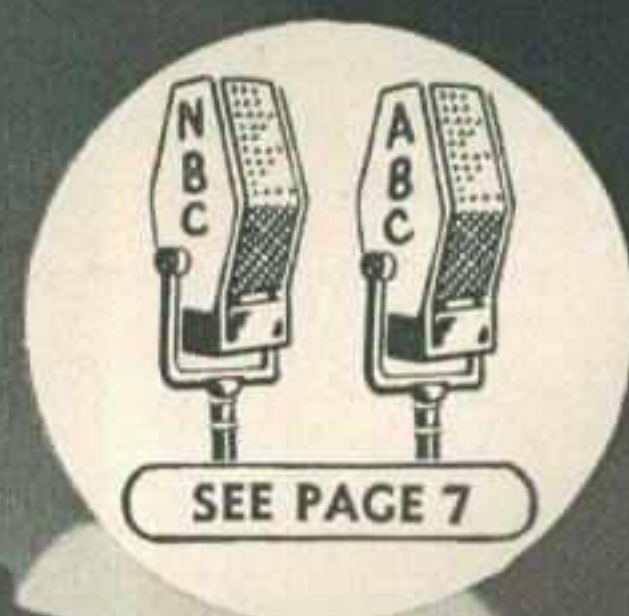


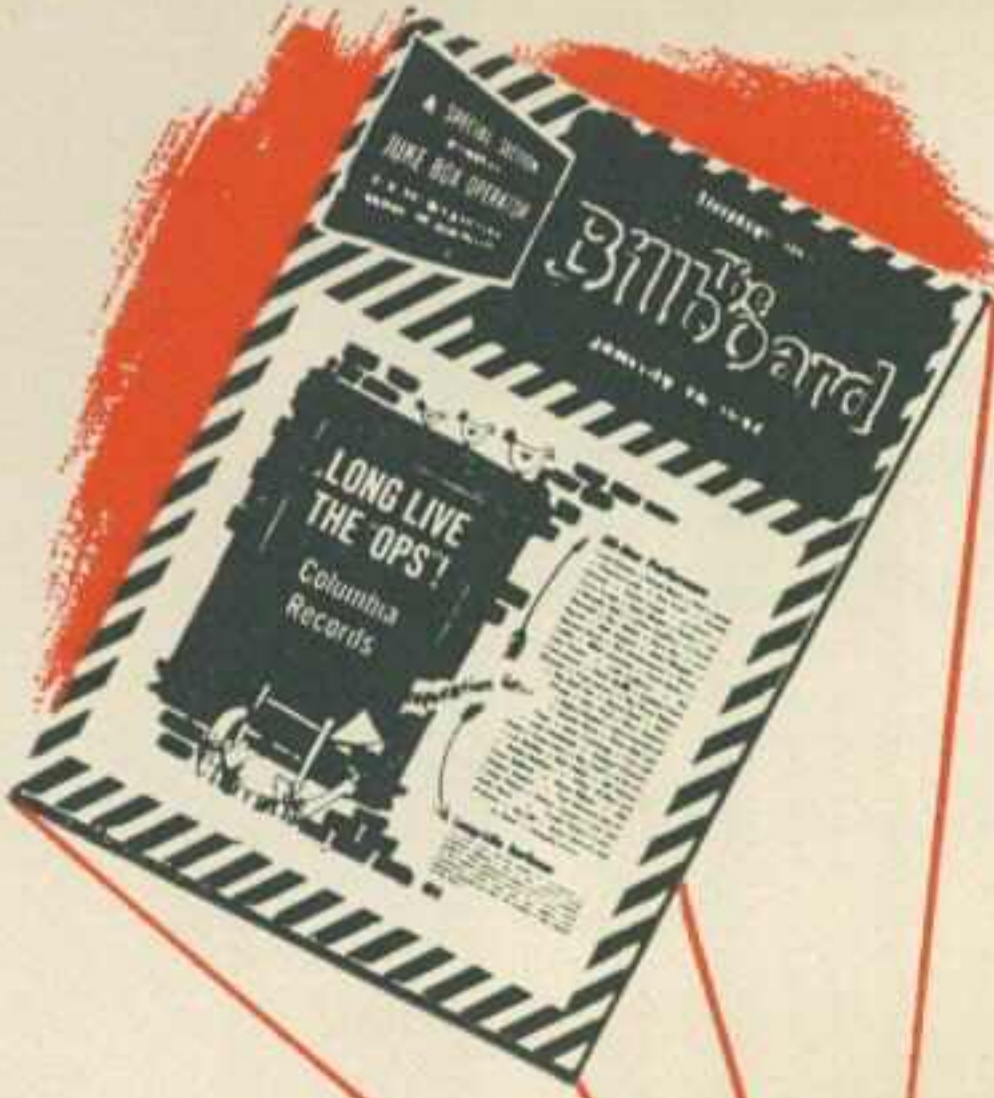
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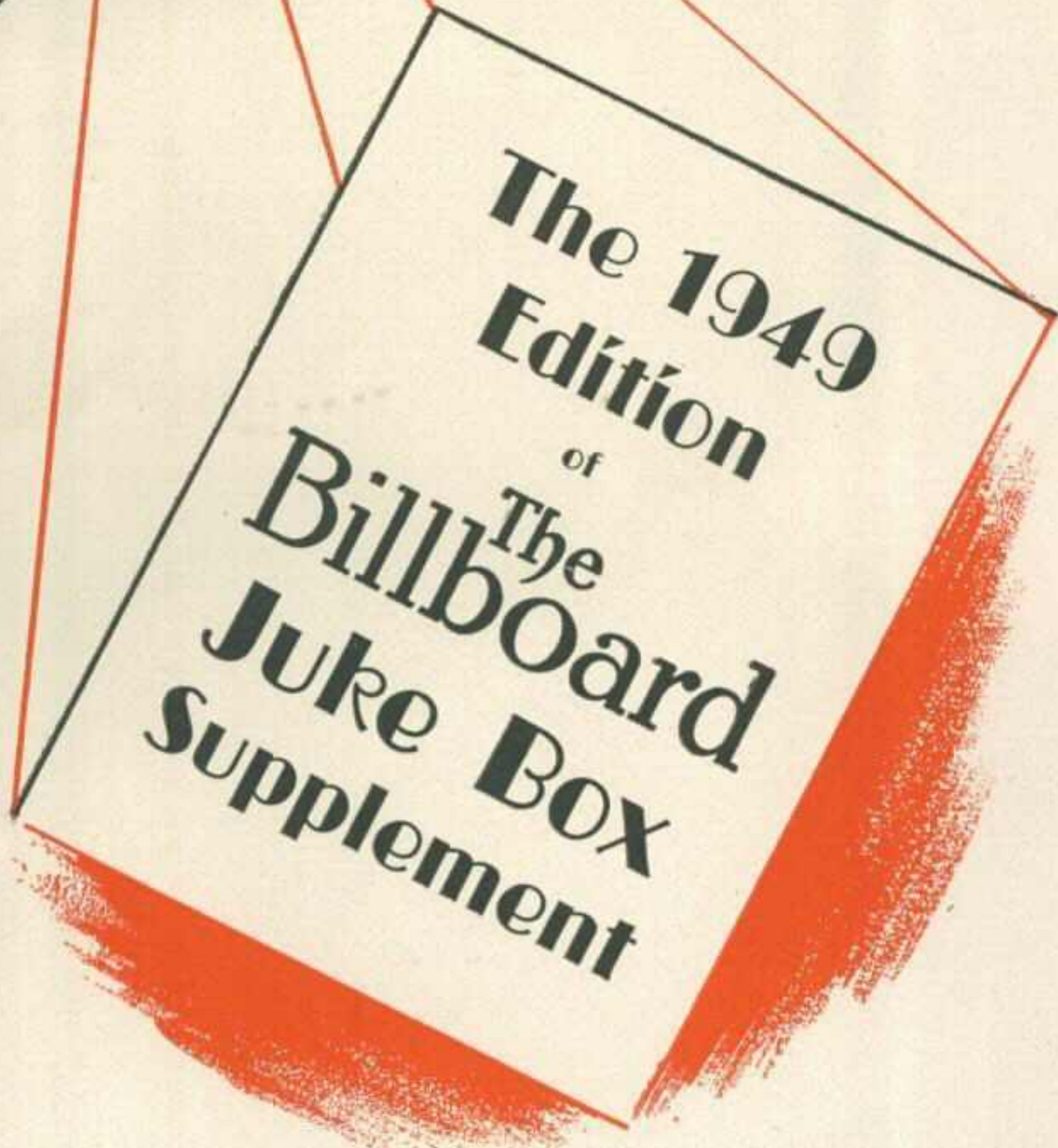
NOVEMBER 13, 1948





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ILL POLLS BLOW SOME GOOD

Closed Shop Win in Mass. Cheers Unions

Ban Loses at Polls, 2-1


NEW YORK, Nov. 6.—Showbiz labor is relieved over the defeat Tuesday (2) of the proposed union and closed shop ban in Massachusetts by a vote of more than 2 to 1. While there are closed shop regulations in several States down South, none of them is as industrialized and as of much consequence to the business as the Bay State.

Had the ban been upheld, many of the Associated Actors and Artistes of America (Four A's) unions would have been affected. The Taft-Hartley Act would have also been superseded in Massachusetts, since it provides for the application of a State law when it is more restrictive.

The American Guild of Variety Artists (AGVA) performers playing in Boston would not have had the protection of their union regulations regarding agents. The American Federation of Radio Artists (AFRA) has contracts with 17 stations and five transcription companies in Massachusetts, and once the contracts lapsed it would have found the going rough.

Actors Equity would not have been hurt when road shows played Boston, but the union would have had difficulty protecting its members who played in the large number of summer stock companies dotting Massachusetts. Only musicians would seem (See *Closed Shop Win* on page 53)

CORRECTION, PLEASE . . .



Dear PRESIDENT Truman:

We will have to admit we thought the idea was safe as well as clever. Congratulations on your well-deserved victory. Our best wishes for a successful administration to you.

Sincerely,
The Billboard.

La Moorehead Wants Airings Of 'Wrong No.' Disk Stopped

HOLLYWOOD, Nov. 6.—Screen-radio star Agnes Moorehead, whose performance in Lucille Fletcher's *Sorry, Wrong Number*, built the script into one of radio's all-time hits, is reported readying action to block any future airing of the show in record album form. Miss Moorehead lodged a protest with Decca Records, for whom she waxed *Number* last year, charging that the album is being overplayed by disk jockeys thruout the nation, thus lessening

public interest and appeal. She said such broadcasting of the record album, if permitted to continue, would discourage any future live versions of the show over *Suspense*, mystery air show which first aired the thriller-chiller.

The beef put Decca in a spot, since the plattery is caught in the middle of a two-way gripe. To police all radio stations in quest of violators would be a physical impossibility, (See *LaMorehead Wants* on page 53)

Showbiz Eyes Congress Shift

Vote Outcome Will Affect Legislation

Committee Heads Change

WASHINGTON, Nov. 6.—Considerable realignment of congressional committees affecting show business directly and indirectly will take place in early January as a result of the GOP's loss of control in both houses in this week's election.

Complete make-up of the various groups will not be known until the Democrats announce the results of a caucus to be held shortly after Congress convenes. However, seniority rules on Capitol Hill and the key men in committees can be predicted at this time.

In general, the changes in chairmanship will make little change in the (See *SHOWBIZ EYES* on page 53)

Have a Heart, Quips Lawrence For Pollsters With the Blues

NEW YORK, Nov. 6.—Among the showbiz personalities who were in there pitching for President Harry Truman from the start (notwithstanding *The Billboard's* November 6 cover) was songwriter Jack Lawrence, whose *Have a Heart, Taft-Hartley, Have a Heart* lampooning of the T-H bill was the Democrats' unofficial theme song.

When Truman won the election Lawrence sent him the following wire:

"If I add congratulations To each plaudit of the nation's Please believe, sir, mine are from my heart; Unlike others I hear braggin'

As they hitch to your hand-wagon, I've been riding on your wagon from the start.

I'm completely filled with pleasure If it helped the slightest measure That I wrote, *Taft-Hartley, Have a Heart*

Just a Tin Pan Alley poet Who was thrilled to cast one vo-et To upset the G.O. politician's cart. Now I'm working on a ditty Full of sympathy and pity, Fortunately, not one YOU can use; Titled, *Got the Roper-Gallup-I-Can't Keep-My-Old-Morale-Up-Won't-You-Take-a-Little-Poll-and-Help-Me Blues.*"

Full review of two historic television events:
 (1) Complete reviews of all national election telecasts.
 (2) Complete review of television's first full daytime programing.
 See *Television Department* this issue.

Research Will Take Lesson From Fiasco

Sampling To Be Improved

NEW YORK, Nov. 6.—Altho the fiasco of the pollsters in their predictions of the late election has tended to place a stigma on research as a whole, top agency men and advertisers this week felt the ultimate effect upon research will be healthy. A temporary undermining of confidence may be expected in some quarters, even tho election polls are based upon conjecture before the fact, while advertising, market and radio audience research and measurement are based on past and present actions. But many improvements in the latter techniques may be expected nevertheless, as all researchers have been spurred to seek new, improved and more accurate procedures.

Along these lines Donald S. Frost, of the Bristol-Myers Company, told (See *POLL CATS* on page 6)

Diskers Seek Govt. Okay on Lifting of Ban

WASHINGTON, Nov. 6.—A unique governmental situation has been raised by announced preparations of a delegation of representatives of the American Federation of Musicians (AFM) and record manufacturers to confer with justice department officials here Wednesday (10) in quest of an opinion on the legality of an industry-labor contract to end the disk-making ban.

If the justice department should hand down a formal opinion on the contract's legality, the move would be almos' without precedent, inasmuch as the attorney general of the United States issues such official opinions only on request of the President of the United States or one of the President's executive agencies.

The *Billboard* learned this week that attorneys for the Radio Corpo- (See *Diskers Pry* on page 20)

Orksters Flop As Tax Agents; Some Will Quit

NEW YORK, Nov. 6.—The six-month-old reversal of the Form B contract—a change whereby orksters are designated to be employers and therefore responsible for the collection and payment of withholding and Social Security taxes for their sideman—has been causing a good deal of economic consternation among a number of the middle and lesser name maestri. At least a couple of medium names are on the verge of disbanding (See *Orksters Flop* on page 21)

Yank That B'way White Flag

Legit's 1948 Deb No Worse Than in 1947

Here's Dope To Prove It

NEW YORK, Nov. 6. — Despite copious crying towels half-masted up and down the Stem heralding that this is the worst legit season in years, a check on the current situation shows 1948-1949 closely following the pattern set for the same period last year. Comparatively, matters theaterwise don't stack up so badly after all, and in some respects they are better than the first 10 weeks of the 1947-'48 fall bow-in.

To date the current success-failure balance isn't pretty and only 21 Stem houses are lighted. Since *Sundown Beach* led off September 7, 21 productions had had a Broadway bow. Of these, 10 flopped to the tune of from four to 12 performances and nine are apparently on the success track. The *Showboat* revival, with a limited two-week stand, can't be included among the failures, and *Set My People Free*, which preemed this week, obviously can't be rated one way or the other. Of the nine good ones, six are doing near-capacity business and the other three are heftily holding their own.

'47-'48 Record

This time a year ago the record looked a little better on paper. Seven more houses were lighted, for a total of 28. Twenty-two productions had arrived during the fall and nine of them were making the hit grade. Of the remaining 13 entrants weakies *An Inspector Calls*, *The Druid Circle*, *How I Wonder, Edith Piaf's Revue*, *The First Mrs. Fraser* and *This Time Tomorrow* were still current but were headed for closing with from 32 to 95-performance runs—not enough to make the 100-performance success brackets. So, actually, the record must be tabbed as 13 failures to nine successes — if anything, somewhat

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The Billboard Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1948 by The Billboard Publishing Co.

Disk Jock Expands To Vaude Field

NEW YORK, Nov. 6.—Disk jockey Joe Franklin is joining Ken Robey in producing a series of vaude presentations, with the first show set for the Mosque Theater in Newark, N. J., Saturday (20).

Franklin, whose old-time platter collection is reputed to be the most extensive in the country, has been presenting current and former vaude stars on his WMCA *Antique Record Show* show.

NBC To Build French Singer

NEW YORK, Nov. 6.—The National Broadcasting Company is trying to build up a new French singing star, Rey Rudel, who will soon make his American debut in the 6:30-45 p.m. seg across the board on the web's local flagship, WNBC. The starting date has not been set.

worse than the present average.

As a matter of fact, too, the current road situation adds up better than this time a year ago. At the end of the first week of November, 1947, 11 road troupes of Stem hits were trekking the hinterlands and there were seven making break-in bids for Broadway. Today's booking list shows 19 post-Stem troupes on the road and eight newies in the process of trying out.

Quick '48 Closers

In sum, a comparison seems to indicate that if there is any change for the worse in the patter, it stems from the evident haste of this year's producers to shutter a recognized flop. There has definitely been no nursing. Naturally, also, it is impossible to tab the success potentials of such current items as *Small Wonder*, *Magdalena*, *Life With Mother*, *Summer and Smoke*, *Where's Charlie?*, *Private Lives*, *Edward My Son*, *Love Life* and *My Romance* against such last year hits as *The Heiress*, *Command Decision*, *Man and Superman*, *High Button Shoes*, *Allegro*, *Medea*, *The Winslow Boy*, *For Love or Money* and *Music in My Heart*.

But certainly the picture at the moment is far from as black as the moaning pretends. It looks as tho 1948-1949 is running true to the form of the past decade—a slow start and a comparatively even-up wind-up. The fabulous invalid probably will make a similar recovery by next May's season end.

NAB Directors May Set Sked For Chi Confab

WASHINGTON, Nov. 6.—The National Association of Broadcasters' (NAB) board of directors, which convenes here the week of November 14, is expected to approve a tentative agenda for NAB's annual convention to be held in Chicago April 6-12. Under the proposed agenda, the convention will be broken into two conferences, an engineering conference and a management conference, identical with the practice at the last conclave.

Registration for the engineering conference will take place April 6 and its meetings will be held April 7-9. Delegates to the management conference will register April 10 and meetings will be held April 11-12. All engineering events, including exhibits, luncheons, dinners and discussions, will be held in the Stevens Hotel. Management delegates will register and hold luncheon and dinner meetings in the Stevens, but business sessions will take place in the Eighth Street Theater.

C. E. Arney Jr., NAB secretary-treasurer, announced that the exhibits, ranging from the heaviest engineering equipment to the smallest services for broadcasters, will be the most expensive in NAB history. To be devoted to the exhibits will be 32,000 square feet of space in the Stevens Hotel and 100 rooms on the fifth and sixth floors for smaller exhibits by associate members. NAB expects that registration for the Chicago convention will be heavier than for the last convention in Los Angeles because of the central location of the 1949 meeting.

Moss Skeds "Break" For Broadway Stand

HOLLYWOOD, Nov. 6. — Hollywood producer Jack Moss will bring Arnold Manoff's *All You Need Is One Good Break* to Broadway in early January. *Break*, originally staged as an experimental piece, enjoyed a five-month run at Hollywood's new Studio Theater. Co-directors John Berry and J. Edward Bromberg will stay with the show during its Broadway stand. Other cast members have not as yet been set.

Break was adapted for the boards by Manoff from a novella he penned for *Story* magazine a few years ago.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
BUTTONS AND BOWS
- No. 1 *Sheet Music Seller*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- 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*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Most Played Juke Box Folk Record*
BOUQUET OF ROSES, Eddy Arnold, the Tennessee Plowboy, and His Guitar, Victor 20-2806
- No. 1 *Best Selling Retail Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Most Played Juke Box Race Record*
CORN BREAD, Hal Singer Sextette, Savoy 871
- No. 1 *Best Selling Retail Race Record*
CORN BREAD, Hal Singer Sextette, Savoy 871
- No. 1 *Sheet Music Seller in England*
SO TIRED

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 28 to 45 in Music Section.

Few Tax Cuts Likely in Wake Of Elections

WASHINGTON, Nov. 6.—Little change in the status of showbiz excise taxes is expected in the wake of this week's sweep of Congress and the White House by the Democrats. The usual bills for returning excises to pre-war levels are being prepared for introduction next session, but their fate in Congress remains up in the air.

The administration is expected to pursue a general policy of opposing excise reductions, in view of the heavy commitments for Europe and national defense.

A Chance for Some

Despite this general attitude, there still is a chance that some tax cuts will be approved by Congress. A number of legislators have expressed the view that business would be stimulated by reduction or elimination of excises on such commodities as radios-phonos, disks and cosmetics.

Few of these excises bring in a great deal of revenue in comparison with the Treasury's cost of collecting them, and the chances are good that bills reducing these levies as well as those on rail travel, telephone and telegraph will at least receive a hearing in congressional tax committees. Both the House Ways and Means and the Senate Finance Committees will be headed by conservative Southern Democrats who can be expected to consider carefully the possible beneficial effects of cuts in levies on these commodities and services.

Admish Tax To Stay

Less likely to receive favorable consideration is the admissions tax, which many legislators consider in the luxury class. Despite the pleas of movie and theater folk last session, a cutting of the 20 per cent levy has so far received scant attention. Also, the revenue from the admissions tax brings in around \$450,000,000 annually, an amount the Treasury Department probably would oppose having cut.

In the same category is the liquor tax, which produces some five times the revenue brought in by the admissions tax.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio
Subscription rates payable in advance. One Year, \$10. Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes Turnover and Vend



ELECTION'S EFFECTS ON RADIO

FM Bus Rate \$20 Per Spot At Peak Time

Picture Is Rosy

CHICAGO, Nov. 6.—A rosy picture of the future of Transit Radio, Inc., system which airs to transportation vehicles FM programming and commercial announcements was given this week to the Chicago Radio Management Club by Frank E. Pellegrin, org's national sales manager.

Use of Transit Radio is now being featured in public transportation vehicles in Cincinnati, St. Louis, Wilkes-Barre, Pa.; Houston, and Huntington, W. Va.

Other cities which are expected to have similar operations, according to Pellegrin, include Philadelphia, Baltimore, New York, Chicago, Los Angeles, Memphis, Boston, Richmond, Va., Miami, San Francisco, Minneapolis and Rochester. Most of these are expected to be in operation next year. In Chicago WJJD, Marshall Field station, is considered to have the edge to get a franchise with permission to program for busses and streetcars.

Present rate of Transit Radio, Inc., is \$20 to \$14 for one announcement (maximum 50 words) on Class A time, the time at which most traveling in public vehicles is done. Class B time goes for between \$10 and \$7 per announcement. According to Pellegrin, length of announcements and type of commercials in general adhere to NAB commercial code. Up to now all announcements have been live, but when national advertisers get into the field it is expected that e.t.'s will be used.

Stations now in operation, on the average, air a 50-word commercial about every five minutes. Pellegrin said that surveys proved vehicle riders enjoyed the programming, which is primarily middle-of-the-road musical stuff and that they were affected by commercial announcements. Pellegrin claimed the system has the backing of the FCC and in no way violates license of FM broadcasters given permission for general transmission.

Transit Radio, Inc., which not only (See FM Bus Rate on page 10)

NBC, CBS, Benny Tug of War Still On; Bergen Coke Deal

NEW YORK, Nov. 6.—National Broadcasting Company (NBC) execs were confident this week that they would keep Jack Benny on their network, in the face of a capital gains offer made to the comedian by the Columbia Broadcasting System (CBS). The CBS bid, if accepted, would deal NBC a terrific jolt, since it would involve two other shows as well. These are Edgar Bergen, who has been signed by Coca-Cola, and the Phil Harris show.

NBC has countered CBS's bid with its own version of the capital gains deal, altho it refuses to divulge details. It would, however, necessitate NBC's acquisition of Benny's Amusement Enterprises, Inc. Niles Trammell, NBC president, was due to leave New York tonight to huddle with Benny. Sid Strotz, NBC vice-president, now in Hollywood, has

Election's Effects on Radio

WASHINGTON, Nov. 6.—The Democratic victory sweep in Tuesday's (3) election has produced major effects in Washington so far as the broadcast industry is concerned. A summary of these effects is below. Stories in this issue discuss them in detail.

1. The Federal Communications Commission (FCC) is expected to feel emboldened to "liberalize" its policy in tune with the platform of the victorious Democratic party. This means that the FCC will stick to its stand on such issues as "anti-giveaways" and the commission might even dust off a few strictures of the nearly forgotten Blue Book.

2. The commission will get a friendlier ear from Congress when that body starts considering revisions of the Communications Act.

3. Sen. Edwin C. Johnson (D., Colo.) will take over chairmanship of the Senate Interstate and Foreign Commerce Committee. Johnson will revive some of the major provisions of the old White bill and, in addition, Johnson will push his old proposal to limit the power of clear channel stations by law to 50,000 watts.

4. The Harness committee investigating the FCC will go out of business in the new Congress, thus relieving FCC of some thorny assaults which would have been certain to continue in a Republican-controlled House. When the Democrats take over the House in January, the Harness committee will not be continued.

5. The shift in control of Congress to Democrats and the retention of the White House by President Truman are not expected to have any visible effect on the situation in FCC's television freeze.

6. With Sen. Charles Tobey (R., N.H.) tossed out of the acting chairmanship of Senate Interstate and Foreign Commerce Committee by the Democratic sweep, Tobey's investigation of the Radio Corporation of America (RCA) may fade in the next Congress unless Sen. Johnson in an unusual gesture as new chairman gives Tobey a special go-ahead. Tobey's role will have been weakened by his relegation to the minority ranks.

7. Chairman Wayne Coy, of FCC, who would have quit if Thomas E. Dewey had been elected president, will stay at his post.

8. The FCC is likely to fare better in appropriations from a Democrat-controlled Congress. The commission has had rough going from the GOP-controlled House Appropriations Committee.

9. Executive reorganization of the FCC is likely to be extremely mild. President Truman's special executive reorganization commission, headed by a former Republican President Herbert Hoover, is planning proposals for only minor changes for the FCC, and even these will be a long time in development under vigil of a friendly White House.

Harness Probe of FCC Seen Doomed by Democrats' Win

WASHINGTON, Nov. 6.—Continuation of the special Harness committee investigating the Federal Communications Commission (FCC) is considered extremely doubtful in view of the defeat of Chairman Forest Harness (R., Ind.) and the capture of Congress by the Democrats this week.

House authorization for the committee probe expires with the 80th Congress, and there appears little chance that a bill to reconstitute it could even reach the House floor. Staunch opponent of the creation of the Harness committee last session was Rep. Adolph Sabath (D., Ill.), who takes over as head of the powerful House Rules Committee.

Any authorization bill would first have to be approved by the rules committee. Besides being a defender of FCC policies, Sabath has a strong talking point in the Congressional Reorganization Act of several years

ago, which discourages the creation of special committees.

The possibility that the House Interstate Commerce Committee will pick up the FCC investigation where the Harness committee leaves off appears scant with the Democrats in control of the group. It is not considered likely that a Democrat-controlled committee will want to embarrass a Democrat-controlled agency. Another factor is the departure from the commission of Charles Denny and Clifford Durr, both of whom were targets of most of the congressional criticism of FCC.

The present Interstate Commerce head—soon to be ranking minority member—is Charles A. Wolverton (See Harness Probe on page 10)

Demo's Sweep Assures FCC Liberal Policy

No Drastic Changes

WASHINGTON, Nov. 6. — The Democratic sweep of Congress and the White House in this week's election has put the Federal Communications Commission (FCC) in a position to steer its policy toward the liberal guideposts established in the era of Paul A. Porter. Meanwhile, sober-minded spokesmen in the upper levels of both government and industry here are anticipating no drastically new course in the foreseeable future. The long-range over-all impact of the election may be far less sweeping than might have been expected.

The commission is expected to get congressional encouragement to review broadcast programming thru a new bill to be introduced in the 81st Congress by Sen. Edwin C. Johnson (D., Colo.), who will take over as chairman of the Interstate and Foreign Commerce Committee when the new Congress organizes.

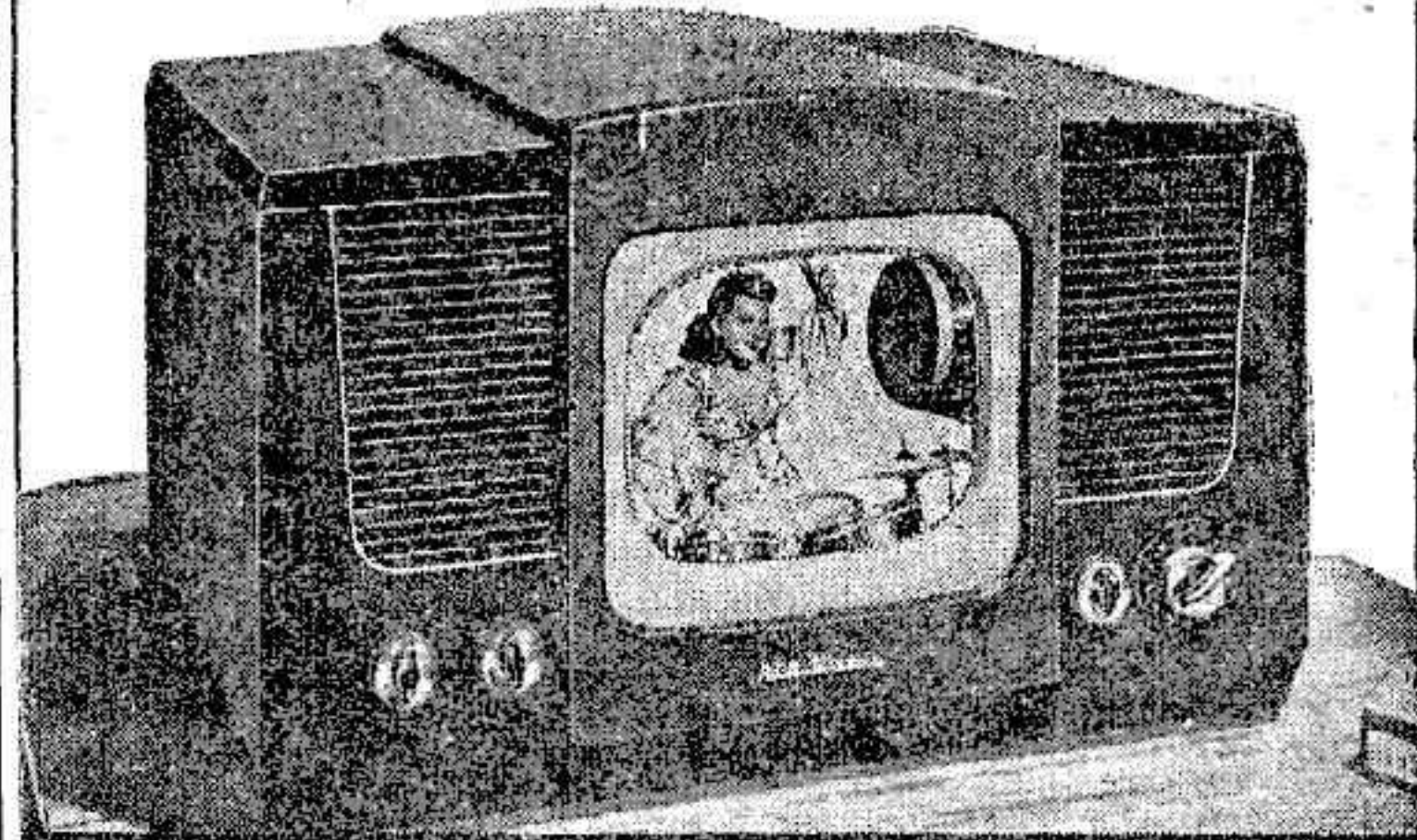
The Johnson bill is likely to incorporate a number of other provisions which have been assailed in the past by various segments of the broadcast industry, including a provision to break up clear channel stations.

FCC Investigation K. O.

The FCC is obviously in a vastly improved political position as the result of the restoration of the Democrats. The commission is assured of smoother sailing, particularly because the House Select Committee investigating FCC seems doomed to go out of business (see separate story).

In addition, the FCC will profit by the fact that three senators, opposed to giving the commission any authority to review broadcast programming, (Democrats' Sweep Assures page 10)

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

POLL CATS GO TO THE DOGS

Vote Fiasco Seen Ultimate Research Aid

But Long Pull Forecast

(Continued from page 3)

The *Billboard* that "new sampling methods now being applied may be more accurate than systems used on pre-election polls." He added that his firm's plans for present or future research have not been affected.

"Both researchers and the users of research will give sampling procedures much more thorough scrutiny from now on," said Gordon C. Braine, of N. W. Ayer & Son, Inc. Braine indicated that those most likely to lose confidence in research are "those advertisers who never have been thoroughly convinced of its value." Others felt that the "fringe" bankrollers and agencies constituted of the medium and smaller sized firms also might be affected, since they generally make less use of research and have had fewer benefits from it.

Boost From Polls

While the election flop may have hurt research now, H. M. Beville, director of research at National Broadcasting Company (NBC), commented that, contrarily, similar polls in the past 12 years or more have given market research a great boost. Unhappily, Beville noted, public opinion polling is regarded by many people as the be-all and end-all of research.

Walter Craig, of Benton & Bowles, in declaring plans for future research at the agency are not affected, said that the pollsters' failure "should provoke a healthy and continually needed appraisal of research methods and use." He said his agency has constantly avoided researching consumer "intentions" because it considers current techniques inadequate to yield reliable results. "On the other hand," he added, "we feel that measurements of current consumer behavior and attitudes are valuable aids to management if soundly done and interpreted."

Others who told *The Billboard* that the election incident should serve to sharpen critical appraisal of research standards were Marion Harper Jr., of McCann-Erickson; Lyndon O. Brown, of Dancer-Fitzgerald-Sample, and John R. Gilman, of Lever Bros. Howard Chapin, of General Foods, said that, probably more important, it would result "in placing research in its proper position as a tool of advertising and marketing, subject always to sound and experienced judgment, rather than as an oracle providing final answers, making decisions and infallibly forecasting the future."

CHICAGO, Nov. 6.—Both C. E. Hooper and A. C. Nielsen this week issued statements supporting their survey systems. Hooper stressed the fact that his survey measured facts already accomplished while Gallup, Roper and others were concerned with predictions. Nielsen's statement followed the same line of reasoning.

In a statement to *The Billboard*, Hooper said that he had received many questions from top radio execs throughout the country following the election. He said, however, that all those questioning were eventually satisfied with explanations of the differences between predictions and reports.

The attitude of radio execs in Chi-



KLZ Writer-Producer
CLAYTON BRACE

The Sunday morning *Funny Paper* show which he scripts packs the KLZ studio with kids and grown-ups every week. He's producer for the top KLZ shows: *Colorado Speaks*, *Penthouse Serenade*, and *Joe Alpert's Barn Dance*.

KLZ, DENVER

'47 Gross Up, But Industry's Net Is Off 6%

WASHINGTON, Nov. 6.—Despite an increase of 12.8 per cent in broadcast revenue last year, radio's net income before taxes sagged 6.1 per cent from 1946, the Federal Communications Commission (FCC) said this week. Cause for the decline in net take, according to the FCC, was an increase of 18.6 per cent in broadcast expenses.

Broadcast revenue for 1,464 stations and seven webs in 1947 was \$363,714,387, compared with \$322,552,771 in 1946. Expenses jumped from \$246,086,525 in 1946 to \$291,918,447.

The national networks and their

RTDG Dickers on 2 Fronts For Agency and ABC Pacts

NEW YORK, Nov. 6.—The Radio and Television Directors Guild (RTDG) is in the midst of negotiations on two fronts—with the advertising agencies and package producers over a contract covering freelance meggers and with the American Broadcasting Company (ABC) to get a pact covering the 19 directors, assistant directors and floor managers at WJZ-TV.

ABC's reply Friday (5) to a RTDG

Chicago was summarized by research reports privately distributed among execs of Foote, Cone & Belding (FC&B) and McCann-Erickson (McC-E) agencies here. Dick Tully, research head for FC&B in Chicago, and G. Maxwell Ule, research chief for McC-E's Midwest division, put out inter-office statements upholding Hooper and Nielsen. To *The Billboard*, Ule reported that on the morning following the Truman victory his department had circulated to top brass a statement analyzing the reasons behind the failure of the election prognosticators and a conclusion that these failures should have no reflection upon the validity of existing radio surveys.

RWG and Agencies Hopeful Of Early Strike Settlement

NEW YORK, Nov. 6.—Hope that the two-week-old strike by the Radio Writers' Guild against the advertising agencies producing radio programs would be settled soon was expressed

by both sides Friday (5). At the beginning of the strike picketing was halted by the intervention of J. E. Mandelbaum, of the Federal Mediation Service, and the walkout was suspended for 10 days Wednesday (3). This was due to Mandelbaum's formula under which the agencies agreed to bring under the new pact any contracts signed by scripters during the negotiations.

MBS Sets Plans For Seg Shifts To West Coast

HOLLYWOOD, Nov. 6.—Plans for additional Hollywood originations on Mutual Broadcasting System (MBS) by the first of the year were completed this week, during Hollywood trek of Walter Lurie, web's exec producer. While on the Coast Lurie did considerable program shopping, lining up four definite auditions to be cut for early winter airing.

Definitely set to move to the Coast are *Golden Hope Chest*, with Ben Alexander, beginning November 15, and *The Falcon*, which shifts coastwise in January. The new *George O'Hanlon* show kicks off November 9 as a Coast developed stanza. Canceled are *Heart's Desire* with *It's a Living* going on a brief hiatus. Fate of latter seg is still undecided.

Properties set for test platters include *Cinderella O'Toole*, with Mary Jane Croft; *The Millers of Holloway Drive*, featuring Sidney Miller and Peggy Ryan; an unnamed barn dance-type show starring the Hoosier Hot Shots and Curt Massey, and a new Jack Smith half hour stanza with Frank Devol's ork. All are to be waxed this month.

owned and operated stations took in \$134,726,631 last year in time sales, a figure almost identical with the \$134,731,108 of 1946.

It is believed that the network Minimum Basic Agreement (MBA) will be the model for any agreement concluded. Two confabs, Thursday (4) and Friday (5), were spent exploring this document, and the negotiators are due to meet Tuesday (9) with a list of changes needed. A procedure for certification has also been agreed upon, and the RWG will petition the National Labor Relations Board once contract difficulties are cleared up.

Chief Problems

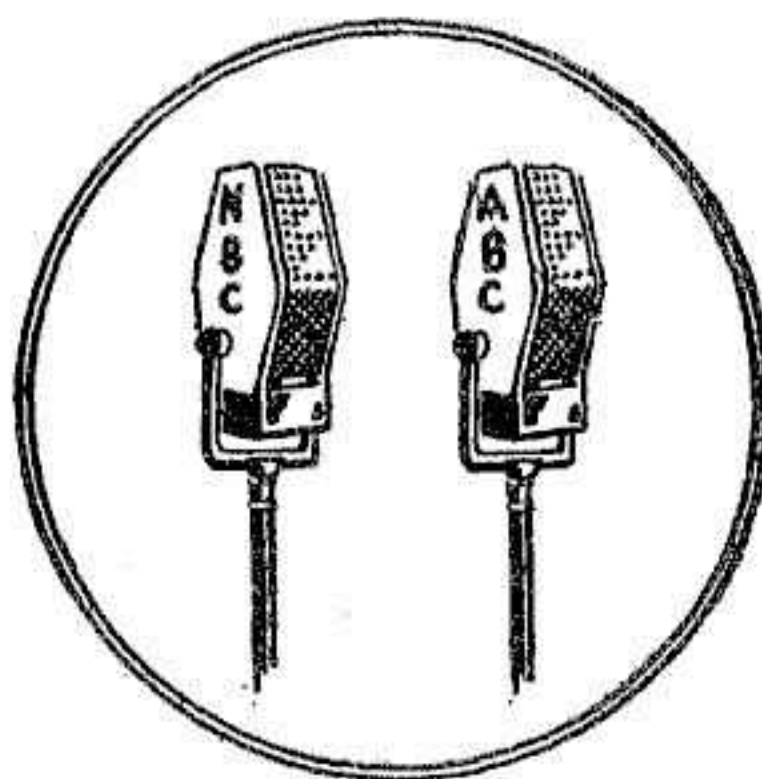
The two chief problems confronting the negotiators are subsidiary rights and script minimums. Sponsors seem to have acceded to the RWG's demand for extra pay for each additional performance of scripts but want protection on daytime serials and episodic series. Much more discussion remains before minimum prices for scripts will be set.

Among the sponsors in on the negotiations are some of the top time buyers in the country, including Lever Bros., Procter & Gamble and General Mills. Another group of sponsors is observing the discussions but is not committed to any agreement. Once the pact is signed, this latter unit will be given 10 days to okay the contract. After these negotiations, the RWG expects to huddle with package producers and work out still another MBA to cover them.

CBS To Preempt IAMS, Instant Listener Tester

NEW YORK, Nov. 6.—With mounting industry interest on use of electronic audience measurement devices, the Columbia Broadcasting System (CBS) this week was preparing for an early demonstration of its long-awaited instantaneous audience measurement system (IAMS), as several possibilities for its use were being discussed. A public demonstration is now definitely set for "some time before January 1," according to Oscar Katz, CBS research chief. Katz stated flatly that CBS would not utilize IAMS on private operating basis, but that one of several current possibilities probably would be selected.

One of these has CBS considering farming out models of IAMS to each of its owned-and-operated stations, and possibly to as many of its affiliates as desired it and could be supplied. Another prospect is the outright sale to a private research organization. It is known that Broadcast Measurement Bureau (BMB) also is considering use of a speedy research method, and a possibility exists that a deal might be made with CBS for use of IAMS. Finally, CBS is not averse to potential use of IAMS as an industry-wide device, operated on a co-operative basis for the benefit of all sections of broadcasting.



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STARTING NOVEMBER 11*

FULL REVIEWS OF RADIO TV

CBS Telemen Election Cast Wins Laurels

Epochal Report of Epoch

By K. Kemper

No reviewer, however calloused, could possibly string along with the Columbia Broadcasting System (CBS) telecast of the elections for 16 hours without winding up with complete admiration of and respect for the determination, energy, resourcefulness and stamina of the entire CBS staff. It was epochal reporting of an epoch.

Prepared for possibly a four to five-hour telecast, CBS-TV's over-all objective was a straight reporting job. This it did thoroly and well. If there were no unusual gimmicks or evidences of top showmanship, if there was a lack of imagination, it was because of the determination to report developments as they occurred.

Eight Cameras

Eight strategically located cameras were used. Three were outside New York—in the city room of *The Baltimore Sun* papers, in GOP headquarters in the Statler in Washington, and in the city room of *The Philadelphia Bulletin*. Three in the city were in traditional Times Square, Democratic headquarters in the Biltmore and Republican headquarters in the Roosevelt. Two more—and most important—were in CBS election headquarters.

The telecasters undoubtedly figuring they had to be back in CBS election headquarters as soon as the polls on the East Coast closed, the home TV audience had to digest its coverage of Baltimore, Washington and (See CBS Telemen on page 10)

AM Outstrips TV in Over-All Nat'l Coverage

Bears the Big Burden

By Jerry Franken

Altho television, in the East especially, may have stolen the limelight in covering this week's election, it was still AM, primarily via the four national networks, which served by far the greater part of the country with the latest returns. This was a "radio special." The terrific dog fight between the two presidential candidates, the uncertainty of the outcome and the tardiness of returns, meant that daily newspapers were under an enormous handicap in delivering last-minute news. That threw the onus on radio, which responded with an heroic job. The impact on listeners was greater than the combined impact of all the air's who-dunits.

Certainly there could be no choosing as to which web did the best job, altho the Mutual Broadcasting System (MBS) scored one notable beat with an exclusive interview with President Truman, for his first post-election statement, aired on the Mu- (See AM Outstrips on page 10)

Broadcasters, AM and TV, In Historic Election Job

NEW YORK, Nov. 6.—The broadcasting industry, AM and TV, this week chalked up what may well go on the records as its outstanding news-public service job via its reportage of the national election. Not since Pearl Harbor has the industry been confronted with so momentous a development, and its handling of the situation—even with some warranted criticism—was a smashing success.

To the AM mob, elections may be familiar stuff. But the TV side met its first major "unpredictable" special event in equal style. Because of the importance of the event, *The Billboard* assigned one staff man to each New York City television station, with branch office editors handling like chores in Los Angeles, Chicago and Detroit. Their reviews, together with a round-up review of AM coverage, appear on these pages.

The industry people who handled this terrific job rate a bow—herewith extended. And so do the reviewers, who stuck to their video screens on the historic 16-hour vigil, or at least we think so.

NBC's Socko Election Job Hits High Mark in All Out Pubserv Video Coverage

By Joe Csida

If the National Broadcasting Company (NBC) television job on the 1948 national election isn't a new high in public service programing, it will certainly do till the next major world event comes along. Bill Brooks, NBC's news veepee; Ad Schneider, NBC's director of television news; Bill Garden, producer-director, and all the crew, as well as the announcing and interviewing staffs of WNBT, can take well-earned bows for their efforts. The *Life* lads, too, contributed substantially to an excellent over-all job, the more about magazine and newspapermen on TV later. Briefly, this NBC-*Life* team-up on the Truman-Dewey battle will go down in TV history as one of the medium's most successful efforts.

WNBT was the only station to carry the election from 9 p.m., Tuesday evening (2), uninterruptedly right thru to 11:38 Wednesday (3) morning. And even thru the deadliest hours of that 15½-hour stretch (roughly from 5 a.m. thru 9 a.m. when voting returns had slowed down to the merest trickle) the NBC-ers managed to keep interesting program fare on the tube.

Focal Point

The focal point for the WNBT telecast was the web's huge studio 8H, where a huge blackboard, electric

scoreboard, cloth boards on which cardboard cut-outs were "plastered," and just about every other conceivable device was used to picturize presidential and congressional balloting. The studio itself made the ideal stage set for this show. The literally hundreds of workers (tabulators, score-markers, radio announcers and copy boys), the camera crews, as well as the announcers who were on the tube the major part of the time, all created a general atmosphere of hubbub, tension and excitement which made the ideal background for the show. And Schneider and Garden were extremely wise in setting up cameras so that wide-angle long shots of vast sections of the 8H operation could be shown, and a solid picture of the scope of the project could be created by adroit panning.

At the central 8H desk Ben Grauer, Jim Stephenson and John Cameron Swazey alternated for WNBT (with Grauer handling it most of the time), and Sid Olson, Jim Shepley and Sid James alternating for *Life*, with Olson carrying the bulk of this load. Grauer did an outstanding job, and Stephenson, who took a large chunk of the death watch, turned in a fine bit of ad lib chatter under tough circumstances. 8H also took a few of the special interviews as they popped up. The big fault here, and one which (See NBC-*Life* on page 16)

Election Hooperatings, AM & TV

NEW YORK, Nov. 6.—The four major networks co-operated this week in obtaining special Hooperatings on election night, which were reported to the Hooper office by phone upon completion. The statistical job was finished the next day, and the ratings were in the hands of the nets Wednesday (3). Hooper paid for the calls, the networks for the telegraphic reports.

The AM figures are a three-hour average, 8 to 11 p.m. on a national basis. The TV figures are for New York City only, in a separate survey made for the National Broadcasting Company (NBC). The TV figures are a two-hour average, 9 to 11 p.m. Here's the story:

Network	NBC	CBS	ABC	Mutual	Others
Rating	15.8	14.1	11.4	7.0	6.4
Share Audience	28.9	25.8	20.8	12.8	11.7

Station	WNBT	WJZ	WABD	WCBS	WPIX
Ratings	32.3	15	13.6	8.2	5.0
Share Audience	43.6	20.2	18.4	11.1	6.7

TV sets in use, New York City: 74.1.

WPIX Shots Mixed Studio Acts, Returns

Joe Belton Outstanding

By Sam Chase

Election coverage by WPIX, only indie tele station in New York covering the event, attempted to combine entertainment with an historic event, and the result was eight hours and 22 minutes of spotty video fare. The entire evening was under the sponsorship of Ehler's Coffee, which shelled out an estimated \$35,000 for the rights.

Five basic points of origination were used: Democratic and Republican headquarters, in the Biltmore and Roosevelt hotels, respectively; Times Square, under the marquee of the Paramount Theater; *The Daily News* offices, for news coverage, and a WPIX studio for entertainment, as a change of pace.

The basic job to be done, coverage of the election, could have been done about as well without the vaunted aid of the station's parent organization, *The Daily News*. Basically, the WPIX pundits relied upon bulletins from the major wire services. The commentary, in most cases, shed little (WPIX E-Night Work on page 18)

Election Night Clicks Grabbed By Coast Video

Coast tele rolled up its sleeves and tackled its first national election with impressive spunk and drive. Of Hollywood's four video outlets, KFI-TV, Paramount's KTLA and Don Lee's W6XAO (KTSL) fought for the election night audience, while KLAC-TV, latest to join the local tele ranks, decided to stay dark, leaving the battle to its better equipped colleagues. KTLA claimed the endurance record, coming on at 6:30 p.m. election day and staying with the job until after Governor Dewey's concession 15 hours later. Both KFI-TV and Don Lee's W6XAO took to the air at 6 p.m. Tuesday (2), former going off at 3:45 a.m., while latter blacked out at 4:29 a.m. While neither of the two chalked up as many air hours as KTLA, for the most part, they appeared better organized in handling the job.

Don Lee's W6XAO worked with the ease and precision of a smoothly oiled machine to deliver the night's best example of what tele can do. It rolled four cameras into *The Los Angeles Examiner* and accomplished its purpose of giving viewers the pulse and excitement of a metropolitan newspaper on election night. To give returns, W6XAO focused its cameras on a huge blackboard chart in the city room where the latest figures were listed according to States and candidates. Returns were painted black-on-white in a clear and legible fashion and made for a sharp image as the cameras swung across the vast board. Interpreting the returns as well as reading them aloud for eye-weary viewers was Harry Flannery (former Columbia Broadcasting Sys- (See Election Night on page 16)

TOP JOB ON NAT'L ELECTIONS

W. Winchell, Pearson Lead ABC Coverage

Web's Pattern Approach

By Ira Hecht

WJZ-TV, New York metropolitan outlet of the American Broadcasting Company's (ABC) Eastern tele network, concentrated its 14-hour video coverage on a battery of its top commentators in a patterned plan of presenting results as developed by ABC in the 1944 elections. Highlight of the show was the tele debut of gabbers Walter Winchell and Drew Pearson, who, in addition to fulfilling their parts in the pattern, engaged in a bit of seemingly friendly rivalry that added interest to an already interesting show.

Two patterns characterized the ABC coverage, planned and executed by Tommy Velotta, veepee in charge of news and special events for the web. In the first place, each commentator handled a specific aspect of the returns. This served to crystallize events and avoid confusion for viewer-listeners. As a second phase of this pattern, ABC presented the commentators with particular attention to vocal and dramatic balance. For example, Winchell's staccato delivery and Pearson's dynamic style were separated by the calm deliberateness and authority of veteran gabber Elmer Davis.

The second pattern concerned the timing of returns. The popular vote for the presidency was presented every five minutes. Analyses of the electoral votes were given approximately every half hour, and a summary of the Senate and House contests followed. Thus ABC achieved the effect of a complete package during each time segment of the show, albeit most of the camera action for all of the packages took place in the same studio-newsroom setting.

Commentator Chores

Winchell handled bulletin news on the quarter-hour, Pearson predicted trends, Davis concentrated on the electoral voting, Don Gardiner reported the popular vote, Erwin Canham summarized the gubernatorial contests, Martin Agronsky covered the Senate and John Edwards kept pace with the House races.

Meanwhile, George Gallup and Gordon Frazer, in interview style, interpreted the trends as they developed, lending to the early returns an air of authentic, expert analysis. As the Truman million-vote margin continued, however, the pollster found it rather difficult to justify his predictions, spoke of the possibility of the election going to the House of Representatives, admitted it was becoming quite a horse race, and drew a parallel with the 1916 election.

Each of the commentators contributed in his own way to a general heightening and sustaining of interest. For example, the Winchell-Pearson attempts at starting a Benny-Allen feud, Elmer Davis's comment at 10:37 p.m. that "this is the first election in 32 years that could not be predicted with confidence at 10:37 p.m.," and Walter Kiernan's concentration on the humorous aspects of (See ABC ELECTION on page 18)

Election Sidelights

One of the big bloomers of the election, The Chicago Tribune's extra edition proclaiming the election of Tom Dewey, was appropriately noted in the WOR-Mutual Broadcasting System (MBS) coverage. This despite the WGN-WOR MBS partnership.

WPIX, The Daily News television station, gave a considerable number of free plugs to competing newspapers. As new editions of other New York morning papers were released, their front pages were televised for WPIX viewers. Included were shots of the Mirror, Herald Tribune and Times, besides The News. In addition, the station had frequent pick-ups from Times Square, with cameras frequently focusing on the moving news sign on the Times Building, allowing viewers to read the latest flashes. Announcer Guy Lebow did a rave on the sign, even recounting its 20-year history and the number of bulbs involved.

Engineers at the Columbia Broadcasting System were faced with an unexpected problem in setting up shots of two Nash autos for the sponsor's video commercials. Seems the cars' shiny finishes reflected the cameras and crews. Solution was buttermilk which, when applied, cut out the glare and reflection.

Don Walsh, of the Steve Hannegan office, made the rounds of the television stations, carrying cases of Coca-Cola (a client, of course), which he left free. The move paid off, as Walsh expected, for as the grind developed, virtually every station carried numerous shots of commentators gulping down coke.

Living 1948, the Gallup show on the National Broadcasting Company (NBC), has junked its previously announced show for tomorrow afternoon (7), and in its stead will air an analysis of how the pollsters went wrong.

The first time the tele stations picked up Democratic Chairman J. Howard McGrath from the Biltmore, NBC was late getting on the air. While all the other announcers vamped till ready, NBC gabber John MacVane went into his intro of McGrath. The latter waited patiently, then came on, for all stations to hear, saying "Thank you, John MacVane."

A couple of networks are known to have approached Mrs. Tom Dewey about three months ago to record a victory statement to be used after the expected landslide. Mrs. Dewey refused, showing that feminine intuition may be more reliable than the latest polling methods.

Between 10 and 10:30 p.m. several newsreel firms, including the tele newsreels, posed politico James A. Farley at the Biltmore, and Farley freely issued for them a statement conceding to the Republicans and congratulating President Dewey.

Det. TV All Out on Elections; WWJ Preems Hand-Made Relay

DETROIT, Nov. 6.—Surprise outcome of the election proved a test in the adaptability of television. Both WXYZ-TV and WWJ-TV stayed on the air all night until 6:30, and phone calls were reported from listeners at that hour asking for the show to continue.

The major technical innovation for the event was the first public use of its own micro-wave relay by WWJ-TV, necessitated by the fact that American Broadcasting Company (ABC) had prior rights to the use of

Page Geo. Gallup

NEW YORK, Nov. 6.—The Mutual Broadcasting System (MBS) this week could claim some kind of crystal-gazing honors among the webs. As its chief election analyst, MBS had Dr. Louis Bean, whose book, *How To Predict Elections*, earlier this year prophesied the downfall of the Dewey ticket. Also on the Monday *Kate Smith Speaks* show, Ted Collins, with no qualification whatever, signed off with these words: "And Harry S. Truman will be re-elected and sworn in as president in the White House January 20."

Anybody at Mutual got a hot tip on the second race?

the standard relay from Toledo to Detroit, and it was not available for the National Broadcasting Company (NBC) show to be fed to WWJ-TV except between 8 and 9 p.m. The mobile unit, with four men, was set up at Newport, Mich., about 35 miles south of Detroit, in a grain elevator, with the network show fed thence direct to the video station in the Penobscot Building here, completely by-passing the standard telephone company relay for that leg of the transmission.

This arrangement gave Detroit two network shows available, with cuts in for local news as allowed by the net schedules.

WJBK-TV concentrated on half-hour telecasts of charts and graphs, and direct newsroom coverage thru the new tie-up with *The Detroit Times*, and lost one round to WWJ-TV, just before sign-off time for the latter's remote crew around midnight. WWJ-TV concentrated on its man-in-the-street style of coverage from the Book-Cadillac Hotel, and spotted Sen. Homer Ferguson, key figure in a hotly disputed Michigan race, leaving the hotel.

Johnny King, of the station, followed him via taxi a couple of blocks to *The Detroit Times* office, where WJBK's cameras were situated. There Ferguson was due for a pre-arranged broadcast. Camera trouble developed and King was able to grab him right away from the rival station cameras to head back to the hotel for WWJ-TV.

DuMont, Mag Tie-Up Fails To Impress

Showmanship Lacking

By W. D. Littleford

There is little doubt that the night of November 2 proved that television, if not already, soon will be the greatest of all mediums to give the voter the up-to-the-minute thrills, the color and the most comprehensive grasp of a national election drawing to a conclusive finale. But how far television broadcasters can go in tying up with magazines, newspapers or other news-gathering organizations remains a moot question. At least the DuMont *Newsweek* marriage beginning on the night of November 2 should be a caution signal to broadcasters.

Tuesday may be the logical day to get out the voter, but it is the worst day for a news weekly. Besides being involved in a complicated television show that will come around only once every four years and besides having to be most conscious of its editorial prestige, *Newsweek* had Thursday readers, and consequently a special issue to think about even tho *Newsweek* normally goes to press Monday evening.

It would be unfair to criticize James Caddigan, DuMont's director of programing, for the fact that the entire election performance reflected too much of *Newsweek's* cautious reporting and conservative "periscoping" and too little DuMont showmanship. Perhaps this fault would not have been so noticeable if the election decision had not dragged on at least eight hours after the most conservative planners would have allowed. But showmanship could have carried the audience thru. *Newsweek* staffers didn't have it. DuMont and Caddigan apparently didn't have a say.

Coverage Set-Up

Next, and perhaps Caddigan should share the blame, magazine artists need not necessarily be kept off television, but their work must be "proof-read" thru a television camera. At least 75 per cent of the broadcast was from the *Newsweek*-DuMont set in the John Wanamaker store studio (DuMont Studio A). The set was compact, beautifully equipped with maps, charts, graphs and all kinds of illustrative tools which were in turn manned by Ernest K. Lindley, chief of *Newsweek's* Washington bureau; Kenneth Crawford, *Newsweek's* columnist and political analyst. (See LACK OF SHOW on page 18)

He Ain't Kidding

NEW YORK, Nov. 6.—As one of its election features, the Mutual Broadcasting System (MBS) presented a three-man round-table involving John B. Kennedy and John Wingate in New York and Fulton Lewis from Washington. Wingate, describing conditions in Democratic headquarters, said, "They are getting livelier and awake here, and I could go to sleep myself."

Kennedy jumped right in, reporting "Not while Abe Schechter (MBS news chief) is around, you won't."

CBS Telemen Election Cast Wins Laurels

Epochal Report of Epoch

(Continued from page 8)

Philadelphia all in half an hour, between 8:30 and 9 p.m. This was unfortunate, because these cities were not picked up again and because a wide variety of personal interviews with well-known figures proved to be the most interesting single relief from the sometimes tedious reporting of returns. More from Sen. Margaret C. Smith, of Maine, and GOP National Chairman Hugh Scott would have been desirable, and better still, a retake of them about midnight or early in the morning would have been effective if possible. More of Harold Stassen in Philadelphia, too, would have been useful. He made a strong figure on the screen and his popularity generally would seem to have demanded more of this time during the election telecast. Nevertheless, this was interesting stuff despite the brief takes.

McGrath Well Handled

Relief spots in New York were handled several times thruout the telecast. The handling of Democratic National Chairman McGrath and India Edwards (in charge of women's division, Democratic Committee) was exceptionally well done. McGrath was particularly good for television. Over at GOP headquarters, too, Herbert Brownell was equally effective. As the evening and morning wore on it became obviously more difficult to overcome the growing anxiety of those at the Republican center. One high spot here developed when John Shafer managed to buttonhole a Swedish correspondent when the outcome was still a toss-up. This gentleman, on being asked what he thought of the election, said: "Your democracy is real democracy," or words to that effect. It was a moving moment.

At Times Square, Gil Fates found that the old place didn't develop anywhere near the excitement or crowds expected. Thus it was a struggle to make something out of it. The last and best take was in the wee hours on the deserted square when Fates and "Abe," a taxi driver, had a man-to-man summary of just what happened to Dewey.

Possibly circumstances did not permit, but it would have made for better television to have made more frequent takes of these spots.

Confusion at CHQ

For the first hour or so, CBS election headquarters in the large Studio 22 presented a confusing picture. The studio and its facilities were set up to expedite the CBS AM network coverage, with some 130 people working, plus 65 more on maintenance, 34 telephones, 11 teletype machines, six electrical comptometers, six markers for tally boards and three TV cameras. This was the atmosphere Douglas Edwards and Lyman Bryson

WAAM-TV on Air One Day, Goes Round the Clock

BALTIMORE, Nov. 6.—Tele station WAAM here claims a new record for its election night coverage totaling 23 hours and 5 minutes of uninterrupted programing. The amazing aspect of the feat was that it occurred on the station's second day of operation.

The job of assembling, installing, testing and keeping the brand-new equipment on the air for the unprecedented stint fell to chief engineer Warren Braun. Program Director Ted Estabrook staged 10 live shows and several film shows during the session, much of which was sponsored. Other key personnel responsible for the record included Herb Cahan, operations chief; Army Crant, commercial manager, and Fred Allman, executive veepee.

had to cope with. On top of this, Edwards had a bad time reading the returns from the big board because of the distance and the glare and the markers themselves. He had to resort to a pair of binoculars. When the camera tried to go along with the board with his comments it became more confusing for the viewer because the board was so wide that when the camera moved right from the name of the State to the percentage of returns (the Dewey total, the Truman total, etc.), it was practically impossible to follow. Gradually the viewer and the CBS staff became adjusted to the situation, the former better able to follow a difficult camera shot and the latter having more savvy on what to show.

The best break the TV crew had was the United States map next to the big boards. It proved to be excellent television largely because it was small enough for the camera to catch practically the whole map and simple enough to follow the voting easily without trying to figure the difference in the number of votes per State as they were read off. In starting the map was blank except for heavy State boundary lines. As the periodic returns came in, each State was covered with a card indicating what party was leading at the time. To make it even easier, there was an electric bulb pegged in every State. This would flash whenever a report or comment was being given on that State. It proved to be tremendously interesting to watch the changes take place.

Floor Interviews

Edwards and Bryson spelled each other on the return reporting job and in picking up interviews on the floor. The latter were very good. In this phase the top AM analysts and commentators, seated in a bank facing the tote board, added a great deal of interesting information and helped in the interviewing. Ed Murrow was particularly able in this with his interviews of Jim Farley, Norman Thomas and others. Eric Sevareid did a splendid job with the congressional race information and analysis. It became increasingly pronounced that for successful televising of as important a public matter as this, the telecaster must surround himself with men of unusual qualities. They must be experts in the field so that they can comment and interpret with confidence at all times. They must have at least some sense of showmanship, both verbal and visual in order for the TV audience properly to evaluate each situation. They should be "screenable"—have an appearance and manner that provokes respect and sympathy from the viewer.

Over in Studio 41, CBS-TV had no interference. Here Quincy Howe was clearing house for all election information as it applied to the local congressional contests primarily and to

AM Outstrips TV in Over-All Nat'l Coverage

Bears the Big Burden

(Continued from page 8)

tual newsreel, Chester Heslep, the Mutual man at H.S.T.'s Missouri headquarters, set this one up. He previously had been the first to report Truman's return from Excelsior Springs.

International Pick-Ups

Mutual, under Abe Schechter, aired pick-ups from 400 points, a staggering total. The web also supplied the British Broadcasting Company (BBC), the Canadian Broadcasting Company (CBC), the French Broadcasting System (FBS) and Radio Belgrano, Argentina, with coverage. The State Department's Voice of America used the Columbia Broadcasting System (CBS) coverage.

All four networks threw regular scheduling aside, altho CBS used some of its regular morning features—Jack Sterling, for example—interrupting with bulletins. This interfered with those durable enough to listen clear thru. The National Broadcasting Company (NBC) made no such error, and via its 16-hour straight election coverage, under Bill Brooks, did a stand-out job. NBC, via a new tally system devised by Syd Eiges, its press vice-president, was clearly ahead on voting totals a number of times thruout the long stretch.

Bargain for Sponsors

The sponsors who bought the network returns—Nash on CBS, Curtis Publishing on Mutual, Chevrolet on NBC, and Kaiser-Frazer on the American Broadcasting System (ABC)—got a far greater bargain than they calculated. Everyone—except President Truman—expected the story to end soon after midnight. Instead, its mounting interest served to maintain the audience long after the wrap-up was expected.

Indies in New York joined the parade in extending themselves. WQXR stayed on the air all night, the first time in its 20-odd years on the air. Returns were furnished by the station's owner, *The New York Times*, and analyses were done by the paper's staffers. WNEW pulled a new wrinkle, making long-distance phone calls to prominent people in all quarters of the world, recording the interviews and airing them. WMGM's George Hamilton Combs did a one-man marathon job, on the air continually for almost 17 hours.

the State of New York secondarily. His maps, charts, photographs and blackboards were extremely understandable and obviously planned solely for television. The most interesting local races (those involving American Labor Party candidates) were especially well developed. It would have been complete had the districts in New Jersey, Westchester County and Long Island been treated as part of the "local" situation.

Commercials Feeble

The Nash commercials left a good deal to be desired despite the inimitable Red Barber. No attempt was made to associate them with the election. This tended to dissipate interest. The sometimes lengthy industrial films of the Nash plants and car couldn't hold attention. Under the circumstances Barber's sequences were better mostly because of his ability and personality. Here, too, the selection of Cannon-Ball Baker as the professional expert on cars was ill-advised. Baker holds all sorts of records in all kinds of automobile

Democrats' Sweep Assures FCC of A Liberal Policy

(Continued from page 5)

will not return to Capitol Hill next year.

A major factor resulting from the election upset is the reduced role of Sen. Charles W. Tobey (R., N. H.) in the new Congress. Decision as to whether to continue a probe of Radio Corporation of America (RCA), launched by Tobey, will be left to Johnson, who will probably poll the committee as a guide.

A broad investigation of the communications field by the Senate group appears certain to go ahead. Authorized by retiring Chairman White, the probe had bi-partisan support. This investigation is not expected to be hostile.

The restoration of Democratic control in both houses of the next Congress not only puts the Harness committee out of business, but it will depose Rep. John Taber (R., N. Y.) from chairmanship of the House Appropriations Committee and thereby give the commission a better break on money outlays. Replacing Taber will be Clarence Cannon (D., Mo.), much less inclined to wield an ax over budgets than the New Yorker. Prospects are much brighter this session that FCC will get its hoped-for \$300,000 to probe the telegraph industry, a sum completely knocked out by the House session. More funds to handle TV developments also seem likely.

HARNES PROBE

(Continued from page 5)

(R., N. J.), who may urge that the group continue the probe. In this he is likely to be joined by J. Percy Priest (D., Tenn.), a frequent critic of the FCC. The odds, however, appear against them.

Another powerful opponent of an FCC probe is Rep. Sam Rayburn (D., Tex.), slated to resume his former post as House majority leader. Along with Sabah and Mike Monroney (D., Okla.), Rayburn fought against creation of the Harness Committee.

FM BUS RATE

(Continued from page 5)

has a hand in national sales, but also handles equipment sales and gives consultation services, is owned in part by *The Houston Post*, the Yankee Network, WWDC, Washington, *The Cincinnati Times-Star*, *The Baltimore Sun*, and *The St. Louis Star Times*.

competition, but he is not convincing on television. It would be foolish, however, to say that a large percentage of the TV audience turned off their sets without being impressed with the body welded to chassis, the roominess, the air conditioning, the gas economy and the features that are standard equipment.

Over-all, CES-TV and its entire staff can be proud of the part they played in bringing this national election to viewers as they had never seen or heard it before.

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So, if you want your products guided in the groove of the fine music mellifluously introduced by America's Number 1 record raconteur—which incidentally means a sell-out of the huge Chicago market and all its environs where WMAQ's powerful signal is regularly received—buy the flying discs on which the magic personality of Dave Garroway sails out twice each day. WMAQ, Chicago, is the take-off point... and Dave hits the whole Midwest with reports on your products before the day dawns.

THE NATIONAL BROADCASTING COMPANY



Under 21

Reviewed Friday (29) 8:30-9 p.m. Sustaining on WBKB, Chicago. Produced by Television Advertising Productions, Inc., Don Faust, producer in charge. Directed by Lorraine Larson. Emceed by Oscar Katov.

Presented with the co-operation of the *Chi Sun-Times* and featuring Oscar Katov, conductor of the paper's *Under 21* column, this show attempts to give a cross-section of activity of talented youths in a setting woven together with planned production and direction. After getting off to a bad start the first couple of weeks the show caught had plenty of polish and only a few bugs remaining. Noticeable still, however, is an attempt to present too many facets of youthful endeavors. Show still could have had enough entertaining material if some features had been eliminated.

Production thread for presentation of amateur and semi-pro talent in a simulated clubhouse setting. The show caught presented a young imitator, an instrumentalist, a discussion of current youthful affairs, a gal singer and a short original dramatic bit. Altho a workmanlike effort was made to weave together this mixed program material with smooth visual and oral translation, the conflict was still noticeable.

It might prove more worthwhile to devote one night to drama, one to variety, one to the musical, etc. With such a division, the material would be easier to follow. And if one show is devoted to drama periodically, we suggest that instead of original material, video adaptations of well-known dramatic vehicles be used. Five-minute dramatic bit on show caught suffered from a poor script even tho two actors, Allen Price and Erita London, showed promise.

Tops among other talent was Betty Lou Green, who has been a vocalist with pro dance bands. For her and other performers direction, camera work and production planning was good.

This series has promise of good programming for WBKB and promotional value for the *Sun-Times*. But it seems a shame to cut into discussion by alert youngsters because another type of material has to be presented. *Cy Wagner.*

Dollars and Sense

Reviewed Monday (25), 8:05-8:30 p.m. Originated for Midwest ABC video net by WENR-TV, Chicago. Aired by WENR-TV; WEWS, Cleveland; WTMJ-TV, Milwaukee, and WXYZ, Detroit. Producer, Greg Garrison; emcee, Cliff Norton; emcee's assistant, Charles Mountain; writer, Nancy Goodwin.

One of the better audience participation video programs to be aired here, this show scores for one special reason—its material is visual. Despite the obviousness of this truism, other shows of this type here have failed because they relied too much on gimmicks usable in radio but not in visual medium. The show is wacky at times and corny at others. The gimmicks used were nothing exceptionally clever, costly or unusual. But because of its fast pace and maintained level of humor, the show holds interest and should build an audience.

Format of the program is implied in the title. Monetary prizes are given to winners of contests between participants involved in stunts based on use of the various "senses," and for the purposes of this show, liberty is taken with the usual definition of the senses to include contests based on sense of humor, sense of balance, sense of imagination, etc. One of the better stunts involved two couples trying to put on Halloween costumes pulled at random from a grab bag. Others included ducking for apples,



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Television Talent Test

Reviewed Saturday (October 30), 6:15-6:45 p.m. Style—Variety using amateur talent. Sponsored by Packard-Bell Radio Corporation, Televised by KFI-TV, Hollywood, while simultaneously broadcast on KFI and KFI-FM. Abott-Kimball, agency on account. Producer, Bob Raisbeck (for agency); director, Robert Livingston (for station); music, Dave Harris; announcer, Harry Koplan.

By all standards, KFI's first attempt to present a show on all three mediums (AM, FM, and TV) came off well. While the tele viewer had the distinct advantage of visual entertainment, the station was sufficiently adaptable to make for easy radio listening without sacrificing talent's potential. Production-wise, *Talent Test* is probably the best offering delivered by neophyte KFI-TV to date and shows promise.

Taking the tried-and-true amateur hunt formula, the station worked up a neat script having a slight story line faintly reminiscent of musical comedy. Six competing contestants did their stuff effectively, introed by veteran radio comic Cliff Arquette, who emceed the show. A mythical park setting was used, with Arquette playing a cop who brought acts on with a minimum of lagging. Arquette appeared a bit stiff at times and could use lines which would give his talents more chance. For a change from amateur talent, Arquette could be given a solo spot, delivering one of his specialties or radio characters previously created. Such gimmicks as a uniformed band, lovers strolling thru the park, plus kids at play, helped create an authentic illusion. Winner was selected by studio applause.

Commercials Good

Commercials for Packard-Bell radios, phonographs and video receivers were effective. Opening plug was handled by announcer Harry Koplan, who worked sans script as cameras flashed to various P-B products. Other integrated-plugs were delivered by two kid contestants, Arquette and Koplan. The one using moppets was a pip, giving the announcer plenty of leeway to demonstrate the gadgets as kids asked questions. Here again the odds favored TV viewers, but radio listeners benefited as well.

Camera work was good, altho more imagination in lens shots would help. Close-ups ranged from good to fair. Close-ups were interesting, but medium shots were blurred and ineffective. Over-all production was smooth, reflecting considerable planning.

A comparison between the AM and TV audience should convince bank-rollers of the sales advantage to be gained thru video. By getting coverage in both mediums, the sponsor has a strong two-way prong to reach the consumer market. Success of this series should encourage other local bank-rollers of standard airshows. *Alan Fischler.*

pushing pumpkins with broomsticks and men making women's hats.

Sets and costumes and make-up of Norton and his assistant were good. Same thing could not be said for camera work, however, which included shots out of focus, cutting participants out of frames and general slipshod work many times thru-out the program. *Cy Wagner.*

UN Casebook

Reviewed Sunday (October 31) 6:30-7 p.m. Style—Sustaining via WCBS-TV, New York, thru co-operation of the United Nations. Producer, Joseph Lerner; director, Don Hewitt.

The Columbia Broadcasting System (CBS) tele staff has attempted in *UN Case Book* a much-needed public service show, but obviously the gesture didn't go much beyond providing the time and Lyman Bryson as moderator. The bulk of the show, in this instance Chapter 6, was a film showing what a social worker is "really up against" in some parts of India. Bryson then conducted a repetitive, dull interview with three UN social workers, an Indian, Chinese and French woman, with all participants sitting in stilted fashion thru-out.

A reading of UN charter aims by actress Peggy Ashcroft opened and closed the stanza. Camera work on close-ups of the leather-bound case book was good, as was the title-piece film showing the flags of all nations on a rotating globe followed by close-ups of representative people of all nations.

India's Problems

The film of India's problems concentrated on those faced by social workers and was made as a recruiting aid. Its musical accompaniment was dreary, in keeping with the general conditions of poverty, superstition and ignorance shown. The tone of the piece picked up as the case worker began to make progress, albeit slow, and as she learned, in the language of the narrator, "to teach by doing." Generally speaking, however, its recruiting value is a question mark in view of its discouraging picture of the hardships to be encountered.

With all of the color, diversity of customs and genuine human interest material to be found within the global framework of the United Nations, it would seem that the UN-CBS venture has yet to put its best foot forward. *Ira Hecht.*

H. R. Knickerbocker

Reviewed November 3
Participating Sponsors, Prestolite
Batteries and Pepsodent
Via WQR

Wednesday, 7:30-7:45 p.m.
Writer-commentator, H. R. Knickerbocker.

One commentator who is adding little constructive to the pontificating already being perpetrated on the patient radio audience is H. R. Knickerbocker, who earned his wattle as a Hearst foreign affairs expert and now is airing his views over WQR. Knickerbocker utilizes an almost lazy delivery to conceal some highly inflammable ideas, which Up-ton Close at his worst hardly approached.

For instance, who would believe, so soon after the bitterness of the recent war, that a commentator would openly urge our national leaders to encourage the Japanese to love us and believe we will be the victors in the "third world war," so they will become our ally. Another indelicate suggestion Knickerbocker made was for the arming of 40 to 60 European divisions to be ready to fight the Russians until the United States can

What's on Your Mind?

Reviewed November 3
The New York Times
Via WQR

Wednesdays, 9:30-10 p.m.

Producer, chairman, Delbert Clark; announcer, Peter Allen. Question: "Are movie audiences getting what they want?" Guests: Florence Eldridge, Walter Wanger, Clifford Odets and Bosley Crowther.

With the prestige of its parent, *The New York Times*, behind it, WQR has been able to corral some highly literate and personable guests to grace its forum show, *What's on Your Mind?* This week's stanza featured Florence Eldridge, Walter Wanger, Clifford Odets and *Times* movie critic Bosley Crowther, in a discussion of Hollywood films and how they fulfill the demands of the audience. Delbert Clark, of *The Times*, was the moderator.

Perhaps it was the nature of the guests, or the hallowing influence of WQR, but this was a genteel discussion indeed, with little heat generated. However, heat or no, there was considerable spark, and the show proved one of the more interesting talkfests in recent months. With the production, writing, acting and critical ends of movie-making involved, a well-rounded discussion ensued.

Among the topics touched on with detail were the effect of the economics of movie-making on the end product, in terms of quality and content. Also included were topics such as the industry's distribution set-up, the role of audience research, fear of boycott and censorship, and why better pictures are not made. On the latter point, Crowther compared the product put out by Hollywood with cheap candy sold on a vast basis, which dulls the taste senses of the purchaser to a more delicate product. Miss Eldridge also compared the situation with that formerly existing with the road, in legit, in which people were cheated so often, they finally lost all confidence in the product.

Interestingly, the very same topics were treated in less detail via the documentary technique, in a Columbia Broadcasting System (CBS) documentary which followed immediately after this show ended. Of the two, while the CBS version showed potent scripting and production, and was far more listenable on a popular appeal basis, the WQR version nevertheless contributed more basic information. At least it made the listener who also heard the CBS version feel that most of its material was primer stuff. *Sam Chase.*

rain atom bombs on Russia's head and heart.

Election Analysis

Indicating one can expect anything conciliatory out of Knickerbocker's future broadcasts was his long-range analysis of what's to come, following the election. "From now on," quoth he, "it is Truman and the American people versus Stalin. . . . The prize is the world."

If there isn't a code to cover this kind of stuff, there ought to be. American radio, via self-control, should see that it does not lay itself open to justified charges of warmongering from critics who would seize upon such fodder with glee.

While it does not lie in the station's province to exert censorship over a gabber's copy, the broadcasters certainly must be alert to the type of characters they permit to come before a microphone. This is particularly true of a type such as Knickerbocker, considering the only too recent elimination of virtually all commentators bearing a liberal tag, some of whom were dropped by the very same WOR. In addition, it would seem prudent on the part of sponsors to hear what sort of views a speller is prone to spout before jumping on board even to the extent of an announcement. *Sam Chase.*

Fashion Story

Reviewed Thursday (November 4), 8-8:30 p.m. Style—Drama. Sustaining via WJZ television network, New York. Producer, John Nasht Associates; co-producers, Gene Seagle and Billie Gould; writer, Rosemary Roth. Cast: Marilyn Day, Aina Shields, Dennis Bohan, Roger Stearns (at the piano).

The American Broadcasting Company (ABC) has added a slight story line and a bit of music to what is basically a fashion show, and the result is a promising one. With half dozen participating sponsors involved, the thin yarn permits their products to be scanned in the course of showing activities in a modeling agency. Marilyn Day plays the part of Lucky Marshall, a young gal starting on a modeling career with the hope of eventually getting into show business. This provides her with the opportunity to warble some popular ditties.

The conflict in the story line is provided in the form of the firm's bossman, who proved a gruff young sprout, and gave the heroine a bad time. The end of the initial show had Marilyn well on the way to taming him, however, so some new problems, probably romantic, undoubtedly will crop up. Miss Day, incidentally, is a pert young lass with a fair voice, excellent delivery and style and a superb chassis, all of which add up to a lively video personality. The remainder of the cast, by and large, delivered meritorious performances.

Model Gimmick

The model agency gimmick paid off as a legitimate excuse to parade the assorted dolls around in their various gowns as "rehearsals" for a fashion show to come. The description of the material was read, off camera, as part of the rehearsal. Miss Day's songs were brought in with better motivation than is usual for a plotted program, for the "agency" boasted a pianist, who encouraged the lass to warble during modeling breaks.

Two sets were used, one representing a dressing room, the other the modeling floor. They were simple but suitable. Camera work was occasionally shoddy, with poor or partial framing, and a few bad angles. Altho there was plenty of action in the sense of people dashing in and out, the pace as a whole could stand some quickening. In all, however, this program seems to have more to offer in the way of well-presented fashions, shapely models and talent, particularly in the person of Miss Day, than most attempts of this type. With a bit more experience, the kinks undoubtedly should be worked out.

Sam Chase.

Everyman's Story

Reviewed October 31
Sustaining Via NBC

Sundays, 2-2:30 p.m.

Producer, Milton Krentz (produced in co-operation with Federation of Jewish Philanthropies); director, Clay Daniel; writer, Sigmund Miller; story, "The Silent World."

This new National Broadcasting Company (NBC) documentary series aims to "deepen our understanding of modern health and welfare problems," and is presented in co-operation with the Jewish Philanthropies of New York, currently campaigning for \$16,500,000.

In this stanza, fourth in the series, attention was focused on "the silent world," peopled by the deaf folks who in the words of the narrator "can be alone" even in the bosom of their own family. With a good balance between narration and dramatization, the show told of the work being done by special schools for deaf youngsters and of the aid being rendered by social welfare workers to help them find employment and recreation.

Good dramatic effect was achieved

Open House

Reviewed Tuesday (2) 6:30-7 p.m. Sustaining via WBAL-TV, Baltimore. Style—Variety. Produced by James Blair. Music—Ray Girard. Cast—Bob Berry, Gloria Halliday and guests.

With the load carried by Bob Berry and Gloria Halliday, veteran Baltimore song dispensers, this half-hour stanza has rapidly gained a large following.

The show takes the form of several current pops by the principals, interspersed with some chatter which oddly enough was clever and well worked out, plus the efforts of a couple of local guests whose appeal added immeasurably to the over-all success.

Berry, a hot song favorite, has attained plenty of raves during numerous appearances in Baltimore theaters and clubs and via the air waves. A hearty baritone voice and personality to spare help create the video effect as one of complete relaxation and a "let's have fun" attitude. With the able assist of Gloria Halliday, a slick brunette, with plenty on the vocal ball, it's a hit if only for their efforts. Miss Halliday leads off with *That Certain Party* and gets into her real stride with *Embraceable You*. Excellent camera work and close-ups captured the dramatic qualities and moods of the number, altho the tempo could have been speeded up. A light-catching satin dress was of no small help in increasing the photogenic qualities. Berry, in a well-introed *Tree in the Meadow* and a bouncy *Who*, was in fine form. Profile shots were of the highest order.

Two Guests

Guests this show were Beryl Kay Ohen, moppet singer, and Joan Cunningham. The 11-year-old chirp dealt in the classic vein and did an amazingly competent job on *One Kiss*. Attractive and plenty show-wise, the kid hit the high C's with ease and only the slightly awkward gestures, a fault of inexperience, detracted. Results were amazing from one so young.

However, careful production plans for Miss Cunningham were n. s. h. The gal, doing a Hawaiian number, was well flashed and did a nice routine to *Hula Hands*, playing up the hands to considerable advantage. Main fault lay in too much and too heavy lighting. An off-to-the-side spot on stage would be indispensable, but screening showed far too much mush and glare. The idea was tops, but the results fell short. The whole show is worked on a highly commendable basis, living room scene, and nice shifts, with an eye to keeping away from statue-like presentation. The piano of Ray Girard backed things capably, with a fadeout into a doorway and house front shot, hence the name.

As it goes, *Open House* will be open a long time yet.

James A. Carter.

thru clever use of dead air. For example, the narrator pointed out that a telephone bell, doorbell, footsteps, laguhter, etc., "sound like this," with each illustration followed by silence.

Show Is Realistic

The cast of juve actors portraying pupils learning to lip-read and to speak by feeling vibrations added to the realism of the problem. Director Clay Daniel, incidentally, employed a tape-recording made at the Lexington School for the Deaf to teach his cast how to speak in the halting, guttural style that characterizes the afflicted.

No campaign pitch is heard on the show other than a mere mention of the work being done by the philanthropic groups. Other programs in this documentary series have attacked such problems as mental illness and foster parents. Specially written music is in keeping with the mood of the subject matter.

Ira Hecht.

The Thin Man

Reviewed October 28
KAISER-FRAZER CORPORATION
H. Swartwood, Adv. Mgr.
Thru William H. Weintraub Co.
Theo Cannon, Agency Supervisor
Via MBS

Thursdays, 10-10:30 p.m.

Producer-director, Himan Brown; script writer (based on Dashiell Hammett's "The Thin Man"), Milton Lewis; sound man, Hal Reid; announcer, Cy Harrice; cast: Les Tremayne (Nick Charles), Claudia Morgan (Nora Charles), Elspeth Eric, Arnold Moss, Karl Swenson.

Current Hooperating for the program (Started October 28).....None
Average Hooperating shows this type (Mystery).....9.4
Current Hooperating program preceding (Revere All-Star Revue).....1.1
(Johns-Manville News, MTWT).....1.9
Current Hooperating program following (Sustaining).....None
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS
ABC: Maurice Tobin (Special Event).....1.7
CBS: Hallmark Playhouse.....11.2
NBC: Screen Guild Players.....9.9

Nick and Nora Charles fans can now listen to a new series in *The Adventures of the Thin Man*, bankrolled this season by Kaiser-Frazer dealers, and once again starring Claudia Morgan and Les Tremayne in the title roles.

The show follows the familiar pattern, with Nick and Nora alternately being drawn by curiosity or stumbling into bizarre murders that baffle the police and call for some last-minute super-sleuthing by the private eye and his spouse.

Plugs for Kaiser-Frazer cars stressed the theme, "You've got to try them yourself to prove how different the 1949 model is from ordinary cars." Emphasis is also placed on seeing dealers for an actual demonstration and road test. Use of an auto horn accenting the syllables in the firm name and a Kaiser-Frazer chant to open the show was effective.

Ira Hecht.

The Dennis James Carnival

Reviewed Sunday (October 31), 8:30-9 p.m. Style—Variety. Sponsored by General Electric Company (the lamp department), thru Batten, Barton, Durstine & Osborn, Inc.; via CBS television network, New York. Producer-director, Ralph Levy; writer, Jay Burton; music, Lew White. Cast: Dennis James, Leonardo and Zola (fire dancers), Victoria Raine (knife thrower), Risko (juggler), Dagmar (mystic).

General Electric canceled this show after its first broadcast, Sunday (31), reportedly for two reasons. One was a disinclination on the part of company executives to be associated with carnivals; the other is said to have been a barrage of protest from Emerson Radio, which has the following hour-long period for its Ed Sullivan vaude revue. Actually, the GE show was no more than a vaude show in a so-called carnival atmosphere, and despite the weight of evidence to the contrary, this reporter found it a good program. Whether it would have stood up—since it would have become increasingly difficult to find talent suitable to the background—is another question. Actually, it doesn't matter; the show wasn't given a chance, and this review is written in a virtual vacuum.

The program was strung together via emcee Denis James, who had been left a carnival by an uncle and is struggling to keep it going. The script was bright and the pace good, and James gave a first-rate demonstration of his TV versatility. He is a genuine tele performer, devoid of either the annoying mannerisms or stilted, uncomfortable style which characterizes the work of others in similar chores. If it isn't this show, and it obviously won't be, James still rates a berth in a program of this variety nature.

Acts included Leonardo and Zola, a good fire eater turn; Risko, platter juggler; Victoria Rane, knife thrower, and Dagmar, who saws a gal in half.

It's Your Life

Reviewed October 18
JOHNSON & JOHNSON, INC.
Thru Young & Rubicam
Milford Baker, Acct. Exec.
Via WMAQ, NBC, Chicago

Monday thru Friday, 11:15-11:30 a.m.

Estimated production and talent cost, \$1,200 per week; producer, Chicago Industrial Health Association; production chief and narrator, Ben Park, assisted by Don Herbert; announcer, Tony Parrish.
Current Hooperating for program (Started Oct. 18).....None
Current Hooperating of show preceding ("Aunt Mary").....0.9
Current Hooperating of show following ("Elizabeth Hart").....1.1
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NET STATIONS
WBBM: ("Aunt Jenny").....5.0
WGN: (Kate Smith).....1.3
WLS: ("Welcome Traveler").....2.2
WIND: ("Music by Martin").....0.7
WCFL: ("Barn Dance 1000").....0.3

An obvious attempt to use a radio public service series to help sell merchandise—a sponsored program attempting to do specific public good—this show, judging by program content of first few airings, will accomplish its purpose. The program, conceived and supervised by Ben Park, whose *Report Uncensored* series on WBBM last year ran away with practically all major radio awards, is a factual tape-recorded documentary series dramatizing physical and mental health problems thru interviews with persons involved in situations in which health or sickness have a definite bearing. Its theme was expressed on the opening airer, when show was described as "a program that only can be as true as life itself."

Indicative of program content were first two shows which interviewed a family awaiting a birth and included recordings of baby's first cries. Other shows in the first two weeks will treat problems of old age, cancer, tuberculosis, industrial hygiene, alcoholism and accidents.

Show will not try to be sensational. For that reason, because of the definite effort by Park, opening airing was a bit slow moving and ponderous. The series will try not only to describe situations, but also to suggest remedies. Listeners will always be asked to take their problems to their family doctors or to some community or civic referral agency.

Johnson & Johnson, Inc., sponsor, is using direct sales pitches as well as industrial advertising. Judging by commercial messages of first shows, advertising always will be of extremely good taste, however. The sponsor is putting plenty of dough behind the series and is planning big things for it. Cost of present version will run about \$30,000 per 13 weeks for time, promotion and talent. Later on, it is planned now, show will be put on net or sponsored in certain cities via tapes especially produced for these markets.

Johnson & Johnson is not going to give the program any special consideration just because it is public service. It's going to have to stand on its own two feet. At a meeting of divisional sales managers for Johnson here this week, it was stated that results of the program will be carefully watched thru rating studies and analyses of sales.

Show has its eyes on the rating scalps of soap operas and other typical daytime radio fare. Whether it can win out over the established programming will be of significance to the entire industry. Judging by first few shows, it appears that the soap operas are going to have a real fight on their hands.

Cy Wagner.

The camera work and direction thru-out took good advantage of the sight aspects of each turn, with a neat job by Ralph Levy, directing.

The gimmick of a supposed glass eater switching his diet to GE fluorescent bulbs had all the earmarks of becoming a potential *Toxaco* pitchman-type of TV trademark, but let's face it, with a cancellation, what's the difference?

Jerry Franken.

Reviews of DuMont Daytime Sked

7-10:30 A.M. Stretch Fair With Low Nut

Shows Lack Originality

While the 7 a.m. to 10:30 a.m. stretch of DuMont daytime programs will never win any awards for originality, scripting or performance, they serve as an adequate start to a full daytime television operation. Glaringly obvious to a tradesman, the probably considerably less so to the average viewer, is the fact that DuMont's program director, Jim Caddigan, was forced to put together these shows with a total budget roughly in the neighborhood of 6 cents. After all, the basic purpose of the full daytime programming idea on DuMont's part is to get off the nut somewhat, and it's difficult to do that if you're going to blow a wad for programming. Whether the web has perpetrated a penny-wise, pound-silly routine remains to be seen.

Obvious, too, from the first three and a half hours of the programming is the fact that DuMont has not made any money out of this segment of shows.

With the exception of the Kathi Norris *Television Shopper* show, which seems loaded with paid plugs (see second phase of daytime review for further comment on this show), the other segments are strictly swap commercials. Bill Burns, for example, MacLevy Gym health instructor, who does a setting-up exercises stint from about 7:15 to 7:30, loads his accompanying chatter with plugs for MacLevy and the gymnasium. Presumably these plugs are in return for Burns's services. Similarly, the records played for a substantial part of this earliest stretch are plugged as coming thru the courtesy of the Liberty Record shops. Furniture, drapes, etc., are even plugged as being supplied by a local furniture outfit.

Prompt Opening

Programming opened promptly at 7 with station identification and the national anthem. Jack Rayel, Caddigan's assistant, then explained that this was TV "history in the making" and cut a ribbon over a camera. A corny touch but good. *Camera Headlines*, DuMont's version of a news show, then came on. Headlines are typewritten on a plain sheet of copy paper and displayed on the tube, while Rayel reads International News Service dispatches. Even in an operation working on buttons this could be done better. Heads could be typed as tho they were off a ticker, rather than the stereotyped three or four lines centered on a sheet of paper. Heads could also be more sharply and dramatically written. The opening program has the aforementioned MacLevy's Bill Burns, who is a pleasant, personable, well-spoken young man with an air of healthful authority. Exercises also seemed well chosen—all in all, good for a show of this type. Five other shows fill out the 7 to 10:30 segment. At 7:50 *Your School Reporter* with Pat Meikle and Hal Cooper seemed dreadfully dull, and it is questionable whether the trivialities concerning a new dramatic club at the Schwangale High School will fascinate even school kids. This one needs plenty more work, tho it may develop when (See 7-10:30 A.M. on page 19)

WABD Rates 'A' for Effort, NSG on Production Results

NEW YORK, Nov. 6.—Two major events took place in TV's history this week. One was the coverage of the national elections; the other DuMont's inauguration of full daytime telecasting, a video first. Because of the widespread effect of the DuMont step *The Billboard* assigned three of its editorial staffers to cover the first day's programs, starting with the 7 a.m. sign, coverage continuing until

the regular evening programming began at 6 p.m. The reviews are presented on this page.

In general, the consensus appears to be that while DuMont rated an "A" for its effort, it rated well below that in its production level. Too many of the DuMont shows are overly short on production values; the heritage, apparently, of a limited budget.

2 WABD Clicks; Flock of Oldies Hurt 10:30-2:30 P.M. Schedule

WABD's tele offerings between 10:30 a.m. and 2:30 p.m., with the exception of two stanzas, lacked originality and offered little visually. The two bright spots were the Kathi Norris *Television Shopper* show and the Dennis James *Okay, Mother* half-hour presentation. *Shopper* featured a series of product demonstrations with a running commentary by Kathi Norris. Items shown included such fem-appeal ware as cosmetics, stamp dispensers, Christmas gifts and ceramic costume jewelry, the last shown by their creator, who guested the opening show. Aside from a heavy leaning on the adjective "charming" to describe items, Miss Norris presented her stint with an air of informality and charm.

The 10:45 a.m. spot has a quarter-hour of transcribed tunes, with the screen occupied by DuMont's clock-weather-time gimmick. At 11 a.m. Stan Shaw and the Allen Logan Trio do a static presentation of pop tunes, marred by some sad Shavian attempts at humor. This period was saved by the appearance of Maxine Sullivan and Phil Hanna as vocal soloists.

A Flop for TV

The show would be okay on radio, but for several reasons flopped on tele. In the first place, Shaw stood thruout the 45-minute session and engaged in a series of activities that proved disconcerting to the televiewer. His leaning over the piano, practically looking at Logan's tonsils, for example, must have made even the pianist nervous. Then, too, his insistence upon beating out each rhythm via hand clapping distracted, as did his hobbling and weaving in the background as Miss Sullivan chirped. The stanza was further disintegrated by the intro of printed slides and verbal plugs for the tele dealers co-operating in the sponsorship.

These slides, mainly plugging DuMont receivers, continued during the next quarter-hour show, *Friendship Circle*. Only in this instance it was Ralph Dumke who proved disconcerting as he stumbled thru the commercials. The show featured Ralph and wife, Greta, with Jules Seidman and the Gay Moods, male vocal quartet, and urged viewers to "sing with us." It's a radio show plus camera.

Confusion in News

The noon edition of *Camera Headlines* followed, with the International News Service (INS) typing headline matter on slides backing up the verbal commentary. The type used was too small, and the camera failed to move in for a close-up until well along in the stanza. Utter confusion reigned on this newscast, with a

Washington-dated slide accompanying a New York item, a smog death total of 19 on the slide and 20 in the announcer's copy, and a Dewey slide accompanying a Truman piece. The next five minutes were filled with some dreary string ensemble recordings.

The next half hour was a pleasant one, featuring Ted Steele, who tickled the ivories and rendered six tunes in a pleasing, informal manner. Steele is okay, but the show doesn't possess a vestige of TV production. This stanza was followed by more of Stan Shaw and the Logan Trio. Shaw told, with the aid of a turntable, how a disk jockey operates, chatted off-mike with guest Enoch Light, while one of the latter's records was being aired, and wound up with an intro for Light's violin solo. It sums up as a radio show, not video.

James Show Clicks

From 1 to 1:30 p.m. Dennis James took over as honorary president of *Mothers, Inc.* This TV mothers' club, held an organization meeting and outlined, as the show progressed, some of the plans for the club. The setting here was good, with Dennis seated at a modern desk, with a chair and sofa alongside for guest interviews. Continuity was abetted by his fem secretary announcing new arrivals and new items on the business agenda.

Guests on this first show included Virginia Payne (Ma Perkins); Ben Cooper, 15-year-old soap opera actor currently plugging Bob Feller's juve delinquency campaign; Cooper's mother, who told how to cope with the danger of youthful fame going to one's head; Nancy Pepper, of *Calling All Girls* mag, who will serve as teen-age consultant on the show, and Mrs. Damone, mother of singer Vic.

James conducted the show with ease, paid his respects to mothers present and at home viewing the show, and announced the show's first mail pull, nomination by letter for the mother of the week. This stanza, with its proposed discussion by the "experts" of youths' problems, should prove a solid feature of the daytime sked.

Headlines Repeated

At 1:30 the noon edition of *Camera Headlines* is repeated, followed by two films, the first on developing the artistic urge in children; the second, *Contrast in China*. At 2 the coming attraction slide occupies the screen as an announcer previewed shows to follow.

Then, "by request," WABD aired a tele-transcription of one of its regular weekly evening features, *Photographic Horizons*, a camera club for televiewers. This show features vet-

Segs Slanted For Hausfrau At 2:30 to 6

Pro Talent Puts 'Em Over

The late afternoon schedule on DuMont's all-day stint shapes up, based on the initial day's output, as a fairly well balanced assortment of shows with two or three rising well above the average video level. From 2:30 p.m. on, DuMont's sked offers programs featuring home-making instruction, music, interviews, fashions and movie gossip—all topics certainly of interest to the hausfrau.

The use of solid, pro talent went a long way toward putting over these airers, all done with a rock-bottom minimum of production and rehearsal. It was the strength of the personalities which, above all else, carried the shows. This was well brought out when a mishap occurred to the overhead mike during one show, causing a blackout of the audio. However, trigger-quick action on the part of the entire ensemble had a slide, a part of the show, flashed on while a floor mike was set up, and within 18 seconds the audio (See SEGS SLANTED on Page 19)

eran photog Joe Costa and is emceed by attractive Peggy Corday. Two gimmicks were noteworthy—the press picture of the week, with Costa citing reasons for its choice, and the video snapshot, wherein those on the show pose long enough for the snapshot fan to shoot the scene on his tele set. The bulk of the show was given to films and stills of Bermuda taken by two amateur photogs who guested on the ailer and chimed in with apropos comments as the films were shown. The only flaw in this phase of the daytime sked was the poor quality of the transportation. Ira Hecht.

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TV FIGHT PROMOTION GROWS

Outlook Gloomy for Early Clarification of Music on TV

NEW YORK, Nov. 6.—The outlook for early clarification regarding the use of copyrighted music over television was none too good this week, following confabs between reps of the American Society of Composers, Authors and Publishers (ASCAP) and the television sub-committee of the National Association of Broadcasters. There were also talks Friday (5) between reps of the National Broadcasting Company (NBC) and Harry Fox, publishers' agent and trustee, relative to the use of music on delayed telecasts via kinescoping.

Spokesman for the telecasters stated that the next step would be the submission to ASCAP of complete TV program scripts, in order that the Society might more fully acquaint itself with the way telecasters use music. Currently, he said, ASCAP is

offering a general license and a special license, all in one package. He added that ASCAP's restrictions as to which types of performances would fall under the general license were quite severe, and that such restricted material would have to be cleared via the special license. The restrictions, he said, rendered the general license worthless from a TV operator's point of view and meant additional special fees.

He pointed out that these restrictions (See Outlook Gloomy on page 26)

Swayze Ankles To Video After Election Bravos

NEW YORK, Nov. 6.—Commentator John Cameron Swayze, of the National Broadcasting Company (NBC), scored such a signal success in his handling of the political conventions and election returns on video that he is being withdrawn from all AM activity to concentrate exclusively on tele in the future. Swayze is giving up his *World News Roundup*, heard six mornings weekly at 8 o'clock, in favor of a new NBC tele news show, which will tee off November 15.

The video show will air from 7 to

Vote Vacuum

NEWARK, Nov. 6.—While the four tele webs and WPIX went all-out election night to bring returns and highlights to their viewers, WATV in near-by Newark, N. J., stuck to its regular weekly operating sked of being off the air Mondays and Tuesdays. The station's feeling was that the other tele stations, with the help of bankrollers, would cover the area adequately and there was no need to enter the competition. The decision to enter the returns picture would have added heavily to the outlet's operating costs, including overtime for staffers, and without sponsors the expense could not be justified.

The station also felt that its sister AM outlet, WAAT, with considerable time given to election results via Associated Press wires, sufficiently serviced both its Jersey constituents.

WATV Forms Unit To Stage Prize Fights

To Use Outlet Theater

NEW YORK, Nov. 6.—The latest move in the trend of tele operators to enter sports promotion as a means of guaranteeing a steady source of program fare came this week when WATV, Newark, N. J., indie, organized a subsidiary boxing promotion unit and made plans to stage fights in its own 4,000-seat theater in its Television Center Newark.

Cards are expected to begin about November 15, with the matchmaking in the hands of George Kobb, well known in Jersey and metropolitan ring circles and one of the owners of the Twin-City Bowl, where WAAT, sister AM station of WATV, aired weekly bouts last year.

The license to stage fights in Television Center, formerly the Mosque Theater, was issued to Irving R. Rosenhaus, president of WATV. The fight promosh outfit is to be known as the Newark Boxing Club. Negotiations are under way to obtain the Police and Firemen's Athletic League (PFAL) support for the sale of ducats for the opener.

Other Outlet Moves

The Newark station's entry follows somewhat similar moves in other sections where tele rights to fights have been too expensive, with a high ante set by promoters to keep video cameras out of their arenas to protect their gates. In Detroit, for example, WWJ-TV organized its own amateur league to insure its supply of pugilistic events. More recently, the Columbia Broadcasting System (CBS) bought into Tournament of Champions for its fights. Further interest in maintaining a steady card of fights for tele consumption was shown this week by CBS, which is beginning an elimination tourney featuring main-event winners on its Wednesday night telecasts from the Westchester County (N. Y.) Center.

Use of Theater

The WATV set-up is particularly advantageous since the proposed fights would take place under the same roof that houses the station's tele studios and control rooms. While details of the plan have not been completed, it is understood that a ring (See TV Fight Promosh on page 53)

Powell, Hope, Lahr Backing Muntz TV Deal

HOLLYWOOD, Nov. 6. — Earl (Madman) Muntz, local used-car magnate who branched into tele sales and manufacturing recently, this week announced the formation of a new corporation to produce and distribute tele sets on a national scale. Firm will be called Muntz TV, Inc., with a California corporate structure capitalized at \$1,000,000.

Heading the new outfit as chairman of the board will be Thomas Courtney, president of the Northern Illinois Finance Corporation. Muntz is proxy of the firm, with the following named veepees: Michael Shore, film producer Hal Strotz and actor Dick Powell. Other showbiz investors include Bob Hope and Bert Lahr.

Already producing tele receivers locally, Muntz will open a new plant in Norwalk, Conn., and another in Chicago. Firm hopes to produce at the rate of 2,500 sets monthly by December 1.

After an experimental run of 100 small console production models here, Muntz said he would enlarge the line to include a \$299 table model with a 10-inch screen and a de luxe phono-radio-tele combo to retail for \$499. Latter would include a specially designed phono tone arm to accommodate Columbia Records' LP disks. Dealer-distributor franchises are currently being allotted, he added.

Godfrey 'Scouts' To Bow on TV

NEW YORK, Nov. 6.—Arthur Godfrey's *Talent Scouts* ailer will make its tele bow on the Columbia Broadcasting System (CBS) Eastern tele network December 6 under the sponsorship of Lipton's tea and noodle soup mix. The show will be seen locally over WCBS-TV and on CBS outlets in Boston, Philadelphia, Baltimore and Washington.

Talent Scouts will originate simultaneously for AM and TV airing, being heard over the full CBS radio web. The decision to begin the telecasts followed several weeks of kinescoping the air show for study as a video presentation. Young & Rubicam is the agency.

NBC Sees Midwest Linking Kayoing Dual Affiliation

CHICAGO, Nov. 6.—Official January 12 opening of the coaxial line between the East Coast and Midwest video networks is expected to bring to a cat and dog fight the present competition between the American Broadcasting Company (ABC) and the National Broadcasting Company (NBC), reports of top execs of both webs revealed here this week. NBC execs make no bones about the fact that they hope that the connecting of the East and the Midwest will bring about the opportunity they have been looking for to put the ABC net "upstarts," as they term them, in their place. ABC execs, on the other hand say the opening of the link will give them a chance to solidify advances they have been making in the Midwest while NBC has not had a chance to program from here.

NBC execs here who don't want to be quoted say that with the opening of the link ABC might as well forget about holding its video affiliates. They claim that as soon as the connection is made, about 15 top-notch NBC commercial video shows, now originating in New York, will show here and elsewhere in the Midwest. These execs say that after Midwest affiliates have a chance to air top programming of these shows and get dough for doing so, ABC might as well forget about holding stations who have signed as dual video affiliates up to now.

NBC says that with the connecting of the two webs, they will have commercial commitments on about 15 top East Coast shows. Among these, they say, are the Texaco, Kraft, Swift, Admiral, Philco and Motorola programs, all now originating in New York.

ABC execs counter with the theory

7:10 p.m. seven nights weekly, with Swayze tabbed to handle five airers, and the other two to go to W. W. Chaplin and John MacVane, who will assist Swayze on his five shows. MacVane also is replacing Swayze on *World News Roundup*.

The tele news show is being developed by Adolph Schneider, NBC manager of news and special events. It will utilize sets and some new production gimmicks which are expected to speed its pace and set it apart from previous tele news efforts.

That the cable between Midwest and East will not be able to carry a full schedule of NBC or any other net. This theory they expect to put into practice at the AT&T allocation meetings in New York November 15. These execs say they will have about six shows for which they need service, but that in an allocation meeting they have a better chance of getting cable for a majority of their six than will NBC for its 15.

Whatever the outcome, observers say, connecting of the cable will again increase the net fight between ABC and NBC, and that regardless of allocation decision or affiliation agreements, those destined to profit most from this fight are the advertisers and the video viewers.

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NBC - "Life" Team - Up Hits Public Service High With TV Coverage of Election

(Continued from page 8)

might be corrected next time around, was the undue amount of repetition in calling off votes. At one point, for example, Shepley, of *Life*, had just completed reading a batch of late electoral votes. Swazey came over to spell him, sat down and read the identical line-up of votes. Another weakness, tho this may be excused as due to excessive pressure, was the constant tendency of 8H desk men to interrupt one another. Olson and Grauer were equally at fault here.

Other Experts

Also pitching in on the 8H job when they could get off the AM mikes for a moment were H. V. Kaltenborn, Morgan Beatty and Richard Harkness. Kaltenborn was easily the standout here, turning up at 8:30 a.m. looking fresh as could be, and gave TV viewers an excellent, authoritative analysis of what had happened.

The top guest to the 8H desk was Jim Farley, a video natural, but he stood out on this fateful Tuesday by dint of being completely wrong about everything concerning the election (as were so many others).

Pick-ups for special interviews were made in Room 22 (carry-over interview room from the conventions), Democratic headquarters at the Biltmore, Republican headquarters at the Roosevelt, Washington (Wardman Park and Statler Hotels), Philadelphia (City Hall vote tabulating room and street) and Baltimore (WBAL-TV studios). Swazey handled most of the Room 22 stuff, and generally did well. If he had been more hep politically, he would have been able to construct better questions and thus heighten the effects of the interviews. Best here were the Henry Wallace, William Bullitt and Jim Farley sessions. Worst were the interviews with

neighbors of Dewey, the average voter, etc. It would seem that TV interviews with the guy laughingly referred to as the common man are pretty sorry deals at best, but when the interviewer is working under the additional pressure of an any-second switch to other quarters they became almost completely pointless.

GOP Headquarters N.S.C.

At the Roosevelt, NBC's Bob Stanton was teamed with *Life*'s Jim Bell. Bell is probably a most excellent political reporter but as a TV personality, as a before-the-camera interviewer, he just doesn't ring at all. Unfortunately, Stanton, who is an excellent TV performer, loaded with personality, mike-presence and all the other requisites, threw most of the Roosevelt interviewing work to Bell, presumably because the latter would know how to ask the right questions. The result was that most of the Roosevelt stuff was deadly dull. The highlight here was the camera picking up Stanton fast asleep on a chair in the wee hours. Whether this was a gag or Stanton had actually succumbed, it came off well. It was, as a matter of fact, one of the many human interest shots Gardner worked into the show all night long. Others like a porter cleaning up a mass of papers from behind the 8H desk, a tired gal with her feet up on a chair, combing her hair; a guy sitting on the floor of 8H, gently caressing the cheeky part of a girl friend's hips (this occurred during a wide-angle shot panning half of studio 8H in the period just before dawn) all added a nice fillup and change of pace to the proceedings.

Biltmore Coverage

Biltmore stuff was handled by NBC's Peter Roberts and *Life*'s Frank McNaughton. Roberts was the least competent of the NBC staffers on the show, calling gents "old boy" and ladies "old dear" to a point of annoyance, and plainly indicating a sorry lack of knowledge of national affairs. He looked good up to about midnight, but was the first of the entire crew to fold visibly. On the other hand, McNaughton was easily the best of the *Life* crew, handling his interviews with a fair amount of poise and stage presence and asking pointed and pertinent questions in the right places. Best bit out of the Biltmore was one of the McGrath (Dem chieftain) speeches over the air lanes, when the cameras caught over a dozen radio men shoving assorted mikes into his face as he was trying to talk and asking him some pretty assinine questions. Other highlights from the Dem headquarters were the several interviews with young David McGrath, 11-year-old, who stayed up all night with the rest of the Dems. John McVane, doing an interview with the kid about 7 a.m. tried to pump him on what his dad had been doing all night, which certainly was in questionable taste, as McVane himself admitted just as he closed the interview.

TV's Great Need

Weaknesses inherent in 8H, Roosevelt and Biltmore proceedings, as outlined above, point the way to one of TV's great needs for this type of show. The medium must develop a combination reporter-performer who knows his field and subject well enough to do the best possible job with tricky facts and interviews but at the same time has a capacity for handling himself before the cameras. Grauer comes closest to filling the bill, tho for this reporter's money he is still 90 per cent hambone and

10 per cent sound newspaperman. When and if he evens up the proportions, he will be it. Of course, the Kaltenborns, Harknesses and Beattys would probably come closer to filling the bill than any of the NBC or *Life* people mentioned, but they were tied up with the AM broadcasts practically all night.

Out-of-town pick-ups, too, were considerably marred by ineffectiveness of the *Life* interviewers. In Washington, the magazine's Jack Beal slowed even such sessions as held intrinsic promise, down to a walk. Attorney General Tom Clark, for example is nasty enough on the subject of Republicans to be a push-over for a sock interview, but Beal even managed to make Clark dull. Similarly Larry Lavern got nothing out of the few pick-ups in which he was the guiding hand. Philadelphia pick-ups were a little better because they were operating out of a room with some of the basic election excitement (City Hall tabulating headquarters) and because *Life*'s Lou Bank and Roy Neal were among the more competent performers. Baltimore contributed an equally uninspiring stint. Out-of-town pick-ups suffered, too, from too many interviews with average people. Questions asked, in most cases, were dull and pointless, and answers even more so.

Remedies Possible

Generally speaking, this type of show could be considerably improved (within limitations inherent in natural election night difficulties) if two things were done before show time: (1) Better planning on what special interviews from all points would be about, and (2) having people around, probably newspapermen, who can throw enough weight to get big shot or semi-name politicians to agree to make appearances, no matter how busy they are otherwise.

Strangely enough, one of the more interesting sections of this 15-hour and 37-minute uninterrupted video-cast, was the telephone hook-up between the 8H central desk and Independence and Kansas City, Mo. With Truman cast in the Don Quixote role to end all DQ plots, the talk sessions between Grauer, Olson, et al., in 8H and Frank Berkholtzer and Win Booth in Independence and KC concerning Truman's activities, added nice touches to the proceedings.

Clip Sessions

On two occasions, briefly, the WNBT producers resorted to film clips, both well selected and spotted. To kill some of the early morning monotony, at the point when vote-counting was virtually at a standstill, the Truman story, and a film of people at the polls were shown. Neither was outstanding, but both mildly interesting. The pay-off clip selection, and the touch of "production genius" which gave the show a terrific finale, was the wind-up clip of Truman at the Philadelphia convention saying: "I want to say to you for the next four years there will be a Democrat in the White House and you're looking at him."

Life commercials were extremely well done, tying in with the election theme all the way and emphasizing that one out of every five Americans reads *Life*. Beginning at 9:25 p.m. they were run about every half hour until 1:25 a.m., then dropped entirely until the final sign-off at 1:37 a.m.

Seven stations, from Richmond to Boston, carried the 15½-hour show. Eleven cameras were used in New York alone. Over 300 people were used in tabulating and scoring the returns, with an additional hundred otherwise participating in the TV effort.

In view of the herculean task undertaken and the generally excellent execution of it, the foregoing criticisms may seem unduly picayunish. This reviewer, therefore, wants to make it clear that they are offered only with the idea that nothing is ever perfect, and a few tips from a viewer who stayed with it thru the entire run may help a little next time around.

Election Night Clicks Grabbed By Coast Video

(Continued from page 8)

tem's foreign correspondent-commentator) whose many years of air experience were used to good advantage in presenting crisply spoken analysis of returns. Coatless and open-shirted, Flannery's appearance, as well as his voicing, helped project the newspaper office flavor.

Cameras were also located in managing editor's office in the floor above where Ed Jorgensen cut in with interviews whenever the going got dull. Among those engaging in the question-answer bee were film tycoon Louis B. Mayer; Warren's heir-apparent, Lieutenant Governor Knight; Democratic leader, Will Rogers Jr., and others. These figures added immeasurably to interest of the scanning. Upon occasions, station switched back to its Mount Lee studios for commercial spot announcements (nine in number) or background films. Don Lee devoted an hour and 20 minutes for its film fare, showing two flickers, one devoted to the history of each political party. When Truman's victory became apparent, station wisely repeated the Democratic pic. Don Lee's news ed, Lee Wood, coordinated the operations from his position in *The Examiner's* news room. In addition to ordering camera switches he also read wire service reports to audience. Don Lee can well be proud of turning in one of the finest scannings seen on the Coast in many a month, thanks to a competent staff and a well-organized plan of operations.

KFI-TV, altho not as elaborate as Don Lee, clicked because of its unpretentious and easygoing approach. Most of the work was shouldered by staff announcer Ted Myers, assisted by Lyle Bond and George Barclay. News analysts Carvelth Wells and Fleetwood Lawton joined in for a bit of commentary. To visualize the see-sawing G.O.P.-Demo status of States, station used a large U. S. map with donkeys and elephants going on the States as the returns switched them from one party's column to the other. For a breather, station brought organist Bob Mitchell, whose Hammond was surrounded by the Colleens, a vocal lovely quintet whose voices and looks rested ears and eyes from the stream of numbers. This was presented in a pleasant, informal living-room fashion, with Myers occasionally coming in with any important late dispatches.

KTLA left viewers feeling station tried to do too much and as a result stumbled in its efforts to outdo the others. Its final product appeared dull and uninspired and at times became annoying. It rattled returns from KRKD's (indie AM outlet) position at the city hall, then switched to Hollywood and Vine for a man-on-the-street, then to its studio for returns. Constant switching back to the Hollywood and Vine spot became disturbing, especially when viewers were anxious to keep up with the nip-and-tuck presidential race, only to find KTLA scanning a walking dog or asking kids under voting age who they favored in the election. While human-interest factors available in man-on-the-street stuff normally makes for eye-worthy telefare, it taxes an audience's patience when the chief interest is on who is winning the election. In addition to falling flat on its remotes, KTLA's coverage lacked organization. A particularly sour blunder was when station switched back from a remote to its studios only to find personnel, unaware they were on the air, planning procedure to be followed when they returned. If station had not tried to be so extravagant, but concentrated on a less pretentious form of coverage, end result could have been much better. Lee Zhitto.

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NO CANADA TV BEFORE 1951

ABC Wooing TV Affiliates With 4 Co-Op Shows

CHICAGO, Nov. 6.—To strengthen its position with video affiliates by giving them chances to make more dough, officials of the American Broadcasting Company's (ABC) central division have decided to co-op four of the net's top shows originating here. Decision follows last week's top brass video conference here (*The Billboard*, November 6) and is interpreted as another move on the part of ABC to fight National Broadcasting Company's video networking.

According to Jim Stirton, general manager for ABC here, four of WENR-TV's six shows will be co-oped starting in the near future. The six are *Stump the Authors*, *Standby for Crime*, *Vaudeo Varieties*, *Music in Velvet*, *Dollars and Sense* and a weekly dramatic series.

Stirton said that co-op contracts will have a recapture clause in case ABC has a chance to sell them network.

Behind the co-op decision, even the little of this programing has been done in video networking, is a realization that a local sale of a co-op show will net an affiliate three times as much money as would return from a pro-rata share of network billing. With affiliates given this chance for higher revenue to offset present great losses of operation, ABC feels that stations on the Midwest link, and possibly on the East-Midwest tie-up when it starts in January, would feel kindly toward the web and not be inclined to part company with ABC and carry NBC shows.

Movie Houses Told How TV Can Aid Them

DETROIT, Nov. 6.—The trend toward more favorable acceptance of television by flicker people is evident in the position of Charles W. Snyder, executive secretary of Allied Theaters of Michigan, who told exhibitors this week that a showmanlike approach to business by the film producers as well as the theater owner would make video a welcome ally. Use of television for trailers plugging the current screen product was indicated.

Indicating the job that the film industry should do in relation to television, Snyder said:

"The first responsibility of the exhibitor is to make his theater a place where people gather not alone to see pictures but to meet friends and others with whom it's smart to be seen. Secondly, it is the responsibility of the producer to provide pictures for which we are not forced to apologize—pictures that will make the patron want to come back because we provide entertainment that is far superior to anything they can get from a television set.

"Television in the home will be such a marvelous instrument for making people want to see motion pictures that one wonders if it wasn't devised for that purpose. Thru a television broadcast in your home we will show just enough of a picture to make you hungry for the rest of it. Television and the motion picture theater will grow together as radio, records and motion pictures have done in the past. Television cannot hurt us unless we let it."



Television Commercial and Sustaining Program Changes

Week Ending October 30

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

NEW COMMERCIAL PROGRAMS

Sponsor Agency Contract Start Product	Program Description Talent	Station, City Facility Time
General Electric Bowman-Block; 10-17 Electric Supplies	Hockey Games Dir.: John Hutchinson	WBEN-TV, Buffalo Remote Approx. 1 1/2 Hours
Gulf Oil Corp.; 10-21	"Road Show" MC: Bob Smith	WBEN-TV, Buffalo Film, 30 Minutes
Bigelow-Sanford; 10-21 Rugs and Carpets	"Floor Show" Dunninger, Paul Winchell	WBEN-TV, Buffalo Film, 30 Minutes
Gulf Oil Corp. Young & Rubicam; 10-21 Gulf Oil	"Road Show" MC: Bob Smith	WLW-TV, Cincinnati Film, 30 Minutes
Cincinnati Enquirer Newspaper; 10-29	Hi-School Football Anno.: Red Thornburgh	WLW-TV, Cincinnati Remote, 2 Hours
Bigelow-Sanford; 10-21 Rugs and Carpets	"Floor Show" Dunninger, Paul Winchell	WLW-TV, Cincinnati Film, 30 Minutes
Walco Tele-Vue Let's Cayton, Inc.	"Greatest Fights of the Century"	WABD, New York Film, 5 Minutes
Lionel Corp. Reiss; 10-22 Model Trains	"Tales of the Red Caboose"	WJZ-TV, New York Film, 15 Minutes
Bristol-Myers; 10-22 Doherty-Clifford-Shenfield Mum and Vitalis	"Break the Bank" Pro.: Ed Wolf Dir.: Jack Rubin Writer: Jos. N. Kane	WJZ-TV, New York Studio, 30 Minutes
Castro Decorators Newark; 10-19 Home Decorations	Spot Announcements	WPIX, New York Film, 1 Minute
American Tobacco Co. N. W. Ayer & Son; 10-25 Lucky Strike Cigarettes	Spot Announcements	WPIX, New York 3 Minutes, Film
Scheefer BBD&O; 10-27 Bear	Rangers Hockey	WPIX, New York Remote
Frost Refrigerators, Inc. Borough; 10-28 Refrigerators	Record Rendezvous Stan Shaw	WPIX, New York Studio, 25 Minutes 3 Times a Week
New York Star Leonard; 10-18 Newspaper	Spot Announcements	WPIX, New York Film, 4 Minutes
Paul Bros. Gelula; 10-18 Auto Repairs	Spot Announcements	WFIL-TV, Philadelphia Film, 2 Minutes
Bernard Walkin; 10-22 Lionel Model Trains	Spot Announcements	WFIL-TV, Philadelphia Studio and Slides, 20 Seconds
Barrs Jewelers Proger; 10-22	Spot Announcements	WFIL-TV, Philadelphia Film, 1 Minute
Lionel Trains Reiss; 10-22 Model Trains	"Tales of the Red Caboose"	WFIL-TV, Philadelphia Film—ABC Network 15 Minutes
Whelan Drug Co. Drugs; 10-21	Charade Quiz	WFIL-TV, Philadelphia DuMont Network 30 Minutes
Gruen Watch Co. Grey; 10-25 Watches	Spot Announcements	WFIL-TV, Philadelphia Film, 1 Minute
Jackie Gordon J. M. Korn; 10-29 Men's Clothing	Spot Announcements	WFIL-TV, Philadelphia Film, 1 Minute
Walco Tele-Vue Lenses; 10-24	Greatest Fights	WFIL-TV, Philadelphia Film, 5 Minutes
Collegiate Films Motion Pictures; 10-21	William & Mary Football Writer-Anno.: Allan Phaup	WTVR, Richmond Film, 15 Minutes
Amco Products	Spot Announcements	WNBW, Washington
Sak's Furs; 10-21 Henry J. Kaufman Furs	Spot Announcements	WTTG, Washington Film, 1 Minute
Cody Service Center Robt. J. Enders; 10-20 Repair Services	Spot Announcements	WTTG, Washington Film, 1 Minute, 3X per Wk.
Ford Motor Co. Kenyon & Eckhardt Ford Cars; 10-24	Ford Theatre Drama Guests	WTMJ-TV, Milwaukee Film, 1 Hour & Month
Broadway House of Music Cramer-Krasselt; 10-24 Radios, TV Sets	Packer Pre-Views Sports Interviews Anno.: Larry Clark	WTMJ-TV, Milwaukee Remote, 15 Minutes
Gruen Watch Co. Grey; 10-25 Watches	Spot Announcements	WOBS-TV, New York Film, 2 Minutes
National Television Co. Pioneer Polaroid Filters; 10-28	Spot Announcements	WBEN-TV, Buffalo Film, 1 Minute
Buffalo Hockey Club Adam Eby; 10-29 "Ice Capades of 1949"	Spot Announcements	WBEN-TV, Buffalo Spot, 1 Minute, 4 Times
W. Bergman Company Bowman & Block; 10-28 Philco Radios	Spot Announcements	WBEN-TV, Buffalo Film, 1 Minute, 4 Times
Marine National Exchange Bank of Milwaukee Cramer-Krasselt Co.; 10-27 Banking	"Salute to Industries" Dir.: Colby Lewis MC: George Comte	WTMJ-TV, Milwaukee Studio, 30 Minutes

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CBC To Study Co-Operation With Indies

No Licenses for Two Years

MONTREAL, Nov. 6.—There will be no television in Canada on the part of either the independent stations or the Canadian Broadcasting Corporation (CBC) for at least two years.

This development was revealed Wednesday (3) by A. D. Dunton, CBC chairman, who said that granting of licenses to private ops would be postponed pending further study of the possibility of developing the medium on a co-operative basis—between indies and CBC.

The announcement, long awaited by a drooling Canadian public and anxious indie applicants, came as a surprise, since the co-operative angle hadn't ever entered into the picture—publicly anyway. Corey Thomson, station manager of CKVL in Verdun, a Montreal suburb, had suggested a few weeks ago at a meeting of the CBC board that television should be developed along the above lines, but few thought that CBC would actually consider this idea. However, CBC did consider it, and television in Canada is now back where it started—in the hands of CBC with the indie applicants having very little say about it.

FCC a Factor

Dunton implied that another reason why the granting of video licenses was being deferred was the fact that the U. S. Federal Communications Commission (FCC) had decided to postpone the question of granting ultra-high-frequency spots to video. He reasoned that if the U. S. found, after further study, that the higher frequencies would be more suitable than the frequencies now being used there would be room for many more stations in Canada and the decisions on allotting spots to applicants would be that much easier to make.

He argued further that should video licenses be granted now, and the change of frequencies made, then the public would find its receiving sets completely obsolete and would have to go out and buy new ones.

But whatever reasons Dunton gave officially, it was obvious to many in the trade that the big reason behind CBC's decision to defer granting of licenses was that CBC, at the moment, does not have a dime to finance television. Dunton himself admitted that CBC was without funds for this purpose, and besides, it would be a costly proposition in Canada, where a small population is spread over a large area. This statement, strangely enough, comes on the heels of an editorial in an Ottawa newspaper two weeks ago saying that CBC had no right to use public funds to finance television, a project that would be of benefit to only a small section of the Canadian population.

Trade Surprised

The CBC's decision to stall on video came as a surprise to many in the trade, especially to those who had submitted applications. As a matter of fact, insiders believed that CBC would grant the licenses, and this belief—based, it is claimed, on inside government information—was prevalent until right up to meeting time when CBC kept the red light going. What added to the optimism was the fact that Sir Ernest Fisk, managing director of Electrical Music Industries (See CANADIAN TV on page 19)

Lack of Show Savvy DuMont E-Night Blot

Reflects 'Newsweek' Caution

(Continued from page 9)

alist; Samuel Shaffer, senior congressional correspondent; H. Robert Rowan, economist and trend spotter; Wilbur Baldinger, labor expert, and Vera Clay plus three good lookers who kept up the returns board and handled messages, etc.

It was the magazine graphs and charts that fell down first. All the maps and charts were well done and pleasing to the eye, but they were not practical to keep up and were too complicated to understand visually. Thus they required far too much camera time with coincidental explanatory gabbing by *Newsweek* staffers. The DuMont cameraman couldn't even shoot the all-important State return blackboard so it could be read by viewers. If he shot close enough to read the figures, names of States disappeared to the left. If he shot names of States as well as figures, the figures were not legible.

Lacks Showmanship

Newsweek no doubt had to protect itself by having one of their experts run the "newsroom." Lindley tried hard, his voice was good, but he not only didn't have the necessary personal showmanship but the whole studio lacked showmanship. It literally smelled of statistical and factual perfection and simply did not fit the excitement and color of election night. Perhaps Lindley could have carried it if Republican and Democratic headquarters offered more pep for Walter Compton, covering Republicans at the Roosevelt, and Jack Rayal, covering Democrats at the Biltmore, to work with. Or perhaps Walter Fitzmaurice and Richard Davis, *Newsweek* staffers at these respective headquarters, could have lined up more interviews for both Compton and Rayal. Regardless, with the exception of Compton, who did the best job by far, none of the men on the show had the showmanship to keep things moving.

Lack of Excitement

The silent, formal atmosphere of the newsroom, the lack of excitement at the headquarters of both political parties, coupled with the fact that crucial returns and trends were so slow in developing, all combined to make for a much duller election night show than normal. But if more experienced newscasters and commentators had been in charge at about midnight when the Truman election miracle began to evolve, all these unfortunate handicaps would have been dissipated. Unfortunately, Lindley and his *Newsweek* staffers simply did not have it.

DuMont's biggest boner was allowing the regularly scheduled boxing bouts to interrupt their programs, except for intermittent flashbacks to the newsroom or political party headquarters from 9 p.m. to almost 11 p.m. A huge percentage of their audience must have switched to other stations, never to return. On the other hand, just two commercials for Bulova and Philip Morris were given with dispatch. The most touchy viewer could not have been offended.

Newsweek actually was too conscientious about its commercializing. They relied strictly on verbal credits and a few "name plates" on the set and did not make a single pitch to subscribers or advertisers.

WPIX E-Night Work So-So But Sells Plenty of Java

(Continued from page 8)

the light on the real progress of the race.

Specifically, WPIX had arranged for three visual aids to the viewers, an electoral scoreboard, an election meter and a U. S. vote map. These served almost no useful purpose. They proved impossible to follow accurately; they were too small to show up clearly except for close-ups of specific markings on the board, which then could not be seen in relationship with the other material adjoining.

Out of all the coverage, the most concisely presented data were regular summaries of the total national vote of the two candidates, together with the number of States and electoral votes then credited to each. The sporadic bulletins on individual gubernatorial and senatorial races were spread too thinly, and it was impossible for a viewer to keep any kind of State-by-State tally either of these or the presidential race.

Slow on Local Voting

Equally disappointing was the failure of WPIX, as the only local station covering the balloting, to provide adequate local coverage. A few sparse bulletins on the Marcantonio, Isacson and Paul O'Dwyer races, as well as the surrogate battle, were the only items provided. This should and could have been WPIX's strong point, even tho the presidential race defied its analysts, as well as those of all other outlets. The results of all this was that when the station went off the air at 4:02 a.m. Wednesday (3), the viewer who had stayed with WPIX exclusively had very little more idea of how things were going than at 7:40 p.m. Tuesday, when coverage commenced.

However, there were several positive sides to the WPIX picture. Perhaps the best of these was the work of Joe Bolton at Democratic headquarters. As the evening progressed and the Biltmore took on signs of hope and life, Bolton lit right up with it and then some. His breezy way of handling stray characters who came before the WPIX cameras and to the mike furnished a goodly share of hilarity to what might have been a frustrating evening. His good-natured fluffing-off of drunks, and the casual way he brought out the best in politics he interviewed were high spots.

Other assets were the hard-working efforts of Rex Marshall and Lowell Limpus in the newsroom. Marshall did his best with the loosely arranged Senate and governorship dope that came in, and ultimately participated in reporting presidential returns. Limpus not only sweated out the presidential race, but also had to glad-hand various officials of *The Daily News* who were stuck before the cameras without real justification. Jack McCarthy, covering the GOP headquarters, did a competent, if not glittering, job.

Gross Beyond Depth

Ben Gross, *The News'* radio columnist, again was placed in the role of political trend analyst, which he also assumed at the conventions. To be as kind to a fellow-journalist as possible, it may be said simply that Ben was somewhat out of his depth. In a situation calculated to confuse even the most perceptive trend-spotter, Gross proved unable to dispense any part of that confusion. And while the viewer was biting his nails because so few actual results were being announced, particularly on a State-by-State basis (which was the function of Gross's scoreboards), McCarthy repeatedly was brought in from GOP headquarters, with its big scoreboard quite visible, and he

would say there was no need to inspect that board because the viewer undoubtedly was better informed than the Republican throng.

The Times Square portions were handled by Guy Le Bow for color and Jimmy Jemal, *News'* inquiring photog, for interviews. Jemal got into hot water more than once, and he exhibited blatant partisanship for the Republican cause. It seems that man-on-the-street shots for tele may prove quite dangerous unless filmed and rough portions edited out. One item in Jemal's favor was his ability to corral colorful and multi-national folk. These included Indians, Chinese, French, Negroes and even football players, in the person of Charlie Brickley, great drop-kicking star of Harvard's fatter years.

Studio Fare Spotty

Studio entertainment proved inconsistent with the nature of the entire operation. The thought of balancing heated returns with moments of music and comedy might have seemed logical, but the excitement of the close race plus the incompleteness of WPIX coverage tended to underline the annoyance felt by the frequent jumps back to the studio when full attention to returns might have served far more purpose. The quality of the acts ran from poor to good. Possibly the best were Jerri Blanchard's two warbling appearances, and Frank Paris's two turns with marionettes, in which he had them doing some remarkable dancing turns. Danny Webb tried hard to be funny, and occasionally came thru with some yock stuff.

Lynn Bretton, a Welsh blonde who served as femsee, committed numerous faux pas and generally conducted proceedings in a fumbling manner. Not the least of these occurred during a dialog with actor Dean Jagger, in which she first built him up and then completely mispronounced and twisted his name at the final introduction. Then she got into a lengthy, rambling and boring discourse with him on methods of making tea and their relative merits, while the sponsoring Ehler's Coffee folk must have squirmed at their receivers.

Good Plug Spots

Commercials, by and large, were delivered orally. However, there were some "Ehler's Coffee bars" set up in the newsroom and in the studio, and it was usual for each switch to a new origination at one of these sites to start with the participants sipping the brew out of cups. In addition, there were frequent verbal mentions from all key announcers, as well as a film-slide sequence which was used two or three times. The latter was probably less effective than the live stuff.

The sponsor of the WPIX coverage got considerable of a windfall out of the extra interest of the close race and the drawn-out coverage, as did bankrollers on other outlets. WPIX had its planned coverage set only thru 11:30 p.m., thinking it would be all wrapped up by then, but as late as 3 a.m., John Tillman, who capably emceed the studio activities, was shown wearily holding a can of Ehler's and urging tired viewers to try some for pepping up. All in all, the sponsor may consider that he got more than his money's worth.

Typical of the fuzzy analysis, finally, was Ben Gross's frequent reference to the fact that Truman could hardly be expected to win while trailing both in Pennsylvania and New York, and his oft-repeated "wait till the farm vote comes in—later." John O'Donnell, *News'* political columnist, turned up twice on the show, and both times maintained firmly that Dewey would "win a sweeping victory."

ABC Election TV Cast Has Top Gabbers

Follows Two Patterns

(Continued from page 9)

the voting made for a pleasing balance.

Newsroom Close-Ups

ABC, also taking pains to acquaint viewers with the newsroom set-up, shot some excellent close-ups of technicians, tallyists and others at work. A verbal description of the personnel working on the coverage accompanied a general panning of the room. ABC used 300 people, including 75 engineers, and had 50 mikes and 12 cameras in operation. The sound for tele was picked up by the AM staff and monitored thru the AM control, thereby simplifying the combined AM-TV airing.

Visual gimmicks used were effective, with separate billboard-type charts for the presidential, House and electoral-vote tallies, with movable figures and flashing lights. The huge tally board, however, was not so effective; chalked returns were too small, and the camera angle made it necessary to pan the board obliquely. The pari-mutuel board depicting a horse race also flopped, since the relative position of the contenders showed little change.

Remote pick-ups were timed mainly to coincide with statements by Herbert Brownell or Senator McGrath; they served to reflect the mounting tension in both party headquarters. ABC also used the recorded two-way telephone confab gimmick to good effect.

Flaws in the ABC tele coverage were not in its keeping ahead of the news; they were, rather, in the details of production, but they were minor ones in an over-all smooth operation. Miscues on the audio side were most noticeable, with gabbers several times well into their spiels before becoming audible.

V.P. Delivers Plugs

Plugs for Kaiser-Frazer were delivered in person by the firm's advertising veepee, H. M. Swartwood, who prepped his copy in keeping with latest news developments. Using short, conversational pitches at approximately 25-minute intervals, he keyed them to the democracy theme, appealing to listeners to "make your own decision" about the cars. This was followed up by an invitation to try a demonstration, to write directly to him if you couldn't find a local dealer and to take advantage of the driveaway plan, including an invitation to stay at Willow Cottage in Willow Run while waiting for your new model. The informal style was a relief from the customary tele film-slide-animated plugs.

Special credit for the over-all production is due Velotta; John Madigan, who handled New York City news operations; Paul Mowery, national tele director, for his supervision of the coverage; Burke Crotty, exec producer, and his staff of directors, and to William Trevarthen, operations supervisor, who laid out and was responsible for the entire technical arrangement.



Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
85 Church St., New York 7, N.Y.
9 Arelay 7-5371

Segs Slanted For Hausfrau At 2:30 to 6

Pro Talent Puts 'Em Over

(Continued from page 14)

was back and the show proceeded from where it had been interrupted.

"Needle Shop" at 2:30

Chronologically, the late afternoon segs began with Alice Burroughs in *The Needle Shop*, at 2:30 p.m., a show designed to inform homebodies on the ins and outs of sewing and decorating. Miss Burroughs, a former instructor in a sewing machine company's school, is a mature woman who obviously knows her stuff. However, despite quite a fluent manner, she lacks the verve and sparkle which a young, attractive lass might lend. For the customers in public places who might turn to DuMont for the only daytime tele fodder, this is hardly a show calculated to keep the stray viewer entranced. However, for the lady of the house it might prove of value.

At 2:45, Phil Hanna, a radio and showbiz vet, took over with *Spare Room*, a musical seg. Hanna flashed a winning personality and a good set of pipes in warbling his way thru the 15 minutes, and his ease and self-assurance made it a stand-out period. He was followed by another lively show, *The Woman's Club*, in which Irene Murphy exhibited a charm and buoyancy which lifted what might have been an ordinary and dull show into the realm of good entertainment. She interviewed two women (attractive) from the League of Women's Voters, who demonstrated, on the eve of the election, how a voting machine operates.

The 3:15 seg, starting next week, will be occupied by the Vincent Lopez show. Tee-off day, pianist-warbler Dorothy Carless filled in with some adequate chirping. Miss Carless, a Briton, held attention with her crisp accent and her low-cut gown.

Special Event

The major special event of opening day took place at 3:30, a time to be filled regularly by clock-weather-temperature dope. Mayor William O'Dwyer was carded to turn up for congratulatory purposes, but was otherwise disposed and sent as his emissary Deputy Mayor John J. Bennett, who urged expanded use of video as an educational medium. Also appearing were Dr. Allen B. DuMont, Comdr. Mortimer W. Loewi, Dr. DuMont's executive assistant, and Jack Rayel, of the station's program department, who introduced the aforementioned gentlemen.

It was during *Society Page*, the 3:45 show, that the accident involving the microphone occurred. Charles Trantum, a DuMont vet, handled the incident neatly. His guest, Pamela Dudley Karen, of the horsey set, told a bit about her activities as a high-cost model. She sniffed at the plain, workaday fashion models who get \$15 per hour, stating flatly that her fee is \$20. Some stills of Pamela in modeling poses were utilized, one filling in the period when the audio was out. But this show, good as the idea might have seemed, is more likely to irritate people than to entertain them, unless there are some members of the 400 who can be shown to be human and likable.

Fashion Seg

A 15-minute fashion opus, titled *And Everything Nice*, featured Maxine Barratt, who came up with an interesting gimmick in the form of a dummy model with the moniker of Sugar. Miss Barratt engaged in a one-way conversation with the

Television Commercial and Sustaining Program Changes

NEW COMMERCIAL PROGRAMS

(Continued from page 17)

Sponsor Agency Contract Start Product	Program Description Talent	Station, City Facility Time
The Roycroft Co. Melamed Hobbs; 10-29 Philco Radios and TV	Hi-School Football	KSTP-TV, St. Paul Remote, Length of Game
Young-Quinlan & Co. Women's Fashions; 10-27	"Doorway to Beauty" Fashion Show	KSTP-TV, St. Paul Studio, 30 Minutes

DEPARTING COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description Facility	Station City	Disposition of Time
Democratic Nat. Com. Republican Nat. Com.	Address by President Truman (1 Time Only) Address by Governor Dewey (1 Time Only)	WBEN-TV Buffalo	Undecided
George F. Stein Brewery, Inc. M. J. Well, Inc. Beer	Football (1 Time Only)	WBEN-TV Buffalo	Bigelow Variety
Dewey-Warren Club BBD&O Political	"The Dewey Story" (1 Time Only)	WBEN-TV Buffalo	"America Song"
Kudla Motor Sales Rolzen Automobiles	Hi-School Football (1 Time Only)	WBEN-TV Buffalo	
Rosinski Furniture Co. Bowman & Block Philco Radio	College Football (1 Time Only)	WBEN-TV Buffalo	
Trans Mirra Products Contl	"Record Rendezvous" Studio	WPIX New York	Available Spot
Graydon Electric Co. Home Appliances	Spot Announcement	WSPD-TV Toledo	Other Sponsor
Cannon Cleaners Retail Cleaning	Spot Announcement	WSPD-TV Toledo	Other Sponsor

DEPARTING SUSTAINING PROGRAMS

Program Description Package Owner Asking Price	Station Facility	Disposition of Time
Voting Machine Demonstration (1 Time Only)	WBEN-TV, Buffalo	Film
"Miss TV and Three" (1 Time Only)	WBEN-TV, Buffalo	Undecided
"Who's Who," formerly "Let's Get Acquainted"	WBEN-TV, Buffalo Studio	Undecided
"Washington Weekend," News	WPIX, New York Studio	Film
The News' Straw Poll	WPIX, New York Studio	Film

dummy, and used it also for demonstrating various costumes. She was handicapped by the fact that the regular mike still was not functioning, and she had to work with the floor mike. However, she showed a ready flow of gab after a slow start, with promise of developing into a capable performer.

The wind-up was Wendy Barrie's *Inside Photoplay* show, a half hour of glamorizing film folk. Miss Barrie used a couple of approaches that seemed a bit on the obvious side, such as a telephone conversation from a "correspondent" handing her the latest dope. On the plus side was a nice integration of a slide biography of a movie star, in this case Rita Hayworth, in which the subject's love life was amply explored, with the aid of some sexy stills and shots of Miss Hayworth with her various beaux. Jimmy Dunn guested and *Photoplay* Editor Adele Fletcher dashed in to wish Miss Barrie good fortune. A try at a quiz seg with two gals from the audience fizzled when they had to have the answers virtually handed them. This could be cut out with no loss. However, apart from being just a bit too gay, Miss Barrie showed she can handle the show capably, and it should build into a mainstay.

Over-all, with the late shows studded with both names and talent, it would seem to more than carry the weaker members of a schedule in which economy is, after all, a key factor.

Sam Chase.

New Detroit Packager

DETROIT, Nov. 6.—Charles Adams is opening offices here for independent package shows in television, debuting with *Kiddie Kort*, set for a half hour Saturday night stance on WXYZ-TV. The program uses the *Juvenile Jury* format, with young-

7-10:30 A.M. Stretch Fair With Low Nut

Shows Lack Originality

(Continued from page 14)

a corps of school correspondents is built up.

Meikle Tells Stories

At 8:30 Miss Meikle, a versatile young lady, comes on as the television baby sitter. She tells stories to the accompaniment of her own charcoal drawings and then sits down to tell a continued fairy tale. Since the kids to whom she appeals, pre-school age, aren't too discriminating or hep, there is a good chance Miss Meikle will hold their attention, even tho she is by no means a good artist or an especially good storyteller. She has enthusiasm and a real warmth, however, which should get her over. Weakness with the baby-sitter idea is that while it sets out to take the pre-school kids off mom's hands after pop and the school kids have gone to work, it only runs a half hour. What is mom supposed to do with the brats then? The time-weather screening and records sure won't hold them. Miss Meikle, it would seem to this reviewer, has the stamina and could easily run to an hour, filling out the early hours quite satisfactorily and really doing a baby-sitting job for hard-pressed housewives.

Religious Show Next

At 9:18 the morning chapel, a religious program, takes over, with various ministers, aided by piano player and a deep baritone singing hymns alternating daily on the program. The opener seemed confusing to this viewer. Rev. Dr. Wendell Phillips seemed to have no continuity to either his prayer or his general patter. But this program will no doubt vary with the ability of various reverends who take over. The set (two candles with a cross between on an altar) was simple and attractive in complete keeping with the mood of the show.

Speaking of sets, all the shows with the exception of the religious program, were hurt by a flowered drape before which performers worked. This was hard on the eyes and detracted considerably from the performer's appearance and movements.

Amanda, a Negro lass, comes on at 9:40 for about 15 minutes of well-sung tunes ranging from spirituals to boogie woogie, accompanying herself on the piano. The gal is by far the most entertaining part of the early stretch.

Kathi Norris's *Television Shopper* starts at 10:18 and runs over the 10:30 period covered here. Miss Norris does a good job, except that she treats her secretary like an idiot with such consistency that the viewer is occasionally embarrassed by Miss Norris's rudeness to the girl. Demonstrations are well done, and DuMont should be able to continue to sell a flock of them.

These three shows are filled in with the time-weather report and repeats on the *Camera Headlines*. DuMont can certainly do better for a clock than the mess they're flashing on the screen at present, even if they do want to save dough. Also if they want to carry thru the idea of making it unnecessary for the housewife to look at the screen they should announce the time frequently.

21,200 Sets in Capital

WASHINGTON, Nov. 6.—There were 21,200 TV sets operating in the nation's capital as of November 1, the Washington Television Circulation Committee estimated this week. This is an increase of 2,900 since October 1.

Canadian TV Maybe in 1951

(Continued from page 17)

of Britain, discussed with CBC and indies a project to equip the entire Canadian video industry (*The Billboard*, October 30). When Thomson, of CKVL, suggested the co-operative idea two weeks ago, CBC jumped at the idea and said that the matter was worth further study. In other words, the disappointed applicants argue that because CBC couldn't go ahead, nobody does, since CBC claims television is a public affair and should not be concentrated in the hands of private individuals.

Thomson's plan was that CBC establish an English-French video outlet in Montreal, and an English outlet in Toronto, cost of the stations to be met jointly by CBC and indies. After three years of this set-up, CBC could begin allocating frequencies to private stations.

Dunton admitted that CBC sounded out indies on the co-operative idea last year but found little enthusiasm, but now, he said, there were indications that the idea might be acceptable. He also said that a decision on the idea might be forthcoming in about three or four months and that he believed Canada would see television within two years.

There were five applications: CFCF and CKAC in Montreal, and CFRB and CKEY in Toronto, as well as Famous-Players Canadian Corporation, largest chain of flicker exhibits in Canada.

sters given questions on problems of the day by Adams, who also serves as the moderator. He was formerly a legitimate producer, directing the *Dramatic Guild* of Detroit.

DISKERS PRY, PRY AGAIN

In Effort To Get Ban Lifted, They Go Right to Justice Dept., Setting a Precedent

Action Taken at NLRB's Suggestion

(Continued from page 3)

ration of America (RCA) had asked the National Labor Relations Board (NLRB) two months ago for an advisory opinion on whether the welfare fund provision of the projected industry-labor contract to end AFM President James C. Petrillo's disk-making ban was in accordance with the Taft-Hartley Law, which bans certain types of union welfare funds. The NLRB at that time advised the attorneys that the board was not empowered to give a judgment on such an issue and suggested that the matter be taken up with the department of justice. The subject was discussed informally at the justice department.

It is believed there is an outside chance the department now might agree to weigh the matter formally because of the welfare fund problem and because of the stature of the industries and unions involved. Nevertheless a formal opinion by the attorney general would be considered unique, inasmuch as such opinions are almost never handed down to private citizens. In only one case in recent years—the so-called railroad case (*The Billboard*, November 6)—did the department go out of channels to give an opinion without awaiting a request for such judgment from an executive agency.

It is known that not only the justice department but also the NLRB and the labor department have received countless requests for formal advisory opinions in recent months on the legality of various contracts, but all three agencies have avoided going on record when the requests for opinions have come directly from private citizens instead of thru government channels. Paradoxically, in the Petrillo-record industry case a few government officials say they would not be surprised if the justice department hands down an official judgment. The department, tho, has a form letter in which the attorney general states he declines to offer opinions to private citizens on the ground that such a practice would leave the department no time for

any other business and, in addition, would be over-stepping into judicial functions.

The fact that Democratic congressional leaders will seek to repeal the Taft-Hartley act is not expected to have excessive influence on the justice department in deciding whether a formal opinion will be handed down, inasmuch as there is no certainty that enough strength can be mustered by President Truman and his congressional chiefs to repeal the act. Proposed repeal will be a No. 1 item of business in the 81st Congress, but some Democratic leaders now say they do not see how they can gather a majority vote to repeal the act, even tho 80 congressmen who had voted for the law in the 80th Congress were defeated in Tuesday's election. Some think that the best that can be hoped for by Truman and his Capitol Hill leaders is a drastic revision. Consequently, the chance that the anti-welfare funds provision will be wiped off the books is still not too good.

Remick Closes Deal For Gamble Catalog

NEW YORK, Nov. 6.—Remick Music Corporation, member of the Music Publishers' Holding Corporation, has set a deal to take over the catalog of the Gamble Hinged Music Company of Chicago.

Gamble has been active over 25 years and includes many important copyrights which will now become part of the Warner music pool which includes, in addition to Remick, the Witmark, Harms, Advanced and New World catalogs.

No Xmas Gifts Please, Says RCA to Music Publishers

NEW YORK, Nov. 6.—RCA Victor record division Thursday (4) sent a letter to all music publishers asking that the publishers discontinue the practice of sending Christmas gifts to members of the diskery' artists and repertoire group. The letter, signed by Jack L. Hallstrom, manager of the artists and repertoire department, said:

"As the Christmas season approaches, we are happy for the opportunity which we will have to extend our best wishes to our friends in the music publishing business.

"In the past it has been the practice of a number of publishers to express their Christmas greetings to some of us in material form. I do not question the good will in which these gifts have been offered, but I feel, nevertheless, that the spirit which inspires them could be more effectively conveyed without the gifts. In other words, we would very much prefer that the practice of sending us gifts be discontinued entirely. Instead let us have a Merry Christmas and Happy New Year since this is the fundamental spirit involved.

"It is my sincere hope that you will

Philly Tunesters Form Mutual Aid Society—SWAP

PHILADELPHIA, Nov. 6.—Bearing out the "brotherly love" character of the community, the town's tunesmiths have banded together into a mutual aid order to be known as the Song Writers' Association of Philadelphia (SWAP). Apart from the social aspects of the association, the primary purpose of SWAP is for all the boys to pitch in and help plug the song efforts of each other. Taking in both songwriters and publishers, the local Tin Pan Alley fraternity has now realized that it will take co-operative effort of each to give a helping hand to a fellow tunesmith who may not have the wherewithal to carry on a song campaign on his own.

At the organization meeting this week Frank Capano, composer-publisher with both American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) affiliations, was elected president; Eddie Malle, executive secretary; Jack Zeihler, recording secretary; publisher Jimmy Myers, first vice-president; ASCAP-writer Billy Hays, second vice-president, and Ace Pancoast, third vice-president. Membership includes other local publishers in addition to the tunesmiths. Applicants for membership are being carefully screened to rule out the amateurs, with approved songs (regardless of whether they are published) a basis for membership. SWAP will also help its members to get their tunes in print.

Capano explained that SWAP is in no sense a performing rights society. Boys eventually aim to set up their own headquarters, equipped with a recording studio. Essentially, it will be a mutual aid society with designs on bringing the town's Tin Pan Alley back to a glory it enjoyed several decades ago before Harry Link, Irving Mills, Joe Burke and the many others produced here migrated to New York.

Wax Ban May Be Dissolved Within Days

Writing Now in Works

NEW YORK, Nov. 6.—The election of President Truman threw the music business into a whirl of conjecture this week, the speculation centering around whether the unexpected Truman victory would affect the ban-lift agreement reached last week by the American Federation of Musicians (AFM) and the record companies. The virtually unanimous opinion of both recording execs and AFM spokesman was that all parties would adhere to the verbal "gentlemen's agreement" reached prior to the election, and that such changes that might occur in the written document would be minor—just a matter of phrase-

History Repeats?

NEW YORK, Nov. 6.—James C. Petrillo, musicians' union prexy, lifted the last disk ban November 11, 1944. In other words, a short time after the presidential election.

Milton Diamond, AFM counsel, and disk execs will make their pitch to the attorney general Wednesday (10) shortly after the presidential election.

Do you believe in the occult?

ology. Milton Diamond, AFM general counsel, said he saw no reason why recording should not be resumed in a few weeks.

This general opinion was last buttressed Friday (5), when the Federation announced that Diamond and reps of wax firms would trek to Washington Wednesday (10) to seek a ruling from the Department of Justice on the legality of the ban-lift formula.

Prior to this AFM announcement, however, the belief was unofficially expressed in union quarters that it was quite possible that AFM Prexy James C. Petrillo would try to revise the plan, inasmuch as the Federation would feel strengthened by the likelihood that the Truman election would result in drastic revision of the Taft-Hartley Law. One union man suggested that Petrillo would try to incorporate in the contract a clause calling for revisions if and when T-H is amended. Some doubted, for instance, that Petrillo would now swallow a pact tying him up for five years. Too, one source close to the matter admitted that events in Washington might indicate that the Diamond plan might not be necessary and that the AFM could wait it out and draw on \$500,000 still in the kitty. Such an opinion, of course, presupposed either complete scrapping of T-H or very drastic revision, but a check-up in Washington indicated that such a thoro shake-up in the labor law was by no means indicated at this point (see separate story).

Details of the AFM-disk agreement were reduced to writing in meetings this week. According to Diamond, (*See Wax Ban Out Soon on page 22*)

them a good deal of money, while others thought the proposal somewhat naive and unrealistic.

Columbia To Make Race Department Highly Selective

NEW YORK, Nov. 6.—Altho Columbia Records intends to move strongly into the race business (*The Billboard*, November 6), the move will in no way involve a change in the diskery's policy of maintaining high standards of dignity in its platters. Manie Sacks, Columbia's artists and rep chief, this week indicated that inasmuch as the race category now represents a vital section of American music, Columbia would take necessary steps to assure strong representation via leading artists and tunes.

The operation of building the company's race department will therefore be highly selective, the accent being placed on cuttings which are noteworthy as examples of that particular musical genre.

Pubbers Lose BMI Suit, But Can Try Again

NEW YORK, Nov. 6. — The suit brought by music publishers Charles E. McCord, Joseph Nuccio, Robert Reynolds and Perry Alexander against Broadcast Music, Inc. (BMI) for non-radio performance payments was dismissed in New York Supreme Court Thursday (4) by Justice Hofstadter. The dismissal grants the pubbers leave to submit an amended complaint within 20 days.

BMI had based its move for dismissal on the contentions that the payments it made to pubber affiliates for radio performances constituted the true measure of performance payments, that the plaintiffs had no authority to speak for a class of pubbers, and that the court had no jurisdiction. Judge Hofstadter's decision upheld the first two of these contentions in dismissing the case, holding that the complaint did not demonstrate any relationship between the parties which would substantiate any indebtedness for non-radio licensing activities, and that the plaintiffs had no justification in representing any interests other than their own.

Quality Control Process Doubles Disk's Play Time

NEW YORK, Nov. 6.—Ten-inch records that can play five minutes of music per side (nearly double the average time-length of a standard disk) on any standard phonograph, have already hit the market via a new recording process called Quality Control (QC). QC-cut disks play at 78 revolutions per minute, like any other disk, and do not require any special pick-up.

Developed by Emery Cook, of the Cook Laboratories in Floral Park, N. Y., the process utilizes a special amplifier, and can be used in making masters from wire, tape, film or acetate recordings. It eliminates sharp angles in the record grooves ordinarily caused by highs or lows of pitch or volume, and makes possible the cutting of more grooves per inch, as well as more volume without tonal distortion. Most standard disks are cut 96 lines per inch, but QC-ed disks are grooved at least 136 lines per inch.

The first QC-ed long-playing sides to hit the market were recorded for the Tru-Tone diskery at the Universal Studios in Chicago. The little indie, located in Anderson, Ind., specializes in sacred material, and this release, a Christmas special, plays for four minutes and 52 seconds on one side alone. Universal also plans to use the process for its own label and will introduce its "double feature" pop disks shortly after January 1. These will feature two full-length pop selections to the side, and will retail for 79 cents.

DANCELAND DEBUTS

DETROIT, Nov. 6. — Latest local entrant in the independent label field is the Danceland Record Company, headed by Morry R. Kaplan, of the Kaplan Music Sales, record distributors. Kaplan planned activity under the Encore Record title, as reported a month ago, but dropped Encore when it was found to be similar to another name in the music field.

First release is a double by the Candy Johnson orchestra, *Stampin' and Ebony Jump*, released nationally this week. The company will specialize in the race field.

Orksters Flop as Tax Agents

Feist Sued for 100G, Accused Of Not Plugging Show Tunes

NEW YORK, Nov. 6.—Composers Allan Jay Lerner and Frederick Loewe this week filed suit against Leo Feist, Inc., in New York Supreme Court, seeking \$100,000 damages and asking that their publishing contract be rescinded. The action charges that Feist, in 1945, breached the publishing contract by neglecting to exploit properly eight tunes written by the writers for the play, *The Day Before Spring*. Feist, it is claimed, violated its fiduciary duty by "deliberately and willfully" failing to promote the music. The plaintiffs contend that instead of so doing, the publishing company devoted all its time to exploiting tunes used in films

produced by the parent company, Loew's.

The action asks for a mandatory injunction directing that the contracts and all rights of Feist to the tunes be voided and that such rights revert to the composers. It also asked that Feist account for all monies not previously accounted for.

Feist, in its answers to the action, admits the contract but begs leave to refer to the original deal in October, 1945. The contract, it states, was drawn up between the writers and John C. Wilson, producer of the play. Feist claims it paid \$5,000 for the publishing rights as a down payment, plus royalties to both the writers and the producer.

The action was disclosed when the defendant moved for an order requiring the composers' attorney to serve a verified bill of particulars setting forth details of the contract made in 1945.

The writers are represented by Fielson, Mayers & London.

Infringe Suit Filed by Paone

NEW YORK, Nov. 6.—A suit asking an injunction, an accounting of profits and damages sustained by the alleged infringement of the plaintiff's tune has been filed in U. S. Supreme Court by composer Nicola Paone against Louis Prima, Barbara Belle, the Enterprise Music Corporation and the Radio Corporation of America (RCA). Paone, who wrote *Sciccareddu' (My Little Donkey)*, claims his copyright was infringed via an English language version of the tune.

Complaint alleges that prior to July, 1946, the composer penned the tune in Italian. It is charged that the defendants, Prima and Enterprise, in September of 1947 translated the tune and made a musical version for orchestra with neither the knowledge nor consent of the plaintiff.

The complaint also claims that Prima and Enterprise combined and publicly performed the work via orchestra and vocal rendition, and also combined with RCA to record the tune without consent.

RCA Asks AFM Okay On TB Xmas Platter

NEW YORK, Nov. 6.—The American Federation of Musicians (AFM) is considering a proposal by RCA Victor that the platter be permitted to make and release a full band record featuring five of the company's top artists and label newcomer Fran Warren. The record would be a 10-inch, utilizing a top RCA house band, with Sammy Kaye, Tommy Dorsey, Vaughn Monroe, Perry Como, Ray McKinley and Fran Warren. The idea is to cut Christmas carols on both sides of the platter, with all the forementioned talent participating in some fashion in the interpretation.

All the artists have agreed to waive royalties on the platter, the monies to be contributed to the Tuberculosis Society. If a union okay is forthcoming (and a decision is expected early this week) RCA will rush the platter into production for earliest possible release date.

N. Y. Chapter Quits National DeeJay Ass'n; Now It's MADJ

NEW YORK, Nov. 6.—What used to be the New York chapter of the National Association of Disk Jockeys (NADJ) has dissolved and re-emerged as an entirely independent group, the Metropolitan Association of Disk Jockeys (MADJ), having no connection with the national body.

The new group, which has membership representation from virtually every metropolitan station, will act as a local clearing house for public service activities and social functions for jocks.

The MADJ members voted to maintain the same officials who served in the New York chapter of NADJ: President, Paul Brenner, of WAAT; veepee, Fred Robbins, of WOV; treasurer, Bill Taylor, of WOR; recording secretary, Eileen O'Connell, of WGM; and social secretary, Stanley Burns, of WINS.

The association, which was incorporated in New York State last week, was launched at a Halloween party given last Sunday (31) by the New York Heart Association for all local

spinners, with a special salute to MADJ.

At a meeting at the association's headquarters in the Belmont-Plaza Thursday (4), committees were set up for entertainment, rules, publicity, public service, et al., with a special committee designed to organize a record pool for the distribution of platters to hospitalized veterans and other institutionalized individuals.

The group is now concentrating on a Christmas week party to which MADJ will invite all recording artists then in the area, and all local deejays, whether or not they are members of the association. The idea is to afford performers and jockeys a chance to get acquainted, and it is hoped that the party will become an annual affair.

According to the new group's top-pers, the reason for the withdrawal from NADJ was the growing ineffectiveness of the national body. Barry Gray, NADJ prexy and jock at WKAT, Miami, could not be reached for comment.

Role Forcing A Lot of 'Em To Quit Biz

Just the Incompetents?

(Continued from page 3)

because of difficulty with the handling of the tax money as employers.

It is pointed out that these middle-road orksters, who in these rough band business days consider it a stroke of good fortune to work a five-day week, have been making use of the collected tax money for transportation between long road hops. This they do on a premise that the money will be replaced with the take from the next job. But several orksters have been working on this "necessary job replacement" basis for virtually all of the past six months and now find themselves in the hole as much as 5 to 10G—a large bundle of moola for guys who draw between \$350 and \$750 per night on one-nighters when they get them. Consequently, with the year's end rolling around, a number of the maestri are going to be forced to fold in order to work off the Internal Revenue debt and not let it grow any larger.

Incompetents Going Out

Tradesters opine that the ramification of the disposal for the Form B may be a giant headache, it also may be somewhat of a godsend to the business since it may well prune out some incompetent orksters who many feel are a drag on the industry. They point out that in the current buyers' market the supply is far greater than demand. Consequently, below the top 20 bracket it's a cat-eat-mouse struggle to keep working. If some orksters are forced out of business by the failure to keep up with tax payments, it may serve somewhat as an aid to the maestri who are managing to keep their heads above water. In other words, the Form B reversal could readily perform the job of a war as outlined in the Malthusian theory.

802 Negotiating Two Pacts — Presentation Houses, Arrangers

NEW YORK, Nov. 6.—Representatives of Local 802, American Federation of Musicians, and reps of the Music Hall and the Roxy met Monday (1) to negotiate a new contract. The union's opening demand was for a 15 per cent increase, but was later scaled down to 10 per cent. Theater men, however, countered by asking for status quo with a 90-day reopening clause—a move that paralleled that of the movie industry in its negotiations with Petrillo last summer. The parley disbanded on that inconclusive note, with another meeting to be set in the near future by the theater people. This marks the first time the union has dealt with individual presentation houses, rather than with the industry as a whole.

The current union scale for these two houses is \$124 for six days, including 24 shows. Other New York houses are scaled at \$144.90 for seven days, including 29 shows.

A committee of arrangers met this week with 802 officials Charles Iucci and Bob Stern to set a negotiating pattern for radio.

First Capitol Disks Ready To Hit the British Market

HOLLYWOOD, Nov. 6.—First Capitol records to hit the British market since English Decca took over Cap's British pressing and distribution rights will include Peggy Lee's *Golden Farrings* and *Manana*, King Cole Trio's *Nature Boy*, Pee-Wee Hunt's *Twelfth Street Rag*, plus items by Stan Kenton, Benny Goodman and Betty Hutton. La Hutton's bombshell waxed voicings are expected to click, especially in view of her personal appearance at the London Palladium, with an additional sales boost seen via her Paramount Pix appearances.

English Decca's Ted Lewis expects to have Cap's product on the London mart by December 1, in an effort to cash in on Christmas sales. His deal with English Decca allows Cap to cover all of non-Soviet Europe, since Germany's Telefunken pulls out of Continental Europe for Cap, according to earlier agreement with the German wax house. Cap will retain its regular label in England, thereby being the only American diskery to sell its product under its U. S. name. (American Decca is Brunswick, Columbia and Victor are under the EMI trademarks.) This marks the first time Capitol Records has entered England and is also the first time Lewis has taken on another U. S. label in addition to his pressing and distribution of American Decca's catalog.

CRI Income Down; Decca Shows Profit

NEW YORK, Nov. 6.—A decline in its recording subsidiary income characterized the nine-month financial statement published by Columbia Broadcasting System (CBS) this week. The statement, consolidated for CBS and its subsidiary, Columbia Records, Inc. (CRI), shows a gross decline against 1947 of a little more than four million dollars and a net decline of \$650,000. A cash dividend of 50 cents was voted by the directors.

Columbia's radio revenue is up, so far, around 7 per cent against 1947, pointing unmistakably to the CRI drop. However, this last is accounted for to some extent by a heavy investment in long playing (LP) records plus what is described as a fall in RPM sales as a result of the introduction of LP.

Gross income this year for nine months is \$50,535,189, and net, \$3,010,446. This compares to \$54,665,434 for 1947, and a net of \$3,660,860.

The consolidated statement also indicates that CBS has made a considerable reduction in operating expense this year.

Decca Records this week announced a consolidated net profit of \$550,877 for the nine-month period ended September 30, 1948, the figure including provision of \$337,634 for all estimated income taxes. This represents 71 cents per share on 776,650 shares of stock outstanding.

For the same period in 1947 the net profit amounted to \$1,116,483, or \$1.44 per share on the same number of shares outstanding.

It's Columbia First

NEW YORK, Nov. 6.—In the October 30 issue of *The Billboard* it was reported that RCA's 25-cent spinner disks set a new low for vinyl wax from a major. Columbia's 7-inch Playtime Records, originally priced at 35 cents, were reduced this July to 25 cents per disk, thereby predated the RCA innovation.

NEW YORK, Nov. 6.—Disk trade experts were speculating this week that English Decca's deal to produce and distribute Capitol Records' product in the British Isles and Africa was a move on behalf of the English firm to insure itself against the loss of the American Decca line, which it handles for the world. It is pointed out that there has been no open official or unofficial breach in the relationship between English and American Decca, it is a well-known trade rumor that during the past year a rift has developed between the E. R. (Ted) Lewis British camp and the Jack Kapp empire here.

The English Decca deal rounds out a giant swoop on the international market by Capitol. The firm earlier had completed deals with the German Telefunken firm, the Mexican Articulos Domesticos and the Pan-American De Discos. The deal with Decca is a non-reciprocal proposition, with Lewis's outfit due to press and distribute the Cap wax and paying for the rights to it, but in cash, not in exchange wax. Lewis is using his own British made wax for his London label here and has his longhair FFRR catalog tied up in a deal with American Decca at the moment. It is understood that the American earnings on the London label will be used for the British Decca payments to Capitol. It also is understood that Cap execs have big eyes for the British Decca FFRR longhair stuff to complement the Telefunken acquisition. It is rumored that Lewis may have promised Cap the American rights to FFRR when he is able to get them back from American Decca. There has been considerable trade talk in recent weeks that Lewis and Kapp have been going at it hot and heavy over what is described as Lewis's dissatisfaction with the American Decca handling of the FFRR line over here.

Local 47 Clamp On Slow Payers

HOLLYWOOD, Nov. 6.—Coast diskeries that have been slow in paying musicians for past waxing sessions will henceforth be forced to operate on a strictly c. o. d. basis, according to Phil Fischer, recording rep for Local 47, American Federation of Musicians (AFM). Fischer said the union would insist on advance payments from certain unidentified firms once the recording ban is lifted and waxing resumed.

At present smaller indies owe union members about \$10,000 which is a drop in the bucket compared to volume of recording done here. Nevertheless, the AFM will take no chances in the future with delinquent payers. Moreover, firms still owing dough will be required to pay up before AFM will issue new recording licenses, Fischer added.

In New York Local 80, AFM, has long insisted that firms which are bad risks must pay cash on the barrelhead. This policy will be resumed when the ban is lifted.

Celeb Gears for Christmas

NEW YORK, Nov. 6.—Joe Davis, pubber-record man who recently sold several thousand of his masters to the MGM diskery (*The Billboard*, September 11), is nevertheless keeping his own Celebrity label active and is gearing for a Christmas push. Slated for November release is his *Merry Minstrel Show* album, a two-record vinyl job. The set embodies an old-time minstrel show, complete with songs, patter and traditional routines done by veteran Al Bernard and Company.

Spelling Bee

NEW YORK, Nov. 6.—The Oxford Music pubbery, starting work on its new No. 1 plug tune, has been having spelling trouble. The tune originally was printed up as *Tara, Talar, Tala*, but when the first 10 people to receive copies pronounced the title 10 different ways, it was decided to scrap the entire stock and reprint with the title spelled *Ta-Ra, Ta-Lara, Ta-La*. This version was handed to one of the firm's English representatives, who immediately pronounced it improperly, whereby copies were called in again. The latest version now at the printers, will read *Tarra, Ta-Larra, Ta-Lar*, which is pure Oxford, if not English.

Court Postpones Barton Action Until Nov. 22

NEW YORK, Nov. 6.—Ben Barton, who was to have submitted an amended arrangement before the court last Thursday (4) (*The Billboard*, November 6), instead asked for an adjournment until November 22 and his request was granted by Referee Peter B. Olney. Representatives of Barton's creditors okayed the postponement, having consented at Barton's request at an informal meeting the previous day (3). Referee Olney also approved the hiring of a bookkeeper at \$25 a week until the 22d, and the naming of attorney Hyman Salmonson, chairman of the unofficial creditors committee, as co-signer of checks with Barton.

At the informal Wednesday meeting, Barton offered a new tentative arrangement for the creditors' consideration, stipulating a payment of 75 cents on the dollar to songwriter creditors at the rate of 65 cents down and 10 cents within 90 days after court confirmation of the plan. General creditors would receive 30 cents on the dollar; 20 cents down and 10 cents in 90 days after confirmation.

The creditors committee tentatively accepted this plan, but with considerable skepticism as to whether Barton can make it good. Some \$10,000 in fresh money would be needed to implement the arrangement. Barton doesn't want to surrender his copyrights to Jewel Music, which offered \$20,000 for them, the money to get into the kitty. In addition, creditors feel that Barton would have to raise some operating capital.

Cap Income Soars In 1st 9-Mo. Report

HOLLYWOOD, Nov. 6.—Capitol Records earnings are soaring while the industry as a whole has registered a drop. According to its nine-month report to its stockholders, Cap earned more in the past three-quarter period than it ever has in any full year in its entire history. Since the year's final quarter will include Christmas sales, Cap's Prexy Glenn E. Wallichs expects 1948 to be a top banner year.

According to its reports, the net income, after all charges, in the first nine months this year totaled \$1,211,109 as compared with \$253,151 for the same period last year. After providing for dividends on convertible preferred stock, this equals \$2.66 per share on common stock as compared with 45 cents per share during the like period last year. Nine month's sales totaled \$13,117,010 or 25 per cent more than sales during the first nine months last year.

Muscraft Gets \$ Deposit From Guy's Angel

NEW YORK, Nov. 6.—Muscraft Records yesterday (5) received a "good faith" deposit of an undisclosed sum of money from the angel who reportedly will sponsor Guy Lombardo's move into the diskery—when and if such a move occurs. It was reported that the Lombardo angel is the Atlas Corporation, which already has underwritten a large portion of the Muscraft firm. A diskery exec stated that the deposit represented all the money that is required for the firm to clear off current debts and allow for some working capital.

The diskery also reported that the deal with Lombardo was virtually closed but that some late and favorable developments requiring brief investigation has delayed stockholder approval of the Lombardo plan. Lombardo reportedly would come to the diskery as an artist, artist-and-repertoire chief and business executive.

Meanwhile, Lombardo claimed that the deal has advanced no further than it was two weeks ago. He pointed out that he will make no move to join Muscraft until he consulted with Decca Prexy Jack Kapp, with whom he has been connected wax-wise for more than a decade. Kapp is now on the West Coast and will not be back for at least two weeks.

Lombardo also explained that he was to submit his own suggested plan to Muscraft but said that he hasn't had the opportunity to draw up this scheme. He also was supposed to visit the diskery's Ossining, N. Y., plant and investigate other of the firm's assets.

Barge Takes Over Miller Music Duties

NEW YORK, Nov. 6.—Phil Miller, Chicago rep of Miller Music has been let out, with Irwin Barge, the Robbins man in Chicago, taking over Miller's duties in addition to his own. Ned Miller continues as Feist's Chicago contact man. The move follows the cut-down pattern other top pubbers have set, on the thesis that conditions don't warrant expensive out-of-town payrolls.

Also discharged this week was Bruno Salvatore, Bobby Mellin's Chicago rep.

WAX BAN OUT SOON

(Continued from page 20)

there occurred some slight conflict over phraseology, but this is expected to be cleared up Monday (8) or Tuesday (9). It is reported, but not confirmed, that one point of disagreement had to do with record companies' objection to a clause dealing with voiding of talent contracts in the event of a strike.

Top brass of the recording companies, when sounded out, were unanimous that the "gentlemen's agreement" would remain intact in all essentials despite the election, and that Petrillo would not attempt to renege.

One Victor spokesman stated: "I don't think Petrillo will go back on his word. He's not that kind of a guy. There will be no changes."

A Columbia exec said: "The deal will be unchanged... as per gentlemen's agreement."

An attorney who has been close to the matter said: "Whatever existed one week ago exists now... my guess is that it will go thru."

\$12.95 Adapter For L-P Platters

NEW YORK, Nov. 6.—Two New Haven mechanics hit town this week with a gadget designed to adapt any phonograph to play long-playing (LP) records and to retail at approximately \$12.95. Edward Tenney and Ed Poulton, who developed this combo speed adapter and pick-up arm, have been in New York this week to sound out various record and phono manufacturers on mass production possibilities.

The gadget, which is a light, non-mechanical unit, spins records at 33 1/3 revolutions per minute over a 78-r.p.m. turntable and has an attached lightweight pick-up for the microgroove waxings.

Shaw Is Back In Gale Office

NEW YORK, Nov. 6.—Billy Shaw is back at work at the Gale Agency this week after last-minute disagreements over details of the deal had snafued the completion of the split between Shaw and his partners, Moe and Tim Gale, in the booking office. Shaw will resume his post as veepee and one-third partner in the Gale Agency biz at least temporarily.

It was reported last week (*The Billboard*, November 6) that Shaw and the Gales had reached an agreement whereby the latter pair would buy out Shaw's one-third interest in the biz. It is understood that Shaw and his attorney, Chubby Goldfarb, objected to some last-minute changes in the papers proposed by the Gales and that they pulled out of the deal.

The trade was surprised to learn of Shaw's return to the agency but most felt that it will be only a matter

Jolly Joyce Now Pubbing

PHILADELPHIA, Nov. 6.—Jolly Joyce, head of the Jolly Joyce Theatrical Agency here, has dipped into the music publishing field for the first time in organizing a new firm on the West Coast with Lew Herscher. Aiming at concentrating on Western and folk music, Joyce and Herscher formed the Ranch Music company, with offices in Hollywood. Herscher has his own Bell Song Publishing Company in Hollywood and is a partner in the Reine Recording Company there.

The Joyce Agency, which enjoys the biggest billings in hillbilly bookings in the East, has several pop units under its wing in the Mercury label's Red Caps and Basin Street Boys. The ABC network's *Hayloft Hoedown*, headed by the Victor recording Sleepy Hollow Gang, and other Western recording talent is also under Joyce's aegis. During the summer season, Joyce handles the top Western names for their Eastern tours.

In the music publishing phase of the agency's activity, Joyce will concentrate on artist contact and recording, with Herscher on the West Coast handling picture and recording. For a starter, the Ranch Music catalog includes *The Right To Love You*, *Give Me the West*, *The End of the Trail*, *You Spoil Me* and *I Lost My Heart in Palm Beach*. The catalog also includes some Spanish tunes grabbed up from screen scores. *You Spoil Me* is already set to be cut for the Victor label by the Sleepy Hollow Gang.

of time before the partners renegotiate and work out a split which would be agreeable to the Gale veepee.

AMC Preps Music Sales Meets For Tradesmen in Chi, Gotham

CHICAGO, Nov. 6.—Feeling that various segments of the music business have not made sufficient use of worthwhile findings of the American Music Conference's sweeping music market surveys (*The Billboard*, March 27), William Mills, executive secretary of AMC, has set up sales and merchandising conferences in Chicago and New York for early December. Execs of firms from all branches of the music industry, plus reps of their advertising agencies, are being invited to attend the local December 1 confab and the Gotham conclave, December 8.

First portion of the meeting will be given over to Dr. Albert Haring, professor of marketing at Indiana University and AMC consultant, who will point out factors which have been overlooked and generally interpret the findings of the survey in terms of their effect on sales and promotion activities. Philip Lesly, v.-p. of the Harry Coleman Agency, public relations counsel to AMC, will outline what the AMC program is doing on a national basis to increase the market for musical merchandise, and how specific firms can tie in their activities with the AMC program.

Serving on the panel at the Chicago meeting, slated for the LaSalle Hotel, will be Harry Schwartz, advertising manager for C. G. Conn; Robert Keyworth, sales manager for Kay Musical Instrument Company, and F. Strother Cary, account executive for Lee Burnett Company, ad agency for Rudolph Wurlitzer Company.

In New York, where the meeting place has not yet been designated, Arnold Shaw, director of advertising and exploitation of Leeds Music Cor-

poration; Robert Holley, prexy of Robert Holley & Company, ad agency, and an account executive from Ruthrauff & Ryan, agency which handles the Baldwin Piano account, plus Jack Fedderson, of Selmer, will man the panel table. Persons interested in attending either meeting are asked to contact Mills at 332 South Michigan, Chicago.

Forrest L. McAllister has joined AMC as director of research and education. His first duty will be to study successful school music programs to learn how they started and what makes them outstanding. Eventually, AMC hopes to work up material which will enable a school system to strengthen its local music picture thru AMC compilations (*The Billboard*, April 17).

Cleffer Threesome Sets Indie Pubbery

HOLLYWOOD, Nov. 6.—Cleffers Ramey Idriss and George Tibbles (*Woody Woodpecker*) and George Brown (*I Never Loved Anyone*), this week joined forces to set up a new indie pubbery, to be called Idriss-Brown-Tibbles Music Publishers (IBT). Tunemsmiths are all members of American Society of Composers, Authors and Publishers (ASCAP) and will apply for ASCAP affiliation.

Three tunes, *The Little Old Song* and *The Wheels on His Wagon Were Square*, both cleffed by Idriss and Tibbles, and *A Man Keeps Wishing*, written by Brown, have been set to launch the new firm. Outfit will be headquartered at 1558 North Vine, Hollywood.

Congratulations

To the Florists of the Nation!

NATIONAL FLORISTS' WEEK, NOV. 7-14

EDDY ARNOLD

RCA Victor Recording Star



BEST-SELLING RETAIL FOLK RECORDS
 BOUQUET OF ROSES—
 EDDY ARNOLD
 Victor 20-2808
 POSITION: 2
 Weeks to date/Week: 24/2

BEST-SELLING RETAIL FOLK RECORDS
 BOUQUET OF ROSES—
 EDDY ARNOLD
 Victor 20-2808
 POSITION: 1
 Weeks to date/Week: 23/1

BEST-SELLING RETAIL FOLK RECORDS
 BOUQUET OF ROSES—
 EDDY ARNOLD
 Victor 20-2808
 POSITION: 1
 Weeks to date/Week: 26/1



EDDY ARNOLD

The Tennessee Plowboy — The Nation's Favorite—Singing

"BOUQUET OF ROSES"

RCA VICTOR RECORDING NO. 20-2806

Now on sale at all RCA Victor dealers

HEAR EDDY ARNOLD Every Saturday 9 P.M. CBS Coast to Coast

"HOMETOWN REUNION"

Also Mon. thru Fri. 12:45 P.M. MUTUAL BROADCASTING SYSTEM

"CHECKERBOARD JAMBOREE" for Ralston Purina Co.

AFFILIATED: HILL & RANGE SONGS, INC., HOLLYWOOD 46, CALIF.

EXCLUSIVE MANAGEMENT: THOMAS A. PARKER, 4218 San Pedro, TAMPA 9, FLA.

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CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

has appointed us distributor
for the territory of Maine,
New Hampshire, Vermont,
Rhode Island and Massachusetts

MUSIC SUPPLIERS OF NEW ENGLAND, INC.

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CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

has appointed us distributor for
the Chicago distributing area

Remco

LA SALLE at OHIO

Chicago 10, Illinois Superior 7-9560

Hope for Scott Bill Blasted As Dems Take Over Congress

WASHINGTON, Nov. 6.—The fate of the proposed amendment to the Copyright Act eliminating the juke box exemption is in doubt as a result of the Democratic capture of the 81st Congress. Two members of the House judiciary subcommittee, which approved the measure last session by a 3-2 vote, were defeated and a general reorganization of the group is in order.

In line for the chairmanship of the subcommittee is Rep. Francis Walter (D., Pa.), who took little part in the hearings on the Scott bill. Make-up of the rest of the group will not be decided until the Democrats reorganize the House in early January.

Rep. Hugh Scott (R., Pa.), author of the original copyright amendment, was re-elected and is expected to offer his bill again in the next session. There is little chance that a measure sponsored by Scott can pass a Democratic Congress, however.

There is a possibility that a Demo-

cratic member of the Judiciary Committee will introduce a measure similar to the Scott Bill, designed to permit the licensing of juke records by American Society of Composers, Authors and Publishers (ASCAP) and other music copyright-holders. ASCAP has been trying for many years to get such a bill passed.

The Democrat in line for the chairmanship of the full Judiciary Committee is New York's Rep. Emanuel Celler, who has taken no stand on copyright amendment. Celler, however, is a friend of his fellow New Yorker, Rep. Sol Bloom. Bloom, a former songwriter and music publisher, came out strongly in favor of the Scott bill when it was being aired by the subcommittee.

Grimes Pubbery Sets Up 2 Labels

PHILADELPHIA, Nov. 6.—Grimes Music Publishers, local Broadcast Music, Inc. (BMI) publishing firm headed by David A. Grimes, is setting up a subsidiary record manufacturing firm. With the lifting of the ban, the pubber will blossom forth with two indie labels tagged Talent and Hokem.

Disks will lean to the firm's own tunes in the cuttings. First release will be *You're Crying for the Moon* and *When You Walked In* on the Talent label, with Freddy Ford's orchestra for the cutting; and *Gimme, Gimme Some (Gefullte Fish)* and *Monkey Biz-Ness*, with Jerry Castle and the 4-C Notes for the waxing under the Hokem label. The latter label will feature the novelty and comedy song specialties.

Oberstein Acquires Joe Carlton, Ex-BB

NEW YORK, Nov. 6.—Joe Carlton, former music editor of *The Billboard*, this week joined Eli Oberstein's Varsity diskery in an executive sales capacity. Carlton initially will devote the major portion of his effort toward the Varsity direct sale drive aimed at the nation's department stores. He also will spend some of his time pushing the Sonora album stock which Oberstein acquired some months ago. These have been selling in local department stores at \$1.99 per at the retail level.

Carlton refused to comment on the trade rumor that he was joining the Oberstein org in order to aid in the reactivation of the Royale label preparatory to Oberstein's entry into the regular priced competitive pop field. Trade has been speculating for several months that Oberstein soon will revive the Royale label.

It also was learned that Oberstein is in the process of setting up a distrib network which will cater to juke box operators only. Varsity already has set up nine outlets and intends rounding up a total of 41 to handle the juke operation. The disks will be peddled at about 30 cents each to the ops.

Moore Will Expand His Pressing Plant

DETROIT, Nov. 6.—Glenn R. Moore, orchestra leader, has taken over sole ownership of the American Record Pressing Company, in which he was formerly a partner, and is starting to enlarge the pressing capacity. Loy E. Salsinger, former partner, has withdrawn to go into the automotive body distributorship field.

Moore is confining his band activities to jobbing dates, in order to take personal charge of the record business.

Judy Canova Signs To New Management

NEW YORK, Nov. 6.—Goldfarb, Mirenburg and Vallon are handling management affairs for Judy Canova as of last Wednesday (3) when Mike Vallon inked the singer-comedienne to a management pact in Hollywood. Vallon will supervise all her activities on the Coast, with Goldfarb handling the New York end.

Miss Canova will come here to do her Colgate airtel November 20 and 27, and Goldfarb is setting a series of p.a.'s for her while she is in New York.

Announcing...

our appointment
as distributor for

CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

in the territory of the
State of Michigan and
Lucas, Fulton and
Williams Counties in
Ohio

BRILLIANT MUSIC CO.

Convention Hall Bldg.
4606 Cass Ave.

DETROIT, MICHIGAN

TEmple 1-7455

CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

CORAL'S FIRST RELEASE IS PACKED WITH TOP TALENT RECORDINGS

RECORD NO.	SELECTION	DESCRIPTION	ARTIST
60 M—Coral Series			
CORAL 60000	THE DARKTOWN STRUTTERS' BALL DUSK IN UPPER SANDUSKY	Fox trot. Vocal chorus by June Richmond. Instrumental fox trot featuring Ray McKinley at the drums.	JIMMY DORSEY and his Orchestra
CORAL 60001	PLEASE DON'T SAY "NO" BASIE'S BASEMENT	Fox trot. Vocal chorus by Woody Herman. Instrumental fox trot.	WOODY HERMAN and his Orchestra
CORAL 60002	I'D LOVE TO LIVE IN LOVELAND (With A Girl Like You) MOONLIGHT COCKTAIL	Fox trot. Vocal chorus by Kenny Sargent. Instrumental fox trot.	GLEN GRAY and the Casa Loma Orchestra
CORAL 60003	DOO-DE-DOO ON AN OLD KAZOO CALM SEAS AND PALM TREES	Vocal with Kazoo Band. Vocal with instrumental accompaniment.	THE BLUE JAYS
CORAL 60004	SUSIE'S BIRTHDAY PARTY VOTE FOR MR. BOOGIE	Vocal with rhythm accompaniment.	BUZZ CONNIE
CORAL 60005	CHOPSTICKS RHUMBA OH! HEAR MY HEART	Rhumba with instrumental accompaniment. Geri Galian at the piano. Bolero with instrumental accompaniment. Geri Galian at the piano.	GERI GALIAN and his Caribbean Rhythm Boys
CORAL 60006	YOU'RE TOO SLOW! LET'S BE SURE	Vocal with instrumental accompaniment.	JULIE O'NEILL and THE PROM QUARTETTE Russ David directs
CORAL 60007	I HAD A HAT (When I Came In) SURE AN' IT'S THE LUCK OF THE IRISH	Vocal with instrumental accompaniment.	THE JESTERS (Red Latham-Wamp Carlson-Guy Bonham)
CORAL 60008	MY DEAR A BEAUTIFUL LADY IN BLUE	Waltz. Vocal chorus by Lew Palmer.	JAN GARBER and his Orchestra
CORAL 60009	THE PENNY POLKA TOY PIANO MINUET	Polka. Vocal chorus by Johnny Messner, Jack Ryan and Ensemble. Instrumental fox trot.	JOHNNY MESSNER and his Orchestra
CORAL 60010	HOT TIME IN THE OLD TOWN TONIGHT TIGER RAG	Fox trot with vocal trio. Instrumental fox trot.	FREDDIE "SCHNICK-ELFRITZ" FISHER and his Orchestra
CORAL 60011	SHADOW WALTZ VAGABOND KING WALTZ	Waltz. Strict tempo. (108) Waltz. Strict tempo. (120)	PAN-PACIFIC TEMPO ORCHESTRA directed by HERB KERN
64 M—Country Series			
CORAL 64000	FROM THE INDIES TO THE ANDES IN HIS UNDIES ('Twas A Very, Very, Daring Thing To Do) BRINGIN' HOME THE BACON	Fox trot with vocal trio. Fox trot with vocal trio.	HOOSIER HOT SHOTS
CORAL 64001	KANGAROO BLUES I'LL KEEP ON LOVING YOU	String band with singing.	CLIF BRUNER & Boys with MOON MULICAN
65 M—Sepia Series			
CORAL 65000	SINCE THINGS GOT TOUGH AGAIN I'VE WAITED ALL MY LIFE FOR YOU	Vocal with instrumental accompaniment.	ORVILLE BROOKS
CORAL 65001	GOD'S GONNA SEPARATE THE WHEAT FROM THE TARES. KEEP ME EVERY DAY	Gospel singing with piano. Gospel singing with organ.	MAHALIA JACKSON

Announcing

A GREAT NEW NAME IN RECORDS



WITH OUTSTANDING ARTISTS AND RECORDINGS

DECCA RECORDS, INC. takes pleasure in announcing the new CORAL Records to be marketed through distributors.

Initial releases will include popular, country, and sepia recordings, with other classifications to follow in the near future.

CORAL records will list at 75¢ and will consist largely of new artists and outstanding recordings which haven't been available in years. The first release speaks for itself. Subsequent releases will be equally powerful.

Distributors are now being appointed

CORAL RECORDS INC.

48 W. 57th Street, New York 19, N. Y.
A subsidiary of Decca Records, Inc.

All records listed 75¢ each exclusive of taxes

Outlook Gloomy for Early Clarification of Music on TV

(Continued from page 15)

tions did not refer to dramatic-music rights, which the Society's members have not assigned to ASCAP, but rather to rights which ASCAP can clear.

With less than two months remaining before the current nominal pact runs out, the spokesman for the telecasters was rather doleful and stated that "we may have to work thru the publishers directly." Just how this would work out, he said, was doubtful. From the TV operators' point of view there would be more competition among publishers, but he admitted that music was "unique" and that serious disadvantages might develop if such a plan were adopted. "Yet," he added, "all uses of any value fall under the special license."

From the Society's headquarters it was learned that, altho not all members had assigned the rights requested by ASCAP, a sufficient number of returns had come under the wire to make up the 80 per cent necessary. This 80 per cent figure has reference to the fact that ASCAP must obtain rights from members whose 1947 revenues represented 80 per cent of the Society's 1947 distribution.

With respect to delayed telecasts via film, it was learned this week that the majority of publishers had agreed

to grant a gratis license for such a use. NBC was told this yesterday (5). The web, however, suggested that it would very likely ask for an extension of this license beyond the end of the year. A publishers' representative, who had spoken with NBC on this point, stated that the publishers would be guided on this by what transpired on the ASCAP-NAB TV subcommittee front.

BMI Mulls Hypo Of Sheet Music Sales Method

NEW YORK, Nov. 6.—Broadcast Music, Inc. (BMI), is now engaged in a survey attempting to ascertain what, if anything, can be done to hypo sales of sheet music. The org feels that with the constantly increasing stress on performances, publishers and dealers have gradually forgotten how to merchandise music, with the result that the publishing field has developed in a lop-sided manner. The idea for the survey was dreamed up by Carl Haverlin and Bob Burton, BMI brass, and the research is now being executed by Bill Hansen, BMI director of sales.

Hansen is traveling thruout the country, contacting publishers, dealers, jobbers and sales clerks. For each locality he'll prepare a report on how music is sold, what might be done via merchandising to help move the stock, what instruments are selling locally, et al. Hansen's final report is also expected to incorporate several recommendations as to how BMI affiliates can more fully exploit their copyrights. In connection with the latter, for instance, it's known that a number of BMI affiliates are now paying more attention to band and choral arrangements which are performed by high school and college groups.

Educational Field

Hansen, during his countrywide tour, will also canvass schools and colleges with a view to getting a better idea of what the educational field might mean to pubs. BMI itself, of course, has been constantly plugging the development of college music, and during the coming year expects to devote even more time to this by way of the music business. For instance, over 30 college scores are expected to be published under the BMI banner, including such items as the Princeton Triangle Show, Harvard Hasty Pudding Show and scores of Stanford and Carnegie Tech.

In connection with this accent on college scores, it's interesting to note that an increasing number of pubs are using college periodicals as an advertising medium—including Mills Music, Shapiro-Bernstein and Robbins, as well as such firms as Schirmer and Carl Fisher, who are actually in the school business.

Hansen has already been to the Midwest for a four-week tour. He'll shortly leave again on a five-week trek which will take him zigzagging thru the Deep South, then thru Texas and the Gulf ports and up thru Oklahoma, Iowa and Minnesota. The Coast will be covered in a third trip after the first of the year.

Damon Gets Harl Smith Wax

NEW YORK, Nov. 6.—Damon Recording Studio, Inc., has acquired control of masters of *The Raspa* and *La Souviene*, pre-ban recordings cut by Harl Smith's ork. Blasco Music, Inc., publishes both tunes. The waxery will soon release a series of pre-ban waxings by Jon and Sondra Steele.

Music—As Written

New York:

Tony Wilson, Judson Music exec, married Joy Shulhof at the Essex House Sunday (7). . . . BMI professional manager, Julie Stern, left Thursday (4) for a two-week vacation in the West Indies. . . . Jose Curbelo's second and third options at the China Doll have been picked up, which will keep him on at the rumba emporium until February. . . . Sunny Skylar's Metrotone platter of his own tune, *Don't Hang Around*, has been selected as the record of the month by the Hitmakers, Western juke box op association. . . . Meredith Willson's tune, *Gone to Chicago*, gets its first airplay Wednesday (10) on Willson's American Broadcasting Company show.

Flack Mannie Greenfield has left the Sammy Kaye organization after three years to set up his own publicity firm. . . . Lenny's Wagon Wheel in Bridgeport has adopted a name band policy, starting with Johnny Bothwell and following with Gene Williams. . . . Marjorie Hyams Trio goes into the Broadway Hofbrau Tuesday (9). . . . Ben Yost has added The Three Cs to the singing groups under his management. . . . Steve Gibson's Red Caps are making a tele short for the Rudy Vallee firm. . . . Claude Thornhill drew 1,238 at the Ritz Ballroom in Bridgeport for a gross of \$1,857 Sunday (31).

The stage hands at the Paramount Theater threw a backstage welcome party for Frankie Laine Wednesday (3). . . . Sonny Kippe ork opened at Pelham Heath Inn election night. . . . The Lecuona Cuban Boys are being held over at the Riocabana in Chicago. . . . *You're a No-Good Man*, tune by Columbia Broadcasting System (CBS) studio engineer Mal West, was introduced on a recent Arthur Godfrey show by thrush Janette Davis. . . . An air take of a tune called *Powder Your Face With Sunshine*, written by Carmen Lombardo and wounded vet Stanley Rochinski, is getting a strong jockey play around Washington. . . . Pianist Tony Senna now appearing at the Sable Room in Boston's Hotel Touraine.

Harry Link's option as professional manager of Feist was picked up for five more years. His current 10-year contract expires January 1.

Harry James, currently on a long one-nighter tour, last week pulled out percentage money in three consecutive dates in the South working at a \$2,500 guarantee against 60 per cent of the gate. In Alabama James drew \$650 over money in Mobile, \$885 in Tuscaloosa and \$448 in Birmingham. . . . Leonard Sues, trumpet stylist first uncovered on Eddie Cantor's air show several seasons ago, is fronting an ork which this week was inked to William Morris management. . . . Sarah Vaughan goes into Ciro's in Philadelphia November 15 for a two-week date.

King Records Prexy Sid Nathan due into New York early next week. . . . Irving Mills hit town Saturday (6). . . . Shedd McWilliams is still handling Sonny Dunham's ork for personal management despite rumors to the contrary. Cause for the talk was expiration of the contract between the two. . . . *The Night Has a Thousand Eyes* made the Music Dealers Service (MDS) rack this week. . . . Charlie Spivak's ork goes into Bill Green's Casino December 3 for two weeks. . . . Miguelito Valdes' ork reportedly doing top biz at Chase Hotel in St. Louis.

The Merry Macs returned from Europe last week after a several-month jaunt on the Continent. Group goes to work December 17 with two weeks at Bill Green's Casino in Pittsburgh. . . . Dick LaSalle ork returns to the Blackstone Hotel in Chicago for its fourth engagement at the spot, beginning November 26. . . . Signature Records bought four more Ray Anthony masters from the maestro which were made prior to the ban. Three of them feature Ronnie Deauville vocals. . . . Anthony this week added a vocal quartet to his ork. Tabbed The Skyliners, they will bring the ork up to 20 persons in size with only chirp Frances Foster dropped.

Nicky Blair's Carnival will introduce terperly gimmicks to aid its box office, which recently opened for a name ork policy (Louis Prima's there now). Spot will run off a balloon prize night Tuesdays and dance contests Wednesdays each week. . . . Phil Moore signed a writer's contract with Irving Mills' American Academy of Music pubbery. Mills intends to push Moore's writings in the educational and symphonic fields. . . . Ray McKinley's ork goes into the Paramount Theater January 5.

Larry Clinton's ork follows Buddy Rich into the Avalon Ballroom here for a week beginning November 12. Clinton will be followed by Bobby Byrne's crew November 19 for a two-weeker. . . . Heading a trio of changes in the Duke Ellington personnel is the return of Ben Webster to a tenor chair in the ork after an absence of some five years; also Quinton Jackson replaced Claude Jones in the tram section, while Wendell Marshall replaced Junior Raglin on bass.

E. B. Marks pubbery has designated the week of November 12 as "Ernesto Lecuona Week," and is going all out to line up webs, disk jocks and music stores on promotion of the Cuban composer's works. Climax of the push will be the Carnegie Hall concert November 20. Lecuona arrives from Cuba via plane Tuesday (9).

Will Sundy, His Piano and His Music, four-piece society unit, play the Hotel Summit, Erie, Pa., from November 8 to December 4. MCA is booking. . . . Trumpeter Irv Markowitz left the Woody Herman band last week. Red Rodney is in as temporary replacement during the band's current engagement at the Royal Roost. . . . New distribs for the Seva diskery are Milton L. Schiff for New York, and Kay Gee Record Distributors for Baltimore.

Chicago:

Jim Bulleit, of Bullet platters, Nashville, is releasing disks on a new subsidiary label, Collegiate. . . . Bill Bardo replaces Lloyd LaBrie in the Chicago office of McConkey Music. . . . LaBrie will head MMC's New York office. . . . Mrs. Augusta Hite, widow of Omaha bandbooker Howard Hite, who died recently, will continue to operate the booking agency with the assistance of Floyd Evans.

Bob Kittenger, prexy of Broadcast Records, has worked out a deal with Musicana Distributing, London, Ont., to handle his label on a leasing arrangement in Canada. Other new distributors are Music Sales, San Francisco, and Hit Records, Louisville and Cincinnati. . . . Ronnie Cummins into the Bismarck Hotel November 17, while Sherman Hayes follows Al Trace into the Blackhawk early in December.

Remco Dumps Majestic Disks At Big Bargain

NEW YORK, Nov. 6.—Remco Record Distributors, of Chicago, who will handle area sales of Decca's new Coral label, are unloading a heavy inventory of Majestic platters at bargain basement prices. Remco has notified dealers that it is offering over 100 Majestic selections in two price groups—one at 30 cents each, and the other at 15 cents each, or seven for a dollar. Minimum orders are set at 100 platters, with no less than five of any one number.

The wholesaler's pitch is that "unquestionably many of the numbers will appear on this (Mercury) label in the near future at the regular price of 79 cents." Reference here, of course, is to Mercury's recent purchase of the Majestic masters and pressing plants. Of the platters listed in Remco's bargain flyer, Mercury has pressed and released only one side to date—the Eddy Howard coupling of *Maybe You'll Be There*.

In addition to Eddy Howard, other artists represented in the Remco dumping are Ray McKinley, Rose Murphy, Mildred Bailey, Johnny Guarneri, the Three Suns and other salable names for whom Mercury presumably may have re-press plans.

Harris, Columbia Pix Settle Infringe Suit

NEW YORK, Nov. 6.—The suit brought by Charles K. Harris against Columbia Pictures for alleged infringement involving the tune, *After the Ball*, was settled out of court last week, with Columbia paying a synchronization fee.

The Harris firm had sued the picture company for using the tune in the film, *Beloved Vagabond*. Columbia explained that it served only as distributor for the picture, which was made in England by Toeplitz Productions of London, and had assumed that the required synchro license had been obtained and paid for.

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Fred Robbins celebrated his third anniversary at WOV Friday night (5) with a host of showbiz celebs attending the party. . . Leonard Feather, of WMGM, and Symphony Sid Torin, of WMCA, are running an audience poll to learn listeners' jazz preferences. The jocks will pool their results. . . Lee Magid, National Records' a. and r. man, appearing on Jack Lacey's *Pluggin' Parade* over WINS November 1, chimed right in after the National Shoes singing commercial and sang "National Records ring the bell."

STRICTLY FROM DIXIE . . . Bob Kimbro has joined the staff at WLEX, Lexington, Ky. . . George Crigler, former road manager for the King Kolax ork, is now doing a daily platter stint over KBYE, Oklahoma City. . . Don Fawcett is at KFRU, Columbia, Mo., with a show titled *Wax Museum*, featuring platters and background info on the artists. . . Will Groff, former Akron and York, Pa., spinner, is now with WJEJ, Hagerstown, Md. . . Edna Richardson has joined the jockey staff of WTMA, Charleston, S. C.

TUNE TOUTING . . . George Logan, WKRO, Cairo, Ill., reports that his current most requested is Scotty MacGregor's *Continental* waxing of *You Are the Only One*. . . Don Potwin, KYAK, Yakima, Wash., is riding the old Ted Lewis *When My Baby Smiles at Me*. . . Dick Gilbert reports from KTYL, Phoenix, Ariz., "Tony Pastor's *You Started Something* on Columbia is certainly going big out here. Should be up among my first five this week." . . . Symphony Sid Garris, WJEL, Springfield, O., says that his big draw these days is the Orioles' *It's Too Soon To Know* on Natural. . . Betty Lou Purvis, WPGH, Pittsburgh, reports that Buddy Johnson's Decca *Lil' Dog* is pulling heavy mail and a phone response on her *Strictly Jazz* show. . . And from Dean Landfear, WMT, Cedar Rapids, Ia., comes the communication that the Deep River Boys' *Victor Recess in Heaven* has been voted record of the month for November on his *Off the Record* show. . . Paul Brenner opines: "Just got Jerry Sellers' new MGM release, *Play the Playera*, and it has all the earmarks of a hit." . . . Paul Dixon, WCPO, Cincinnati, has been making a strong pitch for Vera Lynn's London disk, *So Rare*, with the result that the record is beginning to catch on there.

WESTERN WAX WHIRL . . . Detroit jocks met Dana Records artist Frank Gallagher at a buffet supper at the Whittier Hotel October 29, given by Charles Gray, of the Polonia Distributing Company. . . Ed (Jack the Bellboy) McKenzie, WJBK, Detroit, is readying his show for syndication, tailoring it to requirements of particular regions rather than sticking to one format. . . Clare Linn, chief announcer at WHRV, Ann Arbor, Mich., is using Paul Weston's Capitol disk of Chopin's *Etude* as the theme of his *Evening Serenade* program of light music. . . Stan Wood, WSUA, Bloomington, Ind., does a *Frantic Friday* seg consisting of one hour of jazz, bop and Dixie, aimed at the State university students there.

CONTEST CORNER . . . Alix Blake, WENT, Gloversville, N. Y., is running a *Miss Glove-Teen* contest, in connection with which MGM recording artist Jerry Sellers was to make an appearance November 8.

CONNECTICUTTINGS . . . Ed Weston, WCCC, Hartford, is doing a new show titled *East Hartford Shopping Center*, with platters and plugs for East Hartford commerce. . . Jim Strong, formerly with WNOG, Norwich, has switched to WKNB, New Britain. . . Don John Ross, WDRC, Hartford, deejay, is teaching a night speech class at Hartford Adult Education School. . . WDRC's Saturday afternoon disk show, piloted by Bill Sheehan, has a new format to accommodate airing of Columbia Broadcasting System (CBS)-emanating football games, with platters before and after games. . . Ray Colonari, WNAB, Bridgeport, has been appointed assistant manager of Bridgeport's *Rix Ballroom*. . . Mill Warren is the new program director at WNLK, Norwalk.

PHILLY PHADDLE . . . Eddie Hurst and Joe Grady, pilots of the *950 Club* platter show on WPEN, Philadelphia, were given an exclusive on first spinning of Frank Gallagher's Dana waxing of *You're All I Want for Christmas*. Personal appearances of the singer supplemented the airing promotion arranged by Walt Maguire, record promotion manager for the Kayler Distributing Company.

CANADIAN CAPER . . . Mickey Lester, of CKEY, Toronto, was named Canada's top deejay in the *New Liberty* magazine's first annual radio poll.

Col Standards Feel LP Intro

HOLLYWOOD, Nov. 6.—Introduction of Columbia's long playing (LP) disks has had its effect on sale of the platter's standard 78 r.p.m. disks in Southern California. Howard Bredlow, an exec for Columbia's local distributor, Ray Thomas Company, said more than 65,000 LP platters and 10,000 special LP players are now in the hands of area dealers. Shortage of players, which held up complete distribution of LP disks, has been relieved.

Bredlow said that while total volume of orders remains the same, the trend indicated by dealers favors increased purchase of LP disks at the expense of standard platters. Purchasers of LP record players are buying an average of five LP disks to

Bennett Quits Sterling

NEW YORK, Nov. 6.—George J. Bennett, artist and repertoire head for Al Middleman's Sterling diskery, this week pulled out of that firm and also purchased Middleman's share of Bandwagon label, in which each owned 50 per cent of the stock. Bennett will move Bandwagon to new quarters next month.

start their catalog it was estimated. To further promote LPs, the Thomas firm is conducting point-of-sale indoctrination meetings with record salespeople at retail stores. Program calls for Bredlow or assistants to visit stores, acquaint store personnel with principles of LP sides and explain selling points. In addition, larger meetings in radio studios and halls are being continued thruout Southern California for confabs with groups of community merchants.

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brings you
★ *The Newest Popular Singing Star!* ★



PETER LIND HAYES ★

MY DARLING, MY DARLING

From Musical Production "Where's Charley"
and

DAINTY BRENDA LEE

Vocal with STARDUSTERS
and Rhythm Accompaniment

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Vocal with STARDUSTERS and Rhythm Accompaniment
and

LIFE GITS TEE-JUS, DON'T IT?

Monologue with STARDUSTERS
and Instrumental Accompaniment

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RECORDS

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Today!

BMI Pin Up SHEET

HIT TUNES FOR NOVEMBER

- BOUQUET OF ROSES** (Bill & Range)
 Dick Haymes—Dec. 24506 • Eddy Arnold—Vic. 20-2806
 Rex Turner—Varsity 8001
- CITY CALLED HEAVEN** (Warren)
 Una Mae Carlisle—Bluebird 11271 • Shep Fields—Bluebird 11266
 Will Bradley—Col. 36297 • Glen Gray—Dec. 69838
 Les Brown—Okch 6367 • Barry Wood—Vic. 27589
- COOL WATER** (American)
 Vaughn Monroe—Vic. 20-2923 • Nellie Lutcher—Cap. 15148
 Sons of the Pioneers—Vic. 20-2076, Vic. 20-1724, Dec. 46927
 Foy Willing—Maj. 6006 • Tex Ritter—Dinning Sisters—Cap. 48026
 Kate Smith—MGM 30059 • Derry Falligant—MGM 10250
- CUANTO LE GUSTA** (Peck)
 Andrews Sisters—Carmen Miranda—Dec. 24479
 Xavier Cugat—Col. 38239 • Eve Young—Vic. 20-3077
 Jack Smith—Cap. 15230
- DON'T BE SO MEAN TO BABY** (Campbell)
 Peggy Lee—Capitol 15159 • Duke Ellington—Col. 38295
- HAIR OF GOLD, EYES OF BLUE** (Mellin)
 Harmonicats—Universal 121 • John Laurenz—Mercury 5178
 Jack Emerson—Metrotone 2018 • Art Lund—MGM 10258
 Gordon MacRae—Cap. 15178 • Jack Lathrop—Vic. 20-3109
 Bob Eberly—Dec. 24491 • Jim Smith—Varsity 109
 Lee Carson—Bandwagon 516 • B. Tyler—Cont. 1244
- I WANT TO CRY** (Excelstor)
 Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
 Phil Reed—Frank Ficher—Dance-Tone 216
 Dinah Washington—Merc. 8082 • Snub Mosley Sextette—Spin 849
- IN MY DREAMS** (Wizell)
 Vaughn Monroe—Vic. 20-3138
- LONESOME** (Republic)
 Sammy Kaye—Vic. 20-3025
- PLAY THE PLAYERA** (Marks)
 Xavier Cugat—Col. 38288 • Snooky Lanson—Merc. 5188
 Pedro Vargas—Vic. 28-1045 • Enoch Light—MGM 10307
- RENDEZVOUS WITH A ROSE** (Jay-Dee)
 Buddy Clark—Col. 38314 • Bob Eberly—Dec. 24491
 Pepper Neely—Bullet 1056 • Pied Pipers—Cap. 15216
 Don Rodney—MGM 10272 • Dick Wong—D & D 45-1008
 Snooky Lanson—Merc. 5188 • Fred Gray—Apollo 1131
 Bob Stewart—Me-Ro 7469 • Westonians—Sig. 1042
 Bobby Worth—Castle 1258 • Walter Scheff—Spiro 3002
- SUNDAY IN OLD SANTA FE** (Pemora)
 Jose Morand—Vic. 26-9034 • Andy Russell—Cap. 15158
 Xavier Cugat—Col. 38327
- TUNE ON THE TIP OF MY HEART, THE** (Encore)
 Sammy Kaye—Vic. 20-2746
- WALKIN' WITH MY SHADOW** (Johnstone-Montel)
 Four Knights—Dec. 48014 • Jack McLean-Wayne Gregg—Ut. 8001
 Monica Lewis—Sig. 13229 • Jimmie Valentine Quartet—Var. 107
- WHEN YOU LEFT ME** (Porgie)
 Larry Green—Vic. 20-2049 • Russ Morgan—Dec. 24503
- WHY DOES IT HAVE TO RAIN ON SUNDAY?** (Duchess)
 Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5088
 Dennis Day 20-2377 • Mit Herth—Dec. 24388
 Beale St. Boys—MGM 10141
- WITH A TWIST OF THE WRIST** (Fatmar)
 Kay Kyser—Col. 36075 • Tony Pastor—Bl. 11022
- YOU STARTED SOMETHING** (BME)
 Tony Pastor—Col. 38297 • Peggy Mann—Russ Case—Vic. 20-3006
 Korn Kobblers—MGM • Mildred Bailey—Maj. •
 Jack Edwards—MGM 10214
- YOU WALK BY** (Cavalier)
 Jerry Wayne—Bobby Byrne—Dec. 3613 • Eddy Duchin—Col. 35908
 Wayne King—Vic. 27296 • Kenny Baker—Vic. 27250
 Charioteers—Col. 36027
- YOU WERE ONLY FOOLIN'** (Barron-Shapiro-Bernstein)
 Blue Barron—MGM 10185 • Ink Spots—Dec. 24507
 Kay Starr—Cap. 15226 • Eric Whitley—Green Sisters—Col. 38336
 Soon To Be Released



BROADCAST MUSIC, INC.
 580 FIFTH AVENUE, NEW YORK 19, N. Y.
 New York • Chicago • Hollywood

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending November 5

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** By Livingston and Evans
 Published by Famous (ASCAP) 1
 Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24499; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292. Electrical transcription libraries: Sterling Young Ork, MacGregor.
- 2. ON A SLOW BOAT TO CHINA** By Frank Loesser
 Published by E. H. Morris (ASCAP) 8
 Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Hendrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; P. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210. (No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. A TREE IN THE MEADOW** By Bill Reid
 Published by Shapiro-Bernstein (ASCAP) 2
 Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Lons 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.
- 4. TWELFTH STREET RAG** By Al Bowman
 Published by Shapiro-Bernstein (ASCAP) 3
 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; P. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberate, Signature 15240; P. (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.
- 5. YOU CALL EVERYBODY DARLIN'** By Sam Martin, Ben Trace and Clem Watts
 Published by Mayfair (ASCAP) 4
 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 38286; 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.
- 6. HAIR OF GOLD, EYES OF BLUE** By Sunny Skylar
 Published by Mellin (BMI-ASCAP) 7
 Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3109; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCall 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.
- 7. MAYBE YOU'LL BE THERE** By Sammy Gallop and Rube Bloom
 Published by Triangle (ASCAP) 6
 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.
- 8. MY HAPPINESS** By Betty Peterson and Barney Bergentime
 Published by Blasco (ASCAP) 9
 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.
- 9. UNDERNEATH THE ARCHES** By Bud Flanagan and Joseph McCarthy
 Published by Robbins (ASCAP) 10
 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. Olson 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 Gondoliers, 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.)
- 10. IT'S MAGIC** By Sammy Cahn and Jule Styne
 Published by Witmark (ASCAP) 5
 From Warner Bros. "Romance on the High Seas."
 Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23926; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Mastersafe 557; Johnny Frank with Ork, Varsity 110. Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.

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

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

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

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

POPULAR

- All I Want For Christmas (Is My Two Front Teeth)
Happy New Year SPIKE JONES RCA Victor 20-3177
- Amen
Charlie Was A Boxer ABE LYMAN
VINCENT LOPEZ RCA Victor 20-3179*
- It's Like Taking Candy From A Baby
Within Your Heart THE CALDWELLS RCA Victor 20-3179

FOLK

- Life Gets Tee-jus, Don't It?
Bread and Gravy TEXAS JIM
ROBERTSON RCA Victor 20-3198
- Southern Steel Guitar
You're Laughing Up Your Sleeve BILL BOYD RCA Victor 20-3198
- Hootin-Nanny Papa
Then You'll Be The One To Cry BUCHANAN
BROTHERS RCA Victor 20-3198
- You'd Better Be Sure or You'll Be Sorry
When Red Grow the Roses DAVE DENNEY RCA Victor 20-3198

BLUES

- You Know How I Feel
Dollar Is Your Best Friend WASHBOARD SAM RCA Victor 20-3208

POP SPECIALTIES

- Vet's Polka
Love Never Dies-Waltz JOHNNY VADNAL RCA Victor 20-3208
- More Beer
The Spider Hop LAWRENCE DUCHOW
JOE BIVIANO RCA Victor 20-3208

TWO NEW ALBUMS

- "Cowboy Hymns and Spirituals"
The Sons of the Pioneers Album P-229
- Too High, Too Wide, Too Low and Rounded Up In Glory RCA Victor 20-3198
- Lead Me Gently Home, Father and Power In The Blood RCA Victor 20-3194
- The Sea Walker and The Touch of God's Hand RCA Victor 20-3198
- The Old Rugged Cross and Read the Bible Every Day RCA Victor 20-3198
- "Perfume Set To Music"
Orchestra and Chorus directed by Leslie Baxter
Dr. Samuel Hoffman plays The Theremin Album P-231
- Toujours Moi (Always Me) and Fame RCA Victor 20-3204
- Tzigane (Gypsy) and Jet RCA Victor 20-3204
- Possession and L'Ardeute Nuit (Ardent Night) RCA Victor 20-3207

Riding High... Climbing Fast

- Lillette JEAN SABLON RCA Victor 20-3117
- On a Slow Boat to China FREDDY MARTIN RCA Victor 20-3123
- Here I'll Stay SAMMY KAYE RCA Victor 20-3063
- Recess in Heaven DEEP RIVER BOYS RCA Victor 20-3203
- New York to New Orleans PEE WEE KING RCA Victor 20-3106

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!



Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____



A DOUBLE treat

VIC DAMONE

Singing that engaging novelty tune...

"LILLETTE"

backed by

"THE NIGHT HAS A THOUSAND EYES"

MERCURY-5170

Personal Management LOU CAPONE	Press Relations SIDNEY ASCHER	Booking WILLIAM MORRIS
--	---	----------------------------------

The Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Week Ending November 8



BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical. (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	Title	Composer
7	2	1	1	BUTTONS AND BOWS (R)	Famous
18	1	2	2	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
3	6	3	3	ON A SLOW BOAT TO CHINA (R)	Melrose
11	3	4	4	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
28	4	5	5	MY HAPPINESS (R)	Blasco
19	5	6	6	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
21	7	7	7	MAYBE YOU'LL BE THERE (R)	Triangle
12	9	8	8	UNDERNEATH THE ARCHES (R)	Robbins
9	8	9	9	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
12	12	10	10	RAMBLING ROSE (R)	Laurel
5	10	11	11	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
22	13	12	12	IT'S MAGIC (F)	Witmark
1	—	13	13	WHITE CHRISTMAS (R)	Berlin
15	11	14	14	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
8	14	15	15	UNTIL (R)	Dorsey Bros.

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
1	1	1	1	SO TIRED	Campbell-Connelly	Glenmore Music, Inc.
2	2	2	2	MY HAPPINESS	Chappell	Blasco
3	3	3	3	BUTTONS AND BOWS	Victoria	Famous
4	4	4	4	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
5	5	5	5	YOU CAN'T BE TRUE	Chappell	Biltmore Music
6	6	6	6	GALWAY BAY	Box and Cox	Leeds
7	7	7	7	DREAM OF OLWEN	Lawrence Wright	Mills
8	8	8	8	RAMBLING ROSE	Irwin Dash	Laurel Music
9	9	9	9	WOODY WOODPECKER	Leeds	Leeds
10	10	10	10	LA VIE EN ROSE	Noel Gay	Harms, Inc.
11	11	11	11	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein & Carl Fischer
12	—	—	—	ANYTHING I DREAM IS POSSIBLE	Reid	*
13	13	13	13	ALL DRESSED UP WITH A BROKEN HEART	Cinephone	E. B. Marks
14	14	14	14	BALLERINA	Peter Maurice	Jefferson
15	15	15	15	UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
16	16	16	16	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
17	17	17	17	LITTLE WHITE LIES	Lawrence Wright	Bregman-Vacco-Cana
18	—	—	—	CUCKOO WALTZ	Keith Prowse	*
19	19	19	19	WHEN THE ORGAN PLAYED AVE MARIA	Strauss Miller	*
20	—	—	—	THROW OPEN WIDE YOUR WINDOW	Harmonic	*

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

POSITION	Weeks to date	Last Week	This Week	Title
17	1	1	1	A TREE IN THE MEADOW
22	2	2	2	MY HAPPINESS
11	2	3	3	UNDERNEATH THE ARCHES
3	5	4	4	BUTTONS AND BOWS
7	7	5	5	BLUEBIRD OF HAPPINESS
15	4	6	6	YOU CALL EVERYBODY DARLIN'
8	6	7	7	HAIR OF GOLD, EYES OF BLUE
11	11	8	8	RAMBLING ROSE
10	13	9	9	MAYBE YOU'LL BE THERE
9	10	10	10	TWELFTH STREET RAG
17	9	11	11	IT'S MAGIC
26	8	12	12	YOU CAN'T BE TRUE, DEAR
1	—	13	13	ON A SLOW BOAT TO CHINA
16	14	14	14	LOVE SOMEBODY
6	12	15	15	EV'RY DAY I LOVE YOU

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending November 5



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Position	Weeks Last Week	This Week	Title	Artist	Label
16	1	1	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
9	3	2	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
15	2	3	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
10	6	4	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
15	4	5	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
3	11	6	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
18	9	7	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117-ASCAP
2	16	8	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork	MGM 10214-ASCAP
15	5	8	IT'S MAGIC (F)	Doris Day	Columbia 38188-ASCAP
10	13	10	HAIR OF GOLD	Gordon MacRae	Capitol 15178-ASCAP-BMI
5	22	10	SAY SOMETHING SWEET TO YOUR SWEETHEART	J. Stafford-G. MacRae and Starlighters	Capitol 15207-ASCAP

(Continued on page 116)

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 28-November 4

Songs	Publisher	Hear'd in N. Y.				Hear'd in Chi.				Hear'd in Calif.				Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Tree in the Meadow	Shapiro-Bernstein	1	4	0	4	1	6	4	4	2	2	0	5	92
Ah, But It Happens	Bourne	2	8	0	5	6	4	0	6	3	8	0	4	111
Ain't Doin' Bad, Doin' Nothin'	Spitzer	1	9	0	2	0	2	1	2	1	2	0	2	65
Bluebird of Happiness	T. B. Harms	2	5	0	5	0	4	4	5	4	4	0	6	108
Buttons and Bows	Famous	1	10	0	11	1	8	3	11	1	11	0	8	194
Cuanto Le Gusta (Date With Judy)	Peer	2	8	1	3	1	2	3	2	0	10	0	1	81
Down Among the Sheltering Palms	Miller	1	2	0	2	4	2	3	2	0	3	0	3	56
Every Day I Love You (Two Guys From Texas)	Harms, Inc.	1	8	0	4	0	10	4	3	3	2	0	3	98
For You	Witmark	1	6	0	3	2	5	1	3	1	1	0	2	3
Hair of Gold, Eyes of Blue	Mellin	0	10	0	5	0	11	4	5	0	6	0	4	122
Here I'll Stay (Love Life)	Chappell	2	5	0	4	2	6	2	4	6	3	0	2	84
I Still Get a Thrill	Words & Music	2	8	0	1	0	2	1	1	1	5	0	3	56
Isn't It Romantic? (Isn't It Romantic?)	Famous	2	2	1	1	11	8	5	2	3	0	1	1	69

(Continued on page 116)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, October 23, 8 a.m., and ending Friday, November 5, 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. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers, no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
Ah, But It Happens (R)	Bourne-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
Cuanto Le Gusta (R)	Peer-BMI
Down Among the Sheltering Palms (R)	Miller-ASCAP
Ev'ry Day I Love You (F) (R)	Harms, Inc.-ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin-BMI-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Still Get a Thrill (R)	Words and Music-ASCAP
It's a Most Unusual Day (R)	Robbins-ASCAP

(Continued on page 36)

We CHALLENGE
the Music Industry...

To try to surpass this revolutionary price and record quality item. We recognize no competition on this Christmas album which has passed 70,000 albums in sales to date. Present back orders are over 30,000 albums.



Noel
Favorite
Carols
 Organ and Chimes

3 Vinyl Filled PLASTIC RECORDS \$3.15
 Album complete to list at ... **3** tax incl. Dealer cost \$1.96

SUPERB RENDITION
 Handsome'y designed album

Selections superbly recorded with Warren Averel at the Organ with William Ashley Tappin at the richly-toned Deagan Cathedral chimes. This beautifully bound album has the lyrics of each carol printed on the inside album liner. Albums shipped complete with window streamers and easel displays. Absolutely noiseless surface on these 3-10" ...

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Full page ads on this album will appear in 9 of the nation's leading newspapers. Order the greatest Christmas album of the year from your Noel distributor

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- B. C. Record Service 428 S. W. 12th St. Portland, Oregon
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- Pan-American Dist. 1360 N. E. First Ave. Miami, Fla.
- Pan-American Records 3747 Woodward Ave. Detroit, Mich.
- Dunbar Dist. Co. Dallas, Texas
- Specialty Record Dist. 1030 Forbes St. Pittsburgh, Penna.
- Frumkin Sales Co. 2418 Milwaukee Ave. Chicago, Ill.
- These States—Mo., Ill., Kan., Iowa, Minn., Ind., Wis.
- Mass. Music Dist. 1269 Tremont St. Boston, Mass.
- Hit Record Dist. 425 Plum St. Cincinnati, Ohio
- Music Sales Co. 704 Barrone St. New Orleans, La.
- Radio Supply Co. Salt Lake City, Utah
- Southland Dist. Co. Atlanta, Ga.
- Pan-Amer. Record Supply 2061 Champa St. Denver, Colo.
- Available with shellac records in the Dominion of Canada at: Copeland Electric Supply 671 St. Claire Ave., W. Toronto, Ontario

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PALDA RECORD CO.
 8406 LYONS AVE., PHILADELPHIA 42, PA.

HITS ACROSS THE NATION
ON NATIONAL RECORDS

The **RAVENS**
BEST VOCAL COMBINATION OF 1948

NATIONAL No. 9059

"I DON'T KNOW WHY"
(I love you like I do)

"HOW COULD I KNOW"

NATIONAL No. 9039

"FOR YOU"

NATIONAL No. 9056

"BE ON YOUR MERRY WAY"

Win **BROWN**

Vocalist with LIONEL HAMPTON for Three Years

"I MET A STRANGER"

backed by

"I'LL LIVE TRUE
TO YOU"

NATIONAL No. 9058

★
UNBREAKABLE KIDDIE RECORDS

NATIONAL No. C3003

"FUZZY WUZZY"
"BARNYARD CARNIVAL OF ANIMALS"
AL TRACE & HIS SILLY SYMPHONISTS

Retail (tax incl.)—98¢

NATIONAL ALBUM No. C-1 (Unbreakable)

"LUKE The Singing Duck"

Narrated by DAVID KURLAN

2 RECORD ALBUM — Retail (tax incl.)—\$2.49

WATCH FOR THE NEW RELEASES

OF

"THE GREAT MR. "B" (Billy Eckstine)
"SAY IT ISN'T SO" No. 9061

AND

CHARLIE "EAST OF SUEZ" VENTURA
"I'M FOREVER BLOWING BUBBLES"

NATIONAL No. 9057

NATIONAL
Records

ORDER FROM YOUR NEAREST DIS-
TRIBUTOR or NATIONAL DISC SALES
1841 BROADWAY, N. Y. 23, N. Y.

The **Billboard**
MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
November 8

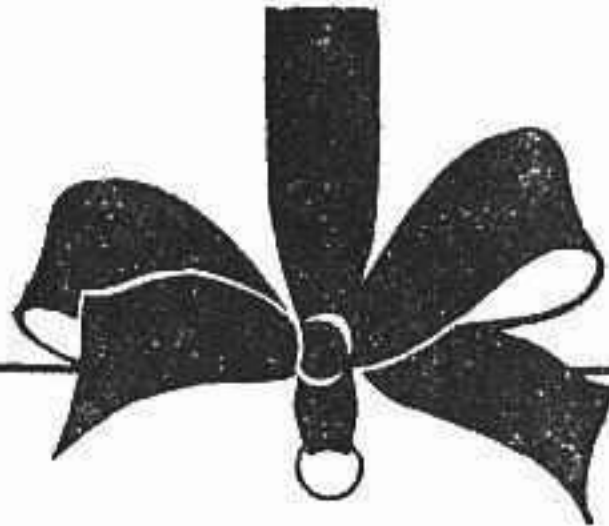


BEST-SELLING POPULAR RETAIL RECORDS

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.

Weeks to date	Last Week	This Week	Record Title	Label
5	1	1	BUTTONS AND BOWS...Dinah Shore <i>Daddy-O</i>	Columbia 38284—ASCAP
21	2	2	TWELFTH STREET RAG...Pee Wee Hunt <i>Somebody Else, Not Me</i>	Capitol 15105—ASCAP
16	3	3	A TREE IN THE MEADOW...Margaret Whiting <i>I'm Sorry But I'm Glad</i>	Capitol 15122—ASCAP
4	4	4	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
23	5	5	MAYBE YOU'LL BE THERE <i>Dark Eyes</i>	Gordon Jenkins ..Decca 24403—ASCAP
10	6	6	UNTIL <i>After Hour Stuff</i>	Tommy Dorsey Ork.-H. Prime...Victor 20-3061—ASCAP
18	7	7	IT'S MAGIC (F) <i>Put 'Em in a Box</i>	Doris Day...Columbia 38188—ASCAP
2	8	8	BUTTONS AND BOWS <i>San Antonio</i>	The Dinning Sisters and Art Van Damme Quintet ..Capitol 15184—ASCAP
3	9	9	ON A SLOW BOAT TO CHINA <i>Czardis</i>	F. Martin Ork.-G. Hughes...Victor 20-3123—ASCAP
11	10	10	HAIR OF GOLD <i>Rambling Rose</i>	Gordon MacRae...Capitol 15178—ASCAP, BMI
7	11	11	YOU WERE ONLY FOOLIN' <i>It's Easy When You Know How</i>	Blue Barron...MGM 10185—ASCAP
8	12	12	THAT CERTAIN PARTY <i>My Best Girl</i>	B. Strong...Tower 1271—ASCAP
20	13	13	BLUEBIRD OF HAPPINESS <i>Sunset to Sunrise</i>	Art Mooney, MGM.10207—ASCAP
7	14	14	LIFE GETS TEE-JUS, DON'T IT? <i>The Wind and the Mountain</i>	C. Robison...MGM 10224—ASCAP
8	15	15	CUANTO LA GUSTA <i>The Matador</i>	C. Miranda-The Andrews Sisters & Clark Sisters, Capitol 15260; X. Cugat, Columbia 38239
21	16	16	YOU CALL EVERYBODY DARLIN' <i>Linger Awhile</i>	Al Trace...Regent 117—ASCAP
18	17	17	UNDERNEATH THE ARCHES <i>Side by Side</i>	P. Scala's Banjo and Accordion Ork.-The Keynotes ..London 238—ASCAP
1	18	18	MY DARLING, MY DARLING <i>Care of Boys</i>	J. Stafford-G. MacRae and The Starlighters ..Capitol 15270—ASCAP
26	19	19	MY HAPPINESS <i>They All Recorded To Beat the Ban</i>	J. & S. Steele...Damon D-11133—ASCAP
2	20	20	SAY SOMETHING SWEET TO YOUR SWEETHEART <i>Bluebird of Happiness</i>	J. Stafford-G. MacRae and Starlighters..Capitol 15207—ASCAP
1	21	21	BELLA BELLA MARIE <i>Whistling in the Dark</i>	L. Green & Ork...Victor 20-3072—ASCAP
2	22	22	BLUEBIRD OF HAPPINESS <i>Say Something</i>	J. Stafford-G. MacRae and The Starlighters ..Capitol 15207—ASCAP
10	23	23	UNDERNEATH THE ARCHES <i>You Call Everybody Darlin'</i>	Andrews Sisters...Decca 24490—ASCAP
24	24	24	LOVE SOMEBODY <i>Confess</i>	Doris Day-Buddy Clark...Columbia 38174—ASCAP
24	25	25	MY HAPPINESS <i>Highway to Love</i>	Pied Pipers..Capitol 15094—ASCAP
13	26	26	YOU CAME A LONG WAY <i>For Heaven's Sake</i>	Ray McKinley...Victor 20-2913—ASCAP
1	27	27	BUTTONS AND BOWS <i>The Matador</i>	B. Garret-H. Mooney Ork...MGM 10244—ASCAP
2	28	28	HAIR OF GOLD <i>The Moonrise Song</i>	J. Emerson...Metrotone 2018—ASCAP, BMI
3	29	29	ON A SLOW BOAT TO CHINA <i>By the Way</i>	A. Lund...MGM 10269—ASCAP
2	30	30	UNDERNEATH THE ARCHES <i>Just for Me</i>	Andy Russell-The Pied Pipers...Capitol 15183—ASCAP

CHRISTMAS RELEASE



- No. 300 — **GRACIE FIELDS**
 "WHITE CHRISTMAS"
Gracie Fields with Bob Farnon and his Orchestra with the Wardour Singers
 "CHRISTMAS LOVE"
10" Blue Label Series — 75c plus tax
- No. 302 — **PRIMO SCALA**
 "JINGLE BELLS"
 "THE MISTLETOE KISS"
Primo Scala and his Banjo and Accordion Band—Vocal, The Keynotes
10" Blue Label Series — 75c plus tax
- No. 303 — **ANNE SHELTON**
 "ABIDE WITH ME"
 "AWAY IN A MANGER"
Anne Shelton with George Mitchell Choir
10" Blue Label Series — 75c plus tax
- No. 304 — **ANNE SHELTON**
 "CHRISTMAS SPELL"
 "CHRISTMAS SONG"
Anne Shelton with Roy Robertson and his Orchestra and the Wardour Singers
10" Blue Label Series — 75c plus tax
- No. 305 — **THE SQUADRONAIRES**
 "A PICNIC IN THE SNOW"
 "WINTER WONDERLAND"
Squadronaires-Vocal with The Quads
10" Blue Label Series — 75c plus tax
- No. 306 — **VERA LYNN**
 "THE ROSARY"
(with mixed chorus)
 "CHRISTOPHER ROBIN IS SAYING HIS PRAYERS"
Vera Lynn with Bruce Campbell Orchestra
10" Blue Label Series — 75c plus tax
- No. 307 — **SUNE WALDIMIR**
 "NU AR DET JUL IGEN"
(Christmas is come again)
 "POTPURRI PA JULDANSER" — Parts 1 and 2
(Medley of Swedish Christmas Dances)
Sune Waldimir and his Orchestra
10" Blue Label Series — 75c plus tax
- No. 353 — **JAY WILBUR**
 "THE TEDDY BEARS' PICNIC"
 "SWEET MEAT JOE, THE CANDY MAN"
Jay Wilbur and his Orchestra with vocal chorus
10" Blue Label Series — 75c plus tax
- No. 10,025 — **SIR MALCOLM SARGENT**
 "SHAKESPEARE'S CAROL"
 "CONVENTRY CAROL"
Royal Choral Society conducted by Sir Malcolm Sargent
10" Red Label Series — \$1.00 plus tax
- No. 10,026 — **FRANZ WINKLER-TERZETT**
 "O TANNENBAUM"
 "STILLE NACHT, HEILIGE NACHT"
Vocal—Franz Winkler-Terzett
10" Red Label Series — \$1.00 plus tax
- No. 10,039 — **ADA ALSOP**
 "THE LITTLE ROAD TO BETHLEHEM"
 "THE CAROL OF THE LITTLE KING"
Ada Alsop, Soprano, with Piano Accompaniment
10" Red Label Series — \$1.00 plus tax
- No. 10,040 — **ADA ALSOP**
 "O HOLY NIGHT" (Cantique de Noël)
 "BRING A TORCH JEANNETTE, ISABELLA"
Ada Alsop, Soprano, with Robert Farnon and his Orchestra
10" Red Label Series — \$1.00 plus tax
- No. 12,007 — **DEREK BARSHAM**
 "THE STAR OF BETHLEHEM"
 "THE HOLY CITY"
Derek Barsham, with Pipe Organ Accompaniment
12" Black Label Series — \$1.50 plus tax

IMPORTED
LONDON RECORDS
 FULL RANGE RECORDING

CHRISTMAS CAROLS
 The Royal Choral Society of 650 voices
 Conductor: Sir Malcolm Sargent
 10,020—
 "THE FIRST NOEL"
 "SILENT NIGHT, HOLY NIGHT"
 10,029—
 "O COME ALL YE FAITHFUL"
 "IN DULCI JUBILO"
 10,030—
 "GOOD KING WINCESLAS"
 "HARK! THE HERALD ANGELS SING"
 10,031—
 "BETHLEHEM"
 "WHILE SHEPHERDS WATCHED"
 4 - 10" Red Label Records.

ALBUM No. LA-44
CHRISTMAS CHIMES
 Organ and Chimes
 322—
 "ADESTE FIDELIS"
 "SILENT NIGHT, HOLY NIGHT"
 323—
 "HARK! THE HERALD ANGELS SING"
 "IT CAME UPON A MIDNIGHT CLEAR"
 324—
 "JOY TO THE WORLD"
 "OHI LITTLE TOWN OF BETHLEHEM"
 3 - 10" Blue Label Records—\$3.00 plus tax

No. 5052
KATHLEEN FERRIER
 "SILENT NIGHT, HOLY NIGHT"
 "O COME ALL YE FAITHFUL"
Kathleen Ferrier, Contralto,
 with Boyd Neel String Orchestra
12" Red Label Series — \$2.00 plus tax
 In GIFT ENVELOPE.

You asked for it!!

DANA

gives it to You

DANA 2027

MORE BEER

Walter Ziemba Orch with Ralph Nyland and Dick Byron

REMEMBER OUR OTHER POLKA HITS!

- 2020—FERRYBOAT POLKA
- 2024—ONCE YOU CALLED ME SWEETHEART
(Picked on "Tomorrow's Hits" by The Billboard)
- 2022—FAMILY POLKA
- 2025—KRIS KRINGLE ● HAPPY NEW YORK POLKA

A SURE FIRE HIT FOR THE XMAS SEASON

2026

**YOU'RE ALL I WANT FOR XMAS
MERRY XMAS POLKA**

A beautiful song by America's newest sensation

Frank Gallagher

Supported by the Dana Serenaders & Orchestra



DANA MUSIC CO., Inc.
286 FIFTH AVENUE NEW YORK 1, N. Y.

Wisconsin 7-9093

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending November 6



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 to date	Last Week	This Week	POSITION	Record Title	Label
22	1	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
11	3	2.	2.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
7	4	3.	3.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
22	3	4.	4.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
12	6	5.	5.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
22	5	6.	6.	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
5	—	7.	7.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....	Victor Y-341
17	7	8.	8.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
4	9	9.	9.	BAMBI ALBUM (Three Records) S. Temple Chorus-P. Smith, director.....	Victor Y-395
4	13	10.	10.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
12	—	11.	11.	JOHNNY APPLESEED (Three Records) Dennis Day.....	Victor P-368
13	6	12.	12.	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio.....	Capitol DC-89
17	2	13.	13.	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
17	13	14.	14.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-65
1	—	14.	14.	BIBLE STORIES FOR CHILDREN ALBUM (Two Records) C. Rains-N. Shilkret Ork.....	Capitol DB-94
1	—	14.	14.	BIBLE STORIES FOR CHILDREN ALBUM (Two Records) C. Rains-N. Shilkret Ork.....	Capitol DBS-92

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record Title	Label
155	3	1.	1.	Clair De Lune Jose Iturbi.....	Victor 11-8851
41	2	2.	2.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
155	2	3.	3.	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
120	—	4.	4.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....	Victor 12160
1	—	4.	4.	Tales of Hoffman Hollywood Bowl Ork; L. Stokowski, conductor.....	Victor 11-9174

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	POSITION	Record Title	Label
75	3	1.	1.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....	Victor 1020
11	3	2.	2.	Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
1	—	3.	3.	Hamlet: Excerpts—Music by William Walton Album (Three Records) —L. Olivier-Philharmonia Ork, M. Mathieson, director.....	Victor DM-1273
1	—	3.	3.	The Music of Johann Straus (Five Records) Minneapolis Symphony Ork, E. Ormandy, cond.....	Victor M-262
140	—	3.	3.	Rhapsody in Blue (Two Records) Oscar Levant-Philadelphia Ork, Eugene Ormandy, conductor.....	Columbia X-251
2	—	3.	3.	Heart of La Boheme in Italian (Five Records) Gigli-L. Albanese-La Scala Ork.....	Victor DM-980

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 to date	Last Week	This Week	POSITION	Record Title	Label
11	1	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
8	2	2.	2.	COLLEGE MEDLEYS ALBUM (Four Records) Jan Garber and His Ork.....	Capitol CD-95
19	2	3.	3.	AL JOLSON VOLUME III ALBUM (Four Records) Al Jolson.....	Decca A-649
97	3	3.	3.	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
6	7	5.	5.	CLAMBAKE SEVEN (Four Records) Tommy Dorsey.....	Victor P-220
2	6	5.	5.	MERRY CHRISTMAS ALBUM (One Record) B. Crosby.....	Decca A-550
36	4	7.	7.	STAN KENTON: PRESENTATION TO PROGRESSIVE JAZZ (Four Records) Stan Kenton.....	Capitol CD-79
26	8	8.	8.	GLENN MILLER MASTERPIECES (Four Records) Glenn Miller.....	Victor P-189
1	—	9.	9.	AL JOLSON VOLUME I ALBUM Al Jolson.....	Decca A-489
1	—	10.	10.	GUY LOMBARDO TWIN PIANO ALBUM Guy Lombardo.....	Decca A-512
1	—	10.	10.	STARDUST ALBUM (Four Records) B. Crosby.....	Decca A-678

MERCURY RECORDS



ORDER SHEET



Frankie Laine

- "Tara Talara Tala"
"You're All I Want for Xmas"
Mercury 5177
- "Ah, But It Happens"
"Hold Me"
Mercury 5158



Vic Damone

- "Ave Maria"
"Silent Night"
Mercury 5074
- "White Christmas"
"Christmas Morn"
Mercury 5178



John Laurenz

- "Red Roses For A Blue Lady"
"Somebody's Lyrn"
Mercury 5201
- "The Mountaineer & The
Jabberwock"
"Morning Glory Road"
Mercury 5202



Anne Vincent

- "Dream Kisses"
"Till We Meet Again"
Mercury 5190
- "Cornbelt Symphony"
"Strawberry Moon"
Mercury 5171

NOW AVAILABLE FOR THE FIRST TIME ON MERCURY

ROSE MURPHY

- "Cecelia"
"I Can't Give You
Anything But Love"
Mercury 8111
- "Midnight on the Trail"
"Swingin' Down The Lane"
Mercury 8112

LOUIS PRIMA

- And His Orchestra
- Hi Ho Trailus Bootwhip"
"I'll Walk Alone"
VOCALS BY PRIMA
Mercury 5218

EDDY HOWARD

- And His Orchestra
- "In Each His Own"
"Missouri Waltz"
Mercury 5219

Everyone A Smash Hit!

BY AMERICA'S No. 1 BANDLEADER

EDDY HOWARD



- "Slow Boat to China"
"I'd Love To Live In Loveland"
MERCURY 5210
- "Dainty Brenda Lee"
"Bella Bella Marie"
MERCURY 5212
- "Senorita"
"Blue Tail Fly"
MERCURY 5211

- "Dearest Santa"
"White Christmas"
MERCURY 5216
- "Christmas Song"
"I'll Be Home For Christmas"
MERCURY 5215
- "Hold You in My Heart"
"My Best To You"
MERCURY 5217

Mail To Your MERCURY Distributor

NAME _____

STREET _____

CITY _____ STATE _____

THIS IS YOUR ORDER BLANK

A LULLABY "SLEEPER"

Johnny Desmond's

BEAUTIFUL RECORDING OF

TARRA
TA-LARRA
TA-LAR



DEMAND

JON AND SONDRRA 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

ORIGINAL

"MY HAPPINESS"

D-11133

D-11134 and D-11135 Coming Soon

LOOK FOR

"THE RASPA"

America's Newest Dance Sensation

DAMON 11207

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE AVE.

KANSAS CITY, MO.

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending
November 6



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 3,553 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks Last Week	This Week	Record	Label
7	3	1	BUTTONS AND BOWS	Dimah Shore, Columbia 38284—ASCAP
18	1	2	TWELFTH STREET RAG	Pre Wee Hunt, Capitol 15105—ASCAP
16	2	3	A TREE IN THE MEADOW	Margaret Whiting, Capitol 15122—ASCAP
22	4	4	YOU CALL EVERYBODY DARLIN'	Al Trace, Regent 117—ASCAP
4	5	5	ON A SLOW BOAT TO CHINA	Kay Kyser Ork-H. Babbitt-G. Woods, Columbia 38301—ASCAP
17	7	6	MAYBE YOU'LL BE THERE	Gordon Jenkins, Decca 24403—ASCAP
17	10	7	MY HAPPINESS	J. & S. Steele, Damon D-11133—ASCAP
10	11	8	HAIR OF GOLD	Gordon MacRae, Capitol 15178—ASCAP, BMI
16	6	9	IT'S MAGIC (F)	Doris Day, Columbia 38185—ASCAP
3	16	10	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet, Capitol 15184—ASCAP
11	5	10	UNDERNEATH THE ARCHES	Andrews Sisters, Decca 24490—ASCAP
18	14	12	IT'S MAGIC (F)	Dick Haymes-Gordon Jenkins, Decca 23826—ASCAP
10	9	12	YOU CALL EVERYBODY DARLIN'	Andrews Sisters, Decca 24490—ASCAP
5	13	14	THAT CERTAIN PARTY	Benay 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 20-3086)
1	—	15	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes, Victor 20-3123—ASCAP
5	17	16	UNTIL	Tommy Dorsey Ork-H. Prime, Victor 20-3061—ASCAP (The Charlottees, Columbia 38320)
3	—	17	ONE HAS MY NAME	J. Wakely and Cowboy Band, Capitol 15162—BMI (Slim Duncan, Columbia 30491; E. Perkins & His Kentucky Redheads, De Luxe 5047; Texas Jim Lewis & His Lone Star Cowboys, Exclusive 45X; D. Dyson & His Musical Texans, Tri-State 116; B. Eberle-Sunshine Serenaders, Decca 24403; E. Dean, Crystal 132)
3	—	18	YOU CAME A LONG WAY	Ray McKinley, Victor 20-2913—ASCAP
1	—	19	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters & Clark Sisters, Victor 20-3077; J. Smith & Clark Sisters, Capitol 15280; X. Cugat, Columbia 38330
1	—	20	YOU WERE ONLY FOOLIN'	Blue Barron, MGM 10185—ASCAP (K. Starr, Capitol 15226; Ink Spots, Decca 24507; E. Whitley & the Green Sisters, Columbia 38323)
1	—	20	BUTTONS AND BOWS	B. Garret-H. Mooney Ork, MGM 10244—ASCAP
13	15	22	UNDERNEATH THE ARCHES	P. Scala's Accordion Ork-The Keynotes, ASCAP
21	24	23	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and his guitar, Victor 20-2806—BMI (R. Turner & the Westerners, Varsity 8001; D. Haymes-The Troubadours, Decca 24506; J. Wakely, Capitol Americana 40107)
2	30	24	BLUEBIRD OF HAPPINESS	J. Stafford-G. MacRae and The Starlighters, Capitol 15207—ASCAP
20	—	24	MY HAPPINESS	Ella Fitzgerald, Decca 24446—ASCAP
3	28	26	HAIR OF GOLD	B. Eberle-Sunshine Serenaders, Decca 24491—ASCAP, BMI
1	—	26	LIFE GETS TEE-JUS DON'T IT?	C. Robison, MGM 10224—ASCAP (Texas Jim Robertson & His Red Raven Ork, Victor 20-3228; T. Williams, Capitol 15251; C. Tinney, King 735)
3	23	26	160 ACRES	B. Crosby-Andrews Sisters, Decca 24481—ASCAP (A. Kessel & Ork, Mercury 5168)
1	—	28	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson, Capitol 15208—ASCAP
16	18	29	YOU CALL EVERYBODY DARLIN'	A. Vincent, Mercury 5155—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 31)

It's Magic (R) (F)	Witmark—ASCAP
Lavender Blue (F)	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
One Sunday Afternoon (F) (F)	Remick—ASCAP
The Money Song (R)	Crawford—ASCAP
The Night Has a Thousand Eyes (F) (R)	Miller—ASCAP
This Is the Moment (F) (R)	Miller—ASCAP
Twelfth Street Rag (R)	Shapiro-Bernstein—ASCAP
Underneath the Arches (R)	Robbins—ASCAP
Until (R)	Dorsey Bros.—ASCAP
What Did I Do? (R)	Triangle—ASCAP
When the Red, Red Robin Comes Bob, Bob, Bob! Along (R)	Bourne—ASCAP
Why Does It Have to Rain on Sunday? (R)	Duchess—BMI
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Were Only Fooling (R)	Shapiro-Bernstein—ASCAP

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending November 5



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.

Weeks to date	Last Week	This Week	Record	Artist	Label
9	3	1	CORN BREAD	H. Singer Sextette	Savoy 671—BMI
4	1	2	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
4	8	3	IT'S TOO SOON TO KNOW	D. Washington	Mercury 6107—ASCAP
10	14	4	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
3	—	5	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 1154—ASCAP
25	—	6	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
1	—	6	IT'S TOO SOON TO KNOW	E. Fitzgerald	Decca 24497—ASCAP
7	4	8	HOP, SKIP AND JUMP	Roy Milton and His Solid Senders	Specialty SP-314
4	2	9	PLEASING YOU	L. Johnson	King 4245—BMI
3	11	10	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
3	15	11	MY FAULT	Brownie McGhee	Savoy 5551
23	8	11	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254—BMI
24	—	13	MESSIN' AROUND	Memphis Slim	Miracle M-125—BMI
22	7	13	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572—BMI
17	8	15	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230—BMI
9	11	15	LATE FREIGHT	Sonny Thompson	Miracle M-128

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.

Weeks to date	Last Week	This Week	Record	Artist	Label
11	2	1	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
23	11	1	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254—BMI
25	3	3	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
2	—	4	PLEASING YOU	L. Johnson	King 4245—BMI
8	7	4	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000—ASCAP
9	8	6	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
2	1	6	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
7	8	6	DON'T BURN THE CANDLES AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24483—ASCAP
7	8	6	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314—BMI
10	4	10	LATE FREIGHT	Sonny Thompson	Miracle M-128
30	—	11	TOMORROW NIGHT	Lonnie Johnson	King 4201—ASCAP
24	—	12	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210—BMI
18	—	13	MESSIN' AROUND	Memphis Slim	Miracle M-125—BMI
1	—	13	IT'S TOO SOON TO KNOW	E. Fitzgerald	Decca 24497—ASCAP
1	—	15	DADDY-O	L. Jordan Ork-M. Davis	Decca 24502—ASCAP

ADVANCE RACE RECORD RELEASES

Dollar Is Your Best Friend Washboard Sam (You Know) Victor 20-3201	Love Is the Answer L. Johnson (How Could) Score 4003
How Could I Know S. Churchill & The Four Tunes (It's Raining) Manor 1152	Low Down Dog J. Turner & His Band (Morning Glory) Aladdin 3013
How Could You? L. Johnson (Love Is) Score 4003	Naggin' Wife Blues Doc Pomus & Ork (Alley Alley) Apollo 401
It's Raining Down in Sunshine Lane S. Churchill & The Four Tunes (How Could) Manor 1152	P. I. Blues Crown Prince Waterford (Leaping Boogie) Capitol 40137
I'm Lonesome Tonight O. Brown (Just a) World 2504	Swinging for Christmas T. Archia & His All Stars (Talk of) Aristocrat 608
Joe-Joe Jump J. Lutchers Ork (Walk Into) Capitol 15297	Talk of the Town T. Archia & His All Stars (Swinging for) Aristocrat 608
Johnson to Jones Milo Twins (Truck Drivers') Capitol 40138	Truck Drivers' Boogie Milo Twins (Johnson to) Capitol 40138
Just a Drag O. Brown (I'm Lonesome) World 2504	Walk Into My Heart J. Lutchers Ork (Joe-Joe Jump) Capitol 15297
Leaping Boogie Crown Prince Waterford (P. I. Blues) Capitol 40137	You Know How I Feel Washboard Sam (Dollar Is) Victor 20-3201

COLUMBIA'S TIP TOPPER



KAY KYSER

ON A SLOW BOAT TO CHINA
IN THE MARKET PLACE OF OLD MONTEREY

Columbia 38301



CURRENT TOP HITS

BUTTONS AND BOWS Daddy-O	Dinah Shore	38284
BUTTONS AND BOWS Can't Shake the Sands of Texas from My Shoes	Gene Autry	20469
MY DARLING, MY DARLING THAT CERTAIN PARTY	Doris Day & Buddy Clark	38353
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
RENDEZVOUS WITH A ROSE I Still Get a Thrill	Buddy Clark	38314

WATCH THESE!

WHAT DID I DO The Matador	Dinah Shore	38293
LILLETTE Bella Bella Marie	Johnny Desmond and the Dell Orch.	38269
NO TIME FOUR BROTHERS	Woody Herman	38304

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SPORTREE'S JUMP-KING-4240

ROY BROWN * **LONG ABOUT MIDNIGHT**
WHOSE HAT IS THAT - DeLuxe-3154

LONNIE JOHNSON * **PLEASING YOU**
(AS LONG AS I LIVE)
FEEL SO LONESOME-KING-4245

LEE RICHARDSON * **AM I ASKING TOO MUCH**
THE BLUES CAN JUMP-DeLuxe 3195

BULL MOOSE JACKSON * **LOVE ME TONIGHT**
WE CAN TALK SOME TRASH-KING 4250

WYNONIE HARRIS * **BITE AGAIN, BITE AGAIN**
BLOWIN TO CALIFORNIA - KING 4252

IVORY JOE HUNTER * **NO MONEY, NO LUCK BLUES**
I LIKE IT KING 4255

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The **Billboard** MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending November 8

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 Week	Weeks on Chart	Title	Artist	Label
25	2	1	1. BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
11	1	2	2. JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
11	3	3	3. ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
8	4	4	4. LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10221—ASCAP
4	5	5	5. TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
2	—	6	6. BUTTONS AND BOWS	G. Autry	Columbia 20469—ASCAP
35	5	7	7. ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2700—BMI
25	6	8	8. TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2860—BMI
2	—	9	9. I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
16	—	10	10. TENNESSEE WALTZ	Cowboy Copas	King 696—BMI
2	—	11	11. COOL WATER	Sons of the Pioneers	Victor 20-1724—BMI
1	—	12	12. HONKY TONK GAL	T. Texas Tyler	4 Star 1249—BMI
1	—	13	13. JUST A PAIR OF BLUE EYES	Tex Williams and His Western Caravan	Capitol 15175—BMI
1	—	14	14. MINE ALL MINE	J. Wakely and Cowboy Band	Capitol 15236—BMI
35	—	15	15. TENARKANA BABY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Lone Star Barn Dance, Dallas' Saturday night folk music show, has switched from WFAA to KRLD, Dallas. Bob Shelton is back after a tour with ex-Gov. Jimmy Davis. . . The Carter Sisters are at WNOX, Knoxville, where disk jockey Uncle Tom Moore has deserted the mike temporarily to concentrate on radio sales. Moore's heavy mike sked has been cut to include only his night show. . . Cliff Carlisle, King artist, is making his home in Louisville and has not returned to radio work. . . Jesse Rogers, Hayloft Hoedown star, WFIL, Philadelphia, and conductor of a daily disk jockey show over WJMJ, Philadelphia, has been inked by Victor whose first release for him will be Here Comes Santa Claus and Blue Christmas. . . Disk jockey-singer Jimmie Osborne, WLEX, Lexington, has a comer in his King waxing of Mom Is Dying Tonight, according to Cowboy Dallas Turner, disk jockey and entertainer at KCRG, Cedar Rapids, Ia. . . Jimmy Wakely has returned to Hollywood from Texas State Fair, Dallas, to start shooting his next Monogram pic, Gun Runner. . . Ace Bailey and Scrubboard Roy Wallace have teamed up again for their Utah Trailers.

Lonzo and Oscar, Victor comedy duo, have split, with Lloyd George (Lonzo) heading for the Coast where he has a deal cooked up. . . Lou Inais, Jerry Byrd, Zeke Turner and Tommy Jackson, all with Red Foley's band at WSM before Red disbanded, are at WLW, Cincinnati. . . Johnny Tyler is in California organizing his own band to go on tour soon. . . Murray Nash, Mercury's folk music chief, currently spending two weeks in Florida, reports that Charlie Arnett, of Da's Mac and Old Brother Charley, Mercury artists, is heading Radio Ranch, Inc., a group of Tampa business men who have purchased a 10-acre plot near that city to set up a folk music center. Construction is started on a barn from which various shows and programs will emanate. New center, set to open December 1, will include living quarters for personnel and picnic grounds, as well as horse and rodeo facilities. Spot will be set up a la Renfro Valley. . . John Bava, boss of Cozy Records, Davis, W. Va., reports that Cookie and Ollie have moved to WMMN, Fairmont, W. Va., from WHTN, Huntington, W. Va. Bava has just released folios by Bob Manning and Tex Carson. . . Hank the Cowhand has left WMMN to return to KWFT, Wichita Falls, Tex., his home. . . Buddy Starcher, of WPDJ, Clarksburg, W. Va., closed his folk music park with a fiddling contest won by Clark Kesinger, Charleston, W. Va. . . Jake Taylor has left WMMN, Fairmont, W. Va., to work at WDAE, Tampa. . . Jimmy Swan's band is being heard on a three-station network, WFOR, Hattiesburg; WAML, Laurel, and WTOK, Meridan, all Mississippi stations.

Clyde Grubb, Victor orkster, has formed a Western swing band which includes Jack Greene, bass and vocals; Toady Hill, electric Spanish guitar; Raymond Price, drums; Roy Wood, rhythm guitar; Doug Foster, rhythm guitar and vocal; Margaret Grubb, piano, and the leader's steel guitar. Grubb is working out of Knoxville. . . Foy Willing and the Riders of the Purple Sage, Scotty Harrell, guitar; Al Sloey, bass; Johnny Paul, bass; Jerry Vaughn, guitar; Bud Siebert, accordion, and the leader's guitar, will be featured in four Roy Rogers' films yearly, called for under the new contract which Rogers signed recently. . . Ray and Elda, the Harmony Folks, hymn singers, on White Church Records, Kansas City, Mo., are heard daily over WIBW, Topeka, Kan. . . Ken Nelson, WJJD, Chicago, program director who joined Capitol Records after many years of hillbilly shows in

(Continued on opposite page)

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
 Week Ending November 5



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 Last	This Week	Title	Artist	Label
11	5	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
27	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
12	1	3	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
13	4	4	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
4	7	5	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
8	—	6	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
18	9	7	ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	—BMI
3	6	7	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
23	—	9	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol 40065—BMI
6	9	10	BUTTONS AND BOWS	G. Austry	Columbia 20469—ASCAP
1	—	11	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
12	2	12	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
12	14	13	FOREVER IS ENDING TODAY	Ernest Tubbs	Decca 46134—BMI
3	—	14	JUST A PAIR OF BLUE EYES	Tex Williams and His Western Caravan	Capitol 15175—BMI
27	7	14	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680—BMI

ADVANCE FOLK RECORD RELEASES

- Brush Those Tears From Your Eyes
F. Willing (Rose of Old) Capitol 15290
- Can't Get Enough of Texas
B. Wills & His Texas Playboys (Let Me) Columbia 20513
- Cornbelt Symphony
B. Buchanan & the Rhythm Rogues (Rogue's Gallery) World 1506
- Hootin-Nanny Papa
Buchanan Bros. & the Georgia Catamounts (Then You'll) Victor 20-3191
- I Wish That I'd Been Satisfied With Mary
R. Whitley & Band (You're Barking) Apollo 185
- I'll Never Be Sorry If You're Satisfied
J. Ashlock (Knuckle Head) Columbia 20510
- Knuckle Head
J. Ashlock (I'll Never) Columbia 20510
- Let Me Call You Sweetheart
B. Wills & His Texas Playboys (Can't Get) Columbia 20513
- Life Gets Tee-Jus, Don't It?
B. Buchanan & the Rhythm Rogues (Lover's Blues) World 1507
- Lover's Blues
B. Buchanan & the Rhythm Rogues (Life Gets) World 1507
- My Heart Is a Jig Saw Puzzle
H. Thompson & His Brazos Valley Boys (Second Hand) Capitol 15296
- Rogue's Gallery
B. Buchanan & the Rhythm Rogues (Cornbelt Symphony) World 1506
- Rose of Old Pawnee
F. Willing & His Riders of the Purple Sage (Brush Those) Capitol 15290
- Second-Hand Gal
H. Thompson & His Brazos Valley Boys (My Heart) Capitol 15296
- Southern Steel Guitar
B. Boyd & His Cowboy Ramblers (You're Laughing) Victor 20-3190
- Then You'll Be the One To Cry
Buchanan Bros. & The Georgia Catamounts (Hootin-Nanny Papa) Victor 20-3191
- When Red Grow the Roses
D. Denny (You'd Better) Victor 20-3192
- You'd Better Be Sure or You'll Be Sorry
D. Denny (When Red) Victor 20-3192
- You're Barking Up the Wrong Tree Now
R. Whitley & Band (I Wish) Apollo 193
- You're Laughing Up Your Sleeve
B. Boyd & His Cowboy Ramblers (Southern Steel) Victor 20-3190

FOLK TALENT AND TUNES

(Continued from opposite page)

Chicago, has bought a West Coast home and plans to remain on the Coast. . . . Judy and Jean have returned to KMA, Shenandoah, Ia., after a stint at KMBC, Kansas City, Mo. . . . Susie, the gal from the hills, has left radio temporarily to return to her East St. Louis home, where she's doing night club work. . . . Shorty Mason is with Paul Turner at KKLW, St. Louis. . . . Eddy Arnold reportedly broke all records at the Roxy Theater, Atlanta. . . . The Knapp Family, Marie, mandolin; Henry, guitar, and Eldon, violin, are heard over WKAR, East Lansing, and WFYC, Alma, Mich. They also are on Your Records, Detroit label.

Cousin Herald Goodman is producing a series of folk music shows at KMOX, St. Louis, where the oatune program schedule is getting a big shake-up. Goodman's first is the *Hillbilly Hayride*, aired from the Shubert Theater. With Goodman are the Dave Landers' Trio, Linda Fields, Texie Hollie, Eddie Corbin and Bobby Vail. Goodman also is doing the *Barnyard Follies*, 45-minute seg heard over a 46-station regional CBS web. . . . Coy McDaniels, formerly with the 101 Ranch Boys, is a member of Shorty Warren's Western Rangers at Village Barn, New York. . . . Sons of the Pioneers, Bob Nolan and Tim Spencer, singers; Hugh Farr, fiddle and singer; Karl Farr, guitar; Pat Brady, bass and comedy, and Lloyd Perryman, guitar and singer, are mulling the formation of their own independent movie firm. . . . Zeke's Broadway Buccaroos are heading a Western jamboree Sunday nights at Moose Auditorium, Easton Pa. . . . Billy Wilson and Bunny Bell have moved from WSAN to WKAP, Allentown, Pa.

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The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
 PART VIII
 Week Ending November 5

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'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
LOUIS PRIMA ORK
 (Victor 20-3098)
That Certain Party 72--74--72--70
 Louis chants the currently moving ditty in his gravel lined manner at jump rhythm and loses the charm of the song.
Anywhere In Texas 70--71--69--69
 R. F. D.
 Louis and ensemble holler vocals on a novelty which shouldn't cause too much stir.

JOE LOSS ORK
 (Howard Jones)
 (Victor 20-3145)
The Silver Wedding Waltz 74--78--74--70
 Pleasant treatment for a new ditty set in old-fashioned waltz styling. English waxing.

THE SKYROCKETS ORK
 (Dick James)
Bow Bells 53--50--50--60
 Pretty weak ditty is executed well by the ork and is sung well enough by James.

HAL McINTYRE ORK
 (MGM 10296)
Lover, Come Back To Me! 68--72--66--67
 Neat trumpetoozing intro and chorus leads into mediocre Nancy Reed vocal on the evergreen.
One Morning in May 65--70--65--60
 Good dance dinking instrumentally of the pretty Carmichael - Parish ditty.

RAY BLOCH ORK
 (Signature 15118)
Ave Maria 72--74--70--NS
 Reissued for Xmas biz, this is a well-recorded and tasteful treatment with Harrison Knox singing the lyric with choral aid.

The Bells of Saint Mary's 72--74--70--NS
 Same comment.

DON PABLO ORK-BUNNY PAULDON STELTER
 (Rondo R-151)
Red Wing 67--67--66--68
 Not unpleasant mickey orking with inoffensive vocalizing by Bunny Paul, Don Steiter and ensemble of w. k. ditty.

Michigan Moon 42--40--40--45
 Not even Michigan residents would go for the ditty; ork's fairly easy to take the vocal is weak.

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
THE FOUR DUKES
 (Rondo R-154)
Alabama Jubilee 65--65--66--64
 Old-fashioned vaudeville type tune with some guitar plucking standing out in between the quartet's fair harmonizing.
Don't Sweetheart Me 66--67--66--65
 Oldie is given a fairly half-hearted rendition by the group.

ART KASSEL'S ORK
 (Mercury 5200)
Queen for a Day 57--55--55--60
 One of Kassel's own ditties given full mickey ork and chorus vocal.
If I Could Be With You 55--50--55--60
 Lifeless rendition of the old fave.

DORIS DAY & BUDDY CLARK
 (Columbia 38353)
That Certain Party 89--90--88--88
 Doris and Buddy team up for a click version of an oldie which is riding high via the Benny Strong dinking.

My Darling, My Darling 92--94--92--90
 Even better is the team's conception of a highly attractive Frank Loesser ditty from the "Where's Charley" legitler.

ART MOONEY ORK
 (MGM 10298)
I've Been Working On the Railroad 84--86--83--84
 A smart, modern-swing arrangement, believe it or not, by the "Four-Leaf Clover" maestro. Brass work especially is high caliber.

In the Market Place of Old Monterey 67--57--66--68
 A more conventional Mooney fruit salad, with vocals by Bud Brees and the Galli Sisters, and the band chanting in the background.

VIN RODDIE
 (Apollo 1130)
Temptation 30--30--30--30
 Furious piano fireworks start easy and gradually become extremely loud and fast, but the result is nerve-wracking. A monotonous bass figure gets unbearably irritating.

By the Waters of Minnetonka 45--45--45--45
 More bass trouble here on a boring piano solo "interpretation" of the familiar Indian tune.

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 by THE NATION'S GREATEST
Quintet
THE ORIOLES
 SINGING THE ORIGINAL TUNES
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 BACKED BY
 #2 **LONELY CHRISTMAS**
 (IT'S GONNA BE A)
 TWO SOCK "A" SIDES
 DOUBLE YOUR MONEY'S WORTH
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 STILL LEADING THE PARADE
THE ORIOLES
 SENSATIONAL VERSION OF
"IT'S TOO SOON TO KNOW"
 JUBILEE #5000

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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	SEALERS	OPERATOR
POPULAR				
KATY COLE-COLE SISTERS (Texstar T-8)				
La Mariposa (Cole Sisters) Instrumental organ-piano team evoke little interest in the old waltz.	57--58--58--55			
Siboney (Katy Cole) Straight organ version of the Lecuona standard.	61--62--60--60			
<hr/>				
PAUL FENNELLY ORK (MGM 10200)				
Bella Bella Maria Weak warbling of the pop by Reggie Goff, the English counterpart of Vaughn Monroe.	65--63--65--67			
Once Upon a Wintertime Listenable ballad tune gets a spiritless piping by thrush Doreen Lundy.	61--60--60--63			
<hr/>				
EVE YOUNG & JACK LATHROP (Victor 20-3187)				
My Darling, My Darling The pretty ballad from "Where's Charley?" gets a tasty job from the Young-Lathrop duo, with smart a cappella backing by a male group.	80--80--80--80			
You're the First Cup of Coffee Delightful rhythm ballad from the defunct "Heaven on Earth" done in a light, happy and listenable fashion.	75--76--75--75			
<hr/>				
EDDIE HEYWOOD TRIO (Victor 20-3013)				
The Night Has a Thousand Eyes Eddie Heywood's cocktail-hour piano and an unblinded thrush do an unpretentious, simple treatment of the picture.	72--72--72--74			
Everybody Loves Somebody Current plug is done in similar fashion, with the clapping more interesting.	75--75--74--77			
<hr/>				
WAYNE KING & HIS ORK (Victor 20-3147)				
Memories Standard King micky treatment of the waltz, done as an instrumental.	70--68--70--73			
In So Many Words Slow ballad with vocal by Nancy Evans is dull thruout.	65--63--65--68			
<hr/>				
THE FRONTIERSMEN (Crystal 182)				
Toyland Polka Smartly done polka with toy instrument effects and good male warbling creates an elfin, gay spirit.	75--75--75--75			
Turn Your Head, Sweetheart Broad comedy stuff provokes a few yocks here.	71--71--70--72			
<hr/>				
SHIRLEY MOORE WITH ORK (Apollo 1233)				
Moon Glow Promising young chirp has tremendous range, but still lacks the polish of Sarah Vaughan.	65--65--66--64			
Happy in Love Bright tune shows more of chirp's promise.	60--60--60--60			

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	SEALERS	OPERATOR
POPULAR				
KIT CARSON & HIS KOKOMO BOYS (De Luxe 6045)				
Our Red Headed Son Embarrassingly maudlin lyric and dull performance make a poor combination here.	51--51--50--52			
Mosey On Warbling with good steel guitar breaks and a solid beat make for a listenable country rhythm novelty here.	68--67--67--69			
<hr/>				
HENRY JEROME ORK-DICK JUDGE (Pleasant 105)				
Hello New Year, Hello Shades of the old Hal Kemp band in the band's crisp beat, unison vocal and staccato brass, but little lyric interest.	64--62--60--70			
Christmas Comes But Once a Year Pleasing seasonal piece. More of the Kemp styling offers promise for future releases.	67--66--66--70			
<hr/>				
BOBBY DOYLE-RAY BLOCH ORK (Signature 15058)				
White Christmas One of many versions, and there are several that will do better.	65--60--64--72			
Silent Night You can beat this one too.	63--60--62--70			
<hr/>				
DICK JURGENS ORK (Columbia 38335)				
You Brought a New Kind of Love to Me (Jimmy Castle) Oldie dies in slow-paced rendition.	63--64--66--60			
Short and Sweet Bouncy ditty gets typical dancey rendition by the band, with straightforward chanting by Jimmy.	68--68--68--68			
<hr/>				
THE SILLOTTES (Liberty 3001)				
Lost in a Dream It's the old Pied Pipers' treatment (group with celeste), but lacking the polish of the Pipers.	62--64--62--60			
I'm on the Loose Again (Billy Devereux Ork) Neat novelty gets bouncy beat and note-bending warbling by Billy.	70--70--70--70			
<hr/>				
HAL KIPLING-THE BELL-AIRES (Robin R-1003)				
In One Ear and Out the Other Solo-group-rhythm-celeste formula is applied neatly to the cute rhythm novelty.	66--68--66--64			
Everything Shall Pass, My Love, But you Pretty tune in polished arrangement gets plantsimo piping, but lacks bite.	64--66--64--62			
<hr/>				
PHILIP GREEN ORK (MGM 30143)				
Stringopation English clarinet-conductor cuts some fancy fiddle wax with a David Rose vehicle.	72--80--70--65			
The Dream of Olwen Movie piano concerto stuff; pretty but meaningless.	72--74--70--NS			

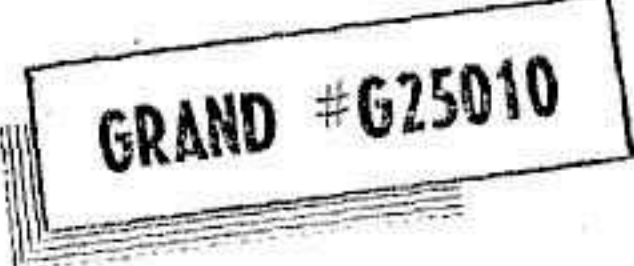
(Continued on page 43)



... That's Sweeping the Country
See Billboard Record Possibility Oct. 30

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singing

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*ONE SUNDAY AFTERNOON

*GALWAY BAY

Personal Management:

M. GALE



RCA VICTOR RECORDS

Record Reviews

(Continued from page 41)

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	
BLUE BARRON ORK (MGM 10297)	
There's a Quaker Down in Quaker Town	70--70--70--70
Another waltz with corn lyric is handled sympa- thetically by Barron and his vocal group.	
A Strawberry Moon	78--80--75--78
Engaging treatment of a cute new waltz with Clyde Burke and Dolores Hawkins ringing vocal bells.	
ART LUND-JOHNNY THOMPSON ORK (MGM 10295)	
I Still Get a Thrill	75--78--74--72
Lund sings the oldie straight and relaxed with the superb aid of Johnny Thompson's clogging and baton waving.	
Bluer Than Blue	75--75--75--75
Lund wrote this one himself under his origi- nal Art London tag; not bad either. But his singing is better.	

FOLK	
TINY HILL ORK (Mercury 5205)	
You're Just a Butterfly	72--76--70--70
Western-flavored rhythm ballad delivered simply and neatly by Tiny.	
I Don't Care What You Used To Be	64--64--64--64
Tiny tackles a slow waltz ballad of extremely corny proportions.	
ZEKE CLEMENTS & HIS WESTERN GANG (Bullet 668)	
I Won't Be Here To Love You Anymore	72--71--73--72
Zeke lends flavor to strong lyric, with assists from guitar and piano.	
I Dreamed I Spent Christmas in Heaven	69--70--69--68
Pleasing Western war- bling on a pious note.	

TOMMY ECKOLS & HIS TOM CATS (Texstar T-5)	52--50--53--53
Back Where the West Begins	52--50--53--53
Orking mirrors shaky warbling.	
I Guess I've Lost You After All	58--57--58--58
More convincing job here, but group still is short on sock.	
THE FRONTIERSMEN (Victor 20-3188)	
Dear Okie	65--64--65--66
Western group does fair gag treatment of the hit tune, but release seems late.	
I Love You So Much It Hurts	62--61--62--63
Lackadaisical orking and too-slow tempo here.	

Cecil Gill & The Texas Trail- Blazers (Silver Star 102)	
You Left Me With a Broken Heart	50--50--50--50
Tedious performance gets nowhere.	
Someone To Love	47--47--47--47
Like flip.	

FOLK	
JOHNNY & JACK- THE TENNESSEE MOUNTAIN BOYS (Apollo 192)	
Unloved and Unclaimed	77--76--77--78
Authentic hill-country rendition of a weeper al- ready on the way via a Roy Acuff waxing.	
That's Why I'm Cryin' Over You	72--72--72--73
Same fine country har- mony and orking.	
JERRY IRBY & HIS TEXAS RANCHERS (MGM 10284)	
Drivin' Nails in My Coffin	74--74--73--75
Full-bodied warbling of bouncy Western with guitar and piano solo spots.	
Too Many Women	70--70--70--70
Punchy rendition of up- tempo blues number.	

BOB WILLS & HIS TEXAS PLAYBOYS (MGM 10291)	
Cotton Patch Blues	65--66--65--64
Texas tries some Hoagy Carmichael styling on a blue country ballad, with so-so results.	
Hop, Skip and Jump Over Texas	64--65--64--66
Bouncy instrumental makes good dance fare.	
ARTHUR (GUITAR BOOGIE) SMITH & HIS CRACKER- JACKS (MGM 10294)	
Twelfth Street Rag	76--77--75--76
Fast guitar fingering may still pick up juke coin with hit revival.	
Once Upon a Time	64--63--66--64
Roy Lear warbles slow ballad that packs little interest.	

ARTHUR (GUITAR BOOGIE) SMITH & HIS CRACKER- JACKS (MGM 10293)	
Guitar Boogie	74--75--73--75
Reissue of side purchased from Super Disc; this is always sure to get plays.	
Boomerang	70--70--70--70
Simple corny jazz fare has good beat for folk locations.	

ROY ACUFF & HIS SMOKY MOUN- TAIN BOYS (Columbia 20505)	
When They Take That Last Look	75--75--75--75
The man from Tennessee warbles with his usual conviction, and gets plenty of help from the chorus and bluesy har- monica.	
Heartaches and Flowers	77--77--77--76
Full-bodied rendition of homey hill-country ditty.	

FLOYD TILLMAN (Columbia 20496)	
Please Don't Pass Me By	63--62--63--64
Mediocre stuff for Floyd.	
Cold, Cold Woman	83--83--82--84
Rousing performance here, as Tillman gets his heart into a gay novelty ditty.	

(Continued on page 105)

The Billboard
MUSIC POPULARITY CHARTS
PART IX
Record Possibilities
 Week Ending November 5

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:

FAR AWAY PLACESMargaret Whiting With Crew Chiefs and Ork.....Capitol 15278

MY OWN TRUE LOVE.....Margaret Whiting With Frank Devol OrkCapitol 15278

"Far Away," a new Kramer-Whitney tune, draws a near-perfect interpretation from chirp Whiting with the aid of the Crew Chiefs and an unidentified ork. This side sounds like the item which will succeed "Tree in the Meadow" on the best-selling charts for Maggie. "True Love" is the title song of a forthcoming flick. It's the kind of song which needs some repetition before it sticks with you and Maggie's chirping of the Evans-Livingston ditty is the one waxing which sounds like it could stick.

DON'T HANG AROUNDSunny Skylar, the Strawhatters and OrkMetrotone M-3015

Skylar does the follow-up to his "Hair of Gold" himself. It's a right catchy tune, too, falling into the Western-flavored community-spirited formula which struck with the "Gold" item. Disking begins like a house afire and buckles slightly in the midsection, but the first chorus could be enough to sell the song.

BLUE MOMENTSFrankie Laine With Paul Dunlop's OrkAtlas FL-158

Laine, Mercury recording artist, cut six sides to complete a previous pact with the Atlas firm on the Coast prior to the ban. This is one of the sides and it's a sock effort, surpassing most of the singer's recent Mercury releases. It's got the "That's My Desire" touch—the tune is one of those rarely heard and pretty oldies and it's done in a subdued, relaxed manner with the aid of a small ork.

MEET ME TONIGHT IN DREAMLAND..Alan Dale and Ray Block Ork.....Signature 15234

This a highly imaginative rendition of a familiar evergreen. Kicks off with brief ensemble vocal, leads into some Johnny Guarneri piano-roll styled keyboarding, segues into the Dale vocal with ensemble chants behind him in the TD "Marie" tradition, moves back to the piano and closes with more ensemble. Good juke and juke item which, with proper promotion, could become Signature's biggest disk to date.

DOWN BY THE STATION.....Slim Gaillard Trio.....MGM 10309

Every now and then Gaillard comes up with a novelty that drives the country nuts for several brief weeks. This disk seems to have the makings of one of those nuisance smashes. It's an old "round" ditty that is eight bars in length and so simple that figuratively everyone from 8 to 60 could be afflicted with its disturbing charm. So be prepared!

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. LOVE, YOUR MAGIC SPELL IS EVERYWHEREPeggy Lee.....Capitol 15232
3. A LITTLE BIRD TOLD ME.....Evelyn Knight.....Decca 24514
4. I DON'T CARE WHO KNOWS.....Buddy Johnson Ork.....Decca 48088
5. ON A SLOW BOAT TO CHINA.....Art Lund.....MGM 10269
6. SO TIREDRuss Morgan.....Decca 24449
7. DREAM KISSESAnne Vincent.....Mercury 5190
8. GIRLS WERE MADE TO TAKE CARE OF BOYSJo Stafford-Gordon MacRae.....
9. BRUSH THOSE TEARS FROM YOUR EYESEvelyn KnightDecca 24514
10. JUST A MINUTECount Basie Ork.....Victor 20-3051

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. DOWN AMONG THE SHELTERING PALMSSammy Kaye.....Victor 20-31000
2. IN MY DREAMS.....Vaughn Monroe.....Columbia 20-3133
3. MY DARLING, MY DARLING.....Doris Day-Buddy Clark.....Columbia 38353
4. LAVENDER BLUESammy Kaye.....Victor 20-3100
5. A LITTLE BIRD TOLD ME.....Evelyn Knight.....Decca 24514
6. BRUSH THOSE TEARS FROM YOUR EYESEvelyn Knight.....Decca 24514
7. A LITTLE BIRD TOLD ME.....Paula Watson.....Supreme S-1507
8. BELLA, BELLA MARIEAndrews Sisters.....Decca 24499
9. BRUSH THOSE TEARS FROM YOUR EYESBarry Green.....Rainbow 10090
10. SO TIREDRuss Morgan.....Decca 24449

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. MY DARLING, MY DARLINGJo Stafford-Gordon MacRae.....Capitol 15270
2. IN MY DREAMSVaughn Monroe.....Columbia 20-3133
3. A LITTLE BIRD TOLD ME.....Evelyn Knight.....Decca 24514
4. BRUSH THOSE TEARS FROM YOUR EYESAlan Foster.....Regent 134
5. A LITTLE BIRD TOLD ME.....Paula Watson.....Supreme S-1507
6. PRETTY BABYDoris Day.....Columbia 38302
7. DOWN AMONG THE SHELTERING PALMSSammy Kaye.....Victor 20-31000
8. DOWN AMONG THE SHELTERING PALMSGeorge Olsen Ork.....Rondo R-164
9. LOVE, YOUR MAGIC SPELL IS EVERYWHEREPeggy Lee.....Capitol 15232
10. WHAT DID I DO?.....Dinah Shore.....Columbia 38293

*
"a must" on all lists



Jane Pickens

singing

RCA VICTOR 20-3238

*GALWAY BAY

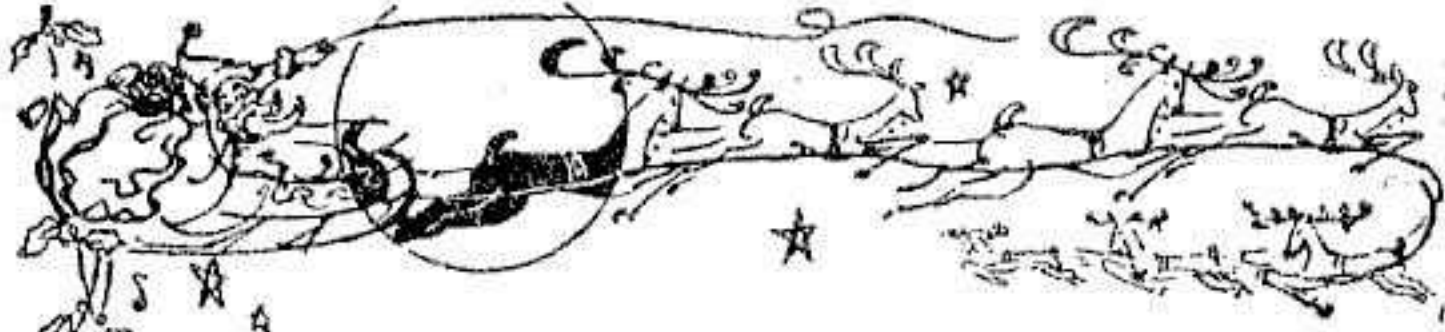
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| W. E. Harvey Co., Inc., Cleveland | Paul H. Milemore, New York City |
| W. E. Harvey Co., Inc., Detroit | Davis Sales Co., Denver |
| W. E. Harvey Co., Inc., Cincinnati | Dunbar Dstg. Co., Dallas |
| Roberts Record Dstrs., St. Louis | Music Supplies of New England, Boston |
| Roberts Record Dstrs., Kansas City | Penn-Midland Sales Co., Pittsburgh |
| Vogue Pacific Dstrs., Seattle | United Music Sales Corp., San Francisco |

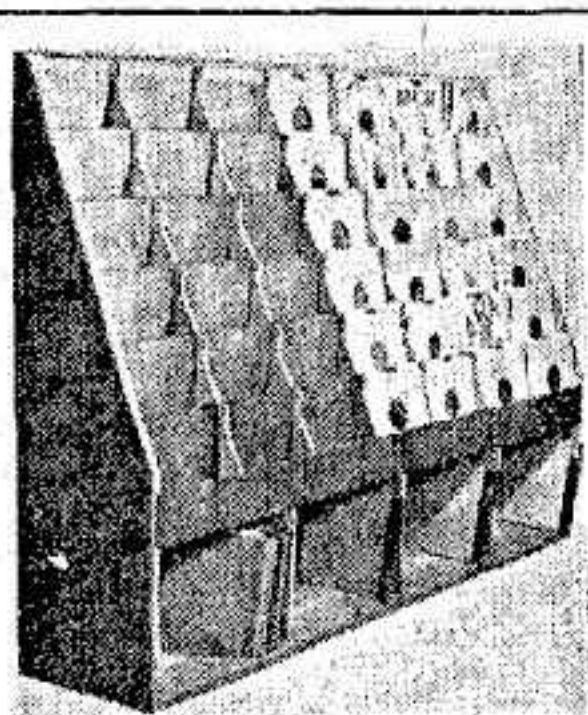
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The Billboard MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending November 8



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

- | | |
|--|--|
| <p>A Rainy Sunday
L. Richardson-L. Russell Ork (For You) Apollo 1139</p> <p>Adios Muchachos
A. Russell & Ork (If I) Capitol 15287</p> <p>All I Want for Christmas
B. Jones & His City Slickers (Happy New) Victor 20-3177</p> <p>Am I Asking Too Much?
Ink Spots (Recess in) Decca 24517</p> <p>*Amen
A. Lyman & His Californians (Charlie Was) Victor 20-3178</p> <p>Auld Lang Syne
J. Gumin Ork (Jingle Bells) Chord 619</p> <p>Ave Maria
J. Stafford-P. Weston Ork (Smilin' Through) Capitol 15291</p> <p>Be-Bop Boogie
P. Slack Ork (Mister Freddie) Capitol 15289</p> <p>Buttons and Bows
B. Hope-Clark Sisters (That's Not) Capitol 15292</p> <p>By the Light of the Silvery Moon
A. Jolson (I Wish) Decca 24518</p> <p>*Charlie Was a Boxer
A. Lyman & His Californians (Amen) Victor 20-3178</p> <p>Deep Purple
P. Weston Ork (I Only) Capitol 15294</p> <p>For You
L. Richardson-L. Russell Ork (A Rainy) Apollo 1139</p> <p>Gloria
The Four Gabriels (Recess in) World 2505</p> <p>Goodnight Ladies
The Sportsmen (Siesta) Capitol 15295</p> <p>Goodnight Sweetheart
A. Dale-R. Bloch Ork (Meet Me) Signature 15234</p> <p>Hannah in Savannah
J. Smith-The Clark Sisters-E. Sheldon Ork (Senorita) Capitol 15293</p> <p>Happy New Year
S. Jones & His Slickers (All I) Victor 20-3177</p> <p>I Only Have Eyes for You
P. Weston Ork (Deep Purple) Capitol 15294</p> <p>I Wish I Had a Girl
A. Jolson (By the) Decca 24518</p> <p>If I Steal a Kiss
A. Russell-P. Weston Ork (Adios Muchachos) Capitol 15297</p> <p>It's Like Taking Candy From a Baby
The Caldwell's (Within Your) Victor 20-3179</p> <p>It's Love Again
B. Manning (Open Your) Apollo 1140</p> <p>Jingle Bells
J. Gumin Ork (Auld Lang) Chord 619</p> <p>Lazy Little Me
F. Miller Ork-P. Terry (My Melancholy) Signature 15236</p> <p>Guy Lombardo and His Royal Canadians
Play the Song Hits From Allegro, High Button Shoes, Make Mine Manhattan, Inside U. S. A., and Brigadeon Album—G. Lombardo & His Royal Canadians—M. Martin (4-10") Decca A686</p> <p>A Fellow Needs a Girl . . . Decca 24194</p> <p>Almost Like Being in Love—M. Martin . . . Decca 24196</p> <p>Come to the Mardi Gras (Nao Tenho Lagrimas) M. Martin . . . Decca 24196</p> <p>Haunted Heart . . . Decca 24362</p> <p>I Still Get Jealous . . . Decca 24226</p> <p>Papa, Won't You Dance With Me? . . . Decca 24226</p> <p>Saturday Night in Central Park . . . Decca 24362</p> <p>So Far . . . Decca 24194</p> <p>Love Never Dies
J. Vaenal Ork (Vet's Polka) Victor WPA 3203</p> <p>Meet Me Tonight in Dreamland
A. Dale-R. Bloch Ork (Goodnight Sweetheart) Signature 15234</p> <p>Mister Freddie's Boogie
P. Slack Ork (Be-Bop Boogie) Capitol 15289</p> <p>My Man
C. Haines-R. Bloch Ork (Stormy Weather) Signature 15235</p> <p>My Melancholy Baby
F. Miller Ork-J. Parker (Lazy Little) Signature 15236</p> <p>Perfume Set to Music Album—Ork & Chorus—L. Baxter, Dir.—Dr. S. Hoffman (3-10") Victor P-231</p> <p>Fame . . . Victor 20-3205</p> <p>Jet . . . Victor 20-3206</p> <p>L'Ardente Nuit . . . Victor 20-3207</p> <p>Possession . . . Victor 20-3207</p> <p>Tourjours Moi . . . Victor 20-3206</p> <p>Tzigane . . . Victor 20-3206</p> | <p>Open Your Bears
B. Manning (It's Love) Apollo 1140</p> <p>Please Love Me
K. Starr-D. Cavanaugh Ork (There Ain't) Capitol 15288</p> <p>Recess in Heaven
Ink Spots (Am I) Decca 24517</p> <p>Recess in Heaven
The Four Gabriels (Gloria) World 2505</p> <p>(I Offer You the Moon) Senorita
J. Smith-Clark-E. Sheldon Ork (Hannah in) Capitol 15293</p> <p>Siesta
The Sportsmen (Goodnight Ladies) Capitol 15295</p> <p>Smilin' Through
J. Stafford-P. Weston Ork (Ave Maria) Capitol 15291</p> <p>Stormy Weather
C. Haines-R. Bloch Ork (My Many) Signature 15235</p> <p>Tara Talara Tala
F. Laine-C. Fischer's Ork (You're All) Mercury 5177</p> <p>Tea for Two
B. Crosby-C. Boswell-B. Crosby & His Bobcats (Yes, Indeed) Decca 25406</p> <p>Temptation
Liberace (Temptation) Signature 15238</p> <p>That Certain Party
D. Martin & J. Lewis (The Money) Capitol 15289</p> <p>That's Not the Knot
B. Hope-Clark Sisters (Buttons and) Capitol 15292</p> <p>The Money Song
D. Martin & J. Lewis (That Certain) Capitol 15289</p> <p>The Tailgate Rumble
J. Mercer-W. Manone Ork (Tuscaloosa Bus) Capitol 15285</p> <p>There Ain't No Sweet Man That's Worth the Salt of My Tears
K. Starr-D. Cavanaugh Ork (Please Love) Capitol 15288</p> <p>Traumerel
Liberace (Temptation) Signature 15238</p> <p>Tuscaloosa Bus
J. Mercer-W. Manone-The Pled Pipers—P. Weston Ork (The Tailgate) Capitol 15285</p> <p>Vet's Polka
J. Vaenal Ork (Love Never) Victor 20-3203</p> <p>Within Your Heart
The Caldwell's (It's Like) Victor 20-3179</p> <p>Yes, Indeed
B. Crosby-C. Boswell-B. Crosby & His Bobcats (Tea for) Decca 25406</p> <p>You're All I Want for Christmas
F. Laine-C. Fischer's Ork (Tara Talara) Mercury 5177</p> |
|--|--|

CLASSICAL

- Bartok: Concerto for Orchestra** Album—Pittsburgh Symphony Ork.—F. Reiner, Dir. (6-12") Columbia MM-793
- Beethoven: Egmont Overture, Op. 84, Parts I & II** (1-12") The Philharmonic Ork.—A. Gallera, Dir., Columbia 72747-D
- Beethoven: Quartet No. 16, in F, Op. 135** Album—The Faganini Quartet—R. Temianka—G. Rosseels—R. Courte—R. Maas (3-12") Victor DM-1253
- Beethoven: Sonata in D, Op. 12, No. 1 and Sonata in A, Op. 12, No. 2** Album—J. Helfetz—E. Bay (4-12") Victor DM-1254
- Beethoven: Symphony No. 1 in C Major, Op. 21** Album—Philharmonic-Symphony Ork. of New York—B. Walter, Dir. (4-12") Columbia MM-796
- Columbia (MM-12924-D-12927-D)**
- Boxtehude: Cantata: Aperite Mihi Portas** Justitiae (Pt. I & II) A. Shlotz—E. Sigfuss—Others (1-12") Victor 12-0533
- Cimaraosa Concerto for Oboe and Strings** Album—M. Miller-Saidenberg Little Symphony—D. Saidenberg, Dir. (2-10") Mercury DM-6
- Four Operatic Arias** Album—J. Peerce—RCA Victor Ork.—E. Leinsdorf, Dir. (2-12") Victor MO-1250
- I Pagliacci: Act I: Vesti La Giubba** La Gioconda: Act II: Cielo E Mar La Jilve: Act IV: Rachel Quand Du Seigneur La Tosca: Act III: E Lucevan Le Stelle
- Gounod: Romeo et Juliette: Act I: Valse** Je Veux Vivre Dans Ce Reve—E. Scher—RCA Victor Ork.—J. F. Morel, Dir. (Mozart: The) (1-12") Victor 12-0526

(Continued on page 113)

The Billboard
MUSIC POPULARITY CHARTS
Album Reviews
PART XI
TRADE SERVICE FEATURE

Week Ending
November 5

The large goldface number in each review is the retail rating. This rating is based on nine key categories each of which is assigned a maximum number of points. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in goldface comment under the separate headings within each review.

THE RATINGS

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

THE CATEGORIES

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

TCHAIKOVSKY: 1812 OVERTURE (2-12") 73

Amsterdam Concertgebouw Orchestra directed by Willem Mengelberg (Mercury Classics DM-23)

This is one of the true warhorses of both the concert hall and the record catalog. This version is perhaps one of the most vivid when compared to other available waxings. It also is a very fine technical recording achievement—particularly well recorded are the brasses. Performance and reading are excellent. Another in the Mercury Classics leather-type album series. (Incidentally there's collector value here as well with both Mengelberg and the Concertgebouw group sitting well with many Americans.)

JUKES Not suitable.
JOCKS Add another "1812" for longhair and FM spins.

RAVEL: L'Enfant Et Les Sorcieres (The Child and the Sorcerers) 80

(Sung in French—a Fantasy in one act.)
 Orchestra National and Choir of La Radiodiffusion Francaise conducted by Ernest Bour; artistic director Francois Agostini. Featuring Nadin Sautereau, Denise Scharley, and others.

Columbia Masterworks MOP-29
 Here is a package which should accumulate many sales strictly on a word-of-mouth recommendation basis. It's that outstanding. As the liner notes proclaim, this one-act opera fantasy of Ravel's could most readily become a Walt Disney masterpiece if Disney ever bothered to use it for the screen. It's based on a story and libretto by Mme. Colette and tells the tale of the conversion of a naughty child into a good boy. The entire work centers on Ravel's humorous musical approach and is capped by a remarkable love duet between two cats. This is the kind of thing which one needn't hesitate when considering application of super-salesmanship. It's certain to please most everyone.

JUKES Not suitable.
JOCKS Should make for delightful FM and longhair spinning.

HER NAME WAS TRUTH ALBUM—CANADA LEE-SILVERTONE CHORISTERS (3-10") 65

(Stinson AD 598)
 The story Canada Lee relates so dramatically is the saga of Sojourn Truth, the ex-slave woman who fought for her people's freedom. The script has a Biblical touch of poetic grandeur, and Lee's fine reading, interspersed with the chanting of the choristers, makes it a fine anti-discrimination message. Job is well produced, showing professional direction and pacing. Schools and radio stations should be encouraged to acquire and use this package. Inclosed in the album is a descriptive brochure that includes the script.

JUKES Not suitable.
JOCKS Album makes a fine public service item.

DELIBES: COPPELIA BALLET MUSIC (4-12") 67

(Columbia MM-775)
 Constant Lambert conducting the Royal Opera House Ork, Covent Garden
 "Coppelia," one of the oldest ballets in current American repertory, was written around 1870, and epitomizes romantic 19th century French music. Studded with sparkling mazurkas, waltzes, exardas, boleros and other classic dance rhythms, it's one continuous outpouring of gaiety and fairy-tale enchantment. The rendition here is unabashedly sentimental and romantic, as it should be, with no nonsense about personalized "interpretation" or editorializing for nuances. Lambert gives it a full, satisfying, bravura treatment. All in all the album should appeal to amateurs of the romantic 19th century in particular and balletomanes in general.

JUKES Not suitable.
JOCKS Fine for light classical and semi-segs.

RACHMANINOFF: Concerto No. 2 in C Minor for piano and orchestra Opus 18. 75

Cyril Smith, piano, with the Liverpool Symphony Orchestra under Sir Malcolm Sargent. Columbia Masterworks MM-774

This work was projected in the forefront of best-selling disks via the Artur Schnabel-Golschmann-NBC Symphony etching on Victor. Biggest boost for the pretty concert hall favorite as a popular item was the Tin Pan Alley culling of the score from which was extracted "Full Moon and Empty Arms" and a couple or three other ditties. As such this opus still has a lingering potency with the public and this package should be able to tag on to some of the business. It's not up to the Rubinstein par but the performances are certainly above average. Disking was sliced in England and the recording is just okay. Package is in conservative gray with label sticker for identification.

JUKES Not suitable.
JOCKS If you haven't got the Rubinstein then this will do.

CHOPIN: Concerto No. 2 in F minor for piano and orchestra Op. 21 80

Malcuzyński, piano, and the Philharmonic Orchestra, directed by Paul Kletski. Columbia Masterworks MM-776

This is an excellent recording of Chopin's piano concerto. The young and gifted Polish pianist, Malcuzyński, who found refuge in England during the war, turns in a superb reading of the Chopin score. The Philharmonia under Kletski turns in a fine performance in support of the superior keyboarding of the soloist. The concerto, in three movements, contains the famed slow second movement, the "Larghetto," which was written by the 19-year-old Chopin while he was fervently in love with Constantia Gladowska. The recording was made in England and achieves good balance between the solo instrument and the orchestra.

JUKES Not suitable.
JOCKS Longhair and FM spinners will like this treatment of the w.k. concerto.

MOUSSORGSKY: PICTURES AT AN EXHIBITION (4-12") 82

(Vladimir Horowitz) (Victor DM 1249)

This work is a real landmark in recorded piano music, being Horowitz's reproduction of the original "Pictures," which Moussorgsky wrote for the piano. (The several orchestral versions are the mere familiar.) This presentation was edited by Horowitz himself, and faithfully follows the original script. Horowitz's performance is unflinchingly brilliant, displaying great sympathy and perception as well as his accustomed peerless attack and tone. David Hall's excellent liner notes describe each of the 10 pictures Moussorgsky transcribed into music. For the solid pleasure of hearing Horowitz playing the colorful Moussorgsky masterpiece, no collector will want to miss this one.

JUKES Not suitable.
JOCKS Tops for classical spinners.

REGINALD KELL AND HIS QUIET MUSIC (3-10") 53

(London LA 38)
 In the Gloaming; The Gentle Maiden; Killarney; Some Folks Do; Has Sorrow Thy Young Days Shaded; Gentle Annie.

The album's title tells the story—English clarinet virtuoso Reginald Kell, backed by a small string group, playing most unobtrusively six old favorites. The presentation is strictly instrumental, with the cleffings and renditions all pitched at one gentle, quiet level, with nothing to startle, distract—and little to hold the attention thru the side. Album may have some appeal to jocks specializing in genteel semi-stuff and across-the-counter buyers particularly interested in the old ballads presented here.

JUKES Not very useful.
JOCKS FM'ers and quiet programmers can use.

A DREAM OF A GIRL

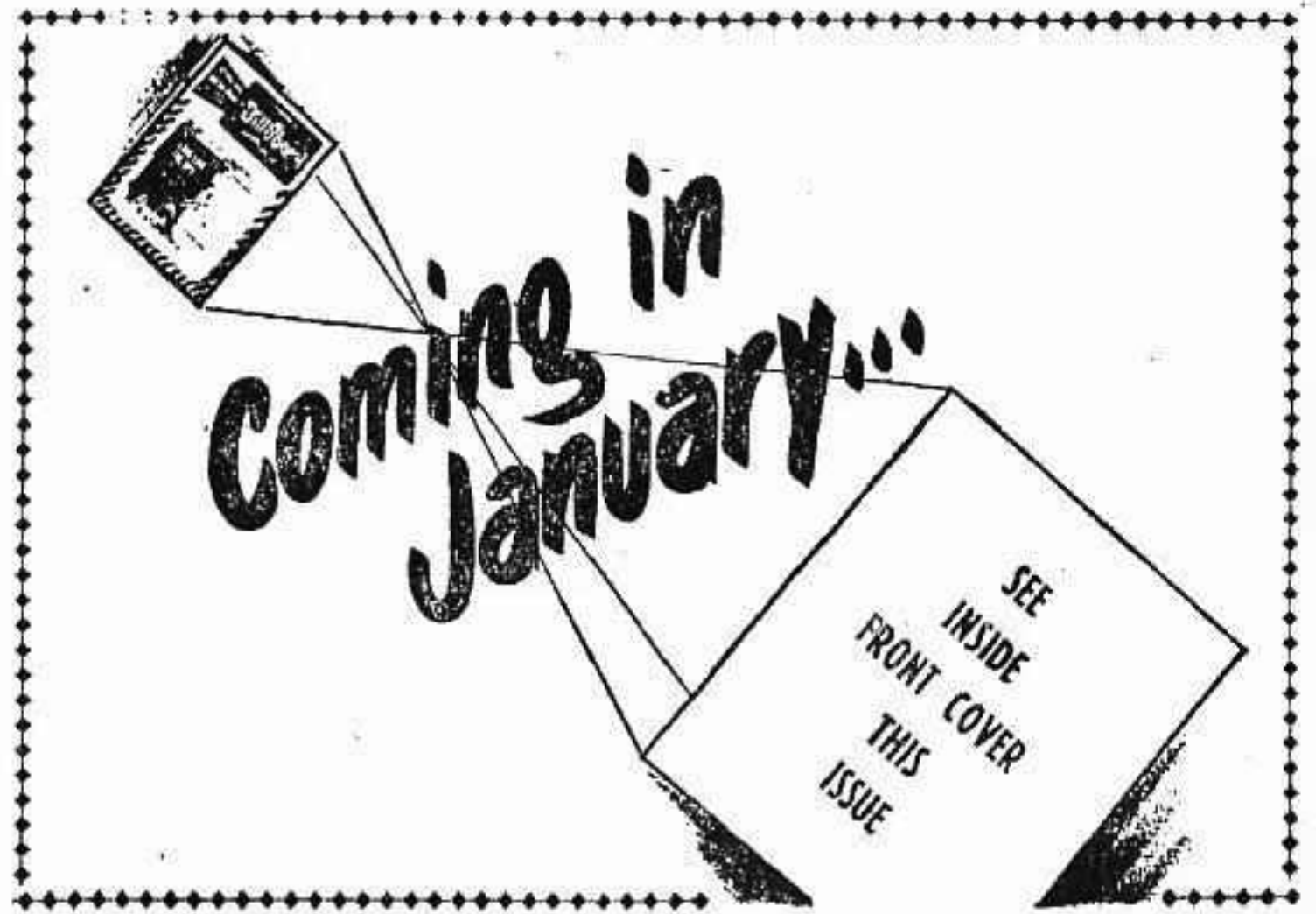
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CHICAGO 76

802 Unity Ticket Signs Up As Non-Reds, Drafts Platform

NEW YORK, Nov. 6.—The Unity-coalition ticket of Local 802, American Federation of Musicians (AFM), drew up its platform this week, and all candidates for office signed the non-Communist affidavit as required by the recently passed local by-law. Signers included the four top office seekers, Al Manuti, for president; David Freed, veepee; Cal Fleisig, secretary, and Max Arons, for treasurer. Candidates for the executive and trial boards and delegate slots also complied.

The fusion platform covers five broad areas, under the headings "For More Jobs," "For Fair Competition," "For Real Union Democracy," "For Greater Security" and "For Defense

of Living Standards." Specifically, the "jobs" clause calls for a borough conference plan, unionization of public events, establishment of an employment promotion department, supplementation of the recording and transcription fund by co-sponsors, enforcement of the minimum number of musicians on engagements, public subsidy and return of pit orks to movie theaters.

Under "fair competition," the platform calls for outlawing recommendations of musicians by caterers, enforcement of price lists, elimination of all discrimination, publication of employment information and correction of abuses by booking agencies.

The "democracy" plank asks for establishment of orchestra committees, publication of voting records of executive board members, political action, and two items concerning time and place of membership meetings.

The "security" plank covers severance pay, unemployment insurance for musicians in non-profit organizations, enforcement of seasonal contracts, a pension plan and hospitalization.

The "living standards" plank asks for membership ratification of agreements made in membership meetings, establishment of a co-operative purchasing organization, improvement of working environment and safeguarding of opportunities for members to earn overtime pay.

Incumbent Blue officials told *The Billboard* they had not yet assembled their platform, but it would be ready within a week.

New Tag, Policy For Breneman's

HOLLYWOOD, Nov. 6. — Tom Breneman's Restaurant, Vine Street nitery-home of the *Breakfast in Hollywood* airshow, will undergo a name and talent policy change, opening December 7 as the Empire Room with Woody Herman's ork on the stand. S&P Company, Inc., property owner, has hired disk jockey-concert promoter Gene Norman to book musical attractions into the spot, his affiliation being somewhat similar to the Dave Garway-Blue Note tie in Chicago. Norman told *The Billboard* Empire will adhere strictly to a name band policy. This is expected to create an interesting situation since spot is but a few blocks from the Hollywood Paladium, ballroom which heretofore never had name dance band competition in its backyard.

However, Empire will still remain a nitery and not venture into the ballroom field. Its seating capacity will handle 700 persons. Spot will strive to attract the coke-and-ice cream trade rather than cater to adults. Idea is to give kids an inexpensive spot for recreation, Norman said. Admissions will be tagged at \$1.20 for the Herman opening.

Spot has booked live talent intermittently, but was never able to match its airshow breakfast biz with after sunset crowds. In recent years, it depended mostly on visiting firemen for nighttime biz, but since the death of Tom Breneman this had fallen off. Ops have decided to drop the Breneman tag entirely and go after local patrons.

MPCE May Submit Proposal Pact Soon

NEW YORK, Nov. 6.—Music Publishers Contact Employees (MPCE) representatives are skedded to submit their proposed contract before a group of pubbers Tuesday (9), with the provisions still a well-guarded secret.

Along the Brill Building-Lindy's axis, however, it was bruited that the contract calls for a pension plan, a two-year duration, the appointment of a committee to identify payola plugs and keep them off the sheets, a severance pay clause and a stipulation requiring pubbers to retain contact men for one year after they have been on the payroll eight weeks.

B&W's No-Break Kidisks

NEW YORK, Nov. 6. — The Black & White diskery last week moved into the 10-inch unbreakable kidisk field. The firm will market 10 plastic sets to meet the Christmas season competition. Disks will retail at 75 cents.

Gardner Benedict Into New Yorker For 4-Week Stand

NEW YORK, Nov. 6. — Gardner Benedict, who fronts a band which for five years has been active in the Cincinnati territory, will bring his crew into the Hotel New Yorker here December 2 for his first major ork location job in the East. Benedict, a pianist and singer, comes into the spot for a four-week date with three, four-week options pending. He comes into the spot with the returning ice show policy after the current band stand tenant, Ray McKinley. Laura Leeds, intermission singer-pianist now in the room, will continue to perform that chore thru the Benedict date.

Another not-too-familiar New York name will come into the city for a local hotel date two weeks in front of Benedict. Leighton Noble, long a strong Midwestern draw, will open at the Hotel Biltmore November 15 for a four-week date. Noble will replace Russ Morgan at the spot.

Carle To Follow TD Into Pennsy

NEW YORK, Nov. 6. — Frankie Carle's ork definitely is set to follow Tommy Dorsey's crew into the Hotel Pennsylvania's redecorated Cafe Rouge here on December 27. Carle will hold forth at the spot for at least six weeks.

Dorsey has been extended thru Christmas Day, thus bringing his engagement at the hotel to a total of some 10½ weeks, marking the longest fall season date for a band at that location. Biz has been holding up well for the Dorsey crew at the spot.

During the current engagement, Dorsey dropped singer Gordon Polk and this week reduced his trombone section by one, leaving him with two besides the maestro's own horn.

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Polish Folk Tune Hits Market; You Choose the Title

NEW YORK, Nov. 6.—An innocent little Polish folk tune seems to be hitting the music market for all sides these days. On the basis of a Dana record hit, the Bregman, Vocco and Conn (BVC) pubbery bought *Once You Called Me Sweetheart*, with a lyric by Al Gamse. Southern Music has a version that dates back several years, and has been widely recorded as *Charlie Was a Boxer*, with many platters now being reissued. Victor and Continental have *Cialy Do Baksy*, which is a Polish adaptation of the English adaptation. Continental also has *Charlie in the Box*, a polka that doesn't use any of the copyrighted lyrics. Still another Continental release, *Who Said So?*, is a half-Polish, half-English novelty based on a different part of the same tune. The latest waxing is a kiddie disk on Junior label entitled *The Mouse's Birthday Party*, with a special story-lyric and sound effects added to the traditional melody. Incidentally, the original tune, on which all these are based, is entitled *Pocos Tuta Pzyszedl*.

MOM in Pkg. Deal for Xmas

CHICAGO, Nov. 6.—Music of the Month, Inc. (MOM), an expansive program designed to merchandise platters by mail on a membership basis (*The Billboard*, August 8), has gone into straight record sales by mail with a Christmas selection which will be peddled thru displays in retail outlets of all types. Berne Ellis, MOM prexy, said the Christmas package is being offered to non-members because of the need for a larger list of prospective addresses to be utilized in a direct mail campaign early next year.

A special display card will hold a sample record album, wrapped in yuletide trimmings in the MOM-patented unbreakable record shipper. MOM will offer the buyer a choice of the new Phil Spitalny Hour of Charm Hymn Album, which was released late in the summer, but never was pushed by Spitalny, or four other albums which will be made up by MOM, with a sales pitch at moppets, teen-agers, grown-ups and elderly record buyers. The latter four categories will use three-record albums, with MOM making the selections. Deals for singles will be consummated this week-end when Ellis visits Eastern diskeries. Package will go for \$4.50, which will include mailing and packing charges and a special greeting card. Personnel additions at MOM include John Cushing, ex-Sears & Roebuck ad man, in charge of merchandising, replacing W. Donald Dunkle; Fred Rogers, album packing; Sid Brichta, chief of sales service; George Vias, franchise service, and D. C. Woods, comptroller.

BMI Plans Exhibit For Nat'l Hotel Show

NEW YORK, Nov. 6.—Broadcast Music, Inc. (BMI), will have an exhibit at the National Hotel Association Exposition at Grand Central Palace November 8-12, featuring BMI sheet music and records. Part of the display will show the step-by-step process of publishing a song, from the raw manuscript to the finished, printed product. There will also be a recording apparatus on hand with which visitors can cut records of their voices. BMI tunes will be played during the show by Joyce (Tex) Gentry on the Hammond organ.

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ST-AFM Fracas Still Up in Air

HOLLYWOOD, Nov. 6.—Standard Transcriptions this week-end made one last try to force a National Labor Relations Board (NLRB) ruling on the plattery's current fight with American Federation of Musicians (AFM) Prexy James C. Petrillo. Transcription firm requested NLRB to render an immediate ruling on the case which the federal agency has had under advisement since May 13 of this year. Originally, action was promised within two or three weeks of time of filing, but NLRB has never rendered a ruling.

Standard's fight, carried on jointly with Langworth Transcriptions, went to NLRB with request that the government rule on whether the recording ban was a strike or in violation of the secondary boycott provisions of the Taft-Hartley Act. Standard maintained that altho Petrillo did not declare a strike, the effect was the same, therefore the AFM prexy should be forced to negotiate a settlement.

Insiders here feel that Standard has little chance of getting a favorable decision because of the political trend of the national election, the current negotiations being carried on in New York by Petrillo and commercial diskery reps. Sources close to NLRB claimed that no action on the Standard-Langworth scrap will be taken so long as Petrillo continues his negotiations with disk makers to effect a settlement of the ban.

Borrelli Brings Duke To Philly Ballroom

PHILADELPHIA, Nov. 6.—Charles Borrelli, local tunesmith and talent booker, makes his bow as a dance promoter in staging a Duke Ellington prom November 16 at the Broadwood Hotel. This marks the first time in three years for a name band dance promotion in the hotel's large ballroom and the first time for a Negro band to play the ballroom on a one-night promotion.

Apart from the fact that Ellington comes in less than a week before he is set to put in a week at Frank Palumbo's Click nitery here, starting November 22, the lot of the town's dance promoters has been a sorry one in recent weeks. Four recent proms didn't draw enough to show a profit. Biggest surprise was the poor draw of Vaughn Monroe October 19 at the Camden Convention Hall across the river in Camden, N. J. The other three, all at the Elate Ballroom, were Harold (Cornbread) Singer on October 15, Eddie (Cleanhead) Vinson on October 19, and Sonny (Long Gone) Thompson on October 21. Elate proms made the pitch primarily to the Negro dance set.

King Diskery Sets Distrib for Canada

CHICAGO, Nov. 5.—King Records, the Cincinnati plattery, this week concluded a deal with Don Johnston, of Maple Leaf Records, Ltd., French record line which also peddles Continental (the American Continental line) wax in Canada, to handle the firm's wax thruout Canada. Working under a royalty agreement, Johnston will distribute King thru six sales sources located in Montreal, Toronto, Winnipeg, Vancouver, Calgary and Halifax.

Johnston said that a survey of the King line indicates that 90 per cent of the American platters will be suitable for distribution in Canada. Records will retail at 75 cents, the normal Canadian price for the major American labels.

Pincus Pinch Hits For Canary; His Disk Rings Bell

NEW YORK, Nov. 6.—Neither sleet, nor snow nor tonsillitis can stop a top-notch contact man. This fact was dramatically illustrated Thursday (4) when Tom Grant, maestro at the Sheraton Lounge, telephoned George Pincus, general manager at Shapiro-Bernstein, to break the sad news that he couldn't perform Pincus's plug, *You Were Only Foolin'*, because the band's canary had a bad cold.

Pincus did some quick thinking. Hadn't he broken into the business as a boy soprano with Jack Benny some 16 years ago? Definitely, he had. Maybe those pipes were still in order. So he rushed over to the Sheraton and did the vocal himself! Pincus, in fact, is listed as the chirper on the Accurate sheet.

Result: *You Were Only Foolin'* is No. 1 on the Peatman and Himber sheets this week.

RCA Issues Foreign Artist-Title Catalogs

NEW YORK, Nov. 6.—RCA Victor's international department is issuing individual alphabetical artist-title catalogs for each of its foreign language series. First of these new listings (none have been printed since 1939), including complete German, Italian and Greek-Turkish-Albanian catalogs, were shipped to the trade last week. Polish, Scandinavian, Jewish-Hebrew, Hungarian and Spanish listings are in the final stages of preparation.

As part of its campaign to make the trade "international conscious," Victor is shipping to its distributors blank 10-pocket albums bearing the title *Around the World With Music*. Distributors will fill these with neighborhood international favorites, including instrumental waltzes, polkas and rumbas, and sell them to stores as counter albums from which individual records may be sold. Suggested items to be promoted include the *Beer Barrel Polka*, *Miami Beach Rhumba* and Maurice Chevalier platters.

ASCAP Appeals in Leibell Case Likely

NEW YORK, Nov. 6.—Late this week the American Society of Composers, Authors and Publishers (ASCAP) had not yet announced what steps it would take in the Leibell case, but it was expected that ASCAP would appeal to a higher court. Federal Judge Vincent Liebelle's final decision is not expected to be handed down until another week or two. Meanwhile, Milton C. Weisman and Adolph Kaufman, of Weisman, Cellar, Quinn, Allan & Spett, this week submitted a memorandum asking that the final decree include an injunction forbidding ASCAP to bring infringement suits against the Independent Theater Owners of America (ITOA), plaintiffs in the anti-trust suit against the society.

Plaintiff's counsel also asks Judge Leibelle to order ASCAP to rescind to plaintiffs the license fees collected between March 15 and July 19, 1948.

Puerto Rican Wax Ready

NEW YORK, Nov. 6.—The first disks cut in Puerto Rico since the recording ban was lifted there October 16 will be released by RCA Victor's international department Friday (12). First waxings feature Latin warbler Joe Valle, trumpeter Cesar Conception and his ork, and the Quarteto Mayari.

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AGVA'S REORG TROUBLES

Weinger Insists Martin & Lewis Play -- Or Else

NEW YORK, Nov. 6.—The booking of Martin and Lewis into the Miami Beachcomber, to open December 23 for around \$8,000, has started yells of anguish from Murray Weinger, operator of to-be-opened Copa City, Miami, that he had the boys promised. Unless he got them, he said, he'd sue.

Abby Greshler, Martin and Lewis manager, denied that any promise was given Weinger or his bookers, Beckman and Pransky. Two years ago, said Greshler, Weinger bought the two lads out of the Havana-Madrid for \$1,350. Two weeks later he asked Greshler to let him out because "the boys weren't ready." Subsequently the team managed to get \$1,500 at the Philly Latin Casino, filling in a date which they lost when Weinger asked out.

Case History

When the Copa City deal came up this year, Weinger first offered \$6,500, with two weeks put up in a bank. The amount was lifted to \$7,500, according to Greshler, but he refused to okay it because he didn't have assurance that the spot would be open and he might be placed in a position of collecting dough from a club that was still closed.

Greshler said he'd been warned that unless Martin and Lewis opened for Weinger, he'd be sued.

In the meantime, the Martin-Lewis date for the Chicago Blackstone, which was to have started November 24, has been pushed back to the fall of 1949 by mutual consent. Arnold Kirkeby, owner of the Blackstone, and Greshler have exchanged letters agreeing that the boys will not play any club for the four weeks starting November 24, except a possible room near Hollywood, where they will be available for talks preliminary to their shooting of their first flicker. The Miami date is not included in the arrangement.

Kirkeby said he had no replacement as yet for the boys, but was satisfied with the deal.

AGVA Elects Nat'l Exec. Committee

NEW YORK, Nov. 6.—A national executive committee, to meet monthly, has been elected by the American Guild of Variety Artists (AGVA) national board. The committee of 15: Margie Coate, Jerry Baker, Jimmy Lyons, Henry Dunn, Will Aubrey, Lenny Paige, Harry Mendoza, Eddie Rio, Ralph Morgan, George Price, Rex Weber, Myron Cohen, Jack Gwynne, Al Tucker and Carl Emmett.

Only seven of these will make up a quorum, and in these will rest the virtual powers of AGVA. Members unable to attend can deliver proxies.

Chanticleer, Redone, Opens in Baltimore; Seeks Cocktail Trade

BALTIMORE, Nov. 6.—The swank new Chanticleer unshuttered October 29. The spot, which formerly used names such as Sophie Tucker and Harry Richman, has been undergoing a face-lifting for months. It stands to outshine all other pubs here.

Operated now by the combo of Tom Aversa, Tom and Lou Shaw and Moe Levy, of the Club Charles, with Levy booking, the spot aims to garner the top cocktail trade, leaving the Charles to satisfy show-minded patrons.

The room, attractively walled with sculpted panels and top-drawer lighting, sports an extremely wide glassed bar with a high class revolving bandstand centering. The former stage at one end of the room provides dancing with two shelves of tables and two smaller bars, one in the main room and one off the side, with the total capacity around 240. The ops also have the largest video screen in the city, measuring 5 by 7 feet, which disappears in the ceiling.

The owners plan a policy of three cocktail acts in the top brackets. The opening show brought in the Jones Brothers, Negro trio of piano, drum and vibe, who have taken the town by storm. With plenty of smart stuff and know-how, the lads drew raves from all the show mob present. Co-featured are the Galli Sisters, late of the Art Mooney band, and a capable quartet, the Populaires.

National Board Picks Barto For Shelvey's Old Post; Dave Fox Quits N. Y. Helm

Four A's, Assailed by Barto, Barred From Confab

NEW YORK, Nov. 6.—Dewey Barto was chosen unanimously to be the American Guild of Variety Artists (AGVA) national secretary by the newly elected national board this week in a situation that was electrified with intrigue.

But almost equal in importance to Barto's getting the job was a dramatic resignation of Dave Fox as assistant national director of AGVA.

Ever since the board convened in New York November 1 to start its official duties after being installed in office, a number of persons let it be known, one way or another, that they would be interested in heading AGVA. The most prominent were Dave Fox, who ran the New York office; Bill Feinberg, labor expert and former secretary of the American Federation of Musicians (AFM) Local 802, and Barto (Barto & Mann), AGVA member on the board of the Associated Actors and Artistes of America (Four A's) running AGVA since the firing of Matt Shelvey last year.

But before the boys could get down to business they were stopped by a court order signed by New York Supreme Court Justice Aaron J. Levy, obtained by a dissident group of Boston AGVA people. AGVA attorneys argued the case and finally managed to get the order vacated by Justice Benedict J. Dineen. Before that legal obstacle was removed, the board met as a committee of the whole and on advice of counsel, refrained from taking any official action.

One of the board's first official actions was to bar the meeting to Four A's reps, a situation which caused considerable bitterness. According to various members of the board, Barto, who is said to have no love for the Four A's, made an impassioned speech that lasted a number of hours, and when he was finished a motion was made that he be drafted as national secretary and it

became unanimous. The board then offered him a salary of \$15,000. Barto turned it down, insisting that \$10,000 annually was plenty. Shelvey's salary for the same job was \$8,500.

On Tuesday (2) Dave Fox notified the board that he didn't want the job of national head. When Barto was chosen, Fox promptly handed in his resignation, to take effect December 3. The board refused to accept it, but Fox said if the board wanted him they'd have to give him certain things and had until December 3 to act. If it didn't, he'd walk.

At one of the business sessions of (See Barto in Shelvey's on page 51)

EMA Members Back Russell

CHICAGO, Nov. 6.—Newly elected Prexy Jack Russell, of Mutual Entertainment Agency, and fellow delegates Sam J. Levy, of Barnes-Carruthers, and Len Fisher, of the Boyle Woolfolk Agency, will carry with them to New York this week-end the biggest numerical and geographical support in the history of the Entertainment Managers' Association (EMA), local chapter of Artists Representatives' Association (ARA). During the election meeting Thursday (4), it was reported that EMA-ARA numbers between 90 to 100 paid-up members, from not only Chicago but thruout the Midwest.

At a meeting attended by some 65 EMA-ARA members (top attendance mark in the history of the organization), the following were elected members of the local board of governors: Lyman Goss, Dave O'Malley Sr., Marcus Glaser, Lou Breese, Sid Epstein, Stu McClellan, Art Goldsmith, Lou Cohan, Freddy Williamson, and Levy, Russell and Fisher. Fifteen members had been nominated by the committee, while five nominations were added from the floor. Following the open membership meeting, the board of governors elected Russell, prexy; Freddy Williamson, first v.-p.; Stu McClellan, second v.-p., and Fisher, secretary-treasurer.

It was learned that plans are under way to extend the scope of the local board of governors to include reps from out of town, in that during the past year chapters have been initiated in Indianapolis, Des Moines and Milwaukee. Several agents from out in the territory attended the election meeting.

Palm Beach Hotel On Full-Week Basis

NEW YORK, Nov. 6.—Palm Beach Hotel, a Seiden property in Palm Beach, Fla., will use acts on a full-week basis this season. Previously the hotel used acts of various caliber for single dates or split weeks on a club booking basis.

Abby Greshler, who has been booking the spot for the past 15 years, will also have two bands going. All acts will get rooms at the hotel as part of the booking deal.

BOSTON RKO FLESH RETURN

House Settles Union Deals To Set Show

Others May Follow

NEW YORK, Nov. 6.—The Boston RKO will reopen with flesh for Christmas after running a straight flicker policy since May.

The decision to bring stageshows back came about when the chain made a deal with the Boston music (See Flesh Returns on page 51)

IN SHORT

New York:

The booking of Martin and Lewis into the Miami Beachcomber puts Murray Weinger and his new Copa City in a spot. He thought he had them. Nellie Lutcher will be on same bill. . . . Red Buttons gets his first Paramount date in the next show. . . . Erwin Schlicht, new manager of the Kirkeby-owned Warwick, is keeping the hotel sold out with movie and cafe names. . . . And the new Saxony Hotel, Miami Beach, is ready to make concessions to names who will stay at the hotel.

Harry Richman will do a one-weeker at the Club Charles after a week at Jackie Heller's Carousel, Pittsburgh. . . . Sol (Morris office) Shapiro's secretary, Lillian Slavin, is now Mrs. Danny Smith. . . . Jack Klotz, ex-Joe Glaser's, is handling theaters and cafes for Universal Attractions. . . . Juna Wanchel, ex-Morris Agency secretary is doing the same job for Columbia Artists.

Mike Westerman paid \$15,000 for Max Gordon's Vanguard. . . . Dan Frankel joining Arto DiMirjian, and together they'll open a Hollywood photo studio in December. . . . Jules Ziegler has added Martin Baum, Abe Newborn and Hal Davis to his office.

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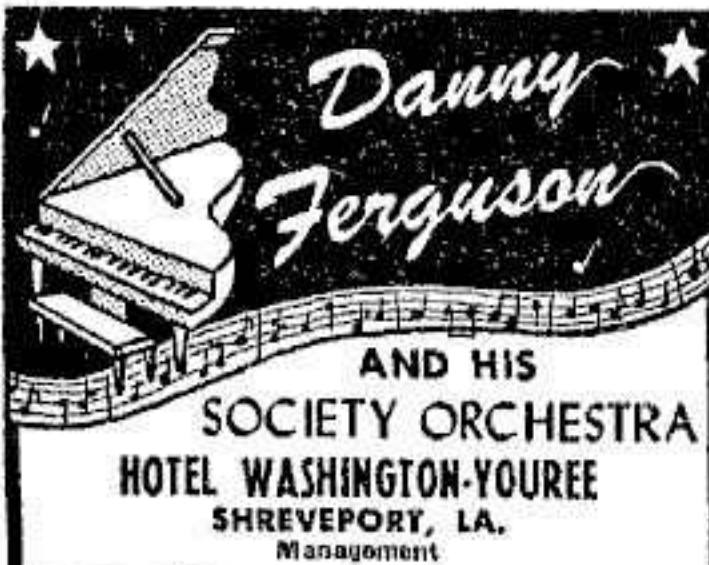
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NIGHT CLUB REVIEWS

Old Knickerbocker Music
Hall, New York

(Wednesday, November 3)

Capacity, 410. Price policy, \$3 minimum. Owners-operators, Peekay Productions. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show \$2,500.

This spot not only brings the Gay '90s back in its best tradition, but it gives the customer his money's worth. Amusement flows in a continuous stream, there being three main features of *Gaslight Gaieties* on its current bill—*Lily Lovelorn's Revenge*, a melo; *olios* emceed by Bret Morrison and featuring members of the cast, and song contests, silent films and incidental acts.

The old-time melo has been revamped to a new degree of audience participation to give the customers fun sparring with the hard working villain. *Revenge* contains the usual villain-hero-heroine set-up, but there are plenty of laughs derived from the stooges planted in the audience heckling the bad guy and pulling regular customers into the act. Ernest Sarricino, the "heel," works out his sneers and leers to a high degree of perfection. The melo is televised each Friday evening by WCBS-TV.

The high spot of the *olios* is Bibi Osterwald's singing. The gal ripped into *The Man on the Flying Trapeze* and *Casey Jones* to win big hands. Another crowd pleaser was Bret Morrison with his soft-voiced interpretation of *Molly Malone*. Evelyn Ward and Jack Blair do a clever song and dance satire on *I Want a Girl Just Like the Girl*, while the audience gets a look to see that all was not peaches and cream in the old days. A lecture on the evils of drink by Clara Cedrone was also good for a few belly laughs.

The third and minor section of the show was community singing of old time tunes, with prizes awarded to the winners, and the viewing of silent films, with Paul Killiam quipping at the expense of the movies.

The place is nicely decorated, and the production has a professional polish which may make the spot a money winner when the word gets around.

The Cyril Haynes Trio plays for dancing. *Leon Morse.*

Le Perroquet, New York

(Tuesday, October 26)

Capacity, 65. Price policy, no cover, no minimum. Continuous entertainment from 11 p.m. Owner-operator, Lucy and Vito Pisa. Publicity, Michael Frank. Estimated budget this show, \$400. Estimated budget last show, \$300.

This intimate spot conveys a sense of informality in atmosphere and entertainment that patrons on the East Side are likely to find to their liking. The show policy—two pianists, one a male who doubles on voice and a female singer—follows out this theme.

Canary Martha Short shows a marked improvement since last caught. Even with the handicap of a cold, her vocal assets were very much apparent. The girl sings as tho she means every word, and she gives a drama and interpretation to her songs that marks her ready for better things. Her *You'd Better Go Now* was outstanding, and her others were equally well received.

Hugh Shannon, pianist-singer, is a good-looking lad with a husky, interesting voice. He sings a good song but is inclined to interpret every number in the same manner, frequently throwing his lines away. His best was his *Billie's Blues* and *I'm a Gigolo*.

Marvin Paymer, intermission pianist, reveals an ability with the ivories far beyond the average piano tinkler and does a good job of juicing the usual standards. He also doubles on accordion and does a sock arrangement of *Play Gypsy*. *Leon Morse.*

Blue Room, Hotel Roosevelt,
New Orleans

(Thursday, November 4)

Capacity, 450. Price policy, \$2-\$3.50 minimum. Shows at 7:30 and 12:15. Owner, Seymour Wells. Booking policy, non-exclusive. Publicity, Al Bourgeois. Estimated budget this show, \$5,500. Estimated budget last show, \$5,000.

Chuck Foster has taken over the bandstand in the Blue Room, but the *Ice Adventures of 1949* continues to pack the place as one of the most successful shows of the year.

Foster, who physically appears more apt for football than ork-fronting, took the stick from Sonny Dunham after five weeks here and, with no full rehearsals before the opening, turned in a smooth professional job.

From the pulsating rhythms of *Cuanta Le Gusta* to lighter supper club numbers, Foster reminded listeners that his crew is still turning out the same fine music it has done practically every year here since 1941.

The smooth combo sticks largely to sweet and bouncy music during the dinner hour, but it can give more than adequately, too. A solid sax section mellows the tone of the Foster outfit, and the music is eminently danceable. The maestro lays aside his baton occasionally to pick up a sax or clarinet to lend a pleasing over-all effect.

In Lee Shearin and Milly Coury, Foster has a sweet pair of vocalists. Shearin took over the emcee spot on short notice and did an excellent job of handling the difficult ice intros. Pert, petite Miss Coury affords some sumptuous listening during the interlude in the show. Her forte is the cute stuff—*Buttons and Bows* and the like.

The ice show takes the audience to many places, from Fifth Avenue to the killing of Johnny by Frankie, from cannibal country to jubilee time in the Deep South.

Mary Jane Lawson, who had been off skates for three months, is back in top form as star of the show. She has lost the tenseness she showed earlier on the small (18 by 18) ice platform and shows especially well in the white goddess number. For their second appearance in New Orleans this year, Betty Atkinson and her husband, Charles Hain, do the same great job they offered in January in *Holiday on Ice*.

Dot Muccusker and her partner, Skee Goodhart, with a terrific slap-skating number draw most of the applause with their comics. Dick Price and the chorus of Jo Cavanaugh, Peggy Partin, Connie Conn and Pat Murphy, round out the show. *Hal R. Yockey.*

Follow-Up
Review

HAREM, NEW YORK—Nat Harris's new faces policy didn't work out, so he's back now to the accepted formula of attractions in the hope it will bring in the biz which the former policy did not. His latest bid calls for Belle Baker, who hasn't been seen on the Stem for three years, and Billy Vine, who shares top billing with her. The rest of the acts, the skillful Marjorie Jackson productions with the attractive Wally Wanger girls, are hold-overs.

Belle Baker came on with her ample chest hidden behind a forest of orchids, opening with *Another Candle Older*. Then came *Husband Joe*, followed by a songlog on her career framed around *There's No Business Like Show Business*. Miss Baker hasn't lost any of her punch since last caught. She belts them out with the same old vigor and the same schmaltz that are virtually a trade-mark of her generation. The

Copacabana, New York

(Thursday, November 4)

Capacity, 610. Price policy, \$3, \$4 minimum. Operator, Monte Proser. Shows at 8:30, 12:15 and 2:15. Booking, non-exclusive; publicity, George Evans. Estimated budget this show, \$4,000. Estimated budget last show, \$10,000.

With a sock show headed by Joe E. Lewis, the club figures to stay on top for the next 10 weeks. It is doubtful however, that Lewis will top Lena Horne's record. The gal did about \$50,000 for every week she was there, and that's a lot of dough to beat these days.

Lewis came on with a batch of new material that was right down his alley. A lot of it had to be switched at the last minute because of the election upset, a fact Lewis kept referring to frequently. But what he had was still yock-provoking, with the bottle buyers holding their sides and yelling with glee. Lewis, with Austin Mack up on the Steinway, was, if anything, better than ever.

But if Lewis was right in the groove, it was the Blackburn Twins who were the surprise. Supporting acts here usually get scant attention. It's the headliner who gets the nod. But the two Blackburns were so good that the mob stopped its chatter long enough to watch, and the kids deserved it. Since last caught the two lads have acquired considerable polish, added assurance from their MGM chores, and a few comedy bits that were very funny to see. Their identical appearance makes their routine a natural. With it, however, they do deliberate fluffs, and do it so well they got laughs where they used to get what Lewis calls intellectual nods. They also do a routine with a big doll, bringing it on with a chatter about the necessity of getting some sex into the act. It got excellent hands and big laughs.

Diane Adrian, the former Dolores Del Rio, has plenty of confidence—in fact much of it seemed over-confidence which didn't seem justified by the end results. The gal is a competent canary and has material with some imagination.

The productions are the same except for the last number. The latter is now a Latin thing with bounce which the seven-girl line carries off with aplomb.

There's a new production girl singer, Terri Stevens, a very pretty brunette who shows real promise. The gal handles the lyrics with intelligence and a skill rare in one with her sparse experience. However, she needs acting savvy. The boy singer with her, Sonny Calello, a competent voice thrower in his own right, may not be the handsomest lad around, but in duets Miss Stevens might pretend she thinks so.

Michael Durso cut the show with customary skill. Fernando Alveres rumbas have the same hot beat. *Bill Smith.*

gal's saccharine ad libs and style may be dated, but the way the customers took to it, it was as fresh as tomorrow's paper. Her requested hall-marked *Yiddische Momma* ripped their hearts apart.

Billy Vine now works with three stooges, two dressed like waiters and one, Nat Pierson, who's supposed to be in charge of the gent's room. The start of Vine's act is virtually the same, but later he does a take-off based on a mythical conversation with Harry Richman which calls for bits taken from routines of the Lester Brothers, Danny Thomas and all the other comics of present-day fame. He handled them with skill and got sock laughs time and again. Had there been a regular crowd out front, instead of a jury, he'd of fractured them. As it was, he did very well.

The best part of Vine's act, however, was the one with Pierson. The latter, a small, wizened, frightened-looking lad, made a well-nigh perfect comic to Vine's straightening. He spoke his lines with deftness and showed a knowledge of timing that made his contribution a high spot of the show. *Bill Smith.*

Flesh Returns To RKO Boston

(Continued from page 49)

cians, who had been demanding 20 weeks of consecutive work in any single year. The chain said it was willing to give musicians the amount of work demanded but couldn't do it unless it had shows with which to run.

Discussions with the union were carried on for the past few weeks and finally last week the break came. The final deal calls for spot shows on a 10-week basis, the weeks need not be consecutive.

Musicians will get \$154 for single weeks. If shows are used for any two consecutive weeks or more, the salary will be \$126.

This return of the Boston RKO to stagelights makes Danny Friendly, chain booker, one of the most important buyers in the biz. With about 12 theaters in the circuit using acts, full and split weeks, it is estimated that Friendly spends about \$75,000 a week among the houses.

Para May Follow

With Boston back in business, it is possible the Paramount's Metropolitan in the same city will also make a similar deal with musicians and reopen. So far none of the Paramount toppers will admit that a return to flesh in that city is being planned. But with a picture slump, Paramount may have to do something to offset prospective RKO competition.

The same possibility now appears for the Warner's Philly and Pittsburgh. Both houses were planning to open but ran against musicians' union demands so nothing happened. If the musicians in Philly and Pittsburgh give Warner's a deal similar to the one RKO got in Boston, a reopening may well be started again.

The biggest obstacle, however, is to get the shows. The scarcity of attractions is still as acute as ever. And with more houses opening, the competition for available names is likely to become stiffer.

RKO with its 12 houses will probably be in the top competitive position. Not that it will offer attractions more dough than competitors, but because of its buying power, it can bring pressure on talent offices.

Barto in Shelvey's Former AGVA Post

(Continued from page 49)

the board, Hy Fain, chairman of the Four A's committee running AGVA, read a report which disclosed that Dick Jones, of the Philly AGVA local, had been paid \$13,000 as settlement of his charges against the parent AGVA org. Jones originally demanded \$15,000 to stop heckling the boys in New York.

Among other things the board accomplished was to pass a number of resolutions. One asked repeal of the 20 per cent amusement tax and offered AGVA's joining any other organization which seeks the same objective. All board members, upon return to their territory, will start fires in their home areas to get people to bombard their congressmen for such a repeal.

The board also went on record asking for repeal of the Taft-Hartley Act, and again AGVA people will be asked to write to Washington for such action.

One of the most important accomplishments of the board, was to arrange for regular monthly meetings on a nationwide basis. Regular meetings had been demanded by membership for some time. Such meetings will now be held the first Wednesday of each month in each area and all branches will be empowered to elect a branch executive committee to get its powers from the national board.

It was indicated that coincident with the return of AGVA's autonomy, the union would undergo a thoro housecleaning. There have been numerous complaints by members that dues collectors were needlessly rude, and the board will seek to change some of AGVA's personnel to conform with members' demands.

Sugar Chile Quits MCA, Goes to Glaser

DETROIT, Nov. 8.—Frankie (Sugar Chile) Robinson is switching from the Music Corporation of America (MCA) to the Joe Glaser office (Associated Booking Corporation), as the result of a deal signed here Monday (1) by Glaser and Herbert M. Eiges, Detroit attorney, who is manager for the young star. The deal was approved by Probate Judge Thomas C. Murphy, in charge of handling funds for the youngster.

The move was described by Eiges as a "very friendly" break-away from MCA. Principal reasons for the switchover were the feeling that a change was good and that the move would mean opening new territory for Sugar Chile.

Eiges obtained a release from MCA some weeks ago, before actual expiration of the old three-year contract, with MCA reserving rights to certain dates, but the deal was not signed until the old contract had expired.

Frank E. Taylor, of the Charles Hogan office, Chicago, who was formerly with the MCA office here, sat in on the conference.

Ethel Waters Tours for GAC

CINCINNATI, Nov. 6. — General Artists Corporation has set Ethel Waters for nitery and concert dates in the Midwest, opening with a week's stand at Classic Gardens, Dayton, O., November 19, and following with the Tiajuana Club, Cleveland, week of November 26. Fletcher Henderson will appear as featured pianist with the Waters turn. Before moving into the Merry-Go-Round, Youngstown, O., December 6 for a week's stand, the Waters-Henderson combo will play a concert at Lawrence Institute of Technology, Detroit, December 3, and another at the Auditorium, Louisville, December 5.

New York:

Stem Recovers With 363G; MH 120, Para 43, Cap 47

NEW YORK, Nov. 6.—Last week's vaude grosses recovered slightly to \$363,000 from the previous week's \$353,000. The gross would have been higher but the Paramount played its outgoing show five and a half days, and the Capitol had a bad first week.

Capitol (4,627 seats; average \$66,000) is way behind the eight ball with a low first stanza \$47,000 gross. Jean Sablon, Betty Bruce, the Weston Brothers, Ted Straeter and his ork and *One Touch of Venus* are the bill.

Radio City Music Hall (6,200 seats; average \$115,000) made a nice recovery to \$120,000 last week from its \$100,000 gross the week before. It was the last week for Clifford Guest, Patricia Bowman and *Julia Misbehaves*. The new bill (reviewed this issue) has Paul Haakon, the Nonchalants and *You Gotta Stay Happy*.

Roxy (6,000 seats; average \$89,000) dipped to \$78,000 the third and last week with this show. The previous stanza was good for 90G. Kay Thompson and the Williams Brothers, Rolly Rolls, Ben Beri and *Apartment for Peggy* were the attractions. The new presentation (reviewed this issue) will have Peter Lind Hayes, Mary Healy, the Gaudsmith Brothers, Jack Cole and dancers and *Unfaithfully Yours*.

Paramount (3,654 seats; average \$76,000) was down to \$43,000 the last stanza with Vic Damone, Tony Pastor and his ork and *The Night Has a Thousand Eyes*. Receipts the week before were \$63,000. Frankie Laine, Connie Haines, Dave Barry, the Clark Brothers, Jerry Wald and his ork and *Sealed Verdict* (caught this issue) are the new attractions.

Strand (2,700 seats; average \$40,000) clicked to the tune of \$75,000 the first stanza with this show. Vaughn Monroe and his ork, Johnny Mack and *June Bride* are the bill.

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(Friday, November 5)

Capacity, 4,200. Prices, 50 to 98 cents. Five shows week-days; six on week-ends. House booker, Harry Levine. Show played by Jack Fulton's house band.

Current layout has sufficient contrast in its four acts to satisfy the mood of any pew-sitter, even boasting a 10-minute heavy dramatic monolog, with screen star Peter Lorre's rendition of Poe's *Telltale Heart*. Coming on after a huge send-off for the Ink Spots, the diminutive character actor held the audience for the entire time with an extremely good characterization of the heart-beat murderer. Bit is so different from the usual fare and so well done that it rang the bell. Lorre preceded the monolog with a cute set of remarks built around his appearance in horror films.

Bill Kenny and the Ink Spots have finally replaced the comedy of Deke Watson with the capers of Butterball, the hefty baritone who now is doing the little asides. The comedy spices the stellar tenoring of Kenny and the blend of the Decca foursome. They walked off to a tumultuous hand after six numbers.

Film funster Wally Brown contributed his standard double-talk routines which, despite little change since his last stop locally a year ago, got terrific response. His encore bit, *Do All Your Lovin' While You're Young*, has a couple of choruses that are okay for an adult vaude or night club crowd, but a bit strong for moppets.

Bobby Whaling and Yvette got much better response than they did on their last visit. Whaling has concentrated on his bicycle and high unicycle turn, with the result that he gets plenty of laughs. He handles himself in an egotistical manner after doing serious tricks, adding to the impact.

Jack Fulton has opened the last five shows doing straight music. While his vocals and music are good, the house orkster should break the monotony with an opener that utilizes some gimmicks and production.

Pic: Road House.

Johnny Sippel.

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VAUDEVILLE REVIEWS

Radio City Music Hall,
New York

(Thursday, November 4)

Capacity, 6,200. Price policy, 50 cents-\$2.40. Four shows daily. House booker, Leon Leontoff. Show played by Alexander Smallens's house band.

The new show backing *You Gotta Stay Happy* opens slowly if pleasantly, with Richard Tetley-Kardo's excellent piano on stage playing Rachmaninoff's *Concerto in C Minor*. But if the opening is slow, the closing is fast, exciting and colorful, with one of the high points coming from the always wonderful work of the Rockettes.

The curtain-raising scene gets its motif from a traveler on which five scenes are painted. As the show progresses, a spot hits each picture on the traveler, which then parts, reproducing on stage each picture with a full set.

The first is a farmyard at dawn, calling for the house glee club and Earl Lippy and June Winters to do some pleasant but unimpressive solos. The best is Miss Winters's *Buttons and Bows*, which gets its spark from the hillbilly beat rather than from the singing. Lippy's voice sounded muffled and Miss Winters's piping seemed too thin.

Haakon in Ballet

The next was a ballet, beautifully executed on a simple but well-conceived set. Paul Haakon and Dorothy Etheridge did outstanding jobs in this one.

Pacing got a hefty lift in the next scene, with the Nonchalants (three), doing a yack-provoking knockabout act. The boys did some good tricks, finishing with a three-high topple. But it wasn't their tricks that sold them, it was their chatter. Using an Elsie Dinsmore-ish preciseness, the lads pulled some of the biggest laughs heard in this big house in many a show. For a talking act to get that kind of results at the Music Hall, is quite a feat.

The last scene called for the revolving stage, starting off with about 30 fiddles playing a Mendelssohn theme, with Werner Lywen soloing skillfully. The tempo picked up when June Winters came on for a Martha Ray-ish *Mister Paganini*. The stage revolved and the justly famous Rockettes came on to time-step in unison to *Fiddle Faddle* for a tremendous exit mitt. Bill Smith.

Oriental, Chicago

(Thursday, November 4)

Capacity, 3,300. Price policy, 50 to 98 cents. Five shows daily, six on week-ends. House booker, Charley Hogan. Shows played by Carl Sands' house band.

House has parlayed Jon and Sandra Steele, platter faves, and Bobby Breen into a winner. The both record names did well, Breen, former Eddie Cantor protege, walked off with the heaviest mitt. The good-looking youth puts everything he's got behind a voice that's closely akin to Eddy Howard's. His sensitive lyrical tenor is flexible enough to handle a rhythmic pop like *Lillette* or a moody *I'm Always Chasing Rainbows*. Breen should do more unusual bits, like his Cantor impress, which won him top attention, if he wants to gain the general appeal that makes headliners.

Jon and Sandra Steele, who hit the big time with their Damon dinking of *My Happiness*, showed well. The gal, a blonde looker, exudes personality thruout her vocalizing, while her partner assists well with a tenor obligato plus good piano specialties and backing on their songs. The Steeles offer an unusual vocal blend especially noticeable on their *Dry Bones*, which won a merited encore.

Pee Wee Hunt's *12th Street Ragers* (trombone, trumpet, clarinet and three rhythm) did well, but a sound pro-

Roxy, New York

(Friday, November 6)

Capacity, 6,000. Price range, 80 cents-\$1.50. Number of shows, five daily. House booker, Sam Rauch. Show played by Paul Ash's house ork.

The theater has one of the best shows on the street and perhaps one of the best it has played in many a long week. But no matter how good a show is it can't register if there aren't any people out front.

For example, a solid act like the Gaudsith Brothers always gets big laughs. On the show caught, it did okay. But okay isn't enough for the two men and their knockabout dog act. They're usually great.

Peter Lind Hayes and his wife, Mary Healy, were a fresh looking pair with an act capable of getting those big yocks. In this show, Hayes was on for quite a while before he started scoring. The routine was a crew-cut version of their face act with their Ethel Merman-Ray Middleton take-off getting the biggest results. Incidentally, Miss Healy's pinkish gown showed off her figure (the upper part, anyway) to advantage. It looked like it was painted on. And with her physical attributes, she was quite a vision.

Skillful Dances

The finale had the Jack Cole group (six) on for one of their skillfully constructed modern dances. The number started with the house group doing a Cole-ish number after which it faded to stage-side benches. The Cole number was exciting and the involved dance step structure executed with machine-like precision.

The show opened with a brilliantly conceived production labeled *Fiesta*. The house lads waving red capes served to bring on Arnold Shoda as the matador waving a green cape. His skating whirls and well-timed leaps were a thrill to watch. Ice skating girls, dressed in floor-length black velvet hoop skirts, made a graceful picture on the frozen rink. Skirts, hiding their feet and skates as they glided along, helped give them a feeling of unreality that was the essence of show business. Joan Hyldoff was equally competent on ice. Her leaps and air splits to Shoda's low and high spins helped make the ice show one of the most enchanting things seen here in a long time.

In fact, there isn't a thing wrong with this show. It had pace, flash, excitement and color. If business picks up practically every act on the bill can be a show stopper.

Pic: Unfaithfully Yours.

Bill Smith.

duction job would accelerate the act. Hunt, whose work on the Capitol best seller resurrected *12th St. Rag*, disappointed by playing mostly Dixieland instead of laying on the corn. Except for *12th St.* and a *Tiger Rag* finale, Hunt played it too straight. Sextet worked in street suits where they would have been better received had they been in something reminiscent of the nostalgic '20s. Audience reaction was so-so until Hunt let go with his trombone rendition of *12th St.* For years a novelty vocalist and trombonist with Glen Gray, Hunt works much more tensely and with less abandon than when he whooped it up with the Casa Loma Gang.

The Barretts teed off well, with a trio of precision taps to show off their ballet ability. Wilkie and Dare have cut down on the gal's slapstick work and wisely concentrate on new eccentric acrobatic work that pulls lusher mitts. Johnny Sippel.

Mermaid Adds a Floor

NEW YORK, Nov. 6.—The Mermaid Room of the Hotel Park Central is being enlarged at a cost said to be \$51,000. A dance floor and 60 more seats are being added to the room.

Paramount, New York

(Tuesday, November 2)

Capacity, 3,654. Prices, 35 cents-\$1.50. Five shows daily. House booker, Harry Levine. Show played by ork on bill.

The stageshow part of the bill, with Frankie Laine, Connie Haines, Dave Barry, Clark Brothers and Jerry Wald's band is a smooth, likable bundle. It runs well and looks good, and the acts get responses that must warm their hearts. Of course, the fact that the house was loaded with kids out of school on election day probably had something to do with it. Yet, everything considered, it's a good show.

Frankie Laine has risen in stature since his last date on the street. His style, still a St. Vitus-ey thing, jerking each phrase out with a sudden twist that seems almost painful to witness, has an enthusiastic audience. Yet his singing of such standards as *River Ste. Marie*, *Shine* and others popular on the Mercury label got yowls of glee from the teen-agers that were probably heard outside. It was a good thing for him he ran offstage instead of staying after his last number. With those wild-eyed youngsters down front, he'd have been mobbed.

Connie Haines

Connie Haines has picked up some tricks since last caught that don't become her. Her first two songs were based on a Lena Horne take-off, complete to the smile, gestures and a bow. Even the phrasing was Lena Horneish. Miss Haines is a very pleasant singer. Trying to copy somebody else's mannerisms is a mistake that even the kids out front noticed. They laughed in the wrong places. But if she didn't do so well with her two openers, Miss Haines did wonderfully with three that followed: *How Can You Do Me Like You Do?*, *You Made Me Love You* and *Darktown Strutters' Ball*. In those she had everything and finished to a big hand. A cute patter for the last song was made to order for her. She was way ahead for her exit.

Dave Barry killed them out front with as sad a collection of corn as was ever the misfortune of this reviewer to catch. Barry has a potpourri of situation gags based on take-offs with sound effects which sound like every other impressionist in the business. His best, a Sam Spade, was lost because the lad hasn't got a finish for it. His biggest hand, however, came from a swishy interpretation of a political candidate. What he's going to do with it after election day with grownups in the house will be interesting to see.

Clark Brothers Open

The Clark Brothers were outstanding as the opening act. Their fast terps, their smart dress and their precision hoofery replete with splits got them tumultuous applause.

Jerry Wald's biggest number was *Clarinet High Jinks*. The band (16) did quite well, but it was the trio, clarinet, trumpet and sax on this tune, that gave it a delightful listening quality. Wald's clarinet was intriguing at the start, and while his virtuosity was creditable, it became a little boring when it was stretched too far.

Pic, Sealed Verdict. Bill Smith.

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Burlesque

By UNO

AL BLANC, harmonica specialist in a first unit, made his first disk, *Jealousy*, now being marketed by Rainbow Records. . . . Folly, Kansas City, Mo., changed its policy from four and one-half days to a week. Stanley Montford continues as house singer. . . . Le Shonnes, ballroom dancers on the Hirst circuit, were recalled by George Jaffe to the Casino, Pittsburgh, for a repeat, this time for two weeks, starting November 7 as extra added attraction. . . . Al Golden, straight, and Anita Marie, featured strip, were booked by Dave Cohn for an indefinite stay at the Maryland, Baltimore, beginning November 21 following their wind-up on a Hirst unit. They then go to the Midwest wheel. . . . Sam Cohen, manager of the Hudson, Union City, N. J., is a contestant for the most popular man in North Hudson, according to a selection made by home-towners via a contest being conducted by the local daily, *The Hudson Dispatch*. . . . Jed (Broadway) Coogie, ticket taker for Brandt Brothers, Globe and Gotham, New York, last week celebrated 50 years in the theater, 25 Jewish and 25 English. . . . Bob Carney and Jean Carroll are at the Colony Club, Los Angeles.

VERNA LEEDS, vocalist, formerly featured in USO shows, headlined the Freddie Fulton show at the Beacon (N. Y.) Veterans Hospital November 11. . . . Dave Cohn's latest bookings include Crystal Aymes, featured; Sammy Smith, Hap Hyatt, Mac Dennison, Flash O'Farrell, Dolly Dawson and Vini (James) Faye at the Maryland, Baltimore, November 7; Debra Dante and Sid Nadell, 2 o'clock club, Baltimore; Gloria Glad, Skelly's, Providence, November 8, and Lamplighter, Fall River, Mass., November 5, four weeks; Lili St. Cyr, same spot, December 3, four weeks; Joan Mavis, Gayety, Montreal; Joan Reed, Cliquot Club, Atlantic City, and Taffy Nolan, Cat and Fiddle, Cincinnati. . . . Ann Corio is playing the lead in *Separate Rooms* at the Beaux Arts, Los Angeles. . . . Billy Ainslee and La Vodis wound up 20 weeks at the Burbank, Los Angeles, and moved to Honolulu where they open at the Beretania late this month. Now headlining at the Burbank is Yolanda, with Martin Beck as house singer. . . . Harry Murray, Max Coleman, Franklin Hopkins, Marie Voe and Gladys Blake are new principals in the Avenue stock, Detroit. Rosalie Partyka, four years chorus captain, was called to St. Louis by the sudden death of her dad in an explosion. Doris Hunt returned after two months in Boston niteries. . . . Blaze Fury, who opened at the Casino, Boston, November 1 for four weeks, was joined by her grandmother, Mrs. Opal Marks, old-time actress, for a month's visit. . . . Jack Teter, accordion; Bob Prouty, piano, and Bob Eberhardt, bass, are a trio at Tutz's Cocktail Lounge, Milwaukee, after a summer at Devi-Bara's Dude Ranch, Devil's Lake, Wis. . . . Stanley Montfort, stage director at the Folly, Kansas City, Mo., took time off recently to receive his 32d degree in the Consistory of the Masonic Order, also going into the Shrine of the Ararat Temple of Kansas City. Eddie Yuble pinch hit for Montfort while he was taking the work.

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Showbiz Eyes Congress Shift

(Continued from page 3)

way committees are handled. This is a direct result of the seniority rule, which will force the replacement of Republicans with conservative Southern Democrats in many committees.

The group which will handle the excise taxes, the House Ways and Means Committee, will be headed by Robert L. Doughton (D., N. C.) instead of Harold Knutson (R., Minn.). The former, a frequent critic of the Truman administration, is expected to follow the conservative line.

The same holds true in the group's counterpart in the upper house, the Senate Finance Committee. Here the chairman will be Walter George (D., Ga.), replacing Eugene Millikin (R., Colo.).

Price Control Involved

The conservative outlook is also present in the Senate Banking Committee, which would have jurisdiction over any presidential request to restore full or partial price control. Nominal Chairman would be the liberal Robert Wagner (D., N. Y.), but his illness makes it apparent that the acting head will be Burnet Maybank (D., S. C.).

An exception to conservative rule of committees occurs in the House Banking Committee, where the head will be the liberal Representative Spence (D.), who would go along with President Truman on any price control policies in contrast to the retiring chairman, conservative Jesse Wolcott (R., Mich.).

Jurisdiction over the Federal Communications Commission (FCC) and radio and TV matters is vested in the House and Senate Interstate Commerce committees. On the Senate side, acting chairman Charles Tobey (R., N. H.), who frequently votes with the Dems, is being replaced by Edwin Johnson (D., Colo.), who frequently votes with the Republicans. Both are regarded as friendly to the FCC. New head of the House group is Robert Crosser (D., O.), who is more interested in transportation matters than in communications. He replaces Charles Wolverton (R., N. J.), one of the FCC's most constant critics.

Labor Committee Leftist

Most new dealish of all committees will be the Senate Labor Committee which, with its House counterpart, handles all matters involving labor legislation and unions—including those of show business. The Senate group will be headed either by James Murray (D., Mont.) or Elbert Thomas (D., Utah), both devoted followers of Roosevelt policies. New dealers fill five of the eight Democratic spots on the group, with the others to be chosen later. GOP members include liberals Wayne Morse (R., Ore.) and George Aiken (R., Vt.).

Also liberalized will be the House labor group, headed by John Lesinski (D., Mich.) who replaces Fred Hartley, co-author of the Taft-Hartley Act. Passage of the act banning welfare funds precipitated the disk walkout of the American Federation of Musicians.

Appropriation groups, which deal with budgets for the FCC, Commerce Department, Federal Trade Commission and other agencies, will have a more liberal head on the House side, but be about the same on the Senate side. Kenneth McKellar (D., Tenn.), aging conservative, will be little different from Styles Bridges (R., N. H.), whom he replaces as chairman of the Senate Appropriations Committee. Budget-slashing John Tabor (R., N. Y.) gives way in the House group to middle-of-the-roader Clarence Cannon (D., Mo.).

Magie

By Bill Sachs

JOHAN C. GREEN (Green the Magician), 82, perennial entertainer in the small towns of Western Canada, was the subject of feature stories in recent issues of *The Regina (Sask.) Leader-Post* and *The Moose Jaw (Sask.) Times-Herald*. Green, who has tramped as pro for 70 years, makes his headquarters at Edmonton, Alta., because he has found a hotel "which offers silk-shaded lamps, roll-top desks and radios in its rooms for \$3 a day." The Moose Jaw story commented on Green's interest in *The Billboard*, motion pictures, baseball and hockey games. . . . Robert Sherman, known professionally as Shernus, appeared recently on the Old-Timers Show at Actors' Colony Inn, Seymour, Conn., where he was assisted by Sally Shulman, known as Mona, the "Woman of 1,000 Lives," and Ruby Carlyle, Baton Rouge, La. . . . What many of our readers would like to know is what's with John Calvert—is he on the road with his magic or in Hollywood making flickers? . . . Newton LuMar, of Windsor, Conn., has his Magical Circus, with 13 people, playing private club and school dates thru Connecticut. Beginning mid-December the unit will play thru New York and Pennsylvania, returning to Connecticut around the middle of January. . . . Ray Amy and Norvell did their mental turn at the first St. Louis magic dealers' meeting October 28, with Will L. Lindhorst also contributing to the show. Mr. and Mrs. Bill Chaudet, of the Blackstone show, were among the visitors. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., who has grabbed himself off a heap of newspaper and magazine publicity for his mental dexterity and mystery operations in the last several years, is the subject of another feature, "The Business That Ghosts Built," in the November issue of *Magazine Digest*. Incidental, of course, is the fact that Bob has just hit the market with his new book, *Manual of Publicity and Exploitation*, which bears a \$3.50 price tag.

AL SMITH, formerly associated with Houdini, Thurston, Raymond and other magical satellites of the past, is now settled in Richmond, Calif., where he operates a hotel and manages the State Theater. "My road days are past," typewrites Smith, "except when some mystifier drops by when, of course, the conversation takes the inevitable trend—magic." Surveying the situation for mystery shows in the East Bay Region of Northern California, Smith says: "Midnight ghost and spook show business has been doing right well in these parts. Earlier in the season Dr. Bull appeared with his spooker in the Fox West Coast houses in the San Francisco area and grabbed off considerable coin. Then came Ramus II with his mental act. He not only pleased but made money for all concerned. The secret of Ramus's success lies in the extension of his dates. He works clean and his business builds when the customers talk. Dr. Silkini and his Asylum of Horrors are going to town in this area. At Vallejo, Calif., the other night Jack Berman, city manager for Fox West Coast Theaters, 'bicycled' the audience. Silkini was booked to play the Hanlon Theater. At the stroke of midnight the house was packed, with some 600 still trying to get in. Berman announced to the overflow crowd that they would be entertained at a nearby Fox house until Silkini's performance at the Hanlon had concluded, at which Berman moved the overflow mob back to the Hanlon, where Silkini did a second performance." . . . De Lage and Shirley, who have been doubling on club dates and television shows in the New York area in recent weeks, have been handed a holdover at the Harem on Broadway. . . . Albert Vantine and Florence Cazan are working Connecticut niteries, booked by Jack W. Gordon Hartford

TV FIGHT PROMOSH

(Continued from page 15)

will be erected in the orchestra pit of the theater, which is now used primarily for concerts and meetings. Fights will probably be skedded twice a week.

With these new developments in the tele-fight picture, the bugaboo of falling gate receipts becomes less of a nightmare since the tele operator-fight promoter expects to get his returns chiefly from tele sponsors. It poses a problem, however, that's similar to that faced by comedians in the early days of radio playhouses, when they soon discovered they couldn't work without audience reaction. Thus it will probably still be necessary to guarantee some kind of a gate, if only to put the fighters on their toes for a good video performance.

LA MOOREHEAD WANTS

(Continued from page 3)

while to forbid plattery spinners the rights to the album would invite their wrath.

In seeking an out, Decca and the William Morris Agency are reported studying the fine print in scripter Fletcher's contract in search of a restrictive clause which would legally and gracefully restrain album air performances. Such a contract rider is believed to be included in the Lucille Fletcher-Morris office pact, and a search of files in the percentage's New York office is now in progress.

CLOSED SHOP WIN

(Continued from page 3)

to have been in a strong position, as obtaining capable non-union men is not easy.

One of the principal factors in the defeat of the proposed legislation was the large number of transcriptions made by AFRA opposing the closed shop ban. These were later played on radio stations all over Massachusetts. Led by a committee headed by Staats Cotsworth, the union mobilized most of its big names to act on these platters.

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La Webster's Shakespeare Blasted by Canadian Critic

MONTREAL, Nov. 6. — Margaret Webster is probably sorry today she decided to launch her portable Shakespeare experiment in Toronto and Montreal. Her company did *Hamlet* and *Macbeth* here last week to slim audiences and received some of the most severe criticism ever meted out to a traveling troupe.

Even S. Morgan Powell, of *The Star*, who is considered by many the dean of Canadian critics and whose partiality for any company doing the Bard is particularly well known, found it difficult to restrain himself and followed up review panning with a blast in his widely read Saturday column. Powell also stated that he was in receipt of letters from legit addicts who claimed they had been taken for a ride by being made to pay \$2.50 for a version of Shakespeare that may have been suitable for a "school hall or a country barn or even commodious cellar" but certainly not for the legit stage.

Herbert Whittaker and Pat Pearce, of *The Gazette* and *Herald* respectively, also stated that the productions left much to be desired, but Whittaker felt that no matter what the critical reception was, the company still deserved a better fate than playing to about "50 people a matinee" and only "a handful more than that in the evenings."

Said Whittaker: "The reviews were not overly favorable. In fact, there were plenty of reasons to stay away. . . . But it seems to me that this isn't quite good enough. If we want a constant legitimate theater here, we should stretch a point . . . to support it. And even the most unpretentious production of either *Hamlet* or *Macbeth* has something to give us."

Morgan Powell teed off by captioning his Saturday column in *The Star* "Misuse of Theater," with the drop head stating: "Public Misled by Portable Production of Shakespeare." Then the column started: "His Majesty's Theater was the scene of an unfortunate experience for lovers of Shakespeare this week.

"To suggest that such productions

were worthy of presentation in a legitimate theater, and to ask the public to pay legitimate theater prices to see them, seems to me a painfully unpleasant misrepresentation of facts. Nobody can prevent Miss Margaret Webster or any other person from butchering Shakespeare in any manner they like, but it is only fair that the public be told in advance what they are paying for."

Miss Pearce, in her *Herald* review of *Macbeth*, said: "When we saw *Hamlet*, and in spite of some oddities like its ski-panted cast, we were still prepared to take Miss Webster's intentions seriously. After *Macbeth*—well, who's kidding whom?"

Out-of-Town Opening

FOR HEAVEN'S SAKE, MOTHER

(Opened Tuesday, November 2)

WALNUT STREET THEATER, PHILADELPHIA

A comedy by Julie Berns. Produced and staged by Harry Wagstaff Gribble. Presented by David Kay in association with Robert E. Berns. Setting by Leo Kerz.

CAST: St. Clair Bayfield, Alfred Garr, Charles Colby, Nancy Carroll, Herschel Bentley, Jacqueline Andre, Stiano Braggiotti, Peggy Romano, Marian Russell, Jean Pugsley, Richy Shawn, Ted Plummer, Tom Kemp, Dennis Dregate, Molly Picon and Margaret Draper.

There is a wealth of show material in showfolk and show lore. But there is none in this mumbo-jumbo concocted by radio scripter Julie Berns. While the intent here is comedy, Miss Berns's attempt at verbal clowning is so embroidered with plots and counter-plots and side plots that it all stacks up as a plot against the pew-holder, who is expected to shell out some hard-earned shekels at the box office. He won't, if this is a sampling of what will be peddled on the Stom.

Any attempt on part of a reviewer to unravel all the corny cliches which spot the story would be hopeless. As a matter of fact, Miss Berns's attempt exhibited here is just as hopeless. Suffice to say that it's about an ex-actress (who, played by Nancy Carroll, is the most attractive incipient grandmother the stage has ever seen) who wants to get back in show business. There is her middle-aged actor husband and their two sons who go into the army and get married, not forgetting the grandfather who is not only writing a play about Lincoln but also acting it out—in costume, no less.

Miss Carroll's efforts are heroic but fruitless, and the efforts of the others are equally non-productive.

Equity Demands 116 Wages From Strawhat; Ain't Hay

NEW YORK, Nov. 6.—Actors Equity has lodged a claim for \$11,700 against Jules Leventhal for alleged failure to pay the 18 members of his three stock companies this summer their salaries. The alleged omission was discovered by Equity's summer stock investigators when they noticed few of the resident members played in scripts performed by Leventhal's companies.

Leventhal's initial reply to the charge is two-fold—that he has lost his records and that the union had only four weeks to file a claim against him. The union has told him his

BROADWAY SHOWLOG

Performances Thru November 6, 1948

Dramas

Title	Opened	Perfs
A Streetcar Named Desire (Baremore)	12-3, '47	389
Born Yesterday (Lyceum)	2-4, '46	1,160
Edward, My Son (Martin Beck)	9-29, '48	44
Harvey (8th Street)	11-1, '44	1,694
Life With Mother (Empire)	10-20, '48	21
Wister Roberts (Alvin)	2-18, '48	201
Play's the Thing, The (Booth)	4-23, '48	291
Private Lives (Plymouth)	10-4, '48	40
Respectful Prostitute, Hope Is a Thing With Feathers (Cort)	8-16, '48	271
Summer and Smoke (Music Box)	10-6, '48	37

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	1,031
High Button Shoes (Broadway)	10-9, '47	452
Inside U.S.A. (Majestic)	4-30, '48	219
Love Life (46th Street)	10-7, '48	36
Magdalena (Ziegfeld)	9-20, '48	26
Make Mine Manhattan (Broadhurst)	1-15, '48	242
My Romance (Shubert)	10-19, '48	28
Small Wonder (Coronet)	9-15, '48	61
Where's Charley? (St. James)	10-11, '48	32

ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '46	126
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CLOSED

Born Yesterday (Lyceum)	2-4, '46	1,160
Saturday (6)		

OPENED

Set My People Free (Hudson)	11-3, '48	0
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COMING UP

(Week of November 8, 1948)		
As the Girls Go (Winter Garden)	11-13, '48	

Nothing here makes any sense until the second act, when Molly Picon comes in. The seasoned comedienne of the Yiddish stage, naturally playing the part of a Jewish mother, is the only natural in the entire running. Exceedingly funny with her character and comedy songs and bits, Miss Picon runs thru her entire vaude routine. Only, this isn't supposed to be a vaudeville show, apart from the fact that it's much too much for one's patience awaiting Miss Picon's entrance. As good as the star is, Miss Berns's play is too exacting a price for any pew-holder to pay.

What can be salvaged from this pot of mess is not visible now. And if these observations seem confusing to the reader, they are no less than the play itself. *Maurie Orodouker.*

London Gets Busy Winter Of 35 Shows

Two Yank Plays for Xmas

LONDON, Nov. 6.—With 35 legit, panto and musical shows booked for London during the next four months, the winter season will see a great spurt in new productions.

Two American productions will bring Christmas cheer, with *Harvey* at the Prince of Wales Theater starring Sid Field, and *High Button Shoes* at the Hippodrome with Lew Parker in the lead.

Panto will take the spotlight at yuletide with six West End theaters already booked. Some panto productions may continue until March.

Bookings Listed

Definite bookings include: November 16—*Oranges and Lemons*, Lyric Theater; November 17—*Slings and Arrows*, Comedy Theater; November 24—*Return of the Prodigal*, Globe Theater; November 25—*The Cherry Orchard*, New Theater; late November—*Miss Mabel*, Duchess Theater; December 20—*Land of the Xmas Stockings*, Duke of York's Theater; December 21—*Humpty Dumpty*, London Casino; December 23—*Babes in the Woods*, Princess Theater; December 24—*Cinderella*, London Palladium; *Peter Pan*, Scala Theater; *Treasure Island*, Fortune Theater; late December—*The Wizard of Oz*, Strand Theater; *Charley's Aunt*, His Majesty's Theater; January 22—*Seven, Eight, Nine*, York's Theater; end of February—*Lilac Time*, His Majesty's Theater; *The Heiress*, no house set.

Other shows skidding early openings, together with the lead players, are:

One Wild Out, Alfred Drayton and Robertson Hare; *Home of the Brave*, Richard Attenborough; *Three Echoes*, Mary Clare and Griffith Jones; *Adventure Story*, Paul Scofield; *September Tide*, Gertrude Lawrence; *House Upon the Sand*, Rosamund John and Kenneth Kent; *Indictment*, Frederick Valk; *Thanks a Million*, Gabrielle Brune and Clifford Mollison; *Twice and Forever*, Greta Gynt; *The Chocolate Soldier*, Marta Labarr and Fred Finney; *The Solitary Lover*, Donald Wolfit; *The Foolish Gentlewoman*, Sybil Thorndike and Lewis Casson; *Waltz Time*, Bruce Tvent; *The Lady's Not for Burning*, John Giegud; *The Song of Norway*; *Waltzes From Vienna*.

Two West End productions close November 6 after run of over a year. *Anna Lucasta* goes on tour in the provinces. *Starlight Roof*, at the Hippodrome, winds up to make room for *Maurice Chevalier*.

Flackers and League Renew Negotiations

NEW YORK, Nov. 6.—Instead of taking the Association of Theatrical Press Agents and Managers demand for a 20 per cent wage increase to arbitration as was expected, the League of New York Theaters Board of Governors has instructed James Rilly, executive secretary of the org to reopen negotiations. A meeting of the org will probably be held next week.

Current minimum weekly wages for press agents on Broadway are \$190 and \$210 on the road; for company managers they are \$133.50 on the Stom and \$166.00 for a drama on tour. However, few flackers work for the scale. The League views the percentage hike requested by the union as high, but trade observers believe it may decide to grant a small increase in minimums.

Scenic Artists Seek 13% Hike in Wages

NEW YORK, Nov. 6.—The Scenic Artists Union (SAU) is asking a 13 per cent raise from the set builders. The increase would add 50 cents on the hourly wage rate that the scenery painters now get.

Current hourly scales are \$4.70 for a chageman and \$3.75 for a journeyman. The pact which expired October 31 was for two years. Negotiations are in their initial stage, but the League of New York Theaters will be called in to confer with the owners of shops building and painting scenery before any hike is granted, since any increase is usually passed on to them.

Vance Named ATW Exec; O'Keefe Goes to New Stages

NEW YORK, Nov. 6. — Charles Vance replaces Winston O'Keefe as director of the American Theater Wing (ATW) professional training program. Vance comes to his job with a solid background in showbiz, including college theater at Northwestern and Stanford universities with several years as a theatrical officer in the Pacific and one year as dialog director at Warner Bros.

O'Keefe meanwhile, assumes his position as new managing director of New Stages November 15, replacing Norman Rose and David Heilweil. New Stages hasn't yet decided what its next production will be.

Broadway Opening

SET MY PEOPLE FREE

(Opens Wednesday, November 3)

HUDSON THEATER

A drama by Dorothy Hayward. Staged by Martin Ritt. Sets by Ralph Alswang. Costumes by Ernest Schrap. Supervised by Lawrence Langner and Theresa Helburn. Choral direction and arrangement by Joshua Lee. Company manager, Max Meyer. Stage manager, Buford Arncliffe. Publicity representatives, Joseph Heldt and Peggy Phillips. Presented by the Theater Guild.

George.....Canada Lee
 Rose.....Mildred Joanne Smith
 Denmark Vesey.....Juano Hernandez
 Captain Wilson.....Blaine Corder
 Phyllis.....Marion Scanton
 Eliza.....Gall Gladstone
 Gullah Jack.....Leigh Whipper
 Trader Henri.....Sommer Alberg
 Morris Brown.....Frank Wilson
 Patrolman.....Tyler Carpenter
 The Maum.....Bertha T. Powell
 Pompey.....Alonzo Boran
 Tina.....Edith Atuka-Reid
 Anas.....William Warfield
 Pharaoh.....William McDaniel
 Benbow.....Wanza L. King
 Rachel.....Friede Marshall
 Adam.....Merritt Smith
 Cuppy.....Theodore Hines
 Belleisle.....Harry Bolden
 Lot.....Louis Sharp
 Jemmy.....George Doshier
 Sinah.....Musa Williams
 Blanche.....Urylee Leonardos
 Peter Poyas.....Earl Sydnor
 Jesse Blackwood.....Thomas Anderson
 Ned Bennett.....Earl Jones
 Rolla Bennett.....William Marshall
 Monday Gell.....Charles McRae
 Perault Prioleau.....John Boule
 Mingo Harth.....Eric Burroughs
 Blind Philip.....Harold Des Verney
 Frank Ferguson.....Richard Silver
 1st Drummer.....Samuel Brown
 2d Drummer.....Moses Mianns

It does not seem to one reporter that *Set My People Free*, the Theater Guild's opening stem gun for its 30th season, is too happy a choice. This, of course, is viewing it commercially, since Dorothy Hayward's historical drama about an abortive slave rebellion in Charleston, S. C., early in the last century has moments of excitement highlighted by fine acting. The Guild has endowed it with a capable cast, backgrounded by excellent sets from Ralph Alswang and proper period costumes from Ernest Schrap. It is a superior production from all angles, but as a play it does not look to measure up for Broadway competition.

The fault is primarily Miss Hayward's, since she has elected to write a somewhat sprawling, episodic, historical narrative over what might have been sock melo. The result is a pageant-like reconstruction of Denmark Vesey's attempted insurrection. Vesey, according to Miss Hayward, was an African prince brought here on a slave ship at the age of 14. He subsequently brought his own freedom via a winning lottery ticket and thereafter conceived himself an African Moses sent to lead his people out of slavery. His plan was the massacre of all the whites in Charleston and the escape of himself and his followers to Santo Domingo. All of which might likely have come about, but for the betrayal of the plot by a slave who loved his master. There is ample meat in the story for a snorting, violent melo, but progressively factual treatment of the theme too often turns action to oratory and characters to figureheads. There are, however, moving and poignant scenes, when the author stops contemplating the rebellion in detail—such as the heartbreak of the slave whose affection for his master forces him to break his oath, and the final meeting when Vesey finds that his betrayer has lost more than any personal vengeance can ever repay. But these are not enough to make up for the static, classroom atmosphere of many other sequences.

Lee Is Brilliant

In the smallest, but important, part of the slave tortured by a sense of duty to his own race and love for his owner, Canada Lee has never been better since *Native Son*. It is no easy

D. C. House Gets Color Line Okay

WASHINGTON, Nov. 6.—Municipal Court of Appeals here Thursday (4) upheld the right of the old National Theater to refuse admittance to Negroes. In a unanimous opinion, the court upheld a lower court's action in dismissing a suit brought against the theater by E. B. Henderson, Arlington, Va. It also ruled that the lower court had jurisdiction. Henderson had sued to collect a \$500 penalty prescribed in the Civil Rights Act for violation of the statute which outlawed racial segregation. This act was later held invalid by the Supreme Court. In its opinion, the appellate court held there is no reason to believe that the Supreme Court would now reverse a past decision on the constitutionality of the Civil Rights Act.

The controversy over Jim Crowism in the National Theater, which is now showing movies instead of staging plays, still continues despite the court's ruling. Actor Maurice Evans, in a talk to the Women's National Press Club, urged that pressure be brought on "legislators to solve the problem of the National Theater." He declared that loss of Washington "is another nail in the dying theater."

Referring to the fact that the National Theater has declined to bow to the Actors Equity demand for anti-segregation, Evans said, "We are just as sorry as you are over the stalemate. Some members of Equity recognize the situation here is a local problem and doubt whether New Yorkers had any business to interfere."

Bishop G. Bromley Oxnam, of New York, in a talk at an interdenominational mission rally here this week, deplored the fact that there were halls in Washington where a Negro cannot appear on the stage.

Equity Mulls Pact Revamp For Small Touring Units

NEW YORK, Nov. 6.—The Actors' Equity council asked execs of the union Tuesday (2) to investigate the possibility of working out an altered version of their agreement with the League to cover small touring companies. The proposed pact might allow units such as the Barter Theater, Margaret Webster's troupe and Stanley Woolf's Civic Repertory to pay their actors lower minimums.

These companies do not stack up as competition to Broadway road companies since they work on small fixed guarantees and play tank towns. Most of the time they do not play in regular theaters but perform in college and civic auditoriums. The agreement would be conceived so that it would not draw recriminations from the League, which might feel it is being discriminated against unless it was consulted.

chore to put across the combating emotional twists which motivate his actions. But Lee comes thru with a highly intelligent portrait. Juano Hernandez's Vesey is a likewise highly capable performance. He makes a credible fanatic and when he escapes from the talkier scenes, proves again that he is an actor of power and magnetism. Mildred Joanne Smith is excellent as the gal who loves them both, and there are good character contributions from Leigh Whipper and Frank Wilson. Blaine Corder does well by a Charleston aristocrat, altho the lines given him sound like something out of Richard Carvel.

Free will naturally get a play, while the Guild subscription list holds up. Thereafter, in spite of some fine acting, it doesn't look strong enough to stand on its own. Bob Francis

Off-Broadway

TWO ONE-ACTERS

(Opened Saturday, October 30)

LENOX HILL PLAYHOUSE

"The Dark Lady of the Sonnets" by George Bernard Shaw. Directed by Tom Barry. Set by Douglas Lawson. Costumes by Rose Bogdanoff. Produced by the Equity Library Theater.

"Man of Destiny" by George Bernard Shaw. Directed by George Scudder. Set by Gerhard Henschke. Stage manager, Richard J. Hughes. Produced by Ernest D. Glucksmann for the Equity Library Theater.

THE DARK LADY OF THE SONNETS

Elizabeth.....Jutta Wolf
 Shakespeare.....James McMahon
 Dark Lady.....Anne Ceravolo
 Beef-Eater.....Len Lesser
 Produced by.....Angela Lawson
 Stage Manager.....Audrey Hilliard
 Production supervised for ELT by.....
 Rita Fredericks

MAN OF DESTINY

The Narrator.....Jabez Gray
 The Girl of Bad Character.....Carlotta Sherwood
 The Innkeeper.....Bernard Hern
 The General.....Leo Frome
 The Lieutenant.....Salem Ludwig
 The Lady.....Jo Van Fleet

The first Equity Library Theater presentation of the new season, two one-actors by George Bernard Shaw, mirrors in essence the pattern of previous years, with one script being good and the other not so hot. The first item, *The Dark Lady of the Sonnets*, was not only a bad choice for the program but was badly acted to boot; the second, *Man of Destiny*, was a completely intriguing portrayal of Napoleon filled with some of the author's best writing.

Sonnets is the story of William Shakespeare's meeting with Queen Elizabeth and his request to her for a subsidized theater. As a play, it can only be of interest to theaterfolk. As an acting vehicle, it does not provide any great opportunity for thesping, and its only asset is a few amusing moments.

Except for Len Lesser, who played the palace guard, the actors were not up to the demands of the script which needs a light touch from its players and acting style. The opposite was more in evidence.

The staging by Tom Barry was too loose and allowed for too much over playing.

"Destiny's" Delightful

Destiny, a delightful conception from beginning to end, tells of Napoleon's tilt with a girl over a letter she stole from his lieutenant to protect the Emperor's wife. Shaw keeps his paper-thin plot bouncing along by leavening it with plenty of comedy and an incisive character study of the historical figure.

The cast was uniformly good, with the best stint being turned in by Jo Van Fleet. This young ingenue is ready for better things, and the delightful manner in which she makes the many changes of mood required, testify that she may be tapped for them. Leo Frome turns in another unusually competent portrayal as Napoleon. Except for a natural tendency to posture in playing the difficult character, the actor does very well. Salem Ludwig is good for many laughs as the dim-witted lieutenant and is another worthy of producers' attention. Bernard Hern, nitery comedian turned actor, makes a delightful innkeeper.

Gerhard Henschke's design of a room in an inn sets the mood of the play. Some capable directing by George Scudder emphasized its comic points. Leon Morse.

Adelaide Hall Back on Stem

NEW YORK, Nov. 6.—After 13 years away from Broadway and spent on the Continent, Adelaide Hall is back on the Stem. The singer, handled by Joe Marsolais is asking \$2,000 a week.

Equity Is Still Split on Duncan

NEW YORK, Nov. 6.—Dissension still exists in the Actors Equity Council as to whether it wants to confirm Angus Duncan as executive secretary. After giving Duncan a large raise last week and deciding to let him see if he could prove himself at the position, as was recommended by the Raymond Massey committee, the Council at a special meeting Friday (5) passed a resolution urgently recommending that a thoro and imaginative search be conducted for a suitable man for the post of executive secretary. To this end a committee will be appointed Tuesday (9) which will consult with professional employment agencies to find the man. However, Duncan was confirmed first assistant to the executive secretary at the meeting.

What this means is that several Council members feel that Duncan may not be up to the demands of the position. But according to informed opinion, the Council members voicing this sentiment are in a distinct minority and Duncan will be given every opportunity to deliver the goods.

Shuberts Buy the Belasco

NEW YORK, Nov. 6.—The Shuberts have purchased the Belasco Theater from the Belasco Theater Corporation. Theater is now being renovated, but there is talk of it being torn down in the next few years to make way for a building.

ROUTES Dramatic and Musical

- Allegro (Shubert) Philadelphia.
- Annie, Get Your Gun (Palace) Youngstown, O., 8-10; (Auditorium) Rochester, N. Y., 11-13.
- Anne of the Thousand Days (Forrest) Philadelphia.
- Blackstone (Cox) Cincinnati.
- Born Yesterday (Hanna) Cleveland.
- Bravo (Wilbur) Boston.
- Brigadoon (Shubert) Chicago.
- Carousel (Hartman) Columbus, O.
- Command Decision (Studebaker) Chicago.
- Desert Song (Playhouse) Winton, Man., Can.
- Escape Me Never, with Elizabeth Bergner (Playhouse) Wilmington, Del., 12-13.
- Finian's Rainbow (Shubert) Boston.
- For Heaven's Sake, Mother (Walnut) Philadelphia.
- Goodbye My Fancy, with Madeleine Carroll (Town Hall) Toledo, O., 8-10; (Erianger) Buffalo, 11-13.
- Happy Birthday (Biltmore) Los Angeles.
- Harvey (Colonial) Boston.
- Heiress, The (Selwyn) Chicago.
- High Button Shoes (Great Northern) Chicago.
- Japhet (Royal Alexandra) Toronto.
- Light Up the Sky (Locust St.) Philadelphia.
- Man and Superman, with Maurice Evans (Nixon) Pittsburgh.
- Medea, with Judith Anderson (KRNT Radio) Des Moines, Ia., 11; (University) Columbia, Mo., 13.
- Mr. Roberts (Erianger) Chicago.
- Oklahoma (His Majesty's) Montreal.
- Oklahoma (Ryman Auditorium) Nashville '8-10; (Auditorium) Memphis 11-13.
- One Fine Day (Geary) San Francisco.
- Red Gloves, with Charles Boyer (Shubert) New Haven, Conn., 10-13.
- Showboat (Metropolitan) Seattle, 11-13.
- Silver Whistle (Blackstone) Chicago.
- Street Car Named Desire (Harris) Chicago.
- Wynn's, Ed, Laugh Carnival (Curran) San Francisco.
- Winslow Boy (Plymouth) Boston.

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Wolcott Scores Winning Season; Barns in Miss.

MER ROUGE, La., Nov. 6.—F. S. Wolcott's Rabbitt Foot Minstrels closed the season here October 23, with business on the season reported as good by officials of the unit. Equipment, which included an 80-foot big top, with three 30-foot middles, has been stored in quarters at Port Gibson, Miss. Show prices ranged from \$1 for adults to 50 cents for children. Reserved seats brought 25 cents, as did the concert.

Staff included Mr. and Mrs. F. S. Wolcott, Hilda Wolcott, Mary Dean, W. S. (Bill) Campbell, Ed Gentry, M. L. Frisbie and Elmer Yancey.

Show roster listed Morris and Carree Mayo, Thomas Hurd, Benny Williams, Freddy Jones, Jack Simms, William Cooper, Alvin Clemens, Billy and Ruby Ferguson, Eugene and Alverta Slappy, Charles Burke, Billy Holliday, Dink King, Lee Cochran, Lassas Brown, Rastus Williams, Delaney and Mary Hampton, James Harris, Worthea Taylor, Joe and Anna Brantly and Sammie Lee Sett.

Following a five-day vacation in Port Gibson quarters, the following joined E. J. Pearree's Sugar Foot Green Show: Joe and Anna Brantly, Eugene and Alverta Slappy, Fat Hurd, Margaret Taylor, Billy Holliday and Lassas Brown.

M. L. Frisbie, Ed Gentry, W. S. Campbell and General Agent Elmer Yancey will spend the winter in quarters.

Hygienic Inks Pact For Cinecolor Film

WILMINGTON, O., Nov. 6.—Hygienic Productions, Inc., here, thru President Kroger Babb, last week announced the signing of contracts with Principle Films, Inc., of Lawton, Okla., for the production and distribution of a Cinecolor film temporarily tagged *The Lawton Story*, depicting the life of Christ as presented at the annual Easter pageant at Lawton.

Principle Films, Inc., is headed by Neil Bogan and a group of wealthy industrialists and oilmen of the Southwest.

CLINTON, Ind., Nov. 6.—Orville Speer, who closed his 11th season with the Schaffner Players at Unionville, Mo., recently, has returned to his home here for the winter.

How It Ended and Where?

By Art (Doc) Miller

UP IN NEW YORK STATE a few wagons were still in existence in the early '20s and the writer happened upon a rather large-sized Tom show wagon July 4, 1925, at Odessa. It was a sultry morning and most of the natives were standing around on the main stem waiting for the local silver cornet band to get tuned up.

Up around the steep State road curve came a long, yellow wagon, pulled by a heavy team. As it approached the village other wagons kept appearing around the steep curve. Even then such a sight was a novelty to the natives and most of them lined the curb watching the wagons trek toward them.

First came the pole wagon, then the jack wagon, stringer wagon, stake and chain and canvas, etc. Every driver was nodding and apparently sound asleep. The whole caravan was soon stretched out along the village street and it was sort of uncanny like, the sleeping drivers, the sharp clinking noises the horses' shoes made on the hard blacktop road, the ump-ump of the wheels, and the gay paint on everything.

All seemed entranced, except a small boy who was giving his full attention to a handful of big thunderbolt firecrackers. He lit and heaved

one into the road in front of the first team, which reared in fright and the driver awoke, but quick. In fact, all the drivers suddenly were awake. I couldn't figure out who was the more astonished, the horses, the driver who almost toppled from his seat, or the lad who suddenly beheld an array of brightly painted wagons the like of which he had never dreamed existed.

Collecting his wits, the driver quieted the horses and the wagons started onward. The flashiest vehicle of all, the calliope, brought up the rear, and the local banker yelled to the driver: "I'll give you a dollar to strike up a tune," which brought no response.

As the outfit continued up the long hill, the cage wagon with the bloodhounds hit a hole in the road and gave a sudden lurch. They howled mournfully as the wagon moved slowly on, the drivers already grabbing a few more winks of sleep before the sun rose too high.

With mist in my eyes and a lump in my throat I watched it disappear over the ridge. One of the show's heralds hung on a near-by wall. It was dated July 3 for Montour Falls and the hand stamp was a type style then long out of date. Somewhere I still have that herald with its crude wood cuts. In the direction taken no spot was within 25 miles, so it was a long jump and especially hard on the baggage stock as the macadam roads would soon lame them. The drivers and equipment all looked like seasoned troupers and I've often wondered how that season ended and where.

Bruce With Fox's Midwest Division

KANSAS CITY, Mo., Nov. 6.—Wallace Bruce, well known to reporters and tent showfolk, is managing theaters for the Fox Midwest Amusement Corporation's Midwestern Division, with headquarters here.

Bruce for many years owned and operated rep shows and stock companies under the title of Wallace Bruce Players, No. 1 and No. 2 units. His daughter is a member of the Willys, mixed foursome juggling act, currently playing night club and vaude dates.

Bruce has been with the Fox Corporation since quitting the road five years ago.

Del Ray Trio to Florida

BONHAM, Tex., Nov. 6.—Having successfully presented its flesh bill, *Longest Way 'Round*, in this area for a number of weeks, the Del Ray Trio is making plans to move to Florida where it has several sponsored dates inked.

Butler's Biz Okay; Alabama Dates Set

THOMASVILLE, Ga., Nov. 6.—Butler's show, with pix and vaude, has been playing this sector for the past month to fair returns, with officials pointing to the election activity in the area as having some effect on attendances.

Current plans call for the show to play a number of towns in Alabama, after which it will move west toward Colorado. Org will pass up Florida.

Rep Ripples

BYRON SPAUN JR., son of the late Byron Spaun, of tent show fame, owns and operates a chain of movie houses near Beckley, W. Va. His mother is successfully operating a tavern at Adelphia, O., where Mr. and Mrs. Rusty Barton and family operate the local pic house. Rusty also is commander of the Veterans of Foreign Wars post there. . . . Tom Aiton, vet wild cat agent, is on vacation in Omaha. . . . Gloria Rae, Carol Howard, R. V. Waldvogel and Philip Gordon are doing a four-act piece called *Korn Off the Kob* on a Southern tour, booked by Byron Gosh. . . . George Clark, old-time 10-20-30 agent, is living in retirement at the Elks Lodge, Grafton, W. Va. . . . Paul Hollin, former minstrel agent, is manager of the Ace Pine Theater Circuit of Charleston, W. Va. . . . Ed and Lola Fellis are mixing theater business with politics at Hillsboro, Ill. . . . R. Van Saylor, who formerly operated theaters, is located in Mt. Vernon, Ind. . . . Ike Hechler, well known to rep and tent showfolk, is operating the Greystone Hotel, Bedford, Pa. . . . George Sickle, old-time advance agent, is making his home in Indianapolis. . . . Skating Lockwells are playing dates around Des Moines. . . . L. E. Barre's vaude show is reported doing fair business around Ogden, Utah. . . . Dell Players, four (See REP RIPPLES on page 71)

Hyam Launches Minstrel for I-Nighter Tour

CINCINNATI, Nov. 6.—Nick Hyam, who has promoted amateur minstrels and other forms of amateur productions for many years, has completed plans to launch a six-person minstrel show on a nation-wide tour of one-nighters, most of which will be played under auspices.

A. L. Leonard is in Pennsylvania arranging dates and the unit will make its bow in Middlesex County, Massachusetts, November 22. Hyam will use an E. F. Hannan bill called *Old Plantation*, building his short-cast show around the opus. Show, it is said, will carry a trailer of props and first-part settings and it is geared to play any size town or show house.

Sargent Plans Pic Tour; '48 Biz Fair

VALLEYFIELD, Que., Nov. 6.—F. G. Sargent, in his second year with vaude and pix in this area, is playing to only fair returns, he said this week. Sargent played 12 fair dates during the season and reported business under that of 1947 for the same period.

He will launch a religious pic tour soon, with his schedule calling for him to move toward Ontario. Oscar Dufold is booking dates for Sargent.

Willies & Coyne To Colorado Halls

GLENWOOD SPRINGS, Colo., Nov. 6.—Willies & Coyne's vaude museum, which has been working to fair business in this area, has set plans to go into halls. They purchased the Indian museum items from D. J. (Doc) Kenney, of Casper, Wyo., some months ago.

Hal Coyne is presenting his magic and juggling acts along with 16mm. pix.

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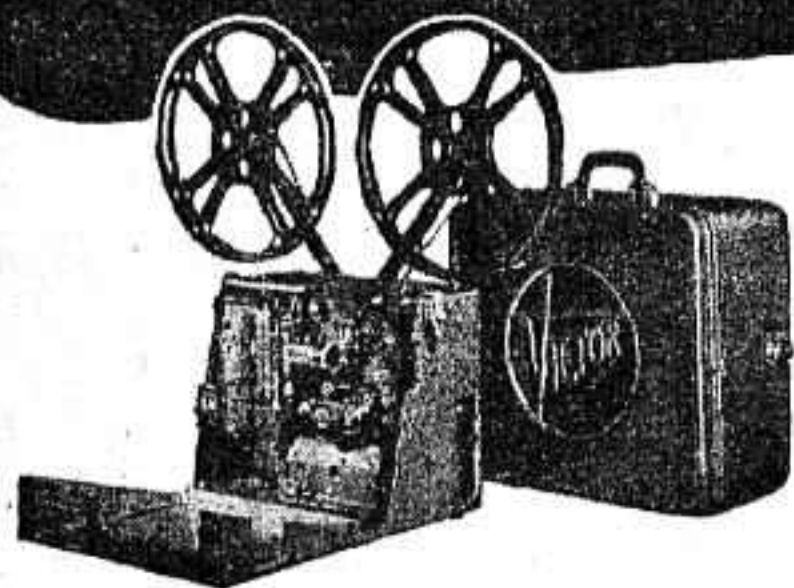
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THE FINAL CURTAIN

EDWARDS—Robert, 69, songwriter, illustrator, writer and portrait painter, November 2 in New York. During the 1930s he was known as the Bard of Bohemia, earning the title from his singing of over 80 songs, composed by himself, in Bohemian restaurants in Greenwich Village. His widow, Gertrude, survives.

ELLIOTT—Annie Marie, 74, who with her daughter, Juanita, comprised the former vaude team known as the Elliott Sisters, November 1 in Buffalo. She also operated her own stock company at one time. Survived by her daughter.

FARGO—Charles W., 56, former vaudevillian, October 26 in Fontana, Calif. He first teamed with his father as Fargo and Richards and later with his wife, Dolly. He retired 18 years ago. His widow survives.

FOX—Elmer, 81, pioneer motion picture exhibitor in Central New York, October 30 in St. Johnsville, N. Y. Shortly after the turn of the century Fox and three other St. Johnsville men formed a partnership to operate the Whyland Opera House. Fox was manager for many years and subsequently became sole proprietor. He brought many New York stage plays to St. Johnsville and between bookings utilized the auditorium for a skating rink. In later years Fox set up a circuit of one-night movie stands thru Herkimer County, New York. He leaves two sisters. Burial November 1 in St. Johnsville Cemetery.

HILARIUS—William, 43, South African radio pioneer and chief engineer of the South African Broadcasting Corporation, recently in an airplane crash at Prestwich, Eng. His widow and two sons survive.

JOHNSON—Stanley E., operatic basso, who appeared in the *Ziegfeld Follies* of 1935-'36 and in *Roxy* and *Radio City Music Hall* presentations in New York, October 26 in Hollywood. His widow survives.

JONES—Wesley R., 40, KCBC, Des Moines, newscaster, October 24 in Oakdale, Ia. His parents and sister survive.

KENT—Raymond R., 62, retired actor and head of the Tivoli theater chain with headquarters in Denver, November 1 in New York. His widow and brother survive.

KIRCHNER—Theresa M., wife of Edgar Kirchner, for 45 years owner-manager of the Family Theater, Detroit vaude-movie house, November 1 in that city. A son Lewis, formerly associated with various Detroit show business activities, also survives.

KLAUS—William S., 71, secretary of the Northeastern Fair Association, DePere, Wis., in that city November 1. (Details in Fair Section.)

LITTLE—John A. (Springy), concessionaire, October 28 in Toronto. Survived by a sister of London, Ont.

MANNING—Hi, 67, former minstrel for many years, October 29 of a heart ailment in Fort Worth. Manning toured with the Al G. Field Minstrels at one time. Survived by a brother, Carter, of Kansas City, and a half brother, Claude, Fort Worth. Burial in Fort Worth October 30.

MICHURINA - SAMOILOVA—Vera, one of Russia's oldest and most famous actresses, November 3 in Moscow. During her 62 years in the theater she played over 200 roles.

MUIR—Agnes Belle, formerly of the team, Moore and Gray, October 25 at her home in Oakland, Calif. She had been in the real estate business since retirement from the theater.

NEVSETA—Joseph, 75, broadcaster of Bohemian programs for the past 15 years, November 2 in Cleveland. A well-known pianist and composer, Nevseta won acclaim for his native music shows. His widow, two sons and two daughters survive.

NIXON—Rube, 67, outdoor showman for 40 years, October 28 in Miami. He had trouped with the Sheesley, Johnny J. Jones and Marks shows and the last few years was

with the Endy Bros.' Shows. Services in Miami October 29.

NOLAN—Mary, 43, former Broadway dancer and film star, October 31 at her Los Angeles home. Under the name of Imogene (Bubbles) Wilson she appeared on Broadway 25 years ago for Arthur Hammerstein, Oliver Morosco and Florenz Ziegfeld. Before going to Hollywood she made pictures in Germany under the name of Mary Robertson. At the peak of her film career she married an MGM executive, Edward J. Mannix, from whom she was divorced. Her pictures included *Sorrel and Son*, *Shanghai Lady*, *Undertow*, *Foreign Legion*, *West of Zanzibar* and *The Woman God Forgot*. Survived by a sister, Mrs. Mabel Randeau.

NUGENT—Mrs. Winifred, 74, in outdoor show business over 45 years, October 16 in Memorial Hospital, Huntington, W. Va., of cancer. Survived by her husband, Edward, and a son, Charles. Burial in Rose Hill Cemetery, Ashland, Ky.

PERLMUTTER—Louis I., former president of Perlmutter, Inc., Hartford, Conn., music shop, October 26 in Hartford, Conn. He was a member of the Julius Hart School of Music as a trumpet teacher for 20 years and formerly was a solo trumpet player with the old Hartford Philharmonic Orchestra and the WTIC Concert Orchestra for several years. Burial in Wethersfield, Conn.

PHILLIPS—Mrs. Lola Bernhart, 86, opera singer until her retirement 20 years ago, October 25 in Milford, Conn. Survived by two sons, Russell H., Cleveland; Col. William H. Phillips, of the Air Force, and a daughter, Mrs. Lola P. Vonkers. Burial in Ferncliffe Cemetery, Westchester, N. Y., October 27.

PRATT—John, 48, Detroit magician, recently in Cadioux General Hospital, that city. He was a member of the Harry Cecil Ring No. 22, International Brotherhood of Magicians. Survived by his widow and four children. Interment at Port Huron, Mich.

RAUH—Mrs. Selma Rosenthal, 69, who conducted a program over WLW, Cincinnati, from 1939 to 1946, November 3 at her home in that city. Survived by two daughters, Mrs. Elizabeth Machol, New Jersey, and Mrs. Alice Sheeline, Altoona, Pa.

RECORD—Thomas H., 36, night club entertainer, suddenly October 28 in Detroit. Survived by his widow and

son. Interment in Oakland Hills Memorial Park, Detroit.

RILEY—Matthew J., 61, pioneer outdoor showman, November 3 in Philadelphia. During his 40 years in the business he served as general agent for the Endy Bros. and Sheesley shows, among others. He was formerly a co-partner in the Keystone Exposition Shows and recently operated his own shows in the Philadelphia area. His widow, Imogene, and three brothers survive. Burial in the National Showmen's Association plot in Ferncliffe Cemetery, Ardsley, N. Y.

SCHAAF—Jack, magician and former stage manager for Blackstone, October 8 at his home in Los Angeles, of a brain tumor. SchAAF was for many years with stock and rep companies, touring with the Skippy LaMore show out of Colon, Mich., for a number of seasons. He also was with the Spike Jones band one season, doing a magic specialty. Survived by his widow, Dora. Burial in Forest Lawn Cemetery, Los Angeles, October 11.

STERNROYD—Vincent, 91, believed to be Britain's oldest actor, November 3 in London. Giving up a bank job at the age of 20, he made his stage debut in 1879 and his first London appearance in *Rescued*. His New York debut was in *One of Our Girls* in 1885, and he remained in the United States until 1892. Subsequent visits to the U. S. brought him to the stage in such plays as *Doll's House*, *Beau Brummell*, a series of Shakespearean plays with Richard Mansfield, *Disraeli*, *Madame X* and, in 1923, *Cymbeline* with E. H. Sothern and Julia Marlowe. He had appeared with Sir Henry Irving, Mme. Modjeska, George Arliss, Johnston Forbes-Robertson, Mrs. Patrick Campbell, Ellaline Terriss and Alla Nazimova. Sternroyd played six parts in a show titled *Streamline* when 80 and began a film career in 1935.

WESSELS—Frederick J., 87, manager of the Chicago Symphony Orchestra for 31 years until his retirement in 1927, November 2 in Saratoga, Calif.

WILLIAMS—Angeline M., 65, composer, October 28 at Pontiac, Mich. Survived by her husband. Burial in Jamestown, N. Y.

ZELAYA—Senora Brigida Perez, 39, first wife of ex-President Jose Santos Zelaya, of Nicaragua, and mother of Don Carlos Alfonso Zelaya, concert pianist and humorist, of Hollywood, October 27 in New Orleans. She also leaves a daughter, Mrs. Enerquita Guerrero, of Nicaragua. Burial in San Stebans Cemetery, New Orleans.

In Memoriam

WILLIAM A. CLUNE
LOUIS MARGOLIS
EDWARD B. COLLINS
CLARENCE RIVERS
JOSEPH PISARA
HERMAN GOLDBERG
WINFIELD N. COOPER
ANNA MAE BAUER

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Cole's Final Week Proves To Be Winner

Weatherman Co-Operates

JACKSON, Miss., Nov. 6.—Cole Bros. wound up the 1948 season here Wednesday night (3) and show officials reported the final week proved a winner all along the way. Org was late in arriving and, as a result, the matinee didn't get under way until 4:30 p.m., which made for only a half house. At night, however, it was capacity.

The weatherman co-operated this week, with the exception of Mobile. At a two-day stand in Pensacola, where weather was on the warm side for matinees but cool at night, the show drew capacity at the first night show and second day's matinee. Opening matinee and second night crowds were three-quarters.

Mobile proved a winner at night, despite cloudy and damp weather, with the show straying them to the ring banks. The matinee crowd was on the light side, however, due to a late arrival, which held off the start of the show until 5 p.m., plus a heavy downpour shortly before the show started.

Gulfport gave with okay business, matinee being three-quarters and night getting capacity.

Sam Levy Feted At EMA Banquet

CHICAGO, Nov. 6.—Sam Levy, of Barnes-Carruthers Theatrical Enterprises here, was feted Thursday (4) at a testimonial dinner by 60 fellow members of Entertainment Managers' Association (EMA), Midwest chapter of Artists' Representatives Association (ARA). The testimonial get-together was the first held for an individual within the ranks of EMA since the group got its start six years ago.

Levy also was named to the EMA board of governors, along with Len Fisher, of the Boyle Woolfolk Agency. Both Levy and Fisher accompanied EMA Prexy Jack Russell to New York this week-end for the annual conclave of ARA's national board of governors Monday (8).

Fla. Festival To Have Midway

DELRAY BEACH, Fla., Nov. 6.—A midway and free acts are planned for the third annual South Florida Glad-ioli Festival and Fair, to be held here February 22-29, reports R. C. Lawson, president of the sponsoring association. Featuring exhibits by the Flower Growers' Association, the event will open with school and organization bands taking part in a float parade.

Hoot Mon!

GLASGOW, Scotland, Nov. 6.—Two 20-foot whales swam up the River Clyde Monday (1) and put on a free show near the center of town, attracting a crowd of thrifty Scots to both banks of the river while the aquatic hams put on their acts.

Rumbaugh Buys Cole Equipment; To Tour in '48 Under PGL Title

PENN YAN, N. Y., Nov. 6.—The James M. Cole Circus properties, in winter quarters here, were sold Monday (1) for an undisclosed figure to Harold J. Rumbaugh, former co-owner with Floyd King, of the King Bros.' Circus and owner of the title to the John Pawling Great London Circus. According to Rumbaugh, the new circus will take to the road in the spring under the latter title. Penn Yan will be retained as quarters and a crew of workmen is already engaged in readying the show properties, Rumbaugh reports.

Jack Meredith is here supervising the building of six cage wagons, and "Sunburst" Charlie Locklier has been awarded the contract to paint the circus equipment. Joe Myers is winter quarters superintendent. Rumbaugh says the new show will carry a menagerie and will be bedecked in

all new canvas from front to back.

Rumbaugh, before entering the circus business, was successful in the mercantile field on the West Coast, where he still retains extensive real estate holdings. He purchased the Bud E. Anderson Circus in 1946 and the same year entered a partnership with Floyd King by purchasing the Clyde Beatty Circus properties in Macon, Ga., and merging them. The show went out in 1946 and 1947 as King Bros.' Circus. Disagreement over business policies led to a dissolution of this partnership in 1948, with Rumbaugh selling his interest to King on a two-year installment payment plan, Rumbaugh holding title to the King circus property until final payment is made at the end of the 1949 season.

The staff of the new show will be announced at an early date, Rumbaugh says.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Three-Sheet, Tex.
November 6, 1948

Dear Editor:

When it comes to having special paper, the Ballyhoo Bros. can out-pass the specializers. For years we have been using distinctive paper in all departments whether it be writing, rest-room or billposting. It is the shows' policy to co-operate with fairs and

committees by vividly depicting the event to showgoers in each community. During the season we didn't use the same paper in any two towns.

Here is just an idea of the different kinds of paper we use. Our fair paper always depicts farm boys leading cows or driving pigs thru our (See BALLYHOO BROS. on page 71)

Close-Ups:

'Give 'Em a Break' Formula Wins For West Coast's Larry Ferris

By Dean Owen

(This is another in a series of articles on little-known facts about prominent people in outdoor show business.)

"TREAT 'em right and they'll come back" is the formula under which Larry Ferris, of Ferris Greater Shows, operates, and it has paid off, for now the org is one of the strongest on the West Coast. The public has come to learn that it gets a square deal from a Ferris show, and, just as important, city and fair officials share that view. Reflecting this, Larry recently was named concession manager of the San Diego County Fair, Del Mar, Calif., under the new secretary-manager, Paul Mannon.



LARRY FERRIS

The road has not been easy for Larry, a likable six-footer. He probably could have cut many corners and succumbed to the urge to "get it while the getting is good." But that has not been the Ferris way. Down thru the years he and his wife, Rose, have built slowly but surely a reputation that is hard to beat. Common talk on the West Coast is that no one has ever heard a derogatory remark about the show.

Larry, whose full name is Lawrence Curt Ferris, was born May 17, 1902, in Belleville, Ill. When he was three years old, the family went to St. Louis. As a result, he considers himself a native Missourian.

His first job was with the Curtis Machinery Company, manufacturer of pneumatic machinery. But that didn't appeal to his restless nature, altho he stayed with that company nine years. His next job was with the Burroughs Company, but after four years, during which he made several trips to the firm's headquarters in Tonawanda, N. Y., to learn the service end of the adding machine business, he decided it wasn't the life for him. He concluded, too, that he wasn't cut out to punch time clocks. He also heeded the advice advanced by Horace Greeley and headed west.

Larry made his entry into California in 1932 aboard a dusty freight train that ended its run on the outskirts of Los Angeles. That was in the midst of the depression and jobs were something to be recalled with nostalgia. However, Larry managed to talk himself into employment by Joseph Zotter, of the West Coast Shows. Those first few months working the Whip were just (See "Give 'Em a Break" on page 60)

February Bow Date Seen for Cincy Gardens

CINCINNATI, Nov. 6.—The new Cincinnati Gardens Arena is expected to bow February 15 with an ice hockey exhibition game, Frank Selke, general manager, announced at a press-radio luncheon in the Sinton Hotel here Thursday (4).

Hosts at the luncheon were Selke, Charles Sawyer Jr., Louis Richter, Tom Wood and Tom Grace. Selke has resigned his position with the Montreal Forum to take over at the garden. Grace is assisting in public relations at the new spot.

The arena, with a seating capacity of 11,000 for hockey, basketball, indoor circuses and the like, will seat 15,000 for boxing. Selke said the arena will be rented out for boxing, wrestling and similar events at \$1,500 per night. Slated for local appearances are Sonja Henie's *Ice Follies*, March 16-23, to be followed by Buster Crabbe's *Aquacade*. *Roller Vanities* and *Icecapades* are reported to be set for later engagements. Several indoor circus promoters are reported to be dickering for an in at the spot.

FTC Drafts Trade Rules for Tent Biz

WASHINGTON, Nov. 6.—Federal Trade Commission (FTC) this week released a proposed draft of trade practice rules for the makers of tents, tarpaulins and other canvas covers.

Drawn up by FTC in conjunction with representatives of the industry, the rules prohibit the misrepresentation of the degree of resistance to the elements of a canvas cover, the breaking strength of the warp, the materials used, or the method of coloring.

Each product of the industry would be required to carry a label disclosing the exact size, weight and kind of fabric used. Size would have to be computed with allowances for shrinkage and possible relaxation of the material when released from tension.

Samuel in Laundry Biz

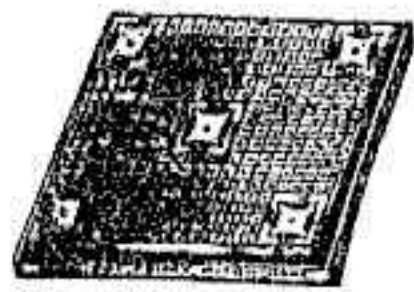
COVINGTON, Tenn., Nov. 6.—W. S. Samuel, for the past 20 years a theater manager in the Southwest, tub thumper and band agent and well known to circus and carnival folk, has purchased a half interest in the Covington Laundry-Cleaners here. For the past four years, Samuel toured this area as representative for the Manley Burch Popcorn Machine Company.

Jimmy Cogswell, clown of Lincoln, Neb., writes that he finished his outdoor season October 29 and will play the St. Louis Circus and the Denver Junior Chamber of Commerce Circus, the latter opening March 29.

Bear Fact

NEW YORK, Nov. 6.—Unable to find a baby sitter for 600-pound Rosie, Stanley Beebe started for the polling booth near his home in Brooklyn leading his big performing bear on a leash.

Despite his contention that Rosie was 21 years of age and intelligent enough to vote, Beebe was obliged to park Rosie with one of New York's versatile cops while he cast his vote.



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Omaha Civic Group Sets Annual Rodeo

OMAHA, Nov. 6.—A rodeo will be a regular fall feature for Ak-Sar-Ben, local civic organization, officers announced. Decision was dictated by the record 60,000 attendance at this year's show, org's second. Rodeo annually will be a part of Ak-Sar-Ben's fall livestock show. Leo Cremer, Big Timber, Mont., staged the rodeo.

Ak-Sar-Ben soon will start construction of a \$750,000 livestock pavilion. The building will house 2,000 animals and also may be used for trade shows, etc.

Hockey already is under way in the Ak-Sar-Ben Coliseum, which in October racked up a record attendance. Besides the 60,000 at the rodeo, 20,000 attended the annual coronation ball and Horace Heidt's show drew 11,000.

Texas Ice Events Awarded Ft. Worth Concessions Contract

FORT WORTH, Nov. 6.—The city council has awarded a 10-year contract to Texas Ice Events for operating all concessions in Will Rogers Memorial Auditorium, Coliseum and Pioneer Palace, except for the two weeks of the Southwestern Exposition and Fat Stock Show every January. The company will pay 15 per cent of all gross sales, except those from programs at ice shows and hockey games.

For rental of the Coliseum from October thru April each year Ice Events will pay the city 15 per cent of gross receipts from radio and television and 10 per cent from all other operations of the building.

Autry Buys Barbour Bronks

REDMOND, Ore., Nov. 6.—Gene Autry has purchased Max Barbour's string of bucking horses. They will be shipped to Texas for appearance at the Houston Fat Stock Show and Livestock Exposition in February. Barbour will retain his Brahma bull herd.

Bankroll Strip?

LONDON, Nov. 6.—The British Sun Bathing Association (nudists, to you) at its annual meeting in Leicester Monday (1) upped the price of the membership fee from five shillings (\$1) to 10 shillings (\$2) a year. Getting exclusive?

Sun Shines on Campbell, Jacobs

SPRINGFIELD, O., Nov. 6. — In line with its proposed promotion plans for its Michigan territory, the Gus Sun Booking Agency here, thru President Gus Sun, this week announced the appointment of Val Campbell as manager of its Michigan, Ontario and Eastern Canada areas.

Glenn N. Jacobs, who held the post now occupied by Campbell, becomes general traveling representative of the agency's fair department and also will be in charge of special promotions for the territory. Jacobs will handle his new position in addition to his duties as general representative of the home office here.

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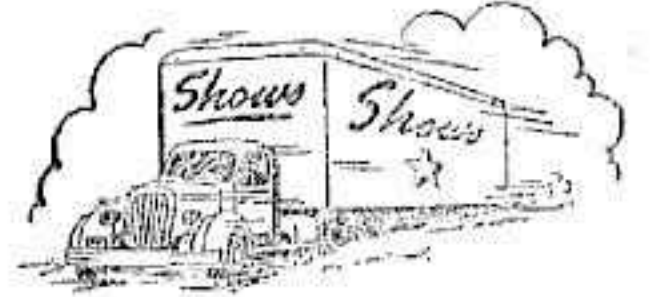
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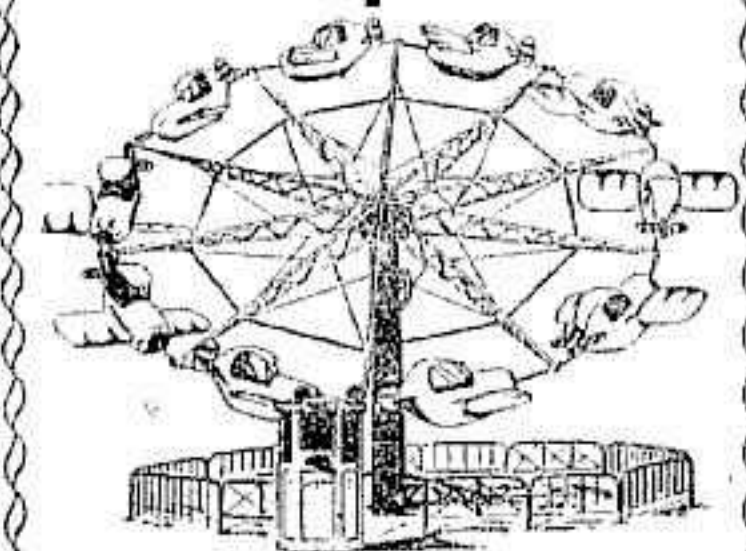
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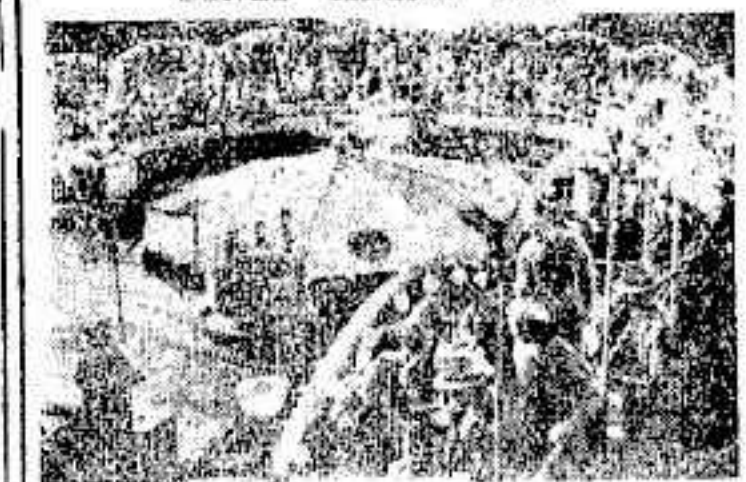
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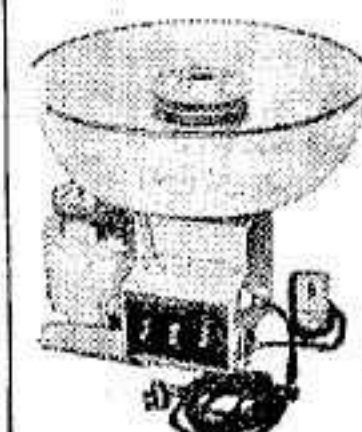
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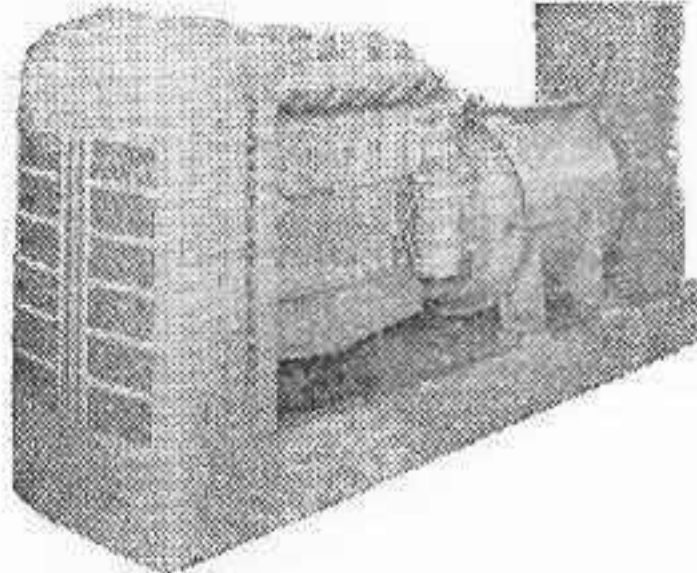


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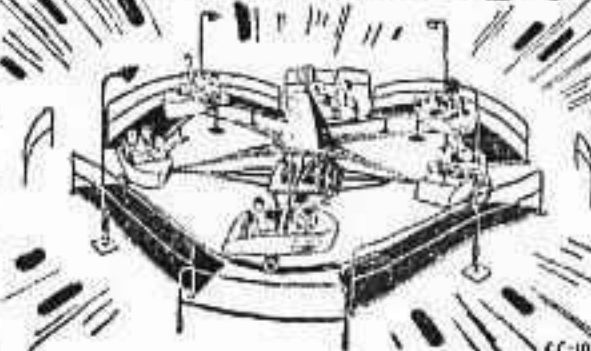
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'Give 'Em a Break' Formula Wins For West Coast's Larry Ferris

(Continued from page 58)

what Larry wanted. He realized that at last he had found his life's work, the carnival business.

Buys Loop-o-Plane

He worked so hard at his job that it wasn't long before Zotter decided he showed a natural bent for the business, and Larry was named foreman of the Whip. After learning all he could about the Whip, he decided to branch out a bit, and after completing his second year with the show he bought one of Zotter's rides, a Loop-o-Plane. Larry remained with the West Coast Shows. Then in 1934 he and Rose Ward, also of the show, were married, and following the ceremony they decided to expand further. They purchased two baby rides and a new dual Loop. These they operated with West Coast Shows until 1936, closing that season at Porterville, Calif. They were unable to stay idle, and so they joined C. H. Steffins' Superior Shows, playing dates around Los Angeles.

Shift to Several Shows

A year later, Larry decided it was time to make another change, and the Ferrises joined Archie Clark, of Clark's Greater Shows. They liked it so well that they stayed until 1939 when they joined Hugh Bowen's Joyland Shows. The following year they returned to the Steffins Show, operating a dual Loop-o-Plane and a long-range shooting gallery.

About this time they decided to sell their kiddie rides and when this transaction was completed, they went with Martin's United Shows in 1941 with a dual Loop-o-Plane and a speedway.

Hugh Bowen meanwhile had purchased a Merry-Go-Round and Ferris Wheels from United Tent & Awning Company. Bowen immediately contacted Larry and asked if he would like to work those units on a percentage basis. Larry agreed, and that was the beginning of Ferris Greater Shows October 1, 1941. The six-footer well remembers the date, for it was the same day the federal admission tax went into effect.

Own All Rides

Larry and his wife worked the Bowen deal for 22 months and then decided to buy their own rides outright. They purchased a Merry-Go-Round and Ferris Wheel, and for the first time they went out with all rides owned by themselves. Ever since, the show has grown until now it embraces an Allan Herschell three-abreast Merry-Go-Round, two No. 5 Elms, an Ideal Merry-Go-Round, Roll-o-Plane, Tilt-a-Whirl, Octopus and five kiddie rides. It moves exclusively on trucks, the oldest of which is a '46 model. It has two new tractors, a '48 Chevrolet and a '48 Ford.

Strong on Lighting

Larry believes in a well-lighted midway and has paid out freely to give the show all-fluorescent illumination. Two 60-inch searchlights are also carried.

The org has about 30 concessions but no shows. Larry is of the opinion that he can do all right without carrying them.

Larry this year had rides at the California State Fair in conjunction broaden, a better circuit of fairs was wife in charge of them while he played fair dates with the rest of the show.

Repeats at Fairs

The Ferris formula of treating the public right has paid off, for the show again plays the San Diego County Fair and continues to repeat at other California fairs; Lancaster for five straight years, Indio for two years and Helmet for three years. Those fairs have used the Ferris show every year they have been operating, and

anyone trying to cut in on those dates would have to do some fast talking.

An itchy foot is getting Larry again, and his plans for next year call for his show to invade new territory in Northern California and possibly Oregon and Washington.

Aviation Enthusiast

When it comes to hobbies Larry really unbends. He is an ardent aviation pilot. He'd rather fly than eat. That is a literal statement; many a morning he misses breakfast just to get his plane in the air before the ever-present Los Angeles fog bank moves in.

Larry first became interested in flying in 1946. A business decision then had to be made quickly in another part of the State. His presence was needed. He could spare only a few hours away from the midway, so he hired a plane and a pilot and made the hop. That trip convinced him that flying was an efficient and economical way to cover distances.

His enthusiasm mounted as time passed. He graduated quickly from catalogs studying aviation to haunting airports in the vicinity of Los Angeles in his spare moments.

Buys Own Plane

Then, he purchased an Ercoupe. Learning to fly was easy for him. But after flying the Ercoupe for 217 hours, better than a year, the operation of Ferris Greater Shows began to with the Foley & Burk Shows, with his built, and he decided a two-place plane would no longer suffice. He chose a Beechcraft Bonanza. His pilot is licensed, but would not allow him to take over the controls of the larger

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ship. So he engaged Bob Pupillo, a veteran of 20 years' flying and a World War II pilot. This proved a lucky move, for Pupillo also proved adept at handling the manager's job on the midway.

The Ferris Greater Shows is now believed to be worth \$130,000 in rides and \$50,000 in rolling stock, and Larry feels that he's been a very lucky guy. "Show business has been kind to me," he said, "and I owe my success to the people I've had around me. Above all, I owe much to my wife, my guiding spirit at all times. During the trying war years, she helped me over many a hurdle."

Inauspicious Start

It is a far cry from the streamlined show the Ferrises now own to the one they opened back in 1941. Maybe Ferris can now jingle plenty of coins and listen to the whisper of folding money, but there was a time when cash was very scarce and they didn't know from one day to the next whether they'd be able to survive.

When Larry and his wife decided to strike out for themselves, their first date was at Bellflower, Calif., in October, 1941. After playing there they jumped to San Diego, Calif., arriving there December 6, 1941. They enjoyed a good take that Saturday, Ferris recalled, and were all set to do a good business the following day. It was in the middle of the afternoon when the midway was packed, that the first news of the bombing of Pearl Harbor was flashed over the air. Ferris says that 15 minutes after the big news, there wasn't a customer on the midway—it was cleaned.

Grief Continues

After opening the till and counting their money Larry and his wife decided to pull out, so they made the jump to the Imperial Valley. Things had been bad enough in San Diego, but they were worse in the Imperial area, for they ran into the worst freeze in 20 years. In spite of this they worked three weeks, but coupled with the town's war hysteria and the bad weather, they barely made expenses. If things kept on the way they were going Ferris Greater Shows would die a sudden and un-spectacular death.

With one last gasp they managed to get the show rolling northward. Despite their bad breaks, they decided to try once more. On January 8, 1942, they opened at Five Points, El Monte, 15 miles east of Los Angeles. Larry says that to this day he never passes that spot without feeling a chill.

Their rides were clear, the lot rent and license paid and the deposit paid to the power company. But when all this outlay was made, Larry and Rose Ferris had exactly \$17 between them. "If it had rained that day," Larry recalls with a grin, "we'd have been out of business."

Lady Luck Thaws

But it didn't rain and Lady Luck began to thaw. The crowds seemed to like the show so much that the show stayed 18 months, never leaving Los Angeles County except to play Huntington Beach, where they have showed for six years straight.

That Larry is easy to work for is borne out by the fact that many of his "boys" have been with the show for years. These old-timers include Clarence (Candy) Moore, who has been with the show since its inception; Chester Coziah and his brother, Merle; William Howry and Curtis Lips.

In looking over the bright and shiny layout on the Ferris midway it is hard to realize that the show is only seven years old. Today, in addition to all the rides, there are 30 concessions, but when they opened back in '41 there were only four, a long-range shooting gallery, peanuts and popcorn and a penny pitch.

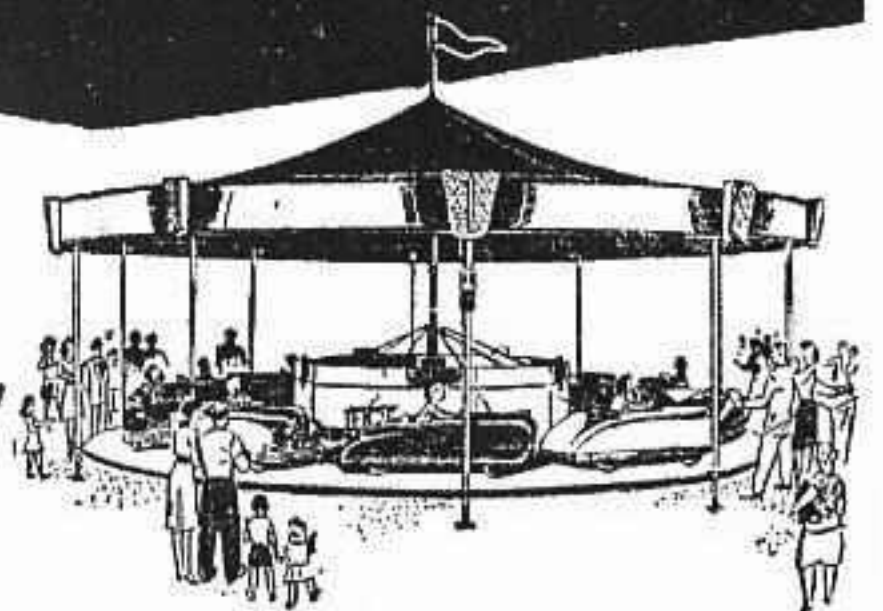
Probably one fact that is responsible for the show's success is the complete partnership between Larry and Rose Ferris. No move is ever made until both have threshed out the problem so that it is satisfactory to both.

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 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. W. Wilson, 650 Cascade Ave., S. W.
 Macon—Shrine Circus, Nov. 17-20. J. P. Kennington.

ILLINOIS
 Chicago—International Livestock Expo, Nov. 27-Dec. 4. Wm. E. Oglvie, Union Stock Yards.

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.

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.

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 Hotel Expo, Nov. 8-13. Arthur L. Lee, 221 W. 57th St.
 Rochester—Shrine Circus, Nov. 15-20. Elmer Raitchel, 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.

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 Nazareth—Farm Products Show, Nov. 18-20. Paul L. Seifert.
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Dailey Bros. Winds Up Big Year Nov. 11

Closes at Cleburne, Tex.

ALTUS, Okla., Nov. 6.—Dailey Bros. left here tonight headed for Texas and the final stretch of its 1948 tour. The Dailey org concludes the season Thursday (11) in Cleburne, Tex., then moves into winter quarters at Gonzales.

While final figures are not available, and won't be made public, best guess is that this season's tour was one of the most successful, from the financial angle, in the history of Ben Davenport's show.

Interest in the election hurt the show's draw in Ada, Okla., Tuesday (2), with many of the residents preferring to sit home and listen to the results. Matinee business was light, with a strong crowd, which easily could have been capacity had it not been for the election broadcasts, on hand at night. The show, thru the co-operation of *The Ada News*, gave election bulletins over the loud-speaker at frequent intervals during the program.

At Okmulgee, Okla., the show bucked rain in the afternoon and matinee attendance was light. It cleared in late afternoon, however, and night biz was capacity. McAlester, Okla., proved a good spot, show duplicating its attendance at Okmulgee, matinee being three-quarters and night show capacity.

Two spots in Arkansas, Rogers and Fayetteville, proved average. Rogers gave with a light matinee and a strong night house, while Fayetteville registered two strong houses.

Stevens Bros. Ends '48 Tour

WRIGHT CITY, Okla., Nov. 6.—Winter quarters at Hugo, Okla., will be the next stop for Stevens Bros. after the org winds up its 1948 season here Sunday (7).

Biz on the swing thru Arkansas proved spotty. Despite a morning rain and threatening skies in the afternoon and evening a pair of capacity houses watched the show in Harrison.

The weather in Yellville was okay, but biz was off, there being only a half-house on hand for each of two shows.

Business in Stockton, Mo., was termed satisfactory.

En route to Harrison one of the org's semis overturned and was destroyed, with damages estimated at \$2,000. The driver and his helper escaped with minor injuries.

Advance Sale Heavy For H-M in Atlanta

ATLANTA, Nov. 6.—Advance sale is heavy for the Hamid-Morton Circus's appearance at the Auditorium here, November 8-17, with the first three days already sellouts and the last two days (16-17), given over to the colored population, being bought out completely by a local Negro organization.

Engagement here is under the auspices of the Yaarab Temple, of which Past Potentate Charles E. Wilson is the circus director. Five thousand free tickets have been sent to the underprivileged kiddies in this area.

The Ringling show will day and date the Hamid-Morton org here November 15-16, but neither show is expected to suffer appreciably from the proximity or competition.

Frank Wirth Again Awarded St. Louis

ST. LOUIS, Nov. 6.—Frank Wirth again was awarded the contract to produce the St. Louis Police Circus, which this year will be held April 20-May 8 in Kiel Auditorium.

Wirth was awarded the contract for the '49 event at a meeting here Friday (5) with the officials of the St. Louis Police Relief Association.

Polack Western Unit Off to Big Start in S. A.

SAN ANTONIO, Nov. 6.—San Antonio always has been a good spot for Polack Bros. and the capacity business with which this week's engagement of the Western unit started off indicated past records would be equaled or topped. Mickey Blue will fly from here to Peoria, Ill., to handle that date for the Eastern unit.

After closing here Sunday night (7), show will move to Harlingen, Tex., for a new date of three days for the Rio Grande Valley Shrine Club, which is under the jurisdiction of San Antonio's Alzarar Temple. Promotion there is in charge of Dave Miller, of Joe O'Donnell's staff.

The show's annual swing thru the Southwest has produced nothing but business all along the line. Crowds were so big in Little Rock's Robinson Auditorium an extra show had to be given closing night, October 29. Sam Ward went from Little Rock to Terre Haute, Ind., to break in a new date that has been set in between Springfield, Ill., and Charleston, W. Va.

For the first time in Polack's Oklahoma City history, the 6,000-seat auditorium there was jammed. As a result, India Temple's take was doubled, even tho the run was reduced from six to four days. E. H. (Dixie) Herbert jumped from Oklahoma City to Charleston to get things started for Jimmy Rison, who meanwhile reports a bang-up promotion in Baltimore for the Eastern unit.

A three-day stand in Great Bend, Kan., which broke the show's jump from Denver to Oklahoma City, gave the Sunflower Shrine Club a substantial profit, thanks to Joe O'Donnell's energetic promotion. O'Donnell is in Wichita Falls, the show's final date in Texas.

Next will be a week's stand at Springfield, Ill., again being handled by George W. Westerman, who moved to the Illinois capital from Denver, where all previous records were shattered.

Full One for King At Hillsboro, Tex.

HILLSBORO, Tex., Nov. 6.—With perfect weather prevailing, King Bros. played to a full house here Tuesday night (2), following a light matinee.

Hope, Ark., produced a near-capacity at night, but biz was scant at the matinee.

3-Day Dubuque Stand Nets Good Biz for Clyde Bros.

DUBUQUE, Ia., Nov. 6.—A three-day stand here (1-3) netted Clyde Bros. a pair of full houses and an overflow at nights, with strong biz at each of the three matinees.

Near-Capacity for Dales

GASTONIA, N. C., Nov. 6.—Dales Bros. played to a near-capacity at night here, following a light matinee.

Two Tennessee Stands Okay For R-B; New Orleans Fair

CHICAGO, Nov. 6.—Business for Ringling Bros. and Barnum & Bailey on its tour of the South, which registered okay last week, took a dip this week, according to reports, but the dip wasn't one of magnitude.

The show battled light rain in the afternoon at Jackson, Tenn., but came up with a three-quarter house. Night show drew a similar crowd in spite of cloudy and threatening weather.

Attendance at Memphis was good, despite cloudy weather in the afternoon and showers at night. Despite the weather and the fact the show was playing the town election night, it was a full one at night and three-quarters at the matinee.

A three-day stand in New Orleans proved a disappointment. Three-quarter houses, or less, were the rule. The show bucked the Mississippi State-Tulane football game Saturday afternoon in New Orleans but officials

Utica, N. Y., Big For Polack Unit

UTICA, N. Y., Nov. 6.—Final tabulation on the six-day run of Polack Bros.' Eastern Unit in the Cavalry Armory here, October 25-30, marked this as a red one.

Opening night crowd, altho not registering a sellout, topped last year. From then on, until the final night which, like the opening night, failed to pack the house, it was capacity and overflow business.

Mr. and Mrs. A. E. (Buck) Waltrip, who handled the promotion, did a bang-up job. The promotion of children's tickets, program and banners was up 32 per cent over 1947, and advance sale of members' tickets topped a year ago.

Co-owner Irving J. Polack said this spot was the best of the season for the unit. Waltrip said matinee business was biggest of the season.

Act Line-Up Announced For Macon Shrine Show

MACON, Ga., Nov. 6.—The line-up for the 15th annual Al Sihab Shrine Circus, produced by Tom Packs, which opens in the Municipal Auditorium Wednesday (17) and continues thru Saturday (20) follows:

Proske's tigers; Miss Corcaita, principal riding; the Wallyetty Sisters, aerial anchor; the Davisos, perch; Rose Behee and Klonova, cloud swing and aerial serpentine dance; all-girl aerial ballet with La Louise and Carla Wallenda; Happy Harrison's dogs and ponies; the Ortans Troupe, teeterboard; the Karelles, elevated Roman ladders; Bailey Bros.' elephants; Bozo Harrell and Company; Johnny Welde's Scandinavian mountain bears; the Cristiani Family, riding troupe, and the Great Wallendas, high wire.

Clown alley will have Bozo Harrell, Bagonghi, Kenneth Waite, Ettore Cavallini and Badutti.

Frank Cervone will be musical director and Marcia Edwards, vocal soloist. Bob White will do the announcing.

Mills Does Strong Biz At Dumas, Ark., in Rain

DUMAS, Ark., Nov. 6.—Despite rain and a heavy wind, Mills Bros. played to a near-capacity night turnout here. Biz at the matinee was light, due to the rain.

A full house viewed the night show at Helena, Ark., following a strong matinee.

expressed themselves satisfied with the shade under three-quarter house.

In Baton Rouge, La., the show had a light matinee, but near capacity at night.

According to Frank Braden, of the press department, the show this year will have traveled more than 20,000 miles when it hits the barn in Sarasota, Fla., late this month. This, Braden said, is 5,000 miles more than any previous year.

Houston Debut Draws Overflow

HOUSTON, Nov. 6.—Opening Wednesday night (3) in Municipal Coliseum, Houston Arabia Shrine Circus got off to a great start with an overflow crowd. John L. Andrew, show director, reported the advance sale already has passed the 200,000 mark, thereby assuring a full house for every performance of the 14-day stand.

Act line-up follows:
Display 1.—Spec. Display 2.—The Macr Skaters, Display 3.—Terrell Jacobs, Display 4.—Gibson, the Downies and Siegrists, high act. Display 5.—Clowns, Display 6.—Ladders and perch, Display 7.—Liberty horses, Display 8.—The Hubers and Cooks, high wire, Display 9.—The Three D's, Johnson and Owen, the Downies, horizontal bar, Display 10.—Clowns, Display 11.—Herz, trapeze; the Maryins and Lange, knockabout, Display 12.—Gautier and Loyal, dogs, Display 13.—Web, Display 14.—Marvins and Zange, teeterboard; Don Francisco, wire, Display 15.—Clowns, Display 16.—La Tosca, bounding wire, Display 17.—Clowns, Display 18.—Seats and chairs, Display 19.—Le Brac and Bernice, golden wheel, Display 20.—Elephants, Display 21.—Midget elephant parades, Display 22.—Aerial bars, flying act, Display 23.—Clowns, Display 24.—Zavetta Troupe, bareback riding, Display 25.—Janet and Paul, Mellita and Wiccons, high act, Display 26.—John Clampo, human monkey.

Arkansas Gives K-M Red Ones

PRESCOTT, Ark., Nov. 6.—Arkansas continued to give with full houses and overflows for Kelly-Miller, just as it has the past couple of weeks.

With ideal weather all along the line, the org played to a pair of capacity turnouts here and an overflow at night in Magnolia. Matinee biz at Magnolia was strong, too.

Clyde Bros. Line-Up

CHICAGO, Nov. 6.—Line-up for Clyde Bros. follows:

Display 1.—The Three Jerks comedy, Display 2.—Henry's dogs and Connor's dogs, Display 3.—Helen and her comedy elephant, Display 4.—Clowns, Display 5.—The McDonnads, head balance, Display 6.—Principal riding act, Display 7.—Jerry, roly poly; the Gallaghers, head balance; James, roly poly, Display 8.—Miss Arta and her elephant, Display 9.—LeMoine, comedy juggling, Display 10.—The Conner Duo, tight wire, Display 11.—Clowns, Display 12.—The Seven Maryins and the Six Gallaghers, teeterboard, Display 13.—The LaVals, flying act, Display 14.—Clowns, Display 15.—Widaman, Clair and Williams, riding dogs and monkeys, Display 16.—Clark's Colorado bears, Display 17.—The Hartleys and the Eddys, rolling globes, Display 18.—The Ellingtons, slack wire, Display 19.—Clowns, Display 20.—The Henderson Trio, jugglers, Display 21.—Clowns, Display 22.—The Hannford Family, riding act, Display 23.—The Great Fuzzner.

Crews Heads Tampa Billers

TAMPA, Nov. 6.—J. W. Crews was elected president of Local 150, International Alliance of Billposters, Billers and Distributors at a recent meeting. Also elected were John J. Cousins, secretary-treasurer; W. A. Rickard, business agent, and John Sahler, sergeant at arms.

Clarence Auskings cards that he is general agent for James Heron's Wild Life Show.

Hamid-Morton

In Troy, N. Y., the show was set up in the National Guard Armory. Aerial acts worked at a disadvantage because of low girders.

The outstanding trailer on the show is owned by Peaches O'Neil. Another outstanding piece of rolling stock is the large semi-trailer carrying Watkins's chimpanzees.

Mike Koucek and Roy Valentine celebrated their 27th birthdays with a joint celebration. The feast was prepared by their wives, June and Mary. Roy was gifted with a new Lincoln.

Opening day in Wilkes-Barre, Pa., found many visitors from the other Hamid-Morton unit, which completed its engagement in Scranton, Pa. Noticed were Mr. and Mrs. James M. Cole and son; the Adamsons and the DeRiskie family. Other visitors were Prof. George Keller and crew who trouped with the writer on the Eagles Circus, and were en route to Kansas City, Mo., with their mixed wild animal act; the Egon Trampoline Troupe, parents of Loof Rio, and Bob Eugene, bar performer, who presented the writer with the last set of steel core bars used by the Eugene brothers. In Troy we were visited by Irving J. Polack, Kinko, Gene Randow Jr., and the Ericksons. Searle Simmons, of the Flying Hartzells, visited for a week. —GEORGE HUBLER.

Polack Bros. Eastern

Big news of the week is Mabel Stark's good fortune in winning a fancy sum on a sweepstake ticket.

Circus fans of the Hubert Castle Tent gave a party for the personnel after a night show in Utica, N. Y. Richard Sidney showed his movies of this opera. Buck Waltrip received plenty of compliments on his hand-painted tie, which he ordered thru Rex Ronstrom, drummer on the Western Unit. Elsa Sidney received an orchid from a Utica florist, plus some front-page publicity on her recovery.

Nita and Pepi and Wanda Malikova gave a Halloween party. Linda and Joan Wilson came dressed as hula dancers. Mimi Badger has a new necklace. Darby Hicks is back on the show after an operation. Mrs. Gene Randow Jr. is visiting her husband on the show. She recently completed six weeks with the Hoagy Carnichael show. Connie Wilson celebrated her birthday last week. Ray Wilbert, it's nice to report, is looking none the worse after losing several bets on the Presidential election. —IRENE LAFFERTY.

PHONE MEN

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DRESSING ROOM GOSSIP

Ringling-Barnum

New Orleans gave us warm weather and good business. Everyone had a good time sightseeing, eating French food and enjoying the sights.

Rain greeted us on arrival in Memphis. It cleared by show time but the lot was muddy. A large group of orphans and underprivileged children were guests of the show both in New Orleans and Memphis.

A reporter from Station WWL, New Orleans, broadcast from the pedestal of the center ring flying act and other reporters took part in the message number.

Kay and Jack Burslem were hosts at a shrimp party in New Orleans. Lola Dobritch and Baby and Rosa Wong rejoined.

Visitors: Mrs. Bones Brown and family; Helga and Santos Glorioso, Elmo from New York, the boys from the My O My Club and the Wonder Club, Murray and Mitzi Fein, Ed Rayercraft, Mr. McElway, Mr. Stein, Joe Simon and the Clarke family.

Mabel McGrath is on the sick list.

Backyard scenes: Carl Stephens and Paul Horompo showing everyone they really know how to eat shrimp. Dick Begin watching the football rally in New Orleans. Willie Krause going in the atom smasher gag to help push it thru the mud at the back door. Lorraine Russo having stitches taken in her head after a collision with a wagon door. Genevieve McCarthy starting more pieces of needlework for her home in Sarasota and wondering how she will get them all finished. Likewise Jean Carson. Whitey, from the light plant, having a time with all the clotheslines hung around the light wagon. Bill Ballentine's mermaid gag never failing to get laughs. Henry Bedoe, the kids' favorite engineer, when he comes in spec with the toy train. —MARY JANE MILLER.

Clyde Bros.

In Freeport, Ill., the riggers and property men did a good job of setting the show on the stage of the Masonic Temple. Even the flying act had plenty of room. George Porter Smith, of *The Freeport Journal Standard*, gave the show some excellent write-ups. Mayor Miller was backstage at every performance.

The show was a little late in Rockford, Ill., because of the set-up of the building. The Great Fuzzner was unable to get his rigging up in time for the matinee. Vice-President elect Alben W. Barkley and Claude Lukes were guests of Owner Howard Suesz at the night performance.

The acrobatic display with the Barlows and Gallaghers, goes over big. Ed Williams's elephant, Zetta, tied up traffic downtown when she appeared on *The Man on the Street* radio program. The younger set, Michael and Jimmy Henry, Judy and Linda Flick, and Michael, Perkey and Jimmy Gallagher, had a big time Halloween.

Looking around the building: Lou Henderson has several pupils learning head balancing. Nana and Poodles Hanneford and one of the boys in the band talking about the time all were caught in the Cuban revolution. Perkey Gallagher trying to catch her pet guinea pigs. Billy Henderson practicing slack wire. Wonder why Shorty is always requesting the organist to play *Heartaches*.

Visitors: Mr. and Mrs. Boyle Woolfolk, June Darling, Raynor Lehr, Bert and Corrine Dearo, Bob Zimmerman, Art Mix, Frank Moran and Larry and Cora Davis. —GRACIE HANNEFORD.

Biz Off for Rogers

PRENTISS, Miss., Nov. 6.—Biz was on the light side for Rogers Bros. here, with a three-quarter night crowd and a half house at the matinee.

Polack Bros.' Western

The concession department took it on the chin in Little Rock. Because of a city ordinance, edibles were sold inside the municipal auditorium.

Sally, Happy and Queenie, MGM's overstuffed starlets, had an offstage view of each performance being chained immediately in the wings, lending a hand (or trunk) to the setting and striking of each rigging. The bulls were day and dating themselves with two of their most recent pictures currently playing at the local theaters.

Roland Tiebor returned to his home in Tonawanda, N. Y., to train seals. His act was left in the hands of his son, Roland Tiebor Jr.

Gus and Betty Bell celebrated their wedding anniversary. Tex and Reggie Reppert celebrated their first. Birthdays were celebrated by Frieda Wiswell, Chester (Bobo) Barnett, Francisco Heinzman and Reggie Reppert.

A party was given by the George Westermans, Polack promoters, for guests Louie Stern, Mr. and Mrs. Ross Paul, Mr. and Mrs. George Paige, Justus Edwards, Harry La Brique, and Shrine dignitaries. The NPLSP also held its club shindig. After an impromptu performance, highlighted by Dennis Stevens, President Clint Barnes, and his officers, Bee Carsey, Frieda Wiswell, and Dwight Moore, turned the club over to newly elected president, Harold Ward; Don Dorsey, vice-president; Millie Keathley, secretary, and Roland Tiebor Jr., treasurer.

Pot-pouri: Paula Sambiasi never missed a performance despite a badly mashed finger that required several stitches. Phoebe Raymond returned home because of illness. The building electrician's pet headache is Harold Ward, who consistently breaks footlights while endeavoring to stop Billy Barton's high swing breakaway. Harry Dann, missing his duck, Louie, remembered that he left him, of all places, in a restaurant. Last-minute Otto Berosini is often seen applying his make-up or combing his hair while the Berosini announcement is being made. Chai Huang was seen playing a hand of poker while standing on his hands on the card table before his act.

Don Dorsey, who was severely injured a few months ago, now is able to walk and will return to his home in Fall River, Mass., shortly.

Jack Klein visited the Barnes-Carruthers No. 1 fair unit.

Recent visitors: Dwight Pepple, general agent for Polack Bros.; C. W. and Pauline Webb, former Russell Bros. owners; Al Lindemann, Capt. Roy Simms, Joey Hodgini, Howard Marshman, Ernie Stuart, Manuel Barragan, Elden and Jo Ann Day and daughter; Joe and Bebe Siegrist, Mayme Butters, Mr. and Mrs. Richard Frey and daughter, and Reno McCrea. —HAROLD BARNES.

Stevens Bros.

Rain, mud and cold has all of us glad we are fireside-bound.

First wreck of the season occurred en route to Green Forest, Ark. The truck and trailer hauling lead stock turned over, demolishing the truck and the trailer top. Christian Thompson and Henry Smith and the stock came out uninjured.

Bob Stevens has been having a bad time since a cold caused him to lose his voice. George King awaits the arrival of his wife, Joan, who is motoring from Hollywood. Violetta Rooks has flashed another nifty cold weather costume—this time an Eva Lewis wool leopard creation. Laura Stevens has added the care of three terrier puppies to her duties. George (Carolina) Kilpatrick is on the beam. The marquee is always up ahead of the banner line, but he can't get that Raymond Riley tint to the candy floss. Concha Escalante is looking for a new secretary. —DOLLY JACOBS.

King Bros.

The Wild Life exhibit, managed by Jake Rosenheim, has been enlarged by acquisition of the exhibit owned by Dick Wells. Exhibit now boasts 55 cages.

Supt. Lorin D. (Doc) Hall has taken on added duties in the form of equestrian director.

Leaving Hillsboro, Tex., en route to Stephenville, Tommy Poplin, boss electrician, and Cliff Shell, superintendent of the front door, read the wrong arrows and found themselves about 200 miles from the show. They arrived back on the show shortly after the matinee.

Chester Gregory, Side Show manager the past three years, a Canadian by birth, is now an American citizen. He planned to Charlotte, N. C., to get his final papers. He was accompanied by Walter Rogers, en route to York, S. C., to assist in the closing of the estate of his father, the late Ray Rogers.

Sam Ward and Justus Edwards, of Polack Bros., visited in Malvern, Ark., along with Ellery S. Reynolds, Swede Johnson, Mr. and Mrs. Hunter Jarreau, Mr. and Mrs. Red Reder, Tom Edwards, Claude and Pauline Webb. At Arkadelphia, Ark., we ran into Dr. George Boyd, physician with the Al G. Barnes Circus for six years. Doc is taking a theological course at Ouachita College preparatory to becoming a missionary in Korea where he was stationed while in the army.

Al Lindemann, manager of the No. 1 advertising

Kelly-Miller Bros., was on the lot at Malvern en route to his show. Art Miller, general agent of the same show, visited at Kilgore, Tex. Other recent visitors were Mr. and Mrs. J. B. Sharp, Joplin, Mo., and O. C. Reppert. Weaver Gray who worked in the concert of the Charles Sparks Circus for nine years, caught the show at Ennis, Tex., along with Mr. and Mrs. J. D. Cook, Dallas.

Andy Kelly returned from a trip to Shreveport, La.—SYLVIA GREGORY.

Dailey Bros.

An 83-year-old woman came onto the lot around noontime and asked where to buy a ticket and the location of the main entrance. She said she had cooked for the Ringling boys when they stayed at her parents' hotel years ago.

Halloween night, Freddie Marquette dressed in female attire and did a trapeze number. He took a dandy fall upon entering the ring. In Fayetteville, Ark., Mr. and Mrs. Jack B. Holt entertained the writer at their Bar Nuthin' Ranch. Jack is raising Palomino horses and has some excellent foundation stock. Julian Rogers, former prima donna on the John Robinson and Hagenbeck-Wallace shows, is raising Aberdeen Angus cattle.

Ira and Leona Watts and son, Jimmy, drove from Van Buren to visit the show.

Visitors: Frank Parker; Caroline Shaler, former Sells-Floto performer; Mr. and Mrs. James Atha, Cecil Hagen; Joe Baker, former legal adjuster for this opera; Joe Wallace, former boss hostler; Rex Rossi, who visited his father, Joe, before leaving for Hollywood to fulfill movie contracts; Willie Rawls, Gus Kanerva, Teddy Milligan, Evelyn Ross, Mary Pease; George Serdick, better known as Bennie, the bum; Mr. and Mrs. Kelly Miller, Mr. and Mrs. Dore Miller and daughter; Lawrence Eskew, Wayne Sanquin, Bobbie Snodgrass, Mr. and Mrs. John Kline and son, Ernlene Stokes and Mac McKenzie. —HAZEL KING.

PHONE MEN

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Okay Mills Tour Of 29 Wks. Ends In Hot Springs

CIRCLEVILLE, O., Nov. 6.—Mills Bros.' fleet completed a trek of 769 miles from Hot Springs, where the season wound up successfully November 3 under auspices of the Hot Springs Shrine Club. Equipment was stored at the fairgrounds here, the second season Mills has wintered here.

Org had a 29-week season in which 172 dates were played since opening here April 17. Except for Hammond, Ind., all were one-day stands. Not a day or performance was lost during the tour.

The show visited 11 States plus the District of Columbia for a total of 7,964 miles. New York and Ohio topped States in number of stands played, Mills playing 33 stands in the former and 30 in the latter. In succession the show played Ohio, Iowa, New York, New Jersey, Pennsylvania, Maryland, Virginia, Tennessee and Arkansas.

Jack Mills said all new canvas is planned for the 1949 season, opening in mid-April. More horses and general enlargement are scheduled. Work will get under way shortly, again under direction of Superintendent Charles (Brady) Vensel.

Many of the personnel remained in Hot Springs for the baths. Destinations: Jack, Jake and Harry Mills and families to winter quarters, then Cleveland; Cathalas Troupe and Renato-Medinis, night clubs and theaters; Mr. and Mrs. Charles (Brady) Vensel, Eddie Mason, Mr. and Mrs. Sanford Burnstein, Harry Cone and Blackie Diller, quarters; Arthur (Hard Times) Leonard, Miami; Ray and Helen Hinshaw, Monticello, Ind.; Mark Roe, Binghamton, N. Y.; Sol Langerman, Cleveland; Glenn (Tiny) Olson, Boone, Ia.; Bozo Ward, night club dates.

Frank and Virginia Noel and Floyd, Donna and Dayle Hancock, Wichita, Kan.; Lloyd and Willedean Black, Locabar Ranch, Jersey Shore, Pa.; Joe and Annette Dobas, Atlantic City; Dick Vintour, Woodside, L. I., N. Y.; Jack Sweetman, Circleville; Rubyatte, Michigan; Mr. and Mrs. Charles Ali, Myra Karsey and Burt and Jeannette Wallace, Hot Springs; John Parsons, Hot Springs and Texas.

George and Eileen McGovern, Cleveland; Clarence Miller, Eustis, Fla.; Mr. and Mrs. Carl Woolrich, Umatilla, Fla.; Leo Pitzer, Mildred Welbes and Beverly Vannette, school dates, then Fairmount, Ind.; Charles Worzel, Port Jervis, N. Y.; Buffalo Ben, B B Ranch, Iroquois, Ill.; Fred Stafford, Bristol, Conn.; Les Thorley, Barberton, O.; Linard Fletcher, Lynchburg, Va., and Philadelphia; Joe Williams, Bertha Brooks and Specs Mason, Philadelphia, and Charles and Inez Gibson, Sondheim, La.

UNDER THE MARQUEE

Willis Hales is still a patient in the State Hospital, Ward X, Waymart, Pa.

Railroad move money is the kind that a struggling show tries to run out of last.

Bozo Lamont, clown, opened for Ernie Young at the Kansas City Shrine Circus Monday (8), after closing at Marshall Field, Chicago.

Gabby Dekoe and Jimmy Davison, clowns, open in Rochester, N. Y., week of November 15 for Orrin Davenport.

When there is a knock at the door of a winterquarter cookhouse, you can bet it isn't opportunity.

Albert White, Buck Leahy, Billy Hudson and George Barnaby are working the Shrine Circus dates in Houston and Fort Worth.

Ray B. Dean, press agent for Cole Bros., spent two days in Chicago last week, en route to his home in Columbus, O. Dean plans to return here for the outdoor convention late this month.

When a circus predates another one, it's a cinch that the town will be booby-trapped with "wait" paper.

Happy Kellums, member of clown alley at the Houston Shrine Circus, flew to Evansville, Ill., to attend his brother's funeral November 4. He rejoined the show over the weekend.

Louis Archer, candy butcher and talker, has been released from the U. S. Naval Hospital, Pensacola, Fla., having been treated for an old ailment. He is planning to make winter dates.

When somebody stole his long underwear from his berth, a trombone player advised that it was a sign of an early winter.

Baby elephants and other animals for Hunt Bros.' Circus arrived on the City of Swansea, docking at Boston, November 10. A new elephant barn was made ready for the arrivals. The unloading from the boat was televised.

While playing at the Boston Garden for the Hamid-Morton Circus, Roy G. Valentine, who has the Aerial Royals, comedy aerial bar act, and the Flying Roman, return act, took delivery on a new '49 Lincoln Cosmopolitan sedan. Valentine's acts have been playing the H-M dates and will close in Atlanta November 17.

Perhaps the passing of the circus parade isn't so bad after all. At least we have never heard a baggage horse beef about it.

Leo L. McKenzie, Wichita, Kan., visited a number of circuses this season. They included Hamid-Morton in that city, where he delivered a

miniature car to Hip Raymond; Polack Bros.' Eastern at Grand Junction, Colo., delivering a miniature car to Kinko; Polack Bros.' Western at Seattle, where he delivered a midget coupe to Chester (Bo Bo) Barnett, also visiting the show at Great Bend, Kan.; Ringling-Barnum at Ponca City, Okla., and Dailey Bros., in Wichita. He enjoyed visits with folks on the various orgs.

When a winter circus takes to the road in the sticks, it does so with hopes that it will be more successful than would be the revival of 10 Nights In A Barroom.

Lee S. Conarroe, manager Advertising Car No. 3 of Ringling-Barnum, and his wife, en route from Knoxville to Winston-Salem, N. C., stopped at the Western North Carolina Sanatorium at Black Mountain for a visit with H. M. Kilpatrick, old-time billposter and formerly in the employ of Conarroe, who has been hospitalized there three and one-half years. Kilpatrick worked with Conarroe a number of years ago when he had charge of the advance of Downie Bros., Russell Bros. and other big tops. Kilpatrick is now allowed up and around the hospital most of the time, but due to a continued chest disorder must remain at the hospital for some time to come.

Fred B. Thompson, author of Under the Big Top, as well as a series of kiddie pieces and magazine features on the circus, is still comfortably situated on his "farm that a circus built" at Clarkston, Ga. Thompson harvested a bang-up peach crop in August, and is now prepping to gather his paper-shell pecans for the market. The pecan crop isn't as large as some years, Thompson says, but the quality is tops. In a note lauding the Hamid-Morton's show's current appearance at the Auditorium, Atlanta, Thompson also pays tribute to the Shriners thruout the nation for their efforts in keeping the circus alive and making so many underprivileged children happy.

Indoor Circus Click Results in Skedding

SCRANTON, Pa., Nov. 6.—An indoor circus presented for seven days and nights ending October 24 in Col. Waires Armory under the auspices of the Scranton Fire Department proved so successful that it will likely be turned into an annual affair.

A strong bill of acts for a first year presentation was inked in by Herman Blumenfeld, of the George A. Hamid office, New York. The same show is set for dates in Allentown, and Johnstown, Pa., and Elmira, N. Y., Blumenfeld announced.

Acts included Doss's trained dogs and ponies; Janet's trained dogs and ponies; Cole's monkey and pony; the Marcus Troupe, free balancing ladders; Davis Sisters, jugglers; Joyce and Sheldon, equilibrists; the Adamsons, high perch; Lori Barton's high school horse; Albanis, aerialists; Mildred and Eddy, equilibrists; Kay and Kay, equilibrists; De Rizkie Sisters, trapeze; Woolford's daschunds; Cole's Liberty Horses; Frisco's seals; Capt. Welde's bears; Laddie Lamont, rolling globe; Cole's elephants, and the Flying Wards, trapeze.

Lee Barton Evans was show manager and emcee. John Minton handled promotion.

A 148-page program added considerably to the gross which will be applied to the firemen's pension fund.

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Interest High In Convention At San Jose

90 Exhibitors Sign So Far

SAN JOSE, Calif., Nov. 6.—Over 90 exhibitors have signed up for space at the Fairman's Fair here December 6-10, according to officials of the Western Fairs' Association, sponsors. Exhibit space is still available.

A general invitation to everyone interested in doing business with fairs of the West, particularly those in California, has been issued.

It is estimated that over 500 managers, directors and department heads of the more than 90 non-profit fairs, 78 of which are in California where they are supported by pari-mutuel racing, will take part in the five-day get-together.

Varied Agenda

Items to be discussed include the partially completed \$70,000,000 construction program to overcome the neglect of war years, increasing year-round public use of fairgrounds and facilities, attendance increases for 1948, growing co-operation of educators and institutions, concession and carnival fees, prices and ways to increase benefits to the public.

Fairs which have shown the most improvement in publicity, advertising, premium books and promotional photography will vie for the 60 trophies and prizes.

Judges will be General Manager John Long, of the California Newspaper Publishers' Association and Maj. John J. Knezvich, publisher of *The Palos Verdes News* and public relations director of Hollywood Park.

Hockey Club May Up Expo Coliseum Tax

SPRINGFIELD, Mass., Nov. 6.—A strong likelihood that Eddie Shore, owner of the Springfield Indians hockey team, will have to pay part or all of the \$6,560 property tax imposed by West Springfield on the Eastern States Exposition Coliseum, was seen this week when it was learned that Shore is liable under the terms of his lease for the payment of taxes.

Altho Charles A. Nash, exposition general manager, refused to make any statement, it was learned from authoritative sources that the newly imposed tax in the first instance is Shore's responsibility, but that under the terms of the lease he has the option to terminate it if he feels the added burden is too great.

Exposition trustees have paid the \$6,560 property tax—first levied on any of its property since the fair first began—but stated the action was being taken under protest.

Shore now pays \$15,000 a year rental for the Coliseum. It is this rental which has spurred town officials to slap the tax on the exposition property. In the past, the exposition has been tax free on the basis of its being an educational institution.

In 1947, in an effort to derive some revenue for the town out of the exposition's lease of the Coliseum for professional hockey, town officials levied an entertainment license fee on Shore. Despite protests, Shore paid the money.

Ernie Young Back in Chi

CHICAGO, Nov. 6.—Ernie Young, Chicago outdoor booker, and Mrs. Young this week returned from a brief vacation at Lake Apopka, Fla., with Ernie carrying stories of excellent fishing there.

Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 29-December 1. Frank H. Kingman, Brockton, Mass., secretary.

Iowa Fair Managers Association, Hotel Fort Des Moines, Des Moines, December 6-7. E. W. Williams, Manchester, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 12-13. Mrs. Don. A. Detrick, Bellefontaine, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-26. Edwin Schultz, Lincoln, secretary.

Texas Association of Fairs, Exhibitions and Rodeos, Baker Hotel, Dallas, January 27-29.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

Secretaries of State associations are urged to send in their convention dates.

Ia. Farm Managers Shift Banquet Date

DES MOINES, Ia., Nov. 6.—The annual convention banquet of the Iowa Farm Managers' Association will be held Tuesday, December 7, instead of Monday, December 6, as originally announced, Deak Williams, Manchester, secretary, reports.

The convention will be held Monday and Tuesday, with the State agricultural meeting Wednesday.

Originally, it was announced the convention would open Sunday night, but because of a lack of hotel accommodations the board voted to return to the usual two-day convention plan.

Sam J. Levy to New York

CHICAGO, Nov. 6.—Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, left here today for New York, where he plans to spend a week lining up new attractions for the '49 fair season.

Helen Harvey Girls, aerialists, wound up their 1948 tour with the Penn Premier Shows at Carthage, N. C. They joined the unit after a successful season at parks and fair dates for the George A. Hamid office.

Fast Finish Sets Records At Shreveport

Grandstand, Midway Click

SHREVEPORT, La., Nov. 6.—Ideal weather sent Louisiana State Fair, which closed here Monday (1), to new gate, grandstand and midway records. Showers fell early the final day, but the skies cleared by 10 a.m., thus having little, if any, effect on the turnout.

The closing day, Negro Day, brought out a crowd which W. R. (Bill) Hirsch, veteran secretary-manager, estimated at 100,000. Other estimates varied but all placed it at record proportions for the day. Grid games featuring Negro teams and a special Negro talent grandstand show comprised the big lures.

On the midway, some of the regular shows were shuttered the final day. In the case of the posing unit, the cast that day was comprised entirely of Negroes.

Midway business for Royal American Shows was more than 25 per cent above the gross for 1947 when they racked up a new record to that point. Sally Rand Revue and the Harlem in Havana placed first and second, respectively, as the top money-getters on the midway.

Both week-ends of the fair provided bumper crowds and gave the grandstand and midway attractions record patronage. Night grandstand feature was the Barnes-Carruthers No. 1 State Fair Revue.

Record 75,000 At Orangeburg

ORANGEBURG, S. C., Nov. 6.—A full week of warm, fair weather brought a record attendance estimated at 75,000 to the Orangeburg County Fair which closed here Saturday (30).

Secretary J. M. Hughes said George A. Hamid's *Fantasies*, grandstand revue, showed to a peak crowd of 20,000 in eight performances. Opening show doubled last year's receipts and Wednesday night (27) a capacity crowd of 3,000 was on hand.

Jack Kochman's Hell Drivers played before 3,000 Monday (25), a day prior to the official opening. A second show Tuesday (26) drew a small crowd.

Hughes said all exhibit space was sold well in advance.

The James E. Strates Shows on the midway reported good biz. The limited midway area made it necessary to trim some show units in order to get them all in.

Weather Breaks Aid Charleston Annual

CHARLESTON, S. C., Nov. 6.—Mild and generally fair weather has helped attendance at the Charleston Agricultural and Industrial Fair which closes tonight.

The fair received considerable ballyhoo thru a tie-in with the Charleston Community Chest drive, with Betty and Benny Fox, free act with the James E. Strates Shows, putting on their thrill act atop the Francis Marion Hotel several times during the week.

A big turnout is expected today, with a free gate for school children and special attractions for the wind-up. Strates Shows on the midway are offering free thrill acts in addition to their regular line-up of rides, shows and concessions.

Roseville, Calif., Receives Plans for Five New Buildings

ROSEVILLE, Calif., Nov. 6.—Plans for five new buildings on the Placer County Fairgrounds here have been received from Raymond Franceschi, Sacramento architect. The buildings, scheduled as part of an over-all expansion program, are expected to be completed before the 1949 expo. They include an administration building, dwelling for the fair manager, two dairy barns and a horse barn.

Administration building, 31 by 80 feet, will be erected near the entrance gate and will contain a business office, office for the fair auditor and managers and a directors' room. The manager's dwelling will be adjacent to the administration building.

The two dairy barns will have a capacity of 125 head of cattle each.

Chi County Fair To Run Six Days

CHICAGO, Nov. 6.—The 1949 Cook County Fair will run six days (August 31 thru Labor Day, September 5), five days less than this year, when the event bowed in at Soldier Field here.

The decision for a six-day run, made Thursday (4) at a meeting of the fair board, will enable the retention of livestock entries for the full duration of the fair.

Among those present at the board meeting were Orville F. Cullerton, general manager; George Ferguson and Mitchell P. Davis, vice-presidents, and Walter J. O'Neil, secretary-treasurer.

Cullerton now is devoting much attention to preparations for the annual Chicago International Sports and Outdoor Exposition, February 18-27 in the International Amphitheater here.

Austin, Minn., Buys 8½ Acres; Carnival Site, 2 Buildings Set

AUSTIN, Minn., Nov. 6.—Purchase of eight and one-half acres adjoining Mower County Fairgrounds here by the fair association for \$25,000 was completed this week.

Six acres will be used for a new carnival site, with the remaining two and one-half acres to be used for erection of new historical and administration buildings. Fair Secretary P. J. (Pete) Holand said work on the two buildings will be started early next spring and that they will be ready in time for next year's fair, slated for August 9-14. The new carnival site already has been sodded.

A report at the annual fair meeting revealed this year's event did a gross business of \$58,250.23, with net profit of \$7,323.12.

Augusta Annual a Winner When Weatherman Smiles

AUGUSTA, Ga., Nov. 6.—The Exchange Club's 25th annual fair, which closed Saturday night (30), topped last year's record attendance of approximately 100,000 by an additional 10,000.

For the first time in history of the fair good weather prevailed the entire week. This hyped the gate and resulted in good biz for the Hamid grandstand show and World of Mirth Shows on the midway.

The fairgrounds were occupied this week by Lawrence Greater Shows, playing under local auspices. Show opened Tuesday (2) with a 25-cent gate for adults and 15 cents for mop-pets.

William S. Klaus Services Nov. 4

Secretary of Northeastern Wisconsin Fair, 71, dies at home in De Pere, Wis.

DE PERE, Wis., Nov. 6.—Final rites were held Thursday (4) for William S. Klaus, 71, secretary of the Northeastern Fair Association the last 13 years and a director of the Brown County Fair Association since its inception. He died at his home here Monday night (1).

Prior to his tenure as Northeastern Fair secretary, he had served for 24 years as superintendent of privileges. The fair, recognized as one of the largest and finest expositions in the State, this summer broke all records for attendance and number of exhibits. The financial report, prepared for the annual stockholders' meeting later this month, will show a cash balance on hand of \$17,000. Profit on the recent fair amounted to \$4,650.

In addition to his fair activities, Klaus was prominent in De Pere civic activities as a volunteer fireman, county supervisor, alderman and city treasurer. During his 12-year aldermanic term he served, at various times, as council president and acting mayor. He was a director of the Wisconsin Association of Fairs and a member of the Showmen's League of America.

Born in Green Bay, Wis., February 19, 1877, he was a cigar maker as a young man. His association with a Milwaukee tobacco firm brought him here in 1902, and he remained in that business until his retirement in 1936.

He is survived by his widow, a son, Charles, Evanston, Ill.; a daughter, Mrs. Lewis Marston, Washington; a sister, Mrs. Michael Murphy, Jamestown, N. D., and 10 grandchildren.

Art Craner Favors Skipping Portola Festival Next Year

SAN FRANCISCO, Nov. 6.—Art Craner, manager of the 1948 queen contest of the Portola Festival, comes forward with the suggestion that plans to repeat the festival next year be skipped. He suggests that a combination Portola Festival and Admission Day Expo, the week of September 9, 1950, be held to mark California's 100th anniversary as a State.

Mentioned as a possible manager of the proposed event, Craner says a recommendation to Portola directors, suggesting they conserve funds for promotion of the combined event, has been made.

National Speedways To Stage Auto Races at Tampa Annual

CHICAGO, Nov. 6.—National Speedways (Al Sweeney and Gaylord White) again will stage auto races at Florida State Fair, Tampa, in '49, Sweeney announced here Friday (5) upon his return with Mrs. Sweeney from a vacation in Cuba. The Tampa date will be handled by White, who, with Mrs. White, is vacationing in Florida.

National Speedways closed a highly successful season recently at Louisiana State Fair, Shreveport. Deb Snyder, winner of 22 feature races this year, was gifted with a \$1,000 bonus by Sweeney and White at a dinner tendered in honor of the drivers at Shreveport. The dinner was attended by 40 persons, including wives of drivers.

Biz Up in Midwest, Down Slightly in East for Lynch

CHICAGO, Nov. 6.—Midwest fair grosses this season for the Jimmie Lynch Death Dodgers thrill show units held firm and in some instances hit new highs, but Eastern fair grosses were down slightly from '47, according to Earl Newberry, who arrived here this week. Newberry and Jimmy Van Cise own and operate the units.

Newberry said he plans to remain here thru the Chicago outdoor conventions, then go to Des Moines for the Iowa Fair Managers' convention, and from there to Florida for the Christmas holidays.

Cresco, Ia., Receipts Set Record, But Event Loses

CRESCO, Ia., Nov. 6.—Altho receipts of Howard County Fair this year were the highest in the association's 25-year history, expenditures also were higher and a deficit of \$108 was reported by Treasurer Frank D. Elwood.

Total receipts amounted to \$23,614. Disbursements were \$23,722. Proceeds of the five-day fair included \$7,130 from gate receipts and \$5,467 from the grandstand. Largest item in disbursements was \$8,524 for music and attractions.

Anaheim Revival Attracts 59,000

Plan purchase of large tract on former air base for 1949 site

ANAHEIM, Calif., Nov. 6.—Revival of the Orange County Fair drew an estimated 59,000 for the four-day event which closed Sunday, October 31. It was not planned to hold a fair this year, but the State informed the 32d District Agricultural Association that \$65,000 was available for an expo if used in 1948. Within a period of six weeks from the date set by the State, the grounds were opened.

Due to the temporary aspect of the fair all exhibits were housed in three large tents, with knock-down horse stalls also erected.

It was estimated that 132 organizations exhibited. Seven of the county's 12 high schools also participated.

Plans are to purchase from the government a large tract of land, which formerly comprised part of the Santa Ana Air Base, for a permanent fair site.

Midway was taken over by a part of Craft's No. 1 Unit.

Acts booked by the Walter Trask office included Cliffie Stone's Western Band, Lebrac and Bernice, unicycle; Pina Troupe, acro and teeterboard; Rudels, trampoline; Serge Flash; Johnson brothers, jugglers; Penny Parker, trapeze; Black brothers, Antonucci's Chimps, Diedrick's Ponies, Si Ritter, Ben Yost and his White Guards, Four Maxcellos, Merry Mutes; Vic Perry, international pick-pocket, and George Beatty, emcee. Jack Aronson directed the music. Clowns were Gus Lind, Bernie Griggs, and Jack McAfee. Ed (Rookie) Lewis emceed the afternoon show. The horse show was augmented by Andy Mayo Company and Pansy the Horse.

Talk '49 Expansion At Donaldsonville

DONALDSONVILLE, La., Nov. 6.—Plans for expansion of South Louisiana State Fair here next year are under way, as is the formulation of a schedule which will call for year-round use of the grounds.

Shows will be booked during the winter and summer seasons, in addition to the fair itself, according to P. M. Sleet, secretary-manager.

A record final day, which attracted 35,000 spectators, brought this year's event to a successful conclusion. The day, fourth in a row marked by sunny skies, was designated as New Orleans Day.

South Carolina Negro Fair Draws Record 30,000 Crowd

COLUMBIA, S. C., Nov. 6.—A record crowd of 30,000 attended the 44th annual South Carolina Negro Fair here October 25-30. Dr. A. J. Collins, president, reported good grandstand crowds for the nightly performances of Buddy Wagner's Hell Drivers.

Principal crowd lure was the football game Thursday (28) between Benedict and Claflin colleges in the stadium.

Harrison Greater Shows reported good business on the midway. Shows were awarded the contract for 1949.

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PALISADES '48 GROSS UP 14%

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Top promotion ups gate 25% to top 2,500,000—extra week pays off

By Jim McHugh

NEW YORK, Nov. 6.—Palisades Park closed its books this year with a 14 per cent gain over the hefty gross garnered in 1947, it was announced this week by Irving Rosenthal, co-operator with his brother, Jack, of the fun spot on the Jersey shore of the Hudson River, across from uptown Manhattan.

The increase, surprising in view of the many week-ends lost to weather, and the admittedly curtailed recreational spending on the part of the public, was attributed by the Rosenthals to two factors: Lowered prices and hyped promotional activity.

Substantiated to the complete satisfaction of the Rosenthals was their belief that people would patronize and spend plenty of money at their fun spot if they were convinced that they were receiving value in return for their dough.

Broadway Competish

"We can't get away from the fact that we're competing with Broadway," Irving said. "It costs people \$1.50 to park a car and another \$1.50 to go to a movie. We distributed a combination ticket at 75 cents which entitled the holder to free admission and parking, eight rides, dancing and free acts.

"The price of most big rides was sliced from 25 to 20 cents. Kiddie rides were 5 cents, or six for a quarter. The price of a frozen custard was 10 cents. You could still buy root beer for 5 cents."

Promotion under the direction of Bert Nevins was in high gear. Irving said an estimated 14,000,000 admission tickets were distributed. The advertising program was heavier than ever. The billing alone in the metropolitan New York area held its own with the terrific job done by the Ringling circus to herald its Madison Square Garden run.

Kids Turn Out

One of the best single stunts of the season was a 15-minute plug on a baseball broadcast sponsored by a beer company. Youngsters listening in were told that they would be admitted free to the park the following day if they mentioned that they were baseball fans. Before noon 5,400 had passed thru the gates.

"Fireworks made Tuesday nights thruout the season," Irving said. "This was the first season in quite a while that we had fireworks, and they really paid off. Tuesday nights were as good as Saturday nights and they didn't hurt the gate on the nights without fireworks. In addition we gave away eight automobiles. This was so successful that we will increase the number next year to 10."

A new promotional feature this year was the daily, 2 to 4:30 p.m., airing of Lon Steele's disk show over WPAT, Patterson, N. J. Park officials credit this show with stimulating attendance, especially since it was peppered with well-known guest stars. Steele broadcast direct from the park and reportedly always worked in front of a big audience.

Post-Season Play

The Rosenthals went against the rule book this year when they added

Boat Company Readies Plans For Maryland Shore Funspot

BALTIMORE, Nov. 6.—The Wilson Line, operators of excursion boats, this week announced plans for the development of its Kent County, Md., property, purchased several years ago, into an amusement park.

An engineering and landscape firm has completed sketches for the proposed funspot. The 300-acre property has a three-quarter mile frontage on Chesapeake Bay across from Baltimore. The War Department has sanctioned the building of a pier, Wilson officials said.

New park, to be named thru a public contest, is flanked by lakes on the north and south, as well as the Bay on the west. It will be self-contained, with its own electric plant, sewage disposal system and artesian wells. Property extends back to a modern concrete road along the Eastern Shore.

Permanent Units

Plans call for a large oval layout. Around one end will extend a midway with 25 concessions. At the other end there will be a dance pavilion, boat house and other installations. Center and sides of the oval will be taken up with rides and refreshment stands.

There will be a separate children's park, and picnic groves will be developed in a stand of timber bordering both sides of a fresh water stream. Fresh and salt water boating and bathing will be featured.

Concessions and other units will be contracted for with independent operators, line officials said. Operations

will be handled by the Baltimore office of the company.

The Wilson Line, which has operated out of here for 20 years, will continue its excursion service to Betterson and Cambridge, Eastern shore towns.

When completed the park is expected to draw automobile trade from thruout the eastern shore. People from Baltimore and vicinity can reach the park on the company's excursion boats.

The Wilson Line operates many excursion boats in the metropolitan New York area thruout the summer.

Tashmoo, Det., In New Hands

DETROIT, Nov. 6. — Tashmoo Amusement Park on Harsen's Island, one of the oldest recreation sites in this area, has been purchased by Tashmoo Park Recreation Company, recently incorporated as a Michigan firm with a capitalization of \$50,000. Spot was bought from Arlington R. Fleming, former band leader and booking agent, and his father, Peter S. Fleming.

New company is headed by Don Zimmer, president; Harold Lightbody, vice-president; and Peter Krispin, secretary-treasurer. Zimmer and Lightbody are affiliated with the Zimmer Trailer Company here, while Krispin was park's resident agent. Paul Gresley, business manager of the park this year, remains under the new regime.

Plans for 1949 include the installation of several new rides, with operation primarily as a picnic park. Direct boat service from Detroit again is anticipated for next year, while park also is accessible by car and two ferries.

Rockaway Drew 37 Million in '48

NEW YORK, Nov. 6.—The Chamber of Commerce of the Rockaways, in its journal *Rockaway Review*, reports attendance at Rockaway Beach, from Decoration Day thru Labor Day, totaled 37,000,000. This figure was culled from reports of the Long Island Railroad, bus lines and toll bridges serving the resort and does not include a large number of recreation-seekers arriving by excursion boats and inter-county and inter-State busses.

While rainy weather supposedly cut down this season's attendance at Rockaway, the decrease appears to have been negligible, as last year's total attendance was reported as 37,557,000 which would show a loss of only 557,000 for the 1948 season.

Mission Beach Show Set

MISSION BEACH, Calif., Nov. 6.—Another fireworks display is scheduled by Mission Beach Amusement park for the night of November 10 as part of the amusement zone Armistice Day celebration. Warner Austin is Mission Beach manager.

Halloween Biz For West Coast Spots Dips 35%

LONG BEACH, Calif., Nov. 6.—Altho general biz conditions were reflected in the 35 per cent dive from 1947 in Halloween beach grosses, most concessionaires were satisfied.

Largest crowds were reported on the pike, drawn largely by a penny scramble engineered by L. P. (Pat) Murphy, recently appointed manager of the Long Beach Bath House & Amusement Company. This marks the first time the promotion stunt has been tried since the war. Over \$400 in coppers was tossed from a jeep that moved the length of the pike under police escort. Pennies were distributed on the hour at 8, 9 and 10 p.m.

While concessions and rides were off, a good grosser was the speed derby, streamlined version of the walkathon, which was booked into the Majestic Ballroom by Murphy.

A battery of searchlights helped draw patrons to the pike from residential sections here.

Virginia Park, at the opposite end of the pike, also reported biz down.

An okay received from the city council gives Murphy's firm an additional 200 feet of beach frontage. This gives the company five additional acres for a projected amusement park (*The Billboard*, October 30). Murphy plans to attend the annual National Association of Amusement Parks, Pools & Beaches convention in Chicago later this month to pick up new rides for the city-donated area.

Holiday biz at the Ocean Park Pier also was reported off about 35 per cent from 1947, due, in part, to cold weather.

Cincy's Coney Shows Profit On '48 Season

CINCINNATI, Nov. 6.—Despite the loss by fire of its steamer, *Island Queen*, prior to this year's opening and altho hit by the third worst flood in its history, Coney Island here wound up with a profitable 1948 season, it was announced at the company's annual meeting of stockholders this week. Edward L. Schott, president and general manager of the company was re-elected to that post, in addition to being renamed a director.

Fred E. Wesselman was re-elected vice-president and chairman of the board, while Ralph G. Wachs was retained as secretary-treasurer. Among directors re-elected was Charles Sawyer, U. S. Secretary of Commerce. Only new director named was Sawyer's son-in-law, John P. Williams, manager of Station WING, Dayton, O., and WIZE, Springfield, O. The usual dividend on the 5 per cent preference stock was declared.

Schimmel Renews Contract

PENSACOLA, Fla., Nov. 6.—Charles Schimmel, manager of Pensacola Beach here for the Jacobs brothers this year, had his contract renewed for 1949. His son, Jerome, is manager and bookkeeper, while his wife, Rose, manages the restaurant and bar.

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Cabaret Tax for Ballrooms To Be Explained at Confab

CHICAGO, Nov. 6.—The Treasury Department's attempt to place ballrooms in the same classification as cabarets and niteries when it comes to paying the 20 per cent cabaret tax, (*The Billboard*, October 2) will be discussed and explained at the National Association of Amusement Parks, Pools and Beaches convention in Hotel Sherman here November 28-December 1.

Paul H. Huedepohl, executive secretary of NAAPPB, said his office had received the first clarification from the Treasury Department regarding a test case which had been turned over to C. Melvin Sharpe, legal counsel for NAAPPB.

In a letter sent to Sharpe October 18, D. S. Bliss, deputy commissioner in charge of amusement taxes, clearly set forth that in the particular test situation of a West Coast park operator who had a ballroom which served soft drinks and beer, Section 1700 (e) of the code applied. Under this section, a place of amusement which furnishes public performance for profit must pay the 20 per cent cabaret tax on admissions, refreshments, service and merchandise.

Bliss said the ruling in the case of the West Coast park operator, who runs a ballroom in connection with his park holdings, conforms with the findings of the U. S. Circuit Court of Appeals for the Seventh District in its decision in the case of Avalon Amusement Corporation vs. the U. S. As indicated by the judge in this case, "the law includes within its scope a public dance hall which charges admission to the public, furnishes an orchestra for dancing, has no other form of entertainment and maintains facilities for the sale of refreshments to the patrons."

Huedepohl said that approximately 50 per cent of the 290 parks now in the NAAPPB fold currently are operating ballrooms as part of the overall operation and, as a result, the Treasury Department action will get full convention spotlight. Sharpe told Huedepohl the first step in a campaign against the 20 per cent cabaret tax, as it affects ballrooms, will be a court fight to reverse the decision of the Circuit Court of Appeals, after which an attempt should be made to correct the code so that ballrooms will not fall into this cabaret classification. The latter step will mean congressional action.

Huedepohl said that at least one and perhaps several speakers from the ranks of the National Ballroom Operators' Association (NBOA) will be present for the ballroom discussion. Tom Roberts, NBOA legal counsel; Larry Geer, ballroom prexy, and Tom Archer, chairman of the music licensing committee, probably will be on hand for the outdoor convention.

Money
is unimportant
here!!



Land of Cockaigne (COCKAYNE). This is a modern artist's idea of that delightful paradise which was part of the folklore of Europeans many, many centuries ago.

THE LAND of Cockaigne is a wonderful place where the houses are built of cake and the shops are eager to give you their merchandise for free.

Wonderful place, Cockaigne . . . this Land that's always free from want . . . where business cycles are unknown . . . where money is unnecessary.

Only trouble is you won't find this mythical place on any up-to-date map of the world.

We live in a land blessed with plenty—true enough. But the rub is that we will always need hard cash to buy the things we want.

One of the best ways you can assure yourself that you *will* have the money you need for the things you want later in life is to *save* some of the money you now earn, in U. S. Savings Bonds.

These Bonds are the safest in the world. And, each \$75 you save today will grow to \$100 in just 10 years.

So start saving now . . . the automatic way, on the Payroll Savings Plan where you work, or through your bank or post office.

**AUTOMATIC SAVING
IS SURE SAVING—
U. S. SAVINGS BONDS**

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LEASE—BOOK—SELL—Terms to Reliable and Capable Concessionaires

Price Per Unit **\$150.00**

Greatest Merchandise Game Yet Conceived

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World's Largest Designer, Builder and Manufacturer

of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels and the famous Century Flyer Miniature Train — operating now in more than 100 leading amusement parks in the United States with gratifying revenue results.

Rails and equipment on hand.

Write for information to:

NATIONAL AMUSEMENT DEVICE CO. — Dayton 7, Ohio

FOR SALE

1946 BOOMERANG

Ride has been used 2 seasons in park. International Power Unit. Blue Canvas Top. Neon Ticket Booth. Price, \$8,500.00.

PURITAS SPRINGS PARK CO.

19500 Puritas Ave. Cleveland 11, Ohio

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.

GET IN THE BIG MONEY
with a **GREYHOUND RACE**

GREYHOUND AMUSEMENT DEVICE CO.

2303 Surf Ave. Brooklyn 24, N. Y.

Palisades Gross Zooms 14% in 1948

(Continued from page 68)
return. The resulting business more than pays for the promotional costs."

Spending Down

Per capita spending was admittedly down, but the increase in attendance, which this year topped 2,500,000, more than made up for the probable smaller gross which would have resulted from a lesser gate. The attendance figures topped 1947 by about 25 per cent.

"If we hadn't lost seven week-ends to rain the season would have been a bonanza," Irving said.

Extensive planning for next season is already under way. In keeping with the Rosenthal policy, the park will be given a complete face-lifting in order to escape the possibility of patrons looking upon it as "the same old park."

"The park business is not dying out," Irving said. "As a matter of fact, it is getting better, even with the competition now offered by television."

He has no qualms about the future, obviously, and thinks next year will be even bigger.

While Strolling Thru the Park

National Amusement Device Company, Dayton, of which Aurel Vaszin is president, has been certified to do defense work for the army air forces and is in production on one air force item already.

Shirley Watkins, superintendent of maintenance for Coney Island, Cincinnati, recently returned from his vacation.

Don Dazey, head man at Le Sourdsville Lake Park, Middletown, O., is on a hunting trip in Canada.

John Coleman, owner of Riverside Park, Indianapolis, is vacationing after a late fall closing of Riverside.

Henry Bowen, owner of Whalom Park, Fitchburg, Mass., chairman of the program committee for the NAAPB convention, was a Chicago visitor last week. He conferred with Paul H. Huedepohl, executive secretary of the NAAPB, regarding the program.

Harry G. Travers, ride manufacturer of Painesville, O., is spending the week-end in New York conferring with local and Long Island park owners.

BALLYHOO BROS.

(Continued from page 58) midway. That brings farmers to the lot to see the cows and pigs and occasionally one can snag a hog and cow seeker at a gal show ticket box. Our big city still date lithos depict barrooms and dance halls scattered around the midway between shows and concessions. That boosts the front gate and many a beer-hunter has staggered into a show or a concession looking for a bar.

When under the auspices of a vet-

erans' club we go for the flag-waving. We have a 24-sheet picturing the five Ballyhoo brothers riding up San Juan Hill behind Colonel Roosevelt. Other paper depicts drum and bugle corps marching around the lot.

We were booked here to play a Home-Coming celebration. The special paper that was ordered showed hundreds of young gals running around the lot with suitcases in one hand while playing the pumphandle grip with the other. It pictured gals embracing sweethearts whom they hadn't seen in years, but the litho company got the order mixed and sent Polish picnic paper which was for such an event that the show was slated to play three weeks later.

You can 'magine the natives' surprise when they saw pictures of Pole folk dancers all over the midway and the date and auspices printed in Polish. When General Agent Lem Trucklow, who doubles as second agent at this time of the year, arrived he wired the show for instructions. But after three days had passed without hearing from the boss, Lem decided to spare no expense in getting the full worth out of the paper. Hearing of 50 Polish families in the town, he contacted them to act as interpreters and switched to their auspices. After renting 300 loud speaker sets and installing them behind each billboard, Trucklow stationed the Poles with mikes in their hands behind each board where they worked three shifts a day translating the printing into English. So successful and unique was the advertising that Manager Pete Ballyhoo has decided to use it at every stand in the future as the first all-televised, all-talkie billboard paper ever used. Yes, we go in for special lithos. Our paper speaks for itself.

REP RIPPLES

(Continued from page 56)

people, will operate around Pittsfield, Mass., after November 15.

CARLIN'S SHOW has been playing Central Texas dates to fair business, with most of the stands around San Antonio. . . Daniels Players are playing Little Rock to average business. . . Brush-Healey Players are a new group for Montana, with opening set for Butte. . . Eaton Players are in their fifth week of New England dates. . . Bird's Show closed its season at Fredericks, Okla., with Cleon and Addie Bird moving North with the idea of opening a small-cast flesh show in Pennsylvania, their home State. . . Davidson Players will operate around Washington after November 6. . . Turnbull Players, four-people Negro group, are playing sponsored dates around Mobile, Ala. . . Hawley Players are operating around Haverhill, Mass. . . Arnold F. Joyce is promoting amateur minstrel shows in Penobscott County, Maine. . . Greeley Players are a new group for the Portland, Ore., sector, with Willis Greeley as promoter. . . York Players are operating around York, Pa. . . Carle's Show is playing Hunt County, Texas, dates to fair business. . . Henry F. Allen writes from Binghamton, N. Y., that he'd like for someone to send in the roster of the 1907 Neil O'Brien's Minstrels. . . Lester and Dunn have religious pix in the area surrounding Anderson, Ind. . . Holt's Hampshire Players, five-people group, will use Dover, N. H., as a base from which to play their sponsored dates. . . L. K. Knott is getting ready to promote minstrels for the 10th year in New York State. Schenectady is his current location. He plans to use E. F. Hannan's Old Plantation. . . Croydon Players are a new group for Jackson, Miss.

FOR SALE

Will Sell Cheap

13 Lusse Scooter Cars

In first class condition. Also Lindy-Loop and Chairplane ride. All these rides are in perfect condition.

Address

Palisades Amusement Park

PALISADE, NEW JERSEY
Cliffside 6-1000

FOR SALE

35 Lusse Skooler Cars

Ran this season, will give them away for \$1,500 for the lot. Also Century Flyer Train, complete. Also double tractor Wurlitzer Style 125 Organ; also Wurlitzer Calliols, all in good condition.

A. KARST

Forest Park, Hanover, Pa. Phone 3-5288

LIGHTWEIGHT BOATS

Stainless steel, durable, rustproof, lifetime. No maintenance. Designed for rough use. Equipped with unsinkable Styrofoam packs. 12 and 14 ft. lengths. Write for literature.

REGAL PRODUCTS, LTD.
GAYS MILLS, WIS.

MINIATURE RAILROADS

Custom-built steam, Diesel and electric type trains, gas driven, 18" to 24" gauge, up to 200 passenger capacity. Also coal-burning steam locomotives. Order now for spring delivery. New catalog and large photos, \$1.00 bill, refunded first order.

IRON HORSE LINES
144 High St. Wareham, Mass.

Capacity

196,280 Passengers at the Chicago Ry. Fair

JULY 20TH to OCT. 2ND

PROOF THAT

STREAMLINERS GET THE PLAY

Miniature Train's G-12 Streamliner was the only commercial amusement device allowed to operate at the recent Railroad Fair in Chicago. A tremendous tribute that had to be lived up to . . . and here's how MT's G-12 fared:

CHECK THIS OPERATING CHART

PASSENGERS	196,280
MILES TRAVELED	2,778
GASOLINE USED (Gals.)	160
NO. OF HOURS OPERATED	876
WEIGHT CARRIED (if ave. weight of child was 40 pounds) (Lbs.)	7,851,360
TOTAL COST FOR REPAIRS	\$2.43
TIME LOST (due to mechanical failure)	NONE

876 hours in operation, 196,280 passengers carried AND NOT ONE SINGLE MINUTE LOST IN OPERATION. That's MT's record at the Chicago Railroad Fair.

More than 250 Authentic M. T. Streamliners are giving comparable service from coast to coast and abroad.

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS

MINIATURE TRAIN & RAILROAD CO.

BIG NEW FACTORY — RENSSELAER, IND.

See the MT Streamliners at the Show

WOM SEASONAL TAKE UP 10%

Dixie Spots Responsible

Upped costs nix added profit—new rides, canvas on order—new quarters

NEW YORK, Nov. 6.—Despite a bum start, World of Mirth Shows will wind up the 1948 season today at the Rocky Mount (N. C.) Fair with a gross about 10 per cent ahead of last year, Bernard (Bucky) Allen, concession manager, reported here yesterday.

Dough was a little harder to come by this year, but the increased crowds at most of the org's fairs made up the difference, Allen said. Offsetting the bigger take was a continuing rise in operational cost. As a consequence the shows, insofar as net profit is concerned, will do well to equal last year, he said.

The gross at three of the shows' Northern fairs tumbled quite a few percentage points, but a hefty increase at all of its Southern dates took up the slack and sent the seasonal figures ahead. Near-perfect weather prevailed at all Southern dates.

Building Planned

Allen said he was here on behalf of Frank Bergen, general manager, to inaugurate extensive refurbishing plans for 1949. This is only one of the several general managerial duties that Allen has figured in prominently since taking over the front end.

The extensive renovation completed on the road this year prior to the shows' first fair will be supplemented in the org's new winter quarters on Atlantic Rural Exposition Grounds, Richmond, Va. The building facilities and acreage available there are ample and, for the first time since before the war, will provide World of Mirth with adequate quarters.

New rides already contracted for thru the Allan Herschell Company are a Hurricane, Kiddie Coaster and kiddie boat ride, Allen said. A C-Cruise was acquired during the last half of this season.

New Canvas

Blue and orange flame-proof canvas, already on order thru Bernie Mendelson, of O. Henry Tent & Awning Company, is slated for most shows and rides but will not be put in use before the fair season. New canvas for the front end has been (See WOM SEASONAL on opp. page)

Motor State Shows Eye Debut in 1949

DETROIT, Nov. 6.—The new Motor State Shows, planned a year ago, will be ready for the road next spring, according to Joe Frederick, owner.

Frederick has operated rides and shows on various organizations for a number of years, usually booking independently. The last two seasons he has been adding equipment to serve as the foundation for his own shows, which mainly will be directed toward smaller lots and celebrations.

Frederick, who just acquired a new kiddie auto ride, arrived in town this week to frame a Penny Arcade; but will leave in 10 days to play a number of dates in Florida, returning here in the spring.

Matthew J. Riley Passes in Philly

NEW YORK, Nov. 6.—Matthew J. (Squire) Riley, 61, prominent carnival operator and former advance agent, died at the Graduate Hospital of the University of Pennsylvania, Philadelphia, Wednesday (3).

For several years Riley owned and operated the Matthew J. Riley Shows, playing almost exclusively in the Philadelphia area. He formerly was associated with Sam Mechanic on the Keystone Exposition Shows and served as general agent with leading carnival organizations, including the Mighty Sheesley Midway and Endy Bros.' Shows.

His widow, Imogene, and three brothers, William, Mark and Leo, survive. Riley was a member of the National Showmen's Association, Showmen's League of America, Miami Showmen's Association, the Miami lodge of the Elks and various other organizations.

Funeral services were held at Riverside Memorial Chapel, New York, Saturday afternoon (6), with interment in the NSA plot at Ferncliff Cemetery, Ardsley, N. Y.

C&W Re-Signs 2 S. C. Annuals

NEW YORK, Nov. 6.—R. C. McCarter, general representative of Cellin & Wilson Shows, announced here Monday (1) that the org had been re-signed by both the Shreveport and Anderson, S. C., fairs. Shows established new midway gross records at both spots, McCarter said.

McCarter predicted that there would be little change in the shows' 1949 fair route. They will swing into the Middle West for early dates and wind up in the East and South, as they did this year.

Va. Greater in Barn After Lengthy Trek

SUFFOLK, Va., Nov. 6.—Rocco Masucci's Virginia Greater Shows came into winter quarters at the Tidewater Colored Fairgrounds here after what one official described as a season principally noted for its many battles with the weather. The rolling stock was reported in excellent condition after a lengthy season and a 350-mile home run move.

William C. Murray, general agent, will have charge of quarters. Also on hand are Mike, Ike and Leo Matina, members of the Midget Show. Mr. and Mrs. Masucci have returned to their New Jersey home.

Bob and June Coleman, bingo operators, have returned to their home in Tennessee. Mr. and Mrs. Oliver Jones and family are in Florida, as are Mr. and Mrs. Happy Arnold and their daughter, Joe Conley, Mr. and Mrs. Eddie Curtin, and Mr. and Mrs. Jimmy Cooper, mitt camp operators.

Bill Penny will make a few dates before returning to his South Carolina home. Mr. and Mrs. Jerry Gerald will work their concessions in Georgia and Florida until Christmas. Mr. and Mrs. Dick Killinger, operators of the Parisian Revue, are planning other dates. Kate and Louis Augustino will quarter their animals in Waycross, Ga. Arthur, Fletcher and Raleigh Gibson have returned to their Charlottesville, Va., home.

Strates Contracts To Show, Winter at Largo, Fla., Fair

ORANGEBURG, S. C., Nov. 6.—A winter date, the Pinellas County Fair at Largo, Fla., has been inked for the week of January 27 by the James E. Strates Shows, owner Strates announced here.

To make feasible the unwrapping of the shows for a single date after it has gone into the barn, Strates

will winter his org on the Largo fairgrounds. Strates said he was undecided on adding other Florida dates.

Strates has wintered on the grounds of the North East Florida Fair, Jacksonville, which he also plays, for the past two years. He said the switch in quarters also was influenced by the belief that the Largo climate would be more suitable for building operations.

Orangeburg Okay

The Orangeburg County Fair here held up to the business done in 1947. The take on the opening days indicated a better week, but the college football game held Friday (29) failed to draw the out-of-town visitors that it did in former years when the University of South Carolina was the main attraction.

Eddie Lazar, string game operator, Riverview Park, Chicago, joined with his concession as did Morris Glinea. Tom Evans's Glass House has been doing plenty of biz with a new front featuring lots of flash. George Murray's Lion Motordrome continues in the top money brackets.

Roy Jones Busy

Roy B. Jones, business manager, has been using all of his spare time to solicit boosters for the program of the annual showmen's association banquet program.

Manager Dick O'Brien performed a notable job when he located every show and ride on the limited lot available here.

Irvin C. Miller's Brown Skin Models packed them in for a big week and went over the top for an all-time gross here on closing Saturday (30), Negro Day. Georgia Sothern, after a good week, improvised a Negro revue for the final day and garnered good results.

Monte Navorro, after a big week in Raleigh, N. C., at the State fair, sprung for a new car.

Model Shows of Can. Corral Good Season

NEW YORK, Nov. 6.—Frank W. Rome, president of the Model Shows of Canada, reported a very good season while here this week on a business trip.

Principal managerial worry this year was the help situation, he said. Help was scarcer and even less reliable than during the war years, and indications at this time leave little hope for improvement next year.

Rome was here to buy equipment, principally canvas, since he contemplates expanding his show line-up from three to five next year. However, it was not readily determined how much equipment he could import into Canada.

Shows carries a Caterpillar, Merry-Go-Round, Tilt-a-Whirl, Ferris Wheel, Ridee-O and kiddie rides.

Top biz of the season was experienced during seven weeks in Montreal.

Johnny J. Jones Contracted For '49 Dothan, Ala., Fair

DOOTHAN, Ala., Nov. 6.—The Houston County Fair here has signed the Johnny J. Jones Exposition to supply the midway attractions in 1949, L. J. Lunsford, fair president, announced. The last fair appearance of the Jones org here was in 1945.

RAS Tops Mark At Shreveport; Opens at Tampa

TAMPA, Nov. 6.—Royal American Shows opened their final stand of the season here today with a still date under Egypt Temple Shrine auspices. Engagement runs thru November 14.

Shows came in here from Shreveport, La., where they closed Monday (1) at Louisiana State Fair. Their Shreveport gross topped last year's take, the previous peak, by more than 25 per cent.

Final day at Shreveport was Negro Day, and the pin-up show operated by Sally Rand that day was transformed into one which presented Negro girls only.

In the early days of the event, the Sally Rand unit had piled up a surprisingly large gross to pace the midway attractions. The Rand revue closed at Shreveport, but the fan dancer has her pin-up unit in operation here.

Burke Gets Heavy Support in Bid for Presidency of SFA

SAN FRANCISCO, Nov. 6.—Eddie Burke is being ballied for the presidency of Show Folks of America, Chapter 2, with 160 members and seven shows publicly announcing their support. He is opposed by Nathan Cohn, carnival owner, and Henry Balk, manager of the Majestic Printing Company.

The petition, bearing the 167 signatures, includes Harry G. Seber, past president, and M. (Whitey) Monette, president, as backers.

Shows backing Burke for president include West Coast, Redwood Empire, Meeker, Douglas, California Fair, Centennial Greater and Pacific Coast.

Central States Ends 1948 Trek in Black

HAZELTON, Kan., Nov. 6.—Officials of Central States Shows, who closed their 34-week season October 10 in Kingman, Kan., announced this week that the 1948 tour resulted in the best business for the org since its origin in 1935.

Some bad weather was encountered during the season, which opened in New Braunfels, Tex., in March, but over-all conditions on the tour were better than in 1947. C-Cruise and Octopus were added during the trek.

Plans for 1949 include the building of four new panel show fronts, which are to be transported on semi-trailers, and several more light towers are to be added. Owner and Mrs. W. W. Moser will spend the winter at Aransas Pass, Tex.

From the Lots

Mad Cody Fleming

DAWSON, Ga., Nov. 6.—A check of figures as the org opened the final week of the season here shows biz has been satisfactory since the start of the fair season.

A paid gate of 9,600 on the final day featured a red one at Dublin, Ga. The first three days were light.

The Buggy Ride arrived during the stand at Waycross, Ga., as did the boat ride. Schilling's bingo is clicking, with the Flying Scooter, Caterpillar and Ferris Wheel running neck-and-neck for top honors. General Agent Whitie Slaten reports he has the 1949 route nearly completed and is readying his new speed boat for a winter in Florida.

Impie Slaten has novelties and scales; the Mizzeles, 3 concessions; Mr. Hull, 3; C. D. Dean, 3; Dutch Schilling, 6; L. W. Huffman, cook-house; Clyde Dowdy, 1; Grenade Dorsey, 1; Doc Pill, 1; Evelyn Howey, 2; Fred Ward, 1; Sam Maddaloni, custard; Louis Friedell, 1; Chief Keeth, 1, and Johnny Burgess, 1. The Funhouse, Big Snake Show, A. J. Vier's ponies and 10 rides complete the line-up.

Mrs. Fleming went to Columbus, O., to attend the funeral of her mother. Recent visitors included Mr. Fay, of Fay's Silver Derby Shows, Jim McCall, McCall Shows, and A. C. Phillips, Shan Bros.' Shows.—GINGER SCHILLING.

Winter Quarters

Page Bros.

SPRINGFIELD, Tenn., Nov. 6.—An addition was built at local quarters to take care of equipment added on the road this season. Org closed at Parsons, Tenn.

Manager W. E. Page announced that Paul Pittman will be back next year for his fourth season as concession manager. Page plans to attend the outdoor convention in Chicago and then will head for Florida.

Returning next year will be Abe Frank, with bingo, and Ellis Roberts, electrician.

Capell Bros.

McALESTER, Okla., Nov. 6.—Capell Bros. moved into recently acquired quarters on the outskirts of this city after closing their most successful season. The show was enlarged considerably the past year and it was necessary to secure larger quarters. The new quarters have a large acreage. The H. N. (Doc) Capells leased their quarters in Haskell, Okla., to a business firm. A crew of eight men has started work on show and panel wagon fronts.

**FOR SALE
1947 8 TUB FLYING SCOOTER**

Positively the same as new, priced right, with or without transportation.

W. C. BRINKMAN

403 McKinley Columbus, Indiana

NOTICE—TO SHOW OWNERS

All kinds of organs repaired and rebuilt. Reference furnished. Write

BOX 542

Baton Rouge, La.

Complete Tent Outfit

60x120 push pole top, complete with side wall, poles, light plant, wiring, bleachers. Can be used as a 40x60, 60x80 or 60x120. Cost \$4500. Sacrifice for \$2955.00.

OPERA HOUSE, Millbridge, Maine

FOR SALE OR TRADE

1947 Model 10-Seat Chairplane Ride, only 12 months old; also 1938 Chev. Truck for above Ride. Ride and Truck in first-class shape. Will trade for Train or Fun House. Address:

**GIVE TO THE
RUNYON CANCER FUND**

**WOM Seasonal
Business Up 10%**

(Continued from opposite page)

ordered for use at the opening date. Slated for building priority in quarters are new Posing and Minstrel shows by Charley Kidder. Fluorescent fixtures will be added to the light towers, and the marquee is to be redesigned with fluorescent lighting and new canvas. The switch to fluorescent lighting was made this year.

L. Harvey (Doc) Cann reportedly will build a new Motordrome front at his Sarasota quarters. Cann purchased the midget horses displayed during the latter part of the season and will frame a new show around them.

Allen said the girl and posing shows, handled for the past several seasons by Joe Sciortino, would be under new management.

Harry Julius will build a new arcade to replace the unit operated for many years by Whitey Turnquist.

Richmond Cox, of the War Assets Administration, has been signed as publicity director for 1949. Prior to serving in the army he was associated with The Spartanburg (S. C.) Herald-Journal.

Showfolk set to return next season include Dic Dillon, with his Working World; Nat Rodgers's War Show, Blondy Mack's Animal Circus; Glen Porter, with his Side Show and Snake Show; Cy Charlie Holiday, with the Glass and Funhouses, and Elaine Kirby, with her Club Ebony Revue.

**C&W Folk To Scatter
For Home and Dates**

FLORENCE, S. C., Nov. 6.—With Cetlin & Wilson Shows heading for quarters at Petersburg (Va.) Fairgrounds after next week's stand at Sumter (S. C.) Fair, many of the show personnel are planning to leave for home or vacations.

Raynell's Girl Show is closing here tonight, and members of the cast are leaving to fill winter engagements. King and Kitty, dance team, left for Jacksonville, Fla., to open on Monday (8) at the Windmill night club. Dottie Velez will spend a week at her home in Raleigh, N. C., before joining her husband, Edward K. Johnson, contracting agent with C&W, for a two-week trip to New York and Chicago to participate in the NSA and SLA shindigs. They will winter in Philadelphia.

Steve (Butch) Kutney, with the Funhouse, will spend a week with his folks in Hazleton, Pa., and then head for St. Louis. Russell C. Harms has returned to Philadelphia to resume work for the Pennsylvania Railroad. Toney Lewis, sign painter and mail and The Billboard agent, will winter in Richmond, Va. William R. (Heavy) Harris will spend a few weeks with kin in Chester, Pa., while Lem (Slim) Gibson will winter in Petersburg, Va.

**Pete Kortez Opens New
Side Show at Long Beach**

LONG BEACH, Calif., Nov. 6.—A new Side Show, under management of Pete Kortez, has opened on the pike in quarters formerly occupied by Joe Glacey. Line-up includes Eko and Iko, sheep-headed cannibals; Athelia, monkey girl; Prince Dennis and Ethel, midgets; Prince Buddha, Punch and Judy and magician; Thelma Patton, Albino girl; Sadie Anderson, leopard skin girl; Seal, seal boy; Barney Nelson, armless wonder; Joe Marvelo, fingerless pianist, and Sam Alexander, two-faced man, annex attraction. Eddie Hagen, Charles Cos, Ray Sheldon, Alexander and Bingo Heinickle work the front.

Kortez has his No. 2 unit ready for Honolulu under the E. K. Fernandez banner.

OUR FIRST FLORIDA DATE

**TWO BIG WEEKS, NOVEMBER 15 TO 27 INCL.
ORANGE COUNTY VETERANS' AGRICULTURAL FAIR
ORLANDO MUNICIPAL FAIRGROUNDS
IN THE HEART OF THE CITY**



WANT

Penny Arcade, Grind Stores of all kinds. Eating Stands. Hanky Panks, Merchandise Concessions, this is your chance to get your winter's bank roll. Those joining now will get preference for entire winter's work. SHOWS of all types. Wanted—Motordrome Manager to take over one of the finest Motordromes in the country. Have all equipment. This show positively out all winter in Florida. Ride Help—if you drive semis, can use you.

Everybody Wire or Phone

SAM E. PRELL, Prell's Broadway Shows
HOTEL SAVANNAH, SAVANNAH, GA.

CRAFTS EXPOSITION SHOWS

**WANT FOR 1949 SEASON WANT
GENERAL AGENT RIDE SUPERINTENDENT**

Auto Scooter Foreman, Truck Mechanic, Scenic Artist, Sign Painter, capable Carpenter and Builder, Help in all departments. Long season in California. Winter quarters open January 10th, regular season January 22d.

Contact O. N. CRAFTS, Owner
Hotel Sherman, Chicago, Nov. 27 to Dec. 5
Or Write General Offices
7283 Bellaire Ave. North Hollywood, Calif.
Tel. Sunset 2-3131

**WANT—CONCESSIONS AND SHOWS—WANT
INDEPENDENT MIDWAY**

VALLEY MID-WINTER FAIR, HARLINGEN, TEXAS, NOV. 22-28
ADDRESS: MILES DENNIS, BOX 1471, HARLINGEN, TEXAS

For Sale RIDES For Sale

1947 Super Roll-o-Plane, good as new with Semi Trailer and Ford Tractor, \$5,500.00; Smith & Smith Chairplane, new air-cooled engine, Split Towers, \$1,250.00; transportation if wanted, \$800.00; 1 50-Kw. Transformer with Tower Jacks, mounted in 20-ft. Semi Trailer, ready to go, or will sell without Semi Trailer; Skippy Fun House, built by Norman Smith, \$4,000.00; 1948 Parker Baby Q Merry-Co-Round, used 10 weeks, one of the flashiest rides built, with transportation if wanted. This equipment can be seen in Tyler, Texas, this week; Henderson, Texas, week Nov. 15th. Address:

HARRIS UNITED SHOWS
TYLER, TEXAS, this week.

WANT ANIMALS

Will buy Animals all kinds. Suitable for wild life or zoo. Will use Signs. Want Cages. Will pay cash. Price must be right. Wire

JOE GOODWIN

care Western Union, Hattiesburg, Miss.

WATCH FOR OUR BIG ANNOUNCEMENT

IN THE CAVALCADE OF FAIRS SECTION OF
THE CHRISTMAS-OUTDOOR CONVENTION NUMBER, DATED NOV. 27

WILLIAM T. COLLINS SHOWS

NOW DELIVERING!

**New 1948
Apex 4 Star
Carnival Wheels**



**Apex 5 Star
BINGO
BLOWERS**

BINGO
12 27 32 47 64
10 18 42 52 66
14 18 42 52 66
8 23 40 50 74
8 23 44 50 74

Complete Bingo
Supplies also
Amplifiers
SEND FOR FREE
CATALOG

Heavy Duty
Mounted
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In Various Colors

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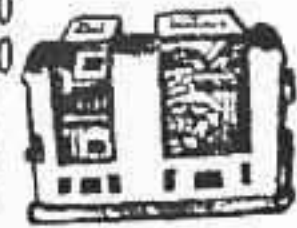
MAKE YOUR OWN ELECTRICITY



PORTABLE
**ELECTRIC
POWER
PLANTS**

Used \$275.00
New \$325.00

Made by Hottel of
Detroit & Chicago,
I.V.A. single or 3
phase, 4 cylinder gas
engine. Complete
with generator and
motor.



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 man-
ufactured 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.



Tale's Curiosity Shop
5240 EAST VAN BUREN, PHOENIX, ARIZ.

FOR EXPORT

Popcorn Machines & Concession
Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE, TENN.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

CALIOPE RECORDS

For the Midway and Merry-Go-Rounds.
All records on non-breakable plastic. Will
not work on all changers.

CALIO RECORDS

ELMHURST, ILL.

WANTED

Carnival or Independent Rides, Shows, and Conces-
sions. No graft. "World of Wonders" Fair, Nov. 22-27
Pensacola, Fla. Disappointment reason for this ad.

MARCHA ATTRACTIONS, INC.
Pensacola Motor Speedway

PHONEMEN

Can place you on several Southern deals. Book
Tapes, Banners
CHR'M
Room #321, Baltimore Bldg.
Tel.: 370271, Memphis, Tenn.

PAUL MARTIN

Wire at once,
TEX RAST
7 Ferndale St., Charleston, S. C.

MIDWAY CONFAB

Willard J. Oakley writes from
Laurel, Md., that he plans to spend
February and March in Sarasota, Fla.

A. C. Eargle Sr., who closed with
the H. & H. Shows in Thomasville,
N. C., is wintering in Whitmire, S. C.

A good legal adjuster is one who is in
a position to give advice and make it stick.

Jack Gallagher, owner of Playland
United Shows, is back on the job
after a vacation at his doctor's order.

Ben Morrison, West Coast promoter,
planned to Detroit to attend the
opening fall meeting of the Michigan
Showmen's Association.

Jerrie Jackson, who was with the
Johnny J. Jones Exposition this sea-
son, will be at the Club Plantation,
Nashville, for three months.

Pinky Pepper, after a vacation in
New Orleans, is back in Louisville
and is featured, along with Bobby
Fransee, at the Jungle Club.

Whoever steals a geek from another
show is the type of character who gives
larceny a bad name.

Leon Long cards from Rocky Mount,
N. C., that he visited the John H.
Marks Shows at their closing stand
in Greenville, N. C., October 30.

Bill Gersbach, concessionaire, re-
cently finished his season at the
Louisiana State Fair, Shreveport. A
recent addition to his family of three
boys was a girl, Sandra.

Jean Renee (Jo-An) is on a vaca-
tion tour of Arizona and California
with Leona Leonard and Gene Ware

after a successful season with the
Larry Nolan Shows.

Reports that gal shows offer naughty
entertainment have thus far failed to cause
midway patrons to stay away from them.

Mrs. Monica Baress letters from
Miami that she expects to enter Vic-
toria Hospital, November 10, to un-
dergo an operation. She expects to
remain there three weeks.

Larry and Madaline, owners of the
Larry Nolan Shows, who put their
shows in the barn at Denver recently,
are touring Arizona and Southern
California.

Louie Berger, personal representa-
tive of Al Wagner, of the Cavalcade
of Amusements, is headquartering in
Chicago, where he is handling some
of the '49 bookings for the Cavalcade.

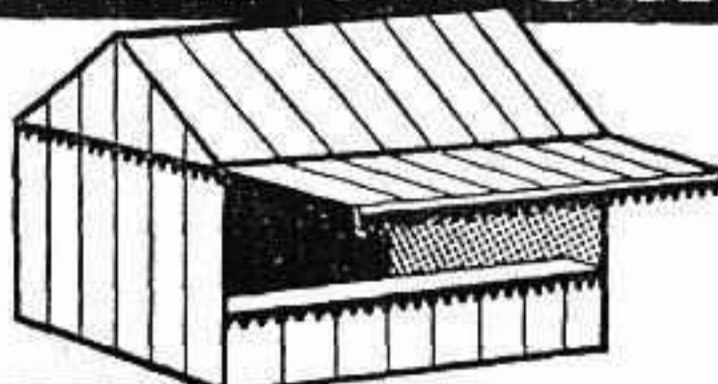
No one appreciates his home more than
the weary general agent who likes a place
where he can take off his shoes and his
three-sheet.

Walter (Lee) McDaniel, who closed
the season on the Sparks Shows re-
cently, is in Veterans Hospital,
Mountain Home, Tenn., to undergo
a minor operation.

Phyllis Edwards, scale and age
agent for James Rapple on Majestic
Greater Shows, left the org at Au-
gusta, Ga., for a visit to her home in
Sharon, Pa.

Dave Stevens, concessionaire, re-
turned to his home in San Antonio
after operating three concessions at
the Louisiana State Fair in Shreve-
port. He reported biz excellent. . .
Charles P. Rosen, in the carnival

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN
5 DAYS

AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

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, gloss 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
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man St.
Pittsburgh 1
Pa.

ED BERG
1261-83 E
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Los Angeles 21
Calif.

FOR SALE

I have ten Twin Coach Concession Trucks For
Sale. These trucks could be used for Popcorn,
Floss, Apples, Grab, Contact, etc. They are
12 ft. long, 6 ft. wide, holds dimensions. All
have new rebuilt 4-Cylinder Hercules Motors.
These trucks could be purchased reasonable. If
interested, wire:

SAM MILLER

10 PROFILE AVE. PORTSMOUTH, N. H.
P.S.: These trucks are similar to the Popcorn
Wagons on WORLD OF MIRTH SHOWS

PARK and CARNIVAL MANAGERS

I Will Build on Your Location My
COMBINATION FUN AND GLASS HOUSE
On Which I Have Patents Pending
I built one in Fair Park, Dallas, Texas, in 1946. It grossed more money this year than in the
past two years. (References: Pugh, Murphy & Lindsay, c/o Fair Park, Dallas, Texas.)

IDEAL PARK FUN HOUSE

Two stories high, Dark Walk-Around upstairs; Glass House downstairs. I had one on the Alamo
Exposition Shows for the past four years. The portable type for Carnivals are built on a semi-trailer.
I can build you a Fun House with a full-size Glass House that can have the sixty foot (60 ft.) front
worded, "LARGEST PORTABLE FUN HOUSE IN THE WORLD," or the regular size, which is
forty-two feet (42 ft.). A beautiful flash, one-man operation, proven money-getter.

EDDIE BOOTHMAN, 231 Becker St., San Antonio, Texas

Railroad Cars

FOR SALE

- 2—72 FT. ALL-STEEL FLAT CARS
- 1—66 FT. SEMI-STEEL FLAT CAR
- 1—70 FT. SEMI-STEEL FLAT CAR
- 1—80 FT. ALL-STEEL BOX CAR

All in Good Condition

ADDRESS BOX 71

Care **THE BILLBOARD,**
390 Arcade Bldg., St. Louis 1, Mo.

PRICED FOR QUICK SALE

- 36 SEAT GRUNDER CHAIRPLANE . . . \$500.00
- 8 CAR AIRPLANE RIDE 500.00
- 8 CAR AUTO RIDE 350.00

WANT TO BUY

Little Beauty Merry-Go-Round, Tilt-a-Whirl
or Thrill Ride. Advise condition and cash
price in first letter.

Heller, the Organ Man, contact me.

NORTHWESTERN AMUSEMENT CO.
810 Broadway Toledo 9, Ohio

COMPLETE CARNIVAL

FOR SALE

An established Carnival, playing the same
territory for over 25 years, is offered for sale.
Show is complete with Rides, Concessions,
Light Plants, Office Trailer, transportation
for everything; all the equipment is in A-1
shape. Excellent buy. Full particulars and
details will be sent to interested parties who
can furnish financial reference and are able
to invest \$30,000.00. Write only:

BOX D-92

Care The Billboard, Cincinnati 22, O.

**J. L. (JIMMIE) HENSON
SHOWS**

Can place balance of season: Bingo,
Grab, Photo, Legitimate Stock Conces-
sions. Place A-1 Wheel Foreman. If
you drink, don't answer.

CARENCRO, LA., this week;
BREAUX BRIDGE, next.

FOR SALE

Tent, 40'x100' 5 sections 8-ft. wall, used one
week, poles and stakes complete; bargain for cash.
Marquee, 20'x20', and 14'x18', \$50.00 each.
One 16'x16' Four-Way Tent with awning and
hull, no frame, \$40.00. One Office Trailer with
1935 Buick Engine. Will make trade for Kiddie
Rides.

MIKE PRUDENT
PATCHOGUE, NEW YORK

Now Booking for 1949

Rides, Shows and Concessions

HAPPYLAND SHOWS

3633 Seyburn Detroit 14, Mich.
Phone: WALnut 1-7924

POLICE & FIRE DEPTS. CARNIVAL

W. Helena, Ark., Nov. 11 thru Nov. 20
Want any worth while Show non-conflicting.
Candy Floss, Apples, Grab, Pop Corn, Haulky
Parks, Six Arrow or Rata. Contact quick. "This
will be a big thing. Good location, splendid
sponsor, well advertised. Prep gate. "Clean as
a Whistle." "Best on Earth." Supply the Mid-
way. Wire or phone:
DYER'S GREATER SHOWS

**FOR SALE OR TRADE
COOK HOUSE**

14x20, 12-ft. Kitchen, with or without Mack Semi.

ODELL MIDDLETON

c/o PEPPER ALL STATES SHOWS
Golden Meadow, La.

business 25 years ago, and for the last 12 years operator of the Sterling Merchandise Company in St. Louis, still visits shows when on business trips thru the Midwest.

Bobby Kork is at his home in Trenton, N. J., after closing his fifth season as annex attraction with T. W. Kelley's *Cavalcade of Oddities* on the John Marks Shows.

Sam and Leonard Goldstein, of Majestic Greater Shows, who are touring thru the South, plan to return to their home in Detroit for the Michigan fair convention in January.

At this point of the year one possession common to all midwayites living in trailer camps is their worn out welcome to visitors.

Hat-Happy Harry was among recent visitors to Pan American Shows at La Grange, Ga. He reports he's planning to take out a mystic show during the winter.

George Vaughn, Side Show talker who has been with the John H. Marks, Jennies Bro. and Royal American Shows this season, closed in Birmingham. He plans to spend the winter in San Antonio.

John Dagan, concessionaire with the Larry Nolan Shows, returned to Phoenix, Ariz., at the close of the org's season to book his and several



LEON CLAXTON, owner-manager of "Harlem in Havana" on the Royal American Shows, is shown holding the Showmen's League of America plaque given him at the recent Dallas benefit show as a token of appreciation of his fun-raising efforts for outdoor show clubs. Previously, the Miami Showmen's Association gifted him with plaques.

of Nolan's concessions at the Arizona State Fair.

Willie, the clown, is spending the winter in Montgomery, Ala. He loaned his clown advertising car and sound equipment to the Montgomery Junior Chamber of Commerce for the Harry James dance there, October 29.

One never realizes how much cruelty there is in the world until he hears a general agent, who just returned from a book- ing trip, tell what everybody did to him.

M. E. Bauguss, advance agent for Bright Lights Exposition Shows, is vacationing in North Wilkesboro, N. C., before leaving for Florida, where he will remain until the shows open in the spring.

Elmer F. Cote, who concluded his 39th season as a carnival operator this season, left with his wife for several weeks in Hot Springs, following hospitalization at Grace Hospital, Detroit.

Myrtle Hutt Beard, who had the mitt camp on United Exposition Shows this season, reports from Fargo, N. D., that her father, J. W. Hodges, died there recently following an operation.

Ray Garrison, annex attraction, who was called off the road recently because of the death of his mother, Mrs. Annie Winkler, is making his home in Owensboro, Ky. He plans to return to the road next season.

Madam Burleson, who closed her Minstrel Show on the L. J. Heth Shows recently, reports a good season from her Hawkinsville, Ga., quarters. Her brother, Roosevelt Burleson, reports his first year as a boss canvasman was a good one.

Roscoe T. and Mamie Wade, owners of Joyland Midway Attractions, plan a five-month motor trip to Washington and California after putting the show in quarters at Adrian, Mich. Wade has sold his shop and will operate a ride repair business this winter.

When we hear a jackpotter say that he opened with 20G in his poke, but lost his shirt before the season ended, we figure that he had his 20G on the shirt's cuff.

C. Eddie Rood, who spent the 1948 season ahead of the Jack J. Perry Shows, has holed up for the winter as night clerk at Hotel Southland, Macon, Ga. Rood plans to rejoin the Perry org shortly before the 1949 season opens at Clinton, S. C., late in March.

Dan Stover, novelty concessionaire recently at the Harry Suker Firestone and Compton Park in Los Angeles, is returning to his job of Santa Claus-

ing. Dan takes up his duties at the May Company in Los Angeles right after Thanksgiving. It will be his fourth at the store.

Belle Evans recently stopped off in Killeen, Tex., on her way to join Anna Moore on the Big State Shows. She visited Mrs. Emma (Mother) Proctor in Killeen. She has retired from showbiz. Mrs. Evans closed the season with Frear's United Shows, then played the Hutchinson (Kan.) Fair before going south.

Walter (Wingy) Schafer, free-lance carnival press agent, has returned to Detroit for the winter. He is exhibiting his collection of foreign and unusual hats in local apparel stores.

Charles (Floyd) Westerman, veteran Detroit carnival supply man, is convalescing at home following an operation. His address is 8040 Second Avenue.

The mother of Sam and Joe Ansher, concessionaires, is seriously ill in Des Moines. Sam is wintering in Kansas City, Mo., and in contact with his mother but the mother is anxious to hear from Joe. . . Morris Lipsky, co-owner, and Ralph Lipsky, concessionaire, with the Johnny J. Jones Exposition, returned to their home in St. Louis.

In the opinion of the seasoned concessionaire, anyone still looking for the proverbial "Get your winter bankroll at this date," so late in the season is an outright tramping fanatic.

Mr. and Mrs. Severin Hilo, of Down River Amusement Company, accompanied by Mr. and Mrs. Bill Postelwaitte, left for Florida after a trip to Columbus, O., to take delivery on a new Ferris Wheel. The ride was stored in quarters at River Rouge, Mich. Postelwaitte, who took his new boat south, recently returned from a tour of Southern States with Omar Hansen in the interests of the Down River shows.

Mr. and Mrs. Clint Nagle, penny arcade operators on Imperial Exposition Shows, narrowly escaped death recently while en route from Columbus, Ga., to St. Petersburg, Fla., when the rear tire on their car blew out, causing the car to jackknife with the right rear wheel embedding itself in the front end of the house trailer. Both car and trailer were severely damaged. The Nagles are making their home at the Linger Longer Trailer Camp, Gainesville, Fla., awaiting the completion of repairs to their means of transportation.

Mr. and Mrs. (Doc) Zeiger returned to their home in Burbank, Calif., after spending the season with Siebrand Bros.' Circus and Carnival. Doc handled the legal end of the show. Mr. and Mrs. Zeiger, for many years, owned and operated the C. F. Zeiger United Shows, which they sold in the winter of 1947, hoping to retire from the business and settle down in their new home in Burbank. But after a trip last winter and spring to visit friends and relatives, they stopped over on the Siebrand shows and Doc then and there went right back in showbiz.

WANT
MERCHANDISE CONCESSIONS
 Playing lots in New Orleans all winter. Want organized Minstrel Show with Band.
BOB MEYERS
 820 South Claiborne St.,
 New Orleans, La.

WANTED
 Legitimate Concessions, Shows with own outfit, Merry-Go-Round Foreman. Opening Miami, Nov. 12. Wire or phone.
JOHN KEELER
or N. P. ROLAND
 822 Northeast 82, Miami, Fla.

THE STAR AMUSEMENT CO.
WANTS
 Shows and Concessions for balance of season Small Grab, small Bingo, Fish Pond, Balloon Darts, String, Bowling Alley, or any other Legitimate Stock Concessions. No racket or gypsies.
 Aubrey, Ark., this week; then the Big One, the Lions' Club Cotton Carnival, Parkin, Ark., Nov. 15 to 20.
E. E. ROGERS, Mgr.

WOOD CHUCK, CHUCKS
 Sell 1947 Spitfire, with or without Trailer and Tractor. See above operating, W. Helena, Ark., Nov. 11 thru 20. One 5-H.P. Single Phase, 60 cycle, 110-220 Motor (first class, inspected at Shelby Electric Co., Memphis, Tenn., \$325.00. Top (no Walks), fair shape, for 10 Car Allan Herschell Auto Ride, \$20.00. One Dodge, one Diamond T, long v. h. trucks. Best offer takes. Roll Plates, Fence, Intermediate Plates, Cat Walks for 7-Tab Tilt, \$100.00. Fair condition (not good enough for the best on earth). Address: Dyer's Greater Shows, Box 128, W. Helena, Ark.

FOR SALE
 34-foot Merry-Go-Round, 2 months old, aluminum bodies, fluorescent lights, 3 horse power single phase electric motor, complete with metal ticket box, \$9,500.00 full price; \$3,500.00 down from reliable party. Good year-round location in park. Can be moved. Other business reason for selling. Can be seen at Auction City on Firestone Blvd., near Norwalk, Calif., or write
W. B. KOONTZ
 14834 So. Lakewood Blvd., Paramount, Calif.

FOR SALE
 Smith & Smith Kiddie Airplane Ride, bought June 19, 1948, used 18 days, cannot be sold from new; all in original crates, Fence, Ticket Office, Canvas Top. A real money maker. Must sell due to sickness.
 Price, \$2,400.00 complete.
WILLIAM WERDERITSCH
 1904 S. 40th St., Milwaukee 4, Wis.

WANTED
 Ferris Wheel or Merry-Go-Round and Kiddie Ride and two non-conflicting Concessions for Community Fair at Madison Calver School, Nov. 18-19-20, 1948. Write or wire:
H. M. WHITEHEAD, Prin.
 R. 3, Box 110, Mendonhall, Miss.

FOR SALE
 1946 SPITFIRE, A-1 condition. Cheap. With or without transportation. Ride can be seen at Trailer Village, 11450 Nebraska Ave., House Trailer E-18, Tampa 4, Florida.
CHARLES G. PANACEK

FOR SALE
 Comet, like new, A-1 condition, new paint, cables, entire new launch arrangement, double landing platform. A one-trip Ride. Goes up and down in short time. Used Top for 40-ft. Allan Herschell Merry-Go-Round, \$50.00; 5 Rolls of DAB Music for Artisan 146 Organ, \$10.00.
HOLMAN'S RIDES, Seneca Falls, N. Y.

WANT
SHOWS, RIDES AND CONCESSIONS OF ALL KINDS
 Come to Leary, Ga., this week. Camille, Albany, Moultrie, Carol to follow; then Florida. Out all winter.
 Place two Stock Wheel Agents. Fred Miller, wire me here; important.
 No Percentage or Flats.
DEAFFY CLARK
CLARK & LANKFORD SHOW

CAPELL BROS.' SHOWS
 WISH TO THANK EVERYONE CONNECTED WITH US THIS SEASON, ESPECIALLY THE WORKING MEN, FOR MAKING IT POSSIBLE FOR US TO CLOSE WITH OUR MOST SUCCESSFUL SEASON. THANKS AGAIN! WE ARE NOW LOCATED IN OUR NEW AND MODERN WINTERQUARTERS, near the Fair Grounds in McAlester, Okla., with a crew already at work building new Shows and modernistic fronts. CONFESSIONAIRES, SHOWMEN and USEFUL CARNIVAL PEOPLE, contact us now for 1949 WATCH FOR OUR AD in the CAVALCADE OF FAIRS EDITION of THE BILLBOARD CHRISTMAS-OUTDOOR CONVENTION NUMBER. Address:
H. N. (DOC) CAPELL, MGR., BOX 725, McALESTER, OKLA. (PHONE 1984)

WILL BUY
MERRY-GO-ROUND
 3 or 4 abreast. Write
BOX D-90
 The Billboard Cincinnati 22, O.

HOUSE TRUCK FOR SALE
 Intercontinental 1 1/2-ton, 20 feet long, Aluminum body, mahogany plywood inside, insulated, and recently installed a new motor.
 For information, write to:
O. CANESTRELLI
 P. O. BOX 2150 SARASOTA, FLA.

WANT
DIGGERS
 One set or more. Already framed or just machines. Erie Diggers preferred. What have you?
LOYAL G. STALEY
 536 Vermelle Hot Springs, Ark.

WANTED
 Factory-built Portable Merry-Go-Round Jumping Horses. No junk.
CAPLAN'S
 89 CANNON ST., BRIDGEPORT 3, CONN.

FOR SALE COMPLETE
 High Dive Rigging and Tank that needs no lining, pulley blocks with chain instead of rope, steel fence posts with chain, light strainers, bulbs, switch box, stakes, and spars for tank, guy lines, everything just as I used it. \$1,000.00 cash.
LEO SIMON, El Jobean, Florida

THOS. A. JONES SHOWS
 Now Booking for 1949 Season
 Rides — Shows — Concessions
THOS. A. JONES
 914 Ossington Ave. Toronto, Can.

WANT TO BUY
 One Kiddie Merry-Go-Round, one Kiddie Whip, one Kiddie Auto Ride. Also want to buy "Evans" Big Six Wheels in any condition.
MIKE PRUDENT
 PATCHOGUE, NEW YORK

60 INCH SEARCHLIGHT WANTED
 Will buy with or without power plant
GUY R. CORSON
 Hotel Parkway LaSalle Ave. & 15th St. Minneapolis, Minn.

LAUGHING SAL
 Extra good condition, \$250.00 cash.
FIELDING GRAHAM
 3049 East 32nd St. Kansas City Mo.
 Will be at the Chicago meeting

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 6.—Recent returnees from the road in attendance at the October 28 meeting included Dave and Daisy Marrion, Pat and Mabel Munzo and Jimmy and Josephine Lynch. Larry Nathan was present after spending the summer in Santa Ana, Calif.

Florence Lusby left for New York to visit her sister. Gladys Mackey is in Portland.

C. H. Alton, chairman of the homecoming party, reports the orchestra has been engaged. Event is scheduled Thursday (18). Lucille Dolman, bazaar chairman, reports many articles have been received. Committee members are Joe Steinberg, Jack Kent, Emily Baily, Rose Fitzgerald, Eve Scott and Lucille King.

Glen Loomis recently underwent an operation, and Charlotte Edwards, who has been discharged from the hospital, is recuperating at her home.

Moe Eisenman reported he has donations amounting to \$100 to date to put brass name plates on a table in front of the rostrum. Joe Steinberg donated the money and center table also will include club's emblem.

Meyer Schlom visited. Making short talks were Robert and Nell Robideau, Harry and Martha Levine, George Burmaster, M. H. and Maxine Ellison and Zoe Wick.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

First regular business meeting will be held Monday (15) in the new clubrooms. Club is in need of furniture. Hazel Maddox is chairman of the ways and means committee and anyone wishing to donate to the furniture fund may write her at 2706 Munro Street, Tampa.

A jackpot bingo party was held on the Royal Crown Shows Wednesday (3), with the auxiliary receiving half the money collected. Bingo parties were held each week during the still date season on the Royal Crown Shows, thanks to H. P. Jones, owner of the bingo stand, and Dick Moore, his manager and caller. Evelyn Kleider did a great money-raising job for the auxiliary on the Johnny J. Jones Exposition this year.

Members of the Royal American Shows staged a jamboree which netted a tidy sum for the auxiliary.

Dolly Young, co-owner with her husband of the Royal Crown Shows, is back on the job, recovered from injuries suffered in a car accident in Dothan, Ala.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Nov. 6.—Vice-President Lou Keller presided at the Thursday (4) meeting. Applications for membership from Chester A. Barker and Walter E. Gawle were posted.

The sick list includes John P. Snyder, Alexian Bros. Hospital; Walter Moffett, Henrotin Hospital, and Morris A. Haft, Grant Hospital.

The house committee reported on plans for Thanksgiving Day in the clubroom. Regular meeting scheduled for that day will be held Saturday (27).

Jack Hawthorne will hold a birthday party in the clubrooms Saturday (20). The American Legion post will hold its regular open house Friday (26).

Charles T. Fester, Frank Rizzo, Harry Belenger and Orrin Davenport Jr., were with us for their first meeting.

Present after absences were Earl Newberry, Eddie Gamble, Charles Levine, Irving Malitz, Bob Seery, John Lempert, William Townsend, Ed Kornrumpf and S. T. Jessop.

An independent ticket in the coming election for the board of directors has been presented. The ticket includes Edward Sopenar, Ben Weiss, Jack Hawthorne, Ben Block, Frank Ehrenz, Jack Gilbert, Maxie Herman, Harry Schreiber, Harry Modele, Andy Markham, Jack Weiner, Morris A. Haft, Harry J. Taylor and Al Kaufman.

Members were saddened by the death of Jack Little October 28 in Toronto.

Letters were received from Jack Ruback, E. W. Evans, Ned Torti, Pat Purcell, Robert Hughey and Ben Hyman.

Ladies' Auxiliary

A social was held October 28, in Hotel Sherman. Evelyn Hock, past president, and Viola Blake were hostesses.

Elsie Miller won an apron on the first raffle and a unique guest towel on the second. She donated them to the bazaar.

Mrs. Henry Belden, past president, is confined to her home, with a knee injury. Mrs. L. M. Brumleve, past president, is ill.

Mrs. Belden and Mrs. Margaret Hock have completed arrangements for the open house party and installation dinner. Open House and the Bazaar are scheduled Friday (26) and the dinner Tuesday (30).

International Showmen's Association

St. Louis

ST. LOUIS, Nov. 6.—The first meeting of the fall-winter season was held October 21 and meetings will be held each Thursday night during the next six months. Past President John Francis presided at the opening session and Dave Prevost acted as secretary in the absence of Euby L. Cobb. Leo Lang, treasurer, also was on the rostrum.

New members are Gus Wolf, John Macaluso, C. H. McKnight, Joseph Scarpana, Carl V. Pope, Mitchell Wolf, Eugene Drumm, Jack Coyle, John E. Caito, William N. Chalkias Sr., William N. Chalkias Jr., Russell Longcor, E. G. Reisenbichler, Richard L. Francis, Al Sterner, Tony Barranti, Bennie Acker, Gene Bennett, Johnny Myke, Jimmie Allen, Nick Dellassandro, Julius G. Turov, Dave Goodman, Mark Ellman, M. E. Wiley, James Rounds, James H. Bybee, Emilio Conetta, Eddie Moran, Thomas J. Scherer, Bennie Hazen, Everard Jack Holman and James M. Hays.

National Showmen's Association

154 Broadway, New York

NEW YORK, Nov. 6.—The building fund campaign is gaining momentum. Drive terminates November 22. Recent donations were made by H. B. Shive, Ike Weinberg, Edward Rouch, Morris Finkelstein, Sam Levy, Harry Kaye, H. H. Levess, Morris Gustow, Henry Guenther Sr., Raymond Parker, Al Janpol and George A. Hamid.

Annual banquet to be held in the Hotel Commodore, November 24, is an assured sellout. Sam Rothstein is banquet committee chairman. Fred Murray, Year Book committee chairman, reports that there is no question this year's annual will top advertising figures of all previous issues.

Considerable enjoyment is being derived from the television set donated by World of Mirth Shows.

Recent visitors included William J. Stephens, Carl Manthey, Bill Connors, Frank Abrams, R. C. McCarter, Max Kassow, Morris Batalsky, Louis Candee, Johnny J. Kline, George Traver, Fred C. Murray, George Bernert, Harry Schwartz, Joe Weisman, C. Kosulny, Daniel Krassner, Phillip Groden and Dada King.

Letters were received from President James E. Strates, J. W. (Patty) Conklin, William Rabkin, R. E. Eichelberger, George A. Hamid, Roy B. Jones, Morris Mager, Leon Nowitzky, Henry Tarbes and Robert Buffington.

Dates to remember are the special meeting November 17; Memorial Services in clubrooms and at Ferncliff Cemetery, Sunday (21); annual elections, open house, president's party and building fund awards, Monday (22); get-together night, Tuesday (23); banquet in the Grand Ballroom, Hotel Commodore, Thanksgiving Eve (24).

Ladies' Auxiliary

The meeting Wednesday (3) was presided over by President Queenie Van Vliet. The panel of nominations will be presented at the next meeting by Chairman Blanche Henderson. Anyone wishing an absentee ballot may write for same.

Invitations will be mailed for the president's cocktail party, to precede the annual banquet. You are welcome even tho your invitation may go astray.

Don't forget your drawing books. Send in filled-in stubs plus money. We have more books.

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In Good Condition, \$5,000 Cash.
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Show Folks of America
San Francisco

SAN FRANCISCO, Nov. 6.—October 25 meeting was called to order by First Vice-President Fred Weidmann. Presidential candidates Nate Cohn, Eddie Burke and Henry Balk were invited to the rostrum in the absence of President Whitey Monette and Vice-Presidents Joe Franks and Dan J. Meggs. Mrs. Peggy Steinberg, treasurer of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, also was invited to sit on the rostrum.

Correspondence was read from Felix Burke, J. J. Casey, Jack Christenson, Delores Beames, Country Yeager and Dan Meggs.

Elected to membership were Ruth Houston, Mrs. Julia Smith, Gladys and Johnnie Ford, Joe Walsh, DeLoys Lowell and J. Barney O'Hagan, A. P. Hill, Sylvan Verneau, Ralph O. Hansen, Fred Jones, Frank C. Polk, Spencer Mattson, Ethel M. Jones, Arthur E. Rising, Robert W. Jones, H. L. Richards, Ray Hodges, Harry Sussman, Joe Wallace, S. J. Saprito, Floyd C. Borrell, Dean Nelson, Robert J. Ryan, John D. Schmitt, George W. Klein, Arthur E. Anderson, Jimmy L. McKnight, Paul E. Dawson and Earl Owens.

These guests and members were introduced: Ruth Houston, E. S. Fitzgerald, Charles Albright, Dave McCarron, Mickey Hogan, Gene Rosencrantz, Tony DeFabros, Doris Monette, Mr. and Mrs. Crossley, Leo Cavanaugh, Ralph Hansen, Blackie Shapiro, C. L. and Helen Andrews, Happy Owens, Mr. and Mrs. Leon Fielding, Mr. and Mrs. Roy Pursley, Joe and Violet Exler, John McKinnon and Irwin C. Foster.

A minute of silence was observed in memory of Mrs. Irwin C. Foster and Teddy Texeira's mother. Council Raiford, vice-chairman of the board of directors, said a report on the contract and payments made for Showmen's Rest at Olivet Memorial Park here would be made at the next meeting. Joe Franks is ill at his home. Gene Rosencrantz visited Shorty Handwerk and Harry Meyers at Willitts Hospital. Both are recovering from injuries and burns caused by an exploding heater.

Ladies' bingo game will be resumed at the next meeting. Marie Burke won the Pot of Gold of \$66.50. President's March to the Clown's Head, for the Christmas Dinner fund, netted \$24.

Charles Albright presented a check for \$347.50, Bill Pearl one for \$116.50 and Roy Pursley one for \$262 to the cemetery fund. Checks were from Foley & Burk Shows, Margaret McCloskey, Greater Centennial Shows, and Polish Fisher's Golden West Shows. Reports of the money collected on the Earl Douglas and West Coast shows were read and posted in the lobby. New members Fred Jones and Spencer Mattson each donated \$5 to the cemetery fund.

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Pacific Coast
Showmen's Association
1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Nov. 6.—Vice-President Joe Krug presided at the regular Monday night (1) meeting with C. E. (Candy) Moore, veepee; Al Weber, treasurer, and Ed Mann, secretary, on the rostrum.

Leonard Parsons, of Ferris Greater Shows, was voted into membership. Jack Kenyon purchased one chair and Jack Linn three. Harry Fink, past president, contributed \$50 to the furniture fund.

Present after absences were Whitey Bahr, Frank Nelson, Frank Bennett, Charlie Austin and Bill Holt.

Clarence (Fat) Allton, chairman, reported plans for the banquet and ball are moving along well.

Minutes of the previous meeting were read. At this session, on the rostrum were Krug, Moore and Al Flint, executive-secretary. Doc Zeiger and Dr. Ralph Smith were invited to the rostrum, recently built by Harry Deneau and Harry Hargraves.

A letter from Bud Douglas was read and a check for \$98.75 was enclosed from receipts of a bingo game on Douglas Greater Shows. Slin Wells sent a check for \$283.60 for the club from Imperial Exposition Shows. Eddie L. Warner, of the Douglas Shows, also attended.

Joe Soderberg has been discharged from the hospital. Red Hildebrand is reported recovering in Portland, Ore., and Mike Herman is on the well list again.

Visitors to the rooms included M. M. Buckley, Ray Holding, Tommy Rhodes, Jack Glassman, Ed Kennedy, Danny Callahan, Lee Brandon, John O'Kelly, Hank Dickens, George Marston and Jack Kent. Frank Nelson was in town from the Browning Bros. Shows for the first time since 1942.

Members of Crafts Exposition Shows, including W. Lee Brandon, general agent, and J. W. Gilman, secretary, visited the club rooms, en route to Phoenix for the Arizona State Fair.

Harry G. Seber advised that 15 tickets were being reserved for PCSA members at the Show Folks of America banquet and ball in the Palace Hotel November 30. The membership also was advised to get their tickets early for the PCSA event, scheduled December 14 in the Biltmore Hotel. Joe Krug, who presided, revealed that Larry Ferris, of Ferris Greater Shows, had purchased 20 tickets and was bringing about 18 fair-secretary managers.

Louis Rosenberg, of Pittsburgh, now with the Crafts Shows, was a visitor.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Nov. 6.—Monday meeting (1) was presided over by President Harry Stahl. Also on the rostrum were Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Jack Dickstein, past president, and Leonard Simons, club attorney.

Bernhard Robbins and George Harris were named to represent the club at the fair secretaries meeting Friday (5) in Lansing, Mich. Max Kahn and Ben Morrison were appointed co-chairmen of the entertainment committee. Kahn reported the Halloween Party netted a substantial profit.

Manny Brown, Frank Koss and Charles Westerman are on the sick list. Memorial services will be held Sunday (14) in the clubrooms, in conjunction with the Ladies' Auxiliary. Members who died during the year include Anna Mae Bauer, past-president Louis Margolis, William A. Clune, Edward B. Collins, Clarence Rivers, Joseph Pizara, Herman Goldberg and Winfield N. Cooper.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 6.—Meeting Tuesday (2) was presided over by President Lucille Hirsch. Also on the rostrum were Edith Streibich, first vice-president; Mae Oakes, third vice-president; Claire Sopenar, treasurer, and Mariana Pope, financial secretary.

Invocation was given by Bessie Mossman, chaplain pro tem. Corresponding Secretary Josephine Glickman read mail from Cecil and Esther Meyers and the National Showmen's Association. A report on proceeds from the rummage sales was made. Members who donated their services were: Irene Coffey, Lucille Hirsch, Pearl McGlynn and Edna Stenson. Jeanette Wall, Ann Sleyster, Fred and Veronica Potenza and Grace Lynn made an appearance later in the day. Sympathy was extended Myrtle Hutt Beard on the death of her father, J. W. Hodges, who passed away in Fargo, N. D. It was reported that Ruth Martone, of Kansas City, has a broken leg.

Another bond was presented by Claire Sopenar, custodian of the bond club. Evening award, donated by Ann Sleyster, was won by Josephine Glickman. Isabelle Brantman and her house committee of Violet Watson, Agnes Barnes, Josephine Glickman and Gussie Breger will be in charge of refreshments.

Helen Weltour is in charge of table decorations for the banquet and Grace Lynn will be emcee. Donations

Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Nov. 6.—First regular meeting was held on Monday (1) with 70 members in attendance. President Charles Denny presided. Don Hanna, treasurer, read good financial reports on the general, cemetery and relief funds. Twenty-five new members were initiated.

Out-of-town showmen on hand included Larry Nolan, owner-manager of Nolan Shows, who gave an interesting talk on showmen's clubs. O. N. Crafts, owner, Crafts 20 Big Shows; Roger Warren and Harold Mook.

A buffet lunch was served and President Denny won the pot of gold. Recent visitors included Lee Brandon, general agent, Crafts 20 Big Shows; Mr. and Mrs. Whitey Andrews, Ken W. Drake, Bones Hartzell, Bill McSparron, Sammy Coners; Jack, Sam and Frank Shaffer; Tom Cullis, Kim Keys, Jewell Taylor, Ruth McMahon, Johnnie Hicks, Joe Applegate, Charles Monroe, Ike Caston, Steve Lucas and W. L. Pint.

for raffles at the open house were received from Whitey Lehrter and Marie Broughton, an electric clock; Pearl McGlynn, a hand-made baby afghan, and Lucille Hirsch, a table lamp.

Gussie Breger, Ruth Clinton and Mina Herbert were welcomed after absences.

EDDIE BURKE
FOR PRESIDENT
SHOWFOLKS OF AMERICA, INC.
SAN FRANCISCO CHAPTER No. 2
Sponsored by the Following Members:

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| J. C. "Blackie" Gordon | J. W. Olgardt | Albert Spiller |
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| Tony Gallo | Frank Evers | Beverly Stevens |
| Chas. Handwerk | E. Whitey Bartley | Barney Stevens |
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| Peter Herman | A. R. Ball | Frank Moore |
| Roy Hodges | Ed E. Cowan | Florence McConnell |
| Carolyn "Billie" Hodges | J. E. Cronin | Lester Schock |
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- (Signed) HARRY SEBER, Past President
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For Sale—COMPLETE MOTORIZED CARNIVAL—For Cash

6 modern Rides. Fun House complete, mounted on tractor and trailer, 50-Kw. Transformer and tractors, trailers and trucks to move above equipment. Also Corn Game, complete in every detail with stock truck and lumber truck.
32-ft. Allan Herschell Little Beauty Merry-Go-Round with Organ, new Top. No. 5 Ell Ferris Wheel (Wheel 2 years old, steel seats). 8-Car Octopus. 24-Seat Chair-plane. 2 Kiddie Rides. Auto and Airplane. Fun House complete on tractor and trailer. 50-Kw. Transformer mounted on closed trailer that hitched behind truck.
This equipment in exceptionally good shape, and should be seen to be appreciated. An A-1 Motorized Carnival, complete in every detail.

PRICE, \$30,000.00 (THIRTY THOUSAND DOLLARS)

No deals or trade. Equipment can be seen in Kansas City, Mo.

TO BE SOLD COMPLETE. WILL NOT BREAK UP ANY PART.

6 Rides, 4 Tractors, 4 Semi Trailers, 4 Trucks, 2 Custom-Built Closed Trailers that hitch behind trucks, 50-Kw. Transformer; lots of extras, such as Electric Drill, Tires, Paris, etc.

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WANT FOR CHOICE COTTON AND RICE SPOTS IN ARKANSAS WANT

First-class Cook House, \$35.00 per week. No Grease or Grab Joints. Girl Show, with or without top, with at least two girls. (French Beautard, call or wire C. S. Noell.) Can place any worth-while Shows except Animal. Can place Concessions of all kinds that work for stock, no exclusive. The Big One this week, Stuttgart, Arkansas, Rice Festival, two blocks off Main Street. Further route information given to folks who wish to join. WIRE, CALL OR COME ON.

CONTACT: H. V. PETERSEN, MGR., OR C. S. NOELL, GEN. REP.

B. & H. AMUSEMENT CO. WANTS

FOR SUMTER COLORED FAIR, WEEK NOV. 15 THRU 20

Pop Corn, Peanuts, Candy Apples, Floss and all Concessions working for stock. Percentage sold. Will book Cookhouse, Grab, Bingo, also Kiddie Rides, Octopus and Fly-o-Plane. Want Performers and Musicians for Minstrel Show. Will book any Show except Girl Show on 30-70 basis. All letters and wires to:

W. E. HOBBS
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P.S.: Helen McKinnon and Ben Holliday, can place you.

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CAN PLACE FOR NOV. 15
SHOWS OF MERIT. RIDES NOT CONFLICTING.
LEGITIMATE CONCESSIONS OF ALL KINDS.

Lions' Club Festival, Winter Park, Florida; then one or two weeks in Miami.

Wire: This week, Americus Colored Fair, Americus, Ga.

P.S.: Open again about January 10.

WANT TO BOOK OR BUY FOR CASH

KIDDIE RIDES OF ALL KINDS

FOR ALL WINTER'S WORK IN FLORIDA. ALL REPLY TO

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Shows, Rides and Concessions for No. 2 Show. Out all winter. Will book, buy or lease Terraplane, Wheel or Jenny at once. Want strong Jig Show, Side Show, Fun House, Arcade. We are out to make money. Show opens Nov. 15th in South Georgia; a good, strong route; play in towns of not less than three thousand population. Wire or call

RAY GARWOOD, Patterson Hotel, Valdosta, Georgia

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Colored Performers, Stage Manager, Chorus Girls and Musicians for one and two night Minstrel Show. Out all winter in Florida. Would consider organized show. Address all mail to

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\$305.00 F. O. B. Dallas, or save \$100.00, build in your city; easy-to-follow blueprints furnished. Built on sturdy two-wheel trailer of 14 gauge and 3/16" steel. Has wiring frames, all steel safety lead trap; 6,00x16 tires, two inside spots, two outside floods. Will stand inspection anywhere. This gallery has played all principal State Fairs. Send \$5.00 for specifications and blueprints NOW and get top money in 1949. **DALLAS CARNIVAL EQUIPMENT CO., 6201 Second Ave., Dallas, Texas.**

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Kiddie Auto and Swings. One location till April. Give you 25%, operate myself after set-up. Homer Finley, wire. First-class Rides in Florida only. Inquire:

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535 11th Ave., North St. Petersburg, Florida

Carnival Routes

Send to
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: Fayette, Miss.
- American Midway: Corpus Christi, Tex.
- Barlow's Big City: Dell, Ark., 8-14; Ketsler 15-17.
- B. & H.: Salley, S. C.
- Blue & White: Coldspring, Tex.; Shepherd 15-20.
- Bohn, Carl, & Son: Rondo, Ark.
- Burkhart: Parkdale, Ark.
- Capital City: (Fair) Fort Gaines, Ga.
- Central Am. Co.: (Fair) Pembroke, N. C.; (Fair) Beaufort, S. C., 15-20.
- Cetlin & Wilson: (Fair) Sumter, S. C.
- Clark & Lankford: Leary, Ga.; Camilla 15-20.
- Cotton State: Sandersville, Miss.
- Crafts Expo.: (Fair) Phoenix, Ariz., 8-14.
- Crystal Expo.: Alma, Ga.
- Dudley, D. S.: Rule, Tex.
- Dumont: Lumberton, N. C.
- Dyer's Greater: West Helena, Ark., 11-20.
- Franklin, Don: (Fair) Kingsville, Tex.
- Geitsch, J. A.: Vicksburg, Miss.
- Georgia Am. Co.: Woodbury, Ga.; Greenville 15-20.
- Great Sutton: Belzoni, Miss.
- Greater United: Laredo, Tex.; season closes.
- Harris United: Tyler, Tex.; Henderson 15-20.
- Harrison Greater: (Colored Fair) Charleston, S. C.
- Henson, J. L.: Carencro, La.; Breaux Bridge 15-20.
- Inland: Ketsler, Ark.; Etowah 15-20.
- Kaus, W. C.: Meridian, Miss.
- Keystone Expo.: (Fair) DeFuniak Springs, Fla.; (Fair) Milton 15-20.
- Lamb, L. B.: (Fair) Apalachicola, Fla.
- Lane, Sammy: Earle, Ark.
- Lankford's Overland: Edison, Ga.
- Lottridge, Harry: Tifton, Ga.; Moultrie 15-20.
- Magic Empire: (Fair) Hattiesburg, Miss.
- Majestic Greater: (Colored Fair) Greenwood, S. C.
- Marlon Greater: (Fair) Barnwell, S. C.
- McCall, Jim: High Springs, Fla.
- Orange State: Miami, Fla., 8-20.
- Palmetto Expo.: Denmark, S. C.
- Penn Premier: (Colored Fair) Asheboro, N. C.
- Pepper's All-State: Golden Meadow, La.
- Pine State: Macclenny, Fla.
- Playtime: Catron, Mo.
- Pleasureland: Doerun, Ga.; Newton 15-20.
- Prel's Broadway: Savannah, Ga.; Orlando, Fla., 16-27.
- Rafferty, James M.: Warsaw, N. C.
- Rosen, H. B.: Philadelphia, Miss.
- Royal Crown: St. Petersburg, Fla.
- Royal Expo.: Tavares, Fla.
- Shan Bros.: (Fair) Valdosta, Ga.
- Smith, Casey: Spiro, Okla.
- Starlight Am. Co.: Port Lavaca, Tex.
- Starr, Joe: Conroe, Tex.
- Stephens, C. A.: McCallville, S. C.
- Strates, James E.: Jacksonville, Fla.
- Tassell, Barney: (Colored Fair) Americus, Ga.; Winter Park, Fla., 15-20.
- Texas Expo.: Baytown, Tex.
- Tinsley, Johnny T.: Zebulon, Ga.
- Tivoli Expo.: Stuttgart, Ark.; Lake Village 15-20.
- Tri-State: Sunshine, La., 8-14.
- United States: Fort Gaines, Ga.
- Utah Expo.: Ajo, Ariz.
- Wallace & Murray: Moultrie, Ga.

Circus Routes

Send to
2150 Patterson St., Cincinnati 22, O.

- Clyde Bros.: Cedar Rapids, Ia., 7-10; Iowa City 11-12; Ottumwa 13-15; Oskaloosa 16-17; Des Moines 18-20.
- Dales Bros.: Fayetteville, N. C., 9; Lumberton 10; Laurinburg 11; Hamlet 12; Florence, S. C., 13.
- Dalley Bros.: Abilene, Tex., 9; Weatherford 10; Cleburne 11; season ends.
- Davenport, Orrin: Rochester, N. Y., 15-20.
- Hamid-Morton: (Auditorium) Atlanta, Ga., 8-17.
- Polack Bros. (Eastern): Schenectady, N. Y., 8-13; Baltimore, Md., 15-21.
- Polack Bros. (Western): (Auditorium) Harlingen, Tex., 9-11.
- Ringling Bros. and Barnum & Bailey: Raleigh, N. C., 9; Durham 10; Greensboro 11; Charlotte 12; Greenville, S. C., 13; Atlanta, Ga., 15-16; Gadsden, Ala., 17; Birmingham 18; Montgomery 19; Columbus, Ga., 20.
- Rogers Bros.: Brantley, Ala., 9; Geneva 10; Shocomb 11; New Brockton 12; Fort Gaines, Ga., 13; Cuthbert 15.

Misc. Routes

Send to
2150 Patterson St., Cincinnati 22, O.

- Evans, Harry Ike, Show: Chadron, Neb.
- Pan-American Animal Exhibit: Bainbridge, Ga., 10-11; Arlington 12-13.
- Skating Vanities of 1949: (Auditorium) Oklahoma City, Okla., 9-14; (Auditorium) Memphis, Tenn., 16-21.

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Experienced Promoter, Showman and Agent for Thrill Shows, High Acts, Rodeos, Races, Carnivals, Special Events, Donkey Games, Contests. Have 1948 Station Wagon, Sound Car, Capable Announcer. Emcee, sober, reliable. Prefer South, Texas, California. Can join on wire or letter stating salary and details in first letter or wire.

CAPT. JACK-O-DIAMONDS LEWEDAY

401 E. Polk St. Harlingen, Tex.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Nov. 6.—Lat-est to signify their intention of attending the association's 15th annual meeting in Hotel Sherman, Chicago, November 29-30, are John Gecoma, Bright Lights Exposition Shows; L. H. Garman, Sunset Amusements, and Ted Woodward, Midwestern Exposition Shows.

Receipt of \$30 from the Sunset Amusement Company, a donation to the public relations fund has been acknowledged. Consideration is being given to what action should be taken regarding the recent amendment to the local ordinance in Rock Island, Ill., which stipulates a \$200 per day carnival license fee.

Federal Trade Commission fur-nishes a copy of proposed rules being considered for adoption in connection with the regulation of trade practices in the canvas industry.

Internal Revenue office's figures show that during the third quarter of 1948 the government received \$2,342,000,000 in admission taxes as against total receipts of \$2,087,000,-000 for the second quarter of 1948 and \$2,321,000,000 for the third quar-ter of 1947. In other words, 1948's third quarter was 21 million greater than for the same period of 1947 and 255 million ahead of 1948's second quarter.

Charles Taylor To Produce Six Negro Midway Shows

CHICAGO, Nov. 6.—Charles Tay-lor will produce six Negro revues to go out with carnivals in '49, it was announced at his headquarters here. All will be ready for spring opening, it was said.

The No. 1 company, which will offer Sax Carrie and his ork, who recently recorded *Thursday Night Blues* and *I'll Never Leave You, Baby*, already has been contracted for Hennies Bros.' Shows.

Taylor this year had units with Cavalcade of Amusements, Royal Crown Shows and Ray Marsh Bry-don.

Name SLA Registration Committee for Chi Meets

CHICAGO, Nov. 6.—Sid Jessop has been named chairman of the regis-tration committee of the Showmen's League of America for the coming conventions of outdoor show groups here at the Hotel Sherman. Mem-bers will man the customary regis-tration booth in the hotel lobby.

Besides Jessop, others on the com-mittee are Walter F. Driver, George A. Golden, John W. Gallagher, Joseph M. Panesa, Nieman Eisman, James Campbell, John Lempart, Morris Pivor, Jack Hawthorne, Whitey Lehrter, George W. Johnson, George Olsen and Rube Liebman.

GLENN HYDER

COME TO CORPUS CHRISTI THIS WEEK

DON BRASHEAR

AMERICAN MIDWAY SHOWS
Corpus Christi, Tex., this week

FOR SALE

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**DATED NOVEMBER 27
ADVERTISING DEAD LINE
NOVEMBER 17**

Ruhlmann Lists 10 Rules For Lexington's Success

By Bill Love

HYATT RUHLMANN, of East Liberty (part of Pittsburgh), Pa., an operator since 1908, believes that the roller rink business is much the same wherever it exists, regardless of geographic location. With this in mind, in the hope that they will prove helpful to other owners, he sent to *The Billboard* the "Ten Commandments" to which he credits the success of his Lexington Roller Rink.

Here they are:

1. Keep the entire rink spotless. It is a second home for skaters and should be healthfully and attractively clean.
2. Make rest rooms like combination home bathrooms and living rooms. This is a detail which cannot be overemphasized.
3. Watch the conduct of skaters. Be polite and firm with first offend-

ers. Repeat offenders should be dealt with in no uncertain terms.

4. Hire professionals with charming personalities instead of ones who are just champions with nothing else to offer. The pro should be able to conduct the business while you are away. Don't let him or her become (See Ruhlmann Lists on page 93)

Chance Slight For Slash of Admission Tax

WASHINGTON, Nov. 6.—The change in congressional control this week leaves the chance for a reduction in the 20 per cent tax on skating admissions no brighter than before, despite the potential introduction of numerous excise-cutting bills when the 81st Congress takes over in January.

In view of the heavy spending necessary for foreign relief and defense, President Truman is considered certain to continue his opposition to slashes in excise rates, especially on so-called luxury items and services. At present the tax on admission to rinks, theaters, sporting events, etc., is bringing in about \$40,000,000 a month in revenue.

Many congressmen are opposed to a continuation of wartime tax rates, feeling that excises hamper business, but it is questionable if enough legislators share that view to override administration wishes.

Eastern P'kway Hockey Tryout Clicks Solidly

BROOKLYN, Nov. 6.—Metropolitan New York rink people were frankly amazed at the success of the election day amateur roller hockey demonstrations at Eastern Parkway Rollerdom. Both the size of the turnout and the quality of play by teams brought in from city side (See Eastern Parkway's on page 93)

Vic Brown's Promotional Career Subject of INS Press Feature

CINCINNATI, Nov. 6.—An interesting yarn by the International News Service, detailing the story of Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., was carried in a recent edition of *The Cincinnati Enquirer*. The article dealt with Brown's long career as a sports promoter. Altho he never received the public recognition accorded such promoters as C. C. Pyle, Tex Rickard and Mike Jacobs, Brown was equally successful, the INS scribe reported, running "a shoestring into millions."

Brown has promoted such events as boxing and wrestling matches, rodeos, roller skating and six-day bicycle races, walkathons and midget auto races — practically anything that would draw crowds. He entered the sports field before World War I as

a jockey, and when 13 years old was riding for the Blue Grass Farms in Kentucky. In 1915 he piloted a nag in the Kentucky Derby. Brown's jockey career ended when he suffered a skull fracture in a fall on a Cuban track. When the war broke out Brown was playing semi-pro baseball in New York. The Buffalo team, short a second baseman, signed Brown, but his tenure there was of short duration. "Vic couldn't hit enough to dent a cream puff with his bat," the article relates.

Then followed a hitch in the cavalry at Fort Sam Houston, Tex., as (See Vic Brown's Career on page 93)

Map Int'l Hockey Schedule

DETROIT, Nov. 13.—Plans for an international hockey league schedule are to be drafted at a meeting here this week-end, according to Orville W. Godfrey, manager of Arcadia Rink. Schedule will include Toronto, London, Saint Thomas and Windsor, Ont., according to Godfrey, who is president of the Michigan-Ontario Amateur Roller Hockey League.

Ted Tyler Sets School Skating Classes in Det.

DETROIT, Nov. 6.—Grand opening of Skateland-Danceland in River Rouge was held October 22, with skaters from other rinks, including at least two national champions, attending to do an exhibition. The rink, operated by Ted Tyler, has a new policy of dancing on Saturdays, private parties on Mondays, and skating on other nights.

Alden Sibley, former national contestant, has turned professional and taken a position at the rink, which recently joined the Roller Skating Rink Operators' Association of the United States.

A tie-up with River Rouge High School was worked out by Tyler this fall, whereby skating has been made part of the school's athletic program. Since the opening of school, seven classes have been held on Fridays, with approximately 400 girls enrolled (See Tyler Sets on page 93)

Special Events Del Monte Draw

MONTEREY, Calif., Nov. 6.—Del Monte Rollerdom here, celebrating Halloween and its first anniversary on October 31, drew fine crowds at afternoon and evening sessions, reports Manager Paul J. Gilbert. Considerable advance publicity given the events by a local newspaper was responsible in a great measure for their success, Gilbert said.

Skaters from Salinas, Carmel, Pacific Grove, Pebble Beach, Seaside and Watsonville were on hand during the afternoon to see rink championship contests conducted by Del Monte Skating Club.

Results: Free style (boys), Boyd (See Del Monte Events on page 93)

Hakim Planning Conversion

DETROIT, Nov. 6.—Shad D. Hakim, who recently bought Fairview Gardens here, will convert it to a roller rink next fall when the present lease on the property for use of sports events expires. It was a well known East Side rink about 15 years ago.

Moor Living in Cincinnati

CINCINNATI, Nov. 6.—E. M. Moor, for many years connected with Carey's Carman Roller Rink, Philadelphia, left his post there recently to live in retirement in suburban Pleasant Ridge here. Moor said his health has not been good in recent years.

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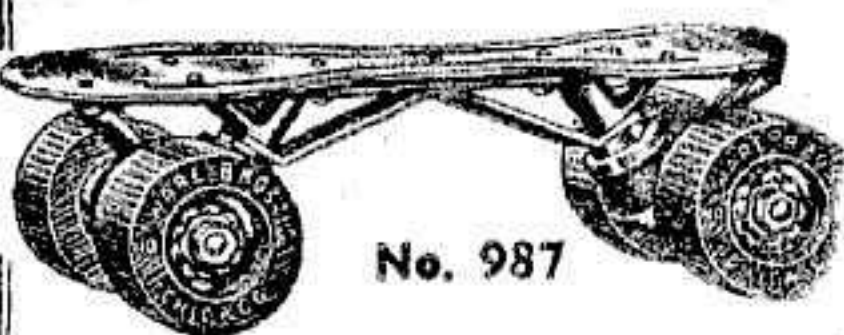
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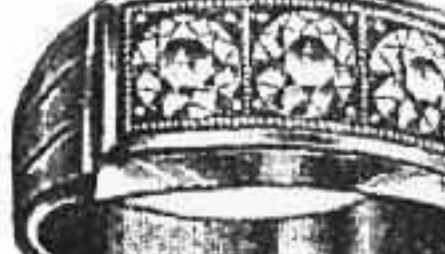
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PARTNER, PROMOTER FOR HIGH CLASS attraction. The original "Stella," life size nude masterpiece. Plenty publicity, drawing power. Suitable for display in nite club, bar, concession. Box 374, Billboard, 1564 Broadway, N.Y.C.

SELL \$1.50 VALUE FOR \$1 AND MAKE 95¢ profit on every dollar sale. Rush name for facts. Terrill, Bogard 9, Mo. no27

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A Large List of Second-Hand Coin Machine Bargains will be found on page 94 of this issue.

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ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Rhinestone G-Strings, \$7.50; complete Strip Outfits in stock. Orientals, etc. C. Guyette, 816 W. 45th St., New York 19, N. Y. Tel. Circle 6-4137.

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(Continued on page 84)

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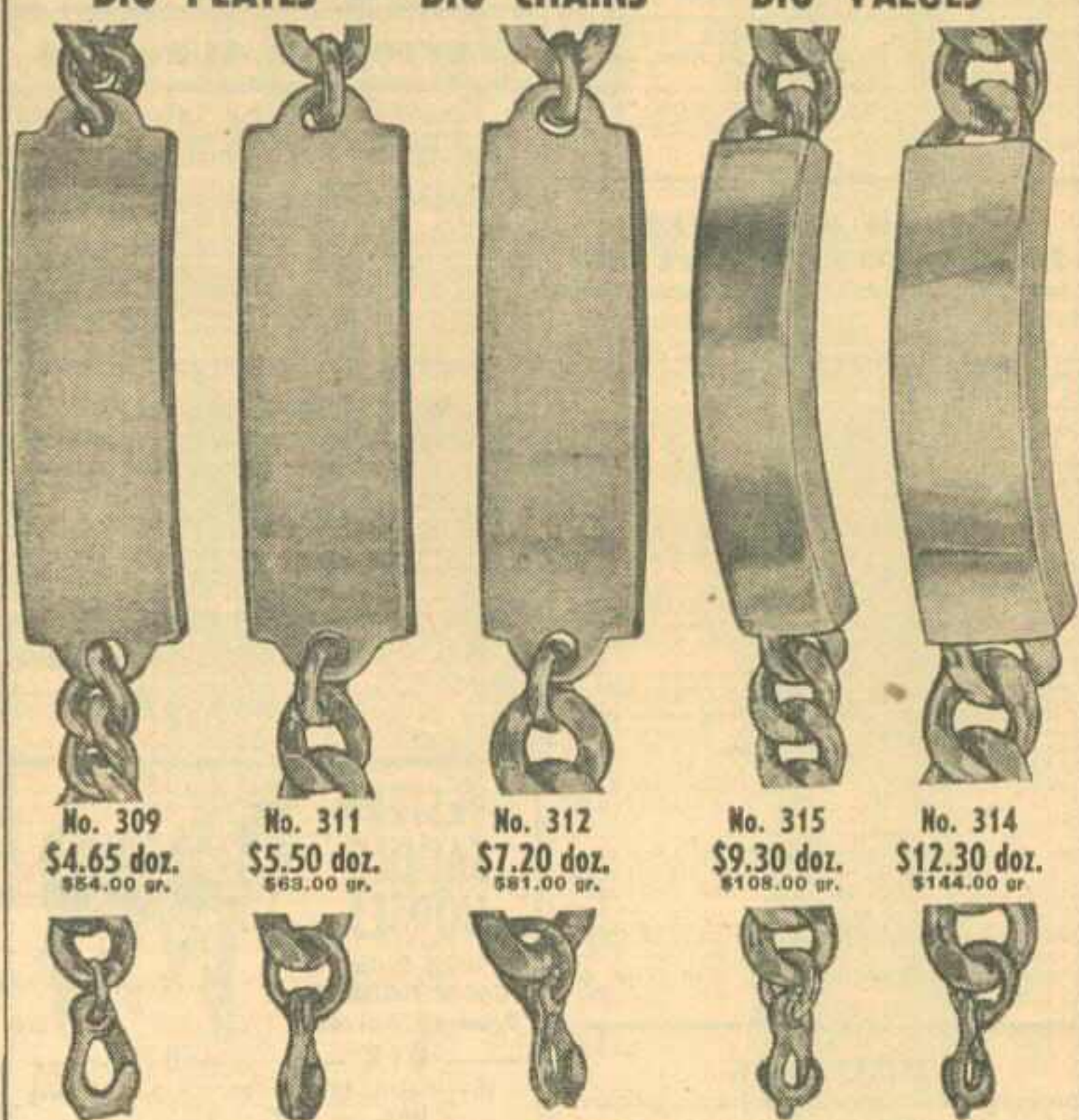
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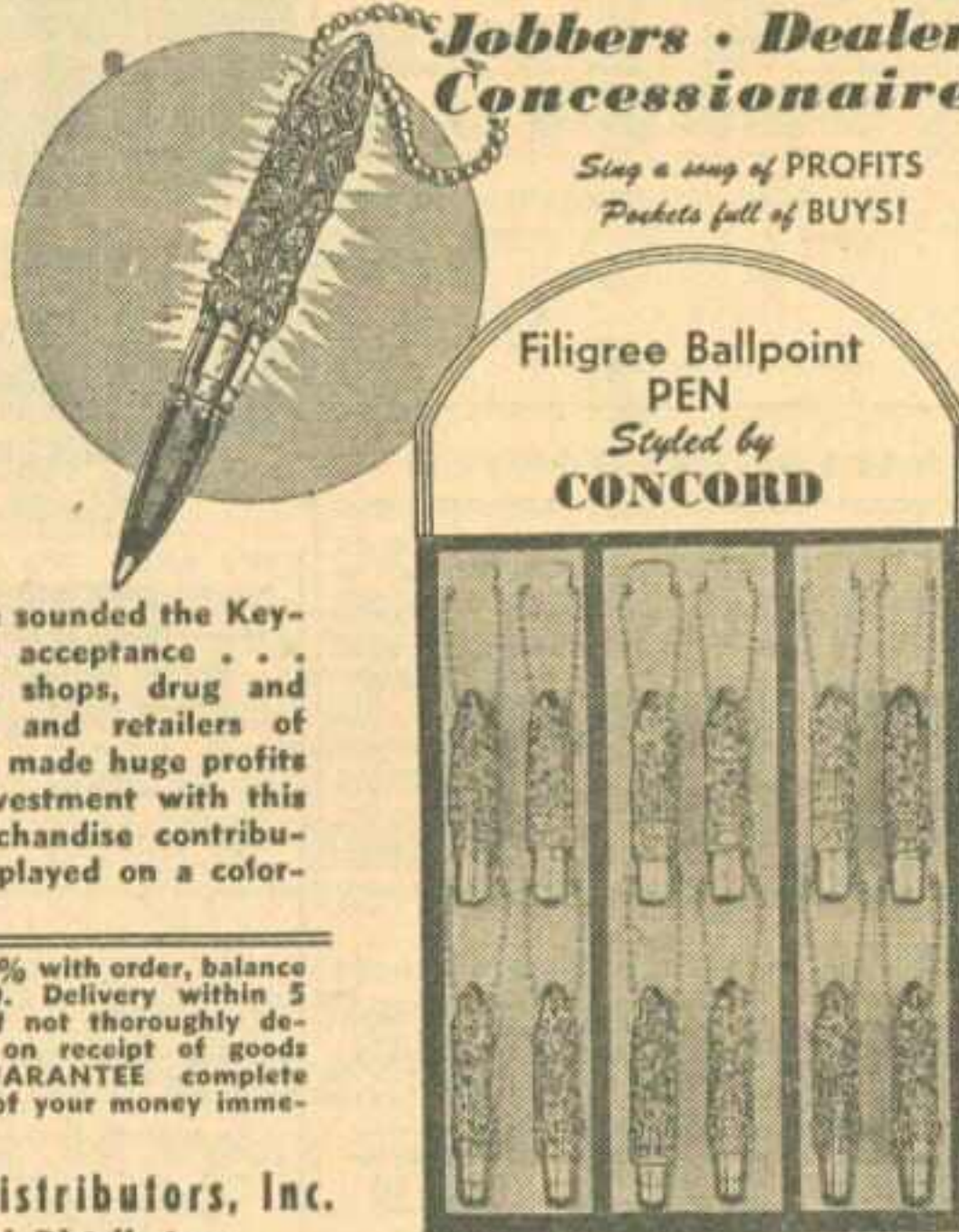
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 per doz. in gross lots (\$51.00 per gross)

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.

CONCORD Distributors, Inc.
 Nat'l Mfrs. and Distributors
 246 FIFTH AVE. NEW YORK 1, N. Y.

Filigree Ballpoint PEN
 Styled by **CONCORD**



SAMPLE DOZEN ON CARD \$5.40

RUSH YOUR
ADVERTISING
COPY
TODAY



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

LAST FORM
CLOSES
NOV. 15

HOTTEST NOVELTY

Sensation Today!

"KEY-HOLE KUTIES"

... an adjustable telescope on a gold plated key chain, featuring a fine natural color photo of Hollywood's

MOST ATTRACTIVE MODELS

... sharp lens gives the model a "ready-to-step-out" appearance. It's terrific! Can be displayed on retail counters.

FREE

Your "Ad" imprinted on all items we manufacture.

\$4.20
Per Dozen

MINIMUM
ORDER
2 DOZEN

Sells after one look!

We can still make delivery on our previously advertised item.

\$12.00 Per Gr. \$10.80 in 5 Gr. Lots. Sample 25c.

RUSH \$1.00

for a sample assortment of all items we manufacture. Carnivals and Circuses—you can win BIG SCRATCH with my outfit. Am Member of Pacific Coast Showmen's Association. Get Your Spring Bank Roll RIGHT NOW.

To my many friends... this is Benny Stone (Benny Feinstein), formerly with Paul Olson Concessions.

WIRE—WRITE OR PHONE **STONE NOVELTY COMPANY**

601 S. VERMONT AVE., LOS ANGELES 5, CALIF. PHONE: FAIRFAX 1363

GUARANTEED WRIST WATCHES! SENSATIONAL MONEY-MAKING VALUES

SPARKLING NEW MERCHANDISE—NOT REBUILT



- Shock and Water Resistant!
 - Radium Hands and Dial
 - Red Sweep Second Hand
 - Stainless Steel Stretch Band Fits All Wrists
- 7 JEWEL SWISS NURSES WRIST WATCH
 - Black Cord or Leather Band
- SWISS CHRONOGRAPH WRIST STOP WATCH
 - 2 Button Stop
 - Radium Dial
 - Sweep Second Hand

25% with order (FOB St. Louis) Balance COD • Immediate Delivery

MARVEL WATCH CO. 501 PINE ST. ST. LOUIS 2, MO. WRITE FOR FREE CATALOG

6,000 SMASH HITS—IN 388 PAGE WHOLESALE BOOK

Doublers, agents, salesmen and jobbers, you will find this book... Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money-back guarantee is a source of confidence to all before supply is depleted.

SPORS CO.
11-48 LAMONT LE CENTER, MINN.

SELL STORES AND DIRECT TIES Direct From Manufacturer. Largest Assortment of Latest Patterns.

\$8.50 Doz. 3 Doz. \$18. FAST \$1 SELLER. YOU MAKE \$8.00 PER DOZEN.

Special Price on Gross Lot Orders. OTHER ITEMS—FREE CATALOG.

EMPIRE CRAVATS 648 Broadway New York 12, N. Y.

ATTENTION! GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities
- Stone-set and plain angles as follows: hearts, stars, clovers
- crescents • beaded hearts • wagon wheels
- crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls
- 3-stone ring top or beaded stock • Beaded and wire
- Plain findings such as crosses • anchors • sowknut pins • springings • earrings • swivels • chains • plain and twisted hoops • earwires • caracrews, etc.
- Hoop earrings • earrings for pierced and unpierced ears • Hand-made adjustable handle bracelets • Wire knot rings of rolled gold plate • Pearl plates of small shell • Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

EMROW JEWELRY CO.
Box 93, North Station, Providence R. I.
Buy Direct From Manufacturer and Save

PATENT FOR SALE

Attention, Novelty Manufacturers: A real money-maker novelty, a noisy Walking Stick. Sell to conventions, circuses and carnivals. Selling patent outright. Make me an offer. Patent No. 2,058,845.

PASQUALE MARINACCI
708 Wolf St., Syracuse, N. Y.

PERSONALS

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 11 St., Houston, Tex. no20

FRED SCIFRES, OR ANYONE KNOWING whereabouts, call Ruth Hill, Wood River, Ill., collect immediately. Donna has pallo.

LISETTE: DARLING, YOU ARE SLOW. WHEN do we meet 7 1/2? Will try Hollywood next year, George.

PHOTO SUPPLIES DEVELOPING-PRINTING

BEA LUGOSI — "BOWERY AFTER MID-NIGHT," 7 reels, 16mm, SOP, print like new, beautiful recording, roadshow special. \$80.50. Trades accepted, bargain lists sent. Mogul's, 68 W. 48th St. (B1), New York 19, N. Y.

COMIC FOREGROUNDS AND BACKGROUNDS in stock. Christmas Cards for 1 1/2 x 2 and 2 1/4 inch photos. Photo Rings, Mounts, Photo Novelties, Free Literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. de4

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES. Write for price list. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no27

DIME PHOTO OUTFITS (CHEAP)—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. de26

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. de4

NO NEGATIVE—SEND PICTURE AND \$1.00 for new negative and two Postcard Enlargements. Curiophoto, 1187 Jerome Ave., New York 52. no20

TWO ENLARGEMENTS AND NEGATIVE FROM your Moviefilm. Send frames and one dollar. Curiophoto, 1187 Jerome Ave., New York 52. no20

PRINTING

BUSINESS CARDS, 1,000 for \$5—LETTER-heads, Envelopes, etc. Circular free. Diehl, 112 Alice St., Sunbury, Pa. no18

CHRISTMAS CARD CALENDARS, IMPRINTED with name and business, \$4.00 per 100. Free samples. Ace Press, Clearwater, Fla. de4

MIMEOGRAPHING—500 COPIES, \$3; 1,000 copies, \$5, 8 1/2 x 11, postpaid, Leonard Austin, Laramie, Iowa.

"SHOWY" WINDOW CARDS—14x22" NON-bending, flashy 2-color bold type; 100, \$10; pictorial designs, three-four colors, dances, magic-laug, rinks, orchestras, \$15 cash. Quick service. Solidays Colorprint, Knox, Ind. no20

250 6 1/2 ENVELOPES AND 250 WHITE BOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. no20

3 LINE RUBBER STAMP AND PAD—\$1.00 prepaid. Stampit Co., 189 Jefferson, Memphis, Tenn.

100 LARGE ENVELOPES, 100 8 1/2 x 11 LET-terheads, \$1.75; 2 colors on letterheads, 50c extra. 200 Cards, Statements, Billheads, \$1.25, prepaid. Crown Print, Adelphi, O.

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. no13

SALESMEN WANTED

ALUMINUM GEARED POPPING KETTLES. All electric Popping Units, Peanut Roasters, Copper Caramel Candy Kettles, Display Cases. North-side Co., Indianapolis, Iowa. dec18

HIG MONEY—QUICKLY AND EASILY. TAK-ing orders for complete line Personalized Imprinted Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 450-HI, Roanoke, Va. no27

SELL PLASTIC IMPRINTED COCKTAIL Spoon. Big commission. Decastex Co., New Orleans. no13

SELL TAILORED MADE-TO-ORDER CABA-rine Shirts, the showman's shirt. Bonus plan. Write Style Select Mfg. Co., Council Bluffs, Iowa. no27

SELL RELIGIOUS PHOTO HEARTS—"BEAUTY in Florida," waterproof, life-like colors. Se-lecting you 2 samples, the Crucifix, the Sacred Heart. Manufacturers' price list, large choice assortment, details. Mailing address: Charmio Plastics, Box 944, San Antonio 6, Tex.

Genuine Imported Oriental Design **RUGS** \$34.50 EACH

Be in business for yourself! Glowing Oriental design, heavy 8x12 room size rugs! Perfect quality! Woven 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. C.O.D. **LO-US TRADING CO.** Dept. P-5 20 W. 27th St. New York 1

HORSESHOE Monel Rings

Hand-made, hand engraved. Mother of Pearl inlaid—for lifetime wear. Ladies or Gents. \$18.00 Dozen. Sample, \$2. National Jewelry Co., Dept. T-38, Wheeling, W. Va.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Numan Studios, 1236 S. Halsted St., Chicago 7, Ill. CA. 6-2544. no18

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MY PERSONAL ELECTRIC TATTOO OUTFIT. complete with 45 sheets of designs and stencils. Itemized list free. Milt Zeis, 728 Lesley, Rock-ford, Ill. no27

TATTOOING MACHINES, DESIGNS, COLORS. Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3 de11

TATTOO ARTIST—FRONT LOCATION FOR desirable Tattoo Man in Norfolk's most popular amusement arcade. Sailors galore! Coney Island Arcade, 525 E. Main St., Norfolk, Va.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-chines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. ja8

BALLOON RACER—STATE NUMBER WHEELS and condition, must be priced right. L. White, 17 Highland St., Revere 51, Mass.

WANTED—NEW OR USED COIN OPERATED Radios, in good shape, at reduced price. Box C-173, Billboard, Cincinnati, O.

WANTED—USED RIFLE, SPORT EQUIPMENT. Gross Oil Co., Decatur, Iowa.

(Continued on page 86)

WESTERN SADDLE HORSES

Well Built Highly Polished Bronzed Horses

B1X B2X

10 1/2" tall—12" long 8 1/2" tall—10" long

\$36.00 Per Dozen \$24.00 Per Dozen

Samples Postpaid: \$4.00 Each \$4.00 Each

25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524

... 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. Satis-faction guarantee.

SHOW A SET AND POCKET EASY PROFITS GALORE!

PRICED FOR FAST SALES

At Only \$12.95 per set

YOUR COST ONLY \$9.25 per set

Only \$8.98 in lots of 6

SAMPLE SET ONLY \$9.25. Send 25% deposit, balance C. O. D. You make \$23.82 on only 6 sales. Write today for FREE new 16-page illus-trated catalog complete line wallsets, watches, kitchenware novelties, many more big profit items.

GOLDEN NOVELTY CO.
648 Broadway, Dept. B-22, New York 12, N. Y.

FOLDING CHAIRS

PROMPT DELIVERY

IN STEEL OR WOOD

WRITE FOR CATALOG

J. P. REDINGTON & CO.
DEPT. 28 SCRANTON 2, PENNA.

FATTEN YOUR PROFITS WITH "FATSO"

THE LARGEST BALL PEN IN THE WORLD
BE FIRST WITH "FATSO"



It's New — It's Terrific
"FATSO" WILL SELL ON SIGHT
America's Biggest Novelty Seller
\$1 RETAIL — \$1 RETAIL

\$8.00 PER DOZ.

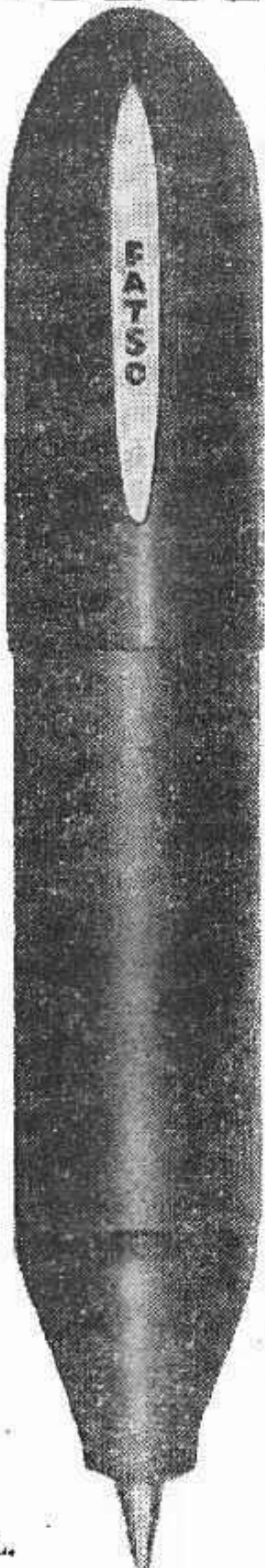
GROSS LOTS \$86.40
(Sample Card of Six—\$5.00)

REFILLS—\$2.00 DOZEN; \$21.00 GROSS

Cash With Order or 25% deposit, balance C. O. D.

BANNER MERCHANDISE CO.

Dept BB-13
145 S. WELLS ST. CHICAGO 6, ILL.



Fast Selling TOYS by TREMAX

HOTTEST ITEM IN YEARS!

...TESTED for QUICK TURNOVER
PROVEN FOR TOP PROFITS! . . .

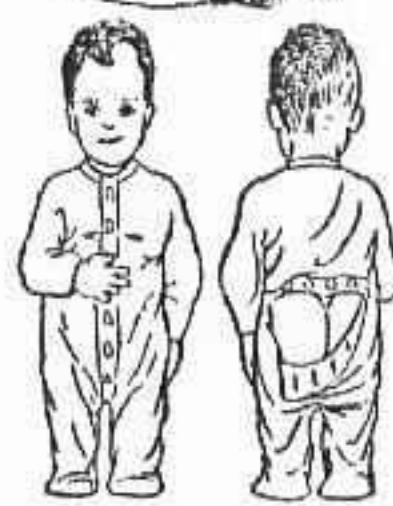
This Christmas work to bigger tips on every pitch with Popular and Original TREMAX Plastic Creations! They're designed to appeal to kids from 6 months to 60 years. Get the season off to a fast, money-making start with these TREMAX traffic stoppers!



HOPALONG HERMAN THE WONDER DOG!

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

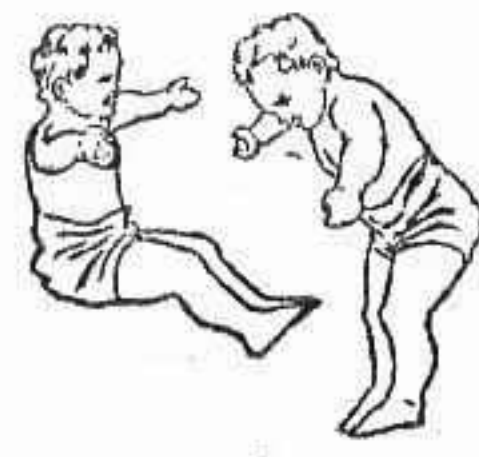
A hit any way you look at it! Good for a laugh from Pop and Mom, treasured by the kids. Cleverly designed in non-destructible pliable plastic, flesh-colored, realistically detailed. Amusing rear view shows pajama seat open. Sanitary, safe for teething. 2 1/4" high.

RETAIL 10c
YOUR COST, 70c Doz. Packed 6 Doz. to Box.

A real turnover item, proved by months of volume sales over toy counters everywhere! 100% NON-DESTRUCTIBLE! Made of special pliable plastic that has a skin-like feel. Flesh-colored, amazingly detailed. Stands 2 1/2" high. Sanitary, ideal for teething.

BALANCING DOLL

Sits and Stands
RETAIL 19c
YOUR COST, \$13.80 Gross Packed 6 Doz. to Box.



SELF-WINDING WHISTLING TOP

"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.

RETAIL 25c
YOUR COST, \$1.60 Doz. Packed 2 Doz. to Box. Assorted Colors.

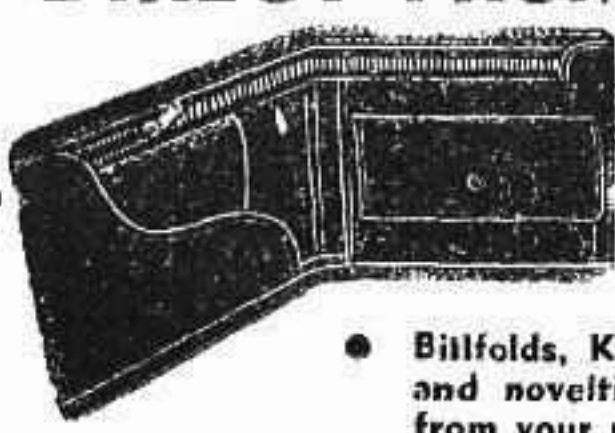


SEND \$1.00 FOR POSTPAID SAMPLE ASSORTMENT

RUSH YOUR ORDER FOR TREMAX TOYS NOW!
GET YOUR SHARE OF THE SEASON'S PROFITABLE BUSINESS!
IMMEDIATE DELIVERY
Terms: 1/2 Deposit With Order, Balance C. O. D., F. O. B. Chicago.
Shipped prepaid if full payment sent with order.

TREMAX INDUSTRIES, INC.
914 DIVERSEY CHICAGO 14, ILLINOIS

DIRECT FROM MANUFACTURER AT LOW PRICES



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 48 Howard Street New York 13

OUR FOURTH DESIGN IN DEMITASSES FOR COLLECTORS #6209-K WITH HANDPAINTED BUTTERFLIES in 12 different colors



This is the fourth design, and every time we produce a new design it not only sells itself but INCREASES THE SALE OF THE PREVIOUS ONES. Illustrated designs of the other three will be found on our price lists #291K, 292K, 293K, sent to any RESELLER on request.

\$4.50 Per Doz. SETS (12 cups and 12 saucers to the set)

THE OTHERS ARE
#5086K—Daisies in 6 different colors.
#6137K—Starflowers in 6 different colors.
#6190K—Six different fruits. 1 doz. of a number smallest quantity sold.

Salesmen wanted to sell to storekeepers
Liberal commission on orders and reorders. Sample sent on receipt of 75 cents. Samples of all four numbers sent on receipt of \$2.50 to be refunded as soon as orders for 12 doz. have been taken. Profitable Sideline

LEO KAUL IMPORTING AGENCY, Inc. 333 & 335-K S. MARKET ST. CHICAGO 6, ILL.

RINGS SELL ON SIGHT Styled to Sell—Priced for Profit



Beautiful 1/20 12K E. V. 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.

HOLIDAY SPECIALS



We carry a complete line of better gifts for stores, premiums, or sales stimulants. Write us for special discounts on NESCO Roasters and asseroles (all sizes), Silux Vacuulator, Steam Iron, Electric Broiler (two sizes), Electric Popcorn 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.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts

Forms Close Thursday for the Following Week's Issue

ASS MAN SELLING OF BRASS FOR COM
 Musical instruments, brass instruments, etc.
 1111 South 12th St., St. Louis 4, Mo.

CLARINET MAN, ALSO CLARINET MAN
 1111 South 12th St., St. Louis 4, Mo.

VIOLINIST—WELL EXPERIENCED
 1111 South 12th St., St. Louis 4, Mo.

PROFESSIONAL SINGER OF POPULAR SONGS
 Wants to organize band. Needs saxophone, clarinet, piano, bass fiddle. Have good idea for week-end bookings. Write Joseph Ametrano, 304 E. 18th St., N.Y.C.

VIOLIN—SINGLE, SOBER, MIDDLE AGED.
 Capable of working with and rehearsing. Road and location styled band. Steady work. Box C-174, Billboard, Cincinnati, O.

WANT DANCE MUSICIANS—FOR COMMERCIAL
 territory band. Send photo, all details, salary needed to Meyer Hilde 1611 City National Bank Bldg., Omaha 2, Neb. no27

WANTED—MEDICINE PITCHMEN, LONG SEA-
 son South in new station wagon. Toy camera slide part. Rainbow Products Co., 220 George St., Cincinnati, O. no24

WANTED—MUSICIANS, SLEEPER BUS; SAT-
 urday. Write all. Buddy Blair, Box 150, Colome, S. D.

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

AT LIBERTY—ASSISTANT MANAGER AND
 Treasurer of motion picture house. 26, single and a veteran. Write Hugh Argraves, Compton, Illinois. no20

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.

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. Harry "Doc" Arlington, 338 1/2 West High Street, Springfield, Ohio. no13

JOE EGO HARRIS—WORLD'S CHAMPION BAG
 Puncher, Human Platform Act. Tel ES 5-6213, 16 McAlister Pl., Irvington, N. J. Circus side show performer. no20

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

AVAILABLE—HARVEY THOMAS, VAUDEVILLE
 Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriologists, Punch-Judy, 162 N. State, Dearborn 2734, Chicago, Ill. no27

MIDGET—SMALLEST NORMAL MAN ON
 earth, at liberty. Musical act. Box C-171, Billboard, Cincinnati, O. no20

STRIP-TEASE ENTERTAINER—AVAILABLE
 to do strip scenes in home movie productions. Address Little Maxine, Box C-178, Billboard, Cincinnati, Ohio.

MUSICIANS

ALTO, TENOR, CLARINET—CUT ANYTHING.
 Location only. Legit, show and dance experience. Musician, 1526 E. Main St., Chattanooga, Tenn. no13

AT LIBERTY—DRUMMER, NAME AND
 semi-name experience. Age 25. All essentials, beautiful equipment including timbales. Prefer Florida but will consider other territories. Box 369, Billboard, 1504 Broadway, N.Y.C.

DRUMMER—SOLID, A-1 EXPERIENCE,
 equipment. Prefer jam combo; own car; go anywhere. Plus all essentials. Box 1001, Salina, Kans.

EXPERIENCED PIANIST—NOW WORKING,
 would like to go east. Commercial, handle most anything. New York, Hollywood member. Some arranging. Double organ. Box 28, Billings, Mont.

EXPERIENCED ROLLER ORGANIST—SOLID
 skating and dance rhythms. Eastern location. Write requirements and salary offered. Organist, Box C-175, Billboard, Cincinnati 22, O. no27

GIRL STRING BASS—READ AND FAKE,
 orchestra or combo. Give full particulars. Union, Musician, 15 E. Lincoln Ave., Tomahawk, Wis. no13

HAMMOND SOLO ORGANIST—NEW \$4,500
 organ, add 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. no26

HAMMOND ORGANIST-SOLOVOX-PIANIST—
 Lady, union. Consider substituting. Risk experience. Full details in first. Box C-172, Billboard, Cincinnati, O.

PIANIST—FOR LOCATION, UNION, READER,
 prefer Florida. On present job four years. Give all details. Larry Scheben, 1030 Central, Hot Springs, Ark.

SINGER—AVAILABLE FOR RANCH OR CLUB
 in Southwest. Risque, popular and Western songs with guitar and piano. Jimmy Powers, Tipton, Iowa.

TENOR SAX, CLARINET—FAST READER,
 any chair, young, sober, extensive experience with commercial bands. Fred Robson, 777 Lexington Ave., New York City.

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.

VIOLINIST—FINE LEAD, STRING SECTIONS,
 hotel society bands; young, ten years experience, name, semi-name bands; Local 77, Philadelphia. Best reference; past summer, Clarence Furman K. Y. W. Orchestra. Write, wire. Violinist, Box 88, Cape May, N. J., Phone 4-8399.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP-
 ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no27

FOR YOUR CHRISTMAS PARTIES—THE
 Lehmbachs; 4 people, 3 girl, 1 man. Beautiful display of acrobatic and balancing. Literature upon request. 2015 Oliver St., Fort Wayne 6, Ind.

HIGH CLASS TRAPEZE ACT—AVAILABLE FOR
 indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. no24

VAUDEVILLE ARTISTS

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. P. of M. Will consider units, night club, or stage units. Can also furnish four others, string band, doing dances, broadcasts and personals. "Scrubbyboard" Roy Wallace, 2211 Bellefontaine, Indianapolis 5, Ind.

ENTERTAINER—SPECIALTY NOVELTY,
 comedy, mimics, Parodies, "new" models, etc., with guitar. Union. Write Lehner's, 1728 Columbia, Pittsburgh 12, Pa.

HANDBALANCER, ACROBAT—EXCELLENT
 gymnast wants position in some act. Experienced in stage work. 5'4" tall, 132 lbs. Ed. Born shlegel, 1325 N. 23rd St., Milwaukee, Wis. no13

PANAMA-SIKA'S SOCIETY CIRCUS—DOG,
 Pony and Monkeys, featuring the Act Beautiful the Famous White Cockatoos, Military Macaws Presented by the only original Prof. Panamasika. Address Circus Headquarters, Gen. B. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536. no27

PROF. PANAMA-SIKA 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 tops. Address Panamasika Studio, 3504-N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536. no27

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 O. O. D. orders. Send for free Xmas catalog.

BENGOR PRODUCTS CO.
 119 5th Ave. N. Y. C. 3, N. Y.

The Best Money Maker Out!

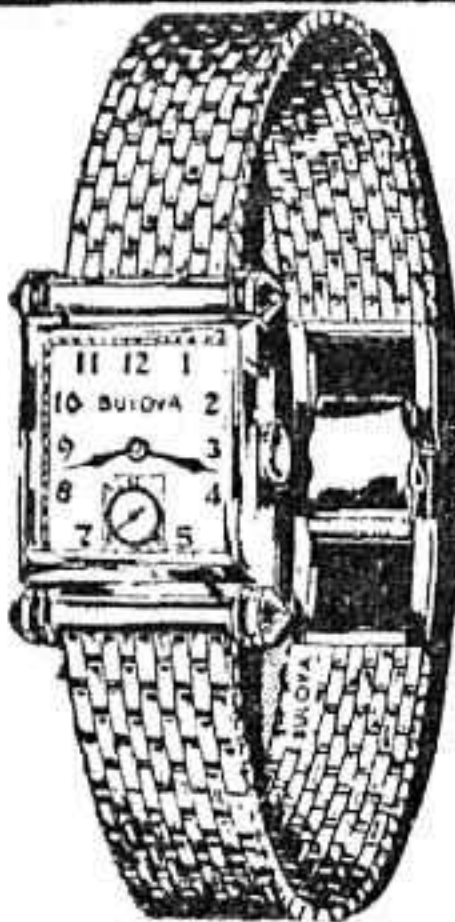
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FAMOUS WRIST WATCHES

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Round Case only—**\$9.50**

All watches are rebuilt and guaranteed like new. 10-Kt. R. G. P. case. Complete with leather strap.



Square & Rectangular Case.....\$10.95
Rhinestone Dials.....\$2.00 add.

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New Sensational 3 Dimensional Metallic Tinsel Signs! **\$6.00** Sample Doz. **40.00** Per 100

Ass'd Colored Cardboards with genuine Silver Tinsel. Many types. 25 Cards **\$3.75** 50 Cards **6.00** Heavy Cardboard, 11"x14" (75% Retailer) 100 Cards **10.00** Six Samples, \$1.00 Postpaid.

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Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
 1111 South 12th, St. Louis 4, Mo.

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NO CURRENT OR BATTERIES USED
 JUST PATENTED—Now everybody can NICKEL PLATE. No equipment, electricity or copper plating needed. Just rub. A BLESSING to Doctors, Hobbyists, Auto Machinery and Home Owners and practically everybody. NO POISONOUS CYANIDES OR QUICKSILVER. It will plate to a practical thickness Steel, Iron, Copper, Brass, etc. It's NEW, DIFFERENT, PRACTICAL, ECONOMICAL. By following easy directions a matte or brilliant "CHROMIUM LIKE" finish is obtainable—fascinating hobby—plate for neighbors and friends. MONEY BACK GUARANTEE. C. O. D.'s few cents-extra. **INSTANT PLATING PRODUCTS, Dept. B-10 3439 So. Michigan Chicago 16, Ill.**

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VARIETY AND GENERAL STORE MERCHANDISE. SPECIAL PRICES TO WAGON TOBBERNS. 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.

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 Broker and Factory Distributor
 LITTLE ROCK, ARK.
 Send 5¢ in stamps for price list.

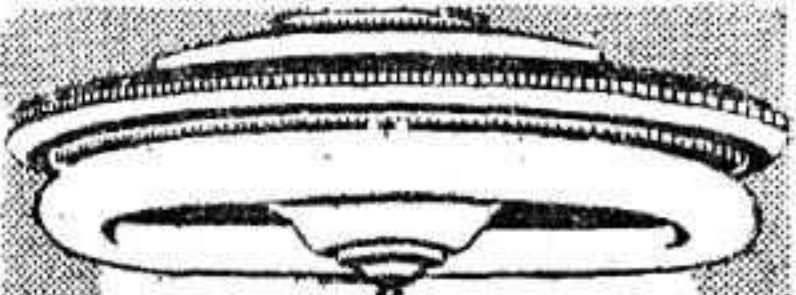
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Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin

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GENUINE ZIRCONS

In Sterling! Ap. 1 Ct. Gems Ladies'\$2.00 Gent's 2.50 Samples 5.00 **National Jewelry Co.** Dept. W1 Wheeling, W. Va. (Unmounted Zircons; all sizes; list FREE)



A MILLION SALES with CIRCLINE

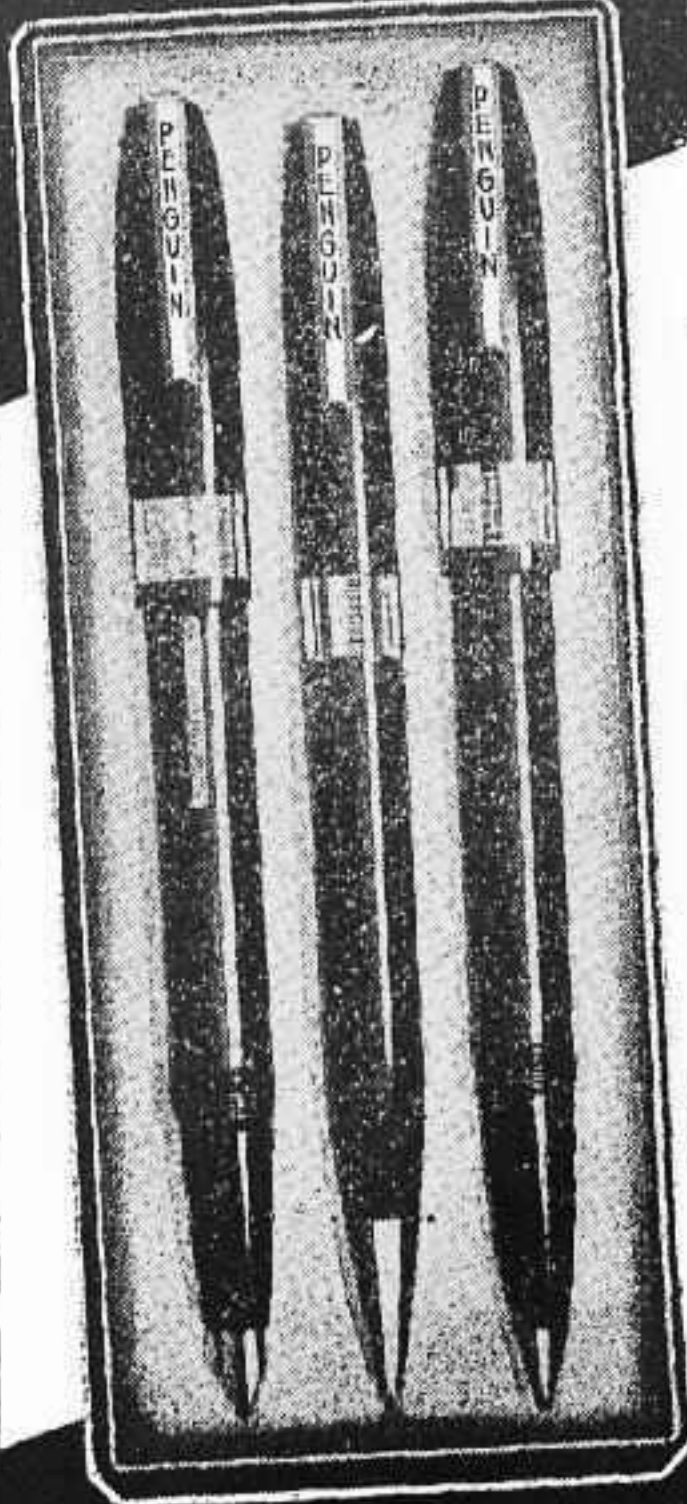
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 MANUFACTURERS FLUORESCENT FIXTURES
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 Phone: WALnut 2-1947-1948

We're Back Again With WALLETS

Alligator Grain Wallets, all around zipper. In red, green, brown, black, with change purse or coin holder—Dox. \$5.75. Picture Wallets, large variety picture designs all around zipper—Dox. \$6.75. Write for Special Price on Gross Lots. Ladies' Cigarette Case, with Compact to match, in fine gold finish, boxed in rich satin-lined gift box. Dox. \$39.00. Sample \$3.95. 25% deposit with order. balance C. O. D. **Benjo Novelty Co.** 148 Park Row N. Y. 7, N. Y. Worth 4-0154

WE DEFY ANYONE TO MATCH THIS OFFER!



No one but Penguin can sell this sensational, attractive 3-piece set in a deluxe gift box for **\$1.25** for the complete set

They've sold three-piece sets for \$27.50, but you can buy this precision-made streamlined set, consisting of fine long-lasting ball pen, beautiful, custom-built hooded point fountain pen, and a propel, repel, expel mechanical pencil for only **\$1.25**

per set
You can sell it for many times what you pay for it, because this is the aristocrat of low-priced gift items. \$6.95 gold embossed price tags supplied free with each set on request. Attractive counter display cards free on request.

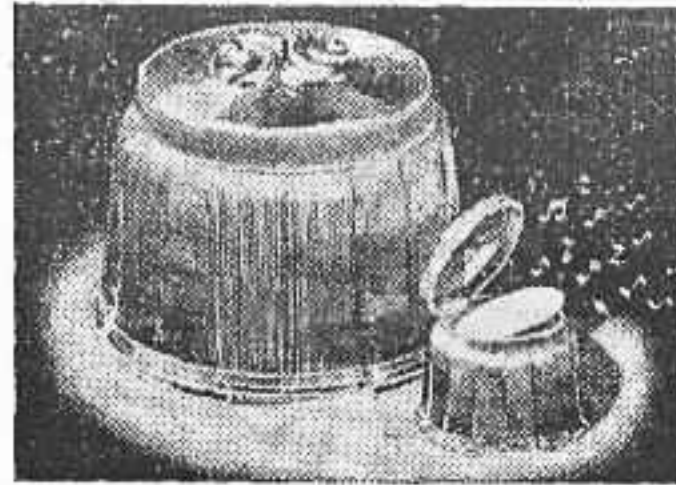
Write for our illustrated catalog
\$1.25 per set in quantities of 7 gross or more
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Terms: 25% deposit with order.

\$1.25

PENGUIN PENS INC.
644 Broadway, New York, N. Y.

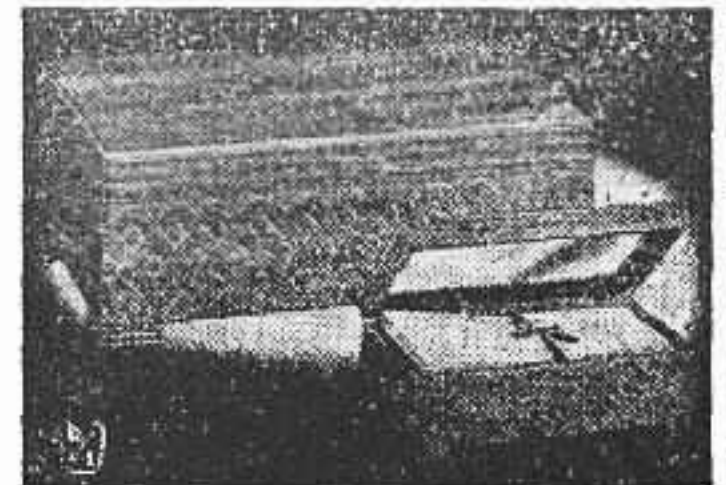
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Each \$9.90, Your Cost \$2.75 Each.

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No. 722 — MUSICAL STATIONERY CHEST. (As Illustrated.) Solid mahogany case with embossed sides. Beautifully grained cover with colorful plastic lift and full size mirror inside. Chest contains 24 sheets, 24 envelopes of fine quality linen paper with ribbon tie, 18 notes movement, size 10 1/2 x 7 1/4 in.
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SPINET PIANO MUSICAL CIGARETTE BOX. JUST 250.

No. P-1500—WALNUT CASE with full color flower design on top. GENUINE THORENS 18-note SWISS movement, plays one tune, individually boxed.
List \$13.50, Your Cost \$2.75 Each.

PLASTIC GRAND PIANO MUSIC BOX NO. P-1505—Just 55. An accurate reproduction of a grand piano in correct proportions, contains steel quality Swiss movement. Size: 9 inches long, 5 1/2 inches wide, 4 1/2 inches high. Has compartment for cigarettes or candy, 3 x 3 1/4 inches. Finished in ivory or walnut with black and white piano keys and gold finished pedals.
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BE FIRST IN YOUR TERRITORY—GET YOUR ORDERS IN EARLY

STERLING MERCHANDISE CO.

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ST. LOUIS 3, MO.

A New Size A NEW LOW IN PRICE A NEW HIGH IN VALUE
WESTERN SADDLE HORSE

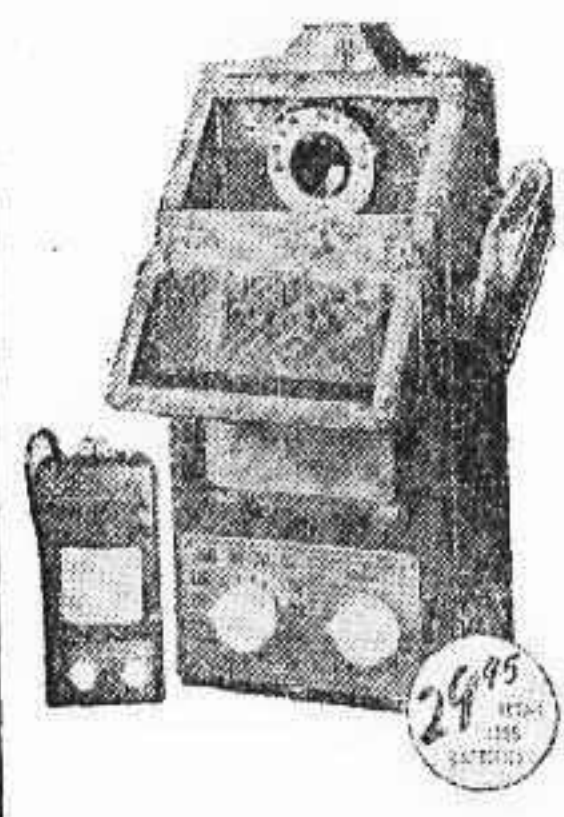
Height 11 1/4" • Length 15" • Weight 6 lbs.
\$5.50 each in doz. lots
Less than 1 doz. \$6.00
Sample \$6.50 postpaid

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.



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THE NEW AIR KING RADIO-CAMERA (2 in 1) PORTABLE. Completely New and Different and Revolutionizing the Portable Radio Field.

AIR KING RADIO-CAMERA MODEL A410
SIZE: Height, 9 1/2"; Width, 4 7/8"; Depth, 8 5/8".
WEIGHT: Less than 4 lbs. complete with batteries.
RADIO: Superheterodyne with latest type miniature tubes.
BATTERIES: 2 flashlight type "A"; 1 67 1/2 Volt "B" Battery.
CAMERA
Eveready Camera Case; 50mm. Menlauss Lens, time and instantaneous exposure. Takes black and white or color pictures; #828 Standard Film.
Adjustable strap for shoulder or hand carry.

YOUR PRICE: \$15.95 EACH
BE FIRST IN YOUR TERRITORY
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STERLING MERCHANDISE CO.
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NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK

1R108 White 1R107 Yellow \$24.00 Gross \$2.10 Doz.	1R104 White 1R105 Yellow \$24.00 Gross \$2.10 Doz.	1R-01 White 1R-01 Yellow \$36.00 Gross \$3.25 Doz.	1R102 White 1R103 Yellow \$36.00 Gross \$3.25 Doz.

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FEATURING THE MOST COMPLETE
LINE OF FAST-MOVING JEWELRY

No. 1X1 \$22.50 Per Gross	No. 1X7 \$12.00 Per Gross

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WRITE FOR COPY
WHEN REQUESTING CATALOG STATE YOUR BUSINESS

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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
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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, Ass'd. 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.	

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TERRE HAUTE, INDIANA

"FAST SELLING POCKET NOVELTIES"

"Funny Santa Glove Cards" that really sell. Doz. \$1.20. Hundred \$9.00.
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.
"Flip Strip" Girls, Post Card Size, a Generation Wherever Shown. Doz. \$1.50.
Photo Handle Knives With Beaded Key Chains Attached, Ass'd. Novelty Pictures. Doz. on Display Card, Per Card \$4.20.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. NO SAMPLES.

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KANSAS CITY, MO.

GUARANTEED WRIST WATCHES

BRAND NEW! Fast Sellers!



- Written Guarantee
Precision Swiss Movement
Radium & Assorted Colored Dials
Water Resistant
Polished Chrome Case, Unbreakable Crystal
Waterproof Duraplast Strap
Individually Gift Boxed

(With Sweep Second Hand, 35c Additional)

For the LADIES



- Featuring:
Written Guarantee
14K Gold Plated Case & Silver Chrome Back
14K Gold Plated Basket Weave Band
Beautiful 2-tone dial with small sec. hand
Precision 4 Jewel Swiss Movement
Unbreakable Crystal
Looks and performs like \$50 watch
Individually Gift Boxed

Above prices for orders of 6 or more watches. \$1.00 extra on orders under 6. 25% with order, balance C.O.D.

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- Benjamin, W. 8c Emerald, Gene
Delaney, John D. Show (3 Pkgs.)
(Masked Marvel) 45c

- Abbott, Fay
Acker, Bennie
Adams, A. F.
Adams, Dewey P.

- Ames, Geo. L.
Anders, James
Anderson, Wm. P. (Scooter)

- Arnold, Ethel A.
Arnold, Ethel A. (Omara Show)
Ashley, Blackie

- Baker, Mrs. Alma O.
Baker, Herman
Baker, Johnny L.

- Baker, Walter E.
Bales, Pat
Ballou, Mrs. Sallie

- Bayer, Dick
Bates, Glenn
Bauer, Geo. H.

- Bender, Phillip
Benson, Bennie
Benson, J. H.

- Betterly, Bill
Boyl, Mrs. Carl
Blackburn, Edw. J.

- Brown, Wm. S.
Bryant, Mrs. C. H.
Buck, Jack (Aerial)

- Burleson, Gene
Burns, Kathleen
Burrell, Jerry

- Calloway, Gordon
Camp, Nina
Carlson, Miller

- Gould, Howard
Graude, Pat
Grant, Harry L.

- Gross, Mrs. Frank
Gross, James
Gunn, Pat & Red

- Haddad, Ben T.
Haddix, Mrs. Benny
Hagen, Gladys

- Harris, Pocket-Book
Harrison, Wm.
Harris, Geo.

- Herman, Lella
Heth, Hugo H.
Heyer, Mrs. Tamara

- Hillyard, Jimmie
Hinds, Kenneth
Hitch, Wm. F.

- Hoffman, Jas.
Hoge, Mrs. Roland
Holder, R. L.

- Howard, Pete
Howe, C. J.
Hubbard, Mrs. L.

- Huffman, Harry
Hunt, Eddie
Hunt, Robt. C.

- Isan, Mrs. Clyde
Irish, Walter L.
Jackson, Charlie

- Jenkins, Brownie
Jernigan, J. H.
John, Freddy

- Jones, Howard
Jones, Thos. C.
Jordan, Mr. Jess

- Kangasser, Jerry
Kaplan, Sam
Kearns, Mrs. Dotty

- Lockard, Hank
Logan, Harry F.
Long, Minnie S.

- Lowry, E. H.
Lumley, Jerome P.
Lynch, Eddy

- McCarthy, Mrs.
Grace McConnell
McCurdy, Curtis

- McElroy, Ted H.
McFarland, Jack
McGarry, Floyd S.

- Marble, Eddie
Marba, C.
Marchbanks, Joe

- Marino, Joseph
Martin, Jack C.
Martin, Wayne

- Maxwell, Mrs.
Mendelson, J. C.
Mendes, Grover

- Merritt, Walter G.
Mesplet, Jr., Wm.
Meyers, Leo

- Miles, Chas.
Miller, Paul
Miller, Suicede

- Miller, Danny
Miller, Delmarie
Miller, Chas. (Cook House)

- Miller, Roy R.
Millican, Ted
Mitchell, Dewey

- Mitchell, Frank C.
Mitchell, Miller F.
Mitchell, Pauline

- Mohrly, Glenn
Moore, Howard
Moore, Malcolm M.

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White or Yellow No. 1W532 \$6.75 dozen carded

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Originators of the ALL-ALUMINUM IDENT. Ident. Bracelets for Store-Workers Guaranteed Not To Tarnish NO BEES, NO SQUAWKS, NO COMEBACKS!



Own your own business stamping key checks, name plates, social security tags. Sample with name and address. 25c. HART MFG. CO. 311 Degraw St. Brooklyn, New York

Hottest values of the year and we aren't fooling!

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C-8 series lights, top quality Jap imports, 100 for 7.00
C-8 permanent light sets. When one bulb burns out, others stay lit. Ea. \$1.35; 50 for 65.00

TERMS: Cash with order or 25% down, balance C. O. D. M. D. ORUM 1519 W. North Ave., Milwaukee 5, Wis.

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Over Runs—Close Outs—Discontinued Numbers 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.

KRIEGER MFG. CO. 3240 N. W. 27th Ave. Miami 27, Florida

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WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC. FREE CATALOG EDGAR'S P. O. BOX 424 RED BLUFF, CALIF.

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Clouinger, Albert T.

LeRoy, The Wizard
Leutinger, Paul
Lilly, Harold J.

Pinson, R.
Parker, Wilma
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1/20 12K Gold Filled. Finely tailored mounting. White stone.

\$21.00 PER DOZEN

1/20 12K Gold Filled. Large White center, red and birthstone baguettes.

\$16.00 PER DOZEN

* Stimulated.

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Vallee, Reba
Villemarle, Francis T.
Vincent, Jack
Vesley, Percy Al
Wade, Bud
Wagner, Robbie
Walcott, Mrs. J. J.
Wales, Sandy Jr.
Wall, Daisy
Walter, Clarence
Ward, Mrs. Nellie
Ward, Wm. H.
Warhurst, N. C.
Ware, Carl & June
Watson, Ed.
Weber, Stella
Wells, Minnie
West, Geo. (Amber)
Westphal, Frank
Whelock, Ray
White, Ernie
White, Mrs. Willie Mae
Whittaker, J. C.
Williams, Mark
Wilson, Harry E.

Wilcott, Mrs. Merle
Wilson, Ted
Williamson, Geo.
Williams, Eugene F.
Williams, Harvey
Wilson, Mrs. C. E.
Windlett, Wm.
Alexander
Winters, James W.
Wiseman, John
Wolcott, Wm.
Wolf, Mrs. Verne L.
Woodcock, Wm.
Wray, Mrs. A. V.
Wright, John E.
Yamanaka, Mrs.
Yonell, C. E. (Gene)

Yong, S. P.
Yuen, Frank K.
Zarlington, Mary
Zeek, Ernest M.
Zeno, Joe
Zeno, Frank
Zingaro, Frank
Zoro, Martin

Judge, Jimmy
Keller, Millie
King, Mrs. Ethel
Lane, John
Le Mar, Elaine
Lenin, Sunny
Livermore, Norman
Lorraine, Blanch
Lush, Edgar Burr
Manfreda, Marshall
MacAlear, Norman
Mitchell, John & Ruby
Nazzo, Joseph
Neill, James S.
Nerins, Albert John
Parish, Thomas T.
Perdue, Harriet
Pottell, Virginia
Rivers, Joe
Rosania, Putny
Schoof, Sam
Schubert, Erwin
Seal Brothers Circus

Smitzen, Olya
Garnett
Slater, W. B.
Sirols, Richard
Joseph
Sulth, Jack E. & Ann
Sobel, James M.
Spitzer, John
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Stickland, Rosley T.
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Trennell, Mrs. Sally
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Wayburn, Mrs. Ned
Westphal, Walter
Gus
Whelock, Dorothy
Whitree, Victor J.
Wilcox, Tamney
Young, Ray
Brigham

Litta, Mr. & Mrs. G. F.
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Luther, Jack M.
McClellan, Gladys & George McAllen
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McSparran, William
Marlin, Louis James
Martin, Mrs. Marie
Meek, Harold
Milliken, W. J. & J. H.
Morgan, Miss Danna
Miller, Fred R.
Morley, Mrs.
Robertson
Mulkey, Ralph
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O'Leary, Virginia
Parlo, Earl
Peters, Loyd
Edward

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Baker, Herman
Bales, Mrs. Dorothy
Barr, Mr. & Mrs. E. E.
Bell, Bill
Bell, Paul A.
Bell, Vern
Boudreau, Peter
Brady, John
Brumley, A. E.
Burto, Leon
Bliss, Ralph "Stub"
Calkins, Fred
Calahan, Carl A.
Campbell, David
Campbell, Glenn
Carrigan, Chief
Casey, Miss Helen
Clemmons, Arthur B.

Manes, F. C.
Meyer, Helen
Moffett, Danny & Jean
Peavy, L. W. & Sherry
Pelley, Burnau
Proudh, Richard
Hockert, Catherine
Sanders, Marge
Thatham, A. M.
Turner, Bud
Wilbath, Mr. & Mrs.
Wilson, Louise J.
Winnich, James

Enquest, C. L.
Ewing, Freddie
Feerer, Jerome
Foley, Evelyn
Estelle
Fitz, Harry
Fortney, Donald
Foster, Gus
Frazier, Fred
"Chicus Troupe"
Granger, Allen
Griffin, Glenn
Groner, Ida E.
Gunter, Miss Juanita
Haas, Lola
Hall, Albert Jack
Hall, E. T.
Hallis, Berntha
Hart, Horace
Hartley, Mrs. Mollie
Hartman, Arnie
Harvey, Henry P.
Heaton, Orval
Hill, Will
Hoffman, Mrs. Margaret
Hoover, Guy
Howard, Johnny
Howe, C. J.
Hughes, Estella
Hurd, Howard
Jackson, John G.
Karr, Louise L.
Kelly-Grady Shows
Kerner, Ervina
Kerow, Frank
Kioy, John
Kile, Floyd O.
Knodel, Emil R.
Lankford, Walter
Lantz, Mr. & Mrs. John
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Laxton, Bernard
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Le Blank, Jack
Levine, Joe
Lewis, Joe Lee
Litchfield, Leo J.
Kenneth

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Barke, George
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Bytom, Leslie
Cantwell, Charles
Conway, Rose
Dexter, Alvin
Dexter, Lois
Doto, Mr. & Mrs. Phil
Duval, Sylvia
Elbington, James

Evano, EH
Fanadio, Louise
Fields, Harry
Forlin, Sally
Gallagher, John E.
Gardner, Louie
Gardner, Walter
George, Albert
Goley, Clark, Jr.
Gray, J. V.
Haber, John F.
Hoar, George
Frisbee
Hobson, Laura K.
Howard, Joe
Jackson, Dee

Clements, Alva
Conway, Michael J.
Crawley, Rola
Crunk, Mrs. Willy Lee
Cutler, Rose & Louis
Daley, Chas. M.
Daley, Mabel
Daniels, Mr. & Mrs. M. E.
Davies, J.
Davies, Mrs. Wm. W.
Davis, Oscar
Davis, Richard L.
DeClements, Bill
Desseran, Roland E.
Donnelly, Donald
Drake, Edward R.
Euele, Chief Ed
Edmiston, Raymond
Edwards, G. A.
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GOLD FILIGREE Ball Pen

Studded with colorful simulated Gems of Gleaming Beauty with

KEY CHAIN Each in Gold Filled Gift Box

A Fast Sight Seller \$4.75 Per Doz. In Gross Lots \$5.00 Per Doz. Less Than Gr. Lots

EACH IN CELLOPHANE \$3.75 Doz. in Gr. Lots \$3.95 Doz. Less Than Gr. Lots

MINIMUM - 2 DOZ. IMMEDIATE DELIVERY!

Order Today—Cash with order or 25% deposit, balance O. O. D.

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Dept. B-3
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\$1.10 Doz. IN 6 DOZ. LOTS F. O. B. CHICAGO

Hand Painted Pie Birds

Send only 25% deposit. Pay balance O. 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 (Add 10% West of Denver)

SPECIAL QUANTITY PRICES TO JOBBERS PURCHASING 12 DOZEN OR MORE.

BERKELEY MFG. CO.
2720 ARCHER AVE. CHICAGO 6

It's another Real Deal

Wouldn't you like to know? Write Us or See

Page 81, Nov. 6—The Billboard

1770 WORKMAN STREET LOS ANGELES 31, CALIF.

IBBOTWARRES

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

JUST ARRIVED! Gov't Surplus

A large quantity of

ELGIN WALTHAM BULOVA

16 jewel sweep-second wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.

Watch and Band **16.75** Complete

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.

EMAS WATCH CO. Wholesale Jewelers
740 SANSOM ST. PHILA. 7, PA.

12 GAUGE SHOTGUN

New, Heavy-Duty, Manual Operated, 1948 Single-Shot **36" LONG**

ONLY **\$9.95**

Fool-proof, safety trigger device. Convenient "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires no oiling or cleaning.

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT, 6 1/2 LBS.

GREENGLASS SALES
National Distributors
50-11 40th St. L. I. C. 4, N. Y.

Territories open

DOCTOR'S ORDERS

A Million Laughs in a Can

\$1.50 Dozen, \$12.00 Gross

Oscillating Dogs	2.50	100 \$16.50
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
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CHAIRS

Folding, Non-Folding
Many Styles
Steel, Wood, Bridge.

State requirements. Minimum order—two dozen.

ADIRONDACK CHAIR CO.
Dept. 5, 1140 Bway., New York 1, N. Y.

ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Home-wives clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.

EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave. Chicago 44, Ill.

CHINESE FIRECRACKERS

80/10—1 1/2"—1280 Crackers \$3.25

80/20—1"—1800 Crackers 8.50

For lowest prices write today for complete price list.

BUCK BROTHERS
Columba, Tenn.

Store Route Plan PAYS BIG MONEY

SELL COUNTER GOODS

Build good-paying business of your own. Call on dealers of all kinds: show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book given facts.

World's Products Co., Dept. 8-K, Spencer, Ind.

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.

500% PROFIT FOR YOU!

PROTECTIVE RAIN COVERS \$6.50 PER CASE OF 100

A LIVE-WIRE REPEATER IN BIG DEMAND ON RAINY DAYS! IDEAL TOO AS GAME PRIZES! SIZE 50"X56", INDIVIDUALLY BORED! ORDER NOW!

Camel MFG. CO.
329 SOUTH CENTRAL ST. KNOXVILLE, TENNESSEE

TERMS NET 30 DAYS, E.O.B. OUR PLANT

PITCHMEN LOOK!

OAK-HYTEX MONKEY SQUAWKY DOLL

LIKE A MONKEY

SQUEAKS

BIG TIPS! RED PASS-OUTS

Foolproof noise-maker and curly tail permit a crowd-stopping pitch. See your dealer today.

The OAK RUBBER CO.
RAVENNA, OHIO.

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

AGENTS—SELL PLUG-IN TEST LAMPS THAT CHECK EVERYTHING ELECTRICAL!

Particularly hot for coin and slot machine operators. Also needed by firms handling and servicing electrical displays. Speed trouble shooting. Proven \$1.50 precision-made test lamps check grounds, shorts, open circuits, motors. Equally handy for checking radios, speaker systems, appliances, blowers, fans and other devices. Plug in any outlet. Complete with lamp, test leads and instructions.

FAST, SURE PROFITS
Offered for first time at these low prices.
1 Doz.: 75¢ Ea. 3 Doz.: 70¢ Ea. 6 Doz.: 65¢ Ea.
F.O.B. Los Angeles; 25% dep. on all C.O.D. orders.
Order your sales sample complete, \$1.00 postpaid.
HANLAN CO.
1419-B W. Jefferson Blvd. Los Angeles 7, Calif.

PAPER MEN—PREMIUM USERS

Revolutionary New Maps

These maps are historical—they are up to date on world events. We have both the four-page and the six-page maps. Send \$1.00 for samples and prices.

ED HUFF & SON
P. O. Box 7696 Dallas 10, Texas

MEDICINE MEN!

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

Pipes for Pitchmen

By Bill Baker

EDDIE BENNETT . . . is working novelties at the Detroit Food Show in Convention Hall, November 6-15, following a successful run of Saturday stands at the University of Michigan Stadium, Ann Arbor, with the same item.

Do business when there's business to be done.

J. R. STEPHENS . . . who is handling the old-time X-Ray Puzzle, is putting in a couple of months snapping photos of store workers during the pre-Christmas demonstration season in Detroit department stores.

Put your ideas over instead of putting 'em off.

JAMES GUNN . . . letters from McCook, Neb., that he's making his home there and would like to read pipes here from George Gunn.

MEMBERS . . . of the pitch fraternity are mourning the loss from their ranks of Greta Coffey, who died in American Hospital, Chicago, recently of coronary thrombosis.

Successfully convincing pitchmen do miss, but not very often.

FOLLOWING . . . a successful fair season Larry Friedman and Joe Conti are getting plenty of cabbage with their chef tool and glass cutters at their Market and Broad streets stand, Newark, N. J.

Who's turning October and November into a fall harvest?

JOE COHEN . . . who worked with Benny Meiroff on the pitch for many years, is in the bonding business in Milwaukee.

JOE GREENE . . . who completed a successful run at Eastern fairs recently, is back in Newark, N. J., working sheet to good geedus counts.

Sometimes it's the seemingly insignificant item that proves the huge winner.

R. B. CUNNINGHAM . . . cards from Beeville, Tex., that he's planning to reopen his trips and

keister soon and is looking for a good number for Christmas. "I may," writes Cunningham, "work the Rio Grande Valley with my novelty layout. At present I'm doing signs for the fairs and have done right well. I'd like to read pipes here from Jack Mails, novelty worker."

What are you going to work during the holidays? Order your stock now.

JEAN SMID . . . is reported to be getting the lucre with pens at the Kresge store in Newark, N. J.

BUBBLES AND RAMONA . . . recently wound up their med season in Oklahoma to reported good business.

JERRY MARTIN . . . is in the F. W. Grand store, Milwaukee, where he's pitching Mike Devine's yuke oil to good returns.

NELLIE BROWN . . . is reported to be getting plenty of long green with her Satin Sheen layout at Schuster's, Milwaukee. She moved into the new spot following a record run with the same item in the W. T. Grant store there.

Turkey talkin' time is in the offing. What happened to all your summer dollars?

THEY TELL US . . . that a number of pitchfolk have returned to their Newark, N. J., haunts following successful dates at Eastern fairs.

"THE SHEET . . . is still well received around most of the stock sales in this area," pens Jack (Bottles) Stover from Harrisonburg, Va. "Had a good day in Staunton, Va., recently. My old friend Nick Benny is back on the job at the Sanitary Lunch here after a few weeks in the hospital. Percy Wells and Harry Newman, local 'for it' boys, are usually present at Nick's for the jackpot sessions. Pipe in, you down-yonder folks."

The reason a lot of people can't stand prosperity is because it belongs to the other fellow.

MED SHOW . . . operated in Oklahoma during the season by Dan and Babe Sherwin closed recently with reported successful business for this year's tour.

RAY W. SMITH . . . recently closed his med show for the season after a successful tour of Oklahoma locations.

The road to success is filled with big tips with plenty of long-green.

OLD-TIMERS . . . in the pitch profession are mourning the passing of Thomas J. (Tommy the Tramp) Clark, who died recently at his home in Athens, Tex. Tommy was an able and clean worker, making the same spots year after year and was

RIDING HORSE 22" HIGH 24" LONG Assorted colors

Hitch up your sales to this beautifully appointed 100% Rayon Plush Horse . . . guaranteed to hold up to 200 lbs. Every detail accounted for from bit to stirrups . . . running with blinkers off.

\$66.00 DOZEN — SAMPLES \$6.00 EA.
Same horse without wheels in assorted colors.
\$45.00 DOZEN — SAMPLES \$4.50 EA.
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

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.

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

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.

POCKET WATCHES
Swiss RAILWAY REGULATOR Perfection Timed with Branded Locomotive on Dial and Case, \$29.85 Doz. Sample, \$3.50 Postpaid. Other styles Gent's and Ladies' Wrist Watches. Send for Price List. All our Watches Guaranteed. Lowest Prices in the Country.

FEDERAL TRADING CO.
176 FEDERAL ST., BOSTON, MASS.

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. fees. Return within 5 days if not delighted for refund of purchase price. **FREE** clothing catalog entire family.

E-Z SALES CO., Dept. B-1948
303 E. Houston St., N. Y. 2, N. Y.

PITCHMEN, NOTE
Hot new item for Pitchmen take. Demonstrators wanted. New, pat'd hot, exclusive. (Send 25¢ for sample, mailed out same day.) Sheet Writers, get in touch with me. Clean up for Xmas. Best premium out. Send 25¢ for sample.

DIAMOND PURS-LOG CO.
2345 Vine St., Paso Robles, Calif.

SENSATIONAL DISCOVERY

1 Qt. Homogenized Milk can be churned into approx. 2 lbs. Country-Style Butter following our formula. Takes just a few minutes with egg-beater. It's amazing. Formula sells like hot-cakes. Independent operators wanted. Particulars free. Sample formula \$1.00.

BUTTERFORM COMPANY
1404-B Mitchell St. Oakland 1, Calif.

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	6.00
100 Ultra Blue Stock Signs, 7x11	6.00
6 Samples Tinselled Xmas Signs, 11x14	1.00

L. LOWY, 8 W. Broadway, N. Y. C. Dept. 436

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.

BIG BUSINESS FOR YOU DAY AFTER DAY WITH LEE COUNTER CARDS!

LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price list.

LEE PRODUCTS CO., INC.
457 Whitehall St., S. W., Dept. B.
Atlanta 2, Ga.

and was well liked by officials and townspeople alike. Tommy did a tramp act in vaude until pictures took over, then turned his comic talents to med shows and opened his own outfit over 28 years ago. Tommy's widow, Lou Don, continues to make her home in Athens, and his only son is attending the State university, Austin.

Jerry the Jammer says: "It is my idea to make my stand a place of enjoyment and wonderment to all."

"HAD A NEW . . . experience at this spot," cards Freddie Hines from Shreveport, La. "Not only was the fair a dismal disappointment but came Kids Day and even the hanky panks had to close until 7 p.m. I've made a few larrys in my

time, but Shreveport was the tops this year."

It's easier to be an optimist in the spring than in the fall. They grossed it, but where has it gone?

FOLLOWING . . .

a trip thru the cotton country and "high licenses," James (Kid) Carrigan has returned to Los Angeles. "Living here," says the Kid, "is much cheaper than in the East. There are plenty of hotels putting out vacant signs and the chain restaurants are more reasonable. My health book is still going strong after 63 years."

If your product is a good one, you'll have no difficulty selling it anywhere.

Pitchmen I Have Met

By Sid Sidenburg

IN MY DAYS on the road, crisscrossing the country from every known angle, I have run into many pitchmen, merchants and traveling salesmen who offer items of every description for sale and have learned thru conversations with them that few of them relish competition. Some dread it and the strain of fear overcomes some to the extent that they buckle up when they have to contend with it. Others take it as a matter of fact, while a good portion become angry and fight it tooth and nail.

To be honest, I must confess that at no time was I tickled with competition altho I did my utmost to meet it clean and fair. I learned early in the game that competition has a fellow at its mercy if he becomes too incensed to intelligently run his business.

Never Too Old

That old adage that you are never too old to learn worked in my case when I collided with the Chicago flash, George (Kid) Regan, pitchman extraordinary and firm believer that competition is the life of any trade. George invites and relishes competi-

tion. He also is a firm believer in creating a demand to make the public buy instead of just selling.

When George is booked for a big spot he invites others working the same item to come in to help create the demand instead of keeping the location to himself and guarding it like a military secret. At present George is sewing names on hats at the big fairs. George claims that he does his best geedus-grabbing when three or four other operators are on the grounds selling hats until they become so noticeable on the heads of patrons that the demand becomes so great that no single operator can take care of all the business to be done.

It costs George money when he works a spot sans competition. That may be unbelievable to some of you. However, in order to create a demand for the hats, George will give away as many as a half a gross in a single spot to get them where they can be seen on the heads of the babies who pay admission. George says he is at his best when he sees a sea of hats on the midway whether he sold them or not, because he claims, he couldn't help but get his share.

Laughs at Adversity

The Kid laughs at adversity. If you know him as I do you know what I mean. Let things get a bit rugged and he'll shelve any item he's working. It is not unusual to see him kick over an article and drag a crate up the midway for a counter display of another and more profitable number.

Regan is a fellow who just happened in the game. Orphaned at a tender age by the death of his mother, he started out selling newspapers, running errands, watching automobiles when locks were less formidable on the gas buggies and other chores likely to be offered a youngster by the business element of a big city. When he was 13 years old he was considered a veteran on a midway and worked alongside the best in the business. Since then he has mastered every stand known in the carnival and has worked almost every item offered thru Pitchdom.

I dare say that the Kid gets as many or more working days as anyone for he knows all the "languages" when it comes to fixing a spot and has what it takes in conversation for he straightens out spots that would leave many others leaning.

The Kid is halfway across the yard in years and if it weren't for his gray hairs he could easily pass for 30 judging by his agility. Regan and wife, Stella, equally as popular as the Kid, live in their own home in Overland, a suburb of St. Louis.

Both are members of almost all the showmen's clubs.

Tiny Klein, veteran aerialist, stopped off in New York for a few days, en route to her home in California, after appearing at the American Legion doings in the Orange Bowl, Miami.

----- ATTENTION -----
 GIFT SHOPS—SOUVENIR STORES—JEWELRY—NOVELTY AND DEPARTMENT STORES
HAND TOOLED LEATHER GOODS
 BUY DIRECT FROM FACTORY



Send for Free Circular and Price List

Order Now for Holiday Business

W.S.14 Western Streamline Special Discount to Jobbers

MUSKOGEE LEATHER CRAFT COMPANY
 1157 N. YORK ST. MUSKOGEE, OKLA.

GENUINE SWISS 2 PUSH-BUTTON
CHRONOGRAPH



IT HAS EVERYTHING NOTE THESE FEATURES

- ★ It's a Timekeeper ★ It's a Stop Watch
- ★ It Measures Distance
- ★ It Measures Speed of Airplanes, Cars, Race Horses, Etc.
- ★ Luminous Dial and Hands
- ★ It Has Sweep Second Hand, Chrome Case, Precision Workmanship

WRIST WATCH Only 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.

\$5.95

NATIONAL DISTRIBUTING CO., Dept. B, 416 Calumet Building, Miami, Fla.

FIREWORKS AND NOVELTIES

Bundle of 80 Packs of 10c Flashlight Crackers. Take in \$8.00. Your cost, \$2.95 per bundle. Packed 8 Bundles to Case.

Imitation Diamond Rings. Look like the real McCoy. Your cost, \$1.95 each, including beautiful Plastic Ring Box. Sold in Retail Jewelry Store at \$29.50.

Combination Ball Point Pen and Lighter. Gold Plated. \$1.25 Retail Value. Cost 50c each.

U. S. MERCHANDISE & FIREWORKS CO.
 10216 Superior Ave. Cleveland, Ohio

EXTRA VALUES



Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB. \$1.70 Each
 Same as above, but has luminous hands and numerals.

No. 776BB. \$2.35 Each
 Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold.

No. 777BB. \$2.96 Each

ROHDE-SPENCER CO.
 223-225 W. MADISON STREET
 CHICAGO 6, ILLINOIS

Sensational



at \$7.50

Where else could you get a modernly designed, timed and tested 7 Jewel Men's Swiss Chrome Cylinder Wrist Watch with Ruby and Rhinestone Dial decorations (No. 207) at this quick-selling, profit-making price? Or in 10 kt. domestic rolled Gold Top Case, Steel Back, 7 Jewel Swiss Cylinder Wrist Watch for \$8.50. (No. 208). Wholesale only in minimum sample lot of six. (Add \$1 extra to each for less than six.)

LANCYL CO.
 580 Fifth Ave., New York 19, N. Y.

COMIC XMAS Folders, 19 diff. 100 \$4.50
 Rub. Glove Folders. 100 6.25
 Diplomas, 36 diff. 100 1.50
 Squirrel Dog Ash Tray (souvenir) Doz. . . . 5.00
 Squirrel Dog Hydrant and Cig. Litr. Doz. . . 18.00
 Plastic 5" Santa, Fur Trim. Doz. 3.00

SQUIRT ITEMS

Barrel Man \$2.40	Kil. Girl \$1.50
Bottoms Up 1.50	Choc. Bar90
Comic Mirrors70	Cigarette90
Rub. Shimmies60	Ring 1.50
Frank. Matches70	Turtle90
Brus. Boy 1.20	Towel Shape and Glass 3.50
NEW Perfume in Toilet	Baby, Moderne 1.70
NEW Soap Novelties, Baby, Moderne	Fast Seller 4.00
HOW to Raise a Dog. Fast Seller	Comic, Bklt.75

Rush your order. Immediate shipments.
 Samples all above and other items . . . \$5.00
 Dan Dee Nov., 514 Collins, Miami Beach, Fla.

PLASTER and NOVELTIES
 Factory No. 2, Air Base, Waycross, Ga.
NU-NAK NOVELTIES
 Ph. 2403
 Hollow Casters needed, year around work, with top wages. No drunks.

LOOK! Hand Painted Zipper Wallets
 Today's Sensational Big Seller —
 Direct From Manufacturer



Sample 85c

MAKE 100% PROFIT AND MORE

FAST-SELLING 88c to \$1.48 Retail Value. Write for prices in larger quantities. Send 25% deposit, balance C.O.D.

GOLDEN NOVELTY CO.
 648 Broadway, Dept. B-23, New York 12, N. Y.

TOY STORES AND NOVELTY MEN
 NEW LOCK
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 Cr. 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.

BINGO SUPPLIES AND EQUIPMENT
 IMMEDIATE DELIVERY!
 • ELECTRIC FLASH BOARDS
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 WIRE OR WRITE FOR CATALOG

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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 1949 style Fur Coats! All sizes and colors! If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted!

ROSE FUR CO., Dept. P-23
 20 W. 27th St. New York 1

BELIEVE IT OR NOT

- IF — JACKPOT CHARLEY salesboards made of solid 14-carat gold, edged in platinum, with holes containing the usual tickets plus a 1-carat diamond released with each punch were priced at 49c each.....
- IF — RED-WHITE-BLUE tickets printed on the finest silk with bands rainbow-bright in sparkling cut-glass jars with sterling silver lids were priced at half-a-buck each.....
- IF — TICKET SPINDLE STANDS all studded with rubies, one free with each ticket, were priced at two-bits each.....
- IF — SLOTS were "blessed" and standing handle-to-handle with the town pump.....
- IF — PINBALLS and JUKES were running in "spots" that split 90-10.....

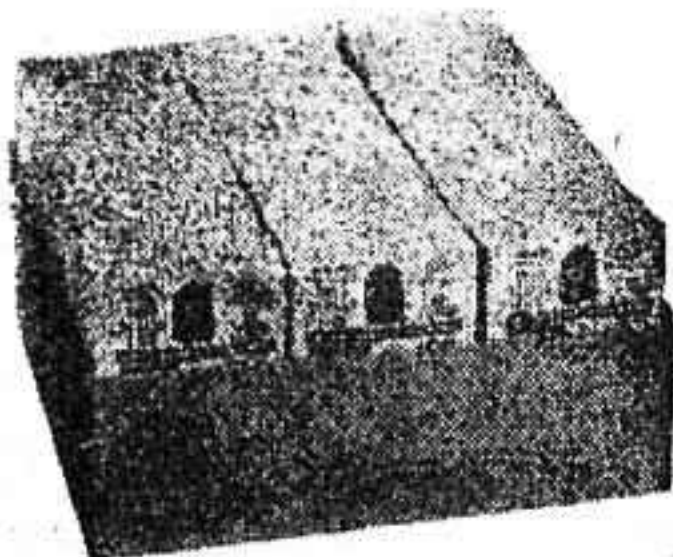
None of these would have **GREATER APPEAL, REPEAT POSSIBILITIES** nor **EARNING POWER** for the operator than the **NEW** and **REVOLUTIONARY**

CLUB NEVADA

"THE PAPER SLOT MACHINE"

with Ten Three-color Slot Symbol Tickets packaged in Three-color Envelopes; 5c Play—50c Envelopes, and 10c Play—\$1 Envelopes; Made in Spindle or Box Style; Dispensed easily store-wide—all employees sell it and all customers play it at the same time. Pay-As-You-Play Sales Plan, with no losses. Game Payout and Symbols are Printed in Multi-color on Every Envelope.

It's the NEW WAY To NEW PROFITS!



CLUB NEVADA FIVE

50¢ per Pac of 10 Tickets
76 WINNERS
4 Awards @ \$5.00
12 Awards @ \$1.00
60 Awards @ 50¢

CLUB NEVADA TEN

\$1 Per Pac of 10 Tickets
76 WINNERS
4 Awards @ \$10.00
12 Awards @ \$ 3.00
60 Awards @ \$ 1.00

Positive Income (190 Pacs)	\$95.00	Positive Income (190 Pacs)	\$190.00
Definite Payout	62.00	Definite Payout	136.00
Positive PROFIT	\$33.00	Positive PROFIT	\$ 54.00

Choose Spindle or Box
List Price

\$9.58	List Price	\$9.95
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BE FIRST IN YOUR TERRITORY—ESTABLISH A CLAIM FOR A DISTRIBUTORSHIP!

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TIP CARDS—PULL CARDS
WRITE FOR PRICES
Novelly Printing Co.
3608 Eoff St. Wheeling, W. Va.

SALESBOARD SIDELIGHTS

Jack Morley, vice-president of Container Manufacturing Company, St. Louis, reports some recent changes in the firm's sales representative line-up: Frank Lathrop, who was traveling sales manager for several years, is now district distributor, operating the Container Sales Company in Fort Worth. He will ship to customers in New Mexico, Arizona and Texas; Frank Showalter, formerly representative for California, is now district sales manager and has two additional States to cover, Oregon and Washington, thus giving him the entire West Coast for representation; George Zweiger, Eastern district representative, has taken over New York and New England in his new capacity; Dave Collis, new district manager for the Virginias and Carolinas, winds up the Container "new list."

Hymie Zorinsky and Dave Becker, bright lights of the H. Z. Vending Company, Omaha, are well liked by salesboard representatives. Boys are never too busy to see a salesman as the sign over the office entrance, "Manufacturers' representatives are welcome at H. Z.," signifies. Sign is electrically lighted. Ernie Marley was one of the recent callers on Hymie and Dave in his capacity as Midwest representative for Container Manufacturing Company. . . . Bee-Jay Products, Inc., Chicago, is aiming at greater production hikes for the coming season, surpassing previous output records, according to President Joseph Berkowitz. Upped production is a must if demand for firm's boards is to be met, he states.

Gay Games, Inc., Muncie, Ind., has just released a new item to its sales force, following the animated style board it recently popularized. New number, a novelty imitation piano style board, is picking off some nice orders already, President Guy E. Noel reports. Firm has also added several new sales representatives, and announces that as of now every section of the country has a permanent Gay Games salesman in it. The Noel Manufacturing Company, Muncie, an associate concern, is turning out the Box Score baseball machines at increased pace now that they are in salesmen's hands over the country. The machine is electrically operated, has 215 plastic balls in various colors; the balls drop, over a period of 20 minutes, setting up a simulated score for the 16 teams in the two major leagues.

Harlich Manufacturing Company, Chicago, is putting the sales spurs to its Four Horses board. Sam Feldman, sales manager, says it is another of the high-play appeal six-tickets-to-a-hole boards that catch players' eyes. The riders and horses are embossed in color on leatherette on the board face.

. . . Ted Broyles, president of Muncie Novelty Company, Muncie, Ind., is traveling in the Midwestern States after a three-month trek thru the Southern territory. Ted, who is now living in Lakeworth, Fla., is working out of that city.

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 . . . 8 for 25c** and all the rest. We sell at factory prices to established operators and jobbers.

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1260 BINGOS ON STICKS	.75
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1600 BINGOS ON STICKS	.98
1836 COMBINATION TICKETS, Per Bag	1.10
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2052 COMBINATION TICKETS, Per Bag	1.15
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2520 COMBINATION TICKETS, Per Bag	1.45
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Lot of 6 or more 13.50 each

Lot of 12 or more 12.75 each

10% cash with order, balance C. O. D. We prepay shipping charges. Write for quantity price on 50 units or more. Mail or wire your order today!

PUNCHMASTER COMPANY

5710 N.E. PRESCOTT ST.

PORTLAND, OREGON

Vic Brown's Career INS Press Feature

(Continued from page 80)
an instructor. After his discharge Brown ran a string of thoroughbreds for the Mount brothers. Then he turned to promotion of aquatic events and boxing matches. He bought Exposition Hall, Philadelphia, for \$1,200 following the Sesqui-Centennial in 1921, and shipped it to the Bronx where it stands today as the New York Coliseum. His first promotion there was the Kid Chocolate-Bushy Graham bout, but when it drew a gate less than \$100,000, Brown told Vincent Astor, who had leased him the land, that the building was his. Later Brown turned all his attention to rink operation in Newark. The article estimates that there are now 17,000,000 roller skaters in the country—probably the largest participant sport in the country—who spend an estimated \$120,000,000 yearly in the some 4,000 rinks in the nation.

CINCINNATI, Nov. 6.—An insight into the character of Victor J. Brown is illustrated by a story C. V. (Cap) Sefferino, assistant manager of Sefferino's Rollerdom here, tells about the bantam Barnum of Newark. "Some 25 years ago Brown promoted a national professional speed skating championship," Sefferino relates. "The best in the world were invited to compete and a goodly line-up of champs were on hand a few days in advance of the meet for time-ups. The day the meet was to start a terrific blizzard hit the city, tying up all traffic to and from the rink. At starting time the only spectators in the rink were Mr. and Mrs. Brown. Instead of cancelling the meet, Brown ordered it to start simply because he wanted to find out who was the fastest skater. Altho he took a terrific beating, financially, every contestant was paid off to the dime."

Bal-A-Roue Anniversary Set; Class Registrations Start

MEDFORD, Mass., Nov. 6.—Fred H. Freeman's Bal-A-Roue Rollerway here celebrates its eighth anniversary Monday night (8) with a special skating program and the cutting of a 32-cubic-foot birthday cake.

This week Bal-A-Roue conducted registrations for its various classes. The rink's schedule will include dance classes for adult novice, intermediate and senior skaters; high school novices, intermediates and seniors; gold dance classes, and beginner and intermediate classes of the junior figure club. Emily Melville and Melvin Umbach are the rink pros.

Bannon Sets 2-in-1 Parties

STAPLETON, S. I., N. Y., Nov. 6.—Tony Bannon's Palace Rollerdom on October 30 became the second New York City rink scheduling two-in-one Saturday night parties. The other is Eastern Parkway Rollerdom, Brooklyn. Bannon will follow the usual formula which calls for a full skating session, with ballroom dancing afterward until 1 a.m. For the time being, the regular Hammond organ will provide music for both sessions. Later an orchestra may be substituted for the dancing.

Pros Draw at La. Skateland

WEST MONROE, La., Nov. 6.—The Rollateers, professional skating team, played to capacity business at a recent three-day engagement at Skateland here, according to operator James S. Smith. Closed during the run of Ouachita Valley Fair, Skateland has been redecorated and a plastic floor has been added. The management is now making arrangements for installation of an electric organ. Smith said he plans the promotion of international style skating at the rink.

Tyler Sets School Skating Classes

(Continued from page 80)
for skating. This includes practically the entire registration of the school, except for a few who asked to be excused from skating because of medical reasons. Skating classes have been selected to replace tennis in the athletic schedule for girls. Next step, to follow close of the football season, will be the addition of classes for boys and mixed classes. Skating will be put on their program to replace outdoor events as soon as the fall season advances. Skating classes are held during school hours, students being sent to the rink by the school. Each pays a nominal fee. The result is to introduce skating to many who might never otherwise attend a regular rink session and establish an ultimate following for the sport.

Eastern Parkway's Hockey Tryout Click

(Continued from page 80)
streets surprised them. Approximately 250 players showed up in response to a few newspaper announcements. Many brought uniforms and complete hockey equipment. Included in the number were entire teams and single individuals who represented sextets and even leagues of as many as ten clubs. Altogether, 25 teams were represented. There were several abbreviated test games which turned out to be well played, interesting affairs. Gratifying to spectators and rink people who, for years, have snubbed hockey as a roughneck game was the fact that no roughness showed at the demonstrations and not once did the special puck (a roll of friction tape) leave the skating surface to endanger those on the sidelines. In a statement to press representatives present, Emil Lence, Eastern Parkway operator, said: "This is bigger than I thought. I am convinced that roller hockey has both player and spectator appeal. Now, if I can crowd it into our schedule and iron out other difficulties, I will co-operate in starting an indoor league." To convert words to action, Lence invited a spokesman for every metropolitan roller hockey team to attend a meeting Friday (5) at Eastern Parkway. At present, despite the fine showing at the Brooklyn site, no other New York City operator has made plans for hockey. Many, however, have arenas which are unsuited, because of size or poles, for the game.

Fordham Palace Club Gets Private Skating Sessions

NEW YORK, Nov. 8.—Effective this week, Fordham Palace, the Bronx, is offering once-a-week private sessions to its official dance and figure club. Believed to be the first club-conducted sessions in modern roller history, these periods have been scheduled for every Monday evening, when the rink is normally closed. Present plans provide free admission to every member who purchases a ticket for a public session during the same week. The Fordham Club, having voted for live music, will pay organist Eddie Gray at the regular rink scale.

New England Contests Set

HARTFORD, Conn., Nov. 6.—Arthur Forcier, of Friendly Skating Rink here, reported that New England championship competitions will be held November 13 at Holland's Skateland, Worcester, Mass., under sponsorship of the New England Amateur Roller Skating Association. Members of the Roller Skating Club of Hartford are to participate in the competitions.

Ruhlmann Lists 10 Rules For Lexington's Success

(Continued from page 80)
lazy or too much of a specialist.
5. Have your staff provide ample help for beginners. In my rink there is a beginners' room and this investment has paid off many times. Always encourage a beginner with lots of praise.
6. Equipment should be sold at a reasonable price. A skater with his own equipment remains a customer longer. Interest wanes with the average skater after six or seven months. Try to lengthen this interest span.
7. Sand your floor twice a year.
8. Don't neglect music. Watch the tempo and remember that ballroom dance records are not rink records. The tempo is wrong and has a tendency to destroy interest.
9. Encourage racing. Some kids just love speed.
10. There should be strict enforcement of dress regulations. Don't forget, parents drop in once in a while and it is important to impress them with the surroundings and appearance of the skaters.

As an extra "commandment," Ruhlmann adds: All operators should skate. How can one know the condition of his floor if he doesn't get out on it. Also, by skating, he meets more of his customers. It provides the personal touch.

His Cushion Floor

Hy's pride and joy is his floor. To him the skating surface is as precious as a horse is to a cowboy. He believes his floor is as good, if not better, than any in the country. He installed it with sound experience as his teacher—plus plenty of elbow grease.

- (1) He applied a coat of hot asphalt on the concrete to remove dampness.
- (2) He laid down a coating of rock wool bats, 16 inches by 23 inches and four inches thick.
- (3) He laid two by six stringers, eight inches apart.
- (4) He laid lumber sheeting, seven-eighths of an inch thick.
- (5) He spread roofing paper over the entire floor.
- (6) Down went the maple.

The above process gave Lexington's floor a cushion. It eliminated a great deal of noise and made it so that skaters do not tire too easily.

Ruhlmann's business career started in Marion, O. He sold ice in the summer time. He reasoned that it was a tough business. In the hot weather the ice melted too quickly. When it was cool, nobody bought ice. Always, bills were tough to collect.

A neighbor had opened a rink in Warren, Pa. This gave Hy the idea. He opened one in Marion and it did well. From then on, he has been active in the business—at times operating three or four rinks. This, he believes, is a mistake. He feels that chain operation of roller rinks just doesn't work out. You can't, he claims, get enough competent managers to do the job.

Hy is a sportsman. He owns a hunting lodge and spends most of his spare time hunting and fishing. The rink world supplies his social life. It has provided him with interests—as well as a comfortable living—for 30 years.

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CARDS

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SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5¢ Dollar Bd., X. Tk.	Def. \$ 7.00	\$.59
1000	25¢ Charley	Def. 50.00	.79
1440	5¢ Qtr. Barrel	Def. 22.00	.99
1440	10¢ Barrel	Def. 36.00	1.38
1440	5¢ Barrel	Def. 18.00	1.15
1800	5¢ Lulu	Def. 18.00	1.49
1000	25¢ J.P. Charley Tk.	Avg. \$52.08	\$.94
1200	25¢ Tex. Charley, Seal	Avg. 102.28	1.59
800	25¢ Jumbo Q.T., X. Tk.	Avg. 65.00	1.59
1184	5¢ Win-a-Fin	Avg. 34.40	2.25
1000	5¢ J.P. Ass't. Bds.	Avg. 29.00	2.49

NEW 6 TICKETS PER HOLE BOARDS

200	25¢ Lucky Fives	Max. Avg. \$39.50	\$2.25
300	25¢ Lucky Fives	Max. Avg. 73.50	2.98
200	25¢ 6-in-1 Bds.	Max. Avg. 39.50	2.45

2170 5¢ Red-Wh. Bl. Tks. Def. \$39.50 \$1.29
2170 5¢ R. W. B. 5 Fold Def. 18.75 1.39
120 Tip Ticket Bks. Gr. \$18.75 Dor. 1.39

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SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.65
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 8 for 25¢	Avg. 28.75	2.50

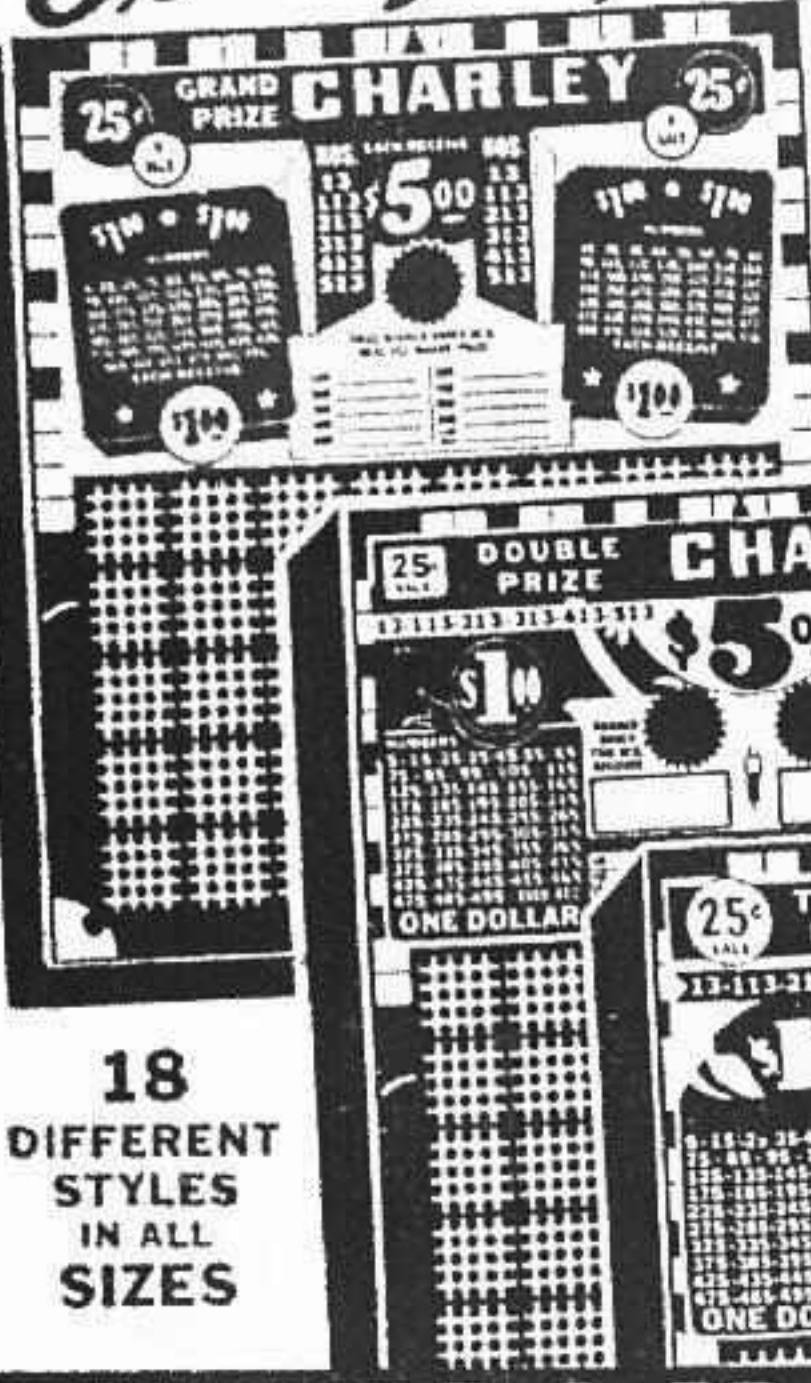
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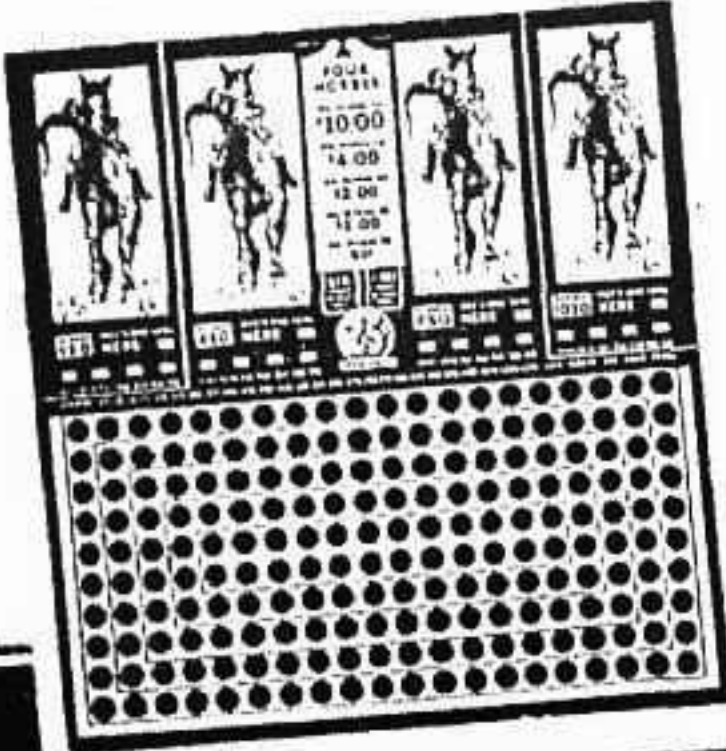
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Forms Close Thursday for the Following Week's Issue

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. 85th St., Minneapolis, Minn. no20

ALL CHROME FORD BALL GUM MACHINES. \$12.50, 57 available. Old style Columbus, \$5.50; pair, \$10. Bubble Gum, \$7.50 case. Ben Thompson, 8121 Strathmoor, Toledo 9, O. no27

ARCADE EQUIPMENT—50 PIECES, ENOUGH to start a good sized arcade very cheap, don't miss this one. A. M. Johnson, 57 St. Marys Rd., Buffalo 11, N. Y. de4

BARGAIN—BALL GUM MACHINES, ADVANCE Model O's, Atlas Aces, 2 for 1c Silver Kings, \$7 each. Paul Thomas, P. O. Box 1771, Jackson, Miss.

BARGAINS—TEN RAY GUNS, \$200.00; TWO Chic. Hockey, \$89.50; two Submarines, \$89.50; two Major Baseball, \$89.50; Mutoscope Punchbas and Liftograph \$100.00; Panoramas, Juke Boxes. Satisfaction guaranteed. Pops Arcade, Anniston, Ala.

BEAUTIFUL CHROME FORD BALL GUM Vender, filled with gum, \$12.50 each. Clarence Stephens, 108 Cox Ave., San Antonio, Tex. no27

CIGARETTE MACHINE EQUIPMENT BOUGHT, sold and repaired. Central Vending Machine Service Co., 2967 Parikh St., Philadelphia 4, Pa. EVeigreen 6-244.

COIN COUNTING MACHINE—DOWNEY Johnson, portable, counts, wraps pennies to halves. Latest model, like new. H. O. Stanitz, 862 Jefferson, Muskegon, Mich.

COIN-OPERATED TYPEWRITERS—DEMON-strators, like new, sturdily built, \$95 each. Howard Machine Products Co., 2754 Diversey Blvd., Dept. CT, Chicago 47, Ill.

DIGGERS—BUY NOW, SAVE, EXHIBIT IRON Claws, Electro-Holsts, Buckleys; Erie, hand operated; Mutoscope, Exhibit Rotary Merchandisera (Pushers), Magic Finger Merchandisera. National, 4243 Sansom, Philadelphia, Pa.

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. no18

FOR SALE—5 WURLITZER MUSIC BOXES 1015, like new, \$475.00. Frank Guerrini, Burnham, Pa., Phone 5728. no13

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 8 months, or will sell for \$700.00 each. 1/3 deposit, balance C. O. D. Frank Guerrini, Burnham, Pa. Phone Lewistown 5728. no13

FOR SALE—2 ELECTROMATON ROLA- Scores, \$125 each. Excellent condition, immediate shipment. King-Pin Equipment Co., 828 Mills St., Kalamazoo, Mich. no13

FOR SALE—ONE LIKE NEW MUTOSCOPE Voice Recorder. Perfect condition. Write Chuck Arpp, 2736 W. 15th Street, Chicago, Illinois. Phone Rockwell 2-9544.

FOR SALE—6 FLASH HOCKEY MACHINES for \$100.00, uncrated F.O.B. Chicago. Northside Vending, 2215 W. Arthur Avenue, Chicago, Illinois.

FOR SALE—75 NEW OUTDOOR VICTORY Postage Stamp Machines, will sacrifice price for quick sale. Lebanon Coin Service, Lebanon, Tenn. **IF YOU ARE LOOKING FOR A MONEY-**making vending machine route, this is it. Excellent return on investment. For details write P. O. Box 1463, Baltimore 3, Md.

ONE MILL'S AND ONE HAMILTON 1c SCALES, almost new, one good locations, \$100. Leo Flowers, 9243 Meyers, Detroit, Mich.

PAIR USED BALL GUM MACHINES AND 3,500 Balls Bubble Gum for \$20. Get our mailing list. Graeff, 1232 Broadway, Toledo, Ohio no18

PHOTOMATICS—AM GOING IN ARMY, MAKE offer as they are or reconditioned. Johnson, 4809 Harding, Dearborn, Mich. no26

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WANTED—GOOD USED WATLING FORTUNE Telling Scales. State quantity and price. Box C-164, Billboard, Cincinnati 22, O. no18

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

WANTED—DE LUXE DRAW BELLS AND Pace Twina. Square Deal Novelty Co., Mautens, Ill.

WANTED—USED IDEAL CARD VENDERS. State quantity and price. Alvin, 2429 N. Teutonia, Milwaukee 6, Wis.

100 MODEL D ADVANCE BALL GUM MA-chines, 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 Maeburn Rd., Pittsburgh 17, Pa. no18

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Show Interest Grips Trade

Games Continue To Lead Coin Export Parade; Jukes Also Reflect Steady Gain

Vender Average Price Jumps 300 Per Cent

WASHINGTON, Nov. 6.—With the amusement game market again showing a marked increase over the previous month, coin machine exports for August totaled \$185,425, according to latest figures released this week by the Department of Commerce. Over-all figure was slightly above the \$184,006 reported for July and brought the eight months aggregate to \$1,515,346, which shows promise that final 1948 figures again will exceed \$2,000,000.

One of the surprises of the latest tally is that the August dollar total was made thru the sale of 921 units, while in the previous month it took 2,417 coin machines of all types to make a similar dollar total, indicating that individual prices on the export market are again on the up-grade.

Leading Buyers

Venezuela, the Philippines, Cuba, Colombia, the Union of South Africa and Japan were the individual leaders in the latest report, accounting for better than 60 per cent of the dollar figures. Two of them, the Philippines and Cuba, weighed in heavily on the game market, spent \$19,705 and \$10,341, respectively for U. S.-made amusement products.

High spot on current report was the 416 games to foreign countries who returned \$44,914 in the exchange, a steady surge over the \$38,961 paid for 239 units in July and almost doubled the \$23,715 spent on the 206 games exported in June. New amusement machine shipments brought the eight months figure to \$243,321 with better than one-third of the aggregate accounted for in July and August. Observers in the game export field predict that game figures will continue to climb, therefore providing a continued market for late model used games.

Music exports also showed an increase during August, 8 per cent, with the dollar total reaching \$125,-

401 for 274 jukes, compared with July's \$115,766 for 259 music machines. Venezuela was the leader for the third consecutive month, spending \$39,115 for 63 machines. Other big buyers on the coin music list included Cuba (\$23,787 for 64 units), Colombia (\$16,730 for 37 machines) (See GAMES CONTINUE, page 114)

It Happens in the Best of Families

(Editor's Note: Due to mechanical difficulties in the November 6 issue, the first page of the coin machine department did not appear in a small number of copies. For the benefit of our readers, however, two stories which should have appeared on that page are summarized below.)

Washington Ops Follow New Law

WASHINGTON. — Operators who are members of the Washington coin machine association were prepared for the new District of Columbia license regulations which went into effect Nov. 1. Working closely with D. C. government officials, the operators succeeded in exempting music machines from the new license, while supporting a measure which prohibits minors from playing games during school hours.

During the association's September and October meetings, association Manager Horace Biederman explained the new regulations to operators, including the part the association played, and urged co-operation under the new law. As a compromise measure, operators and D. C. officials agreed on a \$12 annual license fee for games. At public hearings on the matter of exempting music equipment, the association was aided by Ira T. Bryan Jr., manager of Silent Sales Company.

Hanna Chairman Of N. Y. Assn.

SYRACUSE. — Joseph Hanna, of Hanna Distributing Company, Utica, has been elected temporary chairman of the New York State Coin Machine Dealers' Association, and that group has announced its plans to propose a change in the New York law which classifies free-play games as gambling devices.

At the first meeting, 35 coinmen were on hand. An additional 27 wired or phoned in their memberships because they were unable to get to the meeting.

The new association pledged itself to police the industry, to keep minor from playing the games, and to cooperate with Coin Machine Institute, Chicago, on industry-wide questions.

Let's Go!

CHICAGO, Nov. 6.—All firms set to exhibit at the CMI 1949 show will soon have "Let's go to the coin machine show" labels on their correspondence, the show committee announced. In addition to labels, large posters carrying the same motto will be sent to exhibitors within the next week.

In a letter of explanation accompanying the show promotion, exhibitors will be asked to pass the posters along to their distributors and to use the labels on all invoices and letters going to trade members.

Bacon Resigns V.-P. Office At Jennings

To Remain in Field

CHICAGO, Nov. 6.—J. Raymond Bacon resigned as vice-president and general manager of O. D. Jennings & Company, effective Friday (5), O. D. Jennings, firm president, announced.

Bacon joined the industry and the Jennings organization in February, 1941, as assistant to the president and was appointed firm director and assistant secretary in May of the same year. During the spring of 1942, he was elected vice-president of the Jennings firm and two years later was appointed general manager.

During his tenure with Jennings, Bacon developed a system of nationwide distribution for Jennings products, and also is credited with facilitating the plant's move from peacetime production to a wartime footing, and following the war, reconversion.

Bacon had been an associate of Berea College, Berea, Ky., since 1945 and in that capacity aided financially the institution, which is dedicated to the education of youth from the mountain country. He also is active in the Red Cross and bettering the lot of underprivileged children.

Firm president O. D. Jennings stressed that Bacon left his organization voluntarily and with the best wishes of himself and the entire Jennings staff.

In commenting on the sudden move, Bacon said that after a brief vacation with his family he would return to the coin machine field.

Coin Firms To Show At Hotel Exposition

NEW YORK, Nov. 6.—Firms manufacturing coin-operated radios and hotel television systems will be well represented at the 33d annual National Hotel Exposition, to be held at the Grand Central Palace here, November 8-12.

Among the companies that have served exhibit space, according to position officials, are Tradio, Inc.; radio, Inc.; Radiomatic Corporation; RCA Victor; Radio Systems, Inc.; Hotelevision, Inc.; Guest Television and the Nik-o-Lok Company.

Booth Orders High for CMI Jan. Confab

78 Firms Already Signed

CHICAGO, Nov. 6.—Even the most conventions held in Chicago during the past six months have shown dips in both exhibits and over-all attendance, sustained interest and the sale of booth space for the 1949 coin machine show is progressing at an increased pace over the 1948 conclave, Herb Jones, Coin Machine Institute (CMI) show chairman, disclosed this week. By Wednesday (3) 150 booths had been contracted for. A large number of additional requests are under consideration by the show committee. The three-day event will take place January 17-19 at the Hotel Sherman here.

"The speed with which space is being snapped up is amazing," Jones said, "since we have begun to publicize the show only recently." He added that while several well located booths are still available, prospective show exhibitors, whether CMI member or non-member, should not hesitate longer in reserving space.

Seventeen New Exhibitors

Among the 78 firms which have completed negotiations for space are 17 which are participating in a CMI convention for the first time. The new blood includes arcade equipment firms, a varied assortment of vending concerns, shuffleboard manufacturers and producers of component parts and accessories for all types of coin-operated equipment. They are:

Aeme Sales Co., Capitol Projector Corp., Chalex Corp., Electric Boat Co., Falcon Distributing Co., the (See SHOW INTEREST on page 114)

ICC Rejects Plea for 8% Freight Hike

Sets New Rate Hearings

WASHINGTON, Nov. 6.—Rejecting the railroads' plea for an immediate emergency 8 per cent freight hike, the Interstate Commerce Commission (ICC) this week announced hearings will begin November 30 on a 13 per cent general increase requested by the rails.

At the hearing evidence will also be taken on the question of the temporary 8 per cent increase to be collected while ICC weighs the general permanent advance.

Any rate increase approved by ICC would be tacked on in addition to a series of rail freight jumps, which have totaled an average 44.2 per cent since July 1, 1946.

The new boosted rates were requested by the rails on October 12 to meet new wage increases for train workers.

Williams Buys General Dist. Co. in Houston

HOUSTON, Nov. 6.—Tom Williams, Texas coin machine distributor, has purchased the holdings, inventory, lease and Houston trade area sales rights of the Houston branch of the General Distributing Company from Tom Prock. The firm name has been changed from General Distributing Company to Williams Novelty Company.

Williams said he would continue to handle several standard makes of coin-operated machines and will stress promotion of Solotone music. Solotone is adapted and ready for television. A showing and demonstration is slated for Houston in the very near future.

Why High Cigarette Prices?

Expert Opines Upped Tariffs Will Continue

Explains Facts Behind Hike

CHICAGO, Nov. 6. — Cigarette prices will remain at their present level for at least a year, according to Harry M. Wooten, noted private consultant on tobacco and related industries. Pegging of the per pack price at the current rate will mean that operators who invest in quarter mechanisms and penny equipment will not take a loss on such conversions due to a sudden drop in price.

Wooten, in an article in the November *Vend*, titled *Cigarette Prices: Why Are They Higher?*, presents a study of the cigarette price picture, past, present and future. Complete with graphs and charts, the article offers a valuable insight into the cause-and-effect behind today's supply and price questions.

Main factor behind the recent price increase, Wooten states, is that after selling their product at a below replacement cost level during recent years when price adjustments could not be made because of OPA controls, cigarette manufacturers had to up prices to insure a profitable operation. Action came in late July and early August, when most firms upped prices 35 cents per thousand, of 5.4 per cent at net list (after discounts). Based on the present rate of consumption, the higher price structure indicates that an additional gross of approximately \$56,000,000 will be realized by the industry this year.

Higher Costs

Higher operating costs, principally leaf tobacco, was another prime factor in the price hike. This was the result of the general price rise trend and the fact that reduced tobacco acreage this year served to prompt higher auction prices. In the Georgia-Florida belt, the crop was more than 30 per cent below the previous year. To date, leaf replacement costs for major producers are holding to a 7-cent per pound rise over the 1947 market. Illustrating the over-all drop in tobacco production, Department of Agriculture estimated, as of September 1, that the 1948 flue-cured crop would be 1,011,557,000 pounds, against (See *WHY HIGH* on page 100)

Citrus Corp. Readies New Juice Vender

CHICAGO, Nov. 6.—A new cup type vender is being readied for December introduction by the American Citrus Corporation. The machine will vend a blended citrus juice drink of standard size for a nickel. Sam Reid, firm official, stated that the vender, to be called Del Juice, is being manufactured for American Citrus by the Western Engineering & Tool Designing Company here.

Details of vender construction, capacity and price will be released with the showing in New York next month. It is expected that the drink will be composed of a blend of orange and grapefruit juice, but other than stating that it would be a 100 per cent pure citrus drink, officials would not commit themselves.

Story of Rowe Co. Prexy Subject of N. Y. News Feature

NEW YORK, Nov. 6.—The story of how William H. Rowe conceived the idea of an automatic cigarette vender some 20 years ago when, as a police attendant in Los Angeles, a prisoner of his escaped because Rowe stopped at a crowded store to buy a pack of cigarettes, is told again in Thursday's (4) issue of *The New York Daily Mirror*.

The anecdote provides the lead for a two-column feature on the present head of Rowe Corporation, Robert Z. Greene, titled *The Vending Machine King*. In the story, staff writer Sidney Fields tells of Greene's amazing commercial career which won and lost him several fortunes before he was 23.

Many Occupations

Before he went into automatic merchandising, Greene sold papers, (See *ROWE PREXY* on page 98)

N. C. Tobacco Council Hits High Cig Tax

Levies May Cut Sales

RALEIGH, N. C., Nov. 6.—In a move to discover ways and means of combating a growing tendency of State and local governments to turn to cigarettes and other tobacco products for revenue, the North Carolina Tobacco Advisory Council (NCTAC) has instructed its executive committee to investigate the tax situation. Action was taken after W. P. Hedrick, council secretary, reported that 39 States and 30 municipalities had levied taxes on tobacco products to the tune of millions of dollars a year. Council members were of the opinion (See *N.C. COUNCIL* on page 102)

Revco Announces Regional Distributor Sales Policy

DEERFIELD, Mich., Nov. 6.—G. F. Forsthoefel, president of Revco, Inc., announced the expansion this week of the firm's distributor policy, started last year on a limited scale, to one of national proportions. Coverage of individual firms will be on a regional, rather than a State basis. The sales agent method of selling will be retained in those areas where adequate representation by a distributor is not possible, or where latter has not yet

been appointed. The small price increase on both ice cream cup vender models, made necessary by the new distributor set-up, will also hold for future units sold thru sales agents.

One of the main functions of the Revco distributors will be an efficient parts and service department, Forsthoefel stressed. Because of the successful operation of the test distributorships set up after the NAMA (See *REVCO REVEALS*, page 98)

Vender Posters

CHICAGO, Nov. 6.—Vending machines are stressed in the Coca-Cola Company's current *Billboard* advertising campaign. The "refresh yourself at work" theme is used, with venders shown situated in office and plant locations. The vender itself occupies a prominent part of the sign, and is illustrated in detail.

New Rock-Ola Lo-Boy Scale In Production

CHICAGO, Nov. 6. — Rock-Ola Manufacturing Corporation this week announced to its distributors the new 1949 model of its Lo-Boy scale, featuring over 100 mechanical improvements and changes. Basic exterior design, however, is retained, with only minor changes in stand and head appearance. Price of the new model was not given.

Firm stresses the fact that the new scale continues to be a non-mass production item, each one being individually fitted, assembled and tested. Standing 53 inches high and occupying 16 by 20 inches of floor space, new model retains the weather-resistant porcelain enameled head, column and base of previous models. Coin box will hold over 8,000 pennies. All metal parts are either hardened steel, cast iron or aluminum, and the mechanism is weather-proofed for year-round outdoor use. Moving parts are of nickel-plated steel, pivoting on bronze bearings.

Platform is of polished aluminum, of the self-centering type. Dial is also aluminum, with face set between tables of standard weights for men and women. A vertical mirror, incased in polished aluminum, extends on a mounting 11 inches over dial.

L. A. VENDERS COIN HARVEST

Arctic Vendor Ups Price \$35 For Bar Mach.

APPLETON, Wis., Nov. 6.—Arctic Vendor Sales Company, Inc., manufacturer of the Arctic Vendor ice cream bar machine, has announced that the price has been increased from the original \$550 peg to \$585 f.o.b. Appleton or Menasha, Wis., where they are produced. Gordon W. Haase, firm official, also announced the development, with the aid of the Empire Biscuit Company, of an ice cream sandwich which can be dispensed thru the machine. Designed to vend either a three or four-ounce dime bar, the vender will also handle the new sandwich-type item without any changes.

Haase declared that the production goal of 1,000 units for 1948, set when production began last July, would most likely be reached before the end of the year. Approximately 700 machines are in operation in all parts of the country, he said. Future production schedule will depend entirely on sales, as the firm is attempting to follow an immediate delivery policy on all orders. To facilitate this delivery system, no model change for 1949 will be made. Too, present design has been proven and location-tested, (See *ARCTIC HIKES* on page 102)

Biggest Bar

SAN JOSE, Calif., Nov. 6.—The world's largest candy bar was recently donated to European orphans, thru CARE, by the Chase Candy Company at the official opening of firm's new plant here.

The bar, 12 feet long, three feet, nine inches wide and two feet thick, will be cut into regular size pieces and shipped abroad as Christmas gifts.

Airport Grants Aid Vender Ops

WASHINGTON, Nov. 6.—A total of 48 additional grants for airport construction or development was made under the federal aid airport program during the month ending October 15, the Civil Aeronautics Administration (CAA) announced this week. With more and more venders finding airports a profitable location, the progress under the federal aid program is attaining greater significance.

Of the \$3,665,391 involved in the month's grants, about one-third goes for extensive improvements to the Los Angeles Municipal Airport. The next largest sum, \$317,000, is earmarked for the San Antonio Municipal Airport. Smaller amounts are slated for airports in a dozen different cities, according to CAA.

Pennies a Big Factor as \$\$ Volume Grows

Odd Prices Hike Profits

LOS ANGELES, Nov. 6.—Every day there are an estimated 2,250,000 more pennies in the pockets of Los Angeles citizens than there were 30 days ago, and a good percentage of the increase is going into the coin chutes of penny machines, according to a survey of bulk venders in this area.

Increase in coppers is the direct result of price raises from 5 to 7 cents by four of the five metropolitan dailies, which went into effect October 1. The figure is based on the estimated 750,000 daily street sales of *The Times*, *Daily News*, *Herald-Express* and *The Examiner*. A new afternoon daily, *The Mirror*, still retains the 5-cent tag.

Not only do a majority of bulk venders operating penny machines admit the increase, but the Federal Reserve Bank, which dispenses coin to local banks, also said that since October 1 the increase in pennies has been "very noticeable."

There are several factors responsible for the upped grosses currently (See *L.A. VENDERS*, opposite page)



**VICTOR'S
CUSTOM BUILT
UNIVERSAL**
\$13.95 EA.
In Lots of 24
\$13.50 EA.
**BEST FOR CHARMS
& BALL GUM**
Write for new circular
just off the press.
JACK NELSON & CO.
2320-22 Milwaukee Ave
Chicago 47, Ill.

L. A. Venders Coin Harvest; Pennies Big Factor; \$\$ Grow

(Continued from opposite page)
being enjoyed by most penny machine operators, it was reported. Aside from the newspaper price increase, there is the fact that money is lighter and kids who formerly got their daily allowances in silver are in many cases now getting it in pennies.

Current upswing in grosses is still not comparable to war years, most venders say, but it is a definite increase over the past few months. While some bulk venders are of the opinion that the newspaper price hike has just begun to affect their biz, some take the negative view that a surplus of pennies, either from newspaper street sales or kid allowances, will make little difference one way or another.

"It is only reasonable to suppose," one vender said, "that more pennies in circulation will mean that corresponding percentage will go into the machines."

Silver—Now Pay-Off

Most venders admit that a year ago location owners wanted to be paid off in pennies so they would have enough coppers to make change for the machines. Today they want to be paid off in silver, which shows that there are definitely more pennies around since October 1.

"The more pennies a man has in his pocket, the more we'll get in our machines," another bulk vender said. As an example he cited an instance several years ago when he had a line-up of penny machines in an East Side cafeteria, where the price of most dishes was 7 cents. As a consequence, these machines got good play because the customers always had plenty of loose pennies. When the spot eventually raised prices to 10 cents straight, the income of the machines dropped so low they were finally taken off the location.

When the newspaper price raise was first announced, many bulk venders felt that the upped price would tend to make a customer keep his pennies instead of spending them, so that he would always have a couple in his pocket to add to a nickel for his paper. But it has not worked out that way.

Newspaper Price Hike

Another bulk vender said that a guard at the main gate of an industrial plant formerly made it a point to keep pennies on hand as change for workers, who wanted matches and 1-cent items in the machines. Since the newspaper price raise the workers have their own pennies, he said.

Greatest play seems to be going to machines that are on locations near newsstands, it was reported. A spot survey showed that most of the customers present a dime for a paper, getting 3 cents in change. It is estimated that over 50 per cent of the machines on these locations get some of the pennies.

In the middle '30s when most metropolitan dailies were 3 cents, these newsstand locations were considered good but when papers went to a nickel the gross dropped off. Now the spots should be better than ever, for a customer has a 3-cent margin instead of two.

This surplus of pennies is expected to offset some of the lowered grosses experienced by a percentage of bulk venders. Most of the bulk venders, however, say their biz is satisfactory, and that to try and maintain a level based on the boom war years is foolish. This group has not been disturbed by falling grosses, it was reported.

Another factor which hurt some bulk venders was the failure of a few small business houses which eliminated them as locations. However, the situation does not call for alarm,

because these firms in most cases were unstable to begin with and naturally would be the first to go whenever free spending was off.

An additional factor which made some bulk venders report bad biz was the fact that they based their post-war sales peak during the bubble gum boom. Due to a surplus of product, this item is way off, it was reported.

Consensus seems to be that bulk venders are in as good shape as any other business and will get an added boost from the surplus of pennies now flooding the Los Angeles area.



POP N' HOT

HOT POP CORN VENDING MACHINE

**NEW 1949 MODEL
VENDS 120 TEN CENT BAGS
FROM EACH FILLING**

**TAKES IN \$12.00
COST OF CORN . . . 3.00**

**EMPTIES 2 TO 3 TIMES
A WEEK IN AVERAGE \$139.50
LOCATION.**

JACK NELSON & CO.
NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

**\$395.00
PUTS YOU IN
BUSINESS!**

With ten Brand New Shipman Triplex Stamp Venders (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**
6928 W. Roosevelt Rd.
Oak Park, Ill.



**VICTOR'S
MODEL V**
This Operator's Choice is Model V, as it correctly vends ALL BULK MOBE. 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

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for some in 16 weekly payments

WRITE FOR DETAILS

SPECIAL PRICE

FOR MONTH OF NOVEMBER ONLY

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton

Less than 100 lbs.	30¢	170¢
100 lbs. and over	28¢	29¢
1000 lbs. and over	26¢	27¢

Freight paid on 100 lbs. or over

Pistachios, Large White, 60 Lb. Ctn.	72¢ Lb.
Pistachios, Small White, 60 Lb. Ctn.	47¢ Lb.
Pistachios, Large Red, 60 Lb. Ctn.	80¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn.	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn.	26¢ Lb.
Pea Wee Excel Mix, 33 Lb. Ctn.	25¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	36¢ Lb.
Pea Wee Rainbow Peanuts, 33 Lb. Ctn.	25¢ Lb.
Pea Wee Baked Beans, 33 Lb. Ctn.	24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

Manufacturer of
**HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE**

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

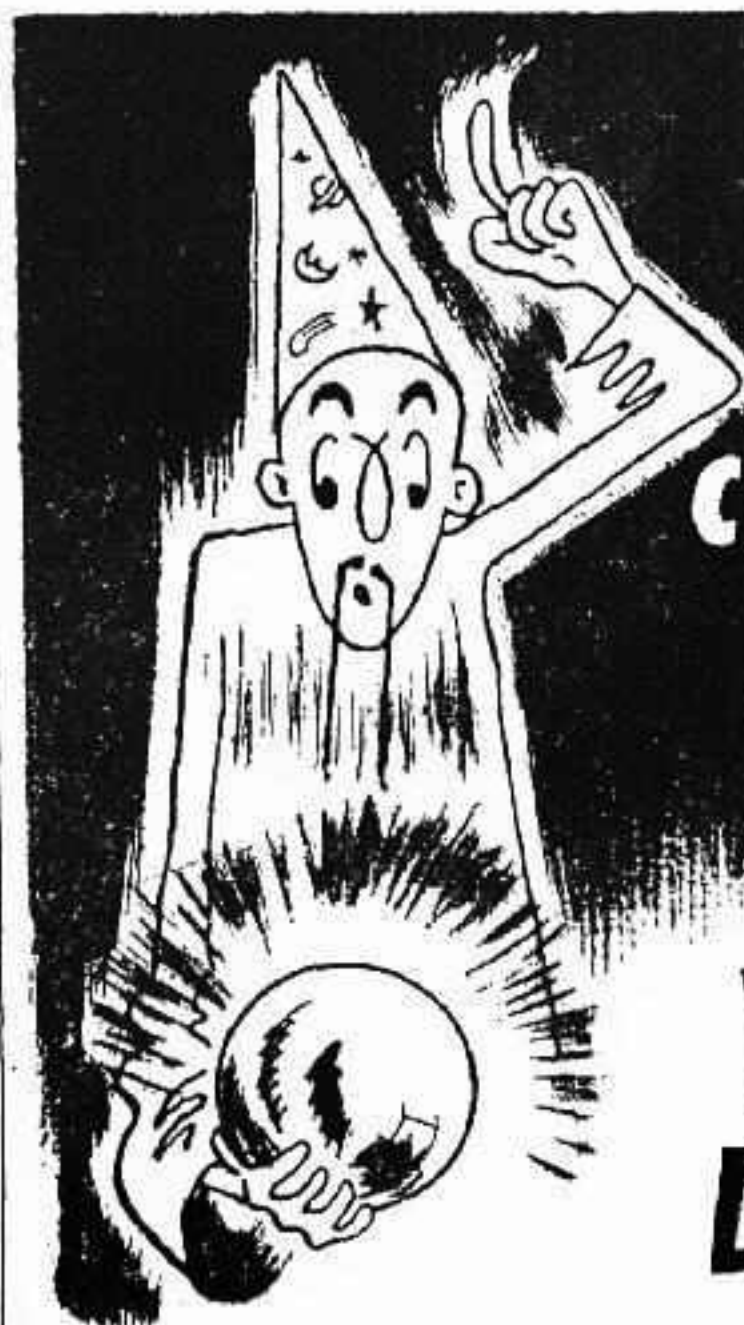
BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

**GIVE TO THE
RUNYON CANCER FUND**

Gum Vending Corp. To Display Model N

NEW YORK, Nov. 6.—Gum Vending Corporation will exhibit its Model N machine dispensing Adams flat and candy-coated gum at the National Automatic Merchandising Association (NAMA) convention in Chicago December 12-15, it was announced last week by Miss A. M. Strong.

The unit's use as a supplementary vender, attached to larger candy and cigarette machines, will be stressed at the exhibit, she said.



**I see
activity
charged with
electricity!**

**WATCH
DuGRENIER**

YOU'RE IN THE POPCORN BUSINESS

with only a small investment!

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.



It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50
Each

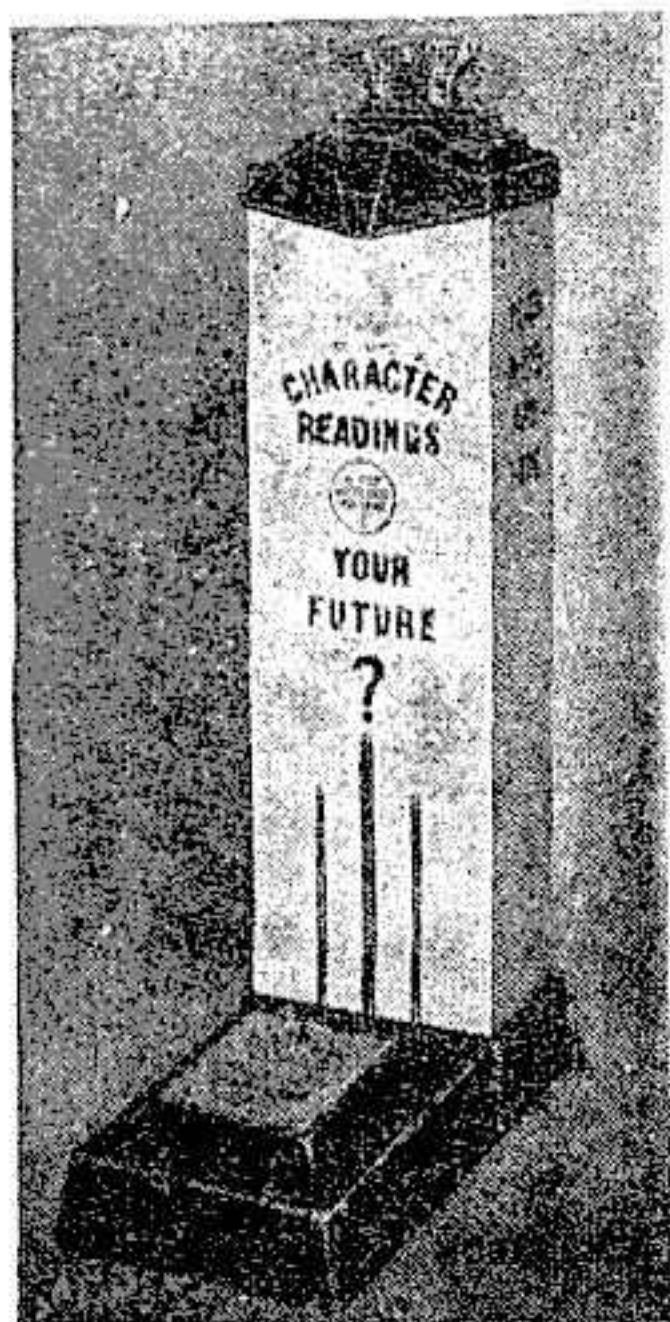
F. O. B. Chicago

Manufactured by
ABC POPCORN CO., Inc.

1441 W. NORTH AVE.
CHICAGO 47

**PAYS
50% to 200%
PROFIT**

**THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

Revco Reveals Regional Policy

(Continued from page 96)

convention last year, the national application of this sales policy will be the signal for increased production. Initiating the distributor program in 1947 with two appointments, Forsthoefel this week, for the first time since the 1947 appointments, announced two new distributors, with several more to be named shortly. New distributors are Walter Gummersheimer, St. Louis, covering Missouri and Southern Illinois, and Gordon Moye, Detroit, for the Detroit metropolitan area. The first two distributors appointed last year were Viking Specialty Company, San Francisco, for California, and Bert Farmer, Seattle, covering Washington and Oregon.

Both the Revco Monomat and Duomat models will be shown at the NAMA convention in Chicago December 12-15. Attending the showing will be George B. Boone, Jack Swain, John Walker, Robert Stutzman, and J. H. Overmyer, sales manager.

Rowe Prexy Subject Of News Feature

(Continued from page 96)

was a produce merchant, manufactured hair switches, was an artists' model, sold time clocks for International Business Machines, was a dirt-track auto racer, sold scales, ran a chain of candy machines and sold real estate in California and Florida. The feature, which is topped by a picture of Greene in front of a late-model Rowe unit, spikes the popular concept that operating vendors is an "easy money" job.

FOR SALE

One route of nice Scales at Temple, Tex.

Route is following makes:

- 51 WATLING
- 10 NATION
- 9 PARKWAY
- 15 ROCK-OLA
- 6 PACE
- 2 NATIONAL
- 2 BIG DIAL

Price, \$9,750.00. All but eight on location.

W. H. ADAMS

504 S. 27th St. Temple, Texas

**VICTOR'S
NEW
MODEL V-K**

It's Outstanding!

Sells Everything! Investigate the many new features incorporated in this great new bulk vendor. Write us NOW for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39



N.A.M.A.

EXHIBIT

DEC. 12-15

**TWO GREAT EXHIBIT FLOORS
OF MACHINES AND MERCHANDISE**

Thousands of square feet of exhibits! Scores of display booths! Leading manufacturers of merchandise and service machines, equipment and supplies will show their products side by side at N. A. M. A.'s 1948 show. The latest in automatic dispensers for all types of packaged and bulk merchandise.

Palmer House • Chicago

FOR HOTEL RESERVATIONS WRITE DIRECTLY TO THE PALMER HOUSE, RESERVATION DEPARTMENT
NATIONAL AUTOMATIC MERCHANDISING HEADQUARTERS ARE AT 120 S. LA SALLE STREET, CHICAGO

A SUCCESS LAST YEAR . . . A SENSATION THIS YEAR

N.A.M.A.

CONVENTION

DEC. 12-15

**FOUR GREAT DAYS OF
"OPERATOR KNOW HOW"**

How to improve stock control, sales and location selling, maintenance and repairs. How to increase profits by efficient operation. An all-star program with down-to-earth meetings, ideas dramatically presented in sessions and informal talks. A special program for the ladies, plus top entertainment.

Palmer House • Chicago

"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.

FTC Places 24 More Candy Mfrs. on Violation List

WASHINGTON, Nov. 6.—An additional 24 candy and confectionery manufacturers were charged by Federal Trade Commission (FTC) this week with violations of the Clayton and Robinson-Patman acts.

In separate actions each of the respondents was charged with discriminations in prices, services and facilities in favor of large buyers. Specifically mentioned as a favored buyer in all but one of the complaints was Automatic Canteen Company of America.

One of the respondents, American Chicle Company, makers of Chiclets, Dentyne and other brands of chewing gum, was also charged with the use of exclusive dealing contracts with the New York firms of Mills Automatic Company, G. V. Corporation and Interborough News Company. Such contracts, FTC alleged, are in violation of Section 3 of the Clayton Act.

Discrimination charges against the 24 manufacturers were similar to those filed earlier by FTC against a dozen candy makers.

In addition to American Chicle, FTC named the following firms in this week's charges: Minter Bros., Philadelphia; Town Talk, Phoenixville, Pa.; D. Goldenberg, Philadelphia; Cream-o-Specialty Sales Co., Brooklyn; Euclid Candy Co., Brook-

lyn; Mason & Magenheimer Confectionery Co., Brooklyn; Sweets Co. of America, Hoboken, N. J.; Kerr's Butterscotch, Inc., Jamesburg, N. J.; Delicia Chocolate & Candy Manufacturing Co., New York; New England Confectionery Co., Cambridge, Mass.; Charles N. Miller Co., Boston; F. B. Washburn Candy Corp., Brockton, Mass., and George Ziegler Co., Milwaukee.

Also Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Euclid Candy Co. of Illinois, Chicago; Dante Candy Co., Chicago; Shotwell Manufacturing Co., Chicago; Fred W. Amend Co., Danville, Ill.; Kimbell Candy Co., Chicago; M. J. Holloway & Co., Chicago; Universal Match Corp. (Schutter Candy division), St. Louis and Chicago; Hollywood Brands, Inc., Centralia, Ill., and Paul F. Beich Co., Bloomington, Ill.

Harper Sets Up New Repair Firm

CHICAGO, Nov. 6.—Francis E. Harper, operating a route of cup beverage and ice cream venders here under the firm name of Automatic Dispensing, Inc., has announced the establishment of a repair and rebuilding service for independent operators of all types of vending equipment. Called Harlin Industries, the repair service employs skilled mechanics, painters, etc., on a three-shift basis, operating on a five to seven-day week.

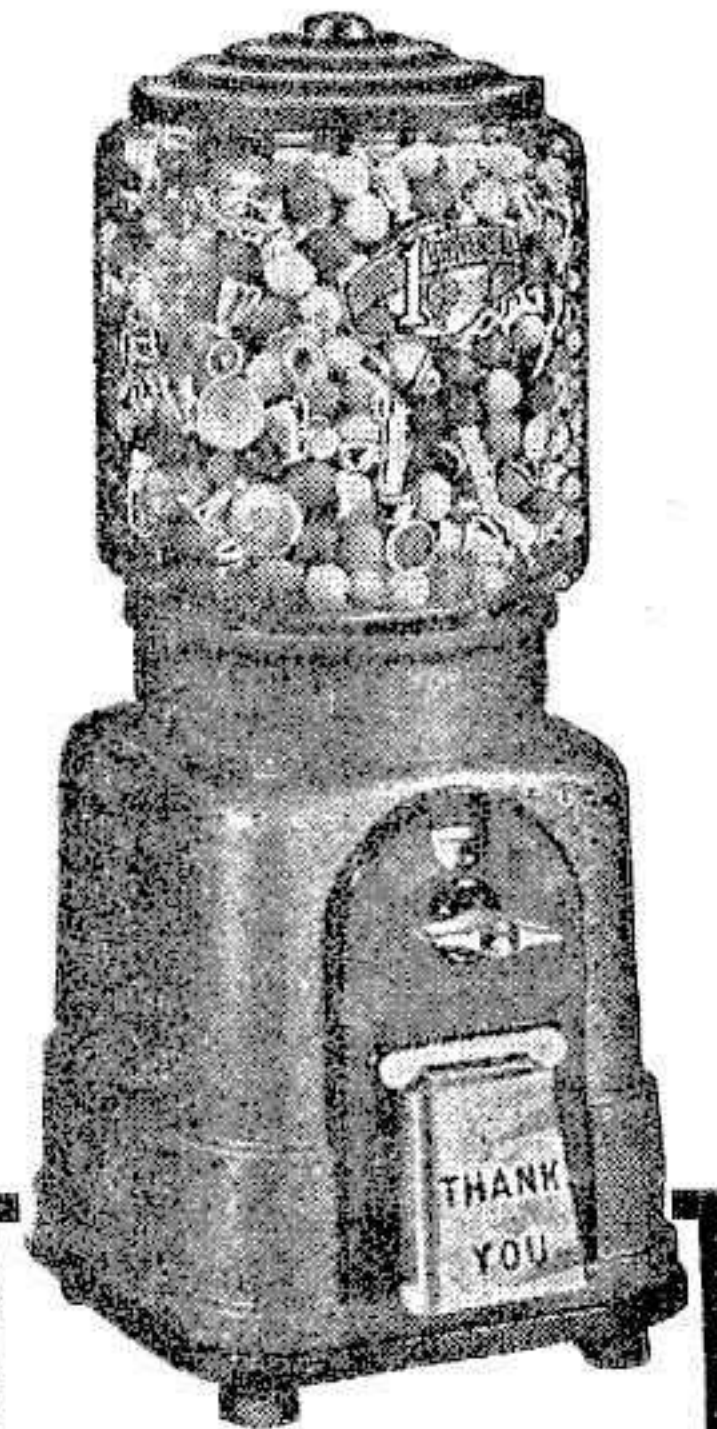
Harper states that new shop facilities will be available within 30 to 60 days, when repair equipment is moved into larger quarters. Number of specialized machine tools, paint spray and bake booths, will be increased when the new shop is opened. Currently, repair personnel averages four to a shift, with a total of 20 expected to staff the complete operation when the move is completed.

All work, depending upon type and extent of repairs ordered, carries from a 30 to a 90 day guarantee. To obtain a working knowledge of all types of vending equipment, Harper has set up experimental operation of all types of units not used on his regular route. Thus, popcorn candy and bulk venders are placed on location and observed as to operational stresses and peculiarities.

Wrigley Reports Net Profits Up in 1948

CHICAGO, Nov. 6.—The William Wrigley Jr. Company has announced a net profit of \$8,870,244 for the first nine months of 1949, equal to \$4.51 a share. Earnings for the same period last year were \$6,058,404, or \$3.08 a share. Firm's net sales for the nine months this year totaled \$45,360,866, against \$36,049,303 for first three-quarters of 1947.

Figures for the first nine months this year include profits from foreign subsidiaries, amounting to \$830,753.



VICTOR'S SENSATIONAL CUSTOM-BUILT DE LUXE UNIVERSAL

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 80, Ill.

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 80, Ill.

"SILVER KINGS"

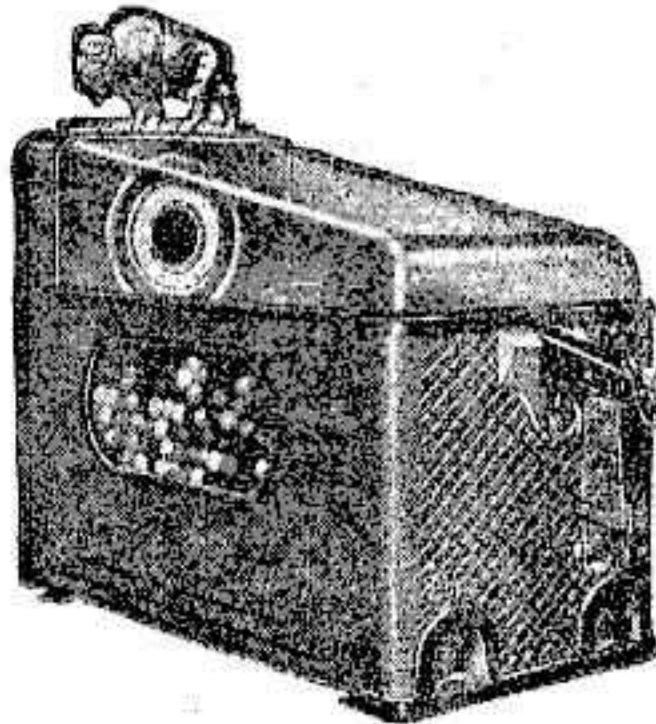
New Angle — Gets the Money With Custom Built

"TARGET KING"
NEW 1¢ 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.
½ Down Payment, Balance C. O. D.



1¢-5¢ VENDORS—2 FOR 1¢

BALL GUM VENDORS
"HOT NUT" VENDORS

\$29.95

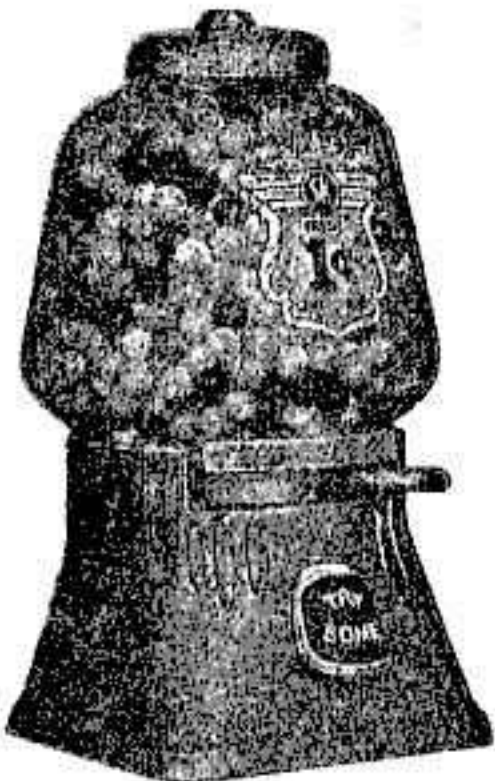
OTHERS LOW AS \$10.55
IN QUANTITIES

Nut and Ball Gum Vendors, 1¢-5¢
U. S. and Foreign Coins

At All the Best Dealers—or Write

SILVER-KING CORP.

622 DIVERSEY PARKWAY CHICAGO, ILL.



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"



\$26.50 Lots of 100 . . . \$27.00 Single

We are New England headquarters for bulk machine operators, roasting and salting our own nut meats in pure peanut oil. All merchandise sold at lowest market price at time of shipping. Send us a trial order and be convinced.

- 21 Spanish Peanuts, 30 lb. ctn.
- High Grade Mixed Nuts, 30 lb. ctn.
- Blanched Virginia Peanuts, 30 lb. ctn.
- Whole Cashews, 450 to lb., 30 lb. ctn.
- Indian Nuts, 500 to lb., 30 lb. ctn.
- Jumbo Queen and large Tullip Red Pistachios.
- Boston Baked Beans, H.B., 1000 to lb., 33 lb. ctn.
- Rainbow Peanuts, H.B., 950 to lb., 33 lb. ctn.
- Toony Jelly Beans, 820 to lb., 28 lb. ctn.
- Fruit Dibs, H.B., 800 to lb., 30 lb. ctn.
- Army and Navy Beans, 800 to lb., 25 lb. ctn.
- Licorice Dibs, H.B., 775 to lb., 37 lb. ctn.
- Licorice Pastels, 550 to lb., 37 lb. ctn.
- Adams Tab and Candy Coated Gum.
- Raisin Bubble Gum, ½ and 170, 28 lb. ctn.
- Large and Small Plastic and Plated Charms.
- Ass't Plastic and Plated Rings, 20 Styles.

Globes, Parts, Brackets and Stands. Deposit required with all orders.

NORTHWESTERN SALES & SERVICE

BOSTON 20, MASS.



IN STOCK!

5 Lb. Globe

Less than 25 \$11.55

Less than 100 11.25

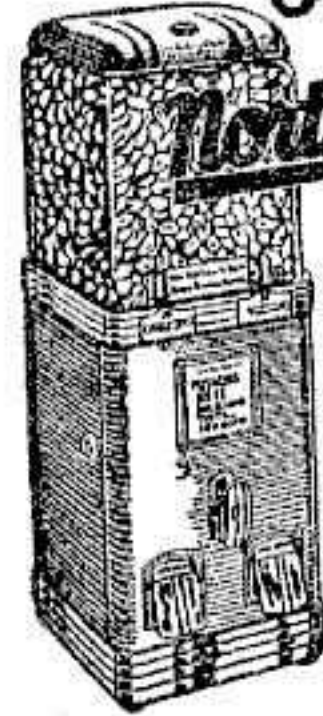
100 or more 10.95

Write for prices on Models 40, 29, 33 and Deluxe Vendors.

EMPIRE COIN MACHINE EXCHANGE

1012 MILWAUKEE AVE. CHICAGO 22

BUILT for OPERATORS



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwest 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 Northwesters. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
705 EAST ARMSTRONG ST., MORRIS, ILLINOIS

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!

Luminous Glow Charms, Series #1	Per 25
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 18, L. I., N. Y.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.

710 W. Madison St. Chicago 6, Illinois



Allas Ace
Je All Purpose
 Vendor
SPECIAL OFFER

10 Allas Ace
 34,000 Balls
 of Gum
 500 Winner
 Balls
 All for only
\$174.50

Jobbers, Sales-
 men, Write for
 Special Deal

DANCO BRAND
BUBBLE BALL GUM **22¢** lb.
 1/4" - 140 Count 100 lbs.
 (Less than 100 lbs., 23¢ lb.) or more

Danco Coin Machine Co.
 1304 E. Baltimore St., Baltimore 31, Md.

Why High Cigarette Prices? Upped Tariffs To Continue

(Continued from page 96)
 the previous yield of 1,317,466,000 pounds, making a 23.2 per cent reduction. These figures indicate that cigarette manufacturers' replacement cost for flue-cured tobacco will average 8 to 10 cents per pound over the 1947 market. This, coupled with increased freight and insurance rates, and the higher costs of most all other materials used in processing cigarettes, were all contributing factors that entered into the price rise.
 Wootten stated that, on the assumption that 60 per cent of the price rise, or 20 cents per thousand, is retained by the leading companies, American Tobacco (as country's largest producer) would increase its net income by about \$6,500,000 during the last five months of 1948. R. J. Reynolds and Liggett & Myers should

increase their previously indicated net by \$5,700,000 and \$4,500,000, respectively. Philip Morris & Company, Ltd., Inc., with a fiscal year ending March 31, will operate eight months on the higher price structure, and should obtain an additional net of almost \$3,000,000. P. Lorillard Company, a smaller cigarette producer, should have an increase of roughly \$1,000,000 net this year.

Cig Formulas

Discussing cigarette formulas, Wootten declared that "there is no such thing as an average blend among the larger selling brands." Altho most manufacturers weight their product on the side of lighter flue-cured tobacco, stronger burley tobacco is almost equally accented in certain brands. About the most that can be said about individual formulas is that 2.8 pounds (farm weight) of tobacco is used for every 1,000 cigarettes.

Explanation of the increase in earnings of the three major producers that set in during 1947 was not one of higher net profits. Instead, the greatly increased consumption (since 1941 cigarette consumption has risen 147.4 billion units or 67.8 per cent and much greater for the three leading brands) made the earnings possible. Bearing out the rising operating cost picture, at the close of last year's auctions the three-year mounting average of cigarette leaf costs indicates an increase of 5 cents per thousand cigarettes in cost of tobacco used compared to a year previous. And when replacement costs of leaf from current flue-cured crop and the 1948-49 burley crop are figured, leaf costs will most likely go up another 10 cents per thousand.

Cut Costs

As a means of reducing operating costs, manufacturers have turned to new and improved cigarette machines during the past year, and have largely reverted to a straight 40-hour work week. Too, they have added storage facilities, erected new redrying plants. Latter will enable some companies to effect a saving in the handling of their tobaccos.

It is the price of leaf tobacco, however, that in the final analysis determines the profit pattern of the manufacturer. And the outstanding fact is that there has not been any significant decline in the cigarette grades of flue-cured tobacco since 1939, or in similar grades of burley leaf since 1941, so far as it relates to production costs.

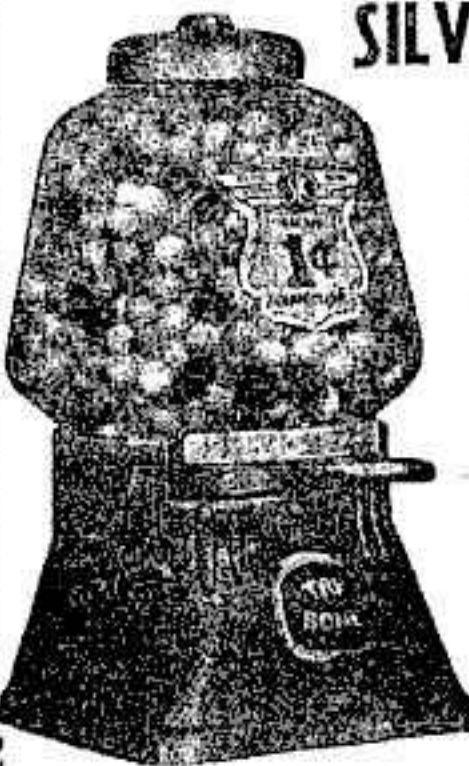
Commenting on the effect excise and State taxes on cigarettes have on the consumer, Wootten delved into the industry's actual price structure from the manufacturers' angle. Starting back in 1913, until 1920, the transition period from Turkish cigarettes to the milder blended brands of today, he stated that there was at that time some difference in list prices and discounts to the trade. However, as the new cigarettes developed volume, competition became keener and prices tended to become more uniform. When R. J.

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 or 5c
**JUST RECEIVED
 500 MACHINES
 WILL SELL
 5 OR MORE
 \$10.35
 EACH**
 Sample \$11.35
 Rush Your Orders. While They Last.

BRAND NEW IMPS
 EITHER 1¢ OR 5¢ PLAY
 Cig. or Fruit Reels
\$12.95
 Lots of 12
 \$13.75—Lots of 6 or More
 Sample \$14.50



**TARGET KING
 BALL GUM VENDOR**
 Combination Skill Game. Your penny back if you hit target. Vends Ball Gum with every penny. **BIGGEST MONEY-MAKER EVER KNOWN.** Legal Everywhere.
\$45.00 Each

**MILLS
 VEST POCKET
 BELL**
 Pays Out Automatically
\$65.00 Ea.



USED \$49.50
**AGAIN ON HAND—LIKE NEW
 BAT-A-BALLS
 \$11.95 EA.**
 STANDS \$5.00 EXTRA
**WANT TO BUY
 Used Victor Model V's and
 Silver Kings**

1/3 DEPOSIT, BALANCE C. O. D.
 ORDERS UNDER \$20.00 FULL CASH

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST. PHILA. 21, PA.
 Lombard 3-2676

VENDING OPERATION—NEW JERSEY
 46 Revco Ice Cream Machines
 93 Cookie Machines
 1 1947 Refrigerated Truck
 1 1946 Panel Truck
 All machines in good condition and on best locations. Will sell outright or will entertain offer of merger.
BOX 371
 The Billboard, 1564 Broadway, N. Y. C. 19

WEEKLY SPECIALS

Write for catalog on
 Bulk Vendors, Games, etc.



SILVER KINGS
Special Offer
 5 machines, plus 40 lbs. of Licorice Lozenges and 1,000 Plastic Charms, **\$65.00** all for

Special deals also available with all other types of bulk vendors as Victor, Allas, etc.

- Combination Coin Counters, 1-5-10c \$.75
- Cash Trays, Brand New 5.50
- 6 Col. 1c Gum Vendors, Rebuilt... 14.50
- 5c Asco Hot Nut Vendors, Rebuilt... 8.35
- 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
 140 or 170 count.
 Finest quality. 25 lbs. or more... 24¢ lb.
- SALTED VIRGINIA PEANUTS
 30 lb. case 27¢ lb.
- COPPER PLATED CHARMS
 1,000 \$4.95
- Licorice Lozenges { Minimum 23¢ Lb.
 Rainbow Peanuts { 40 22¢ Lb.
 Boston Beans { Lbs. 22¢ Lb.



SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. 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

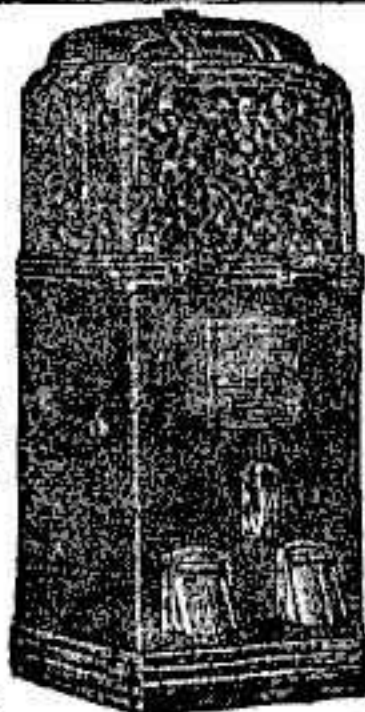
623 W. NORTH AVE. DEPT. B • MADISON 1447 • BALTIMORE 17, MD.

BEFORE YOU INVEST INVESTIGATE!

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

**USED MACHINES—UNCONDITIONALLY
 GUARANTEED**
YOUR MONEY BACK IF NOT SATISFIED

- NORTHWESTERN DELUXE GLASS GLOBE \$19.95
- NORTHWESTERN DELUXE PLASTIC GLOBE 21.95
- NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe) ... 7.95
- NORTHWESTERN MODEL #33 PEANUT (8 Lb. Globe) 7.95
- NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 8 Lb.) ... 9.95
- NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 8 Lb.) ... 7.95
- NORTHWESTERN STANDARDS, 1c and 5c (5 Lb. Globe) 11.95
- MASTERS 1c MERCHANDISE WHEEL 8.95
- MASTERS 1c TWO-FOR-A-PENNY BALL GUM 9.95
- PEARLESS HOT NUT, 5c (8 Lb. Globe) 14.95
- COLUMBUS (Like New), 5c 8.95



**DELUXE 1c & 5c
 LESS THAN 25 27.00
 LESS THAN 100 26.75
 100 OR MORE 26.25**

Northwestern's New
 DUAL VENDOR
 Now in stock.
 Immediate delivery.

**WE CARRY ALL TYPES OF MERCHANDISE
 WRITE FOR PRICE LIST**

**PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR
 THE OPERATOR**

1/3 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4105 16TH AVENUE, BROOKLYN 4, N. Y.

GEDNEY 8-3600

GIVE TO THE DAMON RUNYON CANCER FUND



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of
**VICTOR
 VENDING CORP.**
 5701-13 Grand Ave.
 Chicago 39

Reynolds introduced Camels to the market, the price was \$4 per thousand, but the federal tax was \$1.25 per thousand. By 1919, American Tobacco's Lucky Strike brand and Liggett & Myers' Chesterfield were competing for a share of the cigarette market. The federal tax was increased to \$3 per thousand and the list price at one time went up to \$8 per thousand.

Competition again entered the picture, forcing a reduction in price, until in 1933 list prices for Camel,

Lucky Strike and Chesterfield were \$6.40, \$6.45 and \$6.40, respectively. P. Lorillard's Old Gold was introduced in 1926 at the \$6.50 price, or \$2.64 net after discounts and excise tax. Lucky Strike's 5-cent higher price continued until April 20, 1938, when Camel was reduced to \$6 per thousand. Other top brands followed suit, with exception of Old Gold, which was reduced to \$6.10 per thousand. There were seven price changes between 1928 and July 1, 1940—all uniform. December 21, 1941, cigarette prices were frozen by OPA. Ex-discounts and the federal tax, the net to the manufacturer was \$2.51 per thousand, the prevailing base price for cigarettes since January, 1937. Interim changes in the list prices were only offsets to increases in excise taxes.

First Increase

The first increase granted manufacturers from the continuous and substantial increase in prices of leaf tobacco was April 25, 1946. OPA, in announcing the mark-up of 10 per cent, or 25 cents per thousand in the base price, said: "This increase has been made necessary by rising manufacturing costs, principally costs of domestic leaf tobacco. Prices of flue-cured and burley have almost doubled since the war started." While this was true of the average market tobacco, it was an understatement in respect to cigarette tobacco. Price of flue-cured tobacco used by at least two of the larger companies for their cigarettes increased by 145 per cent and the prices paid for their cigarette burley increased by 113 per cent during the 1940-46 period.

Cigarette tobacco sold at 60 cents per pound on the 1946 flue-cured market, Wootten declared. This was 28 per cent above the 1945 market, which explains the secondary mark-up of 25 cents per thousand October 7, 1946. While this increase in base price (\$2.76 to \$3.01 per thousand) was initiated by manufacturers, it is unlikely any other industry of comparable importance has displayed the price restraint of the tobacco companies since the removal of government controls. Latest increase in prices was 54 per cent, or 7 cent per pack for most brands—from 13 cents per pack to 13.7 cents per pack, including the Internal Revenue tax of 7 cents per pack, or 35 cents per thousand.

Leaf inventories of the Big-Three companies, in 1939, totaled \$425,500,000, but on December 31, 1947, this investment stood at nearly \$1,200,000,000. During the interim, thru stock issues and funded or floated debt, these firms raised \$521,000,000 to finance their additional supplies of more expensive tobaccos. Increased inventories in 1946 alone amounted to \$186,491,000 or 21.9 per cent, and reflected the higher price paid for cigarette grades of flue-cured leaf two years ago, as well as the increasing quantities purchased. In 1947 there was a further increase in inventories of \$160,200,000, or 15.4 per cent. Despite this fact, manufacturers were able to replace their usings of flue-cured leaf on the 1947 auctions at moderately lower prices.

Continuing, Wootten said that while the law of supply and demand will determine the long-term trend in tobacco prices, government policy in respect to this commodity has in-

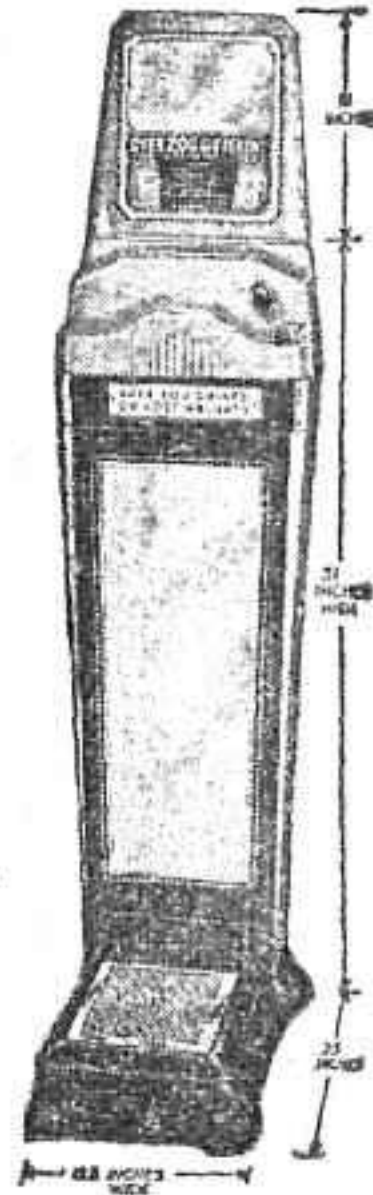
fluenced greatly the present leaf investment of private manufacturers. Present evidence is that it will continue to do so. These policy factors are three-fold: Crop allocations among farmers, which determine largely the amount of tobacco grown; the support given agricultural products in the new long-range farm bill; loans made foreign countries for the purpose of purchasing our tobaccos. Thus it is seen that the many political and other factors influencing this commodity before it reaches the auction block prevent an accurate forecast of future prices at this time.

An important factor in lowering inventory costs, used over the last six years by the larger manufacturers, is a method of aiding nature in the curing of tobacco. Known only as the high-vacuum heat treatment, this process has appeared to be the main reason those companies, reputed to be using it, are continuing to roll up record-breaking monthly sales. It reduces the traditional lag between the purchase and processing of tobacco into cigarettes. With the assurance that a sufficient quantity of tobacco will be grown in this country to insure a reserve against a crop failure and to sustain the new high in cigarette consumption, manufacturers will take full advantage of the lower inventory and thus lower expenditures made possible by this process.

Conclusion

Concluding the article, Wootten stated that during the war there was no increase in the growing of tobacco comparable to the increase in cigarette consumption. There has not only been a restriction on tobacco acreage, but the government, thru 1945, set allocations on the amount of tobacco manufacturers could buy, based on the previous year's quotas. This has had the effect of freezing all manufacturers, especially the larger ones, with relatively the same supplies of leaf. Because of this, it is unlikely that any one firm is in a position today to undersell its competitors. Also interesting to note is the fact that the increase in cigarette prices since 1939 is not at all commensurate with the cost of leaf tobacco. Therefore, it appears a drastic decline in the price of this commodity would be necessary to justify a cut in cigarette prices.

ST. LOUIS, Nov. 6.—Universal Match Corporation announced the resignation of William Fette Jr., as vice-president and director, effective October 31.



\$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

ALL PURPOSE VENDER



VICTOR 1c DELUXE UNIVERSAL

1/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB.

(Prepaid in lots of 100 lbs. or more.) FULL CASH WITH ORDER

\$14.95 ea.

In lots of 24—

\$14.50 ea.

Also available in 5¢ models for a slight additional charge.

Small Pistachios 25 lb. Cartons, 52¢ lb.

Plastic Charms \$3.25 per M.

- 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.

1/8 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.

Orders Under \$10.00, Money in Full.

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 BACKMAN ST., BROOKLYN 12, N. Y. Phone: Dikens 2-7992



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.

REAL LOW PRICES

U-SELECT-IT

CANDY MACHINES

72 Bar Capacity, \$27.50 ea. Lots of 10, \$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, 8 Col. 37.50
- DU GRENIER CHAMPION 47.50
- UNEEDA MONARCH, 8 Col., Like New 70.00
- UNEEDA E, 8 Col. 40.00
- NATIONAL, 8-30 50.00
- ROWE ARISTOCRAT, 6 Col. 22.50

Half Deposit.

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa. Phone: BA 9-0806

THE DuGRENIER CANDYMAN

5c CANDY BAR MACHINE \$102.00 EACH

Immediate Delivery. Order Now! 1/2 Dep. With Order, Bal. C. O. D. CAMEO VENDING SERVICE 432 West 42d St., New York 19, N. Y.

BRAND NEW

NIKS BISCUIT MACHINES

9 Column with stand. Direct from manufacturer.

\$75.00 Each

1/2 with order—balance C. O. D.

MALKIN-ILLION COMPANY

398 Colt St. Irvington 11, New Jersey Telephone: Essex 2-3405

ATTENTION—25c & 30c CONVERSIONS

Silver Quarter or combination Nickel-Dime conversions available in 24 hours. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversion. ALSO 30¢ CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

- Lehigh PX, 10 Col. \$160.00
- NEW National Electric, 9E 275.00
- NEW ROWE Crusader, 8 and 10 Col. 195.00
- NEW Uneeda, 8 Cols., 510 Pack Cap. 159.50
- DuGrenier Champion, 7 Cols., 325 Pack Cap. 70.00
- Rowe Royal, 10 Col., 400 Pack Cap. 100.00
- Rowe Royal, 8 Cols., 320 Pack Cap. 85.00
- Rowe Imperial, 8 Col. 70.00
- Uneeda Model E, 9 Cols., 270 Pack Cap. 59.50
- DuGrenier, 9 Cols., Model W, 270 Pack Cap. 62.50
- DuGrenier, 6 Cols., 150 Pack Cap. 32.50
- DuGrenier, 4 Cols., 100 Pack Cap. 25.00

7 COLUMN CIGAR MACHINE, \$32.50

Holds seven different brands

SPECIAL, \$72.50

Uneeda Candy Machine, 102 cap. with enclosed base. With Angle Iron Base, \$67.50. Without Base, \$62.50.

CANDY MACHINES

- Candyman \$ 65.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- 5¢ & 1¢ GUM VENDOR 17.85

SPECIAL, \$100.00

Uneeda Model 500 9 Columns, 350 Pack Capacity.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models. SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

CHARMS
CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...
Write soon for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CORNED RINGS, WEDDING RINGS, KNIVES, JALNS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE - BRILLIANT WISCONSIN

FRANKFORT, Ky., Nov. 6.—Secretary of State has issued a charter to Delta Service Company, Louisville, to conduct coin-operated laundries. Capital stock is listed at \$10,000.

Candy Corp. Names New General Mgr.

CHICAGO, Nov. 6.—Candy Corporation of America here, bubble gum manufacturer, has announced the appointment of Elmer C. Muggenberg as general manager. Muggenberg, who has been elected a director of the National Confectioners' Association (NCA), recently resigned as vice-president of the Fisher Nut & Chocolate Company, St. Paul.

Dixie Cup Announces New L. A. Facilities

EASTON, Pa., Nov. 6.—Dixie Cup Company announced this week that its Los Angeles office and warehouse now occupy new and larger quarters. Move was made to provide better service for the firm's Pacific region customers, officials stated.

New headquarters are located on East 12th Street.

Ariz. Town Hails Coin Shoeshiner

MESA, Ariz., Nov. 6.—Installation of the first shoeshine machine here recently was proclaimed as an important event, and was the subject of a large photo in the local press.

Topping the picture was a caption, further emphasizing the advent of the "coin age" here. It read: "We're a Big Town Now."

N. C. Council Hits High Cigarette Tax

(Continued from page 96)
that continuation of such taxation trends would reduce consumption of tobacco.

Hedrick told NCTAC members that State taxes on cigarettes range from 1 to 8 cents per pack, and that municipal taxes, in those communities having such a levy, average 2 cents a pack. Both taxes, of course, are in addition to the federal tax of \$3.50 per 1,000 cigarettes, or 7 cents for a standard pack of 20.

Highest tax is in the State of Louisiana, where the 8-cent-per-pack tax hikes the total direct levy load to 15 cents when combined with the federal tax. Birmingham is also in the top tax bracket, with each pack of cigarettes carrying a total of 12 cents in taxes, including 2 cents to the city, 3 cents to the State. Miami tax hits a 13 cents total; 2 cents to the city, 4 cents to the State.

ARCTIC HIKES PRICE

(Continued from page 96)
Haase stressed.

Firm continues to act as its own national distributor, has its own sales organization and sells direct to the operator. Purchase of machines does not include exclusive territory agreements or franchises.

Features of the Arctic Vendor (The Billboard, July 17) include clog-free plastic merchandise racks, National Coin changer standard equipment, and 150-bar capacity.

Vendor will be displayed at the NAMA convention in Chicago, December 12-15, Haase said.

VICTOR'S NEW MODEL V-K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vendor. Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 39




MARION SCALE
ONLY \$79.50
F. O. B. PLANT. 1/3 CASH, BAL. C. O. D.
LESS IN QUANTITIES
6 COLORS
41" HIGH
SHIPPING WEIGHT 74 LBS.
IMMEDIATE DELIVERY.
FULLY GUARANTEED.
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Distributors: Write, Wire or Phone
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Vends Stamps from Standard Post Office Rolls. No fillers necessary or other expense involved. Can be adjusted to vend from 2 to 5 stamps in any chamber for any coin.
\$49.50 Sample Order
1/3 Deposit, Balance C. O. D.
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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.



5c GUM AND 5c HARD CANDY AND MINT VENDORS
for Charms, Lifesavers, Gum and similar sized products.
WRITE FOR CATALOG!
ALKUNO & CO.
408 Concord Ave., New York 54, N. Y.
MElrose 5-7757
Mechanical Manufacturing Laboratories



PRE-CONVENTION SPECIAL

For the First Time in Our History We Are Offering Fully Reconditioned and Newly Repainted
ROWE CIGARETTE MACHINES
AT NEW LOW PRICES
Set for 20c or 25c operation

10 Column CRUSADER	\$165.00
8 Column CRUSADER	150.00
10 Column PRESIDENT	140.00
8 Column PRESIDENT	130.00
10 Column ROYAL (shift column)	95.00
8 Column ROYAL (shift column)	90.00
10 Column ROYAL (no shift column)	90.00
8 Column ROYAL (no shift column)	80.00
6 Column ROYAL (shift column)	70.00
6 Column ROYAL (no shift column)	60.00
8 Column IMPERIAL	65.00
6 Column IMPERIAL	55.00

SILVER QUARTER SLUG EJECTOR ASSEMBLY ON ANY MODEL \$10.00 ADDITIONAL

GUARANTEE: { Defective parts—30 days
Workmanship—90 days

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BRAND NEW HOT NUT MACHINES
Dispenses all types of bulk merchandise for 5c, including Cashews, pistachios, almonds etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.
\$10.00 Lots of 10 or More
\$11.50 Lots of 5
\$12.50 Sample

SPECIAL ASCO HOT NUT DISTRIBUTORS AND JOBBERS WANTED
Special Price, lots of 50. Write. Also All Other Globes At Net Prices.
STAMP FOLDERS, For Any Model. 50c Per M 35 lb. Solid Steel STANDS. \$3.95 Ea.
CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES.

SPECIAL LICORICE LOZENGES
West Point Brand, Best Quality in the Country. 23 1/2 lb. 30 Lb. Boxes, High Count.

JUMBO BLANCHED SALTED PEANUTS, 30 Lb. Cartons, 27c Lb.—58.10 Carton.
FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/3 With Order Balance C. O. D.

VEEDCO SALES COMPANY
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VARSITY SETS DISTRIB WEB

No New Phono For Rock-Ola; Name New Rep

Badger Sales Adds Coast Area

CHICAGO, Nov. 6.—Reporting that Rock-Ola would not bring out a new model of its coin-operated phonograph this year, Art Weinand, general sales manager for the firm, this week affirmed the appointment of the Badger Sales Company as Rock-Ola distributors for Southern California, Southern Nevada and Arizona. Firm is presently the Rock-Ola distributor in Wisconsin thru its Milwaukee office. West Coast representation will be handled from Badger Sales headquarters in Los Angeles. William Happel heads the distributing firm, which will handle all Rock-Ola products including the Magic-Glo phonograph and the new shuffleboard.

In announcing that the Magic-Glo would continue to be featured by the manufacturing firm, Rock-Ola joined AMI which also does not plan to bring out a new unit. Distributors thruout the country are now referring to the Rock-Ola units as the 1949 Magic-Glo.

CPMA Picks Castle Record For Next Hit

CLEVELAND, Nov. 6.—Cleveland Phonograph Merchants' Association (CPMA) last week announced that the hit tune of the month for November would be *Galway Bay*, featuring Bobby Worth on the Castle label. Song, as is the case with all monthly hit tune selections, will be featured in the No. 1 spot on more than 3,000 juke boxes in the greater Cleveland area.

At the same time Sanford Levine, chairman of the record promotions committee of the CPMA, announced that the hit tune extras for November were *Brush Those Tears From Your Eyes* by Barry Green and his orchestra on Rainbow, and *Most Beautiful Girl in the World*, as recorded by Ted Straeter and his orchestra for the Varsity label. These two extras will also be featured on the city's 3,000 music machines.

Atlas Sets New Seeburg Display

CHICAGO, Nov. 6.—Atlas Music Company officials this week announced the introductory-showing dates of the new 1949 Seeburg juke box. Chicago headquarters will hold a special three-day showing December 14, 15, 16, with an additional two-day presentation in Peoria scheduled for the Illinois territory December 18 and 19. Entire Atlas personnel will be present at all showings, with firm heads Morrie and Eddie Ginsburg as chief hosts.

Atlas' Des Moines office will present the new machine December 19, with Manager Bill Moss officiating. Moss will also be present at the Omaha presentation December 18.

A list of show dates to be held by all Seeburg distributors is now being set up and should be completed within the next week.

Flying Juke

CHATHAM FIELD, Ga., Nov. 6.—Six "flying juke boxes" were resting in a hangar here this week, and the Georgia National Guard was looking forward to the arrival of 15 more before the end of the month. These jukes play plenty sweet music, but there's no coin operation involved, and the operators of the equipment are all boys who wear the olive drab. The flying juke boxes are not the same kind the coin machine industry is familiar with—rather they are Uncle Sam's newest and deadliest fighter planes, better known in the air corps as P 80C aircraft.

Capt. W. C. Crawford, young AAF pilot from near-by Savannah, hung the flying juke box title on the aircraft. "All you have to do," said Crawford, "is watch the lights—the darn thing blinks like a juke box."

Will Offer Specialized Disk Service to Operators; Cost Per Record Drastically Cut

Nine Distributors Already Signed, Others Tentative

NEW YORK, Nov. 6.—Marking a major step forward in its sales policy, and departing from its usual factory-to-retail-outlet method of selling its disks, Varsity Records is now setting up a special distributor network, which will service juke box operators only, it was learned this week. With nine such distributors already appointed, and two others tentatively scheduled to handle their line for operators, Varsity officials Eli Oberstein and Joe Carlton, former music editor of *The Billboard*, are now in the process of selecting distrib outlets for other territories thruout the

United States.

Under this new manufacturer-to-distributor-to-operator plan of the disk company, music machine operators will now be able to purchase Varsity Records for 30 to 32 cents each. While not getting name performers on the sides, operators are assured of getting current hit tunes on both sides of each disk they purchase, that being the policy of the manufacturer. Label retails in stores for 44 cents each, and to date operators have been buying them from regular retail outlets for about 40 to 42 cents each.

It is the intention of the manufacturer to give the operator a larger price reduction, as well as specialized service and quick delivery thru the new distributor network. With the firm dealing in tremendous volume sales (thru such outlets as Macy's (See VARSITY SETS on page 106)

MOA Sets Annual Meeting In Chicago on January 18

OAKLAND, Calif., Nov. 6.—In order not to conflict with "show time," the Music Operators of America (MOA) will hold its annual meetings immediately after the close of the Coin Machine Institute (CMI) exhibition. This announcement was made by George A. Miller, national chairman for MOA, who urged all music operators and especially association executives to plan to attend the sessions.

MOA, organized during the 1948 CMI show, has tentatively scheduled its first annual business session at 10:30 p.m., Tuesday, January 18. Miller said that the music operators' associations have been co-operating with CMI counsel, Dudley Ruttenberg, and that he was gratified at the increasing numbers of local and State music operator associations.

Plan Bigger 1949

"Definite plans are being made," Miller said, "for the betterment of the industry in 1949; but no program

can be successful unless everyone interested in the business takes an active part."

When the association was formed early this year, Miller and the vice-chairman, Al Denver, New York, said its purpose was to combat unfavorable legislation which might affect the automatic phonograph industry.

Along that line, Miller said, "In a long-distance telephone conversation October 27 between Sidney H. Levine, counselor for MOA, and myself, Sidney stated he would be in Washington November 8 and 9 to obtain first-hand information on anything that might be of importance to the Music Operators of America."

At the first meeting, on January 18, MOA members will hold their second election of officers and directors. At the initial meeting this year, Miller reported, there were 86 music operators present, representing various individuals and associations.

(See MOA CHI MEET on page 114)

AMI Distributors To Inaugurate Territory-Wide Trailer Showings

GRAND RAPIDS, Mich., Nov. 6.—In a two-pronged sales promotion drive designed (1) to contact every operator of music equipment thruout the country, and (2) to bring its newest equipment to the door of those operators who will not attend the Coin Machine Institute (CMI) show in Chicago in January, AMI has purchased two house trailers and equipped both with a Model B, 40-selection wallbox installation and a complete parts display, for the use of distributors in touring their respective territories.

Worked out on a national scale, the move is one of the most aggressive sales promotion programs undertaken by a music machine manufacturer. Inside each trailer will be a complete replica of the display which visitors at the CMI show will see at the Hotel Sherman.

First Trailer Ready

The first trailer is already in the hands of the Runyon Sales Company, New York, and will tour thru Con-

necticut and New York State during the next four weeks. The trip will be made by Arthur Daddis from AMI's factory here, and Irving Kemper, representing Runyon. At the conclusion of the tour, the trailer will be turned over to David Rosen & Company, Philadelphia, for another four-week period, then will be passed along to the next distributor in line on the East Coast.

The second trailer, which is now having the final touches put on it here, will tour thru the Midwest, kicking off at the Lief Distributing Company headquarters in Cleveland, where that firm will shortly start a four-week tour of its territory. Then, following the same pattern as in the East, the trailer will pass on to the next distributor in line.

According to firm officials, results from the first two trailers will be watched, and as soon as it is feasible, additional tours thru the Mid-South and Far West territories will be set up.

Schedule Aireon Combo Showings Thruout Country

KANSAS CITY, Kan., Nov. 6.—Aireon Manufacturing Corporation this week held a factory showing of its new Coronet phonograph-television combination in Los Angeles, under the direction of Clayton Ballard, newly appointed regional sales manager for Southern California. Ballard, who has represented Aireon in the Greater Northwest territory and as far south as San Francisco, is now in charge of the entire West Coast area, it was announced by Bernard D. Craig, general sales manager.

It is expected that shortly after the showing is completed (this week-end) Aireon will appoint a distributor for the entire phonograph line in the Los Angeles area. Firm has had no representative there for the past year.

Meanwhile, Craig reported that showings are now being set up for the near future in New York, Baltimore, Philadelphia, Detroit and Milwaukee for the combination. In New Orleans, H. B. Enterprises, distributor for Aireon products, is showing the combination, altho television will not debut in the area until late next month. Howard Buncher, head of the firm, reported that music operators in New Orleans were showing definite interest in the coin-operated tele, and many planned to place the units on location in advance of actual telecasts, so that patrons would become accustomed to paying for their television entertainment before they have had a chance to get it for free as was the case in other such major areas as New York, Chicago and Philadelphia.

Second field test of the new combination was conducted last week in Minneapolis by the Aireon distributor there, Music Service Company. According to Don Carmichael and Harold Harter, who head the firm, a music location that averaged from \$17 to \$20 a week with its juke box, hit \$50 the first week that the combination was operable.

Coin Tele Grows in New York

Varied Spots Trying Units For First Time

450 Sets in Use

By Is Horowitz

NEW YORK, Nov. 6.—While it cannot be said that coin-operated television has been embraced with open arms by operators in New York since it was first introduced here a year ago, it has made steady inroads in a variety of locations, and operators who have tried it predict that it will catch on at an ever-increasing pace.

This, despite the fact that many responsible music machine people have steered clear of coin television for fear of widespread free tele-entertainment in taverns, is now an insurmountable competitive obstacle. Altho these operators are the first to admit that free commercial tele has hit hard at their juke income, and the end is not yet in sight, most shy away from investing in coin tele equipment until it is proved a consistent money earner.

Conservative estimates indicate that about 450 coin-actuated tele sets are now in operation in the metropolitan area. They vary in type from combination sets with built-in juke mechanisms to standard commercial sets operated thru coin boxes at—
(See COIN TELE on page 106)



NIAGARA MUSIC ASSOCIATION members celebrated their first birthday as a group by traveling to Buffalo recently and holding a gala party at the Town Casino there. Included in the guest list were Mr. and Mrs. Lou Wertheimer, Davis Distributing Corporation, Buffalo; Mr. and Mrs. C. L. Carr, Mr. and Mrs. Dick Carr, and Mr. and Mrs. Dan Conny, Cataract Amusement Company; Mr. and Mrs. Ardan A. Bradt and Mr. and Mrs. Robert F. Bradt, Frontier Novelty Company; Mr. and Mrs. Anthony Gravanti, Mr. and Mrs. Angelo Marino, Mr. and Mrs. David Oliver, and Mr. and Mrs. George Joseph, all of Niagara Falls.

Copyright Act Hearings Wait 81st Congress

Committee Personnel Shifts

WASHINGTON, Nov. 6.—Changes in the make-up of the House judiciary subcommittee on copyrights hold the key to the future of the proposed amendment to the Copyright Act which would eliminate the exemption now enjoyed by the juke box industry.

With two members of the group having been defeated for re-election, make-up of the subcommittee will not be decided until the Democrats take over Congress in January. In line for the chairman of the copyright is Rep. Francis Walter (D., Pa.), who took little part in last session's hearings on the original Scott Bill.

Author of the measure, Hugh Scott (R., Pa.), remains in the House and is likely to reintroduce his measure, but since he is now a member of the minority party, a bill under his name faces little chance of being passed.

With last session's 3-2 approval of the Scott Bill by the subcommittee having crossed party lines, it is possible that a Democrat may introduce a bill similar to the Scott measure. It is considered certain that the American Society of Authors, Composers and Publishers (ASCAP) will be trying to induce some member of the majority party to pick up the copyright bill.

Final House action on a copyright measure may rest with Rep. Emanuel Celler (D., N. Y.), who is in line to head the full Judiciary Committee. Altho he has taken no stand on the juke bill, Celler is a close associate of Rep. Sol Bloom (D., N. Y.), former song-writer and music publisher, who is a strong advocate of the ASCAP-inspired legislation.

Ops Lose Locations As 9 Chi Precincts Ban Taverns, Bars

CHICAGO, Nov. 6.—Operators of music machines in five of Chicago's polling precincts, who had equipment in bars, taverns, etc., lost those locations Tuesday when voters approved a referendum to ban such spots. Also affected were four other precincts, which in parts, voted out liquor sales.

Precincts that were voted dry were the 50th in the fourth ward; 33d and 40th in the fifth ward, and the 52d and 60th in the 49th ward.

Precincts where certain areas will be closed included the 41st and 63d in the ninth ward; 87th in the 49th ward, and the 76th in the fifth ward.

The 16th precinct in the sixth ward voted down the proposition, as did a part of the 82d precinct in the sixth ward.

thru October 8, 1948, 753 families purchased video sets. So few public location sets were sold that they did not even show up in the tabulations.

AMI Names New Distributor in Maryland Area

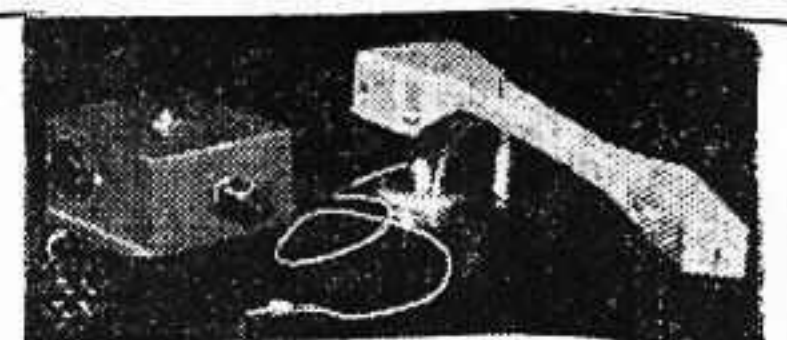
CHICAGO, Nov. 6.—AMI, Inc., has appointed the David Rosen Company of Maryland as distributor of its products in the District of Columbia and in parts of Maryland and Delaware, Lyndon C. Force, AMI manager of general sales, announced Thursday (4). At the same time it was disclosed that the distributing firm is now principally owned by Sam Berger, with David Rosen, former owner, maintaining a minority interest.

Specific territory of the distributing firm includes Sussex and Kent counties in Delaware, all of Maryland except Garrett and Allegany counties and the District of Columbia.

When David Rosen was the principal owner of the Maryland firm it was known as David Rosen, Inc., and was also distributor in the same territory for AMI. Under the new set-up the David Rosen Company of Maryland will retain offices and showrooms at its old location, 503 Evergreen Street, Baltimore.

Trend Toward Home Tele Sets Growing

CHICAGO, Nov. 6. — Growing trend to home television sets was noted in this area this week when the Chicago Electrical Association issued figures showing that of the total number of television sets in use here, 83 per cent were located in homes and only 13 per cent were in public locations. The balance of 4 per cent were in dealers' showrooms. In the period from September 8



SAVE YOUR RECORDS
NEW LIGHT WEIGHT PRECISION BUILT HEAD FOR WURLITZER
Models 750E to 1080-1015. Each \$7.00
Models 616 to 700. Each 7.00
Head uses B-2 Crystal and weighs less than 1 1/2 oz. Location tests show records last 6 to 8 times as long as with ordinary heads.
DISTRIBUTORS WANTED
R & M MFG. CO.
2022 E. Okmulgee Muskogee, Okla.

IT'S

HEAVEN

TO OPERATE

AMI MODEL "B" 40 SELECTION'S

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

Record Reviews

(Continued from page 42)

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	OVER-ALL	DISC JOCKET	DEALER	OPERATOR
FOLK							
TED DAFFAN'S TEXANS (Columbia 20506)	Now I Must Reap (What I Have Sown)		Smooth subdued harmonization of simple folk tale.	71	72	70	70
	You'll Always Be Around		Virtuoso chanting of routine ballad.	66	66	66	66
GENE AUTRY (Columbia 20495)	The Last Letter		The cowboy hero does a slow, lugubrious ballad that should have strong appeal for his fans.	76	76	78	75
	If Today Were the End of the World		A dolorous sermon in music that becomes too tedious.	66	66	68	65
BOB WILLS & HIS TEXAS PLAYBOYS (Columbia 20498)	Silver Bells		Not much punch to this instrumental version of a traditional folk air.	72	73	70	73
	Spanish Two Step		Despite some uneven section work, this instrumental two-step has a light grace and charm.	74	75	72	76
BOBBY GREGORY & HIS CACTUS COWBOYS (MGM 10283)	Ridin' Along Singing a Song		Cowboy-on-the-trail opus is done too stiffly here.	61	60	60	63
	In Old Mexico		Despite attempt at light touches, novelty ditty doesn't come off. Orking is okay, but chanting has no life.	56	56	55	57
LONNIE GLOSSON & HIS RAILROAD PLAYBOYS (Mercury 6142)	The Fox Chase		Effective warbling and mouth-organing on a lively, hill-flavored ditty about a fox hunt, with music recreating the atmosphere of the chase.	78	73	72	74
	Now My Darling Doesn't Care		Slow weeper doesn't have the vitality and savor of flip.	60	58	60	62
ART GIBSON & HIS MOUNTAIN MELODY BOYS (Mercury 6141)	Cold Hearted Blonde		So-so warbling of a novelty tune, with orking somewhat uneven.	60	58	60	62
	I'm Ashamed of You		Jazzy jingle has some appeal. Tune is in the simple corn tradition of "Ding Dong Daddy."	64	64	64	65
MONTANA SLIM & HIS BIG HOLE BRONCO BUSTERS (Victor 20-3152)	One Golden Curl		Another of the popular dead child ditties, but this lacks the conviction of the successful ones.	65	64	66	65
	I'm a Fool For Foolin' Around		So-so rhythm novelty.	67	67	65	68

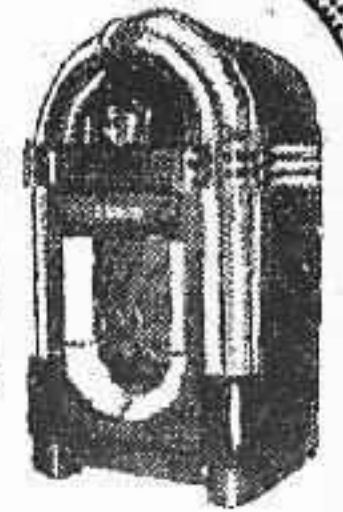
ARTIST	LABEL AND NO.	COMMENT	TUNES	OVER-ALL	DISC JOCKET	DEALER	OPERATOR
FOLK							
TEXAS JIM ROBERTSON & THE PANHANDLE PUNCHERS (Victor 20-3150)		My Dreamboat Is Sinking	Robertson warbles a pleasant ballad in a persuasive bass voice.	75	76	74	75
		Somebody Loses, Somebody Wins	Dull material fails to hold interest despite okay chanting.	61	60	60	63
DUDE MARTIN & HIS ROUNDUP GANG (Victor 20-3151)		Gin Rummy Boogie	Martin's recitation of a disastrous gin game is one of the funniest things since "Smoke, Smoke, Smoke."	86	86	86	86
		Tuck Me To Sleep In My Old Tucky Home	Jivey execution of a pleasant tune, with a strong beat and Martin's chanting the highlights.	75	76	74	74
BOB WILLS & HIS TEXAS PLAYBOYS (MGM 10292)		Blackout Blues	Medium tempo blues with spiritless chanting and loose orking.	67	67	66	68
		Sally Goodin'	Authentic folk type tune gets a catchy, ear-ur-recting, down-home treatment.	77	78	76	78
THE RANGERS (Regent 138)		Beautiful Eyes	Strong-beat orking and chanting of old-fashioned corn jazz tune could click in the bantam sweepstakes.	83	83	82	84
		Somebody Stole My Rose Colored Glasses	In same formula as flip, this side has almost equal potential.	80	80	80	80
JIMMY WORK & HIS BORDER BOYS (Alben 501)		Tennessee Border	Instruments obscure the vocal here in a badly balanced recording.	54	52	57	54
		Jealous Heart Is Broken	Effective nasal chanting on a country wailer.	67	67	66	68
REX ALLEN & HIS ARIZONA WRANGLERS (Mercury 6136)		The Empty Christmas Stocking	Sentimental account of a jobless daddy who steals a doll for his daughter. Allen does it with a minimum of pathos, and side could do well in the folk market during Christmas.	77	78	80	74
		Tears On My Old Guitar	Allen chants a pleasant ballad in a warm, melodic baritone.	71	71	70	72

(Continued on page 112)

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WURLITZER 1015 . \$429.00
WURLITZER 1080 . \$469.00
ROCK-OLA 1422 . . . 319.00



EACH MACHINE THOROUGHLY CLEANED
CHECKED OPERATES LIKE NEW
REFINISHED. LOOKS LIKE NEW!

THOROUGHLY GUARANTEED!
SATISFACTION ASSURED!

WURLITZER 1015

WURLITZER	SEEBURG	ROCK-OLA
750 \$210	LOTONE Write \$129	MASTER \$79
950-850 109	MAJOR \$129	DE LUXE 79
500 99	COLONEL 129	STANDARD 79
600R 69	COMMANDER 99	PRESIDENT 89
500 VICTORY 69	CLASSIC 99	SUPER 79
61 59	VOGUE 99	CELLAR JOB 49
P12 38	1941 FACTORY R.O. SPEC. 109	12 RECORD 39

Following prices for machines complete in working order. For rebuilt unconditionally guaranteed phonographs, add \$35 each.

WALL BOXES: Seeburg S-20-12, \$3.95; WS-2Z, Wireless, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50; Seeburg WB-1Z, \$32.50; Seeburg DSB-1Z, \$22.50.

Our rebuilt phonographs are professionally refinished . . . mechanism overhauled . . . worn parts replaced . . . amplifier reconditioned . . . tone head renewed . . . talking gold grill.

Terms: 1/3 Deposit Balance C. O. D.

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The New Look FOR YOUR 1015's

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Kansas City, Missouri

\$96.50

1/3 DOWN
BALANCE C.O.D.

FOR SALE

The only Music-by-Wire service in important New York State industrial city. Best automatic equipment and fine record library. Now grossing \$500 per month, which live man could double or triple in short time. Must sell at once on account of other business. Priced at \$8500 for quick action.

Box D-89, The Billboard, Cincinnati 22, Ohio



Only Deal Today for an Operator . . . Say Music Ops From Coast to Coast

MAIL THIS COUPON FOR COMPLETE INFORMATION

I am a bona fide Operator of Phonographs in

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

THE
"Manhattan"
BY PACKARD

Name (print)

Address

City State

Mail This Coupon to PACKARD MANUFACTURING CORP., Indianapolis 7, U. S. A.

Eagle REPLACEMENT PLASTICS

Beautiful, solid, translucent colors. Bubble tubes may be eliminated or used. Orders shipped within 24 hours.

Top Corner Lower
\$6.50 each \$4.50 each
 L. or R. Sides

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SOLID COLOR
TOUGH CONSTRUCTION
PERFECT FIT
TOP QUALITY
LOW COST

MONEY-BACK GUARANTEE

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

Another Aireon First!

Coronet

with

TELEVISION

WOW! LOOK AT THESE MUSIC BUYS!
WIRE OR PHONE!

SEEBURG 147-M	\$409.50
WURLITZER 1015	419.50
WURLITZER 750E	199.50
WURLITZER 900	139.50
WURLITZER 61 & STAND	54.50
SEEBURG COMMANDER, ES	89.50
SEEBURG REGALS	49.50
SEEBURG VOGUE	74.50
SEEBURG HI-TONE VICTORY	50.00
ROCK-OLA MASTER	55.00

AMI MODEL B WRITE

OLSHEIN DISTRIBUTING CO.
 1100-02 Broadway Albany 4, N. Y.

NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

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These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

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THE MUSIC BOX
 292 Madison Memphis, Tenn.
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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:

JUSTICE DEPARTMENT APPROACHED DIRECT ON BAN-LIFT. Musicians and diskers set a precedent by taking pact proposals direct to government for opinion.

HOPE FOR SCOTT BILL BLASTED. With the Demos in Congress the Copyright Act amendment eliminating the juke box exemption is now up in the air.

QUALITY CONTROL DOUBLES DISKS' PLAY TIME. A new process has been discovered which will allow double length of playing time at regular 78 r.p.m.

COLUMBIA MOVES INTO RACE. Diskery plans a highly selective race department.

REMCO DUMPS MAJESTIC PLATTERS. Remco distributors market a heavy inventory of Majestic disks at bargain prices in 100-platter lots.

And other informative news stories as well as the *Honor Roll of Hits* and Pop Charts.

Coin Tele Grows in N. Y.; Varied Spots Trying Units

(Continued from page 104)

tached to bars, as well as systems which offer a continuous tele picture but no sound except thru personal music-type wall boxes.

In all cases, tele operators have been able to secure top money contracts from locations or, in lieu of top money, extremely favorable commission arrangements.

Al Layne, one of the first operators here to put out Videograph combination sets, now offers his locations a standard two-year contract which provides for \$15 a week top money, with any amount above that figure split evenly between himself and the location owner. With 27 units now out and operating under this plan, he claims that his average take per machine per week hovers between \$31 and \$32. Before competition by other Videograph operators became a factor, he was asking and getting \$30 top money.

In addition to the machines he operates as a route, Layne sells Videograph combos to locations under a rental-purchase plan. Under this plan \$20 a week is taken out of the coin box as the rental fee, another \$7 going toward service which Layne supplies and the remainder set aside for payments toward the full purchase price. Layne has placed 23 units on location under this plan, all with a two-year service clause in the contract.

Layne limits his placements to bars and grills. Altho he tried luncheonettes, used with apparent success by other operators, he abandoned them after a short trial. One of his finest locations is a bowling alley.

Direct Sales

Layne's 50 machines are part of the 200 Videograph combination sets claimed by Lou Forman, Videograph president, now to be in operation in the metropolitan area. Of these, reports Forman, some 40 have been sold direct to locations, with the remainder divided between seven or eight operators.

Combination sets built and operated by Al Bloom, head of Speedway Products, Inc., are also placed on a two-year contract basis calling for \$15 top money and an even division of any amount topping this figure. Bloom stated that he himself now operates 29 of his tele-juke, with a smaller number sold to other operators here. Using taverns, luncheonettes and candy stores for locations, he claims as his average income per machine \$23 weekly. His stated aim is a route comprising 100 tele-juke.

The New York Television Company, which restricts placements of its coin units to luncheonettes, candy stores and restaurants, has put out about 200 wall box tele systems, according to Henry Godfred, sales executive. However, it doesn't operate

the units itself. After securing a contract with the location, it sells the package installation to an operator.

Its standard contract calls for the record low of a 10 per cent commission to locations, with anything over \$25 a week split 50-50. Most operators who deal with New York Television on such installations devote only part time to the business and handle from one to three locations each.

The original purchase price to operators includes one year of free service by New York Television, with service after the first year available at an annual fee of \$65.

The difficulty of getting taverns to have coin-operated tele units installed when near-by competitors offer it free was pointed up by Albert Herman, of Boro Automatic Music. Altho tavern owners are anxious for the revenue the machines would bring, many prefer to wait until "the next guy" tries it. If first in a neighborhood, they are afraid patronage will fall off.

Boro's Arrangements

As a result, Boro has limited its operation to candy stores for the time being. With only four units out, all placed within the last two weeks, Herman could give no income figures. But his location contracts all call for \$13 top money, with the excess split evenly with the location. In addition, a \$2 fee is charged for the location for service supplied by Boro.

Boro uses the adapter assembly engineered by Rex-Lee Enterprises, which converts any standard commercial television set to coin operation. They place the tele set on top of a juke box, keeping the coin boxes of the two units separate.

A different contract set-up is used by Bob Harris, of South Shore Music Company, who also uses the Rex-Lee adapter. Harris gets \$5 top money before splitting the take with the location owner. This arrangement remains in effect for one year, he said, to pay back his original investment, after which the entire income from the television set is divided evenly.

Tele and juke are completely separated in the tavern locations Harris operates. The Rex-Lee coin box is placed on the bar. Emphasizing that tele take had dropped considerably since the end of the baseball season, he claims an average income of \$7 to \$8 per week from each of his three installations.

One of the biggest boosters for coin television here, altho he operates only one installation at the present time, is James Sherry, of Sherry Muce Music Company.

The one set he has out, converted to coin operation thru the Rex-Lee adapter, returns him \$17-\$20 a week, even tho he has no top-money arrangement and splits the entire take with the tavern owner. Admitting

Varsity Sets Distrib Webs; Disks Cost Cut

(Continued from page 103)

department store in New York, etc.) two pressing plants are maintained in Connecticut and California to assure national coverage in the shortest possible time.

Already named by the manufacturer as distributors in their respective areas are the following: Cosnat Distributing Company, New York; Barnett Distributing Company, Baltimore; F. & M. Distributing Company, Cleveland (a firm that has worked with the local and State associations in the past and has long specialized in juke box operator service); Music Supplies of New England, Roxbury, Mass.; Taylor Company (Elliott Wexler), Philadelphia; Staff Distributing Company, Dallas; Paramount Distributing Company, Pittsburgh; Music House, Buffalo, and the Cord Distributing Company, Chicago.

Tentatively set as distributors for Varsity are Music Sales, Memphis, and the Southland Distributing Company, Atlanta.

Carlton, in reporting the above appointments, stressed that these firms will handle record sales to operators only, that Varsity does not plan to change its current sales policy of selling directly to retail outlets. "The distributor network," said Carlton, "is being formed to offer the juke box operator a specialized service at a saving of approximately 15 cents per record. Thus, an operator purchasing 100 records of a hit tune would save \$15 and would also be assured that the reverse side of the disk would carry another current hit song."

Varsity is assuring its new distributors that orders can be filled and shipped 24 hours or less after they are received, thus assuring operator-customers of a longer life for a hit tune in their equipment.

A comparative newcomer to the record field, Varsity got under way early this year after Eli Oberstein resigned his executive post with RCA Victor Records. Firm's policy from the beginning has been to back up hits. In this manner it turned out such pairings as *Woody Woodpecker* and *My Happiness, Confess* and *12th Street Rag, Buttons and Boies* and *Yellow Rose of Texas*, and *Speak Low* and *Most Beautiful Girl in the World*. Coming up right now for the holiday season is *Here Comes Santa Claus*, currently rushing toward hit status, backed by *The First Noel*.

It is the announced plan of the firm to continue to cover top hits only in the future, thereby offering the juke box operator an opportunity to definitely get play on both sides of the disk.

that this arrangement was only concluded because the spot is a top income spot on his juke box route, Sherry stated that future contracts he will enter into will call for a \$15 minimum for two years.

For the Finest in Record Reproduction Use

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- * Seeburg — Light tone arm elec. cancel \$19.95
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Other makes on request 1/3 Deposit. Bal. C.O.D.

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COINMEN YOU KNOW

Chicago:

AMI president, John Haddock, and sales manager, Lindy Force, returned from business trips last week. Haddock visited Morris Hankin, Atlanta; Sam Taran at Miami and then looked over the Cuban music situation. Meanwhile Force was in Philadelphia. attended the Automatic Music Operators' Association (AMOA) party in New York and also journeyed to Syracuse to sit in on the meeting of the newly formed New York State Coin Machine Dealers' Association (NYSCMDA). Force believes that the new group will further the trade in the Empire State.

Charley Pieri, Exhibit Supply's sales manager, claims the new five-ball, Mo-occo, will prove to be more popular than Contact, its predecessor. The new game has the patented bumpers used on Contact (explosive kickers) plus flipper action. Pieri is getting ready for another swing thru the East. . . . Shuffleboards continue to gain favor with local coin machine outlets. . . . Tony Liguori, former professional boxer who met all the headlines of 10 years ago, was in from his Iowa territory for a call on manufacturers.

All the Gottliebs are planning to run down to the Texas wedding of Ritchie Gottlieb, nephew of Dave, Sol and Nate and son of Maury. However, right now, they are devoting full attention to the five-ball, Buccaneer, and its many player appeal features. . . . Perma Top Company's masonite surfaced shuffleboards are getting good play in several locations both in and around the Midwest, Irving Beck reports. He says a major point of the Perma Top product is its durable play. (See CHICAGO on page 108)

Hartford:

D. Page Bennett, manager of the Coca-Cola Bottling Company plant in suburban East Hartford, Conn., and president of the Connecticut Manufacturers of Carbonated Beverages Association; Carl F. Schirmer, of Higganum, Conn., organization secretary; and Louis Varga, owner of the American Bottling Company, Bridgeport, Conn., organization representative for the American Bottlers Carbonated Beverages Association, are slated to attend the national convention of the American Carbonated Beverages Association, to be held in the Atlantic City Auditorium, Atlantic City, November 15-19.

Local newspapers have been noting a promotional stunt being handled over Station WCCC, Hartford, for The Record Shops, local retail record stores, owned by Ralph Colucci, who also owns the State Music Distributing Company here, area coin machine distributors. The stunt consists of having Joe Girard, WCCC disk jockey, broadcast his daily two-hour radio show, Monday thru Friday, from the window of one of The Record Shops in downtown Hartford. The radio disk jockey interviews store customers, gabs about the Record Shops and plugs new record tunes.

Niagara Falls:

The Niagara Music Association recently celebrated the successful conclusion of its first year as an organized body with a party at the Town Casino in Buffalo. Present at the festivities were Mr. and Mrs. Lou Wertheimer, Davis Distributing Company, Buffalo; Mr. and Mrs. C. L. Carr, Mr. and Mrs. Dick Carr, and Mr. and Mrs. Dan Conny, Cataract Amusement Company; Mr. and Mrs. Ardan A. Bradt and Mr. and Mrs. Robert F. Bradt, Frontier Novelty Company, and Mr. and Mrs. Anthony Grovanti, Mr. and Mrs. Angelo Macino, Mr. and Mrs. David Oliver, and Mr. and Mrs. George Joseph, of this city.

Detroit:

Ervin Harvith has withdrawn from U-Need-a-Pak Distributing Corporation, in which he was formerly a partner with O. H. Feinberg, in order to devote full time to operation of Wolverine Cigar Company. . . . Charles Gray, of Polonia Distributing Company, handling Dana Records, has opened a new warehouse and office on East Canfield Avenue. . . . Thomas A. and Clara W. Murphy and James P. Szejbach are incorporating the new Alpena Launderette on North Second Avenue in Alpena, Mich.

Simon (Red) Berman, former Detroit game operator who has been living in Indianapolis for some years, died Monday (1). Floral tribute was sent by the Michigan Miniature Bowling Association. . . . Lynco Coin Machine Company will bring out a new model Skee-ball soon.

A. K. Andrews, of Andrews & Company at Clawson, Mich., reports demand for the bulk candy machines they are manufacturing will absorb the entire output until the first of the year. . . . Joseph Bianco, of the B. & G. Candy Company, has discontinued the line of vending machine supplies which he formerly carried. . . . Jerry Loewenthal, head of Mario Distributors, manufacturer of a new Nickel Golf game, is back from a business trip to various cities. (See DETROIT on page 110)

Indianapolis:

George Burch, bookkeeper at Southern Automatic Music Company, who sprained his ankle Tuesday (2) on the way to vote, will be confined to his home for several days. . . . Sam Weinberger, Southern Automatic Music Company, spent several days in Louisville visiting the branch house there. . . . Mrs. Blanche Janes, head of Janes Music Company, spent the week-end in Chicago on a business and pleasure tour. . . . William H. Smith, Colonial Music Company, spent several days in Chicago buying records. . . . Mrs. Jensen, Logansport, Ind., operator, purchased new equipment on a visit to Arrow Distributing Company, distributors for AMI phonographs.

Harry Heim, Arrow Distributing Company salesman, called on operators in the Western and Southern part of the State last week. . . . George Burch, Southern Automatic Music Company bookkeeper, celebrated his second wedding anniversary Monday night (1). . . . Music Operators Association of Indiana held its regular monthly meeting Wednesday night (3) at the Indianapolis Athletic Club. President Abe Fleig presided.

Simon Berman, 50, co-owner of Sicking Vending Machine Company, died October 31 in the Methodist Hospital, Indianapolis, after a short illness. Funeral services were held at 2 p.m. Wednesday (3), with burial in Beth-El Cemetery. His widow, parents, a son, brother and three sisters survive.

Los Angeles:

Joe Guion finished a busy season at Catalina Island and dropped in to see Sammy Ricklin and Gabe Orland at California Music Company before heading into the Northwest for a much needed vacation. . . . Lou Gilman, Decca vice-prexy, also paid a visit to the local operators.

Joe Kamys, Seeburg engineer, is back in town after a Chicago trip. . . . Hank Tronick, of Minthorne Music, is back from his vacation. He and the boss, Jean Minthorne, are heading Chicago way in December for the Seeburg sales meeting on the company's new machine. Incidentally, Tronick says plenty of local operators are anxious to get a look at the new player. Minthorne is also handling the new Jem-Wood 22-foot shuffleboard in this area.

Sammy Donin tells his partners at Automatic Games, Dannie Jackson and George Warner, that he's corraled some of that Reno biz for the firm. . . . Jack Ryan, of Sicking Distributors, trying out Genco's new Puddin' Head. . . . Jack Simon, Sicking head here, planned out for Indianapolis last week to attend the funeral of his brother-in-law, Red Berman, who was manager of the company's office there. Berman will be missed by his many friends here. . . . Sicking Distributors just signed an exclusive deal with Royal Shuffleboards to handle their product in the Southwest. Production on the new board has already begun and delivery will start November 15.

Dan Gould, of Dan Gould Enterprises, in town from Chicago for a few days. . . . Phil Robinson, Chicago Coin's man here, has opened an office on West Pico Street in order to better handle the company's shuffleboard biz. He also reports the Sally game going well here.

Ray Powers, of the Ray R. Powers Company, is awaiting delivery of (See LOS ANGELES on page 110)

Miami:

Many new hotels are opening here in anticipation of a banner winter season. Operators, too, expect things to hum this season. . . . John Haddock, president of AMI, Inc., went thru Miami recently on his way to Cuba. While in Florida he checked with music operators to get their reactions to his company's Model B.

Bill and Mrs. Alberg were in town, had lunch with Willie (Little Napoleon) Blatt, and Lee Rubinoe, of Florida Automatic Sales. During the lunch they were joined by Ted Bush, newly appointed Wurlitzer distributor for Florida.

Up in Fort Lauderdale Gordon Williams, of Broward Novelty Company, reports everyone is getting ready to repaint and refurbish equipment to be ready for the coming season. . . . Joe Mangone flew up to New York. He says the current Gottlieb line is more than keeping him busy.

New York:

Joe Madden, of Old Reliable Music Service, has bought a farm on the outskirts of Albany, N. Y. Altho it is quite a trip from town, he manages to get to his country home most week-ends. . . . Ernie Levine, of Federal Music, has sold his automatic music machine route to George Briggs. He now is in business manufacturing parts for fishing poles.

Bob Friedman, formerly a music op here, has transferred his field of activity to Los Angeles. He has moved there permanently. . . . Bill Suesens, of Broadway Music Company, has left for Quebec to get in some fall hunting. . . . Just returned from our Northern neighbor is Al Miniack, of Paramount Music, who visited Montreal on biz.

George and Victor Trad, and Harry Rockefeller, of Tradia, Inc., were busy last week completing arrangements for their two-booth display at the National Hotel Exposition, to be held at the Grand Central Palace November 8-12. . . . Lou Brown will head the Coradio staff, also to have a coin radio exhibit at the hotel exposition.

Herb Klein, sales manager of International Mutoscope Corporation, is preparing an exhibit of arcade equipment for the National Association of Amusement Parks, Pools and Beaches Trade Show, to be held at the Hotel (See NEW YORK on page 109)

Washington:

The deadline for obtaining licenses under the new Washington ruling regulating pinball machines has been extended from November 1 to December 1, District License Superintendent Chatham T. Nottingham has announced. The month's delay will give authorities time to process over 800 applications and allow police to check the character of applicants. Operators are reported unanimously in favor of the regulations they helped write. They figure too many complaints might result in some locations being closed down entirely. The ordinance forbidding youngsters under 16 from playing pinball machines between 8 a.m. and 3 p.m. is being observed so rigidly by some coinmen that they are locking their machines during school hours.

The Dr. Pepper Bottling Company of Washington gave 1,800 bottles of Dr. Pepper and Tru-Ade as door prizes at a free cooking school sponsored by The Bethesda-Chevy Chase Tribune in near-by Bethesda, Md., Wednesday, Thursday and Friday of last week. As one of the co-operative advertisers at the school, Dr. Pepper awarded the first 100 women to arrive each day a carton of soft drinks.

Harry Stump, of Atlas Amusement Company, and his bride, the former Alice Schutz, are getting settled in their new apartment. The couple was married October 27 at the Centennial Baptist Church in Washington.

Houston:

C. D. Henry, owner of Macys Record Distributing Company, generally regarded as the largest independent wholesale record distributing concern in Texas, announced the opening of a new store in Dallas. The new concern is known as Texas Record Distributing Co., and is located on South Pearl Street. Paul Glass is manager. . . . Bert Williams, music operator, is critically ill in a local hospital.

W. O. Curlee recently joined the Automatic Amusement Company as head of the record department. . . . Steve Poncio has been named manager of Macys Record Distributing Company. . . . Born to Ramon and Mrs. Wilks October 18, a girl, Wilks is service manager for S. H. Lynch & Company, Houston branch.

Calendar for Coinmen

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 exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

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COINMEN YOU KNOW

Chicago:

(Continued from page 107)
 field surface which does not require constant servicing.

Howie Freer, Empire Coin Machine Exchange, reports constant interest in the new Atlas vender line. Merchandisers can handle bulk candy or gum and charms. . . . Firm partners Ralph Sheffield and Gil Kitt say that recent remodeling of Empire's office, showrooms and storage space has facilitated operations considerably. Firm's export business has been on steady climb since Labor Day.

Jack Horlock, president of Searles Welding & Manufacturing Company, firm making the Kalva vender, is a confirmed hunter. He spent most of last month out in Wyoming tracking down elk. Firm's general manager, Walter Ashton, and plant engineer H. T. Larrimore, are making progress in setting up production facilities on the Kalva three-flavor machine. . . . Frank Doyle is no longer director of sales at Berco Manufacturing Company, the firm making the Hilco ice cream bar machine. President Henry Hildebrand will take on the sales end of the activities, too, with no replacement scheduled for Doyle.

Bel E. Hall, Holli-Ware Manufacturing Company general manager, is finding the current "hot off the production line to operator" sales rate encouraging but exhausting. Both the Sugarbowl triple bowl line and the two bowl "clear vision" venders are going out in equal numbers, Bel says. It's another indication of the renewed interest in bulk operation being taken by the trade, he says. . . . Irv and Fred Webb, Webb Distributing Company, have added a touch of showmanship to their redesigned and out-fitted showroom. Occupying the spotlighted center of the display platform, a Rock-Ola juke makes the most of its magic-glow design, Irv states. The new Rock-Ola Lo-Boy scale for '49 will be unveiled within the next two weeks, he adds. Webb's eight-office and display room headquarters offer visiting coinmen the tops in hospitality, with the Rock-Ola cellarette supplying the wherewithal for thirsty throats.

Globe Distributing head, Jimmy Johnson, is off on another of his road tours via car. This time he is covering the East and plans to be gone about 10 days. . . . Vendo changer distributor, Christian C. Buehler & Company, has concentrated its activities and headquarters on the South Side. Former Michigan Avenue offices were vacated recently. J. L. O'Neill, general manager of the changer division, reports public interest in service changers has placed them in the "everyday convenience" category now, outgrowing the novelty or gimmick attraction they occupied when introduced in '46.

J. H. Keeney & Company is parking with plans for a two-booth display at the NAMA meet here next month, spotlighting a three-model display of its electric cigarette vender. John Conroe, cigarette division chief, reports that the Keeney plant showroom will also be specially set up to host visitors during the four-day conclave. Joe Simon, traveling representative for the vender, concluded a Michigan tour recently and was concentrating on Indiana last week. Joe makes good use of his station wagon, taking a sample vender with him which can be quickly set up in operating condition for demonstration.

A & M Music Company's office, which is done up in de luxe wood paneling, recently was further complemented by the addition of a colonial type juke, which is set for free play. Ray Raymond, A & M chief, has the volume set low so that the almost continuous stream of music

coming from the machine is an atmospheric asset. . . . Ray Cunliffe, Automatic Music Company, says the drive-in arrangement in his juke service department is appreciated by servicemen, especially in the cold months. Trucks roll down a ramp right into the shop.

Visitors continue to flock to the new United Manufacturing Company headquarters on North California Avenue to look at the modern plant which was built during the summer. On hand last week for their first glimpse of the factory since its completion were Ed Heath, Heath Distributing, Macon, Ga., and Raymond Williams, Commercial Music Company, Dallas. Dave Simon, Simon Sales, New York, was also present, while Lou Breese, orchestra leader, dropped in to visit Herb Oettinger, United's comptroller, and also entertainment committee chairman for the CMI show. Billy DeSelm, sales manager, reports favorable reaction throughout the country to Blue Skies, first game to roll off the new production lines.

Art Weinand, general sales manager for Rock-Ola, finally had a chance to catch his wind at his home roost last week. Weinand, who says he boarded a plane on New Year's Day and has been traveling most of the time since, has been going right into the field to keep abreast of the economic conditions in the coin business here, in Canada and in Cuba. He arrived back in town late October 30 after a flying trip to Los Angeles, San Francisco, Portland and Seattle. While in Los Angeles he visited the new Badger Sales headquarters on West Peco Street.

Fred Mann, regional manager for Aircon in the Midwest, made a quick flying trip east early last week. Meanwhile, John Bennett, factory

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BEACON Jr.

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- Gets New Locations
- Holds Good Locations

Four good reasons why you should install a Beacon Coin Changer—Changes dimes into two nickels—Quarters into five nickels—Slugproof, Cheatproof, and Foolproof. Can easily be mounted to a game, wall, counter or to a stand. Holds \$20,000 in nickels, weighs 20 lbs., and is sturdily built.

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Wurlitzer 950	\$125.00	Seeburg Victory-Gem	\$ 49.50
Wurlitzer 600R	49.50	Rock-Ola Master	59.50
Wurlitzer 750	199.50	Rock-Ola DeLuxe	59.50
Wurlitzer 1015	419.50	Rock-Ola Standard	59.50
Wurlitzer 42-600 Victory	39.50	Rock-Ola 1422	225.00
Wurlitzer 24	39.50	Wurlitzer 850	119.50
Wurlitzer 500	59.50	Seeburg Wall-o-Matic R.C. Boxes ..	7.50
Seeburg Envoy	119.50	Wurlitzer #100 30-Wire Boxes	4.00
Seeburg Casino	39.50	Wurlitzer 125, 5-10-25 Boxes	6.50

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CONSOLES

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READY FOR TROUBLE-FREE OPERATION

KEENEY BONUS SUPER BELL, 5¢	\$249.50
KEENEY BONUS SUPER BELL TWIN	395.00
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BALLY DE LUXE DRAW BELL ..	249.50
BALLY DOUBLE-UP	329.50
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1/3 With Order, Balance C. O. D.

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A. B. T. Model F (New)	49.50
A. B. T. Strike-a-Lite (New)	45.00
A. B. T. Challenger (Post-War)	25.00
Bingo (New), 4 Different Games for the Cost of 1	24.50
Kicker & Catcher	25.00
Gottlieb 3-Way Grip	24.50
Totalizer	25.00
Hoops (Genco)	25.00
The Quest—Squeeze and Question Answerer	34.50
Whirl-a-Ball	18.50
Electric Shocker (Advance)	18.75
Camera Chief	18.50
Peanut or Ball Gun (Advance)	11.50
Postage Stamp Machines (Shipman)	39.50
Spin It (Shipman) 5¢ Almond Vendor	19.50
Grip Vue (Actual) Photos of Burlesque Stars	44.50
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GOLD CUPS	\$310.00
JOCKEY SPECIALS	250.00
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YANIS	\$ 75.00
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For 5-kee Balls, Roll Downs and All Other Games.



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- Finest Kiln-Dried Maple
- Lowest Price
- Prompt Delivery

We also refinish old balls like new. Write for prices—Specify size ball and quantity desired.

NEW YORK BILLIARD TABLE CO.
Established 1912
334 386 BOWERY, NEW YORK 12, N. Y.
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NEW GAMES IN STOCK

SALLY PUDDIN' HEAD	BLUE SKY CONTACT
RAINBOW	MOROCCO

BUCCANEER
DEW-WA-DITTY \$179.50

Lehigh Specialty Co.
1407 W. Montgomery Avenue
Call POplar 5-3289 Philadelphia 21, Pa.

SORRY!
THE AD OF

COINEX CORP.

was omitted in error from The Billboard issue of November 6, 1948.

sales representative who is stationed in Aireon's Chicago headquarters, working under Mann, reports the operator interest in the firm's new combination television-juke box set is continuing high, and the outlook for the unit in this area is bright. Mann will shortly be on the jump covering showings of the new Aireon piece in Milwaukee, Detroit and other cities in his area.

Ralph Sheffield, Empire Coin, and his wife celebrated their 10th anniversary Monday (1). Ralph was so pleased with the event that he presented his family, which includes a 6-year-old son, with a tele set. Gil Kitt says coin exports are coming along steadily with South African coinmen showing the interest.

Resignation of J. Raymond Bacon as vice-president and general manager of O. D. Jennings raised many a trade eyebrow. Known for unceasing efforts in favor of the underprivileged, Bacon was cited by The Chicago Sun last year as one of the area's distinguished citizens. Bacon's associates claim his friendly spirit and efficiency will be missed.

Out at Exhibit Supply there is a drive going on to set up a strong display for the outdoor show at the Hotel Sherman November 28-December 1. Knowing that visitors at the event will expect some showmanship in the booths, Exhibit Supply staffers are completing designs for a complete modern Penny Arcade, where the show visitors can not only see what is new in the arcade field but also spend some time relaxing as they play the various machines. . . H. C. Evans and Coinometer are two other local manufacturers set to display at the outdoor event.

New York:
(Continued from page 107)
She men in Chicago November 28 thru December 3, as part of the outdoor convention. . . Mac Polley, of United Photograph Service, had the cast on his left arm removed this week.

Pe'e Helcher, of New York Vending, has placed on the market his newly designed quarter conversion unit for cigarette vendors which, it is claimed, provides foolproof operation. In to see Helcher on b'z this week was S. Seferlis, of Gary, Ind. Helcher is also co-owner of Ritway Coin Devices and operates a large route of cigarette machines under the firm name of Inter-County Vending.

Harry Kunstler, of Kay D'istributing, has leased a building at 162 Attorney Street, on the East Side, to house his television service business. He will move to his new 3,000-square-foot headquarters soon. Al Blendow, of Blendow & Meyers, has the new Chicken Sam conversion, featuring a revolver instead of a rifle, on display in his avenue showroom. Teddy (Champ) Seidel, his sales chief, is becoming an expert on Strikes 'n' Spares, another of the outlet's features.

Henry Godfred, of New York Television, says his firm is placing more and more tele sets in hotels around town. While the hotel sets are installed on a rental plan, New York Television has also installed about 200 coin tele systems in restaurants and luncheonettes in this area, according to Godfred.

Francis H. Hoge Jr., United States Television vice-president, announced this week a price reduction of the firm's all-electronic sweep generator. The device is used in aligning and testing tele sets as well as frequency modulation radio receivers. . . Solotone Corporation's new Master entertainer is on view at Runyon Sales, set up as a simulated on-location installation. A tavern booth adds a touch of realism, altho refreshments are not served.

Sidney H. Levine, attorney for the Automatic Music Operators' Associa-

South Africa Bans All Coin Mach. Imports

NEW YORK, Nov. 6.—The Union of South Africa, which alone accounted for over 10 per cent of total exports of coin machines from the United States during the first half of 1948, has banned further imports of coin machines, it was learned here yesterday.

The move, engineered to conserve dwindling dollar supplies, places a total prohibition on the import of a limited list of "unessential goods" from all sources, a check with the consulate general of the Union of South Africa disclosed.

A consulate spokesman told The Billboard that the import ban was announced Thursday (4) in the Union by Minister of Finance N. C. Havenga. It took effect immediately.

The drastic move also "rationed" imports from non-sterling areas of all goods not appearing on the limited list. According to Minister Havenga's announcement, South African importers will be held to a quota of 50 per cent of their import volume during 1947, for imports between July 1, 1948, and June 30, 1949. Thus the order, for such importers, is retroactive to last July 1, the consulate spokesman said.

A total of 1,137 coin machines valued at \$129,693 were exported to the Union of South Africa during the first half of this year. This total represents 211 phonographs, valued at \$69,494; 662 vendors, worth \$31,414, and 264 amusement games, sold for \$25,785. The Union was fourth highest, in dollar value, among all foreign countries importing coin machines from the United States during that period.

Walnut Demand Up

WASHINGTON, Nov. 6.—An increased demand for walnuts has caused the Agriculture Department to revise its marketing agreement with growers, the agency announced this week. Originally 33 per cent of the current crop was to be withheld from the market in order to avoid depressed prices as a result of a possible surplus. This percentage has now been whittled down to 11 per cent of the total crop.

tion, spent last week-end in Washington on business. . . Charles H. Lipton, of National Rejectors Service Company, New York, heads for Springfield, Mass., early next week. He will be in that area for several days. . . Harry Greenberg, who operates a music route in Highland Falls, looked in at coin row shops last week.

Tony (Rex) Di Renzo and Leo Knebel, of Rex-Lee Enterprises, will shortly announce their tie-in with a national sales outfit to increase distribution of their adapter assembly, used to convert commercial television sets to coin operation. Meanwhile, they are getting good reports from local ops, Al Herman, of Boro Automatic; Bob Harris, of South Shore Music, and Jim Sherry, of Sherry Mucci, who are using the adapter on location.

H. E. (Denny) Dennison, vice-president of the Solotone Corporation and head of Dennison Sales, was in town last week. He will take a short vacation in Asbury Park before continuing a cross-country sales trip for Solotone's entertainment system. . . Mike Munves away from his office this week on a short biz trip to North Carolina.

With its 11th annual dinner-dance now a pleasant memory, the staff of the Automatic Music Operators' Association (AMOA) is getting busy preparing for the group's next general membership meeting.

GET IT NOW!
NEW!
SENSATIONAL!

Williams

Rainbow

BRILLIANT ACTION!
RUSH YOUR ORDER
-PROMPT DELIVERY

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Your Exclusive Distributor
for
Western Iowa and Nebraska

H-Z VENDING & SALES CO.

1205 Douglas Omaha 2, Nebraska

Used MUSIC Machines

Seeburg 46—Like New	\$395.00
Seeburg 47—Like New	450.00
Seeburg 48—Like New	485.00
Wurlitzer 1015—Like New	445.00
Wurlitzer 750—Like New	275.00
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1/3 Dep., Bal. C. O. D.

RUNYON SALES COMPANY

123 W. Runyon St., Newark 8, N. J.
Tel.: Blgelow 3-8777
593 Tenth Ave., New York 18, N. Y.
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2 Daily Races, Each.	\$ 79.50
15 Special Entries, Each.	219.50
10 Jockey Clubs, Each.	342.50
5 Victory Specials, E. C.	119.50

All in A-1 condition, very clean and ready for location.
1/3 deposit, balance C. O. D.

UNITED DISTRIBUTING CO.

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PACE THE BIGGEST NAME IN BELLS

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DELUXE CHROME BELLS
1c-5c-10c-25c-50c-1



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MANUFACTURING CO., INC.
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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, Bangtalls and Dominoes, 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 5¢, 10¢ and 25¢ SLOTS. WANT POST-WAR BALLY ONE BALL FREE PLAYS.

CALL OR WIRE IMMEDIATELY
PALISADES SPECIALTIES COMPANY
498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2882
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

**"R" DAY
"S" DAY
ARE COMING**

Watch Atlantic for Two Important Announcements!
ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors in New York, No. New Jersey and Connecticut

MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.
2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

NOW!
NEW 1949 IMPROVED MODEL
CHAIN DRIVE CHUTE
FOR ALL MODELS OF
MILLS MACHINES

Write for Quantity Prices and Full Information
VALLEY SPECIALTY CO., INC.
550 N. CLINTON ROCHESTER 5, N. Y.

SPECIALS ★ ★ ★ ONE BALLS ★ ★ ★ SPECIALS

GOLD CUPS	\$374.50
JOCKEY SPECIAL	274.50
JOCKEY CLUB	254.50
SPECIAL ENTRY	219.50
VICTORY SPECIAL	54.50

UNITED AMUSEMENT COMPANY
3410 Main Kansas City, Mo.

SHUFFLEBOARDS

Nationals and Americans, 14 to 28 feet, excellent condition, complete with new set of precision steel weights. **\$249.50**
1/2 deposit with order, balance C.O.D., F.O.B. N.Y.C.

U. S. SHUFFLEBOARD EXCHANGE
60 E. 42ND ST., NEW YORK CITY 17 V.Anderbilt 6-4972

WILL PAY!

\$40.00 \$40 Ea. for Mills Jumbo Parades, Payout
\$30.00 \$30 Ea. for Mills Jumbo Parades, Free Play

STANDARD COIN MACHINE CO. 3708 W. MONTROSE AVE. CHICAGO 18, ILL.
Phone: ORnella 7-1272

Shuffleboard Tele

CHICAGO, Nov. 6. — In the midst of the closing days of the election WGN-TV here in Chicago took time off to take cognizance of the growing shuffleboard trend in this area. October 29, as political speeches flooded the airwaves, and telecasts by the political experts were seen, Paul Fogarty devoted his Sportsmen's Corner program to shuffleboards. Importing a new board from the Rock-Ola factory, Fogarty invited several experts to his show, and by featuring the Rock-Ola board, handed his viewers a bird's eye view of the equipment, then offered them instruction on how to play the game.

Detroit:

(Continued from page 107)

William H. Cook is bringing out a new type of replacement plug connection for machines under the name of Cook Coin-Op Sales. . . . Edward Kehoe, motorcycle distributor, and Jack Gage, have put their plans to establish a route of coffee venders, under the name of the Coffee Vending Company, on ice, because of prevailing business conditions.

Fred B. Prophet, industrial location operator, was the subject of an extended career sketch in the Sunday (31) Detroit Free Press by Kenneth A. Thompson, financial writer. . . . David Burke Jr., record manager for the Radio Distributing Company, has moved his department, handling MGM records for this territory, to Woodrow Wilson Avenue. . . . James and Stewart Nunneley, who recently formed the Vendomat Corporation of Michigan, are operating a route of Stoner cigarette venders here, operating as the local division of a Baltimore company.

Gov. Loyalty Check Set for Mfg. Workers

Army, Navy Contract Tie-In

WASHINGTON, Nov. 6.—As more coin machine concerns are awarded defense contracts by the army and navy, many manufacturers in the industry are now obligated by the federal government to carefully screen not only new employees coming into the field, but also workers who already have been in the trade during the past several years. According to government spokesmen, the close scrutiny involved is not aimed at any individual, concern or type of business, but is specifically designed as a safeguard against any information leaks on defense contracts.

Included in the examination is a reading by each employer and employee of Section 31, Chapter 4, of the Espionage Act, which deals with "unlawfully obtaining or permitting to be obtained information affecting national defense." Upon completion of the reading of this four-page document, employers and employees are asked to sign their individual copy in the presence of a reliable witness. The signee is also given a duplicate copy of the act.

A second document which employees and employers must read and sign if they are to work in a plant which is either fully or partially devoted to defense production, concerns the Sabotage Act's Section 82, referring to "purloining, stealing or injuring property of United States or property manufactured under contract for War or Navy departments.

Text of the final part of the loyalty statement, which must be signed by employees, follows:

"I hereby certify that I am neither now, nor have I been during the period following September 16, 1940, a member of the Communist Party or the German-American Bund. I make this certification in offering myself for employment and with the knowledge that the company may place reliance thereon for the purpose of fulfilling the expressed policy of the Congress of the United States as set forth in the Selective Training and Service Act of 1948."

Los Angeles:

(Continued from page 107)

his new Superior Shuffleboard scorer. Powers returned this week from a flying trip to Portland and Seattle. . . . William R. Happel Jr., of Badger Sales, had several visitors this week including Mr. and Mrs. R. A. Hendricks, Hanford; E. L. Willard, San Diego, and M. V. Connor, of Downey. . . . Nish Tara, holding down the fort at Stemler Distributors, says his boss, Aubrey Stemler, will be back on the job November 20.

Lester Bihari, formerly with Modern Records, has joined the Western Shuffleboard Company to handle sales. Jack Milspaugh, company proxy, is coming up from San Diego this week for biz confabs with Bihari and office manager, Mary Simms. . . . Paul Spears, of Rex Novelty Company, Stockton, bought his 30th Olympic Shuffleboard from System Amusement Company, Fred Gaunt reported. . . . Slim Ewing, Bakersfield, and Bill Muchnick, of San Bernardino, visited General Music Company last week. . . . Carl Thomson, Delano coinman, was in town. Ditto for Verne Wedel, of Lynwood, and M. F. Tillison, Long Beach.

Ed Wilks, of the Paul A. Laymon Company, reports that Tod Falkner, known in his ring days as Kid Mexico, has bought a plane to cover his various enterprises.

City Sales Levies Continue To Climb

WASHINGTON, Nov. 6. — The rapid spread of the city sales tax around the country is pointed up smartly in a report on municipal finance this week. According to the report, such levies brought in \$147,000,000 during 1946. Last year the amount jumped 79 per cent to \$263,000,000. In 1945 the amount was only \$128,000,000.

Sales levies last year brought in approximately 11 per cent of the total tax revenue received by municipal governments.

Meanwhile, the Senate switch to Democratic control this week indicates rough sledding is ahead for the proposal to levy a 2 per cent sales tax in the nation's capital. The new head of the Senate District Committee, which must approve the tax to send it to the floor, is slated to be Sen. Olin Johnston (D., S. C.).

Johnston, who blocked the levy in the closing days of the last Congress, is ready to oppose it again.

Guaranteed USED GAMES

RANGER	\$ 32.50
CO-ED	32.50
CLICK	35.00
CARIBBEAN	109.50
TRIPLE ACTION	117.50
TRADE WINDS	125.00
CLEOPATRA	129.50
SPINBALL	134.50
UNITED'S MAJOR LEAGUE	85.00
VICTORY DERBY (Chrome)	115.00

1/3 Deposit Cash or Certified Check With Order

WANTED PANORAMS in Good Shape

MARLIN
Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

MILLS BELLS!

We have all Mills latest Bells in stock.

CENTRAL SERVICE SALES COMPANY
219 West Jackson, Kokomo, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

CLOSE-OUT—STEEL BALL—ROLL DOWN

Bubbles, Each	\$29.00
Bubbles (Flippers), Each	39.00
Hawaii Console, Each	29.00
Singapore Console, Each	35.00
Tropicans Console, Each	49.00
Cover Girl Console, Each	49.00
Sportsman Roll, Each	29.00
Kilroy Console, Each	19.00

1/3 deposit with order, balance C. O. D.
AMERICAN VENDING CO.
2359 Coney Is. Ave., Bklyn., N. Y. Esp. 5-1258

CLOSING ARCADE

Two International Microscope Recorders, 35¢ and 50¢, slightly used. Must sell, best bid takes one or both.

SUPERIOR SALES CO., INC.
911 Locust St., Des Moines 9, Iowa

Coin Firms Ready Displays For Outdoor Show, Nov. 28

CHICAGO, Nov. 6.—At least eight coin machine concerns will be among the 70 exhibitors taking part in the National Association of Amusement Parks, Pools and Beaches (NAAPPB) show which is held in conjunction with the annual outdoor convention, November 28-December 1, at the Hotel Sherman here. In all, the 70 firms will occupy 128 booths, three more than last year.

Trade firms signed to exhibit at the event will stress arcade and other coin-operated equipment suitable to the outdoor show field. They include Blendow & Meyers, New York; Coinometer Corp., Chicago; Dale Engineering Co., Long Beach, Calif.; H. C. Evans & Co., Chicago; Exhibit Supply Co., Chicago; Greyhound

Amusement Devices Co., Inc., New York; International Mutoscope Corp., Long Island City, N. Y., and Mike Munves Corp., New York.

Of the eight coin machine exhibitors, two have announced their show plans. Exhibit Supply, occupying Booths 93, 94, 95 and 96, will be represented by Joseph A. Batten, Charles J. Bieri, Frank Mencuri and Clare Meyer. Its display will be built around a modern Penny Arcade made up of several news items now being rushed to completion; a new card vender, See-a-View machines, an electronically controlled jitter machine as well as other proven arcade pieces.

H. C. Evans will be in booth 103 and 104, which will be staffed by R. W. Hood Sr., R. W. Hood Jr., Rex Shriver and Fred Morris. Firm has several outdoor arcade items now on test which will be debuted at the NAAPPB show and will also show the 1949 model of the Evans Ten Strike.

Al Blendow and Al Meyers disclosed that they will personally handle their firm's display which will be in Booth 60. Exhibit will include the newest version of the Allite bowling alley as well as other games.

To Explain Exhibits

The Munves exhibit will be in Booths 36 and 37 with Mike and Joe Munves, Milton Nagler, Perry Meyer and George Fleckenstein on hand to explain latest Munves arcade pieces.

Mutoscope, in Booths 2 and 3, will show the Photomatic, Voice-o-Graph, Fishing Well, Silver Gloves, Mutoscope movies, its new post card vender and some games which will have a first showing at the convention. Bill Rabkin and Herb Klein will represent the firm at the convention.

Greyhound's display, Booths 13 and 14, will include the Greyhound Races and both the 12 and 14 unit group games. Leo Stober, I. Rubenstein and E. N. Florimont are scheduled to see booth duty.

CLEARANCE SALE

MUSIC, ACCESSORIES AND CONSOLES

6 New Seeburg Mirrored Speakers.....	\$ 35.50
1 '48 S. L. Seeburg (orig. crate).....	625.00
1 H148 Seeburg Hideaway (orig. crate).....	395.00
1 H147 Seeburg Hideaway (Metal).....	249.50
3 RC Specials (1942) Seeburg, Ea.	99.50
2 47M Seeburg Symphonolas (v. clean) ea.	445.00
1 47S Seeburg (v. clean).....	425.00
2 46M Seeburg (v. clean).....	395.00
1 46S Seeburg (v. clean).....	375.00
1 8200 Seeburg M. Selector.....	79.50
1 Seeburg Mayfair	69.50
6 Seeburg Dual Remote Volume Control.....	17.50
1 Power Supply Seeburg.....	9.95
1 Rock-Ola Imperial 20.....	59.50
1 Rock-Ola Super Deluxe 40.....	89.50
1 Rock-Ola Spectravox & Playmaster.....	79.50
1 500A Wurlitzer	79.50
1 24 Wurlitzer	59.50
2 616 Wurlitzer	59.50
4 412 Wurlitzer.....	49.50
1 P12 Wurlitzer	44.50
9 Wurlitzer 30 Wire Boxes, ea.	6.50
22 51025 Wireless New (orig. box), ea.	64.50
4 51025 3-Wire Boxes New (orig. box), ea.	62.50
7 5c Wireless New (orig. box), ea.	44.50
17 5c Wired New (orig. box), ea.	38.50
3 Victory Pool Tables, ea.	25.00
17 A.B.T. Challengers, ea.	12.50
3 Hi Fly, ea.	12.50

CONSOLES AND SLOTS

14 Jennings Challengers, ea.	\$309.50
2 Bally Triple Bells, ea.	449.50
2 Bally Wild Lemons, ea.	295.00
1 Evans Galloping Domino.....	379.50
1 Bally Hiboy	209.50
4 Evans Casino Bells, ea.	329.50
4 Evans Bang Tails, ea.	249.50
2 Keeney Super Bonus Bells Twins.....	395.00
1 Bally Deluxe Draw Bell.....	195.00
2 5c Mills Vest Pockets 48's.....	39.50

Send 1/3 deposit with order

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FRANCO DISTRIBUTING COMPANY

24 N. PERRY ST.
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MONTGOMERY, ALABAMA
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"VIEWING SHOW"

10c or 5c

Gorgeous girls so realistic they almost move! Full color 25 mm. film in lifelike three dimensional color photography! Customer sees six poses for his coin. Only one per coin at a time can watch through viewer. Three different shows, so customer spends three coins. Each show takes half minute, so that earning capacity of machine on 10c play is \$12.00 an hour; 5c play \$6.00 an hour. And practically 100% profit. Purchase complete new film from us occasionally at only \$3.50. Fits any stand or counter. 100% automatic. Plug in any wall outlet. Ruggedly made to be service-free. 20-in. high, 1 in. wide, 8 1/2 in. deep. Send \$1.00 deposit, balance Express O. O. D. Immediate delivery. **\$69.50** Specify 5c or 10c play



Webb DISTRIBUTING CO. INC.
6 SOUTH KEDZIE AVE. CHICAGO 12, ILLINOIS



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.

528 Craghead Street, Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



MILLS BELLS!

We have all Mills latest Bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED TO BUY BALLY EUREKAS

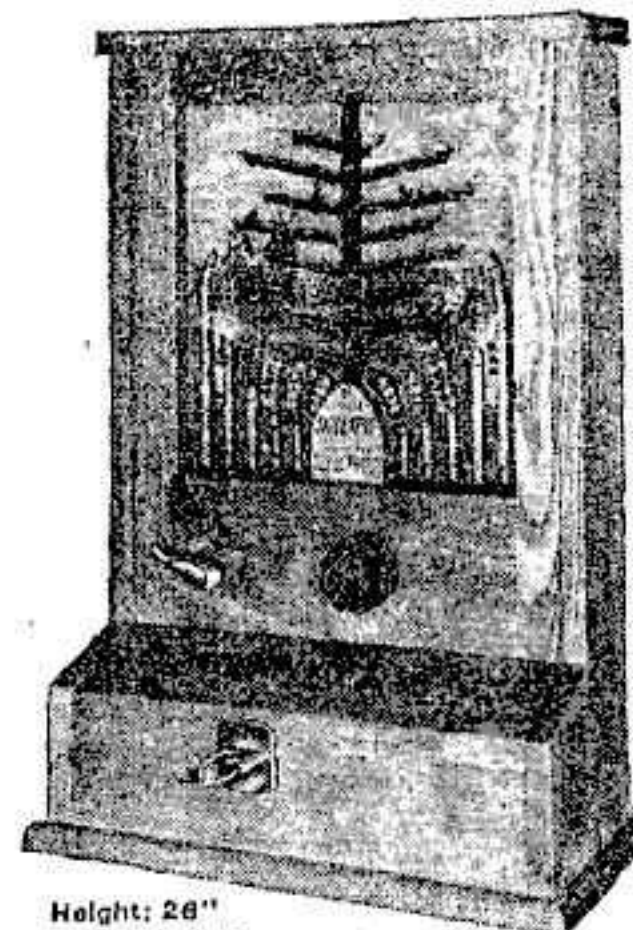
POSTWAR NEW OR USED Must be in good shape. Write or wire: **SCOTT NOVELTY CO.**
710 W. 42d Houston 18, Texas

Mills Continues To Consolidate, Improve Position

CHICAGO, Nov. 6.—Further consolidation of recent gains in the financial standing of Mills Industries, highlighted the latest meeting of its management with the creditors' committee held here last week. Since the filing of a petition of reorganization several months ago, the firm has greatly improved its position by reductions in inventory and strengthening its cash position.

Among the major items discussed during the session were the latest negotiations for the proposed sale of the firm's Fullerton Avenue plant, the recent retiring of \$500,000 in debtor's certificates (The Billboard, November 6) and latest progress on the government's tax claim. While no definite commitment has been made on this disposal of the Fullerton Avenue property, the committee stated that negotiations now under way indicate that the real estate will eventually be profitably sold.

The committee also disclosed that while a plan of reorganization is desirable at this time, it must be postponed until such a time as the exact extent of Mills assets and liabilities can be determined. Because more time will be required than had been anticipated the adjourned first meeting of creditors set for November 15 has been continued for a further period of approximately 60 days from that date.



Height: 26"
Width: 17 1/4"
Depth: 9 1/2"

SKILL-TEST

a new machine made by

Groetchen

— is being offered to the trade. An ideal machine for arcade and counter operation. This is a re-issue of the tried and proven Skill Jump introduced by him nine years ago, and still getting the play, but wearing out from use.

SKILL-TEST has all the intriguing and enticing features of the original. Its mechanism is more simplified and easier to get at.

GROETCHEN TOOL & MFG. COMPANY

126 N. Union Ave., Chicago 6, Ill.
Telephone: Randolph 6-2807

GIVE TO THE DAMON RUNYON CANCER FUND

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

100%

Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616

Fully re-aited. Perfect condition. Ready for location.

\$79.50 (Craded)

1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave. Baltimore 28, Md.
Edmonson 5322

WANT TO BUY

2 each of the following Chicago Coin 5-ball Free Play Pin Games manufactured in 1938:

ALPS MIAMI TROPHY

Will pay \$25 to \$50 each. Must be complete but not necessarily in working order.

EMPIRE COIN MACHINE EXCHANGE
1012 Milwaukee Ave., Chicago, Ill.
Phone: EVerglade 4-2600

COMPLETE REVAMPING SERVICE

Name changed on Backboard Glass . . . \$3.00

Large Roll-Over Buttons, Ea. \$3.30

Small Roll-Over Buttons, Ea.15

Genco Post Groove Out20

Contacts for Genco Posts25

Spinner Motors7.50

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.

Record Reviews
(Continued from page 105)

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

RACE

LONNIE JOHNSON
(Score 4005)

Love Is the Answer 83--83--83--83
An easy-rocking blues-styled ballad original, with Lonnie warbling and accompanying himself in characteristic relaxed manner. Good rhythm backing.

How Could You? 80--80--80--80
Medium tempo blues swings under the skilled Johnson ministrations.

"LIGHTNIN'" HOPKINS
(Aladdin 3015)

Picture on the Wall 72--70--72--74
Southern blues warbling and guttaring with authentic sound and indigo feeling.

Sugar Mama 74--72--74--76
In same tradition as file, with better material.

AMOS MILBURN
(Aladdin 3014)

It Took a Long, Long Time 73--74--75--76
Amos rocks a slow blues, chanting in a catchy note-bending style. His 88-ing and a tenor sax in back help the mood.

Chicken-Shack Boogie 74--74--73--75
Lots of spirit in this driving boogie-woogie novelty ditty, with the piano a standout.

RALPH WILSON QUINTETTE
(Lucky 7-11-3)

Roy's Boogie 86--86--86--86
The Lucky label's first release is a sock instrumental, with an exciting guitar out in front and a wicked beat in back. Side could score in pop as well as race field.

I Like the Way You Say Goodnight 80--81--80--82
Strong vocal on the ballad side is aided by good orking. With "Boogie" platter offers a strong pairing.

ORVILLE "BAGGIE" HARDIMON & HIS KINGS
(Mercury 8108)

Diane 63--63--62--65
Begins promisingly enough, with a throaty vocal and hushed ork backing, but tapers off after a few bars, and little happens.

Great Day 65--64--64--67
Thrush shows ability here, but quasi-spiritual treatment hasn't enough substance.

THE ROCKETS
(Aladdin 3017)

Little Brown Jug 70--75--68--67
Spiritual treatment lends itself well to the traditional ditty.

Loch Lomond 66--68--64--65
Maxine Sullivan did it this way first folks; kinda nice tho.

GENE AMMONS QUINTET
(Aladdin 3012)

Blowing Red's Bop 58--60--58--55
Piano solo shines in an otherwise listless side.

Concentration 69--73--69--65
Leo Parker's bary and Ammons' tenor swing thru a honk-filled opus.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

IVY WILLIS
(MGM 10301)

He Sends Me 83--83--82--84
Fine quality in gal's piping of insinuating race novelty. With added benefit of good rhythm-group backing, side may score.

I Ain't Gonna Quit You 74--74--73--75
Slow-drag novelty with big ork backing sets off a lights-out mood vocal by Miss Willis.

JOE TURNER & HIS BAND
(Aladdin 3013)

Morning Glory 66--67--63--65
This Duke Ellington tune is hardly the thing for the blues shoutin' Turner but he tries hard just the same.

Low Down Dog 82--83--80--82
Turner hits the same stride that made him famous 10 years ago in a swinging, rhythmic, jump blues.

DOC POMUS & ORK
(Apollo 401)

Naggin' Wife Blues 74--N5--70--78
Shuffles rhythm blues shout done fairly well; may catch some juke coin.

Alley Alley Blues 71--70--70--73
Slow blues shout is just okay; double entendre lyric will help sell this one.

HOT JAZZ

LESTER YOUNG AND HIS QUARTET
(Aladdin 3018)

East of the Sun—West of the Moon 65--70--68--56
Set at deliberate tempo, a neat Chuck Wayne guitar passage leads into the Prez's improvisations on the evergreen; not up to Young's standards.

Sheik of Araby 67--73--70--55
Lester's in better shape on the up-tempo standard with able rhythm section aid.

TADD DAMERON SEXTET-FATS NAVARRO
(Blue Note 541)

The Chase 74--77--76--68
One of the bop school's favored riffs here with excellent Navarro trumpet work.

Dameronia 73--77--76--65
Tadd Dameron bop original with good rhythm support for good Ernest Henry alto and Navarro trumpet.

J. C. HEARD & ORK
(Apollo 783)

Olopa 67--71--67--62
Heard lays down a solid rhythm foundation for a boppish jumper with Oscar Pettiford's bass plucks, Wardell Gray's tenor and Leo Parker's bary standing out.

This Is It 79--82--79--75
Built on the chords and idea of "Robbins Nest" this side sets a nice mood with Bennie Green's tram copping solo honors.

OUR FOURTH GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

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ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

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2 SUSPENSE with Flippers	\$18.00
2 STEP UP	15.00
1 SUPERLINER	15.00
1 AMBER	15.00
1 FIESTA	22.50
1 LUCKY STAR	24.50
1 CROSSFIRE	22.50
1 SPELLBOUND	14.50
1 HAVANA	22.50
1 HAVANA MOTOR	24.30
1 HAVANA MOTOR FLIPPER	26.80
2 RANGERS with Flipper	27.50
1 BRONCHO	24.50
1 CO-ED	27.80
1 MEXICO	34.50
1 BOWLING LEAGUE	34.50

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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.

ADVANCE RECORD RELEASES

(Continued from page 44)

CLASSICAL

- Gounod: *Romeo et Juliette*: Act II: Ah! Leve-tui, Sale!—J. Bjoerling-N. Gre-villius, Dir. (Massenet: Manon): (1-12")
- Victor 12-0527
- Hamlet: Excerpts—Music by William Wal-ton Album—L. Olivier-Philharmonia Ork-M. Mathieson, Dir. (S-12")
- Victor DM-1273
- Hindemith: Quartet in E-Flat (1943) Album Budapest String Quartet (3-12")
- Columbia MM-797
- Columbia (MM-72716-D-72718-D)
- Leoncavallo: *Zaza*: Act IV: Zaza, Piccola Zingara—R. Merrill-RCA Victor Ork-J. P. Morel, Dir. (Rossini: *The Barber*) (1-12")
- Victor 12-0450
- Massenet: *Herodiade*: Act I: Il Est Doux, Il Est Bon—L. Albafese-RCA Victor Ork-J. P. Morel, Dir. (Massenet: Manon): (1-12")
- Victor 12-0525
- Massenet: Manon: Act III: Ah! Fuyez, Douce Image—J. B. Bjoerling-N. Gre-villius, Dir. (Gounod: *Romeo*) (1-12")
- Victor 12-0527
- Massenet: Manon: Act II: Adieu, Notre Petite Table—L. Albanese-RCA Victor Ork-J. P. Morel, Dir. (Massenet: Herodiade) (1-12")
- Victor 12-0525
- Moussorgsky: Pictures at an Exhibition Al-bum—Y. Horowitz (4-12")
- Victor DM-1249
- Mozart: *The Marriage of Figaro*: Act II: Voi Che Sapete—E. Steber-RCA Victor Ork-J. P. Morel Dir. (Gounod: *Romeo*) (1-12")
- Victor 12-0526
- Puccini: *La Tosca*: Act I: Duo: Tosca & Cavaradossi—Pereche Chluso? La Vediti Ama?—Parts I & II—F. Quartararo-R. Vinay-RCA Victor Ork-J. P. Morel, Dir. (1-12")
- Victor 12-0531
- Rachmaninoff: Four Songs Album—J. Mel-ton-O. Shumsky-C. Hollister (2-12")
- Victor MQ-1251
- In the Silence of the Night To the Children O Cease Thy Singing, Maiden Fair The Cherry Tree
- Rimsky-Korsakoff: *Sadko* Album—San Francisco Symphony Ork-F. Monteux, Dir. (2-12")
- Victor DM-1252
- Rossini: *The Barber of Seville*: Act I: Largo Al Factotum—R. Merrill-RCA Victor Ork-J. P. Morel, Dir. (Leon-cavallo: *Zaza*) (1-12")
- Victor 12-0450
- Strauss: *Elektra* Album—Royal Philhar-monic Ork-Sir T. Beecham, Dir.-E. Schuller-P. Schoeffler-Others (4-12")
- Victor DM-1247
- Tchaikovsky Album—MGM Ork-M. Marrow, Dir. (4-10")
- MGM 32
- Autumn Song . . . MGM 30148
- Barcarolle . . . MGM 30149
- Humoresque . . . 30150
- Melodie . . . MGM 30147
- None But the Lonely Heart . . . MGM 30150
- Romance in F . . . MGM 30147
- Song Without Words . . . MGM 30145
- Waltz . . . MGM 30148
- The Little Church Around the Corner Al-bum—Choir of the Little Church Around the Corner-F. Coates (4-10")
- Columbia C-169
- Agnus Dei . . . Columbia 38277
- Bridal Chorus . . . Columbia 38275
- (1) O Savior Sweet; (2) Chorale—Thee Will I Cherish . . . Columbia 38276
- Paris Angelicus . . . Columbia 38278
- (1) Ten Thousand Times Ten Thou-sand; (2) Now the Day Is Over . . . Columbia 38278
- (1) The King of Love My Shepherd Is; (2) All Hail the Power of Jesus Name . . . Columbia 38278
- The Palms . . . Columbia 38277
- Wedding March . . . Columbia 38275
- Thomas: *Mignon*: Act III: Ah! Non Credevi Tu!—G. Di Stefano-A. Erede, Dir. (Thomas: *Mignon*) (1-12")
- Victor 12-0529
- Thomas: *Mignon*: Act II: Addio, Mignon! Fa Core!—G. Di Stefano-A. Erede, Dir. (Thomas: *Mignon*) (1-12")
- Victor 12-0529
- Verdi: *Il Trovatore*: Act I: Tacea La Notte Placida—F. Quartararo-RCA Victor Ork-J. P. Morel, Dir. (1-12")
- Victor 12-0530
- Wagner: *Der Fliegende Hollander*: Act I: Recitative & Air—J. Berglund-L. Blech, Dir. (1-12")
- Victor 12-0532
- Parts I & II
- Wagner: *Tannhauser*: Act III: Scene III Rome Narrative, Parts I & II—S. Svanholm-RCA Victor Ork-F. Weiss-mann, Dir. (1-12")
- Victor 12-0528
- Why I Love You Album—F. MacCormack-H. Foote (4-10")
- MGM 33
- Alone . . . MGM 30152
- How Do I Love Thee? . . . MGM 30153
- Keep Secret Faith . . . MGM 30154
- Mother of Mine . . . MGM 30153
- The Time To Remember . . . MGM 30154
- Touching Shoulders . . . MGM 30151
- Why I Love You . . . MGM 30151
- You Are My Poem . . . MGM 30152
- Zimbalist: *Sarasateana* Album—W. Prim-rose-D. Stimer (2-10")
- Victor MO-1242

LATIN AMERICAN

- A Las Tres de la Manana M. Mejia-Mariachi G. Parra (Soy Huer-fanito) Victor 23-1078
- Adios Comay Gata M. Silva-J. Gutierrez Ork (Por Algo) Victor 23-1030
- Alegre Vals Ribeirinho I. Melreles (Oh! Ribeira) Victor 26-0500
- Alguien T. La Negra-R. De Paz Ork (No Puede) Victor 23-1028
- Amor Inutil R. Y. Laurita Con El Mariachi De Tizapan (Maria) Victor 23-1017
- Anoche & Muy Quedito F. Fernandez (Tu & Dime) Victor 23-1054
- Asi Nomas C. Gil Y Su Conjunto (Cantaclaro) Vic-tor 23-1067
- Cancioncita Las Mochitecas Con El Mariachi G. Parra (Dos Mariposas) Victor 23-1018
- Canta Playera P. Vargas-J. Gutierrez Ork (Mientame Mas) Victor 23-1045
- Cantaclaro C. Gil Y Su Conjunto (Asi Nomas) Vic-tor 23-1067
- Cantina Por Cantina Trio Tariaclari (Margarita, Margarita) Victor 23-1077
- Canto Triste Los Tres Vaqueros (Pina Madura) Victor 23-1050
- Carmela Ecos Del Soconusco (El Rasca) Victor 23-1066
- Cielo Azul J. Arvizu (La Bamba) Victor 23-1043
- Cocktail Americano O. Guerra (El Guarapo Y) Victor 23-1046
- Con El Tiempo Y Un Ganahito M. Mejia (Maria, Maria) Victor 23-1023
- Con Mi Perro P. Lomuto-A. Rivera (Mi Moro) Victor 23-1048
- Contigo a la Distancia F. Fernandez-M. R. Armengol Ork (Son-are Contigo) Victor 23-1075
- Cuando Seras Mi Amor P. Gutierrez Y D. Maria (Por Otro) Victor 23-1022
- Cuatro Milpas M. Armengol (Zenaida Ingrata) Victor 23-1007
- Danza Negra L. Bermudez Ork-B. Toledo (El Re-franero) Victor 23-1047
- Demanten Pa Marsson M. Lidstam, Dir. (O, Du) Victor 26-1072
- Dos Mariposas Las Mochitecas Con El Mariachi G. Parra (Cancioncita) Victor 23-1018
- El Burro Polilla Arachi Vargas (El Tranchete) Victor 23-1008
- El Buey Palomo Las Mochitecas (Gracias a) Victor 23-1062
- El Calman Los Plateados (Molango) Victor 23-1008
- El Cuervo Mariachi Vargas De Tecalitlan (Sobre La) Victor 23-1021
- El Gitano Senorito C. Villar & P. Vidarte (Verde Olivar) Victor 23-1049
- El Guarapo Y La Melecha O. Guerra (Cocktail Americano) Victor 23-1045
- El Herfanto Mariachi G. Parra (Samba) Victor 23-1052
- El Rasca Petate Ecos Del Soconusco (Carmela) Victor 23-1066
- El Refranero L. Bermuda Ork-M. Diaz (Danza Negra) Victor 23-1047
- El Tranchete Mariachi Vargas (El Burro) Victor 23-1008
- El Vuelton Trio Tariaclari (Yo Soy) Victor 23-1065
- Esta Da Sera A. Landin (Sin Esperanza) Victor 23-1003
- Gracias a Dios Las Mochitecas (El Buey) Victor 23-1062
- La Bamba J. Arvizu (Cielo Azul) Victor 23-1043
- La Parranda A. Pineda (Monada) Victor 23-1053
- La Zenaida Las Mochitecas (Si Existe) Victor 23-1055
- Las Tres Cosas Hnos. Martinez Gil-M. Pazos Ork (Mujer Perjura) Victor 23-1019
- Las Tres De Maria Luisa El Gutierrez Y Carmela (Tres Carinos) Victor 23-1002
- Libreme Dios N. Chayres-G. Andreani Ork (Mucho Mas) Victor 23-1027
- Los Noche, Tu Y Yo Dusto Mari-Lina (Yo No) Victor 23-1004
- Malen La Salinera-Epoca De Goya Angellino-N. Posadas (Sevillanas Del) Victor 23-1034
- Malos Pensamientos M. Landin (Vida) Victor 23-1005
- Margarita Trio Tariaclari (Cantina Por) Victor 23-1077
- Maria R. Y Laurita Con El Mariachi De Tizapan (Amor Inutil) Victor 23-1017
- Maria, Maria M. Mejia (Con El) Victor 23-1023
- Me Debes Un Beso M. Gil-M. R. Armengol (Una Copa) Victor 23-1063

(Continued on page 115)

Dusarge Intros Coin Counter

NEW YORK, Nov. 6.—A new low-priced coin counter and wrapper was introduced here this week by Dusarge Design Corporation. Listing at \$16.50, the patented device is designed to handle pennies, nickels, dimes and quarters, and is available to oper-ators for early delivery, according to N. S. Siegel, vice-president.

Consisting basically of four slotted racks into which the coins are placed, the operator then inserts a standard coin wrapper, turns a crank and lifts out the wrapped coins after crimping down the wrapper ends. Siegel says the operation takes less than 25 sec-onds per coin wrap.

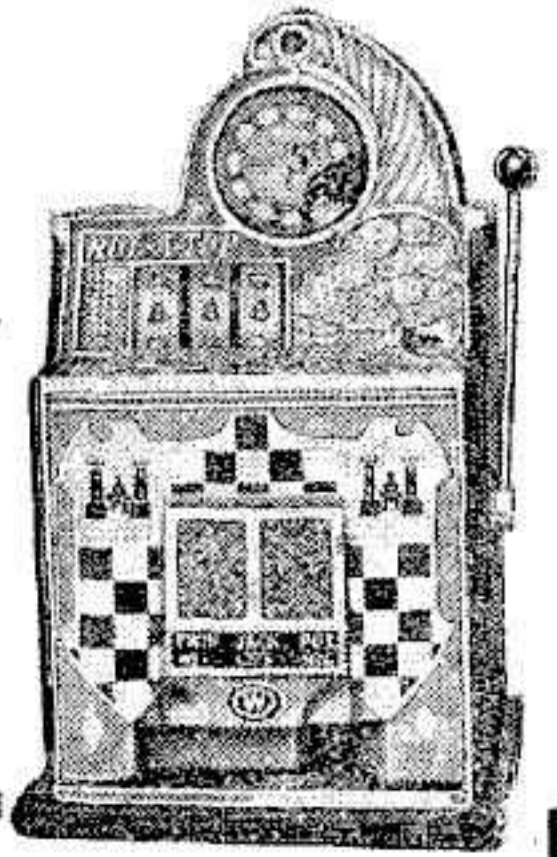
Standard model of the unit is set for counting and wrapping \$10 in quarters, \$5 in dimes, \$2 in nickels and/or 50 cents in pennies. It also can be obtained for exclusive penny wrapping or in combinations of coin racks most suitable to each operator's needs, Siegel says.

The counter is constructed of blue steel and measures 9 by 7 by 4 inches. It is light and may easily be carried by route men for use on location.

New Tempe License Taxes Coin Machines

TEMPE, Ariz., Nov. 6.—Effective immediately, owners of all types of coin-operated equipment, ranging from juke boxes to amusement and vending machines, in this city will be required to pay a quarterly license fee of \$5 on each unit. New measure requiring the license was passed by the city council last week.

According to terms of the ordi-nance, failure to pay the fee will be considered a misdemeanor and per-sons found guilty will be subject to a fine of not less than \$25 nor more than \$300. Each individual machine in Tempe is subject to the tax.



NOW \$150.00

BRAND NEW MACHINES . . . NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772 Cable Address "WATLINGITE," Chicago

FOR SALE—ONE BALLS

- Bally Gold Cup \$325.00 Ea.
- Bally Jockey Specials 250.00 Ea.
- Best Bets, converted from Victory Specials 150.00 Ea.
- Keeney's Big Parlay 95.00 Ea.

All in Top Shape. Terms: 1/3 Deposit.

C & M SPECIALTY CO.

832 CAMP ST. NEW ORLEANS, LA.

COLUMBIA DOUBLE JACKPOT BELL



Factory recondi-tioned like new. **SPECIAL \$75.00 EA.**

Changeable right on location in a few moments! Time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lb. wt. **FOR NEW COLUMBIAS WRITE FOR PRICES**

BUDDY

Like New — In Original Cartons

1¢ or 5¢ play, cigarette reel, in modern design. All metal cabi-net.

HAS THE FAMOUS COIN-DIVIDER. All coins played are separated into 2 individually locked cash boxes, one for location owner, the other for operator.

Each . . . \$17.50 \$14.50 Ea. in Lots of 10.

1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.

WRITE FOR FREE NEW CATALOG!

WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

WE REPAIR ALL TYPES OF COIN MACHINES

King of counter games

Abco NOVELTY Co.

King of counter games

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILLINOIS

KICKED AND CATCHER

1¢ OR 5¢ PLAY PLAYS 5 BALLS



Automatic Score — returns Coal Ball for extra kick. Takes in pennies—you count dollars. Like New. Factory reconditioned. **\$22.50** Each

LIKE NEW Rebuilt 1948 Model CHALLENGERS \$22.50 ea.

COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS

Free Play Taken Payout Cigarette Taken Payout Factory Reconditioned **\$20.50** (Coin) Ea.

Government Tax - Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlatching handle with special key. Total plays easily seen on visibility register. **\$27.50** Ea. NON-COIN



Abco NOVELTY Co.

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILLINOIS

Show Interest Grips Trade; Confab Booth Orders High

(Continued from page 95)

Frosti-Server Co., Keeney & Co., Lymo Industries, Perma-Top Corp., Philadelphia Toboggan Co., Silver-King Corp., Siros Manufacturing Co., Standard Coin Machine Co., Solutone Corp., Speedway Amusement Co., Telequiz Corp., and Universal Industries, Inc.

Remaining 61 companies already signed up represent virtually every phase of coin machine manufacturing and distributing field. This list, all veteran CMI show exhibitors, is made up of the following:

A.B.T. Manufacturing Corp., Advertising Posters Co., Aero Needle Co., AMI, Inc., Atlas Novelty Co., Automatic Coin Machine & Supply Co., Automatic World, Auto-Vend, Inc.; Bally Manufacturing Co., Bell Lock Co., Billboard Publishing Co., Block Marble Co., Buckley Music System, Inc.; Capitol Records, Inc.; The Cash Box, Chicago Coin Machine Co., Chicago Lock Co.

Coin Amusement Games, Inc.; Coin Machine Journal, Inc.; Coin Machine Review, Coradio, Inc.; Dale Engineering Co., Decca Distributing Corp., Deutsch Lock Co., Inc.; Edelco Manufacturing Sales Co., Empire Coin Machine Exchange, Exhibit Supply Co., John F. Frantz & Co., Genco Manufacturing & Sales Co., General Electric, John N. Germack, Globe

Farrell, Pa., Begins Licensing Pin Games; Will Cost Ops \$4,000

FARRELL, Pa., Nov. 6.—Under a new ordinance which went into effect Monday (1), all pinball machines here are required to be licensed, with operators paying a \$50 annual tax on each piece of equipment. Under the terms of the new set-up, all machine owners have until November 15 to register their equipment and pay the tax. An application for the license must first be made, and these applications are investigated by John Sposito, chief of police, prior to issuance of the license.

New equipment, under the ordinance, will require new licenses, and hence will be subject to the \$50 tax. Replacements in existing locations may be made, but operator must register the change at an additional charge.

New ordinance will cost local operators approximately \$4,000 annually it was estimated.

MOA Chi Meet Set for Jan. 18

(Continued from page 103)

Miller said that "the most gratifying feature for the year 1948 is the way many State and local associations have organized or are being organized right at this time. This, in itself, proves that all operators are aware of the fact that they must be organized for the protection of their businesses. There have been at least twelve new associations, including four State associations, organized in the past six months."

Members of MOA's executive committee, in addition to Miller, Denver and Levine, are C. L. Bever, Salt Lake City; Jack Cohen, Cleveland; Tom Crosby, St. Paul; Ray Cunliffe, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Harrisburg; Thomas Kady, Grand Forks, N. D.; Sol Kesselman, Newark, N. J.; Hirsh De La Viez, Washington; Samuel Orenstein, Providence; C. S. Pierce, Brodhead, Wis.; and Jack Sheppard, Philadelphia.

Distributing Co.

D. Gottlieb & Co., Dan Gould Enterprises, Groetchen Tool & Manufacturing Co., Guardian Electric Manufacturing Co., Heath Distributing Co., Illinois Lock Co., Independent Lock Co., International Mutoscope Corp., O. D. Jennings & Co., King Records, Inc.; M. A. Miller Manufacturing Co., Mills Industries, Inc.

Monarch Coin Machine Co., Mike Munves Corp., National Rejectors, Inc.; Jack Nelson & Co., Permo, Inc.; Radio Corp. of America (RCA Victor Division), Relay Service Co., Star Title Strip Co., Inc.; Training Devices, Inc.; Tradio, United Manufacturing Co., Videograph Corp., Watling Manufacturing Co., Wico Corp., Williams Manufacturing Co., World Sales, Inc., and World Wide Distributors, Inc.

Games Continue To Lead Coin Export Parade

(Continued from page 95)

and the Philippines (19 juke for \$12,355). Japan, relatively new to the export music division, made the most significant increase in music purchases, spending \$8,050 for 13 units, compared with the \$1,000 spent for one juke in the previous report.

Venders Decline Sharp

Only drop reflected in overseas transactions was felt by vender exporters. During August this group accounted for 231 merchandisers worth but \$15,110, a sharp decline from July's \$29,277 for 1,919 silent salesmen. A smaller nation led all vender buyers, Curacao, whose coinmen accounted for 20 merchandisers valued at \$5,076. The Philippines were second with \$4,062, with Lebanon, the oil producing center, third with \$2,087. Only six nations were on the latest vender export roster during August, low for the year.

Price per unit picture in the latest analysis was somewhat reversed. In this classification, venders made the biggest climb (over 300 per cent), juke also were up but game averages slumped from \$163 per unit in July to \$108 in the current report. Highest average vender price was paid by Curacao (\$254) with Saudi Arabia buying at the shortest price (\$17). Curacao also paid the top dollar on juke, \$667, with Mexican coinmen spending but \$148 for each of the five used machines they purchased. Japan, dividing purchases among all types of equipment for the first time, paid the top game price, \$331 for each of 14 amusement machines. Canada's \$29 for each of 90 games, was the lowest average price in this division.

Turning Back the Clock

15 Years Ago This Week

Nov. 4, 1933—A preliminary hearing on the industry code that had been submitted by the National Association of Coin-Operated Machine Manufacturers (NACOMM) was held in Washington October 31. Administration was said to have made minor changes in the form and working provisions of the code, but did not materially change the provisions. Association committee took under advisement the slight changes in labor provisions and other points. Acceptance of the revised code was expected at the next association meeting, with a public hearing date also expected to be announced.

The Coin Machine Jobbers' Association (CMJA), of New York, announced the appointment of Jim Cante, of the W. J. C. Vending Company, as the first publicity director of the association. Group planned to adopt a policy of naming a different member to act as publicity manager each month. . . . Other association news included the organization of a new group in the Upper Peninsula of Michigan. Coinmen there set up a regional association under the chairmanship of William A. LeFevre, of Escanaba, Mich. Group was to be a regional subsidiary organization of the Automatic Merchandisers' Association of Michigan (AMAM).

Claire Grant, girl jobber heading the Roxy Vending Company, New York, was chosen winner in a beauty contest in which members of the coin machines trade voted. . . . Watling Manufacturing Company announced the new Gold Award twin jackpot bell, stating that it was the original twin jackpot machine combining the gold award idea. Officials declared that the unit was designed to do away with the "large box-car type" of machine. John Watling, sales manager, said that the new machine was scheduled for a big push in 1934.

Daval Manufacturing Company was awarded a gold medal by a number of leading Eastern jobbers. As a direct follow-up on the award, firm stated that its machines will be known as the "Gold Medal" line, tag being placed on its Chicago Club House and gum venders. A replica of the medal was attached to each machine. . . . Oriole Coin Machine Corporation, New York, reported a large shipment of pin and counter games to Belgium. Ed V. Jones, Oriole official, stated that the firm had opened a campaign to gain the attention of the European buyer.

10 Years Ago This Week

Nov. 5, 1938 — Automatic Music Operators' Association, Inc. (AMOA), of New York, held its first annual entertainment and dance October 30, with Lee Rubinow, president, and Alfred Bloom, secretary, heading the hosting. Entertaining the guests were stars of the Victor, Bluebird, Brunswick, Vocalion and Decca labels. . . . Atlas Novelty Company, Chicago, announced their new "bargain center." The special bargain showroom, presided over by Harold Pincus, featured low-priced machines "dating from way back when up to the latest models."

Milk venders made their initial appearance in Detroit. Machines, developed by Mills Novelty Company, Chicago, were operated by H. A. McDonald Creamery Company. They were nickel operated, dispensed a half-pint bottle. Venders featured mechanical refrigeration and had a capacity of 90 bottles. Locations were mainly factories and department stores. . . . The Coin Machine Manufacturers' Association (CMMA) thru its committee, consisting of Ray Maloney, Dick Hood, Lou Ginsberg and Dave Gottlieb, after working with a committee representing the National Association of Coin-Operated Machine Manufacturers (NACOMM), D. W. Donahue, Dave Rockola and Marshall Seeburg, announced that plans for a merger of the two groups' shows were rejected by a 4 to 3 vote by directors of latter organization. In a move to avoid handicapping the trade with two different dates for the show, CMMA officials stated that they would move their show date to December 12-13 at the Hotel Sherman.

Apple venders in a Seattle university proved to be good nickel nabbers. Students, buying specially selected Washington apples at 5 cents each, were good patrons of the venders located in the halls of the college buildings. Machines contained several rows of apples, one atop the other, showing thru glass fronts. . . . Star Manufacturing & Sales Company, Kansas City, Mo., introduced a new counter game called Flip Flop Fluzzee. Unit operated for a penny, and permitted player to drop, spin or shoot coin to obtain score. Priced at \$3.95, for single units.

Jim Buckley announced the new Bally Manufacturing Company game, Dixie. A seven-coin console, game features miniature horses galloping over a colorful play field. . . . J. H. Keeney Company debuted its Step-Per-Upper multiple play table. Second and third coins double and triple odds if first and second coins did not produce winners. Awards are not multiplied beyond the three-coin basis, Keeney explained.

amusement machines. It is apportioned to the counties on the basis of 40 per cent for old age assistance expended during the year ended June 30, 1948. Sixty per cent goes into the State public assistance fund.

Oregon Distributes Coin Machine Taxes

SALEM, Ore., Nov. 6.—Secretary of State Earl Newby announced Thursday (28) the apportionment of amusement device taxes, totaling \$203,048.32, among Oregon counties. Multnomah County got the lion's share, \$35,235.33.

The money is collected as a privilege tax on coin-operated music and

Coin Machine Exports

Country	No.	Total		Phonographs		Av. Price	Venders		Amusement Games		Av. Price	
		No.	Value	No.	Value		No.	Value	No.	Value		
Venezuela	83	83	\$39,115	83	\$39,115	\$471	—	—	—	—	—	
Philippine Republic	230	19	80,122	19	12,355	650	122	\$4,082	\$33	159	\$19,705	
Cuba	172	64	35,638	64	23,787	387	18	1,510	84	90	10,341	
Colombia	37	37	16,730	37	16,730	452	—	—	—	—	—	
Union of So. Africa	49	24	14,321	24	11,112	404	—	—	—	25	3,209	
Japan	31	13	15,579	13	8,050	619	4	810	227	14	4,839	
Curacao	20	1	6,145	1	667	667	20	5,076	254	—	—	
Belgium	6	6	3,398	6	3,398	566	—	—	—	—	—	
Newfoundland	20	20	3,329	20	3,329	166	—	—	—	—	—	
Canada	91	1	3,198	1	531	531	—	—	—	90	2,685	
Panama	6	6	2,890	6	2,990	498	—	—	—	—	—	
Brazil	14	—	2,700	—	—	—	—	—	—	14	2,700	
Lebanon	18	—	2,087	—	—	—	18	2,087	118	4	500	
Mexico	9	5	1,240	5	740	148	—	—	—	4	500	
Honduras	4	4	836	4	836	208	—	—	—	4	795	
Canal Zone	4	—	795	—	—	—	—	—	—	4	795	
Saudi Arabia	99	—	644	—	—	—	99	644	17	—	—	
Salvador	3	3	614	3	614	208	—	—	—	—	—	
Costa Rica	4	4	600	4	600	150	—	—	—	—	—	
Other Countries	83	4	1,701	4	590	145	18	821	68	16	360	
TOTALS	921	274	\$185,425	274	\$125,401	9460	331	\$15,110	\$65	416	\$44,914	\$108

ADVANCE RECORD RELEASES

(Continued from page 113)

LATIN AMERICAN

- Me Voy De Ti
M. Y. P. Hernandez (Yo Pago) Victor 23-1051
- Mi Moro
F. Lomuto Ork-Inda-Rivera (Con Mi) Victor 23-1048
- Mi Saxofon
Orq. Billo's Caracas Boys (Suavidad) Victor 23-1032
- Mi Triste Carnaval
Trio Parado-Games-Vera (Quiereme Un) Victor 23-1033
- Mienteme Mas
P. Vargas-J. Gutierrez Ork (Canta Playera) Victor 23-1045
- Molango
Los Platados (El Calman) Victor 23-1006
- Monada
A. Pineda (La Parranda) Victor 23-1053
- Mucho Mas
N. Chayres-G. Andreani Ork (Libreme Dios) Victor 23-1027
- Mujer Perjura
Hnos. Martinez Gil-M. Pazos Ork (Las Tres) Victor 23-1019
- No Debo Perdonarte
M. L. Landin-J. S. Marroquin Ork (No Digas) Victor 23-1061
- No Digas Nada
M. L. Landin-J. S. Marroquin Ork (No Debo) Victor 23-1061
- No Llores Por Su Amore
Trio Urquiza (Rosita Se) Victor 23-1029
- No Me Interesa
C. Campos-M. A. Pazos Ork (Para Que) Victor 23-1076
- No Puede Ser
T. La Negra-R. De Paz Ork (Alguien) Victor 23-1028
- Noche de Acepulco
H. M. Gil-M. A. Pazos Ork (Que Yo) Victor 23-1079
- O, Du Harliga
M. Lidstam, Dir. (Demanten Pa) Victor 23-1072
- Oh! Ribeira, Oh! Ribeira
I. Melreles (Alegre Vais) Victor 26-0500
- Para Que Sufrir
C. Campos-M. A. Pazos Ork (No Me) Victor 23-1076
- Ferdi El Corazon
A. Reyna-M. Pazos Ork (Tu Me) Victor 23-1020
- Pina Madura
Los Tren Vaqueros (Canto Triste) Victor 23-1050
- Por Algo Sera
M. Silva-J. Gutierrez Ork (Adios Comay) Victor 23-1030
- Por Otro Querer
P. Gutierrez Y D. Maria (Cuando Seras) Victor 23-1022
- Que Te Falta Mujer
M. A. Mejia-Mariachi Chapala (Voy a) Victor 23-1064
- Que Yo Ja Odie
H. M. Gil-M. A. Pazos Ork (Noche de) Victor 23-1079
- Quiereme Un Poquito
Trio Parada (Mi Triste) Victor 23-1033
- Rapsodia Tropical
Orquesta Panamericana (Teloco) Victor 23-1044
- Rosita Se Esta Banando
Trio Uquilza (No Llores) Victor 23-1029
- Samba
Mariachi G. Parra (El Huerfanito) Victor 23-1052
- Sevillanas De Espartero
Angelillo-N. Posadas (Malena La) Victor 23-1034
- Si Existe Dios
Las Mochitecas (La Zenaida) Victor 23-1055
- Sin Esperanza
A. Landin (Este Dia) Victor 23-1003
- Sobre La Montana
Mariachi Vargas De Tecalitlan (El Cuervo) Victor 23-1021
- Sonare Contigo
F. Fernandez-M. R. Ammengol Ork (Contigo a) Victor 23-1075
- Soy Huerfanita
M. Mejia-Mariachi G. Parra (A Olas) Victor 23-1078
- Suavidad
Orq. Billo's Caracas Boys (Mi Saxofon) Victor 23-1032
- Tangos Argentinos Album—F. Lomuto Ork-J. D'Arenzo Ork-Victor Tipica Ork-O. Fresedo Ork (3-10") Victor P-224
- Arrabalero . . . Victor 20-3173
- Condona . . . Victor 20-3171
- Derecho Viejo . . . Victor 20-3172
- El Esquinazo . . . Victor 20-3172
- Nostalgias . . . Victor 20-3171
- Tu Vida Es Mi Vida . . . Victor 20-3173
- Teloco
Orquesta Panamericana (Rapsodia Tropical) Victor 23-1044
- Tres Carinos
P. Gutierrez Y Carmela (Las Tres) Victor 23-1002
- Tu & Dime
F. Fernandez (Anoche & Muy Quedito) Victor 23-1054
- Tu Me Has Engandao
A. Reyna-M. Pazos Ork (Perdi El) Victor 23-1020
- Una Copa Mas
M. Gil-M. R. Ammengol Ork (Me Dbes) Victor 23-1063
- Verde Olivar
C. Villar & P. Vidarte (El Gitano) Victor 23-1049
- Vida
M. Landin (Malos Pensamientos) Victor 23-1005

CHILDREN'S RECORDS

- A Frog He Would A-Wooling Go
The Three Pixies (Songs About) (3-7") Capitol 30009
- Animal Songs
J. Smith (Calendar Song) Capitol 30008
- Calendar Song
J. Smith (Animal Songs) Capitol 30008
- Edna and the Magle Cereal Album—B. MacGregor-C. Stone (1-10") Continental 203
- Parts I & II
- Edna and the Thunderman Album—B. MacGregor (1-10") Continental 204
- Parts I & II
- Edna and the Toothbrush Album—B. MacGregor & Stone (1-10") Continental 203
- Parts I & II
- Four Funny People
J. Smith (Holidays) Capitol 30008
- Fuzzy Wuzzy Album—A. Trace & His Silly Symphonists (1-10") National C-3003
- Fuzzy Wuzzy
Barnyard Carnivals of Animals
- Happy the Harmonica and the Tick-Tock Shop Album—F. Luther (2-10") Decca CUS 12
- Happy the Harmonica, Pts. I & II . . . Decca 88018
- The Tick-Tock Shop, Pts. I & II . . . Decca 88017
- Holidays
J. Smith (Four Funny) Capitol 30008
- Hymns Children Love, Vol. II Album—M. Wilson-P. Heminghaus (3-10") Bibletone
- Brightly Gleams Our Banner . . . Bibletone 1808
- Bringing in the Sheaves . . . Bibletone 1804
- I Love To Tell the Story . . . Bibletone 1805
- I Think When I Read That Sweet Story of Old . . . Bibletone 1806
- Jesus, Tender Shepherd . . . Bibletone 1805
- There's a Friend for Little Children . . . Bibletone 1804
- Mother Goose Songs
The Three Pixies (Songs About) (1-7") Capitol 30011
- Big-a-Jig-Jig
The Three Pixies (Songs About) (1-7") Capitol 30008
- Songs About Birds
The Three Pixies (Big-a-Jig-Jig) (1-7") Capitol 30008
- Songs About Children
The Three Pixies (Three Old) (1-7") Capitol 30010
- Songs About Dogs
The Three Pixies (A Frog) (1-7") Capitol 30009
- Songs About Food
The Three Pixies (Mother Goose) (1-7") Capitol 30011
- Songs About the Sea
J. Smith (Two Unusual) Capitol 30004
- Ten Little Injuns
J. Smith (The Giggely) (1-7") Capitol 30007
- The Big Lion
N. Martin at the Zoo (The Funny) Capitol 30001
- The Fat Hippopotamus
N. Martin at the Zoo (The Striped Zebras) Capitol 30003
- The Funny Monkey
N. Martin at the Zoo (The Big) Capitol 30001
- The Fuzzy Dancing Bears
N. Martin at the Zoo (The Shiny) Capitol 30002
- The Giggely Pig
J. Smith (Ten Little) (1-7") Capitol 30007
- The Huge Elephant
N. Martin at the Zoo (The Strange) Capitol 30000
- The Shiny Seal
N. Martin at the Zoo (The Fuzzy) Capitol 30002
- The Strange Kangaroo
N. Martin at the Zoo (The Huge) Capitol 30000
- The Striped Zebras
N. Martin at the Zoo (The Fat Hippopotamus) Capitol 30003
- Three Old Men
The Three Pixies (Songs About) (1-7") Capitol 30010
- Two Unusual Men
J. Smith (Songs About) Capitol 30004
- Viejo Canengo
O. Guerra (Ya No) Victor 23-1038
- Voy a Olvidarte
M. A. Mejia-Mariachi Chapala (Que Te) Victor 23-1064
- Yo No Se Que Me Pasa
Dueto Mari-Lina (Los Noche) Victor 23-1004
- Ya No Tengo Na
O. Guerra (Viejo Canengo) Victor 23-1031
- Yo Pago Las Otraz
M. Y. P. Hernandez (Me Voy) Victor 23-1051
- Yo Soy Pobre
Trio Tarinouri (El Yallon) Victor 23-1065
- Zenaida Ingrassi
M. Armengol (Cuatro Milpas) Victor 23-1007

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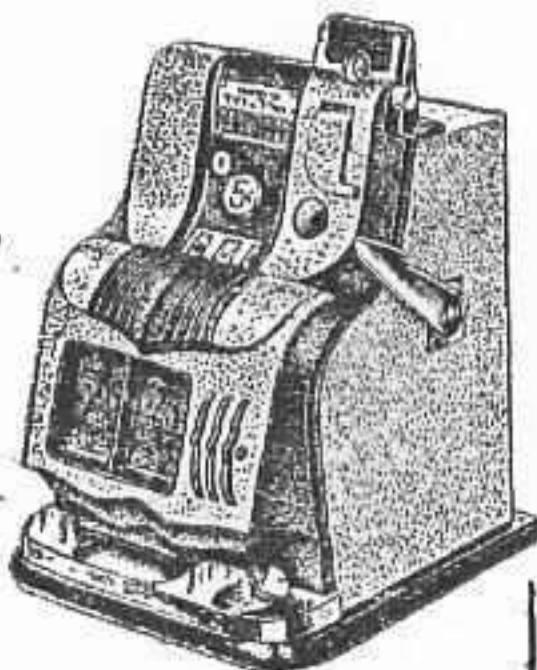
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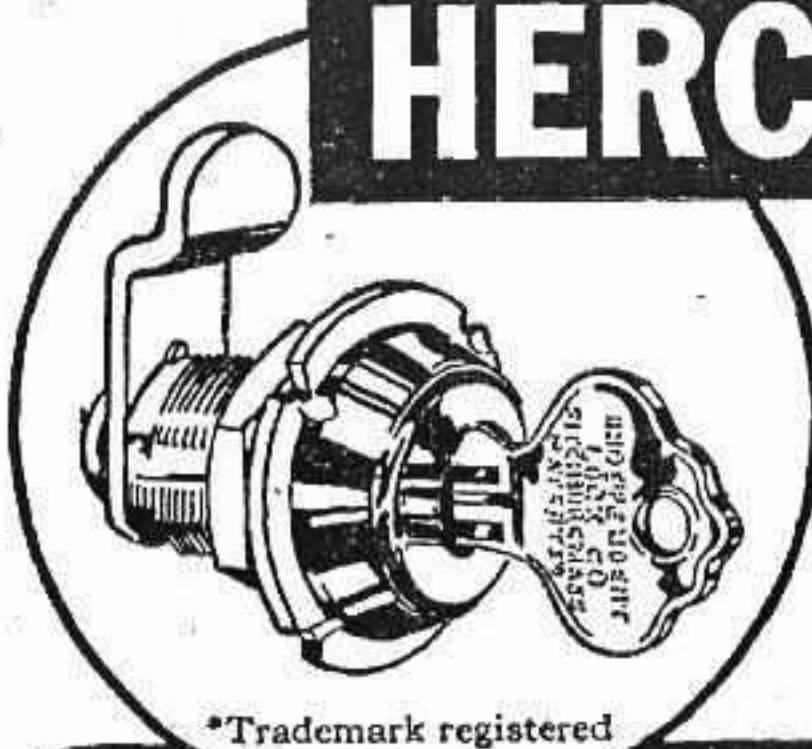


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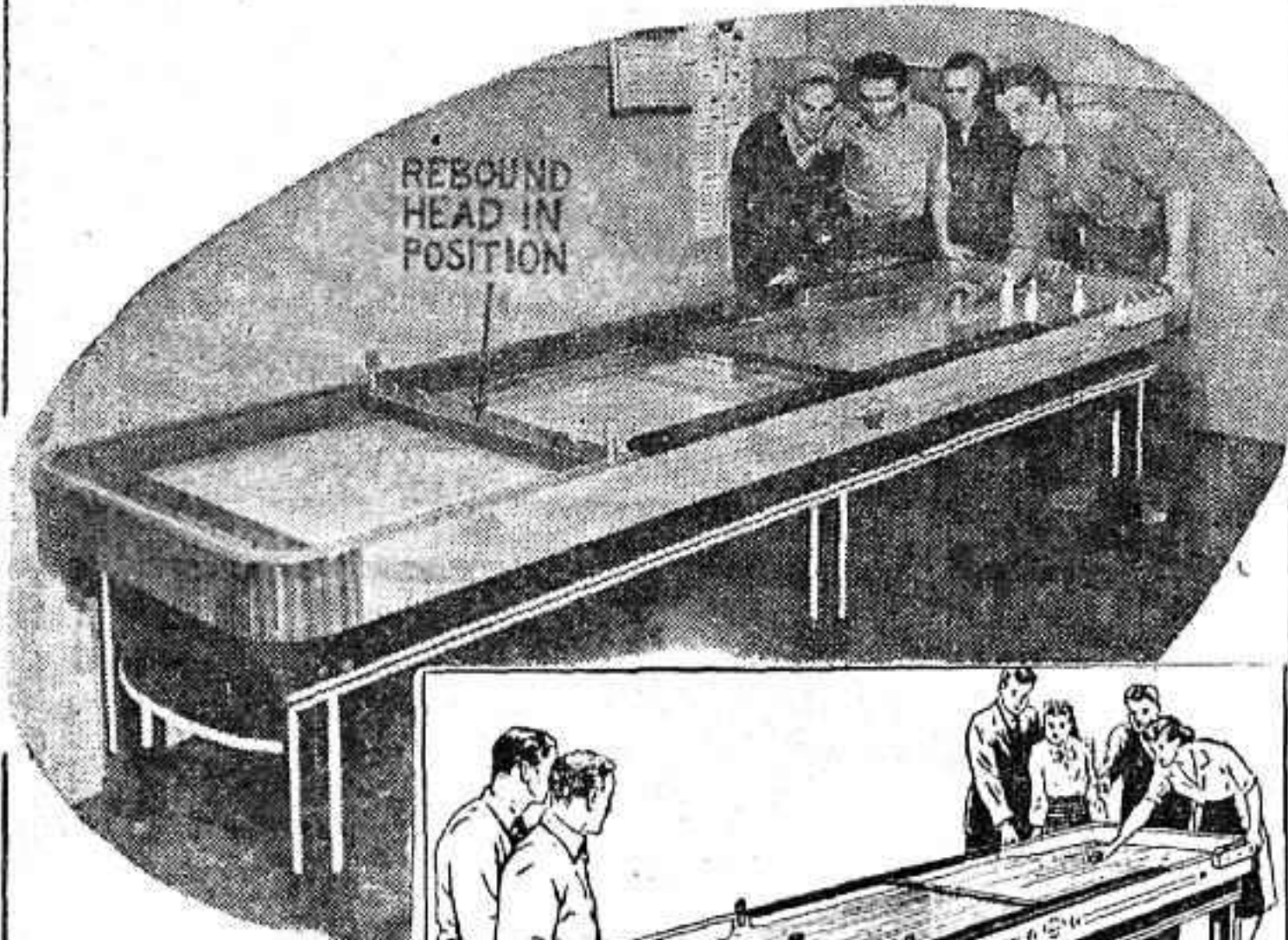
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- 3 WURLITZER 750M 190.00
- 2 WURLITZER 950 110.00
- 3 WURLITZER 850 125.00
- 6 WURLITZER 800 165.00
- 1 WURLITZER 71 59.50
- 7 SEEBURG 8800 ESRC \$100.00
- 3 SEEBURG ES 90.00
- 3 SEEBURG COMMANDERS ESRC .. 89.50
- 2 SEEBURG MAYFAIRS 49.50
- 1 ROCK-OLA COMMANDO 44.50
- 3 ROCK-OLA SUPER 49.50

Terms 1/3 With Order, Balance C. O. D. or Sight Draft

MASON DISTRIBUTING CO.

602 10th AVENUE * Phone PLaxa 7-7210 * NEW YORK 18, N. Y.

BALLY ONE BALLS

These machines are **THOROUGHLY RECONDITIONED** and in **EXCELLENT MECHANICAL CONDITION!**

Ready for Location

- VICTORY SPECIALS (Straight) . . . \$ 89.50
- VICTORY SPECIALS (Automatic Shuffle) 99.50
- SPECIAL ENTRIES 209.50
- JOCKEY SPECIALS 309.50
- GOLD CUPS 409.50

1/3 down, balance C. O. D.
Write, wire or phone



Exclusive Distributors of Wurlitzer Phonographs and Auxiliary Equipment; also Distributors for the Bally Manufacturing Co. in Western New York and Northern Pennsylvania.

New Coin Mach. Firm in Turkey

ISTANBUL, Turkey, Nov. 6.—Formation of a new firm in the coin machine field here was announced recently. Known as Turkish American Sport & Amusement Enterprises, firm uses the trade name of Taset, and is headed by David Roderick Creekmore.

Headquarters of the new company are in this city.

Set Slugger's Trial

OREGON CITY, Ore., Nov. 8.—November 15 was set in Circuit Court Wednesday (27) for the trial of James A. Garrison, 32, ex-boxer, charged with the assault and robbery of Lonnie Logsdon, Lake Grove night club owner and coin machine operator.

T. & L. Won't Be Undersold on ONE BALLS



"LEN"

- BALLY VICTORY SPECIAL, FREE PLAY \$ 78.50
- BALLY SPECIAL ENTRY, FREE PLAY 185.50
- BALLY GOLD CUPS, FREE PLAY 329.50
- KEENEY HOT TIP, FREE PLAY \$111.50
- KEENEY BIG PARLAY, CASH & FREE PLAY 68.50
- BALLY LONGACRES & THOROBREDS 29.50

TRADE US YOUR LATE FLIPPER GAMES ON ABOVE MERCHANDISE, OR ON NEW FIVE BALL GAMES

T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY CINCINNATI 14, OHIO
MAIN 8751 — Telephone — MAIN 0477

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

- GENCO PUDDIN' HEAD W
- EXH. MOROCCO R
- GOTT. BUCCANEER I
- UN. BLUE SKIES T
- CHICAGO SALLY E
- UN. MAJOR LEAGUE
- BALLY CARNIVAL

- EXH. MIMI, Steel Ball Roll-down, Special Closeout \$99.50

- ### NEW ONE BALLS
- BALLY GOLD CUP, F.P. 5045
 - BALLY TROPHY, P.O. 645

- ### NEW COIN COUNTERS
- Downey-Johnson \$198.50
 - Coin Sorter, Electric 290.00
 - Hand Operated 225.00
 - Master Changer 27.95
 - Junior Changer 17.95

- ### NEW SKILL GAMES
- BAT-A-BALL SR. \$ 49.50
 - EV. BAT-A-SCORE 355.00
 - SCIENTIFIC PITCH 'EM & BAT 'EM 389.50

- ### NEW COUNTER GAMES
- IDEAL CD. VEND. \$ 28.50
 - ABT MODEL F 47.50
 - ABT CHALLENGER 45.00
 - SHIPMAN ART SHOW 49.50
 - GRIP-VUE 49.50
 - KICKER & CATCHER 34.50
 - GOTT. GRIP SCALE 29.50
 - NON-COIN MARVEL 34.50
 - DAVAL'S ACE OR OUB 14.50
 - TARGET KING \$ 45.00
 - ACME SHOCKER 24.50
 - SKILL THRILL 24.50
 - DAVAL BUDDY, FB. 14.50
 - 1/2 AMER. EAGLE 37.50
 - GROET. CAMERA CH. 19.95
 - IMP, 1/2 of 5/ 14.50
 - DAVAL'S MARVEL, 1/4 27.50
 - HEAVY HITTER 99.50
 - BAT-A-BALL JR. & STAND, Originally \$79.50, Now \$21.50

- ### NEW SLOTS
- JENN. MONTE CARLO W
 - STANDARD OR SDX R
 - CHIEFS I
 - JENN. STANDARD CHIEF T
 - JENN. LITE-UP CHIEF E
 - DE L. COLUMBIA \$169.50
 - MILLS Q.T. 115.00

- ### SLOT SAFES, STANDS, ETC.
- CHICAGO METAL REVOLVING SAFES — DE LUXE
 - Single—\$132.00 • Double—\$192.00 • Triple—\$288.00
 - UNIVERSAL—Single Safe—\$87.50 • Double Safe—129.50
 - (FLIPPER BUMPER KIT, \$5.95 • NICKEL NUGGER 3.95
 - BOX STANDS \$27.50 • EXH. ROLL TILT 11.95
 - WICO'S WHIRLWIND SPINNER 11.95

- ### NORTHWESTERN BULK VENDORS
- STAMP VEND. \$88.00
 - DE LUXE 27.00
 - MODEL 33 12.00
 - MODEL 39 14.40
 - MODEL 40 11.00
 - 33 BALL GUM 11.55

- ### NEW CONSOLES
- MILLS 3-BELLS WRITE
 - KEEN. GOLD NUG. \$800.00
 - EVANS RACES 891.00
 - BAL. TRIPLE BELL 895.00
 - EV. WINTERBOOK 826.00
 - EVANS BANGTAILS 871.50
 - EV. CASINO BELL 687.50
 - JENN. CHALLENGER 595.00
 - BAL. WILD LEMON 542.50
 - BAL. DOUBLE UP 542.50
 - BAL. RESERVE BELL 549.50

- ### NEW VENDORS
- POP CORN WARMER \$ 69.50
 - SHIPMAN SELEC-A-BAR, 3-COL. \$9.50
 - ARISTOCRAT POP CORN VENDORS \$25.00
 - MARION SCALE 79.50
 - SILVER KING 13.95
 - S.K. HOT NUT VEND. 22.50
 - IDEAL CARD VEND. 28.50
 - 5¢ 4-WAY MINT 17.50
 - ADVANCE 25¢ MODEL 21¢ VENDOR 29.50
 - ATLAS DE LUXE 14.50
 - ATLAS 5¢ BANTAM 14.50

TELEQUIZ

Sensational Question & Answer Game. Write for Details.

COIN OPERATED

ELECTRIC SCOREBOARD FOR SHUFFLEBOARD \$175.00

- ### RECONDITIONED 5 BALL
- WITH FLIPPERS INSTALLED!
Scores Adjusted—All in A-1 Shape
- MEXICO \$94.50
 - BOWLING LEAGUE 89.50
 - CLICK 69.50
 - MYSTERY 74.50
 - HAVANA 74.50
 - MAISIE 74.50
 - LUCKY STAR 74.50
 - ROCKET 64.50
 - VANITIES 64.50
 - PLAY BOY 64.50
 - CYCLONE 64.50
 - KILROY 64.50
 - SUPER SCORE 69.50
 - SPELLBOUND 54.50
 - MISS AMERICA 44.50
 - SUPERLINER 44.50
 - STEP UP 44.50
 - FAST BALL 44.50
 - SEA BREEZE 44.50
 - SUSPENSE 44.50
 - MIDGET RACER 44.50
 - SURF QUEENS 44.50
 - BIG LEAGUE 44.50
 - BIG HIT 44.50
 - DYNAMITE 44.50
 - ANY PRE-WAR PIN GAME 28.50
- Above games without flippers—deduct \$7.50 from prices.

SPECIAL OF THE WEEK!

BALLYHOO with Flipper Kit installed \$59.50

ORIGINAL FLIPPER TYPE 5 BALLS

- Olanderella . . . \$149.50
- Humpty Dum. . . 129.50
- Wms. Speedway Write Yanks 129.50
- Catalina 118.60
- Bermuda \$119.50
- Trinidad 129.50
- Carnival 169.50
- Mal. Leag. BB 119.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

- ### SLOTS
- MILLS BLACK CHERRY, Orig. 5¢, \$144.50; 10¢, \$140.50; 25¢, \$154.50
 - 5¢ MILLS BLUE FRONT, ORIG. 89.50
 - 5¢ MILLS BONUS BELL 119.50
 - 5¢ MILLS ORIG. CHROME, 2-5 109.50
 - 10¢ BROWN FRONTS 109.50
 - GROET. COLUMBIA, J.P. or G.A. 78.50
 - GROET. DE LUXE COLUMBIA 89.50
 - 5¢ MILLS VEST POCKET 44.50
 - WATL. ROL-A-TOP, 10¢ 79.50

- ### ARCADE
- P. D. Q. CAMERA & BOOTH \$419.50
 - CHI. COIN BASKETBALL CHAMP 359.50
 - WMS. ALL-STARS 299.50
 - DRIVEMOBILE 189.50
 - FOOTBALL, IDEAL 169.50
 - CHI. COIN GOALEE 149.50
 - ROLL-A-BARREL, 10-FL. 149.50
 - SUPER BOMBER 129.50
 - UNDERSEA RAIDER 119.50
 - SUPER TORPEDO 109.50
 - MAJOR LEAGUE BASEBALL 109.50
 - KIRK ASTROL SCALE 89.50
 - SGI. POKERINO 89.50
 - EXH. MEROHANTMAN DIGGER 79.50
 - BATTING PRACTICE 79.50
 - WEST. DE LUXE BASEBALL 89.50
 - HOCKEY, CHICAGO 89.50
 - LIBERATOR OR PERISCOPE 79.50
 - ROCKET BUSTER 89.50
 - TEN STRIKE 79.50
 - BALLY HEAVY HITTER 79.50
 - BUCKLEY TREAS. IS. DIGGER 119.50
 - GENCO LINE-A-BASKET, F.P., F.S. 89.50
 - MUTO. 3-COL. CARD VEN., 2 for 5¢ 29.50

- ### ONE BALLS
- SPECIAL ENTRY, F.P. \$289.50
 - VICTORY SPECIAL, F.P. 169.50
 - VICTORY DERBY, P.O. 159.50
 - LONGACRE, F.P. 89.50
 - TURF KING, P.O. 79.50
 - PIMLICO, F.P. 79.50
 - '41 DERBY 79.50
 - CLUB TROPHY, F.P. 74.50
 - JOCKEY CLUB, P.O. 69.50
 - KENTUCKY, P.O. 62.50
 - BLUE GRASS, F.P. 59.50
 - RECORD TIME, F.P. 59.50
 - LONGSHOT, P.O. 59.50
 - SPORT KING, P.O. 59.50

- ### CONSOLES
- 5-25 TWO-WAY BONUS SUPER \$495.00
 - BALLY TRIPLE BELL, 5-10-25¢ 495.00
 - 5¢ KEEN. BONUS SUPER BELL 295.00
 - BALLY DRAW BELLS, Reg. 219.50
 - MILLS 3-BELLS 159.50
 - 2-WAY SUPER BELL, 5-5¢ 125.00
 - HI HAND, COMB. 89.50
 - MILLS 4-BELLS, 5-5-5-5 89.50
 - BALLY CLUB BELL 89.50
 - MILLS JUMBO COMB. 89.50
 - KEENEY 5¢ SUPER BELL COMB. 79.50
 - WATLING BIG GAME, P.O. or F.P. 69.50
 - 5¢ PACE SARATOGA SR., P.O. 69.50
 - BALLY BIG TOP, P.O. or F.P. 69.50
 - MILLS JUMBO, LATE HEAD 69.50
 - PAGE REELS—CHR. RAIL 69.50
 - JENN. FAST TIME, P.O. 59.50

You Can't Go Wrong With Coven!

- Ballerina \$125.00
- Surf Queen 24.50
- Goatee 115.00
- Drivemobile 89.00
- Card Vendor 25.00
- Heavy Hitter 55.00
- Mills Punching Bag 90.00
- Metal Typer 95.00
- Draw Bell, 5¢, R.B. 225.00
- Triple Bells, like new 499.00
- Keoney Super Bonus Twin 402.00
- Keoney Gold Nugget, like new 499.00
- Mills Black Cherry (Post-War), 5¢ 145.00
- Mills Black Cherry (Post-War), 25¢ 155.00
- Mills Black Cherry (Post-War), 50¢ 250.00
- Mills Blue Front, 5¢ 79.50
- Mills Blue Front, 25¢ 99.50
- Mills Brown Front, 5¢ 89.50
- Mills Brown Front, 25¢ 99.00

OTHERS \$50.00 AND UP.

EXCLUSIVE BALLY DISTRIBUTOR

Coven Distributing Co.

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Phone: Independence 3-2210

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We have all Mills latest Bells in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED

An experienced Music Machine Mechanic. Developing Pin Table territory. Salary to start, \$65, plus commissions. Camp Gordon reactivating now; chance for energetic man. Reference required.

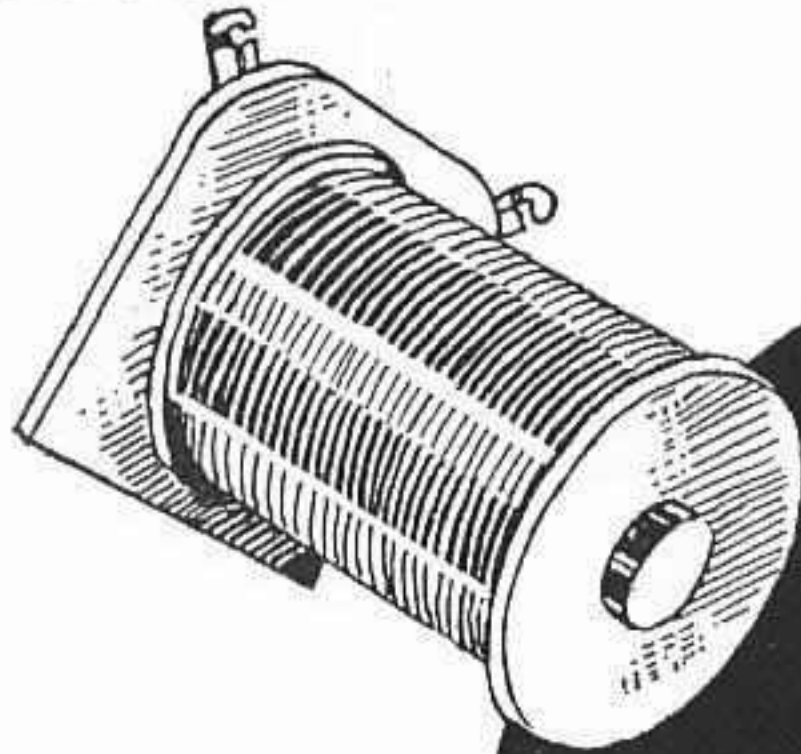
MUSIC MACHINE CO.

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1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.

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WHY IT
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NCMDA*
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Machines out of play are machines that are losing, not making, money. That's why it pays to patronize your authorized NCMDA Distributor for parts. Distributors who belong to NCMDA carry large stocks of genuine factory parts at all times. They are prepared to give you immediate service on all your parts requirements. They know the construction of the machines they sell, and buy parts for those machines directly from the factory that made the machines.

You're sure of parts that fit right—work right—and are quickly installed when you buy genuine factory parts from your NCMDA Distributor. Because the distributor that sells you your machines has a personal stake in your success, he wants to help you keep your machines in top condition at all times. And don't forget—he's just as near as your telephone, and that means you get parts service right now, not a week or two weeks from now. You'll be better satisfied, and your games will get more time in play if you patronize the man who belongs to NCMDA.

NATIONAL COIN MACHINE DISTRIBUTORS' ASSN.

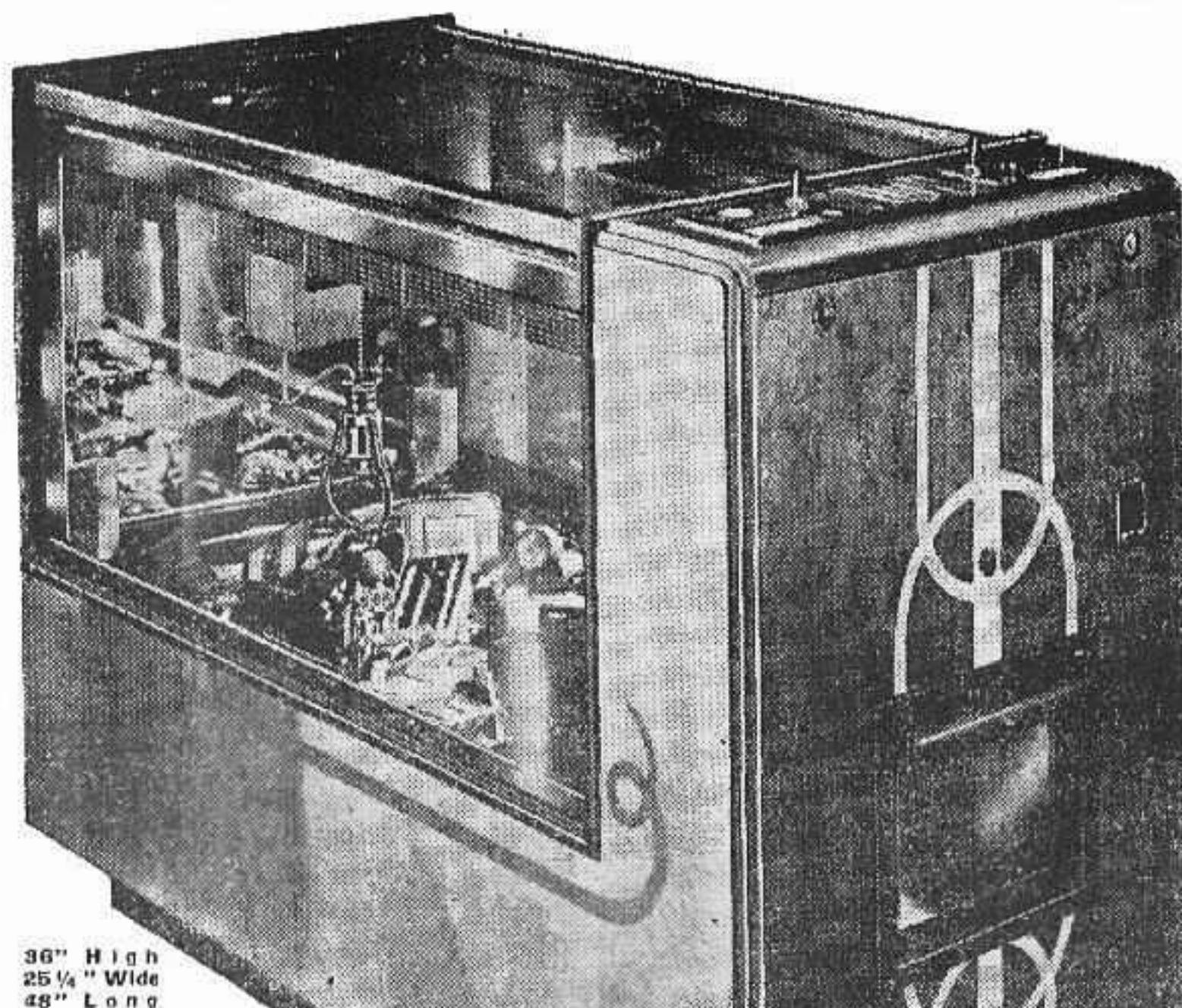
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36" High
25 1/4" Wide
48" Long

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

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ATTENTION, OPERATORS FREE-DELL'S NOVELTY

3902 ELM ST., DALLAS, TEXAS

ONLY AUTHORIZED DISTRIBUTOR OF BELL-O-MATIC PRODUCTS FOR NORTH TEXAS

We have a complete stock of Mills Bell machines for immediate shipment, Jewel Bells, Black Gold Bonus Bells, Q.T. Vest Pockets.

We also have all types of used machines at all times. We buy or will trade for any type slots. We maintain a shop for repairing, refinishing Mills Slots. We also carry Mills parts. Our work is guaranteed—our Mechanic is the best. LET US PROVE IT.

ON HAND FOR PROMPT DELIVERY:

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| Gottlieb BUCCANEER | Exhibit MOROCCO |
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Exhibit Contact Kicker Bumpers.....\$6.95

Exhibit Flipper Kits..... 3.95

Add new life to your older games by installing new Flippers or Kicker Bumpers.



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ELECTRIC SCOREBOARD FOR SHUFFLEBOARD

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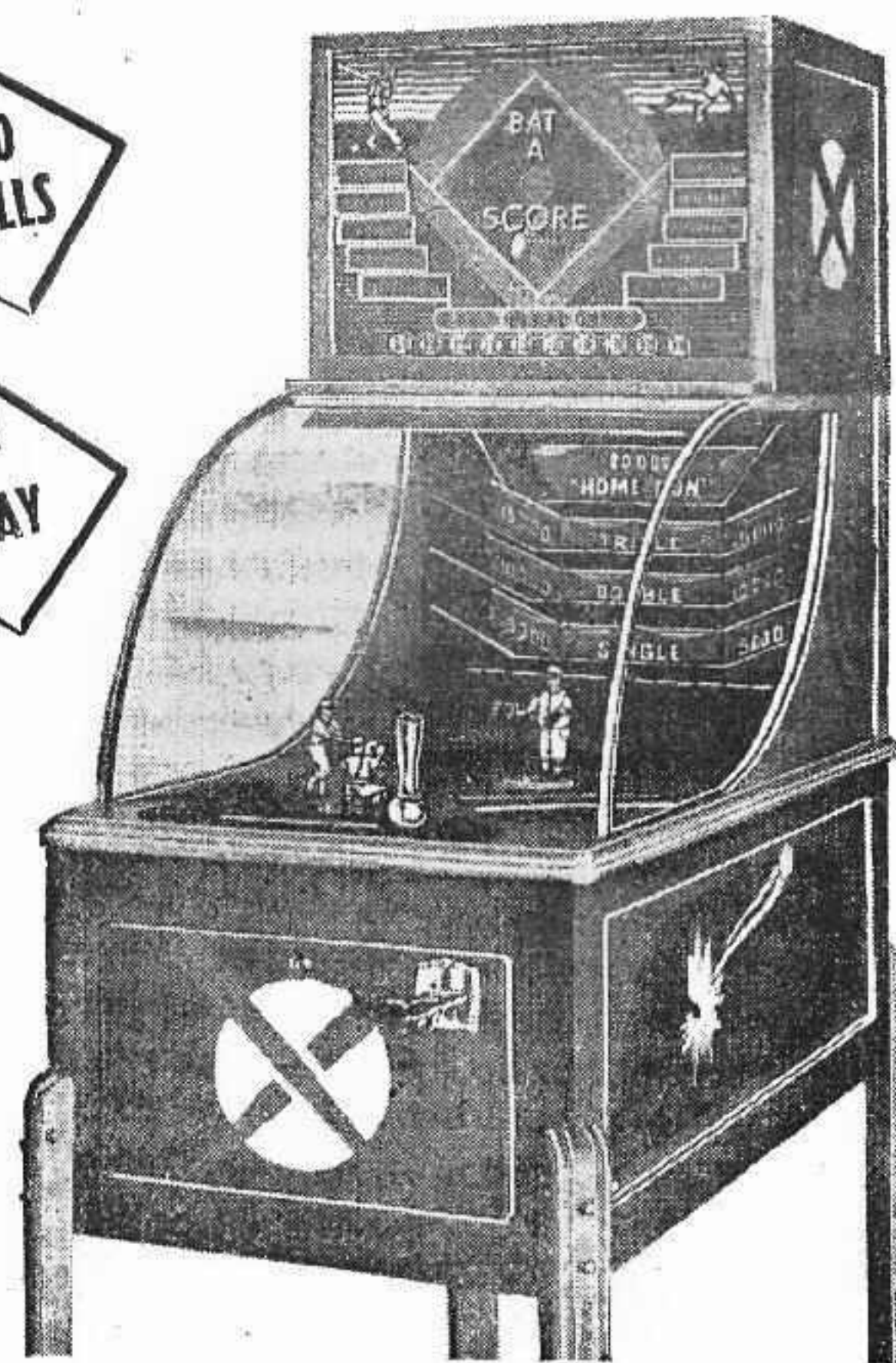
MID-STATE CO.

2369 Milwaukee Ave. Chicago 47, Ill.
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EVANS' BAT-A-SCORE

10
BALLS

5¢
PLAY



**NOT A ROLL DOWN . . .
NOT A PIN GAME—BUT
AN ANIMATED MANIKIN**

**ALL SKILL
BASEBALL AMUSEMENT GAME
PERMITTED ANYWHERE!**

Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball THROUGH THE AIR to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

**IT'S HIGH SCORING BASEBALL UNDER LIGHTS!
HIGHLY COLORFUL SCOREBOARD!
BEAUTIFULLY DECORATED DIAMOND and GRANDSTAND!
ALSO AVAILABLE IN FREE PLAY**

EVANS CONSOLES

- Winter Book
- Casino Bells
- Bang Tails
- Galloping Dominos
- Long Shot Races

DELIVERY NOW

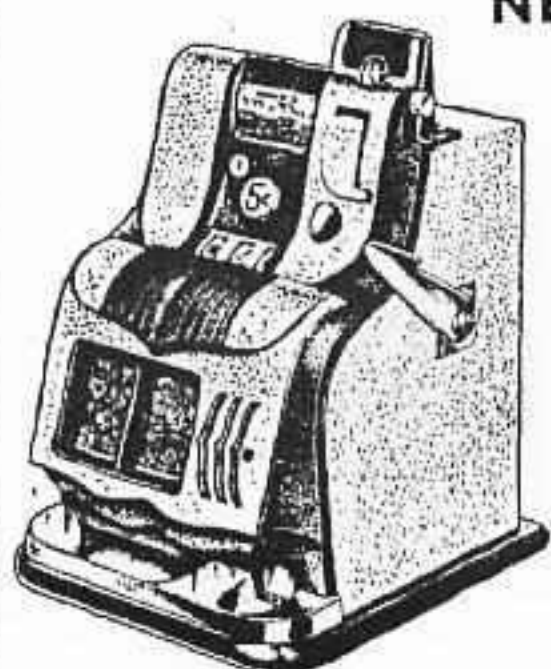
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OR DIRECT

**H. C. EVANS
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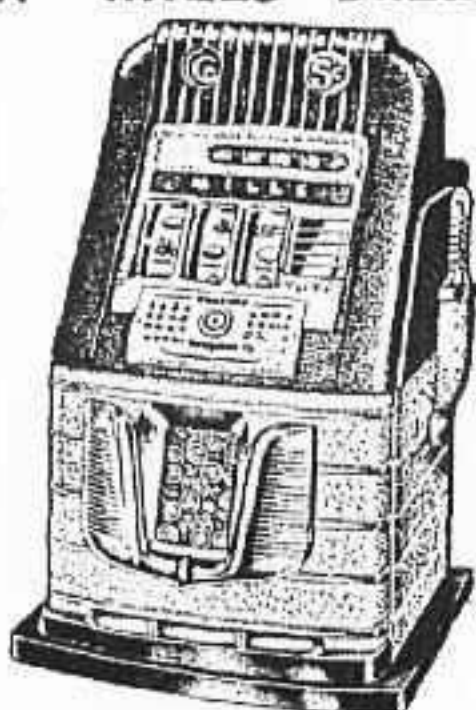
SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS



MILLS NEW Q T

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT 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 1/3 Deposit



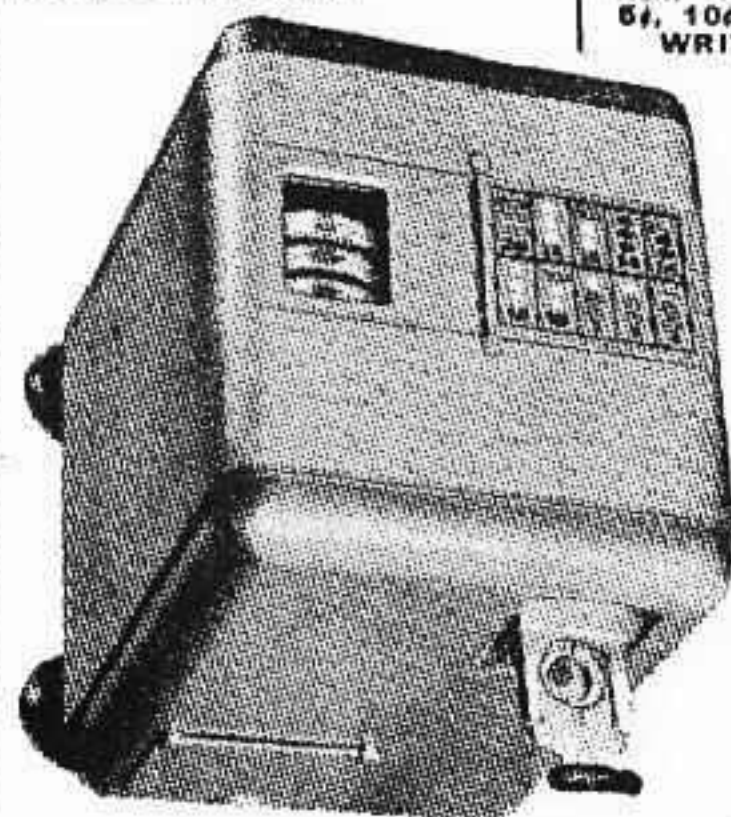
MILLS BLACK GOLD BELL

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 5¢, 10¢, 25¢ and 50¢ 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 5¢, 10¢, 25¢ and 50¢ play.
 WRITE FOR PRICES



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.

ONE BALL F. P. GAMES

GOLD CUPS	\$324.50
JOCKEY SPECIAL	264.50
SPECIAL ENTRY	169.50
VICTORY SPECIALS	79.50
Longacre	32.50
Whirl-a-Way	43.50
Pimlico	32.50
Thoroughbreds	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 Banquet	49.50

FIVE BALL FREE PLAY GAMES

Surf Queen	\$15.00	Flamingo	\$37.50	Sea Breeze	\$22.50
Dynamite	17.50	Amber	17.50	Big League	15.00
Suspense	15.00	Tornado	32.50	Silver Streak	15.00
Kilroy	22.50	Air Circus	12.50	Gold Star	12.50
Invasion	12.50	Arizona	12.50	Sport Parade	12.50
Defense	12.50	Towers	12.50	Fiesta	22.50
Mustang	12.50	Brazil	15.00	Spellbound	17.50
Shangri-La	15.00	Double Barrel	22.50	Ballyhoo	22.50
Nudgy	22.50	Horoscope	12.50	Gold Ball	37.50
Smarty	25.00	Cyclone	29.50	Captain Kidd	12.50
Melody	89.50	Flat Top	15.00	Ten Spot	12.50
Broncho	37.50	Zig Zag	12.50	Major	12.50
Salute	12.50	Rocket	22.50	Big Parade	12.50
Superliner	15.00	Big Hit	15.00	Jungle	12.50
Havana	25.00	Shanghai	112.50	Bosco	12.50
Three Score	12.50	Knockout	12.50	Marines at Play	12.50
Production	12.50	Score Card	12.50	Yacht Club	12.50
Frisco	12.50	Five, Ten & Twenty	12.50	Miss America	17.50
Wagon Wheel	17.50	Laura	12.50	Catalina	89.50
Trade Winds	12.50	Carousel	54.50	Argentina	12.50
Torpedo Patrol	12.50	Step Up	15.00	Duffy	12.50
Liberty	22.50	Yanks	12.50	Pastime	15.00
Velvet	12.50	Second Front	12.50		

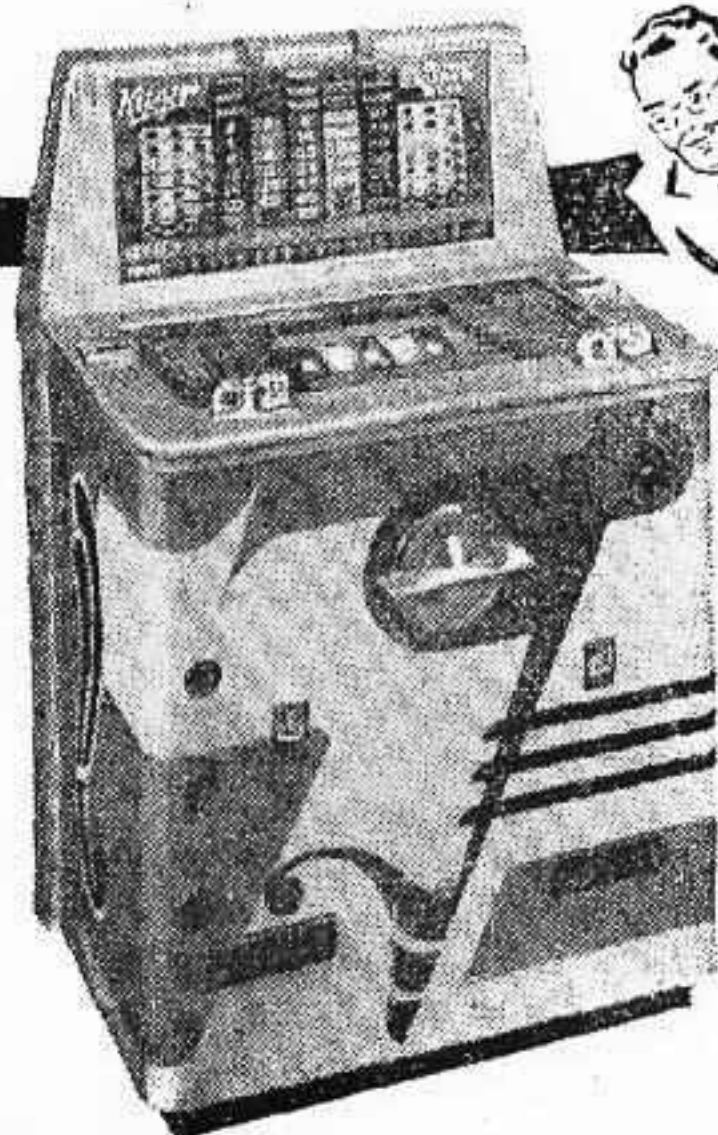
We Have in Stock at All Times
EVERY-NEW COIN MACHINE MANUFACTURED
 Write for Circulars and Price List

SICKING, Inc.

ESTABLISHED 1895

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Capture the Crowds WITH KEENEY CONSOLES



Operate Keeney's 2-Way BONUS SUPER BELL. It GETS and HOLDS Everlasting Play! Order Now!

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine. Order from your Keeney Distributor NOW!

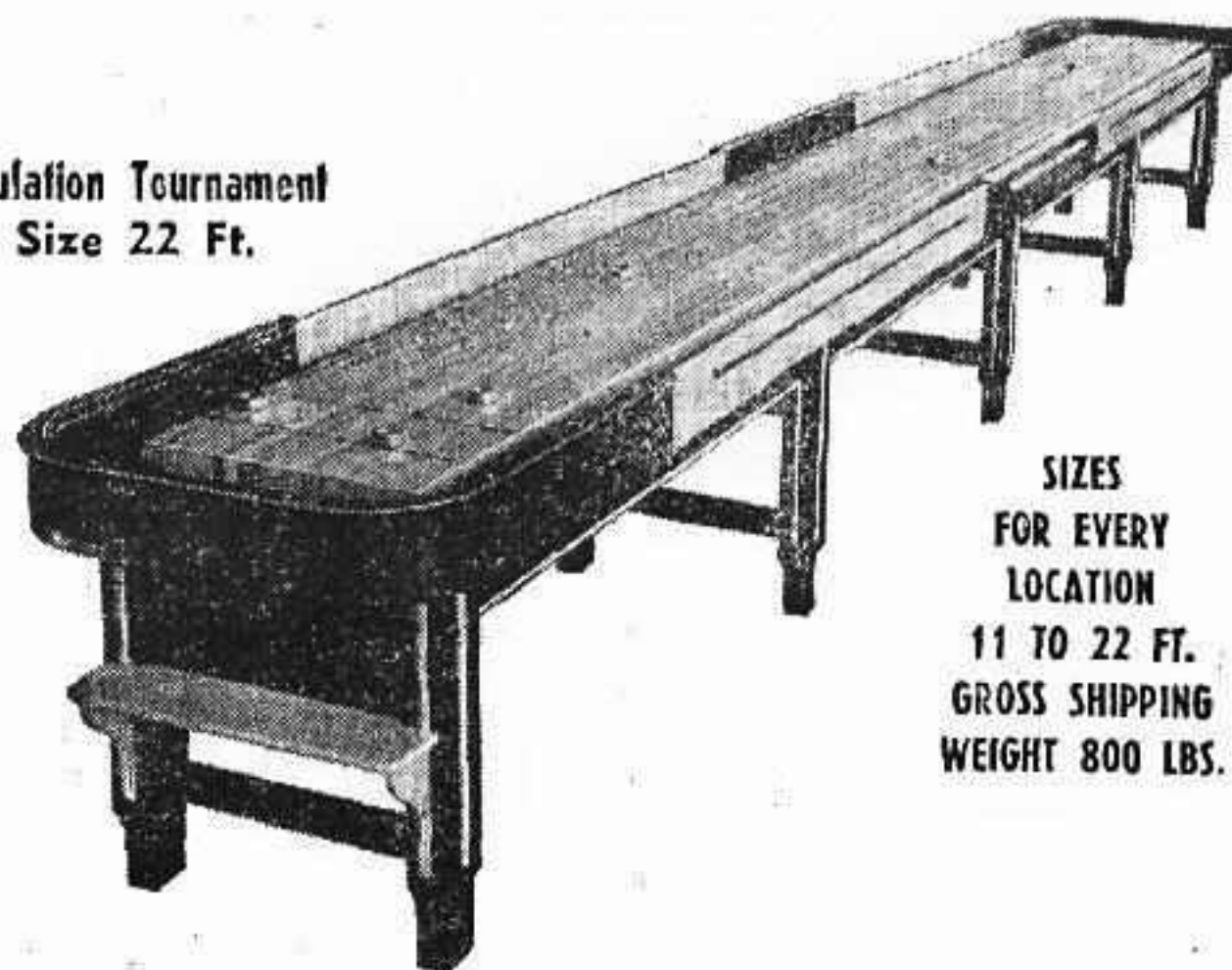
J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"
 2600 WEST FIFTIETH STREET, CHICAGO 22, ILLINOIS

THE NEW OHIO MASTER SHUFFLEBOARD

"THE BEST YET"

Regulation Tournament Size 22 Ft.



SIZES FOR EVERY LOCATION 11 TO 22 FT. GROSS SHIPPING WEIGHT 800 LBS.

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YOU CAN MAKE MORE MONEY WITH THE OHIO THAN ANY OTHER EQUIPMENT. SHUFFLEBOARDS ARE LEGAL EVERYWHERE. GETS NEW LOCATIONS. PEPS UP YOUR OLD ONES. NO SERVICE CALLS. SEE IT AT YOUR NEAREST DISTRIBUTOR TODAY. WE HAVE A COMPLETE LINE OF SUPPLIES.

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We happen to have for sale 40 Total and Advance Rolls

J. M. ABRAHAM & CO.

BIG AUTUMN SALE

F. & W. AMUSEMENT CO.'S WEEKLY BARGAINS

MUST HAVE FLOOR SPACE

PHONOGRAPHS

- 16-1015's @ \$399.50
- 1015's with Cobra P. U. . . . 424.50
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- 2-750's @ 224.50
- 8-3 Wire 5-10-25 Boxes . . . 49.50
- 3-145 Steppers 15.00
- 10,000 Slightly Used Phonograph Records @08

ARCADE EQUIPMENT

- Advance Roll (new) \$200.00
- Advance Roll, floor sample . . 150.00
- Total Roll 49.50
- Chic. Coin Basket Ball 295.00
- Goatee (like new) 75.00
- Atomic Bomber 125.00
- Bally Alley 59.50
- Heavy Hitter 74.50
- Challengers 15.00
- 4 Honey: @ \$29.50
- 1 Broncho 29.50
- 3 Gold Balls @ 39.50
- 1 Smarty 39.50
- 1 Ginger 39.50
- 1 Major League 99.50
- 1 Catalina 99.50
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- SPECIAL PRICES ON THE FOLLOWING:
Take Any Or All @ \$17.50
- 5 RIOS
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 - 4 PLAY BOYS
 - 6 SPELLBOUNDS
 - 4 LIGHTNINGS
 - 4 KILROYS
 - 1 RIVIERA
 - 1 SUSPENSE
 - 3 STEP-UPS
 - 1 FLAT TOP
 - 3 BALLYHOOS
 - 3 ROCKETS

OPERATORS—BIG CHANCE TO DISPOSE OF OLD GAMES. TRADE IN ANY POSTWAR FREE PLAY GAME ON SALLY, BLUE SKY OR PUDDIN' HEAD NEW GAMES.

ALL THIS USED EQUIPMENT HAS BEEN CLEANED, CONDITIONED AND READY FOR LOCATION.

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The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!

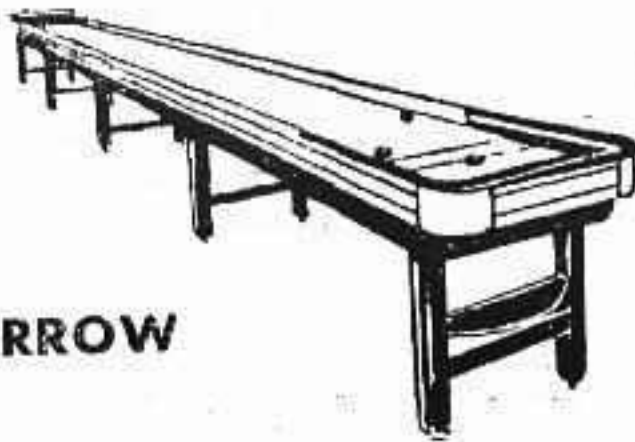


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Designed To Eliminate Resurfacing and Warping

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SHAFFER'S LATEST BARGAIN LIST!

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- Seeburg Crown 119.50
- Seeburg Regal 119.50
- Seeburg Casino 119.50
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- Rock-Ola Super '40 109.50
- Rock-Ola '39 Standard 99.50
- Rock-Ola '39 Deluxe 99.50
- Rock-Ola Commands 99.50
- Wurlitzer 1015 424.50
- Wurlitzer 500 89.50
- Seeburg (WB-1Z) 5-10-25¢ Wire-less Bar-o-Matics 29.50

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- 5/25¢ Keeney Super Bonus Bell . . \$525.00
- 5¢ Keeney Super Bonus Bell . . . 275.00
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- 1 Voice-o-Graph (Deluxe Floor Model) \$549.50
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W-O-W!! what a **GAME--** what excitement and thrills for players

with **5**
NEW ACTION
'EXPLODING'
KICKERS
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with **DOUBLE**
FLIPPERS
TOO!
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'EXHIBIT' GAMES ARE ALWAYS LOCATION TESTED

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"Often a few dollars less - Seldom a penny more"

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GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$095.00	KEENEY BONUS 1-WAY, 5-10-25	\$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	169.50	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
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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

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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
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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

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WE NEED SPACE

MUSIC		PIN BALLS	
WURLITZER 500's	\$ 99.00	BIG LEAGUE • MIDGET RACERS • BIG HITS • FAST BALLS • STAGE DOOR CANTEENS • SUPER LINERS • SUPER SCORES	
WURLITZER 700's	149.00	SURF QUEENS • DYNAMITES	
WURLITZER 750's	289.00	ANY OF ABOVE	\$12.00 EA.
WURLITZER 800's	199.00	TALLY ROLLS	\$49.50
WURLITZER 850's	199.00		
STRIKES 'N' SPARES, USED 2 WEEKS	\$149.50		

BINGHAMTON AMUSEMENT CO., INC.

221 MAIN ST. 6-1971 BINGHAMTON, N. Y.

★ IN NEW ENGLAND ITS TRIMOUNT ★ IN NEW ENGLAND ITS TRIMOUNT ★

TRIMOUNT IS NOW DELIVERING
Gottlieb's **BUCCANEER**
Williams' **RAINBOW**
Genco's **PUDDIN' HEAD**
Chicago Coin's **SALLY**

All these games have been location tested—Earnings were exceptionally good.

Member—National Coin Machine Distributors Association.

TRIMOUNT

COIN MACHINE CO.

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SPECIALS ON 5 BALLS

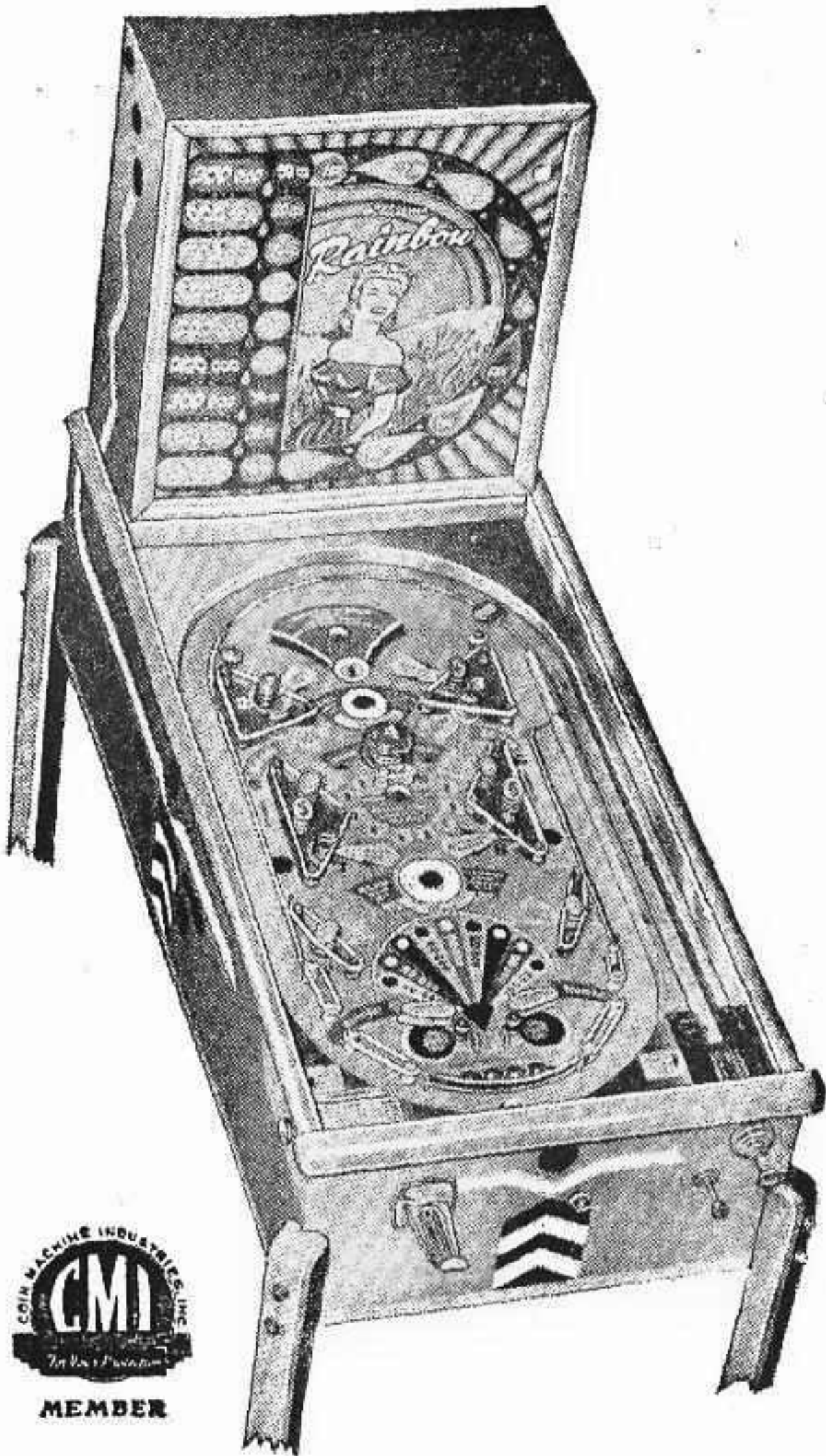
READY FOR LOCATION

KILROY	\$24.50	TORCHY	\$49.50
PLAYBOY	24.50	GOLD BALL	49.50
RANGER	24.50	MEXICO	49.50
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SEA ISLE	34.50	CATALINA	134.50
CAROUSEL	34.50	SPIN BALL	139.50
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\$10.00 Extra for Flippers — 1/3 Deposit, Balance C. O. D.

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Williams Rainbow

**Rainbow
Action
Is
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Brilliant!
Outstanding!
Wonderful!**

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ARIZONA	BRAZIL
ATTENTION	BROADCAST
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SHANGRI LA	TRADE WINDS <small>POWER</small>

\$14.95 EACH OR 3 FOR \$40.00

When ordering, give second and third choice, as all these machines are in big demand and move rapidly!
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



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ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

YOUR CHOICE \$17.50 Ea. 3 FOR \$47.50

BIG HIT
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BIG LEAGUE
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SPELLBOUND
SUSPENSE
STAGE DOOR CANTEN

STEP UP
SUPERLINER
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EARN MORE THAN ANY OTHER GAME!

Chicago Coin's

SALLY

FEATURING THE NEWEST TREND IN PLAYER-APPEAL
NEW LITED TOWER BUMPERS

- new 2-way sequence scoring
- 2 super power flippers
- new bonus build-up

ORDER FROM YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY

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REAL BUYS—PRICES REDUCED—BUY NOW BEFORE PRICES RISE

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1080 475.00	146 350.00	1426 375.00
700 150.00	Hiltons 100.00	Commando 60.00
850 175.00		

IN STOCK, FOLLOWING BRAND NEW GAMES: Exhibit's CONTACT, Williams' RAINBOW, Gottlieb's BUCCANEER, United's BLUE SKIES.

ONE BALLS: GOLD CUPS, \$465.00; JOCKEY SPECIALS, \$370.00; ENTRIES, \$300.00.



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MILLS ORIGINAL BLACK CHERRY BELLS 5c-10-25c, \$145.00 EA.	COMPLETE STOCK OF MILLS USED SLOTS THOROUGHLY RECONDI- TIONED AT SPECIAL PRICES.	MILLS ORIGINAL GOLDEN FALLS HL BELLS 5c-10c-25c, \$150.00 EA.
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FREE! A PENNY POSTCARD WILL BRING YOU OUR NEW 4-COLOR Monte Carlo AND Live Jackpot CIRCULARS.

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<p>★ SHOOT THE BEAR RAY GUN</p> <p>Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order.</p> <p>\$124.50</p>	<p>★★★★★★</p> <p>Special! BALLY RAPID FIRE</p> <p>Good Condition \$59.50</p> <p>CHICAGO COIN HOCKEY \$39.50</p>	<p>★ SEEBURG RAY GUN</p> <p>Amplifiers. Motors. Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.</p>
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Olympic

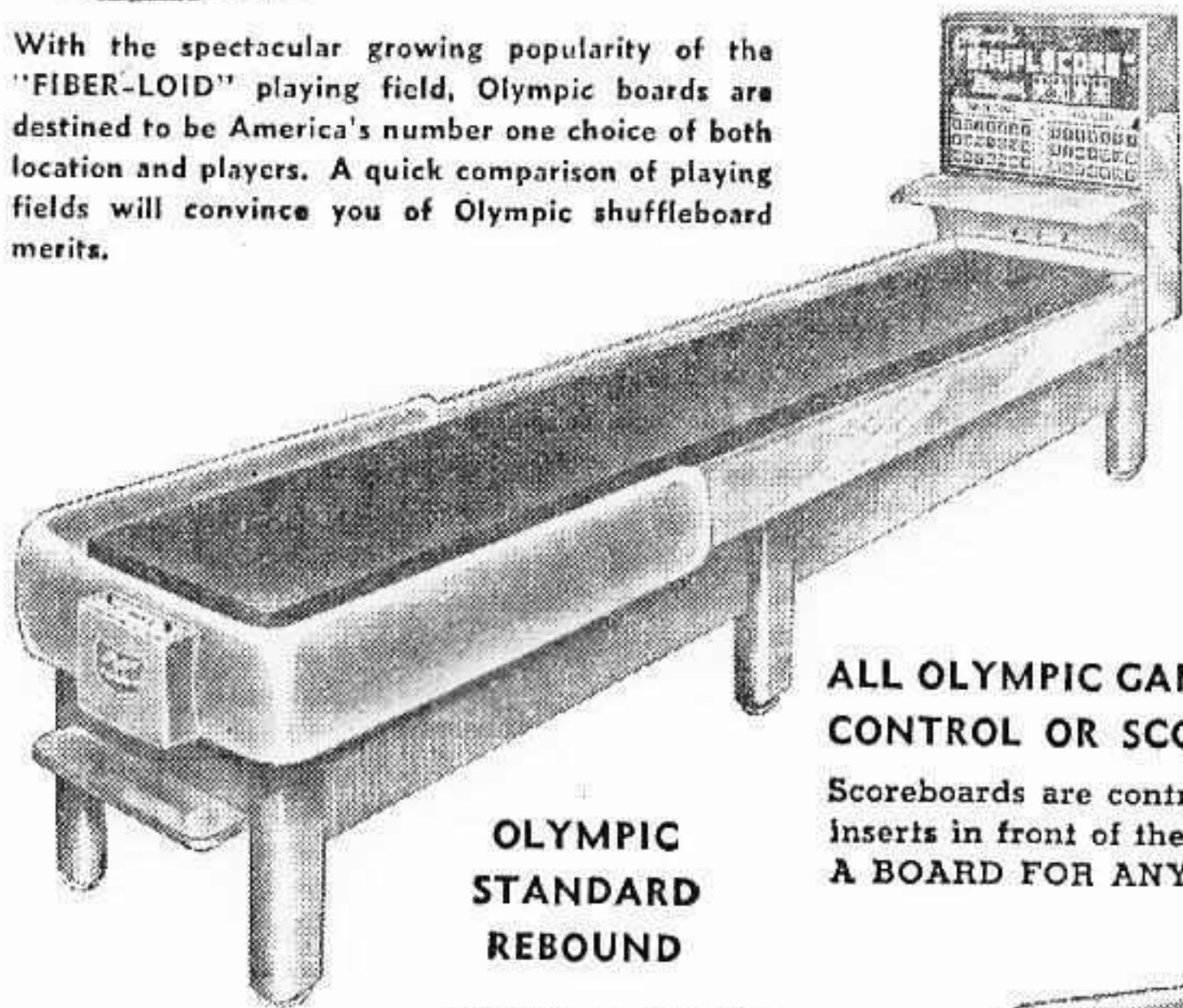
TRUE SURFACE

SHUFFLEBOARDS

With the spectacular growing popularity of the "FIBER-LOID" playing field, Olympic boards are destined to be America's number one choice of both location and players. A quick comparison of playing fields will convince you of Olympic shuffleboard merits.

* "FIBER-LOID" PLAYING FIELDS ARE A
"NATIONAL HIT"
THEIR ACCEPTANCE IS SO SENSATIONAL
THAT OLYMPIC IS NOW

PRODUCING **2 New**
REBOUND SHUFFLEBOARDS



**OLYMPIC
STANDARD
REBOUND**

Sizes: 8' or 12' x 31"

ALL OLYMPIC GAMES ARE AVAILABLE WITH OR WITHOUT COIN CONTROL OR SCORING UNIT

Scoreboards are controlled at the coin box. When game is over a steel plate inserts in front of the rebound cushion until a coin is inserted. A BOARD FOR ANY LOCATION . . .

LOCATIONS ARE DEMANDING OLYMPIC SHUFFLEBOARDS

Location owners readily understand why "FIBER-LOID" playing fields are preferred by players. Olympic boards are attractively designed and the best in the field. Where wooden fields are operated alongside an Olympic, Olympic gets 90% of the play.

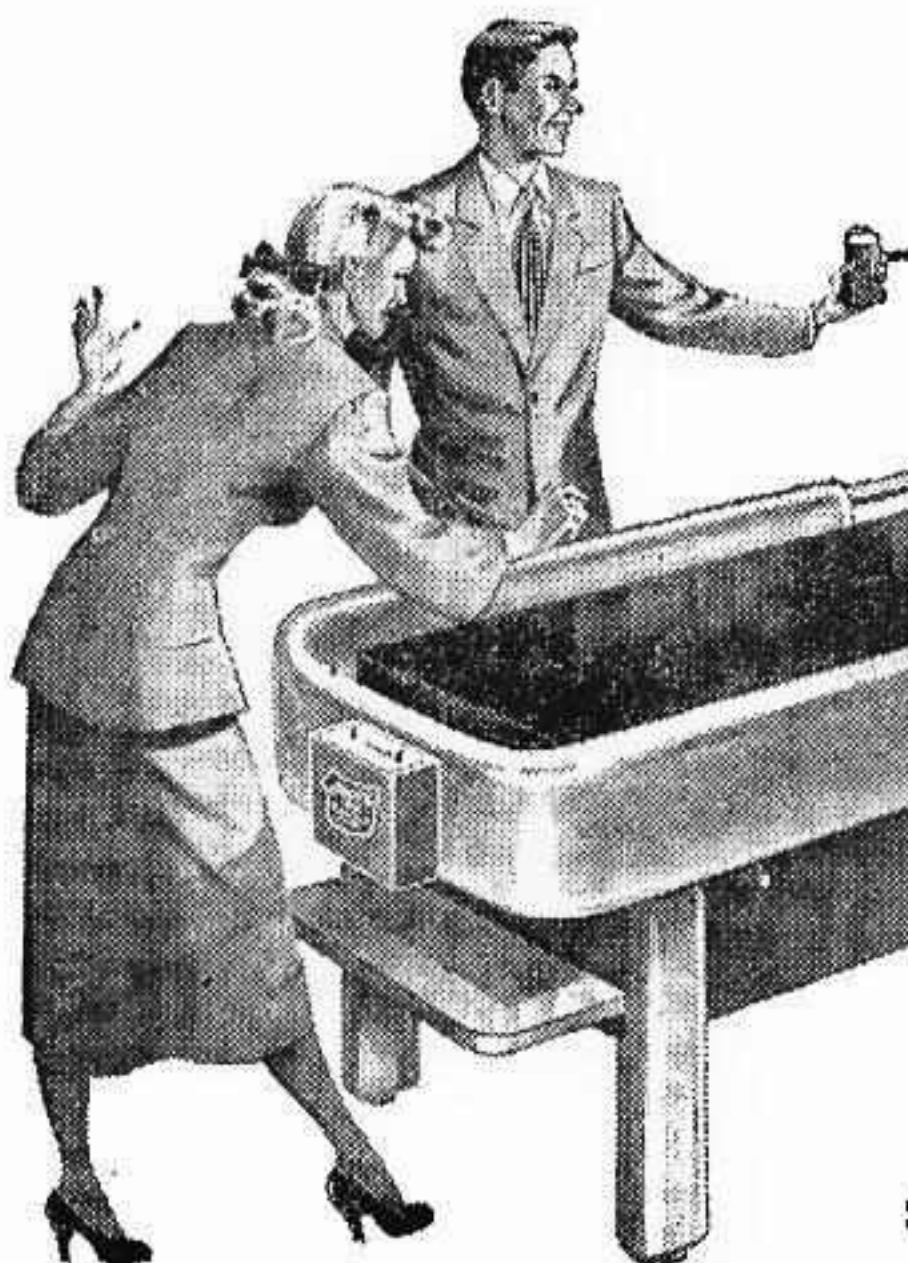
PROTECT YOUR LOCATIONS BY INSTALLING AN OLYMPIC THAT GIVES BOTH OPERATORS AND CUSTOMERS COMPLETE SATISFACTION . . . NO MORE PLAYING FIELD HEADACHES. "FIBER-LOID" FIELDS WILL NOT WARP . . . WILL NOT DENT BY DROPPING OF WEIGHTS . . . DOES NOT REQUIRE COSTLY RESURFACING.



**OLYMPIC
VICTORY
REBOUND**

12 ft. long. 62" wide tapering to 31" at the scoring unit end.

**1 YEAR WRITTEN
GUARANTEE**



IMMEDIATE DELIVERY

UNLIKE WOOD, "FIBER-LOID" PLAYING FIELDS WILL NOT WARP—"Fiber-Loid" has withstood all required tests in aviation, shipbuilding, and other industries. It is a fibrous material and plastic, formed under terrific pressure. "Fiber-Loid" is far superior than wood in strength and its ability to retain a smooth true surface. It's the ideal shuffleboard playing field. Olympic shuffleboards are the only boards that have a "Fiber-Loid" field and carry a one year written guarantee.

WRITE, WIRE OR PHONE FOR COMPLETE INFORMATION DISTRIBUTORSHIPS AVAILABLE

STANDARD SHUFFLEBOARD SIZES: 12'—14'—16'—18'—20'—22'

*Registered

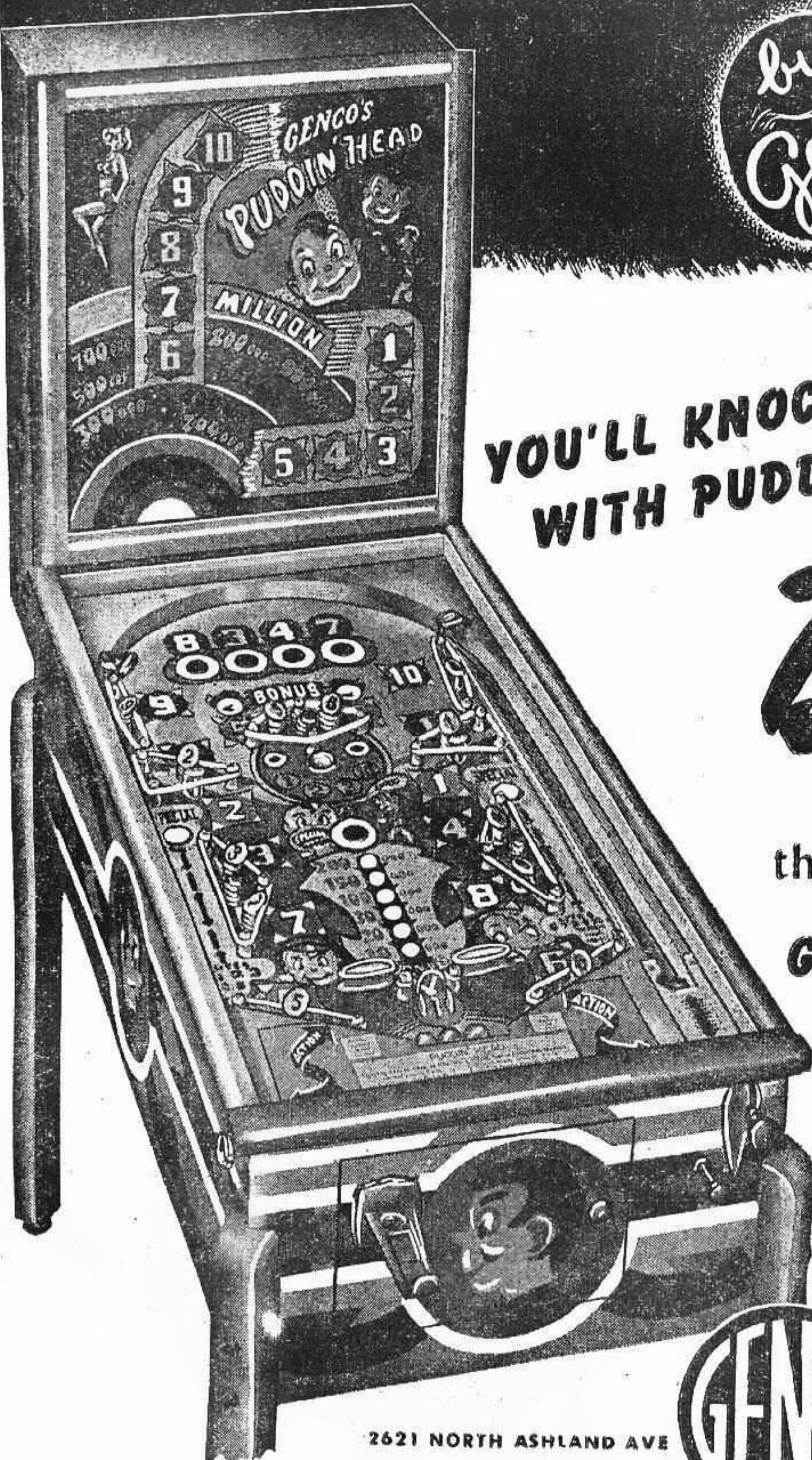
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**YOU'LL KNOCK 'EM DEAD
WITH PUDDIN'HEAD**

Better

than **SCREWBALL!**

GET YOUR ORDERS

in EARLY!

*IT'S Genco
IN '48
AND '49*



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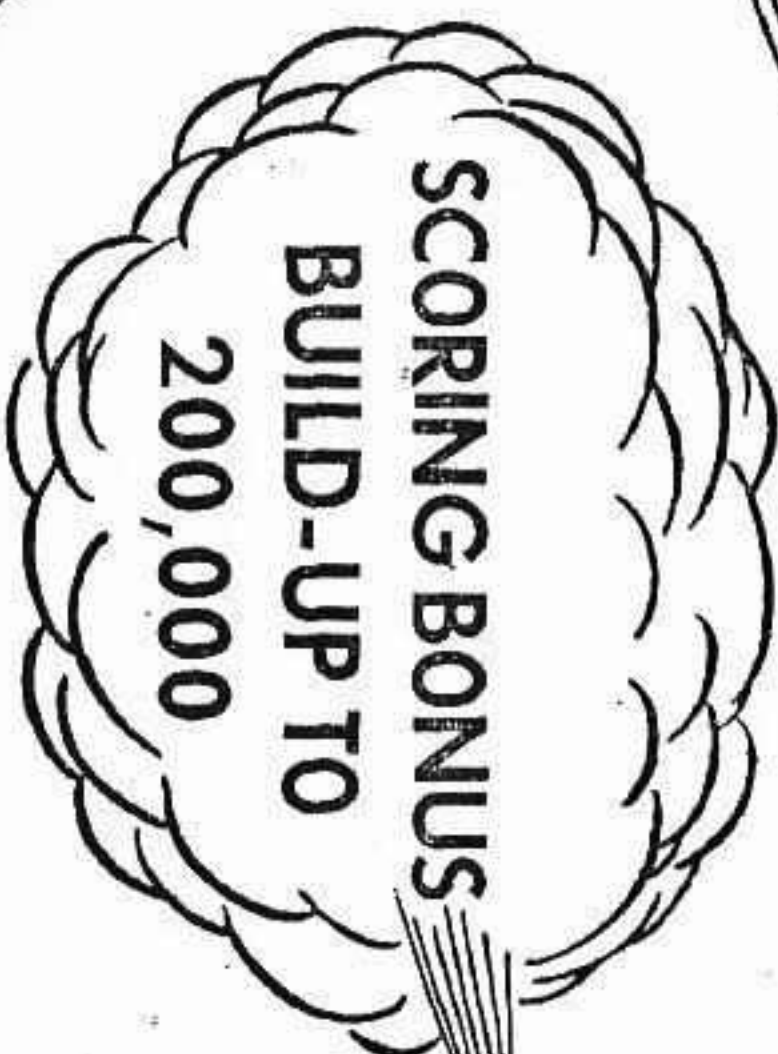
Order from your Distributor Today!

Set Sail with

BUCCANEER

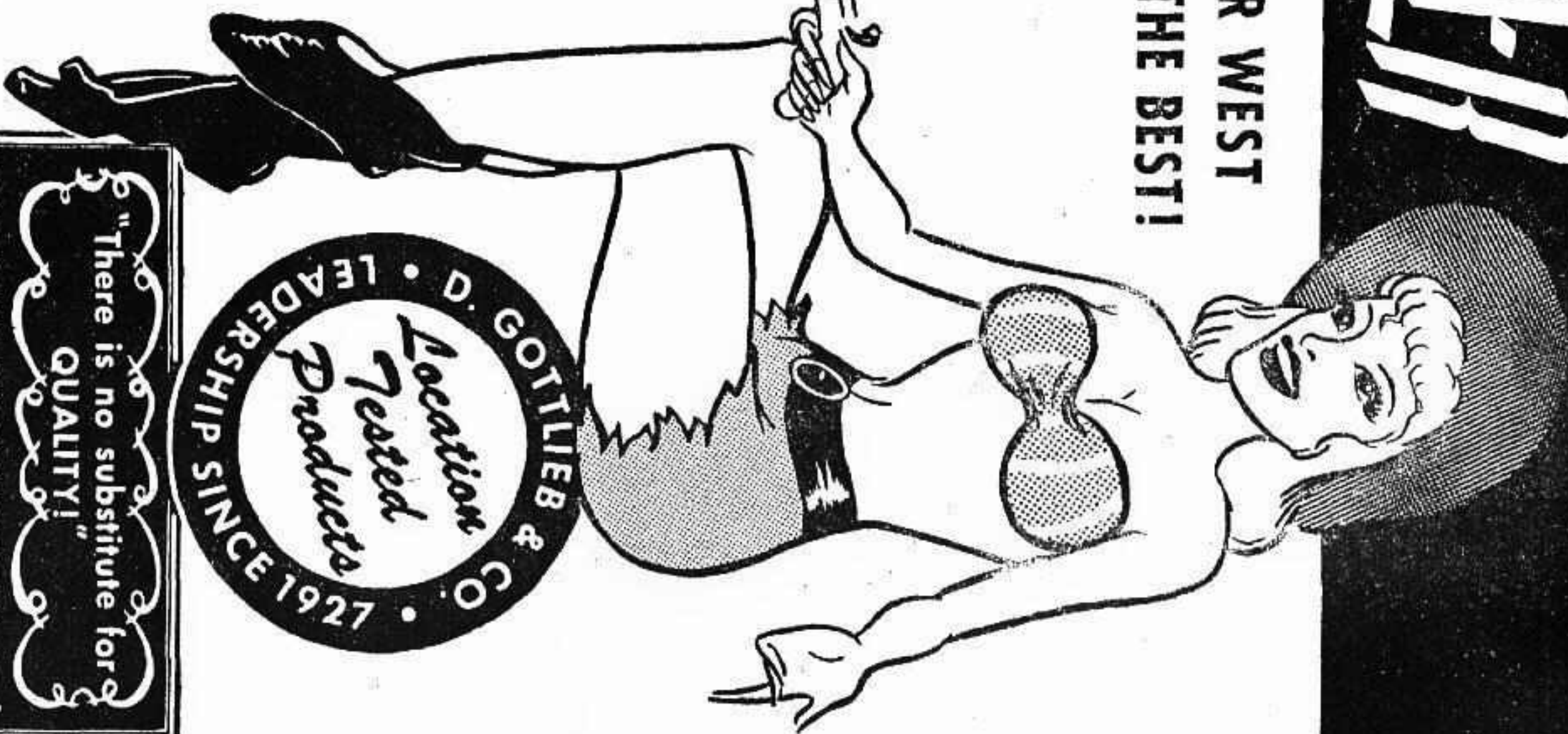


NORTH, SOUTH, EAST OR WEST
BUCCANEER IS BY FAR THE BEST!

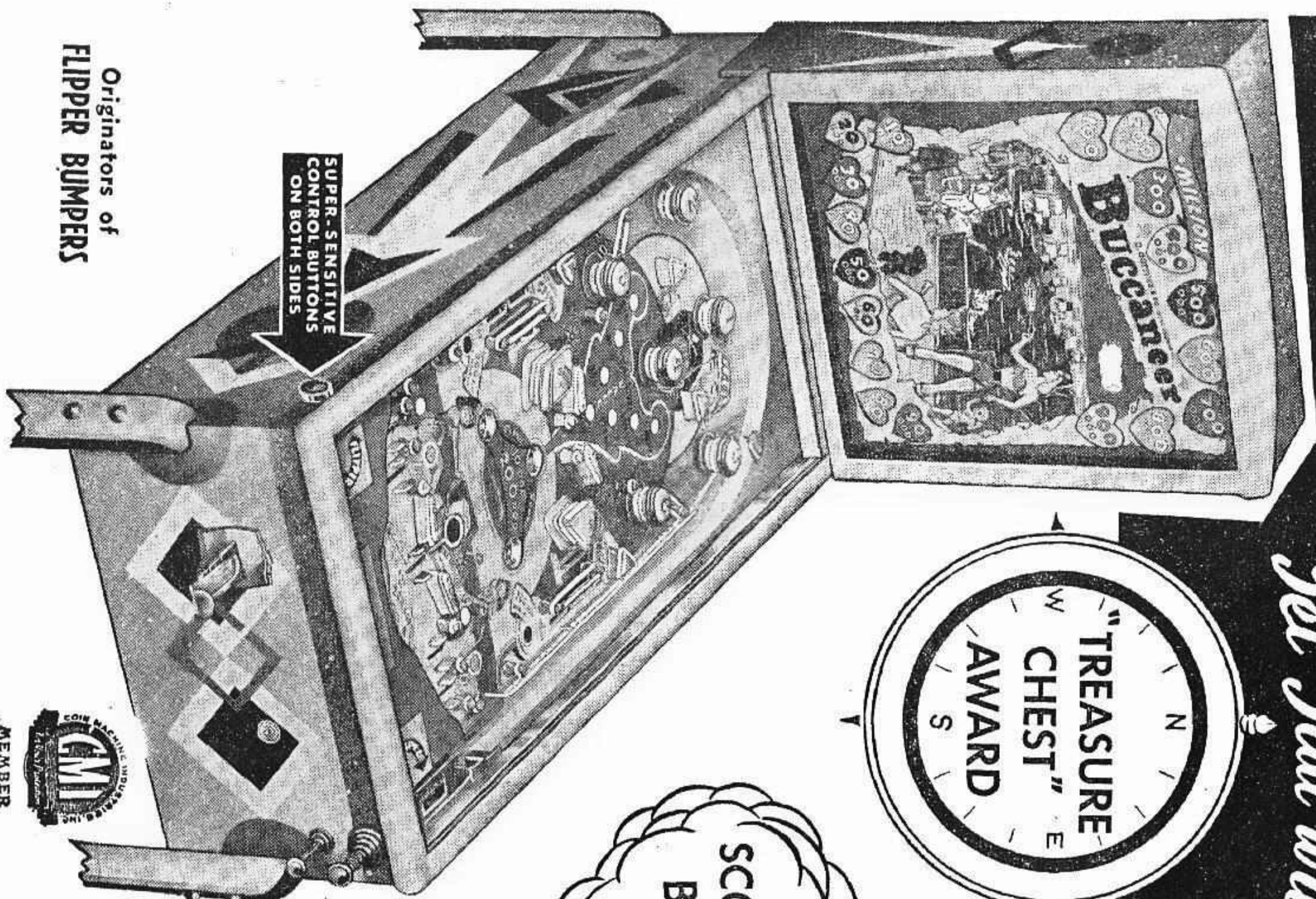


Laden with a Treasure Trove
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ORDER FROM YOUR DISTRIBUTOR



"There is no substitute for
QUALITY!"
GAUGED PRODUCTION and
CONTROLLED DISTRIBUTION
Protect
Your Investment!



Originators of
FLIPPER BUMPERS



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GREATEST ONE-BALLS EVER BUILT...

IS VERDICT OF OPERATORS EVERYWHERE

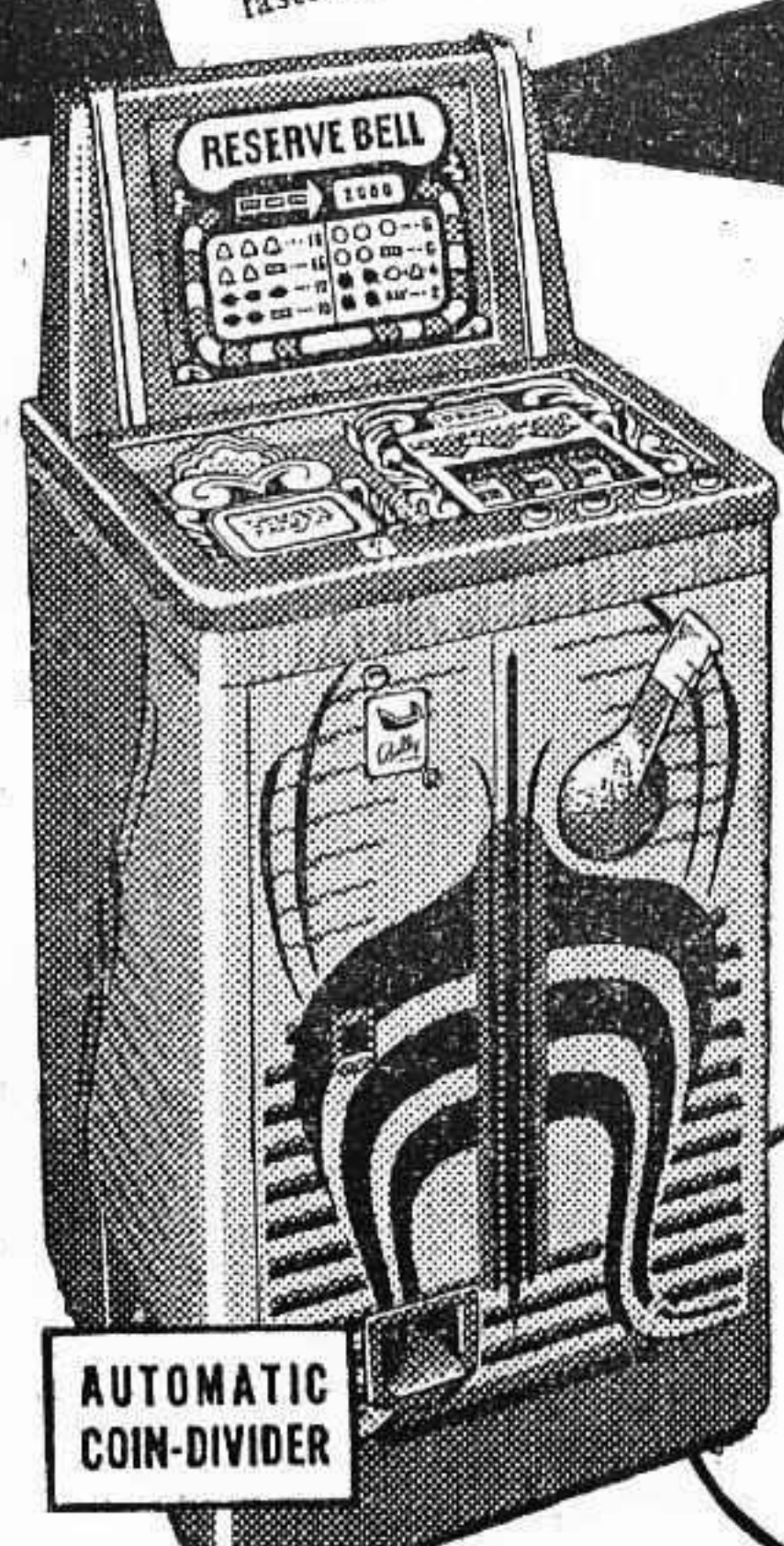


EARNING \$1000

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
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 - HY-ROLL
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Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

The World's Foremost Amusement Weekly

ILL POLLS BLOW SOME GOOD

Closed Shop Win in Mass. Cheers Unions

Ban Loses at Polls, 2-1

NEW YORK, Nov. 6.—Showbiz labor is relieved over the defeat Tuesday (2) of the proposed union and closed shop ban in Massachusetts by a vote of more than 2 to 1. While there are closed shop regulations in several States down South, none of them is as industrialized and as of much consequence to the business as the Bay State.

Had the ban been upheld, many of the Associated Actors and Artistes of America (Four A's) unions would have been affected. The Taft-Hartley Act would have also been superseded in Massachusetts, since it provides for the application of a State law when it is more restrictive.

The American Guild of Variety Artists (AGVA) performers playing in Boston would not have had the protection of their union regulations regarding agents. The American Federation of Radio Artists (AFRA) has contracts with 17 stations and five transcription companies in Massachusetts, and once the contracts lapsed it would have found the going rough.

Actors Equity would not have been hurt when road shows played Boston, but the union would have had difficulty protecting its members who played in the large number of summer stock companies dotting Massachusetts. Only musicians would seem (See *Closed Shop Win* on page 53)

CORRECTION, PLEASE . . .



Dear PRESIDENT

Truman:

We will have to admit we thought the idea was safe as well as clever. Congratulations on your well-deserved victory. Our best wishes for a successful administration to you.

Sincerely,
The Billboard.

Research Will Take Lesson From Fiasco

Sampling To Be Improved

NEW YORK, Nov. 6.—Altho the fiasco of the pollsters in their predictions of the late election has tended to place a stigma on research as a whole, top agency men and advertisers this week felt the ultimate effect upon research will be healthy. A temporary undermining of confidence may be expected in some quarters, even tho election polls are based upon conjecture before the fact, while advertising, market and radio audience research and measurement are based on past and present actions. But many improvements in the latter techniques may be expected nevertheless, as all researchers have been spurred to seek new, improved and more accurate procedures.

Along these lines Donald S. Frost, of the Bristol-Myers Company, told (See *POLL CATS* on page 6)

La Moorehead Wants Airings Of 'Wrong No.' Disk Stopped

HOLLYWOOD, Nov. 6.—Screen-radio star Agnes Moorehead, whose performance in Lucille Fletcher's *Sorry, Wrong Number*, built the script into one of radio's all-time hits, is reported readying action to block any future airing of the show in record album form. Miss Moorehead lodged a protest with Decca Records, for whom she waxed *Number* last year, charging that the album is being overplayed by disk jockeys thruout the nation, thus lessening

public interest and appeal. She said such broadcasting of the record album, if permitted to continue, would discourage any future live versions of the show over *Suspense*, mystery air show which first aired the thriller-chiller.

The beef put Decca in a spot, since the plattery is caught in the middle of a two-way gripe. To police all radio stations in quest of violators would be a physical impossibility, (See *LaMorehead Wants* on page 53)

Diskers Seek Govt. Okay on Lifting of Ban

WASHINGTON, Nov. 6.—A unique governmental situation has been raised by announced preparations of a delegation of representatives of the American Federation of Musicians (AFM) and record manufacturers to confer with justice department officials here Wednesday (10) in quest of an opinion on the legality of an industry-labor contract to end the disk-making ban.

If the justice department should hand down a formal opinion on the contract's legality, the move would be almost without precedent, inasmuch as the attorney general of the United States issues such official opinions only on request of the President of the United States or one of the President's executive agencies.

The *Billboard* learned this week that attorneys for the Radio Corpo- (See *Diskers Pry* on page 20)

Orksters Flop As Tax Agents; Some Will Quit

NEW YORK, Nov. 6.—The six-month-old reversal of the Form B contract—a change whereby orksters are designated to be employers and therefore responsible for the collection and payment of withholding and Social Security taxes for their sideman—has been causing a good deal of economic consternation among a number of the middle and lesser name maestri. At least a couple of medium names are on the verge of disbanding (See *Orksters Flop* on page 21)

Showbiz Eyes Congress Shift

Vote Outcome Will Affect Legislation

Committee Heads Change

WASHINGTON, Nov. 6.—Considerable realignment of congressional committees affecting show business directly and indirectly will take place in early January as a result of the GOP's loss of control in both houses in this week's election.

Complete make-up of the various groups will not be known until the Democrats announce the results of a caucus to be held shortly after Congress convenes. However, seniority rules on Capitol Hill and the key men in committees can be predicted at this time.

In general, the changes in chairmanship will make little change in the (See *SHOWBIZ EYES* on page 53)

Have a Heart, Quips Lawrence For Pollsters With the Blues

NEW YORK, Nov. 6.—Among the showbiz personalities who were in there pitching for President Harry Truman from the start (notwithstanding *The Billboard's* November 6 cover) was songwriter Jack Lawrence, whose *Have a Heart*, Taft-Hartley, *Have a Heart* lampooning of the T-H bill was the Democrats' unofficial theme song.

When Truman won the election Lawrence sent him the following wire:

"If I add congratulations To each plaudit of the nation's Please believe, sir, mine are from my heart; Unlike others I hear braggin'

As they hitch to your band-wagon, I've been riding on your wagon from the start.

I'm completely filled with pleasure If it helped the slightest measure That I wrote, Taft-Hartley, *Have a Heart*

Just a Tin Pan Alley poet Who was thrilled to cast one vo-et To upset the G.O. politician's cart. Now I'm working on a ditty Full of sympathy and pity, Fortunately, not one YOU can use; Titled, *Got the Roper-Gallup-I-Can't-Keep-My-Old-Morale-Up-Won't-You-Take-a-Little-Poll-and-Help-Me Blues.*"

Full review of two historic television events:

- (1) Complete reviews of all national election telecasts.
- (2) Complete review of television's first full daytime programing.

See *Television Department* this issue.



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