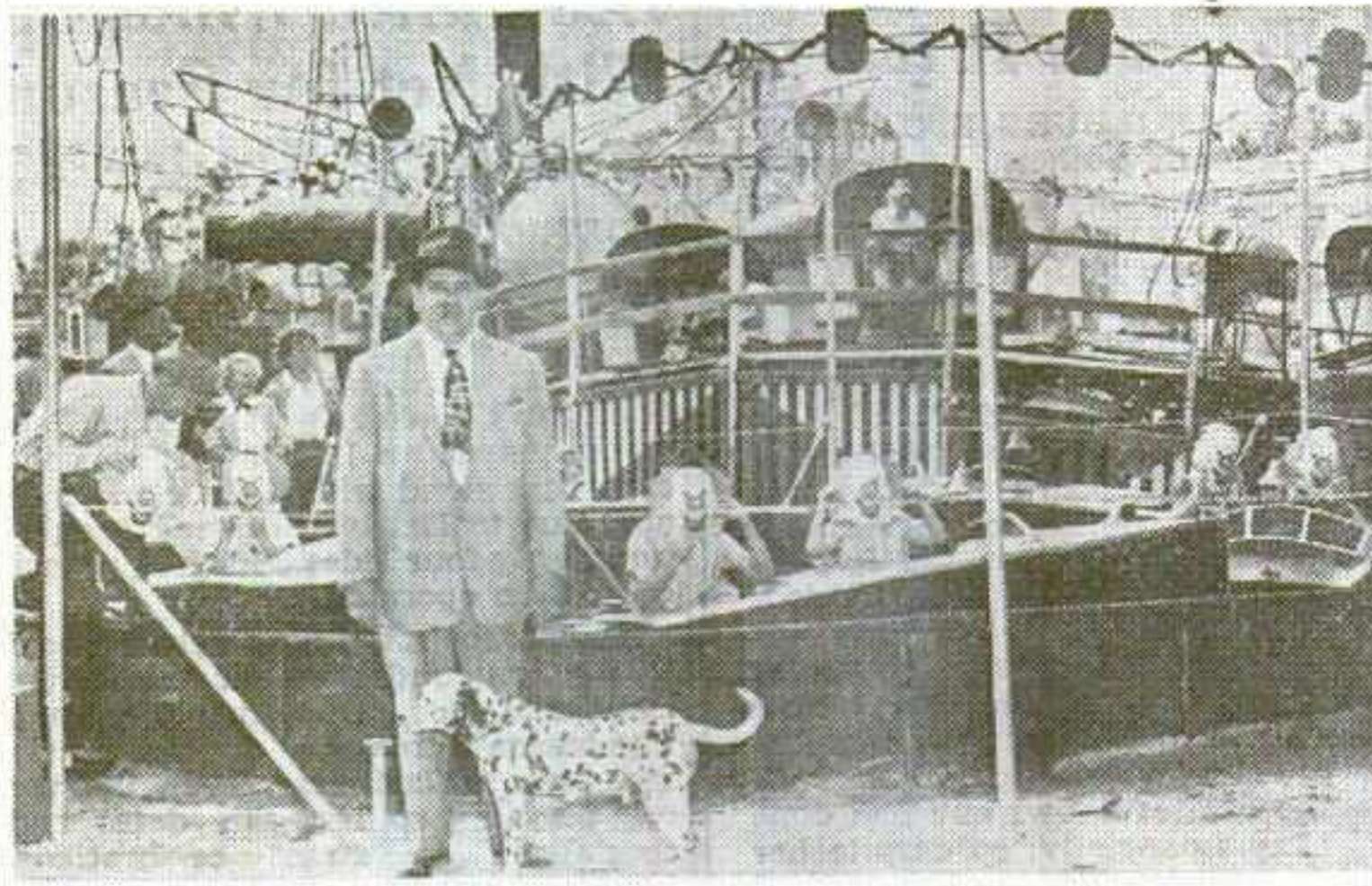
Miniature Train with about 400 feet of rails. Ticket Box, and Sign Board, 30 feet long, at a bargain—\$4,000.00.

SMITH'S GENERAL REPAIR SHOP

Mitchell, Ind.

FOR SALE

One 10x10 Frame with Panels, good top, 5 ft. Awnings and Rods, \$100.00; one P. A. Set, 40 watt, 9" P. M. Speaker, wire, mike and stand, \$35.00; collapsible steel 4x8 Mitt Camp, \$5.00; two 8x10 Banners, \$5.00 each. All in good condition. Come get it. Cash. W. P. GAWLE, 118 Virginia Ave., Joplin, Mo.



WHEN CAVALCADE OF AMUSEMENTS played Mobile, Ala., recently, Adrian K. Roberts, Southern representative for Capitol Records, sought out the kiddie boat ride on the Cavalcade midway to ring in a plug for his firm's "Bozo" number. Everybody was made happy—Roberts got in his plug, biz on the ride was hyped, and the kiddies were given "Bozo" masks. At the left, passing out the masks, is Roberts; standing with the speckled pooch is Al Wagner, Cavalcade boss man.

Royal Crown Hits Pay Dirt at Dothan, Ala.

DOTHAN, Ala., Oct. 30.—Thru early days of five-day Houston County Fair, which closes here today, Eddie Young's Royal Crown Shows racked up excellent business in all departments.

The org's regular line-up is augmented by recent additions. A total of 78 concessions are in operation and all concessionaires reported good business.

Rides have been getting better grosses than the shows. Of these last, Charlie Taylor's Dixieanna revue has been chalking up top money, with the Side Show, managed by Eddie Lloyd, in the runner-up spot. Other shows include Captain Ritz and His Daredevil Riders, Art Noble's Midget Show and Mickey Mansion's Mystic Manor and Crazy Kastle.

Besides the show-owned rides, other riding devices in operation are Harry Beech's Scooter and Fun-in-the-Dark, and Bert Britt's Fly-o-Plane and Spitfire.

Attendance at the fair has hit a record pace, according to Mr. and Mrs. J. L. Lunsford of the fair association. Tuesday (26), kids' day, proved a record-breaker, with a huge turnout of adults and small fry.

Visitors included Morris Lipsky, Art Frazier, Peasy Hoffman and Eddie Coe, Johnny J. Jones Exposition; Mr. and Mrs. Max Tarbis, Jesse Sparks and R. J. McKee.

WOM Personnel Sets Plans for Winter

COLUMBIA, S. C., Oct. 30.—Folks with the World of Mirth Shows, which will wind up its 1948 season November 8 at Rocky Mount, N. C., are busy formulating plans for the winter months.

Hermine's midget troupe will return to theater and school dates. Blondie and Alberta Mack, who operate the Monkey and Wild Animal shows, will make Florida dates with Barney Tassel. Mr. and Mrs. Flash White will head for Sarasota.

Dic Dillon's Working World will play indoor dates after Dillion takes the baths at Hot Springs. Roy Hinkson's Circle H Rodeo probably will continue to work but plans have not yet jelled. George Lambert will take his midget horses on a Florida tour with the Jack J. Perry Shows.

RIDE HELP

WANT DOUBLE CREWS. 12 RIDES.

Come to Alice, Texas, now, or Kingsville, Texas, next week.

DON FRANKLIN SHOWS

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Oct. 30.—In addition to the usual sessions at the 15th annual meeting of the ACA in Chicago, a special session for owners and managers of railroad shows is scheduled to consider action to be taken in connection with railroad rates, elimination of demurrage charges, etc.

The War Assets Administration furnishes us with a copy of its amended rule requiring the stock piling of metals, including copper and lead.

A research service advises the following items are now available: A new type of 1/2-inch electric drill; an automatic gun stapler using all kinds of wire, adjustable to predetermined drive; plastic cloth and electrical wire with rubber insulation. This service also has available a manual covering the characteristics of aluminum sheet and plate material.

The income tax bureau has devised a new employees' optional tax return form, and individuals using this form are advised to familiarize themselves with the requirements. A recent income tax decision now provides that estimated business expenses are deductible and allowable under certain conditions.

Attention is again called to the credit control requirements in connection with installment purchases.

The current tax calendar dates include: November 15, returns for corporations, individuals and partnerships operating on a fiscal year ending August 31; report and payment of October withholding taxes if the amount is \$100 or more, and November 30, October excise tax returns due and excise taxes payable.

WOM TAKE HEFTY

(Continued from page 67)

said the take was 70 per cent ahead of last year. All of the shows' Southern dates have been high in the win column, he said.

Joe Sciortino's Vanities, Joe Casper's Pandora, Glen Porter's Side Show and L. Harvey (Doc) Cann's Motordrome continue to gross top money among the shows. Elaine Kirby's Club Ebony Revue is clicking in this territory.

Next week the shows will break a home-run move to its Richmond, Va., winter quarters, by rehashing the Rocky Mount (N. C.) Fair, which was rained out.

Bennett, Stone Team Up To Bring Out New Mich. Show in 1949

DETROIT, Oct. 30.—Sammy Stone, former concessionaire on the World of Pleasure Shows, and C. Joe Bennett, until several months ago part-owner in the Playland United Shows, will go out with a new show next year under the title of the Royal Empire Shows.

Equipment for the unit has been placed in winter quarters in Taylor Township, southwest of this city, and Stone and Bennett said they plan to buy six new rides. Their plan is to open in April, playing Detroit and suburban lots and later to tour Michigan and adjoining States.

ENDY GETS 42G

(Continued from page 67)

grosses was Kids' Day, Tuesday, Gross for Friday, formerly the big day, was about \$300 short of Tuesday's \$12,000. Cold, windy and cloudy afternoon weather spoiled the day play but the crowds swarmed out after 7 p.m.

It was the third straight year for Endy to play the Macon fair and he gave the midway a new look by laying out a double line of rides in the center of a giant horseshoe. He also presented some new attractions including a portable Roller Coaster and a Wild Animal Circus with Capt. Roy Bible, who once wintered his Sello Bros.' Circus at the fairgrounds here.

Louis (Stretch) Rice, business manager, assisted Endy in entertaining many visitors during the week. In addition to those listed last week the visitors included Shan Wilcox, of Shan Bros.' Shows; Bob Miller and friends from Crystal Exposition; Louis Berger, Cavalcade of Amusements; C. A. Abbott, R. E. Savage, Jack A. Leontini, co-producer with Tom Packs of Macon Shrine Circus; Charles Sparks, retired circus owner; Charles Underwood, contracting agent with Cole Bros.' Circus; Jimmy Salters, formerly of Dales Bros.' Circus; Ben Thomas, King Bros.' Circus, and J. L. Johns, Borup's United Shows.

Shreveport Benefit Show Nets Miami Club \$2,200

SHREVEPORT, La., Oct. 30.—The Miami Showmen's Association will receive approximately \$2,200 as a result of a benefit show Wednesday night (27) on the Royal American Shows midway at Louisiana State Fair here.

Acts from the Barnes-Carruthers grandstand show and from the Royal American provided the entertainment for the benefit which was held in the Sally Rand show top.

Ill Wind!

SHREVEPORT, La., Oct. 30.—Thanks to the generous nature of showfolk friends, Joe Pontico is back in the cookhouse business. During the Louisiana State Fair here, Pontico was operating his eatery expressly for members of the Royal American Shows, midway attraction, when fire of undetermined origin leveled his stand. When the fire, which is believed to have started about 4 a.m., was detected it was too late to save any part of Joe's equipment.

Tom Arger, bingo operator, got his crew together and erected a spare corn game top at the site of the fire and, with the help of Bill Clain and other show members, a new cookhouse took shape. Dale Pasley, independent cookhouse op, loaned Pontico all the equipment he needed to get started and by supper time Pontico had a hot dinner ready to go.



Coming Events

ARIZONA

Tucson—Old Tucson Days Celebration. Nov. 6-7. John E. Alexander Box 814.

CALIFORNIA

Los Angeles—Great Western Livestock Show. Nov. 27-Dec. 2 Wm. H. Ryones, Union Stock Yards.
San Francisco—Nat'l Livestock Expo. at Cow Palace. Oct. 29-Nov. 7 Carl Garrison.

COLORADO

Alamosa—Cattlemen's 4-H Show. Nov. 16-18. Louis Higel.

FLORIDA

Tavares—Armistice Day Celebration & Veterans Fair. Week of Nov. 11. L. A. Roth.

GEORGIA

Atlanta—Shrine Circus. Nov. 8-17. C. E. Wilson, 650 Cascade Ave., S. W.
Brunswick—Harvest Festival. Nov. 3-4. Mrs. Bernice E. Grant.
Macon—Shrine Circus. Nov. 17-20. J. P. Kennington.

ILLINOIS

Chicago—International Livestock Expo. Nov. 27-Dec. 4. Wm. E. Oglvie, Union Stock Yards.

INDIANA

Walkerton—Indiana Muck Crop Show. Nov. 9-12. Roscoe Fraser, W. Lafayette, Ind.

KANSAS

Wichita—Shrine Circus. Nov. 21-28. Jesse L. Moore, 115 N. Topeka Ave.

KENTUCKY

Louisville—Fat Cattle Show. Nov. 10-12. Ernest L. German, Bourbon Stock Yards.

LOUISIANA

Crowley—International Rice Festival. Nov. 5. Mrs. Elizabeth L. Barnett.

MAINE

Portland—Elks Charity Circus. Nov. 15-21. Wm. D. Haskins, 92 Free St.

MARYLAND

Timonium—Eastern National Livestock Show. Nov. 14-20. Jos. W. Shirley, 22 Light St., Baltimore.

MICHIGAN

Cadillac—Potato & Apple Show. Nov. 9-10. L. Wendell Barnes, Court House.
Ionia—Fat Stock Show. Nov. 2-4. Louie Webb, Court House.
Iron Mountain—Potato Show. Nov. 2-4. D. L. Clanahan, Court House, Marquette, Mich.

MISSOURI

Kansas City—Poultry Show. Last week in Nov. Mrs. K. K. Biorck, Independence, Mo.
Kansas City—Shrine Circus. Nov. 8-14. L. Fred Stein.

NEW YORK

New York—National Horse Show, Madison Sq. Garden. Nov. 2-9. Walter B. Devereux, 90 Broad St.

New York—National Hotel Expo. Nov. 8-12. Arthur L. Lee, 221 W. 57th St.

Rochester—Shrine Circus. Nov. 15-20. Elmer Raithel, 334 East Ave.

White Plains—Eastern States Antiques Fair. Nov. 15-20. C. J. Nuttall.

NORTH CAROLINA

Charlotte—Exposition & Food Show in Armory Auditorium. Nov. 10-20. James B. Vogler, 120 E. 3d St.

PENNSYLVANIA

Nazareth—Farm Products Show. Nov. 18-20. Paul L. Selfert.

Philadelphia—Hobby Exposition in Convention Hall. Nov. 15-20.

Pittsburgh—Livestock Show at Herrs Island. Nov. 2-4. Chas. L. McAdams, Chamber of Commerce.

SOUTH DAKOTA

Sioux Falls—Auto Show. Nov. 25-28. DeWalt T. Klefer.

TEXAS

Fort Worth—Shrine Circus. Nov. 19-28. John L. Andrew.

Harlingen—Valley Mid-Winter Fair. Nov. 22-28.

Houston—Shrine Circus. Nov. 3-16. Willard W. Glaze, 3704 Montrose Blvd.

UTAH

Ogden—Ogden Livestock Show. Nov. 13-17. E. J. Fjeldsted.

VIRGINIA

Richmond—Richmond Home Show. Oct. 30-Nov. 5. B. Sherman.

CANADA

Toronto, Ont.—Royal Winter Fair. Nov. 16-24. J. R. Johnston.

Circus Historical Society

WICHITA, Kan., Oct. 30.—Arthur Dodge, Niagara Falls, N. Y., who has a good collection of circus photographs and stories, recently was the subject of a feature story in *The Niagara Falls Gazette*. Franklin Mead, Galesburg, Ill., is building a

FOR SALE

NO. 5 ELI WHEEL

In Good Condition. \$5,000 Cash.

Contact: H. V. PETERSEN, care Tivoli Exposition Shows, Parkin, Ark., Nov. 1-6, or as per route.

Bergen Heads NSA Ticket

NEW YORK, Oct. 30.—At Wednesday (27) night's meeting of the National Showmen's Association the nominating committee presented the following list of nominees, as the regular ticket for 1948-'49, to be acted upon at the club's annual election of officers November 22:

President—Frank Bergen, general manager, World of Mirth Shows; 1st vice-president—Jack Perry, Jack J. Perry Shows; 2d vice-president—Ross Manning, Ross Manning Shows; 3d vice-president—Ralph Decker, Joseph J. Kirkwood Shows; secretary—Phil Isser, L. T. Shows; treasurer—D. D. Simmons, independent concession operator; assistant treasurer—Ben Weiss, independent concessionaire; chaplain—Fred Murray, general manager, International Fireworks Company.

Board of governors:

Harry Agne, Bucky Allen, Vincent Anderson, Jack Alfred, Carl Barlow, Morris Batalsky, Curtis Bockus, David Brown, Morris Brown, Arthur Campfield, S. Tommy Carson, Isaac Cetlin, Myron Colegrove, Edward Cohen, Max Cohen, J. W. Conklin, William Cowan, Bligh Dodds, Ralph Endy Edward Elkins, Jack Gilbert, Richard Gilsdorf, Max Goodman, Jerry Gottlieb, Jack Greenspoon, Max Gruberg, William Hartzman, Ben Herman, Hon. Harold G. Hoffman, Joseph H. Hughes, Alexander Janpol, H. William Jones, Harry Kaplan, L. (Dada) King, Johnny J. Kline, Roger Littleford Jr., Morris Levi, Sam Levy, Jack Lichter, Morris Lipsky, Art Lewis, William Lynch, Jack McCormick, Jim McHugh, Joseph McKee, Frank Miller, William Moore, Russell Owens, Sam Peterson, Sam Prell, Frank Rappaport, King Reid, Louis Rice, Harry Rosen, Irving Rosenthal, Sam Rothstein, Clemens F. Schmitz, Gerald Snellens, Daniel Thaler, Leonard Traube, Justin Van Vliet, Morris Vivona and E. J. Warner.

Imperial in Barn, Arthur to Coast

COLUMBUS, Ga., Oct. 30.—Following a highly successful closing engagement at the fair here, Imperial Exposition Shows moved into winter quarters in buildings on the fairgrounds here. Manager Martin Arthur left for the West Coast after storing the equipment.

The show, operated by Amusement Corporation of America (J. C. McCaffery and Herbert W. Bye, with Arthur), enjoyed better-than-satisfactory business on its fair dates.

model circus. He will name it Mead's Famous Circus, featuring the world's greatest menagerie.

Dad White, Fredonia, Kan., recently was featured in a story in the *Erie Railroad* magazine. At present he is nursing a knee injury, the result of a fall.

The writer enjoyed visits recently with Mrs. William Lerche, who flew to see the horse show in Wichita, and Paul Van Pool, Joplin, Mo., who was in Wichita attending the bottlers' convention. All of the Wichita show gang visited Bob Stevens's show at Belle Plaine, Kan. James MacInnis, Alburts, Pa., reports he visited Lee Bros.

Charles Kistler, Allentown, Pa., recently underwent an operation but reports he's getting along okay. Shows he visited this season included Lee Bros., James M. Cole, Hunt Bros., King Bros. and Rogers Bros.

Walter Pietschmann, CHS treasurer, has been lecturing on circus pictures at numerous clubs around Detroit. John Van Matre caught the Hamid-Morton show in Philadelphia. He reports he's readying models for the World Hobby Show, scheduled next month.—BETTE LEONARD.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Third Stool, Ark.
October 30, 1948.

Dear Editor:

That old saw, "Never laugh at a First of May because you may be working for him tomorrow," continues to hold good. In this midway business no matter how lowly one's position may be he may be elevated to your superior tomorrow. So it was with Ol' Sam, restroom man noted for getting no salary, whose capabilities came to the attention of the office thru the amount of money he turned in. It is common knowledge among our people that if he makes good in his present position he will be elevated to the position of general agent thru his wide acquaintance and connections with fairmen, whose restrooms he successfully handled thru the years.

During a special meeting of the five Ballyhoo brothers, Sam was elevated to the juicy position of concession manager and privy counselor without portfolio. "If," argues the brothers, "Sam can turn in more dough from his restrooms than can agents on large office-owned concessions, then he must have something on the heel and ball of his shoes, which the other agents haven't. After installing an office in restroom No. 27 Sam took over his duties at the Squash County Fair here, which is considered a six-week earlier harvesting than a pumpkin. The fairgrounds here is noted for its three flowing wells of citrate water, its 40-milers, 30-kilometerers, 25-knotters and back-yarders, which gives the fair a homeguard concession coverage of over 300 square miles.

Hep to what concessions grossed the heaviest here, Sam split up the game and grease-burning concessions with restrooms, and thru the new set-up many of the 40-milers and other local and-so-forths were pratted out of concession row. One drawback to the new set-up was that restrooms and cookhouses were located side by side and some of the fairgoers mistook the cookhouses for restrooms until self-explanatory signs were erected. Many agents beefed over their locations, but thru Sam's layout the beef was made legit. Most of the 40-some-odders had held their locations for years, and beefed plenty for being pratted out. Daddy John, who dealt juice, grab and light p.c. in the shade of a giant elm located only a hog-calling distance from the swine sheds, really raised a ruckus when he learned that the restroom had replaced his grab and that his light p.c. had to give way to progress.

Daddy John went on a 40-hour rampage which netted him a location in the sun just 40 paces to the windward of the sheep dipping vat and without the aid and comfort of a restroom. Hearing of the new location the other milers tore down and moved to John's end of the grounds, which formed an independent concession row. That left our concession midway a straight line of comfort stations and games. To combat the rebels Sam placed a 50-cent admission to the restrooms and because our cookhouse erected a sign reading, "Eat here and get a free pass to the toilets," the natives boycotted the homeguard to get the ducats. Thru the co-operation of the three flowing mineral

water wells we starved out the independent midway with each 40-miler, knotted and kilometerer laying the privileges into the boss's palm and returned to the fold.

Moral of the story is: "Always tip the porter, and never take a powder from a powder room because the guy who dusts you off today may be your concession manager tomorrow."



Dog Shows

ALABAMA

Mobile—Nov. 11. Mrs. Jules B. Esser, E. Mobile.

CALIFORNIA

Fresno—Nov. 21. Mrs. Adolph Ruschhaupt.
Los Angeles—Nov. 7. Mrs. Wm. Landolf, 3780 Glenn Felix Blvd.

Turlock—Nov. 21. R. L. Jackson.

CONNECTICUT

Hartford—Nov. 6. Foley, 2009 Ranstead St., Philadelphia.

FLORIDA

Pensacola—Nov. 13. A. E. Jackson, 1734 N. Magnolia Ave.

GEORGIA

Augusta—Nov. 17. G. O. Davis, 2356 Wrightsboro Road.

ILLINOIS

Chicago—Nov. 21. Mrs. S. K. Platt, Glencoe, Ill.

INDIANA

Rensselaer—Nov. 19. Jack L. Whitworth, Avon, O.

LOUISIANA

Baton Rouge—Nov. 4. Mrs. J. K. Harrison.
New Orleans—Nov. 6-7. Chas. L. Nelson, 3705 Mistletoe St.

MASSACHUSETTS

Boston—Nov. 21. Mrs. Mary J. Rourke, 718 Huntington St.

MICHIGAN

Lansing—Nov. 7. Chas. J. Randall.

MISSISSIPPI

Gulfport—Nov. 9. T. W. Atkinson, Biloxi, Miss.

NEW JERSEY

Camden—Nov. 14. Foley, 2009 Ranstead St., Philadelphia.

Elizabeth—Nov. 7. Philip I. Delano, Cranford, N. J.

Newark—Nov. 21. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK

Albany—Nov. 28. Foley, 2009 Ranstead St., Philadelphia.

Troy—Nov. 27. Foley, 2009 Ranstead St., Philadelphia.

OREGON

Portland—Nov. 20-21. John M. Hamilton, 7040 N. Seward Ave.

PENNSYLVANIA

Philadelphia—Nov. 13. Foley, 2009 Ranstead St.

RHODE ISLAND

Cranston—Nov. 7. Ida A. Costello, 20 Whitney Ave., Providence.

SOUTH CAROLINA

Charleston—Nov. 13. Mrs. Mary B. Chisolm, 75 Darlington Ave.

Columbia—Nov. 15. Mrs. Mary S. Sannett, 2410 Blossom St.

Florence—Nov. 19. Mrs. Margaret Windham.

TEXAS

Port Arthur—Nov. 14. Dr. R. B. Wilcox.

BARLOW'S BIG CITY SHOWS

Black Oak, Ark., this week; out all winter with an open Concession Midway.

WANT Kid Auto or small Merry-Go-Round, RIDE HELP: Shows with own outfits. Popcorn, Corn Game, small Cook House.

Photos, Palmistry, Penny Pitch open positively. No grift. Spring opening April 6, St. Louis, Mo., auspices Combined Churches. 30 Homecomings, Fairs and Celebrations now under contract.

TIVOLI EXPOSITION SHOWS

WANT FOR ARKANSAS CHOICE COTTON WANT AND RICE FESTIVALS WANT

American Mitt Camps, Sno-Cone, Basket Ball, Penny Pitch, Photo Gallery and any worth-while Concession that works for stock. Whitey Noltey, can place you. Also can place Glass House, Funhouse and Motor Drome. We are carrying seven Major Rides, four Shows, Texas Kidd's Rodeo with 37 head of Brahma Bulls and Bucking Horses as a free attraction. Helena, Arkansas, this week, first show in this year, location foot of Main Street, Helena Recreation Park. Then the big one, Stuttgart, Arkansas, five days, three blocks from Main Street, first show this year. Join now, several other spots contracted. Wire, call or come on, don't write. Can place good Percentage Dealers. Contact

H. V. PETERSEN, Mgr., or C. S. NOELL, Gen. Rep.

**Schmitz Comes Out of Shell
 For Merger of RSROA, URO;
 "Send the Votes to Billyboy"**

ELIZABETH, N. J., Oct. 30.—“At the last United Rink Operators' (URO) convention in Washington, both Earl Van Horn and myself resigned from the executive board, not because we were no longer interested, but because we felt that a possible compromise could be reached between two warring rink operator associations,” William Schmitz, operator of the America on Wheels chain of rinks, said this week in a discussion of the proposed merger of the URO and Roller Skating Rink Operators' Association of the United States (RSROA).

“Being a businessman, I believed that co-operation among operators would further the sport, and in that way my own business,” he said.

“Perry Giles, of Muskegon, Mich., who was elected president of the URO, has long worked for peace. He asked me not to write any more articles in *The Billboard*, as it would hurt his chances of bringing all operators together under one banner. I promised not to, altho many times when I read *The Billboard* it irked me not to answer. However, when I read Mr. Martin's article in the October 30 issue, I could no longer stand idly by while the facts were being so badly distorted. I called Perry Giles and asked him to release me from my promise, as I believe it is in the interest of the roller skating industry, which is my bread and butter as well as that of every other operator in the country, that the truth be told.

No Meeting Held?

“I called the officers of both the URO and the United States Amateur Roller Skating Association (USARSA), asking if a meeting had been held recently, as Mr. Martin stated. The answer was ‘no.’ The only meeting where the RSROA, URO, Amateur Skating Union, Amateur Athletic Union and USARSA were all represented was held at the Park Central Hotel, New York, in 1945, exactly three years ago. Both Mr. Martin and myself were present. The terms discussed were very simple and were as follows:

“Rink Operators:

“1. The RSROA and URO to merge into one organization.

“2. A new executive board to be formed, consisting of five RSROA members and four URO members; this executive board to govern the organization for one year, after which elections were to be held.

3. All members of the executive board to be elected—not appointed.

“Amateurs:

“1. All amateurs from both organizations to merge into one amateur body.

“2. An executive board to be formed consisting of four USARSA amateurs and four RSROA amateurs; these eight members to select a neutral ninth board member.

“3. This executive board to govern the amateur body for a period of one year, after which elections were to be held.

“Association Names:

“1. Since the RSROA and the USARSA were established organizations, it was the opinion of the majority of the men present that the names were to be: Roller Skating Rink Operators of America for the rink operators, and United States Amateur Roller Skating Association for the amateurs. However, it was left up to the RSROA representatives to discard both names, and form two new organizations if they so desired. What could be fairer?

No Victor, No Loser

“When Mr. Martin states: ‘No one wants peace at any price’ he is absolutely correct. It was the opinion of the majority of the men present that there should be no victor and no loser. However, the RSROA representatives insisted that the RSROA should survive, while the USARSA should be replaced with a new amateur body. This caused the meeting to break up in disagreement.

“If Mr. Martin is sincere in his statement that he and other officers of the RSROA want a fair peace, then there is still time to do so under these same terms as stated above.

“I am writing this article because I believe that it is essential to the sport for all operators to work together to promote business instead of hatred. Many opportunities for free publicity are lost to roller skat- (See *Schmitz Comes*, opposite page)

**Video, Theater
 Publicity Deals
 Set by V. Brown**

NEWARK, Oct. 30.—Victor J. Brown, official of the Roller Skating Rink Operators' Association of the United States and operator of New Dreamland Arena, revealed today that he has just negotiated two important publicity deals to benefit roller skating.

The first, according to Brown, will consist of a series of six video shows, originating in New York and telecast nationally by WNBC-TV. Present plans call for completely costumed casts of approximately 40 amateurs in each show, with skaters from metropolitan RSROA rinks appearing according to the following schedule:

November 29, Queens; December 1, Bay Ridge; December 3, Gay Blades; December 10, Wal-Cliffe; December 13, Park Circle, and December 14, a grand finale which will feature all skaters who performed in previous shows and demonstrations of what goes on at typical roller rink sessions.

The second deal calls for local amateurs to give roller exhibitions on the stage of the RKO Coliseum Theater, Broadway and 181st Street, New York, on January 11. Brown says the flicker house management has agreed to plug the event with screen and lobby advertising.

**Broom Ball, Barn
 And Square Dances
 Draw for Biscayne**

MIAMI, Oct. 30.—A program of varied activities is paying off at Murray L. Rose's Biscayne Roller Skating Palace here, reports Albert Bates, who with his wife, Helen, is a professional at the rink.

Reactivated broom ball hockey games on Monday nights under the supervision of Bates are proving popular, and he reports that the number of dance skaters on the floor is showing a healthy increase. The rink is closed to skating Wednesday and Saturday nights, which are reserved for barn dances and square dancing.

The Bateses recently returned from Tampa, where they took a course of instruction from Mr. and Mrs. Harold Dennison, professionals at Coliseum Roller Rink there. Gilbert Wagener is now playing for skating at Biscayne.

**Face-Lifting Aids
 Scottie's Rollery**

QUINCY, Ill., Oct. 30.—Excellent crowds have been attending Scottie's Roller Rink here which reopened October 1 after being closed two months for alteration and renovation, reports operator Albert R. Scott.

Interior of the rink was repainted and redecorated and an addition now gives Scott a structure measuring 60 by 140 feet. Scott also applied a new surface of Curvecrest Rink-Cote, the material he has been using for the past 18 months.

Three Philly Spots Reopen

PHILADELPHIA, Oct. 30.—The new season saw three roller rinks in the North Philadelphia section reopening. Crystal Palace opened with an RSROA-sanctioned revue with Ray Hottinger at the electric organ. The rink is now under the new management of Don Dailey. It is open nightly with class instruction on Mondays and beginners' classes Saturday afternoons. Also reopening were the two rinks under Carey management—the Carman and Circus Garden rinks.

**Oaks Rollery Inks
 Pat Patten as Pro**

PORTLAND, Ore., Oct. 30.—Pat Patten, gold dance medalist of the Roller Skating Rink Operators' Association of the United States, has been engaged to take over professional duties at Oaks Park Roller Rink here, it was announced recently by Robert Bollinger, owner-operator.

Patten has set plans for classes covering all skaters, and will also devote considerable time to the coaching of speed skating at the rink. In competition since 1940, Patten has acquired more than 50 trophies and has experience in all branches of the sport, Bollinger said.

Classes will be divided into five groups: Beginners, fundamental, bronze, silver and gold. The Oaks schedule also includes a three-hour Sunday morning instruction period for the figure and dance club and a one-hour period before evening sessions for practice. The rink is also available for practice after regular sessions each night in speed, pairs, solo, fours and dance skating.

A maple floor is being laid in the rink.

**Van Horn Preps
 Special Events**

MINEOLA, N. Y., Oct. 30.—An array of special events, topped by a Halloween party tonight at which prizes worth nearly \$400 will be awarded, has been arranged by Earl Van Horn, operator of Mineola Roller Rink. Six wrist watches will be given tonight to the three men and three women wearing the finest, funniest and most original costumes, and \$30 in cash prizes will go to children whose costumes are tops in the same categories.

Other events scheduled for the ensuing month include a novice dance contest, November 2; a Saturday morning trio voo-doo number, November 6; Saturday morning children's costume party, November 21; turkey night, November 24, and silver apple party, December 8.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
 Established 1884
 3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

Gil Ash

Why not have the best?
SKATING BOOTS
 GEO. GILLIS SHOE CORPORATION
 FITCHBURG, MASS.

SKATING RECORDS

with
 STANDARD DANCE TEMPOS
 Write for Complete List
SKATING RHYTHMS RECORDING CO.
 P. O. Box 1838 Santa Ana, Calif.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
 PERRY B. GILES, Pres.
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"Action Counts"

1949 CALENDARS NOW ON THE PRESS



There will be no second run this year

ORDER YOURS NOW

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12.00 " 100 "	
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You can't afford to be without this Beautiful 4-Color Year 'Round Plugger

You Will Get Action With

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ROLLER SKATE CO.
 4427 W. LAKE ST. CHICAGO 24

Your Imprint
 HERE

AOW Races Pull 10% Gate Boost

ELIZABETH, N. J., Oct. 30.—The third season of inter-rink racing in the America on Wheels chain is showing a 10 per cent gain at the box office over the corresponding period of 1947 and is outdrawing other phases of contested skating in the chain, according to Jack Edwards, AOW chairman of racing activities.

Speed skating is outdrawing by a two-to-one ratio the dance contests being held in AOW's New Jersey rinks, Edwards said. The dancers, on an inter-club schedule, follow by one night the bi-weekly races.

The latest race meet, held October 23, produced the biggest crowd of the season at Twin City Arena here, Edwards reported. Mount Vernon (N. Y.) Arena, with 95 points, took over the league lead from Hackensack (N. J.) Arena, which has accumulated 80. They are followed by Twin City, 50; Capitol, Trenton, N. J., 10; Boulevard, Bayonne, N. J., 5, and National, Washington, 5. Speedsters of the recently acquired Paterson (N. J.) Arena make their debut at the next meet, to be held November 5 at Mount Vernon.

Tacky Party Wins at Dallas; Hockey Up for Promotion

DALLAS, Oct. 30.—The juvenile trade turned out in throngs for a tacky party held October 13 at Deuback Skating Rink here, reports Victor L. Deuback, who with his brother, John, operates the rink. Lasting from 7:30 to 10 p.m., the party featured a tacky contest, stop-and-go elimination race, candlelight race and grand march.

The rink's sweetheart contest, which started October 23, ends tomorrow night as a feature of a Halloween party. One vote was permitted with each admission ticket purchased during the week. The winner will be permitted to skate four months free of charge.

Another party attraction will be the first of a series of hockey games the management is promoting for boys and girls. Games will be played regularly on Wednesday and Thursday nights.

Penny Spot Holds Benefit

LEHIGHTON, Pa., Oct. 30.—La Rose's Garden Roller Rink here held a skating party Friday (15), proceeds of which go to the Roller Skating Rink Operators' Association of the United States for the advancement of the roller sport, reports Morris La Rose, operator. Feature attraction was a drill team from Ringing Rocks Park Rink, Pottstown, Pa.

Richmond Rollarena Shuttters

RICHMOND, Ind., Oct. 30.—Its premises having been taken over by a supermarket, Richmond's Rollarena has suspended operation, according to Manager Harold Hawkins. The suspension marks the close of 10 years of successful operation and the first time since 1885 that the city has not had a roller rink, Hawkins said.

FOR SALE
200 PAIRS RICHARDSON RINK SKATES
About 40 pairs, never used, rest in very good condition. Have quit business. Will sell cheap. First reasonable offer accepted.
THOMAS J. MULLIGAN
201 1/2 North St. Lake Mills, Wis.

ROLLER SKATE SHOES SACRIFICE
Top grade white elk leather, shearing lined tongues, GOODYEAR WELT CONSTRUCTION. Fine quality known shoes. Reg. \$5.75 wholesale. Only 145 pr. Ladies' and 90 Men's. Excellent sizes. All shoes guaranteed first quality. All or part, \$3.75 pr. Samples, \$3.95. **PIONEER BOOT COMPANY,** 3020 Eastland St., Tucson, Arizona.

Schmitz Comes Out of Shell For Merger of RSROA, URO

(Continued from opposite page)
ing because of this internal strife. Why not let the RSROA follow suit and change its officers at the next convention and let operators take over who were never connected with the roller skating feud. Perhaps those men, together with the new URO leaders, could work out a harmonious solution. Much can be gained by harmony. Just look at the bowling industry. Bowling has no tax, which the government has been trying to place on this sport ever since the 20 per cent tax on admissions went into effect. However, a strong bowling association has been able to keep this tax off the books.

"Does anyone think for one minute that the skaters enjoy two championships? If all this money could be spent on one meet, wouldn't the publicity results be much greater, and wouldn't it in the long run benefit all operators?"

Wants Ops To Vote

"May I suggest that all operators, RSROA, URO and those belonging to neither organization, write to the roller skating editor of *The Billboard*, stating whether or not they are in favor of the two organizations merging under the beforementioned terms. State in your letter if you are URO, RSROA or non-affiliate. The editor could then print in the following issue, without mentioning any names, how many operators are for or against the merger.

"I agree with Mr. Martin that too few operators attend the meetings and most operators pay no attention as to what their officers are doing. I am sure that if every operator would live up to his membership and as-

Roller Derby Schedules Return Date in Gotham

NEW YORK, Oct. 30.—Ken Niedl, Roller Derby publicity man, has moved into the Park Central Hotel here to direct an elaborate promotional campaign for the rough and tumble Derby which begins a 17-day run at the 165th Regiment Armory November 28.

The Roller Derby, now in its 14th season, has not been seen in New York since August, 1946, when an outdoor stand at the Polo Grounds was mostly rained out.

St. John's Rollery Reopens

ST. JOHN'S, Newfoundland, Oct. 30.—St. John's roller rink has been reopened after being shuttered since last June. Spot boasts a new floor. Glen Davis has been engaged as organist. New skates have been delivered and spot is operating five nights per week.

Jax Skateland Holds Debut

JACKSONVILLE, Fla., Oct. 30.—Formal opening of the new Skateland Roller Rink at 900 Mary Street here took place October 19. The rink of concrete and masonry construction is operated by Mr. and Mrs. G. V. Caraway. It provides 17,000 square feet of floor space.

Latest word on that new \$300,000 super rollerdrome nearing completion in the town of New Dorp, Staten Island, N. Y., is that it will stage its grand opening around December 1. The opening show will be put on by the United States Amateur Roller Skating Association, but operator Harry Kleinman says he will not affiliate with either the RSROA or URO until after the rink has been open for some time. Ann Manlon, former *Skating Vanities* principal, amateur champion and instructor, has been signed as head professional.

sume the responsibilities that go with it, the roller skating feud would have been settled long ago. Now, more than ever, with the slump in business, it is important that all operators work together and get behind the Roller Skating Institute of America for the promotion of the industry.

"Don't forget to write to the roller skating editor of *The Billboard* and vote for or against the merger."

Gotham Icery Goes To Rollery Methods

NEW YORK, Oct. 30.—Time-proven roller rink methods will be tried on ice this season, reports Harry Woodward, veteran roller man who started his second year as manager of Iceland, atop Madison Square Garden, when it reopened Saturday (23). These include live Hammond organ music at all sessions, the banning of speed skaters and racing skates, and plans for immediate institution of dance classes and specials.

Woodward was formerly employed locally at the Empire and Mineola roller rinks. His assistant at Iceland is another roller man, Frank Paige, an alumnus of the Eastern Parkway and Fordham rink staffs.

Penny Operators Pitch For Federal Tax Repeal

HARRISBURG, Pa., Oct. 30.—Repeal of the federal 20 per cent amusement tax is being sought by the Pennsylvania Rink Operators' Association on the ground that the levy was a temporary wartime impost.

At a recent meeting, Walter J. Wolf, president of the association, said the group outlined plans for activities toward repeal of the levy.

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FOR MEN - WOMEN - CHILDREN
EASY TO ATTACH
TOE STOP
STOPS NOW!

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We BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity.
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300 PAIRS USED RICHARDSON RINK SKATES
All in A 1 condition, no breaks, bends or welds, sizes 1 thru 9. In lot of 300, \$1.75 per pair; in lots of 25 or more, \$1.90 per pair. 1 Seeburg Juke Box, 24 records, all in good condition, price \$100.00.
CHILHOWEE SKATING RINK
Chilhowee Park, Knoxville, Tenn.

WANT TO BUY ROLLER SKATING RINK
(No portable.) Must be established, showing good return. Write details to
E. O. BORGMAN
1818 Ridgeway Colorado Springs, Colo.

PROGRESSIVE ROLLER RINK OPERATORS:
RAY HADLEY—Registered Professional

EXHIBITION SKATER

Returning for a season of exhibitions of Free Style Skating. These will feature spins and jumps as seen in national competition.

Instruction in dance skating also available for limited periods—using latest methods—including slides and motion pictures designed to interest the public in Roller Skating. Experienced in producing shows.

For pictures and further information write
AGENT, P. O. Box 903, Portland, Ore.

OFFICIAL ROLLER DERBY RINK SKATES

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WE HAVE AVAILABLE FOR RENTAL
For a Roller Skating Rink, on a percentage basis, an area of about 75 ft. by 150 ft., in Playland's section of Rockaway Beach, which is visited literally by millions of people each summer season. Write at once for details.
ROCKAWAY'S PLAYLAND
ROCKAWAY BEACH, N. Y.

CHRISTMAS PROSPECTS BRIGHT

POPULAR CHRISTMAS MERCHANDISE

Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check all the advertising in this section for many other fast-selling items.

HOLIDAY LIGHT SETS



Bardon Manufacturing Co., Far Rockaway, N. Y., is introducing at special prices to readers of "The Billboard" a complete line of decorative lighting sets for festival, holiday and Christmas-tree decorations. Illustrated is the eight-light 15-volt series set with five assorted colored C6 lamps, attractively boxed and priced at \$1.03. Others sets are illustrated and described in Bardon's advertisement elsewhere in this issue.

SOLD BY.....BARDON MFG. CO.
1312 Bayport Place, Far Rockaway, N. Y.

TELEPHONE SECRETARY



The ideal answer to everyone's telephone problem—where to "write it down." The secretary has rigid, pull-out drawer which holds any ordinary pad and pencil. Easily installed, it snaps onto phone base and does not take up any additional space. Unbreakable metal, finished to match the telephone. Three models to fit various styles of phone.

SOLD BY.....LANKO INDUSTRIES, INC.
4852 Riopelle Street, Detroit 7.

ATTRACTIVE RINGS



Year-round fast sellers. As much as 300% profit in these copies of expensive diamond rings for men and women. Extra heavy mountings. Quality, style and price that makes customers happy. Set your own huge profits.

SOLD BY.....DES MOINES RING CO.
Dept. B-11, Des Moines, Ia.

LADIES' GOLD-FILLED WATCH



In a choice of white or yellow and packaged in an attractive gift box for Christmas giving. This item has been chosen by this firm as its Christmas special and the low price gives added interest.

SOLD BY.....MARVEL WATCH CO.
501 Pine Street, St. Louis.

IMPROVED PRODUCTS WHET PRE-HOLIDAY SPENDING; MERCHANDISERS PREPARING PROGRAMS TO RIDE GIFT-BUYING WAVE

DESPITE scattered reports of pessimism from some users of merchandise and specialty items, there are plenty of potent indications that novelty stores, gift shops, pitchmen, demonstrators, door-to-door workers, bingo and salesboard operators and premium users of all kinds again will partake of the fruits acquired from another huge-spending Christmas season. Rid to some degree of the shortage of materials and priorities program bugaboos, which beset them during the war years, most of the operators see another pre-holiday spending jag that will help them climax 1948 with business that will match, if not eclipse, the good results registered during the war and the subsequent years.

Preparations have been made for an exceptionally heavy shopping spree on the part of the public and the fact that almost every item known to the merchandise field again will be in demand is attested to from advance reports being received from over the country. At this writing no section seems to favor a special item, altho toys and gift merchandise of all types again are expected to lead the holiday sales parade. These, like almost any other item that comes to mind, will bear a marked improvement over items which appeared on shelves during the war and the years that followed, thus giving operators and dispensers of merchandise another valuable sales pitch to add to their already great stock in trade. This year, merchandisers again are making preparations to ride what is believed will be another wave of outstanding gift buying.

Heavy Sales Volume

Many of the predictions heard are based on the fact that the dollar volume in the merchandise field will soar to new highs, plus the fact that the still-limited stocks on some merchandise will contribute to heavy sales volume. Another important factor which merchandisers are quick to point out is the fact that the Christmas savings clubs soon will release millions of dollars to their members thruout the country, which also will have a marked effect on sales in the holiday spending weeks in the offing. Consensus among the smart operators seems to be that a tremendous gain can be expected by all members of the merchandise field. Another point in their favor is the fact that there need be no headache about selection of items. They have long since learned that numbers which hit the popularity and sales jackpots are those that possess eye appeal and combine practicability with quality.

Shoppers Out

Another strong indication that 1948 will see a sock holiday season is that vanguards of shoppers are already on the streets in most cities, towns and hamlets over the nation, with nearly two months yet to go before Christmas arrives. The merchandisers are anxiously eying this influx of shoppers and spenders and admit that soon every day will be a holiday from a sales standpoint. They also feel certain that this year will be no different from those of the past once the Christmas spirit sets in and yuletide bonuses and Christmas club payoffs start to make themselves felt in the market places.

Dollar Sales Gain

Lending additional optimism is the recent report that dollar sales in New York department stores gained 12 per cent in the week ended October 16 over a like week of operations for the same firms in 1947. For the four weeks ended October 16 the gain in operations amounted to 3 per cent over a year ago. The same financial conditions exist in other big and little towns over the country, with preparations already made to enjoy even more succulent results during the holidays. That smart operators are closely watching these pages in *The Billboard* each week for items that are readily sold is attested by a communication from a Seattle jobber who thru an ad in these columns recently sold 10,000 navy surplus wallets. A radio station in Connecticut is giving away a Jitterbug item picked up from these pages. An Oakland, Calif., firm recently dispensed an unusually large bale of stock thru an agent working fairs after contacting the worker thru an ad in *The Billboard*.

Radios, clocks, pen and pencil sets, wrist watches, statues, music boxes, stuffed dolls, jewelry, beadwork, buttons, pennants, flowers and leather goods of all types and divers other items which are featured in this and other issues are sold by merchandisers and made available to them thru the advertising columns of *The Billboard*. Make a habit of consulting these pages each week for items that are certain to capture the fancy of the American public.

POPULAR CHRISTMAS MERCHANDISE

Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check all the advertising in this section for many other fast-selling items.

PLUSH ANIMALS ON WHEELS



Mounted on a strong steel chassis, these plush dog or horse toy animals are made for rough usage. They're 19 1/2 inches high, 10 1/4 inches wide and 21 inches long, with moving eyes. The chassis has 4 1/2 inch rubber-tired wheels with large, bright hub caps. A steering wheel is optional equipment. Horse and dog come in brown, black or blue. See Merchandise Distributing Company's ad in this issue for bargain prices.

SOLD BY.....MERCHANDISE DISTRIBUTING CO.
19 East 16th Street, New York.

SANTA CLAUS TOSS-UP BALLOON



One of several timely Christmas items is offered in two sizes, standing 13 and 20 inches high, with cardboard feet. Oak also offers a showman toss-up and a colorful Christmas stocking made of cellophane and filled with balloons. Circular-stripe balloons bearing a merry Christmas slogan are also popular. For New Year's celebrations a solid item is a musical squawker with Happy New Year printed on the balloon portion.

SOLD BY.....OAK RUBBER CO.
Ravenna, O.

MINIATURE JUKE BOX



A bright plastic miniature of the juke boxes seen in funspots. To play a tune place coin in slot, juke like the larger machines. This new Musical Juke Box Bank has natural sales appeal and has been found to be excellent for the premium user as well. Price \$49.80 per dozen. Less than dozen, \$4.50 each.

SOLD BY.....BAUM NOVELTY CO.
Box 427, Murfreesboro, Tenn.

COCKTAIL WATCH



Cocktail watch, rhinestone and ruby, 1/20 of 12kt. gold filled; double strand; attractively boxed. Seventeen jewel guaranteed movement, \$25.75. Seventy-five years' watch-making experience.

SOLD BY.....LANCYL WATCH CO.
580 Fifth Avenue, New York 19.

See Popular Christmas Items, page 80

OPERATORS . . STOREKEEPERS . . PREMIUM USERS . . Big Christmas Assortment

CASH IN NOW GOOD VALUES
ORDER BY NUMBERS



B-101

BOUNCING BUBBLE

Truly the size of a one-year-old baby. Dressed lavishly in contrasting colored satins. Plastic head, cotton stuffed.
\$39.00 a doz.
Samples Postpaid, \$4.00 ea.



B-105

JUMBO

ALL PLUSH ELEPHANT
Is 30" tall. Comes in contrasting high luster plush. Well constructed.
\$42.00 a doz.
Samples Postpaid, \$5.00 ea.



B-110

LAZY HORSE

All plush. Felt mane and hoofs. Legs are wired so it will sit or stand in any position. Assorted colors.
24" high, 13" wide.
\$42.00 a doz.
Samples Postpaid, \$5.00 ea.



B-115

ALL PLUSH JUMBO BAMBI

31" high as illustrated. High luster plush. Well constructed. Assorted colors.
\$42.00 a doz.
Samples Postpaid, \$5.00 ea.



B-120

CHUBBY DOLL

A giant cuddly doll. Contrasting duvetyn colors. Cotton stuffed. Plastic face. Size of a year-old baby.
\$29.00 a doz.
Samples Postpaid, \$3.50 ea.



B-102

ALL PLUSH ESKIMO DOLL

Jumbo life-like doll. 36" tall, cotton stuffed. High lustered. Asst. pastel colors.
\$48.00 a doz.
Samples Postpaid, \$5.00 ea.



B-106

MAGIC SKIN DOLL

Truly the skin you love to touch. Is 24" tall. Beautifully trimmed organdy dress. Sleeping eyes, voice.
\$51.00 a doz.
Samples Postpaid, \$5.50 ea.



B-111

SWEETIE DOLL

20" tall. Magic skin arms, legs. Sleeping eyes, voice.
\$48.00 a doz.
Samples Postpaid, \$5.00 ea.



B-116

"PIG TAIL ANNIE"

16" tall. Full composition body. Sleeping eyes. Braids of hair on both sides. Big value.
\$33.00 a doz.
Samples Postpaid, \$4.00 ea.



B-121

DIXIE BELL

A gorgeous picture hat boudoir doll. 32" tall. Rayon twill in pastel shades. Embroidered trimmed, life-like wigs. Composition head, arms and legs.
\$39.00 a doz.
Samples Postpaid, \$4.25 ea.



B-103

BABY BEAUTY

A natural life doll with voice, sleeping eyes, composition head, arms and legs. Cotton stuffed body.
\$48.00 a doz.
Samples Postpaid, \$5.00 ea.



B-107

AIRDALE DOG

All plush, full cotton stuffed. 24" high, 24" from tail to nose. High lustered colors.
\$39.00 a doz.
Samples Postpaid, \$4.50 ea.



B-112

PLUTO THE DOG

17" high as it sits. All plush. Well constructed.
\$36.00 a doz.
Samples Postpaid, \$4.00 ea.



B-117

PLUSH "SCOTTIE" DOG

8" high, 9" long. Cotton stuffed. High luster plush.
\$8.40 a doz.
Samples Postpaid, \$1.00 ea.



B-108

"JINGO" BEAR

All plush, cotton stuffed. 16" tall. High lustered plush.
\$18.00 a doz.
Samples Postpaid, \$2.25 ea.



B-113

CUDDLY DOLL

Cotton stuffed, 12" tall. Real value. Plastic face.
\$8.40 a doz.
Samples Postpaid, \$1.00 ea.



B-118

"BANGO" BEAR

12" tall. All plush cotton stuffed bear. Well constructed.
\$10.20 a doz.
Samples Postpaid, \$1.25 ea.



B-122

"JR. MISS"

Magic skin doll, 16" tall. Organdy dressed. Moving eyes, voice. Arms and legs life-like. Cotton stuffed body.
\$36.00 a doz.
Samples Postpaid, \$4.00 ea.



B-104

JUMBO

ALL PLUSH BEAR

Cotton stuffed. High lustered plush. Comes in Blk. & White; Brown & Gold; Red, White & Blue.
\$42.00 a doz.
Samples Postpaid, \$5.00 ea.



B-109

ELECTRIC EYE CUDDLY BEAR

12" tall. High luster plush in combination colors. Removable standard made batteries. A real toy for young and old.
\$18.00 a doz.
Samples Postpaid, \$2.00 ea.



B-114

BLINKIE THE DOG

Electric eye Scottie dog. 8" long, 8" high. Made of lustered plush. Cotton stuffed. Standard battery. A real winner.
\$18.00 a doz.
Samples Postpaid, \$2.00 ea.



B-119

ELECTRIC EYE BAMBI

11" tall, 8" wide. Cotton stuffed. High lustered plush. Standard batteries.
\$24.00 a doz.
Samples Postpaid, \$2.50 ea.



B-123

FLORENCE THE DOLL
23" tall. Roly-poly eyes. Large picture hat. Made of chenille cloth. Outstanding value.
\$13.20 a doz.
Samples Postpaid, \$2.00 ea.

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place Asbury Park, N.J.

MAILING ADDRESS: P. O. Box 356, Asbury Park, N. J.

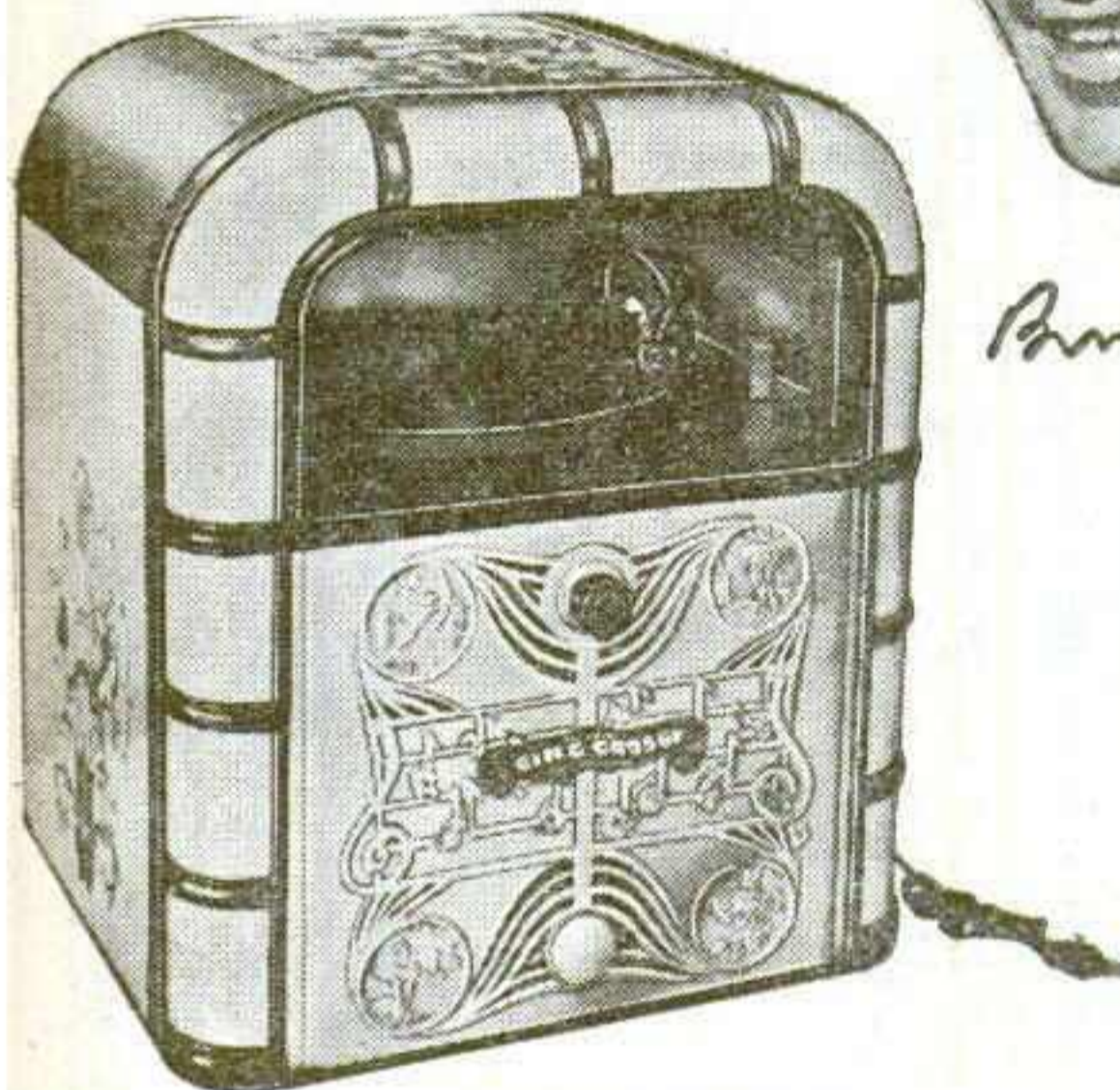
ATTENTION! PREMIUM OPERATORS

HOTTEST ITEM IN 25 YEARS

THE SEASON'S SENSATION



Bing Crosby



NATIONALLY ADVERTISED BING CROSBY'S

JUNIOR JUKE



Anywhere

\$21.60

Each in Dozen Lots
Beautifully Molded
In Colorful Plastics

TO RATED FIRMS ONLY.
SAMPLE—\$25.00 Each.
NO C. O. D. ON SAMPLE.
50% Deposit on all C. O. D. orders.
F. O. B. Factory, Bridgeport, Conn.

NOT A TOY BUT A REAL PHONOGRAPH WITH 4" SPEAKER

You'll find nothing hotter for the XMAS SEASON and all year 'round than the JUNIOR JUKE. Has all the color, gayety and novelty the young folks want. Reproduces recordings with all the fidelity and clarity of very expensive phonographs. Retail List Price, \$39.95.

IMMEDIATE DELIVERY RUSH YOUR ORDERS TODAY

(Project of Bing Crosby Research Foundation)



MAYFAIR MERCHANDISE CO.

Sole Distributors to Premium Users

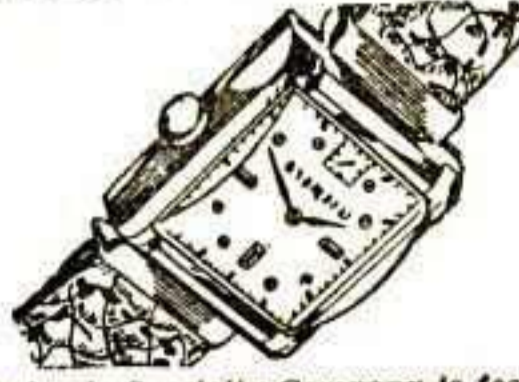
16 W. 23d Street, New York 10, N. Y.

ORegon 3-6630

POPULAR CHRISTMAS MERCHANDISE

Continued from page 78

MEN'S WRIST WATCH



Wholesale Specialty Company is featuring a 17-jewel man's wrist watch in rolled-gold case with rhinestone dial. Watch comes equipped with leather strap and can be supplied with gold expansion bracelet for small additional cost. The watch, the Eugene, carries a guarantee. The firm is also offering whitestone rings and a five-piece cutlery set with cleaver. All the items have eye and sales appeal.
SOLD BY...WHOLESALE SPECIALTY CO.
508 S. Los Angeles Street, Los Angeles 13.

CHRISTMAS BANNERS



Christmas is all-out time for decorations. It's so easy to get a new, gay, colorful effect with Velva-Sheen Christmas Banners. Hang them in a convenient spot and there is beauty and bright sparkling color radiating the spirit of Christmas. Banners are furnished in different sizes and designs and are priced to sell on sight.
See full-page ad this issue.
SOLD BY...VELVA-SHEEN MFG. CO.
615 W. McMicken Avenue, Cincinnati 14.

JUMBO-SIZE DOLLS



Each 2 1/2 feet tall, all with distinct personalities. Made of high-lustre plush and cotton stuffed. Department stores are getting from \$6.95 to \$15.95 for these dolls. Send for samples of cat, panda, eskimo or dog at \$3.25 each.
SOLD BY...ROJAC NOVELTY CO.
33 Union Square, New York 3.

MISS NEW LOOK OF 1949

An unusual sales gimmick has been added to the popular model cards now on sale. Novel Art Picture Company, manufacturer of the novelty, offers \$500 to the person who can guess the mystery girl's weight. Furthermore, a bonus of \$500 will be added if the winner also identifies "Miss New Look of 1949." The entry has been printed as a small booklet, and the girl appears on the inside cover.

SOLD BY...NOVEL ART PICTURE CO.
205 West 53d Street, New York 23.

ROY ROGERS RINGS



Women's and Children's Saddle Ring. Solid nickel silver, with plenty of rich, clear detail, even to the lariat on the side. Oxidized for richness, then polished to bring out glistening highlights. Same as Men's Ring except smaller and more delicate in detail.

SOLD BY...W. G. SIMPSON CO.
2351 E. Van Buren, Dept. B-2, Phoenix, Ariz.

See Popular Christmas Items, page 82

YEAR ROUND PROFITS

With the RINGS That Are FIRST in Quality—Style—Price
EXTRA LARGE STONES
EXTRA HEAVY MOUNTINGS

Hustlers and all stone ring workers, buy direct from one who understands your needs!



#B404 \$22.50 PER DOZ.

1/20 12K Gold Filled. Large whitestone center, two ruby colored or all white side.



#B515 \$16.00 PER DOZ.

1/20 12K Gold Filled. Large white center. White, red and birth stone color Baguette sides.



#B408 \$21 PER DOZ.

1/20 12K Gold Filled. Finetailed mounting, all white stones.



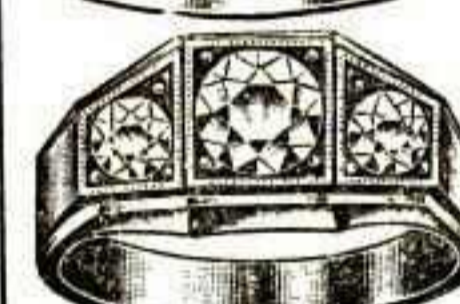
#B406 \$20.00 PER DOZ.

1/20 12K Gold Filled. White center stone on massive setting. 8 ruby colored stones each side.



#B632 \$23 PER DOZ.

1/20 12K Gold Filled. White stone center. 8 ruby colored side.



Without side stones. #B410 \$18.75 Doz.

#B510 \$20.00 PER DOZ.

1/20 14K Gold Filled, extra heavy. Ruby color center or all white.



#B528 Engagement ring. Large center stone, 4 side stones. \$9.00 PER DOZ.

1/20 12K Gold Filled

#B524 Wed- ding Ring. Set with 7 stones. \$6.00 PER DOZ.



#B426 \$21 PER DOZ.

14K RGP. White center, ruby colored side stones.



#B650 \$14 PER DOZ.

14K RGP. All White Stones.

10 days money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.
SAMPLES—Dozen or Half Dozen Your Choice. Regular Price. Order the Sizes You Need. All Orders Shipped Same Day.

RING BOXES

Paper—for 1 or 2 Rings, 75¢ Doz. Very Fancy Heart-Shaped Plastic, \$3.00 Doz. Boxes sold only with rings.

TERMS: C. O. D. Money Order or Check.

DES MOINES RING CO.
1155 26th St. DES MOINES, IOWA

HERE'S THE REAL DEAL
...you've been waiting for!



C15 - CLOCK



R15 - RADIO

ABBOTWARES

MODEL
"ECSTASY"

ABBOTWARES . . . always years ahead in design and craftsmanship . . . previews the first releases of 1949 . . . now ready for IMMEDIATE DELIVERY! ABBOTWARES . . . presenting the NEWEST OF THE NEW! Three outstandingly different creations tailormade for QUICKER SALES . . . BIGGER PROFITS!



MODEL "ECSTASY"
WITH CLOCK OR RADIO!

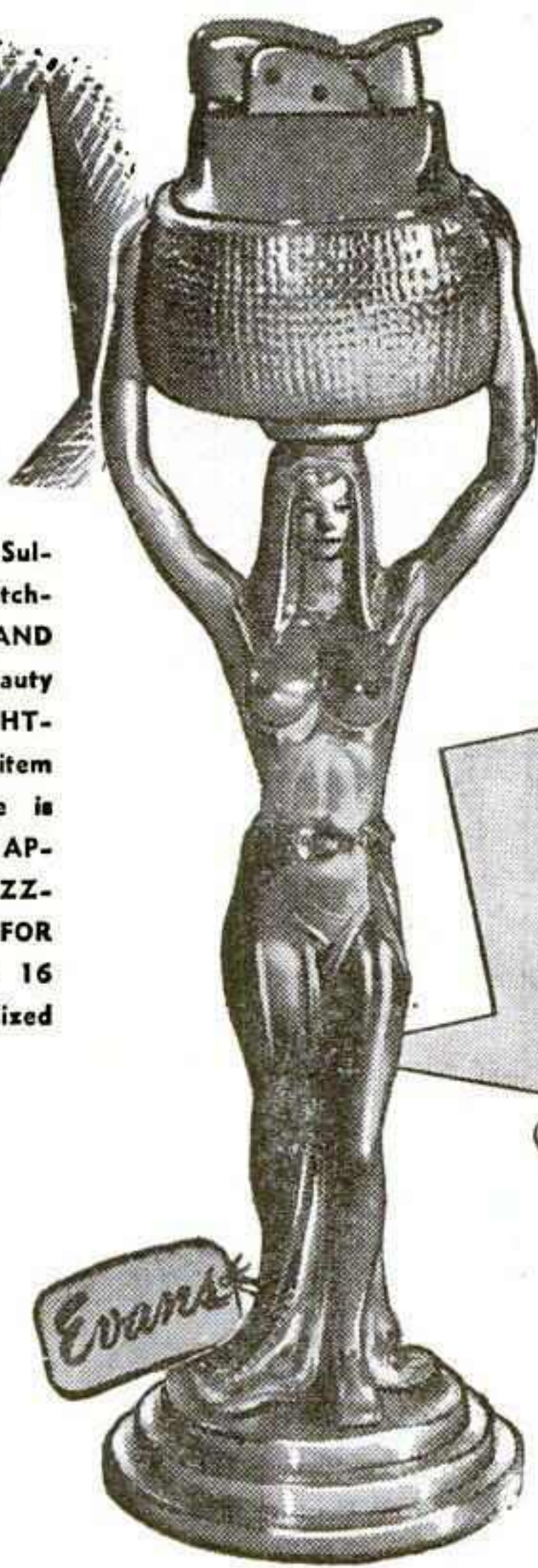
A symphony of sculptured beauty! Venus de Milo . . . Cleopatra . . . Helen of Troy . . . any one of these celebrated proponents of beauty could have been the model for this entrancing work of art. It's THAT beautiful!
RADIO: The same compact and efficient chassis so well received on other ABBOTWARES numbers.
CLOCK: A direct reading numeral clock featuring the famous Hayden guaranteed and proven motor. This unit is unconditionally guaranteed for one year from date of delivery as per our warranty.

"ECSTASY" WITH CLOCK OR RADIO AVAILABLE NOW . . . IN THESE SEVEN JEWELRY FINISHES:

- ★ Bronze
- ★ Copper
- ★ Silver
- ★ Gold
- ★ Silver & Copper
- ★ Black & Silver
- ★ Gold & Silver

THE
"SLAVE GIRL"
LIGHTER!

ANOTHER ABBOTWARES FIRST! Even a Sultan would envy this thrilling torso! A bewitching eye-fel designed to make temperatures (AND SALES) rise! Let this lush, vivid, exotic beauty SLAVE for you. Equipped with EVANS LIGHTER to "replace a carload of matches," this item is GUARANTEED SALES T.N.T.! Here is beauty . . . artistry . . . EYE AND SALES APPEAL AT ITS BEST! ORDER THIS DAZZLING NEW ABBOTWARES ITEM TODAY FOR IMMEDIATE PROFITS! Available in all 16 ABBOTWARES finishes, including oxidized black and jewels.



Evans

PREVIEW PROFITS
YOURS IMMEDIATELY!
Write, Wire or Phone
Your Order Today!

The above
available with jewels



ABBOTWARES

For Action!

1770 WORKMAN ST.
LOS ANGELES 31, CALIF.

Abbotwares
1770 Workman St., Dept. BB-110
Los Angeles 31, Calif.

Gentlemen:
We are very much interested in your fine line of ABBOTWARES. Please send us your current literature and put our name on your mailing list for all new items you will be offering in the future.

My Name _____
Firm Name _____
Address _____
City _____ Zone _____ State _____

SALES WINNING GIFTS AT MONEY-MAKING PRICES!



SADDLE HORSE ELECTRIC CLOCK

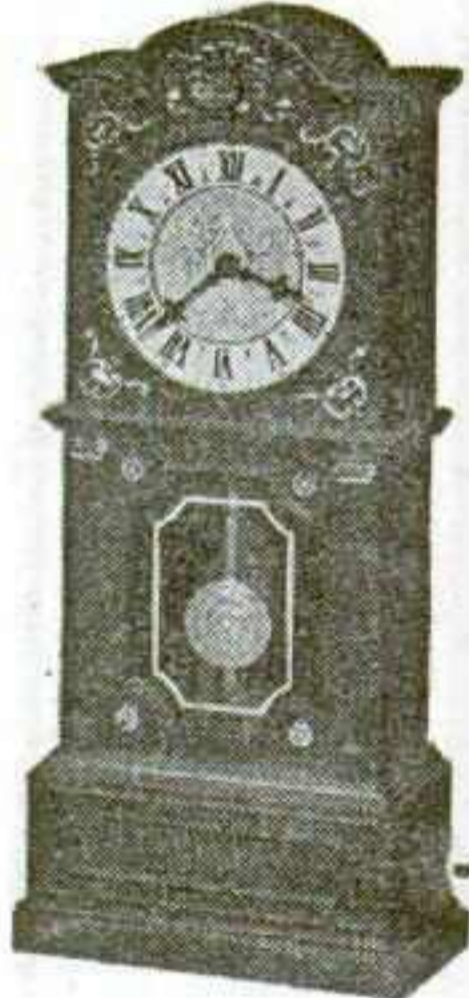
An exact replica of a Western Steed—right down to the detailed ornamental Saddle! This true-to-life reproduction is a masterpiece of metal craftsmanship. Hand cast two-tone copper plated . . . high-lighted finish. The clock is self-starting, electric movement—fully guaranteed! Dial is 4". Horse stands 11" high. Hand rubbed walnut base measures 5½"x11".

\$9.85 ea.

MUSICAL CIGARETTE DISPENSER

Here's the very finest in Swiss musical instruments. This smartly designed lamp replica dispenses cigarettes and music at the same time. Makes a unique, charming and practical gift. Highly polished brass shade. Lustrous spun metal brass finish base . . . with contrasting color stem in Ivory, Walnut or Black. 9½" high.

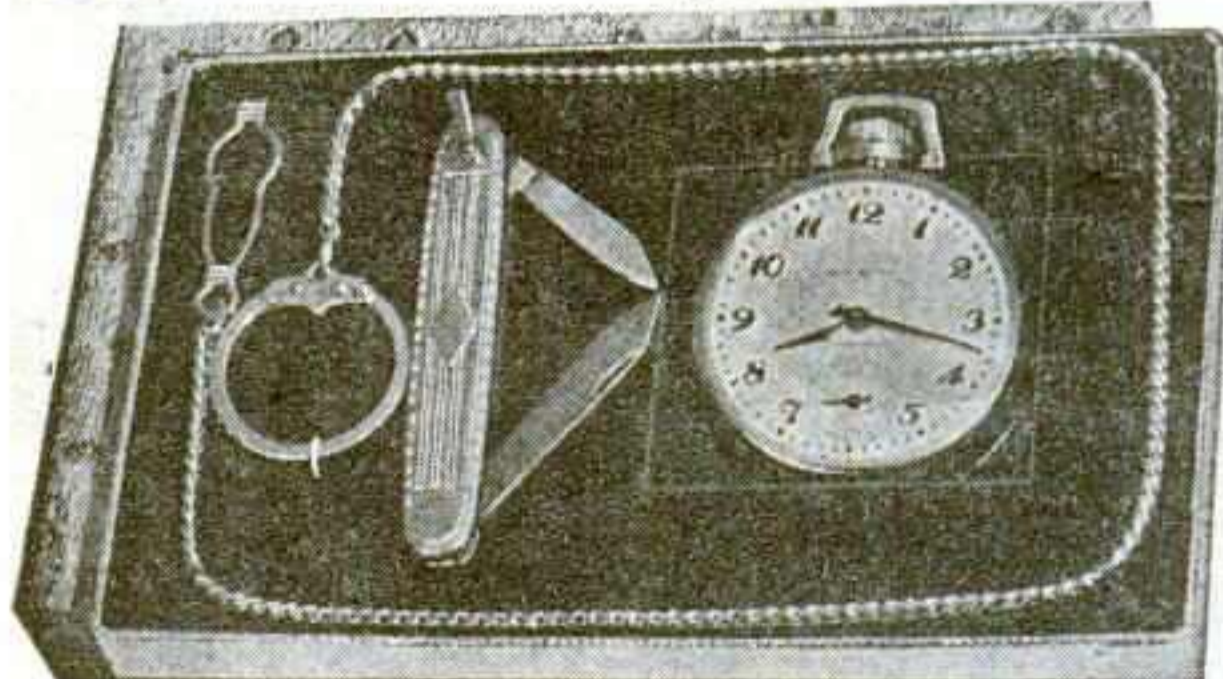
with music **\$5.75 ea.**
without music **\$3.00 ea.**



GRANDFATHER CLOCK With Swinging Pendulum!

This precision-built miniature Grandfather Clock has a self-starting electric movement and synchronized swinging pendulum. An authentic French reproduction in beautiful mahogany finish. It's truly sensational at this low price! Size: 14" high, 6" wide at base.

\$8.37 ea.



3-PIECE SET CONSISTING OF POCKET WATCH • 2-BLADE POCKET KNIFE • KEY CHAIN

A beautiful set with definite year 'round gift appeal. The entire set is available in chrome or gold finish and includes a fully guaranteed Pocket Watch, Key Chain and a 2-blade Knife with decorative chasing and polished name plaque. Gift boxed. Amazingly low priced!

Complete Set in Chrome **\$3.50**
Complete Set in Gold **\$4.85**

Order Now! Open account terms to rated firms;
others—25% deposit with order, balance C. O. D.
WRITE FOR COMPLETE CATALOG

CARMODY PRODUCTS, Ltd.

19 WEST 44TH STREET

NEW YORK 19, N. Y.

POPULAR CHRISTMAS MERCHANDISE

Continued from page 80

BING CROSBY'S JUNIOR JUKE



Here is the newest item to appear in many a month. This electric phonograph, produced by Bing Crosby's Research Foundation, is an ideal gift for the young set this season. It's not a toy but a genuine junior juke box, complete with changing colors, excellent tone. Plays up to 12-inch records. Has volume control and a two-tube amplifier.

SOLD BY...MAYFAIR MERCHANDISE CO.
16 West 23d Street, New York 10.

GOLD-FILLED MEN'S RING

Beautifully fashioned gold-filled men's ring that features a large, genuine Zircon set. A real beauty and fast seller. Priced to the trade at only \$39 per dozen. Also offering a ladies' Zircon in the same style but in solid gold with a genuine Zircon that is only slightly less than one carat for



only \$42 per dozen.

SOLD BY.....STERLING JEWELERS
85 East Gay St., Columbus, O.

SANTA CLUB-GLUB



The new Christmas club-glub's all dolled up in Santa whiskers and cap as he bows toward a jolly Christmas greeting card at his feet. Everybody'll want to buy 'em to put under the Christmas tree. They sell like candy canes! The kids will dance with joy Christmas morning when they see him drinking merrily away. He's the fastest selling funniest Christmas gift of them all.

SOLD BY.....HOUSE OF PLATE, INC.
325 East Forest Avenue, Detroit 13.

GALLOP TIME



Self-starting electric time movement motored by Sessions. Standard one-year guarantee. Hand-rubbed walnut finished base. Sturdy specimen of a Western mount complete with saddle, copper oxidized finish. Movement incased in metal housing, copper oxidized finish. Size 12 inches long, 3¼ inches wide, 13 inches high. Individually packed, weighing 8 lbs. Each \$12.75; in lots of 3 or more, \$12.50 each.

SOLD BY.....M. K. BRODY
1116 S. Halsted Street, Chicago.

See Popular Christmas Items, page 84

REMAIN TOPS

WITH

Sterling

COMPARE QUALITY!
PRICES! SERVICE!

#5302

Beautiful Men's GENUINE Gold Filled Zircon—FULL CARAT.

\$3.25 ea.
\$36.00 doz.



#153

Sparkling Men's Gold Filled Solitaire.

\$9.75 doz.

#4012

Gorgeous Men's 8-Stone Ring in Gold Filled or Sterling Silver.

\$18.75 doz.



#7001

Flashing Men's Gold Filled 8-Set Whitestone Ring. Available in all white or with red sides and whitestone center.

Special **\$13.50 doz.**

#02

Attractive Men's Gold Plated Solitaire.

\$36.00 gross



#A3-SS Set

Ever Popular 8-Stone Engagement Ring and Wedding Band. In Sterling Silver.

\$8.50 per doz. sets (24 rings)
Sold separately at \$4.50 per doz.
\$48.00 per gr. Same Style—Gold Filled \$10.50 per doz. sets (24 rings)
Also sold separately Solitaire, \$5.25 doz. Band, \$5.50 doz.



#661

The newest sensation in a dazzling Two-in-One Engagement Ring and Wedding Band of 14 Kt. Rolled Gold.



\$18.00 Doz.



#018 SET #898SS Wedding Band in Sterling Silver

Baguette Solitaire and Band to match. \$13.50 per doz. sets (24 rings)
Also sold separately Solitaire, \$7.50 doz. Band, \$6.00 doz.
Same Set—Gold Filled \$19.80 per doz. sets (24 rings)
Sold separately Solitaire, \$10.80 doz. Band, \$9.00 doz.

Over 300 exquisite styles available from \$1.00 per dozen up.

Send for catalog—sample assortment for \$20.00.

NO SPECIAL DISCOUNTS—OUR REGULAR LOW PRICES CAN'T BE BEAT!

STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

QUICK PROFITS!

FOR YOU — SELL GORGEOUS

VELVA-SHEEN Christmas Banners

EVERYBODY BUYS!



No. 104 Candle Design
Size 12"x18"
RETAIL \$1.00 EA.
YOUR COST, \$6.00 DOZ.



No. 101 Deer Design
Size 19"x24"
RETAIL \$2.25 EA.
YOUR COST, \$13.50 DOZ.

Every home, store, bank, display room, church, restaurant, school, factory, etc., decorates for Christmas. You've never seen anything to equal the scintillating beauty, fine materials and real value of these banners for the price. No sales effort is necessary, for they SELL ON SIGHT! Just display them and they'll practically "sell themselves." You'll sell hundreds of these beautiful banners between now and the holidays.

**NO LONG WAITING
ORDERS SHIPPED
IMMEDIATELY!**



No. 102 Sleigh Design
Size 19"x24"
RETAIL \$2.25 EA.
YOUR COST, \$13.50 DOZ.



No. 105 Bell Design
Size 12"x18"
RETAIL \$1.00 EA.
YOUR COST, \$6.00 DOZ.



No. 103 Santa Design
Size 39"x54"
RETAIL \$7.50 EA.
YOUR COST, \$3.75 EA.

Golden Fringe Edging

Lustrous Satin

Velvet Embossed

EYE-CATCHING BEAUTY!

VELVA-SHEEN, America's fastest selling line of colorful Christmas banners come to you complete, ready for use. Designs in red and green are embossed in the distinctive high-pile VELVA-SHEEN process on a background of lustrous white rayon satin. Edged at the bottom with a luxurious golden fringe; fastened on gilded, spear-pointed hanging rods with golden hanging cord and golden tassels. They're "knockouts" for beauty and sell like "hotcakes." Everybody buys 'em.

**IMMEDIATE
SHIPMENT
GUARANTEED!
ORDER NOW!!**

ORDER BLANK

VELVA-SHEEN MFG. CO., Dept. S-920
615 W. McMicken Ave.
Cincinnati 14, Ohio

Please rush the following order at once:

..... Doz. No. 104 Banners @ \$ 6.00 Per Doz.
..... Doz. No. 105 Banners @ 6.00 Per Doz.
..... Doz. No. 101 Banners @ 13.50 Per Doz.
..... Doz. No. 102 Banners @ 13.50 Per Doz.
..... Each No. 103 Banners @ 3.75 Each
Total	

..... Remittance Enclosed C. O. D.
Terms: 1/2 deposit with order, balance C. O. D. Shipment
F. O. B. Cincinnati, O. Net 30 day terms to satisfactorily rated
accounts. No C. O. D. orders shipped without deposit.
(Please Print)

NAME

STREET

CITY STATE

Bank References: Mohawk Branch—Fifth-Third Union Trust Co.
Brighton Branch—Central Trust Co.
Member: Cincinnati Chamber of Commerce.

*Velva
Sheen*

MANUFACTURING CO.

615 W. McMICKEN AVE., DEPT. S-920, CINCINNATI 14, OHIO

ORDER NOW—Don't Delay!

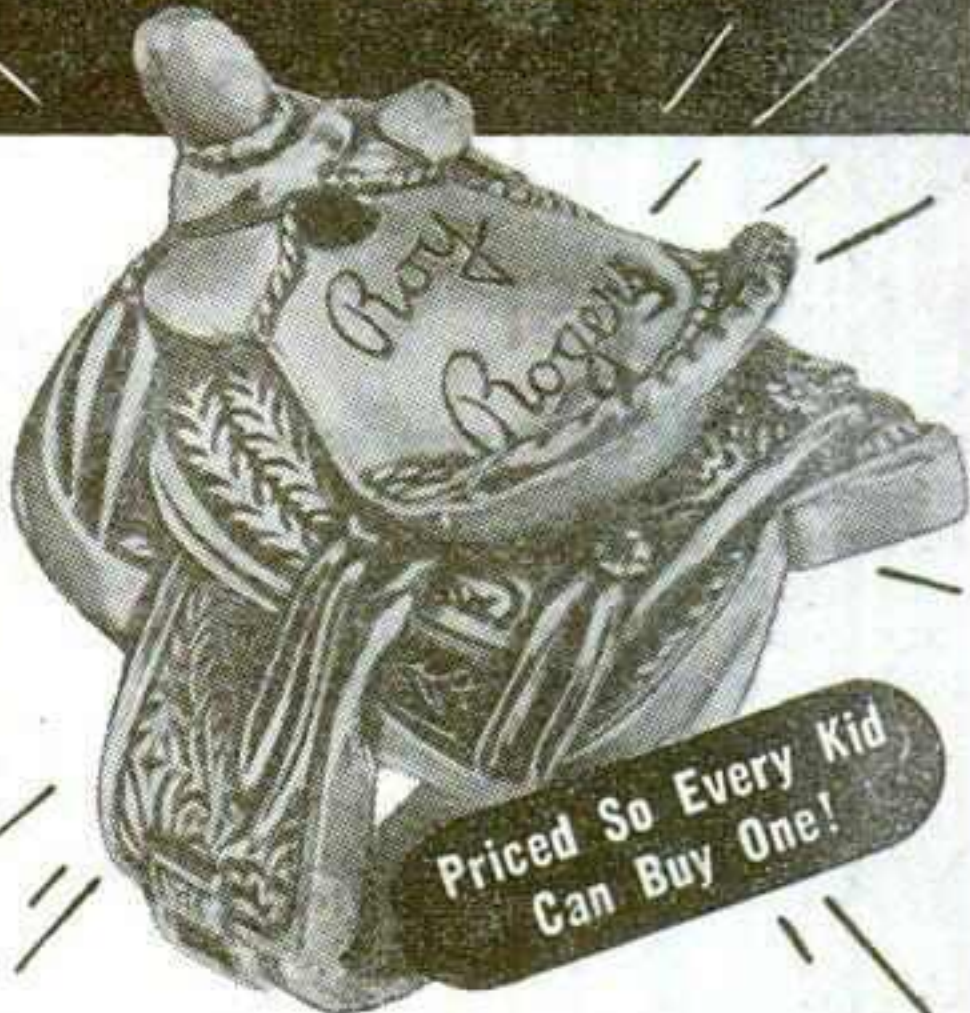
Use the handy order blank to send your order to us. Don't delay, because the faster you get them in stock and display them, the quicker your profits will start rolling in from these sensational holiday money-makers. No long waiting to receive your banners — orders filled immediately upon receipt. Any size order filled—but take our suggestion—RUSH IT TO US!

Roy Rogers' RINGS

ENDORSED WESTERN RINGS

SALES TESTED... FAST SELLING!

ROY ROGERS, idol of 20 million kids, has his name on every ring—every kid wants one. Here's the Roy Rogers Men's and Boys' Saddle Ring. Solid nickel silver, massive, with plenty of rich, clear detail, even to the lariat on the side. It's oxidized for richness, then polished to bring out glistening highlights.



Priced So Every Kid Can Buy One!

No. NS-8—Assorted sizes. Doz. \$8.00



Women's and Children's Saddle Ring. Same as Men's Ring except smaller and more delicate in detail. No. NS-6.....Doz. \$7.00



Western Hat Ring. Solid sterling silver—smooth, lustrous finish. A real cowboy's sombrero in miniature. No. H-2.....Doz. \$7.00

"Roy & Trigger" Ring. Solid sterling silver. Exciting Western action scene on face, Western designs on sides. No. C-4.....Doz. \$7.00

ORDER Now for Christmas Sales!

Fast Selling, Low Priced WESTERN BELTS!



No. B-6. Buckle only for No. B-60 Belt. 3" wide, 2" high, bronze or silver finish. Doz. \$9.00



No. BS-1. Buckle set only for No. B-75 Belt. Buckle, keeper and tip—richly oxidized silver finish. Doz. \$9.00



No. GM-9. Shows prospector and burro. Heavy, 3" wide, 2" high, bronze or silver finish. Doz. \$9.00

Eye Catching Western Belts you can sell at competitive prices. High grade, richly tooled leather, heavy detachable buckles with sharp detail. In sizes 24 to 44.



No. B-60. Belt 1½" wide with deep design. Buckle comes in bronze or silver finish. Doz. \$21.00



No. B-75. A "he-man" belt with buckle, keeper and tip—oxidized silver finish. Doz. \$21.00



PLAIN WESTERN RINGS Same as Roy Rogers Rings except not endorsed. Assorted sizes.

No. NS-80 Men's Saddle Ring, Doz. \$8.00
No. NS-60 Women's Saddle Ring, Doz. \$7.00
No. H-20 Western Hat Ring Doz. \$7.00

Quality Beaded Leather Belts

Come in colorful assorted patterns, sizes 24 to 42.
No. B-204 ¾" wide Doz. \$25.00
No. B-205 1" wide Doz. \$28.00

TERMS:

2% 10 days, 30 days net to well rated firms. All others 25% deposit with order, balance c.o.d. All orders f.o.b. Phoenix, Arizona. STATE YOUR BUSINESS.

W. G. SIMPSON CO.
2351 E. VAN BUREN, DEPT. B-2
PHOENIX, ARIZONA

JOBBER WRITE! Good territories still open. Write TODAY for complete information and jobbers price list.

POPULAR CHRISTMAS MERCHANDISE

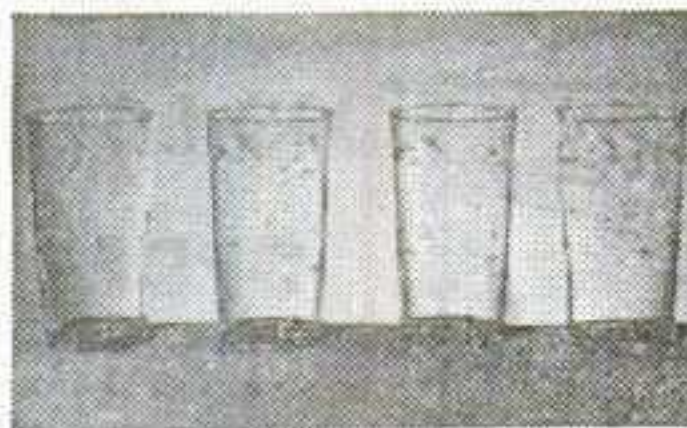
Continued from page 82

ELECTRIC EYE SANTA CLAUS



Another Cuttler exclusive. Dressed like Santa and standing 27 inches high, he sports a bushy mohair beard. Squeeze him and Santa's eyes light up! Toy is boxed individually and comes ready to plug in. Also obtainable without the electric eyes. For further details see our ad in this issue. SOLD BY... CUTTLER & COMPANY, INC. 928 Broadway, New York 10.

DRIBBLE HI-BALL GLASSES



Very successful joker's joke, designed for riotous laughter. The sides of these glasses are almost invisibly perforated, causing the smallest quantity of liquid to trickle down the drinker's chin. GW-195, \$18 per gross; packed one gross to carton. SOLD BY... GANGER, INC. 71 West 45th Street, New York 19.

NEW STYLE RINGS



Licensed under U. S. Design Pat. 149-097, the Bar-Tan Manufacturing Company will manufacture ring No. 202, featuring a new style. This style has eliminated the steps from the sides of the ring and added a "V" bevel to its design, enhancing the beauty of this number. SOLD BY... BAR-TAN MFG. CO. 75-77 Atwells Avenue, Providence.

ELECTRIC EYE TOYS

Children delight to see the eyes light when they press the animal's body. There are five numbers in the series—bear, lamb, dog, elephant and donkey. Made of high-luster plush, the toys stand 8 to 11 inches high and are cotton stuffed. Large stock on hand to serve you promptly for the holiday season.

SOLD BY... JERRY GOTTLIEB, INC. Summerfield Avenue and Post Office Place Asbury Park, N. J.

G. P. PIN AND EARRING SETS

Costume jewelry duplicating the latest Fifth Avenue styles, at prices everyone can afford. Pin and earring sets are gold plated and studded with semi-precious stones. Designs are unusual, appealing and easy to sell. A sample assortment is available to the buyer.

SOLD BY... FLASH JEWELRY CO. 35 West 33d Street, New York 1.

See Popular Christmas Items, page 86

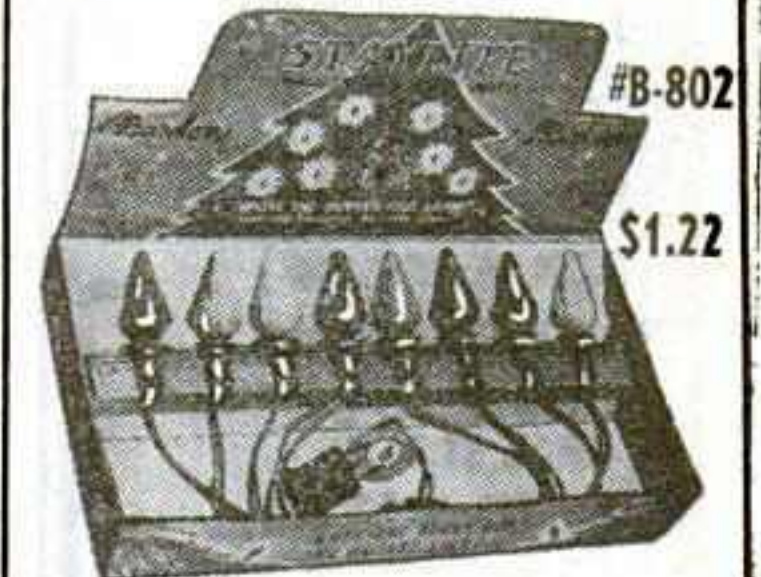
Bardon HOLIDAY LIGHTS

INTRODUCED AT LOW PRICE AND FOR IMMEDIATE DELIVERY



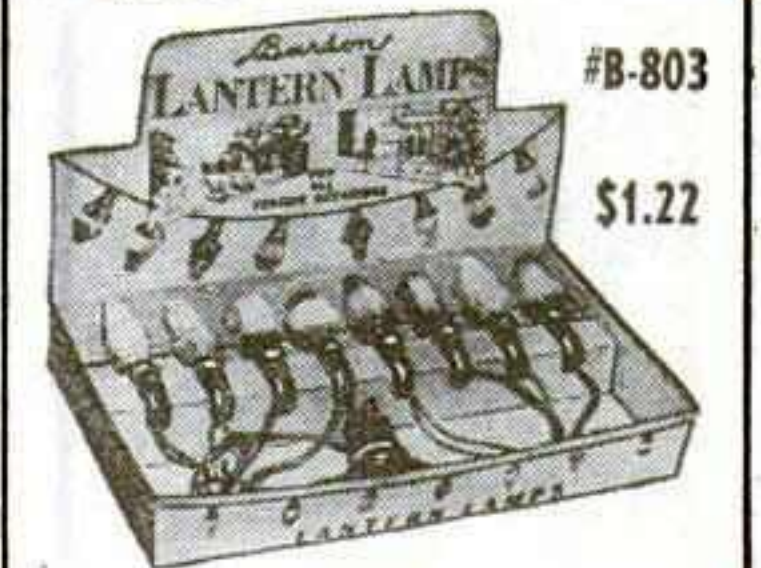
#B-801

\$1.03



#B-802

\$1.22



#B-803

\$1.22



#B-707

\$1.67

No. B-801—An 8 Light—15 Volt C-6 Series Set. Assorted red, blue, green, orange, white lamps \$1.03

No. B-802—An 8 Light Series. Set with STAYLITE lamps in 5 assorted colors. Special feature of this lamp permits set to remain lit when one light burns out. Replace burnt out lamp immediately with another STAYLITE lamp. 1.22

No. B-803—An 8 Light Series Set with Lantern lamps, 8 assorted shaped fancy lanterns in delightful Ombre colorings. Unusually effective. 1.22

No. B-707—7 Light Multiple Set with C-7½—120 volt lamps in 5 assorted colors. Each light burns independently. Lamps not lit immediately located. Add-on plug at end of festoon for attaching additional sets 1.67

No. B-1507—15 Light Multiple C-7½ .. 3.24
No. B-709—7 Light Outdoor Multiple C-9½ 1.95

No. B-1509—15 Light Outdoor Multiple C-9½ 4.21

REPLACEMENT LAMPS AVAILABLE

JOBBER, WRITE FOR DISCOUNT SCHEDULE

Bardon MANUFACTURING CO.
FAR ROCKAWAY, NEW YORK
Far Rockaway 7-4490, 7-8093

HEADQUARTERS FOR HOLIDAY JEWELRY

- ★ Compacts
- ★ Pins
- ★ Pearls
- ★ Locketts
- ★ Watch Bands
- ★ Rings
- ★ Earrings
- ★ Lighters
- ★ Necklaces
- ★ Bracelets



WHOLESALE ONLY *Latest Styles! Bottom Prices! Immediate Delivery!* **STATE YOUR BUSINESS!**

The Most Complete Selection of Holiday Jewelry Ever Presented.

New HOLIDAY CATALOG NO. 53 just off the Press!
WRITE TODAY FOR FREE COPY
BIELER-LEVINE
 5 N. WABASH AVENUE CHICAGO 2, ILLINOIS

Christmas Special MEANS "LAST MINUTE" ORDERS

Many times these last-minute orders for Christmas merchandise --- new orders or re-orders on best sellers --- are the biggest and best!

The Billboard CHRISTMAS SPECIAL --- dated November 27 and distributed nationally November 22 --- is timed exactly to reach those prospects who have waited until the last minute or who have sold out and need more merchandise.

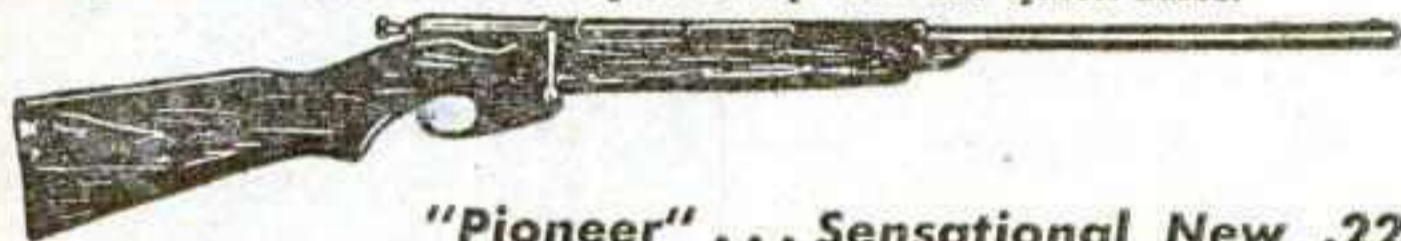
There will be extra distribution and increased reader interest. Buyers will scan every merchandise advertisement for products they can sell to the thousands of Christmas Shoppers.

Have your advertisement in this big CHRISTMAS SPECIAL and get those last-minute cash-with-order sales.

Advertising Dead Line Is November 15

FOR A BANG-UP FALL AND CHRISTMAS BUSINESS ORDER NOW!

Aim for big profits with these fast-selling, popular Harrington & Richardson firearms. Expert workmanship . . . high quality . . . many exclusive features . . . yet, low priced for quick sales.



"Pioneer" . . . Sensational New .22

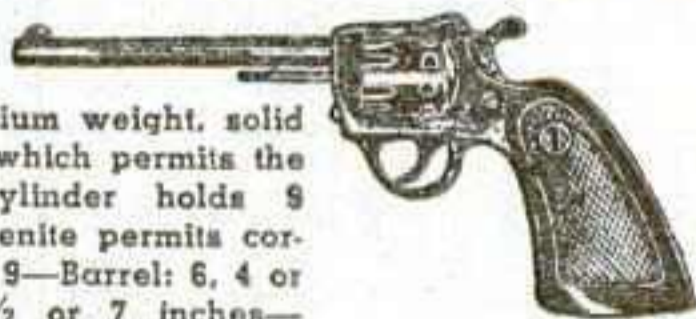
Research and expert workmanship combine all the features of more expensive rifles in this .22. Streamlined and engineered for fast, safe, accurate shooting. "Readifed" drop-in loading platform—"Red Devil" hooded sight—Self-Cocking—Side thumb safety—Tapered barrel—Crowned muzzle—Uni-broach rifling for greater accuracy—Crisp, sure trigger squeeze—Perfect balance—Full size, hand-shaped stock—Full size bolt handle. **\$10.95**



"Topper" . . . World's Largest Selling Single Barrel Shotgun

A favorite with sportsmen everywhere! Beautifully finished . . . natural, perfect balance. Will not shoot loose. Retracting spring eliminates firing pin breakage. Barrel—12, 16, 20 and .410 gauge. .410 chambered for 3-inch shells available in 28 and 28-inch barrel. 28 and 30-inch barrels have full choke. 28-inch barrel has modified choke. Hammer action. Coll spring. Automatic ejection. Hand-rubbed stock. Weight—5½ to 6½ lbs. **\$17.40**

Famous H & R "922"



. . . Tops for All-Around Utility. Medium weight, solid frame revolver, with a safety cylinder which permits the use of high speed ammunition. Cylinder holds 9 cartridges. Durable checked stock of Tenite permits correct position of hand. Number of shots: 9—Barrel: 6, 4 or 2½ inches—Overall length: 10½, 8½ or 7 inches—Weight: 22 to 24 oz.—Ammunition: .22 Short, Long or Long Rifle. **\$19.95**

1/3 Deposit with Order . . . Net 10 Days to Rated Firms

DE FOUR SALES COMPANY
 WHOLESALE DISTRIBUTORS
 1519 W. DEVON AVE. CHICAGO 26, ILL.
 PHONE AMBassador 2-5690

ALL PLUSH TOYS!

Cotton Stuffed—Assorted Colors



STANDING BEAR
Hgt. 29"
Arm to Arm, 14"
No. 9. Doz. ... \$39.00
Sample \$4.00



ELEPHANT
Hgt. 33"
Arm to Arm, 18"
No. 1. Doz. ... \$39.00
Sample \$4.00.



BEAUTIFUL CLOWN
Hgt. 32"
Arm to Arm, 19"
No. 10. Doz. ... \$39.00
Sample, \$4.00



HORSES & DOGS ON WHEELS

- 19 1/2" High—10 1/4" Wide—21" Long
 - Colors: Brown, Black, Blue
 - Sturdy Steel Chassis
 - 4 1/2" Rubber Tired Wheels
 - Large Bright Hub Caps
 - Moving Eyes
 - Weight Approx. 5 1/2 Lbs.
- No. 6—Dog or horse \$84.00 Doz. with steering wheel
Sample \$8.00
- No. 6A—Dog or horses \$66.00 Doz. without steering wheel
Sample \$6.00

25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 E. 16th St. New York, N. Y.



STANDING DOLL
Hgt. 29"
Arm to Arm, 14"
No. 8. Doz. ... \$42.00
Sample \$4.00



DOG
Hgt. 17"
No. 4. Doz. ... \$21.00
Sample \$2.00

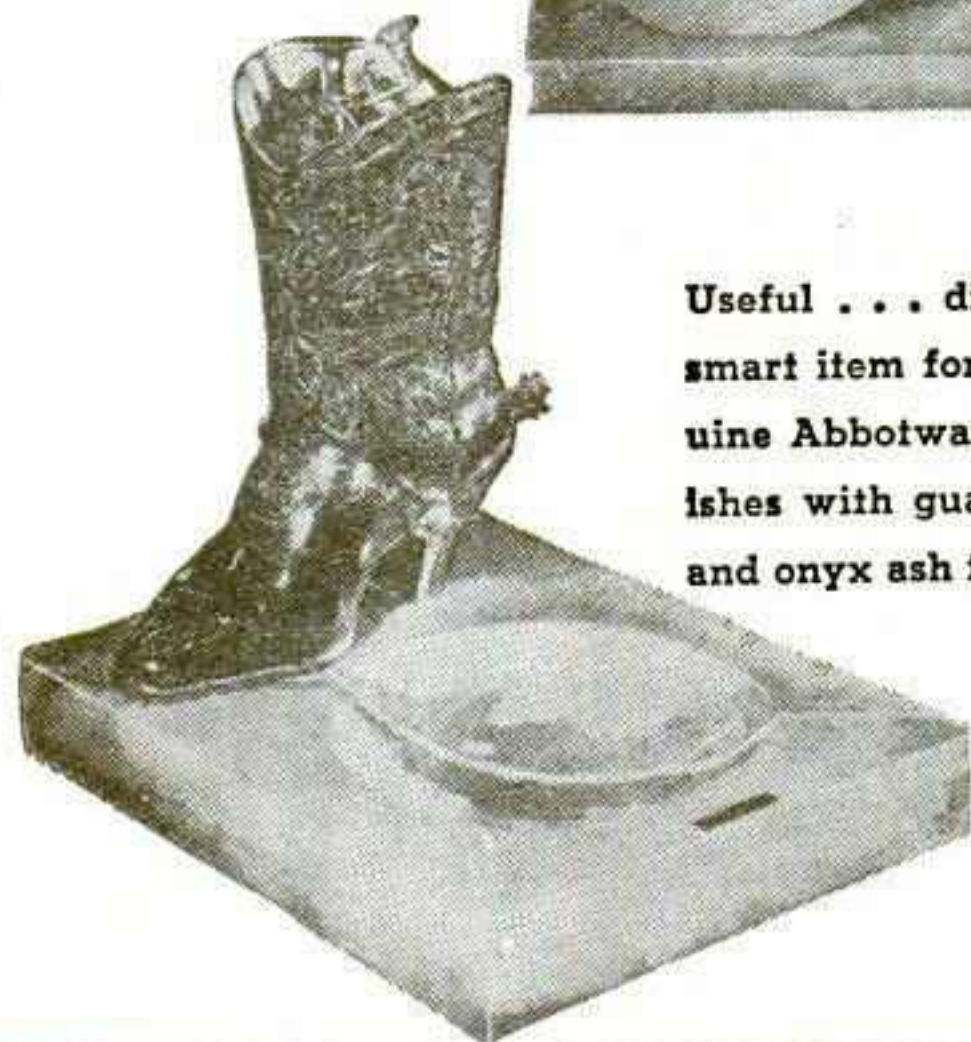
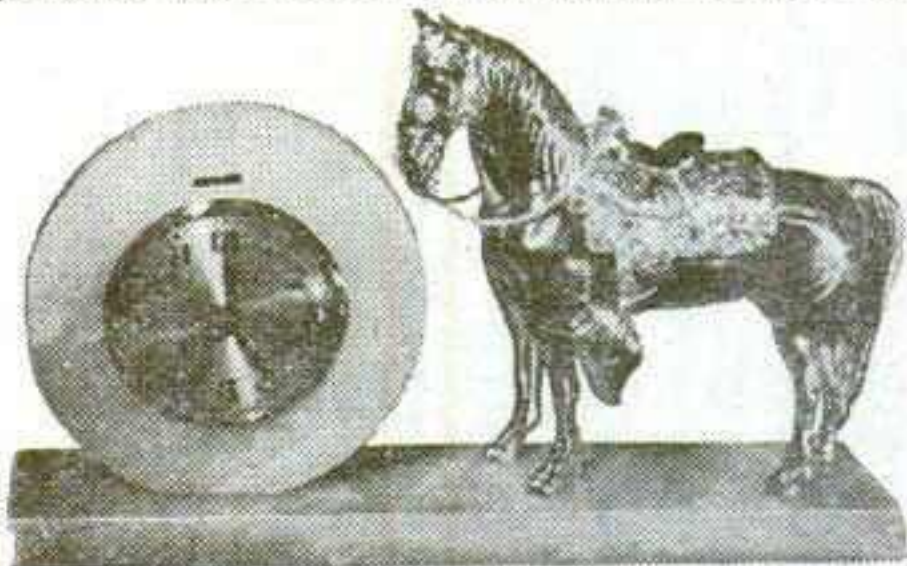


BEAUTIFUL CLOWN
Hgt. 32". Arm to Arm, 19". Assorted Plaid Rayon.
No. 11. Doz. ... \$30.00
Sample, \$3.25

CLOCKS and TABLE LIGHTERS With THAT WESTERN TOUCH

From out of the West comes this fully guaranteed Session onyx-encased clock and handsome Abbotware western horse in assorted finishes, together on a genuine onyx base. A glittering, glamorous combination . . . as practical as it is beautiful! Size: approx. 10" high, 16" long.

\$37.50



Useful . . . different-looking . . . a smart item for home or office. Genuine Abbotware boot in assorted finishes with guaranteed Evans lighter and onyx ash tray base.

\$13.95
ORDER YOURS TODAY
1/3 Deposit with Order; Net 10 Days to Rated Firms

DE FOUR SALES COMPANY

WHOLESALE DISTRIBUTORS
1519 W. DEVON AVE. CHICAGO 26, ILL.
PHONE Ambassador 2-5690

POPULAR CHRISTMAS MERCHANDISE

Continued from page 84

WEAR-EVER KITCHEN SET

Ten-piece, all purpose nationally advertised kitchen set, beautifully designed. This popular combination is an all-around kitchen aid, including a streamlined four-cup percolator, 1 1/2 quart covered sauce pan, 3-way cooker (combination double boiler), 4-quart covered sauce pot, and 9-inch fry pan with bakelite handle. Set wholesales for \$6.85.
SOLD BY GEM SALES CO.
533 Woodward Avenue, Detroit 26.

SILVER-PLATED HORSES



The popular bronze Western Horse has proved a consistent moneymaker. Now horses of genuine silver or gold plate on ceramic are introduced. The horses stand 10 1/2 inches high and are popularly priced for volume sales. The manufacturer guarantees they will not tarnish, and guaranty slip so stating is inserted in each box.
SOLD BY KAYGEE NOVELTIES, INC.
39 Great Jones St., New York 12.

MUSICAL CIGARETTE DISPENSER

A smartly designed lamp replica which dispenses cigarettes and music. Highly polished brass shade. Lustrous spun metal brass finish base with contrasting color stem in ivory, walnut or black, 9 1/2" high. Available with or without musical movement. Also Automatic lighters and cigarette case combinations, miniature grandfather electric clocks, bobbing bird wall clocks, musical cigarette dispensers, saddle horse electric clocks and other unique Western novelties. Write for catalog and details.
SOLD BY J. A. MOONEY CO.
20 West 45th St., New York 19.



PEN AND PENCIL COMBINATION



Sensational three-piece pen and pencil combination, containing a regular pen as well as a ball-point pen plus an automatic pencil. Attractively gift-boxed. Sample sets, \$1; quantity prices upon request.
SOLD BY LINDEN PRODUCTS
27-30 Coldspring Road, Bayswater, N. Y.

LORD'S PRAYER PLAQUE

May be had as a bracelet, necklace, fob, keychain, etc. Timely because of the unsettled conditions. Good appeal for the Christmas business. A nice line of identification bracelets in popular prices and also other engraving jewelry items.



SOLD BY FRISCO PETE ENTERPRISES, INC.
604 W. Lake Street, Chicago 6.

See Popular Christmas Items, page 88

JOBBERS!

BIG PROFITS FOR YOU WITH THESE FAST MOVING, YEAR ROUND REPEAT SELLERS!

NEW EXCLUSIVE TRICK MATCH ASSORTMENT



They do the **DARNEST** things!
SMOKE—SQUIRM—SPARKLE—BANG!
50 Popular 10¢ Items on this gorgeous **MULTI-COLORED CARD** that moves out the goods fast!

BIG PROFIT YEAR ROUND SELLERS



JOBBERS SUPPLIED

RETAILERS: Order the old reliable DOUGLAS line from your regular Novelty Jobber NOW. Name of nearest distributor sent on request.



JOBBERS SUPPLIED

BIG PROFITS for you with this fast moving, year round Repeat Seller. Write for Quantity Prices.

BIG PROFIT JOKE ASSORTMENT



America's Fastest Selling Novelty Assortment!

Now contains 53 quick moving 10¢ sellers. 10 different items, such as Trick Matches, Sparkle Matches, Snake Matches, Explosive Matches, Cigarette Loads, Snow Storm Tablets, Stinx, Bitter Cig, Hot Ciggy.

LYLE DOUGLAS

Mfr. Joke Novelties
238 W. DAVIS DALLAS 8, TEXAS

ATTENTION, RING BUYERS

BAR-TAN MFG. CO. MANUFACTURERS OF LADIES' AND GENTS' PREMIUM & NOVELTY RINGS

Wishes To Announce . . .



We are now licensed to manufacture our Ring #202 under U. S. Design Pat. #149-097.

We have changed the sides of our ring by taking the steps off the sides and adding a V Bevel to it.

This change, in our opinion, adds to the beauty of our ring and as a result we have agreed to settle the case with our competitor out of court.

Look for this Trade-Mark



BAR-TAN MFG. CO.
75-77 ATWELLS AVE.
PROVIDENCE, R. I.

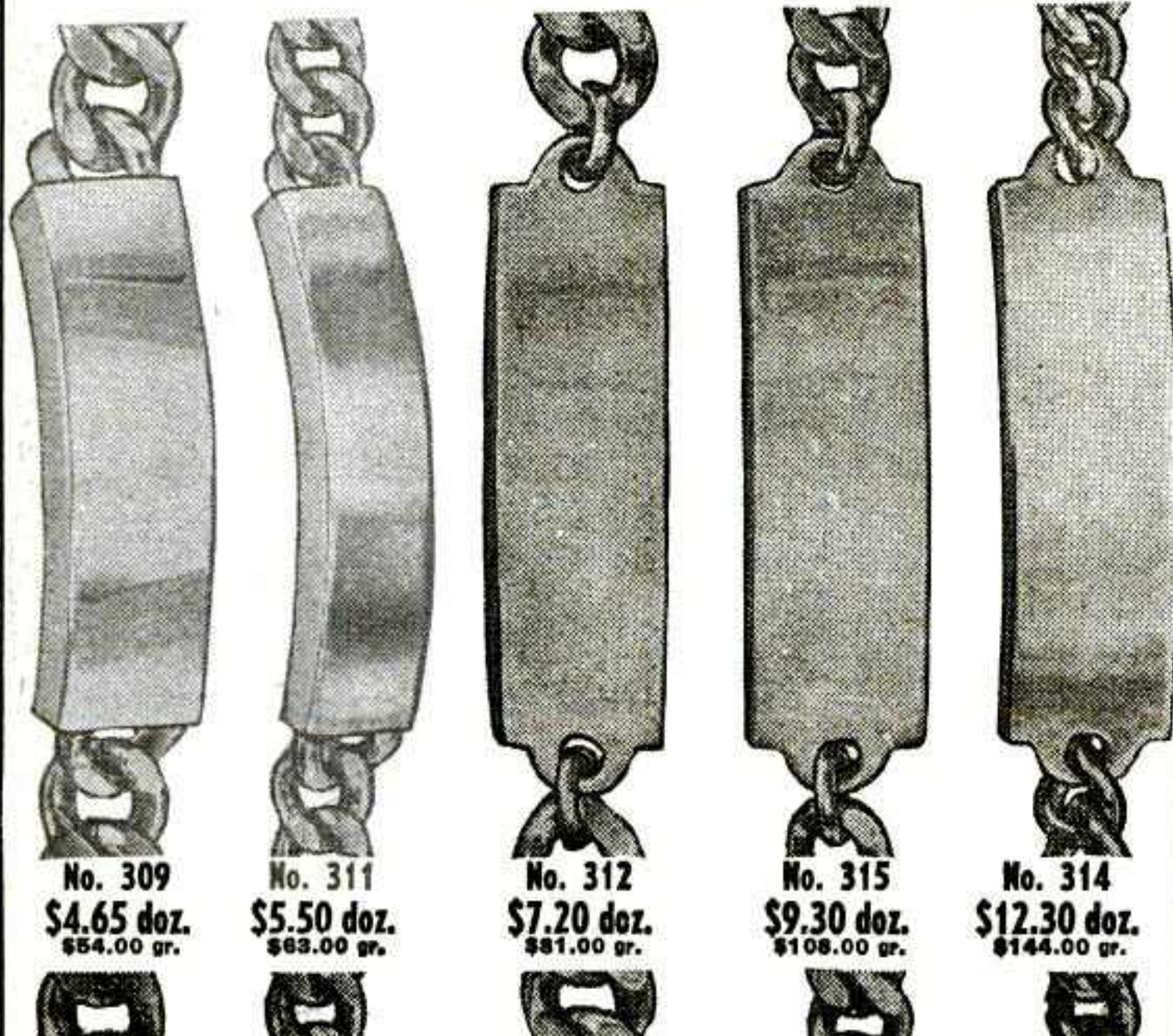
THROUGH YOUR WHOLESALER ONLY

BAR-TAN RINGS

- FOR GREATER VALUES
- FOR GREATER PROFITS



IDENTIFICATION BRACELETS
BIG PLATES — BIG CHAINS — BIG VALUES

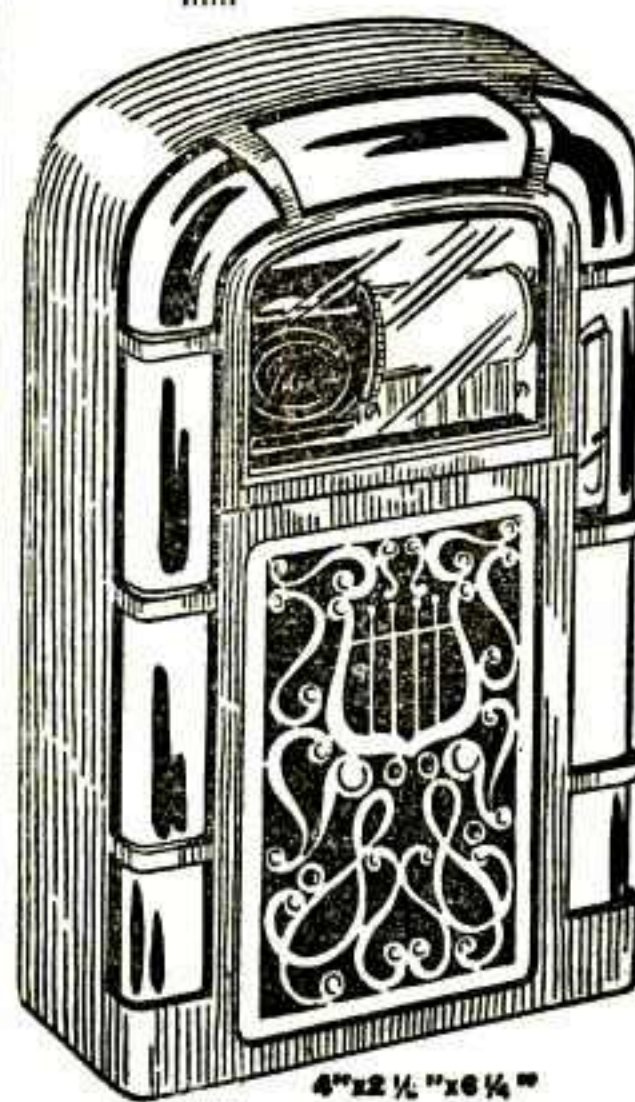


No. 309 \$4.65 doz. \$54.00 gr.	No. 311 \$5.50 doz. \$63.00 gr.	No. 312 \$7.20 doz. \$81.00 gr.	No. 315 \$9.30 doz. \$108.00 gr.	No. 314 \$12.30 doz. \$144.00 gr.
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— WHITE FINISH —
Individually Carded (Gift Boxed, \$1.20 doz. extra)
STATE YOUR BUSINESS

HARRY PAKULA AND COMPANY
5 N. WABASH AVE. CHICAGO 2, ILLINOIS

SPEAKS FOR ITSELF!



JUKE BOX
WITH
MUSICAL MECHANISM

Variety stores, pitchmen, demonstrators, novelty dealers—retailers all over the country are buying up this MUSICAL JUKE BOX BANK as fast as we can ship them. It is a sensational PREMIUM ITEM. They're finding that the bank is being called for again and again!

Here is a bright plastic miniature of the full size juke boxes that everyone sees in their favorite amusement spots. When a coin is placed in the slot, the bank plays an enchanting tune.

DON'T MISS IT!

Price **\$49.80** per dozen

Orders less than one dozen are \$4.50 each.

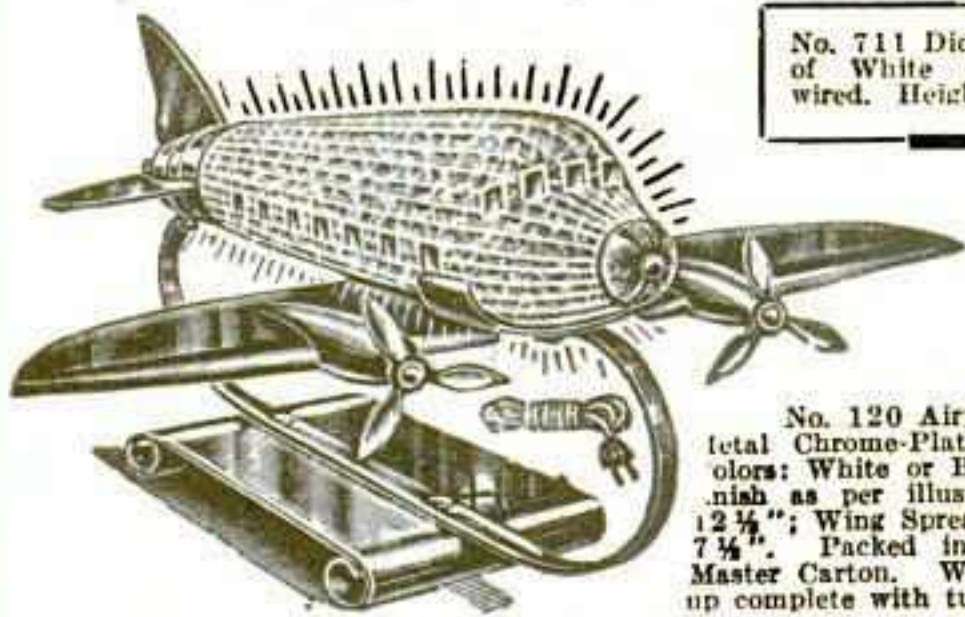
25% deposit required with all orders, balance C. O. D.

Postage is prepaid if payment in full is sent with order.

BAUM NOVELTY CO.

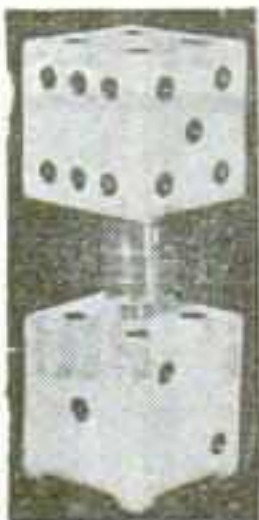
BOX 427 • MURFREESBORO, TENN.

BRAND NEW FLASH ITEMS



No. 711 Dice Lamp made of White Opal Glass, wired. Height, 11".

Each \$1.60
Per Doz. \$18.00



No. 120 Airplane Lamp. All Metal Chrome-Plated Glass Cabin, colors: White or Blue. Jack Front mesh as per illustration. Length, 12 1/2"; Wing Spread, 13"; Height, 7 1/4". Packed individually, 6 to Master Carton. Wt.: 3 1/2 lbs., set up complete with tubular bulb.

Sample \$3.75 ea.
Lots of 6 or more \$3.65 ea.

GALLOP TIME WESTERN HORSE WITH SESSIONS CLOCK

\$12.75 EACH

In lots of 3 or more, \$12.50 each



Has self-starting electric time movement motored by Sessions. Standard 1-yr. guarantee. Hand-rubbed walnut finished base. Handsome specimen of Western Horse complete with saddle. Copper oxidized finish. Size: 12" long, 8 1/2" wide, 13" high. Individually packed. Weighing 8 lbs.

No. 145 — Beautiful Decorative SHIP LAMP with GLASS HULL

15 inches high \$4.25 EACH
14 inches long

In Lots of 6 or more, \$4.00 each

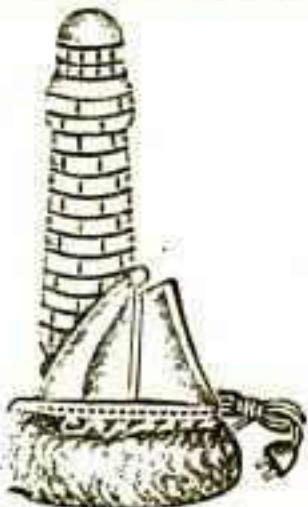
Light shines from port holes and upward on mirror-like chrome plated sails, reflecting a myriad of iridescent colors that bathe the room with a charming glow, like moonlight on the sea. Finished in Duco-white with gold and blue hi-lites. 6 to master carton, complete with standard tubular bulbs. Ready to use.



#961 CHROME PLATED FIGURE LAMP

\$2.75 Ea.
\$32.00 Doz.

Graceful 10-in. figure on highly polished chrome base decorates this distinctive, luxurious looking lamp. 12 inches high overall. Packed individually, 1 doz. to master carton.



#960 LIGHTHOUSE SHIP LAMP

\$2.25 Ea.
\$26.00 Doz.

Milk-white glass ship and lighthouse, white metal base finished in silver and blue. Lighthouse 9 in., base 6x5 ins., overall 10 1/2 in., ship 5x4 in. Individually packed, 6 to master carton.

FOR SAMPLES OF 1 OF EACH OF THE ABOVE ITEMS, \$27.35

BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!

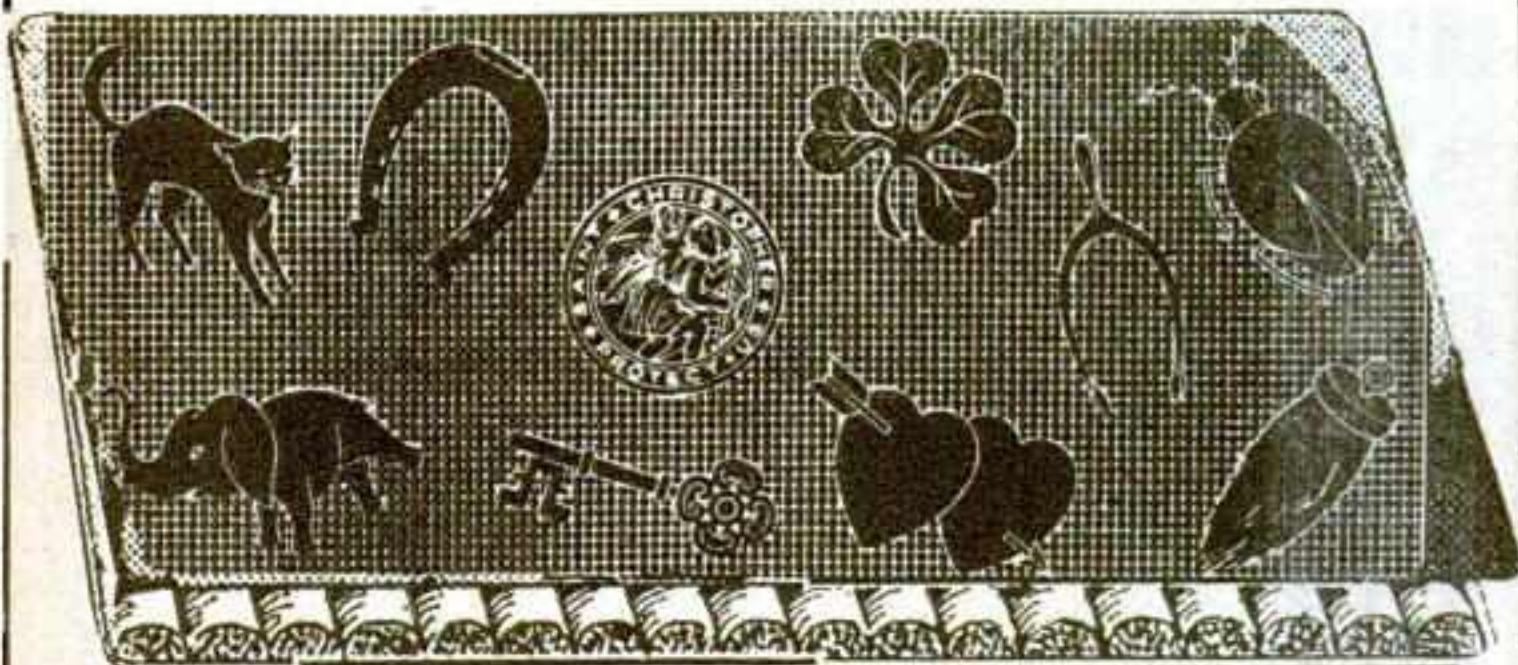
50% Deposit on All C. O. D. Shipments.

M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.

Send for FREE Catalog.

In Business in Chicago for Over 34 Years.

NEW-NEW-NEW



PREMIER SHOWING OF "GOOD LUCK CIGARETTE CASE"

It has all the good luck charms. Sells on sight. Buy and sell them and you'll be lucky too. Holds 19 cigarettes. \$1.00 retail.

\$7.20

DOZEN TO DEALERS

JOBBER AND DEALERS—WIRE, WRITE, PHONE LUXEMBURG 2-1974

THIS IS THE NEWEST ITEM UNDER THE SUN

CLEVELANDT CORPORATION

33 WEST 46TH STREET

NEW YORK 19, N. Y.

POPULAR CHRISTMAS MERCHANDISE

Continued from page 86

KEE CHAIN

Made of durable and crackproof plastic is the new Cutie Kee Chain. Chain and telescope is a seven assembly unit job. The chain is strong and holds numerous keys. The telescope is equipped with sharp lens focused on an artistic scene in the end of the spy-glass; it is 2 1/2" long but folds to handy smaller size. The Kee Chain comes



packed two dozen in a carton with three-color display card that holds 12. SOLD BY...SATISFACTORY SALES CO. 1036 S. LaBrea, Los Angeles 35.

ELECTRIC CLOCK



Abbotwares announces the addition of three new, distinctive creations, the last word in the metalcraft field. The new items include an Ecstasy clock and Ecstasy radio series, with a beautiful girl adorning the clock and radio base. There also is a Slave Girl lighter. SOLD BY...ABBOTWARES 1770 Workman Street, Los Angeles 31.

THREE-PIECE GIFT SET



A big gift value: a three-piece set consisting of a fully guaranteed pocket watch, key chain and two-blade knife, with decorative chasing and polished name plaque. Available in chrome or gold; gift boxed. Complete set in chrome is \$3.50; in gold, \$4.85. Distributors of nationally advertised American-made clocks and watches, lighters, cigarette cases and other popular-selling gift and novelty lines. Write for catalog and price list. SOLD BY...CARMODY PRODUCTS, LTD. 19 West 44th Street, New York 19.

WINKIE, GIANT PIGGIE BANK



WINKIE

All plastic with a metal lock and key. Built to stand plenty of use and abuse. May be used over and over again. Winkie stands 9 inches high by 13 inches long, and is finished in a choice of attractive colors, with decorative details in contrasting color. Has an established and proven sales volume. Winkie retails at \$5. SOLD BY...SYDNEY KANN & CO. 148 W. Jefferson Ave., Detroit 26.

CAMERA

A practical camera, not a toy. Individually boxed. Uses standard No. 127 or 8A film. Dealer's cost, \$1.20 each. See our ad this issue for illustrations of this and other fast sellers. SOLD BY...THE BRUCE CO. B-6, 63 E. Adams Street, Chicago.

See Popular Christmas Items, page 116

ATTENTION, BUYERS!

Manufacturer Offers Fine Quality Men's

White Handkerchiefs

Cut 18 x 18" with white satin stripe border. A regular 25c retailer.

\$7.50

Per Doz. Pkgs. (Five handkerchiefs in each cellophane package.)

Optional packing: 3, 4 or 5 handkerchiefs in square box tied with decorative ribbon. 10c Extra per box for this service.

Write for prices on our complete line.

International Textile Co.

347 5th AVE. NEW YORK, N. Y. Phone: CRamercy 7-2602

MARVELOUS DIAMOND RING VALUES



1/20 12K Gold Filled. Finely faceted mounting White stone.

\$21.00 PER DOZEN



1/20 12K Gold Filled. Large White center, red and birthstone ba-quettes.

\$16.00 PER DOZEN

*Simulated.

MARVEL WHOLESALE WATCH CO.

501 PINE ST. ST. LOUIS 2, MO.



RUGS

\$29.50 EACH

Genuine Imported Oriental Design. Be in business for yourself! Glowing Oriental design, heavy 9x12 room size rugs! Perfect quality! Money through to back! Greatest money-maker today! If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted! 25% dep. with order, bal. O.O.D. LO-US TRADING CO. Dept. P-5 20 W. 27th St. New York 1

BUY THE E-Z WAY 5 DRESSES \$3.00



Used Fall and Winter Styles, assorted sizes 12 to 20 (large sizes 40 to 52, \$1.25 each). SEND NO MONEY, we mail C.O.D., you pay regular price plus postage and C.O.D. fee. Return within 5 days if not delighted for refund of purchase price. FREE clothing catalog entire family. E-Z SALES CO., Dept. B-1948 308 E. Houston St., N. Y. 2, N. Y.

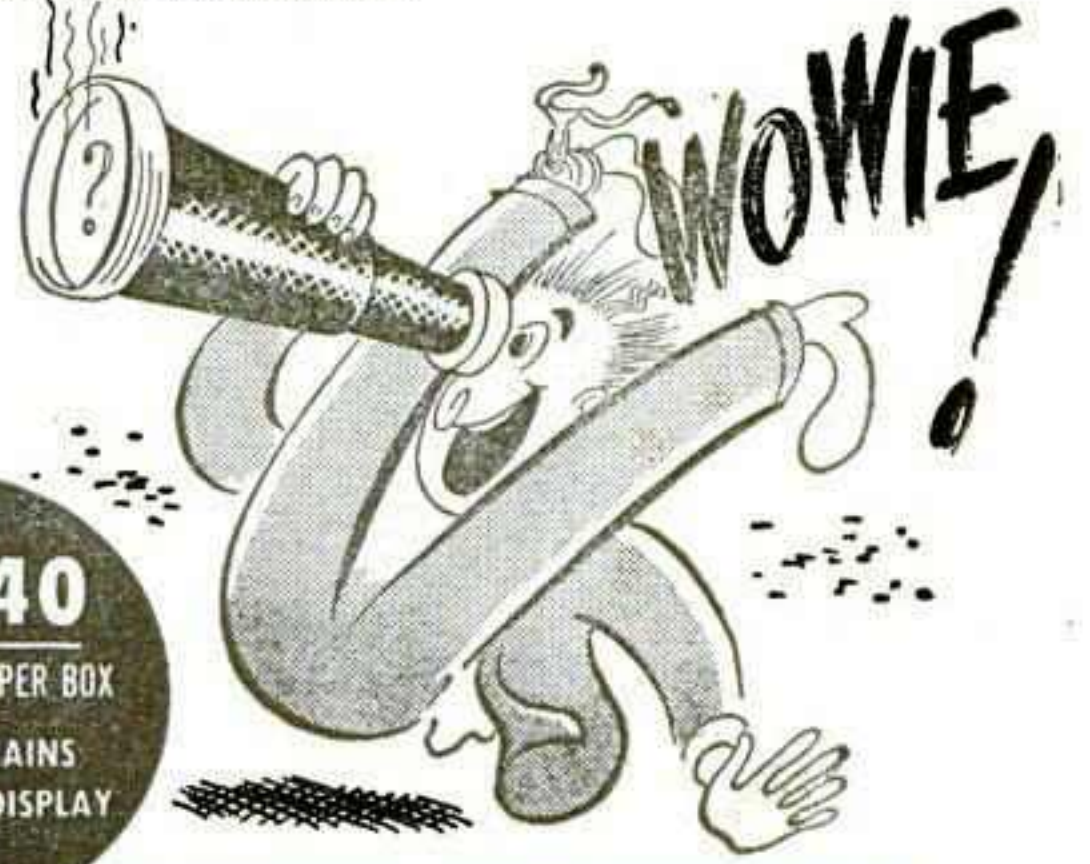
The NEWEST and HOTTEST Novelty Sweeping the Country Today

CUTI-KEE Chains!

BE THE **FIRST** IN YOUR TERRITORY!



IDEAL FOR PREMIUMS, SALES BOARDS, CONCESSIONAIRES, ETC.



\$8.40 PER BOX

24 KEE CHAINS
1 COUNTER DISPLAY CARD

GENUINE ART STUDIES IN COLOR TRANSP.



WRITE OR WIRE—

SATISfactory SALES COMPANY

1036 SOUTH LA BREA AVENUE
LOS ANGELES 35, CALIFORNIA

JOBBERS—write for prices!



Satisfaction Guaranteed

Genuine Hand-Made INDIAN JEWELRY

Buy direct from the Indian Trader
Conrad Christensen
(Member, Indian Traders' Assn.)
Zuni and Navajo Made Top-Grade
Turquoise and Solid Sterling Silver

Genuine Zuni and Navajo
Rings\$0.50 up
Gorgeous Gift Bracelets...\$1.00 up
Also Necklaces, Pins, Broches,
Earrings and Tie-Chains.

In order to acquaint you with our outstanding line we offer:

- SAMPLE LINE #1\$ 5.00
- SAMPLE LINE #2\$10.00
- DELUXE SAMPLE LINE #3\$25.00

ORDER BY MAIL

Postpaid if remittance sent in full, OR send 25% deposit, balance C. O. D.

Conrad Christensen
PARAMOUNT CURIOS

Wholesale Indian Handcraft
Gallup, New Mexico



WAXED FLOWERS

Best Quality — Attractive Colors

- No. 8—LARGE GEORGINE\$50.00 Per 1,000; \$5.50 Per 100
- No. 60—LARGE ROSE 50.00 Per 1,000; 5.50 Per 100
- No. 7—LARGE DAHLIA 60.00 Per 1,000; 6.50 Per 100
- No. 40—Large Size Xmas Red Poinsettias. Can be mounted on laurel same as Georgines, Dahlias and Roses. Per Gross.....\$16.50
- No. 40B—Medium Size Xmas Red Poinsettia. Per Gross 9.00

IMPORTED WOOD FIBRE—ALL COLORS—LARGE PACKS
Gross Packs\$65.00 Doz. Packs\$7.20

MOUNTAIN LAUREL

50-Lb. Carton, \$12.50; 25-Lb. Carton, \$7.50

CHRISTMAS CORSAGES

A Real Flashy Number in Bright Holiday Colors
Large Size. Gross\$27.50; Medium Size, Gross\$18.50

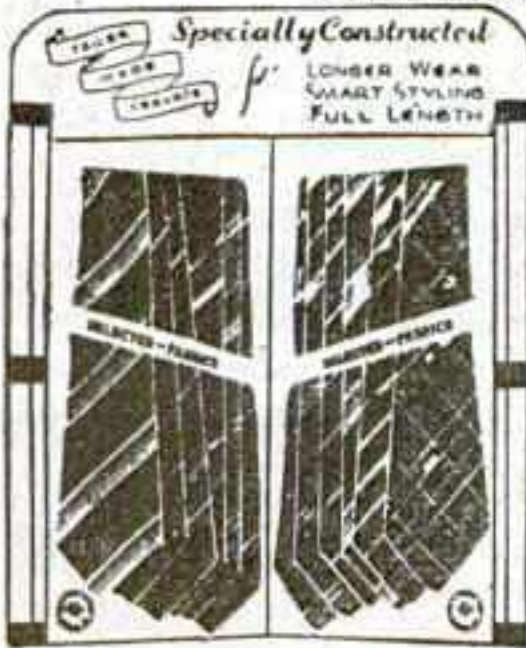
CHAMPION FOUNTAIN PENS

Standard Size. Screw Cap. Gold Plated Ball Point, lever filler and Pocket clip. Every Pen mechanically perfect. Assorted attractive colors. Gross\$50.00; Doz.\$ 4.50
Send for our New Price List of all Flowers, Foliages, Artificial Flower Material, Corsage Material, Costume Jewelry Material and other fast-selling Holiday Items.
50% Deposit, Balance O. O. D.

FRANK GALLO Importer & Manufacturer
1429 LOCUST STREET ST. LOUIS 3, MO.



SELLS FAST ON SIGHT



Cleverest—Newest—Self Selling

TIE DISPLAY

Ever made with

12 BEAUTIFUL ASSORTED TIES

DISPLAY #1—WITH 12 BEAUTIFUL TIES—\$3.00
Retail for 50¢ Each

DISPLAY #2—WITH 12 BEAUTIFUL TIES—\$4.50
Retail for \$1.00 Each

F. O. B. St. Louis, Mo.

Sample Display #1—\$3.50 Prepaid

Sample Display #2— 5.00 Prepaid

Yes, we carry first quality full fashioned ladies' nylon hose.
Write for wholesale price list NOW

DEPT. N, S & K SALES, INC., 11 SOUTH 4TH ST., ST. LOUIS 2, MO.

BUY DIRECT FROM MANUFACTURER FOR YOU AND YOUR CUSTOMERS

XMAS TINSEL SIGNS



New Sensational 3 Dimensional
Metallic Tinsel Signs! \$6.00 Sample Doz.
14"x14" (\$2.50 Retailer) 40.00 Per 100

Ass't'd Colored Cardboards with
genuine Silver Tinsel. Many 25 Cards \$3.75
types. 50 Cards 6.00
Heavy Cardboard, 11"x14" (75¢ Retailer) 100 Cards 10.00
Six Samples, \$1.00 Postpaid.

ACE-HY SIGN CO. 306 Bowery, New York 12

WATCHES

1949 Catalog Ready
Reconditioned ELGIN-WALTHAM
BULOVA-HAMILTON
New SWISS WATCHES

Dealers, Write—
Confidential Price List
IRVING BERK 145 W. 45th St.,
New York 19, N.Y.



Reproduction of Front Cover



Reproduction of Inside Cover

WIN \$500.00

Can You Guess Exactly What

"MISS NEW LOOK OF 1949"

Will Weigh on Dec. 31, 1949, at 6 P.M.

EXTRA \$500 MORE EXTRA

If Winner Submits Correct Identification of

"MISS NEW LOOK OF 1949"

With His or Her Answer Contest Closes Dec. 15, 1949

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For Bars, Taverns, Novelty Shops, Gift Shops, Night Clubs, Carnivals

PERFECT BUSINESS GIFT **REVEALING CLUES**

Artistic, Novel, Fascinating

3 Views • Genuine Photo in 4 Colors • Machine Taped • Sells on Sight Will Outsell Others 100 to 1

\$ 1.00 for 3 samples

\$ 3.00 per dozen

\$28.80 per gross

Money back guarantee if not satisfied 25% deposit, balance C.O.D. on gross orders. Special price for jobbers.

Send order now, avoid delay later.

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Novel Art Picture Co.

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CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2.00

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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

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A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act 1949 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. del1

BACK POPULAR SHEET MUSIC TO 1850— Ballads, Rags, Comic, Novelty Songs, everything. List, 10c. Fore's, L3151 High, Denver 5, Colo.

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SENSATIONAL SONG PARODIES— ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5, Wis. del1

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SING "AMERICA," BY LOUIS MAUR— DR. Grimes, Schubert Theatre Bldg., Philadelphia, Pa., knows why: free copies. no13

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WANTED—EXPERIENCED SCHOOL ASSEMBLY Acts for 1949 season. Write in detail. Roy F. Lewis, Nov. 9, Greenville, Ill.; Nov. 12, Brownston, Ill. General delivery.

YOUR SONG RECORDED— SIX PIECE ORCHESTRA, \$25; sample \$1. Professional Recording Service, 60 Coming St., Charleston, S. C. no6

AGENTS & DISTRIBUTORS

A NEW INTERESTING ITEM— \$1 PROFIT each sale. Genuine Steer Horn Tooter. 9" long, natural polished color, really blasts. Great for rodeos and fairs, \$10 dozen; sample, \$1. No postcards. S.R.O. Distributing Co., 1472 Broadway, NYC.

ABALONE PEARL JEWELRY— LADIES' Sterling Silver Rings, \$6.75 dozen, \$8 dozen, \$10.50 dozen. We also have Earrings, Necklaces, Bouches, Children's Rings, Tie Clasps, Bracelets. Also Sea Coral Jewelry. Joseph Fleischman, 1535 Broadway, Tampa, Fla. no6

ADVERTISING PLASTIC KEY TAGS— AN asset to every type of business. Your advertisement is constantly in your customer's possession. Up to 5 lines of copy on each side, your wording. Prices, \$10 per hundred; \$45 per 500; \$80 per 1,000. Terms: 1/3 deposit with order. Sample assortment, 25c, deductible on first order. Agents, salesmen, jobbers, distributors, choice territories still open. Cutler Sales, 3635 Roosevelt, Chicago 24, Ill.

AGENTS— COMIC XMAS CARDS ONLY \$3.00 per 100. Rush 25c today for samples and details. Walter B. Fox, Mobile 2, Ala.

AGENTS, DISTRIBUTORS— AUTOMATIC PUSH button, flash opening Knives. Large case carded, \$8.50 doz. Samples, \$1 each. Sensation! Pinup Girl Photo Knives, \$6 doz. Samples, 75c each. All orders postpaid. Herman Yampolsky, 2427 No. Stanley St., Philadelphia 32, Pa.

AGENTS— SELL AMAZING NEW THIRTY-FIVE Fix. Mends cloth, wood, metals, glass, leather, etc. Sample, 25c. Doz., \$2. Cylester Bibbs, P. O. Box 5157, Indianapolis, Ind.

ATTENTION, PITCHMEN— JUST PATENTED: Assemble animated characters from small pieces of cork. Hot Xmas item. Send \$1 for samples and details. G. C. Anderson, 3330 Lake Shore, Chicago 13, Ill.

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BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Write for "Buy Direct and Save." Consumers' Assn., 287-P Lebanon Ave., Mount Lebanon, Pa. no20

CHRISTMAS CARDS! JOBBERS' PRICES! Fifty different items from 18c to 38c per box. Gift Wraps, Seals, Christmas Tree Windows, Books, Letterheads. Illustrated catalog free! Elfco, 436 N. Wells, Chicago.

CHRISTMAS TINSEL SIGNS— SIZE 11x14, A 50c seller, cost to you \$10 per 100, or send \$2 for 15 samples, list free. Hudak, 24 Charles St., Throop 12, Pa. no13

COLORFUL CANADIAN INDIAN LADIES' FUR Trim Slippers. Beautifully boxed, ideal gift item. Colonial Products, St. Catharines, Ont., Can. no20

(Continued on page 92)

IDENTIFICATION BRACELETS! ...FOR FAST PROFITS

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

No. B 111 Flashy Expansion Ident. gold plated, 2 styles \$6.00 Doz. Bulk
No. B-96 Massive Bracelet, pink or white, giant links, \$4.75 Doz., \$54 Gr. Bulk
No. B-211 Heavy Men's Ident. pink or white, link-link \$3.25 Doz., \$36 Gr. Bulk

1949 CATALOG OFF PRESS!
Please State Your Business

GIANT SIZE WESTERN SADDLE HORSES

Formerly advertised at \$15.00 • New price \$10.00 • Cheaper in dozen lots • Height, 14 inches; length, 17 1/2 inches; weight, 9 1/2 pounds • You fellows in the Far West, jump on this one • Will open a new field • Bars, grills and taverns buy them for display • Plenty on display here in the East • Retail at \$25.00 • Order sample only • Watch results • Please note: We first introduced the 10 1/2 inch horse in The Billboard last May, 1947 • Was the hit of the year • New low prices • Now \$36.00 dozen • Sample \$4.00 • Also have 8 other sizes at reduced prices • We give you a square deal • Nice horses and prompt shipments or your money back • From factory direct to you • No post cards • Notice to our patrons • Keep in touch with us • Will have another hot number very shortly that you will thank us • Please note: Our smaller size horses have been improved 100 per cent since last year • Has a beautiful bright finish that is a knockout—will repeat money-back guarantee—don't by-pass our giant horses • Our patrons going to town • Be convinced.

C. GAMEISER
250 WEST 88TH STREET NEW YORK CITY 24

They said... it couldn't be done!

HUBBARD DOES IT

\$1.10 for this deluxe set

Yes, only HUBBARD can offer this attractive 3-piece set in smart gift box. Here's a precision-built, streamlined, modern set with GOLD PLATED CAPS.

- Long lasting ball point pen
- Custom built hooded fountain pen
- Propel-repel mechanical pencil

A Superb, Low-Priced Gift Item for Every Man, Woman and Child

\$1.10 per set in gross lots
1.35 per set in dozen lots
1.50 per set for samples

COLORS: Black, Maroon, Grey, Blue. Write for special literature.

DEPT. B 11-6

HUBBARD PRODUCTS CO.
2554 HUBBARD STREET
BROOKLYN 23, N. Y.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50
1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS..... 1.25
NO. K20—PER GROSS..... 2.50

Cash With Order

United Fireworks Mfg. Company, Inc.
DAYTON 7, OHIO

CHAIRS

- FOLDING • NON-FOLDING
- HARDWOOD • STEEL
- FACTORY PRICES!

U. S. SEATING CO.
LONGACRE 5-0028
450 7TH AVE. (34 ST.) • N. Y. 1, N. Y.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

Pak-lite



Practical

- Novel
- Light Weight
- Strong
- Colorful

\$1.00 Retail

1 DOZ. ASSORTMENT TO COUNTER DISPLAY BOX
DEALER'S COST—\$7.20 doz.



STAINLESS STEEL BANDS—1 dozen to counter display.....\$2.00 doz.
STAINLESS STEEL, 14K. GOLD PLATE—1 dozen counter display.....\$4.80 doz.

Thousands Sold Thru This Introductory Offer in "ESQUIRE"

FUN FOR ESQUIRES AND JUNIORS TOO!



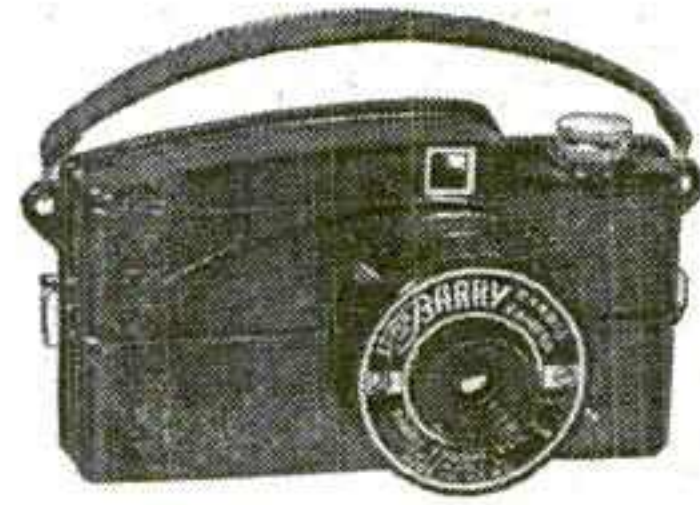
Just a twist of the wrist and anyone can make hundreds of favors, toys, animals or flowers. No special skill needed for the easy-to-follow directions. Each kit contains 100 re-usable pliable stems in assorted gay colors.

Complete Kit only \$1.00 Postpaid
THE BRUCE COMPANY
 63 East Adams St. Chicago 3
 Dealer Inquiries Solicited

Capitalize on our advertising

Dealer's Cost: \$7.20 doz.
 \$1.00 Retail—Maintained

HOLIDAY LEADERS



Dealer's Cost— **\$1.20 ea.**

Ind. Boxed
 • Uses standard #127 or A8 Film
 • A practical, usable camera—not a toy.

Also available:

- Pipe Racks — Billfolds
- Men's Jewelry Sets — Poker-Chip Sets
- Carded Key Chains — Carded Knives
- Carded Lighters

Write for New Catalog

TERMS: OPEN ACC'T: TO WELL RATED ACCOUNTS
 25% MUST ACCOMPANY C. O. D.'S

The BRUCE Company, B-6

DISTRIBUTORS 63 E. ADAMS ST. CHICAGO, ILL.



THAT'S RIGHT! We're Swamped With Orders for THE NEW JY-RO TOP

THE HOTTEST ACTION NOVELTY SINCE THE YO-YO. Everybody Is Going for It

But we are now able to ship all orders within 4 or 5 days, so rush your orders in now and get your share of this lucrative business. The Jy-Ro sells on sight at 50¢; costs only \$3.00 doz. in 3 doz. lots (minimum shipment). Liberal discounts to jobbers and Wholesalers. (We are now granting exclusive distributorships in major cities.) We are sole distributors east of the Rockies.

Miles Specialties

Kokomo, Indiana

(Also distributors of plain and advertisement Balloons, Helium Gas and Inflators.)



A "NATURAL" FOR CHRISTMAS 'MASCOTTE' * PEARLS

NECKLACE AND EARRINGS IN LUXURIOUS P.U.S.H. GIFT BOX

Retails for YOUR \$3.15 Each
 \$13.50 COST

• Simulated
 Lots of 12 or More, \$2.85 Each.
 1/2 Deposit—Balance C. O. D.
 Here's the item you need to pep up lagging sales.
 Order now for Christmas business.
 • Box Home Made Chocolates & etc. . . . \$1.25 per box
 • Lb. Fresh Roasted Falted Nuts (no peanuts) 1.00 per box
WARREN SPECIALTY CO.
 4110 W. 16TH ST. CHICAGO 23, ILL.

IN STOCK! XMAS BULBS — XMAS SETS

BULBS	Asst'd colors	Pkd. to box	Cost per 100 500 lots up
C6 Series—Import	100	\$6.10
C6 Series—American	100	7.90
C6 Series—Bubble	12	19.30
C7 1/2 Multiple—Import	25	12.00
C7 1/2 Multiple—American	100	15.25
C7 Multiple (2000 hr.) Amer.	120	14.25
G14 Multiple—Round	10	15.40
C9 1/2 Outdoor—American	25	16.10

SUBJECT TO PRIOR SALE PRICES INCLUDE FED. EX. TAX

TERMS: Net 10 days to rates acct., F. O. B. Chicago. 20% Deposit, Balance C. O. D. to others.
ROOSEVELT B. SALES
 3351 Roosevelt Rd. Chicago 24, Ill.
 Phone: Rockwell 2-0408

"THE GIFT FOR YOUR XMAS TRADE"

PERFUM-ATIC
 Pocket Perfume Atomizer
 Made of Aluminum in beautiful colors in Blue, Gold, Green, Silver and Red. Sells on one demonstration. Retails fast at \$3.95. Your cost

\$2.50 sample \$27.00 doz.
 FREE DISPLAY WITH 3 OR MORE
 ASK ABOUT OUR BIG PROFIT PERFUMES AND CHROME INITIALS FOR "ON THE SPOT" PERSONALIZING.
 Perfume, 1/2-oz. stopper top bottle. . . only \$2.50
 25% Deposit with C. O. D. orders.
PHYLLIS DISTRIBUTORS
 1426 Clarence Ave. Berwyn, Illinois

Hand-Dipped CHOCOLATES

1 pound Picture Box.....\$7.20 doz.
 Packed 24
 1 pound Home Sweet Home.. 7.20 doz.
 Packed 24
WOODEN VANITY CHEST 2 pounds Chocolate
\$2.50 Ea.—Packed 12
 Prices F. O. B. Factory
 Buy From a Manufacturer
PAUL X. BERGIN CO.
 1908 Central St. Evanston, Ill.

LOOK—LOOK Demonstrators Pitchmen

MYSTIC BLOCKS

Puzzle that actually does 100 tricks. With instructions and illustrated Pictures.



25c Send in Coin
\$15.00 Per Hundred

Great Money Maker for Stores, Mail Order and Advertising.

MYSTIC BLOCK COMPANY
 2942 South Lyndale Avenue
 Minneapolis 8, Minnesota

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
 All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.
ARGO PEN-PENCIL CO.
 220 Broadway New York 7, N. Y.



ELGIN

Rebuilt Wrist Watches in new cases from \$7.50; in R. G. P. Baskets, \$8.75 in lots of three or more. Since 1912 we managed to sell better grades at lower prices. Now? Volume sales—small overhead! (Excluding tons of printed matter, catalogues, etc., to pure curiosity seekers.)

Expansion Watch Bands, fine reproduction of best quality, but lighter plate, \$1.00, 25% with order—no cash. Check or money order.
ZUSSMANS, P. O. Box 111, Philadelphia 5, Pa.

GIVE TO THE RUNYON CANCER FUND

FIREWORKS

ATTENTION, DEALERS AND JOBBERS
 For Lowest Prices write Today for complete Price List.
MID-WEST FIREWORKS
 114 W. SECOND ST. SEDALIA, MO.



BIG PROFITS

Own your own business stamping key chains, name plates, social security tags. Sample with name and address, 25¢.
HART MFG. CO.
 311 Degraw St. Brooklyn, New York

New Novelties

by America's Foremost Novelty Creators

No. 612

VENUS SHAKERS

Surprise salt and pepper shakers add spice to any table! 4 inch high plastic figures, Gay, practical, amusing.

\$4.25
dozen



No. 609 REAL TOILET WATER



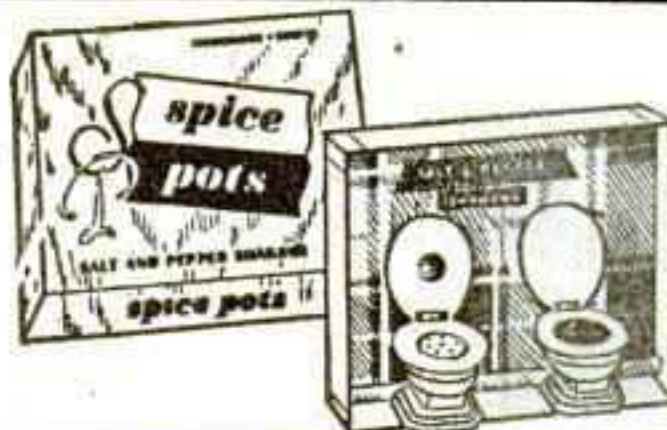
This clever novelty "bowls" 'em over! Humorous glass container actually holds wonderfully scented eologne that women love.

\$3.60
dozen

No. 610 SPICE POTS

These amusing salt and pepper shakers are sure-fire laugh provokers. Plastic sets have hinged lid. Bowls have perforated covers.

\$3.60
dozen



New sensational FUNNY SOAP ITEMS

There's a tubful of lather and laughter in these delightful soap surprises.

- | | |
|--|--|
| No. 789—Venus Body. \$1.35 doz.
Wow! A figure that gets men in a lather! | No. 787—Old Fashioned Tub\$1.35 doz.
Rub-a-dub-dub . . . a luscious maiden in an old fashioned tub. |
| No. 764—Toilet Bowl. \$1.35 doz.
No bathroom's complete without it! Shape of real toilet. | No. 788—Moderne Bath \$1.65 doz.
Snappy looking damsel takes bath. |
| No. 786—Baby Toilet. \$1.35 doz.
Baby sitting pretty on the potty. Everyone loves it. | |

Complete assortment of MAGNETIC ITEMS

Better made for quicker sales!

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|---------------------------|--------------|
| No. 777—Ma and Pa | \$1.65 Dozen |
| No. 771—Tricky Dogs | 1.55 Dozen |
| No. 772—Battling Pals | 1.55 Dozen |
| No. 776—Monkey Shines | 1.65 Dozen |
| No. 778—Mickey and Minnie | 1.65 Dozen |
| No. 779—Bull Fighter | 1.65 Dozen |
| No. 780—Cat and Dog | 1.55 Dozen |

All Prices F. O. B. Chicago.

WHEN ORDERING INCLUDE POSTAGE (AVERAGES 25c PER DOZEN)

H. FISHLOVE & CO.

714 N. Franklin St.

Chicago 10, Ill.

"Since 1914—Manufacturers of Novelties That Amuse"

DIRECT FROM MANUFACTURER!

- Hand polished and plated
- Large double link
- Identification Bracelet

\$54 25% with order, bal. C. O. D.
Per Gross

Sample of 2 - \$1.00

PENN NOVELTY JEWELRY MFG. CO.

711-13 Foreland St.

Pittsburgh 12, Pa.

NEW IDEAL GIFT

Real Chicken on Everyone's Plate, 25¢ a Serving. Women Who Enjoy Serving Something New Are Delighted. Recommended and Used by Nation's Leading Hotels and Magazines. Chicken Pie on Your Plate in the Shape of a Small Baked Chicken. Yum! Yum! Many Recipes for Home and Restaurant Use. Representatives Needed—Free Literature. Sturdy Cast Aluminum Molds—A Life-Time Remembrance: Single Molds, \$1.25. Double, \$2.25. Act Today. OHICKEN PIE, 2135 Maramoo, B-1912, St. Louis, Mo.



AGENTS & DISTRIBUTORS

DEALERS IN TOYS AND NOVELTIES—WRITE for wholesale price lists. Wholesale distributors of quality merchandise at reasonable prices. Dutz Enterprises, 109 S. Sangamon, Lincoln, Ill. no27

DEMONSTRATING MYSTERY KITS IN HOMES, stores, \$20 to \$150 a day possible; men, women buy on sight, 300% profit. Sensational literature free. Western Chemical, Salem, Ore.

DISTRIBUTORS, SALESMEN, AGENTS—100% profit across the board. "Surprise," sparkling and trick Matches! New, different, exciting! Carded 24 Envelopes @ 10c. Selling like gold bricks, every stop buys, all repeat order! Double your present earnings by adding this item. Our new plant assures faster service. 60c per card, lots of 50; 70c card under 50 cards. Minimum, 24 cards. Remit in full or 1/4 down, balance C. O. D. G. A. F. Mfg. Corp., Lock Box 329, Lewistown, Pa. no18

DO YOU WANT MONEY?—IF SO, START mail merchandise business at home. No canvassing, spare or full time, no experience or capital needed, we supply everything. Earn \$5,000 year and more. Mail \$1 for outfit containing \$10 worth of samples and full instructions. BB Homeservice, 905-1418 Walnut, Philadelphia 7, Pa.

DON'T BUY COMBS, HAIR NETS, PUZZLE Key Chains, Balloons, Handkerchiefs, Toys, Bobby Pins, Lighter Flints, Shoe Laces, Glo Razor Blades, etc., until you get our low prices. You'll be amazed at the difference. Free details. Better Products Co., Marion, Ind.

EARN TREMENDOUS PROFITS—DOUBLE-Edge Blades, display carton (20 packs), 50c. Pocket Combs, display card (12 combs), 25c. Rush \$1 for both cartons. Brownie Sales, Box 1155, Rocky Mount, N. C.

EARN SENSATIONAL COMMISSIONS, bonuses with free sales portfolio. Men's Shirts, Pajamas, Ladies' House Dresses, Lingerie, Jarol Manufacturing Corporation, Rockville Centre 23, N. Y.

ENORMOUS PROFITS SELLING NEW, USED clothing from store, home, auto. Men's Pants, 31c; Suit Coats, 56c; Ladies' Hose, 19c; Skirts, 20c. Hundreds other bargains. Free catalog. Portnoy, 587-B Roosevelt, Chicago.

FASTEST SELLING LINE COMICAL CHRISTMAS Greeting Cards. Sample dozen, \$1. Special price, \$5 per hundred with envelopes. The La France Co., 49 Hanover St., Boston 13, Mass.

FOR SALE—SANTA CLAUS, VERY LIFE-LIKE, made of durable plaster composition, for Christmas decoration purpose, display windows and under Xmas tree. Large, 27 inches tall, \$3; small size, 12 inches tall, \$1. Glenn Smock, Box 32, Winchester, Ill.

FREE SAMPLE—BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 303 Fourth Ave., New York 10, N. Y. no19

FUR COATS—CHILDREN'S SIZES 1 TO 6, \$10.75. Women's Sizes 12 to 20, \$30 and \$32.50. National Fur Dyeing Co., 447 S. Hewitt St., Los Angeles 18, Calif. Telephone MUtal 5729. no20

GET 400 MONEY MAKING PLANS—AMAZING Formulas, Tips, Ideas, Secrets. Valuable folio free. Formico-KA, Box 572, Dayton, Ohio. no13

HAND-MADE FRENCH FILIGREE JEWELRY—Silver, gold and pastel colors, exclusive item, good profit. 3 samples, all different, \$2.80. Blackwell, 211 Third Ave., Asbury Park, N. J.

HOBBYISTS—WORLD FAIR STAMPS, 35 cents. Stamp Hinges Packages, \$1. Men's perfect Watches, \$2.70. Magnifying Glasses, small, 22 cents. Rubinchick, Mailers Suppliers, 11 Pitt St., N. Y. City.

JEWELERS FIBER SAMPLE TRUNK, 1 GROSS Gold Plated Double Heart Bracelets, 1 Gross assorted Name Pins, Gold Plated, 1 Engraving Machine with Transformer. Price, \$50. 1/3 down, balance C.O.D. Sterling Silver Chain, 100 ft. or more, 4 cents a ft. Sample, 50 cents. Jewelers Fiber Sample Trunks, regular size, used, original cost \$75; now, \$10. 1/3 down, balance C.O.D. C. Monahan, 189 Pleasant St., Attleboro, Mass.

JOBBERS, SALESMEN, DISTRIBUTORS—Lowest prices on the best selling Mexican Novelties. Tarantulas, \$12.50 gross; Skeletons, Devils, \$8.50 gross; 8 piece Tea Sets, \$12 gross; Monkey with Drum, \$13.50 gross. Others. Ready for immediate delivery. Terms: Cash or 50% down, balance C.O.D. Order today. Special Products Co., Laredo, Tex.

JOKERS, NOVELTY BARGAINS, DIRECT FROM originator. Assortment of thirty dime sellers, dollar, postpaid. Wholesaler Pauly, 2295 Concourse, Bronx 53, New York.

JOBBERS, DISTRIBUTORS—WRITE FOR SPECIAL low prices on our fine Alligator Grain Wallets. As low as \$5 per dozen, delivered. Sample assorted dozen, \$5.50 postpaid. Single samples, 60c each. Crescent Sales Co., 150-A Broadway, New York.

LEADERS FOR PROFITS—3 HOME NEED gadgets: Scissors Sharpener, Curtain Rod Guide, Handy Needle Threader. Combination costs less than 7 cents in quantities. Regular 25-cent value. Sample all three, 25 cents. Charles Ufert, 18 E. 17 St., New York 3, N. Y. no27

LEARN CANDYMAKING—BIG PROFITS, instruction Course, \$1. M. B. Eisberg, 717 N. Dearborn, Chicago 10, Ill.

LUCKY NUMBER CALENDARS—TELL LUCKY numbers, days, colors. Newest luck novelty. Thirty Calendars, Dollar, postpaid. Wholesaler Pauly, 2295 Concourse, Bronx 53, New York.

MAKE ORNAMENTAL CONCRETE PRODUCTS at home. Start your own money making business. Write or wire. Concrete Machinery, Hickory 50, N. C.

(Continued on page 94)

WOW! — Here They Are — WOW! "Picture" (Pocket) Knives

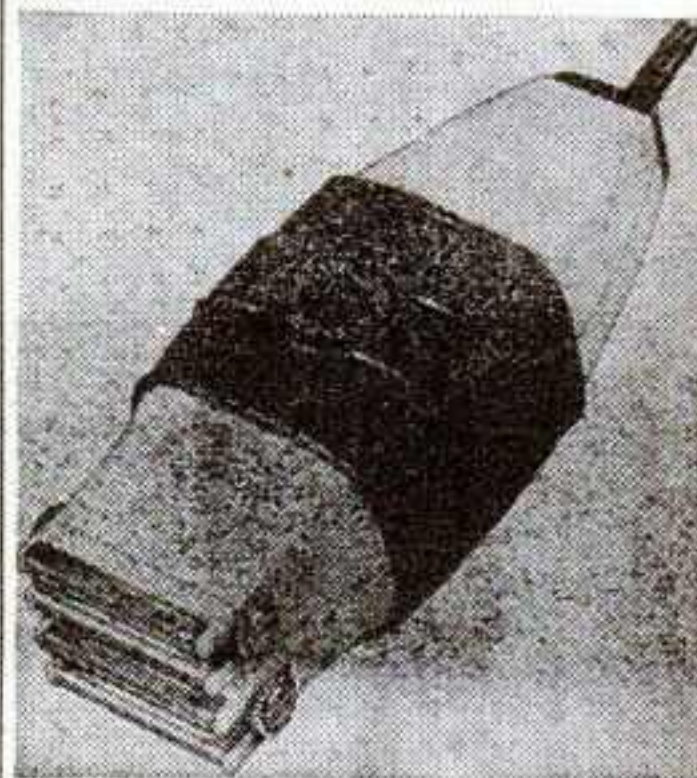
"BEAUTIFUL GIRLS" in attractive poses under transparent brass-lined handle; sturdy full-sized 2-bladed or 1-blade Midgets with Key-chains, dozen on display-card. Sample dozen assorted styles, \$7.50.

Also: Many Styles of Push-Button Automatics; MIDGETS; FISH-JACKS; "TRICK" KNIVES; HUNTING KNIVES; DAGGERS and 1, 2, 3, 4-bladed plain & fancy pocket-knives. All Guaranteed Famous Makes at Lowest Prices Anywhere—

SEND \$17.00 FOR OUR SPECIAL XMAS KNIFE ASSORTMENT OF 21 STYLES—1/3 Deposit With Order, Balance C. O. D. Latest Illustrated Catalog on Request

S. RABINOWITZ CO. 108 Neptune Ave. Brooklyn 24, N. Y.

Year-Round Seller! NEW Perfex ELECTRIC SHAVER



PERFEX Electric Shaver is now being featured by the country's leading stores. Proven Volume Seller. Profit by tremendous consumer demand.

NOTE THESE 10 PROFIT-PRODUCING FEATURES:

- Non-Slip Rubber Grip
- New DeLuxe Shaving Heads
- Self-starting—Self-sharpening
- 110-120 V., 60 cycle A.C.
- Precision-built Vibrator Type Motor
- Streamlined design
- Ground and Lapped Steel Blades
- No Radio Interference
- Available in Ivory Plastic
- Fully Guaranteed

ALL SHIVERS COME WITH SIMULATED PIGSKIN POUCH—Individually Boxed

Single Head \$2.25 ea. in doz. lots	Double Head \$3.00 ea. in doz. lots
Sample— \$3.35	Sample— \$4.25

FREE: Extra Shaver included with each Doz. order! TERMS: 1/3 Dep., Bal. C. O. D. We pay freight on doz. lot orders or more.

IDEAL SALES CO.
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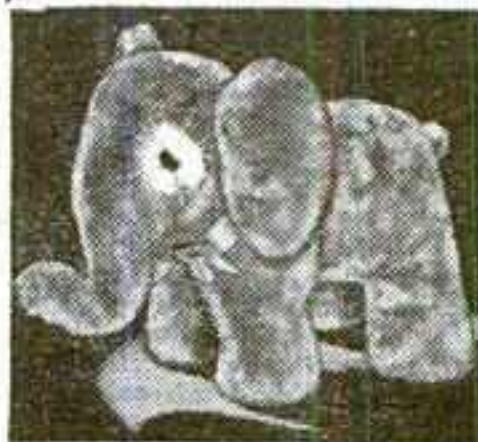
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#409—27" tall, dressed in traditional Santa fashion, and with Mohair beard. Eyes light off and on. Individually boxed and ready to plug in. \$5.00 Each

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WESTERN HORSE LAMP

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Our heavy production enables us to keep prices at a minimum. Just look at these features:

- 15"x7 1/2" Size
 - Western Horse of white metal, gold or bronze plated
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 - Strong and durable
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 - Complete with 8" gold parchment shade
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Same beautiful features, same novel style as above. Size 17"x7 1/2". Fine 12" fabric-on-paper shade. Top and bottom of shade with crocheted trimming.

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...TESTED for QUICK TURNOVER

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Squeeze the bulb to make Hopalong hop and run! Never a dull moment with "Hoppy" on the job! Terrific appeal to young and old. Yes, squeeze the bulb and watch him go... like hotcakes! Hopalong is made of plastic with durable plastic hose and rubber bulb.

RETAIL 29c
YOUR COST, \$2.10 Doz. Individually packaged in cellophane bag. Packed 6 Doz. to Box.

PAJAMA DOLL

A hit any way you look at it! Good for a laugh from Pop and Mom, treasured by the kids. Cleverly designed in non-destructible pliable plastic, flesh-colored, realistically detailed. Amusing rear view shows pajama seat open. Sanitary, safe for teething. 2 1/2" high. RETAIL 10c
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Made of special pliable plastic that has a skin-like feel. Flesh-colored, amazingly detailed. Stands 2 1/2" high. Sanitary, ideal for teething. RETAIL 19c
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"Tops" in tops! Colorful, sturdy plastic construction, featuring attached string that automatically rewinds as top spins! Fascinating whistle and ease of operation make strong appeal to even youngest children. Flashy demonstrator.

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GET YOUR SHARE OF THE SEASON'S PROFITABLE BUSINESS!

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BEAUTIFULLY DESIGNED

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- Red Sweep Second Hand
- Stainless Steel Stretch Band Fits All Wrists

7 JEWEL SWISS NURSES WRIST WATCH

Black Cord or Leather Band

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(Continued on page 96)

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Same as above, but has luminous hands and numerals.

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- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Radium Dials
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- ★ Immediate Delivery

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Mottled Cat Balloons 27.00 Gr.	
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Rainbow Colors, #9 6.50 Gr.	
#9 Assorted Balloons 3.00 Gr.	
Dart Balloons80 Gr.	
#16 Paddle 6.50 Gr.	
Spiral Twisted Balloons 3.75 Gr.	
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#9 Print 3.50 Gr.	
Balloon Sticks65 Gr.	
Balloon String, Lb. Spool 1.25	
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Jumbo Knobby Balloons 7.00 Gr.	
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Key Chain Puzzles, Elephant 13.50 Gr.	
Bullet Key Chains 6.00 Gr.	
Lollipops, terrific flash, Jumbo size, all colors. Per 100 12.00	
New Sensation—Rubber Squeaky Crying Dolls. They Inflate to 12" 2.75 Dz.	
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HATS—Special Prices

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Mexican Chola 24.00 Gr.
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(Formerly cost \$30.00 Gr.)
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Lancaster R.W.B. Batons, With Bells 14.00 Gr.
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Metal Running Mice 12.00 Gr.
Rabbit Feet, With Keychains, 100 4.00
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Plastic Bird Water Warbler 8.00 Gr.
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Dolls With Feather Backs and Sticks 24.00 Gr.
Gay Ninety Mustache, Each One in Envelope, 50c Dz. 5.00 Gr.
Plastic Running Turtle 12.00 Gr.
Bullet Key Chain, 75c Dz. 7.50 Gr.
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Mechanical Auto, Streamlined, Fast Seller 3.50 Dz.
Pennant Sticks, With Knob, 30" Long, Per 100 8.00
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Here's a fast selling item that will have your cash register playing lively 'jingles' the year 'round.

\$4.25

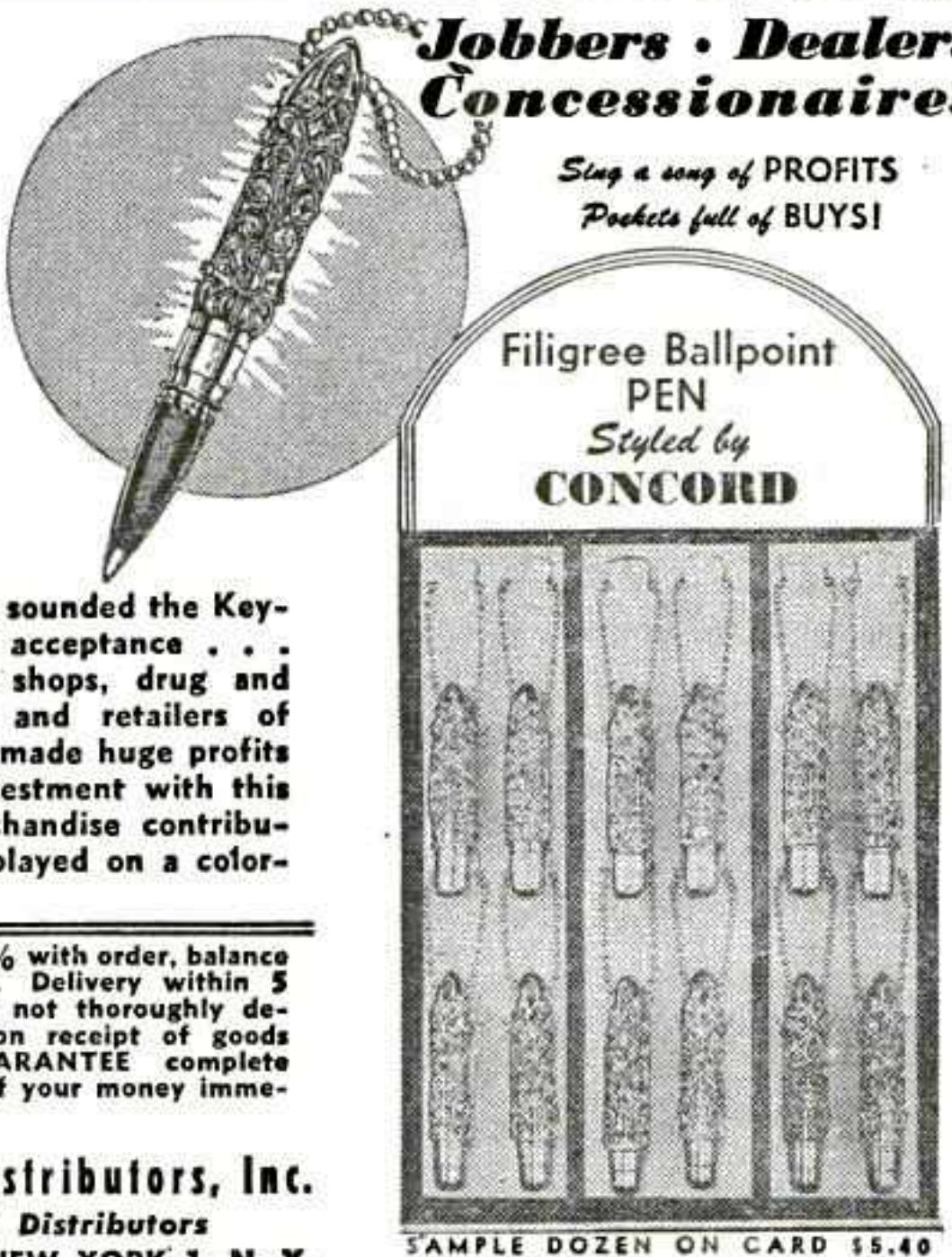
per doz. in gross lots (\$51.00 per gross)

Constant readers have sounded the Key-note to wide-spread acceptance . . . specialty stores, gift shops, drug and confectionery shops, and retailers of most every type have made huge profits on small turnover investment with this newest Concord merchandise contribution. Attractively displayed on a colorful card.

Send 20% with order, balance C. O. D. Delivery within 5 days. If not thoroughly delighted on receipt of goods we GUARANTEE complete refund of your money immediately.

Jobbers • Dealers • Concessionaires

Slag a song of PROFITS
Pockets full of BUYS!



Filigree Ballpoint PEN
Styled by CONCORD

SAMPLE DOZEN ON CARD \$5.40

CONCORD Distributors, Inc.
Nat'l Mfrs. and Distributors
246 FIFTH AVE. NEW YORK 1, N. Y.

SOFT STUFFED TOYS!

30 INCH PLUSH BEAR →
Fine quality all plush soft cuddly bear. \$40.00 Doz.
Celluloid rolling eyes, silk bow ribbon, Asst'd colors. Stands 30 inches \$40.00 Doz.

PLUSH PANDA BEARS
Medium size, all plush Panda Bear. Rolling eyes, silk bow ribbon. Asst'd colors. Black, Brown, Blue, Red, all with White \$40.00 Doz.

← **15 IN. ALL PLUSH BEARS**
With celluloid rolling eyes, silk bow ribbon. Asst'd colors \$14.00 Doz.

25% Dep., Bal. C.O.D. Write for Catalog.

CASEY CONCESSION COMPANY
1132 S. Wabash Ave. Chicago, Illinois



TOP VALUE IN THE FIELD

MEN'S SWISS WRIST WATCH

—With—

1. RADIUM DIAL
2. SWEEP SECOND HAND
3. PRECISION MOVEMENT
4. CHROME CASE —water protected
5. UNBREAKABLE CRYSTAL
6. STAINLESS STEEL EXPANSION BAND
7. WRITTEN GUARANTEE with every watch

\$3.45

In Lots of 6
Sample \$1 extra



25% deposit with orders

COLEMAN SALES, Dept. 203
1335 S. California Chicago 8, Ill.

Merry Christmas and Season's Greetings STREAMERS

Made of high lustre red rayon ribbon with silver glitter lettering.

- Size 1 1/4" x 30"—Price \$10.25 Gross
- Size 2" x 40"—Price \$22.50 Gross
- Size 3" x 48"—Price \$33.00 Gross

Also **RED VELVETIZED SQUARE BANNERS**
With Silver Glitter Lettering

- Size 13" x 14"—Price \$33.00 Gross

Delivery 1 week after confirmation of order. 1/2 deposit, balance C. O. D.

Metropolitan Mfg. Co. 10 East 39th St. New York 16, N. Y.



**GREATEST SELLING
WATCHES in AMERICA**

**Outstanding Christmas Gift Items!
Bigger Profits! No Sales Resistance!
Quick Turnover! Satisfied Customers!**

ALL FAMOUS
NAME BRAND WATCHES,
NATIONALLY ADVERTISED

- ELGIN
- WALTHAM
- BULOVA
- GRUEN
- BENRUS
- LORD SCOT
- LADY SCOT
- RENSIE

All watches are reconditioned and rebuilt.
Guaranteed like new. Complete with leather strap. 10 Kt. R.C.P. case.

Rhinestone Dial — \$2.00 additional
Expansion Bands — \$1.75 additional
25% With Order—Balance C. O. D.

7-JEWEL
round case
Priced at Only—
\$9.50

Rectangular or Square Cases, \$10.95.
15-jewel \$14.95
17-jewel 16.95
21-jewel 21.95

Send for
NEW
32 Page
XMAS
CATALOG

Simulated Diamond
RINGS

\$9.50 Doz. to \$24.00 Doz.



Men's heavy rings with simulated diamonds that look like real diamonds. 1/30 14 kt. R.C.P. style shown. \$24 Doz.

Ladies' 6-Stone Wedding Rings. 12 kt. gold filled. No. 1207W—Doz. \$6. Ladies' Engagement Rings to match. No. 7228E—Doz. \$6.75.

WHOLESALE ONLY—NONE SOLD RETAIL
3 WATCHES MINIMUM

Dept. B-6

JOSEPH BROS. 59 E. Madison St. Chicago 3, Ill.

ANIMALS, BIRDS, PETS

ABOVE AVERAGE ANIMALS, BIRDS, REPTILES always on hand, send for free fall and winter price list from world's largest importers. Meeme Bros. & Ward, Oceanside, N. Y.

ALLIGATORS — HARMLESS, POISONOUS, Snake Dens, any price. Civet Cats, Opossums, Spider Monkeys, Sooty Mangabys, Ross Allen, Silver Springs, Fla.

ANIMALS BOARDED FOR: WEEK, MONTH, winter. Fresh meat fed. Lions, 50c day; small Meat Eaters, 25c day; large Hoofed Animals, 50c day; Smaller, 25c day; Elephants, \$1; Monkeys and Small Animals, 10c day. Trailer Space, \$10 month. Hot and cold water. Restaurant on premises. Phone Clearwater 5-1034. Ideally located between St. Petersburg, Tampa and Clearwater. Roosevelt Blvd., Rte. F, Box 243, Clearwater, Fla. Magic Glen. no13

CAMELS, DOUBLE HUMPS, \$1,000 EACH. Black Panthers, Leopards, Llamas, Cape Buffalo, Water Buffalo, Gnus, Yaks, Lions, Tigers, African Monkey-Eating Hawk Eagles, beautiful tame Chimpanzee, apayed female, \$670. World Jungle Compound, Thousand Oaks, Calif. no20

FOR SALE, WILD LIFE—THIRTY CAGES Assorted animals with Jack's side show; Trained Dogs, Trained Monkeys, Goats, two Lions on Trailer, Banners and Prop-Trained Animals. Guaranteed to work, take one or all; reason for selling: ill health. Can be seen at Bay and Toomer (Riverside), Waycross, Ga. P. O. Box 610.

FOR SALE—HIGH, FAST, FEMALE BACK Somersault Doz. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va.

GOLDEN HAMSTERS—\$3 PAIR. THIS WEEK: Males, \$5 half-dozen; \$9 dozen. Rothrock's Hamstery, 308 Owen, Mount Vernon, Ind.

RARE GOLDEN HAMSTERS—CHOICE STOCK. Great attraction. Young, \$3.50 pair; Adults, \$5 pair; Bred Females, \$5 each. Special cage, \$3. Arthur Came, Dover, N. H.

BUSINESS OPPORTUNITIES

BEAUTIFUL UNPAINTED PLAQUES AND FIGURINES, 1c up. Free list, variety of samples, 50c. Paint and sell for large profits. Marior Arts, 1628 Blue Island, Chicago, Ill.

BUBBLE GUM BALLS—1/2" SIZE AT 20c PER 100 or \$8.25 case; 3/4" size 16c per 100, case \$8.60. Case lots only, full remittance. McBride Wholesale, Box 5215, Memphis 12, Tenn.

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a life-time spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218M, Roanoke 4, Va. nno27

FLORIDA OPPORTUNITIES — THEATER, \$25,000; Gas Station, Tavern, \$11,000; Home and Florist Business, \$5,250; Plymonth & DeSoto Agency, \$18,000; Hotel, \$52,000. Many others. H. L. Chambers, Realtor, Wausatcha, Fla.

FOR SALE—COMPLETE FROZEN FOOD AND Ice Cream Store on wheels—self propelled. Equipped with 1 1/4 H.P. G.E. Compressor; 50 cu. ft. of cabinet space. Priced below actual value. Write "Proceedable," P. O. Box 142, Georgetown, S. C., for details.

GET 400 MONEY MAKING DEALS, SUCCESS Plans, Schemes, Formulas, Secrets. Amazing tollu free. Furnico Mart, Box 572, Dayton, Ohio. no13

IMPORTING DIRECTORY OF FOREIGN MANUFACTURERS, wholesalers and exporters, only 25c per copy postpaid. Wilson Research, Buffalo 6, Minn.

INFORMATION — WHOLESALE SUPPLY Sources and money-making Plans will increase your income. Write Reynard Research Bldg., Smithfield 3, O. no6

INVESTIGATE—NEW, PROVEN, SUCCESSFUL mail order methods. Even beginners, spare time. Details free. M. B. Specialties, Box 54, Clifton Heights, Pa. Stamp appreciated. no6

JURE BOX AND PIN GAME ROUTE IN Miami, Fla., established 4 years. Urgent Northern interests make compulsory to sell by December 1. 30 Jure Boxes, mostly post-war; 10 late Pin Games, all post-war. All licenses paid for 1 year. All on location. Route includes 1946 Dodge Pick-Up Truck, Stock of Records, Paris Supplies, etc. \$17,000 total; \$10,000 cash; balance can be financed over 2 years at 6% interest. A-1 Service Man available. Address Billboard, Box C-169, Cincinnati 22, O.

MAKE ORNAMENTAL CONCRETE PRODUCTS at home. Start your own money-making business. Write or wire. Concrete Machinery, Hickory 50, N. C.

PARTNER WANTED—WITH CAR. HAVE Photo Studio, three other concessions, new Language Trailer. Contact Jimmy Brown, Hotel Poni, Rocky Mount, N. C.

PERFUME—MAKE IT YOURSELF. PROFIT-able spare-time home business for men, women. Learn how free. International, 6347 Farnell-BB, Chicago 21, Ill.

PREPARE MONEY MAKING WASHING POW-der. Cost 3c a pound. Formula, \$1. O.K. Service, Box 3, Campbell, Mo. no27

SELL \$1.50 VALUE FOR \$1 AND MAKE 95c profit on every dollar sale. Rush name for facts. Terrill, Bogard 9, Mo. no27

TRADE MAGAZINES HELP YOU GET AHEAD. Latest single copies. More than 1,000 covering every trade, business or interest. Price list free. Commercial Engraving Publishing Co., 848 N. Ritter, Indianapolis 19, Ind.

UNUSUAL FINANCIAL OPPORTUNITY FOR you in Community Club Merchandising. Organize clubs, hold weekly drawings. Distribute wide variety household utility merchandise. Amazing profits, up to \$600 month. No investment. Interested? Write Kraft, Aurora 4, Mo.

WOULD YOU LIKE TO \$1,500 YEARLY IN SPARE time by mail interest only? Free details. Lawson Co., 3006-E11 Williams, Detroit 16. no13

YOU CAN HAVE A NICE LITTLE BUSINESS of your own. Start in spare time, at home. A card will do. Raymond Schenck, 717 W. Penn St., Butler, Pa.

(Continued on page 98)

SELL REVERSIBLE ALL WOOL

2-in-1 Rugs



Stores Charge
Up to \$7.95
You Sell for
Only
\$3.95
For 22x40
rug

No one can resist the beautiful life-like animal subjects, the gorgeous floral and modern designs, and rich colors which are woven right through these double-thick cushiony reversible all wool rugs! And when you quote the amazingly low prices, your prospects will buy several ON SIGHT—for children's rooms, recreation rooms, all rooms! Why not? You're saving them almost 50% by representing AMERICA'S LARGEST MANUFACTURER of reversible rug!

GET YOUR PROFITS IN ADVANCE

Best of all. YOU collect big, easy commissions in advance on our popular C. O. D. plan—or make even greater profits on our Stock Plan! Wonderful year-round business of your own. Don't fail to write for complete details at once! Send \$5.25 for 27x50 sample rug and complete selling kit now—and you'll begin reaping big, daily profits right away!

"Wear Best" RUGS, Dept. B-13
31 E. 32nd St New York 16, N. Y.

**BIGGER PROFITS FOR YOU
With DUMONT WATCHES**

Direct from Importer and Assembler



**NEW—
GUARANTEED**
Yellow Ruled Gold Plate, Steel Back, 17 Jewels, High Triple Curve Crystal, Rhinestone dial. In handsome Combination Plastic Plush Box.

\$14.75 Postpaid.
Retail price, \$42.50. Dealers only. Send for Free Catalog. Rush order today. Send check, M. O. or we mail C. O. D. plus charges. 10-day money back guarantee.

**YORMARK
WATCH CO.**
Dept. B
129 W. 46 St.
N. Y. 19

No. 803

HOLIDAY SPECIALS

We carry a complete line of better gifts for stores, premiums, or sales stimulators. Write us for special discounts on NESCO Roasters and Casseroles (all sizes), Silux Vaculator, Steam Iron, Electric Broiler (two sizes), Electric Pop-toasters, Electric Motor Driven Heaters, Single and Double Waffle Irons, Combination Toaster and Waffle Iron, Large Dressed Boudoir and regular Dolls, Stuffed Toys of all descriptions.



WISCONSIN DELUXE CO.
1900 N. THIRD ST., MILWAUKEE 12, WIS.

PRICE \$68.50 EACH
3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% With Order. Balance C. O. D. Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

MEET MISS KOKOMO

AND BE SURPRISED. SHE WILL MAKE YOU OPEN YOUR EYES. A SURE SALE. SAMPLE, 25¢ POSTPAID. \$1.50 DOZ., \$14.00 CR.

Novelties of all kinds, Hats, Horns, Noisemakers.

Hawaiian Lei and Novelty Sales

719 E. Broadway

Alliance, Ohio

WANTED

Foys, Staples, Specialties and Premium Merchandise suitable for Direct Sales and Mail Merchandising. An aggressive, experienced organization will give your products volume distribution. Send literature and quantity prices. We buy job lots.

B & C JOBBERS

728 Cherry St.

Toledo 4, Ohio

DOCTOR'S ORDERS

A Million Laughs in a Can
\$1.50 Dozen, \$12.00 Gross

Oscillating Dogs \$2.50 100
Kilroy Cocktail Stirrers 1.00 6.75
Kilroy Plastic Statuettes 1.25 8.00
Rubber Man in Barrel 2.50 18.50
Bottoms Up (Stiffeners) 1.50 11.00

Deposit With Order, F. O. B. Philadelphia, Pa.
M. S. POSNER
4851 N. 8th St. PHILADELPHIA 20, PA.

PREMIUM USERS and SALESBOARD OPERATORS

Get on the Bandwagon With
Real High-Class Merchandise
COCKTAIL AND ELECTRIC URN SETS
All Very Beautiful—High Finished Chrome—Low Prices



8 pc. Chromeplated Cocktail Set with Ruby Glass Goblets and Chromeplated Tray. No. 580C— \$11.00 Set



"FIRE CHIEF" 8 pc. Chromeplated Cocktail Set with Chromeplated Tray. No. 1380— \$12.00 Set



8 pc. Chromeplated Hammered Cocktail Set with Chromeplated Tray. No. 180H— \$12.00 Set



Four Piece Chromeplated Electric Percolator Set. No. 611— \$18.00 Set



4 pc. Hammered Chrome-plated Electric Percolator Set with Chromeplated Tray. No. 110— \$18.00 Set



4 pc. Fluted Chromeplated Electric Coffee Set with Chromeplated Tray. No. 950F— \$18.00 Set

All packed in individual cartons. Order by respective numbers.
1/2 Deposit With Orders, Balance C. O. D.

STERLING MERCHANDISE CO.

1534 OLIVE STREET

ST. LOUIS 3, MISSOURI

Sensational New Fluorescents with "Miracle" CIRCULAR TUBES

22 BIG MONEY-MAKERS
In Single Fast Selling-Line!

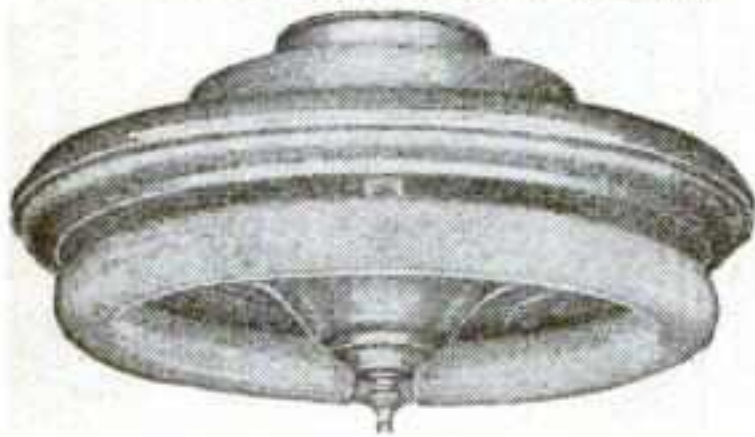
AGENTS Just like having exclusive when you sell sensational new **CIRCLINE Fluorescents**. First to utilize **circular tubes** in fixtures for kitchens, dinettes, halls, bedrooms, and play rooms. Also in beautiful Floor Lamps, Table Lamps for living rooms and Pin-Ups, for Shaving and Vanity Tables. New Streamline Designs never before offered in Fluorescents. A walk-away for quick, big-money sales. Enormous demand in Homes, Stores, Offices, Public Buildings—Everywhere. Be first in your territory to cash in on the latest Fluorescent "Gold Mine."



FREE!

Send Name for Free Sales Outfit

Don't send a penny. Sample Outfit is FREE. Rush name on penny post card for MONEY-MAKING facts about most sensational line of Fluorescents ever offered to agents. Also immediate delivery on all sizes and types of standard fluorescents. All fixtures complete with Tubes! Don't miss these Big, Quick Profits. Rush name on post card this very minute for FREE SALES OUTFIT.



MAXILUME COMPANY

125 W. Hubbard, Dept. 1311-A, CHICAGO 10, ILLINOIS

#6146 K—Three-piece Atomizer and Perfume Set, in 24-k non-tarnishable metal filigree work.

A gorgeous article that can be sold with big markup



Bottle and atomizer, 3 3/4 inches high. Mirrored tray, 10x5 1/4 inches. Individually boxed.

\$72.00 per doz.

1/4 doz. smallest quantity sold.

Salesmen wanted to sell to storekeepers.

Sample sent on receipt of \$9.00 to be refunded as soon as orders for 3 doz. have been sent in. Liberal commission on orders and re-orders. Re-orders by mail follow frequently as soon as the article is in store. Profitable sideline.

LEO KAUL IMPORTING AGENCY, Inc.

333 & 335-K S. MARKET STREET CHICAGO 6, ILL.

F. L. de ARKOS

MEXICAN IMPORTER

ARTISTIC AND SERVICE POTTERY, SARAPES, FEATHER CARDS, LARGE WITCHES, SKELETONS, DEVILS, TARANTULA, SPIDERS, TURTLES, MONKEYS, HAND-CARVED WOODEN POWDER BOWLS, VASES, WALKING CANES, LIQUOR SETS, PICTURE FRAMES, MINIATURE GUITARS, FUR DOGS, HORN NOVELTIES, ETC. REQUEST PRICE LIST.

904 SCOTT ST., LAREDO, TEXAS.

**YOUR SALES WILL SOAR
YOUR PROFITS WILL ZOOM
WITH THE "ACE" CHEERFUL SELECTION OF
REAL FUR AND PLUSH TOYS**



#99—"Sitting Pretty" Doll—8x16". Genuine white rabbit skin, washable, pressed masked face with beautiful hand-painted features, brilliant satin ribbon, only **\$24.00 dz.**

#57—Monkey—12x18". Genuine lamb skin, dark brown or white, washable, with pressed masked face, moveable eyes, brilliant satin ribbon, only **\$30.00 dz.**

With genuine Swiss music box that plays delightful nursery tunes **\$48.00 dz.**

With genuine Swiss music box **\$54.00 dz.**

GET YOUR CHRISTMAS ORDERS IN NOW TO INSURE PROMPT DELIVERY!

SPECIAL CHRISTMAS PRICES!

- #252—30" Real Fur Grizzly Bear, asstd. colors \$42.00 dz.
- #244—30" Rayon Plush Bear, asstd. colors 30.00 dz.
- #240—28" Rayon Plush Bear, asstd. colors 27.00 dz.
- #245—30" Highest Quality Rayon Plush Bear, cotton stuffed. Best in the market 39.00 dz.

Special Set-Up for Jobbers!

SALESMEN Choice territories still open Liberal commission!

Mention Billboard to get these special low prices! Write now for catalog and price list of over 100 sure-fire Christmas sellers!

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys

122 WEST 27TH STREET

NEW YORK 1, NEW YORK

AMERICA'S NEWEST SENSATION

THE ARROW PARACHUTE



An Arrow—a Nylon Parachute—and a Sling Shot—all in one.

Action all the way!—shoot the arrow 100 to 200 feet into the air—young and old will want one.

A perfect 50¢ to \$1.00 seller—offering handsome, quick profit. Colorfully packaged. Excellent holiday number. Immediate delivery.

SAMPLE PREPAID \$.50

Special Dealer & Jobber Discounts

AVIATION PRODUCTS CO.

80 EAST 42 ST., NEW YORK 17, N. Y. (AIRLINE TERMINAL BLDG.)

\$25 Assortment

- 20 Silver Pins
- 6 Pairs Earrings
- 3 Silver Rings
- 3 Silver Necklaces

\$50 Assortment

- 22 Silver Pins
- 10 Pairs Earrings
- 3 Silver Rings
- 7 Silver Bracelets
- 2 Silver Necklaces

Prompt Refund for Any Items Not Suitable.

\$25 and \$50 Assortments of Pure Silver

Mexican Jewelry

Hand Wrought by Mexico's Skilled Craftsmen

These lovely assortments of pure silver Mexican Jewelry—some of which is stone set with amethyst quartz, obsidian and jade—are greatly underpriced. The \$25 assortments should retail for \$75 and the \$50 assortments should retail for \$150.

Sunland Novelty Co.

P. O. BOX 719 EL PASO, TEXAS

ATTENTION!
GET ON THE BANDWAGON WITH TRULY A TIMELY ITEM
"The Lord's Prayer"
(PLAQUE)
MADE AS A BRACELET-PENDANT-FOBETTE & KEY TAG

**No. 1020
KEY TAG**
\$1.65 doz
\$18.00 gro.

**No. 1022
PENDANT**
\$6.00 doz.
\$62.00 gro.



Ask about other LORD'S PRAYER items

**No. 1021
BRACELET**
\$6.00 doz.
\$62.00 gro.

**No. 1023
FOBETTE**
\$6.00 doz.
\$62.00 gro.

FREE DISPLAY CARD FREE (AS ABOVE) WITH ORIGINAL ORDER OF 3 DOZEN ASSORTED. **FREE**

***** Charm Pendants *****

NO. 611-18 INCH MEDIUM WEIGHT CURB LINK CHAIN \$2.50 doz - \$27.00 gro.	NO. 616-24 INCH HEAVY WEIGHT CURB LINK CHAIN \$3.25 doz - \$36.00 gro.
---	--

THE FOLLOWING CHARMS CAN BE HAD WITH ABOVE CHAIN: FOOTBALL-BASKETBALL-BOWLING BALL-ROLLER SKATE-ICE SKATE-BASEBALL AND BOXING GLOVE.

SEND FOR CATALOG AND SAMPLE ORDER TODAY
PLEASE STATE YOUR BUSINESS

**"Frisco Pete" 604 W. LAKE STREET
CHICAGO 6, ILLINOIS**

**COIN-OPERATED
MACHINES, SECONDHAND**
A Large List of Second-Hand Coin Machine Bargains will be found on page 121 of this issue.

**COSTUMES, UNIFORMS,
WARDROBES**

ALL-BRAIDED CELLOPHANE WAISTBAND
Hula Skirts with leis, \$7.50; Straw Hula Skirts, \$2.50; Spangle-trimmed Strip Panel and Bra Sets, \$6.50; Rhinestone G-Strings, \$6.50; Bras, \$1.50; Chorus or Strip Pants, \$1.10. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

BEAUTIFUL NATIVE-MADE GRASS HULA Skirt, mailed prepaid in U. S. \$3; cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif.

CLOWN GOODS AND ACCESSORIES—SEND for circulars. The Costumer, 238 State St., Schenectady, N. Y. no7

MINSTREL MEN—SEND FOR CIRCULARS ON Minstrel Goods. The Costumer, 238 State St., Schenectady, N. Y. no7

SANTA CLAUS HEADQUARTERS—COSTUMES, Wigs, Beards and Accessories. The Costumer, 238 State St., Schenectady, N. Y. no7

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants: Guttenberg, 9 W. 18th St., New York 11 N. Y. no20

**FOR SALE
SECONDHAND GOODS**

ALUMINUM GEARED POPPING KETTLES. All electric Popping Units, Peanut Roasters, Copper Caramel, Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. dec18

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 CARNIVAL JOINTS—PRACTICALLY NEW. Complete, ready to go. Mouse, Pan, Cork, Ball Games and Pitch. All royal blue canvas. Bargain, Box C-165, Billboard, Cincinnati 22, O.

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set. 50 All-Electric, from \$155. Krispy Korn 120 S. Halsted, Chicago, Ill. no27

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens, Catalog mailed, S. O. S. Cinema Supply Corp., 602 W. 52d St., New York 19, N. Y. nno27

BUILD 20-PASSENGER KIDDIE AIRPLANE Ride; Tested Plans, \$5. Free catalog. Brill, 228-B, North University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT movie theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. no13

FOR SALE—20x30 TENT AND SIDEWALL, 12-oz. khaki, ropes, stakes, poles, \$125 complete. Fireproof, waterproof, mildewproof. Guaranteed like new. 1/3 deposit, balance C. O. D. Sandy Tamargo, Charlestown, Md. no6

FOR SALE—OLYMPIC KIDDIE RIDES. Stationary in Olympiand Park. Good business year round. Price, \$20,000 cash. Consisting of eight Rides, four Trucks, two Light Plants, Merry-Go-Round, 28 Horses, two Chariots; one Mixup, one Boat Ride, one Toonerville Trolley, one Rocket Ride, one Kiddie Ferris Wheel, one Kiddie Car Ride, one Kiddie Swing, Harley R. Brouhard, 11922 W. Olympic Blvd., Los Angeles, Calif.

FOR SALE—SWINGAROO OR SWAP FOR Octopus. Loads on Diamond T 1941 truck. New in 1947. Clarence Abbrich, 183 Rockwell St., Pontiac, Mich.

FOR SALE—ALLAN HERSCHEL AUTO RIDE. Good condition. Willard Withrow, 2412 N. Gettysburg Ave., Dayton 6, O. Phone TA 0719.

FOR SALE—THREE NEW 20' FOUR WHEEL Trailers, stake and rack sides. Available immediately or for spring at sacrifice prices. For further information on specifications and price, contact McCormick & Rowlich, Inc., 12 Albany Schenectady Rd., Albany, N.Y.

HOUSE CAR ON CHEVROLET LONG WHEEL base truck. Good condition, priced very reasonably. Write Hutchings, Siler, Va.

MAKE YOUR OWN PLASTER—RUBBER Molds, \$3 each in lots of 10. Send sample. \$3.50. Howerton Plaster Co., P.O. Box 25, Eureka, Mo. no6

POPCORN-CANDY APPLE CONCESSION—Trailer fully equipped with living quarters; price, \$2,250 complete; also Root Beer Trailer with Stock, \$850. Write for photos, etc. Mrs. Geo. Michael, R. D. 1, Fremont, O. no6

SINGLE LOOP-O-PLANE—5 H.P. MOTOR, A-1 shape, bargain, \$350. Wallace R. Aley, 5328 Middleton Lane S. E., Washington 20, D. C.

THEATER SEATS, SCREENS, BENCHES, Folding Chairs, Tents, 16mm. Film, Blues, Projectors. Lone Star Film Co., Dallas, Tex. no6

TWO MITSUBISHI PHOTO MACHINES—OUT-side lights, just overhauled and painted, perfect condition best offer. A. Guttenmacher, 30 Church St., New York City.

7 1/2 REVERSIBLE LOOP MOTOR, BEAUTIFUL Cage, Set Sprated Chains, A-1, cheap. Palmer, 512 Otterbien St., Baltimore, Md.

46 LIBERTY 27-FT. HOUSE TRAILER—Trade for Adult Ride, Roller Rink, Bowling Equipment, F. Shafer, Washington, Ind.

\$75 STARTS A "STELLA SHOW" (BOYS LIKE 'er). Carnivals, parks, \$100 daily. Information, 25c. Hallock, Rt. 6, Duluth, Minn.

\$700 BUYS PHOTO STUDIO, THREE PERcentage Concessions, Luggage Trailer. All complete and nearly new. Jimmy Brown, Hotel Pomf, Rocky Mount, N. C.

**FOR SALE
SECONDHAND GOODS**

FOR SALE—20x30 TENT AND SIDEWALL, 12-oz. khaki, ropes, stakes, poles, \$125 complete. Fireproof, waterproof, mildewproof. Guaranteed like new. 1/3 deposit, balance C. O. D. Sandy Tamargo, Charlestown, Md. no6

FOR SALE—OLYMPIC KIDDIE RIDES. Stationary in Olympiand Park. Good business year round. Price, \$20,000 cash. Consisting of eight Rides, four Trucks, two Light Plants, Merry-Go-Round, 28 Horses, two Chariots; one Mixup, one Boat Ride, one Toonerville Trolley, one Rocket Ride, one Kiddie Ferris Wheel, one Kiddie Car Ride, one Kiddie Swing, Harley R. Brouhard, 11922 W. Olympic Blvd., Los Angeles, Calif.

FOR SALE—SWINGAROO OR SWAP FOR Octopus. Loads on Diamond T 1941 truck. New in 1947. Clarence Abbrich, 183 Rockwell St., Pontiac, Mich.

FOR SALE—ALLAN HERSCHEL AUTO RIDE. Good condition. Willard Withrow, 2412 N. Gettysburg Ave., Dayton 6, O. Phone TA 0719.

FOR SALE—THREE NEW 20' FOUR WHEEL Trailers, stake and rack sides. Available immediately or for spring at sacrifice prices. For further information on specifications and price, contact McCormick & Rowlich, Inc., 12 Albany Schenectady Rd., Albany, N.Y.

HOUSE CAR ON CHEVROLET LONG WHEEL base truck. Good condition, priced very reasonably. Write Hutchings, Siler, Va.

MAKE YOUR OWN PLASTER—RUBBER Molds, \$3 each in lots of 10. Send sample. \$3.50. Howerton Plaster Co., P.O. Box 25, Eureka, Mo. no6

POPCORN-CANDY APPLE CONCESSION—Trailer fully equipped with living quarters; price, \$2,250 complete; also Root Beer Trailer with Stock, \$850. Write for photos, etc. Mrs. Geo. Michael, R. D. 1, Fremont, O. no6

SINGLE LOOP-O-PLANE—5 H.P. MOTOR, A-1 shape, bargain, \$350. Wallace R. Aley, 5328 Middleton Lane S. E., Washington 20, D. C.

THEATER SEATS, SCREENS, BENCHES, Folding Chairs, Tents, 16mm. Film, Blues, Projectors. Lone Star Film Co., Dallas, Tex. no6

TWO MITSUBISHI PHOTO MACHINES—OUT-side lights, just overhauled and painted, perfect condition best offer. A. Guttenmacher, 30 Church St., New York City.

7 1/2 REVERSIBLE LOOP MOTOR, BEAUTIFUL Cage, Set Sprated Chains, A-1, cheap. Palmer, 512 Otterbien St., Baltimore, Md.

46 LIBERTY 27-FT. HOUSE TRAILER—Trade for Adult Ride, Roller Rink, Bowling Equipment, F. Shafer, Washington, Ind.

\$75 STARTS A "STELLA SHOW" (BOYS LIKE 'er). Carnivals, parks, \$100 daily. Information, 25c. Hallock, Rt. 6, Duluth, Minn.

\$700 BUYS PHOTO STUDIO, THREE PERcentage Concessions, Luggage Trailer. All complete and nearly new. Jimmy Brown, Hotel Pomf, Rocky Mount, N. C.

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SECONDHAND GOODS**

FOR SALE—20x30 TENT AND SIDEWALL, 12-oz. khaki, ropes, stakes, poles, \$125 complete. Fireproof, waterproof, mildewproof. Guaranteed like new. 1/3 deposit, balance C. O. D. Sandy Tamargo, Charlestown, Md. no6

FOR SALE—OLYMPIC KIDDIE RIDES. Stationary in Olympiand Park. Good business year round. Price, \$20,000 cash. Consisting of eight Rides, four Trucks, two Light Plants, Merry-Go-Round, 28 Horses, two Chariots; one Mixup, one Boat Ride, one Toonerville Trolley, one Rocket Ride, one Kiddie Ferris Wheel, one Kiddie Car Ride, one Kiddie Swing, Harley R. Brouhard, 11922 W. Olympic Blvd., Los Angeles, Calif.

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\$700 BUYS PHOTO STUDIO, THREE PERcentage Concessions, Luggage Trailer. All complete and nearly new. Jimmy Brown, Hotel Pomf, Rocky Mount, N. C.

(Continued on page 100)

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Waycross, Ga. Air Base
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101 Oaks Foot-ball Squawky Doll	\$28.80 Gr.
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A COMPLETE LINE OF PAPER HATS AND NOISEMAKERS FOR NEW YEAR
25% Required With Order.
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PARTY HATS**

Over Runs—Close Outs—
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Manufacturer's close out first quality Metallic Hats. Bright, attractive colors, made from Metallic board, decorated with plumes and Metallic die cut patterns of silver, gold and colored foil.
10 or more styles each assortment. All assortments of 100 pieces will contain at least 36 hats selling by jobbers for as much as 25¢ each wholesale.
Special assortment of 100 hats, prepaid in U. S. \$6.50.
Buy direct from the manufacturer now for your New Year's business. SAVE—Make that EXTRA PROFIT.
Terms: 50% with order, balance C. O. D. Satisfaction is GUARANTEED or your money refunded. No samples less than 100 assortment. If you sell or use hats, take a tip, get those.

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Massive All-Alum. Idents.
\$3.00 Doz. \$36.00 Gross
Direct From Manufacturer and Originator
Alum. Tag Idents. With Silverplated Curb Chain
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(With It Since 1907)
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NEW CATALOG OF
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FREE Sample!
Be the first to sell luminous house numbers, light switch plates, wall protectors, pool cords. Also luminous pictures, statues, decals, and a host of religious, nursery and other objects that glow in the dark. Get into this new and growing industry. Enormous demand...no competition...sensational demonstration...big profits. Represent a large manufacturer, established over 34 years. WRITE TODAY for liberal money-making offer and FREE SAMPLE to show HOW THEY GLOW IN THE DARK.
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XMAS GIFT
FOR ANY MAN**

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**THE
HOTTEST ITEM
OF THE
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**THE TAYLOR-MADE
DRY SHAVER**

- Precision ground from highest grade surgical steel.
- Sharpens itself automatically.
- Gives a smooth, dry shave.

A. C. only.



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\$15.00
SHAVER
IN WORKMANSHIP
AND SERVICE
—
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COMPLETE WITH \$15.00 LABEL, LEATHERETTE CASE AND GIFT BOX
Avoid delay! Rush! Order immediately!
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25% Deposit on All Orders. Balance C. O. D.
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FINEST QUALITY—GUARANTEED PRODUCT
All Bracelets have stainless steel backs.

Men's Stainless Steel ...	\$12.00 Doz.
Men's Gold Filled	16.50 Doz.
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**LATEST FAST-SELLING ITEMS!
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A Best Seller—Fun for everyone!
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ELECTRIC HAND BUZZER
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THE SQUIRTING CAMERA! Novelty pictures! Great Fun! The Surprise Item of the Year!
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IT LIGHTS UP!
Complete with Battery.
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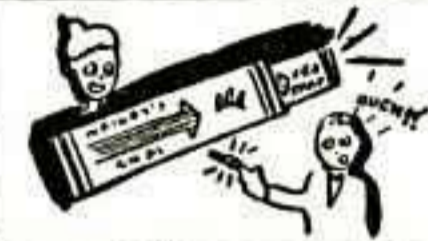
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"BEST MADE"
Complete with Batteries and Wiring.
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Doz. \$.80



CATS MEOW, Doz. \$1.80 **HITCH HIKER'S THUMB, Doz. \$1.50**
GAY NINETY GOGGLES, Doz. 1.80 **JUMPING KANGAROO, Doz. 2.75**

SPECIAL OFFER: One dozen each of the above mentioned items as a sample order **\$65.00** Post Paid (Total Value \$70.55)
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SPARK'S

PRESENTS the PROFIT line for '49

Authentic Western Horses and Specialties. America's foremost line in gorgeously finished—plain or jeweled—with genuine Pedrara onyx bases. It's the line that dealers, operators and distributors are raving about.



\$100 CLOCK & RIDER
Finest sculptured of the Westerns. Rider on rearing horse in amazing detail. Beautifully finished in antique bronze with Sunray highlighting. Seasons UL approved clock with 4-inch silvered dial with Sunray bezel. Stands 13 1/4 inches high, 10 1/4 inches long.



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A real decorator's item—serves as decorative lamp and accurate time keeper. Has genuine Seasons clock in pilot wheel framing mounted on Sunray finished column with walnut base. Genuine Synakin, hand-laced shade stands 22 inches high, 16 inches wide.

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WRITE, WIRE OR PHONE

Distributors! You'll want this protected line. Order sample display now. You can be first with it if you act quick. Dealers and operators, pep up your dead spots with this quality merchandise.

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WESTERN BOOT LIGHTER

Authentic in styling — studded with ruby-like gem stones. Beautifully finished in antique bronze with Sunray highlighting. Genuine Evans lighter. Rich enough for any setting. Gives flash, eye appeal and real quality all in one.

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Made in America by America's leading manufacturer of Rabbits' Feet and genuine fur novelties. Popular prices, steady profitable sellers. Order from your jobber now!

PIN-UP MONKEYS
with Jungle Bell
No. 400-J — Fur Monkey, beautifully trimmed.
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LUCKY RABBIT FOOT KEY CHAIN
No. 503 — With Key Chain.
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No. 6-F SANTA CLAUS with spring and jingle bell. All plastic body with white fur beard and white fur trimmed coat. Big Christmas Seller. Size 6".

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No. C-500

All Fur Trimmed Jumping Clown on Cane With Bow Tie. Assorted Colors.

All Fur Trimmed Laughing Monkey on Cane With Bow Tie. Assorted Colors.

Packed assorted to the dozen.

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25% Discount
Nationally Advertised Merchandise

Necchi Portable Sewing Machine . \$129.95 (Brand New, 20-Year Guarantee)
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Calling on Cocktail Bars and Liquor Dealers

We have a clean, cute, Powder Novelty Card that packs more wallop than T.N.T. This is "Cookeroo" No. 1. A new one to follow each month. So get on the "band wagon," boys. It's a "natural" sideline item for anyone. Send 10 cents for samples and details to

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LUCKY PENNY WITH KEY CHAIN
Hottest Key Chain Novelty on the market today. Contains brand new copper penny. Fast moving souvenir seller. Excellent give away premium—
Only \$10.80 Gross
We imprint in 500 lots—prices quoted.

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Exciting, novel, different. Actually S-T-R-E-T-C-H-E-S farther than any dollar you ever had in your pocket. Watch the giggles.
Price of 500 with special advertising or souvenir imprint on back—only \$20.00
Same dollar (no imprint) with jingle good luck verse on back—only \$3.00 per 100

SCULPTURED "ZODIAC COIN" SETS
Unusually fast seller and now ready for live wire distributors. Beautifully sculptured in Goldline Bronze, truly a work of art. If you want an attractive novel gift or premium item—this is it. A set of 12, one for each month, mounted in special cut out Zodiac Coin Card. Complete horoscope reading engraved on back of each coin.

Sample Set of 12 Coins . . . \$ 1.50
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NOW! PRESIDENTIAL COIN SET
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Portraits of each U. S. President with his biographical sketch on back beautifully engraved in genuine Goldline Bronze, on 1 3/4-inch size coins. A complete collection of 33 coins in attractive Leatherette Medallion Case.

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50 Sets With Cases. Ea. 3.85
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Write for catalog of unusual advertising novelties.

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NO JEWEL WRIST WATCHES SWISS MADE

An Ideal Watch for Gift or Prize

Radium Dial and Hands • Sweep Second Hand • Assorted Dials • Two Piece Case—Beautifully Finished • Unbreakable Crystal • VINYL STRAP (Sweatproof & Washable)
Beautifully Boxed at 15c Each Additional
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Minimum order, 6 watches. Reduced prices upon request in lots over 100 watches. Samples, \$1.00 additional. 25% deposit with order, balance C. O. D. Immediate and future deliveries assured. Wholesale only. We are direct importers of wrist watches and movemen.

LANCASTER CO.
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Written Guarantee With Each Watch.

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YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. no13

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HEAD WAITER DESIRES POSITION—EX- perience, efficient, worked in leading New York night clubs. Write Box 367, Billboard, New York City.

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MAGIC—BOTTLE PRODUCTION—PRO- duces a beer bottle from friends' pockets, etc. steel looking rubber beer bottle that packs in palm. Instructions and bottle, one dollar prepa. Order one now. Jack Eastwood, Box 423, Parkersburg, W. Va.

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CHRISTMAS TREE LIGHTS, BULBS, SEWING Machines, Vacuum Cleaners, Appliances. Jeannette Electric, 159 W. 23d St., New York 11, N. Y. de18

FLORIDA HOMES, FARMS, GROVES—15 acres, 9 in grove. \$6,600; 10 acres, home and grove, \$6,300; 20 acres on Highway, \$1,000; 20 acres, 4 rooms, \$2,500. Others. H. L. Chambers, Realtor, Wauchula, Fla.

GOOD LISTS KNOWN MAIL ORDER BUYERS available in lists of 100 or more at \$2 per hundred names. Carol Evans, 44-A, R. 1, Three Oaks, Mich.

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MAKE ORNAMENTAL CONCRETE PRODUCTS at home. Start your own money making business. Write or wire. Concrete Machinery, Hickory 50, N. C. P-38 BILLY TANKS—NEW STEEL, 10-FT. OR 6-ft. size, \$9.95. Buck's Auto Parts, 89E, Merced 14, Calif. no20

PECANS, NEW CROP 10-LB. BAG, \$1.00. 100 lb. or more, 19c lb. 25% deposit, balance C. O. D. Pecan Packers, 404 S. Troupe St., Valdosta, Ga.

SAILFISH PLAQUES REALISTICALLY HAND painted. Each 2". 35c; 7". 60c; dozen, \$2.00. \$3.75, postpaid. Brewer Art Service, New Smyrna Beach, Fla.

SIDEWALK—WATERPROOF AND MILDEW proofed, complete with grommets and rope. Green or khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48. Made in any length at above rate per running foot. 25% deposit. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone CAdillac 5691. de4

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(Continued on page 102)

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With fine quality clasps. 18" Gradu- ated strands.

- 1 Strand \$3.75 dz.
 - 2 Strand 6.75 dz.
 - 3 Strand 9.75 dz.
- Rhinestone clasps, \$1.25 extra per dz.

LUSTROUS PEARL ROPES

58 to 60"—Can't beat our price! Sample Set of 4 above items, \$3.50 Postpaid. Prices subject to change without notice after Nov. 15, 1948.

We mfr. gorgeous Xmas corsages, and football feathers printed with name of team or plain.

Jobbers, Novelty Buyers & Concessionaires

We are now mfg. a beautiful plastic fabric parasol. 20" Spread, 21" Cane. Com- pletely reinforced with plas- tic handle. Asst'd kiddie designs.

\$4.10 Doz. (Packed 6 doz. to carton.)
\$48.00 Gr.

Sample \$1.00 Postpaid 1/3 Dep., Bal. C. O. D.

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Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, bazaars, etc. A two-in-one deal, as numbers 1 to 40 sell for 10¢ and bring in \$4.00; numbers 41 to 80 sell for 25¢ and bring in \$10.00; total take-in \$14.00. You thus have a double appeal, some customers want to spend 10¢, others 25¢, this deal satisfies both. No blanks, not a gamble.



Costs you only \$6.95; 10 deals, \$67.50
SPORS CO., 11-48 Lamont, Le Center, Minn.



Be First!

TALKING BUGS BUNNY Hot Pitch Item actually SAYS "What's Up, Doc"

- Amazing Loud Re- cording Reproduction
- Plastic Wire Recor- ding and Sound Slide
- Beautiful Four Color Finish

\$2.40 Doz. 3 Samples. Send \$1.00 for \$20.85 Per Gross, C. O. D.

TALKING TOY CO. 2221 So. Olive St. Los Angeles 7, Calif.

SENSATIONAL VALUES! FACTORY COST OR LOWER!!! DOLLS! DOLLS! DOLLS!

- #301—15" Dressed Doll, composition head, arms, legs. Attractive, checked gingham dress with matching bonnet.
SPECIAL LOW PRICE—\$7.20 Dz.
- #402—15" Dressed Doll, all composition, moving arms and legs that turn. Flowered print dress with matching bonnet, white booties.
SPECIAL LOW PRICE—\$8.00 Dz.
- #601—18" Dressed Doll with hair, composition head, arms and legs. Flowered print dress with matching bonnet, white booties.
SPECIAL LOW PRICE—\$10.80 Dz.
- #1407—14" Dressed Doll, all composition with full head of hair and two waist length braids. Life-like curved legs and arms that turn. Polka-dot skirt with matching bonnet, flowered print waist, white socks and booties.
SPECIAL LOW PRICE—\$12.00 Dz.
- #501—18" Dressed Doll, composition head, arms and legs. Checked gingham dress, white booties, natural painted features.
SPECIAL LOW PRICE—\$12.00 Dz.

THE FAMOUS PARKER "SILENT FLAME" TABLE LIGHTER
SPECIAL LOW PRICE—\$15.00 Dz.

CHRISTMAS CARDS
Beautiful assortment of 18 cards and envelopes to attractive box.
SPECIAL LOW PRICE—\$20.00 per 100 boxes

NAPTHENE CLEANING CRYSTALS
This pre-war cleaning marvel is back—improved and better than ever. Cleans by dipping, same as with Naptha. Indispensable to every household for removing spots and stains—for laundry—Rugs and one thousand and one other uses. Small quantity diluted in water does the trick. 8 OZ. PACKAGE.
SPECIAL LOW PRICE—\$2.00 Dz.

25% Dep., Balance C. O. D.

STAR MERCHANDISE COMPANY, INC.
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DO YOU WANT A FAST MOVING ITEM ... to Sell at Fairs, Circus, Carnivals, etc.?
THE SELECT SHAKER IS INDISPENSABLE IN EVERY ... KITCHEN, PICNIC BASKET, LUNCH BOX

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Ideal for Gifts
Attractive Bright Colors

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If your firm gives Holiday Gifts to your Customers or Dealers during the Holiday Season we can save you from 40% to 50% on Watches, Diamonds, Jewelry, Premiums and items too numerous to mention. Send for our catalog or phone us and have our representative call upon you personally. He will save you time and money on your Holiday purchases.

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Oostburg, Wisconsin

The Fastest Selling Gift Item You Ever Stocked!



Genuine Saddle Leather POCKET BOOKS Sold Wholesale for Re-Sale Only

ORDER BY MAIL Postpaid if remittance sent in full . . . OR send 25% deposit, balance C. O. D.

HAND-TOOLED and hand-laced. 14" wide with a zipper all the way around, this beautiful bag has two roomy compartments, plus inside zipper section. Retail for \$35.00. SPECIAL \$11.50 Each SATISFACTION GUARANTEED 6" Hand-Tooled, \$2.25 each 8" Hand-Tooled, \$2.75 each

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YOUR SAVINGS MOUNT UP LIKE MAGIC BECAUSE YOU

Make Money With Your

A Real Money-Maker For You . . . Because

Our national advertising proves it's the hottest premium item of the year! You need flash, you need low priced quality merchandise—you need something new to display—here you have everything combined into one! Place a trial order now and convince yourself here at last is the sensation of the year! Attractively boxed, too! Immediate delivery, now!

CHECK THESE LOW PRICES! \$10.80 DOZEN \$115.00 GROSS \$1.98 SAMPLE

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JUKE BOX BLAZES WITH LIGHT AS IT FLASHES!

It's Wise to be Thrifty



HOLDS 100 OUNCES

HEIGHT, 18 IN. TOP DIAMETER, 6 IN. BASE DIAMETER, 5 3/4 IN.

A pair for every back-bar. Give one to your friends. For Premium and Salesboards Price per Carton (2 in)

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MR. BIG BEAR IS A BIG SELLER!

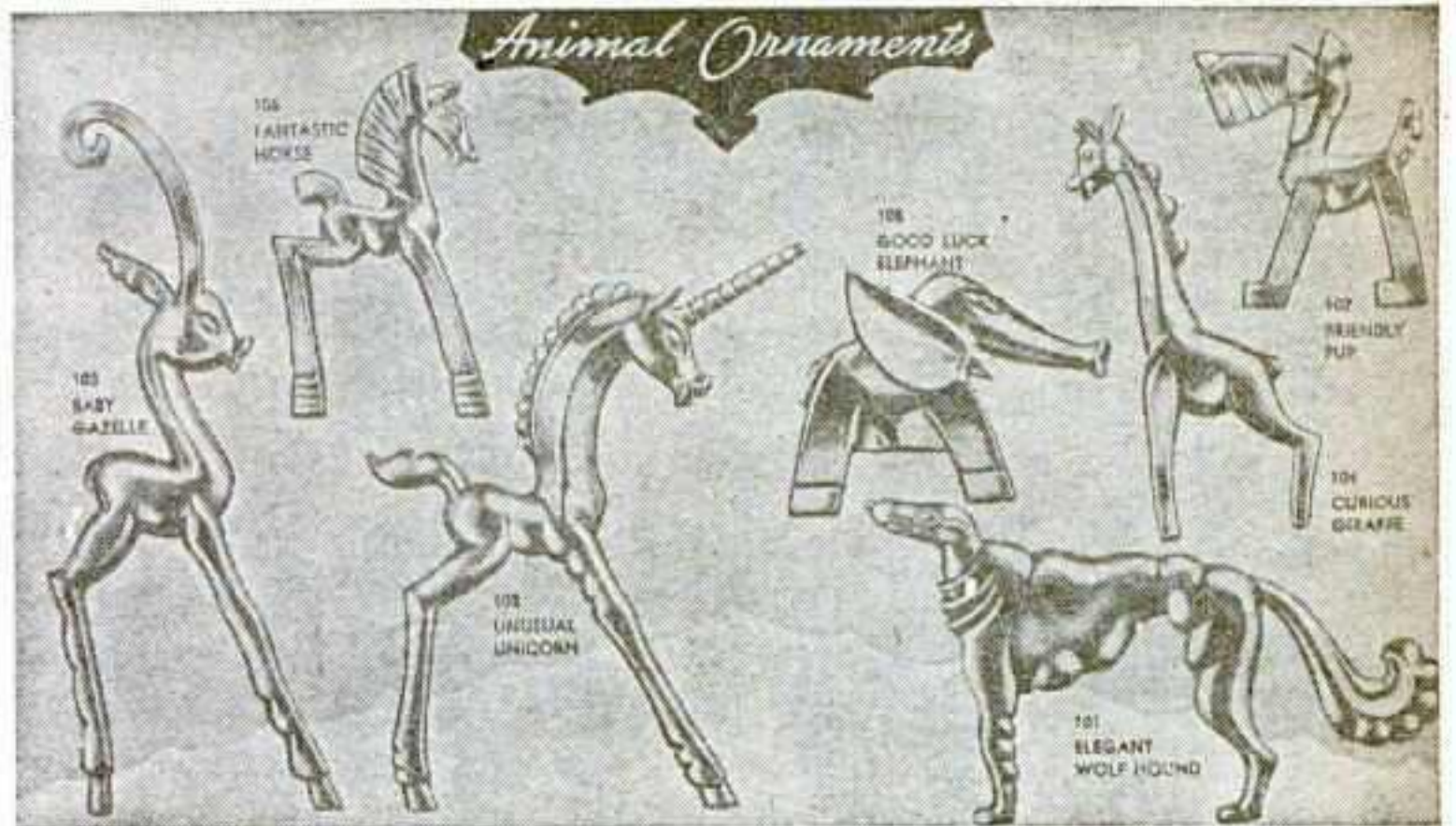


Every one is crazy about him because he's so big. 28" tall! Made of white "TIMME" plush and beautiful contrasting Red duvetyne. Large satin bow and Roly-Poly eyes. Individually packed in pilofilm. 6 in a carton. RETAILS \$7.95 to \$8.95.

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BEAUTIFUL XMAS LAPEL PINS AT UNHEARD OF LOW PRICES

Seven smart, beautiful, artistic designs . . . for gifts, prizes . . . with pins as lapel ornaments . . . without pins for scores of decorative uses . . . molded plastic, clean, sharp, smooth . . . gold plated, and bright gold and silver sprayed finish. Large sizes—the Elephant, 2 inches high; the Gazelle, 5 1/4 inches high. Other designs in proportions indicated in illustration. In assorted lots as follows:

- Gold plated with pins \$1.20 a doz. net
Gold plated without pins69 a doz. net
Gold or Silver spray finish with pins79 a doz. net
Gold or Silver spray finish without pins36 a doz. net

Send your order at once. At these bargain prices they should go like hot cakes.

house of PLATE' Inc.

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Thrilling Fun For Youngsters!

NEW! SENSATIONAL!

Sonic Ray 25th Century SIGNAL FLASHLIGHT

Official BUCK ROGERS A safe, sensational signaling device for exciting playtime thrills for youngsters — indoors or outdoors. A fast-moving sight seller. 7" Long

SAMPLE \$2.00 \$18.00 PER DOZ.

ORDER NOW

Individualy Packed In Colorful Illustrated Box Immediate delivery. TERMS: 2% 10 days, 30 days net to rated firms; otherwise 25% deposit, balance C. O. D.

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BUY DIRECT—COSTUME JEWELRY

Stones That Sparkle Like Diamonds

Table with 3 columns: Item, Price per Dozen, Price per Item. Items include Necklace, Pendant and Earrings, Pins, Bracelets and Earrings, Earrings, Engraving Heart Lockets with Flat Chain, and Special Sample Assortment.

All Merchandise Individually Boxed. Special Price for Gross Lots.

JOHNSON'S SPECIALTY CO.

1503 Webb, Detroit 6, Mich. Phone TOWnsend 9-4467 SATISFACTION GUARANTEED OR MONEY REFUNDED



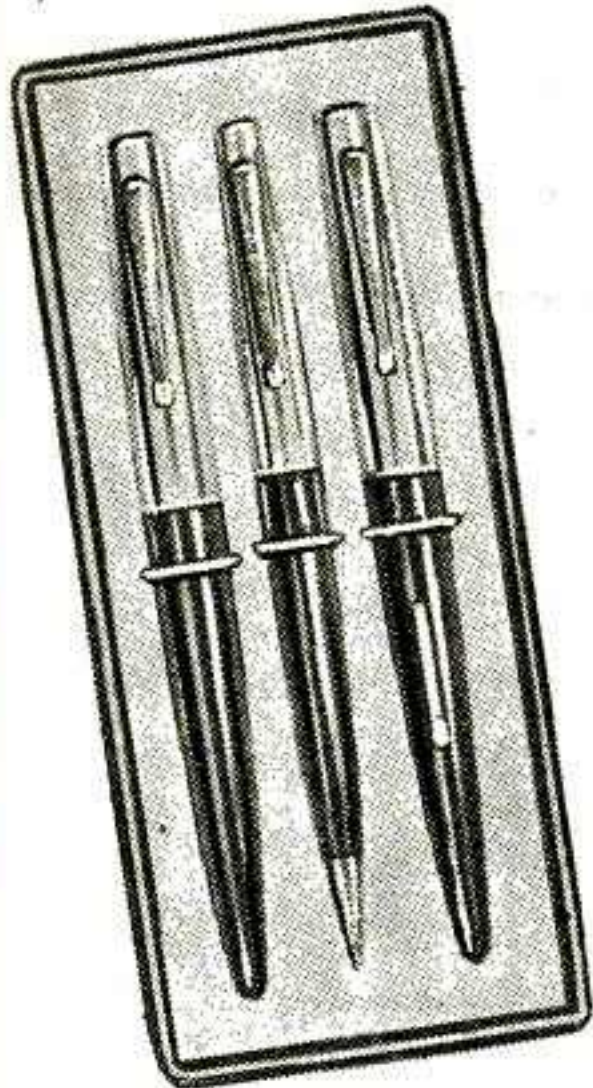
IDEAL CHRISTMAS ITEM ATTENTION! Made of Plastic The Mysterious Wonder Mouse

EMIL SEIBOLD

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They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. Prompt shipment. 25% with order, balance C. O. D. \$6.00 Per Gross

STOP! LOOK! LISTEN!



and Love...
this mighty profitable
LINDEEN offer.

Here's a beautiful LINDEEN 3 piece pen and pencil combination that'll attract wandering eyes like a magnet. It's nationally advertised too. There's 1 Regular PEN... 1 Ball Point Pen... and 1 Automatic propel, repel, expel Pencil... ALL THREE enthroned in one beautiful GIFT BOX. Want a real business-getter? Then write today!

Samples \$1.00 per set. Immediate Delivery. Quantity quotes upon request. Write for free catalog sheet.

There's no better Combination than the LINDEEN 3 Piece Combination, and the BIG PROFITS waiting for you. Lindeen's 3 Piece Combination goes over BIG as PRIZES... PREMIUMS... at BAZAARS etc. Order NOW

IMMEDIATE DELIVERY

Lindeen Products

27-30 COLDSRING ROAD, BAYSWATER, L. I., N. Y.

30 Years in the Fountain Pen and Pencil Industry



2 1/2 Ft. TALL

DELIVERY of these JUMBO-SIZE DOLLS GUARANTEED in time for Christmas Selling!

These dolls are made of high-lustre plush. Cotton-stuffed. Panda has movable eyes and hand-embroidered nose and tongue. Cat, Dog and Eskimo have plastic washable faces, wide legs to stand on. Attractive two-tone colors.

- #1600—LAUGHING CAT • #1700—LAUGHING DOG
- #1500—SMILING DOLL • #1000—PANDA

#554—FANCY DOLL: 7" high; movable arms; dressed in Rayon Party Dress; hat to match; Black, Brown or Blonde wigs. Ind. boxed with cellophane window. PRICE: 60¢ EACH

#500—BABY DOLL: 1 foot high; movable arms and legs; dressed in flannel bathrobe, satin-trimmed; knitted booties and panties; ribbon belt. Ind. packed in cellophane. PRICE: 80¢ EACH

#428—CUDDLY BEARS: 15" high, 10" wide; high-lustre plush; cotton-stuffed; movable

eyes; hand-embroidered nose and tongue; wide ribbon around neck; pastel colors. PRICE: \$1.10 EACH

#400—ALL-PLUSH SCOTTIE: 12" long, 9" tall; high-lustre plush, movable eyes, embroidered nose; wide ribbon around neck; pastel colors. PRICE: \$1.00 EACH

#500—HARD DOLLS: 8" high; movable arms; dressed in 100% knitted wool suits; hat and shoulder bag to match; metal trimmings; each packed in transparent cylindrical decorated containers. PRICE: \$1.00 EACH

3 25 EACH

SAMPLE PACKAGE DEAL One of Each Items Listed Above **\$17.50**

Place your order when you receive these samples Prompt shipment. 25% deposit with order, balance C. O. D.

ROJAC NOVELTY COMPANY

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BUY CIGARETTES WHOLESALE AND SAVE up to 40%! Mailed direct to you factory fresh! Send only one dollar for membership purchase privilege, confidential price list and order form. Address: Smokers Club, Dept. W-71, Park Pl. Sta., Houston, Tex. no20

BERNARD H. BAKER—PLEASE GET IN touch with your brother at Baker Hotel, Dallas, Tex., at once.

PHOTO SUPPLIES DEVELOPING-PRINTING

A BEAUTIFUL PHOTO BOOTH, 2 CAMERAS and Enlarger, new condition; also Tank, Film Dryer, Photo Accessories and 1 Street Camera. Owing to illness will sacrifice for cash. Eva Oliver, 14062 Hubbell Ave., Detroit 27, Mich.

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P. D. Q. CAMERA—1 1/2 x 2. 2.9. LENS. A-1, \$60. 3" 4.5 Lens. \$10; 3 1/4" 6.3 Lens, \$5. Studio, 4840 W. Fort St., Detroit 9, Mich.

THE NEW 1949 STREAMLINED, LIFETIME, all-weather, acid proof plastic Street Camera now available. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PRINTING

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BEST CARNIVAL AND CIRCUS BANNERS— Positively no disappointment. Newman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA. 6-2544. no13

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MY PERSONAL ELECTRIC TATTOO OUTFIT, complete with 45 sheets of designs and stencils. Itemized list free. Milt Zeis, 728 Wesley, Rock- ford, Ill. no27

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HIGHEST PRICES PAID FOR OLD WATCH Movements. Ship us any amount and we will send check for same. Will hold your shipment intact for seven days. If check not satisfactory, return same and merchandise will be returned. References: Dun & Bradstreet, Jewelers Board of Trade, Natl. Bank of Commerce, Memphis, Tenn. Send to M. Weinmann, 182 S. Main St., Memphis, Tenn.

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35MM. SOUND AND SILENT FILM AND PRO- jectors wanted. Give description and price. Ed- ward Elwell, Brockport, N. Y.

(Continued on page 104)

MAKE MONEY QUICK by meeting the TERRIFIC DEMAND FOR CHARACTER WATCHES

Meet the terrific demand for Character Watches with better timekeepers and with characters known and idolized by every American boy and girl. They appeal to the very young and teenagers as well. They're OJ Swiss movements, and every watchmaker will recognize their superiority. Selling big wherever they are displayed. They will be in greater demand as the season advances. Each watch boxed in an attractive gift package. One year factory guarantee.



Captain Marvel Handsome watch with famous Captain Marvel in 3 colors on easy-to-read dial. \$5.95 Retail. Dealers' Cost \$4.20.



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WHOLESALE ONLY Place your order now for immediate delivery. Send only 25% with order. Pay balance C. O. D.

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JUST ARRIVED!

Gov't Surplus

A large quantity of **ELGIN WALTHAM BULOVA**

16 jewel sweep-sec-ond wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.



HAMILTON 17 JEWEL GOVERNMENT SURPLUS Fine quality Sport Watch with Leather Strap, \$23.50; with Expansion Band, \$25.00. Send for Free Catalog On Your Business Letterhead.

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SHE'S A REAL GOLD MINE... WILL MAKE MONEY FOR ANY SALESMAN OR AGENT. SELLS FAST AND FURIOUS TO BARS, NOVELTY SHOPS, TAVERN AND MANY OTHER PLACES.

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SALES PRICES
SAMPLE DOZEN \$1.50
GROSS \$15.04

FAST SELLING COMIC XMAS CARDS

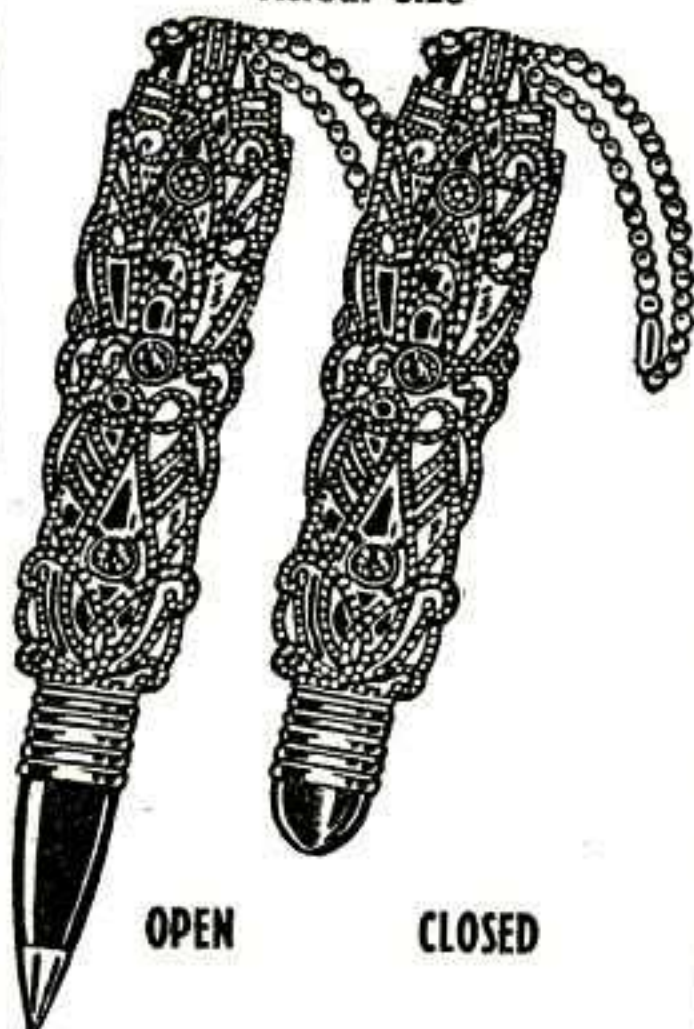
GET IN ON THE BIG MONEY SHOW 'EM—YOU'LL SELL 'EM

50¢ Will Bring You Samples and Prices

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NEW! NOVEL! TERRIFIC!
14K. GOLD PLATED FILIGREE
BALL PEN

Actual Size



OPEN CLOSED

Beautiful! Studded with sparkling colorful simulated gems of gleaming beauty. With key chain. Sells on sight!

\$5.00 doz. in gross lots

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Send for samples today. 2 for \$1.00

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Our new Price List No. 100 gives you the
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THE HAGERSTOWN LEATHER CO.
HAGERSTOWN, MARYLAND

KEEP YOUR EYE ON THE HAGERSTOWN LINE

ANSWER TO A MERCHANT'S PRAYER!

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TABLE LIGHTER

FASCINATING

Easy To Look At
Easy To Use



No. 17

pat. pending

Just twice size shown . . . 4 1/4" of dynamite in lifelike white plastic, with a black plastic hat that does a neat trick (REMOVE THE HAT—AND THERE'S YOUR LIGHT!). Jobbers, retailers, concessioners, give her a chance to strut her stuff! Price, \$7.20 per dozen, individually boxed — but SMARTLY! Powerful sales appeal — fast and furious ACTION on sight!

If unable to obtain from your jobber,
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H. NEGBAUR & CO.

Manufacturers of Sure-Fire Lighter
Novelties
230 Fifth Ave. New York 1, N. Y.

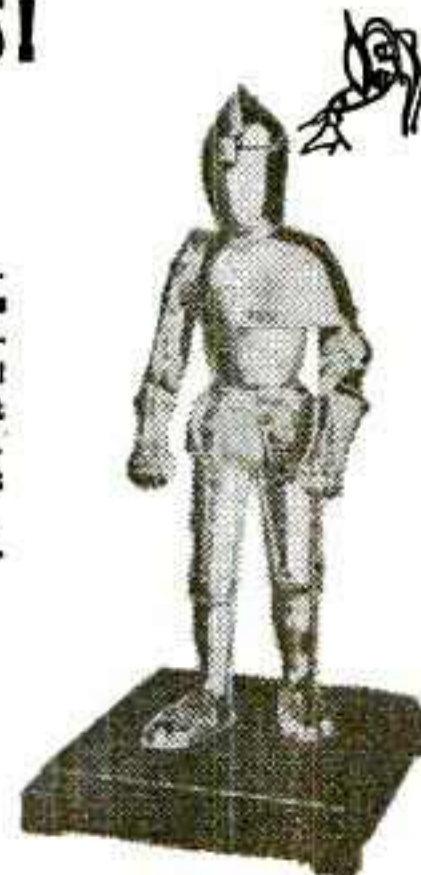
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Twirl the propeller and it lights! All Chrome finish . . . streamline design . . . dependable performance! 3 1/2" high, 6" long, 7 1/2" wing spread. Individually boxed. Retail at \$8.00 ea. Your cost \$3.60 Ea.

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THIEF-PROOF
Thief-proof 8-tumbler combination lock may be set to open at any number desired. Opens like a safe. Size: 11 1/2 x 8 x 4 1/2". Crackle finish, rounded corners.

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HOT XMAS ITEM

A thriller for kids with bikes, tricycles, wagons or scooters. Live rubber horn bulb; hi-quality "squawker"; loud resonant tone; complete with clamp. 9" long; of finest metal in silver gray Hammertone finish.

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82¢ Ea. Per Doz. F. O. B. Chicago. SAMPLE \$1.00
57¢ Ea. Per Gross—PREPAID.
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\$5.00
will get you
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**U. S. Navy Surplus
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Higrade forged steel blades, hardwood riveted handles, conventional 10-inch blade, national advertised brands. Retail value, \$2.75 each; our price only \$7.50 doz.; \$85.00 a gross. (25% with order, balance C. O. D.) Rush \$2.00 for 2 postpaid samples, 1 Geneva forged steel and 1 Kabar.

If you want nationally known quality merchandise at a fraction of its cost, this is IT!

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Wishing you all a Merry Xmas and a Happy New York
"ERNIE" BALDWIN and "ARKIE" WARNER

ORDER NOW from the
Largest Stock in the West

Western Souvenirs • Gifts •
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Send today for new
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XMAS TREE LIGHT SERIES SET—Indoor
8 G.E. Bulbs. U. S. Made. Attractive Box. Per Dozen, \$14.00.

CATALOG NOW READY MERCHANTS, CANVASSERS, PITCHMEN, WRITE FOR FREE COPY

XMAS CARDS
21 Folders & Env. Attractive Box. Per Doz. Boxes, \$3.50. And Other Assortments.

B.B. or WAHL EVERSHARP BALL POINT PEN, 12 to card, Dozen \$7.00. Alarm Clocks, guaranteed, Each \$1.75. Slumber Minder Alarm, Each \$2.35.

25% Deposit, Balance C. O. D., 1 DAY SERVICE

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FAST SELLING RINGS

NO. SW5
Gold Filled, Center Stone Red or White.
\$22.00 DOZEN

NO. SW6
Gold Filled.
\$22.00 DOZEN

NO. SW7
Wedding and Engagement Rings.
Sterling: \$4.50 Doz. Rings
Gold Filled: \$5.75 Doz. Rings
25% With Order, Balance C. O. D.

SAMPLE ASSORTMENT, \$10.00.
FREE ILLUSTRATED CATALOGUE.

STAR WHOLESALE JEWELRY CO.
204 Washington St. Boston 9, Mass.

NEW—NOVEL—COLORFUL SWISS CHALET ELECTRIC CLOCK WITH WHIRLING DISC

SET ON TABLE HANG ON WALL



HOTTEST ITEM OF THE YEAR! FOR SALEBOARD, PREMIUM, RETAIL.

Get your orders in fast for this fast-clicking, dynamic, sales-sensation! Colorful as the rainbow of rich, gleaming plastic. Over the figure "12" on the dial is a colorful disc that spins round and round. Alpine scene with Swiss lovers. Molded deerhead and bird are mounted on front. Dependable, accurate, guaranteed electric movement. Size: 6 1/2 x 5 3/4 x 4 inches.

Lots of 3, each \$2.69; dozen, each \$2.50. 1% 10 days rated acct., otherwise, C. O. D. All Shipments F. O. B. Chicago. Wt.: 12 Lbs. Per Doz.

STERLING SALES CO. 216 W. JACKSON BLVD., CHICAGO 6, ILL.

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RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

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GIRLS WANTED (3) FOR NOVELTY ACT—Little boxing, bag punching and simple acrobatic numbers. Not over 145 lbs. Will teach willing learners. Evelyn Rowe, Box 233, Radio City Sta., New York 19.

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MECHANIC FOR COIN MACHINE ROUTE. Prefer Southerner with some experience or training. Must be eligible for G. I. training. Send references, experience, etc., in first letter. Knoxville Amusement Co., 100 E. Burwell Ave., Knoxville, Tenn.

MUSICIANS—ALL INSTRUMENTS, 12 DANCE orchestras, work steady, give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. ja8

MUSICIANS FOR IMMEDIATE REPLACEMENT. Mickey band. State experience, phone and salary expected. Leader, Pinewood, Fort Walton, Fla.

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PIANO AND TENOR MEN FOR ESTABLISHED tenor band, this territory. Must be sober, congenial, co-operative. Read, fake, piano intros, fill-ins, modulations, union scale minimum salary. Manager, Box 111, Logansport, La.

VIOLINIST—WELL EXPERIENCED DANCE music. State age, if married, previous bands, minimum salary. Bill Darlow, Parkway Hotel, Minneapolis, Minn. no20

WANT DANCE MUSICIANS—FOR COMMERCIAL territory band. Send photo, all details, salary needed to Mickey Bride. 1611 City National Bank Bldg., Omaha 2, Neb. no27

WANT A GIRL TO HELP IN THE HOUSE AND help take care of show animals. B. E. Ford, R.F.D. No. 4, Rockville, Md.

WANTED—GOOD PITCH GIRL TO WORK AT Christmas party Dec. 21. Also Single Feminine Mind-Reading or Mental Telepathy Act. Prefer someone in Milwaukee. Contact Miss Boutin, Fox Wisconsin Amusement Corp., 1324 W. Wisconsin Ave., Milwaukee. no6

WANTED—EXPERIENCED PIANO MAN. Must read, fake, commercial, jump. Location, Florida winter. Wire, write Robert James, Gen. Del., Savannah, Ga.

WANTED—AGENT OR MANAGER WHO'S INTERESTED IN a comedian with plenty natural talent and promise. Home-spun different style. Drop a line. "Yank" Levin, 319 N. W. 8 Ave., Fairbault, Minn.

WANTED—ELECTRICIAN TO SELL AND install Neon Border Tubing. Neon Service, P. O. Box 5102, Indianapolis 18, Ind.

WANTED—HAMMOND ORGANIST WITH OR without organ. Must be good consistent musician, capable of cutting a fast-moving ice skating show. A long term contract for a good, sober, capable musician. Write P. O. Box 222, Atlanta, Ga. Will purchase good, used Organ. Cavalcade on Ice.

WANTED—SINCERE SALESPERSON FOR dignified, promotional, well-paying sales, must be able to start first day. No investment necessary. Write Rand, Box 363, Willmar, Minn.

WANTED—PIANO MAN. COMMERCIAL. Sober. Steady work, \$70 per week. Box C-170, Billboard, Cincinnati, Ohio.

(Continued on page 106)

"GIRL IN THE BARREL" 'nuff said!

Outsells Everything . . . even MAN IN THE BARREL . . . YET SO CLEVER . . . CAN BE DISPLAYED ON RETAIL COUNTERS.

Sample and price list will be furnished by our client upon receipt by us of 50c.

JOBBER—Write for SPECIAL PRICES NOTICE: California State sales rights handled by another company. No orders from California. (Name of company upon request.)

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NEW 1948 BINGO BLOWERS



IMMEDIATE DELIVERY



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3,000 to Set And other BINGO SUPPLIES. SEND FOR CATALOG. SPECIAL DISCOUNTS TO JOBBERS.

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Swinging Pendulum \$8.20 each, case lots of 8 Sample, \$8.95

Western Bronze Horse Leather Saddle Size 7 1/2 "x 8 1/2" 8 or more, \$2.25 each Sample, \$2.50

18-inch Chenille Doll \$14.00 per dozen Sample, \$1.50

#1 DeLuxe \$1.00 Pen \$4.50 per dozen

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SWISS STRAP WATCHES 6 or more, \$3.85 Sample, \$4.65

Write for New Catalog

DELUXE SALES COMPANY Dept. 6, Deluxe Bldg. Blue Earth, Minn.



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THE HOTTEST MONEY MAKING ITEM IN THE COUNTRY FOR STORES, GIFT SHOPS, HOUSEHOLD SHOWS, FAIRS, ETC. ETC.

CAKE DECORATORS

Set consists of: 3 Plastic Lined Bags. 4 Plastic Cones—different colors. Instructions and Recipe Chart.

Retail Price \$1.00 Every One a Guaranteed Worker Price is Right. Immediate Delivery.

Each Set packed in Individual Box. WRITE FOR QUANTITY PRICES. SAMPLE SENT POSTPAID FOR \$1.00 Jobber's Inquiries Invited. 25% Deposit with orders, bal. C. O. D.

KRAFT PRODUCTS CO.

9450 W. Milton Ave. St. Louis 14, Mo.

MANUFACTURERS LUGGAGE SPECIALS

ARE YOU A GO-GETTER? THEN THIS IS YOUR CHANCE TO MAKE A "KILLING." OUR FAST MOVING YEAR ROUND MERCHANDISE IS MANUFACTURED FOR THE GO-GETTER WHO IS INTERESTED IN MAKING A FAST DOLLAR, AND ALSO SECURE IN THE KNOWLEDGE THAT HE IS BUILDING A PROFITABLE REPEAT BUSINESS WHICH WILL BE HIS STEADY SOURCE OF INCOME IN THE YEARS AHEAD. RETAIL MARK-UP IS APPROXIMATELY 100% OR MORE OVER OUR LISTED PRICES.

- #H4090—2 Sulter, Genuine Split Cowhide, Soft Side, Metal Frame. Special Price \$17.75
#H904—Companion Case to Above 14.75
#H3338—24" Gladstone, Genuine Split Cowhide (Smooth), Metal Frame. Special Price 12.50
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#H332N—24" Gladstone, Genuine Split Cowhide (Embossed), Metal Frame. Special Price 9.50
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#12025—Companion Case to Above. Special Price 10.75
#12475—24" Gladstone, Genuine Split Cowhide, Zipper Style. Special Price 11.75
#8032—16" Elk Leather Brief Bag, \$8.50; 18", Special Price 9.50
#434—Keystone Bowling Ball Bag, Solid Color or Two Tons. Special Price 6.50

Terms: Wholesale Only All Prices F. O. B. Chicago 25% Deposit With Order, Balance C. O. D. Deduct 2% if Cash With Order Jobbers and Quantity Buyers, Write or Wire. PHONES: CRAWFORD 7-5758 OR ROCKWELL 2-0896.

C. BEHM SALES

3635-A W. ROOSEVELT ROAD CHICAGO 24, ILLINOIS

Headquarters for COUNTERCARD MERCHANDISE NOTIONS-SUNDRIES FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES Write for Price List. LEE PRODUCTS CO. 437 WHITEHALL ST. S.W. ATLANTA 2, GA. Dept. B

NEW IDEAL GIFT Real Chicken on Everyone's Plate, 25¢ a Serving. Women Who Enjoy Serving Something New Are Delighted. Recommended and Used by Nation's Leading Hotels and Magazines. Chicken Pie on Your Plate in the Shape of a Small Baked Chicken. Xumi Xumi! Many Recipes for Home and Restaurant Use. Representatives Needed—Free Literature. Sturdy Cast Aluminum Molds—A Life-Time Remembrance. Single Molds, \$1.25. Double, \$2.25. Act Today. CHICKEN PIE, \$1.95 Meramac, B-1912, St. Louis, Mo.

Sensational Gold Filigree Ball Pen with Key Chain and Brilliant Simulated Stones. Fully guaranteed. \$5.00 Per Doz. in Gr. Lots \$5.80 Per Doz. in Less than Gr. Lots 1/3 Dep., Balance C. O. D.; Sample \$1 Each Postpaid. AZTEC DIST. CO. 150 Nassau St., N.Y.7

LOOK! Hand Painted Zipper Wallets Today's Sensational Big Seller — Direct From Manufacturer



MAKE 100% PROFIT AND MORE

FAST-SELLING 98¢ to \$1.49 Retail Value YOUR NEW LOW COST \$7.50 per doz. \$7.25 per doz. in 3 doz. lots. \$7.00 per doz. in 6 doz. lots. \$6.50 per doz. in gross lots.

All around zipper, 4 cellophane windows, zipper change purse. 12 appealing, multi-colored designs. Big demand. Popular gift item. Write for prices in larger quantities. Send 25¢ deposit, balance C.O.D. SELL STORES AND DIRECT—Write today for FREE ILLUSTRATED NEW CATALOG big value leather goods novelties for all the family.

GOLDEN NOVELTY CO. 648 Broadway, Dept. B-21, New York 12, N. Y.

Genuine Latest Styles FUR COATS JACKETS AND SCARFS!



Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1948 style Fur Coats! All sizes and colors! If not satisfied money refunded within 8 days! Wire or write today for free price list and catalog! Agents wanted!

ROSE FUR CO., Dept. P-25 20 W. 27th St. New York 1

Fine Assorted CHOCOLATES

Gorgeous, Large, Flashy, Cellophane 1-Lb. Boxes. \$6.40 Doz., 2 Doz. to Case. We pay all Express on Cash Orders. You pay Express on C. O. D.'s, plus 25% deposit. Sample, \$1.00. BARBARA FRITCHIE CHOCOLATES Frederick, Md.

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If you're looking for something new, unique and different in novelties, write for our latest circulars.

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XMAS SALES SPECIAL NEW LOW PRICES ON COMPLETE LINE OF

- TOYS LIGHTERS COMBS NOVELTIES WRITE FOR LIST OF OVER 250 MASTERY MAKERS. JEWELRY FOUNTAIN PENS LEATHER GOODS HOUSEHOLD ITEMS GORDON SALES CO., Dept. X 110 East 23rd St. New York 10

Silver Plate SPECIAL!

30-PIECE SET - \$3.75
In Case Lots of 25 Sets
**EYE APPEAL! POPULAR PATTERN!
QUALITY-BUILT FOR WEAR!**
Silverplate over 18% nickel silver base. Satin finish. 30 Pieces: 12 Teas, 6 Desserts, 6 Forks, 6 Knives with S.S. blades. . . . Bulk packed in case lots of 25 sets. Ship. wt. case, 82 lbs.
322S395B—IN CASE LOTS. PER SET \$3.75
FLATWARE CHESTS (As illustrated) Snappy display. Well made. Sturdy wood frame. Embossed Brown leatherette cover. Fully lined. Size: 10x11x1 1/2". Ship. wt. doz., 20 lbs.
322S333B PER DOZEN \$7.20
Sample Set, complete with Chest, \$4.95 prepaid.
Wholesale Only.
25% Deposit on C. O. D. Orders.
Just Out. New 478 Page Catalog for Dealers. Write Now!
JOSEPH HAGN COMPANY
223 W. Madison St. Chicago 6, Illinois

TOY STORES AND NOVELTY MEN

HULA DOLL

A flashy proven and tested hot item

6 1/2" comp. doll with jingle bell, attractively dressed in colored felt and trimmed with bright chenille of asst. colors. A good item for everyone in the family.

DADDY—Hangs it in the car.
MOTHER—Hangs it in the Baby Carriage.
JOHNNY & MARY—Make it dance by a simple twist of the wrist and arm.
Can be hung on the XMAS TREE as an ornament.

\$2.25 Per Doz. **\$25.80** Per Gr. Send 50¢ for sample postpaid.
1/3 Deposit With Order—Balance C. O. D., F. O. B. New York City. Sorry, no catalog.
COHEN BROS. 134 Centre Street, New York 13, N. Y.

ENGRAVERS!

(with it since 1907)

Originators of the ALL-ALUMINUM IDENT.

Ident. Bracelets for Store-Workers Guaranteed Not To Tarnish

NO BEEFS, NO SQUAWKS, NO COMEBACKS!

Have worked stores with jewelry joints myself for years and know your needs

HIGHEST QUALITY and LOWEST PRICES AVAILABLE

SEND FOR SAMPLES AND CATALOG

MILLER CREATIONS MFR.

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80/16s, \$2.50 Bdl., Exploding or Sparkling Matches; cart. 50 books, 95¢; Cat or Tire Bombs, \$8.95 Gro.; M-80s, \$1.95 Gro. Full line of Display Fireworks.
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BOX 311, GRESHAM, OREGON

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STAR OF THE STRIPPERS

NEW-IMPROVED
Just Off the Press

Gertie "Beats Them All" for Flash, Beauty, Color & Durability
(Assembled with Scotch Tape)

We also make "Sally" of Hollywood & Vine and "Raw! Raw! Rosie"

\$10.80 (Sample 25c)
GROSS • IN 5 GROSS LOTS
\$12.00 GROSS ★ \$1.50 DOZEN
50% Deposit, Balance C. O. D. Special price to jobbers and dist. State your line of business.
WE CAN NOW SHIP ORDERS SAME DAY RECEIVED. We ship Airmail. Prepaid when full amount accompanies order.

FREE
Your "AD" imprinted on back of "Gertie" on quantity orders.

ATTENTION! Hustlers—Salesmen—Premium Users & Stores
JUST OUT . . . A NEW NOVELTY SENSATION FROM "HOLLYWOOD"
This is the hottest selling item in 20 years.
RUSH \$1.00 for SAMPLES and PRICES (no free samples to jobbers). YOUR MONEY REFUNDED if you don't think this is a big money maker!

STONE NOVELTY CO.

Manufacturer
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Closest thing to a

GENUINE RUBY COCKTAIL BRACELET

you've ever seen!

Non-tarnishable 22K Yellow Gold Plate studded with 30 dazzlingly lustrous stones. Choose the beautifully cut 6-Carat Center Stone: Ruby, Amethyst, Emerald, Sapphire or Topaz. Bracelet has a strong, non-breakable Mesh band with snap lock.

AND \$9.00 Doz. Sets Postpaid (12 to a tissue) Sample Set \$2.00
A gorgeous pair of Matched Earrings (Carded) with every Bracelet.
1/3 Deposit, Balance C. O. D.

MARDO SALES CO.

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GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAPH

IT HAS EVERYTHING NOTE THESE FEATURES

- ★ It's a Timekeeper
- ★ It's a Stop Watch
- ★ It Measures Distance
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- ★ It Has Sweep Second Hand, Chrome Case, Precision Workmanship

WRIST WATCH Only \$5.95
In quantities of 6 or more. SAMPLE, \$6.50 25% Deposit With Orders.
WRITTEN GUARANTEE WITH EVERY WATCH
Metal Expansion Band is included With Each Chronograph.

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MEN'S WATCH BRACELETS, \$11.50 per dozen. Yellow, Pink and Nickel . . . Gold Plated fronts, Stainless Steel backs. Guaranteed against mechanical defect. Sample assortment, one of each color, \$3.00; Counter Display Card, two of each color, \$5.75. 25% deposit, balance C.O.D. Made in U. S. A.
Also excellent assortment of Rosaries and Locketts. Send for free catalog!

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Concessionaires - Gift Stores - Pitch Men - Ident Bracelet Workers

DON'T MISS THIS

LADIES' LINK NAME BRACELETS. Make up any names in a minute. No tools or skill needed. Beautiful gold colored letters and links, black enamel background. Matches new look style. Sells on sight, nothing like it on market. Large profits. Convince yourself, send \$1.00 now for sample, or write for free literature and prices.
ETCHED METAL PLASTICS CO., 37 Nells Road, Milford, Conn.

GIVE TO THE DAMON RUNYON CANCER FUND

HOTTEST RING SELLERS

In Your Town

- Big, Heavy Mexican Rings
- Highly Polished Jeweler's Brass
- Plenty of Flash
- Six Different Styles

\$8.00 Sample \$1 Doz. Postpaid

No. 22, 14K, G.P. White stone center. Ruby baguette sides.
\$16.00 Doz.

No. 29, 1/20 12-K, G.F. Extra heavy. Ruby color center or all white.
\$22.00 Doz.

SIGFREDO TRADING CO.
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... IT'S GREAT FUN FOR KIDS
... IT'S A MONEY MAKER FOR YOU!

IT'S NEW! IT'S DIFFERENT!
THE BIG CHRISTMAS RUSH IS ON
for "Safe-Shockproof"
Schilling ELECTRIC TRAINS

They're REAL electric trains for even youngest boys and girls. Doesn't use house current. Runs for hours—indoors or outdoors—on 4 straight flashlight batteries. Set includes locomotive with Mighty Midget motor, tender, 2 coaches, 8 curved—4 straight tracks, remote control battery box for start—stop—reverse. Has automatic coupling device. In brilliant, eye-pleasing colors of injection-molded plastic. No sharp edges to cut hands. Satisfaction guaranteed.

SHOW A SET AND POCKET EASY PROFITS GALORE!
SAMPLE SET ONLY \$9.25. Send 25% deposit, balance C. O. D. You make \$23.82 on only 8 sales. Write today for FREE new 16-page illustrated catalog complete line wallets, watches, kitchenware, novelties, many more big profit items.
GOLDEN NOVELTY CO.
468 Broadway, Dept. B22, New York 12, N. Y.

PRICED FOR FAST SALES
At Only **\$12.95** per set
YOUR COST ONLY **\$9.25** per set
Only **\$8.98** in lots of 6

SENSATIONAL VALUE NATIONALLY ADVERTISED

3 Pcs. PEN AND PENCIL SET

DOZ. LOTS OR MORE
95¢ PER SET

Consisting of:
Fine quality Fountain Pen—Sparkling gold tone cellofilm cap — Band to match — Fitted with 14K Gold plated stainless steel smooth writing point—Ball Point Pen—Propel, Repeal and Expel Pencil to match. It makes a fine gift and excellent Premium. Send \$1.50 for sample.

Large variety of premium and gift merchandise. Send for price list. 25% Deposit with order, balance C. O. D.

J. C. MARGOLIS

912 BROADWAY (NEAR 21st ST.) NEW YORK 10, N. Y.

YOUR LIFE HISTORY METAL KEY TAG

Good traveling identification.
50¢ Postpaid.
Name, Address, Birthplace,
Social Security, Army, Any Lettering.
BOB ANDERSON, Madison, Mo.

It Talks!
Believe it or not
A TALKING XMAS CARD

A sound track complete with attractive Xmas card. NEW... NOVEL... FAST SELLING Novelty. Simple to operate. Mailed like ordinary greeting card.

Cash In on This
Red Hot Holiday Item

Price
\$2.00 Also Birthday and
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\$12.50 Some choice Distribu-
Hundred tor Territories still
Samples 25c Available.
(None Free)

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FLORIDA
THIS WINTER

and go back home or on the road with a pocket full of jingling money when you leave, plus a fine vacation with easy working conditions.

Write us at once for the fastest selling souvenir item in Florida. Been on the market for 7 years and still number one spot for fast sales in big syndicate stores. Nearly every merchant catering to tourists will buy, even little merchants buy in gross lots. Write at once for full details, or better still, drop in to see us when in Miami. Ask for Jack (Dyer).

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STAINLESS STEEL OVAL
E-X-P-A-N-S-I-O-N
WATCH BANDS

\$4.00 DOZ.

HIGHLY
POLISHED

YELLOW
GOLD PLATE
OVER
STAINLESS
\$6 DOZ.



SEND FULL AMOUNT, WE PAY POSTAGE;
OR 25% DEPOSIT, BALANCE C. O. D.

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ADVERTISING BALLOONS

Imprinted with your copy. Lowest costs.
9 sizes, 7 colors. Send for price list.

WRIGHT MDSE. CO.

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TOYS—NOVELTIES—SLUM

Unique and Unusual Items
Great big trial assortment, only \$2.00. Send dime
for sample and wholesale prices. Special—Three-in-
One Balloons, new, just out, \$8.00 gross.

BLUE MOON SPECIALTY CO.

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AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

FAIR MANAGER OF MEDIUM SIZED FAIR resigning December 31 is open for position as Fair Manager, Manager of Radio Name and Personal Appearances, under sponsorships and fairs in summer and fall, or will entertain any other high class proposition. Will be at International Association of Fairs meeting in Chicago this December. Can furnish the best of references as to character and ability. In reply state all. Box C-163, Billboard, Cincinnati 22, O.

PRESS AGENT—EXCELLENT RECORD HANDLING shows and promotions; former newspaperman. Tops in publicity. Will travel anywhere. Write Box 219, c/o Billboard, 155 North Clark Street, Chicago 1, Illinois.

SOMETHING NEW—THEATRICAL BUSINESS representation in Chicago. C. Mampa, 818 Dackin, Chicago, Ill. no6

BANDS AND ORCHESTRAS

ATTENTION, AGENTS AND OPERATORS—Comedy and Instrumental Trio available for smart hotel or cocktail lounge. Just concluded engagement The Wheel Club, Parkersburg, W. Va. Travel anywhere. Address: Trio, 4517 43d St., Sunnyside, N. Y. Ironside 6-2924.

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc. 3 or 4 men entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill.

CIRCUS AND CARNIVAL

AVAILABLE AFTER NOV. 15TH—CARNIVAL or Indoor Circus Secretary capable of handling all details, any size organization. Familiar with all kinds of reports and office routine. Reliable, reference. Harvey "Doc" Arlington, 338 1/2 West High Street, Springfield, Ohio. no13

BRAND NEW THRILLING AND EXCITING Show. Never before offered to the public. Texas Jim's Educated Horses. So near human they do everything but talk. Fancy roping, trick riding, and the Texas Kid's sensational whip act. Available for booking April 1, 1949. Write Texas Jim Tarr, Mgr., Lazy JT Wild West Show, General Delivery, Earlinton, Ky.

COLORED PEOPLE

TENOR SAX, DOUBLE CLARINET, READ AND fake. Available now. Will accept good offer. State all in first letter. Willie Hodge, 1907 30th Ave., Gulfport, Miss.

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation. Salary for act. Percentage on private readings. Yose, 75 Johnson Park, Buffalo 1, N. Y.

MISCELLANEOUS

ALBACKER—THE MAGICIAN THAT DARED to be different. Doing "tricks" his mother never taught him. 2015 E. 31st St., Lorain, O. no27

ARRANGER—TO WORK BY CORRESPONDENCE. Box C-153, c/o Billboard, Cincinnati. no6

CLOWN COP CORRIGAN—UP-TO-DATE TALK- ing Clown, indoor circuses, home shows and celebrations. He always satisfies, 1948 repeat dates prove it. Write, wire Jake J. Disch, 4562 Packard, Cudahy, Wis.

FEMALE IMPERSONATOR—COLORED, SING and dance, interpretive dancer, formerly with Katherine Dunham. Salary, \$85. Transportation. Corliss Murphy, 1817 W. Adams, Chicago 12, Ill.

TATTOO ARTIST WANTS SPOT—WRITE Henry Brinegar, Box 475, Jeffersonville, Ind., Phone 3-8925, Riverview Hotel.

MUSICIANS

A-1 TRUMPET MAN AVAILABLE ON TWO weeks notice. Plenty experience name bands. All styles. Read, fake; prefer society or Latin combo, in Florida or Southern resort. Write all Syd Berman, 6809 Exeter, Forest Hills, L. I., New York.

ALTO, TENOR, CLARINET—CUT ANYTHING. Location only. Legit, show and dance experience. Musician, 1526 E. Main St., Chattanooga, Tenn. no13

AVAILABLE—TEAM FOR WESTERN BAND, plays guitar, Hawaiian guitar, bass, vocals; go anywhere. Write Rosie Parker, Linmore Hotel, Aberdeen, S. D.

BAND VOCALIST—AGE 28, LARGE BAND or combo. Eastern location desired. All offers considered. Paul Chapman, Turner Hotel, Shreveport, La.

BARITONE SAX, TENOR, CLARINET—AGE 22. Experienced in micky and jump, also trans-pose, arrange. Will travel anywhere, prefer location. Consider all offers. Don Seeger, 1720 Spring St., Fort Wayne, Ind.

BASS—25, SINGLE, RELIABLE, SEMI-NAME experience, double string bass and tuba. Box C-166, Billboard, Cincinnati 22, O.

BASS MAN—READ OR FINE FAKE; UNION. Will travel. Double guitar; perfect pitch. Plenty experienced. Consider all offers. Box 220, c/o The Billboard, Chicago 1, Illinois.

BASS—RECORDING TUBA, DOUBLING STRING bass. Fine equipment. Cut anything; fine tone on horn. First time at Liberty five years. Plenty name style band experience. Formerly with Art Kassel, Don Reid, Johnny Gilbert, others. Have 1947 Ford 3/4-ton panel truck. Available immediately. Bob Beatty, Western Union, or Gen. Del., Grand Rapids, Mich.

COMEDIAN—VERSATILE, SINGS, DANCES and Chinese fiddles; would like to join floorshow in Lakewood. Apply Bert Lwer, c/o Kopenhagen, 1078 Longfellow Ave., Bronx, N. Y.

GIRL STRING BASS—READ AND FAKE, OR- chestra or combo. Give full particulars. Union. Musician, 15 E. Lincoln Ave., Tomahawk, Wis. no13

HAMMOND ORGANIST—WELL EXPERIENCED for roller rink work. Prefer East. Write details, salary. Organist, Box C-155, Billboard, Cincinnati, Ohio. no6

HAMMOND SOLO ORGANIST—NEW \$4,500 organ, adds class to your business. Completing third year Chicago lounge. White, union, sober. Want smaller town. Photo, recording. Permanent, reasonable. Organist, P. O. Box 208, Chicago, Ill. no20

HAMMOND ORGANIST—FIRST CLASS WITH great experience. Arnold Williams, 18 12th St., N. E., Rochester, Minn.

STRING BASS AVAILABLE AFTER NOVEM- ber 7 for commercial band or combo playing locations only. Experienced, read, fake, neat, dependable. Harry Floyd, 226 7th Ave. N., Nashville, Tenn.

TENOR SAX, CLARINET—FAST READER, any chair, young, sober, extensive experience with commercial bands. Fred Robson, 777 Lexington Ave., New York City.

TROMBONE—SOBER, RELIABLE. PLAY ANY style. Write, wire or phone. Jimmy Simms, 165 E. Market St., Akron, Ohio.

TROMBONE DOUBLING TRUMPET—AVAIL- able after Nov. 1. Name band experience. No drunkard. Cut or no notice. Contact "Sandy" Brandt, 905 Belmont Rd., Grand Forks, N. D.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP- ing. Modern equipment for fairs, parks, celebra-tions. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no27

FAIR MANAGERS: CONTACT BOB TOMLIN- son, professional versatile entertainer. Juggles clubs, ball. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 N. State, Chi-cago, Ill. Telephone: Dearborn 6263.

HIGH CLASS TRAPEZE ACT—AVAILABLE for indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

PALMIST—TRAVEL ANYWHERE, AGE 30, looks Gypsy-like. Very beautiful. Can do half-and-half. Rose Davis, Avella, Pa. Phone 6953.

VAUDEVILLE ARTISTS

AT LIBERTY FOR RADIO, ETC.—COMEDY Team playing accordion and bass. Walter and Helen Price, Box 233, Jefferson City, Mo.

ATTENTION, STATIONS, MANAGERS—HIGH caliber, Western or hillbilly (comedian doubling drums and washboards, own transportation, sound equipment, plenty of material and wardrobe. Union, A. G. V. A. and A. F. of M. Will consider units, night club, or stage units. Can also furnish four others, string band, doing dances, broadcasts and personals. "Scrubboard" Roy Wallace, 2211 Bellefontaine, Indianapolis 5, Ind.

FEMALE IMPERSONATOR—WANTS AP- pearances for clubs, private functions in Chicago area. Exotic parader, strip, sing, dance, comedy. Box C-162, c/o Billboard, Cincinnati 22, O.

HANDBALANECER, ACROBAT—EXCELLENT gymnast wants position in some act. Experienced in stage work. 5'4" tall, 132 lbs. Ed. Bornshlegel, 1325 N. 23rd St., Milwaukee, Wis. no13

KELLERETS (5)—COLORED, FOUR FE- male impersonators, blues singer, chorus and acts. Corliss Murphy, 1817 W. Adams, Chicago 12, Ill. TA 9-8018.

PAMAHASKA'S SOCIETY CIRCUS—DOG, Pony and Monkeys, featuring the Act Beautiful! the Famous White Cockatoos, Military Macaws Presented by the only original Prof. Pamahasika. Address: Circus Headquarters, Geo. B. Roberts Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536. no27

PROF. PAMAHASIKA PRESENTS THE World's Greatest Acting Birds, those Famous Cockatoos Military Macaws. Nothing like it anywhere. The oldest and greatest on earth. Always was headliner and still the tons. Address: Pama-hasika Studio, 3504-N. 8th St., Philadelphia 40 Pa. Sagamore 2-7536. no27

SINGLE VENTRILOQUIST AT LIBERTY— Just finished long contract with Hubler's The-atrial Agency. Will consider most anything for winter. Also do another small act. Can start at once. Can send pictures if required. Contact Bill Spake, General Delivery, Greenville, S. C.

Christmas Signs
Beautiful Masterpieces! Fast Sellers! Sample Order—6 Assd. Signs . . . \$1.00
100 Tinselled Signs, 11x14 . . . \$8.00
100 Tinselled Multi-Colored Signs, 11x14 . . . \$12.00
100 Tinselled Signs, 14x22 . . . 20.00
100 Tinselled Multi-Colored Signs, 14x22 . . . 35.00
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BRAND NEW!
Fast Sellers!



- Written Guarantee
 - Precision Swiss Movement
 - Radium & Assorted Colored Dials
 - Water Resistant
 - Polished Chrome Case, Unbreakable Crystal
 - Waterproof Duraplast Strap
 - Individually Gift Boxed
- (With Sweep Second Hand, 35¢ Additional)

For the
LADIES



with
100% PROFIT APPEAL

- Featuring:
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 - 14K Gold Plated Case & Silver Chrome Back
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 - Beautiful 2-tone dial with small sec. hand
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Beautiful Gift Box

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\$9.75 doz.

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\$9.75 doz.

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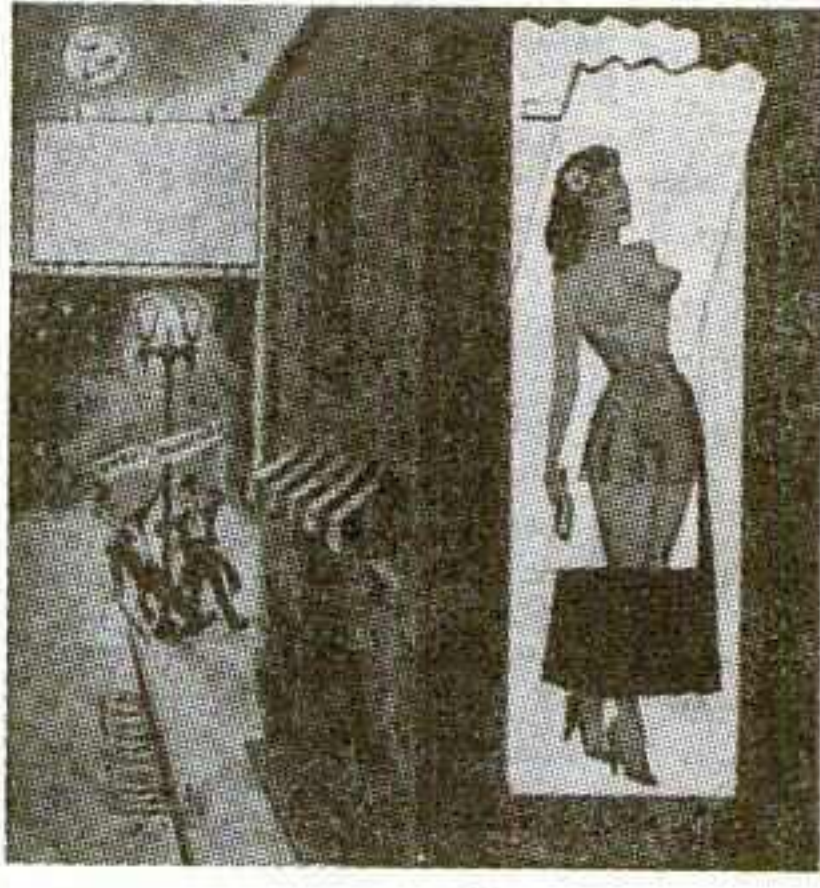
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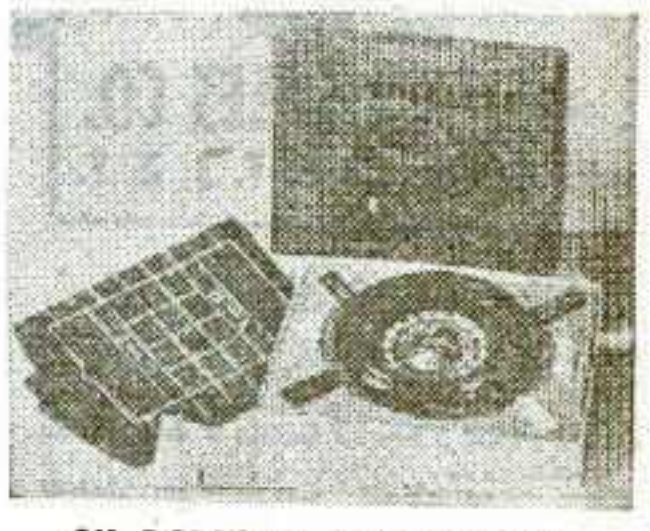
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Now . . . coin fast, steady profits with amazing new "Quickleen" Mop! So fast, clean and efficient that floors can be mopped in a Wedding Dress without drip, splash or mess!

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Hands never touch water! Self-Adjusting Drainer rinses, dries quick as a flash. Nothing mechanical

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Samples of above and 20 other good Sellers and New List, \$3.50 Postpaid. Deposit all orders.

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No. 12 Round Cr. 1.85
No. 315 Airship Cr. 1.75
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All plastic with fine tone. Asst'd colors. \$1.00 Doz.

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Ball point pen. Fountain pen and mechanical pencil in matching colors. Boxed. Plastic and gift caps. Each Set \$1.00

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New Non-Spill Coin Holder. All-around Zipper. Built-in plastic coin holder with different compartments for quarters, dimes, nickels, pennies. \$6.00 Doz. Gift Plated Filigree Atomizer with chain. Individually boxed. \$7.20 Doz.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

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- Benjamin, W. 8c Emerald, Gene 45c
Delaney, John D. 10c Show (3 Pkgs.)
Drouillon, Frank 10c List, Herman 6c
D. Tibbetts, Buddy 25c Scott, Lillian 10c
Roach, John 6c Carter, Mary Jane 40c
Franklin, James B. 6c Pruett, Billy J. 6c

- Abbott, Fay Cratty, Georgia
Acker, Bennie Crawford, Mrs.
Adams, Gus J. Catherine
Adkins, Bob O. Ortzer, Mrs. Rosie

- Alkeros, Les (Airplane Act) Crocker, Mrs. Les
Alkon, Harry Crooks, Mrs. A.
Allen, Clarence Crossley, Doc
Allen, H. S. Crouch, Linn & Landa
Allen, Jr., Roy & Crumley, Robt. M.
Allen, W. H. Cunningham, Gail
Amerson, Mrs. Chas. Curley, Joe (Jewelry Concession)

- Ames, Geo. L. Dailey, Thos.
Andreas, Randolph Dales, Mickey
Anderson, Leslie B. Dallison, John
Asher, Chas. Davidson, B. E.
Ashley, Thos. L. Davies, Wm. W.
Aston, Thos. R. Davis, H. L., Jr.
Atkins, Glen J. DeFazio, Mrs. Julia

- Atkins, Peggy DeVault, Dan
Austin, Johnnie (Curley)
Auton, Bill & Eve Dell, Mrs. Ruth
Avery, Richard Demetro, Archie

- Ayers, Ray Dawson, Thos.
Baillie, Jack Deibert, Richard
Bailey, Sue Delagrange, Edw.
Bagwell, Jas. A. Demetro, John

- Baker, John S. Dewald, J. M.
Baker, Johnny L. Dick, Dan'l T.
Ballou, Mrs. Sallie Diggins, Chas. F., Jr.
Balsam, Col. Casper Dixon, David W.
Barner, Col. Weaver Dockery, Candy

- Barent, Charley (Scale) Dobbins, Harry T.
Bares, A. Dodson, Dorotha B.
Barol, Sol Dodson, Ernest L.
Barr, Mrs. Gertrude Dooley, Johnnie
Barragan, Manuel Dorion, D. D.
Barsh, L. E. Dorsey, Miss Billy

- Barth & Maier Dreer, Fred
Basham, Harry Drew, Harvey D.
Basserman, Albert Drew, Jr., James H.
Bates, Glenn Dunn, Paul
Bauer, Geo. H. Dunlap, Phalis

- Bayne, Norma Duray
Beaman, Ben (Victor Cardia)
Bedlin, Morris Dyer, Merle E.
Bell, Abe Elam, Mrs. Buddie
Bell, Wm. A. Elarding, Robt.

- Bequette, Mrs. Agnes T. Ellis, Cotton
Benson, Bert English, Bob
Bequette, O. D. Evans, Dick
Bergman, L. H. Evans, Jimmy
Bergman, Mrs. Lila Farmer, J.

- Beyl, Mrs. Carl Feldman, Sol
Bicio, Peter Ferreri, Eddie
Bigsby, Ethel Fink, Harry
Bireley, Eddie Fosso, James
Bishop, R. L. Foley, Bill

- Black, Georgia (Red) Foley, John
Blake, Sam Fox, Bennie
Blocker, Clifton E. Francis, Ray C.
Boyd, John Frank, Edw.
Boysarak, Stanley Frank, Tony
Booth, Lee James Frazer, Clarence
Bordreau, Pete Frederick, R.
Borr, R. H. Freddell, Louis

- Briggs, Mrs. Robt. Frey, Wm.
Brooks, Anne Fritts, Stan & Horn Hobbler
Brook, Clyde Fuller, Stanley

- Brooks, Larry Gainer, W. L.
Brown, Agnes Galvin, John
Brown, Clyde E. Gardleff, Fred
Brown, W. S. Garland, Albert

- Bryant, Mrs. C. H. Rudy
Buchino, Frank George, Tom
Buck, Jack (Aerial Appollo) Geddis, Geo.
Gelsa, Bud

- Burleson, Gene Gerry, Mrs. Bobby
Burns, Jimmy G. Gillespie, Eddie E.
Burto, Leon Gilly, Ralph E.
Butler, Bill Ginther, Homer J.
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- Canipe, Walter Gloden, C. L.
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Carver, Ella Gray, Clifford H.
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Chase, Frank H. Greene, Harry
Chastain, Mrs. Wm. Greenwald, Mrs.
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Childers, "Frisky" Griffin, Jeff
Cibull, Frank Griffin, Mary
Citty, Harold Grosso, James
Claman, Timmie Guldbner, Paul
Clark, Harry & Gunn, Leonard
Clark, Harry & Hackney, Mrs.

- Hardy, Hugh F.
Harris, Pocket-Book
Harrison, Mrs. Dean
Harrison, Jack
Hauser, Robt. Fredrick

- Hayes, June
Hayes, Ray M.
Haymes, Danny
Hendrix, C. W.
Hazard, Stuart
Hearn, Bennie
Hebel, Leo
Hendrick, Clyde
Henley, Oscar

- Henderson, Edgar
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Hester, Ray
Hicks, Joe Bill
Hill, Edw. (Hex)

- Hillier, Thos. J.
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Hodges, Mrs. Elsie
Hoffman, Harry N.

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Holman, Geo. M.
Holt, R. W. "Bill"
Hooper, Homer (Slim)

- Howard, Pete
Howard, Wallie
Howe, C. J.
Howe, Les & Vi
Hubbard, Mrs. L. L.

- Huffman, Harry
Hunt, Robt. G.
Ivy, Curt

- Jackson, Thos. W.
Jager, Jimmie
Jakubowski, Edw. E.

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Johnson, A. F.

- Johnson, Jimmie
Johnson, Clinton "Happy"
Johnson, R. G.

- Johnson, S. B.
Jones, Cecil J.
Jones, Howard
Jones, Thos. G.

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Kay & Kay
Kazin, Chet

- Keating, Robt.
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Kible, Harry
Kilpatrick, Kenneth L.

- Kinmell, Harry
King, Stanley
Kirk, Wayne

- Kirsch, Ray
Knighton, LeRoy
Kramer, Neal

- Kreinger, A. C.
LaBlonde, Bruce
Lake, Lester

- LaVelda, Ted
LeRoy, The Wizard
Lafayette, Mrs. A. E.

- Laherty, Milford
Lamar, A. J. Long
Lamont, J. A.

- Lancaster, Arthur W.
LaZella, Mrs. Helen
Liemann, Mrs. Ruth

- List, Herman
Littlefield, Jack
Lockard, Hank

- Miller, Bonnie (Duo)
Miller, Ephrem
Miller, Paul
Miller, Suicide Danny

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- Mitchell, G. L.
Mitchell, Jim
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Moore, Malcolm M.

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Mullins, Junior

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Murphy, James R.
Murray, J. R.

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- Skinner, Wm.
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Slow Freight Bob

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Snider, Tex Leon

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Spaulding, Warren Wilkes
Spencer, Chas. E.

- Spencer, Boyd J.
Spencer, Mrs. Francis
Spltzer, Mrs. H. Vickie

- Ogle, J. A.
Spreng, John F.
Spring, Ed.

- Spurluck, J. C.
Staggis, Jr., Oscar Edward
Stairs, Robt. A.

- Stanko, M.
Stanley, Little Dick
Starto, John J.

- Starbuck, Harry G.
Stevenson, L. E.
Sterling, Edythe

- Stewart, Robt.
Stone, Eddie
Stone, Wm. Harold

- Strausser, S. J.
Streng, Harriet
Strickland, Elizabeth (Libby)

- Sullo, Nicholas
Sutley, J. D.
Swicegood, Earl

- Switcher, Cliff
Taulbee, Mrs. J. M.
Tate, L. O.

- Taylor, Gilbert A.
Tearney, June & Helen Jean
Terry, G. L.

- Thomas, R. E.
Thomson, Mrs. Jacklyn
Thompson, Kenneth

- Thunder-Sky, Chief Bright Fire
Tice, Chas.
Tiernan, James E.

PEARLS GENUINE IMPORTED ALABASTER (Not Plastic) Graduated PEARL NECKLACES with Rhinestone Clasps. Single Strand... \$ 6.50 doz., \$ 72.00 gr. Three Strand... 13.50 doz., 158.00 gr. Individually boxed. Sample, \$3.00—Set of two styles 1/2 deposit with order, balance C. O. D. FRENCH PEARL COMPANY 366 Madison Ave. New York 17, N. Y.

SEE MORE SUSIE The Hottest and Nicest Strip Tease on the Market IMMEDIATE DELIVERY ANY QUANTITY 5 Gross Lots \$7.20 Per Gr. Less than 5 Gross Lots \$8.40 Per Gr. COVINGTON SALES COMPANY Nashville, Tenn. P. O. Box 1211 Phone: 8-4993-4-0461

AMAZING PROFITS SELLING NYLONS GUARANTEED AGAINST RUNS - SNAGS! The World's Only sensational guarantee gives FREE nylons if hose runs or snags within guarantee period! Nothing like it anywhere. Not sold in stores. Sheer, service, outsize, choice of lengths. Also rayons. No money or experience needed to earn steady income writing orders. Spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Rush name and address for complete money-making outfit sent free and prepaid. No obligation. Write today. FREE OUTFIT KENDEX COMPANY Dept. 142 BABYLON, N. Y.

ATTENTION, WHOLESALE GROCERY & WAGON JOBBERS Styrene Clip Pocket Combs, packed 4 assorted colors to a beautiful display card of 12, @ \$2.75 per gross. 15-20-30 Amps Fuse Plugs, pyrex, 24 to a nice display card, @ 85¢ per card. Burkhead Hemstitched 18x18 Handkerchief, 24 to a display card, \$2.00 per card. Patching Rubber Kits, 3x6, rubber, 4 bevels and cement, 9¢ a can. Terms: Net 10 days to rated firms; all others cash with order. All merchandise F. O. B. Winston-Salem, N. C. Sold to wholesale jobbers only. INDUSTRIES FOR THE BLIND 1010-12 N. Liberty St., Winston-Salem 4, N. C.

Send for Free Catalog! OUT OF PAWN! Genuine DIAMONDS Direct to You - at Amazing Savings! Over 100,000 satisfied customers - Sold with Iron-Clad Money-Back Guarantee. Order from this ad. Write for FREE ILLUSTRATED CATALOG. BERMAN'S COLLATERAL LOAN BANK Dept. BB, 636-38 W. Balto. St., Balto., Md.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y.

- Adams, Roy
Allen, P.F.C.
Barry, Bill
Bill, Ed
Brown, Jimmy
Burke, George
Bugher, Tony
Byford, Leslie
Cantwell, Charles
Meyer, Jr., Earl F.
Meyer, Leo
Miller, Abe

(See Letter List, Page 110)

SALES BOOSTERS

Here's the carton assortment you've been waiting for... 2 dozen of the most brilliantly colored, 9" high, rayon plush Eskimos, Bears, Dogs and Fawns... each one individually acetate boxed to insure that fresh sanitary appearance. This perfectly balanced assortment sells itself!



\$24.00 per carton

Sold in carton lots only. 25% deposit with order, balance C. O. D. **DON'T DELAY... ORDER TODAY SEND FOR 1948 CATALOG**

Joe End & Co.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y., WA 5-8280

SHIP LAMP

All chrome, 13 inches high, complete with bulb.

\$3.50

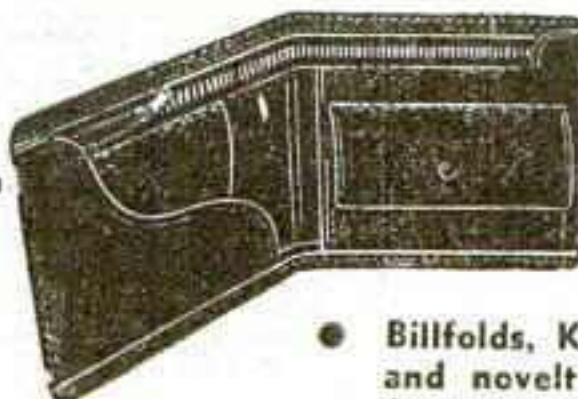
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Portable Battery Radio **\$11.71** Each
complete with batteries



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Complete Line of Leather Goods

- Billfolds, Key Cases, Purses, Kiddy's Bags, related items and novelties. All Price Ranges. Will make to order from your patterns in quantity.
- Send for samples today. See how you, too, can make large profits. If not rated, send \$15 to \$30 for samples—refundable for 30 days.

CUTTING LEATHER NOVELTY COMPANY

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New York 13

"FAST SELLING POCKET NOVELTIES"

"Funny Santa Glove Cards" that really sell. Doz. \$1.20. Hundred \$8.00.
Christmas Cards, assorted, each in envelope. We sold over a hundred thousand of these last season and have many new ones now. Doz. 90¢. Hundred \$6.75.
Novelty Rubber Shimmy Dancers. Doz. 70¢. Hundred \$5.00.
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Photo Handle Knives With Beaded Key Chains Attached, Asstd. Novelty Pictures. Doz. on Display Card. Per Card \$4.20.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. **NO SAMPLES.**

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO.

AMERICA'S GREATEST SELLER
DIMONT TERRELL'S DANCING HEP CATS



Still selling in a big way wherever shown. Comes complete with attractive illustrated envelopes and sticks.
\$12.00
Per Gross
SIX SAMPLES SENT POSTPAID FOR ONE DOLLAR

NATIONAL NOVELTY CO.

626 "E" St., N. W. Washington, D. C.

COSTUME JEWELRY
OUTSTANDING LINE
● PIN & EARRING SETS
● BRACELETS ● CHOKES
● PENDANTS

All individually boxed. Pink or yellow gold or white finish. \$7 to \$10.50 per dozen. Sample assort. of 12 styles, \$9.00. 25% Dep., Bal. C. O. D.
ABLE JEWELRY CO.
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All types and sizes, novelty shapes or plain.

Advertising Balloons

(Giveaways)
Season's greetings and your advertisement for gifts.

Novelty Stand Items

Illustrated catalogue available.

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14 Sets—"Paramount" 8 Lite Series with Kliptons, Addons and G.E. C6 Series Bulbs. 100 Genuine G.E. C6 Series Bulbs.
Complete Deal, \$25.00

Mail check or money order for as many deals as desired. No C. O. D.'s without deposit. F. O. B. St. Louis, Mo.

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"Write for Xmas Toy and Decoration List"

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Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.
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WHY PAY MORE?

FILIGREE BALL PEN
WITH SIMULATED STONES



Wonderful Give-Away Sweeping the Country.

OUR PRICE \$4.50 DOZ.

GROSS LOTS F. O. B. N. Y. C. Sample Dozen \$5 POSTPAID

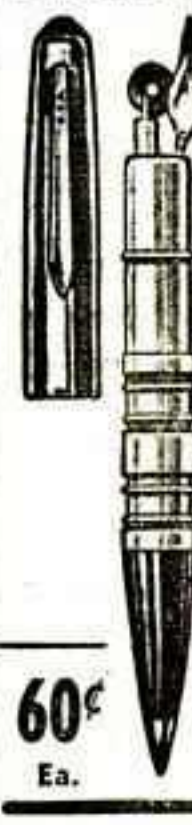
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25% Dep. on C. O. D.

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Direct From Manufacturer At Low Prices



PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS

50¢ Ea.

60¢ Ea.

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WRITE FOR CATALOG

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Presenting their latest models of precision-built machines which are available for immediate delivery.

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LIMITED QUANTITIES ONLY!

25% Dep., Bal. C.O.D. F.O.B. Chicago

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MEXICALI ROSE AND CHICO

From Tropical Miami to You

Gay, colorful pure wool felt Dolls, 15 inches tall. \$19.50 per each doz. (min. order ½ doz.). Send for catalog.

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THE HOTTEST RADIO DOG IN TOWN

See for yourself why the demand is so terrific. Send for a sample today.



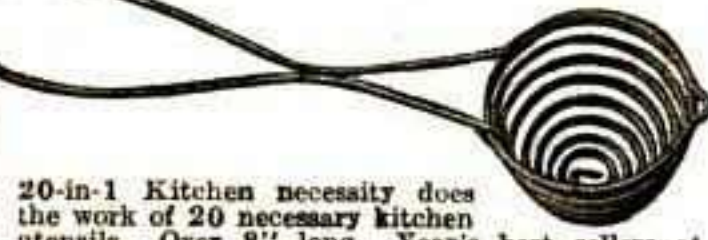
10" long, 4 tube AC-DC licensed radio. Beautiful plastic cabinet. Price: \$15.00 Ea. in Doz. Lots. \$16.00 Ea. in Half Doz. Lots. \$18.00 Ea. for Sample.

Inquiries invited from manufacturing representatives, jobbers, retailers, dealers, operators, etc. 25% Deposit, Balance C.O.D. N. Y. C. Beat the Xmas rush.

Kraft Manufacturing Co.

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FAIR AND FOOD SHOW WORKERS



20-in-1 Kitchen necessity does the work of 20 necessary kitchen utensils. Over 8" long. Year's best sellers at 25¢ on individual cards. \$1.00 a dozen or \$7.20 gross. Sample and Sales Plan, 10¢.

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BOX BM-24 BRADFORD, PA.

GENUINE SILVER PLATED HORSES

INTRODUCING SOMETHING NEW

Everyone wants horses today . . . This is our original GENUINE SILVER-PLATED horse. (Plated on ceramic.) An absolutely new item, excellent repeats, popularly priced. Individually boxed, immediate delivery. We guarantee that this silverplate will not tarnish and insert guarantee slip so stating in each box. Also can be had in gold finish. Ideal for Premiums and Prizes.

Price Per Dozen \$24.00 Sample \$2.25

Stands 10 1/2 inches

#600 Stands Over 8" High



GENUINE SILVER PLATED DANCING LADY

... AND ANOTHER "LUSTER-PLATE" SUCCESS

A masterpiece of form and grace, this item is perfect as prizes for FAIRS, bridge parties, bingo, and for the home. Ideal as a gift for the fall and holiday season. Can be had in gleaming SILVER-PLATE or in lustrous GOLD finish. Guaranteed never to tarnish.

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These items have been beautifully modeled from the finest orthodox religious figures. Genuine silver plate. All three very popular numbers for all Christian denominations. Priced to sell for about 20% of the cost of similar pieces. A steady market all over the country. All have felt bases. Can also be had in a high polished GOLD finish. Individually boxed — Immediate delivery.

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No. 502 Christ with Bleeding heart. Stands 10 in. high. Sample \$2.25	\$24.00 Per Doz.

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LETTER LIST

(Continued from page 108)

- Carr, Thomas B.
- Clayton, Joe
- Clemson, John
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- Coley, Clark Jr.
- Conway, Rose
- Cook, Joe P.
- Donahue, Ruth
- Duval, Sylvia
- Engerer, Ernst
- Fanadio, Louise
- Fields, Harry
- Goley, Larry
- Grimes, John K.
- Guay, Fernand M.
- Harvey, Al Joseph
- Hobson, Laura K.
- Hornor, S. C.
- Howard, Joseph
- Jackson, Dixie
- Jahn, Francis C.
- King, Mrs. Ethyl
- Kotzen, Annon
- Krasner, Daniel
- Le Mar, Elaine
- Lewis, Texas Jim
- Light, Louis
- Livornoire, Norman
- Lorraine, Blanch
- Lowande, Oscar
- Lush, Edgar Burr
- Miller, F. W.
- Mitro, Steve
- Nichols, C.
- O'Hara, Patricia
- Powers, Captain
- Real, Betty
- Rusch, Walter J.
- Schubert, Erwin
- Slintzen, Olya
- Garnett
- Stickland, Rosley T.
- Townes, Freddy
- Trennell, Sally
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- Walker, June
- Wallace, Johnny
- Wayburn, Mrs. Ned
- Westphal, Walter
- Willis, Molly
- Fortune, George E.
- Fulton, Gale
- Gawle, Mrs. Walter
- Gorman, Miss Bernice
- Groner, Ida E.
- Gurdara, Frank
- Hall, Albert Jack
- Hall, B.
- Hall, E. T.
- Harris, A. J.
- Hart, Horace
- Hartley, Mrs. Melle
- Harvey, Henry F.
- Hoffman, Mrs. Margaret
- Holston, Mr. & Mrs. Jack
- Hughes, Estella
- Humphrey, Floyd
- Hurd, Howard
- Hutzler, Mrs. M.
- Hutzler, Virgil
- Jackson, John G.
- Karr, Lonnie L.
- Kelly-Grady Shows
- Kiltz, Floyd O.
- Knutson, Knute
- Lance, Jack
- Lankford, Walter
- Lantz, Mr. & Mrs. John
- LaRouche, W. B.
- Lawton, Bernard David
- Leitner, Carl
- Lessard, Mrs. Russell
- Levin, Joseph B.
- Lewis, Jack (Pete Patch)
- Lindsey, Mrs. Ann
- Litchfield, Leo J.
- Litta, Mr. & Mrs. G. F.
- Luck, William J.
- McCallister, Earl
- McCarthy, Richard
- McManus, Mr. & Mrs. Thomas J.
- McMullen, Mr. & Mrs. John
- Miller, Melvin
- Morgan, Miss Dana
- Morgan, Mrs. Hister
- Martin, Mrs. Marie
- Miller, Fred R.
- Morley, Robertina
- Muekey, Ralph
- Netzer, Emil H.
- Norwood, Mrs. Louise
- O'Dell, Jess
- O'Laughlin, R. J.
- O'Leary, Virginia
- Orchard, Leroy
- Parido, Earl
- Parido, John D.
- Phillips, Ralph
- Pierce, Wendell R.
- Pig, Dennis
- Pugal, Anton B.
- Renee, Cleo
- Ribbonnacht, Miss Fay
- Richard, James T.
- Richardson, James
- Riley, Ed.
- Riley, Hubert Leo
- Ritchey, Miss Jan
- Ritter, Jimmie
- Rogers, Mrs. Mickey
- Rohter, L. S.
- Rose, Mr. & Mrs. C. J.
- Rowland, Mrs. Chas.
- Sanders, R. B.
- Schemel, Mr. & Mrs. Lloyd
- Schimberg, Mr. & Mrs. George
- Shaddox, Ralph
- Shannon, Wilburn
- Shelton, Mrs. Nellie
- Shibley, Mrs. Leonard
- Silcox, Mr. & Mrs. Joe
- Snyder, W. H.
- Swain, Robert
- Stanley, Mrs. Florence
- Stoker, Miller
- Steinfeldt, Mrs. W.
- Stevens, G. M. & Peter George
- Stewart, Robert
- Strahl, Edward
- Thomas, Ray
- Thompson, Earl
- Thompson, Ralph
- Thornston, R. B.
- Tippa, C. E.
- Turner, Leonard
- Wagner, Rusty
- Walsh, Earl B.
- Wells, Bennie
- Wells, Henry H.
- Wetherbee, Harold
- Williams, Barney
- Williams, Elmer
- Williams, Fred
- Williams, Orrall
- Williams, Mr. & Mrs. Pab
- Wilson, Mr. & Mrs. Harry W.
- Wolfe, B. R.
- Workman, Walter
- Worley, Bob
- Wray, Mrs. Velma
- Zimmer, Fern

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390 Arcade Bldg., St. Louis 1, Mo.

- Albert, E. J. "Red"
- Allen, Floyd
- Anack, Velma
- Andrew, Allen
- Anthony, Marvel L.
- Armstrong, Miss Velma
- Bacon, Wm. & Mrs. E. E.
- Barr, Mr. & Mrs. E. E.
- Barsvold, A. E. (Gene)
- Bass, A. E.
- Bates, Fred Jr.
- Beach, Harry M.
- Bell, A.
- Bell, Bill
- Bernardi, Mrs. Dorothy
- Blaire, Zora
- Bilas, Ralph "Stub"
- Boudreau, Peter
- Bourdon, George R.
- Brady, John
- Bullock, R. T.
- Buyon, Frenchy
- Byron, Mrs. Lillian
- Caldwell, Edward S.
- Calloway, Gordon
- Campbell, David
- Casey, Miss Helen
- Chapman, Roland
- Chisholm, Dave
- Clemmons, Arthur B.
- Cook, Ray
- Clements, Alva
- Conway, Michael J.
- Crane, Jack
- Crawford, Arnold
- Crunk, Mrs. Willy Lee
- Cutler, Louis
- Daley, Chas. M.
- D'Angella, Ferdinand
- Davies, J.
- Davis, Oscar
- Davis, Mrs. Peggy
- DeClements, Bill
- Drake, Edward R.
- Drake, Reed M.
- Dunn, Leland
- Edmiston, Raymond
- Edwards, G. A.
- Enquest, C. L.
- Ewings, Freddie
- Feerer, Jerome
- Fitz, Harry
- Frenzel, Mrs.

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- Adams, Grover
- Anderson, Mary
- Barclay, Jack
- Barrett, Roy
- Beard, A. J.
- Blakley, Mrs. Evelyn
- Bowen, Roy W.
- Clare, James
- Colyer, Lenny
- Coon, Mr. & Mrs. Ray
- Cortez, Mrs. Jean
- Cox, John Arthur
- Deseo, Gloria
- Fraat, Ray E.
- Goodman, Spark
- Gove, Harold
- Gray, Gil
- Gresham, Edith
- Harrison, Frank
- Kamaka, Mrs. Dossie
- Keating, Robert J.
- Le Weedy, Jack
- Lutz, Floyd F.
- Mapes, F. C.
- Marmon, Lou
- McDonough, Rita
- McTherney, William
- Murray, Cameron D.
- Muto, Francis
- Oleky, Paul J.
- Palmer, A. C.
- Parish, Mrs. Dall
- Peavy, L. W. & Sherry
- Pelley, Burnam
- Powers, Babe
- Pronath, Richard
- Sanders, Marge
- Seigrist, Bebe and Joe
- Simonsohn, Flora
- Stanford, Ivan B.
- Stevens, George
- Thatham, A. M.
- Westbrook, H. E.
- White, T. F.
- Wilson, E. H.
- Wilson, Louise J.
- Winnick, James

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HAND MIRROR COSMETIC ENSEMBLE

A Top Xmas Seller

SPECIAL DEAL THRU NOV. 25 ONLY

3 Compacts Free With Each Dozen

Molded plastic, in colors of green, blue or rose pink. Fashioned like a miniature hand mirror with three convenient mirrors. Complete with rouge and puff on one side—powder sifter and puff on the other—lipstick cleverly concealed in the handle. Originally created for the luxury trade. A striking gift with phenomenal sales. Order Today and Cash in on Free Deal of 3 Compacts Free With Each Dozen.

Retail price, fair traded \$4.95

(Federal tax of 20 cents on cosmetics only)

Per Dozen—\$35.64

house of PLATE' Inc.

9325 East Forest Ave. DETROIT 13, MICHIGAN

Powder-Rouge-Lipstick ... all in one!



SMART! DIFFERENT!

A SENSATIONAL SELLER

Nothing Like TRIO-ETTE on the Market Each compact beautifully boxed

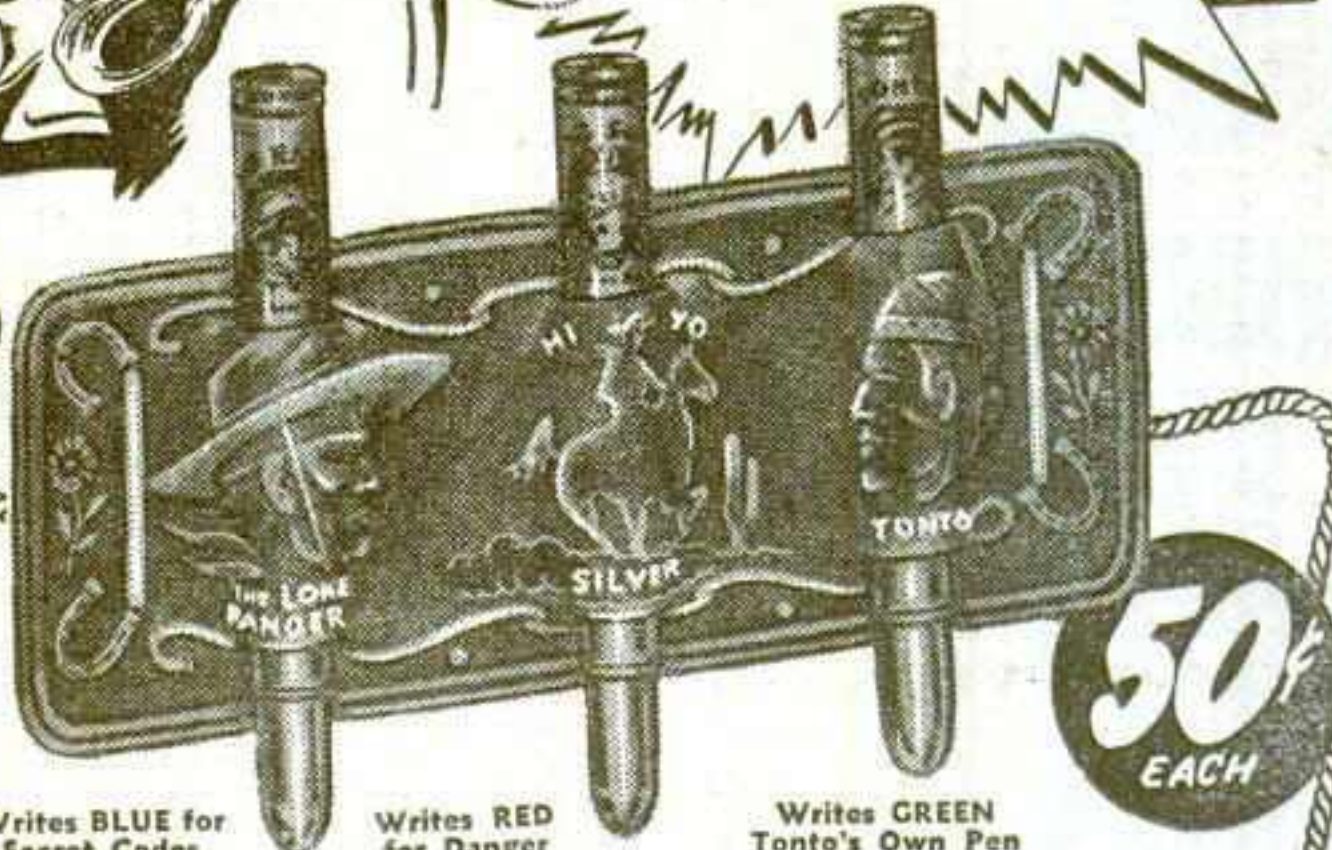
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SMASHING SALES RECORDS EVERYWHERE!



Writes BLUE for Secret Codes | Writes RED for Danger | Writes GREEN Tonto's Own Pen

Lone Ranger SILVER BULLET BALL PEN SET

You can't beat this unusual ball pen offer for natural appeal or fast profits! Imagine three Lone Ranger "Silver Bullet" Ball Pens, each with a different color ink, each embossed with a famous Lone Ranger hero! Pens fit into a typical Western Cartridge Holder which slips over a belt. More than just a toy—real school and home writing instruments! Individually packed in multi-colored boxes. Striking display cards free on request. Price 50c each in gross lots, or 60c in smaller quantities. Terms: 25% deposit with order.

Write for illustrated catalog of complete line

Since 1890 a Reliable Source for Writing Instruments
Everlast PEN CORPORATION
644 Broadway, New York 12, N. Y.

Holiday Special!

CARMEN EXPANSION BRACELET & LOCKET SET

Select Your Choice:

- No. 38 Three-Tone Hand Engraved
- No. 37 Cloisonne (Enamel Finish)
- No. 36 Pearl Top
- Bracelet Has Stainless Steel Back
- Set Attractively Boxed. \$30.00 Doz. Sets. Sample Set \$3.00
- No. 25 Carmen Engraved Bracelet Boxed. \$18.00 Doz.

Send \$10.00 for either our sample Ring Assortment or our boxed Rhinestone Pendant & Earring Sets.

JACK ROSEMAN CO.

307 FIFTH AVE. NEW YORK 16

**It has EYE appeal
It has SURPRISE appeal
It has SALES appeal**



MUSICAL CIGARETTE LAMP
*Depress Shade for
Cigarettes and Music*

Spun metal SHADE and BASE are matched in beautiful pastel colors, 9 in. High.

Dealers' PRICE **\$5.95** EACH

Packed 6 to a shipping carton.

Terms: F. O. B. New York, 1% 10 days to well rated firms. Others cash with order. No C. O. D.'s.

JOBBERs: Write for quantity price. **SENSATIONAL—Sales Board and Sales Card Premium**

FREDMORR CO. 110 W. 42nd St. N. Y. C. 18

A New Size A NEW LOW IN PRICE
A NEW HIGH IN VALUE

WESTERN SADDLE HORSE

Height 11 1/4" • Length 15" • Weight 6 lbs.

\$5.50 Less than 1 doz. \$6.00
Sample \$6.50 postpaid each in doz. lots

Our brand new beautifully sculptured "KING" size bronze metal horse is priced for more sales and higher profits for you. Be the first to take advantage of this wonderful offer.

Ideal for salesboards, premiums, concessionaires and dealers.

25% deposit with order.
Balance C.O.D. f.o.b. New York

Write for illustrated circular of other sizes available.

Parksmith Corp.
250 4th Ave., New York 3, N. Y.



SPUN ALUMINUM BOWL
Packed With 2 Lbs. Assorted Chocolates



14 In. Diam.

Beautiful Gold Tray of Chocolates in Bowl, ribbon tied with wide satin ribbon. Each packed in corrugated carton with protective packing. Bowl is 14 inches in diameter and 4 inches high.

\$3.50 EACH. SAMPLE, \$3.75 PREPAID. Industrial concerns buy them for their clients for Xmas presents. Pinball Operators buy them for location Xmas presents. Board Operators buy them for quick turnover.

60-Hole Card (2 Seals) with above bowl, and a three some, Gold Cap Pen, Pencil and Ball Pen set. Takes in \$11.45. Cost, \$5.00 complete.

Above Bowl or small One-Shot Board, either 300, 400, 500 or 600-Hole Board, \$4.00 complete.

1 Lb. Box Chocolates priced at \$6.80, \$7.20, \$8.00, \$9.00 per doz. Sample prepaid, \$1.00 each. 2 Lb. Box Chocolates, \$18.00 per doz. Sample, \$2.00. 1 Lb. Chocolate Mints, \$6.00 per doz. Sample, \$1.00. 1 Lb. Pecanettes (Turtles), \$10.80 per doz. Sample, \$1.25. Above 1 and 2 Lb. boxes packed 2 doz. to case. **TERMS: Remit Check or Money Order. 20% Deposit on C. O. D.'s.**

F. O. B. Minneapolis, Minn.
LYTLE COMPANY
334 North 1st St. Minneapolis 1, Minn.

FILIGREE BALL PEN KEY CHAIN



Jeweled 24-Kt. Gold Plated Filigree on polished brass cover. Studed with imported rhinestones. Each with brass key chain attached. Cellophane wrapped.

**Dozen \$3.95
Gross 45.00**

Minimum order, 2 doz. 25% Dep. with all C. O. D. orders.

Send for free Xmas catalog.

BENGOR PRODUCTS CO. 119 5th Ave. N. Y. C. 3, N. Y.

RINGS SELL ON SIGHT
Styled to Sell—Priced for Profit



Beautiful 1/20 12K G. F. man's ring. "Diamond" like center stone with your choice of two red, white or blue, smaller stones on either side. \$17.90 per dozen.

This is one of the fastest sellers on the market. 1/20 12K G. F. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only \$11.00 per dozen.

This ring is fast moving. Three big, beautiful "diamond" like stones. 1/20 12K G. F. with a look of distinction, only \$22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St. • Memphis, Tenn.

BUY DIRECT AND SAVE GOLD PLATED COSTUME JEWELRY

New, large, beautiful selection Pins, Chatelaines, Lavalieres with Earrings to match.

Also large assortment of Bracelets, individually boxed. Sample, \$10.00 Dozen.

Filigree Ball Point Pen, \$5.00 Per Dozen. No Larries.

No catalogues

HARRIS & AGREE
Case Building
233 West 42d St., N. Y. C.
L O n g a c r e 4-7196

DIPPY JR.-IN-CAGE
Newest and Best in Perpetual Motion Birds



SELLS ON SIGHT

Brilliantly colored bird in assorted contrasting colored cages.

Height: 5". Each fully guaranteed. Packed one to a box, 3 doz. to a shipping carton.

\$9.00 per doz.

Order Now—Immediate Delivery

Globe Distributing Co.
1169 B'way, New York 1, N. Y.

12 GAUGE SHOTGUN



ONLY \$9.95

New, Heavy-Duty, Manual Operated, 1948 Single-Shot 36" LONG

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

Compact, 6 1/2 LBS. **GREENGLASS SALES**
National Distributors
50-11 40th St. L. I. C. 4, N. Y.

Fool-proof, safety trigger device. Conventional "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires no oiling or cleaning. **JOBBERs WRITE**
Territories open

SPECIAL CHRISTMAS OFFER HAND MADE BILLFOLDS
Genuine Leather

From the Cherokee Indian Nation, made by real Cherokee Indians. These billfolds are made of the best leather, hand-tooled and laced. Never before have you seen billfolds of this quality for such low prices. While they last you may buy these hand-made billfolds at these prices!

**SINGLES \$18.00 doz.
DOUBLES (with Secret Pocket) 24.00 doz.
Collectors 30.00 doz.**

(These are large Fold-overs with four large pockets for bills, letters, etc., with strap to snap on your belt. There is a big demand for this item. A few of these to go at \$30.00.)

To acquaint you with the quality and workmanship of these billfolds, we will mail you one of each of the above for \$6.50—to the trade only. Orders will be shipped out as received so get your orders in early for this wonderful offer.

25% with order, balance C. O. D.

GENE PADGETT
P. O. Box 1003 Murphy, N. C.

100% PROFIT

an reconditioned Nationally Advertised **WATCHES**



Send for our new FREE Catalogue of famous watches and other outstanding jewelry buys. The low, low prices and famous brand names will do the selling for you.

FOR EXAMPLE: This 7-jewel Waltham in new chromium case, 12 and 18 SIZE, \$20. **YOUR COST, \$10**

KANE WATCH CO.
Rm. 113, 104 Canal St. New York 2, N. Y.

ASK FOR FREE CATALOG

Personalized **NAMECHAIN KEY CHAIN**

Spells Your Name!
THE PERFECT GIFT

Each NAMECHAIN made to your order—up to 14 letters allowed. Packed in gift box. Orders shipped in 48 hours. Tax and postage included in price.

Durably Constructed
★ GOLD \$3.50 STERLING \$7.00
★ COLOR \$3.50 ★ SILVER \$7.00

Not Sold in Stores—Only Direct from
NAMECHAIN MFG. CO.
19 E. Pearson St., Dept. 31 Chicago 11

SENSATIONAL LOW PRICES



Newest Designs! Over 500 Styles in Men's and Ladies' Gold Filled and Sterling Silver for Immediate Delivery.

U. S. RING COMPANY
105 Nassau St. New York 7, N. Y.

Fast Sellers! SEND FOR ILLUSTRATED CIRCULAR AND COMPARE OUR PRICES.

TINSELED XMAS SIGNS

To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.

100 Tinselled Xmas Signs, 11x14 \$12.00
100 Tinselled Xmas Signs, 14x22 25.00
100 Tinselled Xmas Signs, 7x22 15.00
100 Tinselled Metallic Xmas Signs, 12 1/2 x 14 3/4 20.00
100 Tinselled Metallic Xmas Signs, 14 3/4 x 25 1/2 40.00
100 Ultra Blue Xmas Comedy Signs, 7x11 8.00
100 Ultra Blue Stock Signs, 7x11 8.00
8 Samples Tinselled Xmas Signs, 11x14 1.00

L. LOWY, 8 W. Broadway, N. Y. C. Dept. 438

NEW THREE STAR SET

Fountain Pen—Pencil—Ball Point Pen

All newly styled with Gold-Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
420 Broadway New York 7, N. Y.

ELECTRIC BOW TIE



Lights up. Good for lots of laughs. Complete with battery in plastic pocket case, bulbs, cord.

SPECIAL \$1.50 postpaid

ELECTRIC BOW TIE CO.
808 Bowery, N.Y. 12, N.Y.

NEW, VERY POPULAR COIN BANK!



Heavy Glass and Metal Coin Bank. "See What You Save." Holds \$50 in assorted coins. Has Nickel Plated Pad Lock, two keys. Packed 12 banks to a case. 3 of each color, red, green, blue and yellow. Very attractive and practical. 100% Public Acceptance. You cannot shake a single coin out of this bank. It's more than a toy. It's a Budget Bank. Grow-ups like it. Practical for children.

SEND \$1.00 FOR SAMPLE, Postage Prepaid

Here's our Wholesale Prices. F. O. B. Factory at Goshen, Ind. \$7.20 per doz. in doz. lots, \$8.00 per doz. in gross lots. Full remittance to accompany all orders. No C. O. D. Prompt shipments.

THE BOWER MFG. CO.
GOSHEN, IND.

OAK-HYTEX BALLOONS

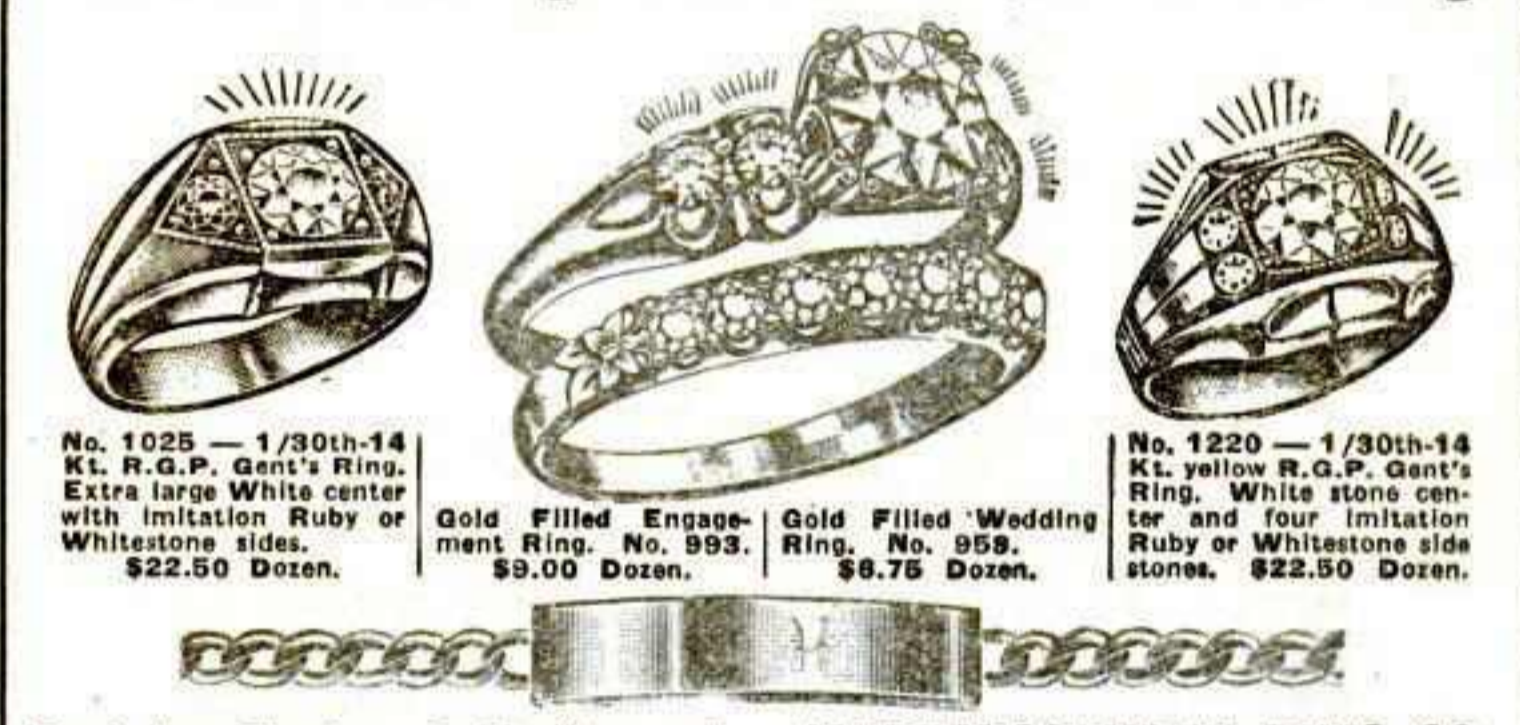


for CHRISTMAS HOLIDAYS

BIG MONEY GETTERS for store workers or on the street. Each item ties in handsomely with the holiday spirit — has real sales appeal. See your Jobber.

The OAK RUBBER CO. RAVENNA, OHIO.

Send for Our Catalog of Newest Men's and Ladies' Rings



Send for Circular of Sterling and Metal Idents from \$2.50 to \$60.00 per dozen. HARRY MAHREN RING CO. 303 Fifth Ave. N. Y. 16, N. Y.

PITCHMEN—ATTENTION—DEMONSTRATORS

PLAS-TOWL — PLASTIC-RAYON PRODUCTS
Stain Resistant • Stains rinse out in clear water • Cleans Anything
A NATURAL FOR XMAS
A real pitch item consisting of three pieces—beautifully colored in cellophane—1st package contains four towels—2nd package contains three wash cloths to match—3rd contains heavy duty press cloth—all three sell for \$1.00 or can be sold individually—pitch towels give away other two. At our price you can pay the stores their percentage and have plenty left—this item took up to \$500.00 a day during the fair season—get on the paywagon—rush \$1.00 for samples and details—sure-fire pitch included. Your \$1.00 credited on first order.
HOUSE OF KRAUSE, Covington, Ky.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.
Catalog Now Ready—Write for Copy Today
IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Pipes for Pitchmen

By Bill Baker

ARE YOU SET . . . and ready to go in that Christmas spot? If not, why not?

Select one or two promotions that best fit your situation and go to work on them.

BOB POSEY . . . is still gathering the geedus working ink sticks and gummy in a Muncie, Ind., store.

THE SHEAS . . . Larry and Laura, are still at the F. W. Grand store, Milwaukee, where they have been chalking up good counts on yuke oil and shampoo.

JIMMY RAYAN . . . is reported to have worked peelers to fair business at a number of California locations.

Do nothing and you're a cinch to become nothing.

NELLIE BROWN . . . has opened her Satin Sheen layout at Schuster's, Milwaukee, following a record run with the same item at the W. T. Grant store in the Cream City's downtown sector.

LOUIS RAMOND . . . rambled into Beeville, Tex., recently from St. Louis while en route to the Rio Grande Valley and Laredo, Tex., for the winter. He's working Mickey Mouses and Bugs Bunnys. Ramond's summer biz proved satisfactory and he's looking for a big holiday business with his varied items.

JOE SITZBERGER . . . and wife, Mary Lou, are celebrating the arrival of a daughter at their home in Milwaukee October 1. Joe has his pitch layout in Gimbel's.

Many a pitchman has long since learned that it's easier to borrow a man's time than it is his money.

R. B. CUNNINGHAM . . . is still painting banners and signs in Beeville, Ark., and awaiting the rodeo to be held there November 2-3. Slim has folded his tripes at street selling, but will be back on the job again when the tourists begin hitting town. He says he'd like to read pipes here from Jack Mails, Jack Warren and Dinty Moore.

DOC REED . . . veteran pitchman, is still seriously ill at his home in Columbus, O. He'd like to read letters from friends.

EDDIE GILLESPIE . . . is reported to be getting the long-green pitching combs in the F. W. Grant store, Milwaukee.

A pitchman probably is the only guy living who is loved because he wags his tongue.

H. R. DAY . . . after a lengthy silence, fogs the following thru from Madison, N. C.: "Motored in here last week and spent a little time with my old friend, Johnnie Rieck, who is operating a sleek old-time med show to okay results. Rieck said that business was not as good as the early markets. Some of his performers included Charlie Wilson, Peg Jackson and Pinkie Anderson. They are billed as

the Dixie Serenaders. Also saw Sam Anderson and Sam Williams and Possum with their med outfits. Ran into Billy Beam's show in Winston-Salem, N. C., looking like a million. He has a new lad with him, J. C. Flack, who is one of the most promising pitchmen I've seen in years. I suppose most of the old-timers are fading from the picture since I've seen only a few of them. Rieck has rented a building in the burley tobacco markets here and says that any pitchman near him

Agents---Pitchmen

A slick Toy for the Holidays—
The absolutely new

ELECTRO RAINBOW TOP

A lulu of a pitch if I ever saw one. Prices are right. Rush \$1.00 for prepaid sample and quantity prices.

MITCHELL'S ENTERPRISES
227 Pontiac Ave., Dayton 8, Ohio
Phone: Adams 1845

ELECTRIC PENCIL

Professional Model #3, \$7.25. Includes six rolls Superior gold foil, rolls 1"x400". Engraves gold, silver colors on leather, silk, plastics, wood novelties, paper, etc. Cash with order. Extra rolls, 1/2 doz., \$2.50. Burgen Vibro-Tool for metal engraving with hard carbide needle, postpaid, \$8.00.

R. E. STAFFORD
3360 N. Meridian St., Indianapolis 6, Ind.

PERFORMING LIVE MICE

They pull tiny circus wagons and other tricks. Performers are a good attraction and the rest sell easily at \$1 each. One pair multiplies to about 20,000 in a year. One pair (performers), complete with instructions and harness, \$5 (no C. O. D.'s). Order from this ad. **THE MOUSE CIRCUS, 418 N. Craig St., Pittsburgh 13, Pa.** NOTE—Don't work one pair more than 3 hours a day.

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY!
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 PHARMACEUTISTS** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
197 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

BOB ROAN

Contact me immediately.
Very important.
HUGHIE

CLARION NOW FEATURES . . . THE ONLY GENUINE NEODIZED COSTUME JEWELRY IN AMERICA . . .

in guaranteed non-tarnishable Rhodium-White or 22-Kt. Rose or Yellow Gold Plated.

TESTED BEST. Comparative atmospheric tests for oxidation have proven that

NEODIZED GOLD PLATED jewelry definitely retain their lustrous bright finish and color longer than any other similar plated jewelry in the market—regardless of make or price.

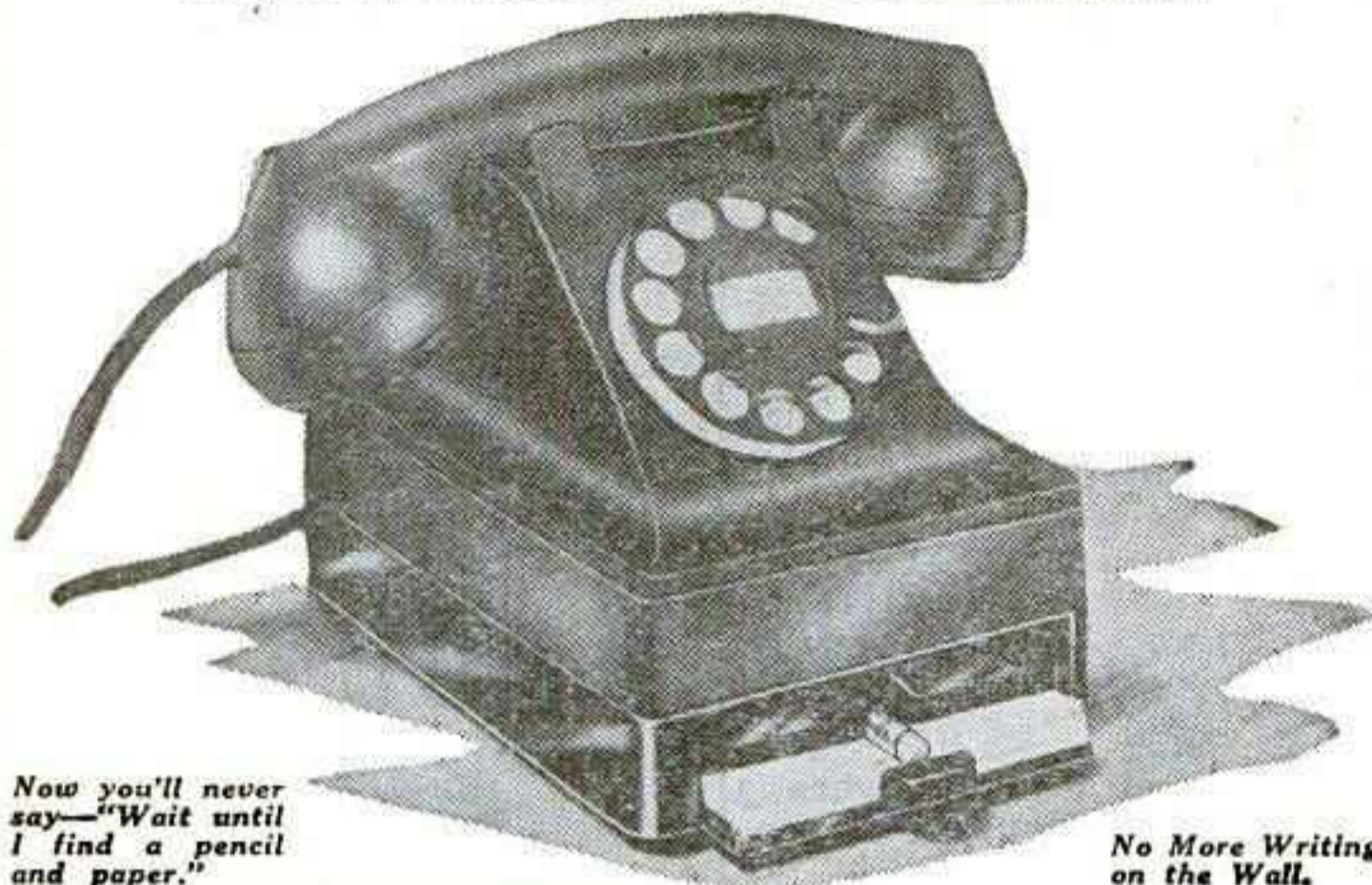
Large assortment of exquisitely designed pin and earring sets, chateaine sets, fob-cites, chokers, pendants and cocktail bracelets.

\$7.00 dz. to \$12.00 dz.

CLARION SALES, INC.
Manufacturers of Fine Costume Jewelry
180 Forsyth St., New York 2, N. Y. ORchard 4-6546

WE INVITE COMPARISON
Send for special sample assortment. One dz., no two alike, all individually boxed, only \$10.00 dz. 25% deposit with order, balance C. O. D. F. O. B. New York.

LANKO TELEPHONE SECRETARY



Now you'll never say—"Wait until I find a pencil and paper."

No More Writing on the Wall.

- ★ The TELEPHONE SECRETARY keeps pad and pencil at your finger tips—in handy, rigid pull-out drawer.
- ★ Ideal for home, office, store or shop.
- ★ All metal—unbreakable.
- ★ Beautiful enamel finish matches phone.
- ★ Easily installed—just snaps into place.
- ★ Uses ordinary pad and pencil.
- ★ Over 100,000 satisfied users.

Standard Model (Illustrated). Per Doz. \$18.00
 Sample \$2.50
 Universal Model (Fits Round or Oval Phone). Per Doz.... 21.24
 Push Button Executive Phone Model. Per Doz. 28.44
 Retail Price—\$2.50, \$2.95 and \$3.95 Ea. Respectively
 1/3 Deposit, Balance C.O.D.

LANKO INDUSTRIES, INC.
 4852 Riopelle, Detroit 7, Mich.

DEMONSTRATORS—LADIES

Must Be Able To Grind
 Xmas in August—Over \$1,000.00 Weeks in August
NOW READY FOR XMAS

BEST LOCATIONS NOW OPEN
 NICE CHRISTMAS HOLLY BOXES
THERE IS ONLY ONE ORIGINAL
 I HAVE THE "EX" IN S. S. KRESGE STORES ON THE ORIGINAL

"BRAID EZE" RUG BRAIDER
 PERCENTAGE ONLY—MUST TRAIN FOR ONE WEEK.
 Can be trained in St. Louis, Chicago, Detroit or Minneapolis

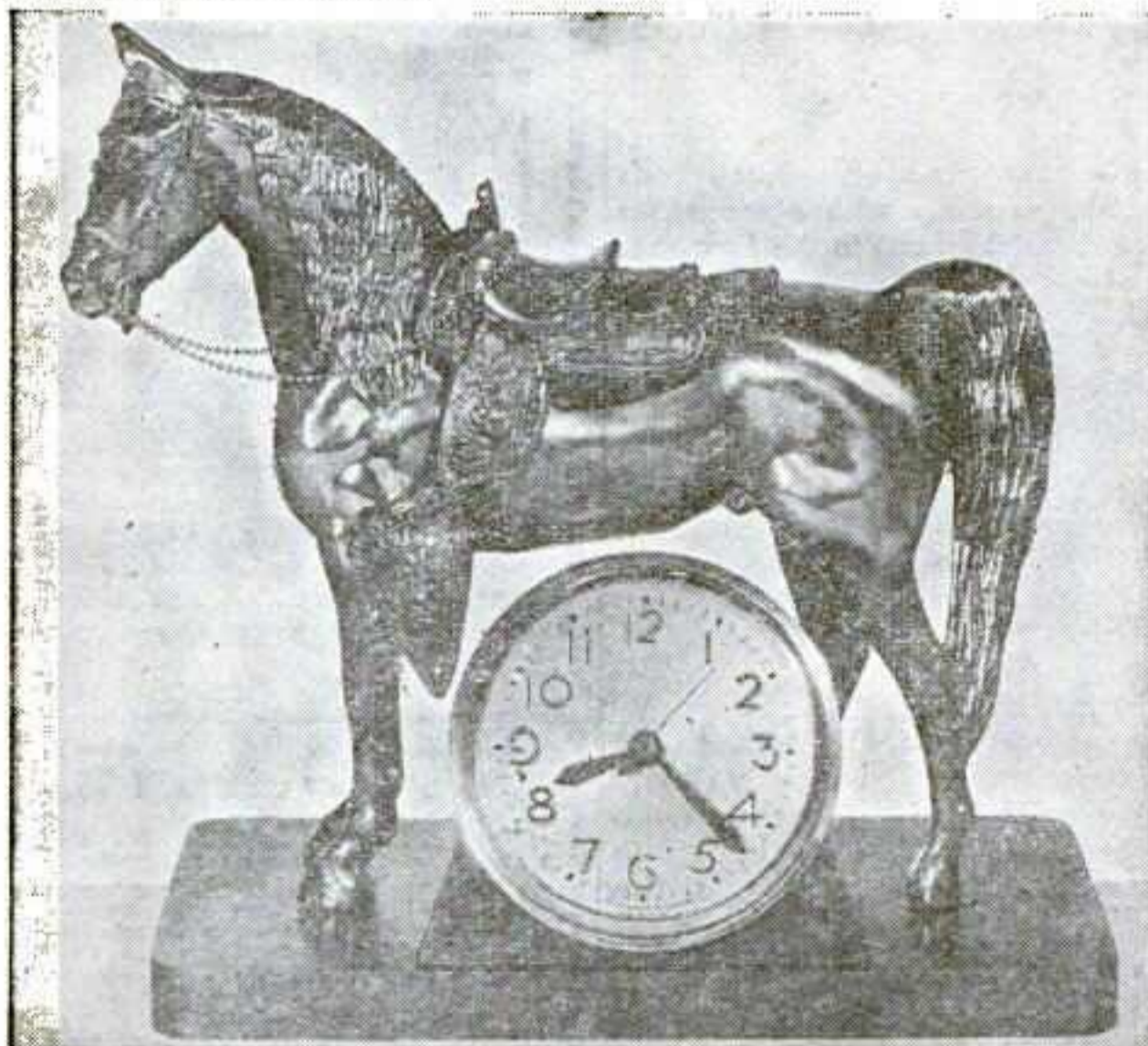


HOTTEST XMAS ITEM I HAVE SEEN IN 35 YEARS IN THE BUSINESS

FRED (SIZZ) CUMMINGS
 3123 BOARDMAN ST. ST. LOUIS 9, MO.
 (Phone: Sidney 2385)
AIR MAIL - WIRE - PHONE—14 STORES NOW OPERATING
"BRAID A RUG IN ONE DAY" SELLS FOR \$1.50. I HAVE THE FLASH.

BUY DIRECT AT FACTORY PRICES!

QUANTITY BUYERS: This is your opportunity to make direct factory connections for popular gift lines that mean real money-saving prices and bigger profits for you! Illustrated is only one of the many proven successful sellers.



Here's the Gift Sensation of the Year! Smart . . . good-looking . . . wonderfully decorative for home or office, the SADDLE HORSE ELECTRIC CLOCK is a matchless achievement in bronzed metal. Horse is hand cast of metal . . . two-tone copper plated with high-lighted bronze finish. Features a fully guaranteed, self-starting Electric Clock with a clear 4" dial. Rests on a beautiful hand-rubbed walnut base. Size: 11" high, base 5 1/2" x 11".

MANY OTHER POPULAR GIFT LINES DIRECT FROM FACTORY TO YOU!

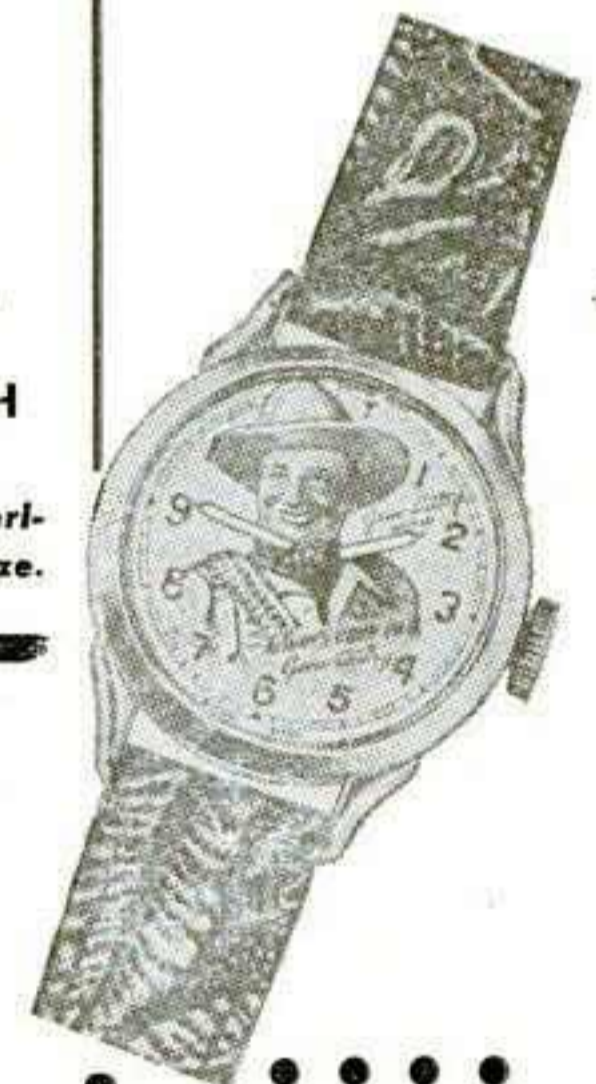
Write today for illustrated catalogs and prices

J. A. MOONEY CO., Factory Representatives
 20 WEST 45TH ST., NEW YORK 19, N. Y.

THE GENE AUTRY WRIST WATCH

★ ★ ★ ★ ★ ★ ★ ★

WILL SELL ON SIGHT AND NAME ALONE!
 FACTORY GUARANTEED WATCH and
 Choice of America's Favorite Cowboy for American Youth. An Ideal Christmas Gift or Prize.



- 13 Ligne Swiss Movement
- Vivid 5-Colored Dial of Gene Autry
- Luminous Hands and Numerals
- Unbreakable Crystal
- Genuine Leather Strap Autographed "Gene Autry"
- 2-Piece Round Chrome Case Engraved "Always Your Pal" Gene Autry
- Push Pin Strap Attachments
- Precision Made To Keep Accurate Time
- Each Watch Individually Mounted on an Easel for Display Purpose. Beautifully Boxed in an Attractive Point of Sale Displayer
- Written and Approved Guarantee With Every Watch. Watch Returned to Factory for All Corrections

Fair Trade Retail Price
\$6.95 Plus Tax
 Dealer's Cost
\$4.88 Each
 Minimum Order, 6 Watches.
 Samples, \$1.00 Additional.

LANCASTER CO.

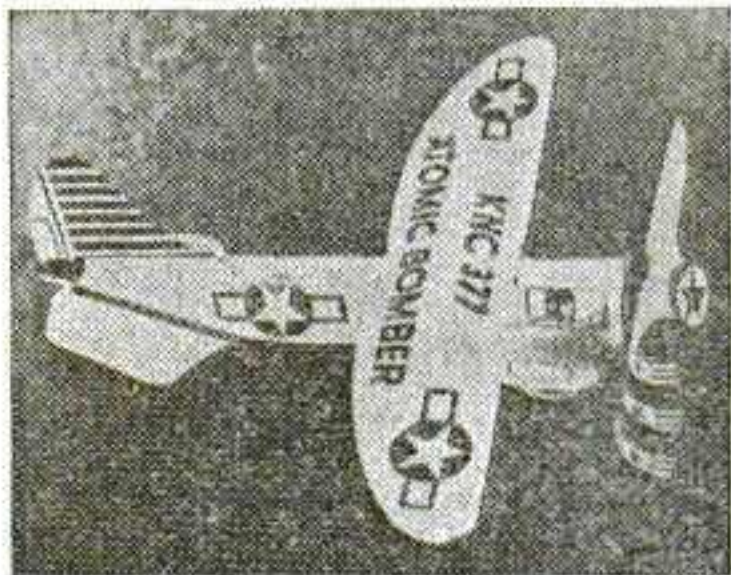
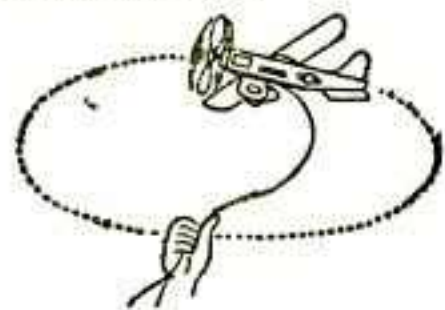
93 NASSAU ST.
 NEW YORK CITY 7

TWO GREAT XMAS WINNERS!

ATOMIC BOMBER

New Aeroplane Sensation

Sales Prediction: Terrific! There is action, color, and any child can make the bomber do tricks.



ATOMIC BOMBER is made of durable plastic. It flies! The revolving propeller makes the sound of a motor. Circle the plane over your head, and have it travel 10 to 15 feet on elastic attachment. Wing Span: 8 1/2 in. Overall Length: 8 1/2 in.

It loops the loop and it nosedives! Also, can be carried on a stick and propeller will revolve as youngster walks.



Individually packed in transparent bag. 1/2 Gross to shipping container. Retails for 25c

JOCKO THE CLIMBING MONKEY

Needs no introduction! Of course you remember JOCKO. How the sales zoomed last Xmas! He is a sure repeat winner. We could not supply the demand last year, but we are ready for you now. JOCKO climbs down a metal rod. He's a sensational action toy. His fascinating performance, his colorful make-up will sell him on sight. Arms, legs and tail are fuzzy chenille. Steel rod has approximately 22" overall height—with colored knob and handle. Retails for 25c

CASH IN ON THESE TWO MONEYMAKERS!

If unavailable from your jobber, write direct. No samples. Half gross minimum.



KAYE NOVELTY CO., INC.
377 Hudson Ave., Brooklyn 1, N. Y.

Manufacturers of KANCO Products: Jo-Jo, the Dangling Monkey; Animal & Propeller Pinwheels; Batons; Beanie Propeller Hats; Dolls and Feather Dresses.

WINKIE

GIANT PIG BANK \$3.25 EA.

All-Plastic Metal Lock

Minimum Order Six

- | | |
|---|---------|
| 16" DOLL SKIN, DRESSED. DOZ. | \$36.00 |
| EXPANSION WATCH BANDS, IMPORTED. DOZ. | 12.00 |
| EXPANSION WATCH BANDS, PLATED. DOZ. | 14.40 |
| DIPPY DILLY, DRINKING BIRD IN CAGE. DOZ. | 9.00 |
| LUX ALARM CLOCKS. EA. | 1.80 |
| 2 PIECE WARICK INK PEN & PENCIL SET. DOZ. | 7.20 |
| 3 PIECE STRATFORD, BALL, INK PEN & PENCIL SET. EA. | 1.80 |
| STRATFORD BALL PEN. DOZ. | 7.20 |
| CLIX 120 CAMERA. EA. | 3.90 |
| SPARTUS PRESS FLASH. EA. | 9.87 |
| SPARTUS FULL VUE. EA. | 6.60 |
| PRIEST HAIR CLIPPER, PROF., #000. EA. | 2.15 |
| WAHL ELECTRIC HAIR CLIPPER. EA. | 6.65 |
| IMPERIAL KEY CHAIN KNIVES. DOZ. | 4.00 |
| IMPERIAL SCOUT KNIFE. DOZ. | 8.00 |
| IMPERIAL SHORTEE. DOZ. | 4.00 |
| IMPERIAL ASSORTMENT, 50c-75c-\$1.00 KNIVES. CD. | 18.00 |
| COLUMBIA 5TH AVE. COMPACTS, ASS'T, ENGRAVED. DOZ. | 10.80 |
| BILLY BONES KEY CHAIN. DOZ. | 1.20 |
| SPUNKY DOG, ELEPHANT, DONKEY PUZZLE KEY CHAIN. DOZ. | 1.20 |
| FOOTBALL PUZZLE KEY CHAIN. DOZ. | 1.20 |
| MICROLITE KEY CHAIN METAL FLASHLIGHT. DOZ. | 4.50 |
| PLUSH TOYS, ASS'T. CHARACTERS. DOZ. | 13.50 |
| AUTO JOKERS. GR. | 14.40 |
| EXPLODING MATCHES. GR. | 3.25 |
| BUB-L ROCKET. DOZ. | 7.50 |

WE CARRY A COMPLETE LINE OF JOKE AND TRICK ITEMS
25% with order, balance C. O. D.

SYDNEY KANN & CO.

148 W. Jefferson

Detroit 26, Michigan

can come on and he'll be happy to permit him to pitch."

FRANK CURRY . . . widely known pitcher, was the subject of a three-column photo layout in the October 21 edition of *The Messenger*, Madison, N. C. Carried on the sheet's first page, the photo depicted Curry in the act of passing out med and carrying along with it a constant reminder that the Madison tobacco market has been booming this season. "Every day," says the writer, "on the sunny side of Webster's Warehouse a throng of farmers gather to listen to the spellbinder and shell out their dough for his oil. A part of the American show which is passing, this med man and his partners put on a real old-time medicine show several times each day and sell untold quantities of their cure-alls. . . ."

Alert pitchmen aren't satisfied with only their share of the business. They're always contemplating ways and means to go out and grab the big business.

ONCE AGAIN . . . it's the time of the year when a sheetie is made to realize that summer has come and gone and he will say as countless thousands have said before him: "Hunger knows no season. Thank providence that a sheetie, given a chance, will make it regardless of the season."

RAY FREDERICK . . . is in the F. W. Grand store, Milwaukee, where he's clicking off good takes with run menders.

JIMMY BEACH . . . is reported to be working silver plates to good returns out California way.

STATIC ELIMINATORS . . . always have gone well at the various indoor events throuthout the country. Who is going to repeat with them this fall and winter?

WHO WAS IT . . . who once remarked: "Successful pitchmen never become discouraged. They operate on the principal that one can never tell when good fortune will come his way"?

BENNY IEBERMAN . . . ace novelty worker, is gathering the shekels with a varied line working the West Coast.

JEAN HAWE . . . well known to Midwestern pitchfolk, is editing the Milwaukee Gimbel store's house organ, *Gimbelite*.

Even tho it does take a second or minute more, greeting your tip with pleasantries will pay off in solid counts in the long run.

LET'S HAVE . . . some pipes from Carl Herron, Dave Rose, Jack Young, Russell Brown, Art Nelson, George Haney, Naomi Larsen, Betty Genger, Mrs. Mae Noell, W. G. Barnard, Doc Robert Hallie, Betty Stanfield, Phil and Eileen Kraft, Jack Smart, Glenn Reeves, Big Al Wilson and Don Ashley.

"AWOKE HERE . . . the other morning to feel the first cool blast of the winter in the valley," blasts Jack (Bottles) Stover from Harrisonburg, Va. "I again began to go back over the summer and the

Nationally Famous "KOR-ALUME" ASH TRAYS-COASTERS

A lovely 2-in-1 Xmas gift. Proven fast seller—Ideal for Premium use. Highly polished aluminum—stain resistant—easy to wash. Beautifully embossed with graceful deer design. Diam., 3 1/2"; depth, 1/4". Set of eight pcs., smartly boxed. Popularly retailed at \$1.00. Has been sold as high as \$2.00.
Your cost—
55c Per Set in one doz. lots 45c Per Set in gr. lots
Terms: 1/3 Dep., Bal. C. O. D.
Rush \$1.00 for sample postpaid
WRITE FOR QUANTITY PRICES
ADMIRAL TOOL & MFG. CO.
2354 Clybourn Ave. Chicago 14, Ill.
All Pones: Bittersweet 8-4300

BARGAINS
Must Be Sold Immediately!
Our Loss. Your Gain!
Buy Now From Ad. No Catalog!



SLUM
(Give-Aways)
Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

1000 LBS.

(To a Customer)
\$500
10 Lb. Sample
Shipment—\$10.00

- 50 Gen. White Zircons, 1/2 to 1 1/2 Kts. for \$25.00
- Gold Birthstone Rings with Side Chip Diamonds. Doz. 24.00
- Plata, Brass. All Branches of Service. All Sizes. With or Without Stones. Gross 4.50
- Locketts, 24-Kt. G.P., 18-in. Chain. Doz. 4.50
- Crosses, 24-Kt. G.P., 18-in. Chain. Doz. 4.50
- G. F. Watch Chains. Doz. 12.00
- Brass Watch Chains. Doz. 4.00
- Earrings, Ass't., Plastic Backs. Gr. Pr. 2.25
- Earrings, Ass't., Metal Backs. Gr. Pr. 7.20
- Pins, Ass't. Styles. \$1.98 Retailer. Doz. 3.00
- Findings: Jewelry Parts, All Kinds: Stones, Clasps, Chains, Etc. Lb. 1.50
- Religious Medallions on Chains. Doz. 3.00
- Pearl Necklaces. Doz. 12.00
- Necklaces and Beads, Ass't. Doz. 2.00
- Costume Jewelry Needing Repair. 3 Lbs. 5.00
- Glass Beads (Bulk) Lb. 1.50
- Snap Cuff Links. Doz. Pair 1.00
- Cuff Buttons. Gr. 7.00
- High Grade G. F. Cuff Buttons. Doz. 3.00
- Yellow Gold Collar Buttons. Gr. 2.00
- Gold Filled Collar Buttons. Gr. 10.00
- High Grade Stick Pins. Doz. 2.50
- High Grade Sterling Birthstone Rings. Doz. 3.50
- 2-in-1 Sterling Rings. Doz. 2.50
- Gold Filled Wedding Bands. Doz. 18.00
- G. P. Lavalieres and Chains. Doz. 3.00
- Ladies' and Gents' Diamond Rings from \$2.50 Ea. and Up.
- Rhinestone Bar Pins. Doz. 1.00
- G. F. Bar Pins. Doz. 1.00
- Large Novelty Stones Set in Pins. Doz. 3.00
- Ladies' 10-Kt. & 14-Kt. Gold Wedding Bands. Ea. \$2.00 & 3.00
- Men's 10-Kt. Gold Wedding Bands. Each 5.00
- 10 Ass't. Wrist Watches, Needing Repairs. Lot 12.00
- Stainless Steel Stretch Bands. Doz. 3.00
- Ladies' New Cord Bands. Doz. 1.50
- 10-Kt. Birthstone Rings. Ea. 2.00
- Safety Clutches for Tie Pins, Etc. 1/2 Doz. 2.00
- Army & Navy Emblems, Boxed. Doz. 3.00
- Fraternal Charms. Doz. 6.00
- Fraternal Masonic, E.T.O. Lapel Pins. Doz. 3.00
- Zircon Set Gold Studs. Ea. 6.50
- Ass't. Sterling Earrings (Some Unmounted) (With and Without Stones). Troy Oz. 2.00
- (New) Velvet Jewelry Boxes (Ass't.). Doz. 2.50

B. LOWE
HOLLAND BLDG. ST. LOUIS, MO.

5,000 ITEMS AT FACTORY PRICES
VARIETY AND GENERAL STORE MERCHANDISE. SPECIAL PRICES TO WAGON
JOBBER'S Nylon Hose, Watches, Guns, Toys, Cosmetics, Combs, Auto Supplies, Cards, Film Key Chains, Trick Items, Men's Fancy Socks, Work Clothes, Gloves, School Supplies, Fireworks, Balloons, Clocks, Salesboards, Merchandise Deals and thousands of good selling, long profit items.
H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.
Send 5c in stamps for price list

HAND PAINTED TIES
With Personal Initial
Newest money-making sensation! Cost you \$9.00 per doz. Sample tie, 80c. Sells for \$1.50 each. 100% profit doubles your money. Write for FREE 20-page catalog complete line ties, mufflers.
PHILIP'S NECKWEAR, Dept. B-94, 20 W. 22d St., New York 10, N. Y.

BUYERS!

WE'RE OUT TO BEAT THE COMPETITION

Absolutely Gold Plated COSTUME JEWELRY

All the latest Fifth Avenue creations (1949 styles only). We feature beautiful Pin and Earring Sets studded with rhinestones, cameos and other semi-precious stones. \$2.00 and \$3.00 retailers.

Compare Our Prices!

PIN & EARRING SETS COMPLETE \$8.00 Per Doz. Sets, Individually Boxed
Earrings Only
 Regular \$1.00 and \$2.00 retailers. All the latest drops and hoops styles. \$4.25 Doz., Individually Carded

FILIGREE BALL POINT PENS

Gold Plated, Beautifully Jeweled
 Sold in all leading drugstores for \$1.00
 Our Price, \$4.25 Doz.

NEW MERCHANDISE ARRIVING DAILY. CLOSE-OUTS IN STOCK AT ALL TIMES
 Send \$10.00 for the following:

- 6 Pin & Earrings Sets, Boxed
- 8 Assorted Pairs of Earrings
- 1 Filigree Ball Point Pen
- Samples of Close-Outs on Hand

We cater to the small, independent operator. Money refunded within one week after receipt of merchandise if not satisfied. No catalogs. Cash only. 25% deposit with order, balance C. O. D.

FLASH JEWELRY COMPANY

35 West 33 Street

New York 1, N. Y.

It's another Real Deal



Wouldn't you like to know?

WRITE US:

1770 WORKMAN STREET LOS ANGELES 31, CALIF.

ABBOTWARES

ANNOUNCING

OUR NEW CATALOG WRITE FOR COPY

WHEN REQUESTING CATALOG STATE YOUR BUSINESS

HALLOWEEN GOODS

- Cardboard and Paper Except Masks
- Dancing Cats. Box of 36 \$1.95
 - 55 In. Cardboard Skeleton. Doz. 2.75
 - 24 In. Cardboard Skeleton. Doz.85
 - 15 In. Cardboard Skeleton. Doz.40
 - Standing Black Cats. 13 In. Doz.80
 - 9 In. Orange and Blk. Horn. Doz.50
 - 12 In. Orange and Blk. Horn. Doz.65
 - Assorted Halloween Hats. Doz.45
 - Children's Masks, Box of 36 2.40
 - Adults' Masks, Box of 36 3.00

CELEBRATION GOODS

- Adults' Paper Hats. Gross \$ 6.00
- 12 In. Fringed Horns. Gross 10.50
- 12 In. Horns. Gross 7.50
- Assorted Balloons. Gross 1.90
- Serpentine Confetti. Assorted Colors. 800 Streamers for 3.50
- Bulk Confetti. 50 Lb. Bag 6.25
- packaged Confetti. 100 Pkgs. for 3.85
- Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

LEVIN BROTHERS

Established 1886
 TERRE HAUTE INDIANA

MAKE YOUR BID FOR **Profits**
 WITH THIS NEW PLAYING CARD



- ★ Every suit a different color!
- ★ Symbols in all 4 corners!
- ★ Experts say "They're foolproof!"
- ★ Made to end playing errors!

For Fall and Christmas profits, deal yourself in on FORCOLAR, the year's playing card sensation! This new, improved playing card has rung up sales records in leading stores everywhere.

FORCOLAR clubs are green, spades black, diamonds orange, hearts red—no chance for playing error! For further fool-proofing, each card's value and

suit symbol appear in all 4 corners. Card experts, bridge editors join in praise of FORCOLAR!

Same retail price as standard plastic-coated decks. Fancy backs in smart suedette box; plain conventional backs in tuck cases. Bridge and pinochle. Dealer, jobber inquiries invited. For samples, brochure, prices write

FORCOLAR, INC.

Dept. B-11, 60 East 42nd St., New York 17, N. Y.

Astonishing...these values!



207 & 208

207—Men's chrome, Ruby and Rhinestone dial decorations, 7 jewel. \$7.50.

208—Same Ruby and Rhinestone decorations, 10 Kt. domestic rolled gold top case, stainless steel back, 7 jewel. \$8.50.

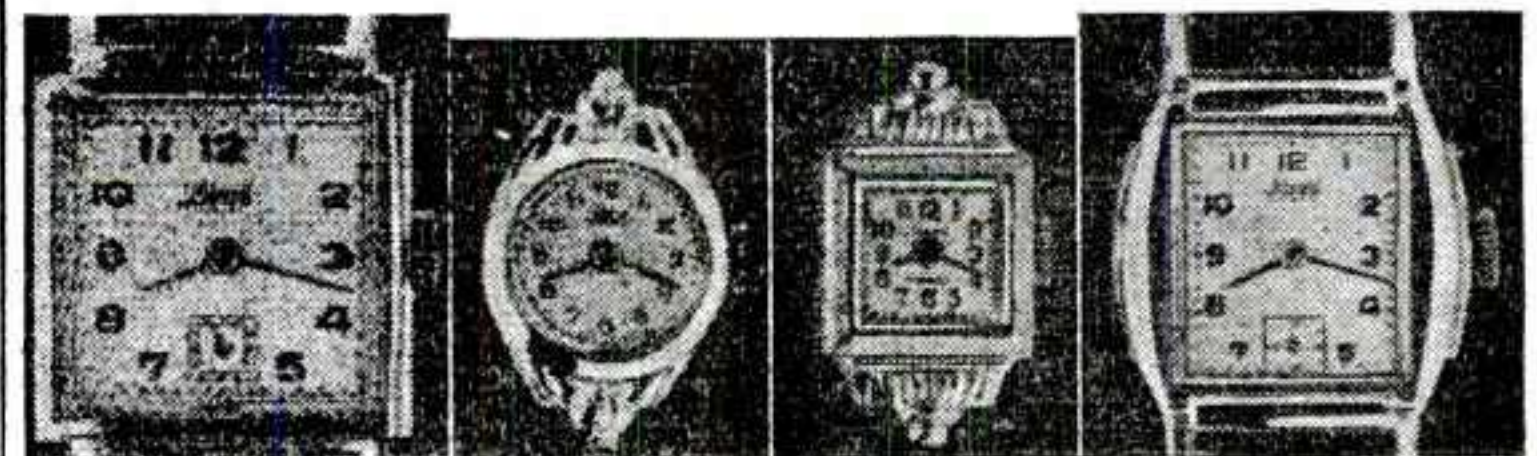
Here are beautiful timed and tested 7 jewel men's and women's cylinder watches, Swiss-made by an internationally known maker in a factory devoted to watch-making since 1873. All are available for immediate delivery wholesale only in minimum sample lots of six. (Add \$1 extra for each if fewer samples are required.) Wonderful for premiums, prizes, mass Christmas gifts.

Send for free Wholesale Catalog of famous nationally advertised lever line.

Lancy Watch Co.

580 Fifth Ave.

New York 19, N. Y.



106

106—White chrome finish, square Swiss case, strap, 7 jewel. \$5.75

107 & 100

107—Swiss chrome case, cord, 7 jewel. \$6.85

108 & 103

108—Swiss chrome case, cord, 7 jewel. \$6.85

105 & 209

105—Sport Watch, 10 Kt. domestic rolled gold top, stainless steel back, strap, 7 jewel. \$6.75

106E—Same with strong expansion band. \$6.75.

100—Same model 10 Kt. domestic rolled gold top, stainless steel back, cord, 7 jewel. \$7.85

103—Same model 10 Kt. domestic rolled gold top, stainless steel back, cord, 7 jewel. \$7.85

209—Same model with Ruby and Rhinestone dial decorations, strap, 7 jewel. \$8.50.

THE NEW LOOK

No other BINGO BLOWER can compare. It's New—Fast—Convenient—Efficient—Plastic—Fingertip Ball Release. Mounted on 24" by 36" Base.



BINGO

Supplies and Equipment

Bingo Markers

Vesco-Plastic, 5/8" round; Rubber, 1/4" and 5/8" round; 10 lbs. to 10 ton.

Write Now for Complete Particulars

V. E. SUPPLY CO.

282 W. MARKET ST. AKRON 3, OHIO

WIRE WORKERS PEARL PLATES

Sample Assortment — 12 Designs
Worth More. Prepaid Only. No C. O. D. on Samples.

\$5.00 & \$2.00

ART PEARL WORKS
63 N. J. R. R. Ave.
Newark 5, N. J.

Small and Fresh Water

few fairs I attended in this section and wondered what has become of all the gents of the leaf and pitch. I have met only two of them in the last six months. They seemed to be getting their share of the geedus. I catch a red one now and then. I know why the carnivals are giving Virginia the go-by, but I can't understand why the leaf workers and pitchmen are doing it. I'd like to see a few pipes here from the lads and lassies who are still with it. I've met a few sheeties who are hesitant to tip their locations because they can't take a little competition. For my part I have never made a town so small that I couldn't contact all the good ones. Plan to try my luck in and around the valley, making stockyards and pay days until the Christmas shopping starts."

MEDICINE MEN!



THE HOUSE THAT QUALITY AND SERVICE BUILT

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Ointments, Corn Medicines, Foot Creams and Powders, Tooth Powder and Vitamins. We Specialize in Private Formula Work.

THE HOUSE OF SERVICE!

Prompt shipment at all times.
PRODUCTS LIABILITY INSURANCE CARRIED
Made by a Registered Manufacturing Pharmacist

CELTONSA MEDICINE COMPANY
CINCINNATI, OHIO

THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest selling Herb Packages on the market. formula attached. Prices right; plenty of margin for you.

BECKER CHEMICAL CO.
(Established 1890)
235 MAIN STREET CINCINNATI, O.

HERE'S THE ITEM, BOYS!!

Giant Steer Horn Tooters. Will put a buck in your pocket. The Real McCoy. 9 inches long or more, with beautiful natural color. Ground and polished to a high lustre with lifelong finish. Every horn sounds different. The more you blow, the louder they get. They give a loud blast that really can be heard. Solid bone, boys, absolutely unbreakable. Long lasting flashy colored reeds, cemented into horn tip. Won't fall out, can't slide in. No larries. Guaranteed to work. \$8.80 per dozen in gross lots. Sample dozen, \$10. You fellows in the West, get these for the fall rodeos. Arizona State Fair needs these too. Great for your Xmas pitch, too. You can't get these anywhere else. Immediate delivery. Tell us where to send them and we'll get them there quick. Will sell for \$2 easy. We also have 2-piece ashtrays, same steer horn used, with flashy cigarette rest. Real high class item. \$7.20 dozen in gross lots. 1/3 deposit with order, balance O. O. D. Sample either item, \$1 cash. No postcards.

S. R. O. DISTRIBUTING CO., 1472 Broadway, New York City 18

MANUFACTURER OFFERS FLASH JEWELRY AT ITS BEST

Beautiful new assortment just out, of Pin & Earring sets, Bracelets, Lavaliers, Fobs, Necklaces, etc.

- Highly polished pink gold plated
- Genuine imported Czech rhinestones
- Simulated Jewels, Pearls and Moonstones
- Individually boxed

SPECIAL SAMPLE SELECTION OF 6 HIT STYLES, \$5.00
PROVEN FAST SELLERS—\$8.00 DOZ. UP

Special prices to jobbers and distributors interested in 5 gross or more

- Beautiful HAND PAINTED Bracelets
- Jeweled Lavaliers and Cameo Lavaliers With Earrings
- Flexible Mesh Cocktail Bracelets (many styles)
- Charm Bracelets
- Braided Snake Chain Necklace
- Flexible Mesh Cameo Bracelet
- Moonstone Spray Pins With Earrings

Allow for Postage on Prepaid Orders.
No C. O. D.'s without deposit. Send 1/3 deposit with all orders.
Prompt Shipment. Send for Free Circular!
Sketch #1480 is a typical value.

#1480

STAR IMPORT NOVELTY CO. 535 EIGHTH AVE., NEW YORK, N. Y.

SPECIAL FOR XMAS

Giant Lolly Pops on 5/16x.16-inch Hardwood Dowel, weight not less than 6 oz., 11¢, F. O. B. Baraboo; 25¢ seller. Giant 12-oz. on 3/8x.16-inch Dowel, 17¢, F. O. B. Baraboo.

SAMPLES, \$1.00 PREPAID.

SWANSON'S CANDIES

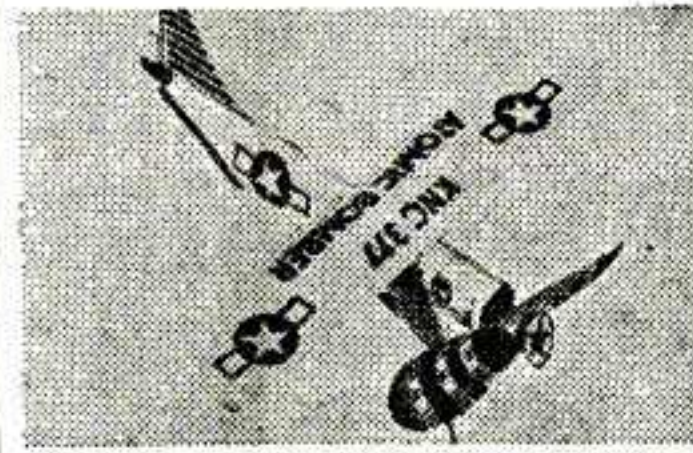
BOX 297, BARABOO, WIS.

GIVE TO THE DAMON RUNYON CANCER FUND

POPULAR CHRISTMAS MERCHANDISE

Continued from page 88

ATOMIC BOMBER



New plastic aeroplane sensation. Retailing at 25 cents, it flies and the revolving propeller sounds like a miniature plane. The bomber is attached to a string and the young flier circles it overhead. Any child may make the plane loop-the-loop, nose-dive and do other tricks. Also may be carried on a stick. Atomic Bomber is packed individually in a neat, transparent bag.

SOLD BY... KAYE NOVELTY CO., INC.
377 Hudson Avenue, Brooklyn 1.

MUMMY



The King Tut Magic Mummy was conceived and developed by Wilson, well known for years to the novelty trade. It is a masterpiece of ingenuity and is guaranteed to give hours of keen delight to young and old. Price, \$3.50 per dozen. Retail from 50 cents to \$1.

SOLD BY... FRANCO-AMERICAN NOVELTY CO.
1209 Broadway, New York.

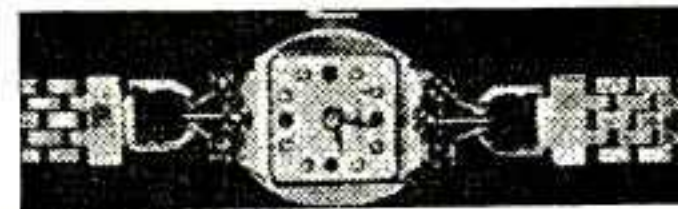
MUSICAL STUFFED TOYS



A varied selection of cuddly, real-fur and plush-stuffed toys of finest quality and workmanship. Ace offers musical toys with genuine Swiss music box that plays delightful nursery tunes. No. 245 bear is of the finest quality rayon plush, cotton-stuffed, and sells at \$39 a dozen, without music. Music box is sold to you at cost! With music, \$63 a dozen.

SOLD BY... ACE TOY MFG. CO.
Dept. BX, 122 West 27 Street, New York.

LADY SCOT WRIST WATCHES



Lady Scot wrist watches with synthetic rubies and rhinestone dial Rebuilt and reconditioned like new. Complete with silk cork band, seven-jewel, \$12.95. 17-jewel, \$15.95 Expansion or mesh band, \$1.95 additional.

SOLD BY... JOSEPH BROS.
59 E. Madison Street, Chicago 3.

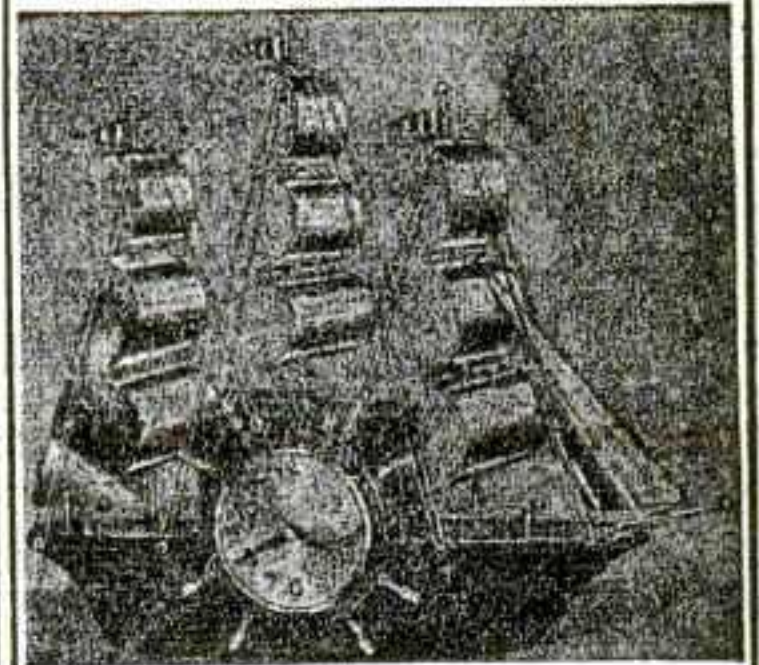
CHRISTMAS LIGHTING

Nothing radiates the joyous spirit of Christmas more than an attractively lighted and trimmed Christmas tree. Christmas tree bulbs have long been scarce, but we have plenty of them this year. Sold in a variety of colors at amazingly low prices.

SOLD BY... HARRIS NOVELTY CO.
1102 Arch Street, Philadelphia

See Popular Christmas Items, page 118

SPECIAL VALUE!!



"Yankee Clipper," Hand Rubbed, Walnut Finish with Chrome-plated sails and metal trim. Height: 16 1/4". Length: 18 3/4".

SPECIAL - - - \$9.75

Free CATALOG

1,000 Bargains in Our New, Beautifully Illustrated Catalog. Write for Your FREE COPY!

LAKEVIEW SALES CO.
1012 W. Belmont Ave. Chicago 13, Ill.

HERE'S A HONEY OF A XMAS NUMBER

GENUINE CALF BILLFOLDS, KNOBBY ALLIGATOR GRAIN



Makes beautiful gifts, premiums. For men, women. Look at these features: Made of Genuine Calf Leather. Handsome Alligator Grain Styling. Removable pass case with 4 windows, snap button. Specially made roomy snap coin pocket. 3-Sided Zipper. Each billfold individually boxed and tissue wrapped. Assorted Colors: Red, Green, Brown and Black.

Special Price \$1.50 Ea.

Minimum order, 1 doz. Retail for \$3.50 3 Doz. or more \$17.00 doz. Gr. \$15.00 doz. Sample, \$2.00 (.50 refundable on first dozen.)

Terms: Cash with order, 2% discount allowed. We pay delivery charges.

CRESCENT SALES CO.
150 BROADWAY NEW YORK 7, N. Y.

MEET BUBBLES THE TEASE!

Sample dozen, \$1.50; gross, \$10.80; \$60.00 a thousand. We are manufacturers.

SCOTT GOULD NOVELTY CO.
4851 North 8th St. Philadelphia 20, Pa.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation.

T. J. SURFACE, Pres., Dept. 303-K, Roanoke 4, Va.

Salesboard Operators Auctioneers—Agents

Make real money with our line of China and Crystal Lamps. Our Lamps and Shades have style, price and flash. Act quick. Write at once.

Smith's Jobbing House
1841 W. Chicago Ave., Chicago 22, Ill.

German Atrocity Photos

Twenty-five size 616 actual photos, German atrocities in France. Most gruesome but historically interesting.

Bernard L. Kobel
Box 105, Frankfort 4, Indiana

Pitchmen I Have Met

By Sid Sidenberg

FROM inquiries made regarding the many pitchmen I have met I feel that that erstwhile pitchman and author of Doc Lushwell and Count Seldom Scoff, Thomas (J, If You Please) Kennedy is one of the most popular men in the field. If you correspond with this redoubtable character, by all means be sure to add the initial J or he's likely to blow his stack. Tom says his parents gave him the label (what the J stands for I don't know for I've never asked him). Tom says: "It helps me keep my mail separated from the undertakers, bricklayers, constabulary and scissor-bills bearing the same moniker.

Tommy is my conception of one of the best, fastest traveling, go-getting geedus-grabbers in the business. Almost everytime I meet him he has a

new item and is headed for a spot: Versatility personified is this ambidextrous purveyor of what have you. He has worked street corners, doorways, fairs, carnivals, chain and department stores and windows, and is at home in any one of them.

He puts on his best show when working windows. He was an actor before entering Pitchdom and keeps in trim by putting on a show via the window. He stops them with his turn which prompted me to label him the "ambidextrous pitchman." He is as deft with his left hand as he is with his right when purveying an article. Throuth his demonstration both arms (See Pitchmen I Have Met, page 120)

\$1.10 Doz.
IN 6 DOZ. LOTS
F. O. B. CHICAGO

Hand Painted
Pie Birds



Send only 25% deposit. Pay balance C. O. D. Beautiful china figures, 5 1/4" high, hand decorated in Green and Pink or Blue and Pink. A perfect pie-vent every woman wants, and ALSO makes a dandy miniature candlestick, bud vase, party favor or knickknack. Popular 49¢ item that has been retailed up to \$1.00. Now closing out 50% below wholesale! Quantity Limited. Hurry!

SPECIAL TRIAL OFFER

2 Dozen POSTPAID (cash with order) \$3.00

SPECIAL QUANTITY PRICES TO JOBBERS PURCHASING 12 DOZEN OR MORE.

BERKELEY MFG. CO.
2720 ARCHER AVE. CHICAGO 8

AMERICA'S NEWEST FAD

NOW AVAILABLE

BREAKING ALL RECORDS FOR SALES

An amazing fortune telling game which answers everytime for everybody. Strange sealed force within the unit floats mystic messages into full view without human error every ten seconds.

Only \$7.20 per dozen in 6 dozen lots; \$7.50, 1 to 5 dozen.

JOBBERS—Write on your letterhead for complete selling plans and low quantity prices. For Sample, include \$1.00.

ALABE CRAFTS

Dept. 28, 348 W. 5th St., Cincinnati 2, O.

Sensational New Discovery Aids Night Driving! PHILRAY NIGHT VIEWERS



Made with special amber-chrome ophthalmic lenses. Each pair mounted in an aviation type frame, 22-ht. gold plated, adjustable to fit head and eyes. Our free booklet describes its many uses and benefits.

RETAILS FOR \$ 3.75
SAMPLE 2.50
BY THE DOZEN 20.00 per dozen (1.70 ea.)
BY THE GROSS 216.00 per gross (1.50 ea.)
LOTS OF 500 675.00 per 500 (1.35 ea.)
Display Material and Streamers Supplied
SATISFACTION GUARANTEED
25% deposit with order, balance C. O. D.
F. O. B. N. Y.

PHILRAY PRODUCTS CORP.

30 IRVING PLACE, NEW YORK 3
One of America's largest makers of night driving, ski-goggles and quality sunglasses.

IT'S SENSATIONAL GOLD FILIGREE PENS



Extra refills \$1.50 per doz.

Studded with colorful gems of gleaming beauty.

closed actual size.

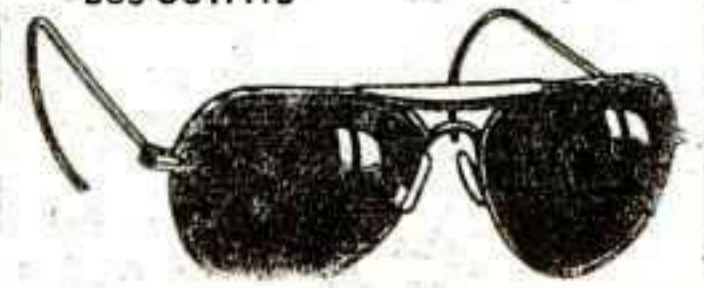
Order Now—Immediate Delivery

25% deposit with order, balance C. O. D. GLOBE DISTRIBUTING CO.

SPEEDY SELLER! JET RACER



Exclusive Catapult Motor No Winding
Variety of two-tone plastic color combinations.
\$3.00 per doz.
Illustrated Catalog on Request
ELMAR PRODUCTS CO.
1133 Broadway New York 10, N. Y.



JOBBERS—LOW PRICES ON HOLIDAY GOODS

ORDER TODAY FROM THIS LIST—DON'T DELAY

POPULAR CHRISTMAS ITEMS

Tissue Dancing Santas	Gross	Dozen
Tissue Xmas Trees, 7 1/2"	\$ 9.00	\$.80
Tissue Xmas Trees, 11"	7.20	.75
Tissue Xmas Trees, 15"	13.50	1.20
Tissue Xmas Trees, 15"	24.00	2.25
Tissue Xmas Bells, 5"	4.50	.40
Tissue Xmas Bells, 8"	7.20	.75
Tissue Xmas Bells, 12"	13.50	1.20
Tissue Xmas Bells, 15"	24.00	2.25
SILVER FOIL ICICLES, Ind. Boxed	7.20	.75
Flameproof TINSEL Garland, Boxed	22.50	1.90
Flameproof Angel Hair, Boxed	22.50	1.90
Xmas Tree Ornaments, 8m., Mirror Finish	2.25	.25
Xmas Tree Ornaments, Med., Mirror Finish	3.25	.30
Xmas Tree Ornaments, Asst. Colors	7.50	.75
Xmas Tree Ornaments, 2 1/2", Asst.	9.00	.80
Xmas Tree Ornaments, Lge., Asst.	12.00	1.10
Xmas Tree Lite Set, C 6 G.E.	144.00	12.60
Xmas Tree Lite Set, G14 G.E., with Mazda Bulbs. The Set where ONE LITE GOES OUT, THE REST STAY ON. MULTIPLE HOOK-UP WITH ADD-ON PLUG—	\$252.00 Gr.	\$22.75 Doz.

HOTTEST ITEMS TODAY

FILIGREE KEY CHAIN BALL PENS	Gross	Dozen
SCRIPTO BALL PENS, Lowest Priced Ball Pen	\$54.00	\$4.80
POLLY PEEL, Latest Novelty Sensation	21.00-	1.80
EVERLAST 3-Piece PEN SET, Boxed	10.20	1.20
BERKELEY LIGHTER, \$2.00 Retail, Chrome Finish	144.00	13.20
OPERA GLASSES, Grain Finish, Ind. Boxed	86.40	8.00
MEN'S WRIST WATCHES, Sweep second Hand, radium dial, leather band	75.00	7.20
MEN'S RHINESTONE WRIST WATCH, 17-Jewel, Leather Band, Ea., \$15.90	45.00	
SPARKLING MEN'S WHITE-STONES, Real Flash	180.00	
ZIPPER PICTURE WALLETS, Asst. Designs	16.50	
KEY CHAIN PHOTO POCKET KNIVES	75.00	6.75
TWO-COLOR BALL PENS, Gold Finish, Writes Blue and Red	45.00	4.00
LIGHTER and BALL PEN COMB., Gold Finish	63.00	5.40
MECK TELEVISION SETS, Lowest Price Today, Factory Guarantee, Ea.	64.80	6.00
	145.00	

MECHANICAL ACTION TOYS

MECHANICAL PUZZLE CAR, Ind. Boxed	Gross	Dozen
MECHANICAL LUCKY CAR	\$78.00	\$6.75
MECHANICAL ACROBAT RACER	45.00	4.00
MECHANICAL BOY ON SCOOTER	81.00	7.20
MECHANICAL BOY ON HORSE	57.00	5.40
MECHANICAL STROLLING DUCK	57.00	5.40
MECHANICAL LOOPING PLANE	75.00	6.50
MECHANICAL FIGURE 8 CAR	69.00	6.00
MECHANICAL MOTORCYCLE RIDER	69.00	6.00
MECHANICAL FRICTION CAR	75.00	6.50
MECHANICAL PENGUINS	78.00	6.75
MECHANICAL PECKING BIRDS	28.80	2.75

WE CARRY A COMPLETE LINE OF:

EVANS LIGHTERS and CASES
MASTER ORATORS SESSIONS CLOCKS
COUNSELOR BATHROOM SCALES
GORT and RENSBIE WATCHES
"BILLPAK" LEATHER GOODS
and numerous other lines available today.

25% DEPOSIT ON ALL ORDERS

WRITE FOR NEW FREE CATALOG

over 2,000 items for

JOBBERS—SALESMEN—
SPECIALTY WORKERS

Listing Our Entire Holiday Line

GEM SALES CO.
533 Woodward Avenue
Detroit 26, Mich.

SALESBOARD OPERATORS, PREMIUM AND CONCESSION MEN, MERCHANTS! SEND TODAY FOR YOUR

FREE COPY OF THE NEW

J.M. BRODY & CO. MERCHANDISING CATALOG

MONEY MAKERS ON EVERY PAGE!

J.M. BRODY & CO.

422 S. DEARBORN STREET

CHICAGO 5, ILLINOIS

PHONE: WEBster 9-2985

COMPLETE SELLOUT

on our 1st ad. Now taking orders for Nov. 15th delivery. Orders shipped as received.

EXPANSION WATCH BRACELET for Men



These bracelets have the same construction as the \$5 retailers. Chrome finish at an unheard of low price! (Sample, \$1.00)

25% With Order—Balance C. O. D.

Write for quantity prices.

\$6.50 DOZ.
Gold Finish Doz. \$7.50

GAINES & GAINES
5 N. Wabash Ave. Chicago 2, Ill.

Closeout! Closeout of Costume Jewelry, Pins, Earrings, Necklaces. \$1 to \$5 retailers. Send for doz. sample assortment \$3.50

WHILE THEY LAST!

3,000 Pieces
COSTUME JEWELRY

Some sold for \$10.00 each. . . .
Now, as they run and while they last

SAMPLE PACKAGE OF 60 PIECES..... \$10.00

- Earrings
- Brooches
- Pins
- Bracelets
- Pendants
- Misc. Pieces



B-1 DINNER RING \$17.76 Dozen

1/30 14K RGP mounting, 5 brilliant stones set in sterling top. Looks solid gold and platinum diamond ring. Newest, hottest ring of the year.



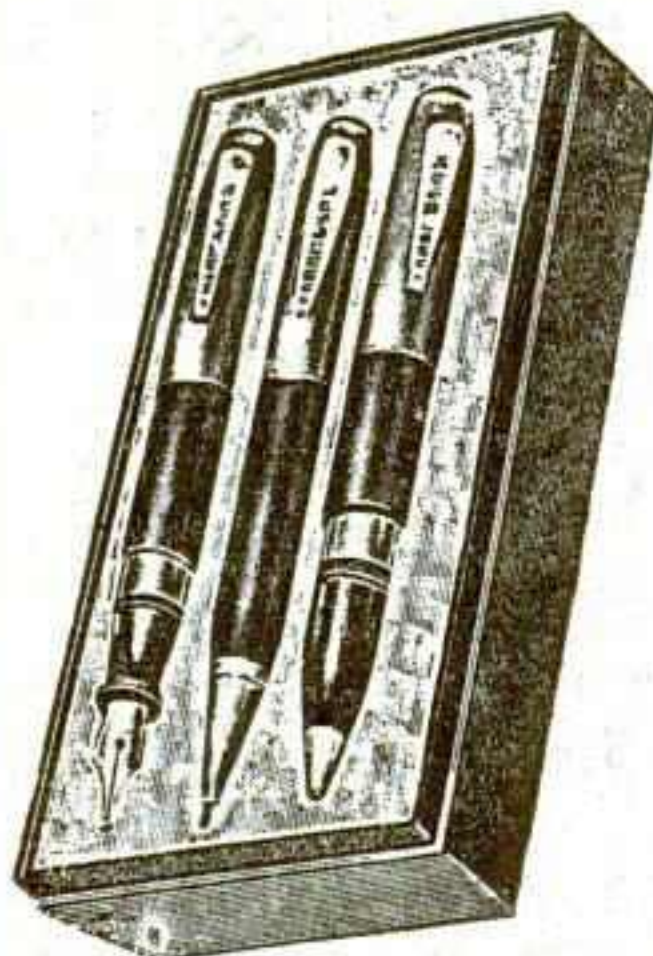
B-2 LOVELOCK RING \$17.76 Dozen

2 rings in one. 1/30 14K RGP. 5-stone engagement ring and 8-stone wedding ring, set (partial). Center stone weighs approx. 1 ct., 10 small stones weigh approx. 5 pts. ea. So now, clinch sale every time.



B-3 MEN'S 3-STONE \$14.70 Dozen

Gold plate on sterling or rhodium finish sterling silver mounting. 3 white stones or imitation "ruby" center and white sidestones. Open back. Sensational close-out price. While they last.



B-4 3-PC. PEN SET Dozen \$12.00

1 ball pt. pen, 1 regular pen and 1 pencil. Bright gold color metal top. Each in gift box. Never before at this low price.

Write for New Catalog Just Out!
25% Deposit, Balance C. O. D.

TUCKER-LOWENTHAL

5 So. Wabash Ave. CHICAGO, ILL.
Phones: DEarborn 2-1403 or 2-1921

POPULAR CHRISTMAS MERCHANDISE

(Continued from page 116)

HOPALONG HERMAN WONDER DOG

Squeeze the bulb to make Hopalong hop and run. Terrific appeal to young and old. Squeeze the bulb and watch him go . . . like hotcakes! Hopalong is made of plastic, with durable plastic hose and rubber bulb. Individually packaged in cellophane bag. Packed six dozen to box. Retail 29 cents. Your cost, \$2.10 dozen.

SOLD BY... TREMAX INDUSTRIES, INC.
914 Diversey, Chicago 14.

POPULAR CARDED CHRISTMAS MERCHANDISE

Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check all the advertising in this section for many other fast-selling items.

BAMBOOZLE MATCHES



New exclusive trick match assortment. They do the darndest things! Smoke—squirm—sparkle—bang! Fifty popular 10c items on this attractive multi-colored card that moves out the goods fast!

SOLD BY... LYLE DOUGLAS.
238 W. Davis, Dallas 2.

GENE AUTRY WRIST WATCH



The watch of America's favorite cowboy! With his colorful portrait on dial, engraved case and autographed leather strap, Gene Autry combines his appeal to American youth with genuine watch value. Factory guaranteed, the item presents itself as a fine Christmas gift or prize. Each watch is mounted individually on an easel for counter display purposes and attractively boxed in a beautiful point-of-sale display. See Lancaster's ad for complete details of this unusual offering.

SOLD BY... LANCASTER CO.
93 Nassau Street, New York 7.

LONE RANGER BALL-PEN SET

Three ball pens are embossed individually with the names Lone Ranger, Silver and Tonto. Each pen contains a different color ink (red, green and blue). The pens fit into a typical Western cartridge - holder which slips over a belt. With striking display cards to promote the set's natural attractiveness, the item combines toy appeal with practical utility.

SOLD BY... EVERLAST PEN CORP.
644 Broadway, New York 12.

WOW!

Everybody Wants 'Em!

Santa GLUB-GLUB — all Dolled Up with Santa Whiskers and Cap as he bows toward a jolly Xmas Greeting Card at his feet.



FASTEST SELLING, FUNNIEST CHRISTMAS GIFT OF THEM ALL

Glub-Glub's panicking folks from Coast to Coast. He's the most publicized bird in America. Substantially made, every Glub-Glub thoroughly tested before shipping. Attractively packaged in individual boxes. Price protected. Usual trade discounts. Hop on the band wagon. You will make big profits too selling Glub-Glub. Order Quantity Lots Today!

house of PLATE' Inc.

9325 E. FOREST AVENUE
DETROIT 13, MICHIGAN

\$1.98 RETAIL FAIR TRADED—\$14.26 PER DOZEN

SUPERIOR RINGS

DR-25 \$20.00 dozen
3670 \$19.50 dozen
FR-5 \$23.00 dozen
DR-22 \$24.00 dozen

...FOR FAST PROFITS

DR-25: Huge whitestone, teardrop side "rubies."
3670: Massive with 3 whitestones or "ruby" center.
FR-5: 2 ct. size center sparkler, 3 "rubies" each side.
DR-22: Flashy gold, all whitestones or "ruby" center.
DR-26: Same as DR-25, in rich sterling setting. \$18 Doz. Please State Your Business

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

NEW 1949 CATALOG FREE!

JOIN THE BEST SELLERS PARADE

with THE YEAR'S MOST SENSATIONAL TABLE LIGHTERS

Beauty with Precision
The Original WESTERN BOOT LIGHTER

The Lighter That Never Fails. Ideal Holiday Gift. 5 1/2" high, cast metal. Bronze or Silver plated. Packed in transparent plastic box.

YOUR COST \$6.00 EA.

KNIGHT IN ARMOR Table Lighter

A Masterpiece of design and craftsmanship. Distinctive. Fine for desk, den, home or office. Precision made. 8" tall. Finished in glistening chrome, highly polished cushioned plastic base. Can't scratch the table surface. Individually boxed.

\$4.50 EA.

25% with order, balance C. O. D.

ORDER NOW!!

NORMANDIE SALES CO. Wholesale Jewelers
707 SOUTH BROADWAY LOS ANGELES 14, CALIF.

Communications to 155 N. Clark St., Chicago 1, Ill.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

QLES	NAME	PROFIT	PRICE
400	5c Dollar Bd. X. Tk.	Def. \$ 7.00	\$ 59
100	25c Charley	Def. 50.00	79
1440	5c Cig. Barrel	Def. 22.00	99
1440	10c Barrel	Def. 36.00	1.39
1440	5c Barrel	Def. 18.00	1.15
1800	5c Lulu	Def. 18.00	1.49
1000	25c J.P. Charley, Tk.	Avg. \$52.08	\$ 84
1200	25c Tex. Charley Seal.	Avg. 102.28	1.59
800	25c Jumbo Q.T. X Tk.	Avg. 85.00	1.59
1000	5c J.P. Ast. Bds.	Avg. 29.00	2.49

NEW 6 TICKETS PER HOLE BOARDS

200	5c Lucky Fives	Max. Avg. \$39.50	\$ 2.25
300	25c Lucky Fives	Max. Avg. 73.50	2.98
200	25c 6 in 1 Bds.	Max. Avg. 39.50	2.45

2170 5c Red-Wh.-Bl. Tkts. Def. \$36.50 \$1.29
 2170 5c R. W. B. 5 Fold 1.39
 120 Tip Tickets Bks. Gr. \$18.75; Doz. 1.39

WORLD'S BEST BOARDS, TICKETS, CARDS

DELUXE MFG. CO.
 DeLuxe Building Blue Earth, Minn.

BIG PROFITS "HOT" NEW TICKET DEAL



Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

WORTHMORE SALES
 1825 S. Mich. Av., Dept. B-116, Chicago, Ill.

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.

JAR DEALS SALESBOARDS and BINGO TICKETS

Write for new catalog.

LUBIN SALES
 625 Fifth Ave., Pittsburgh 19, Pa.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE **PROFIT BOARDS** THAN ALL OTHERS COMBINED **IT'S A FACT!**

PROFIT MFG. CO. 64 Pg. CATALOG FREE!
 50-11 40th St. L.I.C. 4, 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.

SALESBOARD SIDELIGHTS

Joseph Berkowitz, president and general manager of Universal Manufacturing Company, Kansas City, Mo., reports that a steady stream of orders is coming in for firm's new pad deals, Baseball Bingo and Football Bingo. Universal, known as the Jar-O-Do company, is readying a series of other new deals. Meanwhile, its Lucky Seven No Jackpot, Lucky Seven Jackpot, and Bingo Derby pads are being hiked, production-wise, to meet the volume-demand of the trade, Berkowitz says. He is outlining Southern and Eastern trip to call on present accounts and install new distributor set-ups for both the ticket and board lines.

Sam Feldman, Harlich Manufacturing Company, Chicago, says the coin board market is still hitting along on all eight. Coin boards appear to be a long-lived item, and operators and players are keeping the production up on this type, he said. Harlich's Oil Strike board continues to be a sales-gusher, Sam states. Firm's sales director, Manny Gutterman, returned Tuesday (26) from an Eastern tour, and will remain in the city for a week before starting out on another jaunt.

H. C. Hayes, general manager of DeLuxe Manufacturing Company, Blue Earth, Minn., states that several new boards will be ready for the trade, with November delivery scheduled. New ticket deals will also be presented. Orders are coming in from all parts of the country, with most boardmen looking for a good winter season, Hayes says. Firm's secretary, Miss Sasse, has resigned and Miss Z. Armstrong holds forth as custodian of the typewriter. Charles Cunningham has charge of the shipping department.

Gardner & Company, Chicago, is perkling with peak orders, and indications are that this situation will persist thruout the winter. Firm's Charles Leedy, sales manager, is out on the West Coast. He left Thursday (21) after taking in the Middle West territory, too, expects to be back in Chicago about the end of November. Maury Kays, assistant sales manager, is covering the Southwest area, hitting Texas, Colorado and surrounding States first.

E. RAUGHLEY DIES
 (Continued from page 65)

man and active in Masonic affairs, had been ill for several months. Last spring he was a patient in Union Memorial Hospital, Baltimore, returning to his home in Harrington in July. A native of Cambridge, Md., Raughley had resided in Harrington for the past 54 years and had been engaged in the insurance business for the past 15 years.

Raughley was a member of Temple Lodge No. 9, AF & AM, of Milford; Delaware Consistory, Scottish Rite of Free Masonry; Evergreen Forest No. 49, of Milford; Tall Cedars of Lebanon, and Lulu Temple, Ancient Arabic Order Nobles of the Mystic Shrine, of Philadelphia.

Rotary Member

A charter member of the Harrington Rotary Club, he had served as president and in many offices of the organization. He was a life-long member of Trinity Methodist Church and at the time of his death was serving on the official board of the church. He also was a member of the Fellowship Bible Class of the church.

Surveying are his widow, Ethel; a daughter, Mrs. Arnold B. Gilstad; a granddaughter, Susan Lee Gilstad, all of Harrington, and a brother, Eldred J., of Chester, Pa.

Funeral services were held at Trinity Methodist Church, Harrington, Thursday (28) afternoon. Interment was in Hollywood Cemetery, near Harrington.

Thomas A. Walsh Jr., Thomas A. Walsh Manufacturing Company, Omaha, bears out the general comments on good days for the board field. Conditions are excellent, he says. Firm added a night shift to keep up with orders a few weeks back, with each shift working 48 hours. Thomas says six new boards with plus-play appeal are ready for introduction; they are the last of the 38 new numbers debuted during the last two and a half months. Because of the high activity, he has not been able to take proposed trips, but personal contacts with out-city customers will be given a preferred spot on the future business agenda.

Gay Games, Inc., Muncie, Ind., has hit a business bonanza in the new Nevada Redi-Pac ticket game, according to President Guy E. Noel. Printed in three brilliant colors, the Nevada item comes in 50-cent and \$1 per pack of packaged tickets. Guy says that a number of former ticket operators are resuming ticket operations using the Nevada game.

FOR YOUR CONVENIENCE

We have a specially built SALESBOARD SHOWROOM where you will find on display the largest selection of SALESBOARDS and JAR DEALS in the nation... including COIN BOARDS... AVERAGE PAYOUTS... DEFINITE PAYOUTS... BLANKS... 6 for 25c and all the rest. We sell at factory prices to established operators and jobbers.

Drop in to see us today or phone. IMMEDIATE DELIVERY

Rake COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Salesboards



A Winner...

"FOUR HORSES"
 RIDERS AND HORSES BEAUTIFULLY EMBOSSED IN COLORS ON LEATHERETTE

200 MGL HOLES
 6 TICKETS IN EACH HOLE
 25c PLAY

FORM NO. 218 MGL

TAKES IN \$50.00
 AVE. PAYOUT..... 24.70
 PROFIT \$25.30



HARLICH MFG. CO.
 1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

BINGO TICKETS AND SALESBOARDS
 JACKPOT CHARLIES, THICK 95c EACH

DEAL #1 MULTI-GIANT BOARDS (6 Tickets Each Hole @ 25c) Assortment of Six (6) Different Multi-Giant 240 Hole Boards for \$16.50

DEAL #2 REGULAR JACKPOT BOARDS (5c Per Sale) Assortment of Six (6) Different 5c Jackpot Boards for \$16.95

Combination of Both Deals for \$31.95
 ALL BOARDS GUARANTEED

WORLD'S LARGEST DISTRIBUTOR OF BINGO TICKETS AND SALESBOARDS
A-P DISTRIBUTING CO.
 ART PAULE, Mgr.
 2623 Locust Street (Phone: Jefferson 8811) St. Louis 3, Mo.

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.98	1.90
960	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Pitchmen I Have Met

(Continued from page 117)

are in action in well-timed movements helping convince the most skeptical that the item he is offering is faultless. I rarely cut up takes here, but I'm willing to wager that his pass-outs are as big as any in the business.

Tom is skipping past the half-yard mark in Father Time's ledger. When he was 11 years old he was the office boy in his father's and grandfather's law office. His grandfather was a judge in the Massachusetts circuit courts. He and Tom's dad had their hearts set on his becoming a great barrister. Tommy had other ideas, for he was attracted more by the folks before the footlights and the itchy feeling that engulfs a boy bitten by Old Bee Wanderlust. The elder Kennedys, unaware of Tom's ambitions, made the error of taking him to the Barnum & Bailey Circus in Boston from his home town of Dorchester, Mass. This upset the

appreciation of their ideas for his future and turned the trick that convinced the youngster that the circus was the life. Six months later Tom was on the circus roster.

Tom went into pitching on a full scale after World War I. Before that he was one of vaudeville's headliners. In 1915 he appeared on the bill with George Jaxon and Bob Small. They were heralded as the Three Balmy Blokes and were a wow. Jaxon dropped out of the act thru illness and Tom went on in a single making pitches on the side whenever he could find time between his bookings on the Southern Considine Circuit. He appeared on bills with some present-day movie and radio stars and still corresponds with some of them.

Tom was one of the vaudevillians who saw the movie actor come in full action, with the subsequent darkening of vaude houses and flesh theaters. He was one of the first to take to the tripods when vaude died. Kennedy has shown me letters from chain store execs granting him

authority to open on their circuits at any time and advising him to make up his own schedule and work thru the main office.

Despite his success as a pitchman Tom still yearns for the stage and, perhaps wisely, believes he will make his mark before the footlights when television reaches its zenith.

Kennedy has had offers to appear on the radio, making commercial announcements, by business men who have seen him in action. He turned the offers down, however, for he always has worked extemporaneously and abhors reading from a script and last, but not least, the fear that he will have to stay put. Kennedy is a member of the New York, Chicago and St. Louis showmen's clubs.

SHOW FOLKS NAME

(Continued from page 73)

Teddy Texeira, Hunter Farmer, Lee Brandon, Everett Coe, Fred Oberhansli, Anthony Masseth, Lloyd Monette, John A. McKinnon, Felix Burke, Harry Seber, Tex Cordell, Pat Treanor, Oscar Walker, Moe L. Ginsberg, Norman Schue, Harry Meyers, Paul Monette, Art Craner, Fred Weidmann, Joe Alterman, Henry Balk, Bob Weidman, Joseph D. Seiff, Milt Williams, Dan Meggs, Sam Gordon, Marie Burke and Marie Levitt.

Men's Reception: Harry Seber, chairman; Council Raiford, vice-chairman; M. (Whitey) Monette, Fred Weidmann, Leo Leos, Jimmy Lynch, Dave Rosenthal, Dr. E. P. Mannheim, Orin Blome, P. C. Camp, Sam Miller, Lester Hart, Ted Levitt, Everett Coe, Al Rodin, Joe Alterman, Dave Cavanaro, W. H. Kindel, Andrew Hynes, Glenn Artz, Gene Rosencrantz, Joe Exler, Norman Schue, Thomas J. Hughes, Elmer Hanscomb, Harry Meyers, Jack Christiansen, Edward J. Harris, Clarence Alton, Malcolm Lewis, Bill Coles, Lee Hahn, Al McKay, Sol Waxman and Frank Moore.

Press: Nate Cohn, chairman; Sam Abbott, Herb Caen, Jack D. Gregson, Abe Ettin, Dallas E. Wood, Jack McDowell and Fred Cockrell.

Entertainment: Marie Burke, chairman; Ted Levitt, vice-chairman; Fred Weidmann, W. J. St. Martin, Dr. Joseph Sieff, Al McKay, Mickey Hogan and Harry Farros.

Program: Marie Burke, chairman; Eddie Burke, A. McBride, Fred Cockrell, Abe Ettin, Henry Balk and W. (Bill) Kindell.

Tickets: A. McBride, chairman; Eddie Burke, Louis Feuchter, Jack Christensen, M. (Whitey) Monette, Mike Krekos, Henry Balk and Andrew J. Hynes.

Finance: A. McBride, chairman; M. (Whitey) Monette, Fred Weidmann, Eddie Burke, Jack Christensen, Bill Coles, Edna Raiford, Vincent B. Guerra and Dwight W. Kane.

Ladies' Reception: Doris Monette, chairman; Marie Levitt, vice-chairman; Marie Burke, Rita Friedman, Euenna Mack Hanna, Anna Coles, Mrs. Fred Oberhansli, Estelle Rosenthal, Betty Monette, Ethyl Weidmann, Helen Artz, Mary Texeira, Marosa Herman, Edythe Walker, Theresa Mattley, Mrs. Orin Blome, Louella Johnson, Rely C. Burglon, Lola Sackson, Mrs. E. Pickard, Hazel Christensen, Mrs. Alma Soares, Nellie Baker, Rose Fisher, Enid Fisher Cohn, Lillian Schue, Jane Albright, Betty Coe, Violet Exler, Josephine Lynch, Grace Weidman, Ann Maxwell, Betty Schoonover, Frances Seber and W. J. Vida St. Martin.

Legal Council: Albert T. Roche and Nat (Fisher) Cohn.

Sergeant at Arms: Bill Coles.

WON, HORSE & UPP

(Continued from page 63)

of ballet gal baseball. The opposition team out-smarted ours from the start. The score was 18 to 0, with our gals on the losing end. There was no fix and no double-cross. That night the boss collected his bets, which gave us the best female furniture movers in the circus business. Never take poles lightly, as it was the Kale Bros.' double rows of quarter-poles that beat our team.

tivals. H. W. Benedict returned to his home in South Wales, N. Y.

Visitors Listed

Recent visitors included Bill Morley, Bill Bowman, Fremont W. Smith, Frank George, Mr. and Mrs. Earl Leonard, Ray Sanford Sr., Oliver Hoffman, Walter G. Schafer, Russell Dunn, Mr. and Mrs. Varius Germaine, Mrs. Elveta Travis, Mardy and Livona Smith, Mickey Percell, Pete Peterson, Nelson Ferris, A. W. Johns, H. Leavitt, Bill Culleton, Duke Dougherty, Lou Farrell, V. L. Peck, Louis Black, Pat McDowell, George Oliver, Gerald Barker, Carl D. Ferris, Louis Valents and Grace Dealing.

GARDEN RESULTS

(Continued from page 60)

Pruett (306), \$315; split, Bill Linderman and Bill Weeks (303), \$150 each; Carl Huckfeldt (302), \$50. Tenth day (three performances), Gene Pruett (322), \$425; Johnny Cobb (312), \$315; split, Buster Butts and Billy Weeks (307), \$150 each; Deb Copenhauer (306), \$50. Eleventh day (three performances), Lee Roberts (314), \$314; Jim Like (315), \$315; Casey Tibbs (308), \$200; Sonny Lavendar (304), \$100; Bill Ward (302), \$50. Twelfth day (three performances), Buster Butts (322), \$425; Bart Clennon (320), \$315; Lee Roberts (314), \$200; Casey Tibbs (312), \$100; Frank Finley (305), \$50.

Bull Riding—Ninth day (three performances), John Reynolds (332), \$305; Chic Utterback (328), \$255; Tex Lewis (310), \$205; Sonny Lavendar (308), \$155; Lloyd Lippl (306), \$105; Gene Peacock (308), \$55. Tenth day (three performances), Tex Lewis (320), \$305; Hubert Dalton (316), \$255; Harry Tompkins (314), \$205; Sonny Lavendar (300), \$155; Buttons Yonnick (295), \$55. Eleventh day (three performances), David Shellenberger (326), \$305; Bob Maynard (322), \$255; Gerald Roberts (316), \$205; Todd Whatley (312), \$155; split, Jim Shoulders and Sonny Lavendar (306), \$80 each. Twelfth day (three performances), Billy Weeks (328), \$305; Buttons Yonnick (312), \$255; Poncho Scardo (308), \$205; Lloyd Lippl (304), \$155; Punky Crothers (300), \$105; Dick Bateham (296), \$55.

Bareback Bronk Riding—Sixth day (five performances), Jim Shoulders (318), \$550; Harry Tompkins (316), \$440; Larry Finley (315), \$330; Ted Warhol (312), \$220; Bob Maynard (311), \$110. Seventh day (five performances), Johnny Cobb (329), \$550; Jack Buscham (318), \$440; Larry Finley (312), \$330; split, Pete Crump and Bud Linderman (311), \$165 each. Eighth day (four performances), Johnny Cobb (315), \$550; split, Buster Butts and Pete Crump (308), \$385 each; Jim Shoulders (307), \$220; split, Wallace Brooks and Todd Whatley (306), \$55 each.

Finals

Bull Riding—Sonny Lavendar (3,004), \$925; Tex Lewis (2,988), \$775; Bob Maynard (2,986), \$625; Jim Shoulders (2,921), \$475; Gerald Roberts (2,685), \$325; Bill Weeks (2,656), \$175.

Wild Horse Race—Casey Tibbs, \$1,265—\$40; wild ride, Harry Tompkins, \$175—\$35.

Bareback Bronk Riding—Jack Buscham (2,458), \$1,100; Bob Maynard (2,453), \$880; Jim Shoulders (2,431), \$660; Ted Warhol (2,428), \$440; Casey Tibbs (2,394), \$220.

Calf Roping: Toots Mansfield (292.3), \$1,370; Rex Beck (334.3), \$1,125; Shoat Webster (380.4), \$825; Tom Taylor (391.1), \$550; Ed Coffey (402.4), \$300.

Saddle Bronk Riding—Gene Pruett (3,602), \$1,275; Wilbur Plaugher (3,595), \$945; Larry Finley (3,513), \$600; Carl Huckfeldt (3,300), \$300; Tater Decker (3,199), \$150.

Steer Wrestling—Ken Boen (210.3), \$1,270; Norman Person (240.3), \$1,060; Charles Colbert (257.2), \$850; Dick Herrin (294.1), \$640; Barney Willis (300.4), \$430; Todd Whatley (252), \$220.

BUFFALO GROSS

(Continued from page 73)

distance of 19 miles. The longest was from Sayre to Corry, Pa., 247 miles. The operation of the show proceeded normally throught the season with only a few minor mishaps.

Personnel Spreads Out

Effie Lutz and son, Charley, will make Southern fairs with their grab joint. Mr. and Mrs. Gene Chapman left for South Carolina. The Bush family left for the Richmond (Va.) Fair after taking time out to build a new truck body. Raymond Petrie, kiddie ride foreman, is visiting his son in Syracuse. Kermit Erskin will do railroad work in Hornell, N. Y., for the winter. Bert Harrison will work as a machinist this winter in Lackawanna, N. Y. Ted Chubbuck and family left for Florida, where the girls will attend school.

Scotty Scott also left for Florida. Don Fowler went to his home in Fredonia, N. Y. Mr. Marsters will remain in Buffalo. Mr. and Mrs. C. Ingraham are planning a trip to Florida. Mr. Plaster left for Ohio fes-

YOU'LL BE LUCKY WITH

Lucky

LUCKY SEVEN TICKETS CAN ALSO BE HAD IN SIZE 2220 AND 2460 FOR JAR GAMES

SEVEN WINNERS		
ALL GREEN TICKETS	ALL YELLOW TICKETS	ALL RED TICKETS
77	77	77
RECEIVE	RECEIVE	RECEIVE
\$6.00	\$6.00	\$6.00
REPEATS 1 TIME	REPEATS 1 TIME	REPEATS 1 TIME
61 WINNERS		
ALL GREEN TICKETS	ALL YELLOW TICKETS	ALL RED TICKETS
7	7	7
RECEIVE	RECEIVE	RECEIVE
50c	\$1.00	50c
REPEATS 10 TIMES	REPEATS 10 TIMES	REPEATS 10 TIMES
LAST SALE RECEIVES \$6.00		

MANUFACTURED BY JAR-O-DO

LUCKY SEVEN

Takes in 1,200 Tickets @ 10c. \$120.00
Pays Out (Actual)..... 78.00
Profit (Actual)..... \$ 42.00

DON'T HESITATE R YOU'LL BE LATE. SEND AN ORDER NOW

LUCKY SEVEN JACKPOT

Takes in 1190 Tickets @ 5 for \$1.00 (1200 Tickets—10 Free)..... \$238.00
Pays Out (Average)..... 160.80
Profit (Average)..... \$ 77.20

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE OF THOUSANDS OF OUR MONEY MAKING DEALS

LUCKY SEVEN JAR GAMES

Takes in 2220 Tickets @ 10c.....\$222.00
Pays Out (Actual)..... 170.00
Profit (Actual)..... \$ 52.00
Or: Takes in 2460 @ 10c.....\$246.00
Pays Out (Actual)..... 172.00
Profit (Actual)..... \$ 74.00
Also Available in 5c, 5/25c, 5/50c, and 5/\$1.00 Payouts

UNIVERSAL MANUFACTURING CO., INC.

THE WORLD'S FOREMOST MANUFACTURER OF JAR GAMES

405-411 E. 8TH STREET

KANSAS CITY, MISSOURI

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 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ja8

AA-1 BARGAIN—MASTER PENNY VENDING Machines, ball or merchandise wheel. Northwest Gum Co., 410 E. 35th St., Minneapolis, Minn. no20

ADVANCE, NORTHWESTERN, SILVER KING or Victor Vending Machines with five pounds peanuts or 500 Balls Gum, \$10. Our booklets, "Dollars From Pennies" and "Why Work for the Other Guy," free. T. O. Thomas Co., 572 Jefferson, Paducah, Ky. no6

ARCADE—SEVENTY MACHINES, FLOOR models counter models, diggers, extra machines that need repair. Spare parts, electric stringers, counters and counter jacks, bally cloth, pennants, 35-ft. neon front boxed for transportation. Stored at Paducah, Ky. Must sell, have other interests. \$1,000 cash. D. J. Francis, c/o Billboard, Cincinnati, O. no6

ASK FOR OUR BOOKLETS—"DOLLARS FROM Pennies" and "Why Work for the Other Guy." Both free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6

CIGARETTE MACHINE EQUIPMENT BOUGHT, sold and repaired. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244.

COIN-OPERATED RADIOS IN GOOD HOTEL locations on 3-year leases for sale at \$55 cash, or will finance at \$60 each, 1/3 down, 18 months to pay the balance. All State Radio Co., Rm. 202, 6760 Stony Island Ave., Chicago, Ill.

COLUMBUS 1c MACHINES—USED, CLEAN, good condition. Model 34s, \$6.90; Model 46s, \$8 to \$8.50. Full remittance. McBride Wholesale, Box 5215, Memphis 12, Tenn.

FOR SALE—10-STATION AMI PHONOGRAPH Unit. Complete studio equipment. Reconditioned cabinet. Quantity of spare parts. A-1 shape. Best offer. Phonograph, 114 S. Monroe St., Peoria, Ill.

PUSH CARDS

All sizes of straight or skip number cards with Girls Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock. FREE CATALOG—Write W. H. BRADY CO., MFRS. CHIPPEWA FALLS, WISC.

JAR DEALS AND SALESBOARDS Write for Circular and Prices CROWN PRODUCTS 322 E. Colfax Ave., South Bend 24, Ind.

SPECIAL CLOSE OUT PRICES ON BINGO AND JAR TICKET DEALS EXTRA LARGE STOCK 1000 BINGOS ON STICKS .\$.60 1260 BINGOS ON STICKS .75 1320 BINGOS ON STICKS .80 1600 BINGOS ON STICKS .98 1836 COMBINATION TICKETS, Per Bag 1.10 1836 PLUS 60 COMB. TICKETS, Per Bag 1.15 2052 COMBINATION TICKETS, Per Bag 1.15 2280 COMBINATION TICKETS, Per Bag 1.30 2520 COMBINATION TICKETS, Per Bag 1.45 2170 RED, WHITE, BLUE, Per Bag 1.25 NO ORDER ACCEPTED UNDER \$50.00 20% DEPOSIT, BALANCE C. O. D. WRITE OR WIRE, DON'T PHONE. SPENCER SALES MURRAYVILLE, ILLINOIS

Nationally Famous FISHING TACKLE CLOSEOUTS! Ideal Prizes! Gifts! Premiums! Operators: Cash in on this huge stock of nationally famous tackle for punchboard prizes, etc., etc. Write at once for list of rods, reels, lures, lines, popular from coast to coast; fresh and salt water tackle. Sensationally low prices while they last! WRITE NOW! STANDARD SALES, INC. 1217 West First Spokane 8, Wash.

FOR SALE—50 POP CORN SEZ VENDING Machines, fully guaranteed, ready for location. A bargain at \$95 each, F. O. B. Iowa City, Iowa. Moore, 828 N. Dubuque, Iowa City, Iowa. no6

FOR SALE—NATIONAL SLUG REJECTORS—We have approximately 800 5-10-25c series rejectors. These units like new. Can be purchased very reasonable. Write Box 223, care The Billboard, 155 N. Clark St., Chicago 1, Ill.

FOR SALE—ROUTE, MUSIC AND PINBALL. Southern Iowa, 44 out, over half music. All good make, several '48 models. Good locations and equipment, expansion room. Price, \$12,800. Records, some arcade and lot of old stuff thrown in. Reason for selling: Too many irons in fire. Write Box C-167, Billboard, Cincinnati, Ohio.

FOR SALE—30 LIKE NEW DUPLEX POSTAGE Stamp Machines, \$20 each, 10 used ones, \$15 each. Write Major Anderson, Rt. 3, Box 99, Salinas, Calif.

FOR SALE—MILLS SLOTS, 3 CHROME Fronts, 10c, \$65.00 each; 2 10c Gold Fronts, \$55.00 each; 1 5c Extraordinary, \$40.00; 1 5c Brown Front, \$45.00; 1 1c Brown Front, \$65.00; 1 5c and 1 10c Golden Falls, \$110.00 each; 1 Columbia, \$40.00; 3 1c Grip Scales, \$10.00 each, like new. Frank Guerrini, Burnham, Pa. no13

FOR SALE—5 WURLITZER MUSIC BOXES 1015, like new, \$475.00. Frank Guerrini, Burnham, Pa., Phone 5726. no13

FOR SALE—50 LIKE NEW ATLAS 1c ACE Vending Machines, 1947 models. Can be used for peanuts or ball gum. Almost like new, due to illness. Priced reasonable. Chalmer Shields, Route 2, Greenville, O.

FOR SALE OR TRADE ON LIKE NEW PIN Games or Consoles, 4 5-cent Buckley Track Odds and 1 25-cent Buckley Track Odds, used 3 months, or will sell for \$700.00 each, 1/3 deposit, balance C. O. D. Frank Guerrini, Burnham, Pa. Phone Lewistown 5726. no13

FOR SALE—3 SPORT SPECIALS, EACH \$40.00; 1 Dark Horse, \$40.00; 1 Sky Fighter, \$75.00; 1 Goatee, \$75.00; 1 Jumbo Parade F.P., \$35.00; 1 Silver Moon, F.P., \$35.00; 1 Shoot the Chute, \$60.00; 1 Wurlitzer 616, \$49.50; 1 Exhibit Iron Claw, good, \$60.00. 1/3 deposit, balance C. O. D. Osage Music Company, 948 Osage Avenue, Kansas City, Kan.

FOR SALE—13 5c SEEBURG WIRELESS Wall-o-Matic Wall Boxes, \$250. Ottawa Sales, Iron River, Mich.

FOR SALE—ALL TYPES OF DOMESTIC AND foreign coin chutes in stock, or made to order. Special on Coin Chutes for Wurlitzer 500 or 600. Large supply of Slug Rejectors, Joe Munves, 615 Tenth Ave., New York, N. Y. Tel: Plaza 7-2175.

FOR SALE—2 ELECTROMATON ROLA-Scores, \$125 each. Excellent condition, immediate shipment. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. no13

IF YOU ARE LOOKING FOR A MONEY-making vending machine route, this is it. Excellent return on investment. For details write Post Office Box 1453, Baltimore 3, Md.

IRON CLAW DIGGERS, MERCHANTMEN, Buckleys, Mutoscopes, Electro Holsts, Exhibit Rotary Merchandisers, Mutoscope Magic Fingers. National, 4243 Sanson, Philadelphia, Pa.

LIKE NEW—IMP, PENNY OR NICKEL, CIGARETTE or Fruit Reels, one with 1,750 Balls Gum, \$17.50; two with 3,500 Balls Gum, \$30. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6

FIVE FRESH POP CORN VENDORS, 20,000 Glassine Bags, 100 lb. Grade "A" Popcorn, 1 Aluminum Kettle Popper and 2 chancerover 10c Slots. Cost \$1,050. Selling price, \$800 cash. John Shaw, 371 Main St., Danbury, Conn.

NORTHWESTERN 39's, PORCELAIN, \$7.50 each; 4 Selectaria 39-Bar Machines, \$15.00 each, four for \$50.00. Clean, ready for location. Pedersen Vending, 604 Padden, Austin, Minn.

PAIR USED BALL GUM MACHINES AND 3,500 Balls Bubble Gum for \$20. Get our mailing lists. Graeff, 1232 Broadway, Toledo, Ohio. no13

PANORAM PARTS, FILMS, BARBOXES, Lamps, overhauled Projector Exchange Service, \$25. Ace Shoeshiner, 1175 Jack Parr, 13 Everett, E. Orange, N. J. no6

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. de25

STAMP MACHINES—10 SHIPMAN TRIPLEX, 24 Victory Duplex. Machines are like new, in their crates, all for \$400. Mesarik, 922 Lincolnway East, South Bend, Ind.

TWO WATLING DELUXE GUESSERS, LIKE new, \$100. One Jennings Lobby, \$50. Box 1155, Abilene, Tex. no27

USED POP CORN SEZ VENDERS—GOOD condition. Going out of vending business. Any unreasonable offer accepted. Better hurry, we're going to sell 'em. Write Fox Popcorn Co., Box 86, East Des Moines Sta., Des Moines, Iowa. no13

USED FOLDING STANDS FOR MILLS SLOTS, \$1.50 each. Cash with order. Fischer's, 937 Jackson St., La Crosse, Wis.

WANTED—INDIVIDUAL WIRED MUSIC Boxes (with 10c coin chutes). Prefer Solotone. McKee, 2017 S. 7th, Tacoma, Wash.

WANTED—GOOD USED WATLING FORTUNE Telling Scales. State quantity and price. Box C-164, Billboard, Cincinnati 22, O. no13

WANTED TO BUY—HANSON, MILLS, ROCK-Ola or what have you in the scale line that you want to sell. Box 1155, Abilene, Tex. no27

YOUR CHOICE—ADVANCE, COLUMBUS, Northwestern or Silver King and 1,000 Ball-Gum or 5 pounds new crop Salted Peanuts, \$10. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. no6

100 MODEL D ADVANCE BALL GUM MACHINES, the new, easy to service type, small globes, like new, \$10. 150 slightly used, large globes, \$9. Box 1155, Abilene, Tex. no27

300 COUNTER GAMES WANTED (1c)—STATE make, year, price. S & B Sales, 5824 Macburn Rd., Pittsburgh 17, Pa. no13

Seal Prize CHARLEY BOARDS

Advertisement for Seal Prize CHARLEY BOARDS. Shows various game boards (Grand Prize, Double Prize, Triple Prize) with prize amounts and a call to action to write for a circular. Includes text: '18 DIFFERENT STYLES IN ALL SIZES', 'GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.' and 'New-Profit-Makers!'

Advertisement for WIN A FIN OR POKE-A-SEAL. Shows a game board with a \$500 prize and \$2.51 value. Text: 'Single Tickets on Spindle at 5c Play Takes in . . . \$50.00 Form 1008 8 \$5.00 Winners Ave. Profit . . \$26.2 Form 1005 5 \$5.00 Winners Ave. Profit . . \$31.50'. Includes text: 'OVER 50 NEW DEALS TO SELECT FROM WRITE FOR NEW FREE CATALOG AND PRICE LIST' and 'TRIANGLE MFG. CO. 609 SO. 10TH ST. MINNEAPOLIS, MINN. Makers of LA-TA-DO Products'.

Advertisement for ACTION ON EVERY PLAY GRIDIRON. Shows a football player and a game board. Text: 'GRIDIRON FOOTBALL SYMBOL TICKETS THICK DIE-CUT BOARD You'll Get Quick Money Action on This Football Season Natural, Beautiful Array of Colors. Single Jack Pot. 1260 Holes @ 5c Takes in . . . \$63.00 Average Payout . . . 30.00 Avg. Profit \$32.80 ORDER TODAY! IMMEDIATE DELIVERY and for illustrated Catalog of Our Full Line. GLOBE PRINTING CO. 1023-25-27 Race St., Philadelphia 7, Pa.'

Labor Factor in Upped Prices

All Equipment Affected by Shortages; Personnel Cost Increased 10% in 6 Months

Try Incentive Plans; Machinery To Offset Situation

By Norman Weiser

CHICAGO, Oct. 30.—While the operator of coin machines, covering the entire range from amusement to vending and music, has been having more than his share of headaches, the manufacturing level has also been undergoing drastic upheavals since the war ended. The past year, from the operator viewpoint, found sharp drops in income, rising costs of equipment and supplies, as well as help. In each instance, the manufacturer has also been faced with similar problems.

While most manufacturers agree with operators that it would be beneficial to the industry to cut equipment costs, certain definite factors make such a move economically impossible. Actually, in several phases of the industry it has become a major problem to retain present price levels.

The following survey was made within a 500-mile radius of Chicago by *The Billboard* to determine how the labor situation has affected the industry, for it is a definite fact that labor and materials are the two primary problems confronting the manufacturer in his present production, and in his planning for the future.

Labor Supply

During the war there was a definite shortage of skilled and unskilled labor, but many manufacturers, looking forward to the end of hostilities,

Portland Ops Await Action On Coin Levy

Hike Anticipated

PORTLAND, Ore., Oct. 30.—Commissioner Fred L. Peterson announced final action was planned by the Portland City Council late this week on an ordinance which will limit the number of pinball machine operators and boost license fees for such machines and operators within the city limits.

The ordinance increases license costs of the operator to \$1,000 and places an additional semi-annual cost of \$15 for each device placed in operation. The number of operators would be limited to one for each 10,000 population in the city and also would restrict the number of machines in any one establishment to five.

Commissioner Peterson said the ordinance was necessitated by the constant changing of the location of amusement devices to such a degree that resultant costs of checking and policing have made the present license fees inadequate.

felt that the situation would rapidly reverse itself, and that the returning G.I.'s would take up the slack. Too, (See LABOR FACTOR on page 138)

Washington Operators Ready To Follow New Regulations

WASHINGTON, Oct. 30.—Operator-members of the Washington Coin Machine Association have been preparing their routes for November 1, when the new District of Columbia license regulations governing coin machines go into effect. Working closely with D. C. government officials, the association succeeded in having music machines exempted from the new license and tax regulations, while supporting a measure that prohibits minors to play coin-operated games between 8 a.m. and 3 p.m. on school days.

At meetings held by the association during September and October, Horace Biederman, business manager for the Washington association, outlined provisions of the new regulations, explained the organization's role in securing fair treatment for music operators and generally urged all members to co-operate under the new law.

Ops Aid Government

Supporting that part of the regulation which governs minors, the op-

Coin Takes Dip

WASHINGTON, Oct. 30.—September collections of coin machine taxes dropped slightly from the previous September, while cigarette receipts showed a 2 per cent gain, the Bureau of Internal Revenue reported this week.

The coin tax dropped from \$1,102,812 in September, 1947, to \$1,071,143 this past September. Returns from the cigarette levy climbed to \$104,497,861 from the \$102,214,206 chalked up in September of last year.

erators will supply their locations with printed signs pointing out that minors are not permitted to play games during school hours.

As a compromise between the operators and the D. C. government, an annual license fee of \$12 per game was enacted. The Washington Coin Machine Association is responsible for the no-tax program on music equipment. At public hearings on the matter, the association was assisted by Ira T. Bryam Jr., manager of Silent Sales Company, who told the D. C. commissioners that the music business was in a critical condition.

No Juke Tax

"This is the straw that would break the camel's back," Bryam told the commissioners. He pointed out that a license fee of any kind imposed on music machines would deprive many locations of music. In addition, he said that if another dollar were added to the high cost of operating, music companies would be forced out of business. His arguments before the (See Washington Ops on page 138)

Elect Jos. Hanna Chairman Of N. Y. State Association

SYRACUSE, Oct. 30.—Joseph A. Hanna, of the Hanna Distributing Company, Utica, was elected temporary chairman of the New York State Coin Machine Dealers' Association (NYSCMDA) at the first meeting of the new org here Tuesday (26). At the same time the group outlined its projected field of activity and set as one of its most important goals the elimination, thru new legislation, of clauses in the State penal code which now discriminate against novelty coin games.

Free play games are indiscriminately identified as "gambling devices" by Section 982 of the penal code. It is to the clarification of this section, said to have been written into the code originally to prohibit the use of bells, that the new association will direct its main legislative efforts during 1949.

Thirty-five coinmen from thruout the State attended the initial meet of NYSCMDA at the Syracuse Hotel

and signed up as members. An additional 27, who were unable to attend, wrote or wired of their intentions to join, Hanna reported.

With one of their prime objectives the establishment of an effective public relations program, charter members of the new group agreed that a voluntary policing of the games industry was desirable. Steps to eliminate play by minors and to keep coin games away from schools and churches would go a long way toward furthering public acceptance of the industry, it was said.

The new association, while it will maintain its status as an independent organization, will co-operate with the Coin Machine Institute on questions which affect the industry as a whole but transcend the immediate interests of New York operators, according to Hanna. Similarly, NYSCMDA will foster the establishment of regional or city-wide associations within the State which can more effectively (See HANNA ELECTED, page 139)

Mills Takes Another Big Step Forward

Continues To Retire Loans

CHICAGO, Oct. 30.—Continuing the upward trend in the firm's overall operations, A. E. Tregenza, executive vice-president of Mills Industries, Inc., announced that loans totaling \$500,000 were repaid in October without further refinancing.

Tregenza explained that significant move was possible "thru vigorous sales efforts and continued streamlining in all operating and service departments."

The Mills executive also disclosed that field tests on the 59-year-old firm's new "65" cooler, a 65-capacity coin-operated bottle vender, have proved successful. It will be available for use by Coca-Cola bottlers around the first of the year.

Free Play Pins Gain Favor in Boston Arcades

BOSTON, Oct. 30.—Free play pins are hitting a new high in the three big amusement arcades in downtown Boston. Two arcades located in the Washington Street theatrical district and one in Scollay Square are thronged from morning until late at night with players. While panoramas get a big play in these spots too, it is the pinball machines that get the biggest take. Ops reveal that the pins appeal to business executives, clerks, stenographers, as well as the theater crowds.

A big lunchtime play is being experienced from office workers who drop in to play a few games to relieve nervous tension and kill a little time. Girls, for the first time here, are playing the pins too. New machines are spotted in front at these three arcades and biggest play is found on the flipper-type operated machines.

CMI Opens Show To Nonmembers

CHICAGO, Oct. 30.—Departing from its usual custom, Coin Machine Institute (CMI) announced this week that exhibit space at its 1949 convention will be open to non-members as well as members. At the same time, Herb Jones, convention chairman, disclosed that advance registrations indicate that all booths will be sold long before the event begins January 17 at the Hotel Sherman here.

Jones, who recently announced complete show plans (*The Billboard*, October 23), also stated that despite the fact that Chicago hotel men had informed him that most conventions held this year played host to fewer guests compared with identical conventions a year ago, interest in the 1949 show pointed to the heaviest show attendance in CMI history.

Laud Vender Ops' Co-Operation

L. A. Ops Mull Tax Problems At 2d Meeting

Okay Gross Basis Plan

LOS ANGELES, Oct. 30.—First meeting of the Western Vending Machine Operators' Association (WVMOA) since election of officers in September, was held Tuesday (26) with local licensing problems the major topic. Leading the discussion was President M. I. Slater.

Operators in the Inglewood area opened the tax discussion with a debate on the \$1 machine levy in that area. They were informed by Slater that the city council had said it was in error when the tax rate was set, and that a revision was in order. He went on to describe an attempt to get outlying communities to follow the lead of Los Angeles in setting licenses on a gross basis. To date, Alhambra and Huntington Park have followed suit. An example of the gross plan, Slater stated, was the Alhambra license which is \$12 per year for the first \$7,000 gross and \$1 per \$1,000 gross thereafter.

Small Town Opposition

Slater pointed out, however, that some small towns were fighting the gross tax plan, believing the cost of enforcement would be upped. He said the precedent set by the three communities already using the plan would help to get it in other localities.

Continuing on the tax subject, membership was advised that a new \$25 annual license was being considered by Ontario, Calif., solons. However, the matter was reported to have been referred to the city council, where a reasonable tax was said to be in the process of being worked out.

The new tax situation in Stockton, Calif., where the tax rate of \$1.50 for 5-cent machines, \$2 for dime and \$5 for over a dime venders, was also discussed.

Sales Tax

Phil Sreden, operating venders in Culver City and living in Los Angeles, settled a discussion pertaining to Los Angeles sales tax for operators living outside the city limits. He said the tax office informed him that he would have to pay 2½ per cent tax instead of 3 per cent if he lived in Los Angeles.

Lew Feldman, Acme Vending Machine Company, assured members that a local distributor handling ball gum machines, sponsored by civil organizations, would no longer top locations already held by an operator. Complainant J. C. Pruner was told that three machines placed by the company would be removed from (See L. A. OPS on page 126)

Keeney Names Distrib For Montana, Utah

CHICAGO, Oct. 30.—J. H. Keeney & Company this week announced the appointment of R. F. Jones Company, San Francisco, as distributors for the Keeney Deluxe electric cigarette vender in Utah and Montana.

The Jones firm, which also has offices in San Francisco and Salt Lake City, may be granted expanded territory later, Keeney officials stated.

Kold Krisp Enters Soft Drink Field; Testing New Machine

LOS ANGELES, Oct. 30.—Invasion of the soft drink field by the Kold Krisp Apple Service, Inc., was announced this week by the company prexy, Jack Oatey, who said that a line of juices would be handled in the firm's Fruit-o-Matic machines next summer to bolster hot weather grosses. The company initially handled apples only but has since branched out to include fresh fruits in season.

New phase of the business was made possible due to the four selection type machine used by the firm which enables fruit juices in cartons to be sold along with packaged fresh fruits.

According to Oatey there are no immediate plans for the manufacture of more machines. Since starting operation two years ago the company built 10 machines which are on test

locations. It was never his intention to get into the manufacturing end of the business, Oatey said, but as no suitable machine for their product was on the market the firm built their own.

However, a deal whereby the company would give a license and plans to a manufacturer who would turn out the machines on a royalty basis is now under consideration.

Reception of the machines has been excellent, Oatey said. They are especially suited for such locations as schools where the health angle of the product could be stressed. Machines are located at Kerkhoff Hall on the UCLA campus, the Hollywood YMCA and various veterans hospitals in Southern California.

Big seller this summer, according to Oatey, was peaches. Grapes and cherries (See KOLD KRISP on page 126)

Coke Bottling Co. Prexy Lauds Venders' Sales Aid

BOSTON, Oct. 30.—Automatic merchandising equipment has "completely revolutionized" all previous conceptions of the retailing of soft drinks, C. W. Hodgson, president, La Salle Coca-Cola Bottling Company, told the 20th Boston Conference on Distribution here Monday (25). Speaking on developing markets thru route truck distribution, Hodgson said: "The three most important events in the development of the Coca-Cola bottlers' business have been the introduction of the red cooler, the six-bottle carton and the vending machine."

There are five major markets, Hodgson said, with which Coca-Cola's route distribution deals. They are, as he described them, the regular route market, the home market, the special events market, the youth market and the at-work market.

On-the-job refreshment, Hodgson declared, has long been recognized, but "prior to the development of a satisfactory vending machine for our product, most bottlers' sales to the at-work market were an infinitesimal

percentage of their total volume. . . . Automatic vending machines are the answer to these (at-work market) problems; they are placed thruout the plants where they are readily accessible to all employees."

Expansion

During the early years of Coca-Cola's vending machine program, Hodgson said, the company's bottlers were hesitant about expanding this phase of their business. Gradually, however, "bottlers found that they could proceed with confidence; they learned that the method of distribution was sound and acquired the 'know-how' essential to this particular kind of merchandising."

The nickel price of soft drinks, Hodgson pointed out, is currently being threatened by rising costs. Of these rising costs, Hodgson said: "In our business this inflation cannot be passed on to the outlet without potentially disturbing the retail selling price of Coca-Cola."

Hodgson ruled out the 6-cent price (See COKE PREXY on page 126)

New Sanitary Methods Cited

See results of one-year program in L. A. gaining new esteem for bulk machines

LOS ANGELES, Oct. 30.—Operators of bulk merchandise machines got a pat on the back this week from city and county health officials who commented that the merchandising firms have been co-operating "splendidly" during the past year. Interest in the Los Angeles bulk firms' sanitation problems was national since operators undertook to raise the level of sanitation of their routes.

As a result of the co-operation between health officials and operators, violations of the city's strictly enforced sanitation code have been held to a minimum and are no more frequent than those incurred by ordinary over-the-counter handlers, spokesmen for the city and county governments declared.

These statements came as a climax to a year-long drive, during which operators here took the initiative to see that bulk merchandising routes were up-to-snuff, sanitation-wise. Members of the Western Vending Machine Operators' Association have been particularly concerned with the business of raising sanitation standards.

Confusion Explained

Spokesmen for the health agencies said that confusion, resulting from differences between city and county health laws, has now been largely eliminated. Essential difference between the two laws lies in taxation. The county health department requires only a permit in the form of a business license for the machines, but the city is permitted to make an additional charge for inspecting equipment, and this charge varies.

For example, if more inspectors are needed for supervision of bulk vending operations, the operators themselves pay the additional inspection cost on a pro-rata basis.

Operators here have had to devise some ingenious methods to improve their sanitation standards. For instance, a section of the health ordinance requires them to have water (See Ops' Co-Operation on page 124)

SUBWAY CUP TEST SUCCESS

Memo Products Builds Counter Coffee Vender

LOS ANGELES, Oct. 30.—Memo Products Company here, developers of a new coffee concentrate, has entered the coin-operated coffee vender field with a counter type machine which is priced at \$175, firm's president, Charles E. Cusack, announced this week. The vender (five are currently on test locations) does not dispense cream and sugar. A separate coin unit for dispensing both, however, is being developed by firm's engineers. (See MEMO PRODUCTS, page 124)

Beat the Band

KULPMONT, Pa., Oct. 30.—The local schools here have turned to candy venders as a means of building up some cash to pay for band uniforms. The school board has okayed the use of the equipment in the schools and has made arrangements with an operator to install the venders in the high school and grammar school.

Deal works out well for all concerned, with the schools getting 10 per cent of the gross for their band uniform fund and the operator getting a profitable commission plus two excellent locations.

Permanent Op Requirements Still Pending

Thirsty Riders Ring Bell

NEW YORK, Oct. 30.—The New York Board of Transportation disclosed this week that soft drink cup vending machines installed in subway stations during the past summer had done a gross business of \$166,350 by September 30. Of this amount, (See SUBWAY CUP TEST, page 127)



**VICTOR'S
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1¢ or 5¢ Play

Featuring Greater Capacity. Vends a combination of ball gum and charms . . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

**Ops' Co-Operation Lauded;
Cite New Sanitary Methods**

(Continued from page 123)
available for washing globes before new merchandise is put in. One of the larger vending companies here has installed a water tank in his truck in order to meet this requirement and to fulfill another section of the code which requires a food handler to wash his hands before working with the merchandise.

Another provision of the health code requires all merchandise carried in delivery trucks to be placed in bins. Operators of bulk equipment, who had not already equipped their trucks with bins, have now done so to comply with the regulation.

Cup Machine Regulations

Actually, the city has no specific ordinance on bulk vending machines, since these come under the general health code. There is, however, a specific regulation which covers cup machines. The reason for this is the fact that a board regulation can be altered from time to time, but once these measures are incorporated into an ordinance they cannot be changed without considerable red tape.

Spokesmen for the health agencies say they plan to supervise the operation of cup machines by this board regulation for a year or two, or at least until ramifications of the business are ironed out.

According to this city's regulations, all machine locations have to be approved by a health officer before the venter is put into operation. These provisions provide: That there be adequate maintenance and supervision to prevent any nuisance or unsanitary condition; that the machine be in a room or space where it is protected from dust, rain, overhead leakage, rodents, flies, insects or other sources of contamination; that the

floors at the machine be impervious and capable of withstanding repeated washing and scrubbing; that there be suitable, adequate, sanitary plumbing facilities for emptying waste containers, cleaning drip pans or other parts of the machine, and for the serviceman to properly wash his hands prior to handling any parts or containers that may come in contact with the ingredients or with the drink containers.

Drink machines built prior to one year after the date of the regulations became effective (November 10, 1947) do not have to comply with the clause which states that all cup venders must be supported on legs which provide a free, unobstructed clearance of at least six inches. These machines will be allowed to operate as long as the area under them is kept clean.

Regulations for hot coffee machines are similar except that only powdered or sterilized canned milk or cream may be used and that all containers, conduit, pipes and valves must be removed daily and returned to the operators' headquarters for cleaning. Liquid milk or cream cannot be kept in these machines for more than 24 hours and must be kept at temperatures below 50 degrees.

**Memo Products
Builds Counter
Coffee Vender**

(Continued from page 123)

The Memo coffee vender is 18 inches high, 10 inches deep and 15 inches wide and can vend 600 cups of coffee per hour, according to Cusack. Total capacity was not given. All controls are made with solenoid valves, and stainless steel is used wherever coffee comes in contact with metal. Water is thermostatically controlled to within two degrees of any desired temperature; an electrical unit heats the water from the inside out, instead of the usual outside in heating in urn type coffee makers. Cusack claims this design makes the heating action 98 per cent efficient, against 20 per cent efficiency in the urn type heating method. A built-in water filter enables the operator to use either bottle or city water.

Nickel Price Kept

Due to savings in handling and distribution of the firm's coffee concentrate, the vending price can be kept to a nickel, Cusack stated. He stressed, however, that this was for coffee only; extra charge will be made for cream and sugar vended thru the companion unit being designed.

Firm's coffee concentrate, developed over a period of 10 years, is packed in quart jars, each quart making 100 cups. Cusack states that the process of making the concentrate has been simplified, so that the cost remains approximately the same as that of roasted coffee. In addition, in the extracting process, all crude fats and bitter oils are eliminated.

Plan National Set-Up

While present plans of the firm are aimed at company operation of test machines, a national distributor set-up is being considered to handle sales when production has been increased. Regarding the coffee concentrate, firm plans to enter the domestic market by distributing the coffee in pint and half-pint bottles to the housewife, via the milk man.

Cusack revealed that Memo has a St. Louis plant which will be ready for operation within the next six months, and which will supply the Midwest with venders and concentrate.

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VICTOR UNIVERSAL

5/8 140 Count Colored BUBBLE BALL GUM
25 Lb. Ctns., 28¢ Lb.
100 Lb. (Propaid), 27¢ Lb.
FULL CASH WITH ORDER

SPECIAL PISTACHIO MIX

FOR VENDING MACHINES
25 Lb. Ctns., 68¢ Lb.
Small Pistachios, 25 Lb. Ctns., 62¢ Lb.

PLASTIC CHARMS
\$3.25 Per M.

\$13.95 EA.
In Lots of 24
\$13.50 EA.

Candy Corn, 30 Lb. Ctns. . . . 25¢ Lb.
M & M Assorted Chocolates, 25 Lb. Ctns. . . . 38¢ Lb.
Virginia Peanuts, 30 Lb. Ctns. . . . 28¢ Lb.
Spanish Peanuts, 30 Lb. Ctns. . . . 24¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctns. . . . 27¢ Lb.
1/3 Deposit, F. O. B. Brooklyn, N. Y.
Balance C. O. D.
Orders Under \$10.00, Money in Full.
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PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: DICKENS 2-7992

VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDEE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 39

Manufacturer of
HIGHEST QUALITY CHEWING GUM

**BALL GUM
BUBBLE GUM
BUBBLE BASE**

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

The New **REGAL** Vender is a **HONEY!**
1¢ Bulk — Vends Nuts, Candies.
1¢ Ball Gum — Vends 140-170-210 Count. **PLASTIC GLOBE**

Wonderful clear, seamless "Luoite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents! A Super-Salesman and Big Money Maker. Write for special prices and get **FREE CONFIDENTIAL CHART** which helps you increase your PROFITS.

REGAL MFG. CO.
Whitewater, Wis.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
718 W. Madison St. Chicago 6, Illinois

VEEDCO SPECIALS! WRITE FOR OUR CATALOG

BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5¢, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More
\$11.50 Lots of 5
\$12.50 Sample

PARTS GUARANTEED 1 YEAR

ADAMS Model N GUM VENDOR

Like New Chrome Front—**UNCONDITIONALLY GUARANTEED 1 YEAR**

\$10.50 Lots of 10
\$12.50 Lots of 5
\$13.50 Sample

BRAND NEW 200 Fortune WATLING SCALES

\$160.00 In Original Crates

JUMBO BLANCHED SALTED PEANUTS, 30 Lb. Cartons, 27¢ Lb.—\$8.10 Carton.

SPECIAL LICORICE LOZENGES
West Point Brand. Best Quality in the Country. **23 1/2¢ lb.**
30 Lb. Boxes. High Count.

SPECIAL Colored BALL BUBBLE GUM
West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. **26¢ lb.**

SPECIAL ASCO HOT NUT GLOBES
\$1.00 Ea. Lots of 50. \$1.35 Ea. Under 50. Also All Other Globes At Net Prices.

BRAND NEW CASH TRAYS

In Original Cartons
\$4.75 Lots of 6. **\$5.50** Sample.

FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/2 With Order, Balance C. O. D.

VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

BINGO — 4 Games in 1
\$14.00 Lots of 5. **\$15.50** Sample.

STAMP FOLDERS, For Any Model. 50¢ Per M
35 lb. Solid Steel STANDS. . . . \$3.95 Ea.
CIGARETTE and CANDY MACHINES. All Models, LOWEST PRICES.

NOW! LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDSIZE **ALMONDS**

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl" of America. Lowest prices. Write ROLAND SEE, Sales Mgr., LEON "Hi-Ho" SILVER INC. 760 HAYES ST., SAN FRANCISCO 2, CALIF.



10 BALL GUM VENDORS FILLED \$99.50
 FOR THE LOT

Filled with 3/8" Colored Bubble Ball Gum (75 lbs.)

Reconditioned 1¢ or 5¢

SILVER KINGS

Late Model \$7.95 EA.

Lots of 10 Sample, \$8.95



Vends Pistachio Nuts, Peanuts, Cashews, etc.

Indian Nuts, 5 lb. bags 62¢ Lb.
 Tiny Jelly Beans, 28 lb. ctn. 24¢ Lb.
 Colored Bubble Ball Gum, 25 lb. ctn. 27¢ Lb.
 Pistachio Nuts, med. size, 60 lb. ctn. 72¢ Lb.
 Jumbo Salted Peanuts, 30 lb. ctn. . . 29¢ Lb.
 1/3 With Order, Bal. C.O.D., F.O.B. Newark.

SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE
 55-57-59 BRANFORD STREET, NEWARK 5, N. J.
 BIGELOW 3-7744-5

ATTENTION

POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.

DWIGHT HAMLIN CO.

5958 BAUM BLVD., PITTSBURGH 6, PA. HILAND 8410



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending. Buy The Best. Write for Complete Details and Prices. **Manufactured by VICTOR VENDING CORP.** 5701-13 W. Grand Ave. Chicago 39, Ill.

5¢ GUM AND 5¢ HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

WRITE FOR CATALOG

ALKUNO & CO.

408 Concord Ave., New York 54, N. Y. MEIrose 5-7757

Mechanical Manufacturing Laboratories

FOR SALE

1 Stoner 6 Col. Candy Machine, 4 Du Grenier Candyman Candy Machines, 4 Rowe 8 Col. Candy Machines, 4 Vendit Candy Machines, 8 Niks Cookie Machines, 18 Pop Corn Sez Popcorn Machines, 20 Nab Diner Cookie Machines. All in good condition and appearance. Sell all or part. Terms to responsible buyers. Also will trade for Revco Ice Cream Machines, Stoner Sandwich Machines, Stoner Candy Machines.

MILTON KATZ

1 East Drive Atlantic City, N. J.

Texas Taxes Topic at NAMA Region 9 Meet

Convene in Houston Nov. 7

HOUSTON, Oct. 30.—Texas taxes will be the principal topic of discussion when Region 9 of the National Automatic Merchandising Association (NAMA) holds its annual meeting here Sunday, November 7. The Texas meeting, scheduled to be held in the Rice Hotel, Houston, will be the 12th NAMA regional meeting this year. One more regional—Region 7—is scheduled for Minneapolis-St. Paul during November.

The Texas meeting is expected to draw operators, distributors and suppliers from the four States comprising the region—Oklahoma, Arkansas, Louisiana and Texas. Chairman of the region is Tom Vaughn, New Orleans Cigarette Service.

One-Day Meeting

Houston's meeting has been streamlined into one day beginning at 2 p.m. with a business session and concluding at 6 p.m. with dinner. During the business session, NAMA executives and operators will discuss the possibilities of changing the present Texas law governing certain types of automatic merchandising equipment.

Penny machines are not taxed in Texas and cigarette equipment is taxed under the Tobacco Occupational Tax, which NAMA considers equitable. All other types of vending machines are taxed under a general coin machine law and it is this feature to which operators object.

In addition to taxation, there will be a discussion of the cigarette machine conversion problem at which Vaughn will outline the special difficulties Louisiana operators face since they sell at 28 cents. A representative of Auto-Vend, Inc., will be on hand to discuss coffee vending. Auto-Vend manufactures the Master-Chef coffee unit.

Penny Merchandising

Penny merchandising problems will be dealt with by John Horn, Abilene, Tex., and an operator yet to be named will talk on candy vending futures. Following these special discussions, time has been set aside for an open forum on all types of operator problems.

R. O. Waddell, Galbreath Sales Company, Houston, will act as host for the region and will preside at the business sessions. Galbreath Sales took care of local arrangements for the gathering.

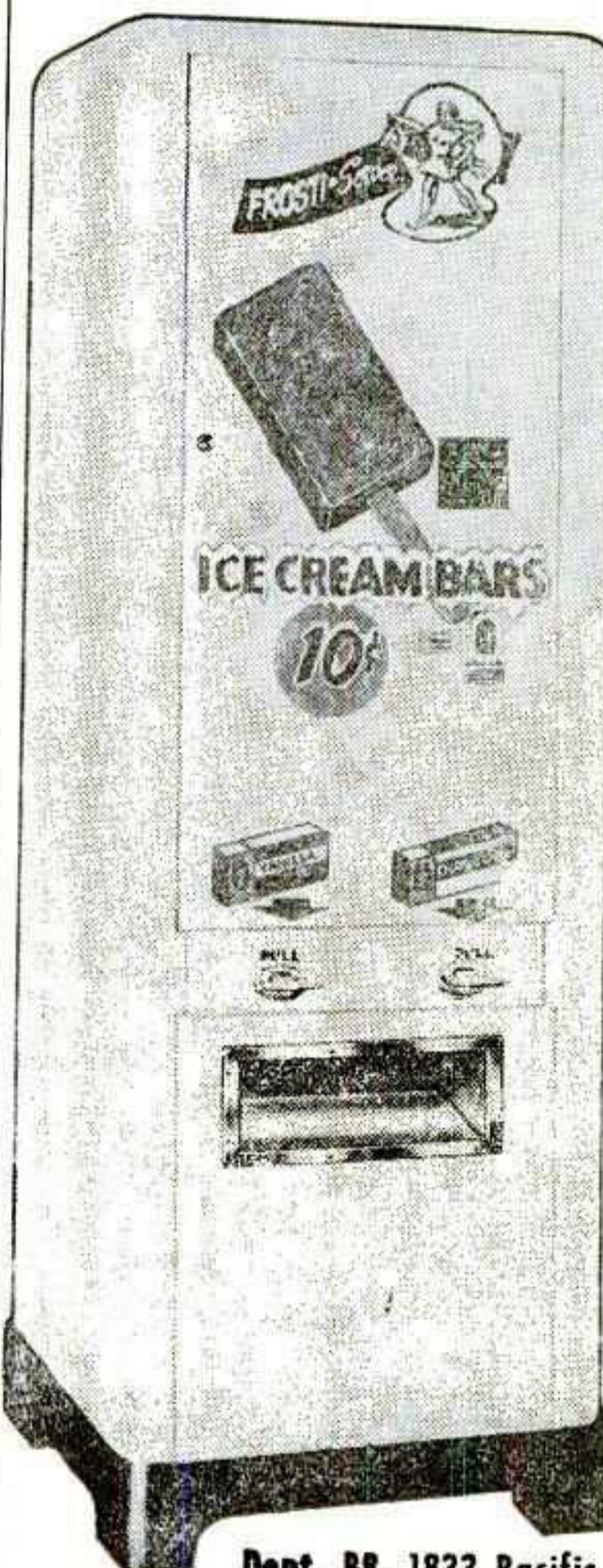
Shipman Postcard Vender To Be Sold By Natl. Distrib

CHICAGO, Oct. 30.—Shipman Manufacturing Company's recently introduced penny postcard vender (*The Billboard*, September 25) has been turned over to the newly organized Vendma Sales, Inc., here, as national sales agent.

Vendma Sales officials state that final details of price and distribution of the new unit have not as yet been set. A possible regional distributor arrangement may be put into effect. It is expected that all sales and production and price information will be available within the next two weeks.

The Shipman vender, dispensing 200 government-type penny postcards, was originally priced at \$37.50 in lots of 10. It resembles the firm's regular stamp vender, weighs 15 pounds and vends three postcards for a nickel.

NEW BIG MONEY OPPORTUNITY! ICE CREAM BAR VENDOR



the NEW 1949 MODEL

FROSTI-Sewer

with **"FREEZE-PROOF DELIVERY"**

No sticking! No jamming!

At last! This proven, tested vendor opens up the "BIG MONEY" ICE CREAM BAR FIELD! Get in on it NOW!

- (Tested in successful use since 1939)
- **NO JAMMING!** Frostless ejector made possible through use of a simple new principle.
- **TWO FLAVORS!** Serves one or two flavors. Handles stick or non-stick bars.
- **ADEQUATE BAR CAPACITY!** Two chutes with a combined length of 80 inches.
- **SMALL FLOOR SPACE!** Easy to get locations. 72" high, 22" wide, 25" deep.
- **BEAUTIFUL APPEARANCE!** Steel cabinet of white enamel with dark blue enamel base.
- **TROUBLE-FREE!** Latest refrigeration method. Finest individual parts obtainable.

IMMEDIATE DELIVERY \$450
 New 1949 Model at San Diego

WRITE OR WIRE TODAY

FROSTI-Sewer CORPORATION

Dept. BB, 1833 Pacific Highway, San Diego 1, California

WEEKLY SPECIALS

WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.



BUY VICTOR'S Custom Built UNIVERSAL

Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through.

24 or More...\$13.50
 1 to 23 13.95

INTRODUCTORY OFFER!

1 Universal, 15 lbs. of Licorice Lozenges and 1000 Plastic Charms. All for—

\$19.50

- Combination Coin Counters, 1-5-10¢ \$.75
- Cash Trays—Brand New 5.50
- 6 Col. 1c Gum Vendors—Rebuilt .. 14.50
- 5c Asco Hot Nut Vendors—Rebuilt. . 8.95
- 5c Candyette Bar Machines—New. 12.50
- Advance Postage Vendors (Rebuilt) 9.95
- A. B. T. Gun Games (Rebuilt).... 22.50
- Stamp Machine Folders, 10,000, \$5.75; 25,000.. 13.95

1/3 DEPOSIT ON ALL ORDERS. CERTIFIED PAYMENT IN FULL FOR BULK MERCHANDISE.

RAINBOW BUBBLE GUM 24c lb.
 140 or 170 count. Finest quality. 25 lbs. or more.

SALTED VIRGINIA PEANUTS 27c lb.
 30 lb. ctn

COPPER PLATED CHARMS \$4.95
 1,000

Licorice Lozenges { Minimum 23c lb.
 Rainbow Peanuts { 40 } 22c lb.
 Boston Beans { lbs. } 22c lb.



SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foot-proof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

DISTRIBUTORS, JOBBERS, SALESMEN WRITE AT ONCE FOR DEAL DISTRIBUTING THESE VENDORS.

PARKWAY MACHINE CORPORATION
 623 W. NORTH AVE., DEPT. B • BALTIMORE 17, MD.

"SILVER KINGS"

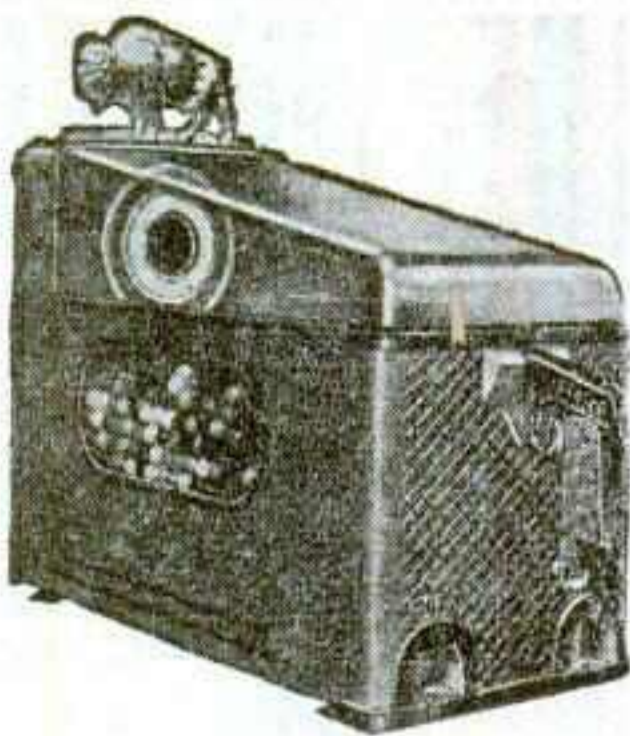
New Angle — Gets the Money With Custom Built

"TARGET KING" NEW 1c BALL GUM VENDOR GREATEST BALL GUM PROFIT MAKER EVER BUILT

It's a whirlwind sharpshooter that no one can resist playing. If the player hits the target back comes his penny. If he misses, he gets gum anyway—from the 2 000 ball gum magazine. A game of skill and an attractive vendor—all rolled into one. Strong, sturdy, finished in red and gray.

OPERATORS' SPECIAL PRICE \$45.00

F. O. B. Aurora, Ill. 1/2 Down Payment, Balance C. O. D.



1c-5c VENDORS—2 FOR 1c

BALL GUM VENDORS "HOT NUT" VENDORS

\$29.95

OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1c-5c U. S. and Foreign Coins

At All the Best Dealers—or Write

SILVER-KING CORP.

CHICAGO, ILL.

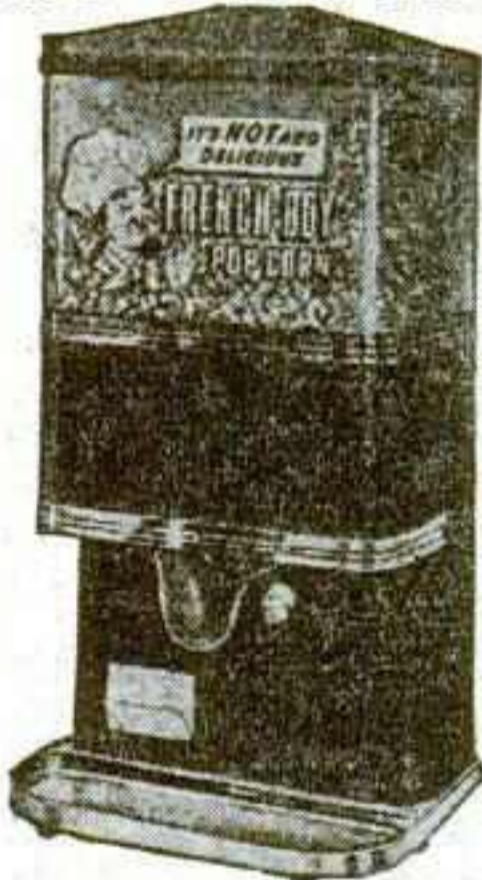


622 DIVERSEY PARKWAY

Mechanically perfect. Never misses. Handles 140, 170 210 count gum—no breakage and positive delivery. If you want the best trouble-free vendor, try the new Improved "Silver King"

GET INTO THE POPCORN BUSINESS

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.



with only a small investment!

It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50 Each

F. O. B. Chicago

Manufactured by ABC POPCORN CO.

3441 W. NORTH AVE. CHICAGO 47

"WARNER" Coin Operated VOICE RECORDERS

Pioneer of the Automatic Recorder Now Offers 1948 Models. Attractive All-Metal Cabinets—Trouble-Free Mechanisms—200 Record Magazine—Fully Automatic—High Fidelity Recording. 32"x42"x6" Cabinet Model \$750.00 14"x18"x22" Counter Model 550.00

WARNER & SONS, 300 No. Lake St., Pasadena 4, Calif.

BUILT for OPERATORS



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION

DUX BRAND PAN CANDIES— are the FINEST QUALITY in AMERICA!—Dark Brown Beans, Light Brown Beans, Rainbow Beans.

30 lb. CASE \$660 F.O.B.—San Francisco

NORTHWESTERN BULK VENDERS—ALL MODELS—IMMEDIATE DELIVERY!

VIKING SPECIALTY COMPANY 530 Golden Gate Ave. San Francisco

L. A. Ops Mull Tax Problems

(Continued from page 123)

one of his downtown locations. The topping of locations "was due to a misunderstanding and would not happen again," Feldman declared.

Phone Problem

Continuation of the meeting brought up discussion of sudden changes in firms' phone numbers by the telephone company. Such a move, effected without due notification and ignoring the practice of referring calls to the information operator for one week after the change had been made, resulted in loss of business it was claimed. It also voided vender decals bearing the old number, incurring additional expense of replacing same.

Non-delivery of association decals came up for mention. Several members who had not received the decals were told that in order to get them, group orders would have to be placed. Firm supplying the decals at cost could not afford to handle single orders, Slater stated.

At the conclusion of the meeting, two prospective members applying for cards were Bob Leidenberg, a new bulk vender operator, and Peter Bier, a Culver City operator.

Kold Krisp Enters Soft Drink Field

(Continued from page 123)

ries were also tried with average success. Apples are the best year-around seller. Company is trying out pears on all locations at the present time to see how they go.

Machine has four coin chutes varying from a nickel to a dime. Some months ago the company tried out a penny changer built in the machine which enabled them to sell a 7 and 8-cent product. When odd-priced fruit is purchased 2 and 3 cents change is returned thru the merchandise bin, according to the price.

As a further test the penny changers were removed and all fruit formerly sold at the odd-cent price was upped to a dime. Aside from comment about the new price no appreciable decline in take was noted.

Eventually the company plans to reinstall the penny changers so they will have one 5, 8 and two 10-cent chutes.

Operational headache is the fact that other venders have more or less stable wholesale prices, but in fruit the market varies from day to day. By having the three price range on the machines, the margin of profit can be more or less controlled each time the machine is serviced, it was pointed out.

Coke Prexy Praises Venders' Sales Aid

(Continued from page 123)

as an unsatisfactory answer to the bottlers' problems, pointing to the experiences of bottlers in certain States where soft drink tax laws necessitate the 6-cent price. In those areas, he said, the loss in volume nullified the gain which would be expected to come from an increased wholesale price.

To offset the rising costs, Hodgson said the bottlers are putting in efficiency measures and labor-saving devices in the bottling plants.

Interesting incidental information concerning coke's development of the foreign market was contained in Hodgson's address. At the present time, there are 354 bottlers of Coca-Cola distributing that product in 76 foreign countries. As in this country, coke's trucks in foreign countries haul an average of 150 cases at a load and serve 100 or more stops each day.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

PERFECT!

No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios. Packed in 5 lb. moisture-proof bags. 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY ST. NEW YORK 13, N. Y.

VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of VICTOR VENDING CORP. 5701-13 Grand Ave. Chicago 38



ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments

WRITE FOR DETAILS

SPECIAL PRICE

FOR MONTH OF OCTOBER ONLY

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton

Table with 3 columns: Quantity, Price per unit, Total price. Includes entries for 100 lbs., 200 lbs., and 1000 lbs. of gum.

Freight paid on 100 lbs. or over

Table listing various products and prices: Pistachios, Large White (72c), Small White (47c), Large Red (80c), Small Red (60c), Virginia Peanuts (29c), Spanish Peanuts (23c), Licorice Gems (26c), Pee Wee Excel Mix (25c), Chocolate Confetti (36c), Pee Wee Rainbow Peanuts (25c), Pee Wee Baked Beans (24 1/2c).

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS... BECKER VENDING SERVICE BRILLIANT WISCONSIN

NORTHWESTERN'S NEW DUAL VENDOR

Now in Stock—Immediate Delivery



**BUY
VICTOR'S
CUSTOM BUILT
UNIVERSAL**

Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through.

**24 OR MORE
\$13.50
1 TO 23
\$13.95**

SILVER KINGS

**1c
CANDY & NUT
VENDOR**
Introductory Offer

6 Machines, plus 37 lbs. Licorice Lollipops and 1000 Plastic Charms.

**ALL FOR
\$80.45**

**SILVER KING
PRICE LIST**
Sample \$13.95
2 to 5 . . . 12.50
6 to 11 . . . 11.55
12 to 49 . . . 12.00
50 or More . . . \$10.55



BRAND NEW IMPS

**EITHER 1c OR 5c PLAY
Cig. or Fruit Reels
\$12.95**

Lots of 12 \$13.75—Lots of 6 or More Sample \$14.50

TARGET KING BALL GUM VENDOR



A Combination Skill Game and Merchandise Vendor. Has Eye Appeal and is of Sturdy Construction. Large capacity. Size: 10"x15"x18". **\$45.00** Each

**MILLS
VEST POCKET
BELL**
Pay Out Automatically
\$65.00 Ea.
USED \$49.50

**AGAIN ON HAND—LIKE NEW
BAT-A-BALLS
\$11.95 EA.**
STANDS \$5.00 EXTRA

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.
1/3 DEPOSIT, BALANCE C. O. D.
ORDERS UNDER \$20.00 FULL CASH

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 21 PA.
LOmbard 3-2676

WRITE FOR PRICES
Roasted and Salted Nuts of all types and Canned Nuts, Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
37-65 77th St., Jackson Heights, L. I., N. Y.
Telephone: Hickory 6-2452

Subway Cup Test Success; Ops' Requirements Pending

(Continued from page 123)

\$41,500 was paid to the city by the seven operating firms participating in the test program, under terms of the agreement by which a 25 per cent commission is returned to the city for operating privileges, according to William J. Daly, secretary of the board.

The venders were first placed in the underground location early last summer (*The Billboard*, July 10). At that time it was announced that upon the expiration of the experimental contracts on November 30 an exclusive operating franchise would be awarded to a single firm after competitive bidding. Later it was learned the board would most probably award several contracts in order to more effectively blanket the numerous potential locations in the subway system. (*The Billboard*, September 25).

72¢ September Gross

With 105 machines placed to date, Secretary Daly revealed that the income from the cup venders totaled \$72,600 during September, the last month for which complete figures are available. Of this, the city received \$18,150 in commissions. In August, the gross revenue was \$58,580, with \$14,650 retained by the city as its share.

No accurate breakdown of the average earnings per machine could be obtained, since the number of cup venders in the subway has increased steadily from the initial installations

to the present figure of 105. But industry observers agreed that their take, as well as the potential for future sales once the subway system is adequately covered, is unprecedented.

\$700 Per Machine

A conservative analysis of the gross income for September, during most of which somewhat under 100 machines were operated, shows that sales per machine averaged well over \$700 each. It was admitted by several operators, as well as the board, that many individual machines placed in top-traffic locations grossed two or three times that figure.

Secretary Daly stated that the board requirements to be met by operators seeking permanent operating rights have not yet been completely worked out. These requirements will be announced before formal bids are solicited.

Name 18 More Exhibitors at NAMA Meeting

CHICAGO, Oct. 30.—The National Automatic Merchandising Association (NAMA) has announced an additional 18 exhibiting firms at its 1948 convention, December 12 thru 15, at the Palmer House here. New firms bring the number of exhibitors to 108 to date, including the initial list of 90 released last month (*The Billboard*, September 18).

New additions to the exhibitors' ranks include the following manufacturing, supplier and parts companies: Automatic Book Vending Machine Corp.; C. Bradely & Sons, Inc.; Craig Machine, Inc.; Minter Bros. Candies; Rowe Manufacturing Co.; U-Need-A Vendors, Inc.; R. J. Stevens Baking Corp.; Brown & Williamson Tobacco Co.; Ferrara Candy Co.

Also Nehi Corp.; The Squirt Co.; Vending Machine Service Co.; Bert Mills Corp.; F & F Laboratories; Atlas Manufacturing & Sales Corp.; Hupp Corp.; Hydro-Silica Corp., and Revco, Inc.

Announce Regional Distrib Set-Up for Uneeda Shoeshiners

NEW YORK, Oct. 30.—Uneeda shoeshine machines, until now only available thru Acme Sales Company, will be marketed to operators thru a network of regional distributors, it has been announced by Sam Sacks, head of both organizations. Increase of production facilities and the resulting need for "a more extensive system of outlets" was given as the reason behind the change in sales policy.

Names of the distributors of the Uneeda shine machine will be announced soon, Sacks stated.

Statler Purchases Building To House Route Headquarters

NEW YORK, Oct. 30.—Statler Vending Company of New York, an operating subsidiary of Statler Distributors, Inc., has recently acquired the building at 704-708 East 132d Street for use as route headquarters, it was announced this week by Lawrence Reiss, president.

With almost 3,000 biscuit venders in operation in the metropolitan area, Statler Vending is now remodeling its new base of operations to allow rapid loading of servicemen's vehicles. A run-thru building, cars may be driven in at one end, loaded at specified points along a 200-foot loading platform, and driven out at the other end within 10 minutes, Reiss said.

"The highest standards of efficiency are to be maintained in the new building," said Reiss, "since it will be used partly to provide a model for other Statler operations thruout the country."

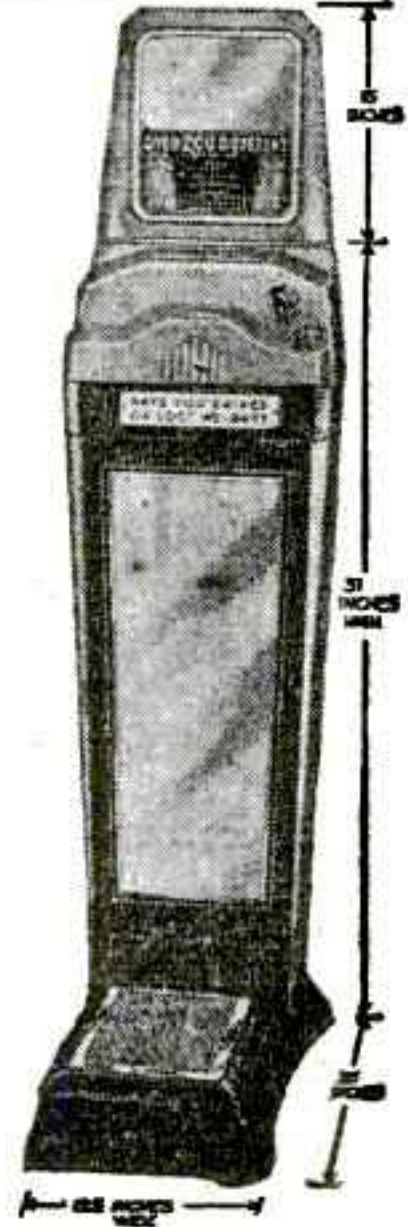
Statler Vending's parent company, Statler Distributors, has the exclusive national franchise for distribution of Sunshine Biscuits' Niks thru vending machines.

Philip Morris' Cig Sales Break All Records in '48

NEW YORK, Oct. 30.—Philip Morris & Company announced this week that its domestic cigarette sales for the six months ended September 30 were the largest for any half-year period in the firm's history. Both dollar and unit sales soared to record heights.

Dollar sales for the six months totalled \$111,400,000, an increase of 28.8 per cent over sales in the same period last year. (Philip Morris is the fourth largest cigarette manufacturer in the U. S.)

Net income for the six months was reported at \$5,801,258, after charges and federal taxes.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 in. Width, 13 in. without sign
Depth, 25 in. Sign, 15 in.
Net Weight 185 Lbs.
Shipping Weight . . . 245 Lbs.

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



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.

Manufactured by **VICTOR VENDING CORP.**
5701-13 W. Grand Ave. Chicago 39, Ill.

Choo Choo Gum

GREENVILLE, S. C., Oct. 30.—Dispensing free bubble gum from his engine cab window when his train rolls thru this town has caused engineer A. Cobb's train to be called the "bubble gum special" by local youngsters. Cobb always carries a supply of gum with him on each run and finds that up to 50 children line the tracks during some trips, all set to catch the eagerly awaited confection.

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!

Per M
Luminous Glow Charms, Series #1 . . . \$4.50
Luminous Glow Charms, Series #2 . . . 6.00
Luminous Glow Skulls 7.00
Luminous Glow Rings 6.00

SAMUEL EPPY & CO., Inc.
World's Largest Charm Manufacturer
113-08 101st Ave. Richmond Hill 19, L. I., N. Y.



MARION

SCALE PRICE IS LOW QUALITY IS HIGH

IMMEDIATE DELIVERY.
FULLY GUARANTEED.

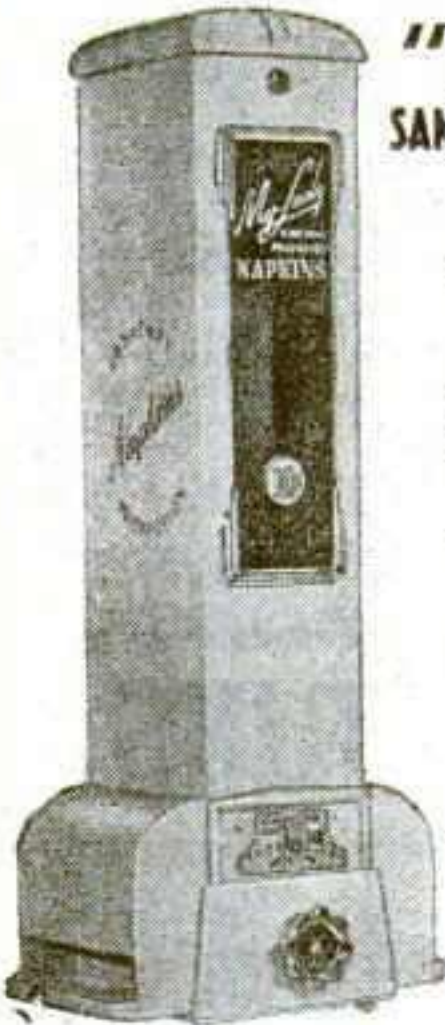
AMERICA'S MOST BEAUTIFUL SCALE
IN MANY COLORS

Distributors! Write, Wire or Phone

Foreign Inquiries Solicited.

WORLD SALES, INC.

Sole Factory Agents
3220 W. Broad St. Columbus 4, Ohio
Phone: RA 6336



"NEPS" SANITARY VENDOR

2 Column
Large Capacity 40 Pakgs.
Counter or Wall Mounting
Sanitary White Blue Finish
All Aluminum Rust Proof
Mirror Front
10¢ Play
Immediate Delivery

PRICE \$44.70 each

SILVER-KING CORP.

622 Diversoy Parkway Chicago, Illinois

REAL LOW PRICES U-SELECT-IT

CANDY MACHINES

72 Bar Capacity, \$27.50 ea. Lots of 5, \$20. ea.
U-NEED-A, 5 Col., With Base 50.00

CIGARETTE MACHINES

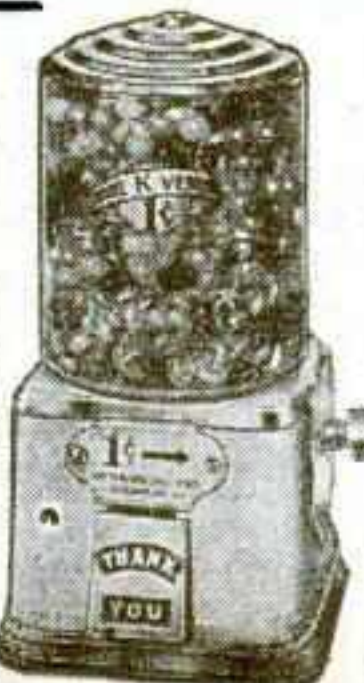
DU GRENIER, 7 Col. S \$35.00
DU GRENIER VD, 7 Col. 40.00
DU GRENIER W, 9 Col. 37.50
DU GRENIER CHAMPION 47.50
UNEEDA MONARCH, 8 Col., Like New 70.00
UNEEDA E, 8 Col. 40.00
NATIONAL 9-30 50.00
ROWE ARISTOCRAT, 6 Col. 22.50
Half Deposit.

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.



A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 88

State Tax Calendar

Alabama
Nov. 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
Nov. 20—Sales tax report and payment due.

Colorado
Nov. 14—Sales tax report and payment due.
Nov. 15—Denver sales tax report and payment due.

Florida
Nov. 10—Agents' and wholesalers' cigarette tax report due.

Georgia
Nov. 10—Cigar and cigarette wholesale dealers' report due.

Idaho
Nov. 15—Cigarette wholesalers' drop shipment report due.

Illinois
Nov. 15—Cigarette tax return due. Sales tax report and payment due.

Indiana
Nov. 10—Cigarette distributors' interstate business report due.
Nov. 15—Cigarette distributors' drop shipment report due.

Kansas
Nov. 20—Sales tax report and payment due.

Kentucky
Nov. 20—Cigarette wholesalers' report due.

Louisiana
Nov. 1—Soft drinks tax report due. Tobacco tax report due.
Nov. 15—Soft drinks tax report due.

Tobacco tax report due.
Nov. 20—New Orleans sales and use tax report and payment due.

Maryland
Nov. 15—Sales and use tax report and payment due.

Massachusetts
Nov. 20—Cigarette tax report and payment due.

Michigan
Nov. 15—Sales tax report and payment due. Use tax report and payment due.
Nov. 20—Cigarette report and tax due.

Minnesota
Nov. 20—Cigarette tax and report due.

Mississippi
Nov. 15—Manufacturers, distributors and wholesalers of tobacco, report due. Sales tax report and payment due.

Missouri
Nov. 30—Soft drink manufacturers' report and payment due.

Nebraska
Nov. 10—Cigarette distributors' report due.

North Carolina
Nov. 15—Sales tax report and payment due.

North Dakota
Nov. 10—Cigarette distributors' report due.

Ohio
Nov. 10—Cigarette wholesalers' report due.
Nov. 15—Cigarette use tax and report due.

Oklahoma
Nov. 10—Cigarette wholesalers', retailers' and vending machine owners' report due.
Nov. 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Pennsylvania
Nov. 10—Soft drinks tax report due.

Rhode Island
Nov. 20—Sales and use tax return and payment due.

Tennessee
Nov. 20—Sales and use tax report and payment due.

Utah
Nov. 15—Sales tax return and payment due.

Washington
Nov. 15—Sales tax report and payment due. Wholesalers' cigarette drop shipment report due.

West Virginia
Nov. 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
Nov. 10—Cigarette wholesalers' and manufacturers' report due.

Wyoming
Nov. 15—Sales tax report and payment due.

Show Ice Cream Venders at DIE

ATLANTIC CITY, Oct. 30. — Two manufacturers of ice cream vending machines exhibited here this week at the Dairy Industries Exposition (DIE) and a third manufacturer was on hand to canvass ice cream makers' sentiment toward vending.

The exhibitors were Eastern Engineering & Sales, Inc., Philadelphia, manufacturers of the Kenro, and Craig Machine Company, Danvers, Mass. On hand, but not exhibiting, was Gordon Haase, president of Arctic Vendor Sales Company, Appleton, Wis.

The dairy show, held in the Atlantic City Convention Hall is staged every two years.

See Renewed Drive For 2% District of Columbia Sales Tax

WASHINGTON, Oct. 30. — Altho Congress won't be able to consider a local District of Columbia sales tax before the end of January, the campaign for a 2 per cent levy is already swinging into high gear.

The Washington Taxpayers Association last week joined the Board of Trade and a half dozen other business groups in urging a sales tax to meet anticipated heavy deficit facing the city.

Many citizen groups as well as labor unions are fighting the tax. Only the threat of a last minute filibuster by Sen. Olin D. Johnston (D., S. C.) defeated the tax in the Senate last session after the House had passed it overwhelmingly.

Under the proposed levy, items retailing at less than 14 cents would be exempt. Between 14 and 50 cents, the tax would be a penny, increasing to 2 cents for items retailing between 50 cents and \$1. A straight 2 per cent would be levied on articles selling above \$1.

LOOK AHEAD!

YOU CAN EARN A STEADY INCOME VENDING NATIONALLY ADVERTISED

WRIGLEY'S GUM LIFESAVERS, ETC.

THROUGH

Alkuno Five Cent Vendors

A CLEAN PROFITABLE BUSINESS WITH NO SLOW SEASONS NO COMPETITION EASY TO PLACE

WRITE OR CALL

LAVOIE & HILLMAN, INC.

2 East Main St. Fall River, Mass.
Phone: F. R. 3-7844

New England Factory Distributors for ALKUNO VENDORS COLUMBUS BIMOR and TRIMOR MEMBER OF C. M. I.

"ONCE BIT, TWICE SHY"

You may often see an advertisement in which wild superlatives sound like a blare of trumpets. But you will never see Schoenbach's name signed to it.

The public has gained much wisdom about advertising promises and the quality of merchandise. "Once Bit, Twice Shy."

Advance Machine's best advertisement are the machines in use and 50 years of manufacturing experience.

WRITE

J. SCHOENBACH

Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.



IN STOCK!

6 Lb. Globe Less than 25. \$11.00
Less than 100 10.75
100 or more. 10.53



Write for prices on Models 33, 39 and Deluxe Venders.

EMPIRE COIN MACHINE EXCHANGE

1012 MILWAUKEE AVE. CHICAGO 22

\$395.00

PUTS YOU IN BUSINESS!

With ten Brand New Shipman Triplex Stamp Vendors (1¢, 3¢ and 5¢ Airmail Stamps) and 25,000 Folders included free which return gross profit of \$250. Place your orders now for IMMEDIATE DELIVERY! 1/3 Dep., Bal. C. O. D. * Send for Free Leaflet *



R. H. ADAIR COMPANY
6926 W. Roosevelt Rd. Oak Park, Ill.

EXPERIENCED COIN MACHINE SALES REPRESENTATIVE WANTED

For selling Personal Weighing Scales. A good, steady business year around. Give complete information and send your photograph.

BOX D-39

The Billboard Cincinnati 22, O.

Pecan Crop Up

WASHINGTON, Oct. 30.—A 1948 pecan crop 43 per cent above last year was estimated by Agriculture Department.

The large increase in pecan production is expected to result in lower prices next year in view of a decision by Agriculture Department not to support pecan prices.

Supplies in Brief

Ingredients Off

WASHINGTON, Oct. 30.—Production of such candy ingredients as honey, sirups and molasses is estimated to be 40 per cent lower this year than in 1947.

Corn sirup production in 1948 is expected to be about half of the 168,766,000 gallons made last year. The 1947 figure represented an all-time record.

Cig Demand Up

WASHINGTON, Oct. 30.—A continued heavy demand for cigarettes during 1949 is expected by Agriculture Department.

Total 1948 cigarette consumption is estimated at about 385,000,000 units—an increase of approximately 15,000,000 over 1947.

Cigarette prices may be due for another increase in 1949, Agriculture hinted, reporting that three-fifths of the 1948 flue-cured (cigarette) tobacco has already been sold.

Burley tobacco, also widely used in cigarette production, goes to the auctions in December. Average prices will be at least 5 per cent above the 1947 crop because of an increase in the support price.

Sugar Report

WASHINGTON, Oct. 30.—Sugar distribution and production in the United States have returned to prewar levels, Agriculture Department revealed last week.

World production of both beet and cane sugar for the 1947-'48 season is estimated at 34,035,000 tons, an increase of 9 per cent over the previous season and a 2 per cent decrease from prewar averages.

The world crop in 1947-'48 for both types of sugar was the fifth largest on record, while cane sugar production set a record high of 24,858,000 tons.

World sugar prospects for the 1948-'49 season, said Agriculture, point to an increase in production of about 1,500,000 tons over the past season.

Cocoa Price Drops

WASHINGTON, Oct. 30.—Cocoa prices on the New York Cocoa Exchange dropped a fraction of a cent in August, Commerce Department said this week.

Imports remained spotty, latest figures showing 21,000 tons coming into the country in July as compared with 17,586 tons in June and 24,208 tons in May.

Peanut Facts

WASHINGTON, Oct. 30.—The ratio of shelled peanuts going into candy hit its highest 1948 level in September, Agriculture Department has reported.

A 1948 decline in the use of peanuts in candy is pointed up by Agriculture statistics that show that the yearly average of peanuts used for that purpose was 20 per cent over the past four years.

The September rise was made almost entirely at the expense of peanuts going into peanut butter, which declined from a ratio of 58.8 per cent in August to 55.5 per cent in September.

Tobacco Cost Rising

WASHINGTON, Oct. 30.—Prices for domestic tobaccos used in cigarettes are still advancing, Agriculture Department said this week.

MODERNIZE

YOUR OLD EQUIPMENT

REBUILT LIKE NEW

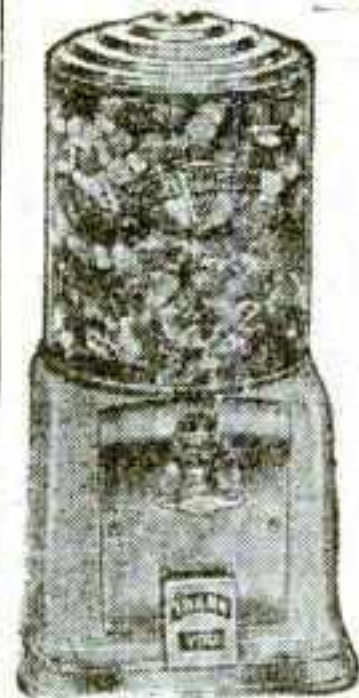
Automatic Merchandise and Beverage Machine Rebuilding a Specialty.

- Complete maintenance and service instruction—On route operating problems. • Remanufacturing and assembling facilities available—Field service on all types of vending equipment.

YOUR PROBLEM—OUR BUSINESS

HARLIN INDUSTRIES

4807 W. 23rd St. Chicago 50, Ill.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Churns, Peanuts, Candy and Ball Gum.

Write us NOW for detailed information and prices.

A Product of

VICTOR VENDING CORP.

5701-13 Grand Ave. Chicago 39

GIVE TO THE RUNYON CANCER FUND

POP N' HOT

HOT POP CORN VENDING MACHINE

NEW 1949 MODEL

VENDS 120 TEN CENT BAGS FROM EACH FILLING

TAKES IN.....\$12.00

COST OF CORN. 3.00

EMPTYES 2 TO 3 TIMES A WEEK IN AVERAGE LOCATION.

\$139.50

\$25.00 deposit required with order, balance C. O. D. Write for colored circular.

JACK NELSON & CO.

NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

CIGARETTE MACHINES NATIONAL MODEL 950

\$90.00 Reconditioned, Sprayed, Ea. King Size, 350 Pkg. Cap.

IMMEDIATE DELIVERY 1/2 Dep. With Order. Bal. C. O. D.

CAMEO VENDING SERVICE

432 West 42d St., New York 19, N. Y. Longacre 3-1334



VICTOR'S NEW CUSTOM BUILT DE LUXE

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

JACK NELSON & CO. 2320-22 Milwaukee Ave. Chicago 47, Ill.

ATTENTION—25c & 30c CONVERSIONS

Silver Quarter or combination Nickel-Dime conversions available in 24 hours. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

Table listing cigarette machines and prices: Lehigh PX, 10 Col. \$160.00; NEW National Electric, 9E 275.00; NEW ROWE Crusader, 8 and 10 Col. 195.00; etc.

7 COLUMN CIGAR MACHINE, \$32.50

Holds seven different brands

CANDY MACHINES

Table listing candy machines and prices: Rowe, 8 Cols. \$90.00; U-Select-It 35.00; Advance Candy Machines 27.50; etc.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

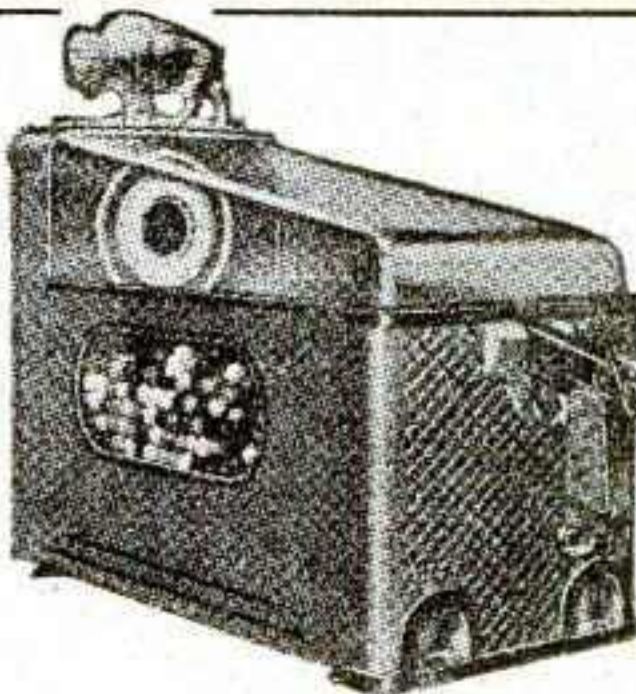
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK



CLOSEOUT

POPCORN MACHINE AUCTION

54 only (40 10¢ Play, 14 5¢ Play). Brand new, never uncrated Popcorn Venders. Original price. \$189.50; our price—

\$89.50

Less 10%, lots of 5 or more. Wire collect.

BEST PENNY MACHINE YET

Free Play feature and Ball Gum every play. Satisfaction guaranteed or full refund. Ball Gum, 15¢ per 100 balls. Machine holds 2,000 balls. Price:

\$45.00 Less 2%, full remittance.

BEVERATOR COMPANY

600 HYATT STREET CAMBRIDGE, OHIO



Music Promotion Trend Growing

Results Bring Increased \$\$\$ To Operators

Associations Are Active

CHICAGO, Oct. 30.—With actual proof that on-location promotion, if properly handled, can boost income to a point where the operation of music machine routes becomes profitable, many associations are now pushing ahead with plans to adopt programs varying from the tried-and-true hit-tune-of-the-month gimmick to out-and-out publicity drives with the attendant fanfare. Too, operators in areas where no association has as yet been formed, or who are nonmembers of existing associations, are instituting their own campaigns to make the public "juke box conscious."

Leading the promotion parade at this point, and steadily gaining in favor throughout the country, is the hit-tune-of-the-month program. Proving a tremendous play booster in the Cleveland area, where the hit tune idea has been flourishing for a long time, the Cleveland Phonograph (See Music Promotion on page 132)

New Solotone Combo System Shown in N. Y.

Plays Disks, Radio and Tele

NEW YORK, Oct. 30.—Master Entertainer, Solotone Corporation's new unit thru which record, radio and television entertainment may be provided simultaneously in any one location, has been introduced here by Runyon Sales Company, holder of the distribution franchise in metropolitan New York, Northern New Jersey and Connecticut.

After extensive testing in this area, Runyon Sales placed the unit on its showroom floor this week. Initial installations are being made for operators in Newark, N. J.; Beacon, N. Y., and Kingston, N. J., according to Barney Sugarman, Runyon executive.

Housing 10 separate record turntables and four radios the Master Ent. (See Solotone Combo on page 133)

700 Operators Attend Annual AMOA Banquet

NEW YORK, Oct. 30.—If out-of-order juke boxes in this area weren't serviced promptly last Saturday night (23) and early the next morning, the reason was a good one. Operators and servicemen were making merry at the Waldorf-Astoria.

The occasion was the 11th annual dinner dance of the Automatic Music Operators' Association (A M O A). About 700 coinmen and women, distributors and record company representatives attended the annual cele- (See 700 Operators on page 133)

Washington Music Guild Plans Dinner, Awards for December 7

WASHINGTON, Oct. 30.—Washington Music Guild (WVG) is making plans for a banquet December 7 at the Chantilly Room of the Hamilton Hotel. A name band and several recording artists will furnish entertainment. Eddie Gallagher, of Station WTOP, will be awarded a trophy at the dinner for "outstanding public relations work" in the Guild as well as for his *Hit Parade* and *Hit Record of the Week* programs. Police Chief Robert Barrett is also to be honored for his work with Washington boys' clubs.

At the same time WVG expects to announce its plan for presenting a

juke box each month to boys' clubs and public schools in the metropolitan area.

Guild President Hirsh de la Viez is serving as chairman of the affair. Harold S. Klein, of Silent Sales System; Teddy Crawford, Sterling Novelty Company; Edward MacManus, MacManus Music Company; Evan Griffith, Pioneer Music Company, and John Phillips, Phillips Novelty Company, are assisting him. Invitations will be sent to record companies, distributors, salesmen and representatives of trade papers. Presidents of music guilds in New York, Philadelphia, Cleveland and Detroit are also expected.

Seeburg Production Facilities "Streamlined" Into One Group

CHICAGO, Oct. 30.—In order to hold the line in cost, both in raw materials and labor, the J. P. Seeburg Corporation here announced this week that it is two weeks away from completing a streamlining program which will bring all of the company's facilities into a tightly knit group. Presumably, the streamlining will have its effect on the new model Seeburg will introduce in December (The Billboard, October 30).

Fleming Johnson, production manager for the corporation, told The Billboard that "during an inflationary period, such as has existed since World War II, the manufacturer does everything within his power to maintain prices until his profit gradually dwindles away." At that point, Johnson continued, the manufacturer may take one or two courses—or both if necessary. That is, increase the price of the product or streamline his plant and organization to fit the pattern of sales. "This corporation," Johnson said, "elected to streamline the organization and facilities."

Close One Plant

As part of that streamlining, Seeburg has closed the plant it formerly maintained at 1015 North Halsted and moved all production facilities into one grouping at the main plant on North Dayton. Closing this one plant, Johnson said, eliminated 155,-

768 square feet but actually increased productive capacity as well as efficiency of the organization.

Johnson said that the great demand which followed the war-time shortage made it necessary for the company to have extended facilities to take care of operator requirements. Then "as the pipelines were filled, production decreased, leaving an organization for the high production and plant space to produce the greater quantities."

Steel an Example

As an example of streamlining, Johnson pointed to the substantial quantities of steel which go into a phonograph and which, before the current consolidation, raised a paramount cost in handling. Before bringing its production facilities under one roof, the firm had to transport raw sheet over two miles. Now the movement of steel has been reduced to 870 feet which will mean, Johnson said, "a tremendous reduction in handling costs."

All of the corporation's direct operations, Johnson said, are on an incentive with budgetary controls for indirect labor and expenses tied into the direct labor allowances. In this manner, Seeburg plans a yearly budget from sales forecasts and then establishes monthly and weekly budgets from the production schedule.

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:

AFM, WAXERIES DISSOLVING BAN. Negotiations are under way to bring about the end of the wax ban.

DECCA FIRMS ASK ANTI-TRUST DISMISSAL. Both English and American Deccas file answers with the Justice Department for dismissal of action.

COLUMBIA TO BID FOR RACE. Diskery to make strong push for race items.

HAYES CUTS DECCA POPS. Peter Lind Hayes due for big bally lift by waxery.

RCA ADDS ALIEN LIST TO CATALOG. New numerical listings, to be issued soon, will include foreign tunes as well as pop, red seal, etc.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Operators in Twin Cities Minimize Tele

Effect on Jukes Slight

MINNEAPOLIS, Oct. 30.—The effect of television on coin machine play, with the exception of Saturday afternoon football videocasts, is being minimized by most operators here. With this area serviced by only one video station, KSTP-TV, coinmen feel it is far too soon to determine what the true effect will be. Before many months, however, WTCN-TV also will be on the air and any trend should develop after the new station debuts.

Amos Heilicher, one of the leading operators in Minneapolis, believes video will have an ill effect on the coin machine business in the future and thinks coinmen ought to be looking ahead to that time, planning now.

"Saturday afternoons, during the football season, have been almost a total loss for those locations of ours with television," Heilicher said. "As video finds its bearings it will invade our field more and more, I think. The industry shouldn't be blind to the situation, in my opinion."

But other operators have told distributors that the situation isn't as (See TWIN CITY OPS on page 133)

Minn., Dallas Aireon Reps Show New Jukes

KANSAS CITY, Kan., Oct. 30.—Initial showings of the new Aireon television-juke box combination are being held in Minneapolis and Dallas, with additional operator showings scheduled for the near future on both the East and the West Coasts, it was announced this week by Bernard D. Craig, general sales manager of the Aireon Manufacturing Corporation.

The Minneapolis showing is at the Music Service Company headquarters. Firm, headed by Don Carmichael and Harold Harter, was recently appointed an Aireon distributor. Representing the manufacturer at the ex- (See Aireon Reps on page 133)

Zippity-Do-Da

SOUTH BEND, Ind., Oct. 30.

—Just like the song of the same name, ops in this area are singing about the wonderful days that has rolled around this fall. For Saturdays have turned out to be real bonanzas for many ops whose equipment is located in spots where television is being tested. Local football games have drawn heavy audiences into the public locations, and with Notre Dame enjoying another rip-snorting year, the celebrating goes on and on, with the juke box an important factor in the post-game activities. In some instances, operators have reported that gross take on a Saturday (provided there is a football game to be seen) has jumped as much as 300 per cent.

Presenting The Ambassador

OF GOODWILL For Your "1015" Locations...

A COMPLETE NEW CONVERSION KIT.

GIVES YOUR OLD "1015's" A MILLION-DOLLAR
NEW LOOK.

NEW ULTRA-MODERN DESIGN. ALL NEW PLASTICS.
NEW BEAUTIFUL PLEXIGLAS AND LUCITE. ALL NEW
HARDWARE. NEW GRILLE AND NEW GRILLE CLOTH.

NEW SPARKLE. NEW BRILLIANCE. NEW EYE APPEAL.
NEW PLAY APPEAL.

NEW COLOR: TOP ARCH AND MATCHING GRILLE
FRAME AVAILABLE IN CHOICE OF REGAL RED, IMPERIAL
YELLOW, OR EMERALD GREEN. PILASTERS IN CLEAR
NEW DIAMOND PATTERN.

ALL THIS FOR ONLY **\$96⁵⁰**
1/3 DOWN.
BALANCE C. O. D.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Keep Them Happy...

As a smart operator you know it's good business to
give your locations "something new" before
they demand it... here's "something new" at a
price you can afford. The "1015" is still a great
machine. Keep yours on those top locations.
Give them the sparkling new Ambassador look.
Easily installed by one man in one hour. Convert
9 old ones for the price of one new one.

Act Now! Order today. Be sure to include names
of locations for free location name plates.

Write or Wire

Ambassador

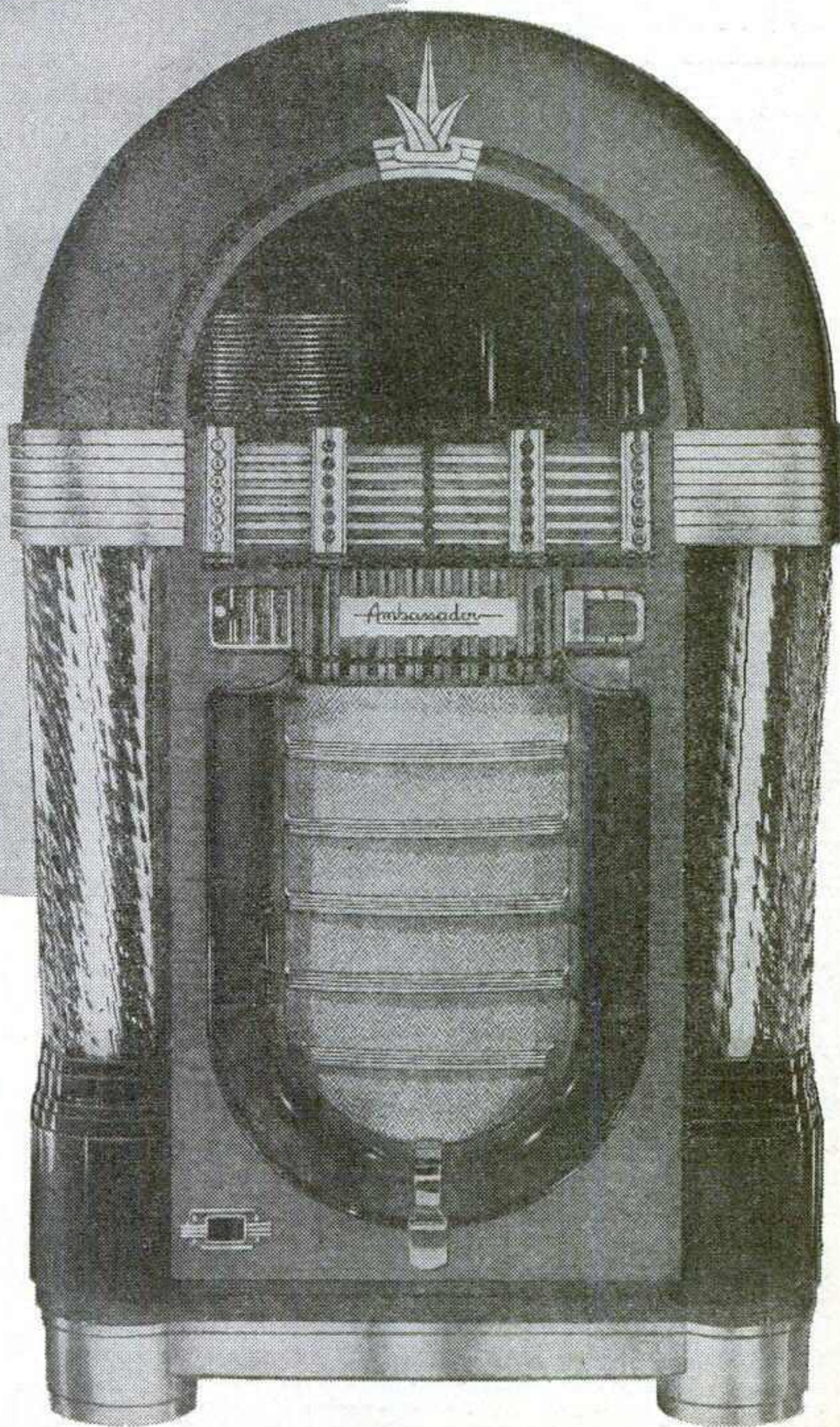
Inc. 1107 DIERKS BUILDING • KANSAS CITY, MISSOURI

WANTED - DISTRIBUTORS OR SALESMEN ACQUAINTED WITH "1015" OPERATORS



Free Goodwill Insurance

In addition to the Ambassador
name plate as illustrated
you receive without charge
an individually lettered name
plate bearing the name
of location where the
phonograph is set.
Name plates quickly
interchangeable.



Music Promosh Trend Grows; Result Brings Increased \$\$\$

(Continued from page 130)

Merchants' Association (CPMA), thru aggressive action by Jack Cohen, president, and Sanford Levine, association official who heads the record promotion committee, has expanded on this idea to include hit tune extras. These consist of two tunes which are selected monthly for added promotion in the 3,000 machines in the greater Cleveland area.

SDPOA State Drive

An example of how the hit-tune-of-the-month idea is catching on can be seen by the actions of Mike Imig, president of the South Dakota Phonograph Operators' Association (SDPOA). Imig, who has conducted a State-wide drive for members for his association, and is now only a few percentage points away from a perfect goal, recently visited Cleveland to confer with Cohen and Levine on the hit tune program. Imig expects to iron out a few local problems, including the most serious, record

distribution, by the time the SDPOA meets in December. At that time he will present a complete program to the membership for use thruout the State, rather than in just one city.

Operators in Central and Southern Illinois, who have had an association for some time but who have only recently started a membership drive and decided to expand their coverage, also have a hit tune promotion under advisement at this time.

Title Strips

Prior to the war, a number of record companies produced special title strips which were given to the operator when he made his disk purchases. This practice disappeared during the war, and to date crops up only in isolated cases. In Cleveland, again, special title strips are used in connection with the hit tune promotions, but are not a general practice thruout the selector panel.

In the post-war period, and right up to the present time, title strips

have been, and are, a hit and miss proposition with the majority of the operators. However, once again proper use of the strips can bring increased income to the operator, as has been demonstrated by Adolph Raymond, local juke box man.

One of the first to utilize a new tune, *Juke Box Jamboree*, as an institutional promotion, Raymond used special title strips, printed in white on a red background, in connection with the song. Altho records of this song are still not available thruout the country, Raymond reports the play has been so heavy on most of his machines that he has had to replace the worn-out sides with new pressings.

Operators, who have been seeking printed title strips to replace their hand-lettered and often unreadable strips, have been told that the preparation of the strips is too costly, and that unless ops would be willing to pay for them, manufacturers, in many cases, would not undertake to resume the practice of giving them away. Actually, according to several ops here who have had their own strips printed for a special record, the cost comes to about one-half cent each in quantity lots. If purchased thru an association, this would mean an operator with 200 machines could get strips for one song for each machine at a total cost of \$1, or if the quantities are larger, even less.

Indie Promotions

Individual operators, working outside a broad promotion program as set up by an association, have also come up with some excellent play boosters. Working alone has several advantages that do not exist if the promotion is handled on a mass basis. One is the fact that the lone op can concentrate on his locations, and can expand an idea, or retract it, as he pleases. He is working on a more personalized basis, and can suit his promotion to his own locations. As was pointed out by Albert Casslow, who operates in Western Indiana, "many of my locations draw foreign-language patrons from near-by industries. A hit-tune-of-the-month idea would be worthless unless the song was personally selected for each location."

"I have developed my own hit tune idea along these lines. Each month I feature a different record of the month in each of my machines. It might be a German record in one spot, an Irish disk around the corner, and Dixieland jazz in the next block. I use colored title strips to point up the special record, and have found it has jumped my take as much as 300 per cent in some spots."

Radio Tie-Ins

Radio is also moving to the fore as a medium for promotion of the music machine. The Washington Music Guild (WVG), headed by Hirsch De La Viez, has effected several tie-ups locally which push the records on the local juke boxes. In Detroit the association has tied in with local disk jockeys who not only help them pick their hit tune of the month, but appear at the hit tune parties, held for teen-agers in the Detroit area, and promote the final selections via their air shows.

Taken on an individual basis, the promotion conducted by Sol Silver, South Bend, Ind., points up the value of radio. Silver, who operates in South Bend, La Porte and thruout St. Joseph County, also conducts a retail record business in South Bend, and recently has become a disk jockey over Station WHOT six evenings weekly. Silver, who sponsors his own program, spins new releases and plugs those songs which are featured on his juke boxes. He is rapidly becoming a radio luminary in the Indiana town.

With juke box income finally picking up after a spring and summer season that was considered by many operators at an all-time low, the move toward organized and individual promotions is expected to gain mo-

OPERATORS!

Today's Hottest Money Maker... with a big Virgin Market



Personalized Radios Specially Engineered for Hospitals

Successfully Tested!

Now Available for Live Operators!

After months of testing and actual operation in hospitals, we are now ready to offer an amazing new plan for successful operation. This is even bigger than coin-operated radios. Doctors, nurses and patients have accepted these radios as being a necessity for hospitals . . . superintendents are extremely happy with the percentage plan . . . and the operators are coining money. Radios have been specially engineered to operate in hospitals, and carry a 90-day factory guarantee.

Write today for details.

Specialists in Coin Operated Hotel and Restaurant Booth Radios

Columbian Products Co.

505 N. LaSalle St., Chicago 10, Ill.



AMI MODEL "B"

40 SELECTIONS

Dominates!

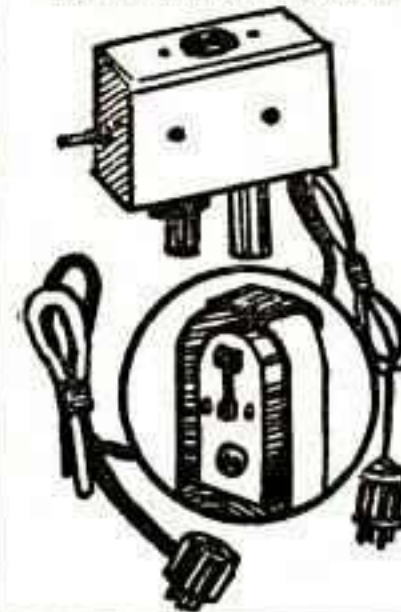
AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity **LIGHTWEIGHT PICKUP**

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- ★ No Needle Scratch
 - ★ Seeburg — Light tone arm elec. cancel . . \$19.95
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ADVANCE MUSIC CO.
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Kansas City, Mo.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

mentum in the next few months. In the offing are the addition of hit-tune-of-the-month programs by other associations (with the resulting added emphasis on juke promotion by record companies), and individual drives by lone operators who want to take advantage of the upsurging market.



THE *Manhattan* BY PACKARD

- (1) **NATIONALLY PREFERRED PRODUCT**
- (2) **DIRECT TO OPS SALES PLAN**

ONLY PACKARD GIVES YOU BOTH!

Write Today For Confidential Price List For Operators

PACKARD MANUFACTURING CORP.

Indianapolis 7, Ind., U. S. A.

Ambassador Set For Shipments Of Juke Fronts

KANSAS CITY, Mo., Oct. 30.—With the price set at \$96.50, Ambassador, Inc., announced this week that it was in position to start shipping its new front designed for the Wurlitzer 1015 (*The Billboard*, Oct. 30). Tom Schwartz, head of Ambassador, said that his company will appoint distributors and salesmen to handle the front. These selling agencies will simply take orders which will be filled from the factory in Kansas City, thus making it unnecessary for them to carry an inventory.

Ambassador's front kit will come with two name plates, one reading "Ambassador" while the other will be individually lettered to the operator's specifications. Schwartz said operators will be encouraged to have plates made up using the name of the location.

The front itself utilizes only the wooden portions of the original cabinet and the selector panel. It has side pilasters of clear plastic, with the top arch available in red, yellow or green. These colors are impregnated in the plastic rather than painted on. Plastic grill frames are the same color as the arch, while grill bars are of clear, ribbed plastic. Grill cloth is silver. The front kit likewise contains new hardware of polished aluminum, lacquer finished.

First operator showing of the conversion kit, which will be marketed to music firms for installation, was to be held in Kansas City tomorrow (31).

Twin City Ops Minimize Video

(Continued from page 130)

bad as all that. In fact, they seem to be encouraged. All admit that when television first started here, receipts from coin machines in locations where video was installed suffered badly.

When the football season started, Saturday afternoons did prove to be almost a total loss, but not only for coin machines, these operators argue. They claim a check-up with their locations disclosed that video-scanning of games resulted in packed taverns, all right, but little spending for some reason or other.

The result is, this group contends, that once the football season is over a number of taverns are going to take their video sets out. There are only two more University of Minnesota home games on the schedule for broadcasting purposes.

Maybe these operators are "whistling while going thru a dark cemetery," Heilicher is inclined to believe, but they argue further that the video-casting during the rest of the week, other than football, has been having little effect on their incomes. In fact, some claim that locations in increasing numbers don't tune in their television sets except for the football games.

Only the entry of the second television broadcasting station in this area and a possible shake-up of programming, it is pointed out, may be the deciding factor in this issue.

Disk Ban

NEW YORK, Oct. 30.—Release of a joint AFM-recording industry statement Thursday (28), announcing that an agreement had been reached by both factions on all issues in the disk ban, was seen as heralding the resumption of record making at an early date.

Full details are carried in the music section.

Hellzapoppin'

WEST HAVEN, Conn., Oct. 30.—Chick Johnson, roly-poly member of the Olson and Johnson team that raises seven different kinds of cain once they get on a stage, owns the Winter Garden Restaurant. He recently got together with George Marra, local operator, who installed a new Wurlitzer 1100 in the location. That the juke box has done a healthy business in the location is attested by Johnson, who reported that *Hellzapoppin'* (the stage show, that is) and his new juke have a lot in common. They both draw capacity audiences, record box offices, and both please the audiences at all times.

Solotone Combo Shown in N. Y.

(Continued from page 130)

tertainers transmits sound to the patron thru specially engineered Solotone wall boxes. Any one of the 10 turntables may be activated by turning a dial on the wall box to the appropriate number. Unlike earlier units operating on a similar principle, the records do not play constantly, but are played only when a customer indicates his choice by turning the dial. However, any number of wall boxes may be tuned in to the same record.

Similarly, the radios, pre-tuned to four separate stations, are wired to the wall boxes, and the customer may hear the program of his choice by a dial setting. In the event that commercial television is installed in the location, one radio may be cut out and its place on the wall box dial assigned to television. A switch behind the bar is used to cut in the pre-set television program and to reassign the dial setting to radio when the telecast is over.

It was pointed out that the first customer indicating television as his choice activates the tele screen. The picture then may be seen by all in the location, but sound must be purchased by inserting the proper coin in the wall box and turning its dial to the television setting.

In all cases, records, radio and television, six minutes of entertainment is offered for a nickel. The coin mechanism will accept nickels and dimes, and as many as 15 coins may be inserted in each box at one time. The customer may switch back and forth among the 14 choices on his wall box dial until the time he has paid for runs its course.

Among the features of the system is the use of a separate amplifier for each turntable. Thus, each may be set independently to play at the proper level of sound, taking into account variations in brilliance between different records.

The hideaway mechanism of the Master Entertainer is housed in a gray crackled-steel cabinet, occupying 15 by 34 inches of floor space and standing 54 inches high.

700 OPERATORS

(Continued from page 130)

bration in the Waldorf's grand ballroom.

Reverting to the traditional no-speech policy, the entire affair was given over to food, drink, entertainment and dancing. Last year the dinner was interrupted for the presentation of special awards to Al Denver, AMOA president, and Sid Levine, general counsel, and a short speech by Sen. Homer E. Capehart.

Emceed by Myron Cohen, the three-hour show following the dinner featured Benny Goodman, Alan Dale, Vic Damone, Liberace, the Clark Brothers, Dina Washington, Dick Thomas, Emil Boreo, Demura, Betty Bradley and the Leslie Brothers.

Jan Bee Process Developed To Prolong Recording Life

DETROIT, Oct. 30.—A new process that will double the life of a record on juke boxes, according to its inventors, was unveiled here this week, following more than a year of experiments. Known as the Jan Bee process, it includes the addition of a coating on the record, and requires a 24-hour curing period. It is claimed that the record fidelity is untouched, and that surface noise is slightly decreased by the process.

A similar method has been tried in the past in Chicago and elsewhere, but this is reported to be the first time that both the right chemical formula and the method of application have been combined.

Salesman Invents Process

The inventor is Arthur Nidy, a salesman, and the process is being marketed here by the newly formed Jan Bee Company, owned by Nidy and Nino's Music Company, operated by Nino Garofalo.

The process has been tested in co-operation with various juke box operators here during the past 60 days, and appears to have the answer to the operators' search for a long-lasting platter. Tests were conducted by the Michigan Automatic Phonograph Owners' Association (MAPOA), according to Roy Clason, business manager, and the latter group is now endorsing it widely following the tests.

Most widespread demonstration was the special processing of 3,000 disks of *Underneath the Arches*, which was selected by MAPOA as the hit tune for October. These were processed by the Jan Bee Company to test their formula. According to Clason, juke box operators found the life of the record had been doubled, while Garofalo reported that, up until Thursday (28), not a single report of a record wearing out had been received.

Franchise Deal

Plans are being made to introduce the Jan Bee process next in Cleveland. Ultimate plan of operation is to franchise the process out to various firms, one in each key city, as the local company does not plan to set up its own national organization. It feels that the local people, preferably connected with the juke box or record business, can best determine the adequate capacity and sales volume for their own city.

Additional service is being worked out to offer a pick-up feature. Under this system, the Jan Bee Company will get the records from each of the local record distributors, process them, and then deliver them to the operator's headquarters.

The service is now being tentatively offered to local operators at 7 cents per record. This does not include the cost of the delivery system, for which no price schedule has been worked out.

Record Life Doubled

Actual results indicate that some records more than doubled their life with the use of the protective coating, according to Garofalo. With the vinylite type of record, the process is, of course, unnecessary.

Some interest in an allied field is indicated, in the protection of classical records in particular. A newly established record lending library in Kalamazoo, specializing in classical records, has sought to secure the service for protection of its stock, despite the problems brought up by the distance involved.

Another long-term program being

worked out by Jan Bee is the processing of standard and seasonal records—like *Stardust*, *Always*, *White Christmas* and *Easter Parade*, which are stocked by virtually all operators, and can be used for years if given this treatment, according to Garofalo. This is intended to preserve the operators' permanent library.

Process Advantages

Other advantages of the process, according to Garofalo, are:

1. Operators are able to save a small quantity of each hit number, process them, and stock them indefinitely. This eliminates the need of purchasing a new record of an older hit and gives a permanent backlog to meet special requests for particular locations.

2. Service calls are reduced. The number of calls made because of a record's wearing out is negligible.

3. Resale value of the treated records is increased, because the records are kept in much better condition by the processing.

4. Special promotion of a particular location by the smaller operator can be undertaken without fear of wearing out the records on the juke. The average smaller operator leaves a supply of "house money"—usually marked with nail polish or the like for easy identification—with the location owner. This he is supposed to put into the machine to stimulate play. Such money is taken out when the coin box is opened and returned to the location owner for reuse, without being included in the count. It may run from \$2 to \$5 per location, according to its need. This system is not, of course, used by larger operators who work with regular collectors and use the meter reading for their controls.

This system of promotion usually results in a few records getting the bulk of the play, with the resultant danger of wearing out the records picked most often. It is this the Jan Bee process claims to eliminate.

The company is now set up to process about 4,000 records a day here.

Aireon Reps Show New Jukes

(Continued from page 130)

hibition were Ken Willis, regional sales manager for Aireon, and Sim Tyler, radio engineer. Both were present during the first few days that the new equipment was on display.

A similar combination, which is also equipped to play microgroove records, is on display at the American Distributing Company showrooms in Dallas. Firm officials Henry Manning and Joe and Leonard Matassa were joined by W. F. Roberts, regional sales manager, and E. J. King, chief engineer, at the showing.

Timing for the Dallas showing was geared to the opening of the first tele station in the area—that in Fort Worth, which took to the air September 29. The showing was held at the headquarters of the American Distributing Company, and drew a great number of operators, as well as people in from the street to view, for the first time, television broadcasts seen via the Fort Worth outlet.

Craig reported that shipments of the new combinations were already being made to Dallas to cover initial orders written at the showing.

REPOSSESSED

20—Model 7 Packard Phones taken off of location. Perfect condition, 1947 models, a real buy at \$350.00 each. F. O. B. Rock Island, Illinois. Consider offer for entire amount. Send 1/2 deposit, balance C. O. D., or can be financed.

A. LEVIN

1857 22nd St., Rock Island, Ill.

COINMEN YOU KNOW

Chicago:

Mike Spagnola, Automatic Music Distributing, reports AMI juke demand is continuing at a display-floor-clearing level. He still has trouble keeping models of the A and B machines on hand to demonstrate. Shipments on the 40-selection wallbox are up in the higher brackets now, and orders are being filled for customers on a purchase and receive basis. Mike is sporting a new 1949 Mercury club coupe; only thing, he says, is that he has so little time to use it, jelling juke business takes up most of his day.

Vendall Company boys, A. Garrick Alex and Bill Fuller, say that they will have a multiple exhibit at the NAMA show this year. On display will be the five and eight-column Vendall candy machines and another unit yet to be announced. . . . Jack Nelson Company is popping ahead on the popcorn vender front. Jack is leaving on periodic forays about the country to keep the sales bell ringing. The Pop n' Hot machine, boasting a large capacity corn compartment, is proving to be a good location and customer getter, he states.

H. T. Larrimore, Industrial Milk Service, has expansion plans for his milk operation, backed by a number of local dairies which are finding the turning over of plant sales to vending machines a good quantity and repeat sales hypo. Larrimore's Kalva vender is being readied for reintroduction by its new manufacturer, Searles Welding & Manufacturing Company. . . . Sam Reed, of American Citrus Corporation, has initiated plans for early introduction of a new cup vender for fruit juices. Promises details when unit is set up.

John Frantz, J. F. Frantz Manufacturing Company, reports that ice industry interest in his ice pick vender is encouraging. Several inquiries from all over the country may result in the unit being placed in regular production. Frantz also has two new lines which he will debut at the CMI show in January. One is a new amusement game, but details of this and the second line are being held under wraps. . . . John Conroe, J. H. Keeney & Company cigarette vender division head, returned from Columbus, O., last week where he says visitors at the Ohio Association of Tobacco Dealers' convention displayed interest in the firm's vender.

F. E. Harper and A. P. Hutelin, operating a diversified route of cup beverage and ice cream venders under the Automatic Dispensing, Inc., name, have just added a complete repair service for vender ops. The shop is set up in Cicero, where they also headquarter their own vending activities. . . . Clarence Ewertz and J. L. Dehler, Dehler Manufacturing, have not as yet set up final design and production. (See CHICAGO on page 136)

San Francisco:

Alexander Arnos, head of the Golden Gate Novelty Company, has completed arrangements with the Chicago Coin Machine Company to supply his firm with new electric scoring units for the company's new Shuffleboard. Reason is that distributors and operators are experiencing considerable difficulty with local-made units. Deal was closed when Arnos visited Chicago recently. . . . Betty Smith has joined the M. A. Pollard Company as office secretary.

W. H. Schetter, president of the Jack R. Moore Company, was aboard a plane recently which caught on fire while en route to Portland, forcing its return here. Jack Dolan, Moore executive, was out of town most of last week on business. . . . Lou Donnis, Portland, Ore., operator, was a visitor here last week.

Los Angeles:

Al Weymouth, of Weymouth Service, back from a trip to the San Joaquin Valley in the interests of the Electro Cigarette machine, which he represents in 11 Western States. . . . J. C. Pruner, bulk vender op, purchased a new home in the San Fernando Valley. . . . George Murdock, of Rock-Ola, in town on a biz trip.

D. A. Wallach, former sales manager for Marvel Manufacturing Company, Chicago, here on vacation. He only intended to stay two weeks but he's been here two months and still likes it. . . . Danny Jackson, Sammy Donin and George Warner, of Automatic Games, are getting ready for the winter at Las Vegas. Incidentally, they have a pair of ancient automatics that would delight any collector. . . . The Western Shuffleboard Company has just opened new headquarters on West Pico Street. General Manager Jack Millsbaugh reports the firm has been in operation for a year in San Diego. They have a 22-foot black-top board reinforced with steel. The local office is in charge of Mary Simms, who formerly worked for the San Diego Music Company.

Bill Abel, of Coast Records, taking a day off. . . . R. A. Hendricks, Hanford coinman, in town for a look-see. Ditto for D. D. Brymer, of Paso Robles. Another recent Pico Street visitor was J. F. Williams, of Cuyama. . . . Al Bettelman, of the C. A. Robinson Company, back from Las Vegas where he helped put on the Jennings show. C. A. Robinson was due back last week. A good crowd was on hand to witness the showing, Bettelman reported.

Al Silberman reports that he will be unable to attend the coin machine convention this year due to press of business. This will make the first time he has missed in years. Silberman has set the new refrigerated candy machine, Pick-Ups, in the Army Air Depot, San Bernardino; Marine Base, Barstow, and the Inyokern Naval Annex, Pasadena. He also has tied up Los Angeles for Drink-O-Matic, and reports he is set with 50 locations. Silberman has a letter from the Veterans Administration approving the installation of Drink-O-Matic machines in many canteens.

R. E. Maltby forsook the fog of Santa Monica for Pico Street smog. . . . William R. Happel Jr., of Badger Sales, was visited last week by Art Narath, Anaheim coinman, and Ivan Wilcox from Visalia. . . . Ed Wilks, of the Paul A. Laymon Company, reports that the juke box biz is picking up. They're taking on a new shuffleboard called Cal-Champ, manufactured in Long Beach. It is a 15-foot board built to scale, so that a player's game isn't thrown off when he is used to the tournament 22-foot size. Even the weights are smaller so that it takes the same skill to play the short board as it does the large one. The Laymon Company had Mr. and Mrs. Maltby. (See LOS ANGELES on page 137)

Twin Cities:

A forest fire threat in the Northern section of Minnesota forced cancellation Thursday (28) of the hunting season in roughly two-thirds of the State, resulting in almost certain loss of late year business in the resort area. Effect on coin machine operations will not be known for several weeks but operators predicted it would cut incomes in that sector substantially. The ban will be lifted as soon as the emergency is over, and some consideration is being given to extending the season.

The big news in this territory concerns the firm foothold taken by shuffleboards. Jobbers handling the game report that operator interest in the equipment has jumped tremendously and that few coinmen coming to town these days leave without buying such units for their routes. Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, distributing Rock-Ola's boards, said he can't keep up with the orders and had to fly to the Chicago factory last week to plead for additional shipments. Harold Lieberman, of Lieberman Music Company, also handling Rock-Ola boards, reported a similar situation. Meanwhile Hy Greenstein, of Hy-G Music Company, expects arrival of the first sample board from the Chicago Coin Company production line by the middle of next week.

At Tuesday's election voters in the 53d legislative district in Northern Minnesota will have an opportunity to vote for John N. Bollig, of Brainerd, Minn., who just two weeks ago disposed of his coin machine holdings. John is a candidate for the State Legislature, trying to unseat the incumbent who for several sessions has been chairman of the powerful taxation committee in the State House of Representatives.

Al Reese, of Watertown, S. D., was one of a host of operators from South Dakota who came to Minneapolis Saturday (23) to watch Dan Dworsky, of Sioux Falls, play center for the University of Michigan, which defeated the University of Minnesota 27-14. . . . Charles Leech, of Rapid City, S. D., a veteran operator in that area, disposed of his holdings recently and moved to California where he re-entered the coin machine business. . . . Harold Lieberman, of Lieberman Music Company, Minneapolis, reports that the demand for Genco's Puddin' Head pin game is heavy, and he can't fill orders fast enough. . . . Jesse Marquisse, Fargo, N. D., coinman, was in town reporting he was "working on a big deal."

Mike Crakes and Doug Gleason, Minneapolis coinmen, led a contingent of operators who went hunting recently, coming back with full bags of pheasants and duck. . . . Back from a hunting trip to Canada and North Dakota is Hank Krueger, of Fairfax, Minn., who came to the Twin Cities to buy new pin games. . . . Matt Engel, sales manager at Mayflower. (See TWIN CITIES on page 136)

New York:

The 700 music ops, record reps, phono distributors and friends of the juke box industry who attended the 11th annual dinner dance of the Automatic Music Operators' Association (AMOA) at the Waldorf last Saturday (23) owe a swell time largely to the efforts of Al Denver, president of the association, and the other AMOA officers. A good part of the success of the affair was a direct result of the hard day-to-day preparation of Nash Gordon, AMOA manager, and Ruth Nussbaum and Dorothy Wolk, of the office staff. Back among his old associates at the affair was Barney Schlang, ex-business manager of AMOA, who now is connected with the music servicemen's union.

Bill Wiener, of Vendors, Inc., will spend a lot of his time on the road from now on acquainting cigarette ops with the U-Need-A Vendors new electric machine. He was to leave November 1 on a 10-day junket thru Rhode Island, Massachusetts, Connecticut and up-State New York. Bill says production at the U-Need-A plant is now in full swing.

Joseph A. Zappa, of Aalton Manufacturing Company, Brooklyn, producers of silver quarter conversion units for cigarette venders, left for the Midwest last week on a two-week biz trip. His main stops will be in Chicago and Pittsburgh, but he will contact ops en route. . . . Gene Stefins, of Permpoint, was a visitor here last week.

Harry Berger, of West Side Distributors, is now selling Videograph's combination television-juke box. . . . Hy Siegel, of Videocoin, is also handling the combination set, altho he no longer has exclusive distributor rights in this area. . . . Meanwhile, Lou Forman, Videograph proxy, hints that he may have an important announcement to make soon regarding a new distributor set-up.

Dan Kipnis, formerly associated with Joe Young in the Young Distributing Company, is no longer with the Wurlitzer New York outlet. He has returned to his law practice in Chicago. . . . Seacoast Distrib's chief, Dave Stern, checking last-minute preparations last week for the marriage of his daughter, Elaine, Monday (1).

Morris Rood, of Runyon Sales, reports that about 40 local music ops and servicemen attended the distributor's school on AMI maintenance Wednesday night (27). Latest service procedures were demonstrated by Artie Daddis, factory engineer, who answered questions posed by the ops. After the session, all helped themselves to the ample refreshments supplied by Runyon, and the get-together didn't end until 11:30.

Bert Lane, of Atlantic New York Corporation, in Chicago last week on biz. . . . Larry Reiss, head of Statler Distributors, announces that deliveries of the firm's wall model biscuit vender will begin November 5. Meanwhile, Statler Vending, the company's operating subsidiary, has intensified placement of the standard unit in military installations. Larry claims that there are now 90 biscuit venders on location in the Brooklyn Navy Yard.

Sam Sacks, of Acme Sales and Uneda Shine Machine companies, has reserved space at the Coin Machine Institute show in Chicago, January 17-19. He says he will display his shoeshine machine at Booth 133.

Al Gorner, public relations director of the Affiliated Washing Machine Operators' Association (AWMOA), was busy last week supervising the (See NEW YORK on page 137)

Calendar for Coinmen

November 7—National Automatic Merchandising Association (NAMA), Region IX meet (Arkansas, Louisiana, Oklahoma, Texas), Tom Vaughn, chairman, Rice Hotel, Houston.

November 15-19—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibit, Atlantic City Auditorium, Atlantic City.

November 19-22—Refrigeration Service Engineers, convention, Hotel Sherman, Chicago.

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exposition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute (CMI), annual convention and exposition, Hotel Sherman, Chicago.

Washington:

Ira T. Byram Jr., of Silent Sales System, has been appointed chairman of the Emergency Fund for Boys Clubs in Prince Georges County, Maryland. A \$25,000 goal has been set for the drive. Byram, an executive in the Washington office of Silent Sales, lives in University Park, Md.

Bill Schwartz is back at his job as business manager of the Washington Music Guild after an absence of several weeks while recuperating from an operation. . . . Silent Sales System recently opened a new branch in Annapolis, Md. The office and sales room will service the city and Anne Arundel County. New vending machines are being distributed thruout the territory. With the opening of this new location, Silent Sales now has four outlets. The others are in Baltimore, Hyattsville, Md., and Washington.

Albert D. Kristall, of Seaco Vendors, recently spent several days in New York looking over new equipment. George Joseph, also of Seaco, has just returned from a week's vacation with his family in Wilkes-Barre, Pa.

Washington Coin Operators' Association (WCOA) is putting on a drive to keep youngsters away from pinball machines. Signs warning that police regulations prohibit children under 16 from playing between the hours of 8 a.m. and 3 p.m. have been posted in most locations. In this way WCOA hopes to curb violators and to assure parents that boys and girls will not be playing pinball machines during school hours.

Houston:

The home office of Coin Machine Sales Corporation in Houston was recently remodeled and is now modern. California knotted pine walls, rubberized flooring, the latest in insulation, lighting and heating, together with the planned arrangement of offices, display rooms, storeroom and shop makes the plant one of the finest in the country. Coin Machine Sales, the oldest coin machine distributing firm in the city, is owned and managed by A. H. Shannon, with M. R. James heading sales. The firm is Bally distributor in South Texas. . . . Steele Distributing here now occupies the same Louisiana street address as its Wurlitzer predecessor, Commercial Music Company.

Hans Von Reydt, with S. H. Lynch & Company (Seeburg distributor) is on an extended business trip in Houston. A veteran of Southwest coin machine circles, he has been a Seeburg Houston branch manager, a Wurlitzer distributor in his own name, and a traveling representative for Rock-Ola. During the war he served as a commissioned officer in the navy. He joined S. H. Lynch & Company soon after leaving the service.

Miami:

The American Legion Convention was like another hurricane. Locations here, especially the taverns, did a land-office business while the Legionnaires were in town. City officials took a dim view of the fact that some pay-out bells appeared with the convention. . . . There is a rumor going around that Decca will reopen its Miami office, which would make it handy for local operators who now have to wait a week for their orders.

A visitor to Willie (Little Napoleon) Blatt's Supreme Distributors was Arthur Pippin, Philadelphia and Wildwood, N. J., arcade operator. Pippin told Blatt he is thinking about opening an arcade in Florida.

Former coin machine men are making news in the hotel business here. Sam Schneider, of Buffalo, has purchased an interest in a hotel on Miami Beach. . . . George Sachs is putting the finishing touches on a hostelry. . . . Lou Koren and his family are busy fixing up their hotel, the King Cole.

Detroit:

Roy W. Clason, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), is the proud father of Roy Jr. Mrs. Clason, until recently, was a member of the office staff of the association.

S.O.P. Music Company, formerly owned by Glenn Payne, has been sold to Albert V. Trapp, veteran scale operator, who is forming the Trapp Music Company on Berkshire Avenue. . . . The Down River Vending Company, headed by Ted Moz, who has long operated a route of cigarette vendors, has entered the music field, buying out the Jack Anderson Music Company's entire operation. . . . Frank Hanosh, of the Dot Music Company, recently joined the Michigan Automatic Phonograph Owners' Association (MAPOA). . . . Morris A. Goldman, MAPOA president, is doubling as photographer for the association's hit tune parties, since photography is one of his hobbies. . . . Jack Baynes, of the Baynes Music Company, was a guest at the recent joint council meeting of Detroit's liquor dealer associations at Cliff Bell's.

Jack Ross, formerly sales executive with the Consolidated Productions, manufacturers of coin-operated radios, has joined the Kingbrooks Company here. . . . Edward Kehoe and Jack Gage are going into partnership. They have formed the Coffee Vending Company, with offices on West Grand River Avenue. . . . Otto Klein, of the Training Devices, Inc., reports the company is planning an intensive sales campaign in selected territories to promote the new Quizzer. Lucius M. Carr, of the Carr Music Company, old-time music operator, has sold his entire route to Arthur Weston, a newcomer in the field, who is forming the Wes Music Company, with headquarters on Ferguson Avenue.

Indianapolis:

George Circle has taken over the vending machine exchange on Madison Avenue which was formerly operated by Tex Holly. Circle, who has been connected with coin-operated phonographs for many years, began his career with George Meeker as a route man. . . . Janes Music Company is distributing book matches to patrons with an attractive advertisement on both sides of the book featuring dance records and new and used records. . . . Simon Berman, of the Sicking Company, is confined at home by illness.

Harry Helm, salesman for the Arrow Distributing Company, visited operators in the Southern Indiana territory last week. He reports business on the upgrade thruout the area. . . . Operators here are looking forward to the introduction of the new Seeburg juke box. . . . Pete Stone, of the Indiana Automatic Sales Company, Rock-Ola shuffleboard distributor, reports business on the up and up, and looks for a big improvement in demand for phonographs after the election.

Hartford:

New parking meters continue to be installed in small and large towns thruout Connecticut. Latest city to vote installation of coin meters is the suburban locality of Manchester. Meters will be installed under an ordinance adopted by the board of directors, following a public hearing. The retail merchants' division of the Manchester Chamber of Commerce favored passage of the ordinance. The town announced that meters, which will be installed on a pay-as-you-go basis, will be extended along both sides of Main Street from the Center to the Terminus and on side streets for 300 to 400 feet from Main Street.

Sterling Beverage Company, of New Haven, Conn., has notified the Connecticut Secretary of State of a change of its business location, having moved from New Haven to Dixwell Avenue, Hamden, Conn.

Look To The **GENERAL** *For* **LEADERSHIP**

Ready To Deliver! 2 Top Location-Tested Games!

- **GOTTLIEB'S BUCCANEER**
- **WILLIAMS' RAINBOW**

RECONDITIONED 5 BALLS

AMBER	29.50
BAFFLE CARD	29.50
BIG HIT	29.50
BOWLING LEAGUE	49.50
CRAZY BALL	169.50
CYCLONE	29.50
DYNAMITE	29.50
FLAMINGO	59.50
GOLD BALL	49.50
HAWAII	69.50
HONEY	39.50
HUMPTY DUMPTY	119.50
LADY ROBIN HOOD	129.50
LUCKY STAR	49.50
MAJOR LEAGUE BASEBALL	129.50
MIDGET RACER	29.50
MONTEREY	169.50
PLAYBOY	39.50
ROCKET	49.50
SAMBA	139.50
SEA ISLE	79.50
SMARTY	29.50
STATE FAIR	29.50
SUPER SCORE	29.50
TORNADO	39.50
VANITIES	49.50
WISCONSIN	159.50
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CONSOLES—Newest Releases

Jennings' Tic-Tac-Toe CHALLENGER 5c-5c or 5c-25c

Jennings' MONTE CARLO CHALLENGER with Jackpot 5c-5c or 5c-25c

Bally RESERVE BELL

RECONDITIONED CONSOLES

Jennings' SILVER MOON TOT., F.P. . . . \$ 49.50

Baker's PACERS, used less than 6 months, latest model, very clean 350.00

Bally BIG TOP animal reels . . . 39.50

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Keeney's PASTIME . . . 150.00

Keeney's 1938 SKILL TIME . . . 79.50

Keeney's TRIPLE ENTRY . . . 89.50

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Mills' FOUR BELLS, 5-5-5-25c late heads, over 2200 . . . 125.00

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Keeney BONUS SUPER BELL . . \$275.00

Keeney TWIN BONUS SUPER BELL, 5c-5c or 5c-25c . . 475.00

Bally CLUB BELL . . . 49.50

Bally DRAW BELL . . . 199.50

Bally DELUXE DRAW BELL . . 265.00

Jennings' SILVER MOON TOTALIZER, conv. with escalator head 89.50

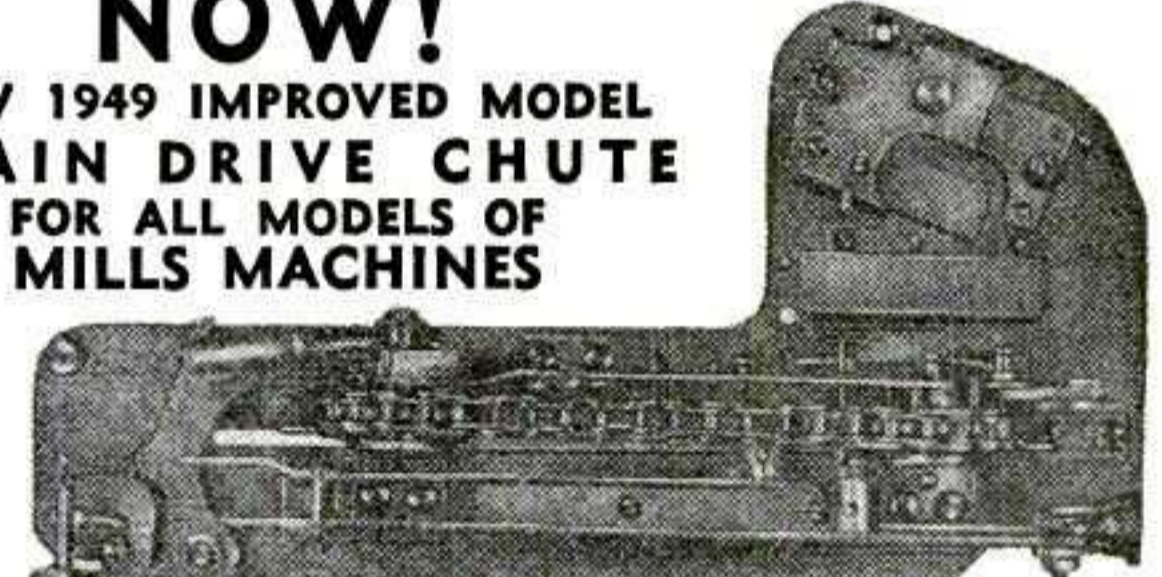
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2 Amber	3 Flamingo	2 Play Boy	3 Spellbound
1 Baseball	2 Gold Ball	4 Ranger	8 Superliner
3 Big Hit	5 Havana	2 Rio	2 Superscore
9 Canteen	1 Hi-Ride	2 Rocket	4 Surf Queen
3 Carousel	4 Honey	2 Sea Breeze	6 Suspense
3 Co-Ed	4 Kilroy	1 Sea Isle	1 Tally-Ho
3 Crossfire	1 Lucky Star	1 Show Girl	3 Torchy
2 Cyclone	9 Maisie	3 Silver Streak	3 Tornado
2 Dynamite	4 Mam'selle	5 Smarty	1 Treasure Chest
3 Fast Ball	2 Marjorie	1 Smoky	2 Tropicana
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ONE BALL FREE PLAY—

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	Nickels	Dimes	Quarters
Blue Fronts	\$ 84.50	\$ 89.50	\$ 94.50
Brown Fronts	94.50	99.50	104.50
Silver Chromes	104.50	109.50	114.50
Bonus Bells	104.50	109.50	114.50
Black Cherrys	129.50	134.50	139.50
Golden Falls, HD	139.50	144.50	149.50

REBUILT JEWEL BELLS

\$149.50—5c \$154.50—10c \$159.50—25c

All machines thoroughly reconditioned by factory trained mechanics. Terms: 1/2 certified deposit, balance C. O. D. or sight draft.

BELL PRODUCTS COMPANY

2000 N. OAKLEY CHICAGO 47, ILL.

Chicago:

(Continued from page 134)

duction facilities on their new ice cream bar vender, to be manufactured under the Col-Snac Corporation name. Dehler Manufacturing, which turns out office equipment, is still going ahead with vender plans, however, according to officials.

Irv Webb, Webb Distributing Company, reports that most of the new Rock-Ola juke boxes are being delivered with the six-for-a-quarter play mechanism. Latter is optional, at no increased cost, and Irv says most operators take advantage of the play stimulant provided by the free sixth spin. Among the visitors at Webb last week were Earl Leonhard, Earl Leonhard Music Company, South Bend, Ind.; L. A. Loudon, Loudon Novelty Company, Galesburg, Ill., and John Kramer, Kramer Music Company, Gary. Irv says that his father, Fred Webb, is back in action after winning a 10-day illness.

Murray Rosenthal, Coinex Corporation head, reports his new service set-up for operators will be ready sometime next week. Activity on the shuffleboard front is good, Murray says, with most ops preferring the 22-foot board because it's the standard league play size. With league sanction of the 18-foot size, smaller board may forge to the head as best seller, due to small size of many locations.

Floyd Pedone, Little Amusement, is hard on the trail of a cache of those old coin-player piano rolls. When he has corralled a sufficient selection of the music to fill out programs for his two coin pianos, Floyd predicts their use on location will bring in a flow of coins to rival that of the wax platter spinners. Retail disk sales have picked up in his record store, he says. . . . Ray Cunliffe is another juke operator who finds wax retailing on the upgrade these past few weeks. Ray reports that the 100 per cent remodeling job on his combination record-appliance-furniture store will be completed soon and the grand opening will be held some time in December.

Crown Implement Company's president, E. J. Novak, is expected back in

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Plain or Colored
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MARVIN J. BLAND
INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

COINMEN YOU KNOW

the Chicago office by Tuesday (2). He will have a report on delivery, production and price of the improved Big Four bottle vender at that time. The machine will occupy a prominent display booth at the NAMA exhibit in December. . . . George Eby, Ferrara Candy Company official, has scheduled a display of merchandise for vender ops at the NAMA meet, and has some new packages ready to show the trade.

Ed Levine and Gib Cousson, Tropic Trading Company, are hiking production of their three-bowl bulk vender now that the new plant in Racine, Wis., is in operation. Boys say that consolidate production facilities, with resultant output hypo, were a must in view of the increasing demand for the bulk-type machine. . . . Entire staff over at Atlas Music Company are all keyed up in anticipation of the new 1949 Seeburg juke. Morrie and Eddie Ginsburg, along with Harold Schwartz, Nate Feinstein, Irv Kleiman and Joe Kline, are predicting big things when the music ops see the new equipment.

Jimmy Johnson, top boy at Globe Distributing, continues to be a roving spirit. He places his coin auditing equipment in the back of his new station wagon and takes off on sorties to States far and near, often taking along his family for an impromptu vacation. Jimmy reports his Globe Lightning coin sorter is a steady favorite with the operators.

P. Northchild, vending division manager of the Kist brand soft drink firm, reports that firm is putting out a new chocolate drink that is aimed to pull in some good vender sales. . . . W. R. Greiner, sales manager of the Northwest Corporation in Morris, Ill., promises operator-visitors at the NAMA meet a radically different type bulk unit. New model will make possible servicing and refilling at ops' headquarters, eliminating all but barest location check-ups and of course the custom of removing coins.

Gil Kitt and Ralph Sheffield report a steady upward climb in business, with special interest in some new five-balls which the firm is handling. The two Empire Coin Machine Exchange executives also report continued good business with their coin-operated shuffleboard scoreboards. Howard Freer, Empire's key vender man, says operators are taking to the Atlas Manufacturing bulk gum and peanut machine line, which Empire is now distributing in the Chicago territory.

Buccaneer, Gottlieb's new five-ball, has proven a hit with players and ops alike, according to firm's advertising manager, Alvin Gottlieb. Congratulatory messages began pouring in last week as a result of recent mailing of birthday cards by the Gottlieb concern to coinmen who handle the Gottlieb line. Cards called attention to the first birthday of flipper bumpers, a game innovation developed and introduced by Gottlieb on its Humpty Dumpty.

Ed Shaffer, of Shaffer Music, was in for a visit to the Seeburg plant last week. Shaffer has its headquarters in Columbus, O. In addition to distributing Seeburgs in Ohio and West Virginia, Shaffer now handles same line in Oregon and Washington, as well as other territory in the Far West. . . . Groetchen officials report that its cigarette bell has been well received by the trade. . . . Bert Davidson, Como Industries official who has been spending most of his time on the road for the Hollycrane digger, says that interest in the new product, as a result of formal showings in Dallas, Baltimore and Cincinnati, surpassed expectations. . . . Roy Staley, erstwhile NAMA staffer, is editing trade publications for a drugstore association.

Coin Machine Service Company, parts specialty firm, now handles a variety of accessories used on shuffleboards, including liquid cleaning wax, score sheets, marking crayons and the duo electric buffer and polisher. . . . Successful local automatic laundry operators continue to expand the number of venders in their stores. They claim the equipment not only is an extra source of income but their regular customers request them. . . . Paul Levin, Michigan operator, was in to look over new candy and cigarette machines.

Skeets Moore, sales manager for Williams Manufacturing, is sure firm's new five-ball, Rainbow, will be on top location for a long time. Paul Federman, Williams traveling representative, is calling on Eastern coinmen after a quick trip to the Chicago plant for additional information on the new game. . . . AMI's Lindy Force is still away on firm business. Meanwhile, Joe Caldron reports that distributors are digesting the facts on AMI's announcement of no new model at this time.

At Exhibit Supply, Charles J. Pieri, sales manager, was receiving congratulations on his recent elevation. He claims that Exhibit's latest game, featuring explosive bumpers, will be more of an attraction than Contact, the five-ball which introduced the patented bumper. . . . Discussions on venders played an important part in forums held at the frozen food convention at the Hotel Sherman last week.

O. D. Jennings plant visitors last week included Leo Belfy, firm's Carolina distributor; Walter Young, Pennsylvania distributor, and A. N. Kann, operator in the Quaker State. John Neise, Jennings sales manager, returned from the C. A. Robinson showing in Las Vegas, Nev., via Salt Lake City and Butte, Mont. Neise says that the 1949 Monte Carlos were well received at the Robinson two-day exhibit at the Flamingo Club.

Low Jaffa, sales manager of the Eastern Electric Vending Machine Company, New York, was in town for a few days early last week on business. Low reports the Electro cigarette vender is going strong, and that Twin Port Sales, with offices in Duluth and St. Paul, is now distributing the unit in that territory.

William W. Rabin, president of the Filben Manufacturing Company of Chicago, and Sam A. Drucker, vice-president of the National Filben Corporation, were in town all week and were kept busy at the firms' headquarters on Wabash Avenue.

The Northwestern Corporation, Morris, Ill., is going to exhibit at the National Automatic Merchandising Association show and convention here in December. Firm officials report they will unveil an entirely new development in the bulk vending field at their exhibit. New unit is known as Model 49.

Final work on the new United Manufacturing plant on California Avenue is rapidly being completed. Last week the cafeteria was opened, and the employees flocked in during their lunch periods. Visitors continue to arrive at the new plant regularly, with Dave Simon, Simon Sales, Inc., New York, and Del Veatch, of St. Louis, both on hand last week. Meanwhile, the production lines are humming on the firm's new five-ball game, Blue Skies. Billy DeSelm, sales manager, is over the worst part of his cold and back at his desk full time.

Ray Maloney, president of Bally, became a grandfather the other day when his son, Ray Jr., became the father of a new son. The baby has been named James. Ray Sr., incidentally, garnered himself some pub-

Twin Cities:

(Continued from page 134)

Distributing Company, reports business as "extremely good" moving into the winter season. Herman Paster, firm head, spent several days in Chicago last week. . . . Rock-Ola Music has made some fine inroads on the juke box business in recent weeks, according to Archie LaBeau, head of LaBeau Novelty Sales Company, distributors.

Business at the Midwest Coin Machine Company has been so good that Oscar Schaeffer, sales manager, reports he hasn't been able to get home early for many a night. Filben juke boxes, he said, are catching on with tremendous impact and reorders are being received regularly. . . . Burling Gelb, of Deadwood, S. D., brought his wife to the Twin Cities last week for a visit to their physician. He took time off to drop in to see several jobbers in the area. . . . Jack Harrison, his wife and daughter, Crosby, Minn., also were in town on a visit, giving him an opportunity to look for pin games. Mrs. Harrison bought up a stack of Frankie Yankovich's recording of *Iron Range Polka*, a natural in their home territory.

An indication of how shuffleboard has taken hold is contained in the visits of the following operators to the Twin Cities for the express purpose of picking up such equipment: Frank Krall, of Chippewa Falls, Wis.; J. H. Porter, of Moose Lake, Minn., who recently sold out his coin machine route but now is returning to specialize in shuffleboards; P. Y. Young, of Osceola, Wis., who drove in to show the boys that his truck is equipped to handle the big boards following some revamping; Frank Seranni, of Eau Claire, Wis.; Carl Wikstrom, of Brainerd, Minn., who also took back Rock-Ola music and pin games; Johnny Kalasardo and wife, of Ladysmith, Wis.; Lew Fellman, Pipestone, Minn.; Pete Vanderhyde, Dodge Center, Minn.; Glenn Radcliff, Superior, Wis., shuffleboards and music.

Other operator activities include Merle Stoddard, of Zumbrota, Minn., buying used pin games; Walter Fischer, Pipestone, Minn., phonographs and used flippers; Andy Benna, Ironwood, Mich., on one of his rare treks to this area, pinballs and used phonographs; Harry Galley, Menominee, Wis., pins; Stanley Wozniak, Little Falls, Minn., pins; John Howe, Foley, Minn., and Harry Partridge, Mora, Minn.; Stanley Matyas and his partner, Fred Kovinen, Pla-More Amusement Company, Moose Lake, novelty games; Fred Westby, Mitchell, S. D., juke boxes and pins; Kelly Diedrich, Chaska, Minn., pins.

Bob McGowan, Minneapolis operator, told Jack Karter, of Midwest Coin Machine, that he was so pleased with his first Filben juke he wanted another and promptly let Karter sell him one. . . . Frank Majers, of Grand Rapids, Minn., came to the Twin Cities market to pick up music. . . . Bill Bearth, St. Paul coinman, is adding used pin games to his route. . . . Sid Levin, of Hy-G Music Company, reports considerable interest already being displayed by coinmen on the reports in *The Billboard* that Seeburg is coming out with a new model in 1949. Sid said questions are being asked by the operators, but that he can't tell them anything as yet. . . . Harry Lerner, of H & L Novelty Sales Company, Minneapolis, said he is all thru with anything else but the coin machine business. He had tried operating a retail appliance, radio and record shop but the venture didn't turn out as well as he expected and so now he is rejuvenating his coin machine route with the expectation of staying in that field.

licity when the new grandson arrived. The birth was announced to the *Windy City* in Irv Kupcinet's column in *The Chicago Daily Sun-Times*.

New York:

(Continued from page 134)

move from his office in the Fisk Building to the new AWMOA headquarters at 111 West 42d Street. The new offices of the association are larger and will provide more facilities for AWMOA biz, as well as for the trade paper Al puts out together with Charles Gannon.

L. Edelman, Detroit game manufacturer, was a visitor to town last week on biz. He said the firm's game, Flash Bowler, is moving well in this territory. It recently has been approved for licensing by the city license department. . . . Moe Bitter, who can be seen most of the time near the shuffleboards at Hymie Rosenberg's store, is growing a mustache.

Ben Horowitz, of Albena Sales, reports that his trade with customers in South and Central America is holding up well. The demand for used music equipment remains steady, he says. . . . Beverly Feinberg, Lou Brown's secretary at Coradio, was out sick last week, for the first time in two years. . . . Sol Wohlman, of Pan Coast Distributors, is on the mend after a nose operation.

Irv Kempner, Runyon Sales Company district manager, was slated to leave on a four-week sales trip November 1, covering New York State and Connecticut. Kemper has a trailer stocked with the complete AMI music equipment line for on-the-spot demonstrations at operators' headquarters. Artie Daddis, AMI factory engineer, was to go along with Irv.

Amusement Arcade on 50th Street has stimulated play on its Pokerino tables by offering jackpot awards for specified poker hands. Players who make the hands, which are changed every

half-hour, get a carton of cigarettes or a pair of nylon stockings. Another gimmick that has boosted play there is the standing offer of a television set for a straight flush in spades.

Coin row chiefs are faced with a new headache once the new traffic regulations for 10th Avenue go into effect November 5. Police Commissioner Wallander announced October 28 that starting next November 5 only northbound traffic will be permitted on the avenue, and all but commercial parking will be banned. It's all to get traffic moving along rapidly, explained the commissioner. Ninth Avenue will be used for vehicles bound south.

Los Angeles:

(Continued from page 134)

Mrs. William Shorey and daughter, of San Bernardino, as visitors last week.

W. S. Arbuckle reports that he intends to go into the record biz in San Diego. . . . Perry Irwin was down from Ventura for a Pico Street stroll. . . . Stewart Metz, of S & A Novelty Company, San Bernardino, seen looking at the sights on coin machine row. . . . It is being rumored that the W. H. Leuenhagen Company might be representing one of the major juke box companies after the first of the year. They are already selling records to the operators. . . . E. W. Willard, Paso Robles operator, drove down last week for another batch of recordings. . . . Joe Lutchter, who records on the Capitol label, was on Pico Street recently, as was Johnny Tyler, Victor artist.

Mel Griffin, of Elsinore, expects good winter play at the lake resort. He passes the word along that any of the Pico Street boys who intend to head his way for duck hunting had better hold up for a while. The birds haven't arrived yet. . . . Peter Pelligrino, Southgate juke box operator, passed out a good bit of advice the other day. He says: "When you put on a new record that you consider good, play it a few times for free before you leave the location. Call it to the attention of the bartender or waitress. They will help you push the number."

Bill Cruisenbery, Stockton operator, and G. J. Monkovich, of Watsonville, who is with the Arizona Automatic Music Company, Warren, Ariz., are visiting Pico Street these days. . . . A. L. Miller, Blythe coinman, says that operators who want to go fishing should head up his way. Lake Mead isn't too far from his headquarters.



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We have all Mills latest Bells in stock.

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WANTED—Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Monterrey, Trade Winds, Mardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games. State price and quantity in first letter.

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FACOTRY RECONDITIONED LIKE NEW

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Blue Fronts	\$ 75.00	\$ 80.00	
Brown Fronts	85.00	90.00	\$ 95.00
Silver Chromes	95.00	100.00	
Bonus Bells		110.00	
Black Cherrys, H.L.	125.00	130.00	135.00
Golden Falls, H.L.		140.00	145.00

REBUILT JEWEL BELLS

5¢ \$145.00 | 10¢ \$150.00 | 25¢ \$155.00
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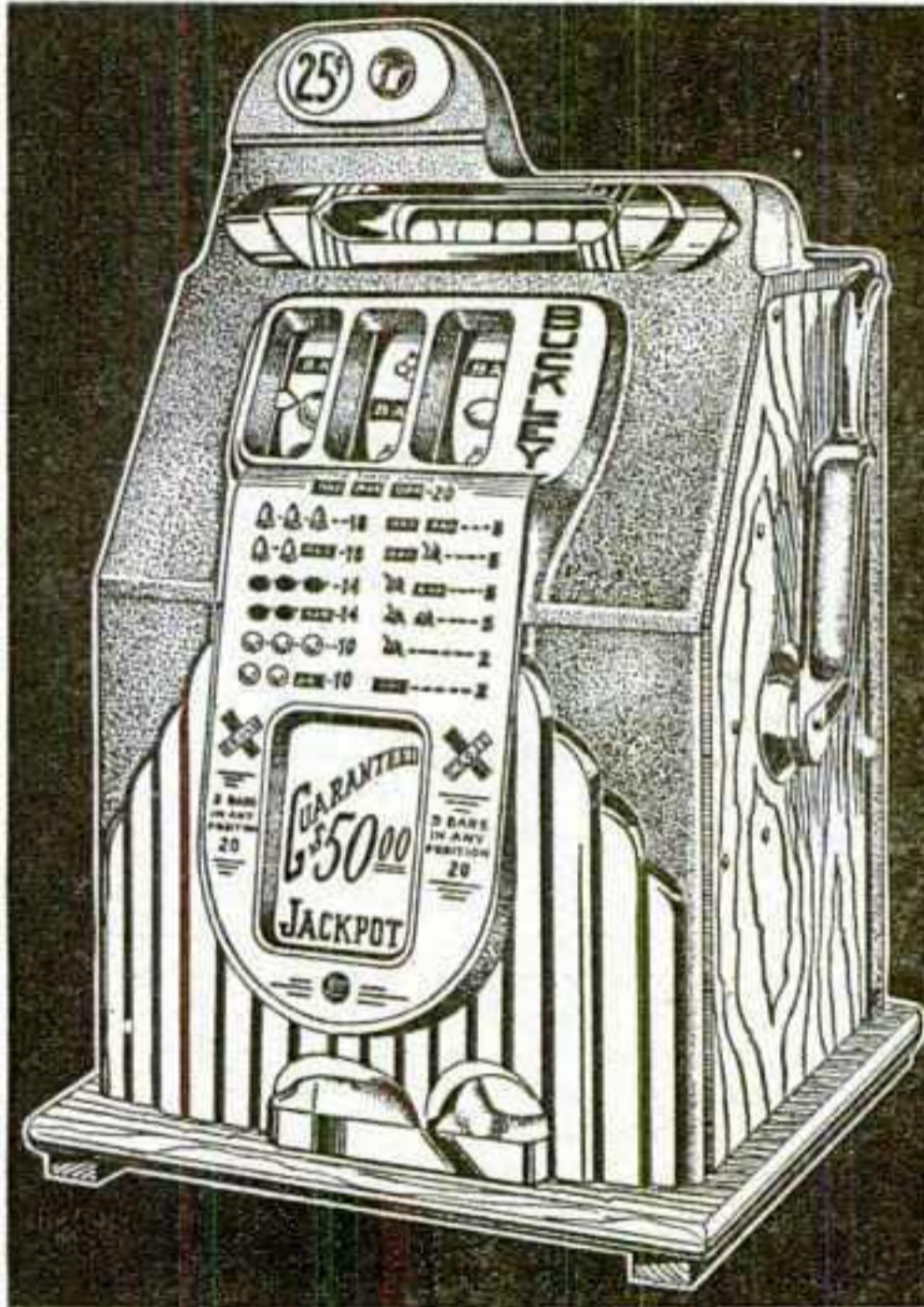
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616	50.00	350
81 Counter Model	50.00	Model 125 Wall Box
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GIVE TO THE DAMON RUNYON CANCER FUND

Labor Factor in Increased Prices; Personnel Costs Up

(Continued from page 122)

there was a definite feeling in the industry generally that many of the women workers, who had gone into defense work, would continue to work after the war was over, thus making an even greater pool of workers available when the material shortages were gone and full production could be resumed.

But today, 38 months after VJ Day, the labor supply situation is worse than it ever was—and, on the average, shows no sign of letting up. This is especially true in the larger urban areas, like Chicago, where "help wanted" signs dot practically all manufacturers' plants. These ads are directed at the unskilled worker in general, for in that group comes the heaviest turnover. As workers gain some trade knowledge they seek out higher paying employment within or outside the coin machine field.

An example of this type of turnover here, is the fact that formerly unskilled personnel, many of them as yet hardly qualified as semi-skilled, are leaving coin machine plants to move several miles south to the steel plants in near-by Indiana where the hourly rate is higher than they now earn on a production line.

In and around Chicago, unlike some of the other urban areas within a 500-mile radius, women workers, adjudged by some manufacturers to be superior to male unskilled labor, have been the source of many headaches. With the knowledge that they can still eat three meals a day if they don't work, their demands as to working conditions are more severe. In one instance many dependable employees refused to continue on a company's payroll when it became necessary for them to travel via public conveyance to their work instead of being able to walk.

While the reasons for the shortages vary (and in only a few cases were there reports of no labor shortages), the fact remains that labor supply has tightened up within the past six months, and indications are that as far as unskilled personnel is concerned,

the condition will continue for some time to come.

It is obvious that with a labor shortage, production must suffer, over and above the slashes in schedules due to material shortages. In many instances manufacturers were forced to curtail production of their units, even though the long-awaited material had arrived. Too, and hand-in-glove with this, the manufacturer's cost has risen as a direct result of the lack of suitable labor to get his product off the production line and into the hands of his distributor.

Another result of the labor shortage, and the constant turnover in unskilled personnel, is the lowered efficiency of plant labor. Estimates place this lowered efficiency at anywhere from 10 to 25 per cent, which means that the manufacturer can expect a newcomer, after a proper training period, to turn out the same amount of work in a 40-hour week that a worker, only six months ago, could do in from 30 to 36 hours. Yet, as will be shown, the worker today is making on an average of 12½ cents per hour more than the worker of six months ago.

Solutions

Fully cognizant of the labor conditions, some manufacturers are taking steps to alleviate the situation, the attacks taking two definite forms. In the first instance, greater use of automatic machinery is becoming more common. Where manual labor is required, some firms are hiring more help than is actually needed, weeding out the inefficient, and filling in the holes created by resignations with extras. In areas outside of Chicago, where women are steadier workers than men, many firms are now at 70-30 ratio as far as the female help is concerned, and expect this figure to increase in the future as male help leaves.

The second prong of the attack is a drive to offset the decline in labor efficiency. This is being done by setting up incentive plans for the workers wherein they can increase their weekly income over their hourly rate by turning out so much work over established quotas. This system has been in effect at several manufacturing headquarters in the area surveyed, with excellent results reported. Approximately 75 per cent of those firms queried had either already established such a system, or were now working out details to put one in effect in the very near future.

With the majority of labor in most coin machine manufacturing plants falling in the unskilled class, labor, from the manufacturer's viewpoint, has been one of his most important over-all cost increase factors. From an average of \$1 an hour as of six months ago, the weekly average pay is now \$1.12 per hour, an increase of better than 10 per cent. While the figure varies from plant to plant, the count of 10 per cent in increased wages is fairly general thruout the industry.

In the skilled classifications, of course, the base hourly rate is much higher. Unofficial estimates place skilled labor income at approximately \$2 per hour, with 12½ per cent increases over that figure having been given during the past six months.

No matter from which angle the labor situation is viewed, at the present time, at least, it is the No. 1 reason for the increased price of practically every type of coin-operated equipment. Just how soon this situation will be alleviated is still anybody's guess, but some manufacturers believe that more skilled labor will be available by next spring, and that semi-skilled personnel, coming from appliance factories which have caught up with their demand, will take up the slack.

Trade Directory

Summary of trade activity for the past three weeks is condensed here in easy-to-file form as a trade service feature of *The Billboard*:

New Equipment

Beverage vender (cans), Juice Bar Corporation, 270 Madison Avenue, New York.

Beverage vender (bottle), Neomat Corporation, 1714 Holmes Street, Kansas City, Mo.

Beverage vender (bottle), Ideal Dispensers Company, Inc., Bloomington, Ill.

Bulk vender (penny), Leon (Hi-Ho) Silver, Inc., 760A Hayes Street, San Francisco.

Citation (one-ball free play), Bally Manufacturing Company, 2640 Belmont Avenue, Chicago.

Lexington (one-ball free play), Bally Manufacturing Company, 2640 Belmont Avenue, Chicago.

Sally (five-ball), Chicago Coin Machine Company, 1721 Diversey Boulevard, Chicago.

Shuffle King (shuffleboard), Chicago Coin Machine Company, 1721 Diversey Boulevard, Chicago.

Shuffleboard, Perma Top Company, 457 East 33d Street, Chicago.

Ten Strike (bowling game), H. C. Evans, 1528 West Adams Street, Chicago.

Juke box-television combination, Aireon Manufacturing Corporation, 1401 Fairfax Trafficway, Kansas City, Kan.

Buccaneer (five-ball), D. Gottlieb & Company, 1140 North Koster Avenue, Chicago.

Puddin' Head (five ball), Genco, 2621 North Ashland Avenue, Chicago.

Ice cream bar vender (252 capacity), Craig Machine Company, Danvers, Mass.

Blue Skies (five-ball), United Manufacturing Company, 3409 North California Avenue, Chicago.

New Firms

Perfection Engineering Products Corporation, 57 Post Street, San Francisco.

Rite Gum Company, 4892 Oakland Drive, Cleveland.

Steiner Manufacturing Company, New York. Firm will manufacture candy, cigarette and other venders.

Distributor Appointments

Atlas Manufacturing Sales Corporation, Cleveland, has appointed Empire Coin Machine Exchange, Chicago.

Eastern Electric Vending Machine Corporation, New York, has appointed Twin Port Sales, Minneapolis.

Aireon Manufacturing Corporation, Kansas City, Kan., has appointed Hoosier Simplex Distributing Company, Indianapolis, and Dave Lowy & Company, New York.

New Addresses

Atlantic New York Corporation, 624 Franklin Avenue, Hartford, Conn.

United Manufacturing Company, 3409 North California Avenue, Chicago.

Personal Notices

Walter R. Guild appointed vice-president of the American Trade Association Executives, Boston.

Thomas R. Sterck appointed vice-president of sales for Burry Biscuit Company, Elizabeth, N. J.

William Randolph appointed assistant sales manager of the J. Rosenfeld Company, St. Louis.

W. F. Struby appointed president and general manager of the Packard Manufacturing Corporation, Indianapolis.

The partnership between Roy J. Jones and Jack Himmelfarb, Albuquerque, N. M., distributors for the Packard Pla-Mor and other Packard products, has been dissolved.

Charles J. Pieri appointed sales

manager of Exhibit Supply Company, Chicago.

Caryl D. Sinnet appointed director of sales and I. T. Perdun appointed service manager of Viking Popcorn Machines, Inc., Los Angeles.

Distributor Appointments

The J. H. Keeney & Company, Inc., 2600 West 15th Street, Chicago, has appointed Flak's Merchandise, Inc., Denver.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., has appointed the Hart Distributing Company, Elliott Avenue, West, Seattle.

The Perma Top Company, 457 East 33d Street, Chicago, shuffleboard manufacturer, has appointed the following distributors: Stan's Amusement, Flint, Mich.; Gopher Shuffleboard Company, Indianapolis; Triangle Sales, Peoria, Ill.

Block Marble Wins Decree Vs. Gowell

PHILADELPHIA, Oct. 30. — Raymond C. Gowell Jr., formerly employed as a salesman by the Block Marble Company, of this city, may no longer solicit business from the coin machine trade in New England and Eastern New York State, according to a decree of the Middlesex County Superior Court handed down in Cambridge, Mass., recently.

Gowell quit his position with Block Marble last June to accept a similar post with another coin machine company, according to Byron S. Block, firm executive. The terms of his contract with the parts supply house were thus violated, Block alleged.

Diamond Match Company Consolidates Departments

NEW YORK, Oct. 30.—Diamond Match Company president, Robert G. Fairburn, announced this week that the consolidation of four departments would be effected next week. Formerly in separate quarters, the departments are the general offices, timber and lumber division, B-F-D division, and the public relations department. Sales department will remain separate.

WASHINGTON OPS

(Continued from page 122)

commissioners during the hearings made front-page news in the city's daily newspapers.

Approximately 2,000 five-ball, free-play games and 60 arcade machines will be covered under the new license regulations. Washington is served by approximately 30 independent operating companies and four distributing firms.

Representing the association at the license hearings was Attorney Jeff R. Litchenberg. On the association's license committee were John Phillips, Evan Griffith, Ernest Bruegger and Horace Biederman.



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.

528 Craghead Street, Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



Watch Atlantic for Two Important Announcements!
ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors in New York, No. New Jersey and Connecticut

CORRECTION Due to an error in transcription, our ad of Oct. 30 incorrectly listed a group of pin game @ \$19.50 each —3 for \$100.00. Correct price is:

\$19.50 EACH—6 FOR \$100.00
S. L. LONDON MUSIC CO., Inc.
3130 W. Lisbon Milwaukee 8, Wis.

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

(Continued from page 25)

Song	Publisher	SI—Sustaining Instrumental SV—Sustaining Vocal				CI—Commercial Instrumental CV—Commercial Vocal				Tot. Pts.				
		SI	SV	CI	CV	SI	SV	CI	CV					
Love Somebody	Kramer-Whitney	0	2	1	5	0	1	1	5	0	4	0	5	73
Maybe You'll Be There	Triangle	1	3	1	4	2	5	6	5	1	3	1	4	102
My Darling, My Darling (Where's Charley?)	E. H. Morris	1	5	0	5	0	0	0	3	1	6	0	3	68
On a Slow Boat to China	Melrose	3	6	0	6	0	6	3	5	2	4	1	3	105
Rambling Rose	Laurel	0	11	0	4	0	3	0	2	0	6	0	2	72
Say It Isn't So	Berlin	4	10	1	2	3	8	0	2	2	0	0	2	72
Say Something Sweet to Your Sweetheart	Mills	8	9	0	3	2	3	2	3	0	7	0	4	89
The Money Song	Crawford	0	5	0	3	1	9	3	4	1	2	0	3	83
The Night Has a Thousand Eyes (Night Has a Thousand Eyes)	Paramount	1	6	0	2	2	0	2	2	1	5	0	2	56
This Is Moment (Lady in Ermine)	Miller	0	6	0	2	0	7	3	4	0	4	0	3	79
Underneath the Arches	Robbins	3	3	0	2	1	6	3	3	4	3	0	4	77
Until	Dorsey Bros.	0	9	0	4	1	2	0	3	2	0	0	3	65
When You Left Me	Porgie	0	9	0	5	0	1	0	4	2	1	0	3	72
You Call Everybody Darlin'	Mayfair	0	1	0	5	2	7	3	7	2	5	0	4	103
You Came a Long Way From St. Louis	Jewel	0	6	0	5	0	1	0	5	2	1	0	5	78
You Were Only Foolin'	Shapiro-Bernstein	3	18	0	6	4	12	0	5	2	8	0	6	153

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	Last Week	This Week	POSITION	Song	Artist	Label	Lic. By
10	14	12	12	IT'S MAGIC (F)	Gordon MacRae	Capitol 15178—ASCAP	ASCAP
9	8	13	13	HAIR OF GOLD	Gordon MacRae	Capitol 15178—ASCAP-BMI	BMI
7	15	13	13	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers	Capitol 15183—ASCAP	ASCAP
4	23	13	13	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185—ASCAP	ASCAP
1	—	16	16	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork	MGM 10244—ASCAP	ASCAP
7	25	17	17	UNDERNEATH THE ARCHES	Andrews Sisters	Decca 24490—ASCAP	ASCAP
26	12	18	18	MY HAPPINESS	J. & S. Steele	Damon D-11133—ASCAP	ASCAP
8	22	19	19	CLAIR DE LUNE	Paul Weston	Capitol 15153	ASCAP
1	—	19	19	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP	ASCAP
5	16	21	21	SERUTAN YOB	The Unnatural Seven-K. Tedder and Hawthorne	Capitol 15210—ASCAP	ASCAP
4	22	22	22	SAY SOMETHING SWEET TO YOUR SWEETHEART	J. Stafford-G. MacRae and Star-lights	Capitol 15207—ASCAP	ASCAP
13	28	23	23	IT'S MAGIC (F)	Tony Martin	Victor 20-2862—ASCAP	ASCAP
4	24	23	23	YOU CAME A LONG WAY	R. McKinley	Victor 20-2913—ASCAP	ASCAP
2	—	25	25	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP	ASCAP
1	—	26	26	BUTTONS AND BOWS	The Dining Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP	ASCAP
2	—	27	27	CUANTA LA GUSTA	C. Miranda-The Andrews Sisters	Decca 24479—BMI	BMI
1	—	27	27	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269—ASCAP	ASCAP
1	—	29	29	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP	ASCAP
2	30	30	30	SAY SOMETHING SWEET TO YOUR SWEETHEART	V. Damone-P. Page	Mercury 5192—ASCAP	ASCAP

12 New Members On CMI Roster

CHICAGO, Oct. 30. — Eight coin machine companies and four associations have joined the Coin Machine Institute (CMI), it was announced this week. The firms and associations represent eight different States and all branches of the industry.

New association members are Automatic Music Operators' Association, Inc., New York City; Vermont Coin Operators' Association, Montpelier; Monroe Coin Machine Distributors, Inc., Cleveland, and the Toledo Amusement Machine Operators' Association.

Other new members are Universal

Charter New Game Firm

FRANKFORT, Ky., Oct. 30.—The secretary of State here has issued a charter to Allied Amusements, Inc., of Ashland, for the purpose of dealing in and the manufacture of pinball and other coin-operated equipment. New firm is capitalized at \$175,000. Principals listed in the charter application included John Mokas, John Bethran and Victor New Jr.

Industries, Inc., and D-E Lotion Dispensers, Inc., both of Chicago; Thomas M. Spencer, Kentland, Ind.; Sunset Amusement Company, Seattle; Chalex Corporation, New York; Matthews & Shepherd, Phenix City, Ala.; World Sales, Inc., Columbus, O., and Ozark Music Company, Cuba, Mo.

Memphis Coin Machine School Formed To Train Mechanics

MEMPHIS, Oct. 30.—D. H. Woolridge, owner of a local wholesale radio supply house, has organized the Memphis Coin Machine School for the purpose of training mechanics to work on all types of coin-operated equipment, including games, vending and music machines. The move was made to alleviate the near-critical serviceman situation which exists locally, and followed a study of similar schools which were conducted in New York and Dallas in the past year.

In setting up the school, Woolridge has been aided by local coinmen in obtaining automatic music machines, games and other types of equipment for use by the students in their classes. The school, it was pointed out, will have the backing of distributors as well as operators in this area.

Sign Instructors

Woolridge states that three capable instructors will be used in the 12-week course. Classes will be held five evenings a week and the whole course will be given in 240 hours. The training time will include approximately 60 hours of work on juke box sound systems, with the remainder of the time to be divided among all other types of coin-operated equipment.

Each student, after successfully completing the course, will be presented with a tool kit. The school will provide all equipment necessary for use in the classes.

While the school cannot guarantee

employment for its graduates, every reasonable effort will be made to help its students find work in the coin machine industry, Woolridge stated.

Exact starting date has not as yet been determined. The classes will be held at 643 Madison Avenue here.

METAL TYPER DISCS

PER 1,000 \$9.50

Groetchen Metal Typer	\$175.00
Ace Bomber	\$79.50 EACH
Sky Fighter	
Chicoin Basketball	\$249.50
Photomatics, rebuilt	299.50
Photomatics, latest	WRITE
1/2 With Order, Balance C. O. D.	

914 DIVERSEY • CHICAGO 14, ILL.



MILLS BELLS!

We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.
912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

ECONOMY SUPPLY OF BALTIMORE

Wurlitzer 1015	\$445.00 ea.
Seeburg S. L. 1948	565.00 ea.
Mills Thrones and Emperors	75.00 ea.

ALL OUR MUSIC BOXES IN EXCELLENT WORKING CONDITION
IMMEDIATE ATTENTION TO EXPORT ORDERS—
1/2 Deposit—Bal. C. O. D.
SID MERENSTEIN
2015 Maryland Ave. Baltimore 18, Md.
Chesapeake 6612

BALLY'S CITATION

EVANS' WINTER BOOK MILLS BONUS BELL
Jockey Specials, Victory Specials, Special Entries, Victory Derbies, Bally Gold Cups, DeLuxe Draw Bells, Evans Free Races, Bangtails and Dominos, Pre-war One-Balls and Steel Roll Downs. In perfect condition at low prices.
COMPLETE LIST NEW AND USED POST-WAR 5-BALL PIN GAMES, MILLS 5c, 10c and 25c SLOTS. WANT POST-WAR BALLY ONE BALL FREE PLAYS.
CALL OR WIRE IMMEDIATELY
PALISADES SPECIALTIES COMPANY
498 Anderson Avenue Cliffs Park, N. J.
Cliffs Park 6-2892
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

SORRY!

Due to typographical error in the Oct. 30th ad of EMPIRE COIN MACH. EXCHANGE, the game "LEAP YEAR" was listed at \$39.50. It should have been \$99.50.

Immediate Delivery!
FROM STOCK!
RUNZEL
Pushback Wire
18 or 20 Strand
68
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for INTER-COM CABLE

RUNZEL
Cord and Wire Co.
1723 W. MONROSE AVE.
CHICAGO 41, ILL.



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We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.

2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

COMPLETE REVAMPING SERVICE

- Name changed on Backboard Glass . . \$5.00
- Large Roll-Over Buttons. Ea. \$3.00
- Small Roll-Over Buttons. Ea. 15
- Genco Post Groove Out 20
- Contacts for Genco Posts 25
- Spinner Motors 7.50
- Full Line of Plastics. Full Line of Rubbers.
- Complete Line of Coils for Coin Machines 35% off List Price.
- Toll for installing Roll-Overs \$7.50

ROYAL MUSIC CO.

76 Main St. Tel.: 649-W Webster, Mass.

Immediate Delivery

NEW "MASSE" POOL TABLES

Also Mills Bells—Columbia Bells—thoroughly reconditioned Scales, etc. Write, phone or wire requirements.

M. R. WILKIE

Phone 4578
2004 Rook Ave. Fayetteville, North Carolina

GIVE TO THE RUNYON CANCER FUND

Record Reviews

(Continued from page 36)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR							
FOLK							
AL CLAUSER AND HIS OKLAHOMA OUTLAWS (Bullet 660)	<i>I'm Not Lazy, I'm Just Tired</i>		Bluesy novelty, misses fire.	59	58	60	58
	<i>Sally Goodin'</i>		Bright beat and hoe-down flavor shine thru same muffled voice pick-up.	61	59	62	62
ZEB TURNER (Bullet 661)	<i>Things Just Happen That Way</i>		Sincere warbling and sympathetic orking score on meaningful lament.	71	72	72	70
	<i>Big Fat Papa</i>		Mood of this country blues is effectively sustained by Zeb and his soloists, but offers nothing exceptional lyrically.	65	64	67	66
KEN O'ROURKE AND THE RHYTHM RANGERS	<i>Sweet Doll Face</i>		Enthusiastic orking and fast yodelin' make effectively snappy side despite so-so material.	75	75	75	75
	<i>Don't Sigh, Don't Cry</i>		Same fine orking and virile chanting, plus strong beat, add up to strong rendition of catchy oldie.	76	76	76	76
JIMMIE OSBORNE (King 736)	<i>A Vacant Sign Upon My Heart</i>		Heart-felt warbling of Western lament.	70	70	70	70
	<i>Mom Is Dying Tonight</i>		Real country tear-jerker gets a full share of sobs from Jimmie.	79	78	79	80
MOON MULLICAN (King 734)	<i>I'm Gonna Move Home Bye and Bye</i>		Moon shines on a bluesy strain with pious overtones.	80	80	80	80
	<i>A Maiden's Prayer</i>		Sympathetic ballad is sincerely warbled by Moon.	73	73	73	72
DELMORE BROTHERS (King 739)	<i>Now I'm Free</i>		Flavorful country harmony delivered at a middle-road tempo.	68	68	69	67
	<i>Fifty Miles To Travel</i>		Vocal-guitar team turn in spirited rendition of back-country rouser.	69	70	68	68
RILEY SHEPARD AND HIS MUSICAL MOUNTAINEERS (Regent 2002)	<i>Will You Be My Darlin'?</i>		Simple ditty gets hearty warbling by Riley, and bouncy backing by the band.	67	66	68	68
	<i>I Got a Dolly Down in Texas</i>		Another easy-ridin' ditty gets spirited sales job by Riley.	71	72	72	70
COWBOY COPAS (King 737)	<i>Believe It or Not</i>		Chesty chanting and beautiful orking flavor routine Western ditty.	74	74	73	75
	<i>Rose of Oklahoma</i>		Rich folk - typer gets hearty rendition by Copas, with able orking support.	81	82	80	81
FOLK							
BILL CARLISLE (King 738)	<i>I Hope You See the Same Star That I Do</i>		Authentic flavor pervades sob-voiced warbling of hill-country serenade.	66	64	68	66
	<i>I Saw My Future in a Rainbow</i>		Warm-hearted warbling of sirupy ballad.	71	72	72	70
SHERIFF TOM OWEN'S COWBOYS (Dome 1005)	<i>Down in Sweetheart Valley</i>		Lack-luster duo-chanting and uninspired orking.	55	53	57	55
	<i>Hey! Hey! Loway Polka</i>		Flag-waver polka offers nothing special in instrumental version.	55	52	55	57
RED FOLEY AND THE CUMBERLAND VALLEY BOYS (Decca 46143)	<i>Just a Man and His Dog</i>		Song-narration routine about a blind man and his seeing-eye dog, makes fine tear bait.	71	71	72	70
	<i>Tit for Tat</i>		Jazzy number has bouncy beat and strong gittar spot, but little lyrical interest.	60	62	58	60
ROSALIE ALLEN AND THE BLACK RIVER RIDERS (Victor 20-3138)	<i>Spanish Polka</i>		Cowgal's bright chirping gets lively backing with Latin accents.	72	72	72	72
	<i>I'd Rather Be a Cowgirl</i>		And one good reason is the amount of coin Rosalie's yodel-arias can pull. There's some fine gittar work here too.	77	78	76	76
JOHNNY TYLER AND THE RIDERS OF THE RIO GRANDE (Victor 20-3139)	<i>Little Rock A-R-K</i>		Another strong-beat job here, with instrumental work on the swing kick, with Tyler chanting pleasingly.	72	72	70	73
	<i>Cornbread and Butter Beans</i>		Real folk material here has simple charm.	76	77	75	76
GENE AUTRY (Columbia 20377)	<i>Here Comes Santa Claus</i>		Stock up early on this one.	88	88	88	88
	<i>An Old-Fashioned Tree</i>		Not as bright as flip, but nostalgic flavor here rounds out a top-drawer seasonal coupling.	85	85	86	84
MERL LINDSEY AND HIS OKLAHOMA NIGHT RIDERS (Bullet 658)	<i>I'm a Plain Talking Man From the West</i>		Plain singin' man and jazzy sax ride out on number that's bright in tempo, but otherwise dull.	59	58	58	60
	<i>Your Troubles Are My Troubles</i>		Emphasis is on backroom piano and steel gittar. Hackneyed lyric material is competently warbled.	62	62	60	64

OUR MONEY BACK GUARANTEE
IS YOUR ASSURANCE OF SATISFACTION

MILLS AND JENNINGS SLOTS
IN ALL MODELS
JEWEL BELLS
BLACK CHERRY BELLS
BLACK GOLD BELLS
MELON BELLS
TRY THE NEW
CRISS CROSS BELL
THE MOST POPULAR PAYOUT SINCE THE BONUS BELL!

HEADQUARTERS FOR THE BEST IN CLUB EQUIPMENT

BAKER NOVELTY CO.
1700 Washington Blvd.
Chicago 12, Illinois

FOR SALE

Jockey Clubs, Turf Kings rebuilt and repainted, chrome rails and fronts, Price \$35.00 each.

Victor Derby, Automatic Shuffleboard, repainted and chrome fronts, also 40 feature build up instead of first and second race. Price \$100.00 each. Crating \$10.00 extra on each machine.

TOLEDO MUSIC & NOVELTY CO.
1801 Adams St., Toledo 2, O.
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Pool Season Is Here—
Operators, cash in now! Large receipts from small investment that will be worth half its cost 10 years from now. Order one today, you will buy more.

G. F. PERRY, Johnston, S. C.
From Factory to You

Coin Operated 3 1/2 x 7 Ft.

SOMETHING NEW!!!
HOOP-A-ROLL . . . THE SKEE BALL TYPE ROLL DOWN WITH TOTAL ROLL APPEAL! TERRIFIC! ORDER NOW!
\$249.50 EA.

We welcome trades . . . What have you? Highest allowances.

OLSHEIN DISTRIBUTING CO.
1100-02 Broadway Albany 4, N. Y.

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RACE

WILL ROWLAND AND HIS ORK (Modern 20-626) <i>Hot Cat Fish, Parts I and II</i> Hoot 'n' holler jump instrumental spotlighting a honking tenor sax all the way. Soloist establishes a riff, combo picks it up and works it over, soloist switches to another riff, combo follows, and so on. Style is in favor with race fans now, and platter figures to get a good juke and jock reception.	74	75	72	75
JIMMIE LUNCEFORD'S ORK-EDDIE WILCOX-JOE THOMAS, DIR. (Manor 1135) <i>Saxology</i> Tenorman Joe Thomas and Lee Howard play chase in front of an up-tempo riff cleffing. Band boots and solos are stimulating.	78	79	78	76
<i>Moonbeams</i> Thomas plays a pretty piece in a lyrical Hawkinsesque style, but pace lags.	70	70	71	70
JIMMY WITHER-SPOON-HOOTIE McSHANE ORK (Modern 20-629) <i>Feeling So Sad</i> Coarse-grained Kansas City type blues chanting gets robust assists from piano and tenor sax, but material is only so-so.	62	62	63	62
<i>Slow Lope</i> Slow instrumental blues spots key-crawling piano in the "After Hours" vein.	68	69	67	68
JOE MORRIS ORK (Atlantic 866) <i>Easy Riff</i> Modified with occasional bits of good trumpet and tenor sax.	61	61	63	58
<i>The Applejack</i> Driving rhythm and heavy honking baritone sax sweep aside all obstacles. Good juke fodder.	80	80	79	81
BILLY WILLIAMS ORK (Atlantic 862) <i>Shout 'n' Rock</i> Sax and piano passages rock, but vocal-sax unison try, ala Ventura, is unsuccessful.	54	50	56	56
<i>The Blues That Jack Built</i> Same trouble in a medium blues.	54	52	55	55

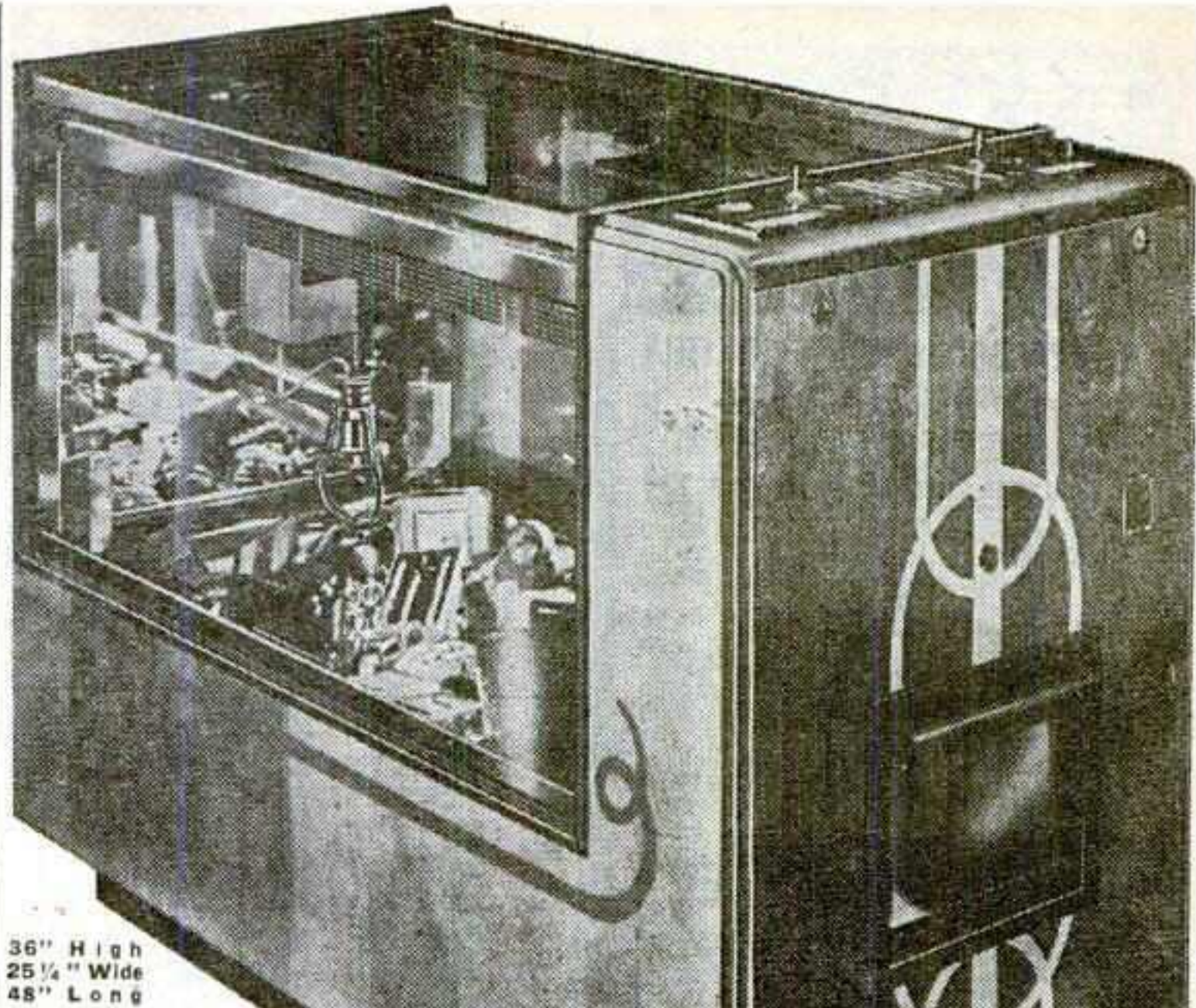
INTERNATIONAL

DAVE TARRIS AND HIS ALL STARS (Banner B-535) <i>Hora Staccato</i> An umpteenth waxing of an over-worked tune with absolutely no distinction or quality. This even for the limited market for which it apparently was cut.	40	40	40	40
<i>Second Avenue Square Dance</i> Jewish type instrumental with frollach overtones which is poorly performed and recorded.	40	50	30	40
SIX FAT DUTCHMEN (Victor 20-3136) <i>Woodchopper's Song</i> Gay schottish instrumental, German band style.	70	68	70	72
<i>Cherry Pickers Polka</i> Instrumental polka is lively and well orked.	70	68	70	72

INTERNATIONAL

JOE BIVIANO (RCA Victor Accordion Ork) (Victor 25-1125) <i>The New Accordion Polka</i> The accordion star leads a group of accomplished groan-boxers, plus bass and guitar in a side that makes for both listening and dancing.	73	74	72	72
<i>Expectation Waltz</i> One of those familiar waltzes that you could never name, but it turns up at most wedding parties.	72	74	72	70
MIECZYSLAW FOGG ORK (Polart 303) <i>Po Deszczu Jest Slonce</i> (<i>Toolie Oolie Doolie Polka</i>) Recent American hit based on European melody gets robust Polish language treatment. Orking is typically off-pitch, but polka beat isn't too evident.	65	66	64	66
<i>Za Gruba</i> (<i>Too Fat Polka</i>) More life than flip, it's another Polish version of a passe pop.	67	68	66	68
RUDY PLOCAR ORK (Mercury 6126) <i>Autumn Rose Waltz</i> Old-style German-type band, complete with trumpets, tuba, and clarinet ensemble, offers ¾ opus with a heavy beat for dancing.	63	60	63	66
<i>Country Girl Polka</i> Bright international polka is full-band arrangement, but too much orking covers the beat.	65	65	65	64
DON SEBASTIAN MUSETTE ORK (Dome 10-1000) <i>Donnie-Joe Polka</i> Fair beat, but orking, for the most part, is dull with the over-all sound muffled by poor recording. An instrumental.	60	56	62	62
<i>Jolly Barmaid Polka</i> Same dull sound on this instrumental, but the beat is persistent thru-out.	61	57	64	63
CONNECTICUT POLISH ORK (W. Dziuba) (Continental C-771) <i>Who Said So?</i> A real Polish hop with bright orking, snappy beat, and novelty lyric, half Polish, half English, a formula that has been used successfully in recent Jewish and Italian disks.	80	80	80	80
<i>What's Cooking, Mary?</i> Altho labeled a polka, this opus is in bright ¾ time. Warbling is straight Polish.	71	70	72	72
JOHNNY VADNAL ORK (Victor 25-1126) <i>She Told Me</i> Lively musette polka with enthusiastic accordion predominating. Chorus chants repetitive lyrics of the refrain.	70	70	68	72
<i>Dancer's Waltz</i> Bright waltz with heavy accordion again, broken up by guitar and clarinet section bits. It's heavy-handed fare in the popular German style.	61	60	60	64

(Continued on page 142)



36" High
25 1/4" Wide
48" Long

HOLLYCRANE

PAYS FOR ITSELF IN 4 to 6 WEEKS

GROSSES \$350 TO \$500 WEEKLY!

- ★ Wide Store Front Visibility
Attracts Attention—Holds Play
- ★ Dual Control Speeds
12 Second Play
- ★ Realistic Industrial-Type Crane
Fascinates All Types of Patrons
- ★ New Floating Play Field
Big 30" x 20"
- ★ Complete Fluorescent Lighting
Permits Rich Display of Merchandise
- ★ Easy To Dress
- ★ Location Tested for Almost 12 Years

SEND FOR NEW ILLUSTRATED FOLDER

Come INDUSTRIES, INC. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS

FREE MACHINE

OPERATORS, SEE YOUR DISTRIBUTOR — OR — WRITE US HOW YOU CAN GET A NEW DELUXE MODEL MERCURY ATHLETIC SCALE FREE!

THIS IS AN INTRODUCTORY OFFER ON OUR PRODUCT

OFFER CLOSES DECEMBER 1st, 1948. ONE TO EACH CUSTOMER. WRITE TODAY!

Mercury Athletic Scale Corporation

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DELUXE MODEL 13 PLAYS

SOUND FILM FOR USE IN PANORAM

EXCEPTIONALLY LOW PRICED. SEND FOR CATALOGUE. (Approved by the City and State Censorship Board.)

We carry complete line of Panoram parts. Also Panorams reconditioned like new with audience screen or peek front. \$199.00 F. O. B.

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Your projector completely rebuilt. \$20.00 plus actual cost of necessary replacement parts. All work guaranteed. We supply shipping case.

IMPERIAL ENTERPRISE, INC.

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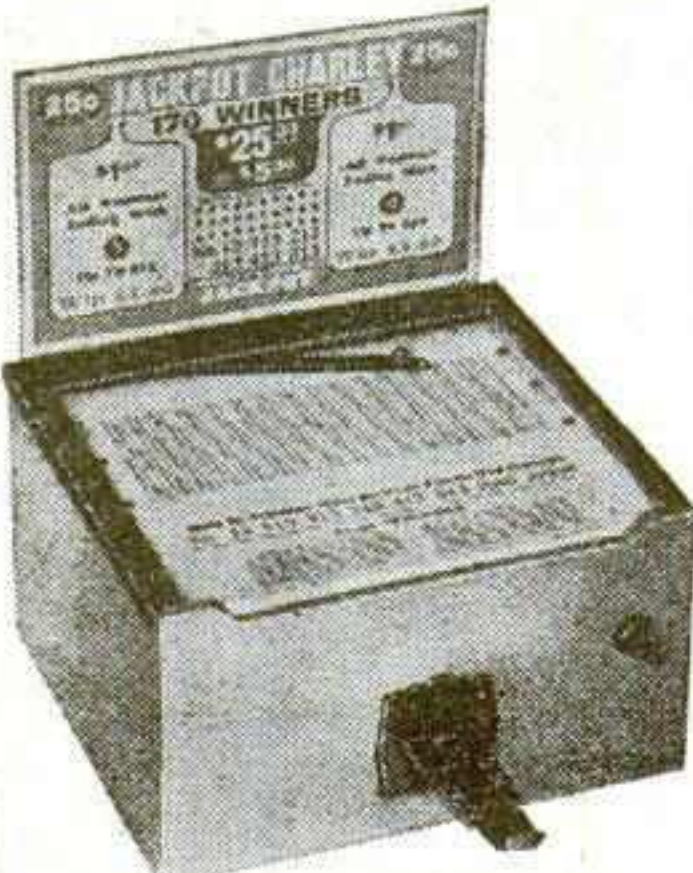
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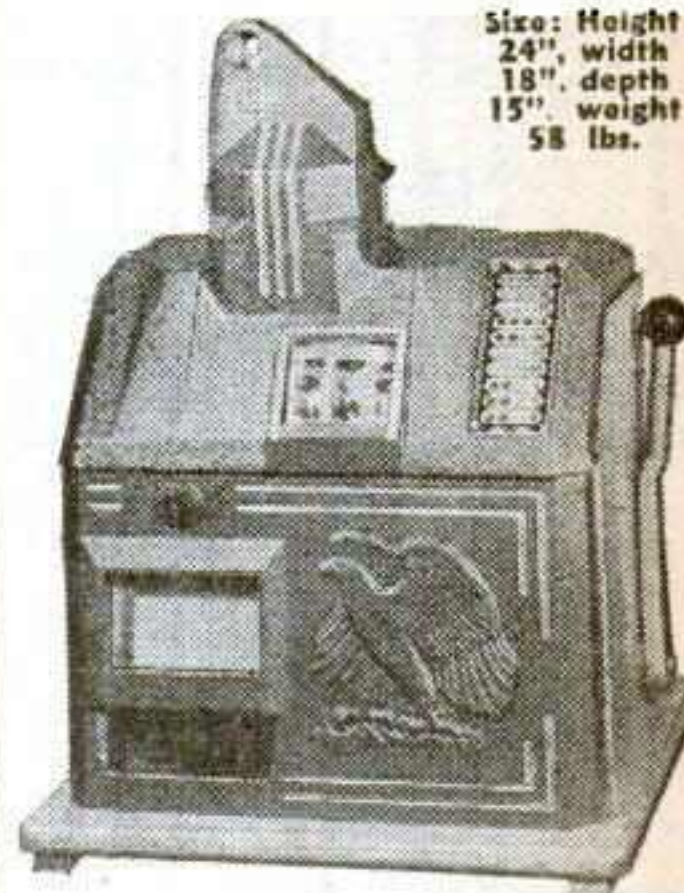
(Continued from page 141)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
INTERNATIONAL								
ERNIE BENEDICT & HIS POLKATEERS (Victor 20-3129)	<i>Hoyer Waltz</i> Full-bodied folk waltz has definite dance beat and colorful orking.			71	70	70	72	
	<i>Tickle Polka</i> Snappy toe-tapper features flashy accordions and sparkling banjo backing.			74	74	74	74	
MIECZYSLAW FOGG (Polart 304)	<i>Trolley Bus</i> Masters for these sides were recorded in Poland. Smooth musette orking follows single vocal chorus (in Polish). Beat is fair, material above average.			68	65	68	70	
	<i>Dzis Sa Niny Imieniny (Nina's Birthday Party)</i> Novelty Polish polka sung with appropriate high spirits.			73	73	73	73	
THE BARTON BROS.-IRV CARROLL ORK (Apollo 190)	<i>Tsooris, Parts I and II</i> The great Yiddish comedy team offers its usual language routine with English dialect phrases and the punch lines in Yiddish. Both sides should tally on boxes in Jewish neighborhoods.			80	80	83	78	
CLASSICAL								
ELISABETH HONGEN-HANS ZIPPER (Columbia 17558-D)	<i>Die Kartenlegerin, Op. 31, No. 2</i> A Schumann song of a frivolous nature with soprano Hongen delivering in fine style.			64	64	63	NS	
	<i>Nur Wer Die Sehnsucht Kennt</i> "None But the Lonely Heart"—not Tschalkovsky's but by Wolf with lyric from a poem by Goethe—done in dramatic fashion with Wagnerian overtones.			65	65	65	NS	
MINNEAPOLIS SYMPHONY ORK-DIMITRI MITROPOULOS, DIR. (Columbia 12891-D)	<i>Jubilee Overture, Op. 59, Parts I and II</i> The familiar Weber overture with the "My Country 'Tis Of Thee" ending is given a bright reading by Mitropoulos and the Minneapolis. A worthy standard item.			72	74	70	NS	
PAOLO SILVERI-ROYAL OPERA HOUSE ORK. COVENT GARDEN-FRANCO PATANE (Columbia 72642-D)	<i>Pagliacci-Prologue (Parts I and II)</i> This is the complete Leoncavallo prologue. In most instances the vocal part is extracted as a single-sided disking but for those who like the music as well, this would be to their liking. Tho this selection has been done to death on wax, this British etching stacks up with the competition pretty well. Silveri starts slowly but builds to display good voice. Orking is fine.			76	78	74	NS	
CLASSICAL								
ELIZABETH SCHWARKOPF-THE PHILHARMONIA ORK-JOSEF KRIPS, DIR. (Columbia 72640-D)	<i>Don Giovanni-Recitative and Aria (Parts I and II)</i> The melodic selections from Act II of the Mozart opera serve to introduce the lyric soprano of Miss Schwarkopf on American wax. She has compiled quite a large following in Britain and shows here that this is indeed deservedly so.				78	80	76	NS
OSCAR NATZKA-CHORUS OF ROYAL OPERA HOUSE, COVENT GARDEN-KARL RANKI (Columbia 72641-D)	<i>The Magic Flute—"O Isis and Osiris"</i> Impressively done hymnal aria from the Mozart opera by the bass Natzka with English lyric.			75	75	75	NS	
	<i>"Within These Temple Walls"</i> From same opera, Natzka puts on display much of his lower tones in the melodic solemnity of Mozart.			75	75	75	NS	
LUIGI INFANTINO-ITAL OPERA USE ORK-FRANCO PATANE, DIR. (Columbia 17557-D)	<i>Rigoletto—"Questa O Quella"</i> Fluffy aria from "Rigoletto" done pleasingly by Infantino, a singer in English opera.			65	66	64	NS	
	<i>Rigoletto—"La Donna E Mobile"</i> More familiar item from the same opera might grab some standard sales despite Infantino's lack of rep here; he does a good job with the familiar melody.			70	70	70	NS	
SEMI-CLASSICAL								
MANTOVANI CONCERT ORK (London 152)	<i>Clair De Lune, Parts 1 & 2</i> Debussy's well-recorded classic is given the benefit of PFRR recording and comes out as a fine item for dealer catalogs and wax whirlers.			74	76	72	NS	
RELIGIOUS								
THE CORINTHIAN SINGERS (William D'Albert) (DC 8057)	<i>There'll Be a Great Day</i> Group weaves revival-day enchantment with smart rhythm chanting on a jump spiritual.			71	70	72	NS	
	<i>Farther Along</i> Conventional hymn, warbled competently but without spark of flip.			66	64	68	NS	
THE SPEER FAMILY (Columbia 20489)	<i>When the Chariot Swings</i> "Family" type spiritual with rural flavor. Well warbled.			66	66	66	NS	
	<i>I'm Gonna Take a Ride</i> Styld and performed like flip.			66	66	66	NS	

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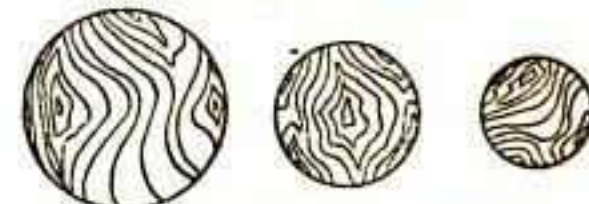
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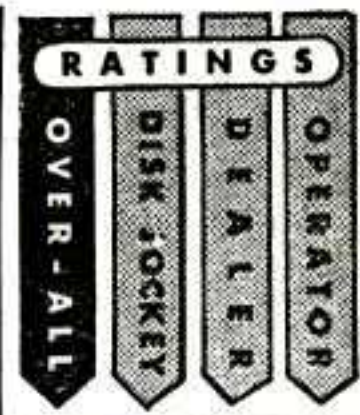
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ARTIST TUNES LABEL AND NO. COMMENT



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RELIGIOUS

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74 75 78 68

Lord Help Me To Be More Humble in This World

The famous Georgia Peach takes this one at a slow steady pace that packs a real rhythmic wallop, and bulds for an effective side.

73 74 76 67

The Harvest King Similar tempo and strong-bodied piping with convincing assists from male members of the group.

FISHER JUBILEE SINGERS (Mercury 8099)

58 60 64 50

They Looked Away Into Heaven So-so sepi group puts too little spirit in spiritual.

My John Saw Altho the spirit abounds here, group lacks technical proficiency to get the most out of the material.

GURNEY THOMAS (De Luxe 5046)

61 58 64 NS

Jesus and Mother Country groove religious weeper with interpolated recitation.

67 65 68 NS

Saviour of the Old Rugged Cross Similar to flip, with delivery more effective.

SOUTHERN SILVERTONE SINGERS (De Luxe 3191)

67 64 70 NS

The Little Wooden Church Capable deep South spiritual group does a slow hymn appealingly, but murky recording detracts.

70 67 73 NS

Good Morning to Heaven Effective tempo change highlights moving chanting here, but unfortunate reproduction hampers here, too.

THE GOLDEN TONES (Apollo 189)

75 75 75 NS

Ride With the Lord Moving rhythm spiritual, smartly harmonized by fine group.

83 83 83 NS

Move Over Gabriel Inspired fervence and irresistible beat in a top drawer spiritual warbling.

EVANGELIST SINGERS OF DETROIT (Bullet 203)

73 73 73 NS

One Day Smartly cleffed and chanted rhythm spiritual. I'm Tired Complex cleffing, handled with convincing ease and effectiveness.

SISTER MARIE KNIGHT-THE SUNSET FOUR (Signature 32006)

66 68 70 60

Where Could I Go But to the Lord? Sister shouts sincerely, and gets adequate rhythmic and harmonic support from the male quartet.

Negro National Anthem Unaccompanied chanters let things fall apart, and while the sincerity is there, the execution and diction make dull fare of the chauvinistic number.

THE MASTERS FAMILY (Mercury 6131)

68 68 72 64

I Found It in Mother's Bible Family group fervor favors melodious bit of hill-country piety.

70 71 73 65

Give Them the Roses Now Didactic ditty is harmonized with honest feeling. Gittars provide full-flavored backing.

LATIN-AMERICAN

ALMENDRA DE ABE-LARDITO VALDES ORK (Victor 23-1013)

69 72 70 64

Don Chaqueton Full-flavored native guaracha with high-pitched chanting and group responses over persistent beat.

68 72 69 63

Moreno Tiene Que Ser Native chanting to interesting string orking, with building beat. Guaracha has folk-style melody.

JULIO CUEVA ORK (Victor 23-1012)

65 67 69 62

El Bobo De Trinidad Full band and tricky cross-country rhythmic figures sometimes obscure the basic beat as well as the chanting on this guaracha.

68 68 70 67

Yo Se Hacer Dos Cosas Another guaracha with more of the eccentric rhythms, full brass figures, and vocal playfulness. Better beat than reverse.

JUAN D'ARIENZO ORK (Victor 23-1011)

71 75 75 62

Don Horacio One of the best tango sides in some time. It's melodic, colorful and the kind that makes you wish you could make like Valentino.

57 53 62 50

El Viento Me Cuenta Casas An Argentine dance, a "mlonga," which sounds like a fast tango with "Two Guitars" thrown in.

BOBBY CAPO (Roberto Ondina Ork) (Secco 7001)

71 72 72 68

Madrid Richly romantic crooning by the Spanish Sinatra.

74 76 76 72

Sera Posible (Rafael Hernandez Ork) Pretty bolero showcases Bobby's honey-coated tonfils. Rhythm is under-recorded in instrumental passage, but Bobby's fans won't mind too much.

HOT JAZZ

TINY GRIMES QUINTET (Atlantic 865)

80 82 78 80

Midnight Special Slow blues with much beat and feelingful guitar and tenor sax passages; good race box fodder.

65 65 65 65

Annie Laurie Rather ordinary sort of instrumental with some ferocious tenoring.

THE POLL CATS-EDDIE SAFRANSKI, DIR. (Atlantic 864)

68 75 70 60

Jumpin' for Jane Some of Stan Kenton's sidemen mold for some pure be-bopping.

73 80 80 60

Turmoil Some interesting Pete Rugolo penwork in this bop opus which spots a good alto bit by Art Pepper.

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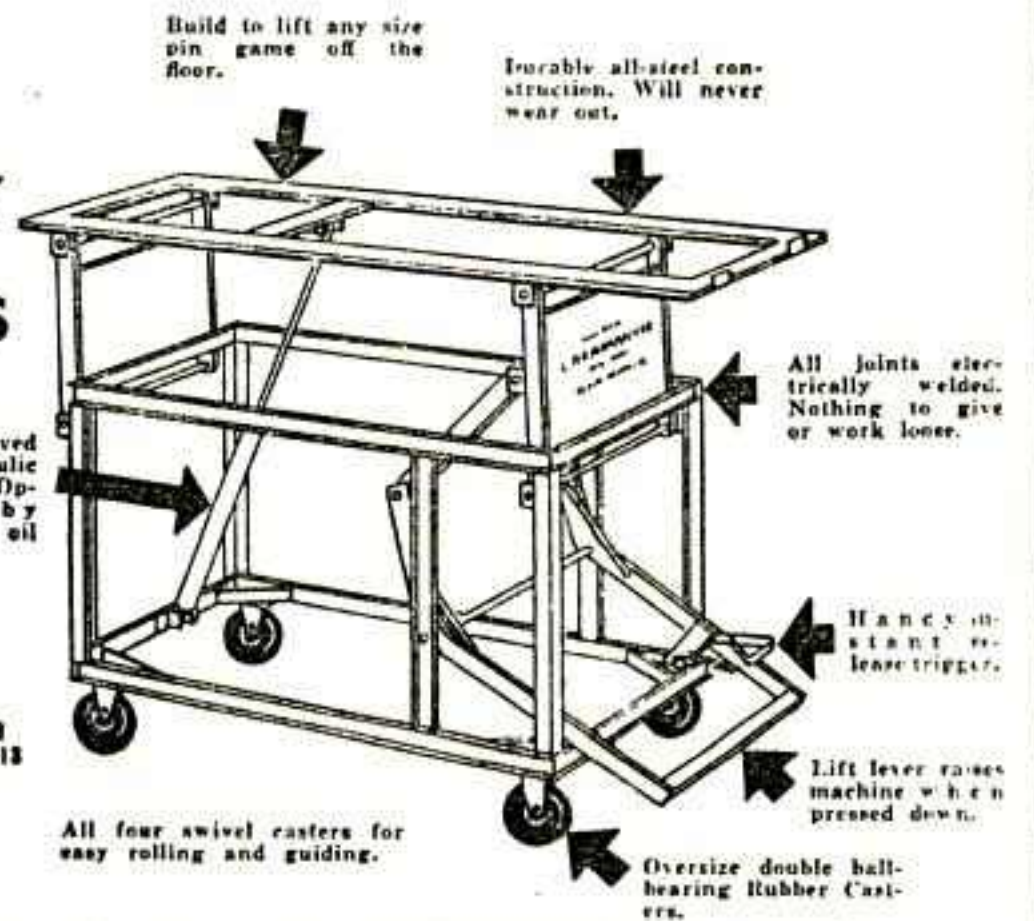
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WASHINGTON, Oct. 30.—Despite the soaring sales of cigarettes, Agriculture Department said this week that there "are indications" that more people are beginning to roll their own.

Record Cig Sales
WASHINGTON, Oct. 30.—Cigarette consumption in August hit the highest monthly level in two years, according to latest Commerce Department statistics.

MAPOA Hitune Party Selects Mercury Record

DETROIT, Oct. 30.—The Michigan Automatic Phonograph Owners' Association (MAPOA) held its first indoor Hit Tune Party in the form of a jazz concert at Music Hall, permanent home of the Detroit Symphony Orchestra, drawing a capacity crowd of 1,900.

Following the usual procedure, selections screened for the hit contest were played by the guest jockeys for this month's program, including Beverly Norberry, of WJJW, Wyandotte; John Slagle, WXYZ, Detroit, and Bob Seymour, WKMJ, Dearborn.

Vic Damon at Party
On the talent side, Jon and Sondra Steele flew in for the event from Reno, Nev., and were accompanied by Vic Damon, of Damon Records.

A special event of the show was the presentation of a statuette to the outstanding band of the year in the Detroit area by The Detroit Tribune to Candy Johnson.

ADVANCE RECORD RELEASES

(Continued from page 38)

POPULAR

- Roses of Picardy
F. Carle (My Wild) Columbia 38330
'8 Wonderful
D. Shore-B. Clark (Let's Do) Columbia 38253
Santa Claus Is Comin' to Town
F. Sinatra (Have Yourself) Columbia 38259
Say It Every Day
D. Shore (Far Away) Columbia 38356
Say It Isn't So
K. Kyser Ork (Ever Since) Columbia 38348
Senorita
E. Howard Ork (Blue Tail) Mercury 5211
Senorita
J. Johnston (If I) MGM 10290
Sicilian Tarantella
Reina's Ork (La Raspa) Victor 20-3189
Siesta
J. Fina Ork (Canadian Capers) MGM 10289
Silent Night
B. Doyle-R. Bloch's Ork (White Christmas) Signature 15058
Silent Night, Holy Night
F. Sinatra (Adeste Fideles) Columbia 38256
Since Mother Was a Girl
D. Shay (Love Isn't) Columbia 38308
Summertime
D. Shore-B. Clark (Easy to) Columbia 38255
Swing Low Down the Lane
B. Crosby (Pretty Baby) Decca 24515
That's the Stuff You Gotta Watch
T. Pastor Ork (With a) Victor 20-3184
The Bells of St. Mary's
R. Bloch Ork (Ave Maria) Signature 15118
The Chowder Special
T. Pastor (It's Like) Columbia 38358
The Money Song
B. Clark-The Modernaires-The Skylarks (Gloria) Columbia 38352
The Old Apple Tree
D. Shay (Grandpa's Gettin') Columbia 38309
What's Wrong With Me?
K. Grayson MGM Studio Ork (Love Is) MGM 30133
When It's Groovy Time in Harlem
P. Lawrence-A. Novelle's Harmonica Ensemble (Moonbeams) Grand 973
When Morton Goes A-Courtin'
J. Mayno (Pin-Up Polka) Harmonia H-1655
White Christmas
B. Doyle-R. Bloch's Ork (Silent Night) Signature 15058
White Christmas
E. Howard Ork (Dearest Santa) Mercury 5216
White Christmas
F. Sinatra (Jingle Bells) Columbia 38257
Why Don't Someone Marry Mary Anne
D. Shay (No Ring) Columbia 38307
Will You Promise
J. Sellers (Play the) MGM 10307
With a Twist of the Wrist
T. Pastor Ork (That's the) Victor 20-3184
You'd Be So Nice to Come Home To
B. Clark (Rosalee) Columbia 38254
You're the First Cup of Coffee
E. Young-J. Lathrop (My Darling) Victor 20-3187

CLASSICAL

- Debussy: Prelude a L'Après-Midi d'un Faune (Pis. I & II) (1-12")
Philadelphia Ork-E. Ormandy, Dir. . . . Columbia 12917-D
Handel: The Messiah-Amen (1-12")
Huddersfield Choral Society-Liverpool Philharmonic Ork-Sir M. Sargent, Dir. (Handel: the) Columbia 72733-D
Handel: The Messiah-Hallelujah. (1-12")
Huddersfield Choral Society-Liverpool Philharmonic Ork-Sir M. Sargent, Dir. (Handel: The) Columbia 72733-D
Kreisler: Liebesfreud
Z. Francescatti-A. Balsam (Kreisler: Liebesleid) Columbia 17560-D
Kreisler: Liebesleid
A. Balsam-Z. Francescatti (Kreisler: Liebesfreud) Columbia 17560-D
Music for Films Album—Queen's Hall Light Ork-C. Williams, Dir.-Philharmonia Ork-E. Irving, Dir. (3-10")
Columbia MM-794
Gray: Stairway to Heaven . . . Columbia 72708-D
Gray: This Man Is Mine . . . Columbia 72708-D
Rozsa: Spellbound . . . Columbia 72709-D
Spoliansky: Wanted for Murder-A Voice in the Night . . . Columbia 72709-D
Vaughan Williams: The Loves of Joanna Godden, Pts. I & II
Columbia 72710-D
Romance Album—J. Powell-C. Dragon Ork (3-10")
Columbia MM-788
A Kiss in the Dark . . . Columbia 4545-M
Kiss Me Again . . . Columbia 4545-M
Lover Come Back to Me . . . Columbia 4546-M
Springtide, Op. 33, No. 2 . . . Columbia 4547-M
Through the Years . . . Columbia 4547-M
Will You Remember? . . . Columbia 4546-M

CLASSIC & SEMI-CLASSICAL

- A Night in Tivoli Album—G. Hoeberg, Dir. The National Symphony Ork of Copenhagen (2-12")
London LA 34
Britz Polka . . . London T. 5039
Champagne Galop . . . London T. 5039
Christian IX Honor March . . . London T. 5038
Concerto Polca for 2 Violins and Ork . . . London T. 5039
Queen Louise Waltz . . . London T. 5038
Clair De Lune, Parts 1 & 11 . . . Mantovani & Ork . . . London 152
Clair De Lune
J. Fuchs-M. Marrow & the MGM String Ork (La Gitana) MGM 30134
Clair De Lune
H. Sukman (Scheherazade) Artist 4899
Faure: Pavan, Op. 50, Parts 1 and 11 (1-12")
The Philharmonia Ork & Chorus, Sir M. Sargent, Dir. . . . Columbia 72707
Four Centuries Suite Album—National Symphony Ork., E. Coates, Dir. (2-12")
London LA 35
Pavane & Tambourin (18th Century) . . . London T. 5045
Prelude & Hornpipe (17th Century) . . . London T. 5044
Rhythm (20th Century) . . . London T. 5044
Valse (19th Century) . . . London T. 5045
Helan Gar
L. Melchior (Spring Came) MGM 30138
La Gitana
J. Fuchs-M. Marrow & the MGM String Ork (Clair De) MGM 30134
Lecocq: Mlle. Angot Suitealbum
E. Kurtz, Dir., The Philharmonic-Symphony Ork of New York (2-12") Columbia MX-305; MX (12915-D-12916-D)
Liszt: Sonata in B Minor Album
C. Sandor (3-10") Columbia MM-788
MM (72704-D-72706-D)
Reginald Kell & His Quiet Music Album
R. Kell & His Quiet Music (3-10")
London LA 38
Gentle Annie . . . London R. 10055
Has Sorrow Thy Young Days Shaded . . . London R. 10055
Killarney . . . London R. 10054
In the Gloaming . . . London R. 10053
Some Folks Do . . . London R. 10054
The Gentle Maiden . . . London R. 10053
Scheherazade
H. Sukman (Clair De) Artist 4899
Spring Came Back to Vienna
L. Melchior (Helan Gar) MGM 30138
Tchaikovsky: Concerto No. 1 in B-Flat Minor for Piano and Orchestra, Op. 23 Album
O. Levant-The Philadelphia Ork, E. Ormandy, Dir. (5-12") Columbia MM-785; MM (12910-D-12914-D)

LATIN AMERICAN

- I Love You Baby
E. Morales (Quisiera) Manor 1145
Pa'Fricase Los Pollos
Billo's Caracas Boys-M. Monterrey (Centzas) Victor 23-1014
Para que Quererte
P. Torres y su Ork Soboney (Caramba) Secco 661
Piensa Bien lo que me Dices
B. Capo-R. Ondina Ork (Cuando Me) Secco 7003
Pupi Camp, His Orchestra & His Cuban Rhumbas Album—P. Campo Ork (3-10") Secco SA 5
Escucha Mi Son . . . Secco 4106
Esto Es Lo Ultimo . . . Secco 4107
La Runderia . . . Secco 4108
Mary Ann . . . Secco 4108
Mi Bumba Ne . . . Secco 4106
Pescando . . . Secco 4107
Que Te Aproveche
A. Landin (Negra Soledad) Victor 23-0926
Quisiera
E. Morales (I Love) Manor 1145
Regalo
F. Fernandez (Noche De) Victor 23-0966
Roncana
M. Valdes-N. Morales Ork (Amor Sagrado) Secco 4113
Rosa
A. O. Tirado (Caminante) Victor 23-0935
Sentir Gitano
A. O. Tirado (Clavel Sevillano) Victor 23-0936
Sevilla
A. O. Tirado (Nunca Te) Victor 23-0938
Soledad
C. Gardel (Cuesta Abajo) Victor 23-0932
Sus Ojos Se Cerraron
C. Gardel (El Dia) Victor 23-0933
Tambo
C. Reyes Ork-T. Garl (The Wedding) Capitol 15244
Te Quiero
A. O. Tirado (Te Quiero) Victor 23-0937
Te Quiero Morena
A. O. Tirado (Te Quiero) Victor 23-0937
The Wedding Rhumba
C. Reyes Ork (Tambo) Capitol 15244
Tropical Rhapsody
Damiron (Listen to) Secco 4114
Tu Le Sabes
R. M. Rivero (Fue Imposible) Secco 666
Tu Regreso
N. Morales (Negro Manyeyano) Secco 4113
Yo Quiero un Yo-Yo
L. Meyer Ork (La Fuerca) Victor 23-1016
Yo Se Hacer Dos Cosas
J. Cueva Ork-O. Guerra (El Bobo) Victor 23-1013

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Dismiss Bergman's Suit Against N. Y. Op

NEW YORK, Oct. 30.—Whether debts, incurred thru purchase of pin games in a State where they are legal, can be collected by court aid in another State, where the games have been judged illegal, is to receive thoro airing here.

The case came to light this week when it was learned that City Court Justice Frank A. Carlin had dismissed a suit brought by Frieda Bergman, assignee of the Runyon Sales Company of Newark, N. J., against Leo V. Berna, of Staten Island, N. Y., for recovery of the unpaid balance of the purchase price of a quantity of games bought in New Jersey last December.

Court Ruling
Justice Carlin ruled that Miss Bergman had no recourse to the courts since the games had been outlawed here by a decision handed down by Justice Ferdinand Pecora.

This view was challenged by Milton Gelman, Miss Bergman's attorney, who announced that he had appealed the decision to the Supreme Court. He said the case will probably come up in December.

ADVANCE RECORD RELEASES

- ### INTERNATIONAL
- Andulko Safarova**
F. Fritsche & His Goosetown Band (Orphan Waltz) FM 270
- At the Brook**
R. Stolzenberg & the Northern Playboys (Emilia Polka) FM 294
- Barbara Polka**
F. Fritsche & His Goosetown Band (Saturday Night) FM 274
- Broken Hearted**
F. Fritsche & His Goosetown Band (Laendler No. 1) FM 278
- Butterfly Waltz**
F. Fritsche & His Goosetown Band (Herr Schmidt) FM 335
- C'est Aux Iles D'Amour**
T. Rossi (El Danzon) Columbia 4005-F
- Chimney Sweep Polka**
F. Fritsche & His Goosetown Band (Oh! Susanna) FM 267
- Coo Coo Waltz**
F. Fritsche & His Goosetown Band (Old Village) FM 266
- Deep Valley Schottische**
F. Fritsche (New Ulm) FM 274
- Die Dorfmusik**
R. Stolzenberg & the Northern Playboys (The Jolly) FM 296
- Emilia Polka**
R. Stolzenberg & the Northern Playboys (At the) FM 294
- Finger Dance**
F. Fritsche & His Goosetown Band (Rye Waltz) FM 334
- Firemen's Polka**
F. Fritsche & His Goosetown Band (Swiss Girl) FM 265
- Good Morning Polka**
S. Madden & His Jolly Swiss Playboys (Huntsman Laendler) Mercury 5196
- Goosetown Waltz**
F. Fritsche & His Goosetown Band (Gypsy Polka) FM 68
- Grandmother's Joy**
F. Fritsche & His Goosetown Band (Laughing Schottische) FM 269
- Gypsy Polka**
F. Fritsche & His Goosetown Band (Goosetown Waltz) FM 268
- Happy Hour Polka**
F. Fritsche & His Goosetown Band (I'm Coming) FM 279
- Hershele at the Bollesque**
M. Katz & His Kosher-Jammers (Hershele at) Victor 25-5086
- Heinie Polka**
B. M'Lada & His Old-Time Polka-Teers (Prosit Laender) FM 288
- Herr Schmidt**
F. Fritsche & His Goosetown Band (Butterfly Waltz) FM 335
- Hershele at the Induction Center**
M. Katz & His Kosher-Jammers (Hershele at) Victor 25-5086
- Hoyer Waltz**
E. Benedict & His Polkateers (Tickle Polka) Victor 20-3129
- Huntsman Laendler**
S. Madden & His Jolly Swiss Playboys (Good Morning) Mercury 5196
- I'm Coming**
F. Fritsche & His Goosetown Band (Happy Hour) FM 279
- Laender No. 11**
F. Fritsche & His Goosetown Band (Musicians Come) FM 318
- Laender No. 1**
F. Fritsche & His Goosetown Band (Broken Hearted) FM 278
- Laughing Schottische**
F. Fritsche & His Goosetown Band (Grandmother's Joy) FM 269
- La Vie en Rose**
E. Plaf (Un Refrain) Columbia 4004-F
- Lott Is Tot**
F. Fritsche & His Goosetown Band (Waltz Quadrille) FM 336
- Lovers' Waltz**
F. Fritsche & His Goosetown Band (Springtime Polka) FM 273
- Mariechen**
F. Fritsche & His Goosetown Band (Tom Cat) FM 280
- Musicians Come and Play**
F. Fritsche & His Goosetown Band (Laender No. 11) FM 318
- New Ulm Favorite Polka**
F. Fritsche & His Goosetown Band (Deep Valley) FM 274
- O Pasatempos**
J. G. Hiotis Ork (Psilo Gazi Zelmbekiko) Victor 26-8200
- Oh! Susanna**
F. Fritsche & His Goosetown Band (Chimney Sweep) FM 267
- Old Village Barn**
F. Fritsche & His Goosetown Band (Coo Coo) FM 266
- Orphan Waltz**
F. Fritsche & His Goosetown Band (Andulko Safarova) FM 270
- Per Olssons Bonnagard**
L. Krantz-S. Holmes Ensemble (Tacka Fagerlund) Victor 26-1070
- Policeman's Polka**
F. Fritsche & His Goosetown Band (Prune Song) FM 275
- Prosit Laender**
B. M'Lada & His Old Time Polkateers (Heinie Polka) FM 288
- Prune Song Waltz**
F. Fritsche & His Goosetown Band (Policeman's Polka) FM 275
- Psilo Gazi-Zelmbekiko**
J. G. Hiotis Ork (O Pasatempos) Victor 26-8200
- Tacka Fagerlund for De**
L. Krantz-S. Holmes Ensemble (Per Olssons) Victor 26-1070
- Tickle Polka**
E. Benedict & His Polkateers (Hoyer Waltz) Victor 20-3129

- ### RELIGIOUS
- Ave Maria**
R. Rheims (The Rosary) FM 110
- Christmas Carols Album—National Vespers Mixed Choir (3-10")**
Bibletone CV
Adeste Fiddles . . . Bibletone 6601
Hark! the Herald Angels Sing . . . Bibletone 6602
It Came Upon the Midnight Clear . . . Bibletone 6601
Joy to the World . . . Bibletone 6603
O Little Town of Bethlehem . . . Bibletone 6602
Silent Night, Holy Night . . . Bible-tone 6603
- Depending On Jesus**
Swan's Silvertone Singers (Working On) King 4248
- Farther Along**
Corinthian Singers (There'll Be) DC 8057
- Favorite Christmas Carols Album—W. Averel-W. A. Tappin (3-10")**
Noel N-1
Adeste Fideles . . . Noel 200
Hark, the Herald Angels Sing . . . Noel 100
Jingle Bells and Good King Wenseslas . . . Noel 300
Noel and It Came Upon a Midnight Clear . . . Noel 200
O Little Town of Bethlehem . . . Noel 300
Silent Night . . . Noel 100
- Good Morning to Heaven**
Southern Silvertone Singers (The Little) De Luxe 3191
- He Walks With Me**
Star Light Gospel Singers (Stretch Out) Holiday 2001
- I Can Call Him Anytime**
Watkins-Bell Singers (Jesus, Jesus) Bandwagon 513
- I'd Rather Have Jesus**
The Chuck Wagon Gang (The Church) Columbia 20501
- I Have Everlasting Peace**
J. Daniel Quartet (On the) Bullet 108
- I Looked Down the Road and I Wondered**
Golden Gate Quartet (This World) Victor 20-3159
- In the Garden**
The Hamilton Quartette (Let the Tempo TR-1058
- Jesus and Mother**
G. Thomas (Saviour of) De Luxe 5046
- Jesus, Jesus, Jesus**
L. Watkins & The Watkins-Bell Singers (I Can) Bandwagon 513
- Kol Nidrei**
Cantor S. Katz (Uvdvirei Kodschecho) Mercury DMS 28 (1-12")
- Let the Lower Lights Be Burning**
The Hamilton Quartette (In the Tempo TR-1058
- Little Community Church**
B. Monroe & His Blue Grass Quartet (That Home) Columbia 20488
- Merry Christmas Music Album—Saintsbury Singers—C. Snyder, Dir. (3-10")**
Bibletone MC Bibletone 4701-4703 Inclusive.
- My Mother's Song**
Daniel Family Quartette (You Must) Columbia 20497
- On the Glory Road**
J. Daniel Quartet (I Have) Bullet 108
- Organ Melodies Album—C. Snyder (4-10")**
Bibletone FF
Adagio Pathetique . . . Bibletone 2504
Agnus Dei . . . Bibletone 2502
Angel's Serenade . . . Bibletone 2501
Ave Maria . . . Bibletone 2502
Elegies . . . Bibletone 2504
Largo . . . Bibletone 2501
Londonderry Air . . . Bibletone 2503
Reve Angeliue . . . Bibletone 2503
- Queen for a Day**
A. Kassel (If I) Mercury 5200
- Saviour of the Old Rugged Cross**
G. Thomas (Jesus and) De Luxe 5046
- Stretch Out His Word**
Star Light Gospel Singers (He Walks) Holiday 2001
- Sweet Little Jesus Boy**
C. Brice-J. Brice (To the) Columbia 17559-D
- That Home Above**
B. Monroe & His Blue Grass Quartet (Little Community) Columbia 20488
- The Church in the Wildwood**
The Chuck Wagon Gang (I'd Rather) Columbia 20501
- The First Noel**
A. Russell & Male Choir (Silent Night) Capitol 15013
- The Rosary**
R. Rheims (Ave Maria) FM 110
- The Story of the Nativity Album—W. Hampden, Nar. (3-10")**
Victor P-225
Victor 20-3155—20-3157 inclusive
- There'll Be a Great Day**
The Corinthian Singers (Farther Along) DC 8057
- This World Is in a Bad Condition**
Golden Gate Quartet (I Looked) Victor 20-3159
- Uvdvirei Kodschecho**
Cantor S. Katz (Kol Nidrei) Mercury DMS 28 (1-12")
- Working On a Building**
Swan's Silvertone Singers (Depending On) King 4248
- You Must Have That Religion**
Daniel Family Quartette (My Mother's) Columbia 20497
- Trooris, Pts. 1 & 11**
The Barton Bros.—I. Carroll Ork . . . Apollo 190
E. Plaf (La Vie) Columbia 4004-F
- Un Refrain Courait Dans la Rue**
(Continued on page 146)

1904 Match Vender Shown by Diamond

OSWEGO, N. Y., Oct. 30.—A 40-year-old match vender, which dispensed tin boxes of matches for a cent, was one of the attractions shown at the recent centennial celebration here by Diamond Match Company. Vender, now inoperative, was made and distributed in 1904 and 1905 by a former subsidiary of the match manufacturer.

Machine featured a clock type vending mechanism, which rotated the match columns with each purchase.

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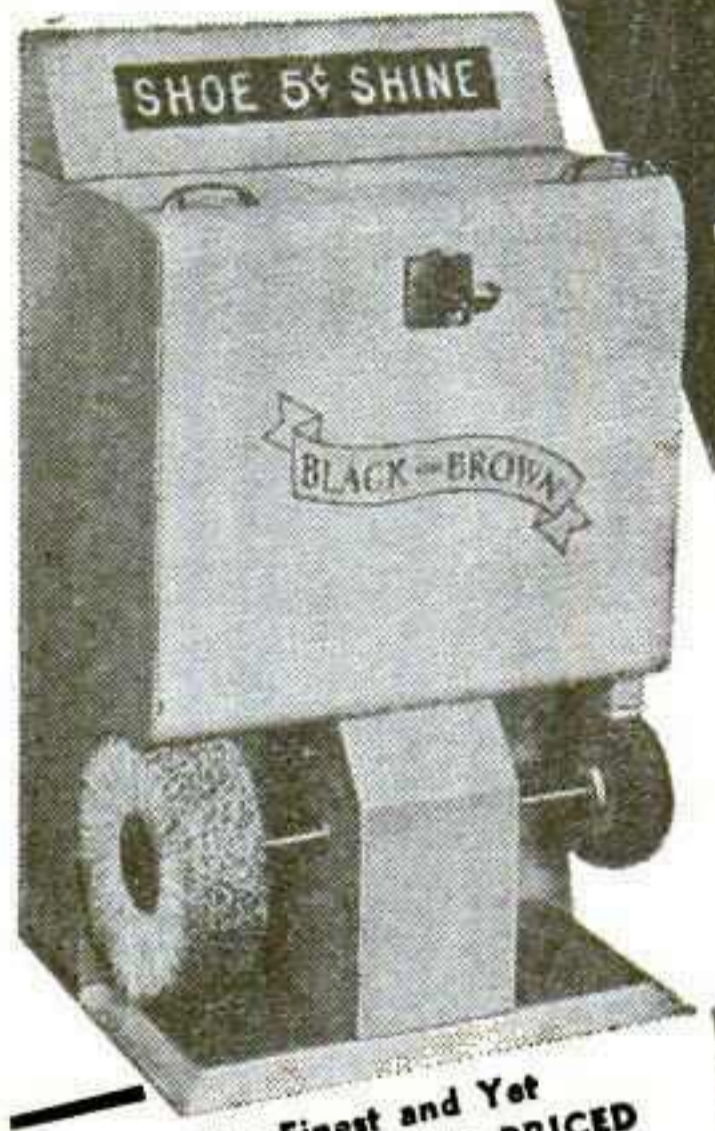
Click \$ 37.50	Major League	Spin Ball . . . \$132.50
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Fast Ball . . . 24.00	Miss America . . 17.50	Sky Ray . . . 12.50
Honey 25.00	Shanghai 125.00	Tally Ho . . . 44.50
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ADVANCE RECORD RELEASES

(Continued from page 145)

HOT JAZZ

- Algo Bueno
D. Gillespie Ork (Minor Walk) Victor 20-3186
- Annie Laurie
Tiny Grimes Quintet (Midnight Special) Atlantic 865
- Arleen
J. Lunceford Ork-E. Wilcox-J. Thomas, Dirs. (Gug Mug) Manor 1138
- Baby, Baby All the Time
C. Ventura (I'm Forever) National 9057
- Sidney Bechet Album—S. Bechet-B. Wilber's Wildcats (4-10")
Columbia C-173
- I Had It, But It's All Gone Now . . .
Columbia 38320
- Just One of Those Things . . . Colum-
bia 38318
- Kansas City Man Blues . . . Colum-
bia 38319
- Laura . . . Columbia 38318
- Love for Sale . . . Columbia 38321
- Polka Dot Stomp . . . Columbia 38319
- Shake 'Em Up . . . Columbia 38321
- Spreadin' Joy . . . Columbia 38320
- Blue Rhythm Be-Bop
Blue Rhythm Band-V. Alexander, Dir.
(Blue Rhythm) MGM 10302
- Blue Rhythm Jam
Blue Rhythm Band-V. Alexander, Dir.
(Blue Rhythm) MGM 10302
- Candy's Mood
C. Johnson & His Peppermint Sticks
(Parrot Jump) Alben 102
- East of the Sun—West of the Moon
L. Young & His Quartet (Sheik of Araby)
Aladdin 3016
- Norman Granz' Jazz at the Philharmonic—
How High the Moon Album—W. Smith-
C. Hawkins-B. Rich-F. Phillips-B. Clayton-
T. Young-K. Kersey-B. Fonville
(2-10")
- Mercury JATP—Mercury 11009-11010
- Norman Granz' Jazz at the Philharmonic,
Vol. 6 Album—C. Hawkins-L. Young-
W. Smith-C. Parker-B. Clayton-B.
Rich-I. Ashby-B. Hadnot-K. Kersey
(3-10") Mercury JATP Vol. 6
- Mercury 11003-11005 (Inclusive)
- Norman Granz Jazz at the Philharmonic,
Vol. 7 Album—I. Jacquet-J. McVea-E.
Sherock - L. Paul - Shorty Nadine - L.
Young-Johnny Miller-Red Callender
(3-10")
- Mercury JATP Vol. 7
Mercury 11006-11008 (Inclusive)
- Norman Granz' Jazz at the Philharmonic,
Vol. 8 Album—I. Jacquet-F. Phillips-
B. Harris-H. McGhee-J. Jones-R.
Brown-H. Jones (3-10")
- Mercury JATP Vol. 8
Mercury 11000-11002 (Inclusive)
- I'm Forever Blowing Bubbles
C. Ventura Ork (Baby, Baby) National
9057
- Gug Mug
J. Lunceford Ork-E. Wilcox-J. Thomas,
Dirs. (Arleen) Manor 1138
- Hora Staccato
D. Tarris & His All Stars (Second Ave.)
Banner B-535
- Hot Cat Fish, Pts. I & II
W. Rowland Ork . . . Modern 20-626
- How High the Moon
L. Hampton Quintet (Ribs and) Decca
24513
- Chubby Jackson-Bill Harris Album—Chub-
by Jackson Septet-B. Harris Septet
(3-10")
- Mercury A-36
Characteristically B. H. . . Mercury
1073
- Cross Country . . . Mercury 1072
- Cryin' Sands . . . Mercury 1071
- Mean to Me . . . Mercury 1072
- Northwest Passage . . . Mercury 1071
- She's Funny That Way . . . Mercury
1073
- Jazz a La Creole Album—A. Nicholas-D.
Barker-J. F. Johnson-F. Foster (2-10")
Circle 8-13
- Creole Blues . . . Circle J-1019-B
- Les Ognons . . . Circle J-1019-A
- Mo Pas Lemme Cas . . . Circle J-1018-A
- Sallee Dame . . . Circle J-1018-B
- Jumpin' for Jane
The Poll Cats-E. Safranski (Turmoll)
Atlantic 864
- Just One of Those Things
S. Bechet Quartet (Laura) Columbia
38318
- Laura
S. Bechet Quartet (Just One) Columbia
38318
- Little Brown Jug
The Rockets (Loch Lomond) Aladdin 3017

CHILDREN'S RECORDS

- Dee Deedle Dumdum (My Son John)
A. Trace & His Silly Symphonists (The
Antelope) Regent BR-8
- Froggie and the Flyies
A. Trace & His Silly Symphonists (Ikky)
Regent BR-4
- I Got a Horse (But He Won't Giddy-Up)
A. Trace & His Silly Symphonists (I
Wuv) Regent BR-8
- I Wus a Wabbit
A. Trace & His Silly Symphonists (I Got)
Regent BR-8
- Ikky Tikky Tambo
A. Trace & His Silly Symphonists (Frog-
gie and) Regent BR-4
- Jingle Bells
Betty Lou-The Voice of T. Riggs (Silent
Night) Regent BR-3
- Nursery Songs, Rhymes & Stories Album—
The Fairyland Players (1-7")
- Rocking Horse . . . PL-A 112—Pts. I & II
- Pancho Gora to a Fiesta Album (2-10")
A. Tanney . . . Columbia MJV-48
- Silent Night
Betty Lou-The Voice of T. Riggs (Jingle
Bells) Regent BR-3
- Sing-a-Long Album—A. Mayfield (1-10")
Disko KRX 1-2
- Margaret the Music Box . . . Disko
KRX 2
- Michael the Music Box . . . Disko
KRX 1
- Sing-a-Long Album—A. Mayfield (1-10")
Disko KR-17
- Sing-a-Long With Bert the Bassoon
. . . Disko KR-17
- Sing-a-Long With Frederick the Flute
. . . Disko KR 17
- The Antelope and the Lion
A. Trace & His Silly Symphonists (Dee-
dee Deedle) Regent BR-6
- The Little Red Hen Album—F. Luther
(1-10")
- Decca CUS-11
- Decca 88015 . . . Parts I & II
- The Shoemaker and the Elves Album
(1-10")
- F. Luther . . . Decca CUS-8
- Decca 88010-Parts I and 2
- The Story of Uncle Tom's Cabin
A. Trace & His Silly Symphonists (The
Three) Regent BR-7
- The Three Bears
A. Trace & His Silly Symphonists (The
Story) Regent BR-7
- Toy Town Band
A. Trace & His Silly Symphonists (Toy
Town) Regent BR-5
- Toy Town Jamboree
A. Trace & His Silly Symphonists (Toy
Town) Regent BR-5
- Tugboat Danny Album—E. Darby-M. Surdin
Ork (2-10")
MGM L-3A
- Parts I & IV . . . MGM 50003
- Parts II & III . . . MGM 50004

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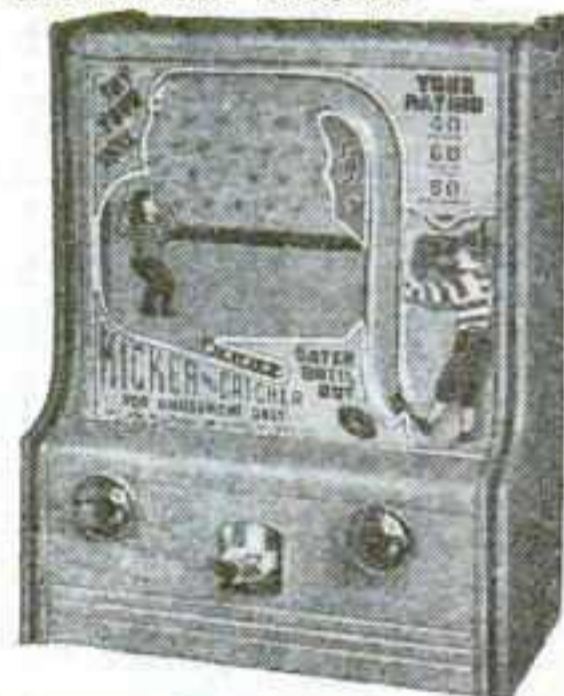
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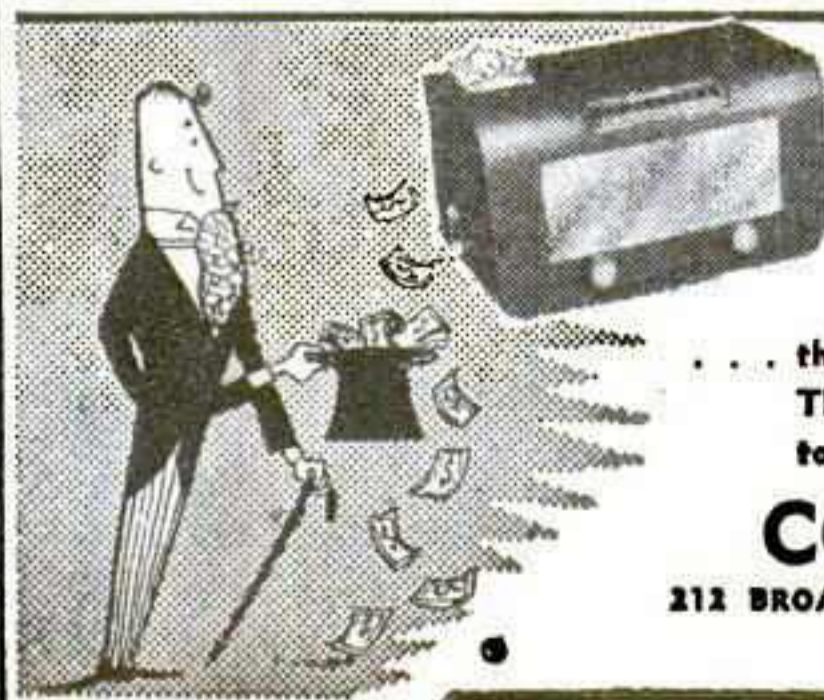
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Start Delivery Of New Williams 5-Ball Rainbow

CHICAGO, Oct. 30.—First production-line deliveries on Williams Manufacturing Company's new five-ball, Rainbow, were announced this week by Fulton Moore, sales manager. Game features rubber rebound scoring, powered flippers and a novel use of replays on balls which have already made a full cycle of play.

Action of Rainbow is centered around making all eight numbered rebounds, completion of which permits players to try for bonus points and bonus replays. Combination plays may be made by players who can skillfully co-ordinate the movement of balls caroming off the game's triangular rebounds with the forward thrust-of Rainbow's dual control flipper bumpers.

Among the key plays which the new Williams game embodies are running up bonus score to exactly 80,000 points and following up this by putting a ball thru side roll-overs (5 or 6), a combination action which automatically registers a free play. When the player runs up bonus score to exactly 100,000 points, a roll-over button at the very top of the playfield registers 50,000 points on the regular scoreboard when contacted. Bonus score may be transferred to the main score by dropping a ball in the game's kick-out bonus collection hole. If the player has not collected his bonus points before a ball passes thru a roll-over switch just above the game's outhole, all bonus points are canceled and the player must start building up the bonus again with the next ball.

Players may try for multiple replays by building up bonus score and then making all numbered rebounds. Once all numbered rebounds have been contacted, the game's bonus replay chart lights up. Actually, the replay chart lights in the position corresponding with the position of the bonus point scoreboard. Therefore, if the point bonus is at 40,000 or the fourth position, the replay chart will light up for four replays.

Another new feature of Rainbow is its return of balls which have actually been in play scoring large blocks of points. This gimmick comes into use when the player guides a ball thru either side of two open places in the playfield. This can be accomplished by hitting a ball with either flipper off to one side as it bounces off one of the rebounds.

Rosenfeld Co. Names Randolph to Key Post

ST. LOUIS, Oct. 30.—The J. Rosenfeld Company here, distributors of all types of coin-operated machines, last week announced the appointment of William (Ed) Randolph as assistant sales manager.

Randolph was formerly a sales representative of Ideal Novelty Company, also St. Louis, and is widely known in Missouri and surrounding States.

Rugged Radio

NEW YORK, Oct. 30.—The ruggedness of present day coin-operated equipment was pointed up here recently when Lou Brown, president of Coradio, Inc., had to replace a radio damaged in shipment to a Colorado operator.

The American Railway Express report stated that the radio had been run over by a truck in Kansas City, Mo., with its frame bent out of shape and its chassis twisted. Brown turned the unit over to his engineer, Nat Wind, for salvage of usable parts.

On an impulse, Wind plugged the set in. It played. Now the radio is on permanent display on the Coradio showroom.

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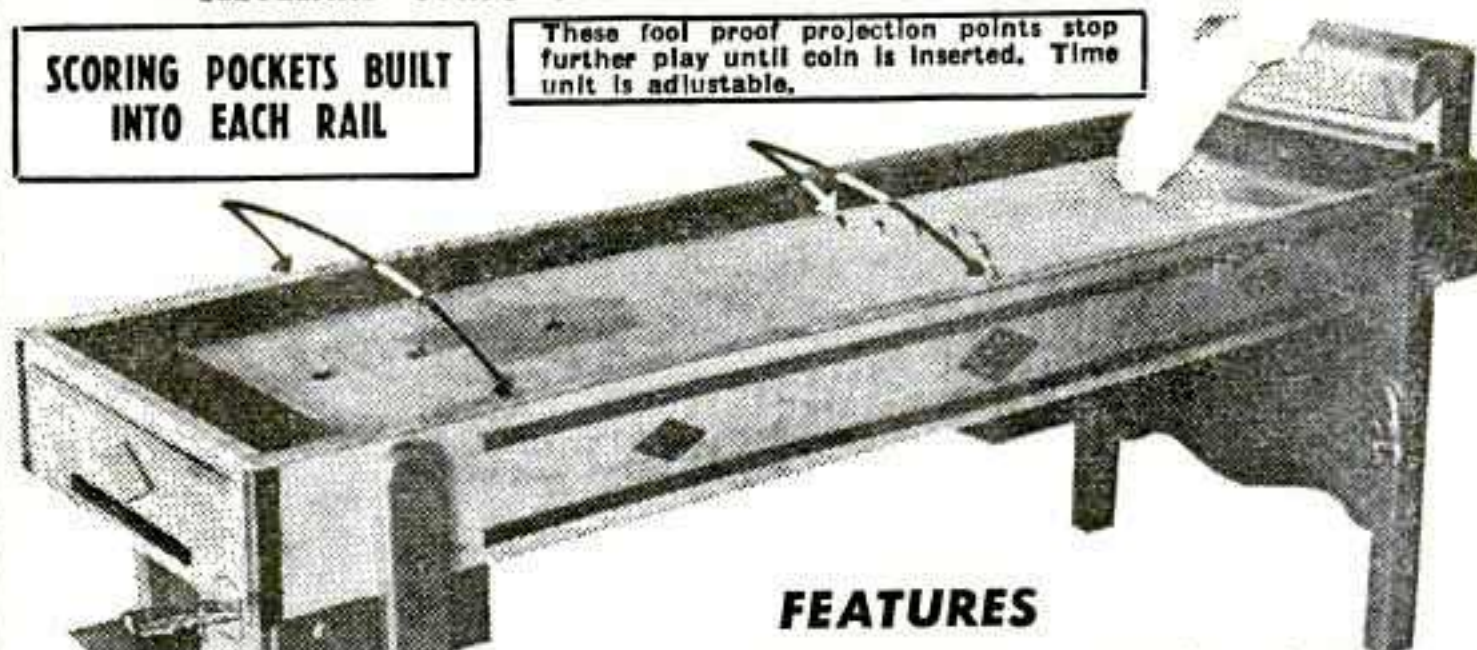
PHOENIX, Ariz., Oct. 30.—The city commission here adopted an ordinance which declares grabbing machines illegal, despite strong protests advanced by Wade Church, attorney for grab machine operators.

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ALBUM REVIEWS

THE CATEGORIES

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2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturer's 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

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review

THE RATINGS

(100 points—the maximum)	
90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

(Continued from page 39)

RIMSKY-KORSAKOFF: Scheherazade (5-12") 80
Philadelphia Orchestra under Eugene Ormandy

Columbia Masterworks MM-778
This is one of the true workhorses of the concert hall and record catalog. This particular etching of the "Arabian Nights" music should catch a hefty portion of the annual sales accumulated by the work. It is packaged in a colorful box-type album with the sleeves mounted on a roller and die-cut for more facile handling of the individual sleeves. In addition the Ormandy interpretation of the popular favorite is crisp and extracts all of the color which Rimsky-Korsakoff wrote into his opus. Good Christmas item.

JUKES Not suitable
JOCKS Add another good version to the collection.

THE WALTZ OF THE PRINCES 56
ALB YOU THE.
T.H.O. (2-10)
Victor DM-374

Sophisticated music and lyrics of this little opera are on one age level while the story is on a much younger level. The music, which is romantically pleasing in the most complicated manner of Kern, does project the story simply enough, and the tangy melodies make for word setting that make one strain to understand. Unfortunately kids cannot be expected to make such an effort.

JUKES Not suitable.
JOCKS Interest is more musical than storywise.

STRAUSS: Elektra (Final Scene) 74
(4-12")
Sir Thomas Beecham conducts Erna Schluter, Paul Schoeffler, chorus and orchestra of the Royal Philharmonic.

Victor DM-1247
This is an outstanding package in many respects. "Elektra" is recognized today in many circles as Richard Strauss's finest contribution to operatic literature. It is rarely performed and just as rarely done in concert except form. This album preserves the violent finale to the work with a superb set of performances from all concerned linked together by the brilliance of Sir Thomas Beecham's imaginative baton. The entire album is made even more commendable by a fine technical recording job—important here since the music is just as important as the solo voices in the score. Liner notes fill in story details and aid in following the line on the disks which are done in German.

JUKES Not suitable.
JOCKS FM and longhair spinners will want this one.

MOZART: Divertimento in D (K. 251) (3-12") 75
Dumbarton Oaks Festival Orchestra under Alexander Schneider
Mercury Classics DM-4

Another of Mercury's imaginative and off-the-beaten-track domestic items (inherited in the Keynote merger) which is beautifully recorded. This Mozart effort (issued at a time when Mozart is enjoying a hefty revival) is witty and loaded with the composer's fantastic and virtually endless flow of melodies. The work is well played by a string quartet, two French horns and oboe. It's another in the firm's leather-type album series and the liner notes by E. T. Canby are full and educational.

JUKES Not suitable.
JOCKS Highly recommended for FM and longhair spinners.

BEETHOVEN: Quartet No. 16 in F, 78
Opus 135 The Paganini Quartet (3-12")
Victor M-DM 1253

The master's final quartet is strong testimony to the vitality of his unfettered creative force. The F major Quartet, a seemingly disjointed work when performed by a less accomplished group than the Paganini's, reveals itself here as a complex, intense work pervaded by a wild spirit that had forsaken all concern for the limitations of performers or listeners. Unbridled rhythms are constantly changing, shifting and combining; experimental harmonies are flung at the ear. Beethoven's Quartets, more than any of his other works, are the index to the more personal side of his genius, and this performance, excellently recorded, is most illuminating in its vigorous competence, and profound understanding.

JUKES Not suitable.
JOCKS For connoisseur shows.

RIMSKY-KORSAKOFF: Sadko (A Symphonic Poem) (2-12") 70
San Francisco Symphony Orchestra under Pierre Monteaux
Victor DM-1252

This is one of the earlier works of Rimsky-Korsakoff which he eventually re-scored after he had acquired the genius of proper employment of orchestral effects. It is based on the story of a wandering minstrel and his love affair with the daughter of the Sea King. The poem is in the strictest sense a hunk of romantic music and is lush in orchestration and sound as well as in fable foundation. The fourth side is filled with the more familiar introduction from the composer's opera, "Le Coq d'Or." Both pieces are well performed by the San Francisco group under the baton of Pierre Monteux. Colorful cover and good liner notes.

JUKES Not suitable.
JOCKS It's light and rarely heard so it won't hurt to spin it on FM and longhair airers.

SHAKESPEARE: Hamlet (3-12") 82
Laurence Olivier with Philharmonic Orchestra under Muir Mathieson playing excerpts from William Walton's score.

Victor DM-1273
There have been a number of other packages with the top speeches from "Hamlet" with guys like John Gielgud and Maurice Evans reading them. But none has had the promotional benefit of an outstanding motion picture rendition of the theatrical masterpiece such as will aid the sale of this album. It's taken from the soundtrack of Laurence Olivier's much praised production of "Hamlet." And just as impressive as is Olivier's husked reading tones is the lustrous background music written by William Walton for the film. The recordings are superb in balance and sound. It's a certainty that those who see and are impressed with the film will want this package as a top moment.

JUKES Not suitable.
JOCKS Don't let this album rot in the library.

MOZART: Concerto No. 7 in F Major 80
for three pianos (K. 242)
Lhevinnie, Vronsky and Babin, pianos, with the Little Orchestra Society. Thomas K. Scherman, conductor.
Columbia MM771

For the first recording of this charming bit of early Mozartiana, Columbia has provided a top engineering job that illuminates the crystalline quality of the music. The unusual writing for multiple keyboards never allows the proceedings to

(Continued on page 150)

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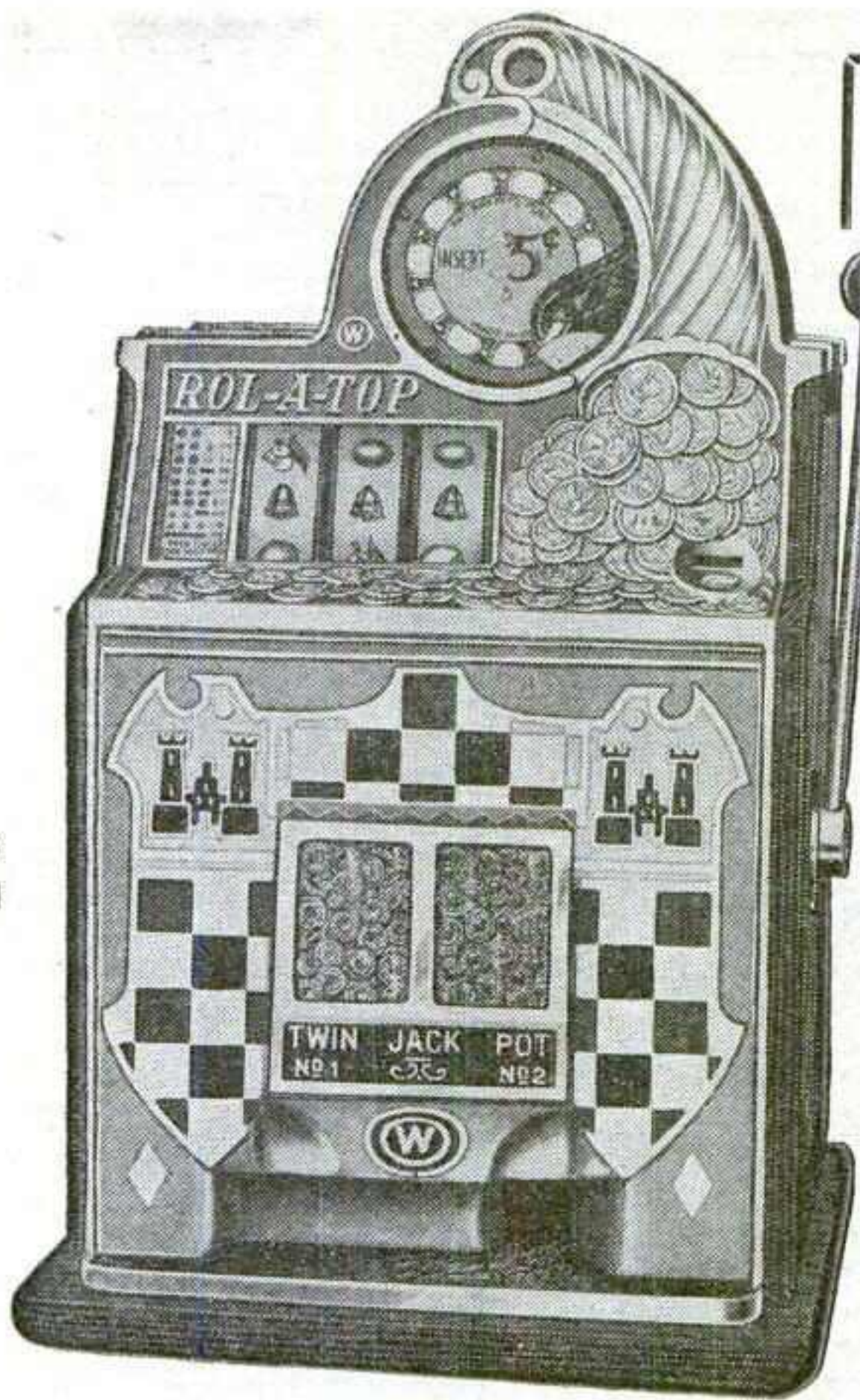
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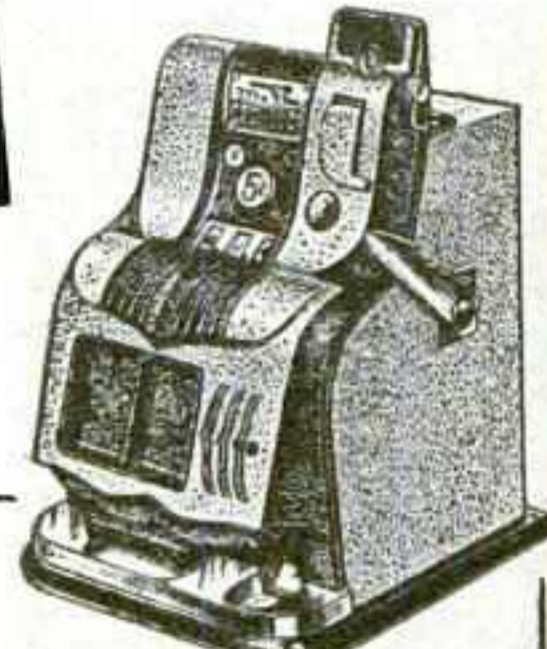
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ALBUM REVIEWS

(Continued from page 148)

acquire a thick texture, rather it is fresh, precise and graceful fare thruout, with only occasional foreshadowings of the more-profound later-day Mozart. (He wrote the concerto in his 20th year.) Performance is competent, tho the record of the three movements finds the interpretation probing too deeply for an introspective quality that doesn't exist in the pages. The set is, however, a welcome item to the growing legion of Mozart collectors.

JUKES
Not suitable.

JOCKS
Not too heavy for light - classic shows.

DOHNANYI: Variations on a Nursery Theme for piano and orchestra, 72 Op. 25.

Cyril Smith, piano, with the Liverpool Symphony Orchestra conducted by Sir Malcolm Sargent
Columbia Masterworks MM-779
This is a fascinating work. It's extremely engaging, light and clever. Written by the contemporary pianist-composer-conductor, Ernst Dohnanyi, it is simply 11 variations plus an introduction and ending based on the alphabet nursery rhyme melody. The variations include everything from a delightful waltz to an extremely complex fugue. There is much wit and humor in the score and these are delicately transmitted

by English pianist Cyril Smith and Sir Malcolm Sargent's reading of the opus. Recording is under par for English studios and surfaces are not up to Columbia's standard here.

JUKES
Not suitable.

JOCKS
Don't let this album stagnate.

ZIMBALIST: Sarasateana (Suite of Spanish Dances) 63

William Primrose, violist, accompanied by David Stimer at the piano.
Originally violin pieces by the great Spanish violinist, Sarasate, these have been transcribed for the more cumbersome viola by the eminent violinist-educator, Efram Zimbalist. While they are performed with amazing virtuosity by the great violist, his instrument can never be expected to evoke the brilliance and abandon possible from a fiddle. In slower selections the sombre richness of the viola's low and middle registers enhance the Moorish melancholy inherent in the music, but in the familiar "Zapateado," while one marvels at Primrose's facility, with a technical tour de force, one senses that this music could catch on fire if played with comparable skill on the more brilliant higher-pitched instrument.
JUKES
Not suitable.

JOCKS
Encore pieces for a predominantly string show.

FOLK TALENT AND TUNES

(Continued from page 33)

music disk jockey over WJJD, Chicago, before moving to Buffalo, has joined KMOX, St. Louis, to do an all-night platter show, *All Night Frolic*.

Andy Parker, leader of the Plainsmen, heard on Capitol disks, has started his own music pubbery, Trend Music, a BMI affiliate. . . . Wiley and Gene, Columbia cutters at WKY, Oklahoma City, are touring Oklahoma with their friend, Bob Kerr, who is running for the U. S. Senate. . . . Riley Sisters are heard over WTNJ, Trenton, N. J., and WBUX, Doylestown, Pa., in addition to their work on the WTTM, Barn Dance. . . . Stanley Brothers, heard on Rich-R-Tone platters, have switched from WCYB, Bristol, Va., to WPTF, Raleigh, N. C.

Buffalo Johnson, of WETB, Johnson City, Tenn., has added a daily disk jockey show to his schedule. Jim Hall, of WFNS, Burlington, N. C., also has added platter pundit chores to his daily station work. . . . Fred Kirby, formerly on the Sonora label, has switched to MGM and will soon release his first pairing, *The Almighty Dollar and God Made This Country*. Fred is in his fifth year at WBT Charlotte, N. C. . . . Sauceman brothers, Carl and J. P., are at WGRV, Greeneville, Tenn. . . . Curley King and His Tennessee Hilltoppers, heard daily on WCYB, Bristol, Va., and the Bailey brothers, Charles and Dan, of WROL, Knoxville, have signed with Rich-R-Tone Records.

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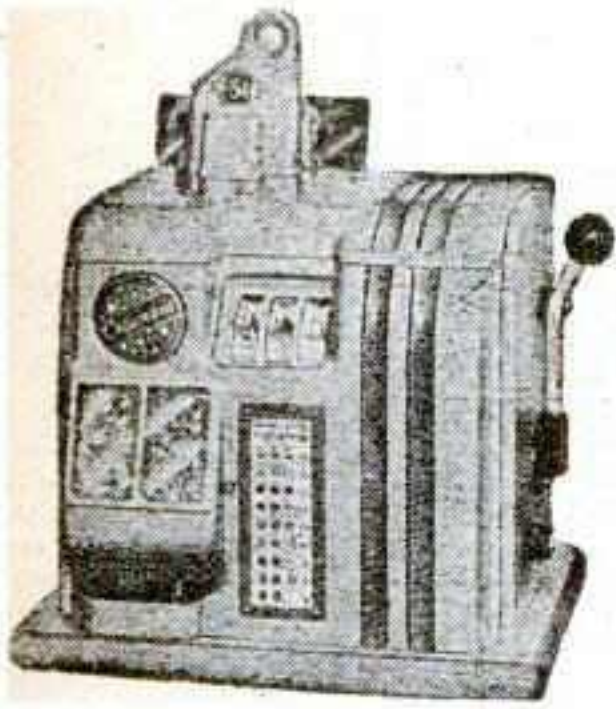
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MONTGOMERY, Ala., Oct. 30.—Collection of State cigarette taxes, long a bone of contention here, was clarified with the ruling (18) by Attorney General Albert A. Carmichael that Tennessee cannot legally collect its sales tax on goods sold to people in Alabama by Tennessee stores and shipped thru interstate commerce or thru the mails.

Assistant Attorney General Hugh Culverhouse, who wrote the advisory opinion, said that such a tax is a burden on interstate commerce and is therefore in violation of the U. S. Constitution. "The ruling did not tell Tennessee that its government could not collect the tax, but rather it told the people of Alabama they did not have to pay the tax," Culverhouse explained.

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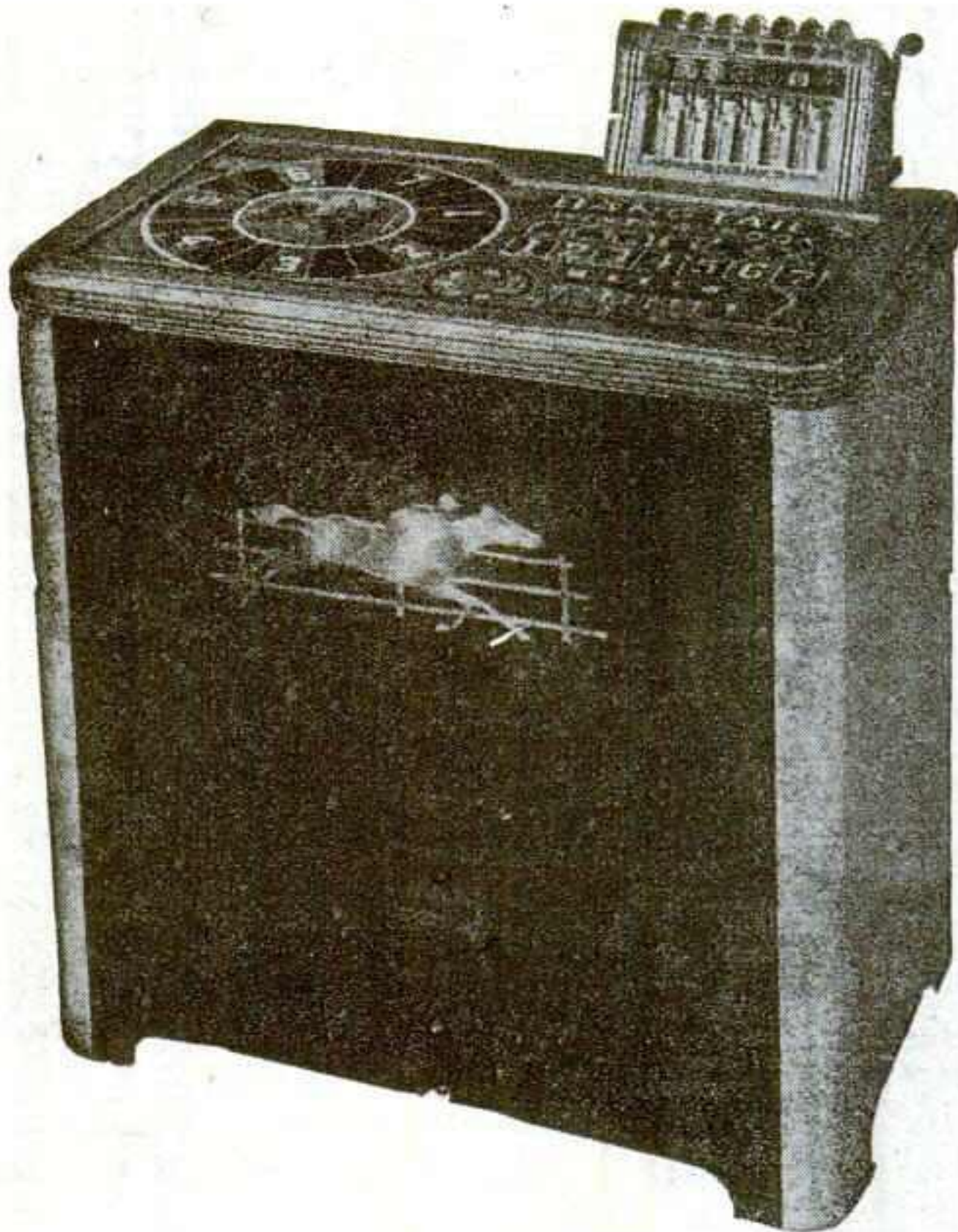
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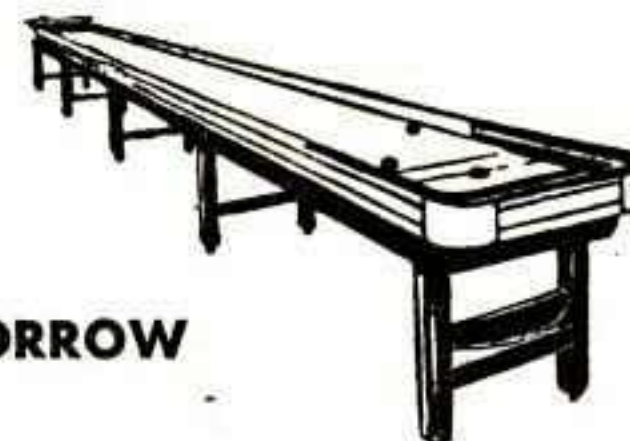
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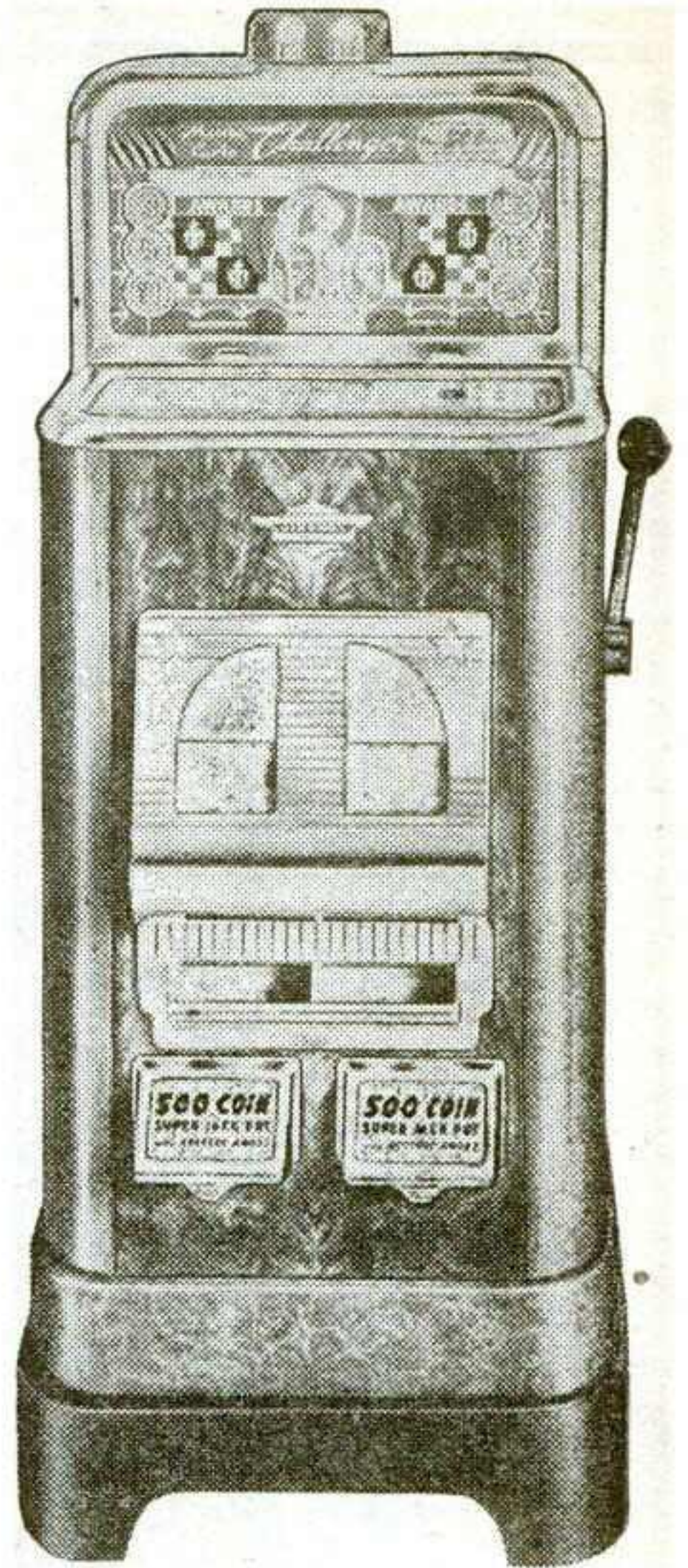
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*With Tic-Tac-Toe Reels, Same Prices.



5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z), \$32.50

Completely reconditioned. All worn parts replaced. **GUARANTEED PERFECT!**

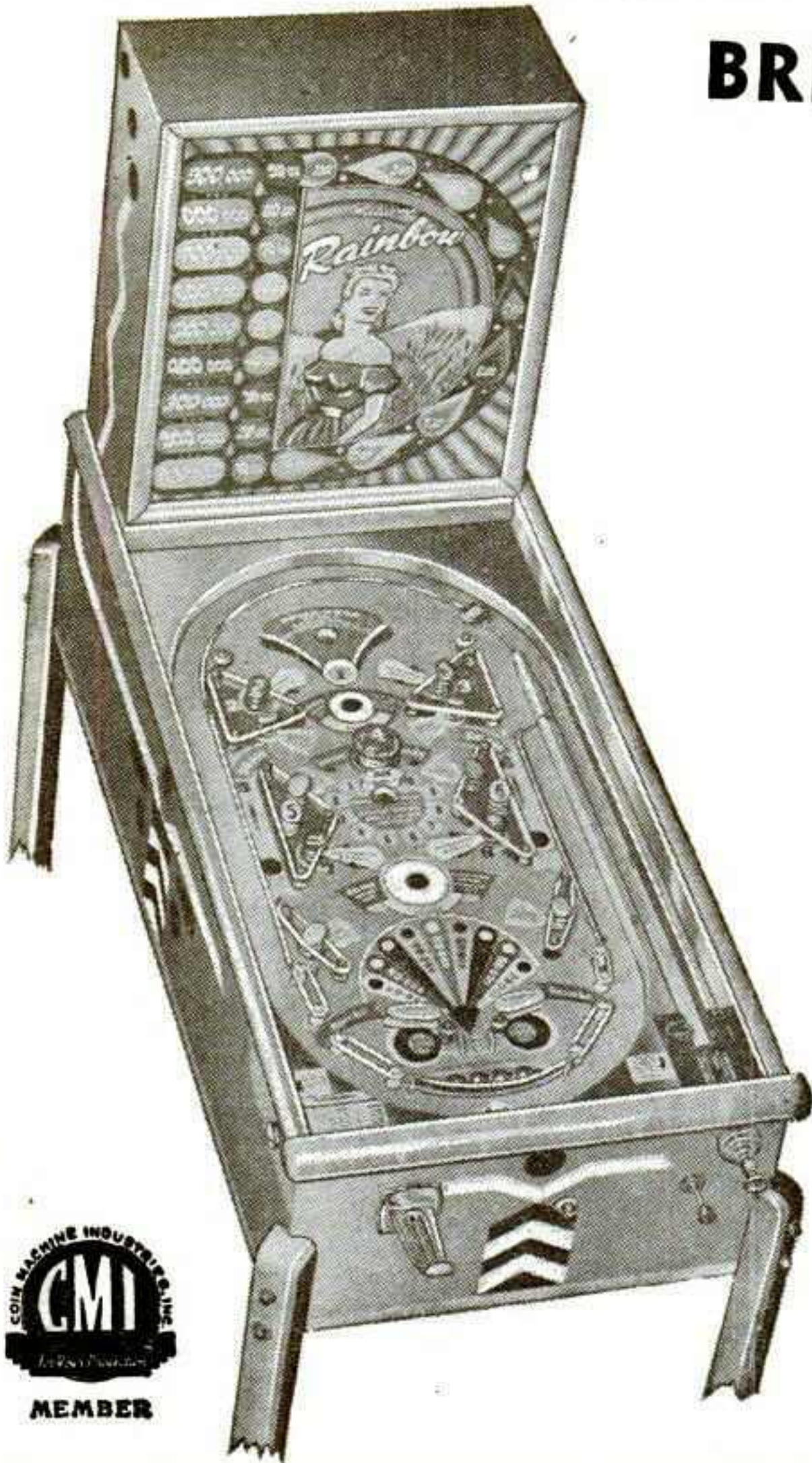
Terms: 1/3 Dep., Balance C. O. D.

Atlas NOVELTY COMPANY
 2200 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
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HOME OF PERSONAL SERVICE



BRIGHT DAYS AHEAD FOR YOU!

Williams
Rainbow

**THE GAME THAT'S
REALLY DIFFERENT!**

**ORDER FROM YOUR
DISTRIBUTOR NOW!**

Williams
**MANUFACTURING
COMPANY**

161 W. Huron Street

Chicago 10, Ill.

SOUTHERN SPECIALS!

\$24.50 Each--3 for \$70.00

CAROUSEL
FAST BALL
FIESTA
GINGER
HAVANA
MIDGET RACER
MISS AMERICA

MYSTERY
PLAYBOY
RIO
ROCKET
SMARTY
TORNADO
VANITIES



3 FOR \$70.00—\$24.50 EACH



\$34.50 Each

BRONCHO
BOWLING LEAGUE
CLICK
CROSSFIRE

HI RIDE
HONEY
CO-ED
RANGER

When ordering, give second and third choice, as all these machines are in big demand and move rapidly!

Terms: 1/3 deposit, balance sight draft



Write for New List of All Types of Equipment
"The House that Confidence Built"

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

SEEBURG DISTRIBUTORS IN
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228 W. 7th St., Cincinnati 2, Ohio
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

BIG HIT
BAFFLE CARD
BIG LEAGUE
DYNAMITE
MISS AMERICA
SPELLBOUND

SUSPENSE
STAGE DOOR CANTEEN
STEP UP
SUPERLINER
SUPER SCORE
SURF QUEEN

FIESTA	\$29.50	MAISIE	\$29.50
HAVANA	24.50	MYSTERY	29.50
HAWAII	44.50	RIO	24.50
KILROY	22.50	TROPICANA	54.50

HUMPTY DUMPTY	\$ 99.50
MAJOR LEAGUE BASEBALL	99.50
ROBIN HOOD	109.50

1/3 With Order - Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
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98 Clinton Ave.
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Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

Exhibit Joins Flipper, Kicker On New 5-Ball

CHICAGO, Oct. 30.—Exhibit Supply Company, thru Charles J. Pieri, sales manager, announced full production on Morrocco, a five-ball game featuring the patented explosive kicker bumpers in combination with flipper action.

Pieri stressed the point that the new game embodies all the top features of its predecessor, Contact, plus powered flippers and changing value bumpers, two additions which speed up play considerably. High score on Morrocco runs over 890,000 points.

Whereas Contact had six explosive kickers placed in pairs on the playfield, Morrocco has five placed in "2-2-1" formation. In place of the sixth kicker, Morrocco has its powered pair of flippers which interjects a player controlled feature into the game. Another key play on the new Exhibit Supply product is its free-play action, even in the early part of play. This involves hitting a roll-over button at the top of the playfield after running the score to the 20,000, 40,000, 60,000, 80,000 markers or at following multiples of the exact 20,000 point blocks.

Free-Play Chances

Player may also garner free plays by making the 1-4 series and later guiding a ball thru either of two side roll-over switches (located at the extreme left and right of the playfield). Other high points in Morrocco scoring include 10,000 point bumpers, which

Robinson Shows Jennings Line

LAS VEGAS, Nev., Oct. 30.—Large attendance of coinmen from California, Nevada and Arizona marked the C. A. Robinson Company's showing of the 1949 O. D. Jennings line, held at the Flamingo Club here last week.

Feature of the two-day event was a display of the new Monte Carlo series, which debuts the Jennings-developed live jackpot principle. C. A. Robinson, head of the firm bearing his name, was aided by John Neise, Jennings sales manager, who flew here from the firm's Chicago plant, in welcoming attending guests.

The Robinson home office is in Los Angeles.

jump to 50,000 points when lit.

Action of the five explosive kickers is such that a ball may hit its curved springs from any angle (360 degrees). In doing so ball collapses bumper, registering points, and in recoiling kicks ball sharply either upward, downward or to either side of the playfield. Since the game's flippers are placed just above the out hole, player may run up additional blocks of points by catching the ball with either flipper and then hurling the ball toward the top of one of the explosive kicker bumpers. If this combination is timed correctly, player can frequently return ball to top of playfield and begin play on that particular ball a second time.

Bottle Stock Down

WASHINGTON, Oct. 30.—A decline in stocks of soft drink bottles in August left reduced the number on hand to about a six-weeks' supply, Commerce Department said this week. Stocks totaled 759,160 gross at the end of August as compared with 800,837 gross at the end of the preceeding month.

NEW GAMES IN STOCK

- SALLY PUDDIN' HEAD
 - RAINBOW
 - BUCCANEER
 - DEW-WA-DITTY \$179.50
 - BLUE SKY CONTACT MOROCCO
- Lehigh Specialty Co.**
1407 W. Montgomery Avenue
Call POplar 5-3289 Philadelphia 21, Pa.

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$695.00	KEENEY BONUS 1-WAY, 5¢	\$259.50
BALLY TRIPLE BELLS, 5-10-25	495.00	KEENEY BONUS 2-WAY, 5-25	495.00
BALLY TRIPLE BELLS, 5-5-25	495.00	KEENEY BONUS 3-WAY, 5-5	495.00
MILLS 1941 THREE BELLS	189.50	KEENEY GOLD NUGGET	495.00
JENNINGS CHALLENGER, 5-25¢	325.00	BALLY DRAW BELLS (R. B.)	224.50
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (M. B.)	214.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE F.P., P.O.	39.50
1947 EVANS BANGTAIL, P.O.	250.00	1948 BUCKLEY TRACK ODDS	395.00
1948 GALLOPING DOMINOES	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE
		1948 BANGTAILS	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$469.50	SEEBURG MODEL 1-47 M	\$495.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-48 M	395.00
A.M.I. 1946 MODEL A	550.00	ROCK-OLA MODEL 1426 (1947)	395.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	349.50
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	149.50	1940 ROCK-OLA PLAYMASTER	149.50

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	BALLY HI ROLLS	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE
NEW BALLY CITATION	WRITE	ALSO LARGE STOCK OF USED GENCO BING-A-ROLLS, BALLY HI ROLLS AND ADVANCE ROLLS	WRITE

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

GIVE TO THE DAMON RUNYON CANCER FUND

To All Pin Ball Operators!

If you missed out on Exhibit's sensational 'CONTACT' ---- be on the lookout for EXHIBIT'S new game

'MOROCCO'

It's as intriguing as the name ---- with all the new exciting play features of 'CONTACT' ---- plus added ball action features to give you the smartest game offered today.



WATCH FOR IT!!! Soon at ALL 'EXHIBIT' DISTRIBUTORS

EXHIBIT SUPPLY CO., 422-38 W. LAKE ST., CHICAGO 24, ILL.

SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS



MILLS NEW Q T

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW Q T is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.
5c PLAY .. \$115.00
25c PLAY .. WRITE 1/8 Deposit



MILLS BLACK GOLD BELL

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play.
WRITE FOR PRICES



MILLS JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5c, 10c, 25c and 50c play.
WRITE FOR PRICES

ONE BALL F. P. GAMES

GOLD CUPS	\$364.50
JOCKEY SPECIAL	269.50
SPECIAL ENTRY	199.50
VICTORY SPECIALS	99.50
Longacre	32.50
Whirl-a-Way	49.50
Pimlico	32.50
Thorbreds	32.50

CONSOLES

Big Game	\$ 49.50
Keeney Keenette	69.50
Four Bells	79.50
Late Model Baker's Pacers (Like New)	499.50
Lucky Lucre	69.50
1940 Galloping Dominos	49.50
Bally Club Bells	69.50
Late Model Evans Races	499.50
High Hand	74.50
Three Bells, Late Model	549.50
Evans 1940 Banqtail	49.50

FIVE BALL FREE PLAY GAMES

Surf Queen	\$15.00
Dynamite	17.50
Suspense	15.00
Kilroy	22.50
Invaslon	12.50
Defense	12.50
Mustang	12.50
Shangri-La	15.00
Nudgy	22.50
Smarty	25.00
Melody	89.50
Broncho	37.50
Salute	12.50
Superliner	15.00
Havana	25.00
Three Score	12.50
Production	12.50
Frisco	12.50
Wagon Wheel	17.50
Trade Winds	12.50
Torpedo Patrol	12.50
Liberty	22.50
Velvet	12.50

Flamingo	\$37.50
Amber	17.50
Tornado	32.50
Air Circus	12.50
Arizona	12.50
Towers	12.50
Brazil	15.00
Double Barrel	22.50
Horoscope	12.50
Cyclone	29.50
Flat Top	15.00
Zig Zag	12.50
Rocket	22.50
Big Hit	15.00
Shanghai	12.50
Knockout	12.50
Score Card	12.50
Five, Ten & Twenty	12.50
Laura	12.50
Carousel	54.50
Step Up	15.00
Yanks	12.50
Second Front	12.50

Sea Breeze	\$22.50
Big League	15.00
Silver Streak	15.00
Gold Star	12.50
Sport Parade	12.50
Fiesta	22.50
Spellbound	17.50
Ballyhoo	22.50
Gold Ball	37.50
Captain Kidd	12.50
Ten Spot	12.50
Major	12.50
Big Parade	12.50
Jungle	12.50
Bosco	12.50
Marines at Play	12.50
Yacht Club	12.50
Miss America	17.50
Catalina	89.50
Argentina	12.50
Duffy	12.50
Pastime	15.00



Mills New Vest Pocket Bell

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY .. \$65.00 .. 1/3 DEPOSIT

New Box Stands. Single, Double and Triple Safes for Mills Bells.

GUARANTEED RECONDITIONED MILLS' BELLS
Blue Fronts, Brown Fronts, Jewel Bells, Bonus Bells, Q.T. Bells, Vest Pocket Bells.
WRITE FOR PRICES.

We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circulars and Price List

SICKING, Inc.

ESTABLISHED 1895

1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

WE DON'T WANT 'EM YOU CAN HAVE 'EM CHEAP

YOUR CHOICE \$12.50 EA. — 3 for \$30.00

Big League	Grand Canyon
Show Girl	Suspense
Streamliner	Midget Racer
Sky Blazer	Spellbound
Double Barrel	Superliner
Surf Queen	Keep 'Em Flying
Oklahoma	Wagon Wheels
Superscore	Knockout
Duffy's	Zig Zag

Defense	G. I. Joe
Bubbles	Sparky
Fox Hunt	Four Roses
Idaho	Shangri-la
Majors	Brazil
Flat Top	Arizona
Gobs	Exhibit Duplex
Production	Kilroy

ROLL DOWNS — STEEL BALLS

Catalina	\$ 49.50
Gold Mine	29.50
Tropicana	49.50
Bermuda	49.50
Kilroy	20.50
Singapore	29.50
Torchy	29.50
Havana	22.50
Hawaii	29.50

ROLL DOWN — WOOD BALL

Chicago Coin Rolldown	\$ 29.50
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BOXES

Seeburg—5c Wallomatic, Wireless, 1946	\$ 39.50
Seeburg—5-10-25c, Baromatic Wireless	29.50
Seeburg—5c, Wallomatic, Wireless	15.00
Buckley Boxes—L. U.	5.50

MUSIC

Reconditioned — Fully Repainted
Ready for Location

Seeburg 146 H	\$350.00
Seeburg Low Tone	225.00
Seeburg 8800	125.00
Seeburg Classic	135.00
Seeburg Vogue	129.50
Seeburg Gem	119.50
Seeburg Casino	109.50
Wurlitzer 600	99.50
Wurlitzer 616	79.50
Wurlitzer 412	49.50
Wurlitzer 71 C.M.	99.50
Wurlitzer Twin 12, Metal Cab.	49.50
Rock-Ola Standard	99.50
Rock-Ola 12-Record	39.50

TELEPHONE MUSIC

Complete Teletone Musicale Studio with Location Amplifiers. 10 Amplifiers can be used for Individual Hideaway Locations. Where Telephone Lines are not available — write.

1/3 Deposit — Balance C. O. D.

INTERBORO MUSIC CO.

1154 FIRST AVENUE, NEW YORK 21, N. Y.

PHONE: RE 4-3337

Bargains of the week from LONDON—House of Buys!

YOUR CHOICE! \$19.50 EACH—6 FOR \$100.00

Cleaned and Checked!		Amber	
Chicoin Baseball	Rio	Surf Queen	Bowling League
Kilroy	Super Score	Double Barrel	Dynamite
Step Up	Smarty	Ballyhoo	Smoky
Rocket	Show Girl	Sea Breeze	Nudgy
Big League	Baffle Card	Superliner	Suspense
Play Boy	Midget Racer	Fast Ball	Havana
Big Hit	Spellbound	Lucky Star	Maisie

\$39.50 EACH—3 FOR \$100.00

Cleaned and Checked!		Sea Isle	
Lightning	Mystery	Broncho	Gold Ball
Honey	Flamingo	Mexico	Carousel
Crossfire	Torchy	Nevada	

ARCADE

GOALEES .. \$99.50 ALL-STAR HOCKEY .. \$29.50 SCIENT. BATT. PRACTICE .. \$29.50

ROLL DOWNS—\$49.50 EA.

SPORTSMAN ROLL	TALLY ROLL
TRI SCORE	DOUBLE UP
SINGAPORE	PINCH HITTER
HAWAII	SUPER TRIANGLE

ADVANCE ROLLS BING-A-ROLLS WRITE

ALL STARS \$199.50

BLACK CHERRY CABINETS Complete \$24.50

TERMS: 1/3 Deposit, Balance C. O. D.

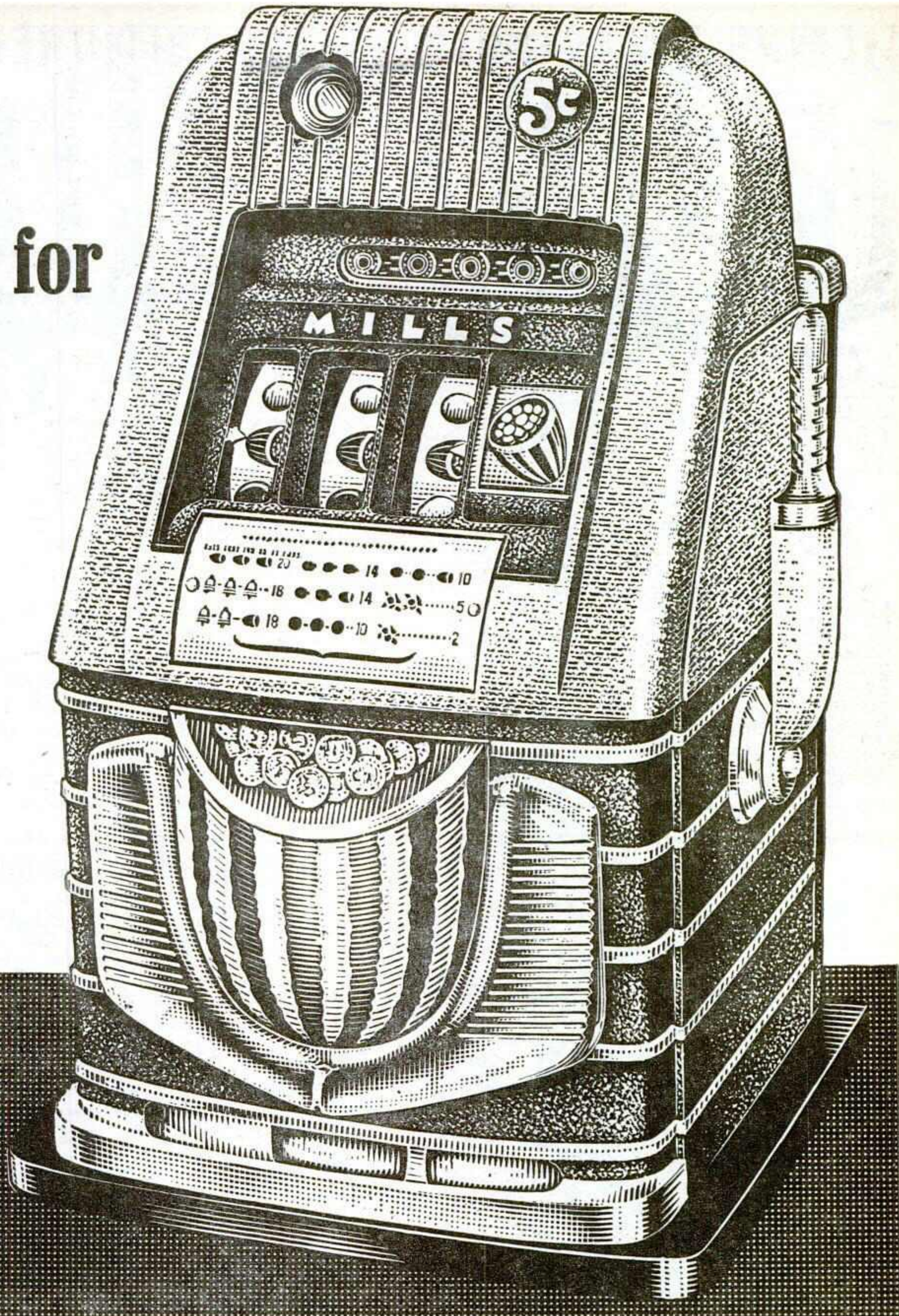
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

PHONE: KILBOURN 5-7323



GIVE TO THE DAMON RUNYON CANCER FUND

it's a natural for clubs!



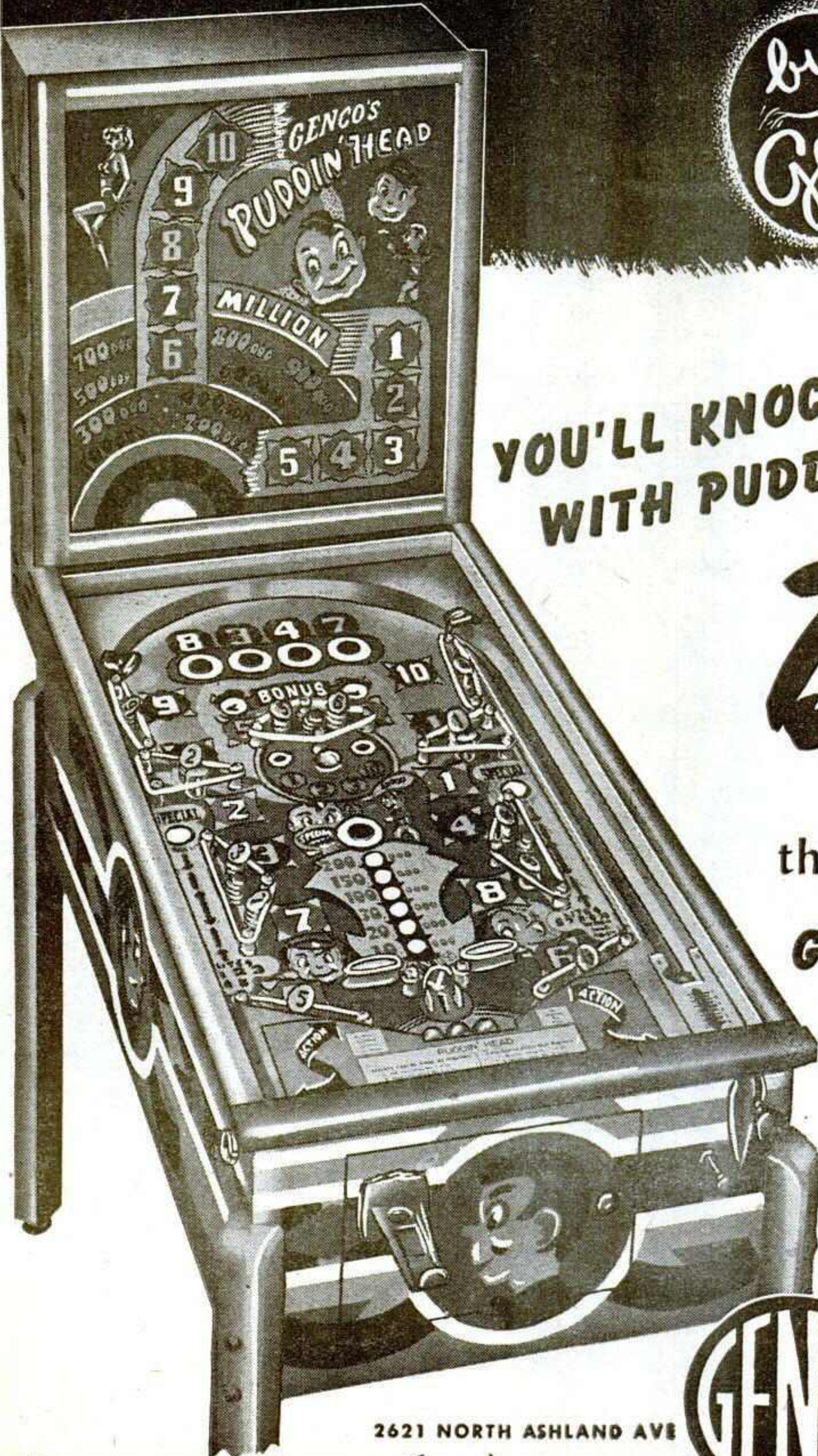
The new Mills Melon Bell is a Jackpot Token payout type. No Jackpot kicks; instead an attractive Token is delivered into payout cup. But why the Token instead of coins? Simply this—in many types of locations, especially in Clubs, a guaranteed Jackpot is given. The steward may not be on hand at the time the Jackpot kicks. Then too, if the winner has to seek out the fellow, he cannot leave the machine

perchance someone might play it and cancel out his three Melon alignment. The Melon Jackpot Token is the answer to this problem. Player has in his possession an actual receipt that he may cash in at any time. The machine automatically registers each Jackpot won. The Melon is a machine of many hues, carefully blended by a famous designer into a brilliant looking Bell. It's a natural for Clubs!

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE • CHICAGO 39, ILLINOIS

PUDDIN'HEAD



**YOU'LL KNOCK 'EM DEAD
WITH PUDDIN'HEAD**

Better

than **SCREWBALL!**

GET YOUR ORDERS

in EARLY!

IT'S Genco
IN '48
AND '49



2621 NORTH ASHLAND AVE

CHICAGO 14, ILL.



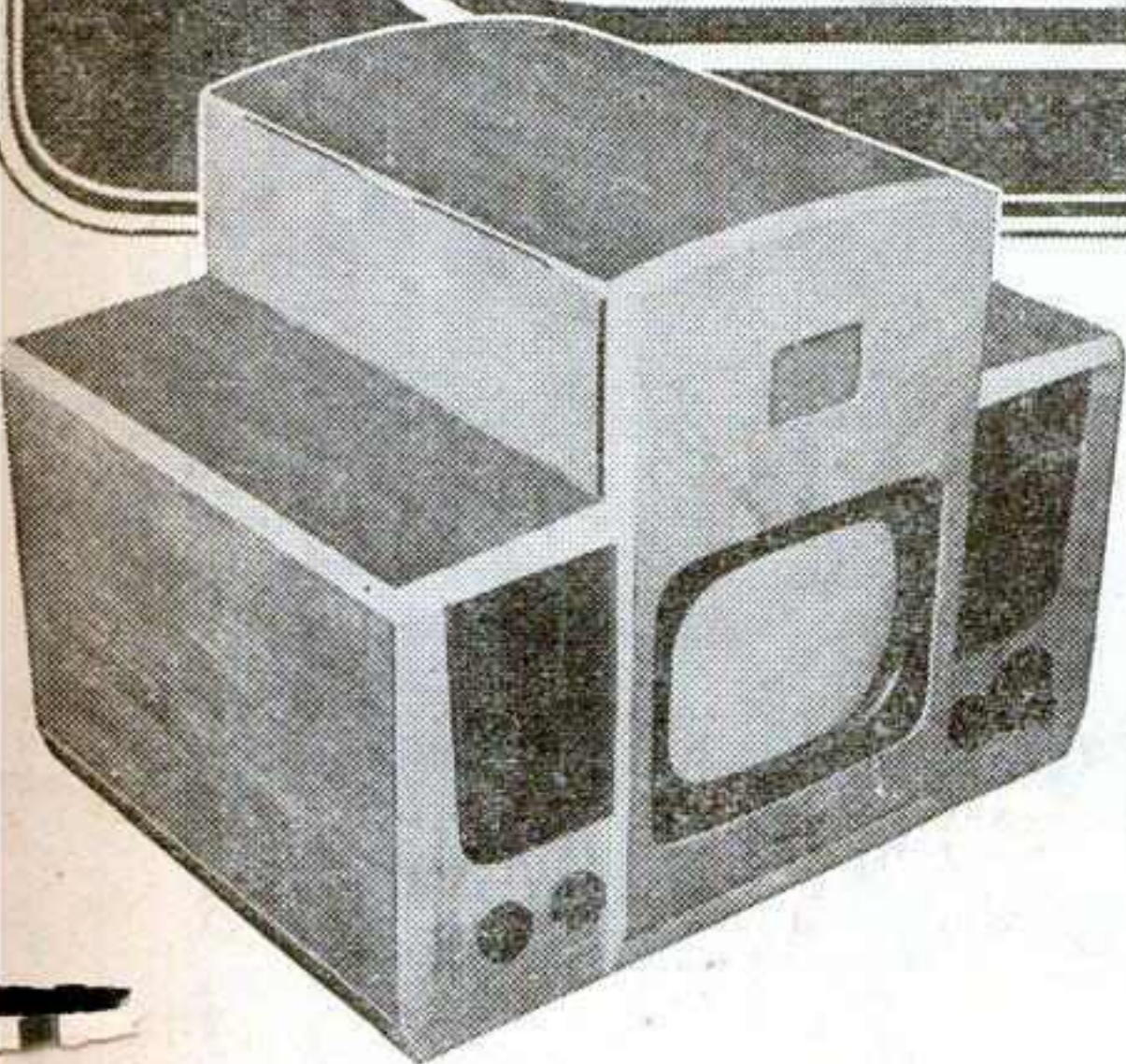
Order from your Distributor Today!

Aireon Presents

Coronet

WITH COIN-OPERATED

TELEVISION



Coronet Controls TV

Operating through the CORONET or its wall-boxes, the new AIREON television cabinet features the RCA "Eye-Witness" picture synchronizer exclusively. The AIREON designed cabinets harmonize with the CORONET. When video is in operation, customers buy audio, at the rate of 3 minutes for 5¢, by inserting coins in the CORONET or wall boxes. An indicator placed above the video screen serves as a constant play reminder.

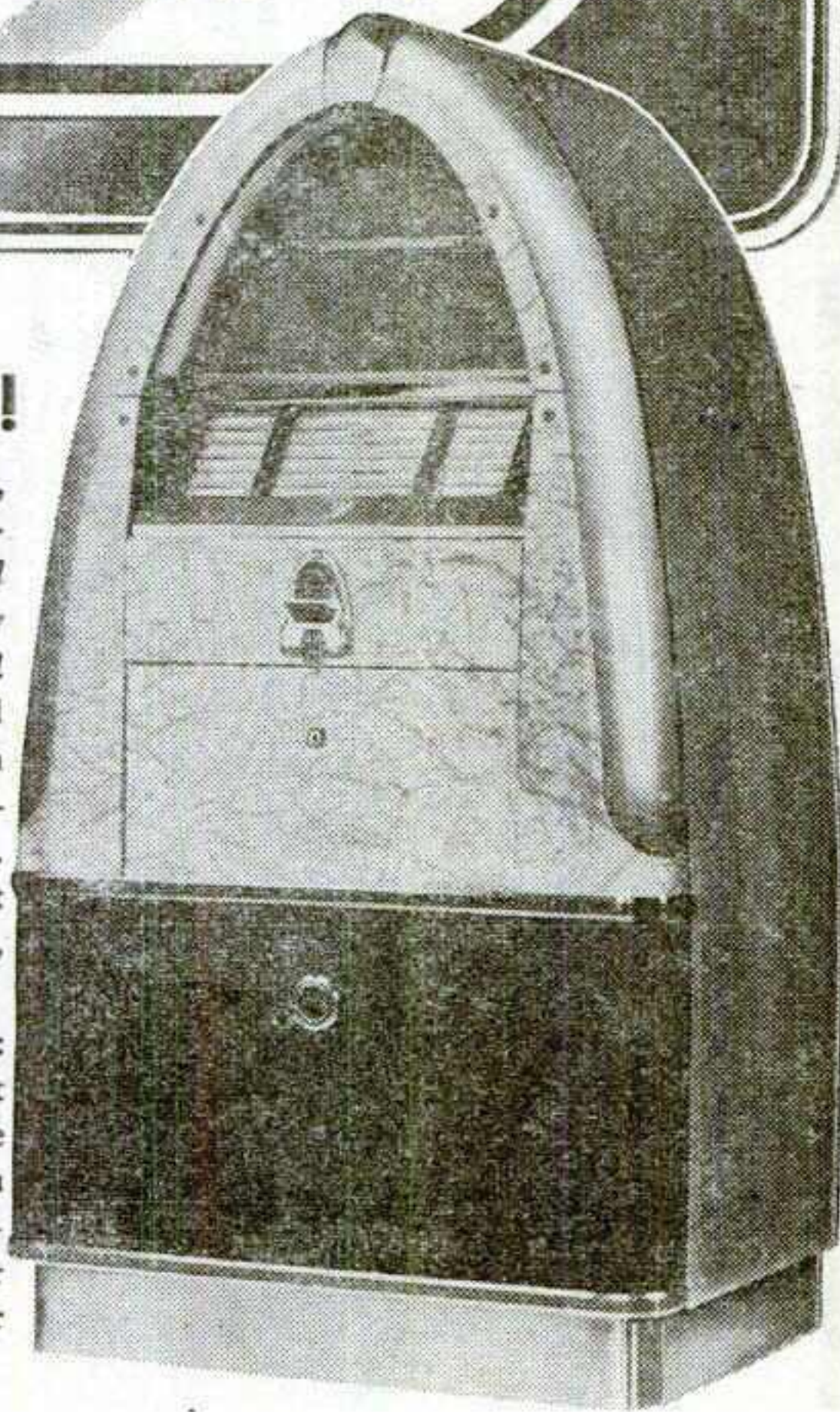
Location-owner controls the television receiver and decides whether CORONET'S speaker system will carry music or television sound.

Another Aireon First!

Here's the answer to your prayers, Mr. Operator . . . AIREON'S amazing combination of television and automatic music . . . opening the way to the greatest profits you've ever had!

One or the other of this sensational twosome will always be in operation—bringing in a continuous "take"—pulling in customers as never before. This is the money-making team that meets all competition . . . and *wins*, right before your eyes!

And you, Mr. Location-owner: You'll pack in capacity crowds—but those fellows who want a "free show" will have to pay to hear. You have music *or* television at your control . . . but either way the customer keeps paying—and coming back for more.



2 Models Available

You may not have television yet—so the CORONET is also available *without* the television unit . . . However, since most areas will have television schedules within a short time, operators are advised to inquire about the new AIREON unit as early as possible. Be the first operator in your locality to have CORONETS with television. It's the chance of a lifetime—don't miss it! Get the whole story from your AIREON representative, or write the factory *direct today!*

Aireon

MANUFACTURING CORPORATION

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

*Chicago
Coin's*

SALLY



**PROVEN TO EARN
MORE MONEY THAN
ANY OTHER GAME
ON LOCATION**

**WITH A SALLY OPERATOR
IT'S THE CASH BOX
THAT TELLS THE STORY**

**ORDER FROM YOUR
DISTRIBUTOR TODAY!**



**SEND FOR YOUR
FREE CHICAGO COIN
PARTS CATALOG
TODAY!**

**CHICAGO COIN MACHINE
COMPANY**
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

LOCATIONS SURRENDER TO

BUCCAANEER

PLAYERS CAN'T RESIST
SWASHBUCKLING APPEAL!



SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES



"TREASURE CHEST" AWARD—
SCORING BONUS BUILD-UP
TO 200,000—

AND OTHER CAPTIVATING
GOTTLIEB FEATURES!

SET YOUR COURSE TO YOUR DISTRIBUTOR
NOW—IMMEDIATE DELIVERY!

Originators of
FLIPPER BUMPERS

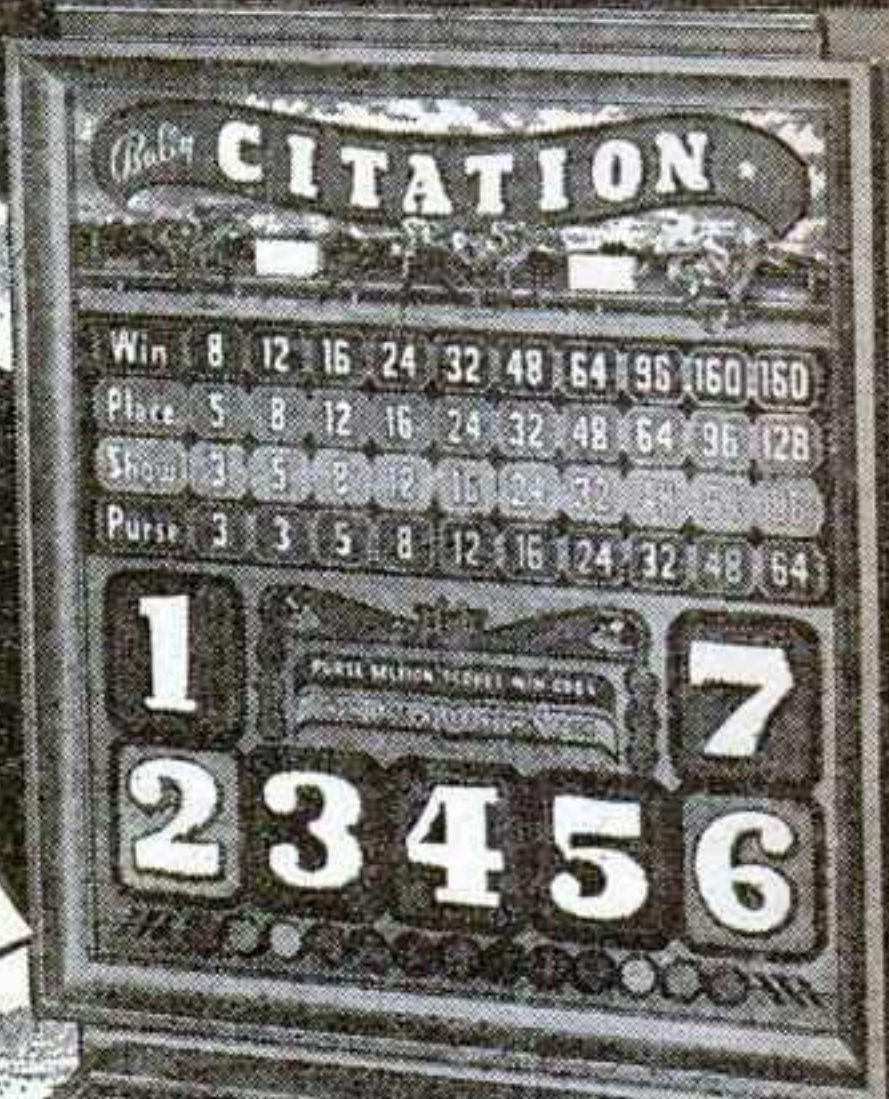
"There is no substitute for
QUALITY!"
GAUGED PRODUCTION and
CONTROLLED DISTRIBUTION
*Protect
Your Investment!*

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



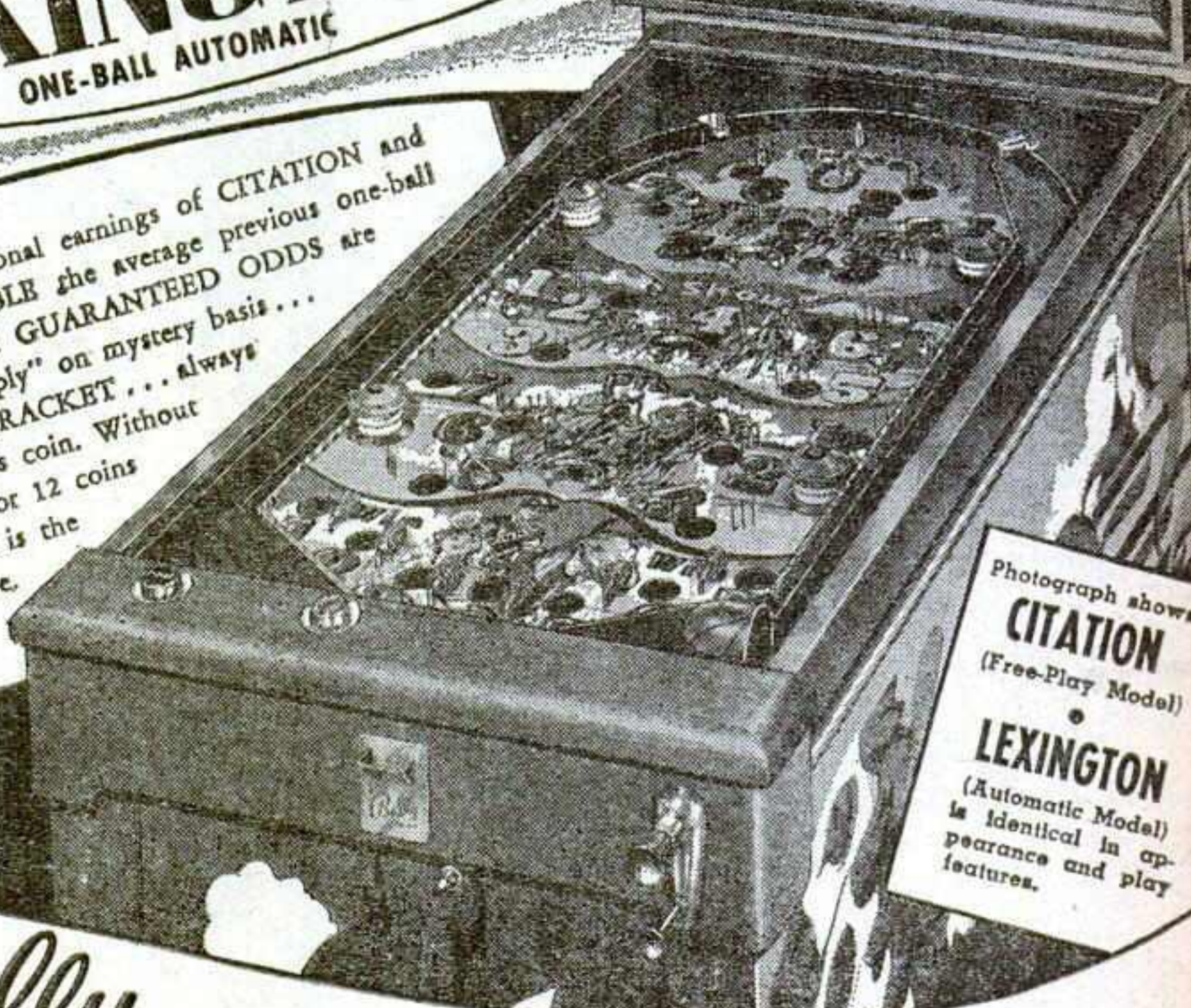
GREATEST ONE-BALLS EVER BUILT...

IS VERDICT OF OPERATORS EVERYWHERE

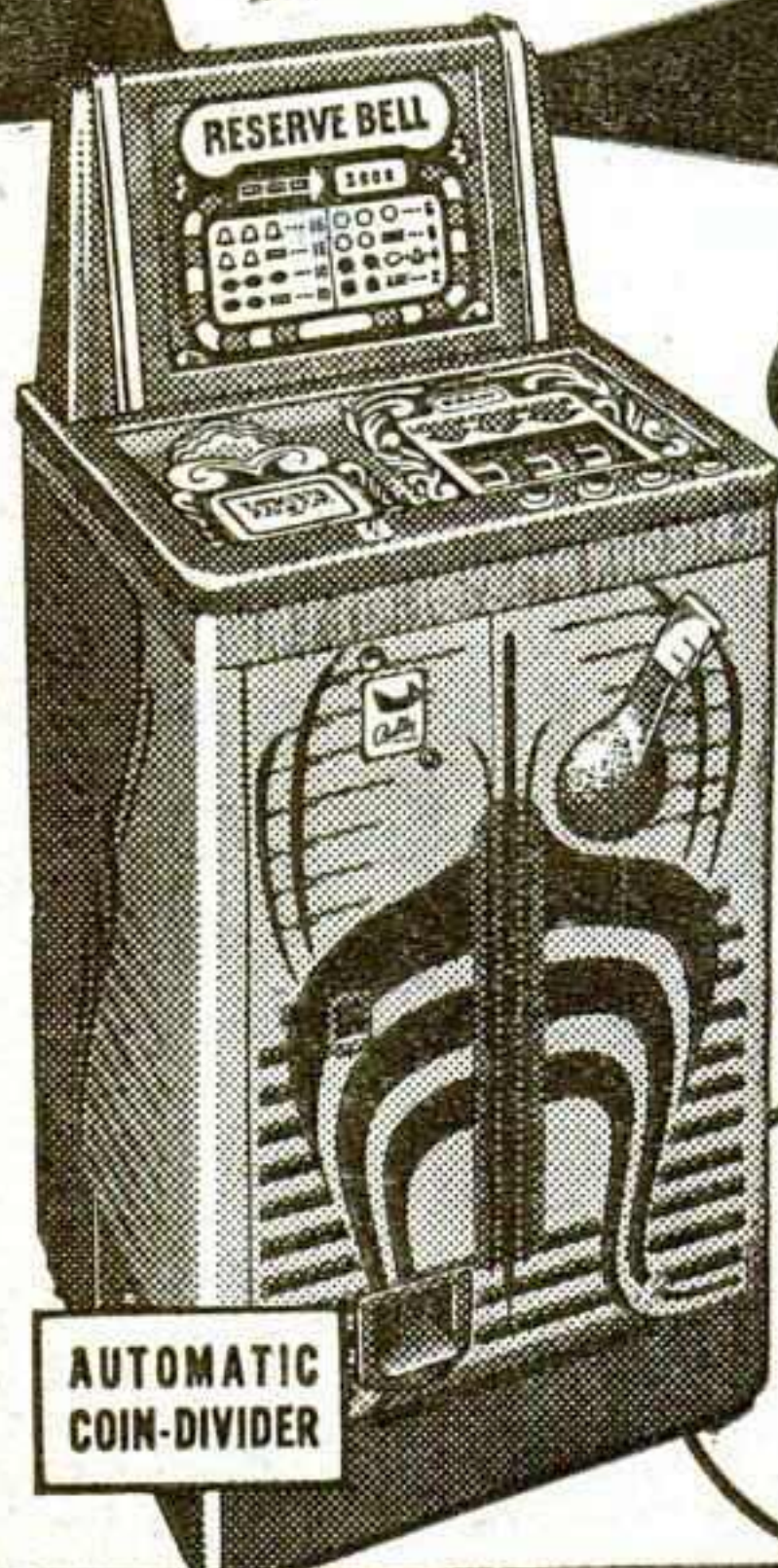


EARNING \$1000

WRITE FOR CONFIDENTIAL reports on sensational earnings of CITATION and LEXINGTON... in many spots NEARLY DOUBLE the average previous one-ball records. The new MYSTERY "MULTIPLE" and GUARANTEED ODDS are sweeping the country like wild-fire. Odds "multiply" on mystery basis... AND NEVER DROP BACK TO A LOWER BRACKET... always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Get your share.



Photograph shows CITATION (Free-Play Model) and LEXINGTON (Automatic Model) is identical in appearance and play features.



AUTOMATIC COIN-DIVIDER

Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE WITH NEW BUILD-UP BONUS

BALLY BALLY BALLY

3-BAR WINNER RECEIVES BONUS BONUS "GROWS" FROM 100 TO

2000 TOP

PLUS PLENTY OF BELL-FRUIT WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY • NICKEL OR QUARTER PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

OTHER Bally HITS

- CARNIVAL
- BIG INNING
- TRIPLE BELL
- WILD LEMON
- DOUBLE-UP
- HI-BOY
- HY-ROLL
- DE LUXE BOWLER



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

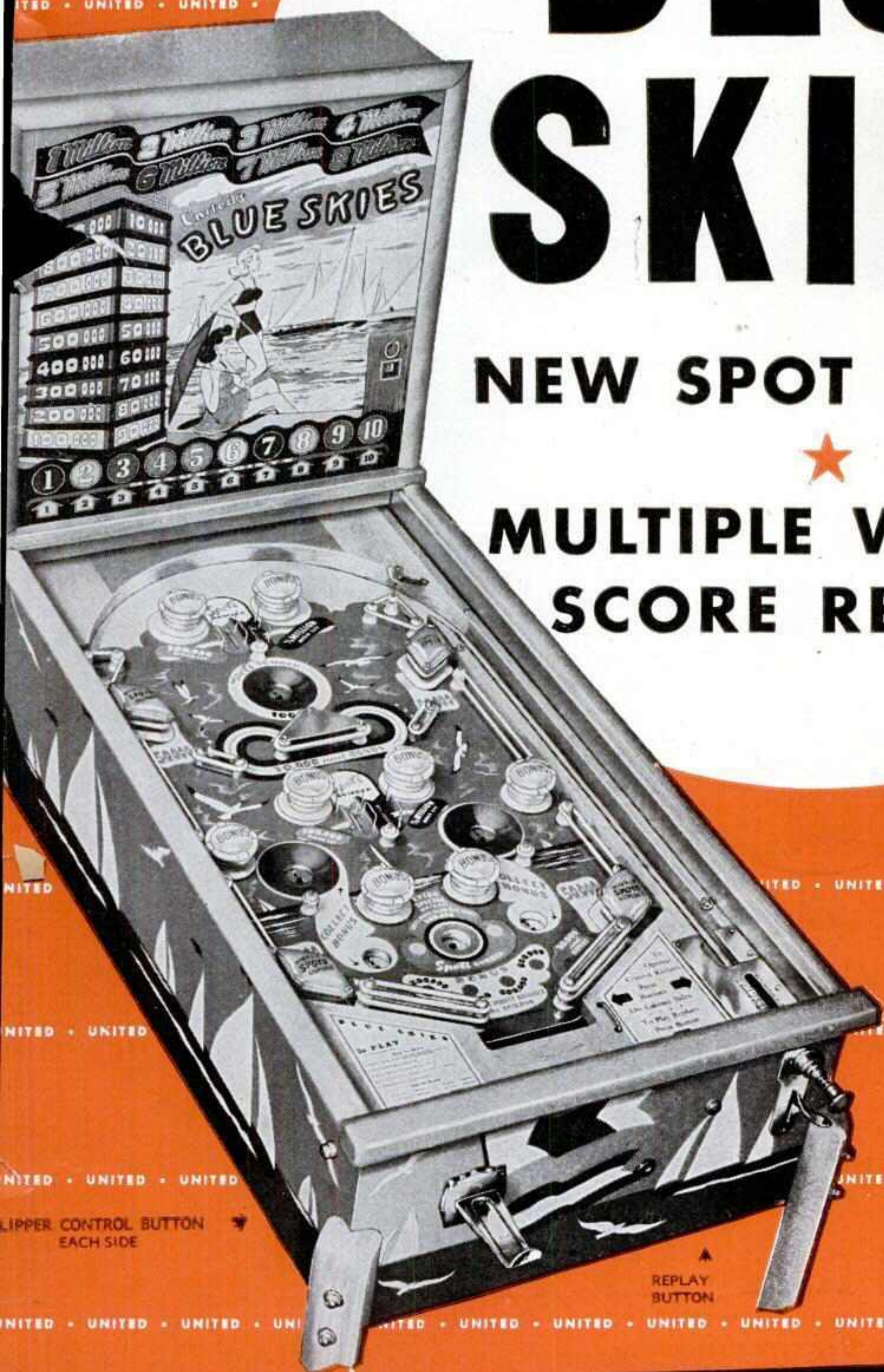
UNITED'S
BLUE SKIES

NEW SPOT FEATURE



**MULTIPLE WAYS TO
SCORE REPLAYS**

**FIVE
BALL
NOVELTY
REPLAY**



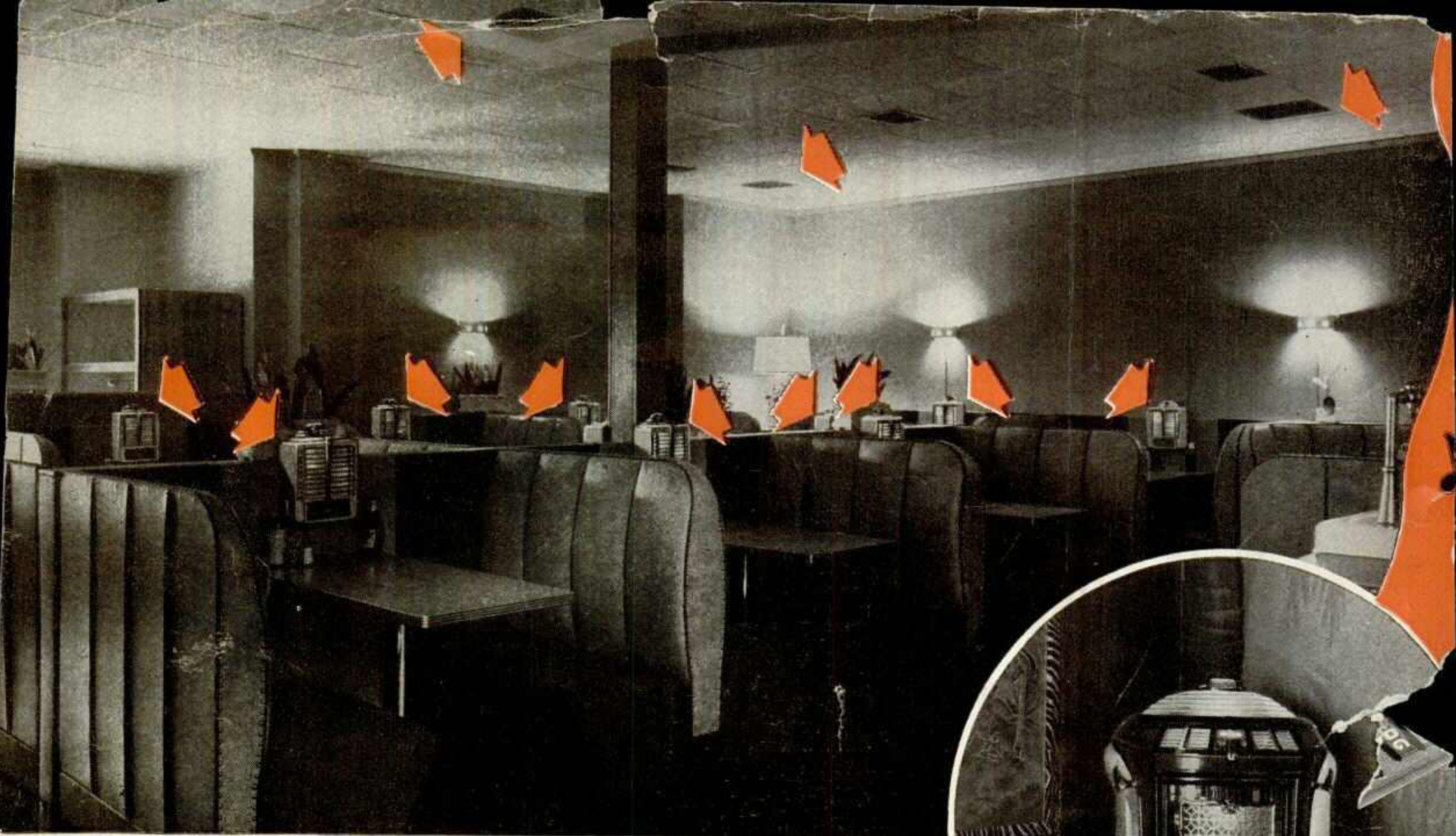
FLIPPER CONTROL BUTTON
EACH SIDE

REPLAY
BUTTON



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CMI MEMBER



CANTON RECREATION
Canton, Ohio.

a salesman at every table . . .
and music at conversational level
throughout

Sales outlets are essential in any business . . . so is adequate distribution of the particular product.

Your business and product is music. By "tailoring" every music system to the exact requirements of a location, you can be certain your product is properly distributed . . . that it is easy to buy.

Seeburg Scientific Sound Distribution and Remote Control are helping operators derive maximum revenue in thousands upon thousands of locations. Let your Seeburg Distributor show you how these two modern merchandising benefits can help you.

Seeburg
 1902 • DEPENDABLE MUSIC SYSTEMS • 1948
 J. P. SEEBURG CORPORATION
 1500 N. Dayton St., Chicago 22

EVERYTHING FOR
 THE **Complete**
 MUSIC SYSTEM



Auxiliary Remote Control Amplifier



Mirror, Tear Drop and Recessed Speakers



Wireless and 3-Wire Wallomatics



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