

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 3, 1949



There's been plenty of gravy in yesteryear for Tony Martin, and the way things are stacking up for the crooner there's going to be a golden tomorrow. That's Tony in the midst of a Victor recording session, out of which could have come his current smash, "There's No Tomorrow" waxing, or some of the six sides which went into the album Martin did of songs from the "Oh, You Beautiful Doll" flick, or possibly his latest wax bid for hitdom, "Marta," backed by "Bye Bye Baby." Martin's wax streak began a few months ago with his etchings of "Circus" and "Toot, Toot, Tootsie." The singer currently is working at the Roxy Theater, New York, where a coincidental booking has him on a bill with the "Oh, You Beautiful Doll" movie, which served as the source of material for his album of the same name. Martin is booked thru the William Morris Agency.

JOLLY JOYCE Agency

Presents

1949—SURE FIRE HITS—1950 for...

★ VAUDEVILLE ★ TELEVISION ★ RADIO ★ NIGHT CLUBS ★ HOTELS ★ FAIRS

STEVE GIBSON
and the
RED CAPS

Steve Gibson

Emmett Mathews

Roumaine Brown

Dave Paillo

Jimmy Springs

on
MERCURY
RECORDS
with such HITS as
"I Learned a Lesson"
"Wedding Bells"
"Blueberry Hill"
"I Love You"
and others

EDDIE DEAN
Screen and Mercury
Recording Star



4 TUNES



RCA
VICTOR
RECORDS

3 THE ORIGINAL PEPPERS

featuring
ROY BRANKER

Bob Bell

Roy Branker

Wall Williams

On
DECCA
and
GOTHAM
RECORDS

CLAIRE SISTERS
Two Versatile Maids

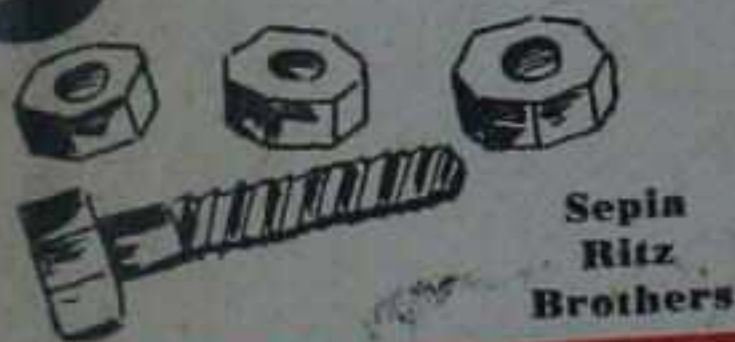


JIMMY COSTELLO

Versatile Network Comedian



3 EDDIE COLE'S LOOSE NUTS and a BOLT



Sepia Ritz Brothers



HERB KENNY

Formerly of the
INK SPOTS
International
Singing Star

MONTANA SLIM

America's No. 1
Folk Singer
on RCA Victor Records



ELTON BRITT

Western Singing
Star on RCA
Victor Records



EDDIE NEWMAN

Radio's Most
Versatile Humorist

now
WPEN, Philadelphia
11 p.m. to 2 a.m. Nightly



CARMEN D'ANTONIO

Sensational Interpretive
Dancer of Stage and Screen



AND MANY OTHER SURE-FIRE HIT FEATURES . . . including

ALAN GALE (A Gale of Laughter)
JOHNNY OLSEN and His Radio Network Show
A.B.C. HAYLOFT HOEDOWN—26 Artists
EDDY ARNOLD and His Show
SLEEPY HOLLOW GANG

LILLIAN FITZGERALD—Singing Star
EARL PLUMMER—Singing Star
BILLY DUKE and His Dukes
T. TEXAS TYLER
TEXAS JIM ROBERTSON
SONS OF THE PIONEERS

BARBARY COAST BOYS (Eddie Gold & Harry Reed)
VICTOR HUGO SEXTETTE
CHARLIE GAINES and His Rhythm Men
ORMOND WILSON and THE BASIN STREET BOYS
JIMMY WAKELY

JACK DAY and Gang
DICK THOMAS
HOOSIER HOT SHOTS
PEE WEE KING and The Golden West Cowboys
PATSY MONTANA
MOUSIE GARNER
JACK CURTIS
EDDIE SHEPPARD and Organ

. . . were booked this year by our agency

• WRITE • WIRE • PHONE
JOLLY JOYCE Agency

EARLE THEATER BUILDING, 11th and MARKET STREETS, PHILADELPHIA 7, PENNA.

Phones: Walnut 2-1372—Walnut 2-4677—Walnut 2-7343

INDIES' SURPRISE SURVIVAL

FCC Speeds Thawing of Video Freeze; Issues Sked for Dual Band Test of Color Vs. Black

New Allocations May Come Before End of 1950

WASHINGTON, Nov. 26.—A new effort to hasten thawing of the TV freeze is being exerted by the Federal Communications Commission (FCC), which is now showing more concern over this problem than any other, including color video. A long-anticipated schedule which the FCC issued to the industry this week for preliminary dual-band field-testing of color and black-white TV is not expected to alter the color TV timetable appreciably, but some chance is seen that it can improve the badly mired schedule for lifting the TV freeze, inasmuch as the FCC may find a way to shorten the time for deliberating the TV allocations rule.

With next April now seen as the earliest prospect for winding up the FCC hearings on video, the commission is facing sharply increasing pressure from both industry and congressional sources to move at once toward issuing a final TV allocations table as soon as possible after the hearing wind-up, rather than permit the video freeze to continue thru 1950. So far the outlook for ending the freeze much before 1951 is none too promising, but some industry ob-

servers are looking for a favorable turn in the situation.

The FCC's notice to the industry this week for dual-band field testing of black-white and color TV brought immediate action from the Radio Corporation of America (RCA), Co. (See FCC SPEEDING on page 12)

D. C. Showbiz Expects Record 1950 Tourism

WASHINGTON, Nov. 26. — The amusement industry in the nation's capital is due for its most favorable year in 1950, according to a forecast this week by the National Capital Committee of the Washington Board of Trade. An all-time record number of tourists will be spending money in Washington next year not only because of the Sesquicentennial Exposition which opens here July 4, but also because 1950 will be a mid-century year when interest in the (See D. C. Expects Records, page 43)

Ill. Spots May Have To Ante Yr.'s Sales Tax

CHICAGO, Nov. 26.—Cabaret and nitery ops in Illinois were faced last week with the prospect of paying up in a lump sum a 2 per cent sales tax, retroactive to December 21, 1948, following a reversal last week by the Illinois Supreme Court of a previous court ruling. In the previous decision, Judge William V. Brothers, of the Circuit Court, ruled that such establishments were exempt from paying the State sales tax.

An aftermath of Judge Brothers' decision was the refunding of \$331,793 to 27 nitery and hotel ops in Chicago (The Billboard, January 15), after that sum was paid under protest, following the initiation of a suit in 1941 by Roth, Inc., operators of the Blackhawk here. In a decision rendered at Springfield, Judge William J. Fulton last week said that night clubs were engaged in the business of providing entertainment and in selling tangible personal property. "Their conduct," he added, "is the same as that of any restaurant or bar which provides an entertainment for its patrons."

In addition to returning the refunded sums, all nitery and hotel room ops must repay the amount which they have withheld since December 21, 1948. This, when added to the refunded money, would net the State Internal Revenue Department approximately \$800,000, a spokesman for the Department told The Billboard. Attorneys for the (See ILLINOIS CABARET, page 39)

Small Labels' Ingenuity and Skill Pay Off

Gimmicks Save Little Guy

By Bill Simon

NEW YORK, Nov. 26.—It's almost a year ago that James C. Petrillo signed with the record companies to end his historic recording ban. At that time most prognosticators foresaw the early demise of the indie companies as the majors threatened to grab their proven artists and methods in all categories. It was reasoned then that distribution and exploitation power, plus slicker recording facilities, would spell the end to the indie era. Now it appears that a number of indie label producers have, by creative ability, ingenuity and sharp business acumen, carved special niches in the market and actually outsold the majors in several fields. Many indie-produced disks have racked sensational sales figures despite the fact that the artists and tunes were unknown, distribution spotty and exploitation funds virtually non-existent.

It has become more and more obvious (See Indies' Surprise on page 13)

TV Industry Nixes ASCAP Interim Plan

Delay Over Per-Programs

WASHINGTON, Nov. 26. — The American Society of Composers, Authors and Publishers (ASCAP) and the TV industry are still far apart on terms of a per program music pact in the wake of a confab this week (22). With little chance seen for early settlement, ASCAP's negotiators have been seeking to get accord on an interim fees-paying agreement so as to head off future extensions of the cuffo music deadline, but the suggestion has been flatly rejected by TV-ers on the ground that any interim arrangement might represent a commitment (See TV Nays ASCAP on page 14)

In This Issue

Burlesque	43	Music Machines	99
Carnival	60	Music Pop Charts	20
Circus	56	Night Clubs	39
Classified Ads	69	Parks and Pools	55
Coin Machines	81	Pipes for Pitchmen	77
Fairs & Expositions	47	Radio-Television	5
Final Curtain	48	Repertoire	46
General Outdoor	48	Rinks and Skaters	68
Honor Roll of Hits	20	Roadshow Films	46
Legitimate	54	Routes	54
Letter List	74	Salesboards	79
Magic	43	Shuffleboards	102
Merchandise	69	Vaudeville	39
Music	13	Vending Machines	63

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

TV Scripters' Xmas Sox Filling

Bigger Dough Yr. for Hungry Pen Pushers

\$1,000 for Some Originals

NEW YORK, Nov. 26.—Two factors are helping to make this Christmas a less unhappy one financially for television scripters. For one thing, this season drama has come into its own on TV and has become one of the staples of the video customer's program diet. For another, sponsors and stations are paying more money for material because of greater need and greater competition for scripts.

By the end of the year, it is estimated conservatively, a dozen video scribblers will have earned from \$10,000 to \$15,000 each, with several even higher. Three half-hour shows will now pay \$1,000 each for originals. Free-lancers get that much for Chevrolet Tele-Theater. Larry Klee gets it for Man Against Crime, and Arnold Perl for The Big Story. Two hour- (See TV Scripters Better on Page 7)

Pix Trailer Warns Of a Speed Trap

BALTIMORE, Nov. 26.—The Watersedge Theater is carrying its service to patrons to a new extreme. After each show the nabe flicker house runs the following trailer:

"Message to our patrons:
"Police Commissioner Ober, of Baltimore City, is operating a speed trap. He is using unidentified police cars with regular license tags.
"Avoid receiving unnecessary tickets.

"Drive carefully in that area.
"Do not get caught."

Walter Yeinger, manager of the neighborhood house, said the film was prepared at the request of his patrons.

MURRAY SUIT VS. ZUCCAS

HOLLYWOOD, Nov. 26. — Ken Murray filed a \$1,000,000 damage suit and injunction against Joe and Frank Zucca, ops of Culver City's Opera House for using Blackouts as tag of its current show. Murray, along with partner David Siegel, claim ownership of the title inasmuch as they have used it since 1942 for their record-running shows at El Capitan Theater.

Acts & Agents Square Off for Finish Battle

ARA-AGVA Showdown Near

NEW YORK, Nov. 26.—Agents and the actors' union will square off soon on the subject of rules affecting the relations between the two bodies.

The battle will be between the Artists Representatives Association (ARA) and American Guild of Variety Artists (AGVA) over the continuation of parts of Rule B. This is an agreement between the two that all agents who are members of ARA can get their AGVA franchises from the former org without paying AGVA the \$50 it requires non-ARA members to pay for franchises. Also, under Rule B, an arbitration set-up is agreed upon between the two orgs whereby disagreements and quarrels regarding commissions and contracts between ARA members and AGVA people are heard by a three-man commission whose ruling, tho final in the industry, may be appealed to the American Arbitration Association. (See Actors and Agents on page 39)

Top Showbiz Yr. Since '46--4 Bil

Tabulation Hints at Hike In All Fields

Legit, Cirks, Carnies Hot

WASHINGTON, Nov. 26.—Barring an unexpected decline in the last couple of months of this year, public spending for amusement will run to approximately \$4,000,000,000 for 1949—topping both 1948 and 1947, according to an estimate by the Commerce Department this week. Amusement spending last year was about \$3,900,000,000 and in 1947 about \$3,600,000,000.

Included in the department's amusement category are expenditures for admissions to legit shows, operas, movies, sports events, circuses and carnivals, parks, swimming pools, skating rinks and ballrooms. Not included are vast sums spent in night clubs and for radios, phonos, TV sets and disks.

For each of the first three quarters of 1949, amusement spending was at the four-billion annual rate. This was below the \$4,100,000,000 rate reached in the final three-month period of last year, but above rates for the first three 1948 quarters.

The amount now being spent for amusements is approximately equal to that for smoking tobacco and is about one-fourth that spent for shoes and clothing.

Stage, Concert, Coin Machine Taxes in Gain

WASHINGTON, Nov. 26.—Collections from the tax on admissions to theaters, concerts and sports events took an upward trend in October for the first time in many months, the Internal Revenue Bureau disclosed this week. The only other amusement excise to show a rise was the one on coin machines. Tax receipts on cabaret and ballroom admissions, disks, liquor, and radios, phonos and parts all dipped under October, 1948, levels.

General admissions receipts jumped \$2,987,473 over the previous October, while coin machine receipts increased \$43,925. Liquor receipts were down \$2,053,774; the disk tax brought in \$60,852 less; collections from the levy on cabaret and ballroom admissions and services fell off \$653,049, and receipts from phonos, radios and parts dropped \$1,115,850.

	Oct. 1949	Oct. 1948
Liquor	\$216,314,869	\$217,368,643
Admissions	35,225,377	35,237,905
Radios, Phonos and Parts	2,899,796	4,015,646
Cabarets	3,565,083	4,218,132
Coin Machines	660,449	616,524
Disks	432,205	493,056

Radio in the Alley

DETROIT, Nov. 26.—Bowling now merits recognition as a sport on radio, judging from the action of WXYZ in sending Fred Wolf, station bowling commentator, to Chicago to cover three special alley-side broadcasts. The airings totaling 75 minutes, described the five-man match game world championship held there at the Samuelson Arcade.

The time was sold to Detroit's E. & B. Brewing Company thru the W. B. Doner Agency for the event, in which Detroit teams participated.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
MULE TRAIN
- No. 1 Sheet Music Seller
DON'T CRY, JOE
- No. 1 Most Played on Disk Jockey Shows
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk via Dealer Sales
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk in the Nation's Juke Boxes
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Sheet Music Seller in England
YOU'RE BREAKING MY HEART

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 38.

US To Quiz All Showbiz Facets Before Acting on World Copy't

WASHINGTON, Nov. 26.—Representatives of all branches of the entertainment world will be consulted before the State Department writes an official U. S. reply to the global copyright pact questionnaire now being drafted in Paris by the copyright division of the United Nations' Educational, Scientific and Cultural Organization (UNESCO), it was learned this week.

While awaiting receipt of the questionnaire, expected some time in December, U. S. copyright delegates have been holding a series of meetings in Washington and New York to acquaint members of the government-labor-industry copyright panel with details of the meeting of international copyright experts (*The Billboard*, August 13) and the ensuing UNESCO okay for mailing of the questionnaires to all countries of the world (*The Billboard*, October 22).

The State Department has yet to draw up the procedure by which the entertainment world and other parties interested in international copyright

will give their views on what replies the United States should make to the various questions contained in the questionnaire. The agency may arrange a conference of those concerned or it may simply mail copies of the questionnaire to representatives of authors, composers, music and book publishers, radio and TV, flickers, government agencies, labor groups and universities. If the mail procedure is used, these representatives will be asked for written comments, after which the State Department will draft the U. S. reply.

World Convention?

Key question to be asked the countries of the world is whether an international convention is necessary. (See U.S. to Quiz on page 18)

WBKB Planning Syndicated Video

CHICAGO, Nov. 26.—WBKB, local Columbia Broadcasting System (CBS), affiliate owned by the Balaban & Katz theater chain, is planning to go into extensive syndication of transcribed TV shows. A spokesman for the station emphasized, however, that plans are in a nebulous stage.

Present thinking calls for airing via Paramount teletype-transcription system various types of shows—including musical, variety and dramatic. One thing which might hold up the plan is the necessity for clearing transcription rates with the American Federation of Musicians.

Altho the station would not confirm, it has been reported that the plan is to sell shows to about 20 stations, and that some stations have been contacted already and have signified interest. None will be fed to CBS. If the plan were carried to ultimate fruition, WBKB would syndicate 3 to 10 hours of programming per month. In this respect it would be following the example of KTLA, Paramount Hollywood station, which also syndicates transcribed video shows.

Who's Carmichael? That's the Question

WASHINGTON, Nov. 26.—A man of many names and talents is William Edward Gregory Carmichael, executive assistant to public relations chief Bob Fowler of the National Sesqui-centennial Commission, which is to stage the capital's Freedom Fair next year. Carmichael, besides being Fowler's sidekick along with Edward Gillian at the Sesqui Commission, has the following avocations: Writes fashion pieces for *The Washington Post*; has a daily radio program, *Brunch With Bill*, aired over WQQW; is planning a *Ozzie and Harriet*-type local television program in collaboration with Margaret Thors, daughter of the Icelandic minister, to be beamed over WTTG, and, in his spare time is building his own house (manually under searchlights at night) on a five-acre lot in near-by Virginia.

Carmichael's many names and callings had the local press badly confused last week when, during his radio show, a pet panther suddenly attacked a mink scarf belonging to a woman who was being interviewed on the program (the panther was in leash of his owner, waiting to be "interviewed"). The woman who owned the scarf screamed into the microphone, "Hell, get him (the panther) out of here." In reporting the story, one of the local papers got so tangled up with Carmichael's various handles that the ubiquitous Sesqui slackman wound up with still another name. The news story referred to him as "Gregory (Bill) Costello."

Construction Slump in '50 For Showbiz

WASHINGTON, Nov. 26.—New amusement construction in 1950 will total approximately \$245,000,000, a decline from 1949, the Commerce Department estimated this week. The amount takes into account only complete buildings devoted to amusement and recreation, so the total spent on new entertainment industry construction will be much higher.

Included in the 1950 figures are proposed new buildings to house theaters, skating rinks, dance halls, auditoriums, social clubs and radio stations.

The anticipated decline from 1949 spending is in line with the general trend in private construction. Overall non-government construction is expected to total \$13,100,000,000 in 1950 as compared with \$14,025,000,000 this year. Public construction, on the other hand figures to show an increase from \$5,225,000,000 this year to \$6,150,000,000 during 1950.

The amount to be spent on new amusement buildings next year is more than double that estimated for all military and naval installations and is roughly equal to the amount to be spent on new office buildings around the country.

Ruml Enlists In War To End Excise Taxes

WASHINGTON, Nov. 26.—Latest demand for repeal of the amusement excise taxes came this week (23) from Beardsley Ruml, widely-known businessman and economist in testifying here before a joint House-Senate economic subcommittee on fiscal policies. Ruml, author of the famous "pay-as-you-go" income tax plan, specifically told the subcommittee (See Ruml Enlists on page 48)

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson
Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Lawrence W. Gatto Socy.
Editors
Roger S. Littleford Jr. Editor in Chief
C. R. Schreiber Coin Machine Editor
Herb Dotten Outdoor Editor
William J. Sachs Executive News Editor (Cincinnati)

Dick Armstrong Executive News Editor (New York)

Managers and Divisions
E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2180 Patterson St., Cincinnati 22, Ohio
Phone: DUNbar 6450

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

M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CENTral 8-8761

Sam Abbott, Gen. Manager West Coast Division
4090 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5821

F. B. Joerling, Gen. Manager Southwest Division
290 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 8443

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

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

Subscription rates payable in advance. One year, \$18. Two years, \$37.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address. The Billboard also publishes
Vend, the monthly magazine of automatic merchandising

MUSIC GOES AROUND HOW?

Coca-Cola Seeks AGMA Co-Op on TV and Concerts

NEW YORK, Nov. 26.—The D'Arcy Agency, for its client, Coca-Cola, this week pitched a TV idea at the American Guild of Musical Artists (AGMA) which could go a long way toward building greater audiences for longhair music. The agency asked AGMA to secure three name concert artists for each TV program that it intends putting on for alternate weeks in the near future. For this service the sponsor would pay a sum of money, in the thousands, to the union, which then would send out several troupes of longhair artists to colleges and high schools to perform free under the auspices of Coca-Cola.

The agency evidently feels that with AGMA's prestige behind it; the biggest names in the concert world can be made available for its TV program. But, more important, the client thinking evidently is that by sending out the troupes people thruout the country will have a chance to see and hear the kind of longhair music they can't otherwise afford. These troupes would not be composed of artists, but solid, substantial concert performers. If the idea clicks, tradesters are conjecturing about other advertisers sending out troupes of Shakespearean actors in cut versions. AGMA as yet has not decided whether to accept the Coca-Cola proposition, but it is regarded likely that it will. The union has nothing to lose, and it can gain a great deal of employment for its members.

Scenic Artists' Strike Gives TV Double Headache

NEW YORK, Nov. 26.—TV networks and stations are in for double trouble as a result of the strike now being conducted against them by the United Scenic Artists (USA), of the American Federation of Labor (AFL), which began Wednesday (23). It is the contention of the union that the video webs are charging advertisers 50 per cent more than the rate charged by outside scenic shops for building TV sets. When sponsors and agencies get bills on scenery now built outside TV stations because of the strike they will be in a position to compare prices, and the result may be a request for wholesale readjustment of costs for scenery and costumes.

Meanwhile the union yesterday changed its mind about picketing the National Broadcasting Company (NBC) today (26) because it claims that the net stated it would not use strikebreakers. This may mean that all NBC sustaining shows will not be programed, until the strike is settled. USA also says that a body of page boys, who are used to paint scenery at NBC, quit work because they refused to strikebreak. However, if NBC attempts in anyway to circumvent the strike the USA will picket.

Mediation talks held this week were believed making progress at the week's end. The union claims that TV stations, for the first time, agreed to negotiate a separate contract for costume designers. The nets, however, as yet have not offered any substantial increase in rates for TV designers, painters and costumers.

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

Packard Rejects "Broadway Revue" on TV

The Packard Motor Car Company this week decided not to sponsor the half-hour condensed version of the *Broadway Revue*, because it felt the cost was too high. The asking price for the package is 20G per week for talent. However, Packard probably will buy another TV show and get into the medium sometime this spring. Young & Rubicam, the agency for the client, is submitting program ideas.

Y&R Seeks Daytime Radio Shows on Coast

Roland (Bill) Gillett, Young & Rubicam exec, returned this week from the Coast, where he interviewed scripters and packagers with a view toward lining up some daytime radio properties for the agency's clients. Y&R has several General Foods products which have indicated an interest in daytime radio, but as yet no suitable shows have turned up. The plan now is to develop some programs in the agency that could be pitched at the client.

CBS Pitches "Halfway to Heaven" at Rayve

The Columbia Broadcasting System (CBS) this week was pitching "Halfway to Heaven," one of its new daytime radio properties, at Rayve home wave and shampoo. The sponsor would like to get back into the daytime radio picture. J. Walter Thompson is the agency.

Execs Deny "Amateur Hour" Switch

Officials of the Lennen & Mitchell Ad Agency have denied any plan at this time for shifting Old Gold's "Amateur Hour," radio version, from the American Broadcasting Company (ABC). Trade reports last week had the National Broadcasting Company (NBC) making a concerted pitch to get the AM business in addition to the current TV billings of "Amateur Hour." However, agency spokesman said that, altho NBC had offered a time period, no switch was being contemplated.

"Queen for a Day" Gets Los Angeles TV Airing

Mutual Broadcasting System's (MBS) veteran "Queen for a Day" has been bought for television in the Los Angeles market and will kick off a 39-week test run over Don Lee's KTSN (W6XAO) beginning early next year. Bankroller will be Alka Seltzer, currently picking up the radio tabs for the show. Tele layout will be a weekly half-hour, featuring emcee Jack Bailey and regular "Queen" cast. Show will not be simulcast but will incorporate most of radio's features into a visual pattern. Seg is being restricted to the local market for test purposes and will expand to full national hook-up if successful.

ABC Loses 482G in 9 Months; TV Does It

The American Broadcasting Company (ABC) last week reported a loss of \$482,000 for the first nine months of 1949 after making provision for the recovery of federal income taxes. Net income for the same period last year was 440G. However, radio revenues were up 1.4 per cent over the same period last year, with TV costs responsible for the loss.

Beautician May Put Ilka Chase on CBS-TV

Harriet Hubbard Ayer beauty preparations this week was considering sponsorship of a half-hour TV show starring Ilka Chase over the Columbia Broadcasting System's (CBS) TV network. The Federal Advertising Agency will place the business.

'H'w'd' Dropped By Gruen Watch

HOLLYWOOD, Nov. 26.—Fate of *Hollywood Calling* was even more uncertain this week-end when Gruen Watch Company canceled its bankrolling of the last half of the National Broadcasting Company (NBC) giveaway stanza as of December 18, leaving the show sponsorless. Gruen's axing was anticipated this week by network programers, since the watchmaker was understood to be interested primarily in the Christmas market and had little intention of buying the show beyond this month.

Network, however, will keep the show on the air sustaining-wise until bankrollers or "something better" can be cooked up. Altho the show's effect on Jack Benny's Hooper was negligible, *Calling* jumped from 2.9 to a 5.0 against Benny in current ratings, which represents a 150 per cent hike. Word is out, however, to scan the market for new material to replace ailing *Calling*, with a brace of mysteries reportedly having the inside track at this time.

TV Q-Ball Show Will Hypo Sales Of Coin Machines

NEW YORK, Nov. 26.—Use of television programs to stimulate play on coin-operated amusement machines will be tried for the first time December 8 as the American Q-Ball Congress begin airing a series of tournament play-offs over WFIL-TV, it was learned here this week. A 13-week contract with the Philadelphia station has already been set, and the Congress is completing plans for weekly web shows out of New York, starting in January.

Official Q-Ball, a Belgian-type pool table, began appearing on locations here last July. Since then, it has been placed in a dozen or more cities, largely in the East. The games were not put out until an elaborate promotion campaign had been worked out, including the use of girl demonstrators and professional exhibitions, also (See TV Q-Ball Show on page 81)

Many Systems Leave Outlets In a Dither

What's Where, When, Why?

NEW YORK, Nov. 26.—Most radio station studios these days can be said, in some ways, to resemble a Rube Goldberg cartoon, and the major reason is the multiplicity of recording systems being used and the corollary problems being faced by station personnel in utilizing them. The disk jockey, already carrying the main burden of work at many stations, usually is in a whirl without attempting to cope with such different methods as 33 $\frac{1}{3}$ vertical disks, 33 $\frac{1}{3}$ lateral disks, 33 $\frac{1}{3}$ microgroovee disks, 78 r.p.m., 45 r.p.m., shellac, vinylite, tape and wire.

On top of this, he's usually confronted with a juggling feat worthy of an early-day Fred Allen. He must use transcriptions of five different sizes, pick-up arms of different weights, heads and needles and different spindle sizes. He has to twist knobs on the turntable and search for the proper cueing location on each disk, which varies with each type and brand of transcription. In short, the wax problem is coming out of his ears, what with each turntable having four filter positions, two speeds, vertical and lateral switches—and no means of playing 45 r.p.m. without an additional turntable.

The net result of all this is drastically to cut down on the broadcast use of the newer releases, such as the RCA Victor 45, and even Columbia's 33 $\frac{1}{3}$. Jocks are expressing a decided preference toward sticking as closely as possible to the old-fashioned 78 r.p.m. As one jock put it: "I play almost all pop stuff anyway, and any tune I need is on 78. Why should I get into a sweat every couple of minutes about what doohickey to twist and which arm to use?"

Life Complicated

This situation has aggravated not only the platter spinners, but station execs as well. The increasingly competitive situation makes more and better production values an essential today for a station seeking to hold its own. However, instead of each new development making things easier for the station, it seems to make life more complicated. Further, libraries already on the shelves don't get full (See Outlets Confused on page 16)

NBC Brass Mull Cantor Daytimer

HOLLYWOOD, Nov. 26.—A second airshow for Eddie Cantor, currently being mulled by National Broadcasting Company (NBC), would find the comic featured in a five-a-week, 15-minute daytime strip. Seg under consideration will be based on a "mail bag" idea, by which Cantor would discuss doings and problems of listeners in an "at home with Eddie Cantor" format.

For support, Cantor will rely only on ork leader Cookie Fairchild to provide musical background. Web would spot the show in daytime across-the-board strip, depending on time slot availabilities. Show will not be launched until a bankroller is snagged.

FM Deletions Twice Grants; 3 AM's for Every 1 Canceled

WASHINGTON, Nov. 26.—FM deletions more than doubled new authorizations over the past year, a survey disclosed this week. During the same period, new AM grants outnumbered deletions three to one. In the six-month period, ending November 1, however, the rate of FM cancellations dropped appreciably, while the AM rate was almost identical with that for the preceding half-year.

During the 12 months beginning November 1, 1948, the Federal Communications Commission (FCC) granted permits for 97 new FM stations, while 209 authorizations were deleted. During the same period 193 new AM stations were authorized, while 61 permits were canceled.

Despite the heavy FM casualties the number of stations licensed in the band has soared this year and is expected to pass the 500-mark by January 1. There were but 222 FM-ers licensed at the beginning of 1949.

Indicating that the rate of FM deletions is slackening off, statistics show that 89 permits were turned back to the FCC in the last six months as compared with 120 in the preceding six months. The AM casualty rate was steady with 30 deletions in the last six months and 31 in the earlier half-year period.

Rounding out a general decrease in

Hollywood KFI Buys Shows To Protect Program Structure

HOLLYWOOD, Nov. 26.—KFI last week purchased the first of a string of projected shows which the local National Broadcasting Company (NBC) outlet will use as a cushion if and when the station loses its web affiliation. Altho NBC's purchase of G. A. Richards's KMPC was still up in the air KFI bought a Western musical package starring Tex Williams, set for airings twice weekly and inheriting the time heretofore allocated to NBC sustainers. Williams' stanza is the first live show bought by KFI in several years. Station also is expected to close a deal for a brace of MGM transcribed shows which the pic firm is offering to local outlets. The MGM package will give KFI an additional three hours of weekly programming to replace loss of NBC originations.

Meanwhile KFI sources claimed that feelers were put out this week for renewal of the NBC contract, which expires end of December. KFI wants at least a six-month cancellation clause to protect its program structure. While the network has not indicated what concessions the web will offer to continue KFI affiliation until the KMPC deal goes thru.

"Goldbergs" Study AM Slump Causes

NEW YORK, Nov. 26.—Young & Rubicam and General Foods, which sponsor *The Goldbergs* on AM and TV, are concerned because the radio rebroadcast of the show has failed to produce a rating and are using research to try to find the reason.

One such study has already produced the fact that no anti-Semitism exists against the program. Young & Rubicam went into areas that are supposedly traditionally anti-Semitic and found that this aspect of the program did not cause adverse comment.

Another theory is that perhaps *The Goldbergs* loses a large portion of its radio audience by showing essentially the same script on TV four days earlier. However, the client has faith in the program and will stay with it, unless Gertrude Berg wishes to cancel the radio phase.

FM activity at FCC, the last six months produced only 27 new FM permits as compared with 70 in the preceding six months. On the other hand, new AM permits amounted to 112 in comparison with 81 for the first six months of the past year.

On the basis of FCC statistics for the first 10 months of 1949, it appears likely that January 1 will find AM authorizations standing at approximately 2,275 and FM's at about 800. Approximately 95 per cent will be on the air, with the remainder in the process of construction. On January 1, 1949, there were 2,103 AM authorizations and 995 FM authorizations for an increase during 1949 of about 170 AM's and a decrease of nearly 200 FM's.

Suds Fly as Schlitz, Pabst Rattle Over Time on Radio

NEW YORK, Nov. 26.—Altho *Halls of Ivy* is scheduled to begin its radio career on the National Broadcasting Company (NBC) for Schlitz beer the evening of January 6 in the 8-8:30 spot, the web is making a concerted effort to shift the show to a different time. Not only does Young & Rubicam (Y&R), the client's agency, feel the time is weak, but also Pabst beer, which sponsors *Life of Riley* 30 minutes later on NBC, has complained about another beer bankroller's pitching its products so soon before.

At present the web is practically sold out during its evening hours and can make the change only if another sponsor will exchange times with Schlitz. This prospect is not likely. However, unless a cancellation comes thru, Schlitz will have to go ahead as planned, because of its contractual obligations to the talent.

Y&R also feels the time is bad because it would put it opposite *The Goldbergs* on the Columbia Broad-

No Baloney

HUNTINGTON, W. Va., Nov. 26.—WPLH here got a dramatic illustration of its selling power recently when a butcher, Jake Brumfield, moved three tons of sausage by plugging the sale on a high school football game broadcast.

According to Brumfield, the pigskin pitch was such a point draw that next day hungry housewives snatched up his entire stock of sausage before noon, and by closing time he'd sold everything else but a beef and a half and three hams. What's more, said Brumfield, the sausage demand continued for several days, and, all in all he sold six more tons of the stuff.

casting System (CBS), which is sponsored by General Foods, another Y&R client. Y&R already has the same situation that evening in the 8:30-9 spot. On NBC it has *We, the People* and on CBS *My Favorite Husband*. This condition sometimes makes trouble when one agency show delivers a rating and the program bucking it doesn't. The sponsor sometimes feels that the rating is dependent upon the agency's promotion and that he is being sluffed off in favor of the show with the rating. Meanwhile Y&R is also beginning a campaign to get Schlitz into TV. The probability is that the client will go into video but on a local level, perhaps in its home base, Milwaukee. With Budweiser, Pabst and other beer companies spending their dough for TV advertising, Schlitz's entry into the medium becomes only a matter of time. Y&R feels the sooner, the better.

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

Plymouth Buys WXYZ's "Sidewalk Parade"

"Sidewalk Parade," a new man-on-the-street video program on WXYZ-TV, Detroit, has been purchased by the Plymouth dealers of metropolitan Detroit, thru the Powell Grant Agency. The program will originate in front of the Palms-State Theater, in downtown Detroit, with Ross Mulholland as emcee. A new Plymouth car will be given away each 13 weeks to a viewer in a contest feature. The program will be telecast for 15 minutes each Monday, Wednesday and Friday evenings.

Hartford "Times" Seeking WONS Purchase?

Report in Hartford, Conn., this week had The Hartford Times, operator of WHTT, local 250-watter, seeking to purchase WONS, local 5,000-watt outlet of Mutual-Yankee. Altho this could not be confirmed, it is believed that the newspaper still wishes to purchase a more powerful station to better its air position in the city, since its attempt was unsuccessful several years ago to obtain an open frequency of 910 kilocycles assigned to WHTT, which is broadcasting on 1230 kilocycles.

FCC Takes No Part in Bus-FM Dispute

Altho Federal Communications Commission FCC lawyers attended recent Washington transit radio hearings before the local Public Utilities Commission (PUC), the FCC will take no official part in the controversy, Commission Secretary T. J. Slowie said this week in a letter to a business paper correspondent who had protested the piping of programs into streetcars by WWDC-FM. Slowie wrote that under the Communications Act, the FCC has no authority "over where receiving sets are placed." The correspondent, Jerome Shoenfeld, Washington, was told, however, that insofar "as your letter complains against the program broadcast, it will be associated with the station's file and considered" at the time that WWDC-FM's license comes up for renewal.

WWJ-TV Sells "Romance" to Grocers

A new three-a-week afternoon women's show, "Rehearsal for Romance," has been sold by WWJ-TV Detroit, to the C. F. Smith Company, grocery chain, thru the Morris F. Tandy Agency. The show is presented by Genevieve Hazzard, local Dale Carnegie representative, and written by Jo McQuillan, and covers talks on women's interests.

AFRA & IBEW Win Strike Vs. Kenosha's WLIP

CHICAGO, Nov. 26.—Strike of engineers and announcers at WLIP, Kenosha, Wis., one of the most important ever called by the American Federation of Radio Artists (AFRA), was ended this week when the station recognized both AFRA and the International Brotherhood of Electrical Workers (IBEW) as bargaining agents and gave union staff members raises. The strike, called by AFRA and IBEW a couple of weeks ago, forced the station off the air.

From AFRA's standpoint, success of the strike had a double-barrel significance. First, it was the first ever called to get management recognition of the union as exclusive bargaining agent for announcers, singers and writers. Secondly, it broke a developing management pattern of trying to get usually non-AFRA employees to vote on acceptance of the union as exclusive bargaining agent. In case of WLIP, management had tried to have salesmen, stenographic employees and even an attorney vote on acceptance or rejection of AFRA. Ray Jones, local head of AFRA, stated.

The IBEW won exclusive bargaining contract for a year and a raise of about \$5 per week, to a basic minimum of about \$60. Announcers and writers, under term of AFRA's one year exclusive contract were raised from \$55 to \$60 per week.

In addition to a union shop, AFRA also won a clause stating that its members could not be fired except for gross misconduct, insobriety or drastic financial reverses on the part of the station.

Technician Strike Halts WABB Airing

MOBILE, Ala., Nov. 26.—When members of the striking radio technicians' union this week threatened to establish a picket line at For Whiting Auditorium here, where the Mobile Home Show is in progress, Station WABB here withdrew voluntarily its broadcast of the event. The radio technicians have been striking against WABB for six weeks over vacations and working conditions. No salary increase is involved.

John Owens, the home show director, had invited WABB to broadcast the show. Owens said that he was told by a union official that a picket line was to be formed outside the auditorium Wednesday night. Danner Frazer, president of the Junior Chamber of Commerce, sponsors of the home show, said that he had been told by Henry Brown, manager of the auditorium, that Col. George Haas, commanding officer of the National Guard troops using For Whiting as their headquarters, would close the doors in the event of "any form of labor trouble."

On Thursday Manager Owens made arrangements with WALA, operated by William Pape, and a description of the show in detail went out over that station. Frazer said that a union representative told him that the mail switch in the building would be thrown off if WABB broadcast.

ABC To Drop Karloff After Show Runs Out

NEW YORK, Nov. 26.—American Broadcasting Company (ABC) last week decided to drop Boris Karloff from his current AM and TV sustaining ride sometime in late December, the end of his cycle.

The net would obviously have given Karloff a longer chance to prove himself, but its current TV retrenchment precluded this possibility. Karloff on radio Wednesdays 9-9:30 p.m. and on TV Thursday evenings 9:30-10.

TV SCRIPTERS' BETTER XMAS

Pye, British Org, Sets Invasion of U. S. TV Transmitter Market

WASHINGTON, Nov. 26.—Moving to the American consumer market for TV transmitters, Pye, Ltd., of Cambridge, England, announced here a week that it expects to serve out \$5,000,000 worth of the American market that can't be supplied by U. S. manufacturers because of the heavy demand. Demonstrating its wares here before the Federal Communications Commission (FCC) during an interval in the color TV demonstration, Pye said its equipment will be sold in the U. S. for anywhere from 10 to 20 per cent below U. S. prices for comparable equipment.

B. J. Edwards, technical director of Pye, explained that the cut is made possible by British devaluation. Edwards said that prices for installation of a TV station with Pye equipment will run from \$50,000 for a small operation to \$600,000 for a large one. Pye will demonstrate in New York Tuesday (8) at the Park Sheraton Hotel.

Nets, Indies Win NSC Service Awards

CHICAGO, Nov. 26.—Three networks—one national and two regional—and 14 stations received National Safety Council awards for "exceptional service to farm safety" at a council luncheon held here today in conjunction with the annual meeting of the J Nets, Indies Win on page 43)

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

MBS Snares "Christmas Carol" Airing

Mutual Broadcasting Company (MBS) snagged this year's rights to the annual Lionel Barrymore-Dickens "Christmas Carol" dramatization, marking the first time MBS has had the show on its air waves. Seg will air at 3 p.m., E.S.T., with the one-time broadcast tab being picked up by Capehart-Farnsworth Television Corporation. Origination point will be Mutual-Don Lee Studios, Hollywood.

Ballantine Angles for Year's News Recap on CBS

The Ballantine Beer & Ale Company is negotiating for an hour on the Columbia Broadcasting System (CBS) TV network to present a recap of the news of the year on the evening of January 1, 1950. J. Walter Thompson is the agency for the client.

Fairbanks Producing New TV Film Series

Jerry Fairbanks will produce another series of 26 tele film musicals featuring Danny O'Neil. Cameras will roll after first of the year and series will be filmed south of the border, unless American Federation of Musicians tele restrictions are lifted. Untitled as yet, series theme will be Western in contrast to the tropical settings of "Paradise Island." Fairbanks Music Publishing Company now is acquiring the more than 90 original song numbers that will be needed.

WJZ-TV May Share Antenna With Other Outlets

Despite the fact that WJZ-TV moves its transmitting operations to the Empire State Building next month, NBC has indicated that high rental costs for the site may force it to offer antenna accommodations to other local TV outlets. WABD and WATV are said to be interested and WPIX reports that it is seriously exploring the possibility. WOR approached NBC on a similar deal a couple of years ago, but received a quick turndown, and since constructed its own site in North Bergen, N. J., at a cost of \$280,000.

BMB, Shuttering July 1, Will Do Research Until Then

The Broadcast Measurement Bureau (BMB) this week voted its dissolution after July 1, 1950. However, BMB will continue its audience measurement and research studies until that date and is retaining Kenneth Baker as director of research to administer its affairs. After BMB's dissolution, suitable provision will be made for servicing its First and Second studies.

Bigger Dough Yr. for Hungry Pen Pushers

\$1,000 for Some Originals

(Continued from page 3)

long shows, Ford Theater and Studio One, pay around 1G for each script. Ford will go higher on occasion. If material has to be bought for adaptation, the adaptor gets about two-thirds of the swag.

Silver Theater and Philco Theater, the first a 30-minuter and the second an hour, pays \$750 per script. Suspense pays \$500 and Colgate Theater \$450. Among the lowest paying shows are Lights Out and The Clock, \$350 and \$150 respectively, a script.

Among sustainers, Romance, Hands of Murder and The Plainclothesman pay \$250. Hollywood Screen Test pays \$50 for a seven-minute script and the Black Robe \$10 per episode.

The most heartening news about the TV writing market is the large percentage of originals now used. In a recent week, observers found that half the dramatic shows were employing originals.

Execs of the National Television Committee of video writers expect the price for half-hour TV scripts to become stabilized around \$1,000 in a few years. They also believe that the hour-long shows will eventually pay from \$2,000 to \$3,000 for top originals.

more advertisers bought spot time

on WOR during September 1949

to sell goods to 36,000,000

people in 18 states

than on any other

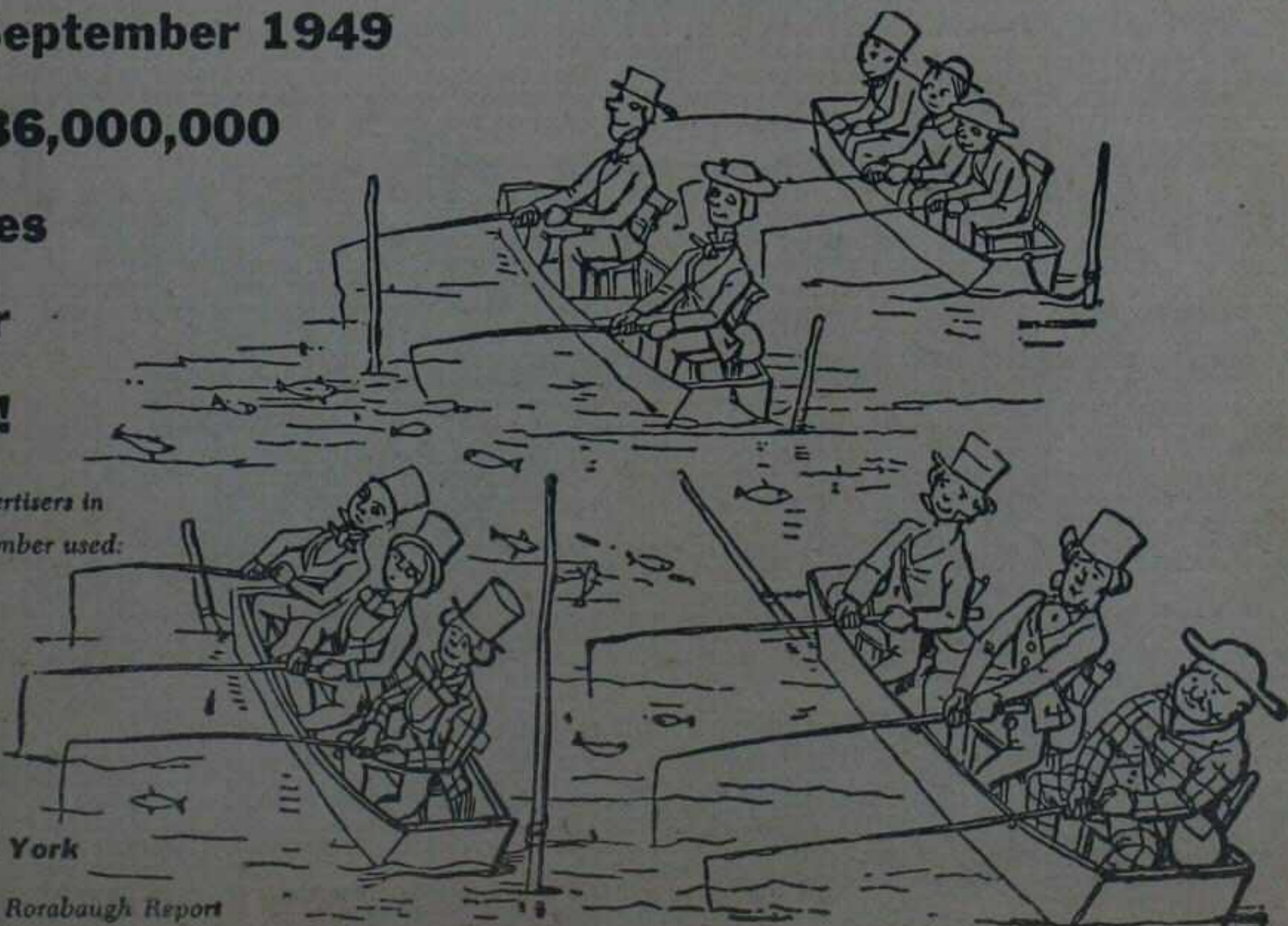
New York station!

In fact, almost 1/2 (46%) of all spot advertisers in New York during the month of September used:

WOR

that power-full station at 1440 Broadway in New York

these facts are based on the latest Rorabaugh Report



KLAC-TV & KFI-TV Contest For Biz; Sked Morning Time

HOLLYWOOD, Nov. 26.—Success of KLAC-TV's unorthodox entry into daytime television was accentuated further this week by the station's disclosure that it would add morning telecasting to its sked beginning Monday (28). At the same time KFI-TV, which heretofore had the daytime market to itself, announced it would go to morning telecasting December 5.

Latest wrinkle in the race for tele biz will find KLAC-TV telecasting a total of 70 hours weekly, beginning at 10 a.m. and going thruout afternoon and evening. Station also increased Al Jarvis's airtime to include a Sunday afternoon layout. The morning show will be handled by Eddie and Ev, evening tele team which has been a long-time feature of the station. It was Jarvis who started it all by launching an informal afternoon layout three weeks ago.

Not to be outdone, the KFI-TV morning sked will beat KLAC-TV to opening punch daily by starting at 9 a.m. and continuing until 6 p.m. Talent will be emceed by Bill Welsh, pioneer Coast telecaster-sports announcer and long-time star of Paramount's KTLA. Show will feature in-

Miss Irwin Preps AM Of "Mama," Others

NEW YORK, Nov. 26.—Video packager Carol Irwin, whose *Mama* currently is a major tele airer on the Columbia Broadcasting System (CBS), last week was planning to adapt some of her properties for radio as well. She already has cut a sample airing of *Mama* for AM, and CBS biggies this week are slated to rule on airing it. Several bankrollers already are said to be interested in this opus.

Miss Irwin, who has just obtained exclusive rights to Rose Franken's *Claudia* series of novels, is planning a radio as well as video version of this. The radio side is likely to be angled for daytime strip airing. CBS and Miss Irwin have already made a kine sample of *Stage Door*, and this, too, may also get radio airing. Another Irwin property is *Our Hearts Were Young and Gay*.

Great Big Hand

NEW YORK, Nov. 26.—Local disk jockey Jack (I'm-at-the-Copa) Eigen had the telephone company wishing he were someplace else last Sunday (20) night. It all started when Eigen, who spins records from 12 to 4 every a.m. over WMGM, offered to give a radio to any listener or Copa patron who named the entertainer who first used the expression, "Give the little girl a great big hand."

After the first wrong answer (Texas Guinan), the Copa's switch board and Eigen's private lines (canary Dolly Dawn doubling on one wire) were swamped with calls naming everybody from Lillian Russell to Joey Adams. Even that walking encyclopedia of show lore, Milton Berle, phoned in four wrong guesses before the jockey spoiled his fun with a "you can afford to buy your own radio" dig.

Eigen strung curious listeners along for more than three hours, while the phone company threatened to short-circuit him. He finally broke down at 3:30 a.m. and gave the correct answer: The late Ted Healy. His source: Comedian Joe E. Lewis. In lieu of a winner, Eigen sent the radio to a veterans hospital.

terviews, audience participation stunts and music.

Rate-wise, price slashes will give advertisers a break, with KFI-TV selling participation spots only at \$25 per shot. Regular afternoon rates are \$40 for similar shots. Rates on KLAC-TV morning program will be \$19 for a minute spot, \$25 for two-minute plugs. Only live plugs will be sold by outlets.

With KLAC-TV set for 70 hours weekly and KFI-TV going to 52 hours per week, Coast tele broadcasting will hit an all-time high. Both stations look for continued harvest of profits (KLAC-TV already claims gross of \$5,000 weekly) from inexpensive, no-rehearsal morning programs, and both plan to keep shows on as permanent features.

Brief and Important

Last-Minute Digest of AM-TV News

Movicon Launches "Penny and Pete," 16mm. TV Pic

Production of a new 16mm. serial for television, "Penny and Pete," is being launched by Movicon Motion Picture Service, of Detroit, jointly with John Pugh Productions, of Washington, according to Michael De Martino, of the former firm. The picture is a dramatic style production, following the adventures of a newspaperman looking for "the ideal couple."

Harwell May Get WMCA Sports caster Spot

Ernie Harwell is expected to replace Al Helfér next spring as the second man in the sportscasters describing the New York Giants baseball games over WMCA, New York. Russ Hodges will continue as top man. Harwell, last season with Connie Desmond, spelled Red Barber at the WMGM mike during the Brooklyn Dodger games. Barber will have to replace him, but has plenty of time in which to make a choice.

WFDR To Rebroadcast London Labor Reports

FM Station WFDR, New York, owned by the International Ladies Garment Workers' Union (ILGWU), will broadcast daily 5-minute reports by Harold Hutchinson, labor editor of *The London Mirror*, on the New World Free Trade Union Conference November 28 to December 9, from London beginning this Monday (28). The British Broadcasting Company's (BBC) New York office will transcribe the show here, and WFDR will re-air them at half hour after the original broadcast. The BBC reports will also be carried by the ILGWU's other stations, WVUN-FM, Chattanooga, and KFMV-FM and KWIK-AM, Los Angeles.

Protestant Commission Sets Goal at 1 Million for TV Pix

Citing a \$1,000,000 as a working goal, the Rev. Everett C. Parker, director of the Protestant Radio Commission (PRC), revealed at Syracuse that the PRC plans to produce its own TV films for local church groups to use over community stations. Urging the religious leaders to become "apostles of television," Reverend Parker warned the group that "ideas without visual appeal will fail on video," and asked them to establish TV working committees to help community television stations set up good religious programming in their own cities.

CBS Foreign Staff Gets 16mm. Cameras for TV

The Columbia Broadcasting System (CBS) has equipped its five overseas correspondents with 16mm. cameras and tape machines to provide its TV operation with filmed interviews with world personalities, features and stock footage for its sound and film library. The equipment has been sent out to correspondents in Rome, Paris, London and Berlin and one stringer making a world tour who is now in Tokyo.

Sun Dial Shoes Buys "Lucky Pup" Once Weekly

Sun Dial shoes this week bought the Friday evening 6:30-6:45 segment of the "Lucky Pup" show now on the Columbia Broadcasting System (CBS) TV network. The show is on across the board at that hour and is sponsored on Thursdays by Ipana toothpaste. Hoag & Provandie, of Boston, is the agency for Sun Dial.

California Grange Opposes Breakdown of Clears

Clear Channel Broadcasting Service (CCBS) said this week that the California State Grange, a farm group, has passed a resolution calling for opposition to any proposals to break down clears. The resolution further urged U. S. delegates to the North American Regional Broadcasting Agreement (NARBA) to resist any attempt by foreign nations to duplicate U. S. clear frequencies.

FCC Rules KNUZ Is Interstate Biz

The National Labor Relations Board (NLRB) this week ruled against a plea by KNUZ, Houston, and declared the station engaged in interstate commerce because it uses United Press wire service, pays royalties to American Society of Composers, Authors and Publishers (ASCAP), has its time clock serviced by Western Union, and buys transcriptions out of the State. NLRB has never made a blanket rule that stations are covered by the Labor Relations Act, but in nearly 100 cases this year it has yet to exempt one.

D. C. Sesqui May See First Big Display of Color TV Systems

WASHINGTON, Nov. 26.—The Sesquicentennial Exposition, which opens here next year, may provide the first general public reaction to color television even though widespread commercial application of the new medium is a long way off. Industry sources revealed this week that the idea of exhibiting color TV at the fairground is being explored, and a Federal Communications Commission (FCC) spokesman said the commission would be likely to encourage the idea.

The Columbia Broadcasting System (CBS) has been approached by a firm which wants to use the CBS color system on a basis similar to that employed by Smith-Kline-French Pharmaceutical Laboratories, and

CBS has voiced readiness, it was learned. Meanwhile the Radio Corporation of America (RCA), CBS' formidable color TV rival, has already applied to the Sesquicentennial Exposition for exhibit space, although a blueprint has been developed for allocating any of this space for color TV, an RCA spokesman disclosed.

The firm of Television Research Inc., of Washington, which has applied to CBS for permission to use the web's color system at the fair, hoping to get a closed circuit set-up for telecasting color in much the same manner used by Smith-Kline-French labs in color-telecasting surgical operations for audiences at medical conventions. In the exposition venture, however, color TV receiver would be located in various strategic spots on the grounds. Authorization for use of the fairgrounds for the purpose will have to come from the National Sesquicentennial Commission. The FCC would come into the picture if a temporary experimental frequency is requested by any of the color rivals.

Altho RCA officials, in planning to get exhibit space at the fair, have not yet talked of including color TV in the set-up, it is seen unlikely the RCA would let the chance slip by. CBS color will be represented at the fair. From an industrial promotional standpoint, the sesqui grounds are viewed as a ready-made platform to reach the eyes and ears of millions. The fair, which opens July 4, 1950, will last at least two years.

Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, has declared that he would like to see the public given a chance to gauge color TV and see the rival systems in action. Some FCC-ers have voiced similar views.

Sinatra To Talk TV With Sponsor

HOLLYWOOD, Nov. 26.—If American Tobacco will foot the bill, Frank Sinatra will plunge into tele via weekly 15-minute tele seg to be aired live over KNBH, Hollywood, for local release only. The Voice will take tele to bankroller and agency executive during his current New York junk recommending the local stanza as proving ground before using his tenet wings.

Sinatra hopes to entice Dorot Kirsten, his radio show canary, come in for the experiment, as well as Jeff Alexander, batoner of *Lucky Strike Light Up Time* Show would carry an inexpensive budget in keeping with local tele operations. Big stumbling block will be Sinatra's film contract with MGM which still has a year to run.

Singer hopes to sell flickery eye into letting him try tele locally despite anti-video film policies. If a plan will be held off until his MGM pact expires.

Good Pix

NEW YORK, Nov. 26.—The current issue of *Broadcast News*, published by the Radio Corporation of America (RCA), has one of the most complete picture-text layouts yet devoted to tele coverage of baseball. The article shows the various stations airing ball games and then devotes 12 pages to the "ideal" coverage handled by WPIX, New York. The layout includes explanation of the use of the zoomar, camera placement and commercial treatment.

DUMONT'S PARTICIPATION NET

One-Third of Time Used for Such Shows

New Program Stresses Drive

NEW YORK, Nov. 26.—Decision of the DuMont video web this week to begin airing a two-hour afternoon show across the board, sold on a participation basis, underlined dramatically the sales philosophy of the network. It might be quite appropriate to label DuMont the "participating network" in view of the extreme emphasis given this type of sales procedure. With the onset of the new show, to be titled *At Your Service*, DuMont's New York outlet, WABD, will be airing no less than 36 hours, 15 minutes weekly of program time sold on a participating basis. Already more than one-third of all programs aired locally and on the web are being pitched for participations.

It is fundamental in the belief of DuMont execs that the web must be able to offer its facilities at a price which can be met by the medium advertiser. Mortimer W. Loewi, network director, has often stated his belief that the tele webs are pricing themselves out of a tremendous amount of business from this type of advertiser. The new two-hour strip now makes it clear that it is the less-than-giant sponsor at whom DuMont will be leveling its sales guns in the future.

Press Competition Cited

As Loewi sees it, video must become a bigger competitor of newspapers and magazines, which offer space for ads of any size. The medium, he feels, cannot live on the 50 or so national advertisers who can afford web program charges. Total cost of a 30-minute network show, with a talent budget of about \$3,500 weekly, runs to over \$500,000 per year; if TV takes 10 per cent of the firm's ad budget it means a total ad allocation of \$5,000,000 annually, and not too many such firms are in the offing.

As DuMont currently schedules its 10 hours weekly of web shows, it has 11 stanzas going out on the cable totaling 11½ hours per week, which rely upon participations from medium-sized firms to pay their freight. Addition of *At Your Service* will bring that total to 21½ hours weekly of participation shows. Locally, WABD now is airing 14¼ hours weekly of participation stanzas out of 25 hours of local shows, with that total coming from nine programs. The outstanding show, from both a time and income point of view, is the Katy Norris Television Shopper opus, which fills one hour daily across the board and is all sold out. The new show will be modeled closely after this one.

DuMont's participation stanzas run

the gamut in styles. Moppet shows include *Small Fry* and *Magic Cottage*. Sports include boxing and wrestling. The WABD daytime sked is comprised mainly of female service airers. Dramas are represented by Chicago Mysteryland Players. Variety shows are such as *Spin the Picture*, *Cavalcade of Stars* and the Al Morgan show. *Headline Clues*, basically a news show, also is represented.

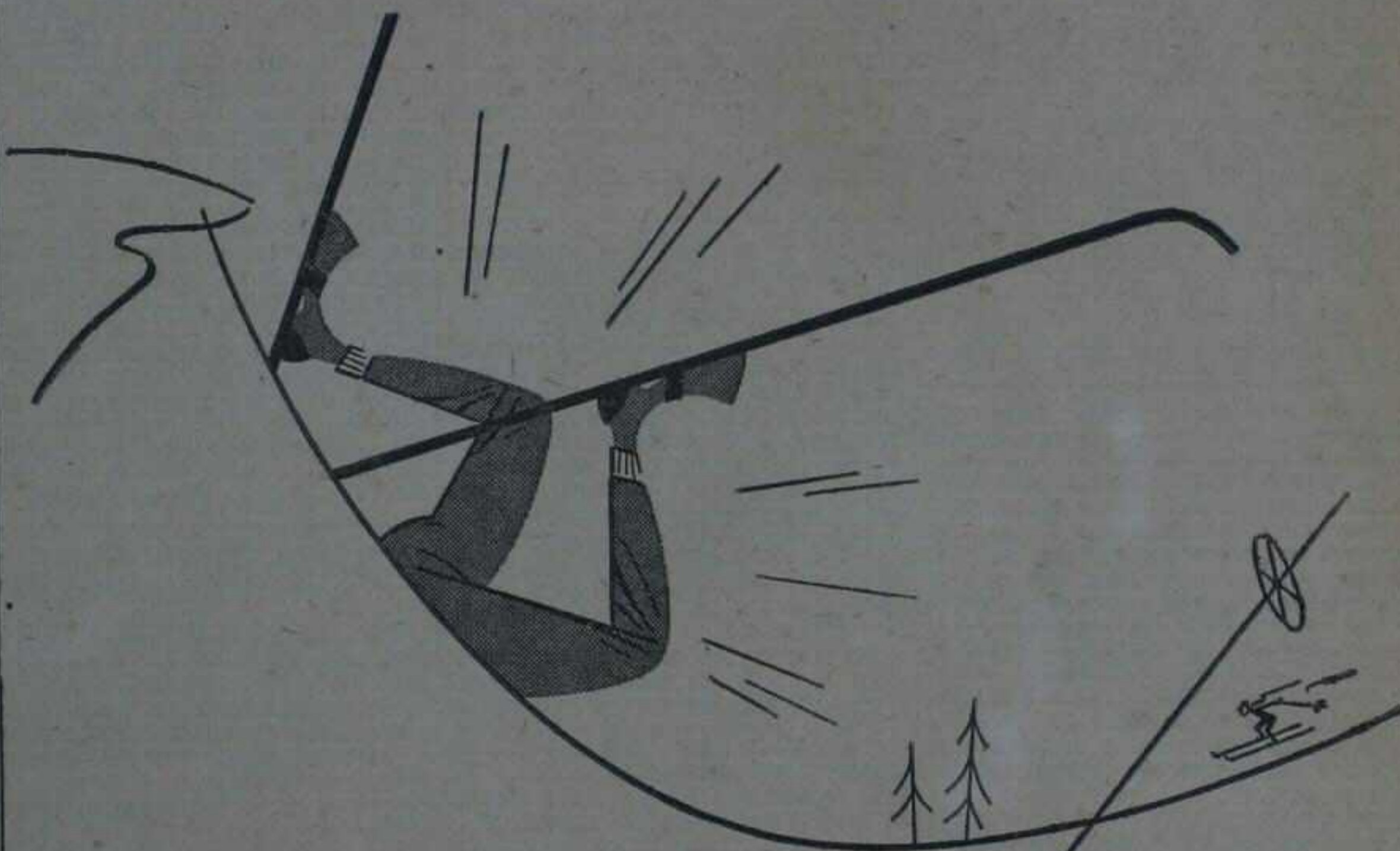
The new series will be sold direct to affiliates, whose rate will be based on a percentage of their card rate, with the maximum charge figured

at less than \$100 per hour for the 10 hours weekly. Stations will peddle participations themselves.

The show's price to the outlets, according to Loewi, is less for an hour than they would have to spend to build a live five-minute program themselves. Tentative starting time for the 2:30 to 4:30 p.m. show is December 5, but this may be put off until after the first of the year. Nine affiliates already signed for the series are WTVN, Columbus, O.; WXEL, Cleveland; WJBK, Detroit; WSPD, Toledo; WHIO, Dayton, O.; WJAC,

Johnstown plus the three DuMont-owned stations, WABD, New York; WTTG, Washington, and WDTV, Pittsburgh. Talent has not yet been set.

If DuMont succeeds in cutting into video's fabulous nut with this approach, it is quite possible that a pattern may be set for the entire industry. The local merchant may some day find himself regularly visited not only by salesmen representing manufacturers but by time peddlers from local TV outlets, trying to pin him down on participations.



That's penetration



Among all of the 257 stations heard within the WLW Merchandise-Able Area, The Nation's Station received six hours of all listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

WLW

184 minutes—6 AM to 6 PM —30 minutes
143 minutes—6 PM to Midnight—22 minutes
327 minutes—6 AM to Midnight—52 minutes

Average of Nine Major Competitive Stations

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
630 Fifth Avenue, New York 20, N. Y.
360 North Michigan, Chicago 1, Ill.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

Missouri Mule?

WASHINGTON, Nov. 26. — Jerry Strong, disk jockey for WINX, Washington, usually plays all mailed requests. He admitted defeat this week, however.

A listener wrote in to request Margaret Truman's recording of *Mule Train*.

when you want penetration you want

WLW

the nation's most merchandise-able station

PROGRAM COMMENT

One House, No Home

The trouble with "Apartment 3-C" is that it's a house instead of a home. The attractive, well-designed sets (living room and kitchen, complete with swinging doors) are exceptional and John and Barbara Gay its occupants, are extremely telegenic, but the show itself doesn't have that quality of intimacy necessary for good situation comedy.

Coy and tensely uncertain, the Gays acted more like two strangers playing house in Macy's window than a happy, young married couple. However, their contrived brightness may have been an attempt to spark some semblance of life into the prosaic script. Last Friday's plot centered around Gay's attempt to help his pretty frau sell some raffle tickets at a fern tea, and a lot of arch remarks passed over the bridge table before the situation resolved itself with Gay taking his wife's place at the hen party.

The camera work was smoothly unobtrusive, but the Gays appeared lens-conscious thruout, and the illusion was completely shattered at the tag, when they both faced the camera and talked directly to the audience.

"Tom Mix" for Adults, Too

Apparently the Mutual Broadcasting System and the Ralston Purina Company are trying to reach an adult as well as kid audience with their Monday, Wednesday and Friday Tom Mix show. At least the program of Monday (21), a half-hour, complete-story drama containing elements of attempted murder, forced insanity, gory fights and explanations of the art of poisoning, would indicate that. Show, written by George Lothier, produced by Mary Afflick and featuring Curley Bradley in the title role, was too realistic and disturbing for average juvenile consumption.

Of course, in the end Mix and his assistant, Sheriff Mike Shaw (played by Leo Curley) managed to triumph and see to it that justice and law won. This apparently was thought to be sufficient justification for presentation of overly exciting subject matter.

Ignoring the consideration of whether subject matter was proper for juvenile consumption, one has to admit that the program was done in professional fashion.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

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

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

Mass Impressive on WBKB

For its scheduling and handling of the one-time, public service, remote telecast of the 100th anniversary Pontifical Mass read Sunday (20) at Chicago's Holy Name Cathedral, WBKB deserves much credit. Altho the program obviously had great interest for Roman Catholics, it must have had general appeal, too, because of its sweeping scope, impressive drama and solemn grandeur. Show last two hours and included the entire mass, sermon and inspiring choral renditions.

Special credit should be given to Johnny Graff's program department, to director Bill Balaban, chief cameraman Harry Birch, chief remote engineer Dick Shapiro and Rev. John McCarthy, narrator.

The program again proved the powerful effect of television in dissemination of religion. More stations should have the courage to present important spiritual events.

Williams Back to KNBH

After a layoff of several months, Tex Williams' Western Caravan returned to KNBH, Hollywood National Broadcasting Company (NBC) outlet, boasting a slightly revised format—and a sponsor. New layout is about as smooth a hayseed-flavored stanza as lookers might want. Williams is a polished, personable emcee, while featured performers Deuce Spriggins and Smokey Rogers both compliment the star's work. A thin story line is woven into the script to spotlight the comedy antics of Rogers and Spriggins, with flickerite Don Defore given good guest star treatment.

Production is on the expensive side, both as to settings and costumes, in keeping with the Western motif. Program is a blend of vocals by Williams and Spriggins, interwoven with instrumentals and several square dance turns by a troupe of skilled hoe-downers. Western fla-

Two Chi TV Shows Get NBC Kick-Off

CHICAGO, Nov. 26.—Two new Chicago-originated sustaining TV shows were started on the National Broadcasting Company web tonight and will be telecast Saturdays. Shows, fifteen minute each, will be fed by WNBQ to the web from 7:30 to 8 p.m.

First show of the 30 minute period will be titled *Sessions* and will feature the Art Van Damme Quintet and top TV thrush, Bette Chapel. Second program will headline Studs Terkel in the role of a philosophical bartender assisted by singer pianist Carolyn Gilbert.

ABC Kines 2 Segs For Eastern Release

HOLLYWOOD, Nov. 26.—American Broadcasting Company (ABC) will unveil two 30-minute tele sets featuring Marvin Miller, Dick Wesson and Jim Backus. Both will be kines for Eastern release. *Mysteries of Chinatown*, marking Miller's video debut, will get its live kick-off Wednesday (23), while *Hollywood House* will start Friday (25) with Wesson and Backus in the leads, with the Page Cavanaugh Trio.

Chinatown is a whodunit, with Miller playing Dr. Yatfu, oriental herb and curio shopkeeper as sleuth. Ray Buffum will produce, with Dick Goggin directing and Herbert Philips designing sets. *Hollywood House* will use a studio audience. Joe Bleglow will produce, with George M. Cahan directing. Both will be sustained.

Color is given both authenticity and color, while camera work is above par.

Sponsor, A. E. Nugent Chevrolet, gets top plug treatment via one live and one film commercial. Announcer wears cowboy garb and delivers his pitch with simulated Western drawl in keeping with the atmosphere of the show. Caravan is all-round solid tele fare, meriting family looking preference.

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

SCBA To Launch Auto Listening Survey

Coast's first auto listening survey will be launched this month by Southern California Broadcasters' Association (SCBA). Org has engaged the Pulse rating service to make the study, which will include 5,000 interviews at 50 metropolitan L. A. intersections.

NBC, KFI To Huddle on Renewal Pact

With the deal to buy KMPC, Hollywood, off, National Broadcasting Company (NBC) will begin negotiations for contract renewal with KFI, local NBC affiliate. Sid Stroz, NBC Western network veepee, said the net would unquestionably prefer continued KFI affiliation to a hook-up with any other outlet, since the station not only has a 20-odd year association with NBC but boasts a 50-kw. clear channel frequency. He discounted talk that NBC might switch with KMPC on an affiliation basis, pointing out that no other local station can top KFI's coverage. Outright ownership of KMPC would naturally have been more desirable to the web.

AFL Commentary for 148 Cities Over Mutual

The American Federation of Labor's (AFL) new commentary show over Mutual Broadcasting System (MBS) will be heard in 18 major cities on a five-day basis and in 130 other cities three days a week starting December 5. The show features commentaries by Frank Edwards on an MBS sustaining basis and will be given a warm-up period until January 2, when the show will go under AFL's sponsorship. Total 1950 expenditure by AFL on labor's most ambitious radio project is reported to run close to a million.

Richards Refuses NBC Offer for KMPC

Million and a quarter dollar deal for National Broadcasting Company to buy G. A. Richards's 50-kw. KMPC, Hollywood, has fizzled. According to a KMPC spokesman, Richards turned thumbs down on the offer after he refused to agree to certain guarantee clauses in the contract demanded by the web. These were that KMPC, operating 50-kw. daytime and 10-kw. nighttime, would go to a 50-kw. nighttime within six months. Richards reportedly balked, arguing that no licensee could make such a guarantee inasmuch as the granting of the power boost was up to Federal Communications Commission. KMPC has a construction permit for higher power, but directional antenna problems have blocked power boost.

Happy Is He

WASHINGTON, Nov. 26. Federal Communications Commission (FCC) officials and others viewing the color TV demonstrations here this week got one of their biggest chuckles during a program of Eld Michaux and his "Happy Army" choir when Elder Michaux sermonized that color TV is as old as the Bible. For proof he cited the Bible text, "tell the vision to no man," and explained, "See what I mean, tell the vision, and that includes television."

As a parting shot, Eld Michaux said amid general laughter from his "Happy Army" choir: "As Ecclesiastes says, 'there is nothing new under the sun.'"

Kraft Show Tops JG's TV Net So Far

CHICAGO, Nov. 26.—Kraft Theater was chosen the top TV network show by the viewers who report to the J. & Graham video research service first network report of the commercial revealed this week. Jay & Graham new diary service covers 13 cities connected by the coaxial cable and uses a sample of 6,000 set owners. Kraft Theater, ranking 15th in the "audience" category, led in the coveted "show" category, as 94 per cent of audience judged the program "good." Right behind were Talent Scouts, Chevrolet Theater, Colgate Theater and The Goldbergs.

Ranked in order of total audience the 15 leading shows were Star Line, Toast of the Town, The Scouts, Stop the Music, Arthur Murray, Chevrolet Theater, Philco House, Olsen and Johnson, Am Hour, Fireside Theater, Studio 1, Colgate Theater, The Goldbergs, and Kraft Theater.

Talent Scouts ranked first in general opinion of the commercial, as 85 per cent of the audience voted "interesting," and of the claim for product, which 94 per cent of the audience checked as "believable." Kraft Theater ranked second in both categories, while Olsen and Johnson show was rated fourth as to commercial and in product claims. Talent Scouts ranked third in commercial interest, and fifth in credibility claims. Chevrolet Theater was rated fourth in believability, but ninth in commercial interest. The Goldbergs were judged fifth as to overall interest in the commercial and sixth in believability of product claims.

IT LOOKS GOOD ON PAPER

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white reproduction. A knock-out of a salesman's lowest imaginable cost per sale.

8"x10" 3c ea. in quan.; postcard size, 3c ea. in quan.; blow-ups, 20"x30" \$2.00 ea.; 30"x40" \$3.00 ea. plus shipping, all sizes.

Write for free samples
and price list B-5

MOSS PHOTO, INC.
155 W. 46 St.
New York City
PI-7-3520

GENUINE HIGH GLOSSY PHOTOS 5¢ EA.

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

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10: \$1.99 per 100, 155 per 1000
Fan Mail Photos (5x7) 1.39 per 1000 - Postcards 1.23 per 1000
Mounted Enlargements (30x40): \$3.85
(No Negative Charge on 2 or more)

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

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

COPYART Photographers

WE DELIVER WHAT WE ADVERTISE

PHOTOS IN QUANTITY

New fully automatic equipment assures faithful REPRODUCTION, highest quality and uniformity.

FAST DEPENDABLE SERVICE
LARGE-QUANTITY PRICES
—OR—
SMALL-QUANTITY ORDERS

6¢ EACH IN LOTS OF 100

Send for FREE SAMPLE and Price

REPRODUCTO P.O. BOX 1861 - DAY NEW HAVEN, CT.

Metropolitan Opera

Reviewed Monday (21), 7:45 to 10:30 p.m., E.S.T. Sponsored by the Metropolitan Opera Company, thru the Kudner Agency, American Broadcasting Company (ABC). Originating point, Metropolitan Opera House. One telecast only. Opening opera, "Der Rosenkavalier," by Richard Strauss. Video director, Burke Crotty; assistant, Frank Vagnoni; producers, Henry Vaine and William Templeton; narrator, Milton Cross; interviewers, John Pauline Frederick, Deems Taylor; transmission guests, Edward Johnson; Metropolitan members and technical crew chiefs, Fritz Melchior, Freida Hempel, Anna ... Earle R. Lewis, Dorothy Kirsten, ... Bjoerling, Gladys Swarthout, George Cloan, Mrs. August Belmont, Giovanni ... tinelli, Giuseppe De Luca; music directed by Fritz Reiner; cast principals, ... Stevens, Eleanor Steber, Erna Ber- Emanuel List.

All hands at ABC television rate a high on the superlative video coverage opening night at the Met. Last year's initial telecast obviously gave the web's staffers a healthy slug of confidence and experience, and the results this week were gratifying improved over even that top-notch job. Rough edges were smoothed out with but few exceptions. Considering the enormity of the task, requiring eight cameras and TV people, little more could have been desired or secured.

The excitement of opera's first telecast was fully conveyed to the viewers in six cities, and probably made the greatest impression of opera in the public's collective mind since Puccini's Rose offered to bring his own and of garish razzle-dazzle to the plastered walls of the Met. Major negative factor was the opera itself, but a work particularly likely to appeal to the lowbrow's fancy. It's too good that with an opportunity to impress a tremendous number of new tele viewers, the work could not have been something a little more lyrical and colorful.

Good Camera Work

Camera work, generally, was top-notch, with the varied locations and angles used permitting the director a generous selection of shots from which to choose, and Burke Crotty made the most of them from the control room set up in the Met's executive office. The shots from ork level at stage left were particularly effective, bringing the viewer right onto the stage with the performers. Crotty wisely eschewed the long full-stage shots which a year ago were scattered thru the pick-up and which had little value, since details were nearly invisible.

Pre-performance lobby doings, backstage shots after the first act and other interview portions were correspondingly improved over a year ago. With the exception of some dull and stumbling commentary by Pauline Frederick, all concerned did a brisk job of the bankroller, with the latter's plugs limited to brief credit between acts with the aid of a slide. The principals, a year ago, were brought to the cameras backstage after the initial act, with Met potentate Edward Johnson doing a standout job. When he concludes that affiliation after this season, he might well earn his attention to TV, being telecast as well as self-assured.

Milton Cross's Intros

Milton Cross made the rambling lot as clear as possible in brief intros to each act. Deems Taylor did a



Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

Mr. Feathers

Reviewed Wednesday (16), 10 to 10:30 p.m. Sustaining over Mutual Broadcasting System (MBS). Producer, Herbert C. Rice; director, Rocco Tito; writer, Gerald Holland; music, Ben Ludlow; announcer, Bob Emmerich. Cast, Parker Fennelly, Don Briggs, Bob Dryden, Eleanor Phelps, Mert Koplin, Ralph Locke.

Parker Fennelly, late of the Fred Allen show, has come into a program of his own, a situation comedy airing over the Mutual Broadcasting System (MBS). Cast as a small-town pharmacist with a roseate attitude toward life and its problems, Fennelly is convincing and slyly humorous. The comedy in the show is of the grin and titter sort, rather than the belly-laugh variety more common to the airwaves, but it's a pleasant enough airer.

On the show caught, Fennelly, as the Mr. Feathers of the title, had been tagged for jury duty. Altho most folks consider this a nuisance, not so Mr. Feathers, who considers it an opportunity to answer his country's call. Despite his nasty boss, who wanted him to duck the assignment, Fennelly gratefully accepted and in due course became foreman, virtually the biggest thrill in his life.

Emulating Bogart

Succeeding events in the case, which was a damage suit over a dog bite, had Mr. Feathers attempting to emulate a Humphrey Bogart film by getting evidence himself, thru the medium of breaking into the plaintiff's home to seek the trousers worn at the time of the bite. Altho he had a brief spell in the jug, everything worked out fine when the judge found he was cured of a bad chest cold via Feathers' All-Purpose Ointment, equally good for the itch or for greasing roller skates. High point was Fennelly's description of the varied attractions of Atlantic City, which had the judge, attorneys and other participants forgetting the trial and asking for amplification.

This show gives promise of turning into a good bit of unassuming fun. Its outstanding need is for a stronger character to supplement the easy-going, gentle folk who inhabit Pike City and make up the cast of the show.

Sam Chase.

brisk job of cornering celebrities in Sherry's between acts. John Daly's mike work likewise was laudable. This year's interview sked understandably skipped the static and unproductive questions tossed at "average" opera fans a year ago.

The performers, altho obviously not playing to the cameras, were as effective as if working in a TV studio. Rise Stevens was especially good, acting as proficiently as she sang. Emanuel List seems to have the makings of another hambone Lauritz Melchior, and likely will land a Hollywood contract if broadcasters don't land him first. The other principals, Eleanor Steber and the debuting Erna Berger, also were solid, Miss Steber, of course, having considerable previous TV experience.

One other feature which might have been soft-pedalled, however, was the white-tie-and-tails aspect of the big show. While the glitter of extravagant jewelry and the prevalence of mink and ermine unquestionably are inherent in Met openings now, stressing them is hardly likely to make converts for opera among average viewers. But emphasizing the negative aspects is quibbling; ABC's teamwork made for a memorable evening of television which augurs well for pick-ups of this kind.

Sam Chase.

American Forum of the Air

Reviewed Sunday (13), 4:30-5 p.m. Sustaining simulcast over AM and TV facilities of National Broadcasting Company (NBC). Producer-moderator, Theodore Granik; director, Van Halleck. Announcer, Charles Halleck. Guests, this program, George Sokolsky, Rep. Emanuel Celler.

The veteran radio debate show, American Forum of the Air, now is broadcasting on a simulcast AM-TV basis. The show remains one of the solid airers of its type, and as it enters its 21st season, indicates that as long as politics are around, ready and willing to sound off on either side of any question, it should continue. The TV treatment adds some interest to the show, particularly when the principals work up a good hate for each other and are skilled muggers.

This was the case on the show caught, with columnist George Sokolsky arguing with Rep. Emanuel Celler on whether the government should crack down further on big business. Cameras showed Sokolsky sneering at Celler's remarks, and the congressman either abstractedly or contemptuously poring over his notes as Sokolsky spoke, in some good superimposition shots. The same format as of old still obtains on the show, with each speaker airing his views, arguing with the other, then answering questions from the audience. Ted Granik's work as moderator was, as usual, efficient.

Sam Chase.

All-Star Thanksgiving Show

Reviewed Thursday (24), 8:30-10 p.m. EST. Presented by Elgin-American products thru Weiss & Geller via the National Broadcasting Company (NBC) TV network. Produced by Max Liebman, Director, Joe Cavalier; script, Mel Tolkin and Lucille Kalen; sets, Fred Fox; costumes, Paul DuPont; choreographer, Esther Junger; ork direction, Charles Sanford; vocal and choral arrangements, Clay Warnick; emcee, George Jessel. Talent—Milton Berle, Ritz Brothers, Frances Langford, Phil Regan, Charioteers, Mati Hari, Avon Long, Los Gatos, Rod Alexander, Robert Jonay, Florence Hin Lowe, Donald Liberto, Virginia Gorski and Jordan Bentley.

Elgin-American will have a whole year to mull over mistakes committed on its hour-and-a-half long Thanksgiving TV extravaganza. Insufficient rehearsal, its major boney, led to most of the others. The result was a program in which George Jessel, the emcee, introduced one wrong act, the station break came in the middle of a production number, the commercials cut another number, the show ended before still another production number was finished and the program did not have any real pace or build to it.

The musical portion was most successful. The talents of Phil Regan, Frances Langford and the Charioteers proved sufficient to sock over one tune after another. Milton Berle made a brief appearance in a fire hat and coat, ribbed the audience, told some of his oldest gags, smiled continually as if he had already received his

Hotpoint Holiday

Reviewed Thursday (24), 4-5 p.m. EST. Sponsored by Hotpoint, Inc., via the Columbia Broadcasting Company. Producer, Barry Wood; director, Herbert Sussan; emcee, Rudy Vallee. Cast: Carol Bruce, Sam Levenson, Mary Raye and Naldi, the Upstarts, the Three Rockets. Music, Guy Lombardo and his orchestra; announcer, Ken Roberts.

Hotpoint Holiday wasn't quite in the "turkey" class, but it certainly wasn't the fast-paced potpourri of top talent it was cooked up to be for a Thanksgiving Day special.

Rudy Vallee performed his emcee chores in self-assured, albeit slightly dyspeptic, fashion, but he plays the stuffed shirt with such veracity that Berle-schooled TV variety fans may mistake his subtle satire on pedantic mike manners for the real thing. When the granddaddy of all crooners has the proper foil (a contrasting personality like Como, Crosby or Godfrey) he's a very funny guy, but such was not the case on this show.

Veteran band leader Guy Lombardo revealed a relaxed, telegenic personality in his video debut, and stepped up the pace musically with his "standard" arrangements of several standard tunes. However, with the exception of a lively Highland fling session on the Hop Scotch Polka and a selling vocal on Frankie and Johnnie, the band showed limited visual appeal as a television attraction.

In spite of shadowy, unflattering lensing and over-elaborate staging, beautiful canary Carol Bruce contributed an excellent warbling job on Don't Cry, Joe and Can't Help Lovin' That Man, while newcomer Sam Levenson scored audience-wise with two brief comedy spots.

Mary Raye and Naldi; the Three Rockets, precision terpers, and the Upstarts, vocal group, rounded out the holiday bill. Raye and Naldi are one of the outstanding "slow lift" dance teams in the business, but they played full stage to the studio audience instead of scaling down their routine to the smaller scope of the TV cameras, and the effectiveness of the act suffered accordingly.

The Hotpoint commercials were a real corn-fest. Two quaintly garbed characters, purporting to be Priscilla and John Alden, moseyed around a modern kitchen (fully equipped with Hotpoint appliances, natch) and covly wondered what was keeping Miles Standish. The final plug for Hotpoint's automatic dishwasher ended in a clinch and the historic decision to give old "Miles" the go by.

June Bundy.

check for performing, broke into the Charioteers act and left the audience with the impression they had caught him on the run between his Texaco show and his movie work.

The comedy of the Ritz Brothers was more successful. Their Continental Sentimental Gentleman of Song, interspersed with mimicry of Harry Richman, Chevalier and others, was good fun. However, their parody of Snow White was nonsensical and added up to nothing more than idiotic faces.

George Jessel's emcee work was in a homey vein. The various commercials were nothing more than photos of the large Elgin-American line with copy read by an announcer, aside from the employment of a few models to wear some of its jewelry. During the station break, strangely enough, the smoothly professional Lucky Strike commercial appeared with the consent, it's said, of Elgin-American. The comparisons were invidious.

Leon Morse.

ATTENTION, ENTERTAINERS
100 8x10 Prints
for \$7.50 Plus Postage
NO NEGATIVE CHARGE
50% Deposit. Balance C O D.
If you want reproductions that have satisfied customers from coast to coast order from QUALITY. We are sure to please you.
QUALITY PHOTO SERVICE
Parkins St., Box 42 BRISTOL, CONN.
Phone: 4015

SPECIAL PRINTED ROLL or MACHINE
100,000 FOR \$30.00
TICKETS
RESERVED SEAT PAD STRIP COUPON BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS
409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chic.
1001 CHESTNUT ST., Phila.
STOCK ROLL TICKETS
One Roll... \$1.45
Five Rolls... 4.15
Ten Rolls... 6.90
Fifty Rolls... 25.50
Rolls, 2,000 Each
Double Coupons
Double Price.
No C. O. D. Orders Accepted.

Big N. Y. Dealers Use Video To Sell TV; Majority Stick To Newspaper, AM Plugs

Users Get Excellent Results; Skeptics Say Time Not Ripe

NEW YORK, Nov. 26.—Altho four of the biggest radio-television dealers in this area are heavy users of TV programs to promote the sale of video receivers, most of the retailers who ordinarily are big buyers of radio time and newspaper space are questioning the ability of video to sell video. A check among retailers here discloses that those who are sponsoring TV shows report excellent results, while those who are not are convinced that the medium doesn't lend itself to set selling.

While the manufacturers are, or have been, heavy buyers of video time, only four New York dealers have followed suit with programs of their own or co-operatively sponsored with manufacturers or distributors. Radio stations, on the other hand, are selling plenty of time to dealers, distributors and manufacturers alike.

A spokesman for one of the largest radio-TV-appliance chains explained his anti-video feeling this way: "We should have been sponsoring a television show two years ago but right now it's too late. Set owners haven't had their receivers long enough. Who wants to buy a new set after a year or so? Television will be a good advertising medium for us in two or three years—when people are thinking of swapping their sets for new ones. We'd go on television now only if we had (1) a terrific gimmick to

promote sales, or (2) a sensational program. The viewing audience is getting more and more selective in what they will watch. Sponsoring any old show is just a waste of money.

Sobel Gets Results

Martin Sobel, president of Sunset Appliances, one of the top TV dealers in New York, reports, however, that his firm has had excellent results from the three sports shows it sponsors on WPIX. Sunset offers a free gift to any viewer who recommends a customer. Sobel also stated that he had good response from trade-in offers to owners of small-screen sets.

Several dealers reported that they would show much more video interest if co-operative advertising funds for the medium were as readily available as funds for radio spot announcements or newspaper space. One dealer said he'd go into video sponsorship when "my distributors can hand me a program on film as neatly packaged as the ad mats or spot announcements I can now get."

The great majority of the dealers, however, insist that they don't see how advertising a "television set on a television set" can bring good results, "even if we had to worry about getting customers."

Columbia Preps New LP Player

NEW YORK, Nov. 26.—Columbia Records will market a new LP record playing attachment within the next two weeks, it was announced by Paul E. Southard, veepee in charge of merchandising for the company. The new attachment will retail for \$12.95 and is designated as Model 103. The present LP player, Model 102, at \$9.95 retail, will continue to be merchandised and sold.

The new Columbia record player will be available in black plastic, with a fray-flocked turntable and gold-colored tone arm. The tone arm operates the turntable, which starts when the tone arm slides back. When not being used, the tone arm slides forward and is clamped on the spindle.

Designed by Dr. Peter Goldmark, the Columbia attachment is being manufactured by the V-M Corporation. The new cartridge, with replaceable sapphire needle, is manufactured by the Astatic Corporation.

Admiral Elects Four New Vice-Presidents

CHICAGO, Nov. 26.—Admiral Corporation board of directors this week elected four new vice-presidents, promoting men who have been executives with the company since its inception.

Promoted were: Richard F. Dooley, now vice-president in charge of real estate; Frank J. Kazda, vice-president in charge of purchasing; Cy S. Rossate, vice-president in charge of production, and Kenneth D. Turner, vice-president in charge of engineering.

In other promotions, George E. Driscoll was named secretary, Edgar C. Bauler, comptroller; Robert M. Jones, director of engineering (electronics division) and Evans T. Morton, director of engineering (major appliance division).

More Daytime TV

NEW YORK, Nov. 26.—Television retailers are due to get another sales booster before Christmas in the form of additional daytime video programming to start within the next two weeks. The DuMont net has already announced that their network programming schedule will add two hours of afternoon shows Monday thru Friday (see separate story in Television Department).

The cities to telecast the new shows, which give retailers added demonstration time, are Columbus, O.; Cleveland, Detroit, New York; Toledo, Dayton, O.; Washington, Pittsburgh and Johnstown, Pa.

"Bootleggers" Active in Cincy TV Set Market

CINCINNATI, Nov. 26.—Altho a spokesman for the Cincinnati Electrical Association denies that complaints on "bootlegging" of television sets in this area have reached the association, stories in the local dailies say that the "fast buck" boys have been hiking the prices on sets and selling them without the proper warranties and service guarantees. Latest reports have one major distributor (See Cincy "Bootleggers" on page 43)

Personnel, Products and Prices

E. C. Bonia resigned as general sales manager of the Bendix Television and Broadcast receiver division and was replaced by R. W. Fordyce. Bonia disclosed that he is organizing a corporation to market radio, television and major appliances. . . . Ralston H. Coffin has been appointed director of advertising for the RCA Victor division of the Radio Corporation of America. . . . Martin L. Scher has resigned as general sales manager of the Admiral Corporation, New York distributing division. . . . Barker Bros., Los Angeles, franchised DuMont dealer, gets a terrific promotional boost in the current issue of House and Garden magazine. The TV gift section of the home service magazine includes a full-page photo of the DuMont Bradford model and the Barker name. . . . DuMont advertising manager, Henry Geyelin, recently became the father of a girl. Walter Stickel, DuMont sales manager, is back at his desk after a hospital siege.

Presser Music Company, one of the oldest music stores in downtown Philadelphia, unveiled a completely remodeled music shop featuring the RCA Victor line in addition to its large stock of music and instruments, with a 1950 musicians' yearbook pocket diary distributed free as an opening day gift. . . . Charters of incorporation were granted to two of the biggest TV dealers in Philadelphia—Gilmar, and Bonded Television Service. . . . Raymond Rosen & Company, Philadelphia RCA Victor distributor, announced the discontinuance of the popular record back-order policy on the following 45-r.p.m. series: 47-pops, 48-hillbilly, 50-race, 52-pop classics, 54-Bluebird. Also dropped are all 10-inch shellac 78 r.p.m.'s except the International series, as a move to encourage dealers to concentrate on the current record releases.

Louis Grodsky has been appointed controller of the Tele-Tone Radio Corporation. . . . Capehart-Farnsworth announced a new console TV receiver with 16-inch picture tube, built-in antenna and polatron tube. The list price is set at \$399.50. . . . Tri-State Supply Company, Chattanooga, has been named distributor for Capehart-Farnsworth in Eastern Tennessee. . . . Emerson has started deliveries on a new 12-inch TV console at \$279.50, a pocket-portable radio receiver at \$24.95 with batteries, a table model a.c.-d.c. radio receiver in a plastic cabinet priced at \$29.95, and a smaller a.c.-d.c. receiver to sell at \$19.95. . . . The Philco Corporation declared the regular quarterly dividend of 50 cents a share on common stock and a dividend of 93¼ cents on preferred stock. . . . RCA Victor introduced a new 12½-inch TV set at \$495. The new receiver is available in an 18th Century cabinet with a two-speed record player and AM-FM radio. . . . Emerson declared a special 10 per cent stock dividend on outstanding capital stock. The company reported consolidated sales for the year ended October 31 were \$40,500,000, as compared to \$30,900,000 for the previous year. . . . Hallicrafters will sponsor the "Hollywood Quiz" radio program on the Mutual Broadcasting network beginning December 10. . . . Hoffman Radio Corporation declared a quarterly dividend of 25 cents a share.

Masline Radio & Electric Equipment Company has been named Tele-Tone distributor in the Rochester, N. Y., marketing area. . . . Mory Sales, Hartford, Conn., is setting up Andrea franchises in the State. . . . Sol A. Hender has been appointed sales manager for the Henry O. Berman Company, Baltimore-Washington distributor for DuMont. . . . Admiral has appointed the Columbia Distributing Corporation, Seattle, as distributor for the Western Washington area. . . . Stewart N. Collenberg has been named general manager of the Southern Music & Television Company, DuMont distributor in New Orleans. . . . Mars Television has moved its assembly plant to larger quarters in Corona, N. Y. . . . William Noah, Jamaica Gas & Electric Company, has been elected president of the Queens Electrical Appliance Merchants Association.

FCC Speeding Thaw in Video Permit Freeze

May Make It Next Year

(Continued from page 3)

Columbia Broadcasting System (CBS) and Color Television, Inc. (CTI), the three major color video rivals, RCA's engineering bigwigs will confer in Camden, N. J., Tuesday (3) on preparations to comply with the FCC's request to all three of the rivals to get some demonstration models of converters and adaptors into a small number of homes of no technicians as well as technicians. RCA officials said they expected to meet no difficulty in complying. CBS and CTI also made ready to follow thru, altho there was talk that the FCC's order might be least advantageous to CTI, which has been concentrating on preparations for a first time demonstration of its system before the FCC February 6.

At the same time, from CTI came an informal report this week that preparations were moving faster than anticipated, and one CTI spokesman who was here to watch a two-(21-22) comparative demonstration of the rival color systems of RCA and CBS alongside black-white. Allen B. DuMont Laboratories, Inc. voiced judgment that CTI's color system was now "visibly and electrically better than both CBS's and RCA's."

Lafayette Puts Out High-Fidelity Guide

NEW YORK, Nov. 26.—In a move further to promote the sale of high fidelity sound reproducing equipment, Lafayette Radio, operator of six tall outlets here and in Atlanta, Newark, Boston and Chicago, has named David Randolph as music consultant for the firm. As his first step in campaign, Randolph has prepared a 12-page booklet, High-Fidelity Music Guide, which is being made available at all the Lafayette stores and through the company's extensive mail order set-up.

The guide contains charts, definitions and explanations of requirements of high-fidelity equipment, addition to specific recommendations and suggestions for housing sound reproducing units. Randolph's services will also be available to all Lafayette customers who write for specific information.

Radio Stores Hit 247 Million

WASHINGTON, Nov. 26.—September sales of household appliances and radio stores, amounting to an estimated \$247,000,000, made that second highest in more than a year, the Commerce Department reported this week. The \$13,000,000 increase over August marked a continuation of an upward move which began in March and was interrupted only by a seasonal drop in July. The month in the last year was December, 1948, when Christmas buying hiked totals to \$308,000,000.

Sets, Parts Taxes Off

WASHINGTON, Nov. 26.—Receipts from the excise tax on radios, phonographs and parts continued to drop off in October, the Bureau of Internal Revenue stated this week. Collections totaled \$2,899,796, a decrease of \$115,850 from October, 1948.

For the first four months of 1950 fiscal year, receipts were \$552,064 for a decline of about 40 per cent from the \$16,247,685 collected during the same period of the fiscal year.

INDIES' SURPRISE SURVIVAL

Marsala Inks New Type BMI Pact; Income Is Guaranteed

NEW YORK, Nov. 26.—Joe Marsala, riding high with his hit composition *Don't Cry, Joe*, published by Harms, Inc., an American Society of Composers, Authors and Publishers (ASCAP) firm, this week signed a writer pact with Broadcast Music, Inc. (BMI). Bob Sour, chief of BMI writer relations, inked the cleffer under a new type of writer contract adopted this week by the licensing organization: A proviso has been added guaranteeing the full amount of performance royalties to the writer.

Under the old form tunesmiths were to receive yearly advances against performances, but BMI did not guarantee performance money over the advances. Such money would have had to be stipulated in the contract signed by the writer with the particular BMI affiliate who was publishing his song. With a few exceptions, BMI affiliates do not pay performance royalties to their songwriters unless the latter have enough bargaining power to so stipulate in contracts. This has always been regarded by writers as a debit in the BMI set-up when they considered that ASCAP always pays writers something for performances, small though the amount usually is for newly admitted tunesmiths.

Income Guarantee

The new contract does not mean that BMI affiliates will all now pay their writers performance royalties—it means that those tunesmiths signed by the parent organization in the new writer plan will be guaranteed performance income by BMI itself, regardless of which of the affiliates publishes the writer's tunes. The writers who have already signed under the BMI plan will be offered new

contracts containing the performance proviso.

Johnstone-Montel, a BMI affiliate, is publishing three new tunes by Marsala. It was Jack Johnstone who "sold" Marsala to BMI.

Prior to *Don't Cry, Joe*, Marsala's other hit song was *Little Sir Echo*, published in ASCAP, by Bregman, Vocca, Conn.

Decca's Album Biz Zooming, Thanks to LP

HOLLYWOOD, Nov. 26.—Decca proxy Milton Rackmil declared this week that the mounting sale of Decca long-playing (LP) albums had virtually revived plattery's album biz and replaced sales lost when the album market slumped last year. Rackmil told *The Billboard* that sale of LP material had "far exceeded expectations" and customer acceptance continues to grow each month.

Declining to reveal exact sales figures, Rackmil was high in his praise of LP results to date. Plattery's former album biz, off 50 per cent before the introduction of 33 and 45 r.p.m. records, has been "revitalized." Rackmil said it would take at least a year to convert Decca's entire album catalog from 78 to 33 r.p.m. but biz during the coming year should grow each month.

Commenting on rumors that Decca planned to add 45 r.p.m. platters to its line, Rackmil repeated his oft-stated feeling that "Decca will go 45 if the public wants it." There are no plans at present to add the third speed to the line but the plattery prez indicated he would go 45 as soon as the "market demanded it." "We're in the record business, and we'll give the public records on whatever speed they demand," Rackmil added.

"Bungalow" Tiff May Be Brewing

NEW YORK, Nov. 26.—A tiff may be shaping up over the tune *We'll Build a Bungalow*, currently showing via Johnny Long's King waxing. The tune, copyrighted in 1940 by Mayhams Music, was written by George Dodson, Betty Mayhams and N. S. Mayhams, and assigned this week to Mellin Music. The composer credit on the King disk reads Johnny Long and Johnny Murphy, and King has not applied to either Mayhams or Mellin for a license. Bobby Mellin has instructed Harry Fox to send King a license form.

According to Norridge B. Mayhams, head of the Mayhams pubbery, he had mailed the *Bungalow* lyrics to colleges in a booklet of his publications, along with diskings of the tune of his sorority-fraternity records. Mayhams has been specializing in college circulation of his material via this record-folio operation for some years. According to him, the *Bungalow* tune has become popular in campus circles as a result of his work, and students have been requesting the tune of Johnny Long at prom dates.

King Records said that they had no comment to make at this time.

DJ's Monitored

NEW YORK, Nov. 26.—The *Billboard* each week will carry a list of those jockeys whose programs were monitored during the preceding week in *The Billboard's* disk jockey monitoring service. The survey, which will be made weekly in key cities, will not be run in *The Billboard*. It is available only to subscribers. For subscription information, write Miss Charlotte Summers, *The Billboard*, 1564 Broadway, New York 19, N. Y.

Jockeys whose programs were monitored in the initial survey, covering the period November 17-23, are the following:

Week of 11/17-11/23

Jockey	Station
Philadelphia	
LeRoy Miller	WFIL
Ed Hurst	WPEN
Joe Grady	WPEN
Stu Wayne	KYW
Doug Arthur	WIBG
Chicago	
Ernie Simon	WJJD
Dave Garroway	WMAQ
Jim Hamilton	WIND
Eddie Hubbard	WIND
Atlanta	
Ken Wilson	WGST
Zenas Sears	WGST
Dave Ruark	WATL
Freddie Miller	WBGE
Denver	
Ray Perkins	KFEL
Joe Flood	KTLN

Orders Jam Cap; 45 and 78 Disks Now Leave Plant

HOLLYWOOD, Nov. 26.—Capitol Records this week started simultaneous releasing of its 45 and 78-r.p.m. disks, according to Cap Proxy Glenn Wallich.

Cap's production facilities are "jammed to the hilt" with the Coast major buying pressings from RCA Victor. Branches are tripling 45-r.p.m. orders, according to Cap, with demand continuing to mount. Spurt in 45-r.p.m. can be traced to RCA Victor's multi-million-dollar promotional campaign behind the new speed, plus reduction in player attachment cost.

Category Releasing System Out at Cap

HOLLYWOOD, Nov. 26.—Capitol Records is dropping the category releasing system whereby disks are issued weekly according to music types. Diskery's system of releasing all blues and rhythm or all Western disks in a single batch was started as an effort to ease dealer ordering. However, the method didn't get response the diskery anticipated, hence label is returning to the old system, followed by most companies, of issuing all categories in a single release.

All-category releasing system also allows diskery flexibility in covering itself on fast-breaking hits without having to make special releases. Single category method meant a batch of all pop or Westerns on alternating weeks, with danger of time delay involved.

Small Labels' Ingenuity and Skill Pay Off

Gimmicks Save Little Guy

(Continued from page 3)

vious that the gimmick makes the hit, and these indies have been able to come up with the gimmicks. The hit then makes its own distribution. The indie topper, who usually acts as artists-repertoire chief, recording director, business manager and promotion man, has got out in the field to dig up new talent, with that different, provocative sound. And he's kept his door open to all sorts of new writers and performers. Since overhead is low, and he's not expected to pay the kind of fees a major pays a name artist, he can afford to take chances. And he often has the boldness and the imagination to do so.

Some of the small diskeries have taken advantage of the majors' weakness in certain departments, such as rhythm-blues, folk, Latin-American and Polish, and by clever concentration have nabbed the leadership in the various markets. They have consistently attracted the salable new talent and tunes. They have learned their field thoroly, and maintain a close contact with the buying public. They have set up their distribution where it counts.

5,000 Pays Off

With low talent and recording costs and with the low, or non-existent royalty rates that are paid out for original material, the indie can usually get off his recording nut with a sale of 5,000 records. A major usually has to go three times that figure to break even. Where the majors pay \$275,000 or even more annually for disk jockey promotion, some of the indies will go no higher than \$150 a month, usually divided between a couple of key jocks. Some send out vinylites, but they know exactly which spinners can use them, and few are wasted.

Publisher statements for the first three quarters of this year have revealed some startling post-ban activity by diskeries which theoretically should be dead and buried. At the current rate of sale Dana Records, which produces Polish-style disks, figures to hit a total of 1,200,000 for the year. Among these are *Open the Door Polka*, which has sold 100,000 in the six months it's been out. A new smash, *My Fanny Polka*, has gone 30,000 in its first three weeks. The diskery's first and biggest hit, *Helen Polka*, has sold 300,000 in the two years it's been out, and is still selling. Initial pressing order on each new Polish or English polka platter is 5,000 disks. Sale of this amount is assured by the distribs, and it's usually more than enough to amortize the total manufacturing cost. Walter Dana, the diskery topper, spends all his time with writers, hunting and fabricating original material. Last year he was first to come up with *You're All I Want for Christmas*, and sold 50,000 despite a very late start. This year, altho all the majors have cut the tune, he has already pushed out an early 10,000.

"Who Said So?" Registers

Another foreign language diskery, Continental, sold 150,000 copies of a *Who Said So?* a half-Polish novelty by Vic Zembruski.

In the Latin field, the hip-wigglers have shown a decided preference for (Small Labels' Ingenuity on page 18)

All-Western Music Policy Gets 1st Test At Major DC Hotel

WASHINGTON, Nov. 26.—For the first time, a major Eastern hotel is experimenting with an all-Western music policy. The Victory Room at Maria Kramer's Roosevelt here teed off Wednesday (23), with regular and square dancing music dished up by Shorty Long and His Santa Fe Rangers, with vocals by Dolly Dimples. The group is in for four weeks, with an option. If successful, it's possible that similar fare will be offered at other hotels in the Kramer chain.

The innovation was plugged for a week, with about 15 spots daily over local stations.

Court Denies Grove Motion Vs. Glaser

NEW YORK, Nov. 26.—The motion by Izzy Grove to examine Joe Glaser in connection with the former's \$200,000 damage action was denied this week by New York Supreme Court Justice Carroll G. Walter.

Grove's suit claims that he is entitled to 50 per cent of the earnings of Lionel Hampton and Billie Holiday for services allegedly rendered between January and June, 1948. He contends that he gave Glaser "advice and ideas" in settling a controversy between Glaser and the two artists.

TV Nays ASCAP Interim Plan

Per Program Delay Stymies Blanket Pact

Outlets Want To Compare

(Continued from page 3)
to possibly permanent terms.

The absence of a per program pact after months of negotiations is producing signs of distress in the ASCAP organization. ASCAP not only is losing out on TV music fees during the protracted confabs but also the per program impasse has stymied the effectiveness of the blanket music pact, terms of which were agreed upon theoretically by ASCAP and TV negotiators several weeks ago. Despite the blanket music pact accord, most of the TV stations which ordinarily might have been expected to sign such a contract have avoided doing so inasmuch as they want to exercise the privilege of comparing the blanket contract terms with per program contract provisions and deciding between the two. Some ASCAP-ers are privately acknowledging that this constitutes a valid reason for TV-ers to hold off, and the consequences are admittedly seen as putting ASCAP's negotiators at a disadvantage not only with the special TV music committee which has been conferring with the ASCAP representatives, but also with the rank-and-file ASCAP membership from which complaints have been heard concerning the lack of music contractual arrangements with the TV industry.

From ASCAP sources it was learned that the board is facing more and more pressure from rank-and-filers to affect a deal. Complicating the problem for the organization's negotiators is the requirement that any final terms must be compatible with the provisions of ASCAP's Federal Court consent decree. This latter requirement has given the negotiators many a headache over legalisms.

It is generally agreed that any per program deal will provide the key to all future music contractual arrangements between ASCAP and the TV-ers. Consequently, despite the fact that terms of a model blanket deal have been agreed upon, it is conceded that the toughest hurdle is still ahead of the negotiators. Both sides have managed to maintain an air of friendly co-operation in the negotiations, and this will be an objective when the conferees next get together, it is pointed out. Little hope is held for an early settlement because of the growing complexities. Meanwhile, ASCAP is continuing to make its study of TV stations program operations, (*The Billboard*, November 19), and some ASCAP-ers say that several more weeks will be needed to complete the study and make a final analysis upon which settlement proposals can be offered.

Cardilli, King New SESAC Publishers

NEW YORK, Nov. 26.—SESAC has acquired two new publishers. They are M. V. Cardilli and the King Music Publishing Corporation, both of New York.

Cardilli specializes in Neapolitan and Italian music. King has a substantial catalog of minstrel, concert and operatic works.

SESAC now has some 200 publishers.

Efforts Are Afoot To Revive Three-Speed Compromise Plan

NEW YORK, Nov. 26.—Attempts are being made to revive the projected three-speed phonograph industry compromise plan which seemingly had died a-borning late last summer. A top record company executive said that a heretofore neutral executive, who is indirectly involved in the disk industry, has been making efforts to round up the original participants in the "compromise conferences"—Ted Wallerstein, Columbia diskery topper; Frank Folsom, RCA chief, and Milton Rackmil, Decca's boss man—to resume working out the originally proposed compromise.

Prior to the suspension of activity in the original compromise meetings, which broke down in last-minute bursts of temperament, a compromise agreement reportedly was made which called for each of the diskeries to undertake production of their disks on all three-type platters. The efforts to revive the compromise talks are based on the originally

Wagner, Ricordi Settle 'Butterfly' Suit Out of Court

NEW YORK, Nov. 26.—Opera impresario Charles L. Wagner this week settled his differences with the G. Ricordi pubbery out of court, terminating a suit brought by Ricordi for some \$2,000 allegedly due for performances of the opera *Madame Butterfly*. Wagner had filed a counterclaim for \$5,000 charging that Ricordi had failed to fulfill contractual obligations.

The suit was brought by Ricordi when Wagner allegedly withheld performance fees on the basis that he had been promised exclusive performing rights to the opera in specified towns for 60-day periods. According to Wagner, this exclusivity was violated when other touring companies advertised productions of the opera, the advertisements appearing during the 60-day exclusivity period. Wagner contended that Ricordi should have prevented such advertising in those areas until the 60-day period was over. Ricordi's position was that the agreement with Wagner did not preclude advertising by other troupes during the reserved period.

The amount paid by Wagner in settlement was not disclosed. He was represented by Kurz & Kurz; Ricordi by Arthur Garmaize.

Glaser Inks Deal For Philharmonic

NEW YORK, Nov. 26.—Joe Glaser's Associated Booking Corporation (ABC), which has been building its talent holdings in all fields slowly but surely in the past year or so, this week expanded into the longhair field by completing a deal with the Philharmonic Symphony Society of New York. The deal calls for ABC to book the New York Philharmonic Symphony Orchestra for at least 14 dates.

Glaser also has inked longhair pianist Simon Barere for a series of concert bookings.

snubbed agreement.

A number of reasons were forwarded for the breakdown of the original compromise negotiations, one of which was the bitter competitive battling which was going on between Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC), affiliate of RCA.

Vocalion Waxers Shift to Coral, Decca Platters

HOLLYWOOD, Nov. 26.—Decca Records will juggle its artists roster on the subsid Vocalion label, moving up potential record toppers from Vocalion, 49-cent label, to Coral or Decca, 75-cent sellers. Dave Kapp, Decca artists and rep veepee, said he would move "several" Vocalion artists to Coral as they show "greater potential." He was quick to point out, however, that Decca would not abandon Vocalion.

Reason for the shift in talent stems from better distribution and advantages of price differential offered on Coral, plus the fact that the "public will pay for records — if they're good." Plan re-emphasizes Decca's long standing credo that in records "it's what's in the groove that counts." For example, Kapp pointed to hillbilly Merv Shiner, who started out on Vocalion but shifted to Decca when oatster's sales potential was discovered.

Coast reports indicate that the low-priced 49-cent labels have done far less than expected, with diskeries facing problems on distribution and public acceptance. False feeling among the record public has been that low price meant an inferior product, hence disk consumers have steered clear of low-cost subsid labels put out by majors. What effect this tendency will have on the future of low-cost lines is still uncertain, altho unconfirmed reports have it that several 49-cent lines may be shelved.

Kapp will make talent changes known upon his return to New York next week. He winds up a recording spree here this week-end, training out for Gotham Monday (28).

Cap Will Pay Off Barclay Allen, Too

NEW YORK, Nov. 26.—Capitol Records will follow RCA Victor's lead in assigning artist royalties on Timbales to Barclay Allen. Allen, who composed the tune, was recently incapacitated in an automobile accident.

It is not known who will cut the tune for Capitol. The Victor etching, by Freddie Martin, is on the market. Allen was piano player for Martin until he formed his own ork last year.

Portem To Distrib Specialty & Aladdin

NEW YORK, Nov. 26.—The Portem distribberly will take over the New York distribution of Specialty, Aladdin and Aladdin's subsidiary, Score. The three lines were formerly handled by the AMS branch office here. Portem has moved its offices to the AMS location, from which it

Expect Long Extension on Cuffo Music

Would Relieve Pressure

NEW YORK, Nov. 26.—Within a few days it is expected that both the American Society of Composers, Authors and Publishers (ASCAP) and the committee representing television stations will jointly announce a new extension of the cuffo music license beyond November 30. Previous extensions have been for 15-day periods. The new extension is expected to grant free TV music for a considerably longer time—perhaps to February.

The reason for the projected long extension is that the negotiating parties are as yet considerably far apart, and a time period of more than 15 days is necessary to relieve the pressure.

Officially, both ASCAP and TV reps would not say much other than that both sides "are exploring the possibility of an extension beyond November 30."

The per program negotiations, it is considered, are consuming much more time than was originally anticipated. This is having the effect of stymieing the effectiveness of the blanket license deal in two ways: (1) Many stations which would normally have signed the blanket contract are waiting, in order to compare both deals (See accompanying story), and (2) the entire ASCAP-TV package, including blanket and per program licenses, must eventually be cleared by the ASCAP membership—and any delay on one holds up the other.

Gallery Makes Deal With Russian Amtorg For Soviet Imports

NEW YORK, Nov. 26.—Amtorg, official Russian export-import agency, has made a deal with Wesley Smith's Gallery diskery for the issuance here of masters cut by the Soviet State-controlled recording outfit. Altho Russian cuttings are not covered by international copyright laws, Gallery is paying a royalty to the Soviet Government in return for a steady flow of new acetate disks from which long-playing platters may be processed. Forty-five masters were received from Leningrad in the first shipment, according to Smith.

The first LP under the arrangement will be issued this week by Gallery. The work is the Rakov Violin Concerto, played by violinist David Oistrakh. The next release will couple the Tchaikowsky symphonic poem, *The Tempest*, and the original version of the same composer's *Romeo and Juliet*. Originally, the work was written for soprano, tenor and orchestra.

Smith has also purchased the masters to the Cesar Franck *Trio From Co-Art* in California and will bring the recording out of his new Griffon label. Griffon, like Gallery, will specialize in LP releases.

will operate in the future.

The AMS tag originally stood for Aladdin, Miracle and Specialty, and was conceived as a co-op branch distribberly. Miracle, however, withdrew from the arrangement here, but the AMS name persisted.

Bailey Hassle May End Col's Harmony Pact

Oberstein Admits Rift

NEW YORK, Nov. 26. — A Pearl Bailey recording has become a virtual cause celebre in a tiff which may result in the severance of the deal for the low-priced Harmony disk line which exists between Columbia Records and Eli Oberstein's Wright Record Corporation. Just what would become of Harmony, should the deal be terminated is a moot question among tradesmen.

Miss Bailey, who had recorded for Columbia for a number of years, was one of the first artists shifted to Harmony when that company was created. Her first dinking for Harmony was Hucklebuck, which was a hit of small proportions for that label. Her latest dinking, *Saturday Night Fish Fry*, another in the blues and rhythm vein, has been skedded for release on the Columbia label. Oberstein's firm, which is the selling outlet for Harmony, is burned up at Columbia's action.

Series of Hassles

The current Bailey incident is the caper to a series of conflicts between Columbia and Oberstein.

Oberstein, contacted in Little Rock, Ark., this week, said that there had been differences between him and the Columbia organization. He maintained that the Harmony operation was started with the understanding that he would call the tunes, approve artists and have delivery of finished recordings on dates which he specified. However, Oberstein says that Columbia failed to live up to its agreement by recording his requested items late and by further retarding his selling potential by making even later delivery of finished diskings.

Quick Delivery Vital

He pointed out that his experience with the low-price Varsity line showed that a primary consideration in the marketing of low-price disks was rapid coverage and quick delivery. Columbia's alleged tardiness hampered Harmony's sales potential, claims Oberstein. Consequently, Oberstein contacted Columbia to register his beef and at the same time stopped payment for finished diskings.

Since then Columbia is reported to have ceased recording for Harmony and has made only spasmodic and fractional shipments of the wax.

Keys Back on Wax After 10 Years

PHILADELPHIA, Nov. 26. — The Keys, vocal-instrument unit led by Slim Furness, are returning to the waxes after more than a decade, inking with the London label. The group was last heard on Decca in combination with Ella Fitzgerald. The foursome cut its first session in New York recently, with Toots Camarata directing.

The unit is currently holding forth at Lou's Moravian Bar. It dates back to the early days of the radio networks when it was the Keys and Bon Bon. The latter is the former Jan Savitt vocalist now doing a disk jockey stint at WDAS here.

Command Re-Activated

BUFFALO, Nov. 26. — Command Records, local-based diskery organized before the recent recording ban, has been re-activated and issued its first post-ban platters this week. The outfit, which will cut local folk, novelty and blues-rhythm groups, opens up with four releases featuring the Dude Rangers, crooner Russ Bates organist Vic Danna and the novelty trio, Mlckey, Dee and Skinner. All the above-named artists are under exclusive contract to the label.

802 Champs

NEW YORK, Nov. 26.—The "B-Flat Ball Beaters," Local 802's golfing club, awarded prizes to the club's monthly and annual tournaments at a season's-end buffet dinner last week. Sal Pace took the club trophy for first-flight performers, Mark Towers won second-flight club honors. Phil Papilli won the first-flight treasurer's trophy, Stuart Allen took the second flight.

Jack Stein, Local treasurer, puts up the treasurer's trophies each year.

AFM Wins Point In Unemploym't Insurance Case

HOLLYWOOD, Nov. 26.—Second test case involving payment of unemployment insurance taxes by band leaders was won by Local 47, American Federation of Musicians' (AFM) Recording Secretary Maury Paul this week. Paul succeeded in getting a ruling from the claims board which will relieve non-name or scale ork leaders from shouldering State tax burdens and placing such tax payments headaches in the lap of an operator employing bands.

Hassle, resulting from the outlawing of old AFM Form B pacts, called for payment of 2.7 per cent tax by band leaders who were classed as "employers" by the State. Paul argued that band frontiers are employer's only in cases where crews are traveling bands or highly paid orksters. Citing Al Gayle's ork, long-time tenant of the Biltmore Hotel here, Paul proved that Gayle and his crew worked for the hotel management in all respects. As a result, State Employment Commission denied Biltmore's claim for a refund and adjudged the hotel responsible for tax payments.

A similar ruling effected last year held now-bankrupt Slapsy Maxie's nitery to be the employer of Dick Stabile's ork. In both instances, small orks benefited materially by placing the tax payment responsibility with the club or ballroom hiring crew. Otherwise, scale orksters would be forced to set up elaborate bookkeeping and tax withdrawal system which might become unmanageable over a year's span.

Czech Diskery, Merc Deal Snagged; Arbitration Ahead?

NEW YORK, Nov. 26. — The arrangement between Mercury Records and the Gramophone Works National Corporation (GWNC) of Czechoslovakia, producer of Supraphon and Ultraphon records, has run into several snags in recent weeks. The Czech government-controlled outfit, claiming non-payment for several shipments of exported pressings, has abrogated its contract with the American diskery, but Mercury has countered with claims of its own. At press time the whole affair appeared headed for arbitration, no litigation having been instigated.

Altho the contract had until November 30 to run, Gramophone Works, via registered mail, gave Mercury a 30-day termination notice on August 23. On September 28 the Czech outfit issued a contract to one Hans Riesenfeld here, granting him import rights contingent on his picking up 50,000 imported Czech pressings by December 1 for sale here.

According to Mercury, the imported pressings have been the big rub in the whole set-up. The agreement called for Mercury to bring in a certain quantity of finished Czech pressings, with repertoire to be selected by Czech company, but to consist exclusively of popular polkas and waltzes. The claim is that a large quantity of unsalable disks, outside this category, was received here instead. Gramophone Works meanwhile is asking Mercury for \$35,000, while Mercury's counter-claim is for \$45,000.

The American diskery's claim is based on incomplete delivery of im-

ported masters required for production of classical sets here, delivery of damaged records and expenses of the litigation with Capitol over rights to German Telefunken masters. Mercury, who received absolute guarantees of the Czechs' rights to certain Telefunken masters, bears the expense of the defense here. Mercury also maintains that it received several shipments of disks after its contract had been terminated.

According to Mercury's attorney, the diskery has been assured by Dr. Karel Fink, commercial attachee of the Czech embassy, that it may continue pressing classical sets from Czech masters already processed here. About 25 recordings, two-thirds of which are in the Telefunken catalog, have been released here. Mercury is seeking a new arrangement whereby it could continue to get the longhair material, but eschew the imported pressings, or at least obtain repertoire salable in the domestic market.

Riesenfeld meanwhile has been holding confabs with several other diskeries for a deal involving the rights he has been assigned.

Davis Brings Action Against Demetruis Over "Compromise"

NEW YORK, Nov. 26.—City Magistrate W. E. Ringel this week signed a summons on complaint of music publisher Joe Davis against songwriter Claude Demetruis. According to Davis, he paid the tunesmith an advance for the song *Compromise* October 24, later discovering that the tune had already been published by Regent Music. Davis has a letter from Regent confirming the fact they had published the song.

Davis also claims that another Demetruis tune he accepted, *Time Takes Care of Everything*, had been placed with Preview Music some years ago. In addition he bought four other songs from Demetruis, buying one outright, paying advances against royalties for the others.

Demetruis told *The Billboard* that there had been a misunderstanding on *Compromise* which he was certain he would straighten out as soon as he could get with Davis. He denied flatly that the other tune had been published previously.

Coffin To Handle Ads for Victor

NEW YORK, Nov. 26.—Ralston H. Coffin has been appointed director of advertising for the RCA Victor division of the Radio Corporation of America, according to an announcement by Robert A. Seidel, vice-president in charge of distribution.

Coffin, who has been an account executive for five years with McCann-Erickson, Inc., will administer RCA Victor's ad activities, with emphasis on promotion of 45 r.p.m. and the radio and television lines.

Survey of Phono, Record Sales

NEW YORK, Nov. 26.—The new speeds are creating a large market for players and disks, according to weekly sales figures tabulated in *The Billboard's* dealer survey of phonograph and record sales. Results of the fourth week of the survey parallel those of the preceding weeks, indicating that 33 and 45 r.p.m. players are moving into homes faster than 78's.

During the fourth week of the

survey, covering the week ended November 23, phonos sold by 147 dealers totaled 872. Of these, 139 were three-speed, 67 were 33 and 78, 75 were 45 and 78, 152 were 33's and 449 were 45's. Figures indicate that 338 machines, or 38.7 per cent, were equipped to play 78's; 358, or 41.2 per cent, could handle 33's and 75.7 per cent could play 45's.

Of those dealers answering the

survey questionnaire, 28.6 per cent said 78 record sales were increasing; 51.0 per cent said 33's were increasing, and 71.4 per cent said 45's were increasing.

It will be noted that the fourth week's sample, while not as big as those of the first two weeks, is considerably larger than that of the third week.

	Week Nov. 3	Week Nov. 10	Week Nov. 17	Week Nov. 23
	No.	No.	No.	No.
Total special questionnaire answers received	186	170	118	147
Three-speed phonos sold	233	219	140	139
33 and 78 phonos sold	228	163	168	67
45 and 78 phonos sold	42	87	33	75
33 players and attachments sold	244	280	102	152
45 players and attachments sold	478	483	276	449
Total phonos sold	1,225	1,232	719	872
Number and per cent playing 78's	502—41.1%	469—38.1%	341—47.4%	338—38.7%
Number and per cent playing 33's	705—57.6	662—53.7	410—57.0	358—41.2
Number and per cent playing 45's	753—61.5	789—64.0	449—62.7	663—75.7
Number and per cent saying 78 r.p.m. record sales increasing	38—20.4	40—23.5	37—31.4	42—28.6
Number and per cent saying 33 r.p.m. record sales increasing	108—58.1	92—54.1	57—48.3	75—51.0
Number and per cent saying 45 r.p.m. record sales increasing	111—59.7	102—60.0	74—62.7	105—71.4

Year's Sales of Sheet Music In 30,000 Racks Rise Slightly

NEW YORK, Nov. 26.—Despite the recognized dwindling of sheet music sales, net rack sales of sheet music from October 1, 1948, to October 1, 1949, topped the rack net for the equivalent period in 1947-1948, according to figures presented by Prexy Lester Santly in his annual report this week to members of the Music Publishers' Protective Association (MPPA). The 1948-1949 period saw 4,973,127 copies sold in approximately 30,000 racks, slightly shading the 4,961,587 copies sold during the preceding period in about the same number of racks.

The report attributes the 1948-1949 showing to a marked spurt in rack sales since August, after the sheet music business "fell on its face in April or May."

The returns picture is still "the same old story," according to the report—the strong hits hitting the middle 90 per cent brackets, with flash tunes reaching the 20 best sellers for a brief period and then dropping out. The current initial rack order, pegged at 111,000 copies, seems to be working out well. Altho this is smaller than initial orders previously used, re-orders take care of the demand on big songs, while returns on tunes which don't make the first 10 are considerably cut.

The report also announced the adoption of a campaign "to sell two copies where one had been sold before." Dealers will be hyped by the 60 salesmen of the International Circulation Company to double their orders.

Columbia Inks N. Orleans Jazz

NEW ORLEANS, Nov. 26.—Phil Zito and His International City Dixielanders have signed a long-term contract with Columbia Records and, Sunday (20), started cutting New Orleans jazz for the firm.

Richard L. Chenery, of Interstate Electric Company, distributor of Columbia wax here, in making the announcement Sunday, said:

"The Dixieland music revival has spread across the nation, and requests for New Orleans jazz records have been coming in from Portland, Me., to Seattle. Columbia authorized me to negotiate the contract with Zito, feeling that his band plays an excellent style of authentic Dixieland music."

Loft Sues Campbell For Piece of Firm

NEW YORK, Nov. 26.—Solly Loft, former contact man for Campbell Music and Cornell Music, has brought suit in New York Supreme Court against those firms, both owned by Nick Campbell. Loft asks to be declared a partner in the puberies and wants a trust impressed on their assets and funds and a receiver appointed.

According to Loft, he and Campbell had been partners in a publishing venture prior to July 1, 1948, when the partnership was dissolved under terms which allegedly obliged Campbell to pay Loft \$3,500. Subsequently, Loft charges, he entered into a new partnership with Campbell, contributing the \$3,500 as his share and an additional \$3,000, later putting sums to the amount of \$800 more into the firm.

Campbell told *The Billboard* that the alleged contributions by Loft were personal loans, and that Loft had been hired by him as a paid employee. "I never promised Loft a piece of the business when I accepted those loans, and the furthest thing from both our minds was that they were investments in my business."

The prexy concluded the rack report with a reflection on the continuing significance of the rack to publishers, who agree that "the exposing of a new song for sale . . . in over 30,000 places at one time is very important to them."

Cap & T'funken Exec To Huddle

HOLLYWOOD, Nov. 26.—Capitol Records execs will host and huddle with Telefunken topper Erhardt Von Henk, who arrived in the U. S. this week. Jim Conkling, Cap's a.-and-r. chief, left Hollywood headquarters for New York to greet Von Henk and, along with Alec Porges, head of label's international department, will accompany the German diskery exec to Hollywood. Here Cap's Prexy Glenn E. Wallichs and Veepee Floyd Bittaker, along with other Cap brass, will huddle with Von Henk.

Factors to be discussed with Von Henk were not revealed but two points sure to be considered are (1) Telefunken urging its artists to tour U. S., with resulting heightened interest to reflect itself in increased disk sales (Erna Sack, already on tour in Canada where her Telefunken disks are now being pressed and distributed by Capitol Records of Canada, Ltd. (affiliated but not owned by U. S. Cap), is expected to cross the border for U. S. concerts, thus becoming first Telefunken artist to appear in this country); and (2) contemporary classical works Cap would like to have recorded for U. S. distribution.

Philly AFM Local Re-Elects Procelli

ATLANTIC CITY, Nov. 26.—Alphonso Procelli was re-elected unanimously this week to serve his 16th term as president of the Musicians' Protective Association, Local 661, American Federation of Musicians.

—Vincent E. Speciale, secretary-

Merchandising Pays Off:

Foreign Disks Sell So Well Detroit Store Needs Space

By Haviland F. Reves

DETROIT, Nov. 26.—A little less than three months ago the record department of the J. L. Hudson Company here added a new international record section. That the foreign language disk department has been a success is best borne out by the fact that it has already created a problem for the store—more space is needed to serve the ever-increasing group of international record buyers.

The new department was set up early last September in the only available space in the disk section of the store—between the popular and classical record sections and in the space formerly occupied by the special order disk. This location is actually separated from the others in the department, a fact that is appreciated by the many customers who do not speak English well. Serving these buyers is a staff of clerks including one—on duty at all times—who speaks four languages. In addition to the foreign clientele, the new section also serves many students and collectors.

One of the important sales stimuli has been the catalog listing of foreign singles which is given to every customer who enters the section. Originally,

Hush Money

HOLLYWOOD, Nov. 26.—To make it legal, \$250 weekly salary of J. K. (Spike) Wallace will be officially approved by Local 47, American Federation of Musicians (AFM) membership at the November 28 general meeting. Dough has been paid to Wallace for years, in form of \$200 base pay and \$50 weekly entertainment allowance.

Move is dictated by opposition to the Wallace regime which has questioned prexy's "expense" allowance. To make things legal and squelch hecklers, union officials will put thru a measure eliminating the expense tally but upping salary from \$200 to \$250 base pay. Same gimmick will be done in case of financial and recording secretaries, both of whom will be upped to \$175 weekly in place of present \$125 plus \$50 weekly expenses.

Keys Acquires 3 Pubs' Tunes

NEW YORK, Nov. 26.—Nat Tannen's Keys Music outfit this week acquired the national selling rights to material from three different publishing firms. One deal involved the single song, *The Star of Bethlehem*, taken over from the Dinah Shore-Ticker Freeman firm, Cosmic Music. Miss Shore cut the tune for Columbia.

In an arrangement with Frank Venier, of the Little Jazz pubbery, Keys has taken over the entire catalog of the Roy Eldridge-Buster Harding firm. Included are *Drumboogie* and several other numbers cut several years back by Gene Krupa, as well as the *Eldridge Trumpet Method* and *Little Jazz Orchestra Series*. The pubbery is closing its New York office.

Tannen has also acquired the Ralph Mendez catalog of trumpet specialties, including special arrangements and adaptations by the Hollywood studio virtuoso.

treasurer for 22 years, was also re-elected without opposition.

nally, the catalog was necessitated by the cramped quarters in which the foreign disk section is housed. Displays on any kind, particularly of single records, are difficult to arrange. The section now has a representative selection of records in 18 languages.

Foreign Displays

The section itself is semi-circular in shape, with record racks along the back. Flags of all nations are used as decorations, plus a globe of the world and a shadow box in which is placed a foreign record album for display purposes.

The location of the store, in the heart of Detroit's shopping district, and the location of the foreign section, between the classical and pop sections, have both stimulated sales in the entire record department. While the store has always stocked foreign language records, it has only recently become an important factor in the operation.

To advertise the new section, Hudson's uses all the local foreign language newspapers, 28 spot announcements a week on foreign language radio programs and display cards located near the store's elevators.

Outlets Confused Over Too Many Record Systems

(Continued from page 5)

usage. If the station people are worried, it's highly likely that the transcription and record people are even more so, or will be soon.

A grass roots cry for some standardization has sprung up from station sources. Ted Cott, program chief WNEW, perhaps the most successful indie operation in the country, relying chiefly on recorded material, told *The Billboard* that all the resources of recording firms, transcriptionary outfits, equipment manufacturers and broadcasters should be joined for this effort, possibly through the National Association of Broadcasters (NAB). The NAB, said Cott, was able to set up technical engineering standards for uniform sound values. Now, he said, "the greater service the NAB could perform in the near future would be to set up meeting ground for standard techniques without in any way dealing with program content."

A typical record show sequence might call for a World ET, on 33 vertical, followed in turn by an agency spot announcement on 33 lateral, a Perry Como record on Victor 45 r.p.m., a standard pop on 7 r.p.m. and a Columbia disk on 33 microgroove.

If special effects, taken from tape or wire are needed, the situation gets completely out of hand. In addition the engineers have to worry about the great variance in sound values, especially with most record companies now sending vinylite pressings to the jocks. Filter settings must be changed with virtually every disk to cope with the variation.

No. 45 Equipment

One of the stange anomalies of the current situation is the lack of an studio equipment on which to play RCA's 45 r.p.m. The firm, greater name in the equipment world, is trying hard to promote its new speed disks among the jocks, but the stations thus far have to use converted home players on which to spin the platters. Another problem on the newer speeds is that the lighter turntable arm usually used makes pinpoint cut spotting virtually impossible. A jock who wants a disk commercial to start immediately after his gab and tries to set the arm properly is in great danger of having the slide completely off the recording.

Disks now come in 7, 8, 10, 12 and 16-inch sizes. Another hazard is that of setting them in an order pile for playing. It's a common occurrence for the smaller disks to slide out of the pile onto the floor or to get lost in the shuffle. Altho Lang-Worth Transcriptions have introduced the eight-inch record, a new odd size they have also added an arrow on the label noting the proper cueing spot for the needle, a great help since each firm starts its disk after a different number of turns.

The newer speed disks have some great advantages, of course, particularly in reduction of surface noise, use of vinylite, saving on breakage, storage space, shipping costs, etc.

Disks Going Down

WASHINGTON, Nov. 26.—The downward trend in collections from the disk tax continued in October, the Bureau of Internal Revenue reported this week. Receipts totaled \$432,205 in comparison with \$493,056 in October, 1948. The first four months of the current fiscal year brought in \$1,442,371, a decline of \$215,099 from the same period last year.

DECCA

Presents—

FOUR GREAT SONGS

in the "MORGAN MANNER"

JOHNSON RAG

coupled with

**WHERE ARE YOU
BLUE EYES?**

Decca 24819

**SEND TEN PRETTY
FLOWERS**

coupled with

CARELESS KISSES

Price each 75¢ (plus tax)

Decca
24814

DECCA
RECORDS



**RUSS
MORGAN**

**ORDER
TODAY!**

Small Labels' Ingenuity And Skill Prove Profitable

(Continued from page 13)

platters produced by Coda, Seeco, SMC, and Verne. Coda and SMC, both produced by Gabriel Oller Jr., who also runs the Spanish Music Center Shop here, specializes in material for the local rumba fans. Seeco is mainly concerned with export to South American countries. Coda did an original tune, *Mish Mosh*, with an unknown, Al Castellanos, which accounted for 35,000 in the last two quarters. Miguelito Valdez's *Mamma Dolores*, on SMC, did 20,000 in one quarter. On the same label, pianist Alfredo Mendez's Trio put out two disks last month, and each has already hit 10,000. Recording costs on such dates are nominal. Coda, three years ago, issued *Begin the Beguine* and *Rhumba Rhapsody*, with the Noro Morales Quintet. Each has approached 100,000 and is a steady seller.

Seeco, headed by Sidney Siegel, has an annual sale of more than 750,000 records, about 75 per cent of which it exports. This figure doesn't include disks pressed in Mexico by Columbia from Seeco masters. Bobby Capo's *La Mucura*, one of the year's biggest Latin smashes, has gone close to 100,000 since mid-August. Of this amount 25,000 were sold domestically. Daniel Santos' *Cancion de las Serrani* has sold 75,000, most of which were exported. Santos is now cutting for Victor, the Seeco has a big backlog of unreleased masters. According to the Latin indies, the majors do virtually no Latin jock promotion. There are only a handful of rumba disk programs, but they account for plenty of sales, according to Oller.

Rhythm and Blues

In the rhythm-and-blues field, such indies as Atlantic, King, Alladin, Miracle, Supreme and Savoy have come up with sensational sellers. Most of their sides have displayed an acute awareness of their market's ephemeral predictions. Savoy's Herman Lubinsky and Teddy Reig have led the way on many occasions, and the label's original waxing of *The Hucklebuck* is reported to have hit around 500,000. Atlantic's prexy, Herb Abramson, who once came up with an *Open the Door, Richard* for National, and also waxed that label's big sides with The Ravens and Billy Eckstine, has come up with a new star, Ruth Brown, on his own label. Her first record, *So Long*, has been out three months and sold 65,000. The label's big click was Stick McGhee's *Drinkin' Wine, Spo-Dee-O-Dee*, released in March and, according to publisher's statement, hitting 170,000 at the end of the last quarter. It's now up to about 200,000 and is enjoying a late spurt. Joe Morris' small combo dinking of *Beans and Corn Bread* has done 70,000 to date. The diskery anticipates a total sale of 950,000 disks this year.

Sensation, another rhythm-blues outfit, has had several platters hit between 70,000 and 100,000 sales this year. A Crystalette sleeper, *Ain't She Sweet?*, by Mr. Goon Bones, has sold close to 500,000. The Tempo etching of *Margie*, by the original Mr. Bones, hit 376,000 between the first of the year and the end of the last quarter. This platter, which retails at \$1.05, was the first of the gimmicked "Bones" novelties to hit.

Hillbillies Score

King, 4-Star, Imperial and several more are racking up startling figures in Country-Western territories. The original dinking of *Why Don't You Haul Off and Love Me?*, cut for King by Wayne Raney, has hit 250,000, and versions are now available on all major labels. None of these, however, has approached Raney's mark. Another King disk, *Blues Stay 'Way From Me?*, by the Delmore Brothers, is close to 125,000 in six weeks, and the other companies have just begun to cover the tune. King, masterminded by Sid Nathan, virtually dominated the folk field during some months of this year.

In the pop field, Eddie Heller's Rainbow outfit managed to get out the first version of *She Wore a Yellow Ribbon* about six weeks ago. The major companies are just getting theirs out, but Rainbow has a head start of 85,000 disks. Tower Records in Chicago, which has turned over some of its more recent cutting to London, did very well on its own when it turned up orkster Benny Strong, who in turn smashed thru with revivals of *That Certain Party* and *When My Sugar Walks Down the Street*. Strong is now with Capitol.

Heidt Surprise

On of the most amazing indie successes was scored by Horace Heidt's Dick Contino Album. This package has already sold well over 100,000 units and is about to come out on an LP disk.

Of course, the majors have their surprises too. According to the New York City Columbia distrib, Times-Columbia, the biggest selling Columbia artist group in this city is Los Panchos. This Mexican trio knocked around town for several years, recorded for Coda, and did nothing. Then they went to Mexico, cut for Columbia, and now their disks average better than 20,000 copies each in this city alone. (In Mexico they are the Number One disk attraction.) They reportedly outsell all other Columbia disks here with the exception of an occasional top pop. Columbia releases about two of their disks monthly.

Boyd Cuts Initial Album for Capitol

HOLLYWOOD, Nov. 26.—Bill Boyd recorded his first *Hopalong Cassidy* album for Capitol Tuesday (22), using original characters of his radio and film series. Still untitled, album is heralded by its writer-producer, Alan Livingston, as "something entirely different" in kidisk technique.

Altho diskery remained mum on its innovation, it's expected to follow along the "record reader" pattern created by Capitol. Four-side disk book will be released in early January. Album will be Western yarn narrated by Boyd, using Andy Clyde as California, Rand Brooks as Lucky, and will even include Hoppy's horse, Topper, for the sake of realism.

US To Quiz All Showbiz Facets Before Acting on World Copy't

(Continued from page 4)

International convention for the purpose of drafting a world copyright pact is desirable. Future UNESCO action on a global pact will depend upon the nations' answers to this question.

Other parts of the questionnaire will ask what provisions for minimum copyright protection should be included in a global pact, whether the nation replying wants to make any reservations, whether copyright protection should be extended only on a reciprocity basis or on a world-wide basis and what additional provisions the country wants included in an international copyright treaty.

In the event that the poll of the countries of the world is favorable to the idea of a global treaty, UNESCO is expected to proclaim a copyright conference at its meeting next May, with the confab to be held in late 1950 or early 1951. The conference would draft a treaty, which

Music—As Written

Palmer, Edelstein Ink Exclusive Dreyer Pact

The songwriting team of Bill Palmer and Harry Edelstein, of Chattanooga, has been signed to an exclusive writers' contract by Dave Dreyer Music. The team was discovered by WDEF deejay Jim Garner. Dreyer has also obtained the American rights to "The Golden Haired Boy From the Valley" from Edward Krassner Music in England. The material, a dramatic opus in the "Tenement Symphony" vein, has been cut by British warbler Lee Lawrence, on two sides of a London disk.

McKinley for N. Y. Cafe Rouge Christmas Week

Ray McKinley's ork will fill the last remaining week in the line-up of the Cafe Rouge of the Hotel Statler in New York. McKinley will play the room from December 19 thru 25. Preceding him at the hostelry will be Sammy Kaye's crew and following him will be Frankie Carle and his band. Both Kaye and Carle refused to play additional weeks, preferring to vacation thru Christmas Day, thereby opening up the week for the McKinley organization.

Period Records Bows With Exclusive LP Policy

A new diskery devoted exclusively to long-playing records has set up its stand in New York. Period Records, with Frank Stevens as general manager, will specialize in longhair works, beginning with the release of Charles Ives's "String Quartet No. 2," played by the Walden String Quartet, of Cornell University. The next release will be the abridged version of Tchaikowsky's opera "Eugen Onegin." The latter dinking was formerly issued on shellac by Disc Records. Phoenix is the metropolitan distrib.

Yellen & Fain Suspends Operations

Yellen & Fain, music publishing house owned by tunesmiths Jack Yellen and Sammy Fain, has temporarily suspended operations prior to dissolution of the partnership. Following reorganization, Yellen will continue in the publishing business and will open a new office after the first of the year.

Joyce Plans Deals To Add Pic Names

With a string of Western attractions and recording musical units to offer, Jolly Joyce, head of the Jolly Joyce Agency in Philadelphia, heads for the West Coast to negotiate picture deals for his talent stable. He will negotiate for the Duke of Paducah (Whitey Ford); Rosalie Allen, RCA Victor cow gal thrush; Steve Gibson and the Red Caps; Three Peppers, recording instrumental-vocal unit, and Carmen D'Antonio, exotic terpster. Joyce will remain on the Coast until the end of the year.

New Cap Branch Managers: Latuska, Warner

A couple of branch manager changes have been made in Capitol Records' Eastern region. Al Latuska has replaced Richard Welsh as headman of the diskery's Boston branch. Welsh resigned from his post recently. John Warner, formerly a salesman in Cap's Hartford, Conn., branch, was appointed manager of that branch last week.

Mooneys and Barrons A-Feudin' Over Disk of "Lake in Loveland"

NEW YORK, Nov. 26. — The Mooneys and the Barrons are at it again! Orkster Blue Barron and Art Mooney, both of whom record for

MGM Records, have been going thru another verbal battle over a tune which, in this particular instance, has been recorded by Mooney. The last time the musical might tangled over a song it involved *Cruising Down the River*, which Barron recorded and which gave the maestro his first big dinking on MGM.

The current squabble is over an English tune, *There's a Lovely Lake in Loveland*. The story goes something like this: A couple of weeks ago Barron was handed a copy of the tune by Reg Connelly, the English publisher who is visiting this country. Believing that he had it "exclusive," Barron took no immediate action on the song.

Mooney Slices Tune

Meanwhile, Mooney, in town for a few days between dates, was shown the tune sometime during the same week in which Barron got his copy. But Mooney saw his copy via Mills Music, which firm acquired the American publishing rights to the song from Connelly. And Mooney immediately called up MGM's Harry Meyerson and reserved the tune for recording. Three days later Mooney sliced the tune.

Barron, shortly after the Mooney recording date, got to Meyerson, found out about Mooney's etching of the song and blew his top. Meyerson has since been trying to salve Barron's feelings, and all parties have, as usual, thrown all the blame elsewhere.

would then be submitted to all countries for ratification.

Could Take Years

Ratification of an international treaty is a lengthy process that could take years before a majority of the countries of the world signify their adherence to a global copyright pact. However, it is the custom for such a treaty to go into effect for countries ratifying it as soon as a prescribed minimum number are signed up.

The international committee of copyright experts which drew up recommendations for a world pact last summer is to be convened again in February or March to examine responses to the questionnaires received by that time. U. S. members of the committee are Dr. Luther Evans, Librarian of Congress; A. Fisher, assistant registrar of copyrights; John Schulman, New York attorney, and Federal Judge C. Wyzanski.

PLATTER SPINNERS DOFF SKIMMERS TO NEW HIT!

WESTERN UNION



ENOCH LIGHT'S LINCOLN RECORD OF I LOVE HER-OH-OH-OH HAS EVERYTHING IT TAKES TO MAKE A HIT. A FINE PERFORMANCE. MARTIN BLOCK - WNEW ("Make Believe Ballroom")



ENOCH LIGHT AND HIS ORCHESTRA TOPS VOCALS TERRIFIC. I LOVE HER OH-OH-OH SURE FIRE HIT. JACK LACY - WINS ("Listen to Lacy")



CONGRATULATIONS TO ENOCH LIGHT ON A SENSATIONAL RECORDING OF "I LOVE HER OH, OH, OH." AM LOOKING FOR LOTS OF REQUESTS. PAUL BRENNER - WAAT ("Requestfully Yours")



ENOCH LIGHT'S "I LOVE HER OH-OH-OH" IS A SMASH HIT IF I EVER HEARD ONE. NEVER HAD SUCH INSTANTANEOUS REACTION FROM ONE RECORD. TED STEELE - WMCA ("Mr. & Mrs. Music")



HAVE NO FEAH BIG JOE IS HEAH DONT WORRY BOUT NUTHIN I LOVE HER OH OH OH WILL HAVE EVERYONE SHOUTING EUREKA. ITS A SURE HIT. "BIG JOE" ROSENFELD, JR. - WOR ("Happiness Exchange")

"I LOVE HER, OH! OH! OH!"

by McCARTHY, MORAN & MONACO

Sensational Recording on Unbreakable Vinyl by ENOCH LIGHT and his ORCHESTRA

Vocal refrain by The Cloverleaf Four
(Backed by: "If I Had a Thousand Lives to Live")

It's the bell-ringing, all-America's-singing sleeper tune of the year! An out-of-this-world job by Enoch Light, pressed on unbreakable vinyl.

Operators: Your price 27¢ net. Standard discounts to dealers and distributors!



Lincoln RECORDS

DEEJAYS!

Your copy's waiting!

Write, wire, phone or take a Mule Train for your pressing!

LINCOLN RECORDS

8 W. 40th St.,
New York, N. Y.
L'ongacre 3-4281

An Andrews Sisters Christmas Party on Decca!

BING CROSBY
WITH
ANDREWS SISTERS

"TWELVE DAYS OF CHRISTMAS"
"HERE COMES SANTA CLAUS"

"JINGLE BELLS"
"SANTA CLAUS IS COMIN'
TO TOWN"



DANNY KAYE
WITH
ANDREWS SISTERS

"ALL I WANT FOR CHRISTMAS
IS MY TWO FRONT TEETH"

"A MERRY CHRISTMAS AT
GRANDMOTHER'S HOUSE"



GUY LOMBARDO
WITH
ANDREWS SISTERS

"MERRY CHRISTMAS POLKA"
"CHRISTMAS CANDLES"

"WINTER WONDERLAND"
"CHRISTMAS ISLAND"



Management - **LOU LEVY**
RKO Bldg., Radio City, New York

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending November 25

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. MULE TRAIN** 1
By Hy Heath, Johnny Lange and Fred Glickman
Published by Walt Disney (ASCAP)
From Republic's "Singing Guns"
Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Cuipeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 2. SLIPPING AROUND** 3
By Floyd Tillman
Published by Peer, Intl. (BMI)
Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55024; F. Tillman, Col (78)20581; (33)2 216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whitting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505.
Electrical transcription libraries: Texas Jim Lewis, Standard.
- 3. THAT LUCKY OLD SUN** 2
By Smith-Gillespie
Published by Robbins Music Corp (ASCAP)
Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.
Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.
- 4. I CAN DREAM, CAN'T I!** 4
By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP)
Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092.
Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.
- 5. DON'T CRY, JOE** 5
By Joe Marsala
Published by Harms, Inc. (ASCAP)
Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.
Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.
- 6. A DREAMER'S HOLIDAY** 7
By Kim Gannon and Mabel Wayne
Published by Shapiro-Bernstein (ASCAP)
Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Cano, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10586; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070.
Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.
- 7. YOU'RE BREAKING MY HEART** 6
By Gemaro and Skylar
Published by Algonquin (BMI)
Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546; (LP)1-296; V. Damone-G. Oser Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tone 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-001.
Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivane, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.
- 8. JEALOUS HEART** 8
By Jennie Lou Carson
Published by Acauff-Rose Publications (BMI)
Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence V(78)20-3539; (45)47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24731; H. Winterhalter Ork, Col 38553; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts Coral 64023; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255.
Electrical transcription libraries: Bob Crosby, Standard; Johnny Guarnieri, Thesaurus.
- 9. SOMEDAY (YOU'LL WANT ME TO WANT YOU)** 9
By Jimmy Hodges
Published by Duchess (BMI)
Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 24694; V. Monroe Ork, V(78)20-3510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Tempo FR 658; P. Reed, Dance Tone 375; The Ravens, National 9089; Elton Britt, V 20-3864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard; K. Griffin, Rondo R-191.
Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus; Jerry Gray Ork, Standard.
- 10. DEAR HEARTS AND GENTLE PEOPLE** 9
By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)
Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596; (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757.
(No information on electrical transcription libraries available as The Billboard goes to press.)



'Way up on the charts!

**PERRY
COMO**
A DREAMER'S
HOLIDAY

RCA VICTOR 20-3543 (47-3036*)

Higher and higher it goes!

**FREDDY
MARTIN**
I'VE GOT A LOVELY
BUNCH OF
COCONUTS

RCA VICTOR 20-3554 (47-3047*)



THE BILLBOARD, Jocks, Retailers
and Ops ALL picked this one!
It's surging ahead!

**TONY
MARTIN**
THERE'S
NO TOMORROW

RCA VICTOR 20-3582 (47-3078*)



Soaring to the top!

**FRAN
WARREN**
ENVY

RCA VICTOR 20-3551 (47-3044*)



THIS WEEK'S RELEASE!

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

POPULAR

COUNTRY AND WESTERN

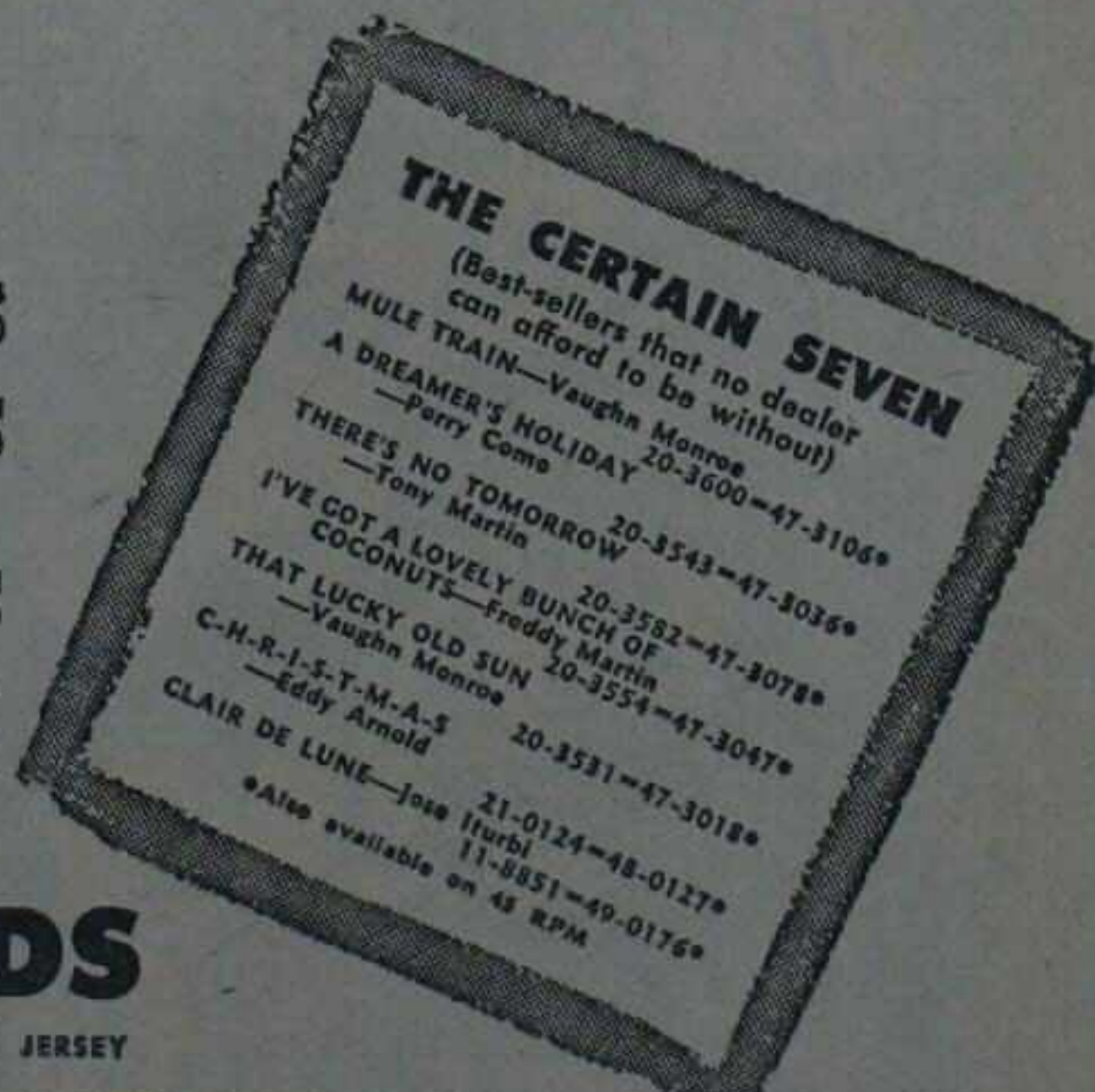
Scarlet Ribbons
(For Her Hair)
Mr. Trumpet Man
Now Them Blues Away
JUANITA HALL
20-3603 (47-3109*)
Iowa Indian Song
(IO—"WUH")
Johnson Rag
CLAUDE THORNHILL
20-3604 (47-3110*)
The Fluter's Ball
When You Look In The Heart
Of A Shamrock
PHIL REGAN
20-3605 (47-3111*)

Saddle On My Heart
It's Saturday Night
DALE EVANS
21-0144 (48-0148*)
Time Clock Of Life
Red Rocking Chair
CHARLIE MONROE
21-0145 (48-0149*)

RHYTHM

If I Can't Have You
Roll With The Boogie
JOE ROBINSON
22-0054 (50-0038*)

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



The stars who make the hits are on...

RCA VICTOR RECORDS

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

EVERY MONTH

Over 50,000 of
these amazing "45"
changers moving!

EVERY MONTH

Over 50,000
NEW record-sales
opportunities!



ONLY \$12.95


Fully automatic!
Plays thru any set!

WHAT A HAPPY SEASON
WITH THESE 2 TERRIFIC RECORDS!

NO. 495
List Price 75c

"SNOWY WHITE SNOW & JINGLE BELLS"

backed by "IF YOU KNOCK ON ANY DOOR ON CHRISTMAS DAY"



ON BOTH NO. 495 & NO. 302

PRIMO SCALA

Banjo and Accordion Band with the Keynotes

NO. 302
List Price 75c

JINGLES BELLS

backed by THE MISTLETOE KISS

LONDON

RECORDS

The London Gramophone Corp. 18 W. 22 St. N.Y. 10, N.Y.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending November 25

BEST-SELLING SHEET MUSIC

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

POSITION				Publisher
Weeks to date	Last Week	This Week		
8	4	1.	DON'T CRY, JOE (R)	Harms, Inc.
7	3	2.	A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
4	5	3.	MULE TRAIN (R)	Walt Disney
8	2	4.	I CAN DREAM, CAN'T I? (R)	Chappell
14	1	5.	THAT LUCKY OLD SUN (R)	Robbins
8	6	6.	SLIPPING AROUND (R)	Peer, Int.
20	7	7.	YOU'RE BREAKING MY HEART (R)	Algonquin
13	8	8.	JEALOUS HEART (R)	Acliff-Rose
8	10	9.	I NEVER SEE MAGGIE ALONE (R)	Bourne
15	12	10.	SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
23	9	11.	ROOM FULL OF ROSES (R)	Hill & Range
2	13	12.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
11	11	13.	HOP SCOTCH POLKA (R)	Cromwell
1	—	14.	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Coriell
1	—	15.	WHITE CHRISTMAS (R)	Berlin
2	15	16.	JOHNSON RAG (R)	Miller

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

ENGLAND'S TOP TWENTY

POSITION				English	American
Weeks to date	Last Week	This Week			
6	1	1.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
13	2	2.	CONFIDENTIALLY	Chappell	*
14	3	3.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
26	4	4.	FOREVER AND EVER	Francis Day	Robbins
10	5	5.	WEDDING SAMBA	Leeds	Duchess Music
1	6	6.	HOP SCOTCH POLKA	Leeds	Cromwell
14	7	7.	LEICESTER SQUARE RAG	Norris	*
1	17	8.	HARRY LIME THEME	Chappell	Chappell
34	11	9.	HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Peter Maurice
19	9	10.	CARELESS HANDS	Edwin Morris	Melrose Music
21	13	11.	RIDERS IN THE SKY	Morris	Morris
20	8	12.	ECHO TOLD ME A LIE	Chappell	Chappell
10	15	13.	SHAWL OF GALWAY GREY	Connelly	*
7	12	14.	ROSE IN A GARDEN OF WEED	Box and Cox	*
5	15	15.	BABY, IT'S COLD OUTSIDE	Morris	Morris
3	14	16.	MONDAY, TUESDAY, WEDNESDAY	Dash	*
1	17	17.	I'LL STRING ALONG WITH YOU	Feldman	Witmark
19	10	18.	WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
1	17	19.	SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	At Calico
23	17	20.	AGAIN	Francis Day	Robbins

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

Name \$10 enclosed

Address Bill me

City Zone ... State

You'll go NUTS, by yiminy, when you hear this yumping record!

YOGI YORGESSON

"I YUST GO NUTS AT CHRISTMAS"

and

"YINGLE BELLS"



with the Johnny Duffy Trio

Capitol No. 57-781 — 78 rpm



TOPS IN POPS FOR DANCING!



Ray Anthony

and his Orchestra

Dance Band of the Year

- "A Dreamer's Holiday" and "Bye Bye Baby" Capitol No. 57-761 78 rpm
- "Yesterdays" and "House Party" Capitol No. 57-734 78 rpm
- "The Darktown Strutters' Ball" Capitol No. 57-622 78 rpm



Jan Garber

and his Orchestra

A Perennial Favorite

- "The Blossoms on the Bough" and "I Love My Baby (My Baby Loves Me)" Capitol No. 57-771 78 rpm
- "You're Breaking My Heart" Capitol No. 57-719 78 rpm
- "Jealous Heart" and "The Hop-Scotch Polka" Capitol No. 57-759 78 rpm



Benny Strong

and his Orchestra

Strong With Dancers Everywhere

- "Dear Hearts and Gentle People" and "You're the One" Capitol No. 57-757 78 rpm
- "I Never See Maggie Alone" and "When My Sugar Walks Down the Street" Capitol No. 57-750 78 rpm



Skitch Henderson

and his Orchestra

Famed for Smart, Distinctive Tempos

- "The Music Goes 'Round and Around" and "My Blue Heaven" Capitol No. 57-789 78 rpm



Ray Robbins

and his Orchestra

A New Capitol Sensation

- "Bibbidi-Bobbidi-Boo (The Magic Song)" and "Skirts" Capitol No. 57-778 78 rpm

Phone or Wire Your Distributor TODAY!



First with the Hits from Hollywood

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of
Week Ending November 25

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks Last	This	Pos.	Title	Artist	Label
3	1	1	MULE TRAIN	Laine-M. Miller Ork	Mercury 5345-ASCAP
24	2	2	THAT LUCKY OLD SUN	Laine	Mercury 5316-ASCAP
14	3	3	SLIPPING AROUND	J. Wakely-M. Whiting	Cap 57-40224-BMI
3	4	4	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
1	4	5	I CAN DREAM, CAN'T IT	Andrews Sisters-G. Jenkins Ork	Dec 24705-ASCAP
3	7	6	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036-ASCAP
26	8	7	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720-ASCAP
26	16	8	YOU'RE BREAKING MY HEART	V. Damone-G. Oser	Mercury 5271-BMI
3	14	9	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368-ASCAP
3	22	10	MULE TRAIN	V. Monroe Ork	V 20-3600-ASCAP
1	37	11	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
4	9	12	DON'T CRY, JOE	R. Flanagan Ork	Bluebird 30-0007-ASCAP
26	11	13	THAT LUCKY OLD SUN	V. Monroe Ork	V(78)20-3531; (45)47-3018-ASCAP
3	23	14	MULE TRAIN	G. MacRae	Cap 57-777-ASCAP
26	8	15	YOU'RE BREAKING MY HEART	N. Clark	Col(78)38544; (LP)1-296-BMI
3	19	16	A DREAMER'S HOLIDAY	N. Clark	Col(78)38599; (LP)1-353-ASCAP
1	26	17	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047-ASCAP
1	37	18	DON'T CRY, JOE	F. Sinatra	Col(78)38555; (LP)1-313-ASCAP
7	18	18	ENVY	F. Warren	V(78)20-3551; (45)47-3044-BMI
3	27	26	WHY WAS I BORN	V. Damone	Mercury 5328-ASCAP
1	-	26	I CAN DREAM, CAN'T IT	T. Beneke Ork	V(78)20-3553; (45)47-3048-ASCAP
26	21	23	WHISPERING HOPE	J. Stafford-G. MacRae	Cap 57-690-ASCAP
3	16	23	I CAN DREAM, CAN'T IT	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377-ASCAP
1	-	24	FOOL'S PARADISE	B. Eckstine	MGM 16562-ASCAP
3	22	25	A DREAMER'S HOLIDAY	R. Anthony Ork	Cap 57-761-ASCAP
1	-	26	TOOT, TOOT, TOOTSIE	M. Blane	Cap 57-760-ASCAP
3	24	27	I WANNA GO HOME	P. Como-Fontane Sisters	V(78)20-3586; (45)47-3082-ASCAP
3	20	28	MY HERO	R. Flanagan Ork	Bluebird 30-0006-ASCAP
26	13	29	SOMEDAY	V. Monroe Ork	V(78)20-3510; (45)47-2986-BMI
1	-	30	THERE'S NO TONMORROW	T. Martin	V(78)20-3587; (45)47-3078-ASCAP

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, November 18, 8 a.m., and ending Friday, November 25, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Dreamer's Holiday (R)	Shapiro-Bernstein-ASCAP
A Thousand Violins (F) (R)	Paramount-ASCAP
Ain't She Sweet? (R)	Advanced-ASCAP
Bye, Bye, Baby (M) (R)	J. J. Robbins-ASCAP
Crocodile Tears (R)	Johnstone-Montel-BMI
Dear Hearts and Gentle People (R)	E. H. Morris-ASCAP
Don't Cry, Joe (R)	Harms, Inc.-ASCAP
Hucklebuck (R)	United-ASCAP
Hush, Little Darlin' (R)	Michael-BMI
I Can Dream, Can't It (R)	Chappell-ASCAP
I Never See Maggie Alone (R)	Bourne-ASCAP
I've Got a Lovely Bunch of Coconuts (R)	Cornell-ASCAP
Jealous Heart (R)	Acuff-Rose-BMI
Just for Fun (R)	Paramount-ASCAP
Mule Train (F) (R)	Walt Disney-ASCAP
My Street (R)	Campbell-BMI
Now That I Need You (F) (R)	Famous-ASCAP
River Seine (R)	Remick-ASCAP
Room Full of Roses (R)	Hill & Range-BMI
Rudolph, the Red-Nosed Reindeer (R)	St. Nicholas-ASCAP
She Wore a Yellow Ribbon (F) (R)	Regent-BMI
Slipping Around (R)	Peer, Int.-BMI
Some Enchanted Evening (M) (R)	Williamson-ASCAP
Someday (You'll Want Me to Want You) (R)	Duchess-BMI
That Lucky Old Sun (R)	Robbins-ASCAP
The Last Mile Home (R)	Leeds-ASCAP
Through a Long and Sleepless Night (F) (R)	Miller-ASCAP
Toot, Toot, Tootsie (F) (R)	Feist-ASCAP
Way Back Home (R)	Bregman-Vocco-Conn-ASCAP
You're Breaking My Heart (R)	Algonquin-BMI

(RH) SYSTEM

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

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

Week of November 18 to November 24

Songs	Publisher	Tot. Pts.
A Dreamer's Holiday	Shapiro-Bernstein	167
A Thousand Violins (F)	Famous	104
Ain't She Sweet?	Advanced	74
Bye, Bye, Baby (M)	J. J. Robbins & Sons	82
Dear Hearts and Gentle People	E. H. Morris	147
Dime a Dozen	E. H. Morris	64
Don't Cry, Joe	Harms, Inc.	252
Envy	Encore	65
Festival of Roses	Witmark	66
Hush Little Darlin'	Michael	102
I Can Dream, Can't It	Chappell	218
I Never See Maggie Alone	Bourne	96
If I Ever Love Again	Paxton	54
Jealous Heart	Acuff-Rose	61
Just for Fun (F)	Paramount	75
Make Believe You Are Glad When You're Sorry	Triangle	67
Maybe It's Because	Bregman-Vocco-Conn	55
Mule Train (F)	Walt Disney	105
My Street	Campbell	65
Rudolph the Red-Nosed Reindeer	St. Nicholas	82
She Wore a Yellow Ribbon (F)	Regent	63
Slipping Around	Peer, Int.	119
Some Enchanted Evening (M)	Williamson	57
Someday (You'll Want Me to Want You)	Duchess	87
That Lucky Old Sun	Robbins	198
The Last Mile Home	Leeds	107
Toot, Toot, Tootsie (F)	Feist	104
Way Back Home	Bregman-Vocco-Conn	102
Younger Than Springtime (M)	Williamson	65
You're Breaking My Heart	Algonquin	58

Vox Jox

PHILLY PHADDLE . . . Joe Grady and Ed Hurst (WFEN), who pilot the "950 Club," are staging an amateur talent search among senior high school students in connection with their daily spinney show, with the top winner to be named next May, getting a \$1,000 scholarship at the Granoff School of Music here, plus prizes for the "Talent Scouts" bringing in the finalists. . . . Kid Swingsies (Kay Williams), who did a spin session on WIBG last year, linked with WTTM in near-by Trenton, N. J., for an hour every midnight. . . . John Little, local branch manager for Decca, hosted the town's deejays at the Hotel Warwick to meet up with maestro Gordon Jenkins. . . . Stu Wayne (KYW) emceed the report luncheon for the Community Chest campaign and is making personal appearances at Baltimore meat markets. . . . Oscar Treadwell, deejay at WEDN across the river in Camden, N. J., is spinning the platters for the teenagers at the Teen & 20 Club, Oaklyn, N. J. . . . Ed Barsky, local MGM disc distributor, is lining up the air spinners to welcome Billy Eckstine for his opening at the Earle Theater December 26.

GIMMIX . . . Bob Milford is playing Cupp these days on his Old Maids' Club seg, a division of his regular 1240 Club stint at WCHV, Charlottesville Va. The plan is to throw a party to bring together spinners and bachelors of the area. . . . Harry Nigocia, WJBW, New Orleans, show recently broadcast from the window of a local music store in a Victor 45 promotion stunt, brought his fictitious character, "The Maestro," before the public eye for the first time. The Maestro, played by Nigocia's brother-in-law, played his part to perfection—fanning Nigocia as the latter did the show. . . . Ted Booth, WGIG, Brunswick, Ga., recently relaxed while programming 105 solid minutes of Columbia LP's, ad-libbing bridges while the disks changed. . . . Howard Malcolm threw a "day" for a colleague in a usually unsung spot—the new-caster studio at the station, WCOP, Boston. A slew of gifts came in and an overflow mob jammed the studio during the ceremonies honoring Jack Chan, the amazed newsmen. . . . Leo Underhill has a jackpot telephone giveaway at WCKY, Cincinnati, with \$2 prizes going to listeners who correctly identify standard tunes and also thereby become eligible for a crack at the \$50 grand award. . . . Rex Dal also at WCKY, has fans phone in numbers from 1 to 8,000, then plays the record so numbered the station library.

GROSSLY EXAGGERATED

George Peters, of Stuart, Fla., whose chore it is to read death notices during a show sponsored by a local undertaker at WIRA, Fort Pierce, pulled up short when he began to read: "Friends and relatives wish to announce the death of George Peters of Stuart, Fla." He read thru the item and then went on to hunt for the wattery's playful continuity scribbler.

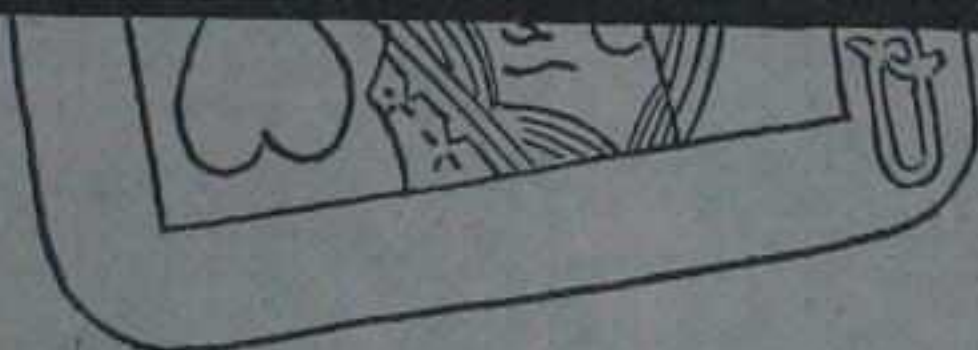
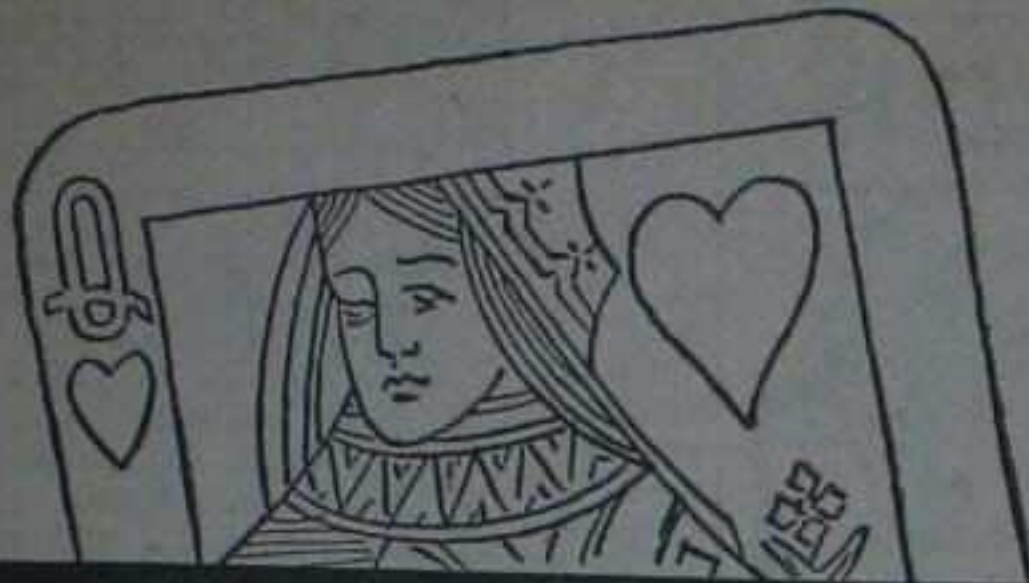
FOLK FARE . . . Ed Tacy is all-out to country music at WGAC, Augusta, Ga. He has a hour and 45 minutes of recorded hillbilly and Western music daily, plus a half-hour of live mountain music every noon with his group, The Smokey Mountaineers. . . . Dal Stallard, KCMO, Kansas City, Mo., says his best show is the Saturday Hillbilly Hit Parade, with selections made by listener votes. . . . Bill Garr, KWKW, Pasadena, Calif., in addition to pop stints, does Rodeo Bill's His Western Hayride, a daily half-hour, across-the-board out opus.

EASTERN BEAT

The envy of every jock in the land must be Sid Dickler, of WHOD, Homestead, Pa., and WMCK, McKeesport, Pa. Sid does his WHOD show from his home where he maintains his own studio and a library of everything from "hop to Beethoven," as he puts it. "In the very near future, plans materializing, WMCK will also throw in a line to my home and all my radio work will emanate from there," Sid tells us. . . . Joe Girard, who has been off the air several months since he left WCCC, Hartford, Conn., is back at the mike at WHTT, same city. . . . Ed Coleman has launched a new show at WICC, Bridgeport, Conn. He formerly conducted the Just Jazz jumper over WLIZ, also in Bridgeport. . . . Kai Ross, after a year and a half piloting The Filekeeper's Show at WNDR, Syracuse, N. Y., is now handling a disk stint at WPWA, Chester, Pa. . . . Merrill (Baldy) Smith now does his Requestfully Yours show in a two-hour afternoon spot at WIDE, Biddeford, Me.

STRICTLY FROM DIXIE . . . George Gregory and Tom Edwards have named the forthcoming platter show Cretocrat and have been coiffed for its debut. . . . Harry Curran, WXG, Richmond, Va., e.t.d interviews with members of the Jimmy Dorsey band when that ork played one-nighter in town. . . . Dennis Griffin is doing a two-hour stint six days a week at KCNY, Sa

(Continued on page 26)



"A GAME OF BROKEN HEARTS"

a great recording by

Kay Starr



Capitol No. 792 - 78 rpm

Backed by



Phone or Wire Your Distributor TODAY!

First with the Hits from Hollywood!



The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending November 25



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 2,400 largest dealers, representing every important market area.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Copyright info.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Copyright info.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Copyright info.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Copyright info.

POP ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label, and Copyright info.

Dealer Doings

FREE TURKEY AD . . . An ad that appeared in the paper on December 4, last year, did such terrific business for Wally and Renee Manola, of the Carlisle Radio Shop, Carlisle, Pa., that it bears repeating.

CONCERT PROMOTIONS . . . The Harvey West Music Company, Greensboro, N. C., has had several successful experiences with inexpensive tie-ins with local concerts.

TELL THE PARENTS . . . An excellent way to promote sales of children's records is suggested by Jimmy Whittle, A. S. Mehagian Record Store, Phoenix, Ariz. . .

KID CATERING . . . Assigning a clerk to a special kid's and player department for the purpose of playing records for kid customers is a selling technique that pays off.

SURPRISE PACKAGE . . . A gift idea that was started last Christmas and carried over thru the year is reported by Earl Poinar, Poinar Music, Cleveland.

NEW YORK RE-CAP . . . Bernard Simon, music house, Buffalo, writes to remind dealers that it isn't too early to start planning post New Year promotions.

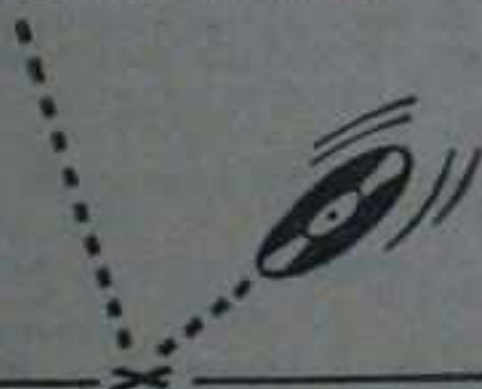
VOX JOX (Continued from page 24) Marcos, Tex. One is a rhythm show, the other a country caper, with both beamed at local campuses.

THE HITS KEEP COMING



NEW HITS ON
M-G-M RECORDS
and all on
METROLITE
NON-BREAKABLE!

UNDER NORMAL USE



Singles to Double Your Sales

- | | |
|---|------------------------------|
| SHENANIGANS
The River Seine | ART MOONEY
M-G-M 10564 |
| MY BUCKET'S GOT A HOLE IN IT
I'm So Lonesome I Could Cry | HANK WILLIAMS
M-G-M 10560 |
| SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
In A Little Garden | BLUE BARRON
M-G-M 10534 |
| SO BLUE
Bye Bye Baby | ART LUND
M-G-M 10542 |
| YOU'VE CHANGED
And It Still Goes | BILL FARRELL
M-G-M 10519 |

M RECORDS • THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF THE STARS

BILLY ECKSTINE



FOOL'S PARADISE

YOU'RE WONDERFUL

M-G-M Non-Breakable 10562

BLUE BARRON



ROSE McGILLICUDY

THE PHOTOGRAPHER AND THE STENOGRAPHER

M-G-M Non-Breakable 10573

BILL FARRELL



SOME HEARTS SING

YOUR EYES

M-G-M Non-Breakable 10576

MACKLIN MARROW



THE GALLOPING COMEDIANS CANCAN

M-G-M Non-Breakable 30221

TOMMY TUCKER



SHE WORE A YELLOW RIBBON

(From the RKO picture "She Wore A Yellow Ribbon")

IF I WERE YOU (I'd Fall In Love With Me)

M-G-M Non-Breakable 10572

BOB WILLS



IDA RED LIKES THE BOOGIE

A KING WITHOUT A QUEEN

M-G-M Non-Breakable 10570

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

M-G-M RECORDS • THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF THE STARS

M-G-M RECORDS • THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF THE STARS

THE MUSIC OF THE STARS • M-G-M RECORDS • THE MUSIC OF

AGAIN MERCURY GIVES YOU A WINNER!



The Most Unusual
The Best Selling
Version of ALL

"THE OLD MASTER PAINTER"

Richard Haynes

MERCURY 5342

Only *Mercury* has

the hits on **NON BREAKABLE RECORDS**

The Billboard MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
Based on reports received last three days of Week Ending November 25

MOST-PLAYED JUKE BOX RECORDS

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

POSITION				
Weeks to date	Last Week	This Week	Record	Label
12	1	1	SLIPPING AROUND	J. Wakely and M. Whiting Cap 57-40224—BMI
3	5	2	MULE TRAIN	F. Laine-M. Miller Ork. Mercury 5345—ASCAP
13	2	3	THAT LUCKY OLD SUN	F. Laine Mercury 5316—ASCAP
10	3	4	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters Dec 24705—ASCAP
10	4	5	DON'T CRY, JOE	G. Jenkins Ork. Dec 24720—ASCAP
3	11	6	MULE TRAIN	Bing Crosby-P. Botkin's String Band Dec 24798—ASCAP
11	7	7	THAT LUCKY OLD SUN	V. Munroe Ork. V(78)20-3531; (45)47-3018—ASCAP
5	8	8	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely Cap 57-40246—BMI (J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)
13	6	9	JEALOUS HEART	A. Morgan Ork. London 500—BMI
8	9	10	A DREAMER'S HOLIDAY	P. Conno V(78)20-3543; (45)47-3036—ASCAP
21	9	11	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork. Mercury 5271—BMI (R. Flanagan Ork, Bluebird 30-0001; B. Clark, Col(78)38546, (LP)1-296; B. Harrington, Vocalion 55019; R. Case Ork, MGM 10478; J. Garber, Cap 57-719; P. Reed, Dance-Tone 351; Ink Spots, Dec 24693; T. Manners, Varsity 160; P. Brito, Harmony 1051)
15	19	12	YOU'RE BREAKING MY HEART	Ink Spots Dec 24693—BMI
4	14	13	JOHNSON RAG	J. Tettef Trio London 501—ASCAP (A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hoyman Quartet, Rondo 207; J. Dorsey Ork, Col 38649; C. Thornhill Ork, V(78)20-3604; (45)47-3110; P. Bailey, Harmony 1088)
16	12	14	SOMEDAY	V. Munroe Ork. V(78)20-3510; (45)47-2956—BMI
8	22	14	JEALOUS HEART	B. Lawrence V(78)20-3539; (45)3029—BMI
13	13	16	YOU'RE BREAKING MY HEART	B. Clark, Col(78)38546; (LP)1-296—BMI
22	—	17	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets V 20-2441—BMI (P. Reed, Dance-Tone 355; E. Howard, Mer 5296; J. Searle Ork, Bluebird 31-0012; Cass County Boys, Dec 46174; Sons of the Pioneers, V 21-0065; S. Sims, Coral 60067; P. Terry-R. Arthur Quartet, Hi-Tone 145; D. Haymes, Dec 24632; The Starlighters-P. Weston Ork, Cap 57-617; G. Morgan, Col(78)20594, (LP)2-272; P. Brito, Harmony 1051; C. Foster & Ork, Vocalion 55013; P. Terry with R. Arthur Quartet, Hi-Tone 145; J. Wayne, Col(78)38525, (LP)1-278; M. Hogan, ABC-Eagle 197)
5	15	18	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork. V(78)20-3554; (45)47-3047—ASCAP (F. Martin Ork, V 20-3554; P. Scala, London 449; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; M. Blanc, Cap 57-780)
15	15	19	SOMEDAY	Mills Brothers Dec 24694—BMI
3	30	19	YOU'RE BREAKING MY HEART	R. Flanagan Ork. Bluebird 30-0001—BMI
10	28	21	YOU'RE BREAKING MY HEART	J. Garber Ork. Cap 57-719—BMI
1	—	21	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band Dec 24798—ASCAP
22	29	23	ROOM FULL OF ROSES	E. Howard Mercury 5296—BMI
11	18	23	JEALOUS HEART	J. Owens Dec 24711—BMI
12	25	25	I NEVER SEE MAGGIE ALONE	K. Roberts Coral 64012—ASCAP (T. Clayton Ork, Varsity 215; E. Cantor, Bluebird 30-0010; J. Day, Vocalion 55060; Hot Lips Page, Harmony 1077; B. Strong Ork, Cap 57-750; B. Hammon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 21-0023; T. Pastor Ork, Col 38609; A. "Guitar Boogie" Smith, MGM 10551; N. Lee, London 506)
15	21	26	MAYBE IT'S BECAUSE	G. Jenkins Ork-D. Haymes Dec 24650—ASCAP (E. Howard & Ork, Mer 5314; Bob Crosby & M. Morgan, Col 38504; H. Babbitt & Veitones, Vocalion 55014; L. Armstrong, Dec 24751; C. Thornhill Ork-R. McIntyre, V 20-3456; A. & D. Russell-P. Cole Ork, Cap 57-559)
1	—	26	A DREAMER'S HOLIDAY	B. Clark Col(78)38599; (LP)1-340—ASCAP
1	—	26	I WANNA GO HOME	P. Conno V(78)20-3586; (45)47-3082—ASCAP (A. Stordahl Ork-B. Williams-K. Carson, Col(78)38640, (33)1-409)
4	17	29	THERE'S NO TOMORROW	T. Martin V(78)20-3582; (45)47-3078—ASCAP (C. Rauazza, Dec 24782; C. Sprick Ork, London 554)
6	—	29	DIME A DOZEN	S. Kaye V(78)20-3532; (45)47-3010—ASCAP (Annie Lou-Danny Dill, Bullet 690; J. Atkins, Coral 60086; K. Kyser Ork, Col(78)38549, (LP)1-300; L. Noble Ork, Vocalion 55031; J. Owens, Dec 24711; A. Smith, MGM 10496; M. Whiting, Cap 57-709; K. Smith, Happiness 102; J. Walk & Ork, Mer 5312)

WARNING!

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

The Billboard

MUSIC POPULARITY CHARTS

Rhythm & Blues Records

PART VI

Based on reports received last three days of Week Ending November 25

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
9	1			1. SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
5	2			2. WHY DON'T YOU HAUL OFF AND LOVE ME? Is That All I Mean To You	Bull Moose Jackson	King 4322—BMI
4	2			3. FOR YOU, MY LOVE Lost My Baby	L. Darnell	Regal 3240
3	11			4. I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
11	—			5. ROOMING HOUSE BOOGIE Empty Arm Blues	A. Milburn	Aladdin 3032—BMI
1	—			6. HOMESICK BLUES Let's Have a Ball	C. Brown	Aladdin 3039
10	8			7. NUMBERS BOOGIE After School Blues	Sugar Chile Robinson	Cap 57-70037—BMI
1	—			7. BOOGIE AT MIDNIGHT The Blues Got Me Again	R. Brown	Deluxe 3300
2	13			9. GOOD DADDY BLUES Richest Guy in the Graveyard	D. Washington	Mercury 8154—BMI
3	—			9. FORGIVE AND FORGET So Much	The Orioles	Jubilee 5016
9	4			11. SNEAKIN' AROUND The Gal I Love	R. Render	London 17000—BMI
11	6			11. BROKEN HEARTED Red Head 'n' Cadillac	E. Williams	Supreme 1535—BMI
10	12			11. IT'S MIDNIGHT Midnight Whistle	Little Willie Littlefield	Modern 20-686—BMI
1	—			11. CRAWLING KING SNAKE BLUES Drifting From Door to Door	J. L. Hooker	Modern 714
1	—			11. DON'T PUT ME DOWN Nite Life Boogie	J. Higgins	Specialty SP 339
1	—			11. LONESOME CABIN BLUES Baba-Du-Lay Fever	Mercy Dee	Spire 11-001

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
9	1			1. SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
6	—			2. GUESS WHO? Ivory Joe Hunter	Ivory Joe Hunter	King 4306—BMI
1	—			3. FOR YOU, MY LOVE	L. Darnell	Regal 3240
4	5			4. JEALOUS HEART	Ivory Joe Hunter	King 4314—BMI
2	—			5. FAREWELL "Little" Willie Littlefield	Willie Littlefield	Modern 20-709
1	—			5. HOMESICK BLUES	C. Brown	Aladdin 3039
2	—			5. BOOGIE AT MIDNIGHT	R. Brown	Deluxe 3300
12	2			8. BROKEN HEARTED	E. Williams	Supreme 1535—BMI
2	4			8. LET'S MAKE CHRISTMAS MERRY, BABY	A. Milburn	Aladdin 3037
4	3			10. WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322—BMI
7	—			11. LONG JOHN BLUES	D. Washington	Mercury 8148—BMI
1	—			11. CUTTIN' OUT	A. Laurie	Regal 3235
15	4			13. ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304—BMI
5	6			14. LANDLORD BLUES	Ivory Joe Hunter	King 4306—BMI
3	7			14. ANGEL CHILD	Memphis Slim	Miracle 145
2	14			14. I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
17	—			14. CLOSE YOUR EYES	H. Lance	Sittin In-514—ASCAP

ADVANCE RHYTHM & BLUES RECORD RELEASES

- | | |
|---|---|
| Available
E. Cole (I Want) Gotham G-207
After Hour Session
F. Cuffey (Rumboogie Jive) Atlantic 889
A-Sleepin' at the Foot of the Bed
J. Dickens (I'm in) Col 20644
Barbecue Lounge
A. Stidham (I Send) V 50-0037
Bow-Wow!
A. Milburn (Let's Make) Aladdin 3037
Bring That Cadillac Back
H. Craxton (So Long) Gotham G-211
Come On, Baby
Little Willie Littlefield (Merry Christmas)
Modern Hollywood 20-716 | Cook That Stuff
C. Brown (Cleo's Boogie) Cap 57-70057
Cracklin' Bread
C. Barnhardt (Meet Me) Blue Note BN 1202
Credit Blues
J. Preston (Going Away) Gotham 206
Draggin' My Heart Around
T. Davis Ork (I Never) Dec 48122
Drifting Blues
A. Milburn (Real Pretty) Aladdin 3038
Get Yourself Another Guy
S. Churchill (I'll Never) Arco 1202
Have To Let You Go
"Lightnin'" Hopkins (Morning Blues) Aladdin 3035 |
|---|---|

ALADDIN

Watch HIT CHARTS for AMOS MILBURN

- "LET'S MAKE CHRISTMAS MERRY, BABY" Aladdin 3037
- "Bow-Wow" Aladdin 3037
- "REAL PRETTY MAMA" Aladdin 3038
- "Drifting Blues" Aladdin 3038

CHARLES BROWN
 "HOMESICK BLUES" Aladdin 3039
 "Let's Have a Ball" Aladdin 3039

CALVIN BOZE
 "SATISFIED" Score 4008
 "Working With My Baby" Score 4008

LIGHTNIN' HOPKINS
 "MORNING BLUES" Aladdin 3035
 "Have To Let You Go" Aladdin 3035

Available Nov. 28
 TWO SURE MONEY-GETTERS

SAUNDERS KING
 "STORMY NIGHT BLUES" Aladdin 3040
 "Unfaithful Blues" Aladdin 3040

RED SAUNDERS
 "4 A.M." Score 4009
 "Take It Upstairs" Score 4009



KEEP YOUR EYES ON THE NEF-O-LAC PROFIT BOOSTERS

Break resistant, Vinylite or Synthetic, the Nef-O-Lac record compound line is designed to keep you ahead of the times. Investigate the profit possibilities today. Learn how to build a constantly growing business with the line that has you in mind.

There's a NEF-O-LAC COMPOUND FOR ANY RECORD REQUIREMENT

A Written Request on Your Letterhead Will Bring You Sample Biscuits of Any Type



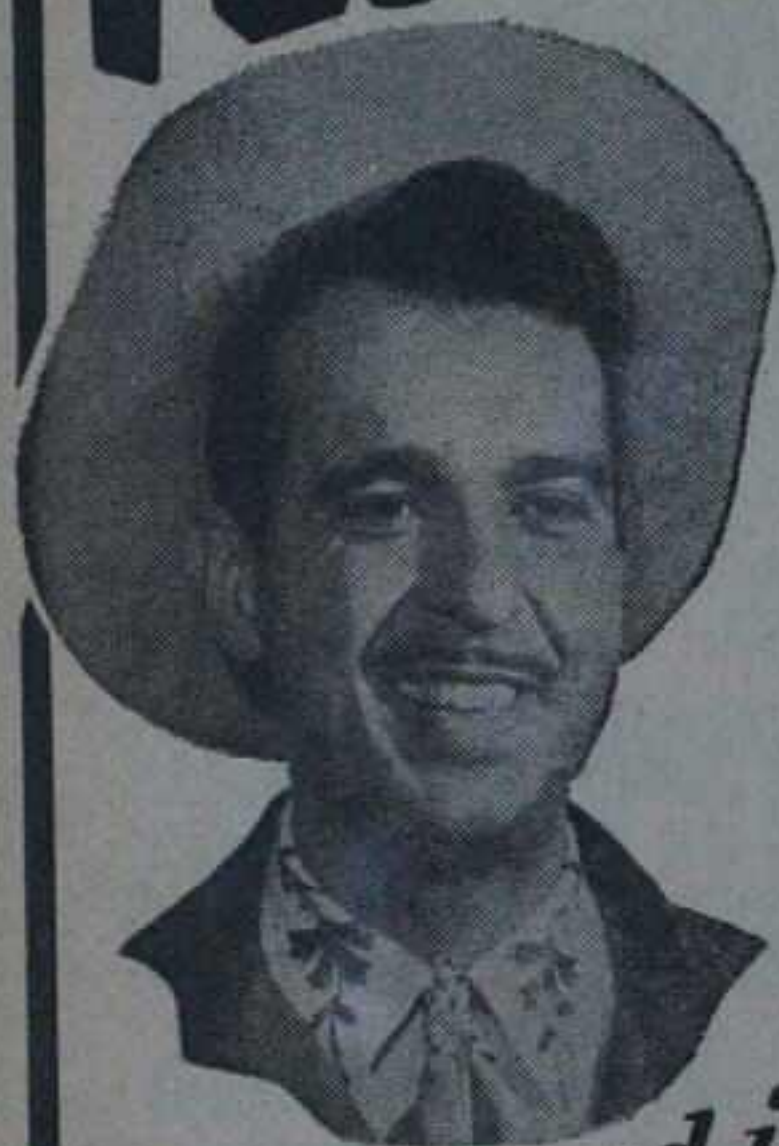
BINNEY & SMITH CO., 41 East 42nd Street, New York City
 Exclusive Sales Agents for U. S., Canada, Central and South America

Century Songs

(A BMI AFFILIATE)

Presents

TENNESSEE ERNIE



*They turned it over
and found a HIT!*

ANTICIPATION BLUES

flip over . . .

MULE TRAIN

Capitol No. 57-40258

Still Ridin' High...



SMOKEY MOUNTAIN BOOGIE

Capitol No. 57-40212

CENTURY SONGS, INC.

4527 SUNSET BLVD.
HOLLYWOOD 27, CALIF.

7932 SO. CHICAGO AVE.
CHICAGO 17, ILLINOIS

The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending November 25

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
13	1	1	SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224—BMI
			Wedding Bells		
12	3	2	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
			Goin' Back to the Blue Ridge Mountains		
5	2	3	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
			Six Times a Week and Twice on Sunday		
2	5	4	MULE TRAIN	Tennessee Ernie	Cap 57-40258
			Anticipation Blues		
11	14	5	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 6-1012—ASCAP
			Wedding Bells		
16	12	6	SLIPPING AROUND	E. Tubb	Dec 46173—BMI
			My Tennessee Baby		
19	15	7	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791—BMI
			Don't Know Why		
3	12	7	C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124; (45)48-0127—BMI
			Will Santa Come to Shanty Town?		
19	15	7	BLUE CHRISTMAS	E. Tubb	Dec 46106
			White Christmas		
2	9	10	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—BMI
			I'm So Lonesome I Could Cry		
9	4	11	YOU'RE GONNA CHANGE	H. Williams	MGM 10-106—BMI
			Lost Highway		
39	5	12	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—ASCAP
			Never Again		
1	—	13	BLUES, STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
			Fairy Tales		
1	—	14	BUT I'LL GO CHASIN' WOMEN	S. Hamblen	Col(78)20625; (LP)2-351
			Let's See You Fix It		
6	7	15	CRY BABY HEART	G. Morgan	Col(78)20627; (LP)2-358—BMI
			I Love Everything About You		
6	8	15	WHOA, SAILOR	H. Thompson and His Brazos Valley Boys	Cap 57-40218—BMI
			Swing Wide the Gates of Love		
20	9	15	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
			I've Just Told Mama Goodbye		
8	—	15	I'LL NEVER SLIP AROUND AGAIN	F. Tillman	Col(78)20613; (LP)20615—BMI
			This Cold War With You		

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A King Without a Queen	Got To Humble Down
B. Willis (Ida Red) MGM 10570	E. Martin (My Vine) Rich-R-Tone 467
A Petal From a Faded Rose	Grandma Got to California (Fore She Died)
J. Bond (Put Me) Col 20645	Stubby and the Buccaneers (Beyond the) Dec 46196
Alabama Moon	Here Comes Santa Claus (Down Santa Claus Lane)
B. Hobbs (For the) MGM 10571	G. Aury (An Old-Fashioned Tree) Col(33)2-392
All Alone in Texas	I Gotta Have My Baby Back
Ramblin' Jimmy Dolan (I'm Gonna) Cap 57-40261	J. Culpeper (Sunday Down) Vocalion 55075
An Old-Fashioned Tree	I Gotta Have My Baby Back
G. Aury (Here Comes) Col(33)2-392	R. Foley (Careless Kisses) Dec 46201
Chime Bells	Ida Red Like the Boogie
E. Britt-The Skytoppers (Put My) V(45)48-0143	B. Willis (A King) MGM 10570
Banjo Rag	I'll Keep Smiling (Just To Hide My Tears)
A. Smith (Mule Train) MGM 10577	B. Flannery (I've Lost) Cap 57-40259
Beyond the Sunset and Should You Go First	I'm Gonna Whistle You Down to Size
Stubby and the Buccaneers (Grandma Got) Dec 46196	Ramblin' Jimmy Dolan (All Alone) Cap 57-40261
Blue Bonnets in Her Golden Hair	It's Saturday Night
S. Hamblen (Pony Express) Col(78)20650 (33) 2-425	D. Evans-M. DeLong Ork (Saddle On) V(78)21-0144, (45)48-0146
Careless Kisses	I've Lost You, So Why Should I Care?
R. Foley (I Gotta) Dec 46201	B. Flannery (I'll Keep) Cap 57-40259
Darling, Don't Go	Luby's Boat—Black Eyed Susy
M. Tillman-Floyd's Boys (Mama, What'll) Col 20642	E. McDurdy (Squid Jigger) Monogram 154
Don't Be Ashamed of Your Age	Mama, What'll I Do?
E. Tubb (Tennessee Border No. 2) Dec 46201	M. Tillman-Floyd's Boys (Darling, Don't) Col 20642
Filipino Rose	Mule Skinner Blues
Q. D. Holly & His Southern Troubadors (Slipping Around) Folk-Star 505	B. Butler (Get Goin') Modern Hollywood 20-1013
For the Sake of an Old Memory	Mule Train
B. Hobbs (Alabama Moon) MGM 10571	J. Culpeper (She Wore) Vocalion 55074
Get Goin' Engineer	Mule Train
B. Butler (Mule Skinner) Modern Hollywood 20-1013	A. Smith (Banjo Rag) MGM 10577
	My Bucket's Got a Hole in It
	M. Shiner (Take a) Dec 46195
	My Vine Covered Cabin on the Hill

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk (Country & Western) Record Section



Based on reports received last three days of Week Ending November 25

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
19	1	1	1	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
5	5	2	2	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
19	3	3	3	WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791—BMI
27	9	4	4	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
40	14	5	5	LOVESICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—ASCAP
6	4	6	6	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
18	2	7	7	SLIPPING AROUND	Ernest Tubb	Dec 46173—BMI
2	7	7	7	MY BUCKET'S GOT A HOLE IN IT	T. Texas Tyler	Four Star 1383—BMI
2	11	9	9	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
4	7	10	10	CRY BABY HEART	G. Morgan	Col(78)20627, (LP)2-358—BMI
9	10	11	11	I NEVER SEE MAGGIE ALONE	K. Roberts	Coral 64012—ASCAP
6	—	11	11	WHOA, SAILOR	H. Thompson and His Brazos Valley Boys	Cap 57-40218—BMI
1	—	13	13	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—BMI
8	6	14	14	WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	Dec 46178—BMI
21	14	14	14	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V(78)21-0083, (45)48-0080—BMI
1	—	14	14	HANGMAN'S BOOGIE	C. Copas	King 811—BMI

WARNING!

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

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Wampum: In the fourth week of The Billboard's polling of the nation's hillbilly disk jockeys, 86 wax spinners reported that Tennessee Ernie's "Mule Train" (Capitol) was their most-played number. Following in order, the remaining nine were Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol), second; the Delmore Brothers' "Blues Stay Way From Me" (King), third; Wayne Raney's "Why Don't You Haul Off and Love Me?" (King), fourth; Eddie Crosby's "Blues Stay Way From Me" (Decca), fifth; Leon Payne's "I Love You Because" (Capitol) and Tennessee Ernie's "Anticipation Blues" (Capitol), sixth; Jimmy Wakely and Margaret Whiting's "I'll Never Slip Around Again" (Capitol), eighth; Hank Williams's "My Bucket's Got a Hole in It" (MGM), ninth, and Floyd Tillman's "Gotta Have My Baby Back" (Columbia), 10th.

In predicting the hits of the future, the h. b. wax spinners predicted the brightest futures for Ernest Tubb's "Blue Christmas" (Decca) and Merle Travis, Eddie Kirk, Tennessee Ernie and Cliffie Stone's "Blues Stay Way From Me" (Capitol). Following in order, the remaining eight forecasts were Gene Autry's "Rudolph, the Red-Nosed Reindeer" (Columbia), third; Eddy Arnold's "C-H-R-I-S-T-M-A-S" (Victor), and Tex Tyler's "My Bucket's Got a Hole in It" (4 Star), fourth; Pee Wee King's "Bonaparte's Retreat" (Victor), sixth; Eddy Arnold's "Will Santa Come to Shanty Town?" (Victor), seventh, and Red Foley's "Sunday Down in Tennessee" (Decca), Hank Williams's "I'm So Lonesome" (MGM) and Hawkshaw Hawkins's "I Wasted a Nickel Last Night" (King), eighth.

Disk Jockey Doings: Elmer Hickman, of WOAY, Oak Hill, Va., is setting up a series of one-nighters with Judie and Julie Jones (Victor), of WWRN, Beckley, W. Va. . . . Cliff Miller, of KBUC, Corona, Calif., reports that Don Phelps, the Drifting Cowboy, has joined the station's cast. . . . Lee Moore, of WSB, Atlanta, is working with a new group at the station in "Barnyard Jamboree." Harpo Kidwell, Jesse Carpenter, Jimmie (Geechee) Smith and the Logan Sisters. . . . Pretty Mary Moore, of WDNC, Durham, N. C., cut audition disks with Tommie Little and the Sunrise Rangers. . . . Marge Tillman, of KLEE, Houston, wife of Floyd, the Columbia recorder and song-spinner, has cut her first disks for Columbia. First release will be "Mama, What'll I Do?" . . . Chuck McKasson became the father of a third child, Nancy Jane, October 6. He spins the wax for WGBF, Evansville, Ind. . . . Pee Wee King, of WAVE, Louisville, is trying to get a square dance school on the local TV station. His Victor disks would be background music for the instructions. . . . Rome Johnson (MGM) and the Trailblazers, formerly with WLW, Cincinnati, have moved to WNOP, Newport, Ky., according to Earl (Granpappy) Davis, jock at the station. . . . Leon Gamble offered to send his KBUC, Corona, Calif., listeners free post cards on which to write to him.

(Continued on page 34)

NOW ON CAPITOL WITH A SMASH HIT! DOUBLE



JIMMIE DAVIS

MY BUCKET'S GOT A HOLE IN IT
Backed with
I GOTTA HAVE MY BABY BACK

Capitol No. 57-40251

Jimmie Davis is opening his Club, THE STABLES in Palm Springs, California December 2nd.



PLaza 7-1977-8-9

Cable Address: Exporecord, N. Y.

LESLIE DISTRIBUTORS CORPORATION

Record Wholesalers

752 Tenth Avenue
New York 19, New York
Mr. Dealer—Mr. Operator—Mr. Exporter

IN PREPARATION FOR SERVING YOU THIS CHRISTMAS, AS WE HAVE ALL YEAR ROUND, WE REPEAT OUR STATEMENT OF POLICY:
We are in business to supply you with RECORDS THAT YOU CAN SELL

- The records you want.
- The quantity you want.
- The label you want.
- The artist you want.

AND WHEN YOU WANT THEM.

We can supply you with records that you may not be able to obtain from your present source.

No order too small, and, of course, no order too large. All orders shipped within 24 hours after receipt.

Our prices are strictly wholesale, plus a service charge of:

- 5c per record on single (78's and 45's)
- 30% discount off retail selling price on albums, LP's, and 45 RPM albums.

Our entire STOCK IS NEW AND CLEAN.

We never substitute or pad orders. All merchandise insured against loss and breakage.

We invite you to convince yourself by sending us a trial order.

Yours for service,

Louis Booretin
Leonard Smith

LB:ek

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

RATINGS (100 Point Maximum)

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

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

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

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
WOODY HERMAN & HIS WOODCHOPPERS Coral 60119	South Reissue of a light, swingy, small-combo two-beat instrumental of 1940. Tune has always been a juke fave. Fan It Feature is one of Woody's characteristic fast blues vocals, set in a slam-bang Dixie setting. Could do biz on its engaging novelty quality.	67--67--64--70 73--73--72--74
DAVID ROSE ORK (The Rosetones) MGM 30220	When the Wind Was Green A quality ballad lends itself well to the pseudo-symphonic Rose touch. Good group job of vocal, rich string orking. Leave It To Love An attractive new ballad gets the same relaxed, full treatment.	73--75--73--71 70--72--70--68
BILLIE HOLIDAY-LOUIS ARMSTRONG (Sy Oliver Ork) Decca 24785	You Can't Lose a Broken Heart Two top jazz artists join forces, here for a sprightly pop job. Tune is catchy, and Lady and Pops do it with savvy and grace. My Sweet Hunk 'O Trash Side is a light, jivey novelty delightfully done.	73--73--72--74 80--76--84--80
FRED WARING & HIS PENNSYLVANIANS Decca 24791	Give Me Your Hand This fine pop ballad, which never got off the ground, is boosted into standard stature by the Waring ork's light-classical concertizing. Whirlwind The Stan Jones song, which also failed to register, is beautifully presented in an impressionistic, sensitive reading.	74--74--77--70 74--74--77--70
BING CROSBY-FRED WARING & HIS PENNSYLVANIANS Decca 24800	'Way Back Home If it hadn't been for "Mule Train," this one would have swept at once. As it is, its success has only been delayed a bit. Song, an oldie, is a natural, and the Bing-Waring team do it mightily. The Iowa Indian Song Bing makes strong medicine, with the Waring council whooping and tom-tomming.	90--90--90--90 83--83--83--83
GUY LOMBARDO (Don Rodney) Decca 24793	We're Just a Kiss Apart The "Gentlemen Prefer Blondes" waltz enjoys a typically tasty Lombardo orking, with fine Don Rodney chanting. Bye, Bye, Baby (Kenny Gardner) From the same show, this delightful rhythm ballad is perfect grist for the bouncy Lombardo mill. Gardner sells the lyric strong.	74--74--73--75 81--81--80--82
SAMMY KAYE RCA Victor 20-3598	Careless Kisses The latest in the country pop cycle doesn't seem to have the impact of its predecessors, tho Kaye gives it his usual attractive styling. Echoes A slow, Hawaiian-tinged love song gets a potent, almost hypnotic, languorous rendition. Could be action-bound.	72--72--72--72 85--85--84--86
WAYNE KING RCA Victor 20-3597	Vienna, My City of Dreams A pretty Viennese waltz comes out properly dreamy under the expert King baton. The Light in Your Eyes Rather static rendition of a likely-enough light ballad.	69--68--73--66 67--67--67--67
BOBBY COLT Admiral R 1001	When I Hear Your Name Creditable production job on a rather pretty ballad. Colt shows good bary quality, and he gets fine group and ork support. Me and My Concertina Warbler exudes charm and personality on a light rhythm novelty job, smartly produced.	73--73--72--74 66--66--64--68
LOUIS PRIMA ORK Mercury 5339	I Beeped When I Should Have Bopped Prima and his ebullient crew come up with a happy novelty treatment of the top-spoofing ditty. The Manueto Tarantel Disk starts promisingly with a gay Italian flavor, but doesn't sustain. Should move in Italian nubes, however.	74--74--73--75 73--73--74--72
THE MERRIE MURSETTE ORK (Bud Breos) Victor (45) 51-0032	You Bring Out the Devil in Me An attempt at a light gitano effect doesn't make the grade. Beautiful Land of My Dreams Unpretentious little music-box waltz is sung and played with charm.	55--55--53--57 67--67--67--67

(Continued on page 106)

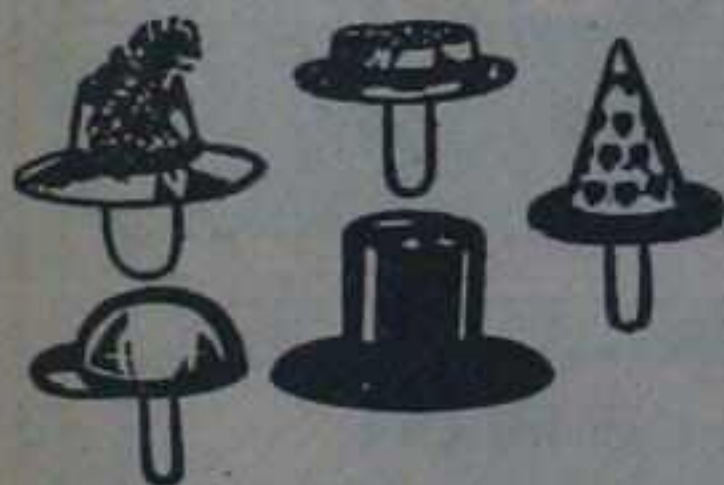
A CHRISTMAS PRESENT FOR THE OPERATORS

Just Released

JIMMY WAKELY "IF SANTA CLAUS COULD BRING YOU BACK TO ME"

Capitol Record 57-90040

Don't Wait—Wire Your Orders in to Your Capitol Distributor



NEW YEAR'S PARTY FAVORS

Number	Per Hundred
100-B1 Paper Hats, asstd. colors, head sizes \$3.25	
200-B1 Noisemakers, asstd. Horns, Rattlers, etc.	3.50
300-B1 Miniature Hats, asstd., with elastic bands	3.50
400-B1 Confetti in paper bags, per thousand, \$32.50	3.50
500-B1 Serpentine Confetti, 1g. pkgs., asstd. colors	\$7.75
600-B1 Balloons, asstd. shapes and colors	2.00

Free New Years Sign with each order. 25% Deposit with order.

WRITE FOR OUR NEW CATALOG NO. 51
Be Sure and Mention Line of Business

MIDWEST MERCHANDISE CO. 1010 BROADWAY, KANSAS CITY, MO.

COLUMBIA RECORDS

ORIGINATORS OF THE SENSATIONAL NEW LP LONG PLAYING MICROGROOVE RECORD

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Terrific Hits!!

"CROCODILE TEARS"

A REAL CATCHY
COUNTRY STYLE
NOVELTY!

- | | |
|---|--------------------------|
| DORIS DAY | Columbia |
| TEX WILLIAMS | Capitol |
| EVELYN KNIGHT with
HOAGY CARMICHAEL | Decca |
| RED PERKINS | King |
| EDDY HOWARD | Mercury |
| JUNE CARTER with the
& MOTHER MAYBELLE | CARTER SISTERS
Victor |

"EVERYTHING THEY SAID CAME TRUE"

- | | |
|---------------------------|---------|
| VERA LYNN | London |
| EDDY HOWARD | Mercury |
| DIANNE COURTNEY | MGM |
| SAMMY KAYE | Victor |

A BALLAD
THAT WILL
KEEP YOU
HUMMING!

JOHNSTONE & MONTEI, INC.
1619 BROADWAY NEW YORK 19, N. Y.

JACK JOHNSTONE
New York

LEW BUTLER
Chicago

HERB MONTEI
Hollywood

NEW NON-BREAKABLE HITS

- NLP2001—"BILLY ECKSTINE SINGS"
8 Great Standards on 1 Long Play Record 33 1/3 RPM.
- NA9094—JACKIE PARIS
"The Old Master Painter"
"Goodbye, Sue"
- NA9095—THE SYNCOPATORS
"River, Stay Away From My Door"
"These Are Things I Want To Share With You"
- NA9091—TOMMY EDWARDS
"That Five o'Clock Feeling"
"Love Me"
- NA9092—THE BLENDERS
"Come Back Baby Blues"
"I Can Dream, Can't I?"
- NA9090—FLORENCE WRIGHT
"The Game of Broken Hearts"
"Deal Me a Hand"
- NA9062—THE RAVENS
"White Christmas"
"Silent Night"

NATIONAL DISC SALES, INC.
1841 Broadway New York 23, N. Y.

Watch This One SOAR!

**"SAWBUCK"
"RED CAP SHUFFLE"**
Johnny Crawford and his Orchestra
Regent #1009

REGENT RECORDS, INC.
58 Market Street Newark 1, N. J.

**HER LATEST TRIUMPH!
MAHALIA JACKSON**

singing
"PRAYER CHANGES THINGS"
"WALK WITH ME"
(Apollo 217)
Order from your nearest distributor
or direct from
APOLLO RECORDS
457 W. 45th St. New York, N. Y.

"MULE TRAIN"
Ben Smith Quartet
Backed by
"DON'T WORRY"
Abbey 3009

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

MUSIC OPERATORS
For a good, reliable outlet for your
USED RECORDS
Contact us now. Write, wire or phone collect
JALEN AMUSEMENT CO.
1200 Bolton St. Baltimore, Md.

SPREADING ACROSS THE NATION
RILEY CRABTREE
"SHACKLES AND CHAINS"
STAR TALENT RECORDS
3313 OAKLAND DALLAS 15, TEXAS

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

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.

- ECHOES Jo Stafford-Gordon MacRae, Paul Weston Ork. Capitol 57-782
Sammy Kaye Ork. Victor 20-3595

Tune, a languorous dreamy bit with Hawaiian overtones, gets the skin-tight harmony treatment from the Stafford-MacRae duo that made their "Whispering Hope" such a notable dollop of schmaltz. (Flip is "Bibbidi Bobbidi Boo," which was picked last week.) The Kaye treatment, emphasizing the echoing guitar effects, utilizes all the vocal resources of the organization and registers as strong, sentimental production job.

- THE SUN IS ALWAYS SHINING
SORRY Margaret Whiting with Frank De Vol Ork. Capitol 57-776

Either or both of these sides, showing Maggie at her tastiest and coolest, could strut. "Sun" is a delightfully constructed waltz, on which the thrush gets barbershop support from a male group. "Sorry" is a recently unearthed ballad co-authored by Maggie's dad, the late Dick Whiting, in the best publisher-pop tradition. Both have pleasant lavender and lace overtones.

- BYE BYE BABY Tony Martin Victor 20-3598

Martin turns in the top rendition of one of the leading tunes in the score from the forthcoming legit, "Gentlemen Prefer Blondes." It's a light, airy rhythm item with lots of infection and lilt. The Aristocrats and Hal Bourne's Ork help round out the dishing. Flip is "Marta" which was selected in these columns last week.

- SCARLET RIBBONS Jo Stafford Capitol 57-785

This is a completely charming and somewhat unusual song written in the fashion of a lullaby. Jo turns in a restrained but beautifully effective vocal effort with the aid of a vocal group and exceptionally tasteful orking by Paul Weston.

THE DISK JOCKEYS PICK:

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

- 1. THERE'S NO TOMORROW Alan Dale Harmony 1078
- 2. DEAR HEARTS AND GENTLE PEOPLE Bing Crosby Decca 24798
- 3. THE OLD MASTER PAINTER Snooky Lanson London 555
- 4. THE SHEPHERD Herb Jeffries Columbia 38633
- 5. REMEMBER Tony Martin-Fran Warren Victor 20-3573
- 6. THIS IS WHERE LOVE WALKS OUT Fran Warren Victor 20-3587
- 7. THEY SAY Tex Beneke Victor 20-3593

THE RETAILERS PICK:

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

- 1. REMEMBER Tony Martin-Fran Warren Victor 20-3573
- 2. I YUST GO NUTS AT CHRISTMAS Yogi Yorgesson Capitol 57-781
- 3. SHE WORE A YELLOW RIBBON Russ Morgan-Andrews Sisters Decca 24812
- 4. THE OLD MASTER PAINTER Dick Haymes Decca 24801
- 5. MERRY CHRISTMAS POLKA Andrews Sisters-Guy Lombardo Decca 24748
- 6. SHE WORE A YELLOW RIBBON Eddie Miller Rainbow 80033
- 7. YINGLE BELLS Yogi Yorgesson Capitol 57-781

THE OPERATORS PICK:

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

- 1. THE OLD MASTER PAINTER Dick Haymes Decca 24801
- 2. WHO'LL BE THE NEXT ONE Mills Bros Decca 24749
- 3. DEAR HEARTS AND GENTLE PEOPLE Bing Crosby Decca 24798
- 4. BLUE CHRISTMAS Russ Morgan Decca 24766
- 5. SHE WORE A YELLOW RIBBON Russ Morgan-Andrews Sisters Decca 24812
- 6. DEAR HEARTS AND GENTLE PEOPLE Benny Strong Capitol 57-757
- 7. THE OLD MASTER PAINTER Snooky Lanson London 555

FOLK TALENT AND TUNES

(Continued from page 31)

He reports that he had many requests for the cards. . . . George Lorenz has moved from WXRA, Kenmore, N. Y., to WJLL, Tona-wanda, N. Y.

Kenn Davis, Little Tex Worrell, Larry Stewart and Neal Levang, all of KRNO, San Bernardino, Calif., all signed with California Rhythms, Santa Ana, Calif., label which previously pressed only organ disks. They'll be tabbed "The Western Suns" on wax. . . . Dave Miller, of WAAT, Newark, N. J., reports that he is working square dances and shows Mondays at the Flagship, Union, N. J. . . . Rocky Ramsey and his White Oak Mountain Boys have joined WBAC, Cleveland, Tenn., according to Jimmy Miller, of that outlet. . . . Ray Scott, of WZIP, Covington, Ky., is using local live talent plus top disks on a Saturday afternoon shot. . . . Jack Cook, of WNOK, Columbia, S. C., is finding that a "Mystery Singer of the Week" gimmick pulls lotsa mail. . . . Pretty Mary Moore is currently doing p. a.'s with Tommy Little and the Sunrise Rangers, who also air over WDNC, Durham, N. C.

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

the same low price since 1938



PERMO POINTS
with PERMOMETAL
(OSMIUM ALLOY)
TIP

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

More Permo Needles Sold Than All Other Longlife Needles Combined

PERMO, INCORPORATED
6415 North Ravenswood Avenue Chicago 38

"LET'S HARMONIZE"

OXFORD MUSIC CORPORATION
1619 B'way New York 19, N. Y.

The Nation's Big Hit!
TOOT, TOOT, TOOTSIE!
(GOOD-BYE)
from the Columbia picture
"JOLSON SINGS AGAIN"
ON ALL RECORDS
LEO FEIST, INC.

A NEW
KEN GRIFFIN RELEASE
R-213 "SENTIMENTAL ME"
"My Blue Heaven"

Rondo RECORDS
329 S. WOOD ST. CHICAGO 11

RELIABILITY - QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
(Pat Pending)
Research Craft Co.
4912-14 SANTA MONICA BLVD
LOS ANGELES 37, CALIF.

FOR SALE
On a Royalty Basis, Hit Song
"DON'T PUT A TAX ON LOVE"
Now starting to sweep the country from the Northeast. Thrills bobby soxers as well as adults.
STANNARD MUSIC CO.
23 Main St. Amesbury, Mass.

Capitol presents

Two Top Treatments
of a Great New Tune!

"THE BLOSSOMS ON THE BOUGH"

SMOOTH, LILTING MELODY THAT'S SURE TO CATCH ON!



**Mel
Tormé**

with Frank De Vol
and his Orchestra

Flip: "DON'T DO SOMETHING
TO SOMEONE ELSE"

Capitol No. 57-775—78rpm



**Jan
Garber**

and his Orchestra
Vocal by Bob Grabeau

Flip: "I LOVE MY BABY
(My Baby Loves Me)"

Capitol No. 57-771—78rpm

PHONE OR WIRE
YOUR DISTRIBUTOR TODAY!



FIRST WITH THE
HITS FROM HOLLYWOOD

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information



ADVANCE RECORD RELEASES

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

POPULAR

- A Dream Is a Wish Your Heart Makes
P. Como (Bibbidi-Bobbidi-Boo) V(78)20-3607; (45)47-3113-ASCAP
A Dream Is a Wish Your Heart Makes
J. Haskell Aristokats (Bibbidi-Bobbidi-Boo) Dec 24807
A Little More Love
L. Welk Ork (You Can't) Mer 3340-ASCAP
Adoration Waltz
B. Murphy (Moonlight Romance) Opal 212-ASCAP
Ain't We Got Fun?
T. Shand Ork (I Need) Coral 60137
Ain't We Got Fun?
M. Whiting-B. Hope (Lucky 3u) Cap 57-743-ASCAP
All on Account of You
B. Evans (Three Me) Melford M-255
All the Bees Are Buzzin' 'Round My Honey
M. Carlton (Too-Whit!) V(78)20-3602; (45)47-3108-ASCAP
Are You for Real?
J. Lewis (I Love) Cap 57-786-BMI
Ave Maria
C. Perkins (The Rosary) Savoy 722
Barefoot Boy (With Cheek of Jam)
J. Meyer (Dream Daddy) Waldorf BH 102-ASCAP

- I Beeped When I Should Have Been Bopped
L. Prima (The Manuella) Mer 5339-BMI
I Love a Murder Mystery
J. Lewis (Are You?) Cap 57-786-BMI
I Need Lovin'
T. Shand Ork (Ain't We?) Coral 60137
I Only Want a Buddy Not a Sweetheart
A. Vaughn (Wise Guy) Four Star 1303
I Want Some Lovin'
B. Gale Ork (We're Wasting) Col 1242*-BMI
In the Moonlight
R. Koury (Little Blue) Castle 1407
Johnson Rag
P. Bailey (Not Tonight) Harmony 1088
Little Blue Cornflower
R. Koury (In the) Castle 1407
Love Me (Like You Never Loved Before)
T. Edwards (That Five) National 9091-ASCAP
Lucky Us
M. Whiting-B. Hope (Ain't We?) Cap 57-783-ASCAP
Me and My Concertina
B. Colt (When I) Admiral R-1001-ASCAP
Moonlight Romance
B. Murphy (Adoration Waltz) Opal 212-ASCAP
Mule Train
W. Herman-N. Cole (My Baby) Cap 57-787-ASCAP
My Baby Just Cares for Me
W. Herman-N. Cole (Mule Train) Cap 57-787-ASCAP
My Blue Heaven
S. Henderson (The Music) Cap 57-789-ASCAP
Nashville Blues
Jimmy and Ruth Dodd (Silver Dollar) Castle 1254
Not Tonight
P. Bailey (Johnson Rag) Harmony 1088
St. James Infirmary
P. Harris Ork (The Old) V(78)20-3608; (45)47-3114-ASCAP
Saturday Night Fish Fry
P. Bailey (Frankie and Johnny) Harmony 1081
Scarlet Ribbons (For Her Hair)
J. Stafford (Happy Times) Cap 57-785-ASCAP
Shenanigans
J. Berch (The Greatest) London 559
Silver Dollar
Jimmy and Ruth Dodd (Nashville Blues) Castle 1254
Smash Hits From Broadway Shows Album-M. Bell-C. Fredericks-J. Carroll-T. L. Jones, Dir. (4-7")
V(45)WP-205
Almost Like Being in Love . . . V(45)52-0049
How Are Things in Glocca Morra? . . . V(45)52-0050
I Still Get Jealous . . . V(45)52-0051
If I Loved You V(45)52-0049
People Will Say We're in Love . . . V(45)52-0050
So Far . . . V(45)52-0052
Strange Music . . . V(45)52-0051
They Say It's Wonderful . . . V(45)52-0052
So This Is Love
V. Monroe Ork (There's No) V(78)20-3606; (45)47-3112-ASCAP
That Five o'Clock Feeling
T. Edwards (Love Me) National 9091-ASCAP
The Greatest Mistake of My Life
J. Berch (Shenanigans) London 559
The Greatest Mistake of My Life
O. Bradley (When I) Coral 60138
The Manuella Tarantel
L. Prima (I Beeped) Mer 5330-ASCAP
The Music Goes 'Round and Around
S. Henderson (My Blue) Cap 57-789-ASCAP
The New Moon Album-Al Goodman Ork-E.Wrightson-E. Oxford-F. Greer-D. Dame (4-7")
V(45)WK-16
Lover, Come Back to Me . . . V(45)52-0046
Marianne . . . V(45)52-0045
One Kiss . . . V(45)52-0048
Softly, As in a Morning Sunrise . . . V(45)52-0047
Stout-Hearted Men . . . V(45)52-0048
The Girl on the Prow . . . V(45)52-0046
Try Her Out at Dances V(45)52-0045
Wanting You . . . V(45)52-0047
The Red Mill Album-A. Goodman Ork-M. M. Briney-D. Dame-E. Wrightson-The Mullen Sisters (4-7")
V(45)WK-1
Because You're You . . . V(45)52-0042
Every Day Is Ladies' Day With Me . . . V(45)52-0044
I Want You To Marry Me . . . V(45)52-0043
In Old New York V(45)42-0042
Moonbeams V(45)52-0044
The Isle of Our Dreams V(45)52-0041
Wedding Bells . . . V(45)52-0041
When You're Pretty and the World Is Fair . . . V(45)52-0041

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

- Bibbidi-Bobbidi-Boo (The Magic Song)
Aristokats (A Dream) Dec 24807
Bibbidi-Bobbidi-Boo
P. Como (A Dream) V(78)20-3607; (45)47-3113-ASCAP
Brother Bill
B. Goodman (You're Always) Cap 57-788-ASCAP
Christmas Blossoms
R. Burton-L. Russell Quartet (Down the) Metro 8022
Club 15 Album-D. Haymes-A. Sisters-E. Knight-Modernaires-J. Gray Ork (4-10")
Dec A-744
Adieu . . . 24811
He Rides the Range . . . 24809
I Come Here To Be Went With But I Ain't Been Yet . . . 24810
I'm in Love . . . 24808
The New Ashmolean Marching Society and Students Conservatory Band . . . 24810
Why Won't Ya? . . . 24809
You'd Be So Nice To Come Home To . . . 24808
Down the Aisle Together
R. Burton-L. Russell Quartet (Christmas Blossoms) Metro 8022
Dream Daddy
J. Meyer (Barefoot Boy) Waldorf BH 102-ASCAP
Billy Eckstine Sings Album-B. Eckstine (1-10")
National (33) NLP 2002
All of Me
Cottage for Sale
I'm in the Mood for Love
Prisoner of Love
Sophisticated Lady
Time on My Hands
Without a Song
You Call It Madness
Duke Ellington Plays the Blues Album-D. Ellington Ork (3-7")
V(45)WP-162
Beale Street Blues . . . 47-3035
Drawing Room Blues . . . 47-3034
Frankie and Johnnie . . . 47-3033
Pretty Woman . . . 47-3035
Royal Garden Blues . . . 47-3033
St. Louis Blues . . . 47-3034
Farewell Amanda
G. Lombardo Ork (Wonderbar) Dec 24804
Frankie and Johnnie
P. Bailey (Saturday Night) Harmony 1081
Happy Times
J. Stafford (Scarlet Ribbons) Cap 57-785-ASCAP
Home, Home, Home
J. Smith-Jubalaires (I Wish) Cap 57-784-ASCAP
I Wish I Had a Sweetheart
J. Smith-Jubalaires (Home, Home) Cap 57-784-BMI

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album and LP Record Reviews



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

THE RATES

Table with 2 columns: Rating (90-100, 80-89, 70-79, 40-69, 0-39) and Description (tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (1. Production idea, 2. Name Value, 3. Caliber of Material, 4. Manufacturers' Distribution Power, 5. Exploitation Aids, 6. Interpretation, 7. Record Quality, 8. Manufacturers' Production Efficiency, 9. Packaging) and Max. Pts. (15, 15, 15, 10, 10, 15, 5, 5, 10)

CHUMMY-Peter Donald (2-10")
Columbia MJV-58 80

This production, written by Gerald Marks and Milton Pascal, is on the order of the highly successful "Genie, the Magic Record." Idea is to have the record serve as a playmate to the child, creating an imaginary world where they play automobile, go to a fire, to the seashore, carousel, on a train ride, etc. They also play cowboy and doctor briefly in the busy four sides. Donald carries it off well with his versatility, and the music and sound effects are woven into the continuity smoothly and appropriately. Package is attractively illustrated.

JUKES Not suitable. JOCKS Idea is more for home spinning.

SKIP TO MY LOU - Roy Rogers-Spade
Cooley (3-7") 85
Victor (45) WP 259

Oh Dem Golden Slippers; Lucky Leather Breeches; Old Joe Clark; Sycamore Reel; Skip To My Lou; Rickett's Reel.
The cowboy flick star does a great job with the call, shouting 'em out in perfect time and never missing a beat. The Cooley orking, honest hoodown stuff, is calculated to set toes a-tapping and fingers a snapping among rural terpers and urban folk-faddists. With the current upbeat on square dancing, this estimable production should enjoy heavy activity.

JUKES Down home locations. JOCKS Prime folk fare.

BUDDY CLARK ENCORES-Buddy Clark
(1-10") 80
Columbia (33) CL 6084

Linda; I'll Dance At Your Wedding; Love Somebody; How Are Things in Glocca Morra; It's a Big, Wide, Wonderful World; Peg o' My Heart; All By Myself; Come to Me, Bend to Me.
This LP packaging of eight by Clark makes a splendid memorial to the late singer, and is a sure bet for his many fans. As always, his delivery on these, among his most popular sides, is lyrical, moving, and in perfect taste. The unique phrasing, the catch in the voice, the soaring inflections that stamped him as one of the fine singers of the era are present here in eight satisfying selections.

JUKES Not suitable. JOCKS Indispensable library staple.

OH YOU BEAUTIFUL DOLL-Tony Martin-The Pied Pipers (3-7")
Victor (45) WP 252 85

Peg o' My Heart; When I Get You Alone Tonight; Oh, You Beautiful Doll; I Want You To Want Me; There's a Broken Heart for Every Light On Broadway; Come, Josephine, in My Flying Machine.
The substantial talents of Tony Martin are just what's needed for these fine old Fred Fisher evergreens, back in the spotlight as a result of the "Beautiful Doll" flick on current screens. Martin sings them out robustly, with splendid support from the Pied Pipers, making each number an attention-arresting production. The arrangements are in each case full and handsome, and Skip Martin's ork sparks them to a fare-thee-well.

JUKES Good box disks. JOCKS Fine program fare.

SONGS OF HOME-National Vespers Mixed
Quartet (1-10") 65
Bibletone (33) S

Bless This House; Home on the Range; The Hills of Home; Prayer of Thanksgiving; Home Sweet Home; Homing; My Old Kentucky Home; Now the Day Is Over.
Accompanied by Clarence Snyder at an organ, the National Vespers foursome does a satisfying job of dishing out a group of songs dealing with the home. Most of these are and have for many years been traditional favorites. They are sung with much reverence and deep feeling by the excellent quartet, which contains a couple of solo voices of much quality. The Vespers Quartet has been on the air for many years and has a following which would certainly be interested in this LP platter.

JUKES Not suitable. JOCKS For nostalgia sessions, this LP could do nicely.

SMETANA: VLTAVA and BRAHMS: ACADEMIC FESTIVAL OVERTURE OP. 80 80

Philharmonic Symphony Ork-B. Walter, Dir., and Philharmonic Symphony Ork of New York-J. Barbiroli (1-10")
This is another of those 2-for-1 bargains which the long-playing record medium affords. The only true relationship between the works paired on this disk is the fact that both are popular concert hall openers and/or closers and that both are fairly familiar to the general longhair public as a consequence. Commercially, this adds even greater luster to the values of this platter. The recordings are from the catalog. The Walter etching of "Vltava" which is better known as "The Moldau" is probably the best available on the colorful and melodic tone poem, which is the second of a quartet of tone poems glorifying Bohemia written by Smetana. The Barbiroli reading of the Brahms' workhouse is executed with virility and with considerable more spaciousness than is usually handed the score. Both recordings benefit immensely in sound in the transfer to long-play.

JUKES Not suitable. JOCKS LP-equipped stations will find this a useful disk.

DUMBO-Shirley Temple (3-10") 88
RCA Victor Y-382

Here, as with the concurrently released "Pinocchio" and "Little Black Sambo," it's apparent that Victor is back in the big-league kiddie business. While Miss Temple may not be the most exciting storyteller around, the story itself is so charming and original that it's big initial sale, as well as the success of the Disney film from which it derives, are easily understood. This, incidentally, is a remake, since the diskery's original sound-track version lacked disk continuity. This production is well-knit, well-paced and imaginative. Good cover and illustrated double liner page are assets.

JUKES Not suitable. JOCKS A first-rate feature for kiddie shows.

EASDALE: THE RED SHOES and LAMBERT: HOROSCOPE-The Philharmonia Orchestra-Muir Mathieson, and the Philharmonia Orchestra, C. Lambert, Dir.-(1-10") 81
Columbia (33) ML 2083

The original ballet in the film "The Red Shoes" is the highlight of that very successful English-made motion picture. The successful box office of the movie should have a positive effect in the merchandising of this dishing of the original Brian Easdale score for that ballet. There are some moments in the score that are worth while but as a whole, removed from the film, this is not a distinguished or even an interesting work. Muir Mathieson and the Philharmonia ork offer a clean reading as they did it for the soundtrack. The backing on this LP is far more enticing musically. It is Constant Lambert's own recording of music from his score for the ballet, "Horoscope." Tho not as effective as his "Rio Grande," this work has much worthy orchestral scoring and original thinking. Lambert has a flare for making fascinating use of percussive sounds. His is a piece which is well worth listening to.

JUKES Not suitable. JOCKS "Red Shoes" makes timely programming; the Lambert piece is worth-while using.

PINOCCHIO-Cliff Edwards (1-10") 90
RCA Victor Y-385

Here's one that should step out fast. Victor has adopted Capital's highly successful picture-record book format, used a top Walt Disney theme, Disney illustrations, and handed the work a slick, lively, colorful production job by Steve Carlin. The cover and the rendering of the pictures is a powerful sales factor. Edwards is an excellent narrator, and his singing of the lovely "When You Wish Upon a Star" and other tunes, will please the adults as well as the kids. Set replaces an older Victor version that included the tunes from the flick sound track, but no story.

JUKES Not suitable. JOCKS Bears frequent repetition on children sets.

(Continued on page 101)

(Continued on page 100)

Commercial Release For 'Songs About UN'

NEW YORK, Nov. 26. — Little Songs About UN, five-song cycle penned by Hy Saret and Lou Singer, will be released commercially this week by Zaret's public service diskery. The recordings, which were transcribed by the Jesters last year, are beamed daily by the United Nations station. The UN has also shipped out 1,000 transcriptions to domestic stations requesting copies.

Zaret and Singer, who also turned out the tolerance jingles, *Little Songs on Big Subjects*, three years ago, have received a Peabody citation for "outstanding contribution to international understanding," and also a Ohio State special award for the UN series.

Another Smash Hit

I'M SQUARE DAB FROM THE COUNTRY (And the Country's Still in Me)

Backed by

RED BALL TO NATCHEZ

Written and sung by the creator of "Why Don't You Haul Off and Love Me"

WAYNE RANEY

KING 824

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

MUSIC BOURNE TO LIVE



"CHARLEY MY BOY"

by The ANDREWS SISTERS

and RUSS MORGAN

DECCA 24812

BOURNE, Inc. 1997th Ave. N.Y. N.Y.

PLAZA HOTEL

DES MOINES, IA.

Conveniently located at 5th and Grand

RATES \$1.75 to \$3.25



BEN LIGHT'S "TOOT, TOOT, TOOTSIE"

is H-I-T-T-I-N-G

ALL OVER AMERICA

Opposite Side:

(YOU MADE ME LOVE YOU)

TR #1204

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

PUBLISHED SONGS Wanted For RECORDS

Enclose return postage.

PUBLISHERS RECORDING AGENCY

1619 Broadway, Suite 403A New York 19, N. Y.

D. J. Brenner Wins Merc-Laine Trip

NEW YORK, Nov. 26. — Spinner Paul Brenner, of WAAT, Newark, N. J., was acclaimed winner of the Mercury Records-Frankie Laine disk jockey contest. One of his listeners, Muriel Ward, a stenographer from New York, submitted a prize-winning letter selecting her favorite Laine waxing and explaining her reasons for the selection. Both Brenner and Miss Ward won free round trips to Hollywood as the guests of Laine and Mercury.

The contest was a national disk jockey promotion run off by the diskery. The favored Laine dinking in Miss Ward's entry was *Wrap Your Troubles in Dreams*.

SINATRA, EVANS BURY AX

HOLLYWOOD, Nov. 26. — Frank Sinatra and press agent George Evans buried the ax and renewed flack-client relationship last week, ending a feud which has smoldered for over a year. The Voice hired Evans to handle publicity during crooner's forthcoming New York junket, co-ordinating with Perry Charles, Sinatra's permanent praiser headquartered in Hollywood. Thus, crooner takes up relationship with Evans which began years ago when he first captured the public's eye and which carried thru the years when Sinatra became one of the hottest pieces in showbiz. Howie Richmond will continue to do special record promotion for Sinatra out of New York.

YORGESSION'S HIT DISK

HOLLYWOOD, Nov. 26. — Yogi Yorgesson's initial Capitol dinking looms as a hit, according to Cap's initial orders. Item, *I Yust Go Nuts at Christmas*, may become another *Two Front Teeth*, with Scandinavian dialect comic pulling orders from thruout U. S., and not only the Wisconsin-Minnesota mart as originally anticipated.

Cap inked Yogi after the comic clicked on an indie recording of *Clam Digger's Sweetheart*. Initial dinking for Cap is slanted at the Yule mart and is backed by *Yingle Bells*.

Schenectady Has Jazz Ball

SCHENECTADY, Nov. 26.—Official attendance was 412 at the Jazz Appreciation Society of Schenectady's fourth jazz band ball held at the Circle Inn, Latham, N. Y. (Sunday 20). Tickets were \$1.50 in advance, \$1.75 at the door. The affair had the Bob Wilber band from New York, with Henry Goodwin, Jimmy Archey, Pops Foster, Earl Kennet and Tommy Benford. Sam Davis, friend of the late Jelly Roll Morton, was intermission pianist.

Philly Gives 100G To Symphony Ork

PHILADELPHIA, Nov. 26.—After hammering on city council doors for a subsidy for many years in vain, the Philadelphia Orchestra last week finally won a grant of \$100,000.

Orville H. Bullitt, president of the orchestra association, was delightfully surprised at the success of his impassioned plea for financial assistance in return for free symphony concerts to be given by the orchestra in the city-owned Convention Hall. The free tickets for the concerts are to equal the \$100,000 grant.

WATCH THIS AD GROW IN SIZE TO A Coming BMI "Tops" in Music

'TELL ME LIES'

(Written by Charles J. Kanter, Harold Macomber and Fred Randall)

Recorded by

REGGIE GOFF

with The Velvetones . . . LONDON No. 543

JANET LORD METRO No. 8011

P.S.—And Others Coming Up!

B & B MUSIC COMPANY

Detroit

Hollywood

FULL PAGE PROPORTIONS

Mister Disk Jockey!

There's a

BREATH OF SCANDAL

in the air

Let CLIFF WARREN the New Sensation,

tell you about it on CORAL RECORD #64028

A New Willard Robison Folk Classic

Clarick

MUSIC CO. Inc.

1619 BROADWAY, NEW YORK 19, N.Y.

Rockin' the Boxes

"HOW'S MY BABY TONITE"

A HAVEN GILLESPIE SONG

RECORDED BY LARRY VINCENT—PEARL #800

2 NATURALS BY DOTTIE BARLOW

IT HAD TO BE YOU #400

RAGGED BUT RIGHT #270

P.S.: We've got a lot of new ones in our novelty line—have you heard The Cigarette Song #747 Write for Our List of Novelty Numbers. They'll Put Life in Your Party

PEARL RECORDS

BOX 229

COVINGTON, KENTUCKY

ATTENTION, DISK JOCKEYS

"COULD YOU STAND A LITTLE LOVING!"

with "MY EVENING SWEETHEART"

(Record Companies—We Are Open for a Bid on These Masters)

B. J. EXPLOITATION CO., 1522 East Jefferson, Detroit 7, Mich.

A Holiday

HIT!

Savoy No. 720

FELIX GROSS

The Sentimental Blues Singer!

"LOVE FOR XMAS" ★ "DON'T LOVE ME" ★

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

Mfd. by Columbia Records, Inc.

The only 49¢ record with major names and top tunes

Solely Distributed by VARSITY RECORD CORP., 47 West 63rd St., New York

The
Billboard

MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

By Jack Burton

NO. 43—GEORGE GERSHWIN (Part III)

GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

1928—TREASURE GIRL
Book by Vincent Lawrence and Fred Thompson; lyrics by Ira Gershwin, and presented by a cast headed by Clifton Webb, Ferris Hartman, Mary Hay, Gertrude Lawrence, Walter Catlett and Paul Frawley. New World Music Corporation.
SKULL AND BONES
I'VE GOT A CRUSH ON YOU
(Available on Decca record 24227, Mary Martin with orchestra.)
OH, SO NICE
ACCORDING TO MR. GRIMES
A PLACE IN THE COUNTRY
K-RAZY FOR YOU
I DON'T THINK I'LL FALL IN LOVE TODAY
GOT A RAINBOW
I'VE GOT A FEELIN' I'M FALLIN'
(Available on the following Decca records: 23593 in A-446, James P. Johnson, piano solo; 24051 in A-1929, Martene Fingerle and Arthur Schutt, piano duo; Decca 24332, Ella Fitzgerald with Day Dreamers.)
WHAT CAUSES THAT
WHAT ARE WE HERE FOR
WHERE'S THE BOY—HERE'S THE GIRL

1929—SHOW GIRL
Book by J. P. McEvoy and William Anthony McGuire, lyrics by Ira Gershwin and Gus Kahn, and presented by a cast that included Jimmy Durante, Joseph Macauley, Eddie Foy Jr., Frank McHugh, Lou Clayton, Eddie Jackson, Ruby Keeler, Barbara Newberry and Harriet Hoctor. New World Music Corporation.
HAPPY BIRTHDAY
MY SUNDAY FELLA
HOW COUL I FORGET?
CAN BROADWAY DO WITHOUT ME
By Jimmy Durante.
LOLITA
DO WHAT YOU DO
SPAIN
ONE MAN
SO ARE YOU
I MUST BE HOME BY TWELVE O'CLOCK
BLACK AND WHITE
JIMMY THE WELL-DRESSED MAN
By Jimmy Durante.
HARLEM SERENADE
HOME BLUES
BROADWAY MY STREET
I UPS TO HIM
By Jimmy Durante.
FOLLOW THE MINSTREL BAND
LIZA
(Available on the following records: Columbia 36689 in C-97, Frankie Carle, piano; Columbia 35952 in C-43, Red McKenzie and Condon's Chicagoans; Decca 24109 in A-575, Al Jolson; Decca 23426, Ethel Smith, organ, with orchestra.)

1930—STRIKE UP THE BAND
Book by Morris Ryskind and George S. Kaufman, lyrics by Ira Gershwin, and presented by a cast that included Clark and McCullough, Blanche Ring and Red Nichols and his band. New World Music Corporation.
I MEAN TO SAY
A TYPICAL SELF-MADE AMERICAN
SOON
(Available on Columbia 4309-M, Andre Kostelanetz orchestra.)
A MAN OF HIGH DEGREE
THREE CHEERS FOR THE UNION
THIS COULD GO ON FOR YEARS
IF I BECOME PRESIDENT
WHAT'S THE USE OF HANGING AROUND
WITH YOU

HE KNOWS MILK
STRIKE UP THE BAND
(Available on the following records: RCA Victor DM(13835) in M/DM-358, Boston "Pops" orchestra; RCA Victor DM(17219) in M/DM-690, Boston "Pops" orchestra.)
IN THE RATTLE OF BATTLE
MILITARY DANCING GIRL
MADAMOISELLE IN NEW ROCHELLE
I'VE GOT A CRUSH ON YOU
(Available on Decca record 24227, Mary Martin with orchestra.)
HOW ABOUT A BOY LIKE ME?
RING A DING A DING-DONG BELL
THE MAN I LOVE
This song was originally written for "Lady Be Good" and first introduced in that production.
I WANT TO BE A WAR BRIDE
YANKEE DOODLE RHYTHM
SEVENTEEN AND TWENTY-ONE

1930—GIRL CRAZY
Book by Guy Bolton and John McGowan, lyrics by Ira Gershwin, and presented by a cast headed by Allen Kearns, Willie Howard, William Kent and Ethel Merman and Ginger Rogers, both of whom made their Broadway debut in this musical. New World Music Corporation.
BIDIN' MY TIME
(Available on Decca record 23310 in A-362, Judy Garland and male quintet.)
THE LONESOME COWBOY
COULD YOU USE ME?
(Available on Decca record 23308 in A-362, Mickey Rooney and Judy Garland.)
BRONCHO BUSTERS
BARBARY COAST
EMBRACEABLE YOU
(Available on the following records: RCA Victor 27638, Tommy Dorsey, Jo Stafford and the Pied Pipers; RCA Victor P(20)2007 in P-163, Tommy Dorsey, Jo Stafford and Frank Sinatra; RCA Victor P(27829) in P-119, Henry Levine's Dixieland Jazz Band; Decca 18341, in A-321, Hazel Scott; Decca 23535, Percy Faith orchestra; Decca 23471, Roy Eldridge orchestra; Decca 24053 in A-1930, Fred Straeter orchestra; Decca 25294, Jimmy Dorsey; Decca 23308 in A-362, Judy Garland; Columbia 35905, Teddy Wilson orchestra; Columbia 36686, Kate Smith; Columbia 4306-M, Andre Kostelanetz orchestra; Columbia 4309-M, Andre Kostelanetz orchestra; Columbia 36077 in C-52, Eddy Duchin; Columbia 37259 in C-124, Frank Sinatra; Capitol 20009 in BD-B, King Cole Trio; Capitol 10065 in CD-36, Pied Pipers with Paul Weston orchestra.)
SAM AND DELILAH
I GOT RHYTHM
(Available on the following records: Capitol 20153 in BD-102, Billy May orchestra; Columbia 4268-M, Andre Kostelanetz orchestra; Columbia 4520-M, Morley and Gerhart, duo pianos; Columbia 55038, Benny Goodman sextet; Columbia 36923 in C-113, Benny Goodman sextet; Decca 23426, Ethel Smith, organist; Decca 18164 in A-248, Jordan and Kent, duo pianos; Decca 24053 in A-1930, Ted Straeter orchestra; Decca 23310 in A-362, Judy Garland; Decca 24453 in A-681, Ethel Merman.)
LAND OF THE GAY CABALLERO
BUT NOT FOR ME
(Available on Decca record 23309 in A-362, Judy Garland.)
TREAT ME ROUGH
(Available on Decca record 23309 in A-362, Mickey Rooney.)
BOY, WHAT LOVE HAS DONE TO ME
CACTUS TIME IN ARIZONA
"GIRL CRAZY" SELECTIONS
RCA Victor record C (12332) in C-29 with Jane Froman, Felix Knight and Sunny Skylar. "I Got Rhythm," "Bidin' My Time" and "Embraceable You." Decca Album A-362 with Mickey Rooney and Judy Garland. "Embraceable You," "Could You Use Me," "But Not for Me," "Treat Me Rough," "Bidin' My Time" and "I Got Rhythm."

1931—OF THEE I SING
Book by Morris Ryskind and George S. Kaufman, lyrics by Ira Gershwin. The first musical play to be awarded the Pulitzer Prize. With a cast headed by Victor Moore, William Gaxton, George Murphy, Lois Moran and June O'Dea. New World Music Corporation.
WINTERGREEN FOR PRESIDENT
WHO IS THE LUCKY GIRL NOW?
THE DIMPLE ON MY KNEE
BECAUSE, BECAUSE
NEVER WAS THERE A GIRL SO FAIR
SOME GIRLS CAN BAKE A PIE
LOVE IS SWEEPING THE COUNTRY
OF THEE I SING
(Available on Decca record 24061 in A-1932, Carmen Cavallaro.)
HERE'S A KISS FOR CINDERELLA
I WAS THE MOST BEAUTIFUL BLOSSOM
HELLO, GOOD MORNING
WHO CARES
GARCON, S'IL VOUS PLAIT
THE ILLEGITIMATE DAUGHTER
THE ROLL CALL
JILTED
WHO COULD ASK FOR ANYTHING MORE
POSTERITY
TRUMPETER, BLOW YOUR HORN
"OF THEE I SING" SELECTIONS
RCA Victor C (12332) in C-29 with Jane Froman, Felix Knight and Sunny Skylar. "Wintergreen for President," "Who Cares," "Of Thee I Sing," "Love Is Sweeping the Country."

1933—PARDON MY ENGLISH
Book by Herbert Fields, lyrics by Ira Gershwin, and presented by a cast that included Carl Randall, Barbara Newberry, Lyda Roberti, Jack Pearl and George Glot. Harms, Inc.
THREE-QUARTER TIME
THE LORELEI
PARDON MY ENGLISH
DANCING IN THE STREETS
SO WHAT?
ISN'T IT A PITY
MY COUSIN FROM MILWAUKEE
(Available on Decca record 23246, Hildegarde with orchestra.)
HAIL THE HAPPY COUPLE
THE DRESDEN NORTHWEST MOUNTED
LUCKIEST MAN IN THE WORLD
TONIGHT
WHERE YOU GO I GO
HE'S NOT HIMSELF

1933—LET 'EM EAT CAKE
Book by Morris Ryskind and George S. Kaufman, lyrics by Ira Gershwin, and presented by a cast that included Lois Moran, Phillip Loeb, Victor Moore and William Gaxton. New World Music Corporation.
WINTERGREEN FOR PRESIDENT
TWEEDLEDEE FOR PRESIDENT
UNION SQUARE
DOWN WITH EVERYONE WHO'S UP
SHIRTS BY MILLIONS
COMES THE REVOLUTION
MINE
(Available on Decca record 23804, Bing Crosby and Judy Garland.)
CLOISTERED FROM THE NOISY CITY
ON AND ON AND ON
LET 'EM EAT CAKE
BLUE, BLUE, BLUE
WHO'S THE GREATEST—?
NO COMPRENEZ, NO CAPISH
UP AND AT 'EM
THAT'S WHAT HE DID
I KNOW A FOUL BALL
THROTTLE THROTTLEBOTTOM
A HELL OF A FIX
LET 'EM EAT CAVIAR
HANGING THROTTLEBOTTOM IN THE MORNING

1935—PORGY AND BESS
Book by DuBois Heyward, lyrics by Ira Gershwin, and with Todd Duncan as "Porgy," Anne Wiggins Brown as "Bess" and Warren Coleman as "Sporting Life." Chappell & Company, Inc.
BESS, YOU IS MY WOMAN
(Available on the following records: Decca 29069 in A-145, Todd Duncan and Anne Brown with choir; Decca 18323 in A-351, Leo Reisman orchestra; Columbia 69194-D in MX-95.)
I GOT PLENTY OF NUTTIN'
(Available on the following records: Columbia 69194-D in MX-95; Decca 29068 in A-145, Todd Duncan and choir; Decca 18323 in A-351, Leo Reisman orchestra; RCA Victor C (11880) in C-25, Lawrence Tibbett.)
IT AIN'T NECESSARILY SO
(Available on the following records: Decca 23521 in A-435, Jascha Heifetz, violin with piano; Decca 18281 in A-351, Leo Reisman orchestra; Decca 29069 in A-145, Todd Duncan with choir; Columbia 69194-D, George Gershwin and Hildegarde; Columbia 17517-D, Paul Robeson.)
SUMMERTIME
(Available on the following records: Decca 24075 in A-1935, Nat Brandwynne orchestra; Decca 29195 in A-435, Jascha Heifetz, violin and piano; Decca 29067 in A-145, Anne Brown with chorus; Decca 18282, Leo Reisman orchestra; Columbia 71491-D, Lily Pons with Andre Kostelanetz orchestra; Columbia 69194-D in MX-95; Columbia 36079 in C-52, Eddy Duchin; Columbia 35580 in C-24, Jane Pickens with orchestra; Columbia 37496 in C-135, Billie Holiday with orchestra; RCA Victor 46-0004, Al Goodman orchestra and Gaild Charistern; RCA Victor 26359, Paul

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

Robeson; RCA Victor 31-9186, Eleanor Steber and orchestra; RCA Victor 28-0406, Artie Shaw.)

A WOMAN IS A SOMETIME THING
MY MAN'S GONE NOW
(Available on the following Decca records: 29195 in A-435, Jascha Heifetz; 29067 in A-145, Anne Brown with choir.)

BUZZARD SONG
THE REQUIEM
IT TAKES A LONG PULL TO GET THERE
WHAT DO YOU WANT WID BESS
STREET CRIES
I LOVE YOU, PORGY
THERE'S A BOAT DAT'S LEAVIN' SOON FOR NEW YORK

(Available on the following records: Decca 18548, Guy Lombardo; Decca 23252 in A-283, Avon Long and Anne Brown; Columbia 69194-D in MX-95; Decca 18282 in A-351, Leo Reisman orchestra.)

WHERE IS MY BESS
(Available on Columbia record 37064, Frank Sinatra with orchestra.)

"PORGY AND BESS" SELECTIONS
Decca Album A-145 with Todd Duncan, Anne Brown, Eva Jessye Choir and Decca Symphony Orchestra. "Summertime," "My Man's Gone Now," "I Got Plenty of Nuttin'," "Buzzard Song," "Bess, You Is My Woman," "It Ain't Necessarily So," "The Requiem," "Porgy's Lament" and "Finale."
Decca Album A-283 with same cast as above.

"A Woman Is a Sometime Thing," "It Takes a Long Pull to Get There," "What You Want Wid Bess," "Street Cries," "I Love You, Porgy," and "There's a Boat Dat's Leavin' Soon for New York."

Decca Album A-351 with Leo Reisman's orchestra, Avon Long and Helen Dowdy. "It Ain't Necessarily So," "A Woman Is a Sometime Thing," "Summertime," "There's a Boat Dat's Leavin' Soon for New York," "I Got Plenty of Nuttin'," and "Bess, You Is My Woman."

Decca Album DA-397. A symphonic picture by the Philharmonic Orchestra of Los Angeles, Alfred Wallenstein, director.
RCA Victor Album C-25, with Lawrence Tibbett, Helen Jesson, chorus and orchestra. "It Ain't Necessarily So," "The Buzzard Song," "Summertime," "A Woman Is a Sometime Thing," "Bess, You Is My Woman," "I Got Plenty of Nuttin'," "Where Is My Bess" and "My Man's Gone Now."

London Musicals

1922—MAYFAIR AND MONTMARTRE
DRIFTING ALONG WITH THE TIDE
SOUTH SEA ISLE
MY LADY
PLEASE DO IT AGAIN

1923—RAINBOW REVUE
BENEATH THE EASTERN MOON
GOOD NIGHT, MY DEAR
IN THE RAIN
MOONLIGHT IN VERSAILLES
OH, NINA
STRUT, LADY, WITH ME
SWEETHEART

1924—PRIMROSE
Lyrics by Ira Gershwin.
WAIT A BIT, SUSIE
NAUGHTY BABY
SOME FAR AWAY SOMEONE
THIS IS THE LIFE FOR A MAN
ISN'T IT WONDERFUL
BOY WANTED
THAT NEW FANGLED MOTHER OF MINE

1924—STOP FLIRTING
Lyrics by B. G. DeSyha and Ira Gershwin.
BEST OF EVERYTHING
SOMEONE
I'LL BUILD A STAIRWAY TO PARADISE

1924—SHAKL YOUR FEET
Lyrics by Irving Caesar.
NASHVILLE NIGHTINGALE

Instrumental Numbers

1924—RHAPSODY IN BLUE
Harms, Inc.
(Available on the following records: RCA Victor 35822, George Gershwin, pianist, with Paul Whiteman orchestra; RCA Victor M/DM-358, Jesus Maria Sanroma, pianist, with Boston "Pop" Orchestra; Columbia 35513, Larry Adler, harmonica; Columbia 192-M, George Gershwin (piano andante); Columbia MX-196, Alex Templeton, pianist, with Andre Kostelanetz orchestra; Columbia MX-251, Oscar Levant, pianist with Philharmonic Orchestra, Eugene Ormandy, conductor; RCA Victor 46-0004, Wladimir Sokoloff pianist, with Al Goodman orchestra; RCA Victor 20-1529, Glenn Miller orchestra; RCA Victor M/DM-517, Jose and Amparo Iturbide duo piano; Decca 29051 in A-31, Roy Barry, pianist, with Paul Whiteman Concert Orchestra.)

(To be continued next week)

SONGWRITERS COMING UP!

December 10 Issue

RICHARD RODGERS (Part I)

In Issues Subsequent to December
10 The Billboard Will Present

RICHARD RODGERS (Parts II and III)
VINCENT YOUMANS
SIGMUND ROMBERG
HARRY RUBY (with BERT KALMAR)
ARTHUR SCHWARTZ (with
HOWARD DIETZ)
IMMY McHUGH
HARRY M. WOODS
DUKE ELLINGTON

1931—OF THEE I SING
Book by Morris Ryskind and George S. Kaufman, lyrics by Ira Gershwin. The first musical play to be awarded the Pulitzer Prize. With a cast headed by Victor Moore, William Gaxton, George Murphy, Lois Moran and June O'Dea. New World Music Corporation.
WINTERGREEN FOR PRESIDENT
WHO IS THE LUCKY GIRL NOW?
THE DIMPLE ON MY KNEE

AGVA Picking Pilot; Connor Against Dunn

NEW YORK, Nov. 26.—The question of who'll be the next administrative head of the American Guild of Variety Artists (AGVA) will be decided Tuesday (29) by the union's executive board, scheduled to meet in New York that day.

The choice now apparently lies between two candidates, Henry Dunn (Cross and Dunn) and Victor Connor. The former is now the AGVA treasurer. The latter was taken into the org by Dewey Barto, former AGVA head.

Both sides have their lines out and both are campaigning for the job. Dunn as treasurer attributes the recent growth of AGVA's treasury to his work. He has managed to obtain funds from benefits to pay for AGVA's insurance premiums which all paid up AGVA people can obtain without additional cost. By the same token, the union's treasury has shown a satisfactory improvement which in turn is tied to the insurance plan.

Many Newcomers

Many members previously in bad standing have recently paid up their dues so they could get the free insurance. Many new members have also come in to become eligible for the insurance.

Dunn, an articulate if at times bombastic speaker, was directly responsible for divorcing AGVA from the Theater Authority (TA) and says that in doing so AGVA will be in a position to cut down benefit shows, which have long been the bane of actors' lives.

Connor is reputed to be a capable labor organizer, having been with the old American Federation of Actors, later with the American Federation of Radio Artists and most recently a labor expert in private industry. There have been rumbles that despite his background he hasn't been doing the job he was hired for. Last week he was given an ultimatum by Jack Irving, assistant national administrator, that unless he conclude a certain contract by a specified time, he withdraw from all activities in AGVA.

Price Vs. Dunn

Leading the fight against Dunn's getting the job will undoubtedly be Georgie Price, executive board member. Rex Weber and Jerry Baker, board members, probably will also be against Dunn.

According to various board members the new administrator will get \$300 a week plus some tenure. Barto turned down the \$300, worked for \$200 and later voluntarily cut his salary to \$65 when AGVA was in financial straits.

Should neither Dunn or Connor get sufficient votes, it is possible that the entire problem may be tabled until a later date. In that case the three-man committee running AGVA will continue to function.

Bryden Agency Uses Acts To Show Cars

DETROIT, Nov. 26.—A series of 25 shows spread across the country was booked by the Betty Bryden Agency here to introduce the new Pontiac car to dealers. Each show included a program of luncheon music, followed by an evening banquet with a complete floorshow of five acts. An 18-piece orchestra was booked for each show, with the leaders flown in from Detroit. Musicians and acts in each instance were booked thru local or regional offices.

The shows were built into five units which played an average of five shows each, according to the territory available. The total talent cost to Pontiac is not available, but the cost for music alone is understood to run in excess of \$40,000.

Actors and Agents to Square Off

Horseshoe "Banjo" Has It All; No Names, Tops in Productions

NEW YORK, Nov. 26.—Billy Rose, John Murray Anderson, Arthur Barlow and Dick Barstow and the other people responsible, have taken a lot of small acts, spit and polish, tagged it *Banjo on My Knee* and come up with a show at the Diamond Horseshoe that has about everything in it.

It has novelty, nostalgia, dancing, comedy and tongue-in-the-cheek corn. The whole thing is wrapped up in flash, paced beautifully and built to a finish that is the hall mark of all Anderson productions.

The show, tho labeled a minstrel potpourri, doesn't belabor the point. After a blackface parade opening it segues into the tradition end men and interlocutor, then goes into a straight revue format, complete with gorgeous gals, hot dancing, novelty and songs of the mauve decade. The minstrel motif isn't used again except as background and mostly for nostalgic reasons.

Operating at a \$2.50 to \$4 minimum, Rose's *Banjo on My Knee* is easily the best buck's worth in town. A lot of orgs hiring hotel banquet rooms and knocking themselves out buying talent could do a lot better by taking over the Horseshoe. It's a natural for the smart boys. The tourist trade will eat it up.

The *Banjo* is undoubtedly a cheapie, from out front it looks expensive. The Thomas Becher costumes are flashy and in period, but excluding the wardrobe, the show doesn't look as if it cost more than \$6,000, plus the music, and that includes Noble Sissle's ork, Chick Morrison's relief band, plus a band canary. With the Horseshoe's capacity (700) Rose should amortize it in short order.

The strongest act on the bill is Walter Dare Wahl and his new *Johnny Trano*, probably the best one he's had in a long time. The boys, in blackface, just about fractured them with their tanglefoot comedy routine.

The rest of the show was production on top of production, with many new kids getting a chance at solos that registered practically all the way. The stand-out was a young ballerina, Nancy Crompton, a fresh, scrubbed clean looking kid with a set of toes that must be made of iron. She almost stopped everything.

The show is divided up into a loose book starting with minstrel days,

A Fast One Catches Berle

NEW YORK, Nov. 26.—The preem of the Milton Berle flicker Tuesday (22) at the Strand, *Always Keep 'Em Laughing*, cost the comic a bundle of cash for the acts that came on to do their bits for the Damon Runyon Memorial Cancer Fund.

Berle first got clearance from the Theater Authority for himself. Later when the American Guild of Variety Artists (AGVA) learned that other acts were to appear, it told Berle that no clearance had been given and he would be responsible for paying their salaries. There was quite a hassle about it, but Berle finally agreed.

Some of the performers who appeared were Tony Martin, Ritz Brothers, Billy Eckstine, Paul Winchell, Jack Carter and Henny Youngman. Their tab was computed on a weekly salary of \$2,000 each, so each would get one-seventh of 2G.

Berle was to pay the dough to AGVA, which in turn would turn over the individual checks to the acts that worked.

making a stop at Niblo's Garden and taking a peek at Koster and Bials; it then takes a breather in a couple of whistle-bait tableaux, goes into memories of the old Palace, segues into a reprise and ends in a big finale, the whole thing taking about 75 minutes of sock presentation.

Eddie Franklin, a young good looking tenor, does very nicely with some Stephen Foster tunes while groups work behind him. The Rigoletto Brothers get giggles for their standard act. Gloria Leroy holds them with her long-legged high kicks. Four boy dancers, Allan Conroy, Billy Parsons, Michael Dominico and Hall Loman, do amazing hoofery as they go thru a cavalcade of stage dance steps from 1850 to the present day. Jack Spoons (See *Horseshoe "Banjo"* on page 42)

Illinois Cabaret Ops Must Pay 2% Tax, Court Rules

(Continued from page 3)

night club ops, including Tom Rosenberg and Ted Raynor, said that there is legal doubt that the refunded moo can be collected. Richard J. Daley, State revenue collector, commented that "either we'll collect or the State will own a lot of night spots."

A list of the Chicago niteries and hotel rooms which received refunds early this year includes the Blackhawk, \$61,223; Brass Rail, \$5,016; Capitol Lounge, \$1,538; Sherman Hotel, \$90,000; Club Alabam, \$12,000; Colosimo's, \$4,800, and Silver Palm, \$1,000.

Chi's Carousel On Sales Block

CHICAGO, Nov. 26.—The Carousel, local bistro operated for the past five years by Burt and Chuck Jacobson, is on the block. Details of the sale are expected to be announced within the next 10 days. Mandel L. Anixter, local attorney representing the unidentified buyers, assured *The Billboard* that the nitery would remain in the cabaret category under the new ownership.

In letters sent out last week to creditors of the Carousel, Anixter guaranteed payments of all outstanding debts contracted by the Jacobsons. It was reported that, in addition to paying all debts, the new owners are handing over \$30,000 for the bistro, which was called the Rio Cabana until about nine months ago. The Carousel currently is utilizing an all-girl show policy.

Friars Netting 15G Out of Show at N.Y. Latin Quarter

NEW YORK, Nov. 26.—The latest Friars' affair probably will bring in about \$15,000 for that org's building fund. The actors' club took over Lou Walters' Latin Quarter yesterday (25) from 10 p.m. and put on its own show, starting at 1 a.m.

LQ's regular show went on at 11 instead of the customary 12:30. Some of showbiz's biggest performers went on to work. Included in the show was *There's Nothing Like a Dame*,

ARA Ready In Showdown With AGVA

Pact Expiring at Year's End

(Continued from page 3)

The commission is made up of an ARA rep, an AGVA man and a public member.

60-Day Notice

The agreement between ARA and AGVA expires at the end of this year. Under the rules neither side may withdraw from the contract without 60-day notice. In the event negotiations are held up, the old deal continues until a new one is made.

AGVA's objections to the present deal stem from two points. The first has to do with ARA agents getting AGVA franchises with no payment to AGVA. The second deals with the arbitration set-up.

AGVA will ask that in the future all agents pay the usual franchise fee to it, rather than to an agents org, claiming that in issuing such franchises it will have better control of agents; it may even revoke franchises of some agents. It charges that ARA is an agents org and as such should control itself without recourse to AGVA. AGVA wants the right to police its franchise holders without first asking ARA for assistance.

AGVA's Position

In the arbitration set-up, AGVA claims that practically all such procedures work against AGVA people. It wants to call in its own members and franchised agents and make its own decisions.

ARA claims that its organization, in agreeing to Rule B, has made it easier for AGVA to police its field, has brought in members and has helped improve relations between agents and AGVA.

In taking on ARA, AGVA will battle with the biggest talent offices in the business. ARA officers consist of reps from Music Corporation of America, William Morris and General Artists Corporation.

AGVA says it will start the fight as soon as it makes its deal with the American Federation of Musicians.

"Scandals" in San Fran Fold

SAN FRANCISCO, Nov. 26.—The most recent George White's *Scandals* did a folderoo this week after two weeks. The show opened November 8 after a week's rehearsal.

White had a cash bond up with the American Guild of Variety Artists (AGVA) of \$4,350. Early Monday (21) AGVA in New York received notification from the Coast that the show was closing and asked for the return of the bond so acts could be paid off.

All acts were in on a run-of-the-play contract.

the opening number from *South Pacific*.

Tickets went for \$15 to \$25, depending upon location. This included dinners but no drinks. All drinks were extra, tho the Friars got a percentage from Walters, who is a Friar too.

Ostensible purpose of the affair was a testimonial for Milton Berle, Abbott of the Friars.

JUDY CANOVA

AMERICA'S No. 1
COMEDIENNE



PERSONAL APPEARANCES

For Available Dates Contact

WM. H. KING

2025 No. Argyle Ave.
Hollywood 28, Calif.

TOM McDERMOTT DUO



TOM McDERMOTT

Inimitable Song Stylist and His Piano

CARLOS VACCARO

Ace Drum "Rhythmist"

"Truly an outstanding team"

—New Orleans Picayune

Current **HOTEL NORTHVIEW**

Sault Ste. Marie, Michigan

Management:

ENTERTAINMENT CORP. OF AMERICA

1414 North 12th Milwaukee 5, Wis.



WANDA Hilliard

Trio

Just Played

OLYMPIA THEATRE

MIAMI, FLA.

"... Wanda and Lunard, whose mad terping antics, after a so-so very dignified start, have the patrons rolling in the aisles."

GEORGE BOURKE

Miami Herald

The
TUNE CRIERS
TOP MUSI-COMEDY
TRIO

Currently
TERRACE CLUB
S. St. Louis, Mo.

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE. CHICAGO, ILLINOIS

The
Original **3 PEPPERS**

featuring ROY BRANKER

Held Over Indefinitely at

ORSATTI'S LOUNGE, PHILADELPHIA

JOLLY JOYCE

Earle Theater Bldg.
Philadelphia 7, Pa.

Write
Wire
Phone

WAInut 3-4671
WAInut 3-9451

VAUDEVILLE REVIEWS

Strand, New York

(Wednesday, November 23)

Capacity, 2,700. Price range, 55 cents-\$1.50. Number of shows, four daily. Warner chain booker, Harry Mayer. Show cut by Dave Schooler's pit band.

The General Artists Corporation's (GAC) latest package, *Fiesta in Havana*, is well produced and capably presented. If it only had strong enough people on stage it could develop into a possible money maker, or at least give the customers who also came in to see Milton Berle's *Keep 'Em Laughing*, something to keep their interest alive.

The show carries 10 Wally Wanger girls, well rehearsed and all lookers, appropriately costumed in stylized Latin costumes. The kids do three productions, ending in a finale in which everybody's on stage, including Berle who's in for the day to plug his flicker.

Desi Arnaz, as an emcee, stumbles thru, proving he's no comic. With a band with him beating out Latin-American numbers, he can generate excitement. As a single, exchanging patter with some of the girls, presumably for laughs, he is just another guy with a straw hat.

The only genuine spark came from Diosa Costello's torrid tempos and her now standard "eat your heart out" retorts to customer's reaction to her derriere tosses. Later, when she did a bit with Arnaz, nobody looked at him.

The show opened to an ailing p.-a. system with Arnaz on for *Guadalajara*. Then came ballroomologists Teddy and Phyllis Rodriguez for three amiable, if unexciting numbers, tho they got a good hand for a trick reverse pivot finish.

Needed Pick-Up

At this point show needed a pick-up. Instead, it got the Ben Yost's four girl singers, billed as the Latin Colleens. Their contribution was a bop arrangement of the *Three Bears* plus the *Italian Street Song*.

Diosa Costello came on next and lifted it, but after her came Bobby Winters' juggling act, hardly a spot for a juggler. Winters is a skillful juggler, but he's no funny man. His concession to the Latin tempo was a tamborine juggle to a rumba beat. A strong comic in this spot would have given the show a much needed shot in the arm.

Arnaz came on again for a Cuban version of *Mule Train*, almost killing himself swinging the whip, and then went into his Decca *Similau* for a good hand. Then he did his *Straw Hat* song, followed by a flash finale with everybody on.

Berle bounced on after the finale and in his knock-'em-dead fashion, proceeded to do just that.

—Bill Smith.

Palace, New York

(Friday, November 25)

Capacity, 1,700. Price range, 55 cents-\$1.50. Number of shows, four daily; five week-ends. REO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

With the two hay burners used by Poodles Hanneford in his act it must be quite aromatic backstage this week. But the bill still has its vaude tang with its novelties, sight and ear stuff.

The bill opens with Johnson and Owen in their rigged bar act getting the show off to a good start with their effortless free-wheeling style.

George Guest's marimba kept the pace going with a series of fast standards and longhair keyboard wallopers for a good mitt.

Hank Siemen's ventriloquist act didn't register until the closing moments. His efforts to get customers for his four-way bit slowed things too much. But once he got into it, he pulled some hefty yocks.

The Spaulding Trio is a class act in looks and work. The two well-stacked gals and good-looking lad do smooth but still exciting precision adagio work in an amazing fashion. This act can work any hotel room and do a job. It would be great in a spot in a musical and should be buff in TV.

The Melody Men, eight boys, did a sturdy job of choral vocalizing on standards, including a college medley, ending in a flag waver. The boys look good, work smoothly and sell nicely. Their full-throated chants earned them solid applause.

Dick and Dot Remy were their usual competent selves in their standard act. The girl's wistfulness made an excellent foil for him.

Norton Tipples

Jack Norton, who's been doing drunk bits in pictures for the past 10 years, got immediate recognition with his wavering walk-on. Some of his chatter was too obvious to register, but his drunk stuff was solid all the way. The kids in particular screamed. A saccharine tribute to water with a switch ending gave him a sock walk-off hand plus a lot of belly laughs.

Poodles Hanneford and family (a five-person act), a circus importation, started in one while the ring was set up. Despite the arena equipment, it looked good and worked smoothly. Occasional misses were due to performers working around the round ring instead of to the audience. In a theater they're all out front. Poodle's tram comedy bits were good for laughs. The three girls' trick bare-back riding on two horses was skillful. The wind-up brought good hands.

Pic, *The Dalton Gang*.

—Bill Smith.

IN SHORT

The Stuart Morgan Dancers are leaving the business after they wind up their stay at the Latin Quarter. A new boy and girl will be trained, and the act will go on. But Stuart Morgan and his wife will retire from active adagio. . . . Walter Jacobs wired, "Just bought back the \$2,500,000 lease on the Lord Tarleton and we're back in business."

Most vauders are pulling in their horns for the two weeks before Christmas. . . . The Palm Beach, Fla., Whitehall Hotel will start full-week shows January 28. The first act will be Eric Thorsen. Lucille and Eddie Roberts will be next. . . . Rex Weber, current at the Palace, has been asked to come back.

Sophie Tucker will not play Miami this season. . . . Frank Sinatra will do a split week in Hartford for fancy loot. . . . Leonard Sitomer has left the Morris office and joined Ted Ashley, also a Morris office ex. . . . The Shelton Hotel now has talent in its Shelton Corner. The current bill has Paul Taubman and his Toptones. . . . Lenny Kent will take over Ed Sullivan's TV show for three weeks while Sullivan takes a rest.

Max Baer and Maxie Rosenbloom will team up again. They've been brought back together by Jerry Rosen. . . . Lou Walters is bringing in the Three Charlivels from France in January for \$1,750. . . . Dorothy Shay, set for the Miami La Boheme, will probably also work at Copa City. The Miami Brook Club will remain shuttered this season unless some fresh dough comes in.

Some people are burning because Henry Dunn's getting \$25 daily as chairman of the AGVA committee. Dewey Barto will get an AGVA board appointment.

Chicago, Chicago

(Friday, November 25)

Capacity, 4,200. Five shows weekdays, six shows week-ends. Price policy, 55 to 98 cents daily. House booker, Harry Levine. Show played by Xavier Cugat's orchestra.

The Chicago isn't a Latin music-conscious metropolis, Xavier Cugat's flashy, commercial presentation of south-of-the-border rhythms is tops and will make for a successful stay. Cugat package is typical of the fiddling maestro, with the undulating boy and girl out front, colorfully costumed band and the assortment of South American acts.

Ork (five saxes, five brass, three fiddles, accordion and four rhythm) handles an assortment of tunes, ranging from *Saber Dance*, done capably by electric guitarist Dick Benedis, to torrid rumba and samba tempos. Serpentine Carmencita handled Tico-Tico capably and should be given more spotlight on the vocal side. Abbe Lane, who looked like too much of her had been poured into a black velvet gown, doesn't fit the ork. She's strictly for legit musicals.

Tato and Julia are a standard South American dance team. Team needs a more original approach to this type of dancing. Their j-bug closer was too close to the Bronx and too far from Rio.

George DeWitt has improved greatly during the past three years. He was the hit of the show in doing a series of impresoes from Como to Torme. He panicked the house with a soap opera and Sam Spade bit. Closed to a huge mitt.

Pic, *Oh, You Beautiful Doll*.

—Johnny Sippel.

Orpheum, Los Angeles

(Wednesday, November 23)

Capacity, 2,200. Price policy, 50, 65 and 85 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams' ork.

Nostalgia fills the house with Gus Van topping the bill. Last seen at the Orpheum in 1936, he brings mighty mitting with a brace of tunes with which he's been identified—*Waiting for the Robert E. Lee*, *At Sundown*, *I Wonder What Became of Sally* and *That Old Gang of Mine*. Show is opened by The Titans, a hard-hitting hand balance team, followed by tap dancer Lois Ray, who cuts a whistle-worthy figure in tight-fitting garb, but her terp talents seemed somewhat handicapped by ork accompaniment. Latinos (2), tight-rope act, feature kneeling back-slides, high kicks and rope jumping to pull palms. Stan Kramer and Company get warm response for their puppet act, high-lighted by clever doll take-offs on Bill Robinson and Betty Hutton, latter accompanied by artists' recordings.

Tony Madison's Acrobatic Dogs (9) is a canine three-ring circus of fast-moving tricks and treats. Joe Termini pulls chuckles with his zany fiddling, which appears to move him to tears. Sad facial expressions spurt the laughs. Local Harvest Moon Dance contest winners (three couples) hold the final slot, but cut-and-dried manner of presentation is not to their advantage. This, plus the fact that they follow Gus Van, leaves the last slot dangling in mid-air. Williams' ork plays too loud and in spots stumbles on cues.

Pic, *State Trooper*.

—Lee Zitto.

EDDIE REYSZ
WITH HIS OWN ORGAN

MELODY MAGIC
FOR YOU

Currently
BOAT CLUB
Anderson, Ind.

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE. CHICAGO, ILLINOIS

Chez Paree, Chicago
(Wednesday, November 23)

Capacity, 525. Shows at 8:30, 12 and 2. Operators, Joe Jacobson and Mike Fritzel. Booking policy, non-exclusive. Publicity, Bob Curley. Producer, Dorothy Dorben. Estimated budget this show, \$9,000. Estimated budget last show, \$6,500.

Holiday show here has Dean Martin and Jerry Lewis on deck. Act has improved tremendously since seen here a year ago. Lewis has gained éclat and assurance and has developed an ad lib ability that even broke up the band. A new bit, in which Lewis plays trumpet while Martin handles a trombone on a hokey version of *Saber Dance*, should take its place with their other classics. When caught, Martin seemed a little off, with his comedy lines lacking sincere delivery. He would do well to stick closer to the crooning and let Lewis carry the heavier yock burden. His injection of short lines between lyrics were done so quickly that several punchy gags fell flat. They were called back twice.

The Four Step Brothers are a wonderful blend to work into this particular show. Their expert and animated cleating got a huge mitt. Their encore bit, in which each lad steps out and shows his wares, received equal attention.

The Allan Sisters, in the opening slot, don't match the rest of the show. They are at a disadvantage in opening before this noisy room. Their voices aren't loud enough to break up the din. Now platinum blondes with plenty on the looks ledger, they did a good job on three standard harmony numbers, with their presentation showing improved showmanship.

Dorothy Dorben has introduced four chorus boys, the Chez Pierres, to work with the eight-girl line. If nothing else, the boys' presence relieves the monotony of straight gal numbers. In addition, Miss Dorben has built several extra-special productions. Her county fair number, with a good square-dance closer, clicked.

Cee Davidson's ork, with orkster Dick Stabile taking over the baton for the Martin-Lewis stint, cut a swell show. *Johnny Sippel*.

Acts: If You Want \$ Out of N. Zealand - Be "Cultural!"

NEW YORK, Nov. 26.—Acts taking jobs in New Zealand may find they'll have to leave the country without a buck if they don't take precautions.

Frances and Jerry Gray, working on the Tivoli Time thru New Zealand on a 15-week tour, were told, when pay-off time came, that they couldn't take any of their dough out in dollars; it all had to be left in the country. According to Gray, another performer was allowed to take his money out in dollars because authorities felt he had a "cultural" act.

The New Zealand Vice-Consul in New York, Stella Davis, asked for an official opinion, flatly denied there was any discrimination between so-called cultural and variety acts. She said that any acts that took jobs in her country must make provisions with the Reserve Bank of New Zealand for dollar payments before they signed contracts. Performers who don't do that will not get dollars.

NORM DYGON
and "JR."
PIANO NOVELTIES
IN Duplicate
Held over
CENTURY CLUB
Mankato, Minnesota
Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
262 NO. WABASH AVE. CHICAGO, ILLINOIS

NIGHT CLUB REVIEWS

Latin Quarter, Boston
(Wednesday, November 23)

Capacity, 450. Price policy, \$3 minimum. Dinners from \$2. Shows at 8:30 and 11:30. Operators, Eddie Meister, Lee Fields, Willie Ozman. Booking policy, Nick Agneta, exclusive. Publicity, Anne L. Pulchino. Estimated budget this show, \$3,000.

The new management of the Latin Quarter, the Hub's only full-scale nitery, has stuck its neck out with the introduction of an original musical revue in place of the conventional night spot show. Provided it doesn't get its head chopped off in the struggle for survival (which isn't likely, since the idea seems to have caught on like canasta), all concerned probably will be thanked for the refreshing revolution they have brought about in night club entertainment.

The operators of the LQ, who leased the property from owner Michael Redstone, have simply transformed their spot into a revue theater. The show is called *Cross Country*, a concentrated version of the Broadway revue after the manner of *Lend an Ear and Touch and Go*. The show is the idea of Max Liebman and company, and including Mel Tolkin and Lucille Kallen. It's being financed by them and the ops of the LQ. It looks as tho they may be in the bucks in a big way if the warm reaction in this ordinarily cold town is anything to go by.

The show runs an hour with 12 numbers, all written for this show. Among them are some good candidates. The script makes a series of stops across the nation, casting a satirical, enlightened eye on various modes and manners. *Cambridge: Harvard Playwright* is done up brown with Richard Morris, Christine Kerner and Sonny Sparks in a racy skit. *UN Delegates* is a tart dance sequence with Robert Hamilton, Gloria Stevens and Pat Horn; *Anywhere* presents comedienne Louise Hoff making fun of Arthur Murray's patrons. *Main Street, U.S.A.* is a bearably sentimental piece, with most of the 12-man (and woman) cast with a nice Hit-Paradish tune. Hoff and Sparks take Dan Dailey, Betty Grable and Hollywood over the bumps in *Pit 'n' Patter*. *Pennsylvania; Betsy From Pike* is a gay and gamey take-off on folk songs, with Nelle Fisher (who did all the choreography for the show) and Jerry Ross in dance sequences, and vocals by Stewart Ballinger. Claudia Jordan sings with sultry effectiveness *Walls of Jericho* and others. *Out West: Pals* kids the pants off horse operas. Jerry Ross dances an exciting *Charleston: Reefer Man* to thunderous applause. Sonny Sparks is next-to-closing with an act which would please Danny Kaye, and the finale is lively.

The show is not longhair, tho it requires an intelligent audience. It's plain fun. And the business at the LQ seems to prove that this is what the customers have been looking for. The material, all new tho not strikingly original, is fresh in treatment. The kids are full of energy and talent, and the show keeps the customers laughing.

Bookers, agents and nitery owners have been flocking into town the past week or so to view *Cross Country*. Their enthusiasm is unbounded and it would appear that a new era of honest entertainment—in place of the drab chorus line, the indifferent variety act and the tired but expensive comedian—is about to set in. Watch *Cross Country*. There'll be more such shows to follow.

Bill Riley.

306 Bridgeport Sale

BRIDGEPORT, Conn., Nov. 26.—The El Morocco, one of the city's oldest niteries, was sold this week by Steve LaQuessa to Benjamin W. Friedman for a reported \$30,000. Friedman formerly operated the St. Regis Restaurant here. The El Morocco was opened many years ago as the Stonewall and later changed its name.

Ned Schuyler 5 O'Clock Club
Miami Beach, Fla.

(Thursday, November 24, 1949)

Capacity, 235. Price policy, \$2.50-\$4 minimum. Shows at 9, 12 and 3 a.m. Owner, Ned Schuyler. Operator, Jack Castleman. Booking policy, non-exclusive. Estimated budget, this show, \$5,000. Estimated budget last show, \$3,000.

This is Jackie Miles's earliest Florida date in seasons, and at opening night it looked like a smart move. Breaking precedent by staging a Thanksgiving night premiere, the intimate 5 O'Clock Club turned 'em away at the first two shows and had 'em seated comfortably at the third, which ended at 4:30 a.m.

Backed by a wonderful band and surrounded with solid acts, the date looks like surefire. There was an unexpected "extra-added" in the person of Lenny Kent, who showed up for the first two stanzas to team with his ex-partner, Miles, and it couldn't miss.

Marion Stevens, a lengthy blond fem, opened the show (emceed by Miles, who did it straight and saved the heavy bellies for later) and sold from the walk-on. With legit coloratura pipes she skimmed lightly over *Zing, Went the Strings of My Heart* and then pulled a mitt-getting bit. Explaining she was a "schiksa," she did a pure Yiddish *I Love You Much Too Much*. It was smart selling on this particular date. The audience dug her, and loved it. All stops were out on the next, a medley of light operatic stuff, and then *Can't Help Lovin' That Man*. On this last, Miles came on for an assist. Sans jacket, with rolled up sleeves, and with the fem's hands behind her, he did the elocution stuff. It put Miles in a nice light. The customers liked his humble way of becoming a prop for the gal.

Stan Fischer's Harmonica

Miles then brought on Stan Fisher, who plays great harmonica. Fisher is a vastly improved performer over his previous Beach appearances. A tall guy, with an impeccable look, he ripped thru *Sabre Dance* and sequed to *Roumanian Rhapsody*. All thru his work the artistry of the Frank Linale ork (4) was evident. These guys play as well as any 14 men around. Linale, who is also the town's top arranger, plays trumpet plus everything else. With a pianist, bass and drum, it's an amazing experience to listen to them cut a show. It sounds like a full crew. Fisher has worked in a new bit on this date. He called for requests and ad libbed thru everything they called for.

Sunny Skylar, singer-songwriter, mike-side next, showed a wonderful puss for making friends quickly with his opening bars of special hello material. What could have developed into an "and-then-I-wrote" session was sold well with good delivery, plus that Skylar charm. He worked 'em over good for solid returns.

Miles came next in a spot that he filled and overflowed. It was Miles

Ciro's, Hollywood
(Sunday, November 20)

Capacity, 400. Price policy, \$1.50 cover. Shows at 9:30 p.m. and midnight. Owner-operator, H. D. Hover. House booker, H. D. Hover. Booking policy, non-exclusive. Press, James Byron. Estimated budget, last show, \$6,500. Estimated budget, this show, \$6,500.

Danny Thomas was as funny as ever to the opening night crowd that jam-packed the house and gave him a rousing reception. He could have been funnier had he given them something new and fresh in material. Only routine not seen here before was a take-off on *South Pacific*. Scribed by Jerry Seelen and Eddie Foreman, number was clever and reached yock level.

From there Thomas went into a repeat performance of his oft-repeated routines—flat tire, Lebanese patriot, rabble-rousing nitery entertainer, etc. He pulled laughs with these for old-time's sake, but there was nothing spontaneous about the crowd's response.

Matty Malneck's ork provided smooth dance music, and with Walter Pop, Thomas's accompanist, at the piano, provided excellent support for the act. Tico Robbins's Latin beats were offered for south-of-the-border dance devotees.

Lee Zhitto.

with new material and some of the old. He did everything from the pitchman bit to playing the drums. In the first two shows he brought on Lenny Kent (who had just closed in the room after an eight-week stand) and they murdered 'em with some of the material they had done as a team.

In at the 5 O'Clock for a salary and percentage, Miles should make frequent trips to the register. The room should be perfect for him.

It's one of the best playing shows in the area and definitely signals the advent of the winter season.

Barry Gray.

GEORGE NICOLLS & RENÉ
"It's Fun To Be Fooled"



Currently
LOTUS CLUB
Washington, D.C.

EDDIE RILEY AGENCY
1560 Broadway New York City 19

I.V.C. BEST IN I.V.C.
* STAGE & SCREEN ATTRACTIONS *
I. T. E., 113 West 42nd St., New York City

FRANK PAYNE
"MR. EVERYBODY"
Currently Appearing
ORPHEUM THEATRE
Los Angeles
Western Bookings by
EDDIE COCHRAN AGENCY
1213 No. Highland Ave., Hollywood 38, Calif.



FLOWN FROM CALIFORNIA . . . FABULOUS
FRUIT BOXES
 Overflowing with Delicious California and Washington State Fruit

BOX OF SUKSHINE
 We Pay Express Charges **\$5.95** Complete

- Crisp Apples
- Juicy Pears
- Avocados
- Oranges
- Pomegranates
- Grapefruit
- Lemons
- Limes
- Dates
- Nuts

Say "Thank You" with hand-packed select fruits, gift wrapped and ribboned. Just send us the names and addresses—we'll do the rest! Gift card included. Delivery by Xmas guaranteed.

Other Baskets From \$7.95 to \$14.95

GOLDBLATT'S Personal Shopping Service
 333 SO. STATE STREET, CHICAGO, ILLINOIS

SEND CHECK OR MONEY ORDERS ONLY

MH's 118G, Strand's 14G Sends Stem Into Nosedive

NEW YORK, Nov. 28.—The pre-Thanksgiving lull and huge drops at the Music Hall and Strand hit Stem houses last week where it hurt the most. They all took it on the chin to the tune of \$343,500 for the six production theaters against the previous week's \$413,000.

Radio City Music Hall (6,200 seats; average \$134,500) went down to \$118,000 for its second week with Patricia Bright, the Danwoods and *That Forsyte Woman*. The show opened to \$148,000.

Roxy (6,000 seats; average \$78,000) held up remarkably, getting \$85,000 for its deucer with Tony Martin and *Oh, You Beautiful Doll*. The bill collected a big \$100,000 for its preem.

Capitol (4,627 seats; average \$55,000) did a fairly good \$60,000 for its tee-off with the Dick Contino show and *She Wore a Yellow Ribbon*.

Paramount (3,654 seats; average \$73,250) wound up its three-weeker of Jo Stafford, Paul Weston's ork and *Chicago Deadline* by bringing in \$50,000. It opened to \$73,000 and followed it with \$62,000. The new show (reviewed this issue) has Claude Thornhill ork, Red Buttons, Sarah Vaughan and *Great Lover*.

Strand (2,700 seats; average \$22,750) took a nosedive with its second and final week with the Olsen and Johnson show and *Story of Seabiscuit*. Its take was \$13,500 against an opener of \$40,000. The new show

(reviewed this issue) has Desi Arnaz, Diosa Costello and *Leave 'Em Laughing*.

Palace (1,700 seats; average \$22,000) saw \$17,000 for Alan Carney, Rex Weber, six other acts and *Chinatown at Midnight*. The previous week's take was \$18,000. The new show (reviewed in this issue) has Poodles Hanneford, Hank Simeon, six other acts and *The Dalton Gang*.

Preferred by America's Major Music Makers . . .

BROADWAY THEATRES NIGHT CLUBS AMUSEMENTS RADIO CITY

A Hearty Welcome at the heart of New York

All the wonders of New York for your neighbor at the Hotel President in "The City of Timesquare — Everybody's Hometown"! 400 airy rooms with private bath, shower and free radio. Television, if you wish

Leon Buch, Managing Director

HOTEL President

MADISON SQ. GARDEN 48th St. • JUST WEST OF BROADWAY

Special Rates for Performers and Bands!

RATES FROM \$3.00 for one \$5.00 for two Air-conditioned Restaurant Cocktail Lounge Adjacent Garage

TERMINALS FIFTH AVE. SHOPS

HORSESHOE "BANJO"

(Continued from page 39) does his spoon bits, Frank Evans skates, Tommy King plays a couple of tunes via an inflated tire tube, tenor Harry Meehan sings *Irish Eyes* and Danny Alexander just about kills himself with a rope skipping dance.

The fem dance group, Johanna Preston, Peggy McClure, Enid Wallen and Nancy Crompton, mixed it up with novelties, acros and flashy bits for walloping hands. And then the whole thing went back into nostalgia, calculated to sell a lot of extra drinks. Harry Armstrong, the writer of *Sweet Adeline*, did a couple of vocals with audience participation that had everybody bellowing, even if off key. W. C. Handy did his trumpet solo of *St. Louis Blues*, and Noble Sissle came out for his *Wild About Harry*, with the whole mish-mash ending in *Auld Lang Syne*.

Maybe it all sounds like from Dixie—no names—nothing to bring 'em in. But it has showmanship, and once it starts rolling it'll do a lot better and stay longer than the high priced shows with the expensive stars.

Bill Smith.

IN PHILADELPHIA, PA.
CLINTON HOTEL 10th BELOW 5th SPRUCE
 200 OUTSIDE ROOMS from \$2 DAILY
 SPECIAL WEEKLY RATES HOUSEKEEPING FACILITIES
 Beautiful Air Conditioned Cocktail Lounge
 WALKING DISTANCE OF ALL THEATRES

PUBLICITY
 ONE DOLLAR PER WEEK
 INTERNATIONAL TALENT INDEX, INC.
 1715 W. Leland Ave. Chicago 40
 Phone: ARdmore 1-4874

EXCLUSIVE THEATRICAL HOTEL
 The Smart IN THE HEART OF EVERYTHING
PARK Lido 2216 PARK AVE. MIAMI BEACH
 50 ROOMS All With Private Baths
 ATTRACTIVE LOW RATES
 ONLY 1 1/2 BLOCKS FROM OCEAN

MORE AND MORE
 STAGE RADIO TV
STARS GET GLOSSY PHOTOS
 AT **HARBENT INC.**
 507 FIFTH AVENUE • NEW YORK
 Phone MURRAY HILL 7-0380
 SURPRISINGLY LOW COST PROMPT SERVICE
 WRITE OR PHONE FOR FREE SAMPLES AND PRICE LIST

CALLING ALL COMICS!!
 I HIRED WRITERS . . . stage, radio, TV professionals . . . They're turning out clever perfect-continuity, ready-to-perform acts! We never heard of a gag file! THIS IS THE ONLY SERVICE OF ITS KIND IN THE WORLD.
 Introductory Prices for Standard Acts.
 Act Price
 M.C. \$20.00
 VENTRILOQUIST 15.00
 SONG PARODY COMIC 15.00
 STORY TELLER 15.00
 DIALECT (Specify) 15.00
 MAGIC (Comedy) 10.00
 BURLY SKITS 20.00
 COMEDY DOUBLE 30.00
 * Special Material Written to Order *
 Inquire About Disk Jockey Comedy Service Rates. C. O. D.'s Accepted.
SCRIPT WRITERS
COMEDY WRITING SERVICE
 c/o **FRED WOLFE**
 1630 BROADWAY, N. Y.
 Room 401, Suite 4 CO. 5-0533

PHOTO XMAS CARDS
 Personal or for business Samples Free
MOSS PHOTO SERVICE Inc.
 155 West 46 Street, New York 19, N. Y.
PL 7-3520

ROOMS WITH BATH REASONABLE RATES
MINTZ & EARLE Hotels
 COAST TO COAST

SENSATIONAL SONG PARODIES
 Original material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request.
MANNY GORDON
 819 W. North Ave. Milwaukee 3, Wis.

CHORUS GIRLS WANTED
 FOR STEADY LINE WORK.
 WRITE AND SEND PICTURES.
McVAN'S NITE CLUB
 Buffalo, N. Y.

STROBLITE
 LUMINOUS COLORS GLOW IN DARK
 SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!
STROBLITE CO.
 Countless, intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.
 Dept. B-1, 33 W. 52d St., New York 19

SCENERY
 Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SHELL SCENIC STUDIO 581 S. HIGH Columbus, O.

SELAN'S
 World's Largest Creators of HAIR STYLED PIECES
 Write for FREE CATALOG
 Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.
SELAN'S HAIR GOODS CO.
 32 N. State St. Dept. 1 Chicago 2, Illinois

COMEDY MATERIAL
 For All Branches of Theatricals
FUN-MASTER
 "THE ORIGINAL SHOW-BIZ GAG FILE"
 Nos. 1 thru 35 @ \$1.00 each (Order in sequence only)
 SPECIAL—FIRST 15 FILES FOR \$10 ALL 35 FILES FOR \$30
 2 BKS. PARODIES, per book . . . \$10
 —All 3 different books for \$25—
 MINSTREL BUDGET \$25
 "HUMOR-DOR for EMCEES" . . . \$25
 2 BLACKOUT BOOKS, each book . . \$25
 —All 2 different volumes for \$50—
 "HOW TO MASTER THE CEREMONIES" (reissue), per copy . \$2
 NO C.O.D.'s
PAULA SMITH
 200 W. 34th St., Dept. B, N.Y.C. 19

Magic

By Bill Sachs

MADAME ZETTA is back in this country working her mental turn in clubs and hotels in Miami and Miami Beach, Fla., after a jaunt thru Europe during which she says she enjoyed a successful tour and much fun. . . . **Zylah the Magician** is working his magic and escapes in clubs, hotels and schools thru Florida. . . . **J. B. Bobo** was at the Lincoln Hotel, Indianapolis, November 19, to give his three-hour instruction lecture on coins under auspices of Assembly No. 31, Society of American Magicians. . . . **Pat W. Paxton**, working in advance of the Marquis show, writes from Van Wert, O.: "The Blackstone, Birch and Marquis shows are all in Ohio at the moment and the co-operation between the three is nothing short of complete. Blackstone is playing the larger cities, and Birch and Marquis are making the smaller spots. We were the last to bid on Ohio bookings, and McDonald Birch gave me his complete route listing, thus saving us considerable time and money. Blackstone has always cooperated with other showmen. If magic shows are to be perpetuated, magicians must agree to live and let live." . . . **L. Douglas Hill**, personal manager for Preston the Magician, reports that the latter played to capacity at a matinee and night performance at W. & L. Doremus Gymnasium at Washington & Lee University, Lexington, Va., November 14, grossing more than \$1,000. Sponsors have asked for a return date, Hill says. . . . Of **Darrell the Magician (John Wilson)**, who passed away recently at his home in Indianapolis, Marquis the Magician has the following to say: "Darrell, who owned one of the largest of magic shows, was a great admirer of the late Howard Thurston and in many ways imitated the mannerisms and style of his idol. Darrell's last tour with his big show was under the direction of Joe Karston. His last tour was with a small show under the direction of J. C. Admire. Darrell was an ethical man and always considerate of his fellow performer. He was one of the finest men we have ever had in magic."

R. JAKS, mentalist, following engagements at the Thunderbird, Las Vegas, Nev., and Ciro's, Hollywood, is on a 36-day cruise on the Uruguay, of the McCormick Lines, captained by H. Lederer, of International Theatrical Corporation, New York. . . . **Ray Amy**, St. Louis magic and mental wizard, tells of recently catching the Roba Collins Magic Circus in a creditable performance. Besides Collins, in an hour of magic he vent, featuring the Doll House, Luck Production and the Broomstick Illusion, show highlights Frank Aggeri's banjoing. Assistants are Hazel Denny and Goldie Smith. . . . **Edith Johnson and Company**, mental turn piloted by Harold Laughon, are now playing Florida dates. . . . **Stuart Ross**, whose death was listed under Final Curtain in last week's issue of The Billboard, as well known in the Upper Peninsula of Michigan and at one time handled the press ahead of Ed Reno, George Marquis, Birch and other magicians. Ross also had a part in shaping the original Tarbell Course in

TV 'Bootleggers' Active in Cincy

(Continued from page 12)
as having found a number of sets that were brought here from Indianapolis, with the distributor stepping in to take over the sets and redistribute them to franchised dealers.

The set "bootlegging" started on a small scale with the opening of the coaxial cable in October and, according to newspaper accounts, has taken a big jump in the past two weeks due to the pressure of Christmas buying.

The price hiking works in this way: One non-franchise dealer boosted the \$199.95 tag on a popular set to \$219.95. Also raised was the price on an inside antenna, from \$6.95 to \$19.95.

The reports all picture Cincinnati as the "hottest television town in the country." One distributor reports exhausting his four-month quota in two weeks. Another said his district led the country in number of sales for September and October. Forty-four thousand sets have been sold since tele started, with trade talk saying that Los Angeles is the only city that can compete with this area in the "buy-television-now" movement. Distributors are hoping that manufacturers will revise their quotas for Cincinnati as an only solution to the problem.

3 Nets, Indies Win NSC Service Awards

(Continued from page 7)
ing of the National Association of Radio Farm Directors.

Networks winning awards were the American Broadcasting Company, Texas Quality Network and the Rural Radio Network.

Citations were given to KASI, Ames, Ia.; KDKA, Pittsburgh; KFEQ, St. Joseph, Miss.; KPOJ, Gresham, Ore.; KSOO, Sioux Falls; KUSD, Vermillion, S. D.; KWG, Stockton, Calif.; WFIL, Philadelphia; WGY, Schenectady, N. Y.; WHO, Des Moines; KIOU, Kokoma, Ind.; WRFD, Columbus, O.; WTIC, Hartford, Conn., and CHUM, Toronto.

The awards were made by Paul Jones, director of public information for the council.

RMA-ers Ship 503,352 Sets

WASHINGTON, Nov. 26. — The third quarter shipments of TV sets by members of the Radio Manufacturers Association (RMA) totaled 503,352, bringing the cumulative total since the first of 1947 to 2,209,724. Since RMA members account for about 80 per cent of the total, sets shipped over the three-year period stand at about 2,640,000.

The largest number of sets shipped in the 1947-1949 period by RMA members went to New York, 505,703; Philadelphia, 253,303; Chicago, 209,600; Newark, 197,346, and Los Angeles, 190,294.

Magic, and for a time toured his own magic unit thru the Middle West. . . . **Lady Esther and Dr. Jester**, after two weeks at Glenn Rendezvous, Newport, Ky., returned to Chicago for club dates and last Wednesday (23) hopped to Madison, Wis., to do a special show for the Shriners to honor Harold Lloyd, former film star and now an ardent magic enthusiast. Lady Ethel and Dr. Jester are on a theater date in Springfield, Ill., this week and they follow that with a string of hotel engagements. They are slated for an early return at Glenn Rendezvous. . . . **Rajah the Magician** heads a company of six billed as "India's Oriental Sensations" playing auditoriums thru Florida. . . . **Edmund Denis**, of Ottawa, has just concluded engagement at the Gatineau, Quebec nitery, with his tramp magic routine done in panto.

Burlesque

By UNO

JESSICA ROGERS opens at the Gayety, Montreal, December 4. Thence to the Howard, Boston, for a December 12 opening thru **Dave Cohn**, whose other recent bookings include Sharples and Naples, Rose Mack, Jack Leal, with Hillary Dawn, featured, December 2 at the Chanticleer, Baltimore; **Wiffles Grayson**, Cat and Fiddle, Cincinnati, November 28; **Eunice Jason**, Hawaiian Room, Albany, N. Y., November 28; **Sen Lee Fu**, F. E. I. Club, Providence, November 28, and **Lady Victoria**, Cinderella Club, New York, November 17. **Sheila Ryan**, another Cohn placement, is in for 10 weeks at Club Gables, Miami. . . . **Pat Robbins** followed **Claire LeClair** as the feature at the Alvin, Minneapolis, December 1. Midwest Circuit route has shows coming to the Alvin from the Empress, Milwaukee, and leaving for the Folly, Kansas City, Mo., with the Grand, St. Louis, the next stop. . . . **Dot and Nat Mercy**, a Kane Circuit team for five seasons and who recently closed their "Vanities Revue" on the World of Mirth Shows, have launched a new 18-people unit under the name of "Continental Vanities" for a 12-week Southern tour under direction of **Joe Karsten**.

DOLORES DAWSON and her bubble dance feature, presented by her mother, Mlle. Fifi, is in her eighth month at **Jimmie Kelly's** Montmartre, Greenwich Village, New York. . . . **Bobbie Blue**, who was **Bobbie Lee** when she chorused for **Ida Rose** at the Palace, Buffalo, is a strip newcomer on the Hirst Wheel with the Mann-Meyers unit. . . . **Wenn Hitt** continues as the comic, with **Bob Ross**, straight man, at **Bob Johnston's** Hollywood, Santiago, Calif., playing stock burly week-ends only. . . . **Joan Collier** replaced **Leona Thurston** at **Weiner's**, Brooklyn, November 18 thru **Maurice Kurtz**, whose other recent placements include **Jackie Wakefield**, emcee, in New York for the first time from Montreal; **Irving Grossman** and **Diana Goldberg**, singing-comedy act, at **Jack Silverman's** Old Roumania, New York, starting December 26, and **Jadin and Jack Mei Ling**, Chinese Ballroom dancers, at **Arl's** New Roumanian, New York, November 19. **Radio Aces**, another Kurtz act, is being held over four weeks at **Kitty Davis's** nitery, Miami Beach, Fla. . . . **Lou Karns**, acro-dancer, after a season with the **Hennies Bros.' Shows**, opened at the Gayety, Washington, November 25 for a tour of Hirst houses. . . . **Betty LaVerne** is doubling as chorus captain and house stripper and **Gloria Keeth** ditto in scenes and in the front line at the Hudson, Union City. New chorines are **Gensie King** and **Angar Millen**. . . . **Bettina** replaced **Peaches** as the new feature at the Roxy, Montreal. Also new are the **Five Stevens Models** and **Harry Taylor** and his **Beef Trust**. **Harry White**, who has just finished a run of 10 weeks, has had his option of another 10 renewed. . . . **Att (Skinny) Candler**, comic, is on the Stinette unit playing the Kemp circuit thru the South. . . . **Warren (Ezra) Candler** is emceeing at Club Kathleen, Baltimore. . . . In the cast at the President Follies, San Francisco, are **Judy King**, producer; **Kathy Carver**, singer; **Chick Wilson**, juvenile straights; **Harry Vine**, Jack **Railey**, **Charley Fritcher** and **Buddy O'Day**, comics, and **Mori White**, **Ruby Reed**, **Grace Hathaway**, **Pat Flannery**, **Marlene LaBrea** and **Joan LaNoite**, principals.

By the Ears!

SCHENECTADY, N. Y., Nov. 26.—Tommy Atkins, pert receptionist at TV Station WRGB here, was escorting a guest from Blackpool, England, around the studio when she noticed he wasn't listening to her spiel. It developed the visitor's hearing aid had developed a bug. Miss Atkins steered her guest to the "screwdriver staff" and the engineers proceeded to explore the innards of the device. The errant aid was soon re-assembled and checked out, to the immense satisfaction of the overseas traveler.

D. C. EXPECTS RECORDS

(Continued from page 3)
capital should be greatly heightened. Clarence A. Arata, manager of the National Capital Committee, said that he expects that at least 275 conventions will be staged here next year, compared with 250 this year, which contributed to an estimated 3,500,000 visitors from whom Board of Trade experts are estimating a yield of \$75,000,000 in business. An extensive program to lure more tourists to the capital is under way. This included billboard advertising by the District of Columbia for the first time in a dozen Seaboard cities. It is generally believed that the next two years will bring at least 15,000,000 visitors to the capital.

Eateries Slump to 958 Mil

WASHINGTON, Nov. 26.—Receipts of the nation's eating and drinking places were at the comparatively low figure of \$958,000,000 in September, the Commerce Department estimated this week. This represented a decline of \$14,000,000 from August and of \$104,000,000 from September, 1948.



buy *
christmas seals
help *
stamp out TB †

THEATRES WANTED
\$100—CASH—\$100
PLUS GOOD PAYING POSITION to the person (man or woman) who will assist me in securing theatre, 500 seats (more or less), in any large city in good downtown grind location. LOOK AROUND, there may be a theatre available in your locality. BOX 267, c/o Billboard, Cincinnati 22, Ohio.

WANT
Girl Piano Accordion Player, not encumbered. Send photo. All photos will be returned. Schools. I have new car for transportation. Write
GORDON BATIHE
General Delivery Springfield, Illinois

WANTED
Exotic Dancers and Strips
For Theaters and Clubs from MAINE to CALIFORNIA. Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

Santa Claus Costumes and Accessories
CIRCULARS FREE
MINSTRELS—COSTUMES—CLOWNS
For all other occasions. Get in touch with
THE COSTUMER
238 STATE ST. SCHENECTADY, N. Y.



—MAGICIANS—
HERE IT IS
GREATEST COIN GADGET EVER INVENTED
ONE HAND, FINGER TIP COIN VANISH
Non-magnetic, not a hook coin, no elastic, pull, thread, hair or wax used. EASY TO DO. A borrowed half dollar, held at finger tips instantly vanishes—Hand shown back and front, coin reappeared at any desired place. Full photo instructions and apparatus complete, nothing else to buy. ONLY ONE DOLLAR; our usual guarantee of satisfaction. Dealers, write for Wholesale.
EUREKA MAGIC CO.
P. O. BOX 345 SOMERVILLE, N. I.

"Pacific" Nat'l Co. Booking, But No Casting Being Set; Stem Version Racks 1 1/2-Mil

"Happy Time," "Heart of Matter" Coming Up

NEW YORK, Nov. 26.—Setting at rest rumors that Celeste Holm and Ray Middleton would head the national company of *South Pacific*, which is skedded to tee off for the West Coast next May, Richard Rodgers announced this week that Miss Holm "has not been and will not be considered for the Mary Martin touring role." The producer also said Middleton would not be with the touring company, inasmuch as he is definitely signed to replace Ezio Pinza in the New York troupe when Pinza leaves it June 1. While another Stem rumor persists that pic actress Janet Blair is a leading contender for the fem top-slot road assignment, no one has yet been signed for either a major or minor role.

Pacific's national troupe, according to Rodgers, will get into rehearsals in April and is booked to open in Los Angeles May 22 for a 10-week

stand. There follows six weeks in San Francisco, starting July 31 and a booking at the Texas State Fair, Dallas, October 7 thru 21. Thereafter the company will settle down in Chicago for an indefinite run.

Meanwhile statistician Michel Mok is delighted to furnish some rather fabulous figures anent the home base company. Since opening night at the Majestic Theater last April 7, approximately 450,000 customers have seen the Rodgers-Hammerstein super-hit, for a round-figure gross of \$1,660,000. *Pacific* opened, says Mok, to a record \$500,000 advance. As of this week there is an advance in the till of \$600,000, with an average of 3,000 checks and money orders arriving daily. Tickets are on sale at the b. o. to next July 5, and ticket printing orders run to the end of December, 1950.

Angel's Dream

The musical was originally budgeted at \$225,000, but unveiled on the Stem at a total cost of only \$165,000. The difference was returned to the show's backers on opening night, and the total production nut was paid off in exactly 16 weeks. During the first week of October the management declared a dividend of \$100,000 and another for a similar amount is now on the fire for distribution likely next month. Altogether, *Pacific* adds up to an angel's dream.

Lest anyone has an idea that the Rodgers-Hammerstein office is resting on its oars, it can be reported that casting is about complete for Samuel A. Taylor's *The Happy Time*, which plans to start practice sessions December 12. The cast roster includes Claude Dauphin, Eva Gabor, Johnny Stewart, Richard Hart, Edgar Stehli, James O'Rear, Mary Aurelius, Kurt Kasznar and Marlena Cameron. One important fem part as well as two lesser stints remain to be filled. Robert Lewis directs, and sets and costumes are by Aline Bernstein. And with *Time* practically wrapped up, Rodgers is currently auditioning for *The Heart of the Matter*, the Graham Greene-Basil Dean co-authored play, based on Greene's novel. Dean will direct, and the rehearsal start is set for January 25. The firm also has two futures in mind for next season. One will be *Teveye's Daughters*, based on Sholem Aleichem's short stories, and another hope is a musical utilizing Jerome Kern melodies with a book by Herbert and Dorothy Fields.

N. Y. C. Ballet Opens Season

NEW YORK, Nov. 26. — Home-town tulle-and-tights talents debuted Wednesday (23) when the New York City Ballet Company opened a third season at the City Center to its customary packed house. The troupe will dance a three-week stand thru December 11. George Balanchine and Jerome Robbins share this season's "artistic" direction assignment, while Lincoln Kirstein is over-all director of the company. Leon Barzin is responsible for the musical backgrounds.

Four new soloists have joined the Center balleters since their last local appearance, all of them alumni of other prominent dance groups. In addition to Janet Reed, Melissa Hayden, Lois Elyn and Frank Hobi, Robbins (See N.Y.C. Ballet on opp. page.)

BROADWAY OPENINGS

THAT LADY

(Opened Tuesday, November 22)

MARTIN BECK THEATER

A drama by Kate O'Brien. Staged by Guthrie McClintic. Sets and costumes by Rolf Gerard. Company manager, William Tisdale. Stage manager, Gertrude Macy. Press representatives, Bernard Simon and Howard Newman. Presented by Katharine Cornell.

Rodrigo	Douglas Watson
Anichu	Jada Rowland
Bernardina Cavero	Esther Minciotti
Pablo	Peter Barno
Juan de Escovedo	Joseph Wiseman
Footman	Anthony Hadecki
Philip II	Henry Daniell
Ana de Mendocay de Gomez	Katharine Cornell
Antonio Perez	Torin Thatcher
Cardinal Gaspar de Quiroga	Henry Stephenson
Esteban	Richard Sterling
Paca	Lila Dal Porto
Don Mateo Vasquez	Will Kuluva
King's Footman	Wallace Chadwell
Manuel Ortega	David J. Stewart
Anichu at 18	Marian Seldes
A Doctor	Oliver Cliff

Not having read *For One Sweet Grape*, the Kate O'Brien novel on which she has based her historical drama, and not being too well up on Spanish history (circa 1597), a reporter gets somewhat befuddled during the unfolding of *That Lady*.

It seems as tho Ana de Mendoza y de Gomez got an awfully raw deal from King Philip II just because she was unwise enough to go to bed with his secretary of state. However, a belated brush-up via a program note clarifies matters considerably. It seems there is a legend to the effect that Philip had always been in love with the imperious Ana, and after her widowhood, took on a dog-in-the-manger, if-I-can't-have-her, you-can't-have-her attitude. Since the author has premised her play on this motivation one supposes it can be accepted as its face value, altho it does seem that Philip ran over-emotionally amuck.

In any event, it gives Katharine Cornell an opportunity to score a personal triumph. Even a black patch over one eye (her Spanish princess is reported to have lost an eye at an early age in a duelling accident) seems only to enhance her radiance. Here is a skillfully planned and superbly built portrait thruout and more than merited the prolonged cheers of a first-night audience. Sharing top honors with her are Henry Daniell's bitter, frustrated Philip and Torin Thatcher's Perez, the man who loved her to their mutual destruction. Both give sharply etched, companion performances. Fine contributions stem also from Henry Stephenson as a sympathetic cardinal and Douglas Watson and Marian Seldes as her son and daughter. Joseph Wiseman, however, who recently scored heavily in *Detective Story*, is vastly disappointing this time out as the whining informer who gets the lovers into hot water.

Superb Staging

But *That Lady* is not just a play that is saved by its performances. It could be just another period costume piece. However, Kate O'Brien writes good melo, with a fine flair for bringing historical characters to robust life, and she has interspersed her play with some scenes of ringing impact which add up to show-stopping quality. In the latter instances, it is hard to know where the writing leaves off and Guthrie McClintic's direction begins, for his staging is superbly fluent and gets the fullest values out of every scene.

In presenting herself for her 19th season as actress-manager Katharine Cornell has given *Lady* top treatment in production. She has assembled an over-all fine cast and Rolf Gerard's period sets and costumes are splendid.

Lady tees-off with a reported advance of \$200,000. It doesn't need it. There'll likely be a hefty line at the Martin Beck's b.o.

Bob Francis.

TEXAS, LI'L DARLIN'

(Opened Friday, November 25)

MARK HELLINGER THEATER

A musical by John Whedon and Sam Moore. Music by Robert Emmett Dolan. Lyrics by Johnny Mercer. Staged by Paul Crabtree. Sets by Theodore Cooper. Costumes by Eleanor Goldsmith. Dances by Al White Jr. Musical director, Will Irwin. Orchestration, Robert Russell Bennett. Company manager, Hugo Schaaf. Stage manager, John Larson. Press representatives, Nat Dorfman and Reginald Dennenholz. Presented by Anthony B. Farrell and Studio Productions, Inc.

Harvey Small	Loring Smith
John Baxter Trumbull	Charles Bang
Parker Stuart Elliot	Alden Aldrich
William Dean Benson Jr.	Edward Platt
Frothingham Fry	Ned Wertine
Brewster Ames II	Fredd Wayne
The Three Coyotes	The Texas Rhythm Boys
Bunkhouse	Eddy Smith
Muleshoes	Bill Hora
Fred	Joel McConek
Hominy Smith	Kenya DeLima
Dogie Smith	Betty Lou Klein
Amos Hall	Dante Di Paolo
Sherm	Cameron Andrews
Duane Pawcett	William Ambler
Branch Pedley	Ray Long
Delta Pratt	Ronnie Hartman
Red	Merrill Hiller
Jo Ann Woods	Elyse Wee
Calico Munson	Dorothy Love
Rebecca Bass	Carol Lee
Sally Tucket	Ruth Ostrander
Sue Crocket	Doris Schuck
Sarah Boone	Arleen Eilberg
Belle Cooper	Yvonne Tibo
Dallas Smith	Mary Hatche
Essy Jones	Danny Schol
Sam	Jared Bee
Melissa Tatum	Kate Murtal

Three Little Maids:
Elyse Weber, Carol Lee, Dorothy Love
Three Prospectors:
Elliott Martin, Edmund Hall, Carl Conway

Stan Edmund Hall
Herb Ralph Patterson
Jack Prow Bob Bernard
Harry Stern Joey Thomas
Cowboys:
Ray Long, Dante Di Paolo, Merrill Hiller

Oil Workers:
Jack Purcell, Carol Lee, Tommy Males
Drum Majorette Jacqueline James
Cheer Leader Elyse Wee
Football Player Edmund Hall
Texas Rangers Charles Bang, Ralph Patterson, Edward Platt, William Ambler
Voice of "Trend" Edward Platt
"Trend" Secretaries Jacqueline James,
Ronnie Hartmann, Elyse Weber, Dorothy
Mary Richards, Marion Lauer, B. J. Keating

Guard Ray Long
Radio Announcer Charles Bang
Engineer Alden Aldrich
Joe Raker Cameron Andrews
Neighbors Elliott Martin,
Patricia Jennings, Carl Conway, Lloyd Knight, Jo Gibson, Muriel Bullock
SONGS: "Whoopin' and A-Hollerin'"; "Texas, Li'l Darlin'"; "They Talk a Different Language"; "A Month of Sundays"; "Down in the Valley"; "Hootin' Owl Trail"; "Big Movie Show in the Sky"; "Love Me, Love My Dog"; "Horse Shoes Are Lucky"; "Take a Crank Letter"; "Politics"; "Ride 'Em, Cowboy"; "Square Dance"; "Affable Balding Me"; "Whichaway'd They Go?"; "It's Great To Be Alive."

This is a regrettable report. On August 29 this reporter saw the try-out of *Texas, Li'l Darlin'* at Westport, Conn., and went on record to the effect that it was strictly a barn theater. (See *Texas, Li'l Darlin'* on opp. page)

ROUTES

Dramatic and Musical

Anne of the 1,000 Days (Cass) Detroit.
At War With the Army (Harris) Chicago.
Ballet Theater. (Taff Auditorium) Cincinnati 29-30.

Bankhead, Tallulah (Carolina) Raleigh, N. C. 1; (Carolina) Durham 2; (Carolina) Winston-Salem 3.

Barretts of Wimpole Street (Orpheum) Kansas City, Mo.
Blackstone (Hershey) Hershey, Pa. 30; (Playhouse) Wilmington, Del., Dec. 1-4.

Blossom Time (Shubert) Philadelphia.
Brigadoon (Ford) Baltimore.
Clutterbuck (Wilbur) Boston.

Death of a Salesman (Erianger) Chicago.
Detective Story (Blackstone) Chicago.
Finian's Rainbow (Great Northern) Chicago.
Gentlemen Prefer Blondes (Forrest) Philadelphia.

High Button Shoes (Auditorium) Denver.
Inside U. S. A. (Curran) San Francisco.
Kiss Me, Kate (Shubert) Chicago.

Light Up the Sky (Hanna) Cleveland.
Man Who Came to Dinner (Plymouth) Boston.
Metropole (Walnut St.) Philadelphia.
Mr. Roberts (Hartman) Columbus, O.

Night in Spain (Shubert) Boston.
Oklahoma (Metropolitan) Seattle.
Philadelphia Story (Locust St.) Philadelphia.
Quartet (Majestic) Boston.

Rat Race (Colonial) Boston.
Red Shoes (Copley) Boston.
Red Shoes (Belwyn) Chicago.
Street Car Named Desire (Foch) New Orleans 28-Dec. 11.

Student Prince (Erianger) Buffalo.
Summer and Smoke (Nixon) Pittsburgh.
Wells, Sadler, Ballet (Royal Alexandra) Toronto.
White's George Scandals (Auditorium) Sacramento, Calif., 30; (Auditorium) Fresno Dec. 1; (Civic Aud.) Pasadena 2-4.

Billboard
TRADE SERVICE FEATURE

BROADWAY SHOWLOG

Performances Thru
November 26, 1949

DRAMAS

	Opened	Perfs
A Streetcar Named Desire	12- 3, '47	799
(Barrymore)		
Born Yesterday	2-24, '46	1,602
(Henry Miller)		
Death of a Salesman	2-10, '49	332
(Morosco)		
Detective Story	3-22, '49	284
(Hudson)		
Diamond Lil	2- 5, '49	126
(Plymouth)		
Goodbye, My Fancy	14-17, '48	429
(Martin Beck)		
I Know My Love	11- 2, '49	30
(Shubert)		
Mister Roberts	2-13, '48	404
(Alvin)		
Montserrat	10-29, '49	33
(Fulton)		
Shake Hands With the Devil	10-20, '49	35
(Blackfriars' Guild)		
That Lady	11-22, '49	7
(Martin Beck)		
The Browning Version	10-12, '49	53
(Coronet)		
The Father	11-16, '49	13
(Cort)		
The Madwoman of Chailiot	12- 8, '48	320
(Royale)		
Yes, M'Lord	10-14, '49	63
(Booth)		

MUSICALS

As the Girls Go	11-13, '49	364
(Broadway)		
Kiss Me, Kate	12-30, '48	378
(Century)		
Lend an Ear	12-16, '46	396
(Broadhurst)		
Lost in the Stars	10-30, '49	32
(Music Box)		
Miss Liberty	7-15, '49	155
(Imperial)		
Regina	10-31, '49	32
(46th Street)		
South Pacific	4- 7, '49	268
(Majestic)		
Texas Li'l Darlin'	11-25, '49	3
(Mark Hellinger)		
Touch and Go	10-13, '49	72
(Broadhurst)		
Where's Charley?	10-11, '48	472
(St. James)		

ICE SHOWS

Howdy, Mr. Ice of 1950	5-16, '49	247
(Center)		
Ice Follies of 1950	11-17, '49	11
(Madison Square Garden)		

CLOSED

Love Me Long	11- 7, '49	16
(48th Street)		
November 19, 1949		

COMING UP

(Week of November 28)

The Closing Door	12- 1, '49	
(Empire)		
Clutterbuck	12- 3, '49	
(Biltmore)		

N. Y. C. Ballet Opens Season

(Continued from opp. page)

makes his debut as a dancer with the group. Heretofore he has been concerned with choreography. Ten new steppers have also been added to the ensemble.

"Firebird" Refurbished

New items included in this year's rep are Lew Christensen's *Jinx* with a score by Benjamin Britten, and Balanchine has completely refurbished the choreography for a Stravinsky's *Firebird* and patterned a matter titled *Bourbee Fantasque*, with a score by Emanuel Chabrier. William Dollar's *Nadine* with music by Vivaldi will also get a group unveiling.

Opening night bill comprised revivals of three of the troupe's popular offerings, *The Mother Goose Suite*, *Orpheus* and *Symphony in C*. The last was the evening's high spot, with Maria Tallchief and Nicholas Magallenes featured in the first movement. Tanaquil LeClerc and Francisco Moncion in the second, Melissia Hayden and Herbert Bliss in the third and Lois Ellyn and Frank Hobi in the fourth. *Symphony* is off Balanchine's top choreography shelf and, while Tallchief and Magallenes were at their best, terping honors went to newcomers Ellyn and Hobi. With more experience Lois Ellyn should go places ballet-wise. She has a splendid sense of timing and precision. The troupe offered up a good revival of *Orpheus* with Magallenes in the title role and Tallchief giving excellent support as Euridice. Herbert Bliss scored well as Apollo.

Janet Reed Scores

Janet Reed received a well deserved ovation from the balletomanes for her fem lead chores in *Mother Goose*. She is a welcome addition to the Center in one sequence and Todd Bolender in another. A bow should also to Dick Beard for superlative leaping in this item.

Over-all, the New York City troupe led off its third season on collectively proper toes. It has lined up good talent and probably will do right well again. A reporter could wish that management might be inspired to emulate our recent English visitors with a couple of full-length white jobs. It's a bet that City Center customers would go for them, too.

Bob Francis.

Showbiz Celebrates 80th Birthday of Actor A. E. Matthews

NEW YORK, Nov. 26.—No customer at the Booth Theater, where A. E. Matthews is currently starring in *Yes, M'Lord*, would believe that the spirited British actor is 80-years-young. The birth record, however, was officially attested Tuesday (22), when Lee and J. J. Shubert gave an 80th birthday party in his honor at the Hotel Astor. Matthews, looking and acting not a day over 50, received congratulations from some 300-odd top-flight fellow-workers in the theater.

Congratulations were not all that the actor received. A portrait bust, by Mrs. Lillian Greneker, widow of the late C. P. Greneker, former Shubert publicity manager, was unveiled by Estelle Winwood who said that A. E. "has proved for us that life begins at 80." Matthews will receive a bronze cast of the plaster model and a duplicate will be pedestaled in the lobby of the Booth Theater. Lynn Fontanne also presented him with a birthday autograph book on behalf of *Theater Arts* magazine, signed by the guests as they arrived.

Matthews was born at Burlington, Yorkshire, Eng., November 22, 1869. His theater career started him as a call boy in London's Princess Theater at the age of 17.

1st Show Train From Conn.: "Mr. Roberts"

BRIDGEPORT, Conn., Nov. 26.—The New Haven Railroad is going to run theater trains to the Stem again this season. First in line is *Mister Roberts*, December 6. Same as last year, people can buy, at the railroad station, tickets for the shows at box office price, plus excursion-rate transportation.

The trains will start at Hartford, pick up customers along the way. Strolling musicians will entertain. There'll be a dining car.

The Lions' Club of Bridgeport has bought 100 tix for the first run. If everything goes okay, trips will be once a month.

TEXAS, L'L DARLIN'

(Continued from opp. page)

ater frolic. So Anthony Farrell took it under his wing and has eventually brought it into his own theater—considerably amplified Stem-wise. This reviewer went to the Mark Hellinger Theater with more than somewhat anticipation, hoping that *Darlin'* had made the grade. It is too bad. Despite some excellent players and what is evidently an heroic try by all concerned, it is still silo fare.

It is more than too bad, because *Darlin'* has all the elements of a good Broadway notion, and those who have to do with it know plenty show-wise. Radio scripters John Whedon and Sam Moore have a good idea in lampooning a current mag tycoon and his interference in the political scene. Robert Emmett Dolan has scored some good tunes, and Johnny Mercer has written several pithy lyrics. Who is at fault is anybody's guess. From this pew, it is charged up to the book, with a double scowl at Paul Crabtree's badly paced and over-all pedestrian direction. Seldom has the first stanza of a musical been more laggard to meet an intermission or the hopes for a second been so disappointing.

Along the amplification line something has gone radically wrong, while all is infinitely better than the show's showcasing. Somebody should have given way—and a reviewer suspects the authors didn't. At all events, the book is repetitious and top heavy, and the direction cuts the same groove. Kenny Delmar still gets top billing, but he is hog-tied with lines. When there are at least two opportunities for him to go to town with his hilarious radio specialty as a Deep South politico, Messrs. Whedon and Moore give him little chance. But what seems more to the point, Crabtree could have so fixed it, if he had wanted to.

Best in Second

All the best of *Darlin'* is spotted in the second act, when Loring Smith gets in such innings as have been permitted him as the blustering, nitwit head of a national pic mag. Smith knows comedy timing to the nth degree and registers accordingly over book and direction. Danny (*Call Me Mister*) Scholl baritones the male love interest splendidly, altho the script requires more than sufficient repetitious nonsense to make him writhe, and Mary Hatcher is vocally proficient as his Texas vis-a-vis. Fredd Wayne is outstanding as the yes-man from Yale who wins the gold-plated key to the editorial executive toilet.

In sum, what *Darlin'* should have got—and didn't—was a prodigious sharpening via book and staging. It should also have received top dance pattern treatment—which it hasn't—via Al White's choreography. Its added tunes and lyrics have not particularly improved it. *Month of Sundays*, *Big Movie in the Sky*, *Ride 'Em Cowboy* and *Hootin' Owl Train* are still pleasant hearing, and *Crank Letter* and *Affable Balding Me* are still tops as specialties. But over-all it misses the potential success boat all over again. To repeat, it's just too bad—because it could have been good.

Bob Francis.

OUT-OF-TOWN OPENINGS

CLUTTERBUCK

(Opened Thursday, November 24)

SHUBERT, NEW HAVEN, CONN.

A comedy by Benn W. Levy. Staged by Norris Houghton. Sets by Samuel Leve. Costumes by Alvin Colt. Company manager, Joseph Harris. Press representative, Richard Maney. Stage manager, Peter Kantho. Presented by Irving L. Jacobs in association with David Merrick.

Jullan Pugh.....	Tom Helmore
Arthur Pomfret.....	Arthur Margetson
Deborah Pomfret.....	Ruth Ford
Jane Pugh.....	Ruth Matteson
Clutterbuck.....	Charles Campbell
Walter.....	Tom Chung Yang
Melissa.....	Claire Carleton

Apparently it's the same old story over again. We just can't seem to see eye to eye with our English cousins when it comes to the subject of humor. *Clutterbuck* was a laugh riot in London for a long time but, as it unfolded here before an American audience, it was just another amusing play. It certainly won't enjoy the popularity or acclaim that it received in its native land.

Its plot is decidedly dated and certainly only the very naive will find it risqué, despite its strong theme of marital infidelity. It is roundly played by an extremely capable cast and it is certainly well written. Nevertheless, it bears a remarkable similarity to such old-time shockers as *Up In Mabel's Room* and *Getting Gertie's Garter*.

Synopsis

The plot calls for two girlhood chums to go on a cruise to get their husbands better acquainted. They discover that on board is a man with whom each had a romantic interlude in Venice, and they each plot, separately, to recapture the past experience for at least one night. Their husbands also discover to their delight that they had a former flame in common, but naturally she is no other than the wife of their fraus' former lover. They also want to rekindle the flame. And that is Benn Levy's plot.

Ruth Matteson and Ruth Ford as the wives and Arthur Margetson and Tom Helmore as the husbands give excellent readings to their parts and play them for every laugh. They, along with Claire Carleton as the former girl friend, supply the major part of the chuckles. However, it remains for Charles Campbell, as *Clutterbuck*, to supply the best laugh in the entire show. His curtain speech is a gem of genuine satirical humor and sends the audience howling to the streets. It's too bad that the show itself cannot set up the pace established by the final laugh.

Norris Houghton's Well Staged

Direction is good, except for a very slow first act, and pacing is excellently maintained considering the fact that this is entirely a conversation piece. Both settings by Samuel Leve are topnotch, and Alvin Colt's costuming give distinction to both performers and play.

On the whole, *Clutterbuck* isn't a bad play, nor is it a great one. It will supply an amusing evening to anyone who wants his adultery treated lightly, but it will shatter no records on the Stem. Its life will depend almost entirely on the matinee crowd. The bridge club ladies will love it for its naughtiness.

Sidney Golly.

"Harvey" Revived for Dunn

NEW YORK, Nov. 26. — Brock Pemberton's perennial rabbit, *Harvey*, will come to life again December 26 at the Hanna Theater, Cleveland, for the start of a cross-country trek. James Dunn will star as the ubiquitous Elwood P. Dowd, the role he played for some months in the Broadway production. Dunn is currently finishing a pic for United Artists.

THE RAT RACE

(Opened Thursday, November 24)

COLONIAL THEATER, BOSTON

A comedy by Garson Kanin. Directed by Daniel Mann. Set and lighting by Donald Oenslager. Costumes by Lucinda Ballard and Joseph Fretwell. General manager, Herman Bernstein. Press representatives, Leo Freedman and Abner Klipstein. Stage Manager, David M. Pardoll. Presented by Leonard Hayward.

Roy McGreevy.....	Joseph Sweeney
Helen Brown.....	Betty Field
The Telephone Man.....	Ray Walston
The Waiter.....	Joseph E. Bernard
Mr. Luigi Gallo.....	Doro Merande
Gus Hammer.....	Barry Nelson
Bo Phillips.....	Pat Harrington
Eddie Phillips.....	Dennie Moore
Joseph Kerry.....	Johnny Dale
Frankie Jay.....	Joseph Bushkin
Tip.....	Sherman Kane
Carl.....	George Auld
Carl's Gtri.....	Tom Tucci
Ralph.....	Hal Green
Otto Bender.....	Rex Williams
Upstairs Trumpet Player.....	Lou Oles
Downstairs Saxophone Player.....	David Edelman

In *The Rat Race*, Garson Kanin has tried to reduce a philosophy for today to simplest terms, but he has succeeded only in writing a very bad play. It's the kind of thing which can happen to every playwright. No doubt in script it looked like a friendly and folksy comedy—to have an aged man make with the philosophy (the school textbook variety) and a foul-tongued old lady pass crude remarks on the experiences of a couple of naive youngsters lost in the throes of life in New York City. But the result is something neither funny nor profound, and manages to be paradoxically pretentious and simple at the same time.

Kanin has Betty Field as a lost soul, one of those girls who never has been able to make an honest living and whom life has given a really raw deal. Barry Nelson is a naive, earnest saxophone player who gets taken by one fast actor after another. Joseph Sweeney is an old man who loves beer, horses and the giving of advice to others. Chiefly, that consists of telling them to live in the present, forgetting the past and the future. And all the while Doro Merande is on the sidelines as the keeper of a run-down rooming house, making lewd and acidulous remarks about the behavior of her boarders.

Thin Stuff

It all adds up to two or three laughs per act, and precious little else. *The Rat Race* obviously stems from the boozey, sophomoric philosophy of Saroyan without the incidental charm and warmth which he sometimes manages. Still, Kanin has created some characters and a situation from which a compelling play might have been fashioned. No doubt he hoped to offer some serious comment on the warped modes and manners of today. But his play is wobbly, his thought as thin as watery soup.

All the same, his cast gives first-rate performances from start to finish. Betty Field was perfect as the confused, unhappy girl. Barry Nelson was always convincing as the naive sax player. Doro Merande had the most laughs as the sideline commentator and made the most of them. Joseph Sweeney did well with the rather foggy part of the old man.

But then there was Donald Oenslager's set—one of those complicated affairs which must have looked good on the drawing table—which made the action of the play even more cumbersome. Daniel Mann is credited with the direction, altho Kanin is supposed to have taken that over just before the opening here.

The Rat Race should be considered as a serious try, and be taken as a failure on that basis. But it's not to be treated lightly.

Bill Riley.

Wright Theater Raising \$

HARTFORD, Conn., Nov. 26.—Financing for the proposed Frank Lloyd Wright legitimate theater for Hartford is making satisfactory progress according to Payton Price, one of the backers of the new legit venture.

Youmatz Files Suit Against Hartford Spot; LG Bid Nixed

HARTFORD, Conn., Nov. 26.—Appointment of a temporary receiver for the Rogers Corner Drive-In Theater, near here, was postponed in Winsted, Conn., Superior Court last week, when David Cramer, of Litchfield, Conn., attorney for the plaintiff, said that an out-of-court settlement of the case was expected.

Vincent J. Youmatz, part-owner, founder, and former president of the theater, filed a suit against the corpo-

ration's officers, charging improper management of the affairs and failure of the corporation to pay him for services rendered. He was seeking to have the court appoint a receiver, dissolve the corporation, and divide the assets. John Youmatz, Winsted, is the present president, with Louis Centrella, New York, as secretary.

The application of the Lockwood & Gordon Theaters Circuit before the Bristol, Conn., Zoning Commission for authority to build an outdoor motion picture theater on Farmington Avenue, Bristol, has been rejected. Lockwood and Gordon Circuit operates the Danbury, Conn., Drive-In, which has been closed for the season. Manager William Moore, Hartford, was transferred by Douglas Amos, circuit's division manager, to the Hartford area. Moore will serve as a relief theater manager in the Hartford area during the winter. The Danbury is the first in the area to shutter this year. The remaining drive-ins are expected to close early in December.

The Pine Drive-In Theater, Manchester, N. H., has closed down for the season. Tom Vaillancourt, of Wolcott, Conn., has announced plans to build a theater on the Meriden Road there.

Fortner-Carthage Drive-In Tie-Up Gets Good Results

SHELBYVILLE, Tex., Nov. 26.—The Billy Fortner Show chalked up a good two-day engagement at Smith's Drive-In Theater at Carthage, Tex., November 11-12. Show erected its tent inside the theater area and presented performances at the same time the Drive-In was giving its show. Fortner said that altho it resulted in a split crowd, the business done was good for both managements.

Fortner said that the show will move into Bronson, Tex., following the local engagement and move into Louisiana after December 1. Among recent visitors were the Great Lippincot, magician, and wife, and Hale the magician.

Slim Vermont Carries On

WASHINGTON, Nov. 26.—The Veterans' Administration this week paid tribute to Slim Vermont, formerly with the Al G. Field Minstrels and other rep, tab and vaude groups. Paralyzed from the waist down as a result of a jeep accident four years ago, Slim, a patient at a VA Hospital in Oteen, N. C., recently was able to leave his bed for the first time and move around in a wheel chair. The first time he used the chair was on the stage of the City Auditorium in near by Asheville. He put on a patter act as part of a variety show and, according to the VA, brought down the house.

RUSSELLVILLE, Ark., Nov. 26.—E. A. Patton, Fort Smith, Ark., announces that he will build a drive-in theater in Russellville this winter, with a spring opening scheduled.

16mm. ROADSHOWMEN, ATTENTION:
 Write Now for New 1949 Catalog
 BIGGEST AND LATEST ASSORTMENT
 Westerns—Features—Roadshow
 Attractions ever offered.
Southern Visual Film Co.
 484 Shrine Bldg. MEMPHIS, TENN.
 Tel.: 8-4870

BARGAIN—16MM. PROJECTORS, FILMS
 Soundie, Musical Subjects, Glamour Gals, Swing Bands, 100 ft. each for \$2.95; Used Victor and Kodascope Projectors, like new, \$150.00; Western Features, \$55 up; Empty 1600 Ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; Mills Panoram Soundie Machines in cabinet, \$125.00; 2 Reel Shipping Cases, brand new, \$3.50 each. Free lists.
 SIMPSON FILMS, 155 High St., Dayton 3, Ohio

16MM FILMS RENTED
 Over 400 Westerns to choose from at \$5.00 each advertising loaned free. Write for catalog. Complete new 35mm drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.
ACE CAMERA SUPPLY
 150 N. Irby St. Tel.: 2487-J Florence, S. C.

FILM LIBRARIES AND DEALERS
 What do you have to offer? Need 25 or more top 16mm. programs with shorts. B. & W. and color needed. Season rates or 50-50 basis. Rush list and best proposition.

MIDGET MART ENTERPRISES
 1005 Florida Ave. Tampa 2, Florida

GIVE TO THE RUNYON CANCER FUND

REP RIPPLES

JOHN G. ANTHONY is showing 16mm. pix in Rome, N. Y. . . . **Chester Cobb** has two months of religious pix booked in Northern New York. . . . **Jack (Tex) Smiley** pens from Bonham Tex., that he has had a good summer with his pic show and that he's currently playing halls. He recently added some museum numbers and plans to play three-day and week-stands. He also plans to add flesh later. . . . **Taylor Players** are a new group for the Portland, Ore., area. . . . **T. T. Tillingly** left Boise City, Okla., for New Mexico with his show and indoor fair unit. Tillingly has some established territory, where, in former years, he promoted amateur shows. . . . **Robshaw brothers** are showing 16mm. pix in the sector around New Bedford, Mass. . . . "Have finished up my summer season with tent pix," cards **Lawrence Weidler** from Urbanette, Ark. "Since storing the tent in Clarksville, Ark., I've been building a wax show, having recently purchased some good items from a Philadelphia firm." . . . **D. F. Fernald**, who has had a small show under tent in Mississippi, has sold the outfit and will present pix and flesh in halls this winter, playing Texas territory for the most part. . . . **Fielding Players** are a new group for the Bellingham, Wash., sector. . . . **Flye's Show** is working toward Florida where it will lay off part of the winter and ready a wax attraction to augment its pix and flesh features. Unit will move into Alabama soon, with Bartow, Fla., its main destination.

Harrington Minstrels. Among personnel was **Tony West**. . . . **Alden Donneli** has 16mm. pix in the Lansing, Mich., area. . . . **Carl Lilford** will have a short-cast Negro minstrel show to play sponsor dates around Alexandria, La., after December 1. . . . **Carey's** pix and vaude show has closed after a successful summer and fall tour of Central Idaho. **G. H. Carey** will have religious pix in Eastern Washington for the next two months. He has several new features that he'll present under auspices.

2 Lincoln Dates Okay for LaTier

LINCOLN, Ill., Nov. 26.—LaTier Comedians, who have been playing Central Illinois spots for the past several years, clicked at two stands here recently. One was their engagement at the Illinois State Employees' Association show, directed by Claude Patterson. The other was their appearance at the Lincoln State School, where they presented three shows.

Unit is presenting magic, "dancing and bits, with Patterson doing some of the bits during the ISEA performance. Talent line-up includes Bill Nelms, Jeanne Devaney; Frank Cox and dummy, Jerry Splinters; Bernice, Cousin Susie, Margie, Tink and Corinne.

58 Pennsy Towns Okay Sunday Pix

PHILADELPHIA, Nov. 26.—As a result of the influx of open-air drive-in theaters in rural communities thruout the State—for the most part in sections which have no Sunday movies—the election returns last week show that Sunday movies have been approved by voters of 58 communities thruout Pennsylvania. State Blue laws, dating back to the colonial days, were weakened in the majority of the 80-odd voting communities where they have been applied to forbid movies on Sunday.

Ten communities in the four counties surrounding Philadelphia were among those voting to permit movies on Sundays, and the returns thruout the State spells well for the outdoor theater industry. It was the outdoor theater operators, in many cases, who stimulated interest in the question. In each community the Sunday movies question appeared on the ballot election day by a petition of at least 5 per cent of the registered voters in the particular community. Under the State law the question may not be raised again for at least five years in those communities voting on the issue.

Publicity Push

GLOUCESTER, N. J., Nov. 26.—An unusual promotion to stimulate attendance at the Starlite Drive-In here in face of strikes at plants in near-by Camden, N. J., was instituted by Jack Van Lloyd, open-airer's manager. He placed an ad in the Camden newspapers announcing special prices for week-ends. "Knowing that movies are your best entertainment," the copy stated, "we are setting these week-end prices: \$1 plus 20 cents tax for each show per car, people in cars free. Remember, you can bring as many persons as you can get in your car for only \$1 and 20 cents tax. P. S.: If you have a family and you don't have the dollar, see me, and I'll fix it so you can pay later!"

The Actor's Trunk

By E. L. Paul

SARA TRUAX, in her recently published book, *A Woman of Many Parts*, recalls the time when she was forced to leave her trunk with the landlord of a hotel for an unpaid board bill. That one will bring back memories to many an old-timer who has had a similar experience. In the old days, an actor's trunk was as much a part of himself as the hair on his head. It was the tool of his trade. Without it, he could do nothing. And while the ordinary non-professional, in looking over its contents, might not have given much for it, to the actor it represented capital—wealth untold.

In the old 36-inch Taylor or Douglas was a tray that carried the actors make-up box and mirror, his wigs, fancy dress shirts and his silk hat (if he had one) and other accessories. Lift the tray and the first thing one saw was a pair of boot-tops, usually of black oilcloth, but sometimes of leather. And then there would be a pair of chaps and a belt and holster.

Following these would come an English walking suit, with such other suits as the actor possessed, together with a long, black Prince Albert, and a dress suit of uncertain vintage. Some of these evening suits were a scream, being at least 25 years out of date, but they answered the purpose and the audience didn't know the difference anyhow.

And the things an actor could do with this equipment was a caution! He could dress any Western part or appear as an English lord or butler. And since his wardrobe usually had a ragged tramp suit or two, a linen duster and a couple of pairs of old boots tucked away down at the bottom, the actor was fixed to play an Uncle Josh or a Joe Morgan or anything that could be handed to him. Such articles as hunting crops, Bowie knives, walking sticks and pistols found a place in the tray or were scattered among other articles.

Hats were a problem. As a usual thing they were folded as neatly as possible and packed away wherever a place was available. Altogether the actor's trunk was a thing of utility without comparison and many an old-timer, long since retired, still keeps his, opening it once in a while to savor the memories of the old days.

BILLY AND CURLEY STEED

widely known rep and tabsters, are in their forth month at Dutch Mill nitery in Cincinnati. . . . **Maynard Players** are playing Central Massachusetts stands to reported good crowds and business. . . . **Edward R. Show** is presenting pix for sponsor groups in New England. . . . **Allan Marryman** asks from Providence, R. I., about the **Floyd D. Crowell 10-20-30** org. . . . **Dell Calley's** pix and vaude show opened its season at Hamilton, Tex., recently and will play Western Texas this winter. . . . **Herman Ferguson** has religious pix in Maine and is playing Aroostock County for the most part. . . . **Mr. and Mrs. Clarence Dailey** left Denver recently for Florida and will show 16m. pix in halls and schools en route. . . . **Sidney Seymour** is promoting amateur minstrel shows in the Rutland, Vt., area. . . . **W. H. McDonald** has been in the Oklahoma City area recently with his solo show. . . . **Fawn Players** are a new group for Central Pennsylvania. They are using **E. F. Hannan's** "He Was a Darb, He Was." . . . **E. J. Daniels** has 16mm. pix in the Little Rock area. . . . **Arthur Cheput** is promoting amateur shows around Nashua, N. H. . . . **Jameson Players** have some club dates booked in the East to sandwich in with their regular sponsor dates. . . . **Chestnut Hill Players** will go into Pennsylvania to play some dates in the Chester sector. . . . **Leon Falls** has 16mm. pix in Providence, R. I. . . . **Harvey D. Brooks** opened his religious pic season at Portland, Conn., recently and will be active around Connecticut and Eastern New York for the next four months. . . . **D. Y. Spring** pens from Masonville, Ia., that he has been showing religious and other pix in that sector but not in his regular territory in Idaho, where he has played for the past several winters. He presented a platform show in Missouri and Western Kansas the past summer to satisfactory biz. . . . A new flesh group, **Radding Players**, are active in the Tacoma sector.

W. G. (BILLY) FLORENZ is promoting Negro flesh shows around Birmingham. . . . **Carl E. Nelson**, Boston, requests that someone give the identity of Hudson &

THE FINAL CURTAIN

ABRAMSON—Harry, 63, who appeared as comedian in burlesque under the name of Harry Evenson, November 19 when struck by a train at Yeadon, Pa. He had appeared with Abbott and Costello and his last show was at the Troc Theater, Philadelphia, where he made his home. A sister survives.

BADET—Regina, 73, former dancer and legit actress, recently in Bordeaux, France.

BARNES—George, 59, legit actor, November 18 in Hollywood. He performed mainly in Western stock companies.

BARNES—Caleb G., 59, former stock company actor, November 18 in Methodist Hospital, Los Angeles. He was leading man with the Wilkes Stock Company in Salt Lake City at one time and starred at the Denham Theater, Denver, for five seasons. He had also appeared in several movies. Survived by his widow, Ann; a daughter, Georgiann, Los Angeles; two sisters, Mrs. James Weeks and Mrs. Donald McDonald, and three brothers, Roland, Eugene and Jack. Burial in Salt Lake City November 23.

BARRERA—Jose, 72 (Mexican Joe), well-known roper and rider, November 16 in a Pawnee, Okla., hospital after an operation. A long-time associate of the late Maj. Gordon W. Lillie (Pawnee Bill), Barrera last appeared with the Miller Bros.' 101 Ranch Wild West troupe in 1930. Noted for his mastery of the lariat, Barrera was one of the few men who could rope eight horses running abreast. He had also been a member of Buffalo Bill (William F. Cody) Wild West Show. After his retirement from show business he managed the Lillie Ranch, Blue Hawk Peak, near Pawnee, until Lillie's death in 1942. Survived by his daughter, Mrs. Clyde Hestand, of Pawnee.

BARTOLOTTA—Guiseppe, 72, former concert tenor, November 21 in Wayne County General Hospital, Eloise, Mich. He had resided in Detroit for many years, following retirement from the concert stage. No immediate survivors. Interment in Mount Olivet Cemetery, Detroit.

BLACKMORE—Williard, 79, actor for 21 years, November 20 in St. Louis. Before his retirement about 30 years ago he appeared on Broadway in Shakespearean roles and assisted Thomas A. Edison in attempting the first talking picture.

BRETT—Marie W., 36, harpist, November 21 at her home in Philadelphia. She was active in harp concert programs from 1933 to 1945. Her parents, a brother and two sisters survive.

BRIDGE—William W., 64, manager of the Ceramic Theater and former head of the Ceramic Poster Advertising Company, East Liverpool, O., recently in that city. At the turn of the century he was connected with the Great American Water Circus and with the Gentry Bros.' Shows. His widow, daughter, mother and two sisters survive. Burial in Riverview Cemetery, East Liverpool.

BUCK—Oscar, 83, former ride builder and father of Oscar C. Buck, carnival operator, in Queens Village, L. I., N. Y., November 19. (Details in General Outdoor Department.)

BUSHA—Joseph M., 54, former member of the Michigan State Fair board of managers and for many years in charge of special events at the Hotel Statler, Detroit, November 23 at his home in that city. Survived by his widow, Eva, and son, Joseph Jr. Burial in Michigan Memorial Cemetery, Detroit.

COPELAND—Milburn H., 46, owner of the Kiddyland Park in the Little America Recreation Center, Indianapolis, November 21 at his home in that city. Copeland was also an actor at one time and had managed burlesque houses in New York, Pittsburgh, Milwaukee, Indianapolis, Detroit and St. Louis. Survivors include his widow, Edith; his mother, Mrs. Nannie Copeland; two brothers, Cecil and Kenneth, and a sister, Mrs. Sylvia Roach. Burial in Floral Park Cemetery, Indianapolis.

COVINGTON—John E., 61, former concessionaire with Byers Bros. Shows, November 19 in Blytheville, Ark.

CRANE—John, 61, popcorn concessionaire, the past two seasons with Carnival Shows, Inc., recently in New York. Survived by a brother, Alonzo, and a sister, Mary Stiles. Burial in National Cemetery, Pinelawn, L. I., N. Y.

CRUISE—Fred A., 56, house manager of Radio City Music Hall, New York, since 1934, November 23 in that city. Active in theater management for 37 years, he started at 19 in the box office of the old Bronx Theater. He had been with the Rivoli and Rialto theaters, New York; Paramount, Palm Beach, Fla.; Criterion and Million Dollar, Los Angeles, and the Colonial, Boston. In 1933 he was called to Rockefeller Center as manager of the Center Theater and was transferred from there to the Music Hall. His mother, two brothers and one sister survive.

CUMMINGS—B. Ray, 58, vice-president of the Farnsworth Television & Radio Corporation, November 23 in Baltimore. Besides many other engineering posts, he had been associated with General Electric and the Radio Corporation of America before his appointment in 1939 as exec vice-president of Farnsworth Television, Inc. His widow and two sisters survive.

DILL—Max, 71, member of the former well-known vaude and musical comedy team, Kolb and Dill, November 22 in San Francisco. Around the turn of the century the team was the hit of Broadway with such comedies as *In Dutch*, *Wiener* and *Schnitt-*

zel and *Fiddle Dee Dee*. Two years ago Dill and his former partner attempted a revival of *High Cost of Living*. During the depression years Dill was director of the vaude section of the Federal Theater Project. Survived by his widow, Josephine, and two daughters. Burial in Cypress Lawn Cemetery, Lawndale, Calif.

FELIX—Joseph J., 53, many years owner and operator of a restaurant and nitery in Stratford, Conn., suddenly in Bridgeport, Conn., November 10. Survived by his widow; two sons, Joseph A. and Charles S. Felix, of Stratford; five brothers, Anthony, Ralph, Samuel, Patrick and Austin Felix, and a sister, Mrs. Rose De-Felice, all of Bridgeport, Conn. Burial November 13 in St. Michael's Cemetery, Stratford.

FEODOROFF—Leo, 82, actor and singer who brought the Russian Opera Company to this country in 1922, November 23 in Long Beach, L. I., N. Y. His company was formed in 1917, and after an extensive tour of Russia and the Far East, the troupe which included Feodor Chaliapin, played Broadway at the old New Amsterdam theater. When the company disbanded two years later, he played in a number of silent pictures and joined the Jewish stage in New York before his retirement in 1935. His daughter survives.

FERTIG—Sam, 28, actor recently on tour with *Goodbye, My Fancy*, November 16 in New York. Besides radio and television work, he appeared on Broadway in *Toplitzsky of Notre Dame* and on the Subway Circuit in *Strange Bedfellows*. During the war he was with the Maurice Evans unit. His mother and step-father survive.

FINE—Charles, 68, veteran Cincinnati theater operator and a charter member of the original Variety Club, November 18 at his home in Miami where he had resided since 1944. Survived by his widow, Mary; two sons, Arthur and Eugene, who operate the Empire Theater in Cincinnati, and a daughter, Mrs. Esterose Katz, Cincinnati. Burial in K. K. Adeth Israel Cemetery, Cincinnati.

FISHER—William, 75, many years first cellist in the orchestra conducted by the late Victor Herbert and also a professor at the New York Conservatory of Music, in Stamford Hospital, Stamford, Conn., November 13, after a brief illness. He was also a former member of the New York Philharmonic Orchestra and in late years has been a teacher of the cello.

Survived by his widow; a son, William H. Fisher, both of Stamford; a daughter, Mrs. Henrietta Nickel, South Salem, N. Y., and a brother, Hans Fisher, Bantam, Conn. Burial in Stamford November 16.

FRITZEL—George, 71, former Chicago cafe operator, November 18 at Crystal Lake, Ill. His brother, Mike, co-owner of Chi's Chez Paree, his widow and three daughters survive.

GINTY—Elizabeth Beall, 86, playwright and former secretary to the late David Belasco, November 15 in New York. Her play, *Missouri Legend*, was produced on Broadway in 1938. She had been working on two others, including one on a Pilgrim theme and one about Queen Elizabeth.

INSLEY—Lee W., 59, president of the Diamond Globe Corporation, November 21 aboard his pleasure boat. He formerly operated the Arcade Theater, Salisbury, Md., and many others.

KURTZ—Mrs. Simha Krestmejn, 75, mother of three sons who are prominent in American music, Efrem, Arved and Edmund, November 22 in New York. Efrem Kurtz conducts the Houston (Tex.) Symphony Orchestra and at the Lewisohn Stadium in New York. Arved Kurtz is a violinist and the director of the New York College of Music; Edmund Kurtz is the cello soloist with the Boston Symphony and is now on tour of Europe. A daughter also survives.

LAHAYE—Mrs. Ella S. Toohy, mother of Judson and Louis LaHaye, veteran announcers on WICC, Bridgeport, Conn., recently in that city after a brief illness. Burial in St. Michael's Cemetery, Stratford, Conn.

LAUGHLIN—James W., veteran outdoor showman, recently in Temple, Tex., of cancer. Burial November 23 in Kansas City, Mo. (For details see story in Carnival Section.)

MENDELSON—Mrs. Hedwig A. M., 80, opera singer of 50 years ago, November 20 in Hollis, N. Y. As Hedwig von Anderson she sang with opera companies in Berlin, Duesseldorf and Danzig, all in Germany. Four sons and a daughter survive.

MIDGLEY—Florence, 59, legit and film actress, November 16 in Hollywood. She appeared on Broadway in musical comedies for John Cort, Henry W. Savage and the Shuberts, including such shows as *So Long Lefty* and *Sari*. Her brother, Richard Midgley, legit actor, survives.

MILLER—Ashley, 82, executive secretary of the State Relief Fund, November 19 in New York. A former Shakespearean actor and early motion picture writer and producer, he had been director of the Hecksher Players, a children's theater organization. In 1933 he was appointed to the relief group, which was set up by prominent actors, producers and playwrights. His widow, former actress Ethel Browning, and a son survive.

MILLICO—Al, husband of dancer Shirley Sherman, November 13 in Pittsburgh.

MURRAY—Marion, 65, former dancer and comedienne, November 22 in Englewood, N. J. During her 32 years on the stage she had appeared with her sister, Victoria, on all the major vaude circuits and was a headliner at the Palace, New York. When her sister left the stage she joined Sally Ward. Later she was a specialty dancer in the *Ziegfeld Follies*. Her sister survives.

ROUFFE—Alida, 75, well-known French actress, November 21 in Marseilles, France.

VIVIAN—Mrs. Irene E., 59, former actress with the Ben Greet Players, November 19 in New York. Her husband, Percival, actor, and three sons, David, touring with *The Man Who Came to Dinner*; Theodore B., and Capt. Lawrence survive.

WELLS—Mrs. Kate Alice Merrell, 35, violinist, November 14 in Chicago.

YOUNG—Earl W., 55, showman for many years and manager of Young's Amusement Company for the past two years, recently in Rock Island, Ill., of a heart ailment. Survived by his widow, Rosie. Burial in National Cemetery, Rock Island.

BILL (BOJANGLES) ROBINSON

Bill (Bojangles) Robinson, 71, king of the tap dancers, died November 25 in the Harkness Pavilion of the Columbia-Presbyterian Medical Center, New York.

About a year ago he had a heart attack and had cataracts removed from his eyes, but he continued dancing, against doctors' orders, until three months ago, when he found he could not see the steps in his well-known stair routine. After being hospitalized he received over 5,000 letters from fans and people with whom he worked in vaude, legit and on the screen.

His performing career covered 60 years and almost every phase of showbiz. Starting work in a racing stable, dancing for pennies, he later hoofed around the country in vaude, during lulls working in his hometown, Richmond, Va., as a waiter. It was during one of his waiter stints that he met his manager, Marty Forkins. Later, when Forkins caught him in Chicago on the vaude stage in the team of Robinson and Butler, he took Bojangles under his wing. From there on his fame grew, and he scored on Broadway in such hits as *Blackbirds* and the swing version of Gilbert and Sullivan's *The Mikado*. He gained equal success in films, in such pictures as *In Old Kentucky*, *The Little Rebel*, *One Mile From Heaven* and *The Little Colonel*.

Another accomplishment of which Bojangles was proud was that he could run backward as fast as an ordinary man could run forward, once holding the world's record for back-running 75 yards in 8 1/5 seconds.

Though during his career he earned about \$2,000,000, he was frequently broke. Partly to blame was his constant contribution to charities, giving money and scholarships to schools and orphanages, awarding the annual prize to the graduating class of Public School 119, Harlem, New York, and sending many unsolicited checks to his hometown for distribution to charity organizations. He was a frequent performer at benefits, averaging 400 yearly.

His second wife, his sister and his manager were with him at the time of death. A brother in North Carolina also survives. Burial was in Evergreen Cemetery, Brooklyn.

OSCAR BUCK

Passed away Nov. 19, 1949

Queens Village, N. Y.

Sadly Missed by His Son

OSCAR C. BUCK

O. C. Buck Expositions

SHOWMEN GATHER IN CHICAGO

Big Attendance Is Seen Likely

Early convention turnout of fair execs, park men, carnival reps is heavy

CHICAGO, Nov. 26.—The lobby of the Hotel Sherman, scene of the annual outdoor show conventions which open tomorrow (27), was alive with milling outdoor showmen, carnival reps, fair execs and park men at noon today, with the representation indicating that attendance at the confabs would match, if not top, that of last year.

Erection of the displays in the trade show sponsored by the National Association of Amusement Parks, Pools and Beaches was well under way at noon. The trade show this year is expected to be the largest in NAAPB history.

The Showmen's League registration tent, provided by the U. S. Tent & Awning Company, at noon was receiving decorative touches, done in Kolite. A banner illustrating the usage of Kolite also was on display in the lobby, as was the SLA's Buick.

Not a few of those due in for the convention made stop-overs today at South Bend, Ind., for the Notre Dame-U. S. C. football game.

Among the first show people to arrive here this week were Bob Parker, Vaughn and Kay Richardson, Bill Snyder, Herb Shive, Ralph Lockett. (See *Showmen Gather* on page 52)

Seek \$446,193 In Calif. Funds For 1950 Celes

SACRAMENTO, Nov. 26.—An appropriation of \$446,193 is being asked by the California Centennials Commission to sponsor statehood celebrations during 1950. A breakdown of the budget being submitted to the State Department of Finance includes assistance to local celebrations, \$89,000; historical caravan, \$30,000; historical markers, \$2,000; publicity, \$20,000; statehood program, \$250,000; administration, \$55,193.

The State's three-year centennial program will be climaxed September 9, 1950, the 100th anniversary of the admission of California to the union.

Commission Chairman Joseph R. Knowland supported the budget, indicating planned major statehood events for Los Angeles, San Francisco and Sacramento.

However, officials of the Department of Finance are said to be considering recommendations that \$10,000 be cut from the publicity fund, the elimination of the caravan, deletion of the \$2,000 for markers and a cut to \$210,000 for statehood celebrations.

The Legislature cut the 1949-'50 centennial budget this spring from \$825,000 to \$400,000.

Under the proposed 1950-'51 budget the commission would operate until December 31, 1950. During the last three months of the year it would liquidate its activities.

Surveys Show Pyro Popularity, Foreign Markets Seen Opening

NEW YORK, Nov. 26.—Due to the increasing popularity of fireworks displays at recreational centers and the awakening of advertisers to the attention-attracting potency of this medium, the pyrotechnical industry is entering a period of expanding consumer acceptance, Carlton B. Waller, president of the Unexcelled Chemical Corporation, manufacturers of pyrotechnical products, declared here.

Waller referred to the recently released results of surveys conducted by Chamber of Commerce officials at nine resort communities along the Atlantic Coast from Maine to Maryland which were made in order to determine the effectiveness of fireworks displays in drawing people to them.

Aid Coney Island

In the metropolitan New York area, the survey conducted by Chamber of Commerce officials during last July and August disclosed that the average nightly attendance at Coney Island was 150,000 persons. But on Tuesday nights when fireworks were shown the attendance figures vaulted to 450,000 persons.

Monroe Ehrman, of the Coney Island Chamber of Commerce, in re-

vealing the results of the survey for his community, stated "there is absolutely no question as to the drawing power of fireworks displays. They are great entertainment value. There is no form of amusement capable of giving enjoyment to so many people at one time and there is no form of entertainment which has the appeal to youth and age of all classes and tastes."

8 Surveys Listed

Eight other surveys conducted by Chamber of Commerce executives during the same period disclosed approximately the same percentage of spectatorship increase when fireworks (See *SURVEYS SHOW* on page 55)

WFA's Agents, Calif. Solons Confer on Aid

To Map New Features

LOS ANGELES, Nov. 26.—The more than 600 representatives of fairs in eight Western States and Canada slated to attend the 27th annual convention of Western Fairs Association (WFA) here December 8-10, will sit with the assembly interim committee on fairs and expositions of the California Legislature to study budgets and finance for the State's 76 fairs, which will comprise 494 fair days during 1950.

Highlights of the meeting will be the formulation of a "trade in California" program for fair managers, and expansion of "customer convenience" features. Also to be considered are continued payment of premiums at present rates, which are said to be highest of any fairs in the country. Other discussions will include the addition of better educational exhibits and other "free" features made possible by a 4 per cent levy on all pari mutuel wagering at California race tracks.

A campaign to bring Eastern commercial exhibitors to California fairs will also be inaugurated.

Berle Heads Talent In Macy's Parade

NEW YORK, Nov. 26.—Macy's annual Thanksgiving Day parade was favored by ideal weather, and the line of march, down Broadway to the store on 34th Street, was jammed with spectators.

Milton Berle, as Father Knickerbocker, was grand marshal. Other pros in the parade were Paul Winchell, ventriloquist; De Dio's dogs; Patterson's Funny Ford, and the Ferko String Band, from Philadelphia.

In the parade were five gigantic balloons, 16 floats, 10 bands and hundreds of costumed marchers. According to Leo Grund, of the Hamid booking office, no pro joeys were booked (See *Berle Heads Talent* on page 52)

Chicago Fair's Finance Group Raises 510G

50% of Goal Pledged

CHICAGO, Nov. 26.—Subscriptions by industry totaling \$510,000 have been made to underwrite Chicago's permanent lakefront fair, James Day, fair commission's finance committee chairman, told a dinner meeting of the Permanent Fair Commission here Tuesday (23).

"The reception so far convinces me that we will raise the \$1,000,000 needed," Day said. "Altho we have little more than started, results have been gratifying."

Kent Chandler, commission chairman, broke down the \$1,000,000 goal as follows: For rehabilitation of present Railroad Fair buildings, \$200,000; for preparing exhibits, \$150,000; to produce a pageant, \$150,000; operating reserve, \$100,000; plant reserve, \$100,000; restoring park board property, \$100,000, and for a general reserve, \$200,000.

Maj. Lenox Lohr, who was manager of the Railroad Fair, and is consultant to the commission, proposed "The American Way" as the theme for the first year of the exposition.

Mayor Kennelly was host at the (*Chicago Fair's Financiers*, page 52)

R-B's Gargantua Passes at Miami

MIAMI, Nov. 26.—Gargantua, famous gorilla, since 1937 a super attraction with the Ringling-Barnum circus, died in his cage here yesterday of natural causes. It was the last day of the season for the Big Show, which has returned to Sarasota for the winter. Gargantua, one of the few gorillas reared in captivity, became ill a week ago.

From the day that Gargantua was obtained by John Ringling North until his passing, he was the show's stellar attraction. To add to the ferocious stature of the animal was his face, twisted into a cruel snarl when a discharged attendant tossed sulphuric acid at him years before he came to the circus. The 16-year-old, 750-pound, 6-foot 6-inch gorilla began life as a mountain gorilla in Africa. A Florida couple owned him first and they sold him to the circus in 1937 for \$10,000. Show officials declared that he had been worth a million dollars to the circus.

BALTIMORE, Nov. 26.—Gargantua's body was scheduled to undergo an autopsy here today to determine what caused his death. At first it was reported that the gorilla had succumbed to the human ailment of tuberculosis but a Ringling-Barnum executive revealed later that the animal had long suffered from a serious lip cancer.

The carcass, packed in dry ice, was flown here last night for an autopsy at Johns Hopkins University medical school. The body also will be dissected for scientific purposes. Later it will be stuffed and presented to the Peabody Museum at Yale University.

Ruml Enlists In War To End Excise Taxes

(Continued from page 4)

mittee that the taxes which particularly need sharp reductions or outright repeal are those which are levied on theater and cabaret admissions, communications, music, transportation, jewelry, cosmetics, electric light bulbs and fur coats.

The subcommittee which is inquiring into the federal tax structure is expected to come up with recommendations preparatory to deliberations by the next Congress on the excise tax issue. Leaders in both houses are committed to a policy of giving early attention to the issue when the next Congress convenes. Ruml appeared at the subcommittee's hearing in a delegation from the Committee for Economic Development, but he explained that his views on repeal of the wartime excises were his own.

Ruml told the congressional group that the wartime excise taxes were imposed to save manpower, commodities and the like. "This bundle of taxes," he continued, "should be repealed as being contrary to a non-discriminatory peacetime program."

Ruml said he would not include the liquor taxes in the group requiring immediate curtailment because of uncertainty that the heavy revenue yielded by them could be offset at present. Sen. Paul H. Douglas (D., Ill.), chairman of the subcommittee, also voiced "reluctance" to abandon these taxes, "much as I would like to be a benefactor to persons affected by these taxes, until I know what other sources you could turn to if we are to balance the budget."

Close-Ups:
Two Big Schotts Build Cincy's Coney to One of Nation's Finest

By Al F. Schneider

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

DON'T BELIEVE that old saying, "like father, like son." It ain't so. At least it isn't in the case of Edward L. Schott, president and general manager of Cincinnati's Coney Island, and his father, the late George F. Schott. The personality of the elder Schott, a colorful, dynamic man, still may be seen at the park in the methods of operation used by Ed, who earned his "trade" under the careful tutelage of the father, but there the picture fades.

George Schott, formerly in local politics and a shoe merchant, was the bossman, the champion check grabber, the explosive type of man who could give an employee a verbal raw hiding when things didn't function properly.

Yet who is to say he erred in his occasional outbursts? His record speaks for itself. From the time he took over Coney in 1924, when it was little more than a picnic grove, the park began to prosper, and it was the senior Schott who gave Coney the big push toward its present position of affluence and prestige in the amusement park industry. Ed was the first to admit that his father's strong character was the factor responsible for transforming the park into the well-balanced resort that is now valued at a figure between \$2,000,000 and \$2,500,000.

Easy Does It

Ed, on the other hand, is the direct opposite of the father in carrying on the Coney tradition of efficient operation. Where the father accomplished tasks with great expenditure of nervous energy and an occasional "backfiring," Ed does the same job with what appears to be a minimum of effort. Nothing seems to ruffle his pin feathers, yet Coney always is the last word in efficiency and attractiveness. Thus the only difference in the men appears to be their temperaments, and the Coney tradition carries on. That Ed has been just as successful as his father may be seen in the park's profit figures, which continue to make pleasant reading for stockholders. That may be another way of saying that George was an excellent teacher and a fine student.

A personality sketch of Ed would not be complete without some mention of his personal appearance, one of the things that makes an immediate impression on people who meet him. In his earlier days Ed was the "stringbean" type, standing six feet, three inches and being proportionately thin. In later years, however, Ed has added heft. Now weighing 205 pounds, he is a commanding figure, always dressed in the height of fashion and holding the attention of all who see him. A man of charming personality with the ability to win people, you might differ with him on a subject but never argue. Now nearly 43, Ed wears the prexy's mantle with dignity and ease, probably because he learned the park business the hard way—from the ground up. Each summer, when he wasn't attending college, Ed worked at the park—on the gate, at the pool, in the office and in other divisions of the resort so as to learn everything about park operation. Soon after graduation, his father appointed him park manager.



ED SCHOTT

Country's Youngest Operator
 It was fortunate that he applied himself diligently to the task of learning the ins and outs of the business, for with the untimely death of his father on July 24, 1935, the whole responsibility of running Coney Island was thrust upon the shoulders of Ed, no little task for a man then only 28 years old. At that time he was the country's youngest operator of a major amusement park. Ed finished out the 1935 season as head of Coney and had a bang-up season in 1936, the park recording one of its best seasons in history. Then Lady Luck turned her back on him. In January of 1937 the historic Ohio River flood swept thru the park, damaging facilities to the extent of \$350,000. That was surely the acid test which proved Ed an A-1 park man. The disaster made necessary a huge rebuilding job which nobody thought could be completed by the appointed May 22 opening day, yet, aided by a fine executive staff, many of whom

(See Two Big Schotts on page 55)

O. Buck Dies at 83; Retired Ride Builder

NEW YORK, Nov. 26. — Oscar Buck, 83, former ride manufacturer, father of Oscar C. Buck, owner of the O. C. Buck Shows, died at his home in Queens Village (Long Island), N. Y., November 19.

Oscar Buck was a native of Germany but came to America and established a ride-building plant in Brooklyn and pioneered here in the construction of Merry-Go-Rounds and Venetian Swings, a few of which are still in operation.

Buck retired around 1920 and made his home in Queens Village, Long Island. He is survived by his widow, Rose Buck; two sons, Oscar C. and Howard Buck, and three daughters, Emma Crennan, Margaret Turner and Gertrude Van Well.

Funeral services were held Wednesday (23) morning, from the Martin Funeral Parlor, Queens Village, with a Requiem High Mass at St. Ann's Church. Interment in Holy Trinity Cemetery.

High River, Alta., Rodeo Nets \$3,700; Install Power

HIGH RIVER, Alta., Nov. 26.—This year's High River Rodeo, held two days this summer, showed a net profit of \$3,700.

Of this amount, \$2,000 already has been spent on the installation of electrical power at the plant and additional plans call for improved grandstand accommodations.



RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides for Carnivals

- OCTOPUS
 - ROCK-O-PLANE
 - ROLLOPLANE
 - FLY-O-PLANE
- Engineered and sturdily built for parks. Write for descriptive circulars.
- EYERLY AIRCRAFT CO.**
SALEM, OREGON

36 PASSENGER STREAMLINER
 8 Wheel Drive TOM THUMB (Portable)

America's Finest, Fastest, Most Economical.
CLARK MFG. CO. BRADENTON, FLA.

ALLAN HERSHELL
 Park and Carnival Amusement Devices

Makers of THE CATERPILLAR, LOOPER, MOON ROCKET, HURRICANE, CARROUSELS, KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE, KIDDIE BOAT RIDE, LITTLE DIPPER and other famous rides. Order now for early delivery.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
 World's largest manufacturers of amusement rides

HIT THE DECK
 Get your share of the 1949 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Ocean Waves. Write, wire, phone for literature.

SMITH & SMITH
 100 FRANKLIN ST. SPRINGVILLE, N. Y.

The TILT-A-WHIRL Ride
 Outstanding for
 Public Appeal ★ Stability
 Good Quality ★ Portability
 High Class ★ Earning Power

SELLNER MFG. CO.
 Faribault, Minnesota

BISCH-ROCCO AMUSEMENT CO.
FLYING SCOOTERS
 PORTABLE — STATIONARY — ELEVATED
 Thrilling New Flying Disc • Kiddie Jet Airplane Ride • Kiddie Trolley Street Car
 5441 Cottage Grove Avenue Chicago 15, Illinois
 Phone: DOrchester 3-0226

ARROW KIDDIE RIDES
 SENSATIONAL APPEARANCE — SUPERIOR CONSTRUCTION — AUTO RIDES — MERRY-GO-ROUNDS — BOAT RIDES — PLANE RIDES
 Write for information.
ARROW DEVELOPMENT CO., INC.
 243 Moffett Blvd Mountain View, Calif.
 Manufacturers of higher grade rides.

AMERICA'S FINEST SHOW PRINTING
 STOCK DESIGNS FOR ALL OCCASIONS
CIRCUS - CARNIVAL
 RACE - THRILL SHOWS
 POSTERS - DATES - CARDS - BANNERS
 WRITE FOR DATE BOOK AND PRICE LIST, OUR 15th YEAR

CENTRAL
 SHOW PRINTING CO. - MASON CITY, IOWA

BOOMERANG
 1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.
 WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
 HARRY WITT
 98 Junius St. Brooklyn, N. Y.

GIVE TO THE AMON RUNYON CANCER

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/4 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra .50¢
Ping Pong Balls, printed 2 sides \$15.00
Replacements, Numbered Balls, Ea.40
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M 1.75
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Red or Green Plastic Markers, 3/4 Square, Round or Scalloped, \$2.50 M; 1/2 this size \$2.00 M
Cork Markers, 1/2 inch diameter. M.75
Round White Cardboard Markers, 1800 to Lb. Lb.85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90¢. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & Co.
19 W. Jackson Blvd. Chicago 4, Illinois

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES, FIRST

JOHN BUNDY
REPRESENTATIVE

Hauss-Standard Chevrolet
1325 STATE ST.
EAST ST. LOUIS, ILL.

CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers
Wood-Steel



U. S. SEATING CO.

570 7th Ave., N. Y. C. (41 St.) LO 4-3524

Repossessed Equipment

Several Long Range Shooting Galleries, mounted either on truck bodies or semi-trailers. Combination Living and Popcorn Trailer, over-all length 28 ft. Frozen Custard Trailer, complete with freezer and storage cabinet. Write for photos and full information.

KING AMUSEMENT CO.

82 Orchard St. Mt. Clemens, Mich.

DIRECT FACTORY SALES

Custom Quality Trailer Coaches at Manufacturers' Prices.

Write

TRAILER COACH DISTRIBUTORS

BOX 173 GARRETT, IND.

MODEL 120 FLOSS MACHINE

DIRECT DRIVE \$275

MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES
CONCESSION SUPPLY CO.

3916 SECOR RD. TOLEDO 6, OHIO

Out in the Open

Digger Pugh, English agent, and his 11-year-old son Johnny, flew back to London last week. Johnny toured the past season with Mills Bros.' Circus in a tumbling-acro act. . . . Arthur E. Campfield, head of the New York canvas manufacturing firm bearing his name, was excused from jury duty so that he could attend the Chicago outdoor meetings.

Ben Morrison, special events promoter, who spent several months in Detroit, left for Hot Springs for a week's vacation before going to the West Coast for the winter. . . . Ben S. Allen, of Posters, Inc., has returned to his Philadelphia office after an 8,000-mile business trip thru the South. Ben is still handing out novel advertising novelties. . . . Mr. and Mrs. B. A. Slover, operators of the Lincoln Amusement Park, Los Angeles, will winter in Tampa. . . . During the recent stand of Polack Bros.' Eastern Unit in Baltimore, press man Bill Green landed several nifty feature articles with pictures in The Baltimore Sun.

Mr. and Mrs. Art Craner are in Los Angeles on a combined business and pleasure trip. Craner will attend the annual meeting of the California State Chamber of Commerce there, December 1-2, the annual meeting of the Western Fairs Association, as a representative of the Los Banos May Day Association and Merced County Spring Fair & Livestock Show, in the Baltimore

Hotel, December 8-10. Craner says he has been contracted to work on the California Centennial celebration, scheduled for San Francisco, September 4-9, 1950.

Price Tag on Bulls Drops, Bean Says

CHICAGO, Nov. 26.—The price of elephants has dropped around \$1,000, Robert Bean, director of Brookfield Zoo, reported this week. A good substantial pachyderm may be bought now for \$3,000 instead of \$4,000, as was the case a few months ago, Bean says.

The Chicago zoo director says the entire animal market is settling down. "About the only way I can explain it is the world gradually is becoming disabused of the idea, spread by extravagant expenditures of the government, that zoos and everything else are made of money."

David Gallup Heads Barton Annual; '50 Dates Aug. 17-19

BARTON, Vt., Nov. 26.—Dave Gallup, Orleans, was elected president of the Orleans County Fair, at a recent election here, with Melvin Willis, Barton, named treasurer, and Louis A. Gallup, Orleans, secretary.

Dates for the 1950 expo were set for August 17-19.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Lost Chord, Miss.
November 26, 1949.

Dear Editor:

At this time of the year the weather tells us to go to the barn and the bankroll tells us to keep on moving. The show's personnel wonders whether the boss is setting on enough heavy dough (serious money) to keep it out or if he is keeping the show out because he hasn't enough of the stuff to winter it. Everybody depends on rumors. A train poler reported the combination ticket and office wagon to be easier to pole now than it was six weeks ago because its much lighter. A four-horse driver backed up his opinion with, "The wagon wheels off of soft ground much easier now that it did several weeks ago." Some openly say that the bags of silver that were carried out of the wagon every day were taken to banks to be exchanged for paper money. Some held to the idea that it was taken out to pay railroad moves.

One reason the show doesn't want to close is on account of the custom of the band playing *Home! Sweet! Home!* It's homicidal tune on any lot. To collect double indemnity on your insurance policy whistle it in a dressing room. Almost any old-timer will tell you that the song is a jinx and can lay hundreds of mishaps at its door. One year a steam calliope player braved the ire of the troupe by playing it in parade. That night a trainhand departed with his only pair of shoes. Last year our boss canvasman gave a hopscotching sheet writer the bums rush off of the lot, and to make his departure more impressive the boss canvasman yelled, "For you it's home, sweet home." That night his wife blew with an an-

kle-drop trapeze kinker, taking her husband best suit with her.

Some managers play it on closing night with the hopes that everybody will blow. The guy who has no home beefs about it the loudest claiming they are rubbing it in. On this show the band plays it and the prima donna sings it in the spring. The office knows that it won't hear them sing and play it in the fall, because they will blow before closing time without their holdbacks.

We do believe in closing night music—if and when we close. It's played on five turntables with one disk starting a little before the others. An announcer jams the music with, "There is no more." The announcer and the canned music drown out the beefs and yelps of the departing workmen and actors.

Six winters ago a band leader won a home on a radio show. He paid our prima donna a sawbuck and free room and board in the home for the winter if she'd sing the song. His object was semi-matrimony and semi-honorable. Instead of singing *Over the Waves* while the flying act was working, she hit the strains of *Home! Sweet! Home!*, but used the words, "Be it ever so palatial," eliminating the word "humble." Instead of raising hell with the band leader and the singer, the boss congratulated both for the fine music and her wonderful soprano voice. They went for it to such an extent that they hocked the home to move the showtrain for 14 days and eventually lost the house. However, the boss had no sympathy for them as they had jinxed the property with music and words, and had broken a code of the road.

"Be it ever so humble," lay off of it.

Mills Reports Season's Take Best in History

CIRCLEVILLE, O., Nov. 26.—Mills Bros.' Circus began its third winter at Pickaway County fairgrounds here Thursday (17) when the show fleet completed a 752-mile run from Wilmington, N. C., where the org's 10th anniversary, season wound up Monday (14) under Shrine Club auspices. Jack and Jake Mills termed the season the best in the show's history and, after overseeing packing away of equipment here, huddled with department heads on 1950 plans before leaving for their Cleveland homes.

Show visited 13 States, covering 9,544 miles, and playing 182 days on its all-sponsored dates tour. High spots were Madison, Wis., where the entire Wisconsin Legislature attended; Fort Plain, N. Y., and Delavan, Wis., where memorial services were conducted at the graves of William Linney and William Coup; Richmond, Ind., where the big top was pitched on the Richmond State Hospital grounds and performance limited to the 1,600 mental patients.

Winter in Cleveland

Jack, Jake and Harry Mills and families will winter in Cleveland. Doc Waddell will attend the outdoor convention, Chicago, then tour the country. Destinations of other personnel: Mr. and Mrs. Charley Brady and Mr. and Mrs. Sammy Burnstein, quarters; Arthur (Hard Times) Leonard, Miami Beach; Mr. and Mrs. Alex Brock, Tampa; Mr. and Mrs. Jack LaPearl, South Webster, O., Mr. and Mrs. Bob Mills, Winston-Salem, N. C.; Mr. and Mrs. Bert Wallace, Wilmington then Circleville; Proctor Baughman, Circleville; Margie Butcher, Cleveland; the Wallabies, New York, then London; Valencianos, vaudeville dates; Rosettis, Fort Worth; Cathalas, New York then Cuba; Joe and Annette Dobas, Atlantic City; H. W. Ahrhart Jr., St. Petersburg, Fla., then contracting 1950 dates; Mark Roe, Binghamton, N. Y., then quarters; Lloyd (Hoot) Black, Athens, Ala.; Mr. and Mrs. Allen King, Wau-paca, Wis.; Blackie Diller, Marion, O.; Don Mann, Wisconsin Rapids, Wis.; Martin Whitmyer, New York then Northumberland, Pa.; Mr. and Mrs. Ray Goody, Cleveland; Bob Chalmers, Rutland, Vt.; Larry Benner, Miamisburg, O., Chicago and club dates; Buffalo Ben, Iroquois, Ill.; Jimmy DeCobb, Chicago; Max Gross, Detroit; Elbert (Doc) Guilford, Milwaukee.

Bernier to Florida

Charley Bernier, Panama City, Fla.; Frank Owens, Somerset, Ky.; Ray Haddix, Circleville; Ed Burrige, Washington, Pa.; Don Fillion, Kingsford, Mich.; George Donaldson, St. Petersburg; Bob Parnell and Art Chicester, Muskegon, Mich.; Max Little, Altoona, Pa.; Joe Nardecchia, Johnstown, Pa.; Oliver Kibbey, Baltimore; Harry Bolts, Circleville; Donovan Spencer, Randall, Ill.; Clinton Hall, Circleville; Joe Harkin, Parma Heights, O.; C. B. and Warren Casterline, Chicago; Mr. and Mrs. H. C. Willard, Charleston, W. Va.; Mr. and Mrs. H. R. Marteney, Ottawa, Kan.; Pat Flanagan, Huntington, W. Va.

Harold Apling, Superior, Wis.; Stanley Blinn, Rochester, Pa.; Ed Doman, Titusville N. J.; C. B. Van Vactor Salina, Kan.; Frank Novak, Elberton, Ia.; R. L. Chappell, Circleville; Frank Patrick, Pontiac, Mich.; Florian Lawrence, Superior, Wis.; Bill Osborne, Kenosha, Wis.; E. T. Ellefson, Columbus, O.; George Furlong, "George Suitca, Ed (Bill) Brandt, and Blackie Wilson, Circleville; Thurman (Nappy) Jenkins, Cleveland; Ronald Dunn, Steubenville, O.; Charles Holland, Columbus, O.; William Douglas, Detroit; Fred Stafford, Bristol, Conn.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75¢. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS	PRICE
1 ROLL	\$1.00
5 ROLLS	4.75
10 ROLLS	9.00

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Wholesale Subject to Fed. Tax What Show Name of Place, Established Price, Tax and Total. Must be Objectively Rechecked from 1 m. or from your Last Number

Talent Topics

Maschino Troupe, tumblers, and Will Hill's combination elephant, dog and pony act, were skedded to open at the food show in St. Louis, November 27. . . . Boyle Woolfolk will import the Rigols, acrobats with a dummy, from Denmark for the 1950 season. Whitson Bros., comedy act; the Jumping Jupiters, trampolines, and the Four Musical Wades, also have been inked for next year by Woolfolk. . . . Selden the Stratosphere Man, was in Chicago last week, following a 40-week unbroken tour which closed at the Fireman's Circus in St. Louis. His winter plans are undetermined. . . . Selden used a gasoline-powered stake driver this year to drive the six-foot steel stakes used in his equipment. The machine, manufactured by Synthron Company, Homer, Pa., operated on a swivel boom mounted on a truck, and proved satisfactory.

Miss Luxem, aerial sway pole performer, will sail for Europe, with her husband, Harvey Earlin, on the Ill De France December 7, to visit relatives. She will return in February to prepare for the 1950 season. She will be booked by Charlie Zemaier, Chicago. Also scheduled to sail for Europe on the same boat are the Aerial Ortons and the Les Kimiris duo. . . . The Langs, teeter board act, are playing the Latin Quarter in New York.

Con Colleano, ace of the tight wire, was a feature of Milton Berle's television show Tuesday (22) night. . . . The Chambertys, acro comic casting act, worked the Orrin Davenport Shrine Circus date at Wichita, Kan., last week. . . . Gypsy Rose Lee, with clothes on, made a brief appearance on the stage during the

Commodore Hotel banquet of the National Showmen's Association and scored a hit (?) by lauding the new home of the Tampa Showmen's Association and alibiing for the absence of her summer—season boss, Carl Sedlmayr Jr., of the Royal American Shows, whom she said intended to attend the dinner but couldn't make it. . . . The Poodles Hanneford troupe of riders and comics and Johnson and Owen, bar act, are at the Palace, while the Acromaniacs, knockabout tumbling act, are at the Paramount, in New York. . . . The Juggling Jewels open at the Carmen Theater, in Philadelphia Wednesday (30), for a week's run.

Cleo Renee, annex attraction and Girl Show operator, has opened at the Gay Paree, San Antonio, as emcee. . . . Lang and Lee have resumed dates in and around Kansas City, Mo., the former having recovered from illness which had him hospitalized in Minneapolis for two weeks. . . . Francene, better known as Minnie Meyers, has opened at the Gay Paree, San Antonio, with her sarong stealing monkey. Paree's entertainment bill also includes Hotcha Hinton, Jimmie Travis, Mona, Bill Hayes and Cleo Renee. . . . Michele (Mike) Bindi, former circus and carnival band leader, with such orgs as Morris Miller and Ed Evans shows, Capital Amusement Company, Rice Bros.' Shows Gollmar Bros.' Circus and Sunshine Shows, is making his home in Melfi, Italy.

Palmetto Closes in Macon; Move Into Winter Quarters

MACON, Ga., Nov. 26.—Hampered by cold weather, the Palmetto Shows called it a season after three weeks on local lots, closing t the Smith and Mitchell streets showgrounds in East Macon. Fair biz was registered when weather permitted.

Owner Milton McNease moved his equipment to winter quarters in Spartanburg, S. C. Ted Merriows, concession superintendent, said he plans to organize a small unit to play winter dates in South Georgia.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This also is the time to send your old Super Wizard to us to put in A-1 condition for next season, we charge for new parts only, nothing for time and labor.

ELECTRIC CANDY FLOSS MACHINE CO.

201 Twelfth Ave., So.

Nashville 4, Tenn.



FLORIDA BOUND?

INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. Don't wait until you have an accident! Penalty rates would then apply.



BE SURE! INSURE NOW!
CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN

A1336 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

KING AMUSEMENT CO.

82 Orchard St.
Mt. Clemens, Mich.

LEE MOSS

DIGGER COMPANY

122 PINWOOD AVE.

HOT SPRINGS, ARKANSAS

thanks the

Carnivals, Fairs and Celebrations that booked our concessions for a successful season in 1949

WE HAVE ALL FIRST-CLASS EQUIPMENT

THE DIGGERS

that feature merchandise prizes.

Always wanting to make new friends and business associates.

CONCESSION'S PORTABLE POPCORN FACTORY



Complete, \$169.50
Without legs and wheels, \$154.50. Available with electric unit.
WRITE CONCESSION SUPPLY CO.
3916 SECOR RD. TOLEDO 6, OHIO
TERMS: 25% with order, balance on delivery, F. O. B. Toledo.

Chicago Fair's Financiers Raise \$510,000 for Annual

(Continued from page 48)
dinner meeting attended by the following:

I. S. Anoff, president, Chicago Convention bureau; John Balaban of Balaban & Katz Corporation; Don Bowey, president, Bowey's, Inc.; Joseph Z. Burgee of Holabird & Root & Butge; Kent Chandler, vice chairman, A. B. Dick & Company, Worth Courney, publisher, Chicago Herald-American; James E. Day, president, Chicago Stock Exchange.

James H. Douglas of Gardner, Carton & Douglas; Richard J. Finnegan, executive vice president and editor, Chicago Sun-Times; Joel Goldblatt, president, State Street Council; H. S. Rydin, vice-president, Santa Fe Railway; William A. Lee, president, Chicago Federation of Labor; Louis G. LaMair, president, Lyon & Healy, Inc.

Leverett S. Lyon, chief executive officer, Chicago Association of Commerce; Orville Caesar, president, Greyhound Corporation; B. L. Walters, executive editor, Chicago Daily News; W. D. Maxwell, city editor, representing Col. Robert R. McCormick, editor and publisher, The Chicago Tribune.

Gall Borden, assistant to the president, United Air Lines; Holman D. Pettibone, president, Chicago Title & Trust Company; Frederick W. Specht, president, Armour & Company; Henry Woulfe, president, Pepsodent division, Lever Brothers; Frank Jenks, representing John McCaffery, president of International Harvester Company.

John Lord of Johnson & Higgins insurance; James E. Coston, Warner Bros. Theaters, Inc.; H. H. Gifford, Consolidated Grocers Corporation; John Cuneo, president, Cuneo Press Company; C. S. Davis, president, Borg Warner Corporation; John W. Evers, vice president, Commonwealth Edison Company.

George T. Drake, president, Chicago Restaurant Association; Otto Eitel, Bismarck Hotel; R. W. Durst, vice president, Hallcrafters Company; Homer P. Hargraves of Merrill, Lynch, Pierce, Fenner & Beane; R. Nelsen Harris, president, Toni Company; Charles M. Hines, president, Edward Hines Lumber Company.

William Hollender, Balaban & Katz Corporation;

Edward J. Jennette, vice president, First National Bank; Joseph E. Magnus of James S. Kemper & Company; Charles S. Ellis, vice president, Peabody Coal Company; E. P. Busby, vice president, R. B. Donnelly & Sons Company; Herbert J. Lotber, president, Rollins, Burdick Hunter Company; Bruce MacLeish, president, Carson, Pirie Scott & Company.

James B. McCashey, president, Dunn Coal Company; Graham K. McCorkle, president, Illinois Bell Telephone Company; Robert H. Morse, president, Fairbanks Morse Company; James J. Vance, president, Hotpoint, Inc.; James O'Doherty of Hurley Machine Division; Remick McDowell, Peoples Gas Light & Coke Company; D. B. Peck, president, Bowman Dairy Company.

James C. Petrillo, American Federation of Musicians; David H. Reimers, president, Live Stock National Bank; Benjamin Samuels, Yellow Cab Company; C. F. Scully, president, Williamson Candy Company; Oliver Smaha, president, Chicago Milk division of Borden Company; Keith J. Sheckler, vice president, Northern Trust Company.

Fred B. Smit, president, Local Loan Company; Hector Suyker, president, The Fair; Roy Tuchbreiter, president, Continental Casualty Company; R. J. Jorgensen, Chicago Motor Coach Company; Arthur Wilby, vice president, United States Steel Corporation; Ralph J. DeMotte, Sears Roebuck & Company; W. K. Edmonds, midwest sales manager, Ford Motor Company, and Morris Markin, president, Checker Manufacturing Company.

Showmen Gather In Windy City

(Continued from page 48)

Louie Berger, Pat and Agnes Purcell, Joe and Jean Fontana, R. C. McCarter, Eddie and Ann Roth, Noble and Viola Fairly and John Gallagan.

Others included Eddie Davis, Edgar and Jeanette Hart, Harry Ross, Paul (Muscles) Miller, I. V. and Idele Hulme, Art Signor, Billy Breese, Harry and Alice Hennies, Eph and Nettie Glasser, Bill and Ida Cowan, Gerald Snellens, William T. Collins, Al and Hattie Wagner, Joe Schilibo and Chuck and Myrtle Moss.

Harry Gaughan, Jack Downs, Tom Hickey, E. E. Farrow, Virginia Kline, Curley Reynolds, Ralph Clawson, Charles Tishman, Eddie Edwards, Earl Clay, Charles Fenly, Bill Reed, Dave Picard, Al Shean, Doc Baldwin, H. L. Otten, Lloyd Cunningham, Jack and Bonnie Norman, Doc Ziegler, Whitey and Alma Richards, Slim Wells, Al Kaufman, Mel Harris, Viola Blake, Evelyn Hock, George Flint, Floyd E. Gooding, Hal Eifort, Ray Oakes Al Sweeney, Gaylord White, Joe Sciortino, Harry Illions, Al C. Beck and Eddie and Dolly Young.

Bill Hunt, Ida Cohen, Jack Duffield, J. C. McCaffery, Bernie Mendelson, Ned E. Torti, Charles Wright, Howard Piercy, Leo Dailey, Carl V. Sedlmayr, R. L. (Bob) Lohmar, J. L. Machamer, Fitzie Brown, Casey and Bertha Sens, Jess Wrigley, L. C. and Eleanor McHenry, Frank H. Davis, Frank Winkley, Leo and Harriett Overland, Rube Liebman, Earl and Irene Newberry, Ray Marsh Brydon, Raymond A. Walton, Doc Broadwell, Gene Cummins, D. W. Major, Eddie Williams, Henry Petterson, Herb Hintze, Bill Hogan, Fred H. Kressmann, Frank Shortridge and Billy Senior.

BERLE HEADS TALENT

(Continued from page 48)

for this year's parade and a smaller number of acts were used. The marching contingent and occupants of floats were almost all Macy employees.

The only mishap reported was a tumble suffered by Berle, who lost his balance as the parade entered the Times Square area and fell to the street. Berle was unhurt and scrambled back to his perch on the leading float.

In Newark, N. J., Macy's affiliate, Bamberger's, also put on its big Thanksgiving Day parade which was along lines similar to the New York pageant. It also drew a big crowd.

Will Tour Horse Model Collections

CHICAGO, Nov. 26.—One of the world's most valuable and complete collections of hand-carved wood horse models, owned by local business man M. B. Mervis, will be seen for the first time at fairs and horse and hobby shows in 1950. Mervis announced he had purchased a trailer in which to tour the collection.

Mervis has had many requests to show his collection throught the nation, and hereto had declined due to the difficulty of packing and the possibility of breakage. Supreme Trailer Company, this city, manufactured the trailer to carry and display part of his collection. The trailer is equipped with custom-built cabinets.

The Mervis collection embraces more than 700 hand-carved models, 52 miniature wagons including a Wells-Fargo stagecoach, all hitched and carved to scale; 400 bits, 30 old English whips, 60 pair of old carriage lamps, rosettes, sleigh bells, etc.

Hangar Destroyed En Route To Moose Jaw, Sask., Plant

MOOSE JAW, Sask., Nov. 26.—An airport building, being moved from the local airport to the exhibition grounds here was demolished by wind.

The building valued at \$5,000, had had been purchased by the Moose Jaw Exhibition board.

Challenger FLOSS KING



Selling New Profit and Performance Records!
CHALLENGER EQUIPMENT CORP.
BOX 249 Harvey, Illinois
Phone: Harvey 4036



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

Originally Designed MIDWAY TRAILERS and TRUCK BODIES

All Types of CONCESSION TRAILERS Custom Built Write for FREE ILLUSTRATED BOOKLET
Frank Thomas
Mfrs. of Eze-Way Frozen Custard Machines.
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 2, Ind.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.
H. W. TERPENING
137-139 Marine St. OCEAN PARK, CALIF.

West Union, Ia., Sets Dates; Cline Renamed President

WEST UNION, Ia., Nov. 26.—Dates for the 1950 Fayette County Fair have been set for August 21-26, the same week as this year's fair. Two new classes were added for the livestock show, one an open barrow show, and the other a market steer championship.

Harry Cline was re-elected president of the board, Carl Palmer, vice-president; Ed Bauder, secretary, and C. W. Grimes, treasurer.

The secretary's report revealed that \$1,000 was paid on the fair's note, leaving an unpaid balance of \$19,000. Repairs and permanent improvements, totaling \$2,199 were included in this year's expenses. Total income from all sources from this year's exposition totaled \$32,613.

Calgary Erecting Fort Replica

CALGARY, Alta., Nov. 26.—A permanent log replica of old Fort Calgary to cost \$25,000 will be erected on the exhibition grounds here next year, the Calgary Exhibition and Stampede, Ltd., announced this week. Structure will commemorate the 75th anniversary of the founding of Calgary. Ex-members of the Royal Northwest Mounted Police will be exhibition guests.

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS



STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair & Citrus Show. Feb. 18-26. Marcel Delport.
- CALIFORNIA**
Indio—Riverside Co. Fair & National Date Festival. Feb. 17-22. R. M. C. Fullenwider, Riverside.
San Bernardino—National Orange Show. March 9-19. R. E. Smith.
- FLORIDA**
Dade City—Pasco Co. Fair. Jan. 17-21. J. F. Higgins.
Eustis—Lake Co. Fair-Fla. Sportsmen's Expo. March 13-18. Karl Lehmann, Tavares, Fla.
Fort Myers—Southwest Fla. Fair. Jan. 30-Feb. 4. R. V. Lee.
Largo—Pinellas Co. Fair. Jan. 24-28. J. H. Logan.
Miami—Dade Co. Fair. March 3-12. Robert C. Booth.
Orlando—Central Fla. Expo. Feb. 20-25. Crawford T. Bickford.
Plant City—Florida Strawberry Festival. Feb. 27-March 4. G. R. Patten.
Punta Gorda—Charlotte Co. Fair. Jan. 9-14. M. J. Ullman.
Sebring—Sebring Firemen's Highlands Co. Fair. Feb. 27-March 2. R. C. Baguley.
Tampa—Florida State Fair & Gasparilla Assn. Jan. 31-Feb. 11. P. T. Strieder.
West Palm Beach—Palm Beach Co. Expo. Feb. 18-25. Karl Latons.
Winter Haven—Florida Citrus Expo. Feb. 13-18. Philip E. Lacey.
- TEXAS**
Fort Worth—Southwestern Expo. & Fair Stock Show. Jan. 27-Feb. 5. Edgar Deen.
Houston—Houston Fair Stock Show & Livestock Expo. Feb. 1-12. W. O. Cox.

ASTRO FORECASTS

All Readings Complete for 1949
Crystal Balls Imported
On hand in three sizes: 3 1/2; 3 inch; 8 1/2; 4 1/2. Write for prices.
Single Sheets, 8 1/2x11, Typewritten Per M \$5.00
4-p Gold fish Pamphlet 8 1/2x11 12 Signs
Any Quantity, Each 1/50
'WHAT IS WRITTEN IN THE STARS' Folding Booklet 12-P, 8x5 Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-p Fancy Covers, Ea. 5¢
Samples of each of the above 4 items for 25¢
No. 1, 45 Pages Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Filling 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 30¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2x11 25¢
PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 40¢
Signs, Cards, Illustrated Park of 30 15¢
Graphology Charts, 9x17 Sam. 5¢ Per 100, \$7.50
MENTAL TELEPATHY, Booklet of 21 P. 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
18 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

With the Ladies:

Initial Hot Springs Showmen's Banquet, Ball Is Lavish Affair

By Virginia Kline

HOT SPRINGS, Nov. 26.—The first annual Hot Springs Showmen's Association banquet and ball, held Thursday (17) at the Belvedere Country Club, was a most successful and lavish affair.

The club was decorated with a canvas marquee and other outdoor show decorations, making everyone feel at home. The evening opened with cocktails at 6 p.m., followed by the banquet, floorshow and ball.

While the event was informal, the ladies came decked out in the last word in style and beauty.

Mrs. Fairly Wears Blue

Mrs. Noble C. Fairly, president of the Ladies' Auxiliary and wife of the club's president, wore a warm regal blue formal with silver bugle bead trim, silver elbow length mitts and a silver white flower in her hair. Mrs. Harry Hennies, wife of the club's incoming president, was attired in a black Alcon lace formal with plunging neckline and ice blue accessories. Mrs. Floyd A. Housley, wife of the Hot Springs mayor, wore a short after-five dress of black velvet with tiny velvet evening hat.

Mrs. Clyde Brown's choice was of dark green velvet. Mrs. Marshall Purvis, wife of the club's legal adviser, was gowned in beige crepe with red bodice in close folds. Mrs. Al Baysinger wore a snug fitting copper colored gown trimmed in copper sequins. Mrs. Clayton Holt's choice was a shimmering gown of grey silver lame with a platinum fox evening wrap. Mrs. Charles Levine wore a brown beaded short formal.

Mrs. Bob Purvis designed and made her entire ensemble. It was of plum colored satin, outlined with gold lame and draped dolman sleeves, simulating a bolero but making a definite softly molded form fitting portrait of loveliness.

The gold shoes and accessories added just the right accent. Mrs. Art Briese's choice was a black evening suit with small black hat. Mrs. Bill Wilcox wore a black evening skirt in full bouffant style with an evening blouse of white. Mrs. Lucy Jackson, Mrs. Wilcox's mother, wore black lace.

Visitors From Philly

Visitors from Philadelphia included Mrs. Marcus Phillips, Mrs. Joseph Chosen and Mrs. John Freeman. Mrs. Charles Weaver, wife of the local diamond broker, wore a black sequined gown with a corsage of flame red poppies on her shoulder. Mrs. Don Weaver's gown was a candy striped strapless taffeta with a swirling draped fishu of orchid shaded tulle net. Mrs. Rance Baird wore black with a red corsage.

Mrs. Fred Meeker, sister of Mrs. Fairly, who came in from Kansas especially for the banquet and ball, wore a black velvet gown designed by Mollar of Dallas. The round infant yoke was outlined in white ermine. Mrs. Al Wagner, with a special hair dress by Cecile, wore a black satin evening suit. Her new pear shaped diamond ring, a birthday gift, was the highlight of her costume.

Wears Gold Accessories

Mrs. Peggy Reynolds wore a soft black faille evening formal with gold accessories. Mrs. William Crowe's choice was a black matalasse with antique jewelry and accessories of silver. Mrs. Daisy Hennies, mother of Harry, wore wave blue with gold accessories. Mrs. D. C. Reger was dressed in a black faille taffeta full-skirted gown with low, close-fitting bodice of lace. Miss Joan Fox wore a lipstick red Eton jacket gown with ivory blouse.

Mrs. Cyral Mercer's choice was a black outline affair with white lace peplum and gold accessories. Mrs. Ducky Moran wore a candy striped gown with bustle interest. Mrs. James Bybee wore midnight blue velvet in a short formal with off shoulder insets of lace. Mrs. Dwight Bazinet's gown was a Coro model in maroon satin with draped shoulder swirl of maroon. Mrs. John Obluck wore a silhouetted shoulder topped gown in white, the hand designed detail in Dresden colors blended at the bodice.

Strapless Model

Mrs. Harry Weiss wore a strapless Chaparalli model of white satin faille with tiny banded rows of silver and chiffon. Mrs. Kenneth Clapp's choice was black with black sequins over the round yoke. Mrs. Pauline Stoltz wore black lace with gold. Mrs. Blanche Francis, former president of the Kansas City auxiliary, chose black lace with an evening jacket of silver sequins. Mrs. Harry Zimdars wore blue moray faille with silver sequins. Her daughter, Mrs. Harriet Newman, wore white with an all-silver trimmed jacket Mrs. Keith Chapman's choice was a short evening gown trimmed in soft folds of bronze.

Cresco Elects Byrnes Prexy

CRESCO, Ia., Nov. 26.—Louis Byrnes recently was elected president of Howard County Fair Board. He succeeds Leon C. De Noyelles, resigned. Albert Bronner was re-elected vice-president and Paul Farnsworth was named treasurer to succeed Frank D. Elwood, resigned. C. C. Nichols was re-elected secretary. Emmett Wilson, A. L. Elscheid and Irving Curtis were re-elected board members.

Re-Elect Officers, Set '50 Sask. Rodeo Assn. Dates

SWIFT CURRENT, Sask., Nov. 26.—Ralph Desbrisay was re-elected president of the Saskatchewan Rodeo Association at a meeting here. C. L. Powley was renamed secretary-treasurer and Fred Bradford was appointed property manager.

Tentative 1950 dates are: Maple Creek, June 27-28; Swift Current, June 30-July 1; Assiniboia, July 3-4; Eastend, July 5-6, and Weyburn, July 26-27. Wood Mountain dates are to be announced.

A committee was appointed to investigate the possibility of increasing prize money by as much as \$1,200 in 1950.

Rodeo, Thrill Show Skedded For Atlantic City Armory

ATLANTIC CITY, Nov. 26.—The first major attraction to play here during the off-season months will be a rodeo and thrill circus at the Atlantic City Armory for a five-day stand starting Wednesday (30) and continuing twice daily thru December 4. The show will be sponsored by the 157th Field Artillery Battalion, which hopes to make it an annual event.

Given featured billing are Roy Roger's horse, Trigger; Jim Breslin, with his horse, Eagle; Judy Beattie, with Pascaba, and cow-girls Barbara Smith, Clara Carson, Dotty Breslin, Margie Manchester and Helen Gibson.

Edward Giusti Named

Mgr. of Stewart Beach GALVESTON, Tex., Nov. 26.—Edward P. Giusti has been named year-around manager of Stewart Beach here by the board of managers. He succeeds Fred Kingsbury, resigned.

Giusti is a native of Galveston and for the last 12 years has been auditor for the National Hotel Company.

SHOW TENTS

CARNIVAL — CIRCUS CONCESSION

Book Your Order Now

Assures Prompt Spring Delivery

Best in Workmanship and Plenty of Flash
BILL SANDERS

AMERICAN

TENT & AWNING CORP.
132 W. Main St., Norfolk 10, Va.

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

IN STOCK NEW 80 ft. rd. Top, 3-40s, LIGHT LOAD WHITE FLAMEPROOFED. 50x100 rd. end Khaki F.P. SQ. HIP TOPS 20-30 ft. widths always in stock.

UNDERWRITERS APPROVED IMMEDIATE SHIPMENT.

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

SEE THIS GREAT MACHINE AT NAAPPB CONVENTION... Chicago

CRETORS Improved Giant Model 41

This auxiliary popcorn machine is a fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Patented popper pan construction keeps heat where needed. . . . Patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission. Gears run in oil. Heated by manufactured gas, bottle gas or natural gas. Gasoline extra.

Also Available

- Super 60 • Hollywood 48 • Cadet 51
- Giant 42 and 48 • Official Volume Tester

C. CRETORS & CO.

602 W. CERMAK RD. CHICAGO 16, ILL.



CAPACITY

Pops 2 lbs. raw corn each popping, about 12 bushels popped corn per hour.

BLEVINS POPCORN COMPANY

NASHVILLE
Popcorn Village
3098 Charlotte Ave.
All the Critters

ATLANTA
650 Murphy Ave., SW
Building E, Unit 5
Bart Jones

DALLAS
302 1/2 South Harwood
SW Regional Office
Billie Robinson

ARCANUM
Near Dayton Ohio
Popcorn Square
C. A. Stallings

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE. (Phone 38885)

ALTON, ILLINOIS

SHOW TENTS

CENTRAL Canvas Company

516-518 EAST 18th ST.
Kansas City 8, Missouri
Phone: Harrison 3034
HARRY SOMMERVILLE

STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 28.00
100 Rolls 38.00
ROLLS 2,000 EACH
Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x3"

If opportunity knocked on some people's heads instead of their doors she would get better results.

TICKETS

of every description

THE TOLEDO TICKET COMPANY

114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED
Cash With Order, P. 1001
2,000 \$ 6.00
4,000 7.50
6,000 8.50
8,000 9.25
10,000 10.25
20,000 14.00
50,000 19.00
100,000 26.00
500,000 118.00
1,000,000 229.00
Double Coupons: Double Prices.

Flashbacks

25 Years Ago

Attending a receiver's sale of railroad cars in Kansas City were James M. Patterson, owner of the Gentry-Patterson Circus; Henry V. Gehm, of the Venice Transportation Company; Felice Bernardi, and Joseph C. and G. C. Miller, of the 101 Ranch Wild West Show.

Plans were announced in San Antonio for an International Exposition in 1925. Stock totaling \$300,000 was put on sale and R. J. Pearse, Des Moines, was called on to draw up plans of the grounds.

Opening with the indoor circus at

Muscataine, Ia., were Lou Worth, O'Laughlin and Williams, Carl Statzer, Duro Cross and Rena, Swan and Farrell, Anthony Nocera, Wilson and Giles, and Sylvia Mora and Reckless Duo.

Col. Frederick J. Paxon was elected president of the Southeastern Fair and Exposition at Atlanta for 1925 and J. Oscar Mills was named first vice-president.

Johnny Jones and his sister, Mrs. Grant Smith, led the grand march at the season closing party of the Johnny J. Jones Exposition in Jacksonville, Fla.

Earl F. Newberry joined the Gus

Sun Fair Booking Agency in Chicago and was appointed general manager of the Southern territory.

The Traver Engineering Company, Beaver Falls, Pa., reported 1924 sales of 31 Caterpillars, 30 Mixups, 12 Seaplanes, five Tumblebugs, four Bobs coasters, one jazz railway, 13 Funhouses and two Butterflies.

On the program at the 17th annual meeting of the Iowa Fair Managers' Association in Des Moines were Don Moore, Art Corey, H. S. Stanbery and Fred Terry.

Lorenz Hagenbeck left the United States for his home in Germany. . . . Edward Woecener, with the John Robinson Circus, signed as band leader with the Hagenbeck-Wallace org for the 1925 season. . . . J. K. Paisley was elected president of the Canadian Association of Exhibitions.

Deaths: Henry B. Potter, circus general agent; Fred Connor, English circus owner; John Dysko, park official; Diedrich B. Sanneman, park official; Frank Tolly, circus acrobat.

10 Years Ago

Comdr. H. M. Lammers, chairman of the amusement control committee of the New York World's Fair, resigned his position following the appointment of Lincoln G. Dickey as head consultant to Harvey Gibson and temporary chief of the fair concession and entertainment personnel.

Ralph Clawson, official of the Ringling-Barnum org, inked a contract with Harry W. Hennies as business manager of the Hennies Bros.' Shows for the 1940 season.

Maj. Elwood A. Hughes, purchasing agent for the Canadian government and managing director of Canadian National Exhibition, was named toastmaster for the Showmen's League of America 27th annual banquet and ball in Chicago.

Ben Truex and Vic Allen formed a partnership to be known as Truex-Allen Enterprises, with offices in Wichita and Kansas City, Kan.

Charles F. Haley, Nick Wagner, Pat Armstrong, Harry Wooding, Charles Walpert, A. E. Weber, Ben Dobbert, Joe Horwitz and Harry Chipman were on the committee for the Pacific Coast Showmen's annual homecoming in Los Angeles.

Paul Carney, Galeton, Colo., was named grand champion cowboy of 1939 by the Rodeo Association of America. . . . Emil and Cato Pallenberg, of Pallenberg's Bears, were skedded for appearance in a Jack Benny picture. . . . Bertram Mills Olympia Circus in London was canceled due to wartime restrictions.

Al Sweeney inked a two-year contract with John A. Sloan of the Racing Corporation of America. . . . F. E. Gooding Amusement Company purchased new winter quarters in Columbus, O. . . . W. B. Banning, of Nebraska State Fair at Lincoln, filed as a candidate for the Legislature. . . . Dr. Ralph E. Smith was elected president of the Pacific Coast Showmen's Association.

Deaths: Neil Cannon, trainmaster; Susan C. Doward, wife of circus operator; Maj. Earl Hill Wilson, circus performer.

Scholten Heads So. Alberta Rodeo Assn.; Set 1950 Dates

MACLEOD, Alta., Nov. 26.—D. A. Scholten was named president of the Southern Alberta Rodeo Association at recent elections here, with Ralph Berlin and C. Cheeseman elected vice-presidents and Harry Hutchinson, secretary. Herman Linder, rodeo manager, was made honorary president.

Dates for 1950 are: Coleman, June 24; Lethbridge, June 26-28; Nanton, June 29-30; Claresholm, July 1; High River, July 4-5; Medicine Hat, July 6-8; Cardston, July 18-19. Macleod dates are to be announced.

The purchase of carnival equipment for use at their rodeos is being considered.

Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Liberty: Mathis, Tex.
Becht, Lee: (Toy Fair) Santa Claus, Ind.
B. & H.: Springfield, S. C.
Big State: Lamesa, Tex.
Blue & White: Goided, Tex.
Burdick's Greater: Itasca, Tex.
Cal-Mo: Lexa, Ark.
Heck, R. A.: Thomson, Ga.
Louisiana Greater: New Iberia, La.
Marion Greater: (Fair) Barnwell, S. C.
Midwestern Expo.: Karnes City, Tex.
Migrothy, Curly: Tullio, La.
Miller's Nickley Attrs.: Baton Rouge, La.
Orange State: (Colored Fair) Orlando, Fla.
Palmetto Expo.: Macon, Ga.
Pike Am. Co.: Port Arthur, Tex., 28-Dec. 18.
Prel's Broadway: (Fair) Gainesville, Fla.;
Rusk'n 5-10.
Smith Am. Co.: Bellon, Tex., 30-Dec. 10.
Tassell, Barney: South Miami, Fla., 28-Dec. 10.
Texas: Roma, Tex.
Wallace & Murray: Augusta, Ga.
Wilson Greater: Phoenix, Ariz.

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Davies, Ayres & Kathryn: Coldwater, Mich., 29; Homer 30; Hillsdale Dec. 1; Van Wert, O., 2; Defiance 3; Maumee 5; Napoleon 6; Paulding 7.
Gould, Jay: Abingdon, Ill., 29; Savanna 30; Galva Dec. 1; Morrison 2; Elmhurst 3; De Witt, Ia., 5; Sterling, Ill., 6; Oregon 7; Morris 8; Woodstock 9; Elgin 10.
Polack Bros. (Eastern): (Armory) Kingston, N. Y., 2-3; (Armory) Newburgh 6-8.
Polack Bros. (Western): (Shrine Auditorium) Terre Haute, Ind., 30-Dec. 3; (Auditorium) Charleston, W. Va., 5-11.
Rogers Bros.: Ocala, Fla., 29; Leesburg 30; Dade City Dec. 1; Auburndale 2; Plant City 3; season ends.

Misc. Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Ameri-Congo Animal Exhibit: Nabunta, Ga., 30; Folkston Dec. 1; Homerville 2; Lakeland 3; Jasper, Fla., 4-6; Stark 7-8; Hawthorne 9; Wildwood 10-11.
Henle, Sonja, Ice Show (Coliseum) Indianapolis, Ind., 28-Dec. 5; (Arena) St. Louis, Mo., 9-18.
Ice Follies of 1950 (The Gardens) Pittsburgh, Pa., 1-8.
Ice Vogues of 1950 (Exposition Hall) Portland, Me., 1-6; (Kingston Armory) Wilkes-Barre, Pa., 8-13.
Miller's, Irvin C., Brown-Skin Models (Plaza) Greenville, N. C., 30; (Booker-T) Rocky Mount Dec. 1; (Ritz) Salisbury 2; (Carver) Rock Hill, S. C., 3; (Palace) Greensboro, N. C., 4; (Gem) Greensboro 5; (Booker-T) Durham 6.
Plunkett's Stage Show: Palatka, Tex., 5-7; Port Lavaca 8-10; season ends.
Roller Skating Vanities of 1950 (Coliseum) Houston, Tex., 30-Dec. 4; (Auditorium) Kansas City, Mo., 7-11.

Parris-Dunn Open House

Swells Polio Fund by \$246

CLARINDA, Ia., Nov. 26.—The sum of \$246.08 was added to the local polio fund by the Parris-Dunn Manufacturing Company as the result of an open house at its plant here. Workers produced 1,344 Pinguns to sell for the charity.

Of the total number of guns produced in a three-hour period, 280 sold at reduced prices to the visitors, taking in \$118. The difference in the guns sold and those produced amounted to \$128.08, this being added to the fund by C. L. Parris.

The 500 visitors, who toured the plant, were entertained by a regular shooting gallery set-up.

Goldy Restall's Motordrome

To Repeat on CNE Midway

TORONTO, Nov. 26.—Goldy Restall will present his Motordrome on the midway of the Canadian National Exhibition (CNE) here again in 1950, it was announced this week by J. W. (Patty) Conklin, who with his brother, Frank, holds the midway contract. Restall's appearance at the 1949 exhibition was termed a signal success.

Restall, it was reported, will be inactive until spring. After playing the 1949 CNE, he operated his drome at fairs in Memphis and Dallas.

make a better product . . . earn greater profits,
with **Farmer Boy** POP CORN SUPPLIES

TRADE MARK

WE GIVE YOU

- Highest quality HYBRID POPCORN especially processed for biggest expansion.
- Highly refined COCOANUT OIL and LIQUID POPCORN SEASONING. None better anywhere. Features that EXTRA tasty flavor.
- Colorful POPCORN BOXES of finest grade paperboard, in all popular sizes. They compel that "impulse" sale.
- Attractive colorful POPCORN BAGS in all sizes.
- POPCORN EQUIPMENT for all types of production from Vending Machines to Commercial Popping Plants. Floor models, counter models, carnival poppers, commercial poppers, theatre models, carnival trailers, warming cases, etc. Parts for all Cretors and Star Machines.

Farmer Boy CORN & EQUIPMENT CO., INC.
352 W. 44th St. New York 18, N. Y.
Phone Circle 6-1293
Branches in Principal Cities

JOIN OUR HUNDREDS OF REGULAR AND SATISFIED USERS

DON'T BUY A POPPER UNTIL YOU HAVE SEEN OUR NEW CATALOG—SEND FOR YOUR FREE COPY TODAY!

PEANUTS POPCORN SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.	ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.	RALPH COBB 316 S. Church St. Charlotte, N. C.
--	---	---	---

WANTED FOR 1950 BIG OUTDOOR SHOWS

Interested in the best. Seating capacity over 5,000. Parking area, 7,000 cars. Drawing population, 500,000 within 10 mile radius. Completely fenced in, modern facilities, under lights.

PLAINVILLE STADIUM

Near New Britain and Hartford.

JOSEPH E. TINTY, Manager, Plainville, Conn.

CHEESE-CORN is red hot!

Cash in on its popularity—call POPPERS today about supplies and equipment (which you can use for all types of candied popcorn!). We have everything both wholesalers and retailers need to make and sell popcorn and candy apples.

POPPERS SUPPLY CO. of Phila.

1315 VINE STREET PHILADELPHIA 7, PA.

Lombard 3-9020

SNO-KONES, POPCORN, CANDY FLOSS, CANDY APPLES

For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal.
Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity seekers, please save stamps.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST. CINCINNATI 3, OHIO

Communications to 188 W. Randolph St., Chicago 1, Ill.

Va. Funspot Spending 20G On Skyrocket

Cars To Be Replaced

NORFOLK, Nov. 26.—Ocean View Park's Skyrocket ride will get a \$20,000 overhauling before next summer, Dudley Cooper, manager, announces.

The present cars will be replaced by two new streamlined trains of three cars each. These have been ordered for spring delivery. The cars will have foam rubber upholstery, Dudley said, and the latest in safety devices.

Overhauling of the Roller Coaster already is under way. For the whip part of the ride, specially seasoned flexible wood members are being installed to smooth the trip. In addition, the tracks on which the cars run are being regauged, or trued up, from end to end.

A representative of the Fred Pearce Company, manufacturer, has been on hand here for several days, supervising the work.

The new cars, Dudley said, will have lock handle bars, cast steel wheels, one-piece undercarriages and two headlights on each car. The cars were purchased from National Amusement Device Company, Dayton, Ohio.

Butler Rebuilding Minny Golf Course At Indiana Funspot

MONTICELLO, Ind., Nov. 26.—Hugo Butler, operator of the miniature golf course at Ideal Beach, Shafer Lake here, has a crew of men rebuilding his course.

All holes have been removed and 18 new steel reinforced cement holes are being constructed. Plans also call for a complete landscaping job, with a hedge replacing the old wooden picket fence. A large attractively lighted fountain will provide a centerpiece on the west side of the course, facing the Roof Garden building. New floodlights will be installed on high poles, giving the layout plenty of light minus glare. All wiring, including service to the pier and rides, is being placed underground.

While all of the work will not be finished this year, Butler says everything will be ready by the time the spot opens May 28 for the summer.

A. C. May Get Multi-Passenger Chairs

ATLANTIC CITY, Nov. 26.—Much concern has been expressed by the boardwalk roller chair concessionaires over the report that a Philadelphia manufacturing concern is now completing some multi-passenger vehicles, ostensibly for use here next summer. They are eight-passenger miniature busses and will charge passengers 10 cents for an eight-block ride.

Last year the roller chair operators protested in vain against the introduction of motorized roller chairs as being hazardous to pedestrians. However, the motorized chairs are apparently here to stay. The proposed miniature busses, possibly coupled to form a train, would have turning point terminals or turn tables at different points along the Boardwalk. It is expected these terminals will be located on the amusement piers.

Similar miniature busses were introduced last summer on the Boardwalk at near-by Wildwood, N. J., by S. B. Ramagosa and proved an instant hit.

Two Big Schotts Build Cincy's Coney to One of Nation's Finest

(Continued from page 49)

served under Ed's father, the job was completed and the park was functioning as usual on opening day, a feat which will always be pointed to in the business as the classic example of what perseverance and team work can do.

Doesn't Phase Him

Now a seasoned operator, Ed takes floods and other setbacks in stride. To him they are merely another challenge in a long series of challenges he has met and licked. The latest disaster to set him back on his heels was the 1947 Pittsburgh explosion of the steamer Island Queen that had carried customers up the Ohio to the park from Cincinnati. Prices of some \$1,500,000 make purchase of a replacement vessel out of the question at this time because an investment of that size would be financially unsound, but "that merely calls for a change of policy that takes into consideration the use of busses," says Schott. "We are feeling our way, making the changeover gradually." Eventually, when prices are right, the boat may be replaced.

Schott's philosophy for successful operation in the business is simple. It merely embodies the fundamentals of sound operation taught him by his father, to whom he gives much credit for the success he has experienced.

Give 'Em Most, Best

Basically, it is this: Success in the park business does not depend upon charging all that the traffic will bear. The business is a volume business. Therefore, it is necessary to give the most and the best at the least possible cost consistent with good operating policies. Such a policy builds good will and repeat business.

Ed also considers, a well-balanced outlay of attractions—something for every type of amusement seeker, with emphasis on features to interest women and children—a necessity if a park is to show continued prosperity.

Along with this he is a firm believer in keeping equipment in tip-top shape and the park clean and

attractive. "A beautiful park is a big selling point," he says. "It lends an air of refinement and wholesomeness to a park and tends to make the customers behave in the same pattern. Thus you build a better class of patronage. This patronage, in turn, tends to bring other people of the same caliber to the park."

Born December 2, 1906, in Cincinnati, Ed attended the School of Commerce of the University of Iowa, graduating in 1929. He is a member of the National Association of Amusement Parks, Pools and Beaches and served as its president in 1948; Delta Tau Delta fraternity, the Cincinnati Rotary Club and the Queen City Association. While in school he captained the university golf team and at one time won the championship of Western Hills Country Club, Cincinnati. Reluctantly, however, he has had to give up golf because it interferes with business. His chief hobby now is hunting. A year rarely passes in which he doesn't take his pointers on a hunting trip in the fall.

While in college Ed met Edith Jasper, an Iowa girl, whom he married in March, 1930. Two daughters have been born of the union, Betsy, 17, and Madelon, 13.

Tractor-Drawn Train Will Be Tried Out At Detroit Zoo in '50

DETROIT, Nov. 26.—Something new in miniature "non-railways" will be tried out at the Detroit Zoo next spring in the form of a 48-passenger tractor-drawn train. The unit will be used to carry passengers around the zoo, in addition to the present 1½-mile railway. Funds from the latter's operating profit will be used to pay for the new equipment, which will include a gas-driven tractor and three canopy-covered coaches.

Major use of the new tractor train, as planned by Director Frank G. McInnis, will be to carry handicapped persons over the zoo areas not now readily accessible by means of the fixed rail transit system.

Surveys Show Pyro Popularity, Foreign Markets Seen Opening

(Continued from page 48)

displays were shown. Communities surveyed were: Old Orchard Beach, Me.; Revere Beach, Mass.; Nantasket Beach, Mass.; Savin Rock, Conn.; Rockaway Beach, N. Y.; Atlantic City; Willow Grove Park, Pa., and Bay Island Beach, Md. The combined audience potential of all the areas surveyed is estimated at 20,000,000.

Among the undeveloped aspects of the industry to be expanded, Waller said, was the example set by New Brunswick, N. J., on Halloween night when that community staged a fireworks display as a substitute for window painting and other property damaging capers of the town's younger element.

After witnessing the colorful pyrotechnical displays the youngsters were thoroly satisfied and went home to bed, it was reported. There was no property damage in New Brunswick and no messy window washing to do the next day.

Foreign Markets Opening

Waller said there is every reason to believe that pyrotechnical exports to Latin and South America for the coming year would probably approach a million dollar volume. The many holidays which those countries

traditionally celebrate with fireworks displays but which they were forced by the war to forego are eagerly anticipated now that fireworks are available for peacetime uses.

Waller used the high attendance figures at Cleveland and other baseball stadia for the past season as a good indication of the increasing interest of the American public in fireworks displays and the subsequent interest evoked by advertisers in using fireworks displays as a medium of spectacular advertising.

Waller said it was his personal belief that American-made pyrotechnical products far excel those made elsewhere and added that members of the American pyrotechnic association work in co-operation for the betterment of all. He estimated that about \$75,000,000 worth of fireworks were consumed in the United States annually.

Horwitz Plans Major Changes At Motor City

DETROIT, Nov. 26.—Vic Horwitz, owner-manager of Motor City Park here, plans some major changes in his miniature funspot next season. Plans call for the installation of major rides and the rearrangement of some of the present attractions.

The trend, Horwitz believes, is away from the primarily kiddie type of ride, which has characterized Motor City. Because of the restricted size of the park, the addition of new rides will not make for a larger area but a more compact spot, Horwitz says.

The Detroit kiddieland has been running week-ends only during the fall season.

Horwitz said the season's gross this year was about even with 1948.

10G Fire Destroys Norumbega Arcade

NEWTON, Mass., Nov. 26.—Fire swept the Penny Arcade in Norumbega Park at noon Sunday (13), causing estimated damage of \$10,000. The sprawling one-story wooden structure, containing more than 100 machines, was destroyed.

Flames were checked before they could threaten Totem Pole Ballroom 50 yards away.

Confusion developed during the fire when two false alarms were sounded in the city. Apparatus from near-by Waltham and Watertown were called to fill in. Fire officials said the burning of leaves caused the fire.

WORLD'S LARGEST
EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS "GET THE BEST"



MINIATURE TRAIN CO.
Executive Offices: Rensselaer, Indiana

FOR SALE OR TRADE
LOOPER, MINIATURE TRAIN, ALSO GLASS HOUSE
Contact me at convention
LOUISE SLUSKY
Playland Park Houston, Texas

New (Gay '90s Atmosphere) Amusement Park OPENS 1950
Tip-top location on New York-Montreal Route 9, main highway. Concessions open for Miniature Railroad, Puppet Show, others. Write
MILT SELLECK
(Gaslight Village)
Pottersville, Warren County, N. Y.

RIDES—CONCESSIONS—SHOWS
New Kiddyland Park
Now booking for 1950 season. Contact
C. W. SWAN
No. 25 Eastern Ave. Baltimore*21, Md.

MINIATURE GOLF COURSES
Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Materials used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.
HOLMES COOK
Room #508, 302 State St. New London, Conn.

NEWEST AND MOST FASCINATING ELECTRICAL GROUP GAME ON THE MARKET
"THE RACES" and "TWENTY-ONE"
Over 300 units now operating. Exclusive rights in your territory. Special Price for Orders NOW for 1950 Delivery.
(TERMS IF DESIRED) \$250 Per Unit (YEARS TO PAY)
Manufactured exclusively under Patents No. 2130122 and 2197520 by
THE RACES MANUFACTURING COMPANY
1315 SURF AVENUE Write for Literature BROOKLYN 24, NEW YORK

10-Day Stand In N. O. Gives Packs Winner

Extra Matinees Needed

NEW ORLEANS, Nov. 26.—The Tom Packs Circus, playing under auspices of the Jerusalem Temple Shrine, closes a 10-day stand here Sunday night (27). As early as mid-week, a new gross and attendance record was assured, with extra matinees needed to take care of the crowds.

Org. opening here Friday (18), started off with a parade Wednesday (16), which, according to police, was one of the longest in the city's history, Mardi Gras and national American Legion parades, excepted.

Wallenda on Hand

Philipp Wallenda, grounded by injuries suffered in a fall from the high wire in Shreveport earlier this year, acted as superintendent of props and rigging here. Jack Cervone led the band, Marcey Edwards was soloist and Bob White handled the announcing duties. Members of clown alley were Bozo Harrell, Bill Bentlage and Smokey Rouse.

Act line-up here included Joe Horwath's lions, the Eltons and the Hollywood Skyrockets, aerial ladders and perch; the Dublettis and the Turellis, trampoline; the Tom Packs elephants, presented by Mac McDonald; an all-girl aerial ballet; Mussette Velarde, single traps; French's dogs, William's ponies and Clark's bears; Massimiliano Truzzi, juggler; the Arutor and Bruno families, high wire; the Flying Valentines, the Flying Duwards, Bill Blomberg's Liberty horses; La Tosca, bounding rope; the Meyands and the Winlows, unicycle and bicycle; the Yacopi Troupe, teeterboard; Lynn and Linda, aerial adagio, and Alda, the Girl in the Moon.

St. Louis Date Big

The Tom Packs unit enjoyed a big date in St. Louis, November 5-13, under auspices of the St. Louis Firemen's Relief Association. Officials of the sponsoring org said receipts were 25 per cent over last year. Only bad nights were Saturday and Sunday (6-7), when only half houses were on hand. Rest of the nine-day stand played to capacities and overflows.

Line-up in St. Louis was much the same as that in New Orleans.

Strong Playing L. A. Schools Under PTA

LOS ANGELES, Nov. 26.—John Strong Jr. is playing the Los Angeles city school district, under auspices of the Parent Teachers Association (PTA), with his one-ring circus. Strong formerly booked kiddie rides into the school grounds but this year swung to the circus. Org carries several old-timers, including John Strong Sr., juggler, and William Dedrick, formerly with the Al G. Barnes Circus, ponies. Also featured is Duke Wellington, billed as Toto the Clown. Harry Phillips, former owner of Robinson Bros. Circus, handles the front door, with Mrs. Freda Strong and Ruth Strong handling the office and cotton candy.

Show plays four days a week on the school circuit, with Saturdays reserved for market openings. Markets buy the show outright and distribute 5,000 tickets. The Market management gets a percentage of the nine concessions carried by the org.

On the school deal, the PTA takes over five concessions on a straight 50-50 basis, with the exception of cotton candy, popcorn and candy, which are operated by Strong on a 40-40 deal.

Empresa Circo Razzore Plans Big-League Havana Opening Dec. 16, Emilio Razzore Says

By Hank Hurley

CHICAGO, Nov. 26.—Emilio R. Razzore, owner of Empresa Circo Razzore, who lost his wife, son and daughter and his entire circus September 1, 1948, when the steamer Euzkera sank in a tropical storm off the coast of Columbia, South America, plans to reopen his show "in big league style," December 16 in Havana. Following the boat mishap, Razzore reorganized his show December 23, 1948 and has been operating on a small scale, using rented canvas and "borrowed" equipment and acts. In Chicago recently, where he purchased new canvas from the U. S. Tent & Awning Company, Razzore told of plans for the reopening of his show on a large scale.

"Before coming to Chicago," Razzore said, "I was in Miami, where I made arrangements with Cole Bros. Circus for animals and now I have purchased the new canvas. I'll be all set to go December 16."

Rent Menagerie Tent

The new big top will be 160 by 160 feet with four poles, Razzore said. His menagerie tent, an 80 by 120, has been rented from Cole Bros., along with five bulls, eight horse acts, eight pony acts, one buffalo, two camels, two zebras one hippo and two llamas. Cole also will send along eight men and one woman to work the bulls and horses.

Razzore says he has heard rumors that Ringling Bros. and Barnum & Bailey will show Havana, opening



EMILIO RAZZORE

there December 8 in Palatial de Los. This will be tough competition, he admits.

Razzore will play Havana for about six weeks, then move into interior spots. The show, which plays the year round, will play thru Puerto Rico and the Dominican Republic.

Along with the big top, Razzore also purchased a new marquee and two pad rooms from U. S. Tent. It marks the first time that he has purchased new canvas from an American (See Empresa Circo Razzore, page 80)

Hartzells, Reynolds Play Macon Stand

MACON, Ga., Nov. 26.—Biller Bros. Circus, playing an indoor date here for the Macon Shrine, was augmented at today's performance by the Flying Hartzells and Harris (King) Reynolds, wire performers.

Opening night crowd numbered about 2,500. Performances are staged in one ring in front of stage. Show music is furnished by the Biller band, led by Jack Bell.

In a change of policy, all matinees, except a special performance for orphaned kiddies Thanksgiving Day, were eliminated.

Rogers Does Okay

ALEXANDER CITY, Ala., Nov. 26.—Rogers Bros. Circus did okay business here Saturday (19), registering two three-quarter houses.

Ringling Goes Into Quarters At Sarasota

Miami Final '49 Stop

SARASOTA, Fla., Nov. 26.—Ringling Bros. and Barnum & Bailey Circus moved into winter quarters here today, winding up the season with a three-day stand in Miami (23-25).

In its four stops before the Miami engagement, the Big One found business just so-so. Jacksonville, Fla., played Monday (21) gave okay business, matinee being three-quarters and night house capacity.

Alexander City, Ala., Saturday (19) registered two strong houses, with Raleigh, N. C., Friday (18), and Goldsboro, N. C., Thursday (17) disappointments. Weather in both spots was cold. Matinee at Raleigh was light, with night show attracting less than three quarters. In Goldsboro it was a three-quarter matinee but light at night.

Tavlin Denies Rumor Olsen & Johnson Are Dickering for Cole

CHICAGO, Nov. 26.—The report by a Chicago gossip columnist Tuesday (22) that the comedians, Olsen and Johnson, are dickering for purchase of Cole Bros. Circus was denied by Jack Tavlin, of the Cole org.

In a wire to The Billboard from Cole winter quarters in Ojus, Fla., Tavlin states: "Absolutely no truth to the rumor."

The Chicago gossip columnist had reported "Olsen and Johnson, who delight in appearing in huge stadiums, now have their eyes on something bigger—a circus. They're dickering for purchase of the Cole Bros. show."

Soviet Circus Ads Draw Critics Fire

NEW YORK, Nov. 26.—Conservative New York Times lampooned a series of unintentionally funny squawks recently registered by Soviet Art, official org of the Film Ministry and the Central Committee on Arts, of Soviet Russia, which warned circus, theatrical and film administrators to watch their advertisements and not ape American ads, which it says are aimed to "deceive the customer, to stun him to such an extent that he will take water for grape juice and Broadway musicals for real art."

Soviet circus posters came in for sharp raps. One horrible example cited displayed a near-nude circus performer and a bull, with the caption: "Combat with Bull." Another example of circus billing which roused Soviet Art's ire was an ad depicting a gigantic boa constrictor coiled around a half-naked man and licking his lips with its split tongue, dubbed: "Combat with snake. African boa giant." Conscientious critic caught the act and wrote: "It seems that the boa did not see the advertisement of the Moscow Circus. He refused to coil around his tamer. He wanted to sleep."

More vague was the paper's accusation against the Kirov Circus, which it claimed put forth an ad that "frightens even the horses who have seen plenty of sights."

the dog act of Sonny Moore and His Roustabouts, but will join the Chamberly troupe in January as she formerly was a trapeze performer with the Ringling-Barnum Circus.

Pan American's 1949 Tour Best, Duggan Reports

PRICHARD, Ala., Nov. 26.—The Pan American Animal Exhibit, which winds up the season here Sunday (27), enjoyed its best season in history, W. F. Duggan, owner, reports. Org opened March 13 in Chipley, Fla., and covered 3,758 miles. Org will winter near Mobile, Ala.

Shorty Gills will be in charge of quarters and will start breaking stock for next season, in addition to supervising repairs on equipment. Junior May purchased a new Buick and the show bought a new Dodge stake body.

Duggan plans to go to Chicago and New York on buying trips. Mr. and Mrs. Dub Duggan Jr., will winter in Mount Dora, Fla. Junior May, lecturer, will go to his home in Moultrie, Ga. Lee and Vi Bradley, concessionaires, plan to spend the holidays in Oklahoma. Jim Stutz, org's agent, will combine business with pleasure on trips to Trenton, N. J., and New York. Mr. and Mrs. Eddie Raymond will winter in Hickory, N. C.

Recent visitors included Bob Dickman, Hunt Bros. Circus; Benny Fowler, advance agent; Kay Burns, concessionaire; the Loomis family, Walter B. Fox, Mobile, Ala., and Mr. and Mrs. C. C. Smith, Jackson Miss.

Rogers Closes Good Season December 3

PLANT CITY, Fla., Nov. 26.—Rogers Bros. Circus closes a successful season here December 3 after a 40-week tour that opened February 28 in Marianna, Fla.

Owner-Manager Si Rubens has ordered a new big top for 1950, with an additional 50-foot middle to give the show a five-pole top with four rings, plus new side show and menagerie tops. A new line of paper, including window cards, one-sheets, three-sheets and eight-sheets has been ordered from Enquirer Printing Company, Cincinnati. Seven trucks, along with a new light plant mounted on a semi, and three sleepers will be added.

Rubens is also expanding the menagerie. Two elephants recently purchased from the Dales Circus will give the show four. Two lions, a leopard and a Wild Life Show have been acquired from Pete Callender, along with 28 cages of small animals. They are to be delivered to winter quarters at Fort Myers, Fla., and readied for the 1950 opening scheduled for January 30.

R. Sabate and June Martin Married in Wichita, Kan.

WICHITA, Kan., Nov. 26.—Rene Sabate, aerialist, and June Martin, circus performer, were married at the First Baptist Church Tuesday (22). The couple were appearing with the Orrin Davenport Shrine Circus.

Sabate is a member of the Chamberlys, French casting act, and June Martin is a feature performer with

Dressing Room Gossip

Ringling-Barnum

This is the final column of the season. Most of the personnel will winter in Sarasota, Fla.

The Saro-Circo Club held a dinner in the Washington Duke Hotel, Durham, N. C. Attending were Dorothy Durbin, Grayci Genders, Mary Jane Miller, Valentine Unus, Gena Mrozowski, Fatima Marschany, Habiba Robins, Anne Robins, Kathryn Kramer, Marian Seifert, Jeanne Sleeter, Fay Romig, Josephine Helbring, Daisy Doll, Nina Thomas, Jenny and Marguerite Mandos, Liz Johnson, Mayme Ward, Peggy Shepherd Thomas, Martha Henderson, Ruggeria Zoppe, Lola Dobritch, Dolly Copeland, Rusty Rarent, Minnie Alzana, Rose Alexander, Rusty Johnson, Mrs. Geraldo, Maxie Walker and Rosa Wong.

Laugh of the week: The "hanging" and "burial" of Red Grumley. Not a thing was lacking to make this a hilarious sight, not the least of which was Red viewing his own sawdust filled body.

Maxie Walker, Mayme Ward and Skee Matusch celebrated birthdays. Peggy Shepherd and Les Thomas were married recently.

Visitors: Anne Cox, Thelma Beard, T. L. Lucas, Wilbur Breece, Flourine Swiggette, Mattie Smith, Vally and Adolph Frohn, Jerry Collins, Edna and Frank Otaris, Jimmy Gardner, Ann Reynolds, Vivian and Billy Webster, Ena and Johnny Jahn, Skee Matusch's sister, Ralph Holt, Sally Campbell, Cap Curtis, June De Young, Curtis Caldwell, Ann Reynolds, Polly and Frank Morrissey and son; Lela and Frank Zazzara, Mrs. Buddy Friel and daughters; Ann and Bob Blackburn, Sam and Mary Crowell and daughter; Curtis Genders, Randy Concello, Betty Jean and Bob Martin and children; Mars Bennett and mother, Benny Crisitani, Justino Loyal's family, Fanny McClosky, Jinx Adams, Paul Nelson, Mr. and Mrs. Davis, Jenny Zoppe and Rudolph Zechner.

In saying so long for the season, I wish to thank my friends for helping me make this column possible—**MARY JANE MILLER.**

Orrin Davenport

Houston business was good. Everett Hart produced a barn dance number this year. The other night, unbeknown to Everett, some of the ladies on the show exchanged places with the clowns, taking female parts in the dance. Participating in the deal were Dorothy Davenport, Honey Shyretto, Rose Behee and Corrinne Dearo.

In Houston the Waltrips, Hansens, Johnny, Roxy and Rosanna, the Kays and Fritz and Betty proved wonderful friends to the performers. The Waltrips served a delicious meal, cooked by Buck. Pat and Sonny Moore will verify that it was good.

June Martin, assistant in Sonny Moore's dog act, and Renee Sabatin, cather for the Chamberlys, were married November 22 in Wichita, Tex. At the ceremony were George and Milly Chamberly, Max Chamberly and Pat and Sonny Moore. Following the night show, a wedding reception was held.

Notes: Ruth Flannigan is back in the line-up, fully recovered from injuries sustained in a fall in Houston. . . . Hatie Shpley left for Chicago. . . . The Gallagher kids joined. . . . George and Tommy Hanneford flew to Kansas City, Mo., and the Shrine Show. . . . Norman Carroll continues as announcer.—**DICK LEWIS.**

SWAY POLES

MADE TO ORDER
Write for Descriptive Folder.
"The Name Made Famous for Sway-Poles"
Address:
RICARDO
ADEL, IOWA

Gran Circo Americano

Org is encountering rain in Kingston, Jamaica. Lloyd Ho Sang entertained the Bontas, Garcias, a Razells and Hodginis. Steve Jacyna is working Micky, the chimp. Fabiola, the Razells, Joe Hodges and Pilar Shang are among those changing numbers for the second half of the engagement here. Antonio Buitrago has done a good job in getting the local musicians into a swell circus band. Lengthy editorial in a recent Sunday edition of *The Kingston Gleaner* had a big boost for the show.

Stringent restrictions against allowing dogs and horses landing in Jamaica caused plenty of headaches. Phil and Bonnie F nta shipped their three pooches back to their Aurora, Ill., home from Miami at the last moment. Senor Cody (Garcia) had to send his dogs to Puerto Rico. Mr. Wilson is awaiting the next spot so that he may send for his English spaniel, Cali. The Pascuales (Francisco, Chino and Miguel) arrived November 20 from Barranquilla, Colombia, to do their flying act.—**JOE HODGES HODGINI.**

Polack Bros. Western

Home cooking was the big item during the Springfield, Ill., stand. The Sherman brothers, the Watsons, Bernard and Engrid Zenner, Mr. and Mrs. Natal, the Freemans, Harry Dann, Bobby Kellogg, Billy Griffin and Chai and Somay all had apartments and the respective kitchens received a workout. Dallis Julian, ex-bareback rider, was hostess at a party in her home. Guests included Mr. and Mrs. Ross Paul, Eddie and Dottie Ward, Eddie and Evett Kohl, Gertrude Kohl, Eddie's mother; Chai and Somay, Harold Ward, Gus and Betty Bell, Slivers and Jo Madison, Millie Keathley and Freddie and Ethel Freeman.

Visitors: Nellie Dutton and Bossy, Dalie Julian, James McElwee, Rex Ronstom, Eddie Biletti, Ida Mae Kerley, Rex Rossi, Fred Donavon, Harry Mueller, Mr. and Mrs. Wilford J. Cramer, Raymond Duke; Julia Asher, mother of Millie Keathley; Ray Marsh Brydon; Mr. and Mrs. W. E. Griffin, parents of Billy Griffin; Gene Enos, former equestrian director of Russell Bros. and Downie Bros.' circuses, Lyle H. Roe, E. W. Ritchey and W. B. Hedges.—**FREDDIE FREEMAN.**

UNDER THE MARQUEE

Don Cavilla, clown, who recently closed with the Lady Lucey and Tommy Arret Circus Unit, is now playing schools and clubs thru the South. . . . **Lillian Fox**, who has been with circuses, carnivals and in burlesque, is in General Hospital, Kansas City, Mo., having undergone an operation November 17. . . . **Fans Les and Bonnie Ulrich** are wintering at Pompano Beach, Fla., and **Fans John and Barbara Kries** will soon be in their new home in Tampa. The Ulrichs saw the Ringling show in Greensboro and Charlotte, N. C. . . . **Biller Bros.** closed its season at Rome, Ga., November 14 and went into quarters at Athens, Ga. Org is playing the Shrine date in Macon, Ga., this week. **Larry Carlton** painted and refurbished rolling stock for this date.

Chariot & Tableau Circus has brought back the old-time chariot races by streamlining them with tractors in the place of horses.

Norman Anderson, son of Bud Anderson, owner, Seal Bros.' Circus, was in Chicago last week. He purchased a new big top and marquee for the Seal org from O. Henry Tent & Awning Company. Big top is a 96 with three 40's. . . . **William (Bill) Speilber**, for many years in Ringling Bros. and Barnum & Bailey Circus

band, is a patient in University Hospital, Iowa City, Ia.

Swinging ladder gal, who says, "Just the thought of being with a circus thrills me to death," has no imagination. What! No diamonds and headlines?

John C. Brott, CFA'er from Santa Rosa, Calif., writes that he visited 21 carnivals, 7 circuses and 1 thrill show this season. . . . **Walter L. Main**, while vacationing in Berkley Springs, W. Va., was the subject of a feature story in *The Martinsburg (W. Va.) Journal*. . . . **Among the dirty tricks of the profession** is to get an agent to explain why his route wasn't a successful one, and then ask him, "Are you sure?"

Hamid-Morton

The 1949 season was ended with a 10-day stand in Atlanta. The Yaarab Shrine arranged special shows for veterans' hospitals, crippled children and the Elks Hospital. Those who worked at these spots were Joe Basil and his band, the Five Eriksons, the Four Angels, the Two Francansas, Peaches O'Neill and her girls, Mrs. Gautier, who sang; Gautier's Steeplechase, Bob Morton, who was emcee, and all the clowns. After each hospital show, the Shrine members were hosts at a luncheon for all performers. Mr. Howard, recently named potentate for 1950, was host at a dinner in his home. The farewell party given all the personnel by the Shriners was a huge success.

Atlanta has its own clown club and members were in clown alley at almost every performance. Final night the show was marked by crazy antics. Marion Foster opened her act with a hula dance. Then she paged the Five Eriksons, Conchita, Sherrier and Ann, of Peaches Sky Revue, and they all combined to do a crazy dance in the bull act.

Dick Clemens was host to 15 guests at a dinner in his trailer. Guests included Dr. Reichert, Mem Morales, Mr. and Mrs. Felix Morales and son; Teresa Morales and her husband, Matchet. Other visitors were Mr. and Mrs. Stahlman, of Biller Bros.' Circus; Martin Kelly, and Hans Ledere.

Here are the destinations of some of the personnel: Buddy and Ira Watkins, to Tampa to prepare for their South American tour; the Eriksons and Conchita to Tampa to get (See *Hamid-Morton* on page 80)

Ayres & Kathryn Davies

The writer chalked up some kind of a record on the long jump from eastern Minnesota to eastern Wisconsin. All told, I had three blowouts and two flats.

Billy Kelley, of the concession department, suffered minor injuries when he slipped and fell among the seats. He was treated by Dr. Henry H. Conley, CFA, who was visiting on the show.

Mr. Stowell, our general agent, has a new Oldsmobile. Roy Hershberger is now offering a reward for the return of his shoelace.

Visitors have included Mrs. Emma Duke and daughter, Bessie Catherine; Mr. and Mrs. Tommy Sacco, John Harrop and Mr. and Mrs. Morrison.—**HARRY VILLEPONTEAUX.**

ATTENTION ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

WANTED

COMPETENT HIGH LADDER PERFORMERS

Owing to our expanding 1950 program, can use several efficient, well mannered Aerialists, up in general routines and individual specialties. Long, prosperous season assured, open early Spring, close late November. All our performers are protected with Unemployment Compensation coverage. State full details, salary desired first letter . . . Photos? . . . Yes! Attention, Clo Bariau, Charles Marshall, contact immediately for attractive 1950 proposition . . . Write:

SKY-HIGH THRILLERS
237 Osgood Avenue New Britain, Conn.

Promotional Managers

Who can deal with auspices. Must be able to finance themselves.

Can use good Phone Men. Start work at once. No drunks or limbsters. Ben Yearby and Bert Miller come on.

AL KAYDA

Hotel Burlingame Bartlesville, Kans.

PHONE MEN

Newspaper Advertising Salesmen, Christmas issue. Pay every night. Let us know who you work for. Write

BOX D-266

c/o The Billboard, Cincinnati 22, Ohio

ARTISTIC MUSIC ARRANGEMENTS FOR CIRCUS ACTS

FRANK FURLETT, Band Director
5220 N. Kenmore Chicago 40, Ill.
Phone: Longbeach 1-4900

PHONE MEN

Red-hot Xmas deal. All set. Wire, write, call

JIMMIE COLEMAN

211 N. Main St. Evansville, Ind.
Phone 40260

WANTED

6 or 8-Horse Liberty Act, 2 or 3 Elephants. Buy or lease. Regulation Ring Curb, Circus Equipment of all kind. Hay-eating Animals.

BOX 187
Nelsonville, Ohio

Mills Bros.

'49 ROUTE FOLDER

Season's Route, Program, Personnel, Highlights of Tour, Statistics. Now available, 50¢ postpaid, from **FRED STAFFORD JR.**
17 Barbara Road Bristol, Connecticut

LIVE WILD ANIMALS!

GET AN OUTSTANDING ATTRACTION NOW

We have in stock ready for immediate delivery

1 PIGMY HIPPO

Full grown but less than 1/4 size of common kind—\$3500.00.

1 YOUNG GIRAFFE

Small enough to be easily transported by rail or truck—\$3500.00.

Also Kangaroos, Antelopes, Chimpanzees, Monkeys, Elephants, Cheetahs, Birds, Reptiles. Send for our free price lists regularly.

MEEMS BROS. & WARD, BOX C, SPARKILL, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

Tampa Spends 100G on Plant; Ups Outlay for Advertising, Publicity Campaigns by 25%

Managerial Set-Up Revamped; More Aid Given Strieder

TAMPA, Nov. 26.—Well advanced plans are for the 1950 Florida State Fair here January 31-February 11, embrace a budget outlay of \$100,000 for plant improvements and an increase of about 25 per cent over '49 for advertising and publicity. P. T. Strieder, manager of his 32d fair here, announced this week.

Commercial exhibition space, under heavy demand in early reservations, will be exhausted well in advance of opening date, Strieder said. Applications for space in the 28 fire-proof buildings have been greater, he pointed out. Outdoor concessions are handled thru the Royal American Shows, which provides the midway attractions.

Directorate participation in promotional plans and departmental management was instituted this year to lift some of the burden from the shoulders of veteran Manager Strieder, who has supervised and directed all departments.

Brorein Heads Group

Carl D. Brorein, president-manager of the Peninsular Telephone Company and long time president of the Fair Association, functions as chairman of the general operating committee which ranks him tops in power on controversial issues.

George Holtsinger, Tampa Ford agent, controls the purse strings as chairman of the budget and finance committees. W. H. Frankland, Pioneer Tire Company operator, heads the public relations department, formerly supervised by Jim Malone, who held the post for 23 years. Russell Kay, director and operator of the Florida Clipping Service and publisher of the Florida Newspaper News, replaces Malone and will conduct the campaign from his suburban plant in Palma Ceia.

Display advertising will be handled by the Jack Lacey agency and a radio expert will be engaged to head a special department to handle air programs on an expanded scale. Outdoor posting will be confined to 24-sheet boards on arterial highways thruout the State, a policy adopted by Manager Strieder in 1949.

85G Into Cattle Building

Frank Gannon, president-manager of Tampa Electric Company, heads the building committee which has already approved an \$85,000 appropriation for expansion of the livestock pavilion which now includes a second story dormitory to provide living accommodations for exhibitors and attendants and a gallery for spectators. More than 29,000 square feet of six-inch concrete flooring was ripped out to appease cattlemen who contended that straw, shavings and other cushioning used were in-

adequate to protect their herds, and some 1,500 yards of soil has been spread for a new foundation.

Split Livestock Expo

A new departure will be splitting the livestock exposition into two shows, one for dairy cattle, to be held the first week, with another for beef cattle finishing out the fair's run.

Manufacturers and distributors of poultry equipment have been offered free space to display brooders and other accessories. Bird entries, for the first time will be confined largely to Florida breeders.

D. Hoyt Woodberry, manager of the Ell Witt Cigar Company, heads a committee in charge of county and (See Tampa Spends 100G opp. page)

Plans To Revive Jacksonville Set

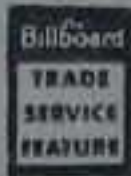
JACKSONVILLE, Tex., Nov. 26.—Cherokee County Fair, dormant since the middle '30s, may be revived here in 1950 as the result of a drive by local newspapers, civic and veteran organizations.

The local American Legion Post, leader in the movement, has offered the use of its memorial and community building, now under construction, as the nucleus around which to build the plant.

At a meeting scheduled here Monday (28) a nominating committee will present a slate of directors and propose a constitution and by-laws. F. B. Elliott, Jacksonville, is chairman; Yola Renfro, secretary. Allen Goforth, Hubert Owen and George Carter also are on the committee.

Miss. Assn. Switches Date

JACKSON, Miss., Nov. 26.—Mississippi Association of Fairs will hold its annual meeting in the Robert E. Lee Hotel here February 16, instead of February 9 as originally announced. J. M. Dean, of Jackson, is secretary.



Meetings of Fair Assns.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, December 7-8. Rollo Singleton, (c/o Missouri Agricultural Department, State Office Building, Jefferson City), secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 8-10. Lou Merrill, Sacramento general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Glade-water, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 11-12. Mrs. Don A. Detrick, Bellefontaine, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14. George W. Gleixner, North St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 16. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18. Tom Moore Craig, secretary, Spartanburg.

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24.

Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin, secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin, secretary.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, Secretary.

Minn. Asks Bids On Hippodrome

To open tenders January 5 —has \$1,200,000 available for 8,500 capacity building

ST. PAUL, Nov. 26. — Bids are under call for construction of a new Minnesota State Fair Hippodrome building, with estimates to be opened by the State purchasing director here January 5.

The State fair board has \$1,200,000 available for construction of the building, \$400,000 of which was appropriated by the 1949 Minnesota Legislature. The balance represents fair board earnings set aside for the project.

The Hippodrome will be a monolithic concrete structure with no posts. It will cover a square block just east of the cattle barn and will seat 8,500 spectators when the half-mile ring is in use. The old hippodrome also had a half-mile ring but seated only 3,600.

Doug Baldwin, assistant fair board secretary, said that if bids are accepted following their opening, construction of the new hippodrome will start immediately in time to have the building ready for use for the 1951 fair.

Salt Lake Sets Dates, Minimum Bldg. Rent Fees

SALT LAKE CITY, Nov. 26.—Dates for the 1950 Utah State annual were set for September 15-23 at a meeting of the Utah State Fair Board. While the dates are tentative, they may be considered almost official, according to J. A. Theobald, secretary-manager. The board also established a set minimum rental for the fairground buildings, and approved a contract with the Western Service Company, concessionaires, for a new restaurant building, to be owned by the board, tho built by the concessionaire and paid for by the concessionaire's percentage payments.

A minimum rental of 10 per cent of the gross on all income at any of the buildings, less State and federal taxes, has been set for any commercial enterprise. All food and drink concessions will be reserved by the board and administered thru the Western Service Company, Art Tece, manager. The same firm presided (See Salt Lake Sets on page 79)

Lethbridge, Alta., Plant Completes 12G Renovation

LETHBRIDGE, Alta., Nov. 26.—Improvements costing \$2,000 were recently completed at the Lethbridge and District exhibition grounds here, to wind up a \$12,000 re-building program.

Improvements included the renovation of buildings, and planting of grass in the parking area, machinery row and around the race track. Next year's plans call for enlarging the midway area, erection of new fences and the planting of more trees.

Corydon, Ia., Annual Skeds 1950 Event for Aug. 21-23

CORYDON, Ia., Nov. 26.—The 1950 Wayne County Fair will be held here August 21-23, it was announced by president W. F. DeBolt, at a recent meeting of the fair board.

Some doubt had been expressed over continuance of the fair, DeBolt said, as the expo ran into the red the past two years.

Two days of harness racing and a tractor rodeo are skeded for 1950.

File Suit to Condemn 900 Acres as Site for New California Plant

SACRAMENTO, Nov. 26.—Initial step in the acquisition of the new 900-acre site for the California State Fair was undertaken this week when a condemnation suit was filed in Superior Court on behalf of the State Public Works Board.

The property owners have expressed their willingness to sell but the law requires court approval of such a transaction.

The State Legislature has appropriated (See New California Plant, page 79)

FAIR MANAGERS and EXPOSITION DIRECTORS ... POLACK BROS.' CIRCUS

Invites You To Visit Our Offices During Meetings

GET THE FACTS SHOWING HOW SEVERAL OF AMERICA'S LEADING FAIRS SUCCESSFULLY USED OUR

2 GREAT SHOWS

WESTERN COMPANY

Booked Solid For 1950

EASTERN COMPANY

Some Time Open In 1950

POLACK BROS. CIRCUS
203 N. Wabash Ave. Chicago 1, Ill. Suite 2200 Phone: FR 2-3473.

POSTERS
THAT BRING THEM IN
AUTO RACING - SPORTING EVENTS
TRAVELING SHOWS - CARNIVALS
RODEOS - BARKS - FAIRS - ORCHESTRAS
PROMPT SERVICE... WE MEET DEADLINES
COLORFUL STRIKING FLASHY
Posters INCORPORATED
335 CHERRY ST. PHILA. 7, PA.
UNION SHOP • PHONE Lombard 3-2007

Tampa Spends 100G on Plant; Setup Revamped

(Continued from opposite page) government exhibits and has announced that 13 of Florida's richest agricultural counties have made definite entries that will require 75-foot frontages each. Several others are seriously considering entering displays.

Lopp Back as Emcee

T. N. Henderson, Coca-Cola distributor in the Tampa area, is chairman of the attraction committee which passes on grandstand entertainment features recommended by Strieder. Several acts already have been contracted and the remainder of the grandstand show will be booked, all independently, before January 15, Strieder said. Phil Lopp, popular local radio entertainer, guitar and songs, has again been signed as emcee.

The fair, advertised as an 11-day event, will actually extend over a 13-day period, altho midway and exhibition buildings will be closed to the public on two Sundays when only grandstand shows are scheduled.

Four days of auto racing are scheduled, the opening day, Tuesday, January 31; Saturday (4); Sunday (5) and Saturday (11).

Chitwood To Give Three

Joie Chitwood and his thrill drivers are billed for three programs—Wednesday afternoon, February 1; Friday night (10) and a post-fair program on Sunday (12). The final program will include an auto roll-over contest.

Four big parades are scheduled during the two-week period. The first will be comprised of war veterans, military units, drum corps and color guards with several bands observing American Legion Day on Thursday (2). The second parade will be the miles-long spectacular Gasparilla caravan, which follows the annual pirate invasion celebration. Wednesday (8) the second annual children's Gasparilla parade will be held over the same route as the senior pirate event. Fifty-two units, each portraying a fairyland or story book theme by costume and float design, already have been entered in the juvenile caravan.

On Thursday (9) Florida Shriners in uniform will take over the fair and highlight their program with another big parade. All parades will pass in review in front of the fair grandstand where special ceremonies will be held.

Other special days already designated include Saturday (4), Future Farmers Day; Tuesday (7), Governor's and County Commissioner's Day; Friday (10), Specialty Day, and Friday (3), Tourist Day.

School children will have a long vacation from studies this year so that they can catch principal events at the fair, closing their books Friday (3) and vacationing until Thursday (9).

ANNOUNCING Ripley Believe It or Not!

- SHOWS
- TOURS
- FAIRS
- EXHIBITIONS
- ODDITORIUMS
- EXPOSITIONS
- ATTRACTIONS
- PROMOTIONS

World Rights and Bookings Under Exclusive Direction of

JOHN ARTHUR EXHIBITIONS, INC.

TEL.: Murray Hill 4-4658; 254 Fifth Ave., New York 1, N. Y.; Cable Address "RIPLEYEX"

All inquiries will be given prompt attention. Infringements will be prosecuted.

NOTICE! WESTERN FAIR SECRETARIES CRAFT'S 20 BIG SHOWS, INC.

NOW BOOKING LARGE OR SMALL FAIRS AND CELEBRATIONS FOR 1950

Furnishing complete units for your fair, including big tops, booths, decorations, lighting fixtures and all carnival and concession equipment.

SEE US AT THE CONVENTION Los Angeles BILTMORE HOTEL Dec. 7-8-9-10

ATTENTION! FAIR SECRETARIES

Contact The **ERNIE YOUNG AGENCY**

For Your 1950 Grand Stand Show if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill. Phone: Central 6-0661

WANT HIGH-CLASS CIRCUS ACTS

For our 1950 fairs, troupers or family acts doing more than one act. Acts of all kinds wanted. Mail photos, full descriptions of acts and price.

WILLIAMS AND LEE
464 HOLLY AVE. ST. PAUL 2, MINN.

GIVE TO THE RUNYON CANCER FUND

Jimmie Lynch DEATH DODGERS

WORLD'S GREATEST AUTO THRILL SHOW!

GENERAL OFFICES

203 North Wabash Avenue Chicago 1, Ill.

Phone: Randolph 6-3639

ALL NEW THIS YEAR

OUTDOOR ACTS & ATTRACTIONS
THRILL SHOWS — RODEOS
RACES and other ATTRACTIONS
WANTED FOR 1950

Mail Photos, Full Description and Prices to:

TOMMY SACCO

203 N. WABASH CHICAGO, ILL.



RICARDO and GRACIE ORTON

"THE AERIAL SENSATIONS"

110 FT. DOUBLE
CRISS-CROSS
SWAYING HIGH
POLE ACT

BEAUTIFUL
FIREWORKS
FINISH

ADEL, IOWA

CAN USE STANDARD ACTS for

FAIRS

and VAUDEVILLE • THEATRES •

NOTHING TOO BIG OR TOO SMALL

GUS SUN BOOKING AGENCY

Sun's Regent Theatre Bldg. Springfield 3, Ohio

NSA FROLIC ATTRACTS 1,000

Boff Doings Rate Praise

Prexy Perry in plea for club-owned home—Sinatra heads top talent program

By Jim McHugh

NEW YORK, Nov. 26.—A capacity crowd jammed the main ballroom of the Commodore Hotel Wednesday night (23) to attend the 12th annual banquet and ball of the National Showmen's Association. Final accounting is likely to show a total attendance of about 1,000.

The affair, one of the best ever sponsored by the association, had all of the glitter and fun-making opportunities usually identified with the frolic. The emphasis was on pleasure, but serious notes were sounded. Sen. Olin D. Johnson, South Carolina Democrat, a guest speaker, said it was his intention to work for the elimination of the federal government's 20 per cent excise tax. Jack Perry, new association prexy, said that he hoped to lead the club in the acquisition of its own home during his tenure.

Tax Cut Unlikely

The burden of the excise tax has long been bemoaned by showfolk, many of whom claim it makes the difference between profit and loss on a season. However, little hope is seen, even for downward revision of the tax, in view of the government's spending and need for revenue.

The feasibility of the NSA's acquiring its own home has been the subject of discussion among prominent members in the past, but to date no definite action has been taken. Acquiring real estate in New York City, especially in the Times Square district, would involve a minimum expenditure of about \$100,000 and necessitate active and considerable financial support on the part of all prominent members.

Speeches Brief

Bernard (Bucky) Allen, banquet chairman, and his assistant, Sam Rothstein, had the affair running smoothly from beginning to end. Speakers among the numerous dais guests were held to a minimum and those who did speak usurped only a few minutes.

The stage show, topped by Frank Sinatra, was acclaimed the best ever presented at this annual affair. The presentation, although lengthy, was loaded with top-flight talent and audience appreciation was evidenced by repeated encores and the fact that there was little movement in the ballroom as room-hopping apparently (See NSA FROLIC on page 80)

James W. Laughlin, Vet Showman, Dies After Long Illness

KANSAS CITY, Mo., Nov. 26.—Funeral services for James W. Laughlin, ride operator for the past five years at Playland Park, Houston, and prior to that operator for many years of the West Bros.' Shows, were held here Wednesday (23). Interment was in Heart of America Showmen's Club Rest here.

Laughlin died in Veterans' Hospital, Temple, Tex. He had suffered a lingering illness, with death due to cancer.

He is survived by his widow, Virginia.

2-Hour Preview Indicates Haiti Expo Will Pay Big for Manning

NEW YORK, Nov. 26.—A two-hour taste of the grossing possibilities at Haiti's Bi-Centennial Celebration in Port au Prince Wednesday (16) convinced Ross Manning, midway contractor, and Jack McCormick, concessions manager, that the celebration, which officially opens on December 9 and will run until next spring, will pay big dividends.

McCormick, who returned here this week to attend the National Showmen's Association festivities and the Chicago outdoor meetings, reported that a Merry-Go-Round and Ferris Wheel grossed about \$250 at 10-cent admission fees in the two hours of play. The units were closed after that to await full-scale operation beginning on December 9. However, officials agreed that all units could operate this weekend, ending Sunday (27), as a concession toward making the nut.

Top Prices Prevail

McCormick spoke enthusiastically and convincingly of the earning potentialities. He said that custard and candy floss would sell for 20 cents and that girl shows would work for \$1, with the probability that the admission would be jumped to \$2 on week-ends. Prices represent American money, since Haitian currency is on par value.

The reason behind the expectancy of getting top prices hinges on the fact that the first-run movies in Haiti rate \$1.50 admission and that the price jumps to \$3 on week-ends, when the flicker is supplemented with a few vaude-type acts. For the lesser units in the midway zone the natives will be well able to afford the 10 and 20 involved, McCormick said.

C&W Cards Richmond and Macon for '50

'49 Biz Satisfactory

NEW YORK, Nov. 26.—Owners Issy Cetlin and Jack Wilson, of the Cetlin & Wilson Shows, announced here this week that they had been awarded the 1950 midway contract for the Atlantic Rural Exposition, Richmond, Va. This will mark the fourth straight year that the C&W org has been on the midway.

Cetlin and Wilson also announced that they had been awarded the 1950 midway contract for the Georgia State Fair, Macon, before the conclusion of the 1949 showing.

Competition for the Richmond annual was especially keen. The World of Mirth Shows was understood to have submitted bids but reportedly backed away to retain the midway contracts at the conflicting New Jersey State Fair, Trenton, and the Greensboro (N. C.) Fair.

Endy Bros.' Shows had General Agent Bobby Kline in Richmond for the past several weeks, and he offered stiff competition.

Cetlin and Wilson said the 1949 season was marred by a particularly bad beginning when unfavorable weather dogged the org for a number of weeks. The fair dates were good, and the season ended satisfactorily, they said.

Jack Burke will have the Girl Show at the celebration, according to McCormick. Burke and his unit were booked into the new Latin Quarter night spot in Port au Prince, by McCormick, prior to his return to this country. The unit will return to the fairgrounds in time for the official opening.

Living accommodations in Haiti are excellent, McCormick said. Manning personnel, including working men who have banded together, are housed in modern homes at an average cost of about \$150 a month with maid and housekeeping services included.

The transportation of show equipment by barge and personnel by plane from Miami to Port au Prince was uneventful.

McCormick said that persons wanting to contact American show personnel in Haiti should send all mail in care of the American Embassy, Port au Prince.

Fairs Send Prell Gross Ahead of '48

17 Annuals Pay Off

NEW YORK, Nov. 26.—Allan Travers, general agent of Prell's Broadway Shows, this week reported that the org will show a substantial gain over 1948 despite a slow start. Several Florida dates remain before the org goes into winter quarters at the Kissimmee (Fla.) Air Base. The show will open its 1950 season January 3 at the Ft. Myers (Fla.) Fair.

The early dates were off about 25 per cent, partially because of weather. From mid-summer on, the show began to connect with red ones. A number of Long Island dates were good, and the fair dates, particularly those in the South, held up, Travers said.

11-Month Tour

Prell dates covered 11 months in 1949. The org was routed thru Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Pennsylvania, Delaware, Maryland, New York, Connecticut and Massachusetts.

In all, 17 fairs were played by the org. These were Gainesville, Ocala and Del Ray Beach, Fla.; Bedford. (See PRELL GROSS UP on page 63)

Strates Closes At Jax; Sets 3 Dates for Fla.

ORLANDO, Fla., Nov. 26.—The James E. Strates Shows terminated the 1949 season October 13 after playing North East Florida State Fair, Jacksonville, and went into winter quarters here at Pine Castle Army Air Base, six miles from Orlando. With two hangars and 10 buildings, the quarters provide ample space. Five carloads of oak and pine were unloaded on the shows' arrival, and repair and constructions of new equipment got under way immediately because scheduled Florida winter (See STRATES CLOSES on page 63)

Hot Springs Club Stages First Banquet

342 Showmen on Hand

HOT SPRINGS, Nov. 26.—The first annual banquet and ball staged by the Hot Springs Showmen's Association drew 342 showmen from all parts of the country Thursday (17) night at the Belvedere Country Club here.

Main dining room was decorated in outdoor show style. So large was the crowd that it was necessary to seat nearly 50 guests outside the main room.

President Noble C. Fairly gave the address of welcome and introduced Clare Clark, toastmaster.

The entertainment program, arranged by Harry W. Hennies, incoming president, included the Martiniis, operatic singers; Mr. Ballentine, magic and comedy; Norma and Dusty, trumpet and drums; Dick and Sonny Millard, tap and acrobatic dancers, and Randy Brown, paddle man from Georgia Tech, who acted as show emcee. Music was provided by the Belvedere orchestra, under direction of Charlie Gray.

Officers of the club were introduced by President Fairly. They are Harry Zimdars, Harry W. Hennies and Dwight Bazinet, vice-presidents; John Obluck, secretary; Clayton Holt, treasurer; Bill Durant, chaplain, and Dr. T. N. Black, Marshall Purvis and Charles Weaver.

Main speaker was David Livingston, Washington, Ia., newspaperman. Guests included Floyd Housley, Hot Springs mayor; Judge Clyde H. Brown, Mr. and Mrs. Hunter Jarrard, Alexandria, Va.; State Senator Bird, Fred Meeker, Virginia Kline, Hattie (See Hot Springs Banquet, page 63)

RAS Changes Route for '50; Inks L. Rock

News Breaks at Chicago

CHICAGO, Nov. 26.—As early arrivals checked in at the Hotel Sherman for the annual outdoor show conventions which open tomorrow (27), Carl Sedlmayr, owner of the Royal American Shows, announced that his org, in a change of its route, will play Arkansas Livestock Show and Rodeo at Little Rock in 1950.

The contract for the Little Rock annual was closed during the Louisiana State Fair, Shreveport, Sedlmayr revealed. Meanwhile announcement had been made that the 1950 midway contract for Alabama State Fair, Birmingham, played this year by Royal American, had been signed by Amusement Corporation of America. Latter org is headed by J. C. McCaffery, general agent of Hennies Bros.' Shows and part-owner of Dodson Imperial Shows.

Midway attractions at Little Rock this year were provided jointly by Floyd E. Gooding, who furnished rides, and Ray Marsh Brydon, who supplied shows.

PCSA Banquet - Ball Expected To Draw 900; 400 Fair Execs Skedded To Attend Dec. 10 Event

LOS ANGELES, Nov. 26.—The most ambitious banquet and ball ever sponsored by the Pacific Coast Showmen's Association (PCSA) is expected to draw 900 ticket buyers, Chairman Joe Glacy announced. Scheduled for December 10 at the Biltmore Bowl of the Los Angeles Biltmore Hotel, the affair is being held in conjunction with the closing of the 27th annual Western Fairs Association (WFA) convention here. Over 400 delegates to the WFA conclave have signified their intention of attending, Glacy said. Advance ticket sales at \$10 apiece are holding up better than expected.

Homecoming Party Tees Off

The banquet and ball rounds out the 29th annual holiday festivities and memorial services of the PCSA. Kick-off was Monday (21) when 300 PCSA members and the ladies' auxiliary were present for the homecoming party at the clubrooms. A buffet supper was served by members of the auxiliary. Entertainment lined up by Chairman Joe Steinberg included Raymond Aguilar's ork.

Monday (28) nominations of officers for 1950 will be made. Memorial services, under the direction of Chaplain Jack Hughes, have been scheduled for December 4 at Showmen's Rest, Evergreen Cemetery. Past President's Night will be held Monday, December 5, with Hunter Farmer as chairman. Talent is now being rounded up by Farmer for the occasion.

To Hold Open House

The following week, December 7-10, PCSA will hold open house for Western fair secretaries and their families, with the windup at the Biltmore Bowl.

Banquet and ball committees are being named this week.

A short meeting was held Monday (21), presided over by Vice-President Joe Krug, with Treasurer Al Weber, Vice-President Michael Doolan, Vice-President Joe Steinberg and Secretary Louis Manley also on the rostrum.

One new member was elected.

Nelson Chalks Okay Biz; Plans for 1950

BEMIDJI, Minn., Nov. 26.—Delano Nelson announced from local headquarters this week that Nelson's Shows' 1949 tour was a successful one. Biggest disappointments on the season, he said, were the July Fourth Celebration at Whipple-Miller Ranch, Waubay, S. D., and the Labor Day date at Beulah, N. D. He added that on the season, however, good spending crowds prevailed at the majority of stands. Shows played Minnesota stands in addition to their dates in the Carolinas.

Manager Nelson, who added a Roll-A-Whirl in July, expects to take delivery on a new Ferris Wheel in the spring. He plans to attend the Minnesota fair meetings. Mr. and Mrs. Moyer reported a good season on banners and concessions. Org plans to play the Carolinas, as well as Minnesota and Montana in 1950, Nelson said.

Joseph D. Moss of the Chunk-E-Nut Products Company here.

Monte Stephens has entered the Birmingham Veterans Hospital, but is coming along all right.

Members attending the meeting raised \$126 toward the Christmas dinner, which assures its success.



NOW BOOKING FOR 1950 SEASON CIRCUS SIDE SHOW

Want to hear from Independent Side Show Owner, with A-1 Equipment and Acts. Our route is as good as the best in the motorized carnival field. 1949 season Milo Anthony held the spot.

MOTOR DROME

Want a good sized Drome, well flashed, with or without Lions. 1949 season Art Spencer held the drome.

MONKEY SHOW

A show not too big, but with flash and monkeys and equipment. Milo Anthony's Jungleland in 1949.

GIRL SHOWS

We are framing two 90-foot panel fronts and we have the people to take them over.

WILD LIFE

Let us hear from some one that can operate it to satisfy the Fair as well as ourselves. Harry Morrison with us in 1948 and 1949 and did just that.

ATHLETIC SHOW

We have heard the "pros and cons" in regard to this attraction and only see when it comes to money in the office and for the auspices it outdoes many so-called attractions.

PENNY ARCADE

We are ready to book a good one that has no ifs, buts or strings attached. We have Parker Diggers.

COOKHOUSE

Want a neatly framed Cookhouse of medium size for a show that only has legitimate concessions. No tickets or brass.

Will book any other well framed show that will be content with a season opening April 20 and closing October 21.

Will be at the Missouri Fair Meeting, Jefferson City, Dec. 6-8; Iowa Fair Meeting, Des Moines, Dec. 11-13; Chicago Meeting until Dec. 1.

SUNSET AMUSEMENT COMPANY

BOX 468

DANVILLE, ILLINOIS.

WILLIAM E. MULDOON
General Manager

A. W. (PAT) HANLON
Representative

WILLIAM B. MOORE
Business Manager

LOUIS D. KING
Special Agent

GRANITE STATE SHOWS

NEW ENGLAND'S LARGEST ASSEMBLY OF OUTDOOR ENTERTAINMENT

FEATURING

3 SKY HIGH ALCIDOS Wilfred Alcidos' Act Featuring **LEXI**
AN AL MARTIN ATTRACTION

WANT 1950 WANT 1950 WANT
RIDES—SHOWS—CONCESSIONS

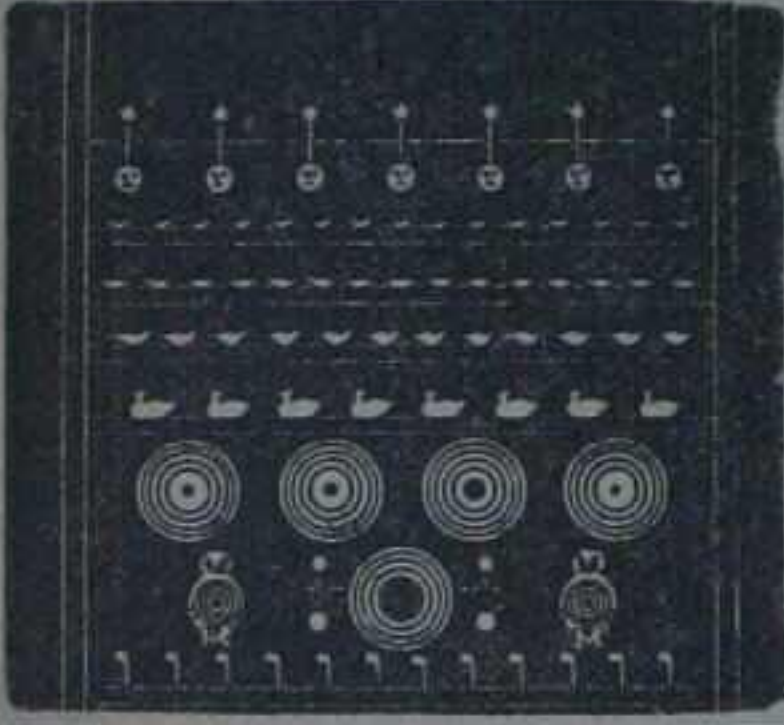
OPENING

MANCHESTER, NEW HAMPSHIRE, APRIL 1

OUR FAIR LIST TO BE PUBLISHED AT A LATER DATE

ALL WIRES AND CORRESPONDENCE TO 148 LOUDON ROAD, CONCORD, NEW HAMPSHIRE

EVANS' LONG RANGE SHOOTING GALLERIES



NOW AVAILABLE!

Genuine pre-war Malleable Iron Targets and Parts for Long Range Lead Galleries.

Send for

FREE CATALOG

of Gallery Equipment, also Wheels and Midway Games of all kinds. Write today.

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Ill.

\$\$\$ SAVE \$\$\$

NEW CARS—All Makes.
NEW TRUCKS—Chevrolet.
Selected Used Cars and
Used Trucks.

Financing and Insurance.

EDDIE HACKETT

Phone 7-5765
475 N. W. 36th St., Miami, Fla.

CARNIVAL PLASTER

25% Off

5c to 30c articles.

25% down with order,
balance C. O. D.

Castalia Plaster Cast. Co.
CASTALIA, OHIO

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

HUBERT'S MUSEUM

228 W. 42nd Street, New York, N. Y.
Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

Want Colored Performers

For one nighter. Musicians, Dancing Girls, Comedians, etc. We will play Georgia and Florida. All contact

SHERMAN HUSTED, Mgr.
Dixie's Own Minstrels
Myrtle Beach, South Carolina

MIDWAY CONFAB

Mr. and Mrs. Harold Eutah were recent visitors to the St. Louis office of The Billboard. Eutah, who was assistant manager and operated a string of concessions on the American Beauty Show the past season, reported that, tho business was down about 25 per cent, he still able to surprise Mrs. Eutah with a new Cadillac on her birthday last month.

From what we hear in gossip circles—things could be worse.

Frank Hanaski returned recently to his St. Louis home from a fishing trip in Louisiana following the close of his season at the Louisiana State Fair, Shreveport. Hanaski termed the 1949 season as "just fair" for his concessions which he operated on the Rainey Shows until August, after which he played independent fair dates.

Among the mysteries of the time is just what a general agent does when he's alerted.

Jack Edwards reports from Aransas Pass, Tex., that about 300 show people already have arrived there for the winter. Edwards also infos that he and his wife have been getting in some excellent fishing, reporting a catch of 76 Gulf trout in three hours. He also advises that the Aransas Pass Showmen's Club is in readiness for a December 1 opening.

Perhaps this is no time to suggest that fair meetings are also held for business reasons.

John W. Wilson and Izzy Cetlin took in their first high school football game at Sumter (S. C.) Fair, catching the game between the Sumter and Chester, S. C., teams, which was witnessed by a crowd of 12,000. During the Cetlin & Wilson engagement at Pontiac, Mich., Mrs. Edward K. Johnson (Dottie Velez) entertained her father, Charlie M. Hanna, dietitian at Pontiac State Hospital, for a week. This was the first time they had seen each other in several years.

We are gradually approaching the day when we will buy equipment we don't need with money we haven't got.

While Inland Shows were playing Crawfordsville, Ark., Mrs. George Davis was tendered a surprise party in celebration of her birthday. In attendance were Mr. and Mrs. N. E. Davis, George Davis, Mr. and Mrs. Johnnie McCain, Mr. and Mrs. Charley Pearce, Mr. and Mrs. Britt Evans, Mr. and Mrs. Curley McByrd, Mr. and Mrs. Jerry Ballard; Mrs. Delaney and granddaughter, Jo Ann; Mr. and Mrs. Lester Henderson, Mr. and Mrs. George Smith, Ray Martin, Bill Pearce, Elmer Gray, Roger Coil and Lyman Woodard. . . . Mr. and Mrs. J. G. Jackson, concessionaires, who closed recently with Turner Bros.' Shows, have taken delivery on a new car and are motoring to Oklahoma where they will visit their son before heading for Mexico for the winter.

Remember the yesteryear story about two concession agents who, when turned down for rooms, told the landlady, "The landlady in the last town wept when we left." "Yes, I understand," was the landlady's reply, "I wept the whole week when you were here last year?"

Lem (Slim) Gibson, who has been with the Cetlin & Wilson Shows the past 18 years, will leave Petersburg, Va., soon to winter with his two sons, in California, whom he has not seen since 1928. . . . Irene Sechrest left at the close of the Pee Dee Fair, Florence, S. C., to join her son, Wayne, who is attending school in Miami. . . . Claude Sechrest is attending the NSA gathering in New York and will make the SLA meeting in Chicago, from where he will fly to Miami to join his family. . . . Dot and Nat Merce, whose "Vanities Revue" recently ended its season with the World of Mirth Shows, are taking out an 18-person unit, under the title of "Continental Vanities," for a tour of the South this winter. . . . Jeannette and Sam Finkel, of the NSA, left New York last week for a vacation in Miami.

When a suitcase promoter announced that he would spend \$70,000 to build equipment, an agent cracked, "Gonna start building your air castles with concrete."

Mr. and Mrs. Adron Bell, concessionaires, are wintering in Aransas Pass, Tex. They purchased a fishing boat recently. . . . Mr. and Mrs. Harry C. Lewis, of Lee's United Shows, have returned to their Vanceburg, Ky., home from Columbus, O., where Lewis underwent an operation in Doctors' Hospital. While in the Ohio city the Lewises enjoyed visits from Mr. and Mrs. Harding and daughter, Juddy; Mr. and Mrs. D. H. Glenn, Mr. and Mrs. Joe Kern and Mr. and Mrs. James Chapman. . . . Jack Scanlan, ride foreman on W. S. Curl Shows, has rejoined "Ice Vogues of 1950" as refrigeration engineer. Scanlan, who has been with the Curl org for the past six seasons, has been working with various ice shows in recent winters.

With the 10-cent hype for java, already in effect, we don't know what's ahead of us with the rising prices of coffee. Wonder if showmen like cocoa?

Prof. Willie J. Bernard advises from Hancock, N. H., that he plans to play indoor dates with his Wild Man Jungle Show this winter. . . . Mr. and Mrs. Lloyd Kelley and son, Tommie, closed with their novelties on Keystone Exposition Shows in DeFuniak, Springs, Fla., and are wintering at Linda's Trailer Court, Tampa. Mrs. Kelly's sister, Jackie Scieska, is visiting them. . . . Harold Crummer, who worked for Pete Corry on Northern Exposition Shows in 1927, is making his home in Vancouver, B. C. . . . Gary Hern, who closed recently with the Larry Nolan Shows, where he operated his Mysteries of Life attraction, will rejoin Nolan in Arizona about March 1. He will have his Side Show, grind show and Girl Show with the org in 1950, with his wife, Mary Hern, directing the last-named attraction. The Herns currently are playing clubs and halls in East Moline, Ill. They recently visited Harry and Larry Hugo, of the Hugo Players. . . . Whitey Blenke, who closed with I. K. Wallace Shows recently, will winter in Lynchburg, Va.

It won't be long until the weather either verifies or denies last summer ads that read, "This show will positively stay out all winter."

LA CROSS SHOWS

WANT FOR 1950 SEASON

Will book all kind of legitimate Concessions at \$20.00 per week. Also any Show with own equipment. Can use one major Ride for season. Those who spoke to me at Fairs, contact now. Show opens April 15th. Be with a show that does not overbook, plays the cream of New England and is always first in. I guarantee the best spring route anyone could ask for.

Write, wire or phone

PAUL R. LA CROSS, Owner

158 LAKE STREET TEL. 1585 ST. ALBANS, VERMONT
P.S.: Joe, the bald-headed gypsy who used to be with Buck Shows, contact me.

FLUORESCENT FIXTURES

For Carnival Installations,
Dealers Distributors,
Concessionaires
FLUORESCENTS
FOR EVERY PURPOSE
Direct From Manufacturer
at Lowest Possible Prices.
AS LOW AS \$2.10 EACH
Write for Catalogue and
Price Lists

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. Lumbard 3-7789

Showmen, Concessionaires

Supply your own light and power at BARGAIN PRICES
SPECIAL DISPLAY LIGHTING SYSTEM FOR OUTDOOR STAGES AND SPECIAL EFFECTS
1 Le Roi Powered Generator, Model 9DD176P3, with 6 Adjustable 1500 Watt Flood Lights, each with individual switches. Mounted on truck platform suitable for any truck. 32V. 281DC Amps. 1200RPM. 12 extra 1500 Watt Bulbs . . . \$795.00
SINGLE LIGHT & POWER UNITS FOR SMALL CONCESSIONS
A—1 Kohler Elec. Plant, Model 5A21, 4KW, 5KVA, 110-115V., AC, 44 Amp. Per Term, 1200 RPM, 60Cy., 1Ph., 4 Cyl. Motor . . . \$255.00
B—1 DW Onan Electric Generator, 3000 Watt, 2Cy. Motor, 110V., 60C., 1Ph., A.C. . . . 175.00
C—Mercury Air Cooled Pump, Yale & Towne 1 Cy. 1½" Inlet . . . 45.00
D—Briggs & Stratton Air Cooled Motor, 3½HP, Bell Drive . . . 52.50
NATIONAL TRUCK EQUIPMENT CO.
WAUKESHA, WIS. PHONE 3263

WANT TO LEASE

2 Major Rides and 2 Kid Rides or small organized Carnival for next season in western territory, with option to buy same, 20 years in show business and can give ample reference.

WRITE OR WIRE: Box 100

Care Billboard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

WANT TO BUY

MERRY-GO-ROUND, MINIATURE TRAINS AND SIX KID RIDES
DAME SIGN CO.

25 CHARLOTTE ST.
PLATTSBURG, NEW YORK

Ralph R. Miller

WANTS ANY STOCK CONCESSIONS

\$15.00 week. Seven days action. No exclusives. No money games. All winter's work. Strawberry section early spring. Wanted to buy immediately, large country Store Wheel, Office Trailer, One Truck, Rides. Cash waiting. Use Help that drives trucks and willing to work, others don't answer. Good wages. Paid every night, Ville Platte, La. Colored fair this week; Eunice Colored Fair following.

SALEM

If you don't come back it means you went through with that in Clinton. Only Ann working. Come help us sell this thing as we are in trouble. You know where to telephone me.

M

WANT CONCESSIONS

Hanky Panks of all kinds, winter rates. Want Girl Show operator with 2 or more Girls. Out till 1st of year.

Burdick's Greater Shows
Itasca, Tex., week Nov. 28.

Crowd Attends NSA Memorial

NEW YORK, Nov. 26.—Annual memorial service of the National Showmen's Association, presided over by President Frank Bergen and arranged by Chaplain Fred Murray, at the clubrooms Sunday (20) afternoon, drew a large attendance of members of the NSA and the Ladies' Auxiliary.

As usual, the clubrooms were appropriately decorated and an impressive service arranged by Chaplain Murray, assisted by acting secretary Ethel Weinberg, and Dorothy Packman, past president of the Ladies' Auxiliary.

Dorothy Packman Sings

Following the pledge of allegiance to the flag and rendition of the national anthem by Dorothy Packman, the invocation was delivered by Phil Cook, chaplain of the Miami Showmen's Association, pinch-hitting for Chaplain Murray, who was suffering from a cold.

President-Emeritus George A. Hamid extended the club's greetings to those attending and delivered a brief tribute to departed members. President Frank Bergen then took over for a brief address, followed by roll call of departed members of the NSA, by the president, and of the Ladies' Auxiliary, by President Queenie Van Vliet. Taps were sounded by two trumpeters from the Basile's band.

Special Prayer Read

Following the reading, by Fred Murray, of a special prayer composed by the Right Reverend Monsignor Reilly, of St. Malachy's Church, impressive addresses were delivered by the Reverend Allen E. Claxton, pastor of the Broadway Temple, and Rabbi Gabriel Schulman. In the presence of Dr. Jacob Cohen, the club's physician, Chaplain Murray gave a brief talk and led the assemblage in recitation of the Lord's Prayer. Service closed with benediction by Jeannette Finkel, chaplain of the Ladies' Auxiliary, and singing of "God Bless America" by the audience during the salute to the flag.

Excellent vocal numbers were rendered by Angeline Hauck, accompanied by William Caldwell, and by Ann Brown, of the Ladies' Auxiliary. Following the service in the clubrooms a large delegation went by bus to Ferncliff Cemetery, where a brief service was held at the NSA lot under the direction of Chaplain Murray.

NOT SPRINGS BANQUET

(Continued from page 60)

Wagner, Dr. and Mrs. Waite and Mr. and Mrs. L. E. Beard. Annual meeting was held Sunday (20) with the new officers taking over. They were Harry W. Hennies, president; Pat Ford, R. L. Miller and Bob Stevens, vice-presidents; John Bluck, secretary, and Clayton Holt, treasurer. President Hennies reported the club now has a membership of 292.

PRELL GROSS UP

(Continued from page 60)

Butler, Myersdale, Indiana, and Bensburg, Pa.; Covington, Fredricksburg and South Boston, Va.; Rocky Mount and Greenville, N. C.; Greenville and Greenwood, S. C., and Waycross and Valdosta, Ga.

Execs at Banquet

Travers and owner Sam Prell attended the National Showmen's Association banquet and ball here Wednesday (23) and left yesterday (24) for the Chicago outdoor meetings.

Mr. and Mrs. Sam Prell plan to vacation in Cuba and to visit the Haiti centennial celebration in Port-au-

310 Attend NSA Dinner Honoring Bergen, Strates

NEW YORK, Nov. 26.—Social activities in connection with the annual gathering of the National Showmen's Association got into full swing Monday night (21) with the testimonial dinner tendered President Frank Bergen and Past-President James E. Strates at Leon & Eddie's here.

Party was the biggest ever put on by the club with 310 jamming the night spot. L. (Dada) King, entertainment committee chairman, was assisted in promoting the affair by Vice-Chairman David Brown, Harry Kaplan and Eddie Cohen.

Hamid Emcee

Dinner was followed by very brief addresses by President-Emeritus George A. Hamid, who acted as toastmaster, President Frank Bergen, Past-President James E. Strates and L. (Dada) King. After presentation of handsome traveling bags to the two honor guests by George A. Hamid, comedian Eddie Davis, owner of the night spot and a member of the NSA, took over and after reading telegrams of congratulation, started the floor-show.

Show talent included Beverly Becker, Emcee Tommy Ryan, Rita and Allan Farrell, Alan King, Marion Powers, Bella Smaro and Davis.

Show owners, ride operators and concessionaires made up the bulk of the diners but several fair officials, park men and merchandise suppliers were also on hand. Among those holding tables were the George A. Hamid group, a large delegation from Palisades Amusement Park, Bernard (Bucky) Allen, World of Mirth Shows, James E. Strates, Cetlin & Wilson, Jack Perry and Prell Shows.

STRATES CLOSES

(Continued from page 60)

dates will not allow too much time for completion of work.

Florida fairs booked to date include Pinellas County Fair, Largo; Central Florida Exposition, Orlando, and Sarasota Fair and Celebration.

Wednesday night (16) General Manager James E. Strates hosted city, county and fair officials at a dinner in the banquet room of the Angebilt Hotel. Guests included City Clerk Ed McDowell, Sheriff Dave Starr; Buel Duncan, president of the Jaycees; Martin Anderson, publisher of Orlando daily papers; Ed Ray, editor; Barney Barnes, staff photog; Maynard Evans, chairman of the county commission; Jack Pedrick, business manager of WDBO; Allen Brown, manager of Station WLOF; Grady Cooksey, State motor vehicle commission; Dave Obemeyer, publicity director, Central Florida Exposition; Charles Mundee and H. H. Parrish, Orlando Retail Merchants' Association; Kenneth Stimson and C. H. Stanton, Orlando Utilities Commission; W. C. Champion, rodeo producer; W. J. Steed, Florida Citrus Commission, and members of Central Florida Exposition: Claude H. Wolfe, president; Crawford Bickford, secretary-manager; Dick Tucker, treasurer; O. P. Swope, vice-president, and E. L. Brewton, Don Evans, H. Stewart Johnson, Walton McJordon, A. C. Slaughter, R. L. Williams, B. A. Carpenter, T. C. Hawthorne and W. W. Pharr, directors.

Headed by James E. Strates, the shows' attending members were Dick O'Brien, Roy B. Jones, Curtis L. Bockus, J. F. McDevitt, Ernest Dellabate and Starr DeBelle.

Prince. Ben Prell will return to his home in Plainfield, N. J. Abe Prell will visit his son who is attending boarding school in New Orleans and then take over the supervision of winter quarters. Joe Prell will operate the unit at the final two dates and winter in Miami. Travers is already booking dates for 1950.

A SERVICE TO YOU

YOUR NEEDS AS A
CONCESSIONAIRE
CAN BE SUPPLIED HERE

RAY OAKES & SONS
5422 W. 44th Place
LYONS, ILLINOIS
Phone: LYONS 4811

CHUCK-A-LUCK
WHEELS—3 SIZES
25" Chuck a Luck Wheel with aluminum hub
32" Chuck a Luck Wheel with aluminum hub and metal stands
Race Horse Wheel with metal stand
120 Number Raffle Wheel
Plywood Wheels—any combination
Chuck Cages 19"
Chuck Cages—Professional Type
Beat the Dealer Charts
Over and Under Charts
All Type of Charts
Sponge Rubber Dice Cups
Pea Pool Pills and Shaker

MOVING DISPLAYS
With slow speed motors, three sizes, priced from \$20.00 to \$55.00. These are sold without the display rack. Make known your display needs, we will give you a price. Display motors to carry from 30 pounds to 500 pounds.

High Strikers
Pea Pool Outfits
Fish Ponds, complete
Cats or Punks
Big Six Cats
Wooden Bottles
Aluminum Pitch Boards
Penny Pitch Boards
Bottle Stands
Hoop-La Lamp Blocks
Huckley Buck Sets
Add-a-Ball Game
Bear Blocks
Pitch Till You Win Blocks
Pan Game, complete
Dom Family Ball Game
Dart Boards—Sponge Rubber
or Beaverboard
Percentage Games
Ball Baseball Wheel
Ball Chuck a Luck Wheel
Bingo Equipment—Hard Rubber
—Double Cards—Rubber
—Soft Sheets—3000 to set—
Bingo Blowers—Bingo
Flashers
Jar Deals—All Types
Baseballs
Darts
Daisy Cork Guns
Corks

RIDES FOR SALE

FACTORY REBUILT

<p>MERRY-GO-ROUND 2-abreast—36 ft. Allan Herschell. Purchased new in 1946. Present factory cost, over \$10,000. Our price, \$6,500.</p> <hr/> <p>2 NO. 12 BIG ELI WHEELS 1940 Models, V-type drives. Both rides in excellent condition. Present factory cost, approximately \$7,500. Our price, \$5,000 each.</p>	<p>LOOPER RIDE 1946 Model, Factory Overhauled—LIKE NEW. Present factory cost, \$14,650. Our price, \$5,000.</p> <hr/> <p>10 CAR FLYING SCOOTER New type cars, new engine. Present factory cost, \$11,400. Our price, \$5,000.</p> <hr/> <p>SUPER ROLL-O-PLANE Fine condition. Present factory cost, \$6,590. Our price, \$2,500.</p>
---	---

All this equipment has been or is in the process of being reconditioned here in our factory and all are practically AS GOOD AS NEW. An excellent opportunity to secure GOOD used rides for parks or portable use at right prices. These rides can be inspected at any time. We are cutting down operations about 20%, which is the only reason for selling.

Address all inquiries
Gooding Amusement Co., Inc.
1300 Norton Avenue Columbus 8, Ohio

WANTED

OUTSTANDING SHOWS OF ALL KINDS

Illusion, Dog and Pony, Side Show, Monkeys, Monsters, Midgets, Moukey Drome, Motor Drome, Suicide Globe, Fat Family, Torture, Animal, Fun Houses and others. Must have your own equipment and transportation. Our routes include over 100 Fairs and Celebrations—the cream of the Middle West. Terms reasonable and the best of treatment.

Address all inquiries to
GOODING AMUSEMENT CO., INC.
1300 Norton Avenue Columbus 8, Ohio

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

100,000

\$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

National Showmen's Association 454 Broadway, New York

NEW YORK, Nov. 26.—The club's 12th annual banquet and ball was one of the best ever held. There was much activity in the clubrooms all week, with members from all the shows on hand and apparently having a wonderful time.

Ben Rosenberg Murphy is recuperating at the Hillburn House, Hillburn, N. Y. Harry Mirsky is convalescing in Boston and will soon be in circulation. Herman Moskowitz still at the Jewish Memorial Hospital in New York, slowly improving. Mack Harris remains at the Johns Hopkins Hospital in Baltimore. Walter Brault is at the Neurological Hospital in Montreal for several weeks treatments.

Shut-ins are John O'Rear, Irving Udowitz, True Perkins and James Cox. The club's hospitalization and sick committee is working on projects to take care of the shut-ins, and anyone wishing to contribute to the shut-in fund should send donations direct to the NSA office, specifying it is for this fund.

President Jack Perry, after his return from the West, expects to announce the make-up of the new committees, which will assist him for the coming year.

Ladies' Auxiliary

Among the auxiliary members noted at the annual banquet of the NSA were Mabel Strates and daughters; Jean Dellabates, Jessie Glick, Martha Weiss, Lucky Eunice Demers, Margaret Durso, Miriam Hoffman, Thelma Ely, Jessie Lipski, Frances Waterman, Mrs. Lynch (guest), Marion Brenner and her sister, Mrs. Miller (guest), Hilda Bergen, Mildred Schwartz, Onalee Jones, Mrs. Gerald Snellens and Mildred Isser and her daughters.

On the sick list are the father of Midge Cohen and the husbands of Elizabeth Solti and Gladys Shelley (Irving Rosenthal). Our sympathy goes to Mr. and Mrs. O. C. Buck on the recent death of Oscar Buck's father.

Ray Goldman and Gladys Manning have left for Port-au-Prince, Haiti.

DERBY

Want to lease a Derby on percentage basis for 1950. Have same booked on 8-ride non-grift show. Best of references as to ability and reliability. Address:

C. B. MOORE

c/o Dyer Greater Show
Box 128 West Helena, Ark.

CLUB ACTIVITIES

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

Meeting Monday (21) was presided over by President Mary Taylor. Others on the rostrum were Lillian Schue, first vice-president; Opal Manley, second vice-president; Edith Hargrave, secretary, and Peggy Forstall, treasurer.

New members attending their first meeting were June Madison, Helen Vaughn, Julia Whitney, Doris Stoltz and Lydia Tripp.

At a meeting of the board of directors the following were nominated: Vivian Jacobi and Lillian Schue, president; Opal Manley and Esther Carley, first vice-president; Ann Doolan and Midge Holding, second vice-president; Grace Merkle and Lucille Dolman, third vice-president; Morosa Herman, secretary, and Peggy Forstall, treasurer. Those wanting ballots should write Secretary Edith Hargrave. Election is December 12. Other coming events are the bazaar, December 5; drawing and Christmas party, December 18; and the dinner and installation, January 9.

Norma Burke is on the sick list. Betty G. Coe is in the hospital.

Correspondence was received from Vivian Horton, Helen Newland, Ida Chase, Rose Morrow and Louise Merrill.

The bank award went to President Mary Taylor and Lucille Gilligan. Door prizes, donated by Ora Ernst, Peggy Steinberg, Margaret Farmer, Ann Doolan, Marge Rhodes and Pearl Jones, were won by Ethel Smith, Ruth Samuels, Mary Taylor, Estelle Wampler, Ginger Rea, Daisey Marion and Thelma Coblentz. A doll, donated by Nina Rogers, was won by Margaret Farmer.

Donations to the bazaar were made by Nora Bagby, Vivian Gorman, Opal Manley, Jenny Rawlings, Ida Chase, Nell Ziv, Betty Coe, Margaret Farmer, Lillabelle Williams, Mabel Brown and Edith Hargrave.

Called on for short talks were Sis Dyer, Virginia Lee, Allie Wrightsman, Clara Zeiger, Betty Coe, Mayme Butters, Carol Kesterson, Mae Reed, Grace Merkey, Dorothy Enfield, Helen Vaughn, Bertis Harris, Anna Metcalf, Paulie Crawford, Ruth Korte, Barbara Trent, Lucille Gilligan, Jane Schue, June Madison, Julia Whitney and Doris Stoltz.

The banquet and ball will be held December 10.

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, Nov. 26.—Carl J. Sedlmayr Sr., president, was in the chair at the Monday (21) meeting, assisted by George A. Golden, first vice-president; William Cowan, third vice-president, and Carl Hanson, secretary.

Sedlmayr was nominated as president for the third straight year and thanked the organization in an acceptance speech. The entire present slate of officers was also renominated for their third term, including: George A. Golden, first vice-president; Leo Bistany, second vice-president; William Cowan, third vice-president, and Carl Hanson, secretary. Max Goodman presented the nominating committee's choice to the club.

A. L. Rossman spoke on the year book, presenting a new plan for advertising solicitation. Others giving talks were George A. Golden, William Cowan, Jack Gilbert, Irvin Bisco, Eddie Roth, L. I. Thomas, Tommy Allen, Bill Ketro, Maxe Herman, Ralph Endy, William Wolper, Jake Shapiro, Tommy Carson, Mack Kline, Joe Lux, Chuck Norman, Cliff Brannel and Martin Barry.

Harry Modele, house chairman, has had the furniture in the clubrooms refurbished.

Mr. and Mrs. William (Whitey) Tara have settled for the winter at the Savoy Hotel here, after closing the season with the Royal American Shows. Eddie Horwitz is here after being hospitalized in Goldsboro, N. C. J. C. Weer is recuperating from an illness in his Miami home.

Other arrivals include Carl and Lois Hansor, who are staying at the Keystone Trailer Court; Cliff Wilson, from the Railroad Fair in Chicago; Sam Speilman, and family; Mr. and Mrs. Mark Reilly and Robert K. Parker.

Mr. and Mrs. Mel Dodson, of Dodson's Imperial Shows, closed the season at Alexandria, La., and are in their home in Miami.

Tommy Thomas, of the Ringling-Barnum org, was a visitor at the clubrooms.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Nov. 26.—The homecoming and bazaar was held Thursday (17). Mabelle Bennett was general chairman. President and Mrs. C. H. Allton returned from an Eastern jaunt in time for the bazaar.

John Lobo's ork furnished the music for dancing and Moe Eisenman acted as emcee. Lucille King, chairman of the house committee, and her workers served dinner at 10:30 p.m. Pete Steinkellner and Harold Robideau were in charge of the liquid refreshments. Sunshine Jackson, chairman of the entertainment committee, led the community singing. Jimmie Goldstein was soloist.

Winners in the drawings were Norman and Lillian Schue, Marge Chipman, Bud Douglas, Francis Banta, Helen B. Smith, Zoe Wick, Ruth Korte, Marie Levitt and Tillie Palmateer. Harry Golub presided at the drawings.

Attending the event were Spot Ragland and Sam Brown, both of whom have been on the sick list; Esther Carly, Gertrude Mathews, Herb and Billie Sucher, Fay Curran, Charlotte Warren, Billie Bryant, Harold Mook, Edward and Margaret Butler, Charles and Irene Crouse, Babe and Mike Herman, Vera Downie, Sis Dyer, Donna Day, Arthur Hochwald, Dave and Emily Friedenheim, Sam and Lucille Dolman, Charles Ford, Ginger Rae, H. W. Lamb, Helen Maxwell, Rose Fitzgerald, Margaret Griebler, Elmer and Estelle Hanscom and Doc and Clara Zeiger.

Greater Tampa Showmen's Association Tampa, Fla.

Ladies' Auxiliary

The first meeting of the season was held Wednesday (16) in the new clubrooms with 73 present. Jerie Ringlin, president, was in the chair, assisted by Lois Sedlmayr, first vice-president; Evelyn Klieder, second vice-president; Dotty Carrell, third vice-president; Mary Lee Holman, treasurer, and Grace Fillingham, secretary. Zella Herr'a was in charge of the door.

After an opening prayer by Chaplain Dolly Wise, correspondence was read, including letters from Carl Yeager and Evelyn Blakely, the latter a thank you note.

The relief committee reported a visit to Mom Whitman, who has been sick. Mrs. Carl Sedlmayr Sr., presented the club with a new desk and chair for the club secretary and a typewriter was donated by the men's club.

Dena Berni, of the house committee, was complimented on her work in preparing the new clubrooms.

Hazel Maddox and Evelyn Clain reported receipts of \$1,747.15 from the Royal American Shows; Flo Pontico, \$90.75; Clover Fogle, \$167; Bertie Perrot, \$48 from Hennies Bros.' Shows; Geraldine Gaughn, \$282 from Royal Crown Shows and \$10 from Harry Rubin's bird stand, and Esther Young, \$52.20 from World of Mirth Shows. Another donation was made by Anna Bickford. Colleen Yeager donated \$100 to the furniture fund.

Eddie Yeager won a cocker pup, donated by Dena Berni. Handled by June Boyles and Polly Pelack, the club profited to the tune of \$115. The penny parade took in \$14.11.

Total of 77 new members were accepted into the organization. Nominating committee was appointed to include: Hellen Julius, Flo Pontico, Dolly Young, Dena Berni, Betty Rogers, June Boyles, Geraldine Gaughn, with alternates Kitty Bernhardt and Kitty Sutton.

The Zachinni sisters were reported busy booking a show for the New Year's Eve party at the Fort Homer-Hesterly Auditorium.

Michigan Showmen's Association 3153 Case Ave., Detroit

DETROIT, Nov. 26.—Jack Gallagher, president, occupied the chair at the Monday (21) meeting. Also on the rostrum were Nat Golden, first vice-president; Marvin Keyes, second vice-president; Fred Silber, third vice-president, and Louis Rosenthal, treasurer. The meeting started an hour earlier than usual and was shortened to allow time for the Ladies' Auxiliary Hard Times Party.

The contract for painting the card room was awarded and tentative plans were announced for redecorating the entrance hall and stairway.

The evening was highlighted by the ladies' party, complete with box lunches and old clothes. In costumes were Mrs. Irving Borker, Mrs. Bessie Gallagher, Mrs. Edward Bennett, Mrs. Herb Pence, Mrs. Harry Stahl, Mrs. Jack Dickstein, Marie Brown, Mrs. Florence Williams, Mrs. Joe Corganale, Mrs. Dot Miller, Mrs. Harry Lewiston and Mrs. Edward Gold.

Sam Ginsburg and Andy Schlesinger were appointed co-chairmen of the annual Christmas party for underprivileged children and will be assisted by Irving Borker, Thanen Nathenson, Max Kahn, Max Berkewitz and Bob Morrison.

George Harris left for the West Coast. Louis Wish returned from Arizona. Dave Picard was a recent visitor. Letter received from Louis Meyers.

Members skedded to attend the Chicago outdoor meetings are President Jack Gallagher, and past presidents Harry Stahl and Jack Dickstein, Harry Lewiston and Joe Bennett.

LONE STAR SHOW WOMEN'S CLUB OF TEXAS

ANNUAL DANCE

FRIDAY EVENING, JANUARY 6, 1950, CRYSTAL
BALLROOM, BAKER HOTEL, DALLAS, TEXAS

FOR SALE OR LEASE DERBY

16 UNITS ON STEEL TRAILER
SOLID MAHOGANY ROLL DOWN
ALLEYS WITH MECHANICAL TRACKS

For Pictures and Information . . .

JACK DOKE

3708 West 112th Street
INGLEWOOD, CALIFORNIA

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Nov. 26.—President Earl Bunting was on the rostrum at the Thursday (17) meeting, assisted by Euby Cobb, secretary, and Leo Lang, treasurer.

Mort Silvers, chairman of the entertainment committee, was given the green light on plans for the Christmas party for underprivileged children. Silvers also was given a standing vote of thanks for his efforts in making the Armistice Day party a financial success.

Open house for showmen will be held from December 20 to the New Year's Eve Party. Vaden Tankersley was elected to membership. He was sponsored by Euby Cobb and George Regan.

Visitors included Herb Shive, Dave Keifer, William Henderson, Harry Alkorn, Gene Cummings, Lowell Specht, Paris Voss, Joe Black, Wilbur Smith and Frank Hanasaki.

It was announced that Past President John K. Mahers' mother died in Cleveland. She was 92.

Showmen's League of America

400 S. State St., Chicago

Ladies' Auxiliary

Mrs. Robert H. Miller, president, presided at the regular meeting. Other officers present were Mrs. A. L. Filograsso, first-president; Mrs. Ralph Glick, second vice-president; Mrs. Del Hoffman, third vice-president pro tem; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary. Mrs. Nan Rankine, chaplain, gave the invocation.

Marguerite Shapiro is ill in her home. Mrs. Mae Taylor is recuperating in her home after a stay in the hospital. Mrs. L. M. Brumleve, who underwent an operation in Roosevelt Memorial Hospital, is okay again.

Nan Rankine, past president, recently returned from Denver, attended the meeting. Mattie Crosby and Josephine Glickman also were present.

Mrs. A. L. Filograsso, chairman of the bazaar, received a donation of a box of hand work from Mrs. Margaret Hock and Evelyn Hock, past presidents. Mrs. Charles Moss donated \$5 to the bazaar receipts.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 26.—L. K. Carter, acting president, presided at the regular weekly meeting. Also on the rostrum were Al C. Wilson, secretary, and George Carpenter, treasurer.

Funeral services were held Friday (11) for I. J. Eagle, known in the sporting world as Walter Bates. Burial was in Memorial Park Cemetery. Word was received Sunday (20) of the death of James West Laughlin, former midwest carnival owner. Laughlin died in Veterans' Hospital, Houston.

Lillian Bookout, known professionally as Zora, is in critical condition in General Hospital here. Nobel C. Fairly will emcee the banquet and ball, scheduled for New Year's Eve in Hotel Continental.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 26.—Mae Oaks, first vice-president, was in the chair at a special meeting called to hear the revised by-laws which were read by Edith Strebich, chairman of the by-laws committee.

New members are Lillian V. Ray, Babe Rogers, Pearl Bauer, Gladys Merritt, June Milcezny, Geraldine Muscarello and Genevieve Cook Pepple.

Josephine Glickman, correspond-

NSA Elects Slate Sans Opposition; J. Perry New Prez

NEW YORK, Nov. 26.—Annual election of officers of the National Showmen's Association was held in the clubrooms Tuesday night (22) before a large turnout. Since there was no opposition ticket the regular slate of officers was voted into office thru the casting of a single ballot. Officers for 1950 are Jack Perry, president; Ross Manning, first vice-president; Bernard (Bucky) Allen, second vice-president; Joseph McKee, third vice-president; Phil Isser, secretary; Jerry Gottlieb, treasurer; Ben Weiss, assistant treasurer.

Following the voting, the newly elected officers were installed by Phil Cook, chaplain, Miami Showmen's Association, and brief addresses were made by President Emeritus George A. Hamid, out-going President Frank Bergen and President-Elect Jack Perry.

At the end of the meeting, during which many of the visiting showmen took an active part in the discussions, members of the Ladies' Auxiliary were invited to join in considering projects for the coming year, with Vice-President Anita Goldie and Past-President Dorothy Packman explaining auxiliary plans.

After the meeting the clubrooms were opened to visiting friends and a buffet supper was served under supervision of Frank Rappaport and staff.

Legal Raffles Seen Doomed in Conn.

HARTFORD, Conn., Nov. 26.—Efforts to get legislation legalizing raffles thru the special session of the Connecticut General Assembly, this week, appears doomed in spite of the campaign for its passage on the part of State Senator Milton J. Herman, who has urged the special session to pass a bill legalizing the holding of raffles and other similar games for the benefit of non-profit organizations. According to responsible political leaders the measure has little, if any, chance of being approved during the present session.

At the same time, State Representative E. O. Smith introduced a bill which would outlaw bingo in Connecticut. The bill would repeal Section 703 of the Connecticut General Statutes, which empowers municipalities to permit bingo if the game is sponsored by civic, charitable, fraternal, educational, veterans or religious organizations, or by a volunteer fire department. Statute is 10 years old.

Outdoor amusement interests, including carnivals, have been hit in Connecticut by the State ban on raffles and other games of chance, with outdoor amusement favoring legislative approval of the Herman bill.

The special session was called primarily to act on the major problem of school building grants in Connecticut, with the general political belief frankly skeptical over possibilities of approval of the Herman or Smith-sponsored measures at this session.

ing secretary, read a letter from Hattie Hoyt, of the Johnny J. Jones Exposition, thanking the members for their birthday greetings. Sophia Carlos penned regrets from California at her inability to attend the round-up. A check was received from the Lone Star Show Women's Club of Texas.

Claire Sopenar, treasurer, reported the death of Ann Prager. Dorothee Bates was recovering from a recent illness, as was Helen Wet-tour.

It was announced that the regular November 29 meeting would be canceled due to the outdoor convention.

FROM THE LOTS

Southern Valley

MONROE, La., Nov. 26.—Southern Valley Shows moved into quarters here after closing a 42-week tour Saturday (12) at Bastrop (La.) Fair, a red one.

Personnel wintering here includes Pop and Mom Stahl, Mrs. and Mrs. Johnnie Stahl, Mr. and Mrs. Buck Tireman, Mr. and Mrs. Glen Revelle and Slim Jones.

Executive staff, intact the entire season, included Eddie Moran, manager; F. A. (Dutch) Loeber, general agent; Johnnie Martin, secretary, and Dick Thornton, special agent in charge of sound truck. Harold (Buck) Tireman was ride superintendent. Show's line-up follows:

Rides: Tilt-a-Whirl, Blackie Litchfield, foreman; C. A. Catizana, assistant. Caterpillar, Glen Revelle, foreman; C. J. Jones, assistant. Octopus, Norman Howllifield, foreman; R. R. McDaniels, assistant. Rolloplane, Bobby Moran, foreman; T. L. Early, assistant. Ferris Wheel, Eddie H. Hall, foreman; Pete Ross, assistant. Merry-Go-Round, M. B. McGee, foreman; Earl Johnson, assistant. Aeroplane Swing, Buddy Walker, foreman. Pony, Frank Bromlee, foreman.

Shows: Monkey, Tiny Lyons; Snake, Lloyd (Bones) Skein; Strange World, Roy E. Kinker; Animal, Lucky Smith; Funhouse, Ray Brumlee; Midget Cattle, T. Miles.

Concessionaires: Mrs. Eddie Duncan, bingo, assisted by Dotty Jones, Mike Arzon, Kyle Duncan, Pete Zineman and Alonzo Bookman; D. J. McHenry, nails and darts; Frank Han-niska, cork gun, bumper and balloon darts; Charles Kasen, post office and blocks; George Shaw, jewelry, coke bottles and ping pong; Whippie Sisters, spindle; L. Matsley, hit and miss and American camp; Lee Moss, diggers, assisted by Sidney Brown; Virgil Boone, bowling alley and darts; C. W. Donnelly, hops and pea pool; Mr. and Mrs. Roy Mackey, ice cream, snow cones and candy floss; Mr. and Mrs. Frank Bromlee, popcorn, fishpond and class joint, assisted by Mrs. Joe Hammond.

Mr. and Mrs. Gus Forester, hoop-la; C. L. (Windy) Johnson, slum spindle; Fred Lass-ettler, long-range gallery, pea pool and spindle; Mrs. Ray Rumble, jewelry and spindle; L. Miller, darts and milk bottles; Gussie Rose, Johnnie Sanspon, Indian Silt and Red Harris; Mrs. Bobby Moran, ball games; Bobby Moran, cork gallery, assisted by Pop Strahl; Coolen Moran, guess-your-weight; M. D. Hughes, bumper store; Benny Hazen and Joe Hammond, Deeper Perkins, novelties; W. Peterson, guess-your-weight, Dick Thornton; Curley Lively, rat game; Frank Ceplina, coke bottles; Larry Jamison, buckets; Mrs. Larry Jamison, penny pitch; Gerlie Howard, penny pitch; George Howard, novelty lamps; pop and Mom Berry, photos.

Crystal Expo

HAWTHORNE, Fla., Nov. 26.—Org closed its season at Citrus County Fair, Inverness, Fla., and is in quarters at Crystal River, Fla.

The staff: Walter E. Bunts, owner-manager; Ed Terry, electrician; Ray Fordham, ride superintendent.

Rides: Merry-Go-Round; Ferris Wheel, J. E. Boley; Tilt-a-Whirl, H. W. Anderson, Chairplane; Octopus, train and kiddie autos. Shows: Snake Show, Jack Orr; Cotton Club, Mary Brown; Funhouse, E. V. Met-calf; Fat Show, Dolly Dimples. Con-cessions: bingo, Arthur April; fish pond, glass pitch and blower, Art Carnes; diggers, Bill Price; color wheel, R. A. Gordon; popcorn and floss, Elmer Reed; buckets, S. K. Croden; jewelry, F. E. Raymer; ball game and snow balls, Bill Butler; coke bottles, Bill Evans, and cook-house, Bill Bunts.—ED. L. TERRY.

Cal-Mo Org Chalks Up Okay Engagement at Marvell, Ark.

MARVELL, Ark., Nov. 26.—Cal-Mo Shows, under management of Ralph Dietzel, chalked up a successful week's stand here, according to Sparky Speanburg, general agent. Manager Dietzel recently took delivery on a new trailer and kiddie ride.

Sparky, the Clown, purchased a roll-a-whirl and scale game and H. E. Black added three new stands to the midway line-up. Mr. and Mrs. Paul Mummert and son, Johnnie, were visitors. Mummert, son-in-law of Mr. and Mrs. R. J. Mackmallin, digger operators, recently received his third degree from the Lelia Scott Masonic Lodge at Memphis.

Otis and Olive Burns have replaced their grab stand with a new popcorn machine and novelty wheel. Russ Dietzel is operating the photo gallery. Charlie Dietzel has his sling shot and pea ball stands clicking, while his wife, Dorene, is operating a glass pitch.

ALL ROADS LEAD TO THE Annual Banquet and Ball

GIVEN BY

THE HEART OF AMERICA SHOWMEN'S CLUB

IN THE

GEORGIAN ROOMS AT HOTEL CONTINENTAL

Kansas City, Missouri

NEW YEAR'S EVE, SATURDAY, DEC. 31, 1949

Music by "THE KANSAS CITIANS"

Excellent Menu — Entertainment

THE PLACE WHERE GOOD FELLOWS MEET

Price

\$6.50 Per Person

SEND IN YOUR RESERVATIONS EARLY

FOR THIS ANNUAL GET TOGETHER

GIVE TO THE DAMON RUNYON CANCER FUND

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Toe and Heel, Ala.
November 26, 1949.

Dear Editor:

Until the office completely runs out of folding stuff, the official winter tramping doesn't start. Our official winter tour began here last Monday. The Ballyhoo Bros.' Circulating Exposition arrived here early Sunday afternoon thru the aid of our concessionaires, who became stockholders in the losses but not in any profits. Luckily for the bosses, the hauling man was okay for the cuff and the committee had handled the lot and reader. But when it came to buying gasoline and fuel oil for the rides and light plants, Pete Ballyhoo had no folding stuff to guide him.

The boss, an old-school winter

show manager and a past master in the art of winter manipulating, visited each merchant in the burg and gave them some 20,000 Funhouse passes, which were given to their customers. He also announced that a free-for-all gate would be open to the public. There are a few house trailer light plants on the lot. The boss guzzled them, as each had enough gas in the tanks to keep 'em running for a few hours. They were used to light up the front arch and the front of the Funhouse.

Now comes the true account of our grinding but not working. The fun factory has six treadmills in it. A light generator and three rides were hooked up to the treadmills to grind out, by human power, enough dough to gas and fuel up for Tuesday night. Over 20,000 for free patrons came thru the main gate, making a beeline for the for free Funhouse. Picture 20,000 patrons passing thru the laugh emporium. Yes, 20,000 amusement-bent natives slowly turning the six treadmills that generated enough current to light up the three rides as well as turning them around to paid admissions. When one of the rides grossed enough dough to buy five gallons of gas from a filling station across the way, it was lugged to the lot and another ride started selling ducats. By closing time we had 10 rides working and had grossed enough to buy fuel oil for three of our light plants, jungle stew for our people and enough to gas up the 10 rides for Tuesday.

Tuesday night found the midway much brighter and the 10 operating rides made it livelier. However, the treadmills remained hooked up to the three rides and one light generator. Because every native in the burg had been thru the Funhouse for free, the treadmills lay idle. The boss then announced that the pony ride would operate for half-price. The rusties went for the bargain in a big way. The ponies were routed thru the Funhouse, which started the treadmills grinding, the generator producing and the three rides turning. The 10 little horses provided 10 half-horse power units of energy for the night. The office wound up with enough money on hand to gas up five more rides and enough to buy fuel oil for the rest of the light plants for Wednesday. Our people switched from short-feed to long-feed in the cookhouse. All shows opened on Wednesday night, and the last three days put the show back into the dough. Yes, the mills of the joy house grind slowly, but they grind out the nut exceedingly well.

Funeral Services Held

In Macon, Ga., for Johns
MACON, Ga., Nov. 26.—Funeral services were held here for J. Levie Johns, veteran carnival owner. Johns had trouped as concession and ride operator with many of the big shows, but for last 20 years had operated his own small org, mostly in Southeastern States. He owned considerable real estate and business property in Macon.

L. W. Borup, partner with Johns in the operation of Bill's Novelty Rides the last four seasons, announced definitely that he intends to retire from the road and that the equipment will be sold. Borup also operates the 41 Tourist Court near Adel.

Royal Midwest Signs Brady

FINDLAY, O., Nov. 26.—Bill Harris, general manager of Royal Midwest Shows, this week announced from local headquarters, that Pat Brady has been signed as promotion and publicity director of that org for 1950.

C&W Into Barn; Personnel Scatters For Homes, Work

PETERSBURG, Va., Nov. 26.—Cetlin & Wilson Shows returned to local quarters after winding up their season at Sumter, S. C., November 12. Co-owner Jack Wilson said this year's Sumter Fair, November 7-12, was the best ever for the shows. He and co-owner Cetlin, and many members of their staff are either in New York or headed for Chicago for the outdoor meetings there. Others have left for home or winter jobs.

Personnel set for the winter includes Helen and Pete Thompson, who headed for their home in Tampa; Laura and Pete Manos, Miami; Bob and Betty Carr, Chicago; Johnny and Rosita Romero, Tampa; Lou Wheeler, to St. Louis; Maxine Mitchell, Tampa; Dutch and Bonnie Chrinkite, Jackson, Mich.; Nan Topping, Buffalo; King and Kitty, Miami; Dottie Velez, Raleigh, N. C.; Eddie Sterling, Tampa; Pepper Krantz, Tampa; Bob Williams, Tampa; Mr. and Mrs. Tex Thomas, Chicago; Eddie Hill, Beverly Hills, Calif.; Mr. and Mrs. Harry Errigo, Paterson, N. J., and Albert Charest, Petersburg, Va.

Widely Scattered

Grace and Billy (Zoot) Reed, headed for Washington; Joe and Lee Patane, Tampa; Mr. and Mrs. Kennett Marfield, Hollywood; Steve (Butch) Kutney, St. Louis; Sol Kane, Philadelphia; Mr. and Mrs. Lou Stratton, Miami; Kenny Ravling, Hot Springs; Mrs. May Hawkins, New York; Sam De Cara, Richmond, Va.; A. R. Maxwell, Gibsonton, Fla.; Whitey and Pancakes Hewitt, Miami; Art Noble, Indianapolis; Anna Mae Miller, Raleigh, N. C.; Mr. and Mrs. Al Dorso, Paterson, N. J.; Mr. and Mrs. George Goodman, Detroit; Johnny Brooks, Tupelo, Miss.; Jess Warren, Huntington, W. Va.; Mr. and Mrs. George Golden, Miami.

Irene Sechrist left for Miami; Claude Sechrist, Philadelphia; Mrs. John W. Wilson, Roanoke, Va.; William Hartzman, Petersburg, Va.; Roy Christopher McCarter, Harrisburg, Pa.; Edward K. Johnson, Philadelphia; John E. Walker, Petersburg, Va.; Fred Utter, Richmond, Va.; Tony Lewis, Petersburg, Va.; Mon Lee, Petersburg, Va.; Anna and Red Minter, Spartanburg, S. C.; Joe Baker, Miami; William R. (Heavy) Harris, Petersburg, Va.; Mike Dorso, Paterson, N. J.; Mr. and Mrs. Jimmie McNish, Knoxville; Louie Davis, Baltimore; Eddie Cook, Beckley, W. Va.; Mr. and Mrs. Harry Benjamin, Miami; Dave Fishman, Philadelphia; Mike Pelrentis, Miami; Dorothy Miller, Miami; Pete Johnson, Wilson, N. C.; Carrie, Gator and Mike Campbell, West Palm Beach, Fla.; Dave (Little Red) Backover, Philadelphia; Ethel and Bert Miller, Miami; Eddie Crane, Philadelphia; Clarence A. Lineback, Mt. Airy, N. C.; Mr. and Mrs. Henry Roeller, Pottstown, Pa.

Head for Florida

Joe Turner is going to Miami, Jackie and Jimmie Trump to Sharon, Pa.; Mr. and Mrs. William Hammond, Miami; Lem (Slim) Gibson, Petersburg, Va.; Mr. and Mrs. R. S. Walters, Wilmington, N. C.; Pearl and Jack (Doc) Norman, Petersburg, Va.; Russell C. Gauerbruch, Central City, Ky.; Mr. and Mrs. Matthew Hemphill, Miami; Earl Chambers, Petersburg, Va.; Tony Vitale, New Castle, Pa.; Eddie Crabtree and family, Charlotte, N. C.; Mr. and Mrs. Johnny Harrison, Miami; Mr. and Mrs. Ernie Wenzik, Tampa; William (Tubber) Heiman, Miami; Dick Lewis and family, Minneapolis; Mr. and Mrs. Benny Glass, Miami; Mr. and Mrs. Jack Ruff, Miami; Ben (Strings) Cohn, Miami; Dave Adams and family, Bradenton, Fla.; Ernie Thomas, Buffalo; William Yohan and family, Haiti; Mr. and Mrs. Nick Colivchio, Newark, N. J.; Emory C. Brown (Golden's stock manager), St. Louis, and Smokey Scruggs, Jacksonville, Fla.

Billyboy Bally

NEW YORK, Nov. 26.—When retiring President Frank Bergen and Past-President James E. Strates were gifted with traveling bags at a National Showmen's Association testimonial dinner in Leon and Eddie's 52d Street bistro here the other night, the wily Irishman told Emsee George A. Hamid Sr. that he also expected to receive \$1 and a copy of *The Billboard*. When asked why the original gift should be embellished, Bergen replied that it was customary when "sending someone down the road" from his World of Mirth Shows to provide the departing brother with a buck so he could eat and a copy of *The Billboard* and its route list so that he could better plan his journey in search of a place to light.

CSA Banquet Attracts 300

MONTREAL, Nov. 26.—Over 300 members and guests were on hand for the Canadian Showmen's Association, Inc., third annual banquet and ball in the Spanish Hall of the Queens Hotel here Wednesday night (16). Entertainment was provided by talent procured thru local agents, Fred Norman and Jimmy Disno, in conjunction with cabaret proprietors, Messrs. Holmock, Martin and Cadieux.

Another feature was the beauty contest won by A. Turner, who was crowned Miss Carnival of 1950. Providing the music for the floorshow and dance held afterward were the Jack Ross ork and the Custard Family.

At the speakers' table were President B. Harovitz, Vice-Presidents S. J. Young and P. E. Legare, Treasurer A. Rivard, Secretary Y. Legare, and Directors T. Wagner, F. Abrams and L. A. Riendeau, and Legal Advisor E. Brouillet.

Following the dinner which got under way at 7 p.m., brief talks were made by President Harovitz and Vice-Presidents Young and Legare. All remarks stressed the necessity of raising additional funds for association activities and a generous response to the campaign brought the club about \$1,000.

Ken Murray Undergoes

Emergency Appendectomy

BLOOMINGTON, Ill., Nov. 26.—Ken Murray, owner-manager of the United Liberty Shows, is recovering from an emergency appendectomy he underwent Thursday (24) at St. Joseph Hospital here.

Murray was stricken shortly after his return from Miami where he had supervised the shipment of several concessions to Haiti where they are to operate on the Ross Manning Shows.

American Carnivals Association, Inc.

B. Max Cohen

ROCHESTER, N. Y., Nov. 26.—A research service has advised us of the development of a plastic film for insulating electric wire, which when heat treated, binds itself in a unified layer of insulation.

We have information available with regard to bookkeeping problems created by various State laws, and a 36-page booklet on the operation of motor vehicles. Also available is a revised list of government materials for resale on a bid basis.

The new Florida sales and use tax became effective November 1.

CARNIVAL WHEELS

PADDLE WHEELS
MERCHANDISE
WHEELS
BIG SIX DICE
WHEEL
LAYDOWN CLOTHS
DICE CAGES
CHUCK-A-LUCK

Write for Catalog

CARDINAL MFG. CORP.

Manufacturers of Carnival Wheels and Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

Louisiana Greater Shows

Out All Winter

THIS WEEK—NEW IBERIA, LA.

Right in Heart of Town

Want Concessions: High Striker, Duck Pond, Bumper, Photo Gallery, Age and Scales, Jewelry, Candy Floss, Cane Rack, String Game, All Hunky Panks, \$15.00. Want Second Men for Octopus and Wheel. Can always place sober and useful Ride Help. Want Counter Men for Bingo. Contact MANAGER, LOUISIANA GREATER SHOWS New Iberia, La., this week

WHEELER

Call wife collect, good news.

Telephone 3100, Monroe.

Love,

LOUISE

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

WANT TO BUY

COMPLETE BRAYING DONKEY GAME

That kicks merchandise. Must be in good condition. Write

M. L. Alberts

403 Grand Theatre Bldg. Columbus, Ohio

FOR SALE

Candy Floss Machine, almost new, and 5-foot panel outfit, top glass front, light stringer, large aluminum pan, ready for shipment.

Wire: Phone 2753, or write

S. E. MERONEY

P. O. Box 28 St. David, Arizona

AVAILABLE

NEON TUBE BENDER

For 1950 season. Thoroughly experienced, eleven years' Carnival field. Positively sober and reliable.

BOX D-270, c/o The Billboard, Cincinnati 22, O.

WANT TO BUY FOR CASH

ELI #5 WHEEL

State age, condition in first letter, or wire

M. C. SWISHER, Box 125, Caney, Kansas

FOR SALE

Grinner Mix-Up. 18 Ft. Tower, 24 Seats, 1946 Model, Single Loop-o-Plane, Ford Truck, 22 Ft. Semi Trailer, \$1500.00 cash. One 30 Ft. Fruehauf Furniture Van, vacuum brakes, three doors, will haul Merry-Go-Round complete. \$500.00 F. O. B. Electra, Tex. Call, wire or write C. A. GOREE, Phone 618, Frontier Hotel, Electra, Tex.

STATISTICAL DIRECTORY OF FAIRS

CALIFORNIA

Monterey County Fair, Monterey
 TOTAL ATTENDANCE: Paid 40,000; free 17,000. Operated 4 days, 4 nights.
 WEATHER: Good 3 days, 4 nights; rain 1 day.
 AID, PREMIUMS: State aid, \$85,000; county aid, \$1,000.
 1950 DATES: September 28-October 1.

Santa Clara County Fair, San Jose

TOTAL ATTENDANCE: Paid 156,000; free, 18,000. Operated 6 days, 7 nights.
 WEATHER: Good 6 days, 7 nights.
 RECEIPTS: Gate (less tax), \$78,000.
 CARNIVAL: West Coast Shows.
 ATTRACTIONS: Vaudeville 6 days, 7 nights; 4 days of harness and quarter horse racing.
 AID, PREMIUMS: State aid, \$30,266.92; county aid, \$422.51. Total estimated premiums paid out (excluding races), \$30,889.42.
 ADMINISTRATION: President, P. C. Mitchell; secretary and superintendent of concessions, Russell E. Pettit; publicity director, A. E. Bubot.
 1950 DATES: September 11-17.

INDIANA

Harrison County Fair, Corydon

TOTAL ATTENDANCE: Paid, 14,637; free, 7,500. Operated 4 days, 5 nights.
 WEATHER: Good 5 days, 4 nights; rain 1 night.
 RECEIPTS: Gate, \$7,318.50; day grandstand total, \$543.50; night grandstand total, \$1,509.90.
 ATTRACTIONS: Horse show, 2 circuses, review acts, booked thru Boyle Woolfolk and Gus Sun Agencies; Kay Kaiser; 3 days harness, 3 days pony.
 AID, PREMIUMS: County aid, \$500. Total estimated premiums paid out (excluding races), \$2,377.50.
 ADMINISTRATION: President, A. I. Martin; secretary, Dr. L. B. Wolfe; superintendent of concessions, Talmage, Winfield; publicity director, Karen Irvine.

MINNESOTA

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Paid 11,300; free 9,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 3 nights; cold or cloudy 1 night.
 RECEIPTS: Gate (less tax), \$5,650; grandstand total (less tax), \$4,298; other receipts, \$6,564; total, \$16,526.
 CARNIVAL: Dodson's Imperial Shows.
 ATTRACTIONS: Jimmie Lynch Death Riders, 1 night; circus 1½ days, Spring-Pollies 2 nights, booked thru Ames-Carruthers Theatrical Agency, Chicago, auto races, 1 afternoon, booked thru Mutual Racing Association.
 AID, PREMIUMS: State aid \$1,550; county aid \$1,500. Total estimated pre-

miums paid out (excluding races) \$3,500.
 ADMINISTRATION: President A. F. Schepmann; secretary, publicity director, Anton C. Geiger; superintendent of concessions, William Thompson.
 1950 DATES: August 17-20.

NEBRASKA

Merrick County Fair, Central City

Operated 3 days; 3 nights.
 WEATHER: Good 3 days, 3 nights.
 ADMINISTRATION: President, Stanley Torpin; secretary, George D. Gregg.

NEW JERSEY

Morris County Fair, Parsippany

TOTAL ATTENDANCE: Paid 65,000; free, 37,000. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 ATTRACTIONS: J. Bar 8 Ranch Rodeo, 5 afternoons and 5 evenings.
 AID, PREMIUMS: State aid, \$2,400.
 ADMINISTRATION: L. Clark, manager.
 1950 DATES: August 22-26, tentative.

NEW YORK

Afton Fair, Afton

TOTAL ATTENDANCE: Paid, 12,949. Operated 6 days, 8 nights.
 WEATHER: Good 4 days, 4 nights; rain 2 days, 1 night; cold or cloudy 1 night.
 RECEIPTS: Gate (less tax), \$6,243.97.
 CARNIVAL: Reithoffer Rides.
 ATTRACTIONS: Grandstand show, booked thru Al Martin; Jole Chitwood's thrill show, 1 day, 1 night; harness racing, 4 days; firemen's day; stock parade.
 AID, PREMIUMS: State aid, \$10,000. Total estimated premiums paid out (excluding races), \$11,000.
 ADMINISTRATION: President, Fred Drochler; secretary, superintendent of concessions, publicity director, Frederick Crane.
 1950 DATES: August 8-12, tentative.

NORTH CAROLINA

Iredell County Agricultural Fair, Statesville

TOTAL ATTENDANCE: Paid, 22,000; free, 8,000. Operated 6 days, 6 nights.
 WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
 CARNIVAL: J. J. Kirkwood Shows.
 ATTRACTIONS: Grandstand acts booked thru George Hamid & Son.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$4,000.
 ADMINISTRATION: President, T. L. Dysard Jr.; secretary, Clyde Smyre.

OKLAHOMA

Washita County Free Fair, Cordell

TOTAL ATTENDANCE: 8,500 (free gate). Operated 4 days; 3 nights.
 WEATHER: Good 4 days, 3 nights.
 CARNIVAL: Grand Union.
 AID, PREMIUMS: County aid, \$2,600.
 ADMINISTRATION: President, superintendent of concessions, Omar Smith; secretary, publicity director, James V. Son.
 1950 DATES: September 14-16.

OHIO

Andover Street Fair, Andover

TOTAL ATTENDANCE: Free gate. Operated 2 days, 2 nights.
 WEATHER: Good 2 days, 2 nights.
 CARNIVAL: Gid Fallow.
 ATTRACTIONS: Klein Attractions.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$300.
 ADMINISTRATION: Secretary-superintendent of concessions, William S. Grahnert.

PENNSYLVANIA

Gratz Horticultural and Agricultural Association, Gratz

OPERATED: 5 days, 5 nights.
 WEATHER: Good 1 day; rain 2 days, 1 night; cold or cloudy, 2 days, 4 nights.
 RECEIPTS: Gate (less tax), \$5,500; day and night grandstand total (less tax), \$3,200.
 CARNIVAL: Morris Hannum Shows. Ride and show gross, total amount, less federal tax, \$5,500.
 ATTRACTIONS: Beams Thrill Act, 1 day and 2 nights; Horace Heldt 1 day and 1 night; 1 day harness races.
 AID, PREMIUMS: State aid, \$1,000; county aid, \$600. Total estimated premiums paid out (excluding races), \$1,200.
 ADMINISTRATION: President, Naldy Leitzel; secretary, C. R. Klinger, superintendent of concessions, Harry Hunninger; publicity director, Ford Leitzel.

SOUTH DAKOTA

Fall River County Fair, Edgemont

OPERATED 2 days, 2 nights.
 WEATHER: Good 2 days, 2 nights.
 RECEIPTS: Gate (less tax), \$1,605.50.
 ATTRACTIONS: Saddle racing and bronk contest.
 AID, PREMIUMS: County aid, \$700; other aid, \$500.
 ADMINISTRATION: President, Ray Boner; secretary, J. H. Coal.
 1950 DATES: September 4-5.

VERMONT

Caledonia County Fair, Lyndonville

TOTAL ATTENDANCE: Paid, 10,000; free, 500. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.
 RECEIPTS: Gate (less tax), \$3,694.38; day grandstand total (less tax), \$2,347.19; night grandstand total (less tax), \$1,347.19.
 CARNIVAL: Continental Shows. Ride and show gross, total amount, less federal tax, \$2,800.
 ATTRACTIONS: Harness racing, running races, stage attractions.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$2,000.
 ADMINISTRATION: President, W. J. Blake; secretary, A. E. Donahue; superintendent of concessions, P. W. Bull; publicity director, Arthur Lercepan.
 1950 DATES: August 24-25-26.

CANADA

BRITISH COLUMBIA

Pacific National Exhibition, Vancouver

TOTAL ATTENDANCE: Paid 404,550; free, 144,937. Operated 11 days, 11 nights.
 WEATHER: Good 11 days, 9 nights; rain 2 nights.
 RECEIPTS: Gate (less tax), \$190,322.25.
 CARNIVAL: Zeigler Shows. Ride and show gross, \$68,180.45. Total amount (less federal tax), \$54,965.45.
 ATTRACTIONS: Polack Bros.' Circus 7 days and nights; Edgar Bergen chorus 4 days and nights; 11 days running races.
 AID, PREMIUMS: State aid, \$26,505. Total estimated premiums paid out (excluding races), \$35,000.
 ADMINISTRATION: President, Harry M. King; secretary, Ida E. Rae; superintendent of concessions, D. Dauphinee; publicity director, H. Merless.
 1950 DATES: August 23-September 4.

WINTER QUARTERS

Virginia Greater

SUFFOLK, Va., Nov. 26.—Equipment of the Virginia Greater Shows has been stored away at the Four-County (white) fairgrounds in Suffolk, home of the shows for the past 10 years. In previous years the show had wintered at the Tidewater (colored) fairgrounds, here, but better arrangements and more space has been provided the shows in their new quarters by Larry Briggs, owner of the Four-County grounds and race track. Briggs is a local auto dealer and a well-known horseman, who during the winter months will hold harness races twice a month at the winter quarters of the shows.

Word was received recently of the death, at his home in Charlottesville, Va., of Raleigh (Uncle Tom) Gibson, superintendent of rides with the shows for nine years. Gibson was forced by illness to leave the shows last year. He was of the old school of troupers, having started over 30 years ago with the Bruce Greater Shows.

Manager and Mrs. Rocco Masucci are at their home in Montclair, N. J., until after the holidays, when Masucci returns for the various fair meetings. Quarters and all business are in charge of William (Bill) Murray, general agent, who is making his headquarters here until Masucci returns. Among those staying here are Mike, Ike and Leo Matina, of the midget troupe; Bob Milligan, Paul Gross, J. Sellers, Ronnie and Dot Prue, Mr. and Mrs. Paul Cellini and Sam (Sheriff) Mitchell. All are housed in suitable living quarters. Leo Matina is in charge of the dining hall.

Midgets Ike, Mike and Leo Matina assisted Santa Claus in distributing gifts when the Christmas lights were turned on during celebration by the Suffolk Merchants' Association in front of the Suffolk City Hall. They were accompanied to the street party by William C. (Bill) Murray and scored a hit, as did Dr. Holland, local dentist and circus clown, who is a regular visitor at winter quarters. Midgets will also participate in the Salvation Army's Christmas party for Suffolk kiddies being arranged by Captain Johnson.

James H. Drew

SHELBY, N. C., Nov. 26.—Things are quiet around quarters here but action will start the middle of February. Quarters are in charge of W. Whitworth. Oscar Star, of Star Bros.' Dog & Pony Show, wintering in near-by Gastonia, N. C., is conferring with Owner Drew about having his show on the Drew midway in 1950. Drew will attend the various fair meetings. Bill Curtis and Sam Newman advises that they will be with it next season.

Visitors to quarters have included Tommy Wilson, Johnny Carr, Oscar Star, Bill Manual, Jake Grabolosky, Sam Cohn and Steve Johnson. Two more rides will be added. Show will tour the Carolinas, West Virginia, Ohio, Indiana, Michigan, Kentucky and Georgia. Mr. and Mrs. Tommy Wilson are operating their photo gallery in Shelby. Harry Tex Frances is visiting his parents in Columbus, O. Bill Hughes, who has been with Drew many years, is wintering in Rochester, N. Y.—W. WHITWORTH.

WOULD LIKE TO BOOK

My 20x40 well flashed Bingo, Spitfire, Fun House, 35 capacity streamlined Kid Train and newly imported from Europe Center Merchandise Store. Will be in lobby at the Sherman during the Convention or at home address—11432 Indiana Ave., Chicago, Ill. Phone: Pullman 5-1086 or Pullman 5-8535.

CASEY SENS

JOIN THE MARCH OF DIMES

JAN. 16-31

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

PRO-TEK-TOE
FOR MEN - WOMEN - CHILDREN

EASY TO ATTACH!

TOE STOP

STOPS NOW

RINK DISTRIBUTING CO.
P. O. BOX 3358 • ST. LOUIS, MO.

GLAMOUR-ROMANCE-SHOWMANSHIP
---DRAW BIGGER CROWDS---

HOLLYWOOD SPOTS-LITE

NOT A CRYSTAL BALL

NO MIRRORS TO POLISH
NO DUSTING - WIPING
OR WASHING NECESSARY

EASILY INSTALLED

PATENT PENDING

Gleam new ideas in modern showmanship, decorative beauty, lighting effects and sound protection. It's different, it's beautiful. It's an outstanding magnet for drawing more customers to—Ballrooms, Night Clubs, Taverns, Roller Rinks, Amusement Parks, Hotel Restaurants, Resorts, etc.

Write for complete low details.

HOLLYWOOD SPOTS-LITE Co.
Dept. B 912 No. 16th St. Omaha, Nebraska

WE BUY AND SELL
New and Used Rink Roller Skates
Advise make, size, condition and quantity.
Also best price.

JOHNNY JONES SR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 E. Vine, Tyler, Texas Phone 4-9585

THE "CHICAGO" DANCE SKATE
TRADE MARK REG. U.S. PAT. OFF.

Approved by Mr. Perry Rawson's Laboratory
Built for Skate Dancers

With suggestions from the leading expert on dance skating, Mr. Perry Rawson, CHICAGO has designed a skate especially for dancing.

SIX SPECIAL FEATURES

1. 10 action with light sole-filled plate.
2. Soft red rubbers with flexible easy action.
3. Malleable iron trucks with non-bind action.
4. Overall width (of axle) 3.75 inches.
5. One-inch tread dance wheels impregnated for longer wear and better grip.
6. Axle nuts set beneath the wood of the wheel.

Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

CHICAGO ROLLER SKATE CO.
4427 W. LAKE STREET CHICAGO 44, ILLINOIS
Manufacturers of All Kinds of Roller Skates

NOTICE

For over a year now ill health has prevented me at times from taking care of business and filling orders of my customers promptly. This causes me to offer for sale my 34x24, two story shop, material, equipment and processing of plastic impregnated wheels.

FRANCIS J. BALDWIN
812 W. Spruce St. Ravenna, Ohio.

SKATE CASES

LOOK NO FURTHER!

Here's the perfect premium. Steel clad skate cases, slimmized in brilliant colored plastic finishes. Already outstanding sellers finest quality—priced right. Write for folder showing 7 styles. Also picnic cases, laundry mailing cases, suitcases.

Herculean

GENERAL FIBRE PRODUCTS CO. FITCHBURG 7, MASS

33-66% Skid Hits Rollerries; Blame Industrial Conditions

DETROIT, Nov. 26.—The general level of business has taken a severe drop, varying from one-third to two-thirds, in roller rinks across the country compared to a year ago, according to reports coming into headquarters of the Roller Skating Rink Operators' Association (RSROA) here. Conditions vary from one locality to another, but the drop, which has occurred chiefly in the past four to eight weeks, appears to stem largely from industrial conditions which have thrown many out of work, with skaters among those most seriously affected.

RSROA Control Board Meeting Set for Denver

DETROIT, Nov. 26.—Plans for the 1950 convention and national championships of the Roller Skating Rink Operators' Association, to be held in July in Irving Jacobs's Mammoth Garden Roller Rink, Denver, will be completed at the RSROA semi-annual board of control meeting to be held in that city December 6-8, it was announced by Fred A. Martin, association secretary.

Martin emphasized that all meetings of the board will be open to association members, persons identified with the roller-skating business and visitors. Martin, in particular, urged the attendance of members living within easy traveling distance of Denver. Headquarters of the meeting will be the Cosmopolitan Hotel. It is expected that a considerable portion of time will be devoted to the discussion and awarding of local, State and regional championships.

the slump: (1) Where seniority is the rule affecting layoffs, workers in the younger age groups, the typical roller rink patrons, are among the first to go, and (2) where the wage earner of the family is laid off, spending money for even inexpensive amusement like skating is sharply curtailed for other members of the family.

The typical reaction of skating rink operators, however, appears to be more encouraging than it was when business slipped badly two to three years ago after the wartime boom. At that time, rink men tended to accept and bemoan the fact. Today, according to RSROA Secretary-Treasurer Fred A. Martin, the recession is being met generally by an aggressive program of promotional activity. This is taking many different forms, adapted to the locality and to the ingenuity and opportunities of the rink owner. The result, Martin predicts, is almost certain to be a marked ultimate increase in business in the coming months as general industrial conditions improve, following presumable settlement of the major strikes.

It is notable that Pennsylvania rinks appear to be the most seriously hit as a group, giving additional evidence of the immediate effect general business conditions have today upon rink patronage.

A typical promotional program being adopted by many rinks is the institution of a series of special events nights—a particular type of session or event for each of several nights a week. The recent queen contest conducted by Earl King at the Flint (Mich.) Rollerade is an example of successful promotion. Thru careful planning, this event received plenty of coverage on the radio as well as front-page treatment in local newspapers, and did a great deal to maintain interest in skating at the rink as well as attract the attention of potential new patrons.

2,000 at Debut Of AOW's Arena At Bladensburg

BLADENSBURG, Md., Nov. 26.—The country's largest chain of roller rinks added another link and at the same time made another forward stride for roller skating Thursday (17). On that night America on Wheels opened Bladensburg Arena. Altho this is the chain's first rink in Maryland, it is the third in the vicinity of Washington. The other rinks, National Arena, Washington, and Alexandria (Va.) Arena, enjoyed reputations for fabulous size and beauty. Altho advance speculation doubted that anything could surpass those rinks, on opening night over 2,000 skaters gaped at what is called the country's most beautiful skating arena.

A host of personalities prominent in Washington were present to wish success to America on Wheels. Television and radio stars emceed the skating program and exhibitions presented by skating clubs of the National and Alexandria arenas, and local officials were introduced to welcome Bladensburg Arena to the community.

Particular attention was paid to the new lighting system in the rink, different and more beautiful than anything seen heretofore, it is said. Another attraction is the huge lounge, beautifully carpeted and with walls luxuriously upholstered.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres. Muskegon, Mich.
Curvecrest, Inc. Originator and Sole Distributor

Strathcona on Air As Biz Hype; Latin Joins Mutual Staff

TORONTO, Nov. 26.—Strathcona Rollerrome here is attempting to offset a year-long, unexplainable slump in business by turning to radio. Using three spots weekly via the Teen-Age Show Club 580 over CKEY, Toronto, the rink is publicizing its door prizes and lucky-spot prizes.

Giveaway items include passes to the rink, sport shirts, sweaters and cases of pop. Members of Club 580 are admitted free once on their membership cards. Altho radio promotion is definitely bringing new customers, old ones continue to show a lack of interest.

Toronto's Mutual Arena, largest rink in Canada, has hired former World Congress champion Norman Latin to pep up business, and reports show he is doing the job. Altho Mutual has signed no contract with Latin, he has verbally promised to remain there a year. Skaters are enthusiastic about his lessons, and continue to increase in number. Latin, having completed a stint with Skating Vanities, landed accidentally at Mutual. Arena officials were quick to put him on the pay roll. His plans for the future are indefinite.

Four Operators Join RSROA

DETROIT, Nov. 26.—Four operators have been added to the membership roster of the Roller Skating Rink Operators' Association, Fred A. Martin, RSROA secretary, reported from his offices here. The new members are Marvin Carstensen, Fairlawn Roller Rink, Carthage, Mo.; Charles V. Burks, Rogersville (Mo.) Roller Rink; Paul S. Godfrey, East End Roller Rink, Albuquerque, N. M.; and Edward Hershenson, Roller Bowl, Chicago.

The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenwood Ave Chicago, Ill.
The Best Skate Today

RINK FOR SALE

Located almost in heart of Southeastern City of 40,000 population, drawing pop. of about 200,000, only Rink within 20 miles. 3 Colleges located in city. Building 60x112, good Maple Floor (no supporting columns in floor), Steam Heat with Electric Blowers and Stoker. 250 Chicago Clamp Skates, 42 Rental Shoe Skates, Record Player, Amplifier with 4 Speakers, Drink Cooler, Counters, Skate Crinder, Parts, etc. 7 1/2 year lease on building at \$40 per mo. Wonderful possibilities for man with some promotion ability. Price, \$15,000. Write care of Billboard, **BOX D-268, CINTI, OHIO**

WANT TO RENT

Building or Hall suitable for Roller Skating and Dancing. Have good equipment. Hammond Organ, Skates, Shoe Skates rentals, etc. Will rent on good terms. Write or visit

W. E. GENNO
213 Arsenal St. Watertown, N. Y.

You Can Get Adult Customers
Plenty of them—with
RAWSON'S SKATING BOOKS
Discounts 10 to 40%
Rawson Associates
BOX 310, ASSBURY PARK, N. J.

"Diamond Jim"
MAN'S WATCH

Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.

7 Jewels \$10.95
15 Jewels \$11.95
17 Jewels \$12.95

Same as above with Benrus, Elgin, Waltham movements. \$2.00 additional.



Genuine Swiss 2 Button CHRONOGRAPH

Guaranteed New \$3.95 each

lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.15

LADIES' or GENTS' RECONDITIONED SWISS WATCHES

Beautiful rhinestone dial, 7 jewels \$7.85
13 jewels \$9.85

in lots of 3 or more

ELGIN WALTHAM GRUEN BENRUS BULOVA

Reconditioned Watches \$9.40

10K R.G.P. Cases, Rock Crystal, \$2.00 additional. Leather Strap. 25% Deposit on C. O. D. Orders. Wholesale Only. No Retailers. Send for big catalog of fast selling items.

World Wide Watch Co.
181 CANAL ST., NEW YORK 13, N. Y.

CASH PAID FOR OLD FILMS, POSTERS, Press Books, Film Magazines, Stills, Friendly Service, Box 78, Radio City Post Office, New York 13.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. de3

COMPLETE MOVING PICTURE THEATER Outfit. Two of projectors, lamps and everything. Want \$1250; make us an offer. J. M. Smith, 32 Orchard Lane, Columbus 2, Ohio. de3

COMPLETE SHOW—16x16 GOV. TENT, WALLS, Poles, Stakes; authentic, Living 3 Legged Goat Freak; cute, interesting; \$150 cash takes all. Charles Fretz, R. #1, Rockhill Road, Sellersville, Pa.

COMPLETE TENT PICTURE SHOW FOR Sale—Priced right if bought before January 1. James F. Broyles, Junction, Tex. de10

CREATORS, STAR, LONG-EAKINS POPPERS—Peanut Roasters, Geared Kettles, Copper Carmel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianapolis, Iowa. de24

DEAGAN BELLS FOR PONY—OTHER PROPS for dolls, birds. Prof. Pamahasika, 2504 N. 8th St., Philadelphia 46, Pa.

FOR SALE — 5 MILLION CANDLEPOWER Sperry Searchlights, powered with 85 h.p. Hercules Motors and Westinghouse Generators, mounted on trailers; good condition. Zeb Mattox, Box 1246, Charlotte, N. C. de17

FOR SALE—SUNSHINE CHOO-CHOO TRAIN; complete, A-1 condition; four cars, \$800. Harry Failor, Failor's Tent Show, Lacombe, La.

FOR SALE CHEAP—6 EDUCATED HORSES, Truck Trailer, Hurdy-Gurdy; teach all kinds show acting people as well; no experience needed. Ness Pony Show, Winchester, Ky.

STAR POPCORN MACHINES AND SUPPLIES. Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. de3

THEATER SEATS, FOLDING CHAIRS, Screens, Tents, Projectors, Sidewall, 16mm., 8mm. Film. Lone Star Film Co., Dallas, Tex.

16MM. SOUND FILMS—20 FEATURES, 28 Westerns, 52 shorts, 28 shipping cases, 2 Ampros, 2 Holmes, 2 Victors, turnables, mikes, screens, cables, slide projector; sell all or part. Write Rand, 2532 Highland Ave., Apt. #8, Cincinnati 19, O. Phone, University 3842. de10

20 FT. DIA. COCOA RING MAT; TWO 1500 Watt Kohler Light Plants; good condition, reasonable. Al Jones, Etna, O.

50X100' PORTABLE RINK, MAPLE FLOOR, 200 pr. clamp skates; 12 pr. shoe rentals, all Chicago; complete p. a. system, grinder, large oil heater; less than year old, all in excellent condition; in operation. Valley Roller Rink, Box 296, Fairfax, Ala. Phone 291-M.

8100 BUILDS 12 PASSENGER KIDNIE CHAIR plane; Tested Plans, \$5; Major Chairplane plans (16 seat, 16 foot tower), \$10; free catalog. Brill, 228-B North University, Peoria, Ill.

COMIC FOREGROUNDS, BACKGROUNDS — Photo Rings, Photo Comic Cards, etc.; Photo Supplies, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. ja21

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. np de31

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np de31

NEW P.D.Q. CAMERA, MODEL G, 4-7 WOL- lensak Lens; 6 rolls paper, enough for 600 pictures; 4 sets chemicals; qt. size; \$173 for \$100. Edw. Smith, Box 11, Portage, Pa.

PHOTOMOUNT SPECIAL—EX3 VERTICAL OR horizontal folders imprinted "Merry Christmas" in red, white insert, gray cover, \$1.80/100, \$25.00/1000; write for price list, samples. Penns Photomounts, 335 Woodland Ave., Glenolden, Pa. de10

THE NEW EASTMAN DOUBLE WEIGHT DIRECT Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de31

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples. Discover Printing, 5233 Cleveland, Kansas City 4, Mo. de17

CHRISTMAS CARD CALENDARS IMPRINTED with name and business, \$4 per 100; free samples. Ace Press, Clearwater, Fla. de24

DRAWING AND CUTS MADE TO ORDER—Also printing of every kind. Samples. Cressman, Washington, New Jersey. de3

FOR SALE — MIMEOGRAPH PAPER, 68#ream; request samples. Brookman Paper Co., 56-F West 24th, New York 10. de10

FREE SAMPLES, PRICES ON SINGLE AND two-color Printing. Fast service. Edw. Moneyham, 4618 Station, Norwood, O. de3

LOWER WINDOW CARD PRICES—FLASHY three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. de24

RUBBER STAMPS, 3 OR 4 LINE, \$1 POSTPAID; Stamp Pads, 50¢; 100 Envelopes and 100 Notebooks Printed, \$1.50. Smallwood Printery, 2715 Vine, Cincinnati 19, O. de17

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. de3

1000 ADVERTISING NAME ADDRESS STICKERS, \$1 postpaid. Samples free. National Advertising Agency, 15 East Third, Cincinnati 2, O. de3

1,000 ADVERTISING POSTCARDS, SIZE 3 1/2 x 5 1/2, your copy to 100 words, \$6 each; additional 1,000, \$4.50. W. H. Rogers, 3811 East 55th St., Cleveland 5, O.

1,000 BEAUTIFULLY ENGRAVED (PLATE- less) Business Cards, \$4; blue or black ink; quick service. Forman, Box 303-B, Jamaica, N. Y.

OUR 3-PIECE PEN SET SELLS ON SIGHT!

It is the flashiest set in the country. When you see our set you will be more than pleased. We also have the flashiest pen set box in the country and the flashiest gold embossed price tags that are made and a beautiful blue-colored guarantee slip which makes the pen set sell immediately.

The boys are doing a tremendous business with my pen sets and the very important thing is the fast service. I positively ship same day as orders are received.

3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag.

SPECIAL

New Price in Gross Lots

\$5.75 doz. \$65.00 gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors—grey, black and the new atomic blue and maroon.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set, 75¢.

Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

SPECIAL \$7.50 Dozen

Gross Lots \$84.00 Gross SAMPLE SET \$1.00.

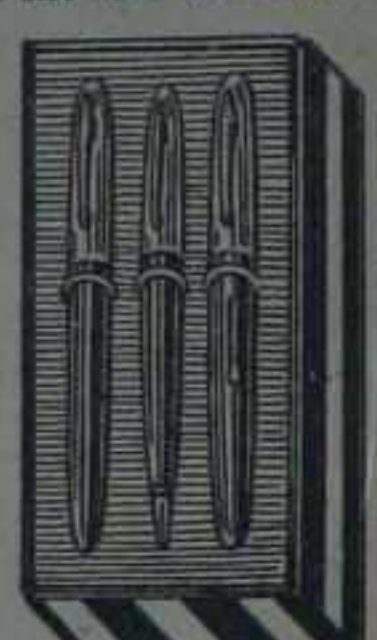
SPECIAL

Filigree Ball Point Pen and \$27.00 Gr. Key Chain \$2.50 Dz.

25% Deposit—Money Order or Cash—Balance C. O. D.

We ship same day as orders received

HARRIS NOVELTY CO.
1102 Arch St. Philadelphia 7, Pa.
Phone No.: Market 7-9848



Attention, Demonstrators!

For fast profits send today for our 100-piece assortment of individually boxed and retail-ticketed Key Chains, Tie Bars, Tie Chains, Tie Slides, Cuff Links, Money Clips, etc.

Regular Wholesale Value \$6.00

\$9.00 and \$12.00 per dozen

WHILE 30,000 PIECES LAST . . .

\$25.00 for sample assortment of 25 pieces.

Positively NO C. O. D.'s WITHOUT A DEPOSIT.

All shipments prepaid if cash accompanies order.

Send for Catalog of Fast-Moving Items. Please state your business.

FRISCO PETE 604 W. Lake St. Chicago 6, Ill.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. de10

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10¢—"World's Largest Line" (Pitchmen's Headquarters). Fast-selling Specialties! Arlans Mfg. Co., 4462-B Germantown, Philadelphia. de17

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound; easily concealed; brochure, specifications, price write Nelson Enterprises, 336-B S. High, Columbus, O. de17

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, B-109 N. Dearborn, Chicago 2.

BLUEPRINTS, CHEMICALS, ESCAPES, PUBLICITY, Books, String Instruments; large list, 30¢. Genoves, G. P. O. 217 (Dept. B), New York 1. de31

MAGIC BEER BOTTLE—MADE OF PURE Latex rubber; can be palmed and produced at will; looks like the real thing; price, 6 for five dollars; single sample, \$1 p.p. Jack Eastwood, 17 Bridge St., Chillicothe, O.

NEW #22 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog 30¢; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O. de17

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. de31

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) de31

ADVERTISING BOOK MATCHES — BIG SPOT cash profits; World's largest direct selling book match manufacturer offers profitable year round selling opportunity; make money with the Matchcorp "Big Three," 20, 30 and 40, light book matches; direct factory service; every business a prospect; no experience needed to start; men, women; full, part time; liberal commissions; low prices for high quality; repeats; sales kit and selling information furnished. Match Corp. of America, 3433 W. 48th Place, Dept. D-32, Chicago 32.

QUICK PHOTO INVENTION!

PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Dept. BM

PDQ CAMERA CO.
1141 N. Cleveland Ave. Chicago 10, Ill.

QUICK-WEDGE SCREW-HOLDING SCREWDRIVER

Push to Lock

Hold, Starts, and Drives Screws with same tool! Eliminates Fumbling!

6 inch 90c 8 inch 95c

Made in Three Types Light Duty 2" to 6" Medium Duty 4" to 8" Heavy Duty 4" to 14"

ASK YOUR JOBBER OR ORDER DIRECT

Machinery Sales & Equipment
26 Broadway, Cincinnati 2, Ohio

MISCELLANEOUS

ATTENTION! ALL CLOWNS—CLOWN SHOES made and repaired. C. Arthur Quimby, R. #1, Box 203, Suncook, N. H.

MAGIC MONEY MAKER MACHINE—FEED IT blank paper, out come genuine dollar bills. Baffling! Amazing! Deceptive! Clever! Guaranteed prepaid insured, \$2.50. National Business Service, 8710 Sierra, St. Louis 17, Mo. de3

NEW CROP GEORGIA STUART PECANS — 5 lbs. mailed parcel post prepaid, \$2.25; prices quoted for larger quantities. Crestwood Manor, Thomasville, Ga. de10

OLD, BIG SIZED U. S. PAPER MONEY bought and sold; all denominations. Midwest Railroad, Des Moines 2, Iowa.

OLD WATCH MOVEMENTS, \$1 EACH; SIX assorted for \$5. Field Bros., 39 South State, Chicago 3.

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED — DEAGAN TRIPLE OCTAVE Chimes; cash. Write Neil Wallace, West 1214 Frederick, Spokane, Wash. de3

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. MH Zels, 728 Lesley Rockford, Ill. de10

TATTOOING MACHINES—DESIGNS, COLORS. Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 pint; \$8 quart; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. de17

WANTED TO BUY

BASEBALL BATTING MACHINE, ALSO KID and Adult Rides; have theater equipment to trade. F. Shafer, Washington, Ind.

KIDDIE AUTO, AIRPLANE RIDES; SEND details, price, picture. Egbers Trailer Park, 1536 N. 34th, Quincy, Ill.

OLD RECORDS ON GENNETT, PARAMOUNT, Brunswick, Vocalion, Okeh (8,000 series), Columbia (14,000 series); many other brands; any quantity. Nat M. Jacobs, 15501 90th Ave., Jamaica, N. Y.

SIX OR TWELVE ELI SEATS WITH OR WITHOUT crates. State condition. Eugene Gruner, Route 3, Murphysboro, Ill. de10

WANT FERRIS WHEEL AND MERRY-GO-Round Organ; state all first letter. Ray Yarnham, Newton, Ia.

WANT DOG ACT—ONE OR MORE; SOMERSET Dog; also other small animal acts; must be good. Jean Nelson, 68 S. Maryland Ave., Youngstown, O.

WANTED—STEAM TRAINS COMPLETE. Medium Merry-Go-Round, no junk. Jos. J. Tyes, R. 2, Nampa, Idaho. de3

WANTED PENNY SCALES—ON OR OFF Location in Ohio area. Richards, 1102 E. 112 St., Cleveland, MU 6800.

WE BUY MUSICAL BELLS, HURDY GURDY, Monkey Organs, Calliope or what have you? details, Well's Curiosity Shop, 20 So. 2nd St., Philadelphia 6, Pa.

CHRONOGRAPH WRIST WATCH

\$4.00 Ea. (6 or More)

Brand New—Not Reconditioned Sweep-second hand runs or stops at click of button 2-tone dial. Polished chrome case. Stainless Steel Expansion Band. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

10% Deposit—Bal. C. O. D.

BURTON SALES CO., Dept. B-25
809 W. Madison St. Chicago 7, Ill.

TIES Exclusive Patterns

Direct From Manufacturer

Amazing Offer! Earn BIG MONEY selling eye-catching quality ties to stores or direct! Finest fabrics, lined on both ends. Terrific value! Only \$6.50 doz. or 3 doz. for \$18.00. Your cash profit, \$6.00 doz. Special prices on gross lot orders. We also sell Slide On Ties, Other Items. Free Catalog. Act now!

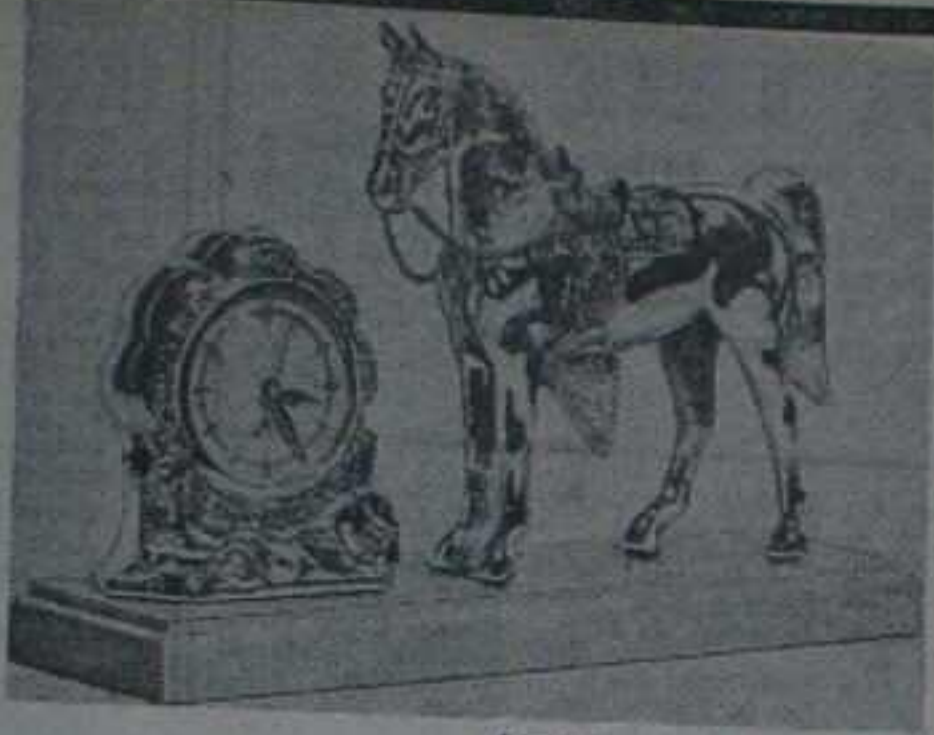
EMPIRE CRAVATS
648 Broadway, New York 13, N. Y.

(Continued on page 72)

Original HORSE CLOCK

Gold & Silver Two-Tone Fin'ish
17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish. Hand-rubbed base with felt bottom in beautiful, modern blond wood or rich mahogany finish. Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).



#115-G

\$7.50 Ea. in Doz. Lots
Samples \$8.50 Ea.

25% Deposit, Balance C. O. D. If not for resale add Federal Excise Tax.
Tel.: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

!!BIG FLASH!!

THE NEW 3 PIECE "KIMCO" PEN SET (GOLD CAPPED)



Beautifully boxed with guarantee & gold embossed price tag.

LESS THAN GROSS
\$5.50 DOZEN

1 GROSS LOT
\$63.00 GR.

5 GROSS LOTS
\$62.00 GR.

ALL GOLD PLATED 3 PIECE PEN SETS. GUARANTEED AND GOLD PRICE TAGS. Dz.\$7.00

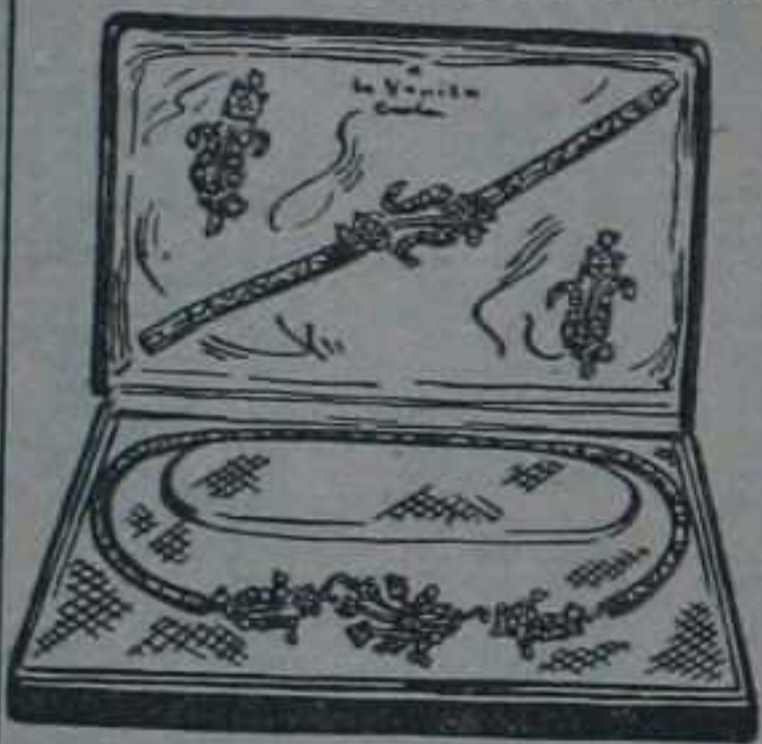
All orders positively shipped same day received. 25% deposit with all orders. No orders will be shipped without deposit. When remitting in full allow for postal charges.

KIM & CIOFFI

12 ARCH STREET, PHILADELPHIA, PA.

MARKET 7-2283

SALESBOARD OPERATORS



24 Karat Gold Plated 3 Pc. Choker Sets. Necklace, Earrings and Bracelet to match. Plush box, silk lined. Price tag \$19.95. Large variety of styles.

Hottest Item in Years

\$48.00 Per Doz.

Sample Set, \$4.50

FACTORY CLOSE-OUT

AT 50% OFF

FAMOUS

ADD-O-MATIC
ADDING
MACHINE

Only

\$9.95 EACH

While Limited
Quantity Lasts



Every machine brand new—in perfect working condition. A full-size automatic accurate adding machine for any business. Totals up to 999,999. Order today.

ADD-O-MATIC, Dept. BB, 531 W. Webster, Chicago 14, Ill.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE



We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTH STONES—COCKTAIL RINGS—Set with brilliant White Stone and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 dozen up.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.

Red and White Stone Combination, \$3.00 Doz.



Engagement ... \$2.63 Doz.
Wedding ... 1.63 Doz.

"Acres and Acres of 'Em!"

The greatest laugh item of them all... a Bachelor's Bath Mat of life sized, flesh colored, sponge rubber falsies. Ideal as a gift, raffle item, premium or for use on den or bath room floor. A BIG PROFIT ITEM... these mats sell themselves in bars, barber shops, fraternity houses... any place men gather.



National Territories Open

Our company is in the process of appointing sales distributors and dealers to handle big demand created by national advertising. Write for details!! Order your sample bath mat and colorful brochure today!! **SEND JUST \$5.00 FOR SALESMAN'S SAMPLE.** If not completely satisfied after 15 day trial return mat for full refund. Mats are available in assorted sizes and each is sealed in a dust-proof plastic envelope and mailed in a plain package.

Bachelor's Bath Mat Co.

Box 202, Dept. BB-E, Los Angeles 34, Calif.



*Copyrighted 1949

Over-all height, 13 1/2". Shipping weight, 7 lbs. Individually packed, six to master carton.

\$12.95 Ea. Sample \$14.95 Ea.

1/3 Deposit, Balance C.O.D., f.o.b. Westfield, N. J.

LAWRENCE MFG. CO.

526 NORTH AVE.

WESTFIELD 2-6770

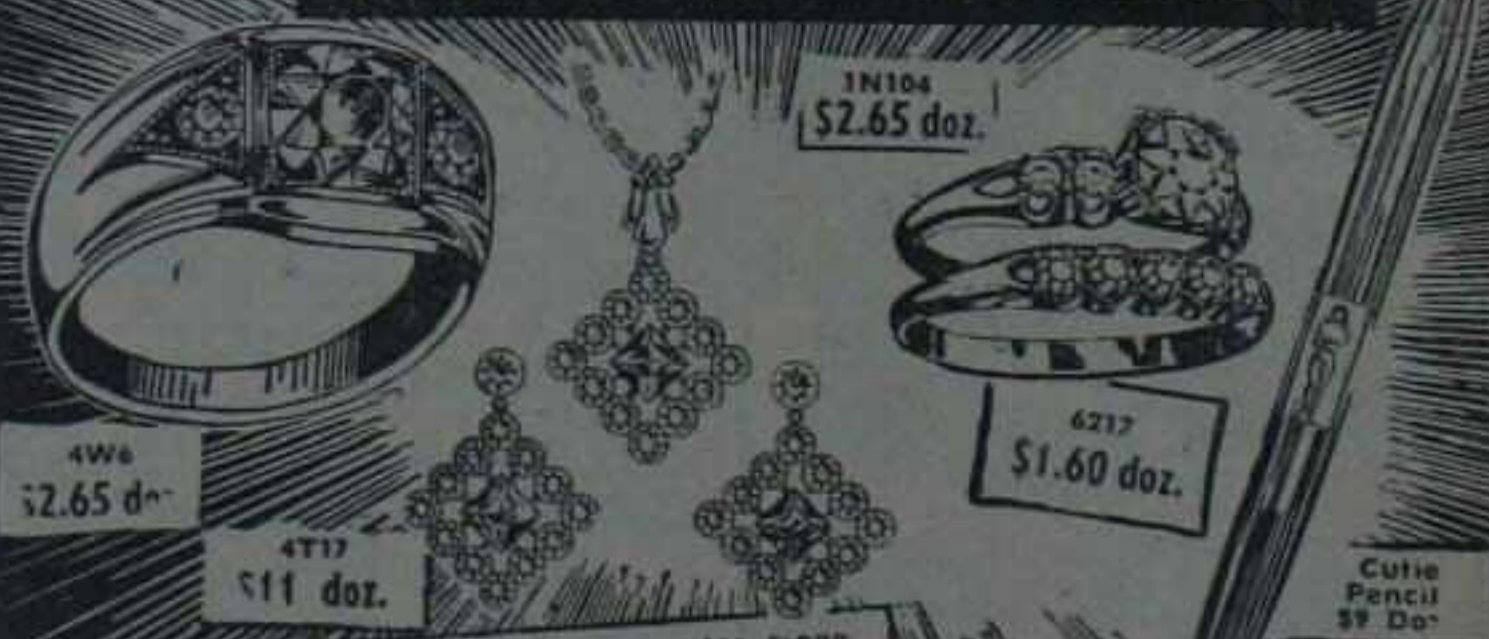
WESTFIELD, NEW JERSEY

ORDER DIRECT FROM MANUFACTURER!... YOUR TOP PROFIT ITEM!

MAJORETTE CLOCK*

- Leading the Way to Big Money for You! Immediate Delivery—Hypo your Xmas Sales!
- Majorette twirls baton for flash and action! She's a golden-finished beauty mounted on a rich, contrasting two-tone golden-bronze base. The famous Sessions Electric Clock that accompanies her is mounted in a novel miniature drum. Smart styling, great eye appeal and two high-quality motors make this a truly outstanding number!

NEW FAST MOVERS!



4W6 \$2.65 doz.

4T17 \$11 doz.

1N104 \$2.65 doz.

6217 \$1.60 doz.

Cutie Pencil \$9 Doz.

Massive Men's Rings, brilliant white center stone, Gold finish, ruby red side stones. \$2.65 doz. Earrings Gold finish, ruby red center, white side and Necklace Set. Aqua or Rose center, white Band stones. Attractively boxed! \$11 doz. Wedding Band with 5 brilliant stones. \$1.60 Doz. Gold-plate Engagement Ring with huge multifacet white center stone—2 matching side stones. \$2.65 doz. Gold-finish Mechanical Pencil. Hollywood cutie appears. Write and parcel closes. \$9 doz. WRITE FOR FREE CATALOG!

SUPERIOR JEWELRY CO.

740 Sansom St., Phila. 6, Pa.

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use.

SHIPFITTINGS, INC.

29 Old Slip

N. Y. 5, N. Y.

ENGRAVERS

WITH IT SINCE 1907

Originators of the All-Aluminum Idents, Men's Idents, Ladies Idents, Double Heart Idents (All Aluminum), \$14.40 gross. Men's massive large Aluminum Idents, \$2.00 doz. Day and night service. Phone: BAyport 1-5338.

MILLER CREATIONS

6478 Kenwood Ave.

Chicago 37, Ill.

GIVE TO THE DAMON RUNYON CANCER FUND

All Extra Heavy Mountings
30 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B2172 PER DOZ. \$15.75
1/30 14K. Ruby color side stones.



#B515 PER DOZ. \$16.00
1/20 12K. Large white center. Red color sides. Without side stones. #B1010 \$14.00 Doz.



#B396 PER DOZ. \$18.00
1/30 14K. White center. Ruby color or white sides.



#B2200 PER DOZ. \$6.00
130 14K. Birthstone center, white trim.

FREE CATALOG LISTING COMPLETE LINE. Sample Assortments — \$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO.
1155 26TH ST. DES MOINES, IOWA

Genuine 2 Button Swiss CHRONOGRAPH



\$3.75 EA.

COMPLETE WITH STAINLESS STEEL BAND

GIFT BOX 5c ADDITIONAL

- * WRITTEN 1 YEAR GUARANTEE
- * REMOVABLE PUSH PINS
- * RADIUM DIAL
- * SWEEP SECOND HAND
- * BRAND NEW (Not Rebuilt)
- * CHROME CASE
- * UNBREAKABLE CRYSTAL
- * GENUINE SWISS

10% Deposit, Balance C. O. D.
Priced for 6 or more, Sample \$4.75
YORKSHIRE WATCH CO.
Dept. 378
103 S. WELLS ST. CHICAGO 6, ILL.

Xmas Special! Engravable Tag Bracelets



No. 31500 \$48.00 gross
\$4.50 dozen

Write For Our Big New Catalog Of Volume Sellers! Please State Your Business!
HARRY PAKULA and CO.
5 N. Wabash Ave., Chicago 2, Ill.

AGENTS—SALEMEN—WAGON JOBBERS NEW MIRACLE LATHER LEAVES

Here is a new repeat item of merit, with good sales appeal to both men and women—IT IS EASY TO CARRY—TO SHOW AND SELL—Sells for 10c each or your own mark up. Your cost is 6c each. Over 500, 5c each, prepaid in U. S. A. Due to our close margin, we will limit our advertising to a very SPECIAL OFFER. SEND \$1 for 15 prepaid in the U. S. A. and if for any reason you are not fully satisfied, return them within 5 days for full refund. YOU CAN'T LOSE—START TODAY.
AL HAWKINS & CO., Box 1385, Sioux City, Ia.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

- | | | | | | |
|---------------------|--------------------|-----------------------|----------------------|------------------------------|----------------------|
| Annis, Mrs. Audrey | Harlow, Robt. Lee | Lee (License) 22c | Gratot, Merle J. | Leahy, Chas. B. | Porter, Bernice |
| Devine, Mrs. Harley | Glonsier, Diane 6c | Hallstrom, D. C. | Gray, C. H. & J. | Leahy, Jimmy | Porter, Glenn |
| Carroll, Mrs. T. J. | Halstrom, D. C. | Silvestro, Alford 20c | Gray, D. McHugh | LeBlank, Jack | Powell, Wm. M. |
| | | | Gray, Mrs. Carolyn | Lee, Sandra | Preston, Leon |
| | | | Gray, Clifford | Leintini, Mrs. Frank | Queen, Chas. C. |
| | | | Green, Silas, Show | Lewaldy, J. B. | Quinn, Robt. M. |
| | | | Greene, Gloria & Don | Lewellyan, John | Quinn, Joe |
| | | | Greene, Mrs. | Lewis, Leslie Don | Ragen, Bill |
| | | | | Linkhauser, J. W. | Randolph, Binger |
| | | | | Lint, Mrs. Betty | Raner, Geo. |
| | | | | Lipsky, Ralph | Ray, Andrew C. |
| | | | | Lizotar, Circus, Ros. | Ray, Mrs. Frances L. |
| | | | | Lit, Herman E. | |
| | | | | Litchfield, Frank | |
| | | | | Littlefield, Slim | |
| | | | | Lopson, Billy | |
| | | | | Lopson, Marcus | |
| | | | | Lopson, (Shorty) | |
| | | | | Long, Lucky | |
| | | | | Lopes, Linda | |
| | | | | Lozano, Don | |
| | | | | Lottridge, Harry | |
| | | | | Lourey, Sammy M. | |
| | | | | Lock, Bill & Marvel | |
| | | | | McAnloch, Mrs. | |
| | | | | McCarthy, Mrs. | |
| | | | | McCarthy, Richard A. | |
| | | | | McClanahan, Mrs. Mary (Buck) | |
| | | | | McClanahan, Mrs. Mary (Buck) | |
| | | | | McClendon, J. H. | |
| | | | | McClurkin, R. J. | |
| | | | | McClurkin, R. L. | |
| | | | | McClurkin, R. L. | |
| | | | | McCluskey, James | |
| | | | | McCluskey, James | |
| | | | | McCluskey, James | |
| | | | | McCluskey, James | |
| | | | | McCluskey, James | |

Imported Swiss Stop CHRONOGRAPH

with 3 Push Buttons Tells Time, Stop Watch Measures SPEED, Measures DISTANCE. "Wonder" Watch Used to time autos, airplanes, horse races, athletic events.



Cross Watch only \$3.30 Gold Plated, 75c extra

Lots of 60...\$3.40 Lots of 6...\$3.50 Chronograph with Rhinestones, \$14.00 extra.



WRIST WATCHES With Simulated RUBIES & DIAMONDS

Gross Lots...\$3.75 Lots of 60...\$3.85 Lots of 6...\$3.95

BRAND NEW—Not reconditioned. LADIES' WATCH, 70c additional. This handsome rich-looking wrist watch sparkles with the brilliant fire of 5 simulated diamonds and 4 red simulated rubies. Styled like most expensive watches year written guarantee.

On orders under 4 watches, add \$1.50 extra. C. O. D. orders from non-rated concerns. 10% with order.

SARO WATCH, 1674 Broadway, N.Y., 19, N.Y.

JOBBER-PITCHMEN!

Amazing 6-in-1 Utility Tool



This ingenious all-purpose tool belongs in every hobby kit, machine shop, handy man's chest, auto repair bay and sportsman's kit. It's really 6 useful tools in one handy unit.

This precision made Combination Hammer and Set of Four Screw Drivers made of Hard Aluminum Alloy handles, Hardened Tool Steel Blades, Nickel Plated Hammer Head, Superior Workmanship, Sturdy Construction, Guaranteed Rustproof.

\$4.80 PER DOZ. plus containers. Minimum order 2 doz. Send for your sample and catalog of other hot items. \$1.00 prepaid.

Orders shipped by deposit balance C.O.D. unless stated. Manufactured by EARL PRODUCTS CO., 103 N. Sangamon St. Chicago 22, Ill.

30 NEW NUMBERS

For Engravers

Ideal for Christmas Sales and Promotions

Sample Line of 17 Fast-Selling Representative Numbers \$5.95

OUR ITEMS ARE A MUST!

Immediate Delivery—All Shipments C. O. D.

Send deposit with all orders. Sorry, no catalogues.

SLOAN JEWELRY COMPANY

41 Fulton St., New York City 7, N. Y.

WRITE FOR OUR NEW FREE CATALOG

Daring values in watches, rings and other

JEWELRY

Cel-Map

IMPORTERS - EXPORTERS 182 S. Main St. - Memphis, Tenn.

VACUUM CLEANER MEN

SELLS LIKE HOT CAKES!

NATIONALLY KNOWN REBUILT CLEANERS \$9.00 Up. Our LOW PRICES assure you BIG PROFITS. One-year guarantee. Shipped anywhere. Look like new—operate like new. Large assortment—individually boxed. 25% discount. Bal. C. O. D. Write for catalog. RE-NEW SWEEPER CO., 9391 Grand River Ave., Dept. 205, Detroit, Mich. Est. 1913.

NEW SCARF SLIDES



2-Tone, 3 Pc. Silver and Bronze Finish.

6 Assorted Styles.

\$31.50 per gross

DIRECT MFG. CO.

P. O. BOX 632 PAWTUCKET, R. I.

SILVER PLATED 4 PC. SMOKE SET



Actual Size Tray—4 1/4 x 3 1/4 Box—4 1/4 x 3 1/4 Imported \$15.00 doz.

The covered box is a handsome reproduction of an 18th century English serving dish. Two matching ash trays. Entire set is beautifully engraved with gadroon and shell decorations. ATTRACTIVELY GIFT BOXED

IMMEDIATE DELIVERY

25% deposit with order

DOVAL SALES CO.

2 East 46th St. New York, N. Y.



Install a ROOT BEER Barrel in your Cafe. Increase Your Earnings \$50.00 To \$150.00 Per Week. Write Concerning Complete SET-UPS On LILEY'S ROOT BEER Barrels Equipped With Glowing Ticker Tape Moving Messages—And Carbonators. LILEY SALES CO., 1122 E. 31st, Kansas City, Mo.

WIRE ARTISTS ATTENTION

Buy your GOLD FILLED and ROLLED GOLD PLATE requirements DIRECT from THE MANUFACTURER. Our fifty years of experience in serving the jewelry industry ASSURES you of QUALITY, SERVICE and ECONOMY.

The following are our present prices for 25 ounce lots of #22 gauge square wire: 1/20 12 Kt. Gold Filled \$1.54 Per Oz. 1/60 12 Kt. Rolled Gold Plate .92 Per Oz. 1/100 12 Kt. Rolled Gold Plate .80 Per Oz. Postage and C. O. D. charges extra. Prices for other quantities, qualities and sizes cheerfully furnished upon request.

THE IMPROVED SEAMLESS WIRE COMPANY

775 Eddy Street, Providence 5, Rhode Island

HOT HOLIDAY SELLERS

COMIC XMAS FOLDERS, 19 Diff. Per 100 \$4.50 New Series Folders, 10 Diff., Funny Per 100 5.50 New 50x Series Folders, 10 Diff. Per 100 5.00 Memorial, 4x5, 18 Different Per 100 1.50 One Color Comic Xmas Folders Per 100 2.50 All above with Envelopes to match. 5 Different Comic Xmas Gifts, each on Card with Envelope, Doz. 30c. Gr. \$5.75 SPECIAL: Crawling Baby, large size, Doz. 5.50 or \$43.00 Gr. Small \$1.00 Seller. Plastic Dangling Santa Claus, 11.30 DZ.; Gr. 13.50 or Trim Plastic Santa With Bell, Doz. 2.50 or 2.50 Lucy (Egg Layer Goose), Doz. 3.75 New Bouncing ZULU, Feather Trim, Doz. 1.60 Rubber Lizards, Original, Best Make, Doz. 2.00 Rubber Lizards, Best Make, \$1.35 DZ.; Gr. 15.00 FLORIDA FUN FACTORY 36 Collins Ave. Miami Beach, Florida 1/3 on C. O. D. Shipments.

Trammell, Mrs. Clyde D. Tuer, Bill Tuffey, Dr. Turner, Bud Turner, Jack Twin State Show Tyler, Carl Valdeys, Mrs. W. J. Valentine, Geo. VanDyke, Alvin VanSant, Harry C. Vash, Jewell Vigna, Clarence Violet Sisters Vitaille, Tom Vonstad, Geo. Voise, Harold VonDobren, Wm. Waible, Phillip Walte, Kenneth Walker, Bob Walker, Paul Wallace, Joe Waller, Joe Walters, Curley Walters, Lee Watkins, John J. Wasson, Ralph Watson, Mrs. Ethel Watts, Arthur (Webb Foot) Weaver, Walter B. Webb, Amos Webb, L. D. Weber, Mrs. Jackie Weis, Ben Wellman, Jack Wells, Benny Welter, Elmer E. Westman, Ray Wheeler, Nelson Wheelock, Ray White, Jack White, James M. White, Lucious White, Elmhurst White, L. S. White, Russel White, (Har) White, Wm. K. Whitler, Ray Wilder, Leonard (Slim) Williams, Arthur Williams, E. F. Williams, Maude Williams, Mrs. Ted Wills, James Wills, Claude Wills, Nelson Wilson, Harry E. Wilson, Jr., Harvey Will, Robt. Wines, Albert Winters, James W. Wise Jr., J. A. Wonaka, Daniel Woods, John J. Woodcock, Wm. Wooten, Geo. Wright, Chas. A. Wright, John E. Yanda, Geo. Yicoria, Rene G. Young, John A. Fern, Thomas Grys, Mr. Chris Baker, John Hebron, Lillian Hieschfeld, James & Ruby Hulson, Howard Humphries, John Hutchens, William Johnson, Sam Joseph, Pete Jovien, Harold Kasha (Pauline Jones Jeanne Koentlin, L. A. Livermore, Norman Long, Luckey Lyons, Bayne Marlowe, Don McKinnon, Violet Montomery, J. Newman, A. O'Brien, T. G. O'Day, Pat O'Day, Peggy Olando, Salvators Park, Sam J. Payne, James & Beverly Ragoos, M. G. Ramsey, W. Reidy, Howard R. Rosendahl, Virginia Shoendaker, Robert P. Siler, Harry Smith, R. E. Stoll, Carl Strom, E. C. Tavlin, Jack Terrell, Mr. J. A. Thomas, L. I. Trennel, Sally Waverly, Jack Weber, Charles White, Russell Williams, Joseph Louis, A. E. Luck, William J. McElroom, Author McGonigal, Fern McIntosh, Mary McSparran, W. P. (Bill) Mackey, Robert Miles, James G. Meles, Minnie Mansur, Margaret Mansur, Shady Marks, Frank Martin, Ava Middleton, Odell Miller, Mrs. Jackie Miller, McVlin Moody, Bert C. Moorey, Tommy Morgan, Miss Jackie Mulvey, Leo Nape, Idol O'Leary, Denna O'Reilly, Jerry Osburn, L. E. Parsons, Carl Parsons, Jean Pierce, W. R. Res, Leroy B. Reese, John Robinson, Joseph Rollan, Anna Lee Roster Amusement Rath, Fred Schneekloth, Harry Scruggs, W. J. Serrin, E. F. Sevanner, R. L. Shannon, Wilburn Shelyton, Clarence Shepard, Wayne Luther Shumway, Zeke Signor, Sig Siscox, Joe Simmons, Morris Sluser, Melvin Stacy, Bill Stacy, Woodrow A. Steiner, Elton E. Sweigart, Mrs. Florence Tabbert, Henry C. Teska, Mr. & Mrs. Joe Thomas, John Thomas, Kenneth B. Tipps, G. E. Vesperman, Kenneth A. Vile Marie, Joseph Vining, William J. Waits, G. H. Waits, Mrs. Frank Wallace, G. R. Warren, Henry Webb, Donald E. Wells, Mrs. Debra Wells, Sam Welter, Elmer E. Wetherbee, Harold White, Jack J. Wilburz, Jno. J. Widaman, Ed & Artie Wiers, O. J. (Whitie) Wildrick, Elmer Wayne Wildrick, Lydia Wilson, Robert C. Wray, Cash Leslie Wray, Mrs. Ross Wylie, Glen D. Yowel, Mildred Zimmerman, C. C.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

Adams, Wm. & Jone Alderson, James Alexander, E. S. Bailey, Mrs. Baken, Charles Bales, Dorothy Bales, Pete Bancroft, Betty Bell, Vern M. Bernard, Mrs. Bickford, Percy Brummitt, Lucky Bryer, Harry Bryer, Mae Buckholz, Mr. & Mrs. Otto Bullock, R. T. Bumgardner, Lee Burio, Leon H. Caloian, C. A. Canipe, Walter E. Carrigan, Jas. "Kid" Carroll, Dave Caskey, Helen Clarkson, A. Clements, Alva Cobb, Miss Fredia Conway, Michael J. Cooper, J. W. Cruise, J. R. Courtney, John F. Davenport, Bert Dalley, Robert E. Davis, George Davies, Peggy Deal, Mrs. Ethel Deal, James E. Dev, Miss Velma Dillon, Leonard L. Doty, Mr. & Mrs. Robert Dukes, D. T. Dunn, Bill Eagle, Chief Ed Edgar, Redner A. Ernest, John Evans, Tom Ferenz, Jimmie Foster, Mrs. William F. Pink, Harry Fleming, Mrs. Daisy Pearl Franklin, C. W. Fulton, Gale Golden, Jack Gowdy, Pamela Granger, Alben R. Grys, Chris Guasick, Blach Guyton, Mrs. Hazel Harris, Everett Harrison, Mrs. Jimmy Hill, Mr. & Mrs. Monk Hinkston, Charles Hos, Charles Holvenstat, R. L. Holt, Mrs. P. H. Hopper, Frank Hope, G. Hutchings, Joseph Hutslar, Mrs. Margarit Impeduglia, Vito Jackson, Richard James, Jesse Jenkins, R. A. Johnson, Verus Johnson, Wm. P. Johnston, Everett Kelley, Mrs. Bill Kelly, Jack Kerr, Robert H. King, Martin Knapp, G. W. Kopf, John Kotie, Jack Kutner, Steve LaBrake, Mr. & Mrs. Scottie Lanaville, Antone D. Larnen, Dewey Lee, Charles Newton Lewis, Sam Lettner, Carl F. Lippincott, Mal Logsdon, Billy Logsdon, Mrs. Elizabeth Long, Lucky Lopez, Linda Lorenzo, Jack

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill

Anderson, Mary Barth-Maler Beaver, C. E. (Chick) Coe, Eddie N. Day, Andy Doolin, Rich Duane, Clyde Elliott, Mace Fehnova, Ivan Ford, John Goldie, Jack Gordon, Dave Gow, Harold A. Grieco, Mrs. Grys, Chris Hartman, Robert Huggett, Mrs. Jacobs, Joy Janis, George Keable, Mrs. Lou Kelly, Bob Lee, Carl Levine, N. H. Long, Lucky Lucas, Harold J. Marquis, Geo. Mayer, W. B. Mitchell, Herman Pendleton, Chas. (C. T. Mickey) Quinn, Florence Smith, Robert Spitzer, Harry Stone, Herbert V. Stutzman, J. F. Wade, Tom Warner, C. White Williams, Doshia Yates, Richard

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y.

Alliman, Barney Appletons, The Belmont Brothers Bradshaw, Miss Brumette, Gerald Bardon, James Church, Mr. & Mrs. Clarence Clayton, Joe Clifford, Addie Connelly, John Conway, Rose Cross, Dr. Skoet Davis, Louise Day, Steve DeLys, Donnette Dewey, Margie Doherty, Joseph

Complete Assortment of Jewelry

- COMPACTS • PINS • 3-PC. FOUNTAIN PEN SETS • RINGS (1001 Different Numbers!) • ENGRAVING JEWELRY • IDENTIFICATION BRACELETS • PEARL NECKLACES

JEWELRY—That's Our Business We have everything for • JEWELERS • ENGRAVERS • DEMONSTRATORS BIELER-LEVINE 5 NO. WABASH AVE. CHICAGO, ILL. All Orders Shipped Same Day Received All Phones: CE 6-7966

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN. a Catalog CHUCK FULL OF VALUES! Send for Your FREE Copy Today! Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminum-ware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

Biggest Profit Makers in WATCH History Ladies' WATCH In 14K Gold Plated Case With Matching Gold Band \$5.40 COMPLETE UNIT • Looks and performs like \$50 watch • Precision jewel Swiss movement • Beautiful 2-tone dial with small second • Individually gift boxed • Brand new—not rebuilt • One-year service guarantee

Calendar Watch \$4.75 Tells at a glance the DATE, HOUR and MINUTE. Gold Plated Case, 75¢ Add. • Imported Swiss Movement • Luminous Hands and Numerals • Regular 12-Hour Dial, plus a 31-Day register • Mainspring power for 40 hours' running • Unbreakable crystal • Genuine leather strap • Printed One-Year Service Guarantee • Individually gift boxed

RHINESTONE DIAL WATCH In 14K Gold Plated Case \$4.25 • Brand New • Written 1-Year Service Guarantee. • 8 Flashing Rhinestones and 4 Simulated Rubies • Genuine Swiss Movement • Looks Like \$50 Watch • Individually Gift Boxed • Genuine Leather Strap (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)

JEWEL MOVEMENT Chronograph \$3.75 Plated Case (\$4.50) (In Gold) • Written 1-Year Service Guarantee • Precision Timekeeper and Stopwatch • Radium Dial, Sweep Second Hand • Assorted Colored Dials • Polished Chromium Case • Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.) Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D. DUNHALL Imports Co. 101 Cedar St. New York 6, N. Y.

BINGO SUPPLIES and EQUIPMENT IMMEDIATE DELIVERY! • Electric Flash Boards • Electric Bingo Blowers Wire or write for Catalog John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

MEN—Build a Wholesale Route GET INTO A Big Pay Business We Help You Establish a Steady Route of Dealer Customers Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5c and 10c to \$1.00. You make big cash profits. No large capital required. Easy to start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY! WORLD'S PRODUCTS CO., Dept. 88, 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.

TERRIFIC!

BEAUTIFUL • LIFELIKE • COLORFUL

LOW PRICED

MODEL 1950

\$14.95
Each
In Doz. Lots
\$17.50
Sample



Height 27"
Base 7 1/4"
Shade 20"
Wide



THE "HULA LAMP" OF THE YEAR. LOOK HER OVER—A MOVEMENT ALL HER OWN THAT MAKES EVERYONE SIT UP AND TAKE NOTICE.

Attractive, well made plastic shade. Comes in colors of Chinese-Red or Chartreuse with matching base and felt bottom. A quality lamp that everyone will buy. There is nothing better on the market today if you want BIG, FAST PROFITS.

TERMS: 25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO FOR RESALE ONLY—IF NOT FOR RESALE, ADD FEDERAL TAX.

JAY-KAYE PRODUCTS COMPANY
1835 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: HUmbolt 9-1680

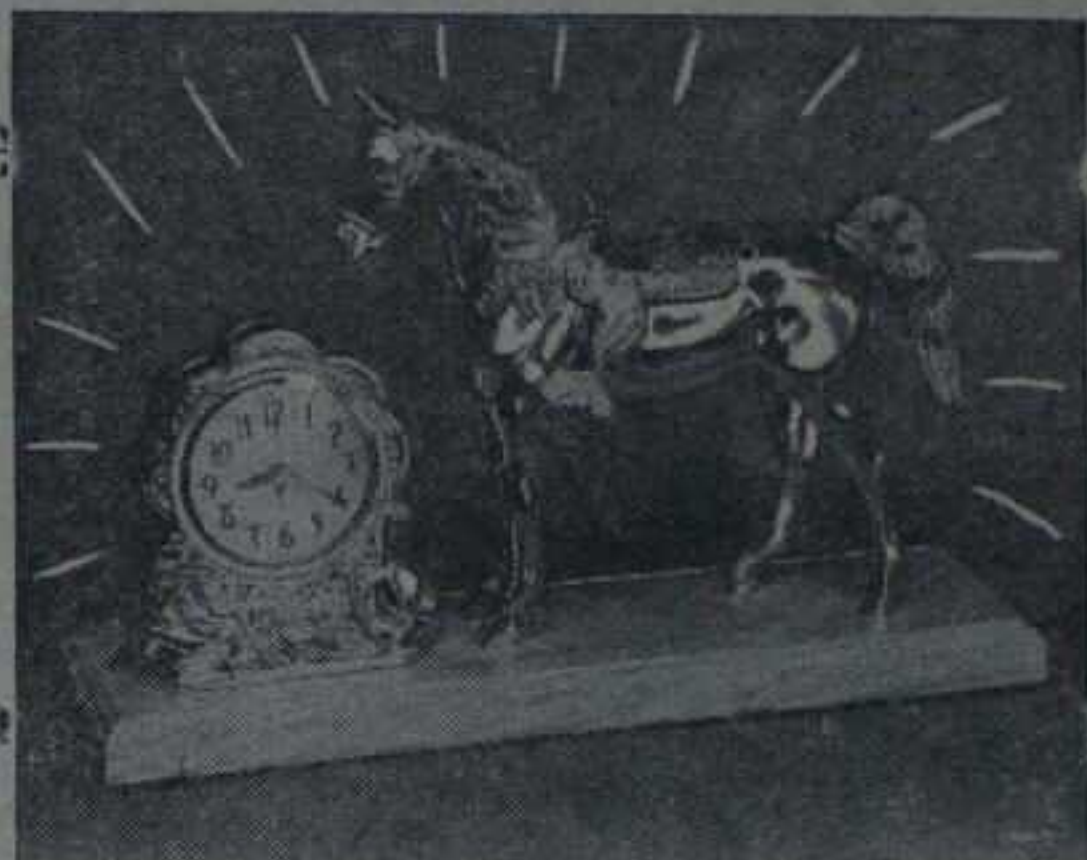
JUST OUT

THE MOST BEAUTIFUL HORSE CLOCK ON THE MARKET TODAY—AND AT A LOW PRICE THAT IS WITHIN REACH OF EVERYONE.

YOU CAN PLACE YOUR ORDER NOW FOR IMMEDIATE DELIVERY TO CASH IN ON THE BIG CHRISTMAS TRADE. \$\$\$\$

MODEL #711

SIZE 17" x 12"



PRICE
\$6.95
EACH
In
doz. lots
Sample
\$8.00

DEPENDABLE SELF STARTING SESSIONS GUARANTEED ELECTRIC CLOCK. BEAUTIFUL, ARTISTICALLY HAND RUBBED MOLDED BASE IN SWEDISH MODERN OR MAHOGANY FINISH, WITH FELT FEET. THE CLOCK AND HORSE ARE MADE OF WHITE METAL WITH A VERY HIGH LUSTER SILVER TWO-TONE FINISH.

TERMS: 25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO FOR RESALE ONLY—IF NOT FOR RESALE, ADD FEDERAL TAX.

PAMCO PRODUCTS CO.
2823 MAINE ST. DALLAS, TEXAS
Phones: Riverside 4028—Central 3095

SHE MOVES...SHE STRIPS...IT'S NEW
...nothing like it in America!

THE NEW SENSATIONAL Animated Strip-Tease



Here it is, the hottest item since the Chicago fire! At the touch of your finger she goes into her dance... she moves... she strips... she sells on sight. 12 beautiful separate views of Hollywood Art Models! Each in a colored durable plastic frame, pocket size 2 3/4" by 3 3/4". Send for samples now!

IDEAL PUSH CARD OR PUNCHBOARD ITEM! CAN BE IMPRINTED FOR ADVERTISING GIVE-AWAY! TAILOR-MADE FOR CARNIVALS, FAIRS.

Bonified jobbing and distributing territories still available. LIBERAL DISCOUNTS. Inquire today!

SEND FOR SAMPLES
2 FOR ONLY \$1

MANUFACTURED EXCLUSIVELY FOR

BORK DISTRIBUTING COMPANY

POSTPAID
3216 S.E. Hawthorne Ave.
PORTLAND 15, OREGON
Phone VErmont 7581

NEW PRODUCTION—LOWER PRICES COP CALLER

Laugh until you weep (if used as a great fun maker)—but used also to protect your auto from theft

IT
SMOKES
SHRIEKS



IT
WHISTLES
BANGS

PRICE 1 GROSS... \$10.00
5 GROSS... 9.50
10 GROSS... 9.00

Retail Value 25c Each.
Orders Shipped Same Day Received.
Terms: Full price with order or 25% with order and balance C. O. D. Discount on larger quantities.

ELKTON MFG. CO.

Elkton, Maryland

**POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET**
54x72 Packed 30 to Case
Ea. **\$2.90**



Less Than Case Lots, \$3.00 Each
Include 25c Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.

1902 N. THIRD ST.
MILWAUKEE, WIS.

GIVE TO THE DAMON RUNYON CANCER FUND

Buy Direct From Manufacturer

'ROYAL'

The King of Them All

- Precision
- Flash
- Quality

FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

GR. \$64.80

25% Deposit, Sample Dozen, \$6.00

MODERN PEN MFG. CO.

395 Broadway New York, N. Y. CAnal 6-8016

Pipes for Pitchmen

By Bill Baker

JACK YOUNG . . . transferine king, is reportedly headed for a number of Houston spots.

DANNY KAUFMAN . . . run-mender ace, is en route to Houston, where he plans to work that item.

AL SCHULTZ . . . reports from Chicago that he's been working med from the Crestline Company's line to good returns.

SIGHTED CUTTING . . . up jackpots in Ruskin, Fla., were Chief Gray Fox, John Anderson, Bill Rice, Bill Stophel, Whitey Hartman, Nano Desanto and Charley Tedman.

CONRAD POETSCHKE . . . advises from his home in Elizabeth, N. J., that he's planning to enter Pitchdom via the demonstration route.

BILL ERNEST . . . continues pitching walking dolls and run menders in a drugstore on Main Street, Jacksonville, Fla., to reported good business.

EUGENE P. GLASS . . . is in Dayton, O., where he has a good deal and a new item that he plans to spring soon. He'd like to read pipes from Charlie Pennington.

R. B. CUNNINGHAM . . . the pipes from Beeville, Tex., that the recent rodeo and livestock show there attracted numerous pitchfolk. Cunningham worked balloons at 25 cents a copy to good turns.

NATE GOLDEN . . . who makes his summer headquarters at Eastwood Park, Detroit, is operating a jewelry auction store on Monroe Avenue, Detroit, for the winter.

HARRY MAIERS . . . tells his story from Paducah, Ky., and it goes like this: "I've got car trouble, money trouble, sick trouble, cold trouble, heart trouble, high blood pressure, and on top of it all I don't feel so well."

EDDIE PINE . . . cards from St. George, S. C., that he has found many closed towns and slow business in that area. He says he worked a five and dimer in Marion, Ga., en route south and it proved a tough spot. He'd like to read pipes here from Phil Mullins and Eddie (Shifty) Lewis.

MADAME ZETTA . . . following a lengthy silence, letters from Miami that she's still working her mental act in clubs and hotels in Miami and Miami Beach, Fla. She returned to Florida recently following a successful tour of European theaters. "I've been pitching horoscopes," she writes, "and formerly was well known in the pitch fraternity with my late husband, Jack

Dorsey. We sold med and he was known as the Tooth-Powder King. I'm now married to the magician, Zylah, who is doing his magic and escapes at local theaters and clubs. We'd like to read pipes here from Tommy and Mary Barrows, Bill Shults, Mr. and Mrs. Bill Holcomb and Joe Kirwan."

BIG AL WILSON . . . reports from Minneapolis that he has just been released from a local hospital where he spent 11 days with blood poisoning. Al says he will open with the mouse at one of the finest stores in the city, Layton's, where he will have the toy department until Christmas. He also has the Grant and Silver store in St. Paul again. He adds that altho it has been plenty cold in Minneapolis he has noticed several of the boys working toys on the streets. He'd like to see pipes here from Glen Hosberg and Red and Mickey Gunn.

"WE'VE BEEN BACK . . . here in our old stamping grounds for about five weeks and thus far have seen very few peddlers or pitchmen," blasts Dave Rose from New Orleans. "Last year at this time the city was over-run with them. Conditions aren't too good here because of the unemployment situation and the fact that money is not as plentiful and as (See PIPES on page 79)

RIISING, JUMPING AND FIOATING CIGARETTE

With this clever device you can make any cigarette rise, sink back again, then JUMP out of any pack. That's not all! FLOATS in mid-air! Easy to do! No Skill required! Sample 50¢. Wholesale, \$4.00 for 2 Doz., remit with order. We pay postage. DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes. 131-B W. 42nd St. D. ROBBINS & CO. New York 18, N. Y.



Manufacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry Lavalier & Earring Sets

With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts) Sample Ass't 15 Different Styles—\$10.00 Send for circular of our Pin & Earring Sets and Bracelets Act now for fast sales and big profits. 25% Deposit, Bal. C. O. D. Star Import Novelty co. 535 9th Ave. New York 18

GIFT SET 29¢

Complete with plush leatherette box with cameo or pearl earrings with brooch or pearls. Reproduction of expensive set in every detail. If less than 1/2 gr. sets—35¢ value, \$2.50 per set. American Standard, 1200 N. 13th St., Philadelphia 22, Pa.



MOTOR CITY BEAUTIES

ABSOLUTELY BRAND NEW! Taken and Developed Right Here in Detroit!

- ★ Starlet Beauties
- ★ Art-Pix
- ★ Artists & Models—Real Photos
- ★ Parisian Photos—New Models
- ★ Jersey Beauties—Real Photos

All Photos, 12 Pictures to Package, 12 Packages to Dozen

Prices on Above Photos \$4.80 Per Dozen Sets

\$35.00 Per 100 Sets

OVER 500 DIFFERENT SETS BUY DIRECT AND SAVE

4 Nickels to Dime Trick (Brass), 4 Pieces, Our Own Make. Gross \$72.00 PEEK-A-BOO PHOTO KEY CHAIN, New Series. Per Gross 10.80

50% Deposit with orders, balance C. O. D.

BORDER NOVELTY CO.

5 W. Jefferson Ave. Detroit 26, Mich.

PROFIT MAKING • QUALITY MADE



FOR BIGGER REPEAT SALES

FAN BLADE CO. 32 Green Street Newark 2, N. J.

FREE

MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kendex nylon hosiery sold with amazing guarantee that gives free replacement if hose runs or snaps (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal. Also 3 additional lines (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write: KENDEX CO., BABYLON 37, N. Y.



CLOSEOUTS!

ORDER THESE CHRISTMAS STUFFED TOYS NOW!
19"x16" Real Fur Scotty Dog, life-like, brown, grey or tan. Mention Billboard to receive FREE a beautiful plastic harness with every dog. Doz. \$27.00
29" Hi-Grade Lustrous Rayon Plush Bear, asstd. colors, embroidered nose, movable eyes. Doz. \$27.00

Write for Special Price List for Quantity Buyers and of Other Closeouts

State nature of your business in first letter. SALESMEN: Choice territories still open. Liberal commission. Send for beautiful catalog "R" of over 100 year round sellers.

ACE TOY MFG. CO.
122-30 W. 27th ST., NEW YORK 1

PORTABLE TYPE BINGO EQUIPMENT

Flashboards and Blowers—Priced so low you can own both! Jobbers and Agents Invited.

LIPKA MFG. CO.
617 E. 11th St. New York 2, N. Y. Spring 7-2227

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT! Workers Available See your Jobber

The OAK RUBBER CO.
RAVENNA, OHIO.

6000 Smash Hits—
In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., 12-49 Lamont, La Center, Minn.

GLAMOROUS FUR COATS CAPES JACKETS

Best 1949-1950 styles of all types of furs at popular prices. Buy direct from Manufacturer and make sure sales by carrying our line. Write for free 16 page color photographs and price list. Merry Xmas to all!

BON MARCHE FUR CO.
Dept. A
MANUFACTURING FURRIERS
77 7th Ave. New York 1, N. Y.

LATEST-SENSATIONAL Fatima and the Famous Squirt

75¢ Doz., \$8.00 Gross
Shipped to your door free.

UNITED JOKE & NOVELTY CO.
49 Hanover St. Boston 13, Mass.

MEDICINE MEN!

Write today for new wholesale catalog on ointments, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
37 E. Spring St. Columbus 15, Ohio Dept. X

MAKE \$6.00 IN 30 MINUTES

We Guarantee You to Make \$6.00 in 30 minutes or we refund your money.

Personal Charm Creme Sachet Ensemble is truly the package beautiful. A clear plastic jewel box containing a sparkling Miniature Corsage of imported flowers in radiant colors, a jar of Creme Sachet, and a purse size bottle of Perfume in matching fragrance. These packages are fitted with colorful plastic caps and the fragrance is most appealing, lasting and expensive.

Our Plastic Jewel Box Ensemble has unlimited sales possibilities. To show it means a sale. It's sheer beauty creates the impulse to buy. Many people buy a dozen or more for gifts. This Ensemble is the ideal gift package for all occasions, and now that the Christmas Season is here, it is the acceptable gift for young and old.

Here is our offer on your first order: send us \$6.00 deposit. We ship you postage paid one dozen Plastic Ensembles in a colorful lithographed display carton. You show this to a few friends and if you do not sell them in 30 minutes, return them to us in the handy mailing sleeve and we will refund your deposit plus return postage. This makes a wonderful store seller because of the beautiful display cartons. For Crew Workers, there is no faster seller. If you are interested in crew work or store selling, ask for our special quantity discounts.

GOODIER COMPANY, 400 North Bishop, Dallas 8, Texas



BarBugg-



FLY IN PLASTIC ICE CUBE A SCREAM!
\$2.00 Per Doz. \$22.00 Gr.

Just Out OUR NEW BOOK "MAGIC FOR BARTENDERS"
\$7.20 Per Doz.

"LITTLE SQUIRT"
Siphon Top, Boxed, \$28.44 Doz.

LITE UP BRA
Attractively Boxed, \$25.00 Per Doz. Sample, \$2.50.

TRIXIE THE TARANTULA
Flocked Spider, \$1.80 Per Doz. \$21.60 Gr.

BOXED PUZZLE SETS
\$7.20 Per Doz.

WANTED CARDS, COW CARDS, OIL MAN CARDS, \$1.00 Doz.
SPITTIN' DRAGON, \$4.80 Doz.
YAKITY YAK TEETH, \$7.20 Doz.

DEALERS—Write for Catalog.

St. Pierre's Hollywood Magic Co.
6268 Hollywood Blvd., Hollywood 28, Calif.

ARTIFICIAL FLOWERS

Best Quality—All Colors

Large Waxed Dahlias, Georgines, Rosas, \$35.00 per 1,000; per 100 \$ 4.00
Imported Red Celluloid Poinsettias, 6 in. diameter, Fine on Laurel, \$45.00 per 1,000; per 100 5.00
Imported Celluloid Large Roses and Carnations, \$45.00 per 1,000; per 100 5.00
MOUNTAIN LAUREL, 50 lb. carton, \$10.00; 25 lb. carton 6.00

FAST SELLING HOLIDAY ITEMS

BEAUTIFUL XMAS CORSEGES, Gross, \$24.00; doz. \$ 2.50
FANCY DECORATED RED ROPING XMAS WREATHS
6 1/2 in. Diam. Gross \$12.00 8 in. Diam. Gross \$15.00
10 in. Diam. Gross 24.00 12 in. Diam. Gross 30.00
DECORATED LARGE CLUSTERS OF SILVER HANGING BELLS, Gr. 30.00
6 in. Diam Silver Hanging Bells, Gross 18.00
6 in. White Celluloid Reindeers, Tinted, Gross 30.00
Large 9 in. Diam. Red Poinsettias on long stem with green leaf, Gross 12.00
DANCING SANTA CLAUS AND DANCING CLOWNS, 20 in. length, Gross 2.50
SILVER & GOLD FINISH METAL JINGLE BELLS
Cluster of 3 Bells with red ribbon bow, Gross sets \$12.00
Send for Complete List, 25% Deposit, Balance C. O. D.

FRANK GALLO—IMPORTER & MANUFACTURER
1429 LOCUST STREET ST. LOUIS 3, MO.

AMAZING NEW LIGHTER THAT LOOKS LIKE A CAMERA

Tripod can be removed for use as a pocket lighter. Actually looks like a camera—even fools camera fans. Has windbreaker, extra flint space, cleaning brush and lock. A perfect gift for home or office desk. Natural for Concessionaires, Premium Men and Camera Clubs. In handsome chrome finish with plate for engraving if desired. **PER DOZEN..... \$20.90**

It's getting late. Order now by wire, phone or mail.

GOLDEN GATE MERCHANDISE CO.
830 Market Street San Francisco 2, Calif.
Phone YUkon 2-5755



As a Pocket Lighter As a Table Lighter

SCOOP — SENSATION!

LOWEST PRICES IN 14-KT. GOLD-PLATED RINGS

LADIES'
Dazzling Solitaire and 5 Set Wedding Band to Match

No. 107 No. 007

\$4.00 per dozen sets
\$37.00 per gross sets or sold separately

No. 107 (solitaire) \$1.25 doz. \$13.50 gr.
No. 007 (wedding band) \$2.75 doz. \$30 gr.

MEN'S GORGEOUS THREE-STONE RING
with ruby colored side sets 14 Kt. Gold Plated.

No. 407
Only \$3.00 per doz. \$33.00 per gr.

Minimum order—1 dozen any style. Send 25% with order, balance C.O.D.
Free Catalog Available

STERLING JEWELERS
44 East Long St. Columbus 13, Ohio

SALESMAN WANTED

To handle nationally advertised factory lines direct. Prefer salesman now calling on Premium, General Merchandise and Salesboard trade. State all your qualifications in first letter. Protected territory. Big enough to handle exclusively.

MANNY GUTTERMAN AND ASSOCIATES
100 N. La Salle Street Chicago 2, Illinois

FREE! FREE!

WHOLESALE CATALOG

For **JOBBER, DEALERS, SALESMEN, Etc.**

Our latest GIANT ILLUSTRATED catalog with newest merchandise at **ROCK-BOTTOM WHOLESALE PRICES!** Over 5,000 items, including Blankets, Electrical Appliances, Jewelry, Leather Goods, Clocks, Watches, Lighters and Novelties.

GEM SALES CO.
DEPT. H, 533 WOODWARD AVE. DETROIT 26, MICH.

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE
55¢ Per Set
Sample Set, \$1.00



These Pens Sell Like Wildfire!
Combination ball pen and lighter.
35¢ Ea.
Two-color pen writes in red and blue.
25¢ Ea.
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St. New York 10, N.Y.

CONCESSION SUPPLIES

BB 1521—Daisy Cork Guns, Ea. \$ 5.50
BB 1522—Cork Gun Corks, 1000 2.75
BB 1523—Aluminum Milk Bottles, Ea. 1.10
BB 1524—Wood Milk Bottles, Ea.65
BB 1525—Hoop-La Rings, 4 in. to 7 in. Doz.70
BB 1526—Hoop-La Rings, 8 in. Doz.85
BB 831—Worth Special Base Balls, Doz. 2.25
Case of 15 Doz. 32.25
BB 831—Latex Covered Base Balls, Doz. 2.40
Case of 15 Doz. 33.75
BB 1527—French Weighted Darts, Doz. 1.20
BB 136—Dart Balloons, Gr.95
10 Gr. for 9.00
BB 1528—Add N Win Dart Boards, Ea. .60
BB 1528—Knife Rack Rings, 100 4.50
BB 1529—Cane Rack Rings, 100 4.50
BB 134—Spring Clothes Pins, Gr.89
10 Gr. for 8.50
BB 1530—Penny Pitch Charts, Ea. 4.95
BB-1531—No. 5 Satin Ribbon (all Colors), 50 yd. spools, Ea. 1.35
BB 1532—Medium Bingo Cards, 100 1.85
1000 17.50
BB 1533—Professional Bingo Cards, 100 4.25
1000 40.00
BB 1534—Rubber Covered Bingo Shaker, Complete, Ea. 9.00
BB 1535—Plastic Bingo Covers, 1000 2.00

Prices F. O. B. Indianapolis. 25% Deposit With C. O. D. Orders.

KIPP BROTHERS
Wholesalers since 1880
240-42 South Meridian Street Indianapolis 4, Indiana

NEW HOT SPECIAL!



BOUNCING FEATHER DOLL

Sells on sight, millions will be sold. For autos, children and as an ornament on mirror.

Dozen	Gross	Gross (in 8 gross lots)
\$1.85	\$21.00	\$19.00

Send for Free Xmas Novelty List—25% Deposit with all C.O.D. orders. Send enough extra money to cover postage.

All prices net, F.O.B., N.Y.C.

BENGOR 119 — 5TH AVE. NEW YORK 3, N. Y.

Parris-Dunn CARNIVAL AIR GUNS

FOR SHOOTING BOOTH PROFITS!

Model 15 Lever Action

Handsome sporting model, lever action air gun, 33 1/2" long. Beautiful walnut finish, seasoned wood; blue metal tapered barrel, lever cocking action, chain ring, etc. Precision sights. Shoots No. 3 corks, nothing else.

"JUST LIKE 'THE REAL THING'"
Straight, sharp and SAFE. Everyone pays to shoot Parris-Dunn Carnival Guns—little folks, big folks—they load their own. Sample gun, only \$5.00 postpaid.

CARNIVAL AND TOY JOBBERS
Full line Parris-Dunn Carnival Air Guns, Cowboy Pla-Guns, etc. Write quick for prices and discounts.

PARRIS-DUNN, Mfrs. Clarinda, Iowa

BINGO Specials

(Large Size)
\$1.75 Per M.
HEAVY CARDS
(Sets to 6,000)

In any color or combination of colors. Single, double or triple cards.

BLOWERS MARKERS

K. & B. CARD CO.
BOX 126 WADSWORTH, OHIO
Manufacturers of Largest Line of Bingo Supplies in the Country

NEW CATALOG READY TO MAIL

WRITE FOR YOUR COPY STATE YOUR BUSINESS

ITEMS FOR NEW YEAR'S

MA81—Assortment of bright colored Paper Hats, adult sizes, dozen, 70¢; Gross \$8.00
MA92—Assorted American Made Horns Dozen, 70¢; Gross \$8.00

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

CARNIVAL MEN!

	Per Doz.	Sample
Dolls of All Nations	\$14.40	\$1.35
Airplane Lamps	30.00	2.75
Large Gibsons	40.00	3.50
Small Gibsons	33.00	3.00
Estelle Dolls	42.00	3.75
10 1/2" Metal Horses	21.00	2.00
30" Bears	33.00	3.00

25% Deposit With Order, Balance C. O. D., F. O. B. Chicago.

NATE'S SALES CO.
1254 S. Halsted St. Chicago 7, Ill.

ALL-WOOL HAND EMBROIDERED JACKETS

Sizes 34-36-38-40.
Colors: Blue, Red, Green, White.

Wholesale \$7.00 Ea.
Doz. Lots 1 Sample \$8.00

25% deposit on order.

DON SAMUEL CO. 818 San Francisco St. El Paso, Tex.

PIN AND EARRING SETS

\$1.00 to \$2.00 sellers, individually boxed, gross \$43 assorted \$4.50

Dozen assorted \$4.50

Send 25% Deposit—No Catalogue.

HOWARD SALES CO.
Manufacturers of Costume Jewelry
744 E. 138th St., New York 54, N. Y.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

WHOLESALE ONLY

Write on your letterhead for new **BED—LAMP—RADIO** prices.

AL HAWKINS AND COMPANY
Box 1255 Sioux City 7, Iowa

Communications to 186 W. Randolph St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

The McNamara Company, Chicago, comes up with announcements of a series of new insert pellet boards this week. Production head Walter McNamara lists the newbies as Evening Star, a quarter-play cigarette payout number; Mountain Peaks, dime play; Son-o-Fun, 10-cent play, 800 holes; Cartwheels and Pellet Pete, both dime punch, and Definite Payout, a 5-cent cigarette board. Walter also reports a new face is being used on the nickel Topper Tommy board, which was one of the first numbers put out by the firm. He cites Sparkler, a 12, 24 holes board as a top sales puller currently. Travel activity continues at top speed by the McNamara sales force, with the brothers hitting more and more sections of the country. At present, Phil is in the Midwest, Jack just back from a West Coast jaunt and Bill in the East chalking up business.

Gardner & Company, Chicago, adds another report of continued peak production in all lines of boards. Firm is matching the sales pace with the fastest delivery in its history, Joe Robinson says. Word coming in from coast-to-coast from Gardner representatives, order-wise, carry out the steadily mounting optimistic business note here. Joe states that more and more out-of-town owners as well as local customers are making the company's factory salesrooms a "must" stop.

W. H. Brady Company, Chippewa Falls, Wis., reports a wide interest in its line of Christmas push cards this year. This is the biggest Christmas line Brady has ever offered, and orders have more than justified the expansion of firm's holiday lines this year, according to F. W. Brady. He adds that some of the Brady cut-out numbers have been especially well received.

Consolidated-Container Corporation, St. Louis, is in the midst of a concerted drive to contact as many of its customers as possible thruout the country directly thru its executive department. Vice-President Jack Morley tells of the enthusiastic reception being given to firm's Silver Top Boards, manufactured of metallic silver foil screen and processed in oil. Use of this system, instead of the printed tops on paper, gives the boards unusual flash and brilliance and do not fade out, Jack declares.

Joseph Berkowitz, major domo of Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Inc., Chicago, relays word that Universal's Jar-o-Do tickets are the target of hiked demand, with Bee Jay's board line also holding to an upclimbing order rate. Uni-

versal's four-in-one deal, Quad, has been hitting the sales nail on the head, offering the customer the choice of playing Grab-a-Fin Junior, Bingo-Fin Baby, Seven-Eleven Tiny, or Pok-a-Pot Midget. In other words, Berkowitz stresses, the player can play four deals at one time. Bernard Kite, Universal and Bee Jay sales supervisor for the Chicago district, has been on his toes sales-wise and has chalked up an imposing total of business, 'tis reported.

Dick Hitter, Carol Sales Company, Elmira, N. Y., continues to be the "man the operators drive 100 miles and more to see." Dick has worked up a good level of personal business with his customer-friends because of his "friend to the customer" attitude, which operators have reported is a real asset in dealing with him. Coupled with Hitter's largest-in-the-State showroom, it adds up to steady quantity movement of the boards and tickets of those manufacturers Dick represents.

PIPES

(Continued from page 77)

easy to obtain as last year. Of course, I speak from my viewpoint. I've been pitching rad here for 25 cents, including a giveaway, and am not doing as well as last year. It's difficult for a pitchman to work to fairly large tips here because of the narrow streets, which results in a hazardous condition. I do not consider it advisable for peddlers or pitchmen to come here now in order to work the Mardi Gras. It doesn't come off until the last week in February and that's a long time to wait just to work one day. The Shrine Circus is here for 10 days and I have seen only a few peddlers working the show. Let's have some pipes from Tom Kennedy, Paul Houck, Ed Kiehl, Eddie St. Matthew, Mary and Madaline Ragan, Charlie Kasher, Red and George Gunn, George Byers and some of the Detroit boys. I wonder what has become of Frank Clark?"

HERE'S ANOTHER... shot from the pen of Henry H. Varner, of Akron: "With the coming of the Christmas holidays, persons in the sales business should stock up and sell with the anticipation of another big year coming up—1950. A salesperson should never be strictly on the scuffle, for no matter how tight it gets, additional sales pull a man up by his bootstraps. I've noticed that some workers are coming into this vicinity, some only to get few dollars stake and blow to larger areas which seem better. There are many good storerooms for rent at reasonable rates here. Just now some of these stores are temporarily occupied by the lucky boys. They can be made into good locations in the spring. With a little imagination and initiative the smallest of operators can go to town. Right now on Main Street there's a million of everything for those who can make the grade."

GEORGE H. BROOKS... tells the following from Houston: "I didn't connect with anything at the Louisiana State Fair, Shreveport, and went on to Crowley, La., for the Rice Festival where I worked for Slim McKnight, who had the novelty privilege on the streets. I scored heavily with plastic parasols. Following the fete I came in here for the Shrine Circus and worked the first three days with popcorn and peanuts. There were numerous pitchmen plying their wares at various spots. After the initial three days I went to work for Ernest Jacobs, local novelty purveyor. Since the close of the circus November 15, I have been working football games at the Rice public school stadium every Saturday, Wednesday and Friday night to good business. I plan to leave soon for New Orleans and the Christmas and New Year's Eve celebrations."

SALESBOARD OPERATORS

HOTTEST ITEM OF ALL!

Order your sample today. If you are not fully satisfied return to us in 10 days and we will gladly refund purchase price.

This is also a hot item for 12 Hole 1c to 39c—Push Cards.

Special Discount in Lots of Six or More Deals

Immediate Delivery Money Back Guarantee



Here is the Newest Deal of the Year—twelve of the most natural looking Cocker Spaniel Dogs you have ever seen. They are as smooth as silk.

A 1000 hole 5c play board that takes in \$50.00, pays out 12 dogs and 50 packages of cigarettes. (We do not furnish the cigarettes.) An extra label with each board for your use in making a different payout if you wish.

- 12 Novelty Cocker Spaniel Dogs (6 brown, 6 black)
- 1 1000 hole 5c-play board with two labels
- 1 Beautiful stained plywood 12x12 display stand to show the 12 dogs in small space

Your Cost Each Deal—ONLY \$12.95

Without display stand—\$12.00

All prices F.O.B. shipping point—25% deposit with order, balance C.O.D.

OPERATORS, WRITE FOR QUANTITY PRICES

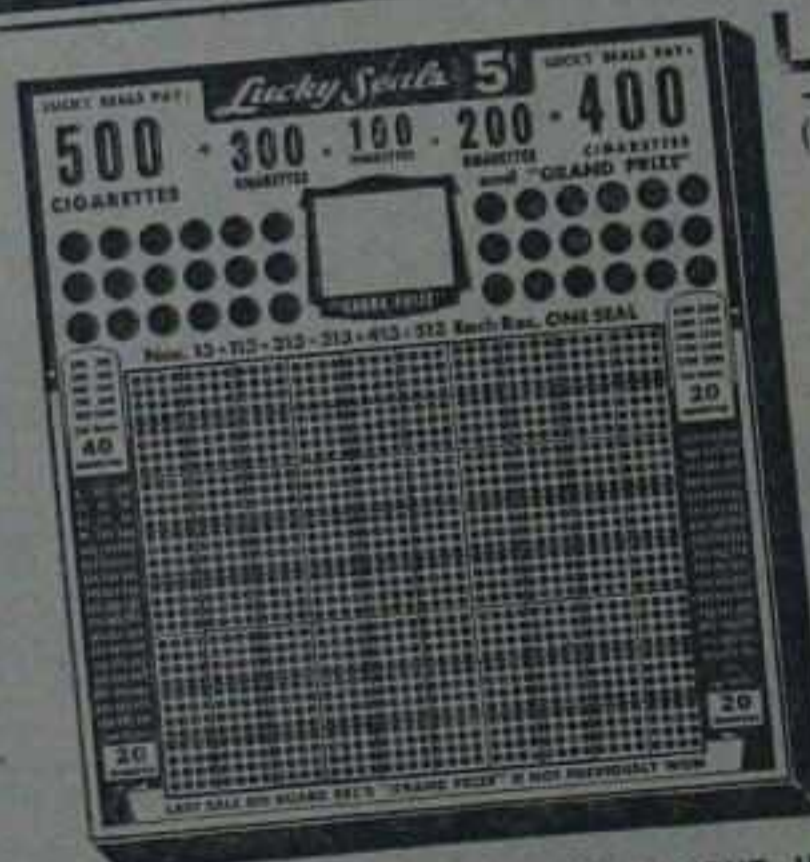
GENERAL NOVELTY SALES COMPANY

739 Pine Bluff St. Telephone 1943-J, 9645 Paris, Texas

2502 39th Street Telephone 4924 Galveston, Texas

Distributors COIN OPERATED MACHINES SALESBOARDS — PREMIUMS — JAR GAMES — TICKETS — PAD DEALS

a Winner....



LUCKY SEALS

(CIGARETTE PAYOUT)

2000 INT. HOLES... THIN
5c PLAY 10c PLAY

No. 20054-5-C No. 20054-10-C

TAKES IN \$100.00 TAKES IN \$200.00

PAYS OUT in cigarettes \$33.50 PAYS OUT in cigarettes \$49.00

AV. PROFIT \$66.50 AV. PROFIT \$151.00

(Less value of Grand Prize) (Less value of Grand Prize)

ALSO AVAILABLE IN CASH PAYOUT IN 5c AND 10c PLAY.

NO. 20054-5 (FIVE-CENT PLAY)
NO. 20054-10 (TEN-CENT PLAY)

HARLICH CORPORATION

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SALESBOARDS—JAR TICKETS

NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes Play	Description	Profit	Price
400 5c	LUCKY BUCKS, THICK	Def. \$ 7.00	\$.60
300 25c	QUARTER KOLORS, THICK	Def. 15.00	.60
1000 3c	5c CHARLEY, THIN	Def. 17.00	.90
1200 25c	J.P. CHARLEY, THICK	Avg. 52.00	1.15
1000 5c	TEXAS CHARLEY, THICK	Avg. 102.98	1.60
1040 5c	SWING IT THICK GIRL BOARD	Avg. 24.65	2.25
1040 5c	TAKE A CHANCE THICK GIRL BOARD	Avg. 29.40	2.25
500 25c	TIGHT SQUEEZE THICK GIRL BOARD	Avg. 30.25	2.25
500 25c	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg. 49.33	2.50
500 25c	TEN TENS, THICK, 6 Nos. to Ticket	Avg. 61.42	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST. Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Sizes 1000-1200-1260

NEW CALIFORNIA PLANT

(Continued from page 58) Estimated \$8,000,000 for the purchase of the land and start of construction. The present plant of 207 acres is wholly inadequate, Secretary-Manager E. P. (Ned) Green pointed out, both from a parking and exhibit standpoint. Exhibit space was sold out for the 1949 meet long before fair time, he said. With proper exhibit space Green feels major national firms would show at the fair.

SALT LAKE SETS

(Continued from page 58) Under the former administration, of an opposite political party. Under the new plan of administration programs and premium books, formerly peddled out to printers on the basis of a cut on the advertising funds, will be handled directly by the fair board, the printing to be by bid, and all advertising funds to accrue to the board. Formerly, both advertising and printing was by the board.

SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL
 BEE JAY SALESBOARDS
 JAR DEALS - BOX DEALS
 BINGO TICKETS - RED WHITE BLUE
 LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
 312 E. Market St. Elmira, N. Y.

TURKEY
PUSH
CARDS

Also all other sizes and types for any and all merchandise.

CATALOG FREE FOR THE ASKING

W. H. BRADY CO. MFRS.
 CHIPPEWA FALLS 35, WISC.

GALENTINE
PRODUCTS
 MAKE BIG PROFITS!!



The BEST SALESBOARDS AND JAR DEALS!

PHONE 2-4261
 DAY OR NITE
 OR WRITE

GALENTINE NOVELTY CO.
 322 E. COLFAX AVE., SOUTH BEND 24, IND.

WE ARE MANUFACTURERS
All Kinds - PULL TICKET GAMES
TIP BOOKS

Buy Direct From Manufacturer at Very Very Reasonable Prices.

Columbia Sales Co.
 302 MAIN ST. WHEELING, W. VA.
 Phone: Wheeling 340

SALESBOARDS
 Tickets, Jar Deals, Premiums
 Complete Line

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2676

FIRST QUALITY SALES BOARDS

1000 to 1300 HOLE GIRLIE BOARDS \$1.75
1200 TEXAS or CHEERFUL CHARLEY 1.10
1000 JACKPOT CHARLEY, TRICK85
1000 CHARLEY BOARDS, THICK75
54, 104, 254 BOARDS, profit up to \$115.00 1.50
RWB 2170 SINGLE or FIVES 1.00
1000 PLAIN BOARDS, 50¢ 20% Deposit

B. F. PRODUCTS 1916 Piedmont Road
 Charleston, W. Va. Phone 25-771

DISTRIBUTORS-JOBBER
BUY SALESBOARDS DIRECT FROM FACTORY

Complete Line • Low Prices • Player Appeal • Profits for Everyone.

WRITE FOR CATALOG. Phone: HARRISON 7-2971
 633 PLYMOUTH CT. CHICAGO 5, ILL.

PEERLESS PRODUCTS, INC.

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
 NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS
 10th year giving immediate delivery on finest boards

LEGALSHARE SALES
 P. O. BOX 86-E 222 2nd St. HUNTINGTON BEACH, CALIF.
 Ph.: Lexington 8-3218

USED COIN-OPERATED MACHINES
Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
 No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN - CIGARETTE AND CANDY
 Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. de10

CHEAP-WORKING ORDER, 3 HOWE CANDY
 machines, \$140; Stoner Sandwich machine, like new, \$100; 2 Uneda-Packs, \$90; 2 Candy Man, \$60; 10 5-cent bulk Sun machines, like new, \$50; all have stands; \$400 for the lot. Goodman Vending Service, Lebanon, Pa.

CIGARETTE MACHINES-WINTER SPECIALS;
 write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

COUNTER GAMES, SKILLJUMP, BASKET-
 ball, Challengers, card vendors, others; make offer. French, 77 Division Ave., Brooklyn, N. Y.

DIGGERS-ERIE HAND OPERATED DIGGERS;
 Exhibit Iron Claws; Merchantmen, Electro Hoists, Buckleys; we buy diggers and Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

EXCELLENT SEEBURG M-47 PHONOGRAPH,
 \$300; picked up or delivery arranged. Chas. Theobald, 575-B Hilltop, Lexington, Ky.

FOR SALE-USED PHONOGRAPHS, PINBALLS
 and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

FOR SALE-18 FORD GUM MACHINES, MODEL
 F4, \$7 each; 6 Advance Model D Gum Machines, \$3.25 each. N. H. Distributing Co., 141 Gillmer St., South Bend, Ind.

FOR SALE-3 POP CORN SEZ, USED 3
 months and 4 Pop Corn Sez used 2 days; will take best offer; 104 Brown Front, \$40; 25 Jennings, \$50; very clean and in good condition. Frank Guerrini, Burnham, Pa. de10

FOR SALE-175 USED HOT NUT MACHINES,
 perfect condition, \$5 each; deposit with order, balance c.o.d. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y.

FOR SALE-WURLITZER SKEE BALL AL-
 leys, \$25 each; other Skee Ball Alleys, \$20 and less; come and get them at your own prices; all in working condition; need space. Reliable Skee Ball Co., 2512 Irving Park, Chicago, Ill.

FOR SALE-TWO STANDARD SCALE METAL
 Typers; like new, \$250 each f.o.b. here. Varvil Novelty Co., Eureka Springs, Ark.

FOR SALE-5-BALL FLIPPER GAMES; ROB-
 inhood, \$34.50; Catalina, \$34.50; Sunny, \$29.50; Melody, \$24.50; Triple-Action, \$34.50; Carnival, \$54.50; Trinidad and Bermuda, needing glass and slight repair, \$20 each; 254 Mills Blue Front, \$49.50; 2 Columbia slots, \$59.50 each; entire lot for \$375. Big-D Music Co., Inc., P.O. Box 5684, Dallas, Tex.

KEENEY AIR RAIDER-TRADE FOR MUTO-
 scope Reel Card Machines and Drop Card Machines. F. Shafer, Washington, Ind.

LIKE NEW-COLUMBUS 54 NUT VENDERS,
 \$5.50; 1/2 deposit, bal. C.O.D. (limited quantity). Duro Products, 1134 Main St., Patterson, N. J.

LIQUIDATION SALE-3 BUCKLEY PARLAYS
 Single Tube, \$325 each; 1 Parlay Double Tube, \$450; machines just off location; guaranteed to be in good working order; 10% deposit on each required. M. J. Fox, 209 14 St., Phenix City, Ala. de10

OFFERED FOR QUICK SALE-GUARANTEED
 reconditioned Bally Hi Hands, \$30 each. Hartmann Dist., 73 Liberty St., Meriden, Conn.

PENNY GUM, PEANUT AND CARD MA-
 chines at bargain prices; excellent condition; popular makes. DeCotea, 36 Duane Ave., Binghamton, N. Y. de3

QUIZZERS NOW OPERATING-GOOD CONDI-
 tion; one year old, \$175. Spangelo, 216 Chamberlain Blvd., Knoxville, Tenn.

STAMP FOLDERS DIRECT FROM MANUFAC-
 turer at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

STAMP FOLDERS DIRECT FROM MANUFAC-
 turer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANT TERRITORY TO OPERATE SHUFFLE-
 boards; will operate on percentage or any other arrangement. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

WANTED TO BUY-K. O. FIGHTERS, STATE
 condition and price. Mac Sanders, 2846 W. Pico, Los Angeles 6, Calif. de3

WANTED-USED SHUFFLEBOARDS; STATE
 price, condition and size. R. L. Kiefer, 16883 Monica, Detroit 21, Mich. Phone University 1-0155 after 4 p.m.

2 104 BLACK CHERRY, 2-5, \$95; 3 254 BLACK
 Cherry, 2-5, \$95; 1 504 Gold Chrome, \$80; 1 504 Watling Rollator, \$80; 1 Mills Jumbo Parade, cash, \$25; 2 Columbia Bell factory rebuilt, \$80; 5 like new ABT Skill Guns, \$42.50; 5 used ABT Skill Guns, \$37.50; 2 ABT Big Game, \$15; 8 Best Hands, \$10; 1 Malsie, \$12.50; 2 Surf Queen, \$12.50; 1 Dynamite, \$17.50; 6 U-Select-It, model 54, Candy Vend, \$15; 3 Victor 14 Peanut Vendor, \$5, One third cash, balance C.O.D. Southern Vending Machine Co., 528 Graghead Street, Danville, Va. de3

8 COLUMBUS PORCELAIN 14 BALL GUM-
 \$6; 6 Gottlieb Triple Grip Machines, \$12.50; 10 National 6 Column 54 Candy Vendors, \$65; 7 Shipman Triplex Stamp Vendors, late models, \$27.50; 3 Shipman Duplex Stamp, \$15; 20 104 Aspirin Vendors, \$5; 4 254 Razor Blade Vendors, \$7; Klopp Hand Coin Counter, demonstrator, complete with tubes, \$165; 5 International Ticket Scales, \$125; 8 A.B.T. Challenger Target Skill Machines, in cartons, \$37.50; 50 Jergens Lotion 14 Vendors, with 4 bottles lotion to each machine, \$9.50; 18 like brand new Arist-O-Scales, \$87.50; Mir-O-Scales, \$92.50. Prices F.O.B. here; 1/2 deposit with order. Adair Company, 6925 Roosevelt, Oak Park, Ill. de3

HAMID-MORTON
 (Continued from page 57)

ready for their tour of England; the Hartzells to Macon, Ga., to play an indoor date with Biller Bros.; Linon, the Francanas and Angels, to New York; the Sheridan Brothers, the Baranek Sisters and Smetona, to New York; Myrian France, theater dates; S-So, theater dates, with an opening in Boston; Valente, Sarasota, Fla.; the Thomasens, Gibsonton, Fla.; Dick Clemens, getting ready to put on his own show with Dr. Reichert, opening December 10 in Thomaston, Ga.; Lew Bohan, Kingston, N. Y.; the Gautiers, New York; Marion Foster, Boston; the Romas, San Antonio; Jack Bray, who left the flying act, to Tilden Hall, Bloomington, Ill.; Jack Banta, who took his horses to winterquarters in Wichita, Kan.; Joe Basil and band to Newark, N. J.; Joe Hanson, to Trenton to work his midget bulls, and Mike Malos and family, off for a vacation in Florida.—CONCHITA.

NSA FROLIC
 (Continued from page 60)

was postponed. Talent was lined up by George A. Hamid Sr., president emeritus of the association, and Al Ricard, local booking agent.

Fair Execs Attend
 Leading representatives of the carnival, park and fair business attended. About 70 fair execs were on hand, to set a new attendance high in this bracket. The fair execs, for the most part, were the guests of carnival ops.

Harry Hershfield was again toastmaster, taking over after an introduction by Bucky Allen. Other speakers were Hamid; James E. Santer, representing Mayor O'Dwyer; Jack Perry; Mayor E. A. Borque, of Ottawa; Frank Bergen, retiring president, and Bligh Dodds, president of the International Association of Fairs and Expositions.

Dais Guests

Other dais guests were Jerry Gottlieb, the Rev. Allen Claxton; Max Cohen, general counsel of the American Carnivals Association; Benny Weiss, Dave Endy, Jack Wilson, James E. Strates, Comdr. Edward McCaffrey; J. Alfred Valentine, president of Mineola (N. Y.) Fair and of the New York State Association of Agricultural Fairs; James A. Farley, Rabbi Schulman, Dr. Jacob Cohen; Alan Corelli, of the Theater Authority; Phil Isser, Fred Murray; Henry Dunn, AGVA treasurer, and Sam Rothstein.

L. G. (Dada) King was awarded a gold life membership card in recog-

EMPRESA CIRCO RAZZORE
 (Continued from page 56)

firm, he says. Heretofore, he had bought his canvas second hand. Razzore is enthusiastic about the 48-page program he will have this year, telling the complete story of the show from its start to the present day. The program, he says, will have plenty of pictures and will sell for 20 cents per copy.

Born to Circus

Now in his 50th year, Razzore was born to the circus, his grandfather having organized his own show at an early age. Razzore first saw light of day August 13, 1899 in Dom Pid Ritio, Brazil. Both his father and mother were circus performers, working for Razzore's grandfather, so it was only natural that Emilio and his sister and two brothers would be performers. Emilio, during his career, worked in almost every kind of an act, including high acts and as a wild animal trainer. He still bears many scars on his left arm, the result of being clawed by lions, tigers and bears. "In fact," he says proudly, "I lost one toe as the result of a bite from a tiger."

Emilio quit as a performer shortly after the circus was lost at sea. The loss of his family was a great shock and it took him months to recover. Since that time, he says, he lost all interest in performing. Now his main interest is to rebuild the show from top to bottom.

When Emilio reorganized the show in December, 1948, he put it together from here, there and everywhere. He got some of his animals from Circo Atadye in Mexico, rented canvas from the same show, "borrowed" acts from this show and that, including Ringling Bros. and Barnum & Bailey. R-B acts which went to Havana included the Alzanas, Justino Loyal and Lou Jacobs, clown.

Spend 40G

Already Razzore reports spending more than \$40,000 in getting his show ready for the December opening. It will travel by rail with a total of 12 cars, four which will be Pullmans and one a diner.

In addition to his duties as head of the show, Razzore also will be the announcer. Admish prices, he said, will range from 80 cents to \$2. Saturdays and Thursdays, the show will give two performances daily, afternoon and night, while on other weekdays only one show will be given. Sundays and holidays there will be three performances, two matinees and a night show. Performance are to run about 2 1/2 hours.

Wanted To See R-B

This was Razzore's fourth trip to U. S. He came here the first time in 1946. "I wanted to see the Ringling show," he said. His first glimpse at the Big One was in quarters in Sarasota. The following year he timed his arrival here for the R-B opening in Madison Square Garden and "I came away with plenty of ideas to take back to my show," Razzore said. Since that time he has caught Cole Bros.' and Polack Bros.' Western Unit.

"It's been a long hard pull since the accident," Razzore said, "But now I believe I'm over the hump and I think my show will be bigger and better than ever."

nition of his having obtained more than 50 new members during the past year.

Talent included Henry Dunn as emcee, Three Fontaines, adagio; Wally Brown, comic, with flicker star Janice Paige offering an assist; Gypsy Rose Lee in clothes; Honey Brothers, tumbling; June Gardner, vocalist currently at Radio City Music Hall; Harvey Stone, comic; Frank Sinatra; Stag and McMahon Trio, harmonica act; Johnny Downs, song and dance; Jean Carroll, comic; Reddingtons, trampoline; Alan King, comic, and Sam Levinson, humorist.

Joe Basile's band with vocalist Bubbles Ricardo provided dinner music. Bobby Burns and his orchestra played the stage show and for dancing lasting until dawn after the floor was cleared.

Communications to 188 W. Randolph St., Chicago 1, Ill.

NAAPPB Spotlight on Coin Units

Comet Begins Deliveries of Counter Game

Stocks Daval Parts

CHICAGO, Nov. 26. — Comet Industries, Inc., which purchased the dies, parts and production rights to the Daval counter games, is now delivering the Marvel and American Eagle models, President Ted Rubenstein, announced this week. Firm has also begun production on the Buddy, Cub and Ace units.

Rubenstein explained that the Marvel and American Eagle are available in both the coin-operated and non-coin-operated versions. Both are available for penny or nickel play. He added that the firm is also set up to handle the conversion of the Marvel and American from coin-operation to non-coin play. The Buddy unit is set for penny play and features cigarette reels. It also has the well known coin divider with two separate coin boxes.

Parts for all Daval counter games are now in stock at Comet, Rubenstein said.

Poole Sets New Distrib Outlet In New England

BOSTON, Nov. 26.—Harry Poole, long time operator and distributor of music machines, one-balls and five-balls in this area, recently sold his AMI franchise to Atlas Distributors and opened new showrooms at 1022 Commonwealth Avenue as a distributor of coin-operated amusement devices.

His new firm will handle products from Williams, Exhibit, D. Gottlieb & Company, United, Keeney, Chicago Coin, Scientific Machines, Technicraft Company, Bally, Royal Manufacturing Company and U-Needa.

Hike Five Jacks Output; Appoint Two-State Distrib

CHICAGO, Nov. 26.—Due to a sharp rise in demand for its Five Jacks counter game in the past two weeks, production has been increased, Carl Huppert, head of Auto Bell Novelty Company, announced Wednesday (23). He also announced the appointment of a distributor for two States.

Five Jacks was placed in production approximately a month ago. A penny game, up to three coins can be played at the same time. It features five winning traps, skill trigger controls and is 100 per cent mechanical. The over-all unit measures 18 by 10 by 15 inches and has a shipping weight of 20 pounds.

United Distributing, Wichita, Kan., has been appointed to handle Five Jacks in Oklahoma and Kansas. Firm is headed by M. Y. Blum. Huppert said that distributors for additional territories are now being appointed.

TV Q-Ball Show Will Hypo Sales Of Coin Machines

(Continued from page 5)

an innovation in the coin machine field.

The WFIL-TV show, to run every Thursday from 9:30-10 p.m., will feature play-offs of local inter-tavern tournaments. About four matches will be played during the half hour. Well known sports figures are to referee.

Inter-city competition is now being blueprinted by the Congress. Finalists will appear on the network shows, also to run each week for 30 minutes. Bert Lane, president of the American Q-Ball Corporation, distributors of the game, said that plans call eventually for local shows in every city where telecasts originate.

Games, Venders, Music Are Included in Displays; Add Six New Firms as Exhibitors

Increased Emphasis Placed on Outdoor Meet by Mfrs.

CHICAGO, Nov. 26.—With the stage all set for the opening of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) trade show tomorrow (27) at the Hotel Sherman here, there was ample evidence that it would be the most important one as far as manufacturers, distributors and operators of coin-operated equipment are concerned. In addition to the five firms which have exhibited at this event in past years, H. C. Evans, International Mutoscope, Mike Munves Corporation, Exhibit Supply and Philadelphia Toboggan, at least six additional firms, already prominent in the industry, will occupy NAAPPB booths for the first time.

The newcomers to the trade show will be led by Bally Manufacturing Company, Chicago, long one of the leaders in the coin amusement game field. Others in this list include Ace Amusement, San Diego; Automatic Industries, King of Prussia, Pa., and Como Manufacturing, Chicago.

Bally will occupy Booth 17 and be represented by George Jenkins, vice-president and director of sales; Jack Nelson, general sales manager, and Howard Pretzel. Its display will be made up entirely of straight novelty game Shuffle-Bowler, which combines the high points of bowling and shuffleboard. Ace Amusement, headed by L. Bailey, will show a Bazooka gun game and will be located in Booth 124. Automatic Industries, one of the few vending machine manufacturers at the trade show, will be in Booth 121-A. The other new coin firm at the trade show, Como, will center its exhibit about the improved Hollycrane machine, a de luxe crane type merchandiser. This will be found in Booths 102 and 103.

Other Exhibits

Of the group that has exhibited coin-operated equipment in the past at NAAPPB trade shows, H. C. Evans will display its Constellation music machine as well as a variety of flasher units, ball games and race horse wheels. Rex Shryver, Dick Hood Sr. and Jr. will welcome Evans visitors in Booths 104 and 105. International Mutoscope is sending President Bill Rabkin and Sales Manager Herb Klein to the show and will build its exhibit in Booths 2 and 3 around the new automatic bowling game, Twin Bowl. The new Mutoscope product has all the elements of regulation bowling, recording strikes and spares and allowing for such action as alley balls. Two of its leading features are the fact that all scoring is automatic and two players can play at the same time in competition. It is 11 feet 8 inches long by 26 inches wide and is 72 inches high at the scoreboard end.

New Units

The Munves firm will be in Booths 93-94-95 and show a variety of new types of coin equipment including products turned out by Exhibit Supply and International Mutoscope. Mike Munves will be among those manning the booth for the corporation. Exhibit Supply will be represented by Joe Batten, Clare Meyer, Ed Hughes, Charlie Pieri and Frank Mencuri and hold down Booths 96-97-98-99. Seven new arcade products will be shown including a tor-
(See NAAPPB on page 105)

Universal Industries Fetes Anniversary of 1st Shipment

CHICAGO, Nov. 26.—Staffers and production line workers of Universal Industries celebrated the first anniversary of the shipping of the firm's initial product, the Arrow Bell Console, Wednesday (23). Actually the first unit was delivered November 24, 1948, but because of Thanksgiving Day the observance was held the day before.

In reviewing Universal's progress, President Mel Binks and Vice-President Bill Ryan declared that the organization of the firm and the designing and production planning of the console began in the first months of 1948. At that time there were only a handful of workers on the pay roll compared to the several hundred men and women now unemployed by Universal.

Two of the high points in Universal's first year were the appointment of Ryan as vice-president and general manager last June, followed

by the firm's entry in the one-ball field a month later. Ryan, long considered one of the ablest executives in the industry, became interested in coin machines in 1915 when he joined the Jennings organization. He resigned as vice-president and general manager 25 years later to accept a similar post at J. H. Keeney & Company. He left that firm early this year to join Universal.

Photo-Finish, the one-ball, has been in continuous production since July and sales warranted three separate quantity releases. Arrow Bell has also proved to be a demand item and has remained in continuous production.

Founder Binks is rounding out his 20th year as an engineer and designer of coin machine equipment. He started with Exhibit Supply and moved to Keeney in 1934. The first bell product under his direction at Keeney was Track Time, also an immediate success.

New California Firm Set; To Open Jan. 1

LOS ANGELES, Nov. 26.—A charter has been issued to the newly formed California Amusement Machines Company. The firm will open headquarters here January 1, 1950, it was announced by Patrick J. O'Neil, who will be general manager.

Company will deal in all types of coin machines, including candy, ice cream, cigarette and confectionery machines, music machines, etc. Firm will also operate several routes, with O'Neil in charge of sales, repairs and the route operations.

Before coming to the West Coast, O'Neil was the owner and operator of the Waterloo Vending Machine Company, Waterloo, Ia.,

Cuban Arcades Seek Reopening

HAVANA, Nov. 26.—Reopening of arcades featuring all types of coin equipment in the near future was seen here this week when Dr. Edgardo Buttari, minister of labor, said he would submit a draft decree to the next cabinet meeting authorizing such a move. The reopening of the establishments has been urged, in special memorandums to Dr. Buttari, by labor leaders and the Cuban Confederation of Labor.

Coin-operated photo machines have also been making an appearance here in recent weeks.

Coin Tax Income Down

WASHINGTON, Nov. 26.—Coin machine tax collections in October topped the same month last year by \$43,925, but receipts for the first four months of the current fiscal year fell below the same period last year by \$442,213, according to the Internal Revenue Bureau.

October collections totaled \$680,449 as compared with \$616,524 in October, 1948. The July-October period this year brought in \$15,711,557, while the same 1948 period accounted for \$16,153,770.

'49 NAMA CONFAB UNDER WAY

Beverage, Ice Cream Units Head Exhibit List as Ops Converge on Atlantic City

Manufacturers Look for Buyers' Market at Convention

ATLANTIC CITY, Nov. 26.—Several thousand operators and manufacturers of merchandise and service vending machines, as well as suppliers to the automatic merchandising industry, converged here over the week-end for the annual convention and third annual exhibit of the National Automatic Merchandising Association (NAMA). The meeting opens in Convention Hall tomorrow night (27) and will run thru Wednesday (30). George M. Seedman, vice-president of the association and general convention chairman, predicted that 5,000 persons would register. With Atlantic City hotels reporting an advance of 2,000, Seedman's prediction did not seem out of line.

This year's NAMA convention will mark the first time the association has staged an all-on-one-floor exhibit. The previous exhibitions, both of which were held at the Palmer House in Chicago, found equipment manufacturers on the main exhibit floor with supplier firms and some equipment makers in suites and rooms on other floors.

On the eve of the convention's opening, these trends were evident:

1949 Show Trends

This year's exhibition will find a good representation of new manufacturers, but not as many as in 1947 and 1948. Old-line manufacturers, as they always have, will use the convention to debut new models and new equipment. Generally, however, the (See '49 NAMA Meet on page 96)

C-Eight Begins Production on 10-Col. Unit

NEW YORK, Nov. 26.—C-Eight Laboratories has begun production on a 10-column version of its console cigarette vender, Lew Jaffa, vice-president of Eastern Electric, the firm's sales subsidiary, announced this week. The larger unit, with capacity for 400 packs, was first shown a year ago. C-Eight's standard vender, with eight columns, stocks 320 packs at each filling.

The full facilities of C-Eight's New Bedford, Mass., plant will be thrown behind the new model, said Jaffa. This is necessary to catch up on a backlog of orders, he added. Many operators have indicated they prefer the increased capacity in order to space service calls at greater intervals, Jaffa declared.

Cost of the 10-column vender will be about \$20 more than that of the smaller machine. A deluxe model, with chrome top, will be available at additional cost. Deliveries are set to begin early in December.

Press Review

CHICAGO, Nov. 26.—In a special memorandum to the press this week NAMA invited reporters and photographers to a preview of the third annual exhibit at 11 a.m., Sunday (27) in Convention Hall, Atlantic City.

The press preview was set two hours in advance of the official opening to permit reporters and cameramen plenty of time to look over the best-picture and story possibilities presented by the displays.

Merchandising Clinic:

Good Service Plus Quality Equipment, Products Make Drink Dispenser Tops in Op

NEW YORK, Nov. 26.—Two and one-half years ago, when the Drink Dispenser Corporation was formed, 10 cup venders were placed as the nucleus of a route that seems destined for close to top honors in point of size. Already, almost 100 drink machines in this area sport the Drink Dispenser decal and the firm has set as its goal the operation of 500 units.

Lew Braverman, president, predicts that this goal will be reached within three years if his present rate of expansion is continued. His estimate is that 500 machines should gross \$1,500,000 annually, enough to occupy the full attention of the management of an operation restricting its scope to the New York metropolitan area. It is his opinion that a larger operation would be unwieldy. The law of diminishing returns would cut too deeply into profits.

Basic Principles

The principles he considers basic to good route management are stated quite simply by Braverman. And they are probably adhered to, vocally at least, by most other serious operators. Give a location good service, a quality product and merchandise your drinks properly, he advises, for optimum route health. Most other factors will take care of themselves if these principles are given more than lip service.

In practice, however, application of these guideposts to good operation are not always easy. Braverman has had to particularize each of these general rules to meet local conditions.

Almost from the day Drink Dispenser was organized, originally under a Drink-o-Mat franchise, Braverman decided first emphasis would be placed on getting industrial locations. These are best for year-round volume, he is convinced. Theaters, while often top earners, demand higher commissions and may, at any time, absorb a drink outlet and place it under concession control.

Quick Service

Service, to Braverman, means having a machine adjusted and returned to operation no later than two hours after a location call is received. (See **GOOD SERVICE** on page 96)

Next Week: NAMA Coverage

Operators, manufacturers and suppliers of vending and service machines met in Atlantic City Sunday thru Wednesday (November 27-30) for the annual convention and exhibition of the National Automatic Merchandising Association (NAMA).

From Convention Hall in Atlantic City, *The Billboard* staff will bring its readers the latest word on operator business sessions plus complete information on new machines. For the supply-conscious vending machine operator there will be comprehensive reports on prices, availability and trends in candy, bulk nuts and confections, soft drink sirups and many other products.

First every week with all the news of the vending machine industry, *The Billboard* will give convention-goers and stay-at-homes the first on-the-spot coverage of the NAMA meeting. You can't afford to miss it.

Exhibits at NAMA Convensh Indicate Industry's Growth

ATLANTIC CITY, Nov. 26.—With candy and beverage venders leading the way, visitors at the National Automatic Merchandising Association (NAMA) convention in this resort city will find a stabilization in the industry that is evidenced by the smaller number of new manufacturers, and the number of tested and proven machines which will be making their second appearance on the exhibit floor. Too, the phenomenal growth of the industry also will be evidenced

by the type of new exhibitors who will be on hand this year. For example, three major automotive firms, Ford, General Motors (Chevrolet) and Kaiser-Frazer, have signed for a total of 14 booths to display trucks. Also represented will be the American Red Cross and the Department of Commerce.

Growth of the beverage vending field, with 14 cup and/or bottle machine manufacturers, 5 milk and/or (See **EXHIBITS ON** on page 97)

Create New Insurance Policy To Cover Cup, Cig Machines

NEWARK, N. J., Nov. 26.—Creation of an insurance policy for cup machines and cigarette venders, providing "adequate" coverage at premium rates substantially lower than those generally in force, was claimed here this week by two local insurance agents, Nathan Zemel and John G. Crews stated that one of their policies has been in force here more than a year, covering a large drink machine operator, and that at least six large insurance companies will now underwrite the vending policies.

For cup venders their "all risks" policy, covering physical loss or damage, can be written at a rate as low as 60 cents for each \$100 of valuation, they said. As much as \$2 is now being paid by operators for the same protection, the agents contended.

Emphasizing that the policy includes protection against vandalism, they listed among the coverage categories, transportation hazard, fire, explosion, collision, theft, tornado, windstorm, flood, sprinkler leakage, strikes, riots and civil commotion. Not provided for is the loss of merchan-

dise from the machine, wear, tear and gradual depreciation and "infidelity and war risks."

While the same coverage is extended in cigarette machine policies, Zemel and Crews pointed out that rates under their plan for such venders is \$1 per \$100 of valuation. The higher rate is due to the greater incidence of cigarette machines in transient locations, they explained.

Acceptance of the plan by the underwriters followed research on the part of Zemel and Crews, it was said, in order to back up factually their contention that insurance rates for venders were generally "exorbitant" and offered "less than adequate" coverage.

They claimed the plan had been favorably received by two local vending associations. Zemel and Crews will outline the plan before the insurance committee of the National Automatic Merchandising Association during the trade convention next week. Similar policies for other categories of venders are now being worked out, according to the agents.

Tasty Sandwich Co. Offers Ops Packaged Foods

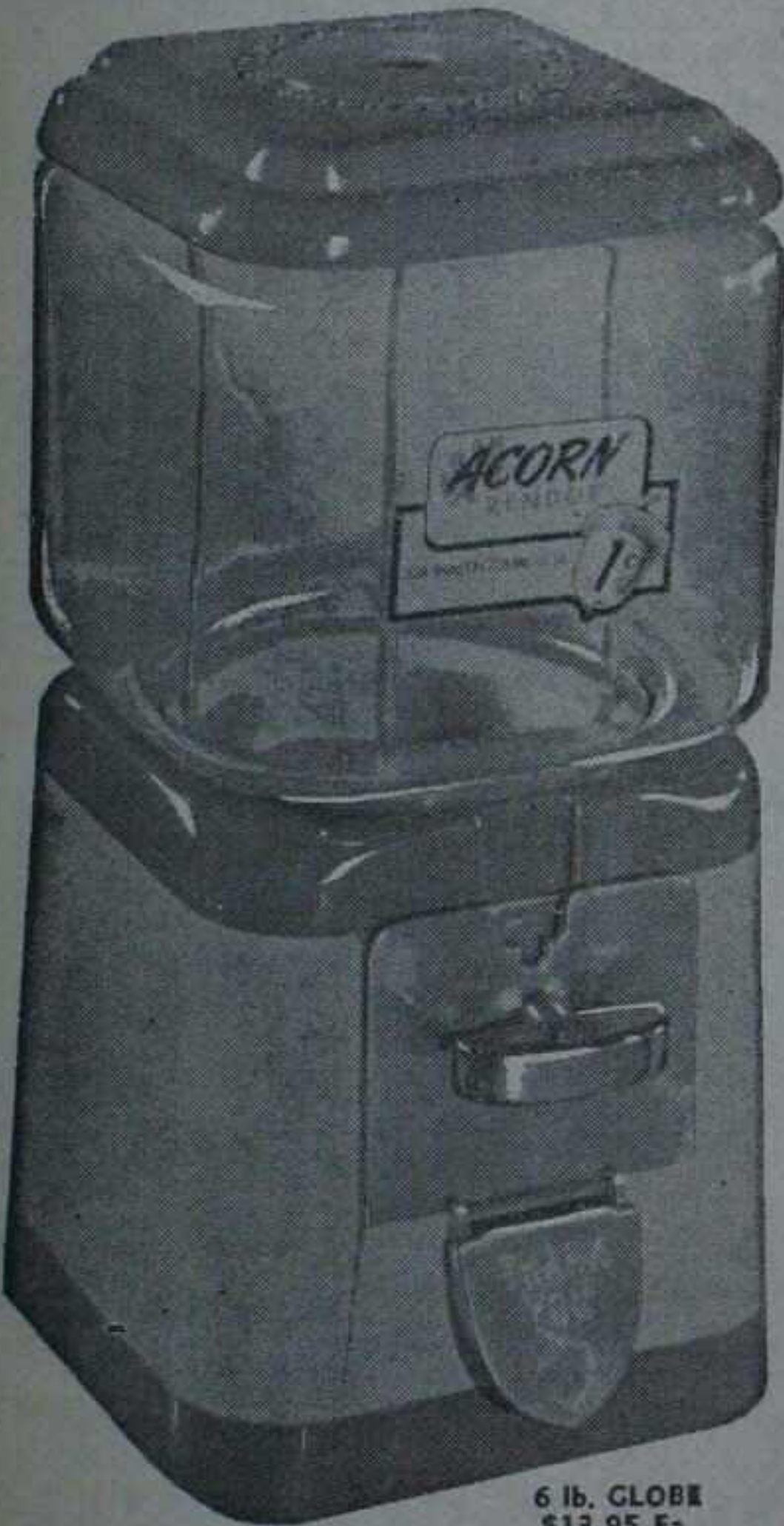
CHICAGO, Nov. 26.—Tasty Sandwich Company, Inc., formed early this month, has been named national distributor of Alco-Deree Company's refrigerated Sandwich Snak Rak vender. Machine is the same unit introduced as a cooled candy vender by Deree, with only changes being uniform size merchandise pockets in the seven vending reels, to accommodate the sandwiches, and refrigerating coils on both sides and back instead of on left side only.

Tasty Sandwich Company, 2210 W. North Avenue, will sell the vender to operators, already on location and operating, for \$750 each, according to Georgia Shanks, treasurer. Florence Vipond, president, and Miss Shanks have been heads of an industrial plant food catering service for a number of years.

Prepared Foods

Prepared sandwiches, in a wide variety, and pastries will be sold thru the Sandwich Snak Rak at a dime. Tasty Sandwich will offer Chicago area operators prepared sandwiches and pastries, machine wrapped and sealed in cellophane, at 5 cents each. For operations in other sections of the country, firm will offer automatic (See **Tasty Sandwich** on page 96)

BIG TOP PERFORMANCE WITH SWITCH TOP SERVICE



ACORN



THE SENSATIONAL 1¢ OR 5¢ ALL PURPOSE BULK MERCHANDISER

Yes, Acorn has hit the big time in less than a year—big time sales—big time production—big time profits! We've shipped thousands of Acorns to hundreds of smart operators all over the country. They're not only completely satisfied—they're "Writing," "Wiring" and "Phoning" for more. More, MORE! It sells Ball Gum, Candy, Nuts or Charms! It sells them fast because you can vend anything through the mighty Acorn—anything any particular location wants at any particular time!

And Acorn has the original "SWITCH TOP SERVICE" feature—the ingenious engineering development whereby you can have completely separate service heads to insure cleanliness and speedy loading. It also features a "slip-in" interchangeable mechanism to cut down service time and increase efficiency.

The Acorn is a feature performer—smooth in action—faultless in construction, and it pays for itself in no time!

WRITE FOR COMPLETE DESCRIPTIVE LITERATURE OR SAVE TIME BY ORDERING IMMEDIATELY FROM ANY OF OUR AUTHORIZED DISTRIBUTORS.



PRECISION



TOUGHNESS



LONG LIFE



FAST ACTION

VISIT US
AT THE
N.A.M.A. SHOW
BOOTH
620



6 lb. GLOBE
\$13.95 Ea.
\$13.45 Ea. in lots
of 100
8 lb. GLOBE
\$14.20 Ea.
\$13.70 Ea. in lots
of 100



Standard Metal
Cabinet (6 lbs.)
\$14.95 Ea.
100 or more,
\$14.45 Ea.



Metal Plated
Jumbo Cabinet
with plastic
front (8 lbs.)
\$15.95 Ea.
100 or more,
\$15.45 Ea.

DIAP Manufacturing Co., Inc., 11411 Knightsbridge Avenue, Culver City, California, Phone: Santa Monica 7-6144

Eastern & Mid-Western Sales Office:

1349 Fifth Avenue, Pittsburgh, Pennsylvania, Phone: Atlantic 6475

Western Sales Office:

1023 South Grand Avenue, Los Angeles 15, California, Phone: Richmond 3264



New Angle—
—Gets the Money

SILVER KING CORP.

No other Ball Gum Vendor like it!

Operator usually nets
Up to 75c out of every \$1
the "Hunter" takes in!

It's A "Gold Mine"

It's easy to understand why... Look. No coin return. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is. So a net of 75c out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

622 DIVERSEY PKWY.
CHICAGO 14, ILLINOIS

Boston Theaters Take Over Concessions To Hike Gross

BOSTON, Nov. 26.—Vending machine operators have been steadily losing their one-time lush moving picture theater installations as the trend to management operation has reached an all-time high here. Many neighborhood theater managers are frank to admit that their candy, ice cream, soft-drink and popcorn bars have saved the gross on many a picture.

Theaters in this area began the trend toward self-management of all concessions during the war and found that with old equipment and using little help their bars were grossing in many instances better than \$500 and \$600 a week.

Popcorn was the No. 1 profit maker, and to zoom the take on this item many theaters threw out the 10-cent

box and offered a 20-cent box and a 10-cent bag.

With the end of the war theaters began remodeling and modernizing, and the one-time orphan candy bar, which often was a rented concession, became a veritable candy store with the latest in fixtures and equipment and manned by adequate sales forces of uniformed girls.

Out went the bar-vending machines and the soft drink machines. Installations of compact refreshment bars included soda fountains in many instances.

So profitable has the operation of these candy bars become that to reap the utmost in heavy grosses many neighborhood theaters have begun intermissions for the sole purpose of candy sales.

The technique used is to flash announcements on the screen to the effect that the brief pause before the feature film unfolds is to enable the patron to stock up on popcorn, ice cream, candy, etc.

This operation alone is said to have added hundreds of dollars to the regular gross.

Vending ops have practically given up theater installations and have been forced to work harder than ever before on office buildings, factories, bowling alleys, etc.

Last to feel the tightening circle of post-war competition were the soft drink vending operators, but theaters impressed with their own operation were not disposed to let even one source of additional revenue get by them, so included in their new candy bar installations soft drink fountains or electric coolers, manually operated.

Alkuno Readies New Cig Vender

NEW YORK, Nov. 26.—A new model of Alkuno's recently announced cigarette vender, incorporating a built-in match unit, is being readied at the firm's plant here, according to Kuno E. Hamann, president. The company plans to show both units at the National Automatic Merchandising Association (NAMA) convention opening in Atlantic City tomorrow (27).

The new model uses the same basic mechanism as the vender to be offered without match assembly. The outside appearance is the same, as well, except that the cabinet is three inches wider. While the exact price of the machine was not disclosed, it was believed that it will be offered at less than \$75.

Both venders have four columns and can stock 100 packs of cigarettes at each filling. Two of the columns are suited for king-size or regulars, requiring no adjustment for the switch-over. It was pointed out that the use of a large glass display panel permits viewing of State cigarette tax stamps.

Tooling for the venders is being completed, Hamann said. The machines are to start moving to operators in January.

KEENEY'S DELUXE ELECTRIC CIGARETTE VENDOR

Provides these distinct advantages:

★ SIMPLICITY OF DESIGN ★ MEETS ALL PRICE CHANGES
WITHOUT ALTERATIONS OR ADDITIONAL EQUIPMENT ★
EASIEST TO LOAD AND EASIEST TO SERVICE ★ SMOOTHEST
PERFORMANCE

Ask for a **FREE DEMONSTRATION Today**

Check THESE OUTSTANDING FEATURES

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening. MEETS ALL PRICE CHANGES!
- Sells more cigarettes. 432 pack capacity—9 double columns dispense alternately at bottom. Always fresh cigarettes.
- Instantaneous price adjustments on each column. Dispenses King or regular size packs.
- **THE PACK YOU SEE IS THE PACK YOU GET!**
- SWING-UP HINGED FRONT for easy loading and easy servicing.
- THREE-WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny coin insertion.

Your Nearby Keeney Distributor Will Gladly Give You a Cost-Free Demonstration. No Obligation.

Write Today!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



The Greatest Little Profit Booster Ever Built!

ACORN

1c or 5c All Purpose Bulk Merchandiser

If You're Looking for "Insured" Profits—This Is It! WRITE TODAY! Mountain State Distributors

\$13.95 EA.
Phone: Cameron 16

Cameron, W. Va.

THE CURTAIN RISES NOVEMBER 27th

TO PRESENT



*an entirely new HOT coffee vending machine
designed with YOU in mind.*

Be sure to visit Booths
601-603

at the N. A. M. A. Convention
for this premier showing. If
you cannot attend, write for
complete descriptive literature.

FUTURAMIC MACHINES, INC. 20 East 35th Street, New York, N. Y., MUrray Hill 5-3359

"GREATEST FORWARD STEP..
 In the BULK VENDING
 MACHINE
 BUSINESS"



**CUTS SERVICING
 TIME AND COSTS
 in Half**

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half . . . profits boosted to new highs. Write, wire or phone for complete details!

THE NORTHWESTERN CORPORATION
 818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

The NORTHWESTERN LINE

CAN BE PURCHASED ON "RAKE" 24-PAY PLAN—IMMEDIATE DELIVERY.
 Write for Circulars and Price List. WE TAKE TRADE-INS—LIBERAL ALLOWANCE.

RAKE Coin Machine Exchange

609 Spring Garden Street
 Phila. 23, Pa. Lombard 3-2676

RAKE Coin Machine Agency

2120 Fifth Avenue
 Pittsburgh, Pa.



BUFFALO



REINDEER



WOLF



TIGER



BEAR



RAM

Our ZOO will make your sales ZOOM!

**Metal Plated
 BIG GAME ANIMAL HEADS**

- Kids love them, because all kids are animal fanciers!
- These are little works of art . . . worked out in great detail!
- Kids will collect them, wear them as buttons, come to your machines!

\$7.50 per M.

F. O. B. Richmond Hill, L. I., N. Y.

EPPY

Samuel Eppy & Co., Inc.

113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

Get on our mailing list. New ideas monthly.

**FTC Examines
 NCA Proposals
 For Candy Biz**

No Changes Suggested

WASHINGTON, Nov. 26. — Rules proposed by the National Confectioners' Association (NCA) for the candy manufacturing industry during its annual convention last June were considered at a public hearing held by the Federal Trade Commission (FTC) here last week. NCA proposals, together with changes and additions recommended by FTC, met with no suggestions for modification.

FTC's Bureau of Trade Practice Conferences director, Henry Miller, called the meeting to order and introduced Lowell B. Mason, acting chairman. Mason spoke on the importance of industry rules approved by the government as a means of establishing fair competitive practices. He stressed the broad scope of the work of the FTC, urged members of the candy industry to contact the commissioners whenever questions arose with respect to any of the rules.

Metzer Presides

Following introductory remarks by Miller on the character and scope of the hearing and procedures to be followed, George W. Metzer was introduced and presided at the meeting. Metzer is the attorney for the Trade Practice Conference Bureau of FTC to which the rules for the candy industry have been referred.

Speaking in behalf of NCA was Harry R. Chapman, chairman of the board of New England Confectionery Company. There were no other speakers.

Among the candy manufacturers attending the hearing and the meeting of the Washington committee were Charles E. Adelson, Delson Candy Co., New York; William Brock, Brock Candy Co., Chattanooga; Robert Schnering, Curtiss Candy Co., Chicago; Charles Scully, Williamson Candy Co., Chicago; Russell Stover, Russell Stover Candies, Kansas City; Neal Diller, Nutrine Candy Co., Chicago; Andrew Heide and Walter Keefe, Henry Heide, Inc., New York; Philip P. Gott, NCA president, and James E. Mack, manager of NCA's Washington office.

**J. Young Named Sales Mgr.
 For Orange-Crush Company**

CHICAGO, Nov. 26. — Orange-Crush Company announced the appointment this week of John O. Young Jr. as sales manager of the fountain department. He will have general supervision of all fountain sales activities, Executive Vice-President R. M. Horsey stated.

Young was formerly associated with the Coca-Cola Company and has also been active in the beverage vending machine industry from the manufacturing side.

**Aid of Venders
 Sought in Drive
 Against Fires**

NEW YORK, Nov. 26.—Cigarette machine operators will be asked to help publicize fire prevention campaigns in a promotion Association (NAMA) convention beginning Sunday (27). The Philip Morris Company will distribute stickers, to be attached to venders, reading: "Make every week fire prevention week."

The sticker campaign, announced at a luncheon here Friday (25), is the latest step in a program of tying in with public-service drives, according to Alfred E. Lyons, board chairman of the cigarette manufacturer. Representatives of insurance, safety and fire-fighting groups attended. George Seedman, convention chairman, said that NAMA had endorsed the campaign.

The first sticker was attached to a Canteen machine by Nathan Horwitz, deputy fire commissioner. The vender was to go on location at Idlewild Airport.

**Ice Cream Proved Top
 Winter Snack by NDC**

CHICAGO, Nov. 26. — National Dairy Council (NDC), backing up the all-year-round sales promotion of the ice cream industry, announced that it was about time the myth that ice cream makes you cold "was knocked into a cocked hat." It really affects a person's body so slightly that former "it's too cold to eat in winter" thinking is going by the board, officials declared.

To prove the continued health benefits and eating pleasure derived from ice cream in the cold months, the council cited the tests conducted by Dr. Ancel Keys, director of the laboratory for physiological hygiene at the University of Minnesota. Dr. Keys worked on the nutritional and physiological aspects of ice cream for two years with 16 college students as "guinea pigs." Following the eating of normal portions at varying temperatures, heart action was checked, X-rays of the stomach were taken and blood samples were analyzed. The tests proved that differences in the varying temperatures of the mixture did not affect the activity of the stomach, and the temperatures of the body did not change noticeably as measured at the fingertips, Dr. Keys reported.

New Conn. Firm

HARTFORD, Conn., Nov. 26.—A new Connecticut corporation, Cigarette Machine Service, Inc., 168 Myrtle Avenue, Stamford, Conn., has filed a certificate of incorporation with Connecticut's secretary of state, listing subscribed capital of \$114,000, paid in property. Officers and directors were listed as Edward Beresth, president; Alexander F. Ferro, secretary, both of Stamford; and James Cocoros, treasurer, of South Norwalk, Conn.

HURRY . . . HURRY . . . HURRY!

Don't lose time and money . . . the offers tremendous profits in gum, nuts, candy and charms . . . see the amazing . . . astounding . . . money-making

ACORN

1c OR 5c ALL PURPOSE
 BULK MERCHANDISER

La Rue International, Inc.
 AUTHORIZED DISTRIBUTOR
 540 Hayes St., San Francisco, Calif.

... step right into Booth No. 620 at the N.A.M.A. Show. or ORDER DIRECT FROM US

New Charm Line Added by Eppy

NEW YORK, Nov. 26.—The creation of a complete series of license-plate charms for bulk venders was announced here this week by Samuel Eppy & Company. The series comprises miniature plates of all 48 states, with each plate reproduced in authentic 1950 colors, according to Eppy.

They are made of metal fitted in levered frames. The new series lists \$7.50 a thousand.

N. B. Soft Drink Price

ST. JOHNS, N. B., Nov. 26.—Following a few months after a reduction in the price of the small bottles of carbonated beverages from 7 to 5 cents, some of the manufacturers here have cut the retail price for the large bottles from 20 to 15 cents. The drop in the price of the small bottles back to the old nickel rate resulted from the cancellation of the 2 cent bottle tax established early in the Second World War years by the Canadian Government.

Candy Mfr. Plugs Pop Recording as Sales Stimulator

HOBOKEN, N. J., Nov. 26.—The Sweets Company of America has set a new type of tie-in, using a top recording artist and a popular song, to promote its Tootsie Rolls.

Firm is supplying cartons of its confections to disk jockeys, editors and columnists in many parts of the country with an attached card reading: "Tootsie Rolls are a good buy and Tony Martin's Toot, Toot, Tootsie, Goodbye is a sweet record."

HURRY... HURRY... HURRY!



Don't lose time and money... she offers tremendous profits in gum, nuts, candy and charms... she's got what it takes... see the amazing... astounding... money-making

ACORN



1c OR 5c ALL PURPOSE

BULK MERCHANDISER

Seacoast Distributors, Inc.

AUTHORIZED DISTRIBUTOR

1200 NORTH AVE. ELIZABETH, N. J.

Now delivering

The **NEW** Electro
10 COLUMN MODEL
with the **BIG 400**
Pack Capacity
as well as
Electro's Standard
8 COLUMN MODEL

Now in the 5th year
of proven leadership



EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 10, N.Y.
PRODUCTS OF C-B LABORATORIES

CHARM BASKETBALLS

INCH SIZE:
Copper Plated \$ 8.00 per M
Silver Plated 9.00 per M
Gold Plated 10.00 per M

above balls are embossed with college names.

INCH SIZE:
Copper Plated \$5.50 per M

PENNY KING COMPANY

Neptune St. Pittsburgh 2, Pa.

GIVE TO THE
UNYON CANCER FUND

Always a
POT-O'-GOLD
for you at the
END OF THIS
RAIN-BLO

Smart operators all over the country say that there's only *one way* to be sure of a Pot-O-Profits and that's to hook up and stay with the ball gum that always fills up the money-bag! Those same fellows know that Leaf RAIN-BLO is just *that kind* of Ball

Gum. Why? Because LEAF is the only nationally-advertised name in the Ball Gum field. Naturally kids "go for" the gum they know—machines empty out in record time—and pennies turn into dollars faster! Superb quality, vivid colors, bigger bubbles keep them coming back over and over again. If you want consistent profits—start with *and stay with* Leaf RAIN-BLO Ball Gum.

LEAF GUM COMPANY

 1135 N. CICERO AVE., CHICAGO 51, ILL.

Write
Immediately

For Information on
New Fast-Selling
Vending Candies
of All Kinds!

WRITE FOR FREE CATALOG

On bulk merchandise, gum, music boxes, pin ball machines, games, etc.



TOPPER

HOT-POP

UNIVERSAL

VICTOR'S 3 BIG WINNERS!

TOPPER

An all purpose vendor that is "TOPS" in its field. Efficiently vends all types of bulk merchandise including ball gum and charms.

\$10.75 Each

\$10.50 Each 24 or more
\$10.25 Each 48 or more
\$10.00 Each 100 or more

Plastic globes available for 50¢ additional per machine at time of machine purchase. Plastic globe replacements for any present Victor model is \$1.50 per globe, plus 50¢ additional for the square top.

VICTOR'S NEW MONEY MAKER "HOT-POP" POPCORN MACHINE

Non-Coin Operated OPERATOR MAKES \$4.20 Per Week on sale of 2 lbs. You Collect profits in advance.

\$47.50

UNIVERSAL

An all purpose, custom built vendor in an ultra-modern design. Its outstanding beauty will attract and maintain those "top notch" locations.

\$13.95 EACH
\$13.50 EA.—24 OR MORE

1/3 Deposit, Balance C. O. D. on All Orders

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B • MADISON, 1947 • BALTIMORE, 17, MD.

Extend Subway Contracts; To Get New Units

NEW YORK, Nov. 26.—The seven experimental contracts under which cup venders have been operated in stations of the city subway system since the spring of 1948 have been extended again, this time to remain in force until December 31. Originally, they were due to expire last November and the operation stabilized by the awarding of long-term contracts. The last test period was scheduled to end Wednesday (30).

Altho the naming of long-term operators has been put off regularly at three-month intervals since last November, it was believed the most recent delay would be the last. Sources close to the Board of Transportation indicated one or more five-year contracts would be in effect next January.

115 Now Operating

About 115 cup venders are now being operated in the underground locations. Almost all in high traffic spots, they have earned consistently high incomes. Twenty-five per cent of gross revenue is returned to the city as commission.

It was also learned that nickel candy machines are soon to be placed in quantity in the subway. The Interborough, News Company, which operates several thousand miscellaneous venders for American Chicle, subway contract holder, will put out 100 machines within the next few weeks. More will be installed later.

Approval is also being sought for the placement of Kleenex venders. No decision on the machines has yet been made by the Board of Transportation.

Kwik Kafe Sets New Sales Head

PHILADELPHIA, Nov. 26.—W. J. Manning this week was named sales manager of the Kwik Kafe Vending Division of Rudd-Melikian, Inc., it was announced by K. C. Melikian, vice-president.

Manning was formerly manager of the Specialty Products Division of Schieffelin & Company, New York, and advertising manager of the Launderette Self-Service System.

Milwaukee Candyman Lauded For Sanitation at NCA Meet

MILWAUKEE, Nov. 26. — Local confectionery manufacturers are doing a good job of maintaining top sanitary conditions, Wisconsin State Department of Agriculture and Markets' food inspector, Philip Kramer, told plant representatives attending a National Confectioners' Association (NCA) sanitation meeting here last week.

Kramer pointed out that dust is a source of bacteria and stressed the importance of keeping plants dust free. A high point of the meet was the showing of colored slides illustrating the "do's and don'ts" of good plant housekeeping techniques, presented by Gerald S. Doolin, NCA sanitation director.

Howard B. Stark, president of the Howard B. Stark Company, who is a member of the NCA sanitary advisory committee, was chairman of the conference.

Diamond Promotes Reynolds

NEW YORK, Nov. 26.—The Diamond Match Company announced the appointment this week of Frederic C. Reynolds as assistant to Victor R. Kendall, vice-president and director of sales. Reynolds has been coordinator of sales and production since 1947, and prior to that held a similar position with the B-F-D Company, which he joined in 1939 and which was merged with Diamond in 1947.

N. England Candy Sales Down 18.0%

BOSTON, Nov. 26.—A drop in volume sales of 18.4 per cent in October reported by 19 confectionery manufacturers in Massachusetts, members of the New England Manufacturing Confectioners' Association, caught the industry by surprise.

Altho expecting a slight decrease following the holidays, spokesmen in the industry voiced their surprise at the abnormal drop, especially after volume sales in September had shown a plus 5.8 percentage for the first time since spring. The drop was blamed on the coal and steel strikes.

Walter R. Guild, managing director of NEMCA, reported volume sales for October this year as \$5,257,499 compared with \$6,444,928 for October last year.

Figures for the 12-month period ending October, 1949, showed a minus 6.7 per cent over the corresponding period last year. There is hope, however, that November and December sales will even up or surpass the volume of last year. For the 12-month period ending October this year, sales were \$47,823,771. For the corresponding period last year sales totaled \$51,247,277.

Per capita consumption of confectionery products is reported slightly off in the area, and is not expected to exceed last year. The 10-cent candy bar is reported a fixture now, but 5-cent bar goods are the most popular.

VICTOR'S AMAZING NEW DOUBLE TOPPER

With Plastic Globes 2 Units to a Case, \$45.00 per case.



Special December Offer
2 Double Units PLUS 25¢ 210 Ball Gum PLUS 25¢ Boston Baked Beans PLUS 1000 assorted copper and silver plated charms. ALL FOR ONLY **\$61.00**

Colored Bubble BALL GUM 140, 170 or 210 count, in 25¢ cartons 25¢ lb. in lots of 150¢ or more with freight prepaid	PISTACHIOS 25 lb. carton Large 50¢ lb. Small 45¢ lb. Full Cash With Order Autographed Football Charms \$3.75 per 1000 Write for our FREE Complete Charm List.
--	--

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$18.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

def'i·nite·ly

def: precise in detail



The Craig Ice Cream Vending Machine for chocolate covered bars is precise in every detail . . . IT WORKS . . . DEFINITELY!

INQUIRE TODAY

SEE US AT THE NAMA CONVENTION
BOOTHS 214-216

CRAIG VENDING MACHINE COMPANY

358 Belleville Avenue

New Bedford, Mass.

Phone: New Bedford 5-7877



FREE—FREE FREE

Two weeks' FREE TRAINING in locating, servicing and operating route of TOPPER 1 1/2 Vendors with each purchase of 100 or more TOPPERS at only \$10.00 each, Terms without interest.

BERNARD K. BITTERMAN
3002 Truman Road
Kansas City 1, Mo.
Bulk Vending Specialists Since 1934

Set Nickel Pack For "Yes" Tissue

MILLTOWN, N. J., Nov. 26.—Personal Products Corporation, producer of "Yes" tissue, will begin marketing a 5-cent pack of the cleansing tissue in January, it was learned here this week. With the tissue packed to date only in the larger, take-home size, the company is believed to be seeking mass distribution of the 5-cent package thru vending machines.

The firm is known to be surveying the vending field to round out its marketing plans, one question being pulled is whether to tie up with one machine producer on an exclusive basis, or to license several machines. Personal Products also manufactures dress sanitary napkins, long sold thru coin machines.

Afford Resigns as Canada Dry Sirup Division Head

NEW YORK, Nov. 26.—Ches Pafford, former head of Canada Dry's sirup division resigned from the company recently to accept an executive position with Knickerbocker Beverage Dispensers, Inc. The resignation ended an 18-year association with the sirup-line manufacturer. Pafford, now vice-president in charge of sales for Knickerbocker, said the firm may enter the coin vending field at a future date. Knickerbocker now manufactures a annually operated beverage dispenser.

Keeney Ups Cig Vender Output; Names Distrib

CHICAGO, Nov. 26.—An increase in cigarette vender production from 15 to 30 units a day was announced this week by J. H. Keeney & Company. The firm's production line force has been expanded from 160 to 224 workers, Vice-President John Conroe reported.

Appointment of Central Distributors, St. Louis, was also announced. Firm, headed by Norwood Veatch, will cover Southern Illinois south of Springfield and the Eastern half of Missouri for the full line of Keeney equipment. Large trucks will be employed to carry equipment to the operator's door, and sales will be made direct from truck to operator in many instances. Central is also remodeling its showroom for in-person visitors.

Five Penn. Bottlers Seek Crown Refunds

HARRISBURG, Pa., Nov. 26.—Five soft drink bottling companies have started action in Dauphin County Court here for an 8 per cent refund from the State of Pennsylvania on tax crown purchases made prior to law.

The companies claim they made the Crown purchases prior to June 1, 1947, the effective date of the tax law, to assure themselves of an adequate supply of bottle caps.

Caps are stamps and the soft drink excise tax of 1-cent for each 12-ounces of bottled drinks is collected when the bottler buys the crowns. There is an additional tax of 1/2 cent on each ounce of sirup used in the fountain making of drinks.

The State Board of Finance and Revenue refused to allow the bottlers discount credit for the early purchases, the companies claim. They are represented in the court appeal by attorneys Elmer E. Harter and Willis F. Daniels.

In one of the cases the Hazleton Bottling Company, Hazleton, claims it used 1-cent crowns on quart bottles and paid the 2 cents extra. It asks for the 8 per cent discount on the 2-cent cash payments.

The amounts sought by the bottling companies are: Hazleton Bottling Company, \$1,409.24; Coca-Cola Bottling Company, \$1,094.08; Old Fashion Ma's Root Beer Bottling Company, Lebanon, \$1,586.21; Lembert Distributing Company, Bethlehem, \$1,881.11; Keystone Coca-Cola Bottling Company, Inc., Hazleton, \$732.

there are two great dugrenier cigarette merchandisers



DuGrenier ELECTRIC Cigarette Machine

Built with all the skill for which we have become famous—tried, tested and proving itself on top locations all over the country right now. Furthermore, it's priced right for profits! The DuGrenier Electric is available for immediate delivery in four sizes from 7 to 11 columns. All DuGrenier Electric models accept nickels, dimes and quarters and are available with automatic changemakers. Fluorescent lighting is standard equipment.



DuGrenier MECHANICAL Cigarette Machine

Operates on Silver Quarter or on 5c-10c Combination or on Silver Quarter and 5c and 30c operation. This is the machine designed to give maximum return at minimum service. It's simple, compact and priced way down to insure healthy operation. The DuGrenier Mechanical is available for immediate delivery in 7 and 9 column sizes. Note: The bottom of the coin mechanism of the DuGrenier Mechanical is universal so that in the event of a change in cigarette prices from silver quarter to 20c or vice versa only a different coin selector and coin insert will be necessary.

SEE BOTH GREAT DUGRENIER CIGARETTE MERCHANDISERS PLUS THE CANDY MAN 5c CANDY BAR MACHINE AND OUR 1c ADAMS GUM VENDING MACHINE AT THE N. A. M. A. SHOW BOOTHS 141-143

Write for Complete Information on our Silver Quarter Conversion.

Arthur H. DuGrenier, Inc.

Manufacturers of America's Finest Merchandisers

15 Hale Street

Phone 3-3855

Haverhill, Mass.



Vend

"The Magazine of Automatic Merchandising"

I have gone thru the November issue of VEND three or four times. You have done a splendid job.

C. S. Darling Executive Director

National Automatic Merchandisers' Assn.

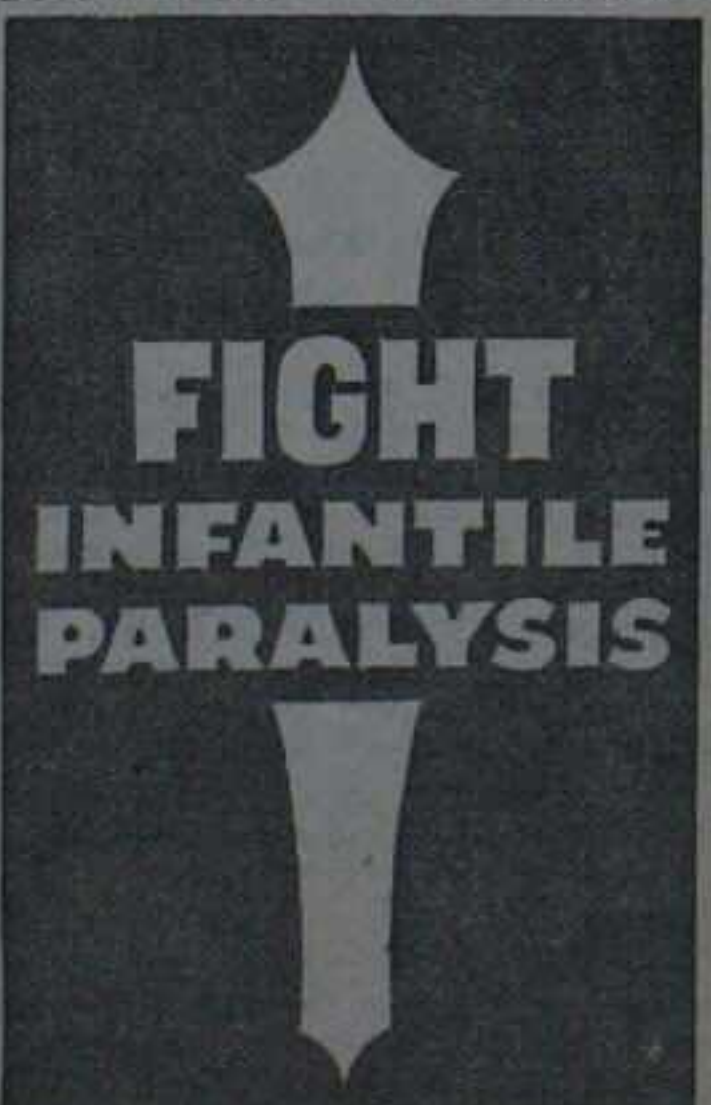
VEND 12-3

60 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to VEND magazine for One Year for which I inclose \$3.

Name
Address
City Zone State

MARCH OF DIMES



JANUARY 16-31

Reconditioned Vendors

- 75 Cash Trays Each \$ 6.95
- 10 Masters, 1g 8.95
- 10 Masters, 5c 8.95
- 15 Sugar Bowls 10.00
- 50 Cigar Machines 15.00
- 25 Adams Gum, Mod. "N," 4 Col. 9.95
- 50 Adams Gum, 6 Col. 8.95
- 10 Victors, Mod. "V," 1c 7.50
- 5 Victors, Mod. "V," 5c 7.50
- 2 Lighthouse Hot Nut 5.50
- Floor Stands, Used 2.00
- Plastic Charms, Per M 3.25

WANTED—CIG. & CANDY MCHS.
CAMEO VENDING SERVICE
332 W. 42d St. New York 19, N. Y.
LONGACRE 3-1334

WALT DISNEY

Character Charms



MICKEY

Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!



DONALD

They increase sales 500%! They make more money!



PLUTO

Vends perfectly with all gum and bulk merchandise!

Disney character decals available in full color!

Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC. 1607 E. 16th St. Los Angeles 21 Calif.

Follow the leaders They have Chosen Wisely



LOW IN PRICE—HIGH in QUALITY!!

The new Victor "Topper" bulk vendors are filling a real need with operators for a dependable machine at a low price!

ONLY \$10.75 EACH

Lots of 4 Packed 4 to a case (Lower prices in quantities)

PROMPT SHIPMENT

R. H. ADAIR COMPANY 6926 W. Roosevelt Rd., Oak Park, Illinois Send for free leaflets showing "Topper" and other Victor profit-producing vendors.

Here's **STEADY PROFITS**
of 50% to 200%

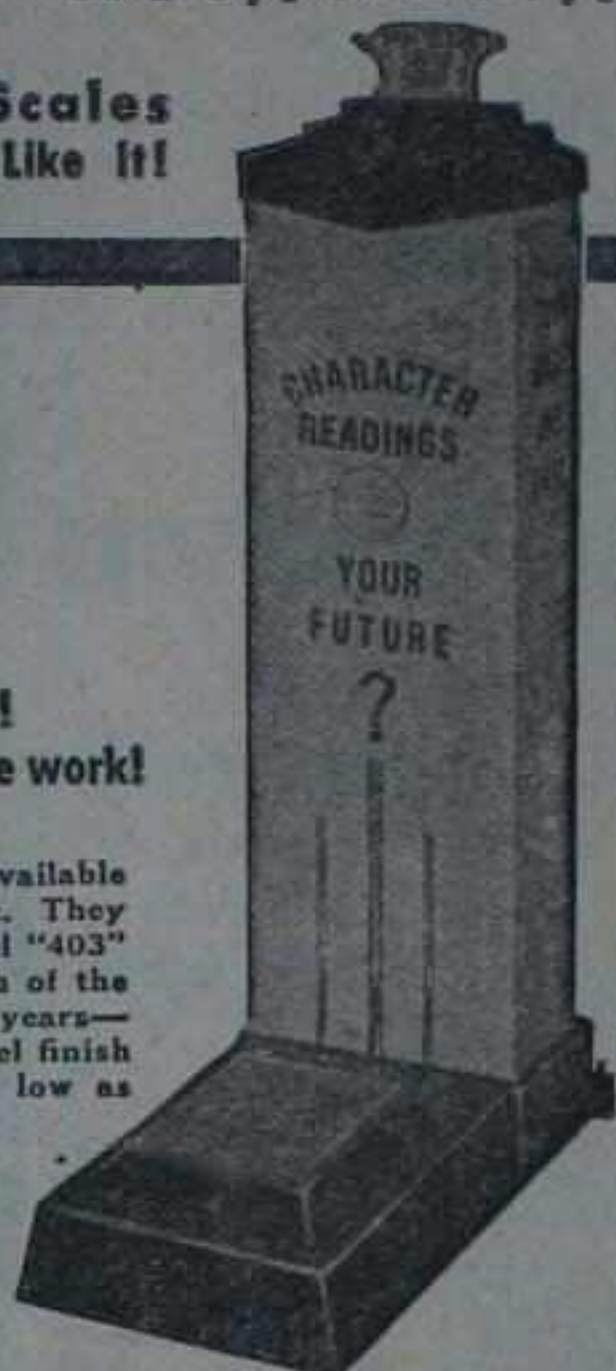
Outperforms All Other Scales
Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT

FULLY AUTOMATIC!
NO TROUBLE!

- No knobs to turn!
- No handles to pull!
- The coin does all the work!



Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only
\$25 deposit

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery

Schools Carry Candy Council Message to 1,000,000 Students

CHICAGO, Nov. 26. — Council on Candy of the National Confectioners' Association (NCA) reported last week that more than 1,000,000 students in grade and high schools over the country will be "nutrition educated" on the health benefits of eating candy. Teachers, aiding in the dissemination of candy literature supplied by the council, have requested this material in quantity and continue to do so, it was stated.

Current literature consists of two large wall charts for use by teachers in general classroom instruction and individual "student folders." The foods of which candy is made are graphically displayed in one chart, while the second describes the nutrient values of these foods, compared with everyday health-giving foods (cereals, bread, ice cream, etc.).

The council bases its prediction of 1,000,000-student usage on four factors: growing popularity of authoritative candy material among educators; increased advertising by the council in national publications; improved quality of current literature, and rising rate of teachers' requests for literature during the past two months.

In addition to increasing the sales potential of his equipment generally, the candy operator may also benefit by the educational campaign by placing venders in an increased number of school locations. Latter, because of their approval of the "eat more candy" promotion, are being found to be increasingly receptive to such installations.

Pre-Packed Fresh Produce Rise Seen; Wide Vender Field

NEW YORK, Nov. 26.—If the prediction made during the recent Packaging Institute convention here by Egmont Arens, industrial designer, materializes, over a quarter of all fresh fruits and vegetables sold in the U. S. will be pre-packaged within the next three years. And in 10 years, over half of such produce sold will be pre-packaged, he forecasts.

Should such pre-packaging emphasis be placed on this and similar types of food products, vending machines are seen as a logical and convenient method of dispensing such self-service items. Industry spokesmen state that installation of venders in food stores, apartment houses and like locations will greatly stimulate buying of such food staples.

The public has been sold on pre-packaging and the majority of retailers favor self-service, Arens declared. He recommended the pre-packaging be done on the grower level and that emphasis be placed on brand name and quality at the retail level.

Indianapolis Solons Cut Vend Mach. Tax

INDIANAPOLIS, Nov. 26.—Nickel vending machine operators are going to get an 80 per cent decrease in their special city "tax." The city council Monday (21) night introduced an ordinance which will reduce the annual license fee from \$5 to \$1. The dollar is for machines which charge 5 cents or more. Penny machines will be licensed at 50 cents.

Operators charged that the former fees ate up most of their profits.

Sugar Distrib

WASHINGTON, Nov. 26.—Distribution of sugar in October hit a 1949 low of 522,753 short tons, according to the Agriculture Department. October distribution was 209,000 tons less than September and 9,120 tons below October, 1948.

Badger Sales Sets Hot Java Units in Air Force Location

LOS ANGELES, Nov. 26. — Al Silberman, of Badger Sales Company, has returned from Muroc air force jet research base where he supervised the installation of nine Hot-o-Mats, combination hot chocolate and coffee vending machine. Prior to installation Silberman made a survey of the base in the company of air force officers, to find the best locations for the machines. According to present plans the nine Hot-o-Mats will eventually be increased to 14, Silberman said.

Silberman has also installed 22 Coca-Cola cup venders at the base. All equipment is on an armed services percentage of gross contract.

IT'S Sidmor FOR VICTOR!



with **DOUBLE TOPPER**

Now! Get two machines on same base. Bigger profits because it holds 250 MORE balls of gum.

SAMPLE UNIT (2 Machines), \$23.50
IN 25 CASE LOTS — \$21 Per Double Unit (Packed 2 Double Units to Case)

Also **SINGLE TOPPER** —\$10.75 Ex
\$10 Each in 100 Lots.

MODEL V
1c or 5c

Vends Gum, Candy Bulk Mds. Etc.
\$12.75 Ea.
In Lots of 24, \$12 Ea.



We stock separate Plastic Globes to fit all Victor's—\$1.50 ea. lids to fit. 50c ea. 9 Globes to case.

TERMS: 25% Deposit Balance C. O. D., F. O. B. Pittsburgh. LIBERAL TRADE-INS

Sidmor VENDING CO.
2035 FIFTH AVE. • PITTSBURGH 19, PA.

The New STAMPede

Is Now Ready for Immediate Delivery!



STAMPede, America's newest stamp machine, is an operator's machine, designed for years of profitable, service-free operation. Note these STAMPede features!

- * ABT coin mechanism—coins refused when column is empty.
- * 300 capacity—150 folders to a column.
- * 2-way mounting—rubber suction feet for counters; back drilled for wall mounting.
- * All steel throughout—both cabinet and mechanism are made of durable steel.
- * Attractive cabinet—beautiful baked grey hammertone finish with blue and white screening.

STAMPede is competitively priced! You pay no more to get much more. OPERATORS, write today for prices and information. DISTRIBUTORS—a few territories still open.

STAMP VENDING MACHINE CO. 532 E. 119th St., New York 35, N. Y. Phone: TRafalgar 6-5750

HURRY... HURRY...

Don't lose time and money... she offers tremendous profits in gum, nuts, candy and charms... she's got what it takes... see the amazing... astounding... money-making

ACORN

1c OR 5c ALL PURPOSE BULK MERCHANDISER

Empire Coin Machine Exch.

AUTHORIZED DISTRIBUTOR

1012 MILWAUKEE AVE., CHICAGO 22, ILL.



... step right into Booth No. 620 at the N.A.M.A. Show, or ORDER DIRECT FROM US



FEATURING **Victor's NEW PLASTIC GLOBE**

Also available on other Victor models at small extra charge at time of ordering.

DEVICES NOVELTY SALES CO.
467 N. Milwaukee Ave. Chicago 18, Illinois

To Remember Vets At Hines Hospital With Gifts, Show

CHICAGO, Nov. 26.—For the third consecutive year, a lest-we-forget night will be held December 12 at the Hines Hospital for entertainment of paraplegic war veterans. As in the past, Frederic R. Kleiman, head of the advertising agency bearing his name, is in charge of the event.

Each vet will receive a gift package. In addition a floorshow consisting of 10 top flight acts is on the program and several of the area's leading models will be on hand to distribute the gifts to approximately 500 vets.

All gifts are being donated and the task of procuring, wrapping, transporting and distributing them under the auspices of the Sachar B'nai B'rith, Chicago.

Kleiman stated that many more gifts are still needed and gifts will be accepted up to December 10. He adds that Ernie Simon, announcer on WJJD, Chicago, has aided the gift drive by daily mentions on his programs.

New! Improved! "HUNTER"

BALL GUM VENDER
Keeps Cash Pouring In



ONLY \$45.00
F. O. B. Aurora, Ill.

Fortunes being made with Vending Machines. Thousands of choice locations waiting. Chance for big daily profits. Machines work day and night. FREE literature tells you how you can start Big Pay Business in your locality. Post card brings amazing facts. No obligation. Old reliable company backs you. Write

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street
Phila., Pa.
LOmbard 3-2676

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue
Pittsburgh, Pa.

Immediate Delivery on the SILVER KING LINE

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street
Phila., Pa.
LOmbard 3-2676

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue
Pittsburgh, Pa.



Victor's Model V
ONLY \$12.00 Each
(24 or more)
Plastic Globes 50¢ extra per machine on new orders.
UNEQUALLED for vending ANY BULK MERCHANDISE: Ball gum, candies, peanuts, CHARMS, etc.
Stands, Brackets, Globes, all Parts and Supplies in stock.
"FANTASTIC PROFITS"
Over 77% on Ball Gum.
Write for Literature and Details.
H. B. HUTCHINSON JR.
521 North Ave., N. E.
Atlanta, Georgia

Supplies in Brief

Candy Sales Up

WASHINGTON, Nov. 26.—The steady downward trend in manufacturers' candy sales was halted in September as dollar volume climbed 4 per cent above September, 1948, the census bureau reported. Each of the first eight months of the year fell below its 1948 counterpart. The seasonal in nature, the 63 per cent increase over August was greater than the percentage increase for any other September in recent years.

For the first nine months of 1949, 302 candymakers reported sales totaling \$479,831,000—a decrease of 13 per cent from the same period in 1948. September sales of \$77,303,000 were the highest for any 1949 month.

September bar goods sales amounted to 94,511,000 pounds valued at \$33,782,000 at the wholesale level as compared with 76,554,000 pounds at \$32,966,000 in September, 1948. Over the one-year period the average price of a pound of bars dropped from 43.1 cents to 35.7 cents.

Pound sales of bulk candy also increased, but the declining price brought a decrease in dollar volume. During the past September sales totaled 16,741,000 pounds with a wholesale value of \$3,831,000. September, 1948, sales were 13,734,000 pounds worth \$3,963,000. The average price dropped from 28.9 cents to 21.7 cents.

Crop Production

WASHINGTON, Nov. 26.—Above average production for nearly all crops which eventually find their way into vending machines was estimated for 1949 by Agriculture Department in a revised evaluation of the farm outlook.

The harvest of many types of nuts is running far above average, while tobacco production this year is estimated to be the third largest on record. The commercial apple crop was placed at 150 per cent of last year's crop and 20 per cent above average. Peanut production in 1949 was estimated by Commerce at near average levels but 21 per cent below the 1948 record crop.

Record crops of walnuts and almonds have led the agency to set up a program of diverting these nuts to channels outside their normal markets in order to prevent a sharp price slump. Filberts may also be included in the program, Agriculture said. To encourage producers to keep almonds and walnuts out of usual markets, the agency will pay a diversion premium of 10 cents per pound on unshelled walnuts and 14 cents per pound on unshelled almonds. Agriculture said that even though it plans to divert 5,300,000 pounds of walnut kernels and 5,000,000 pounds of shelled almonds from the market, there will still be more of both types available on the open market than in 1948.

Apples

The 1949 apple harvest was virtually complete November 1, and preliminary indications were that the crop would amount to nearly 134,000,000 bushels as compared with only 88,000,000 bushels last year. Faced with the task of helping to dispose of the large crop, Agriculture marketing experts would like to see a rapid development of apple vending machines. Complicating the apple situation is the prospect of a record crop in Canada.

The indicated peanut crop this year is 1,800,000,000 pounds as compared with 2,300,000,000 pounds last year. Consumption of shelled edible peanuts this year amounted to 98,000,000 pounds as compared with 90,000,000 pounds last year. The rise partly reflects the larger amount of peanuts on the market.

N. E. Candy Output

BOSTON, Nov. 26.—For the first time since last April dollar output of candy manufacturers in Massachusetts showed an increase in production during September, according to

figures of 21 companies compiled by the New England Manufacturing Confectioners' Association. The increase was a substantial 4.3 per cent over the September, 1948, figure and was the more outstanding because September, 1948, was an increase over the September, 1947, figure.

Leaders in the industry had predicted that sales would spurt upward in September following the hottest summer in recorded history. Volume sales were \$5,787,919 for (See Supplies in Brief on page 92)



TOPPER
\$10.00 EA.
IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case. Vends Ball Gum and Charms. Also Bulk Merchandise.

Send for free descriptive leaflet and our twenty Pay Plan.

S. & S. DISTRIBUTING COMPANY

Kl. 5118—Kl. 4795
1675 King Ave.
Columbus 12, Ohio

LEADS 'EM ALL

Built for OPERATORS



Fastest PENNY VENDER MADE
Steady Repeater.

'Ideal' CARD VENDER

\$29.50

WITH 3000 FREE CARDS. Enough Cards to gross the entire cost of the machine.

Vends our exclusive line of 45 different series of cards . . . Film Stars . . . Football Stars . . . Baseball Stars . . . Cowboy Stars . . . all autographed, plus the exclusive King Features Comics and many others.

SPECIAL FEATURES

A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.

IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL.
(ESTABLISHED 1901)

HURRY . . . HURRY . . . HURRY!

Don't lose time and money . . . she offers tremendous profits in gum, nuts, candy and charms . . . she's got what it takes . . . see the amazing . . . astounding . . . money-making



ACORN



step right into Booth No. 620 at the N.A.M.A. Show. or ORDER DIRECT FROM US

1c OR 5c ALL PURPOSE

BULK MERCHANDISER

READING NOVELTY CO.

AUTHORIZED DISTRIBUTOR

117 PENN. AVE. READING, PA.

SENSATIONAL MODEL 49 AT A SENSATIONAL NEW LOW PRICE

\$13.75 single machine, 1c or 5c, shipped from Boston stock.

We make a special Nut Mixture for 5c machines, 45¢ a lb. 30 lb. ctns. F. O. B. Boston. Everything for the bulk operator at lowest market price at time of shipping.

Candy—Nuts—Parts—Accessories. Let us make up an assortment of latest Charms.

DEPOSIT REQUIRED WITH ALL ORDERS

NORTHWESTERN SALES & SERVICE

1198 TREMONT ST.

BOSTON 20, MASS.



Let's Get Acquainted!



The Billboard

TRIAL SUBSCRIPTION

Send \$1.00 for 8 big issues

YOU SAVE

\$1.00

GET FOUR COPIES

FREE

If you want to beat the competition, read **The Billboard** every week! That's the way to get the best new-item merchandise first!

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

1235

Please enter my subscription to *The Billboard* at the special introductory rate of 8 weeks, for which I enclose ONLY \$1 (regular rate, four issues, \$1). You get FOUR ADDITIONAL COPIES FREE.

Name

Address

City Zone State

Type of business

Supplies in Brief

(Continued from page 91)

September, 1949; \$5,547,381 for September, 1948. For the 12-month period ending September, 1948, sales were \$50,912,996. For the corresponding 1949 12-month period sales were \$48,927,133. While the 12-month period is running some \$2,000,000 behind, leaders in the candy industry were optimistic for the holiday season and predicted all records would be broken. They pointed out that August showed a 12.7 per cent decrease under August of 1948, because it was so hot people just weren't buying candy.

Cuba Report

HAVANNA, Nov. 26.—Exports of sugar and its by-products during the first semester of this year amounted to more than 5,000,000,000 pounds and was valued at over \$235,000,000, it was reported this week by Cuba's Statistics Division of the Ministry of the Treasury. This was a sharp drop from the 7,174,529,813 pounds, valued at \$329,249,619, exported during the same period last year.

The coming sugar crop will amount to a minimum of 4,750,000 tons, according to studies made by the Ministry of Agriculture, Minister Virgilio Perez announced. Perez stated that the U. S. quotas, including the deficits of other areas transferred to Cuba, amounted to a total of 2,900,000 tons this year.

Industrial Sugar

WASHINGTON, Nov. 26 — Soft drink and candymakers and other industrial sugar users consumed 998,098 tons of sugar during the January-September period this year as compared with 978,893 tons in the same

1948 period, Agriculture Department reported. Stocks on hand by industrial users at the end of the nine-month period were 80,910—a decline of 3,300 tons from stocks on September 30, 1948.

Peter Paul Personnel

HARTFORD, Conn., Nov. 26.—George Shamlian, president of Peter Paul, Inc., Naugatuck, Conn., manufacturer of Mounds and other candy bars, has announced the resignation of C. H. Flint as vice-president and sales manager, and the appointment of Herbert Billings, formerly assistant sales manager, as acting sales manager of the concern. Edward Dalton, Shamlian said, has been appointed assistant sales manager.

In announcing the sales shifts, Shamlian noted that the candy industry "has nothing to be afraid of in the nation's present economic situation." Some candy concerns, he said, are experiencing a decline of from 30 to 50 per cent in business.

He observed that his company, however, "is not that badly off." He also announced the appointment of a sales advisory committee, which will meet monthly with the sales manager, his assistant and the president. The committee consists of L. Kamber, New York; Al Bixby, Buffalo; Louis Simpson, Dallas, and Julius Dehm, Chicago and Detroit.

Cig Selling

WASHINGTON, Nov. 26. — The slumping from the near-record August level, cigarette sales in September were still the fourth highest in 12 months. Commerce Department reported. Cigar sales advanced well over the previous month to post the third highest total in a year.

CHARMS—PROVEN SALES BOOSTERS

SENSATIONAL NEW

HELMETS



Approximately 3 1/2"

PLASTIC—
6 Bright Colors ... \$ 5.00 M
COPPER Plated 8.00 M
Gold or Silver Plated. 10.00 M

FOOTBALLS

Colorful Plastic.....\$3.75 M
Brown Plastic..... 3.75 M
Gold or Silver Plated.... 7.00 M
Copper Plated 6.00 M

24 TEAM NAMES

NEW!!! #500 CHARMS

#500 Bright Plastic\$3.00 M
#500M Metal Plated 5.75 M
#500C Color Plated 5.75 M
#500 Gold or Silver Plated ... 6.75 M
#500 Metallic Plastic Bronze or Silver 3.25 M

#494 ANIMAL CHARMS

#494 Bright Plastic\$3.00 M
#494M Metal Plated 5.75 M
#494 Color Plated 5.75 M
#494C Gold or Silver Plated ... 6.75 M
#494 Metallic Plastic Bronze or Silver 3.25 M

#3 Asst Small Plastic Charms\$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M



KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

HURRY... HURRY... HURRY!



... step right into Booth No. 620 at the N.A.M.A. Show. or ORDER DIRECT FROM US

ACORN

1c OR 5c ALL PURPOSE BULK MERCHANDISER
IDEAL NOVELTY COMPANY
CARL F. TRIPPE
AUTHORIZED DISTRIBUTOR
2823 LOCUST ST. ST. LOUIS 3, MO.



NEW VENDORS

Table listing various vending machines like H.W. De Luxe Comb., N.W. Dual, etc. with prices.

VICTOR TOPPERS \$10.75 Each

Table listing Victor Toppers models like Victor Universals, Victor Mod. V, etc.

NEW COUNTER GAMES

Table listing counter games like Silver King Hunter, Silver King Target King, etc.

RECONDITIONED VENDORS

Table listing reconditioned vending machines like Adams Gum, Advance Ball Gum, etc.

RECOND. COUNTER GAMES

Table listing reconditioned counter games like Marvel 1c Cig. Tok. Pay, etc.

GENUINE LEAF RAINBLOW BUBBLE GUM 5 1/2" Size, 2 1/2 lb.—170 & 210 Ct., 25c per lb.

Send for Our Complete List of Coin Operated Machines and Supplies

WE TAKE TRADE-INS LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

Rake COIN MACHINE EXCHANGE 9 SPRING GARDEN ST. PHILA. 23, PA. 10MBARD 3-7676

Branch Office RAKE COIN MACHINE AGENCY 2120 Fifth Ave., Pitts., Pa. COurt 1-3842

Distributors of Coin-Operated Machines and Salesboards

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT

Table listing Steiner reconditioned machines like U-Need-a-Pak 8 E, etc.

Write for Details on Our NYLON DEAL STEINER MANUFACTURING CO.

Serving the Trade Since 1927 343-5 Hudson Ave. Brooklyn 7, N. Y. Phone: TRIangle 5-0835

CIGARETTE MACHINES

Table listing cigarette machines like C-8 Electros, etc.

AMERICAN CIGARETTE MACHINE CO. 1249 FIFTH AVE. PITTSBURGH, PA. ATLantic 1-4478

GIVE TO THE UNYON CANCER FUND

Williamsport Firm Moves Into Larger New Headquarters

WILLIAMSPORT, Pa., Nov. 26.—The Williamsport Amusement Company, which was established here in 1932 and has operated for the past 17 years at 323 Hepburn Street, has moved into new and larger quarters at 233 West Third Street, Harry J. Miele, manager, announced this week.

An open-house party for operators will be held November 30 and December 1 to officially launch the new headquarters.

The distributor's new quarters are completely modern in design and feature three service departments, one for phonographs, bells and amusement machines.

Factory-trained personnel man each of the departments, Miele said, thus assuring top service on any type coin machine handled by the firm.

The distributor's new quarters are completely modern in design and feature three service departments, one for phonographs, bells and amusement machines.

Alco-Deree Enters Food Vender Field

CHICAGO, Nov. 26. — Alco-Deree Company announced this week that it was converting 400 of its refrigerated candy vender models to straight food venders.

W. S. Deree, president, reported the ready acceptance of firm's recently introduced cheese venders indicated the potential for automatic merchandising of various food items.

Company will feature its refrigerated food vender model, with its non-cooled candy machine, Candy Mart, in its display at the NAMA convention next week.

Set Up Championship Meet in Indianapolis

INDIANAPOLIS, Nov. 26. — The Indianapolis Shuffleboard Association is making plans for a city elimination tournament for men and women to determine championship for both divisions.

Peter Stone will announce details at the conclusion of the elimination meet.

Puck Patter

Chicago: Grove Inn is now in a commanding lead in Mero Industries' League 1, Frank Carroll, firm secretary, announced last week.

Led by J. Rossiter and B. Gill, Grove Inn now has won 42 contests while dropping but six. Crystal Tap with a 37-11 record is next, followed by McCabe's with a 30-18 record.

Meanwhile, Rossiter has run up 148 points in the 12 games he has participated in or one more point that Gill. Other players who are definitely in a good spot to win first prize in the individual standings include C. Salinger, a Sheehan Tavern shuffler; J. Sommers, of Gavril's Tap, and B. Parker, of Mel Ray Inn.

Veterans' clubs are proving to be one of the leading new types of locations for league play, according to Fred Spencer, Nation Wide Novelty's official. Thus far most of the club leagues have sprung up in Indiana, he points out.



SALE \$75.00 Uneeda Candy Vendor 102 Bar Capacity. Floor Model. COUNTER MODEL \$65.00

ATTENTION —25c & 30c CONVERSIONS Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

Table listing cigarette machines like NATIONAL ELECTRIC, UNEEDA, ROWE, etc.

CANDY MACHINES

Table listing candy machines like NATIONAL 9-18, NATIONAL 6 COL., etc.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET EVERgreen 7-4568 BROOKLYN 11, NEW YORK

ACORN MORT SIMON 1c OR 5c ALL PURPOSE BULK MERCHANDISER AUTHORIZED DISTRIBUTOR 1470 N. W. 36th ST. MIAMI, FLA.

THE NEW VICTOR TOPPER THE FINEST PENNY VENDOR SMOOTHLY VENDS BALL GUM CHARMS PEANUTS CANDY NOVELTIES \$10.75 each orders filled promptly A & B DISTRIBUTING CORP. 1537 N. E. UNION AVE. PORTLAND, ORE.

THIS MEANS MONEY TO YOU! PLASTIC PROCESSES CORP. 300 E. 46th St., New York 17, N. Y. POPULAR PRICED CHARMS SEE BILL FALK AT THE RITZ CARLTON ATLANTIC CITY WHILE AT THE N. A. M. A. SHOW

WRITE FOR CATALOG On Bulk Vendors, Merchandise, Games, etc. BUBBLE BALL GUM 140 or 170 size, Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65 100 lbs. or more 21.90 CHARMS Plastic Charms, small, 1,000 \$2.50 Copper and nickel, small, 1,000 4.50 Silver Wedding Rings, 1,000 5.95 Gold Wedding Rings, 1,000 7.95 Stone Set Rings, 1 gross 1.95 Sassy Wise Crack Buttons, 1,000 5.95 Cop. & Nick. basketball, 1 gr. 1.95 Copper Alphabet Charms, 1,000 4.25 Toy Watches, 2 gross 2.50 STANDS All steel — aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs. \$2.99 each We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS. PARKWAY MACHINE CORPORATION 623 West North Ave., Baltimore 17, Md.

Another **VICTOR** HIT... **TRIPLE UNIT TOPPER**

WITH THE PLASTIC GLOBES



TRIPLE-UNIT TOPPER is Victor's response to operators' constantly increasing demands for a Compact . . . Space-Saving . . . Attractive battery of bulk venders, which provides the most profitable feature in any type of automatic vending. . . **SELECTIVITY**. Enjoy maximum volume of sales with minimum equipment and servicing cost.

TRIPLE-UNIT TOPPER embodies all the famed, tested and proven features of the sensational single-unit Topper . . . including the **VICTOR PLASTIC GLOBE** as standard equipment and the New Ball Gum and Charm Vending Wheel. The Plastic Globe is available on other Victor models at small additional charge at time of purchase. **PRICED AS LOW AS \$31.50 PER TRIPLE UNIT.**

Place Your Order NOW

VICTOR VENDING

TO ADD TO YOUR VICTOR LINE



TOPPER

Featuring profit proven ideas exclusive with Victor products. **Vends Ball Gum and Charms Plus All Other Bulk Merchandise** Topper will keep you on Top . . . compare the quality . . . compare the low price . . . you'll agree that here's the machine for "Top" performance. Comes in 1c only.

FEATURING . . .

VICTOR'S Original Interchangeable Refill . . . The Fastest Change-Over Ever Built Into a Bulk Vender.



MODEL V

Vends all kinds of Bulk Merchandise, including Ball Gum . . . with Charms.

The Choice of Thousands of Successful Operators

The original and still the best, say the thousands of successful operators who operate the Model V. Get the details today.



Size: Height 31 ins., Base Diameter 14 ins.

HOT POP

Victor's non-coin-operated POPCORN VENDER. Write today for charts depicting amazing profits earned by this great dispenser on unbelievably small investment.

DOUBLE UNIT TOPPER

With New Plastic Globe

Designed solely to save operators thousands of dollars in breakage and loss of merchandise.



UNIVERSAL

Beautiful, modern, colorful—as efficient as it is beautiful.

The All-Purpose Vender Built for Profitable Operation

The Universal is truly a creation, tops for modern design and efficiency. Made from finest materials.



With Your VICTOR Distributor

CORPORATION

5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

HOT AS A FIRECRACKER VICTOR'S NEW "HOT POP"

NON-COIN OPERATED

HOT POP CORN DISPENSER

OVER 100% PROFIT TO OPERATOR

WILL DISPENSE

- HOT POP CORN
- HOT SHOESTRING POTATOES
- HOT ROASTED PEANUTS



NO SERVICE PROBLEMS

- NO SLUGS
- NO MESS
- NO JAMMING

WRITE TODAY!

OPERATOR'S PRICE . . .

. . . \$47.50

A & B DISTRIBUTING CORPORATION

1537 N. E. UNION AVE.

PORTLAND, ORE.

"Serving The West With The Vending Best"

LEADING DISTRIBUTORS FOR VICTOR BULK VENDORS IN THE NORTHWEST

Good Service Plus Quality Equipment, Products Make Drink Dispenser Tops in Op

(Continued from page 82)

complicating this has required staggering the hours of his 10 servicemen and three mechanics. Experience has shown which hours during the day are likely to produce most calls. More of his staff are on duty during these hours. In any case, a Drink Dispenser man can always be dispatched to a stop from eight in the morning to midnight. Altho some of his industrials work three shifts, it is rare, indeed, for a call to come in after 11 p.m. If one does, the telephone answering service switches the call to the head mechanic's home.

The head of the route believes that the small or medium-size operator is wise to steer clear of mixing his own sirups. This is a job requiring specialized training and equipment and an inferior, tho cheaper, sirup will quickly be detected by patrons. And especially in captive locations, such as industrials, sales are bound to fall off. As a result, Braverman to date has used only standard-brand preparations.

When he nears his 500-machine goal, however, Braverman plans to set up a separate sirup division. Only then does he figure it will be economically sound to do the job properly.

Right Flavor, Right Time

Merchandising the right flavor at the right time can mean the difference between profit and loss, according to Braverman. While Coca-Cola is a top seller all year, fruit drinks do better in the spring and summer than at any other time. Chocolate drinks are also good all-year sellers in this area. Root beer, he has found, will do a volume business in the "in-between" period, after fruit drinks dip and before hot drinks catch on.

While almost all Drink Dispenser machines were originally single drinkers, today about 70 per cent have been converted to serve three flavors. All conversions have been made in the firm's own work rooms and many of the modified units are capable of serving hot chocolate and/or soup, in addition to one or two cold drinks.

A close check is made on sirup consumption to learn which are most in demand. This is supplemented by servicemen encouraged to ask patrons for their flavor preferences. The personal touch is credited with cementing closer location relations and often is instrumental in one location recommending Drink Dispenser to another stop.

Small Plants By-Passed

Normally, industrials with a plant force of fewer than 400 employees are by-passed by the company. With large-capacity machines, to which the operation is now limited, smaller stops usually prove unprofitable. On the other hand, as his route expands, Braverman claims he can profitably accommodate smaller stops, almost in inverse proportion to the growing size of the operation. Overhead increases at a slower rate, he explains.

For a route of high-capacity machines to be profitable, no single unit should gross less than \$200 a month, according to Braverman. Stating it another way, he said that the yearly depreciation of a vender (assuming its entire cost is written off after five years) should not total more than 5 to 7 per cent of the gross yearly earnings of that machine.

Braverman, whose operation now is up among the first five in the city in point of machines, has several venders in subway stations. The only important exception to his emphasis on industrial stops, these machines have top earning records, according to the Board of Transportation. Since income of the subway units can dip alarmingly if they are out of service for only a short while, Drink Dispenser always has a serviceman on

duty at the stations. Here, the tremendous traffic past the machines justifies the added expense, he points out.

In addition to supervising his own route, Braverman believes that public acceptance of automatic drink vending is well served by concerted industry effort. As a result, he was active in organizing the Automatic Cup Dispensers' Association and now acts as the group's chairman of the board of directors. The association meets once a month to exchange operating experiences and formulate standards for good service.

'49 NAMA Meet Gets Under Way

(Continued from page 82)

industry, judging from the exhibitors' list, has settled down to a steady pace.

Pre-convention information from exhibitors indicated this year's crop of new manufacturers have their programs well formulated. Most of them will be talking of definite delivery dates with definite prices.

For the operator, the largest block of new machines will be hot and cold beverage units and ice cream venders. This year observers were predicting established vending machine operators would be paying more attention to newer types of equipment preparatory to expanding into additional lines. (See show equipment story elsewhere in this section.)

The average operator attending the NAMA show is expected to have more money available for new equipment and replacement of old units. Exhibitors were confident orders would equal, if not surpass, last year's business.

In the business sessions the industry will concentrate on selling, and with competition becoming increasingly keen, the selling theme is particularly timely.

TASTY SANDWICH

(Continued from page 82)

wrapping and sealing equipment and will instruct operators in preparing the sandwiches, Miss Shanks stated. A staff of representatives will be formed to secure locations and sell equipment on a national scale.

The sandwiches, which are made of cold meat, cheese, etc., are packaged in the half-slice size. Interior of the vender will be maintained at a constant 40 to 45 degree temperature. One of the stipulations of the Tasty Sandwich Company franchise is that sandwiches and pastries be changed daily, thus no merchandise will be more than a day old.

Initial installations in Chicago have been made in a department store (for employees), Navy Pier, for military personnel, and in a number of industrial plants and schools, and also clinics and bowling alleys.



TOPPER — All purpose Vender, \$10.75 each; \$10.50 each 24 or more; \$10.25 each 48 or more; \$10.00 each 100 or more.

HOT-POP Popcorn Machine—Non-coin operated, \$47.50 each.

UNIVERSAL all purpose custom built vender — \$13.95 each; 24 or more, \$13.50 each.

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021 . ROSPECT AVE.

CLEVELAND 15, O.

AN UNBEATABLE COMBINATION!



ACORN

1c OR 5c
ALL PURPOSE
BULK
MERCHANDISER

\$13.95
EA.

WE CARRY THE COMPLETE LINE OF WALT DISNEY CHARMS

AMERICAN DISTRIBUTORS



WE HAVE THE NEW, SENSATIONAL, SALES STIMULATING SERIES OF DICK TRACY, LI'L ABNER, ETC., CHARMS. This is the Hottest, Most Terrific Series Ever Designed. GET THEM TODAY!!!

WRITE—PHONE—WIRE

1349 FIFTH AVE., PITTSBURGH, PA.

Northwestern

NEW REDUCED PRICES

MODEL 49
SPECIAL \$13.35

FACTORY FRESH Vender Confections

Teensy	L.B.
Almonds	... 65¢
Jumbo Pistachios	... 75¢
Spanish #1	...
Peanuts	... 24¢
Blanched Virginias	... 32¢
Redskins	... 28¢
Cornuts	... 22¢
Boston Beans	... 23¢
Rainbow Beans	... 23¢
Pine Nuts	... 24¢
Ball Gum	...
Bubble	... 27¢

Parts—Supplies—Charms—Write for List.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

and

4 STAR "JUMBOS"

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also ask for ZALOOM'S INDIAN NUTS

Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY ST. NEW YORK 13, N. Y. BEekman 3-7646

Exhibits at NAMA Convensh Indicate Industry's Growth

(Continued from page 82)

juice firms, and six coffee, chocolate and/or soup concerns showings, is contrasted by the decline in the shoe-shine field, where only two such units will be displayed this year, as compared with more than a half-dozen which dotted the floor in Chicago last year.

Other Equipment

Representation of candy and cigarette venders will be about the same, with seven firms displaying their cigarette machines, and an equal amount showing candy units. Moving up sharply this year are ice cream venders, with a total of six firms on hand with their product for the operators to look over. Increase in this type of equipment is noteworthy, not only from the number of firms showing, but from the price viewpoint. A definite downward trend in the list tags on this type unit was anticipated as the NAMA convention neared.

Other standard equipment on the floor includes three popcorn venders, two cigar machines, several bulk manufacturers' exhibits, and the coin changers, counters, rejectors, locks, alarms, vending machine motors, fire protection aids and educational aids that have highlighted previous NAMA get-togethers.

Of special interest is a soap vender, listed among the Alco-Deree products to be displayed; a hot sandwich vender and a new biscuit vender. Kleenex machines, stamp venders and a sales audit recorder round out the equipment parade in Convention Hall.

Supply Exhibits

Candy firms have again moved in as the leading supply segment to take exhibit space at the NAMA show. This year 36 such concerns have arranged displays of their wares. Next in line, numerically, were the sirup firms,

with 11 contracting for exhibit space. As usual, the leaders in both fields are again on hand, with the heavy increases being noted among the Eastern suppliers who did not take space at the shows held in Chicago the past two years.

Tobacco and cigarette suppliers will number four major firms among the exhibitors, while five chewing gum firms three match manufacturers and a like number of cup makers are also among the firms with show space. Other products scheduled to be shown include Korn Kuris, pretzels, sandwiches and cookies, plastics, coffee concentrates, soup concentrates, French fries and the traditional peanuts and popcorn.

New Vocal Sales Aid for Venders

CHICAGO, Nov. 26.—Powell Announcer Corporation, recently organized firm offering a new magnetic recording device as a product and sales stimulator, reported this week that it was slanting its device toward the vending machine operator following successful test operation in various supermarket chain stores.

Called the Powell Announcer, the unit will list for under \$100 to the operator, according to Les Brown, engineer. Where the unit is set to function after a sale has been made, or upon actuation of a vender, the \$21 cost of a photo electric cell can be saved. Latter will be used where the unit is desired as a presales stimulator, passers-by causing the sales message to be delivered upon breaking the beam of the electric eye. Device comes complete with a tape reel and tape (the \$3.50 price of which is figured in under the \$100 peg, as is the photo electric cell). New tapes, with a one-minute sales message on each, are \$1.75, Brown stated. The unit with speaker, but without tape, eye, etc., lists for \$72.

Features

Feature of the unit is ease of changing sales messages. According to Brown, new tapes can be placed as easily as changing a phonograph record.

The announcer is manufactured for Powell Announcer Corporation by ABT Manufacturing Corporation, which has produced 100 pilot models to date. Latter have been placed in local National Tea, Hillman and other food stores. Delivery of new units to operators will start in six weeks, Brown declared. A special model, adapted for use on non-electric venders and to be actuated upon use of the vender, will be offered shortly, he said.

Officials of Powell Announcer are Graham P. Smith, president, also vice-president of Indiana Steel Products; Frank E. Mandel, vice-president, and W. Leonard, secretary. Brown and Earl Crane make up firm's engineering staff.

Hold Public Hearing On U. S. Sugar Facts

WASHINGTON, Nov. 26.—A public hearing has been set for Wednesday (30) at 9:30 a.m. to discuss the Sugar Act of 1948 and its administration, it was announced here this week. Charles F. Brannan, Secretary of Agriculture, said the hearing was designed to bring into focus the entire sugar situation.

"Prior to the issuance of regulations setting forth the sugar consumption requirements for the continental United States for the calendar year 1950 and the sugar quotas for 1950 for domestic and foreign areas," the notice read in part, "Consideration will be given to any data, views or arguments pertaining thereto which are presented at the hearing or which are submitted in writing to the director, Sugar Branch, Production and Marketing Administration, Department of Agriculture, Washington, D. C."

New Two-Ounce Nickel Bar Debuted by Hollywood Candy

CENTRALIA, Ill., Nov. 26.—Hollywood Candy Company has announced a new nickel bar, 2-ounce size, with a chocolate nougat center topped with caramel coated with almond sprinkled chocolate coating. Called Marty's Double Header, bar is scored so it may be broken in two pieces. It is packed in 24 count at 75 cents.

Thatcher Glass Dividends

ELMIRA, N. Y., Nov. 26.—Thatcher Glass Manufacturing Company, Inc., declared common stock dividends at its regular monthly board of directors meeting this week. A dividend of 10 cents per share, payable December 30 to stockholders of record December 15, and 3 per cent payable in common stock to shareholders of record December 15.



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

VISIT **ALKUNO** IN **BOOTH 429** At the **N.A.M.A. Show** SEE THE FINEST CIGARETTE, CRACKER, GUM AND MINT VENDORS!! IF YOU CAN'T MAKE THE SHOW, WRITE FOR COMPLETE INFORMATION! **ALKUNO and COMPANY** 408 CONCORD AVE., BRONX 54, N. Y.

ABT CHALLENGERS USED—GOOD CONDITION \$17.50 10 Machines, \$150.00

OTHER USED MACHINE BARGAINS

16 Ball Gum, Cap. 1000	\$7.95
16 Peanut, Cap. 5-Lb.	7.95
16 Northwestern Mod. 39	8.95
54 Silver King	8.95
54 Columbus, Mod. 2M	8.95
16 3 col. Peanut-Pistachio	9.95
16 Gottlieb Grip Scale	9.95
16 5 col. Peanut-Pistachio	12.95
16-54 Northwestern De Luxe	14.95

SPECIAL BRAND NEW!
1/2 Cigarette Raci Penny Pack Counter Game \$9.95

Terms: 1/3 Dep., Bal. C.O.D., F.O.B. Newark

ASCO VENDING MACHINE EXCHANGE 55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

HURRY... HURRY... HURRY!

Don't lose time and money... she offers tremendous profits in gum, nuts, candy and charms... she's got what it takes... see the amazing astounding... money-making

ACORN

1c OR 5c ALL PURPOSE BULK MERCHANDISER

Operators Vending Mach. Supply Co. AUTHORIZED DISTRIBUTOR 1023 South Grand, Los Angeles 15, Calif.

... step right into Booth No. 620 at the N.A.M.A. Show. ORDER DIRECT FROM US

SPECIAL!
100 ASCO
HOT NUT VENDORS
Lots of 10... Ea. \$9.50—Sample \$12.50



Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Case or More \$40.00 Per Case (\$10.00 Per Mach.)
Prompt Delivery

WE TAKE TRADE-INS LIBERAL ALLOWANCE

WRITE FOR OUR FREE ILLUSTRATED CATALOG!
1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES COMPANY

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

A.B.T. Pay Meter Adds to Public's Coin Mach. Interest

CHICAGO, Nov. 26.—The A.B.T. Pay Meter, a coin controlled unit originally developed to stimulate the sale of major home appliances, television receivers and furniture, is now proving to be a trade stimulator of bottle and popcorn venders, according to R. L. Budde, assistant to A.B.T.'s president. Of interest to the industry as a whole, however, is the fact that this new product is making the general public more coin machine conscious, which in the long run should be beneficial to all types of coin machine operators.

The Pay Meter is a compact unit measuring 2 1/2 by 4 1/2 by 5 1/2 inches and was designed to handle quarters exclusively. Its timer can be set for 30 minutes, 1 hour or 24 hours while its coin box has a capacity of \$25.

Budde pointed out that just as soon as A.B.T. began delivering the Pay Meter in quantity to appliance and furniture retailers, vending manufacturers began inquiring about the feasibility of the product for selling such items as bottle beverage machines and popcorn units to both small operators and newcomers in the field. Operators of television in hotel and similar locations also found a ready application for the Pay Meter. Apartment owners and even some coin laundry firms with non-automatic units in apartment locations found the new A.B.T. product could be used on washers by simply plugging in the washer to the Pay Meter, then plugging it into a conventional electrical outlet.

Budde stated that one of its unusual uses is in helping retailers to sell non-electrical products. He cited furniture as an example. Merchandise of this type sold on the quarter-a-day installment plan is handled by plugging the Pay Meter in with the refrigerator in the home and if the buyer forgets to deposit his quarter toward the furniture payment he is gently reminded when the refrigerator stops running after a 24-hour period.

Auto. Products To Intro New Cup, Cig Units

NEW YORK, Nov. 26.—Automatic Products Company, manufacturer of Refresh-o-Mat and Smokeshop, has fallen in step with the trend toward multiple drink, hot-cold cup venders, with a unit said to be perfected and ready for exhibit at the National Automatic Merchandising Association (NAMA) convention. Sam Kresberg, vice-president, said this week that the 1,000-cup machine would start coming off the production line early in January.

At the same time Kresberg disclosed that a new front panel had been designed for Automatic's cigarette machine. Making generous use of animated illumination to give the vender "the eye appeal of a modern juke box," the new model of the Smokeshop also will be introduced at the NAMA meet.

Same Width

Automatic's 1,000-cup Refresh-o-Mat, serving carbonated drinks, hot chocolate and/or soup, is only four inches greater in depth than the firm's earlier still-drink unit. In width it is the same. Inside it has room for three sirup tanks, one with a capacity of 7 1/2 gallons and the other two holding five gallons each. Either six or nine-ounce cups may be dispensed.

Kresberg said the use of a "new method of refrigeration provides positive cold control." Likewise, a supply of uniformly hot water is assured thru a special thermal unit. Patrons can mix their cold-drink purchases by pressing two buttons.

The machine is dressed up with a stainless steel canopy, below which an edge-lit mirror depicts a South Sea scene in five colors. Capping the vender is an illuminated plastic dome, providing lighting on three sides in normal installations. The selector buttons, one inch in diameter, are set in chrome-plated gromets in the front-panel mirror.

Nickel Operation

The machine will be delivered fitted for straight nickel operation. A changer will be offered as optional equipment. Kresberg stated the unit will list at "less than \$900."

Kresberg, for many years a distributor of automatic phonographs, said that the "flash appeal" of illuminated juke boxes inspired redesign of the front panel of the 612-pack-capacity Smokeshop. Front of the machine is now lit up. An illustration of a man smoking is further dramatized by having the smoke appear to move thru the use of lights. On the lower half of the front panel is a mirrored grill with vari-colored lights.

The dressed-up Smokeshop will list at slightly higher cost than the standard model. Kresberg emphasized that both the standard cigarette vender and the still-drink Refresh-o-Mat would be continued in production. Other new venders will be announced later.

ADVANCE DUPLEX-E

and OTHER SANITARY MACHINES AVAILABLE IMMEDIATE DELIVERY

Order Sample Today! Write for Quantity Prices!

LISTO SANITARY NAPKINS

Sample and Prices on Request. Manufacturer and Distributor

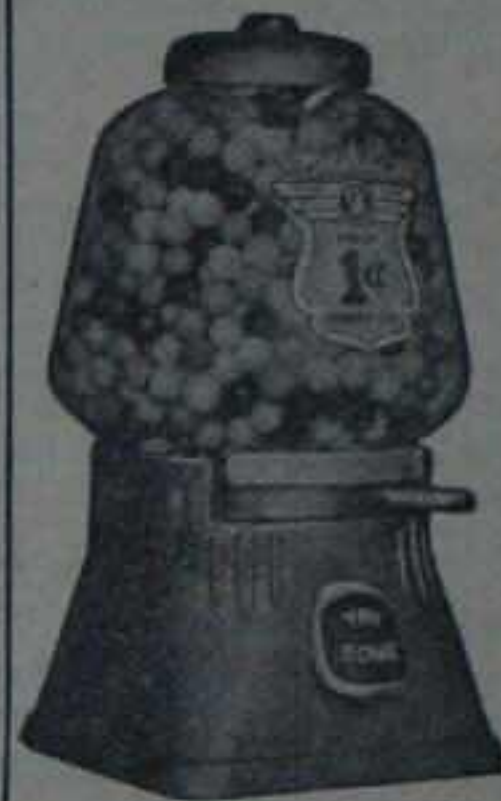
J. SCHOENBACH
1645 Bedford Ave., Brooklyn 25, N. Y.



New Low Price

SILVER KING CHARM KING

2 GREAT VENDORS



Sample, \$12.95
2 to 3, \$12.50
1 to 5 Cases \$42.00 Case
6 Cases or More \$40.00 Case
Packed 4 to Case.

CAMEO VENDING SERVICE

432 West 42nd Street New York 18, N. Y.

WANTED

Lehigh PX10 col.

CIGARETTE MACHINES

Tell us what you have to offer in this model. Lights, color or accessories not important. Give us the rock-bottom price you will accept.

WRITE TODAY

Easton Automatic Sales Co.

2418 Park Ave. Easton, Pa.



DOUBLE PEPPER

FEATURING Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.
CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St. Boston 20, Massachusetts

MR. OPERATOR!

DID YOU KNOW?

There are less used or rebuilt VICTOR MACHINES offered than any other make.

DID YOU KNOW?

That you can buy TOPPER as low as \$10.00 in lots of 100 or more.

DID YOU KNOW?

You can buy 100 TOPPERS for less outlay of cash than you would expect to pay for 25 other machines.

BETTER WRITE FOR TIME PAYMENT PLAN

ROY TORR
LANSDOWNE, PA.



HURRY... HURRY... HURRY!

Don't lose time and money... she offers tremendous profits in gum, nuts, candy and charms... she's got what it takes... see the amazing... astounding... money-making

ACORN

1c OR 5c ALL PURPOSE BULK MERCHANDISER

HANKIN DISTRIBUTORS, INC.

AUTHORIZED DISTRIBUTOR
708 SPRING ST., N. W., ATLANTA 3, GA.



Set Dairy Industry Convention Program

CHICAGO, Nov. 26. — National Dairy Council (NDC) has set a two-day program, featuring discussion of economic problems facing the dairy industry for 1950 as the theme of its annual meeting at the Hotel LaSalle here January 26-27, Milton Hult, president, announced this week.

Of interest to operators of milk vending equipment, the convention will also highlight sales and public relations problems in the "highly competitive (dairy) food industry." Included among the subjects scheduled for discussion are Building Tomorrow's Markets, What's New in Dairy Foods? and What Makes a Good Sales Promotion and Public Relations Program?



HOT-POP POPCORN VENDOR
(Non-Coin Operated)
\$47.50

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

LOGAN DIST. CO.
JACK NELSON JR.
Gen. Mgr.
3230 Milwaukee Ave.
Chicago 47, Ill.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS... Write NOW FOR LOWEST PRICES AND SAMPLES OF THE METAL AND PLASTIC CHARMS, STONE AND CARVED BONES, WEDDING RINGS, RIVETS, JACKS, BALLDONS, TRILLS, ETC.
BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

INDUSTRY'S PR PAYING OFF

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: MOONEYS, BARRONS FEUD OVER DISK, LAKE IN LOVE-LAND. The squabble arises over rights to the new English tune, which Art Mooney has recorded.

CZECH DISKERY, MERC DEAL SNAGGED. Mercury Records is in a hassle with the Czech Government-owned diskery over import deals.

PORTEM TO DISTRIB SPECIALTY, ALADDIN AND SCORE. The Portem firm will take over the New York distribution of the three record lines.

BUNGALOW TIFF A-BREWING? Johnny Long's waxing of *We'll Build a Bungalow*, for King Records, raises license issue at Mellin Music.

COMMAND REACTIVATED. The diskery organized before the recording ban takes new shape and will cut folk, novelty and blues-rhythm groups.

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Operators Stepping Up Aid Programs; Activities Have Helped Over-All Publicity

Schedule Heavy Program Covering Christmas Holiday

CHICAGO, Nov. 26.—Public relations within the industry is increasing steadily, both on an organized and independent basis, a survey of operators has indicated. Most important trends in this direction have been the recent tie-ins between music machine ops and health departments (placing the *Ignorant, Ignorant Cowboy* on machines from coast-to-coast), and the donation of used equipment and adequate record supplies to boys' clubs, youth centers and hospitals (a program which has been highly successful in the Washington and Los Angeles areas). Offsetting much of the unfavorable

publicity which periodically hits the industry, the operators' associations thruout the country, aided by independent programs being conducted by operators themselves, have made deep inroads in public opinion in their respective areas thru their civic endeavors.

The survey indicated that while most of the operators have been participating in these charitable and civic-aid programs, they have done so with a minimum of publicity. However, because local authorities are usually involved, word has been spread about, and, as a result, much unfavorable publicity which formerly was indiscriminately applied to the "juke box" industry has now disappeared.

Christmas Programs

The upcoming Christmas season will be an especially active one for many segments of the industry. In the Chicago area, for example, operators will join with the B'nai B'rith, the Salvation Army and the city veterans, etc. In several instances, operators have agreed, of their own volition, to place equipment in community centers where the city's poor will gather for Christmas parties sponsored by charitable orgs. These machines will be set to play continuously, and ops will not only transport the equipment and stock the jukeboxes with records, but will contribute to the fund underwriting the parties. Other activities in which operators have been involved in recent weeks in their respective communities include the Red Feather drive, Thanksgiving Day dinners for the underprivileged, the Kids Day promotion (in which the Coin Machine Institute participated), and the TB drive for funds. Local associations have also continued their aid to the Damon Runyon Fund and the Heart Fund.

Mule Train

MILWAUKEE, Nov. 26.—Leonard Eilers, 23-year-old native of this city, proved to be an ardent patron of local jukeboxes, and, because of an overpowering yen for a new hit, *Mule Train*, a public nuisance at the same time. Eilers was haled into court after he had played the tune 481 times, spending a total of \$24.05 which he had "borrowed" from his roommate.

Placed on probation by Judge Harvey Neelen, Eilers promised not to play the tune any more on his visit to the local juke box location. From now on he'll vary his selections, and use his own money.

CPMA Parties Lief; Selects Hit Tune for December

CLEVELAND, Nov. 26. — The Cleveland Phonograph Merchants' Association (CPMA) last week concluded its regular monthly meeting with a party given in honor of Harry D. Lief, retiring secretary-treasurer. As a token of his many years of work in behalf of the association, Jack Cohen, president, presented Lief with a set of luggage in behalf of the CPMA.

At the meeting, the CPMA selected *The Old Master Painter* as its Hit Tune of the Month for December. Tune is on the Mercury label and featured Richard Hayes.

Ind. Ops Hold Special Confab

INDIANAPOLIS, Nov. 26. — The Music Operators' Association of Indiana, Inc. (MOAI), held a special meeting last week, during which it was decided to launch a new membership drive and meet twice a month instead of once. President Floyd Meeker presided.

The first order of business was a complete revision of the courtesy list, which was brought up to date by eliminating some names and adding others. In line with the membership program, it was also decided to renew the interest of non-active members by special visits of the membership committee.

Need of two meetings a month, after being brought up for discussion, resulted in setting up a schedule of meetings on the first and third Tuesday of each month. A round-table discussion of problems in the phonograph business brought the meeting to a close.

Schneller Shows Picture Parade

PHILADELPHIA, Nov. 26.—Nate Schneller, Inc., a firm specializing in novelty game conversions, last week introduced its latest product, *Picture Parade*, after location testing.

The pin game, converted from *Robin Hood*, features a non-symmetrical playing field with off-center bumpers and flippers. These features are claimed to increase player appeal markedly.

Boston Music Operators in Meet To Form Association

BOSTON, Nov. 26.—A closed mass meeting of all juke box ops in the area was held at the Copley Square Hotel Tuesday (22), with a second session marked up for November 29, as music ops, hemmed in by rising costs, video competition and an upcoming session of the State Legislature sought unification and organization for the first time.

Al Dolins, prexy of Pioneer Music Company, guiding spark behind the organization attempt, said: "With conditions the way they are, there is a definite and vital need for a music operators' association. I hope that all music operators will band together for the good of all, and that we can have a real strong music operators' association in Boston."

Cig Venders, Pin Games

A recent story reveals that music ops in the area were turning to cigarette and candy venders and pins to keep revenue from diminishing too far due to increased operation costs and constant inroads of television (*The Billboard*, November 19). The

story pointed out that juke box ops, for the most part, simply had to have more revenue to keep going.

Figures released this week show that there are now 4,750 television sets in public places in the Greater Boston coverage area. Last year at this time there were less than 1,000 in public locations.

The current survey, conducted by (*See HUB MUSIC on page 101*)

Set Up New Disk Firm in Boston

BOSTON, Nov. 26. — Speedbird Record Distributors, a new organization supplying records for music box operators, has been opened by Daniel C. Collins at 1327 Washington Street, Boston. Featured is one-day mail-order service and free title strips.

Collins is also treasurer of Speedbird Distributors, 295 Huntingdon Avenue, shuffleboard distributors.

Calendar for Coinmen

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

November 27-30—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual trade show and outdoor convention, Hotel Sherman, Chicago.

November 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

December 1—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

December 5—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

December 6—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting.

December 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

December 8—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

December 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

December 21—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

December 29—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Nov. 24, 1934.—Among the top games of the day, played and placed on a national scale, were the following "winners": By Bally Manufacturing Company, Red Arrow, a 5-cent one ball at \$94.50, featuring automatic payout, and Signal, a pin-ball in Junior and Senior models at \$39.50 and \$59.50; Dudley-Clark Company's Live Power, Tiger motif pin game at \$39.50; Stoner Manufacturing Corporation's custom built Esquire game, at \$39.50; Genco, Inc., Goal Kick, a football pin game tagged at \$33.50.

Others included D. Gottlieb & Company's Junior Model of its Flying Trapeze game, \$39.50; larger Flying Trapeze, \$52.50, with flying balls that flew over two trapeze into high score pockets, and Merry-Go-Round, \$39.50, using a new roto-disc action, tossing balls from one to each of the three discs in the center of the play field.

From Exhibit Supply Company came word that, following firm's entry into the modern pin table field, it had installed a rotating wheel type of assembly line. Exhibit had three such wheel assembly lines, which acted to conserve space in the plant. Production of 400 pin games per day was reported with 25 digger machines also being produced on a daily basis. Claude R. Kirk, Exhibit official, was doing most of his contact work via plane.

Pride of coin row in New York was Babe Kaufman's new 12-cylinder Pierce Arrow. . . . N. H. Lazier, Berlo Vending Company representative for Ohio and Pittsburgh, reported rapid strides in placement of candy venders in theater lobbies. Lazier stated that over 60 candy venders were on location in lobbies thruout his territory.

10 Years Ago This Week

CHICAGO, Nov. 25, 1939.—Export activity in the coin machine field was a rife topic of conversation. With the European war only a few months old, the export outlets were already being curtailed but the bulk of shipments shifted to South America and other neighboring countries. According to a Department of Commerce report, Mexico led the list of coin machine importation nations, taking 302 juke boxes and five vending machines during September alone. Canada bought 108 phonographs, 84 venders of unspecified type and 151 amusement games. Cuba imported 25 jukes and two games, while Australia took 15 phonographs and 30 amusement games. The report also showed that 10 games had been shipped to England, Belgium and Panama respectively. France imported 27 games; Netherlands, 12; Chile, 5; Palestine, 8, and South Africa, 11.

In Germany, the widely developed food vending system (as in store fronts, etc.) was being abandoned due to rationing. Other types of goods, tho not rationed, were not available so machines dispensing other than food stuffs were also hit. Another "nien vender" angle was the black-out of the cities; this meant no lights on venders and made operation difficult. The German's own peculiar problem of "pennyng" or "pfennigging" was followed in the case of cigarette venders.

Due to the war surtax of 20 per cent of retail price on tobacco products, the usual price of 20 pfennigs had to be changed to 24 pfennigs. As venders were not equipped to return change, operators charged 30 pfennigs and enclosed or attached change of 6 pfennigs to each pack in the form of stamps or coin.

ALBUM REVIEWS

(Continued from page 36)

BARTOK: CONCERTO NO. 3 FOR PIANO AND ORCHESTRA AND MIASKOVSKY: SYMPHONY NO. 21 IN F SHARP MINOR—Gyorgy Sandor-Philadelphia Ork, Eugene Ormandy, Dir.—(1-12")
Columbia (33) ML 4239

Here's another LP double-header—two full length works on one record. The Bartok Piano Concerto was the composer's last work and was written simultaneously with his wonderful Concerto for Orchestra. The Third Piano Concerto, here performed by the same persons who were responsible for the debut performance—Sandor and Ormandy—and they do a scintillating job for the record. Tho it is Bartok's last work, this could serve as an introduction to Bartok for the general longhair follower of conservative tastes. Bartok's modernity is achieved in the work with such a refinement as to be pleasing even to the schmalziest taste. The slow movement of the concerto is some of the most masterful writing of our time. In the transfer to LP, the lush Philadelphia sound is even lusher and Sandor's rich keyboarding is even richer. On the flip side is a new reading of the Miaskovsky 21st. The dean and most prolific of the Soviet composers, Miaskovsky, has fashioned a rich one movement symphony in this work which reflects a Tschai-kovsky influence. Beautifully performed and recorded.

JUKES Not suitable. **JOCKS** Both works worth a longhair whirl in LP-equipped studios.

CHRISTMAS CAROLS BY MOUNT HOLYOKE COLLEGE GLEE CLUB and CHRISTMAS CAROLS BY CELEBRITY QUARTETTE—Mount Holyoke College Glee Club-Celebrity Quartette (1-12")
Columbia (33) ML 4231

The 110-voice Mount Holyoke College Glee Club fills one side of this long-playing disk with 11 not off-heard carols representing seven different categories and five different national sources. The large glee club under the leadership of Ruth Douglas does the seasonal songs with an abundance of spirit and reverence. The Celebrity Quartet, an English foursome including soprano Isobel Baillie, contralto Gladys Ripley, tenor John McHugh and bass-bary Harold Williams, does half a dozen more familiar Christmas songs on the other side of the LP. They do such as "The First Nowell," "Come All Ye Faithful," etc., with Herbert Dawson offering faithful aid at the organ.

JUKES Not suitable. **JOCKS** Top seasonal carolling for LP-equipped spinners.

VICTOR HERBERT MELODIES—Al Goodman Ork (1-10")
Columbia (33) CL 6078

Ah! Sweet Mystery of Life; Sweethearts; Kiss Me Again; A Kiss in the Dark; For I'm Falling in Love With Someone; Thine Alone; Gypsy Love Song; When You're Away. Eight Victor Herbert favorites are handed treatment which can be tabbed salon-like. They are all treated instrumentally in a manner which is entirely pleasing and soothing to the ear. Such a disk makes for a good setting for cocktails or dinner and at the same time serves a primer for charming melodies of Herbert. Goodman has executed his chore with a maximum of good taste. Re-recorded for the LP process. And the sound is enriched considerably as a result.

JUKES Not suitable. **JOCKS** Good dinner music for LP-equipped spinners.

VIVALDI: GLORIA MASS—Silvana Zanoli-Adalgisa Giordano-Chorus of the Choral Academy, Lecco Guido Camillucci, Chorus Master-Ork of the Teatro Nuovo, Milan-Arrigo Pedrolla, conductor (1-12")
Vox Polydor (33) PLP 6610

In this Italian LP waxing, the longhair indie has latched on to a fine hunk of material. The work is rarely, if ever performed here, and has never been recorded previously. The music is sometimes in the vein of the composer's popular concerti grossi, altho its religious nature is always obvious. It's a spirited, full-bodied work, and the performance is an inspired one. Zanoli is a fine soprano, but the mezzo, Giordano leaves much to be desired in her brief contribution. Chorus and conducting are on a very high level. Recording and surfaces are tops. In the current Vivaldi vogue, this disk should do well. Excellent notes by Edward Talmall Canby.

JUKES Not suitable. **JOCKS** For quality longhair shows.

MOZART: CONCERTO FOR PIANO AND ORK, NO. 25 IN C MAJOR—Gaby Casadesus-Lamoureux Ork—Eugene Bigot, conductor (1-10")
Vox Polydor (33) PLP 6520

This concerto (K-503) hasn't been available here previously, except on imported pressings from England. This new Vox Polydor cutting is available on LP only, and, like most of the diskery's recent LP output, the quality is excellent. The sound is full and live, and pressings are quiet. Mme. Casadesus plays the fluid work with crystalline clarity, and Bigot's support is knowing and spirited. The work itself is not Mozart at his profound best, but it's a charming, ingratiating opus that will be welcomed by a large corner of the longhair market.

JUKES Not suitable. **JOCKS** For longhair and FM shows.

BEST LOVED CHRISTMAS MUSIC—Ray Bloch Ork (3-10")
Signature 5-3

Here We Come A-Caroling; The First Noel; God Rest Ye Merry Gentlemen; Joy to the World; Good King Wenceslas; Angels We Have Heard On High; Deck the Hall; Away in a Manger; Hark! The Herald Angel Sing; Silent Night. Production-wise there are better Christmas packages around, but at the bargain price, this should do plenty of business. Chorus and ork are large, and the selections are socks. Cover design is okay for display in any shop.

JUKES Not suitable. **JOCKS** You can do better.

PROKOFIEV: CINDERELLA — BALLET MUSIC GAVIN GORDON; THE RAKE'S PROGRESS—Royal Opera House Ork, Covent Garden-Warwick Braithwaite, director-Constant Lambert, director (1-12")
Columbia (33) ML 4229

Both of these works are suites from ballets which are featured by the Sadler Wells Company, which just concluded an immensely successful New York run. "Cinderella" was the most successful of the ballets presented during this run. Prokofiev's adaptation of the fairy tale for the ballet stage includes some of the Russian's finest orchestral work and apart from the production holds up as an immensely captivating work. It has charm, dignity and happily is spiced so as to avoid being overly lush. Warwick Braithwaite, who conducted the Sadler Wells' debut of this work, conducts the Royal Opera House orchestra thru a befittingly brilliant performance of the maritornous music. "Rake's," a ballet based upon Hogarth's series of paintings of the same name, also is an interesting score by singer-actor-composer Gavin Gordon. It is written for the main in "olden style" tho there are interjections of the modern. The suite of excerpts is spirited and ingratiating music. The performance and recording, under Constant Lambert, is superb.

JUKES Not suitable. **JOCKS** LP-equipped stations should have this in the library.

MUSICAL COMEDY FAVORITES—Andre Kostelanetz Ork (1-12")
Columbia (33) ML 4241

Two of Kostelanetz's best-selling albums have been merged to make up this single long-play disk. It houses 16 of our leading pop show tunes which were written by such as Gershwin, Rodgers, Schwartz, Coward, Berlin, Kern, etc. And the tunes include such standbys as "Smoke Gets in Your Eyes," "Begin the Beguine," "All the Things You Are," "I Got Rhythm," etc. The lushness of the typical Kostelanetz approach to pop matter comes on even lusher because of the added fidelity of the LP medium. This LP is truly a "bargain"—a perfect selling example of the savings in money and space which the medium affords the average record buyer.

JUKES Not suitable. **JOCKS** LP-equipped stations will want for uninterrupted show tune spots in late hours.

BEETHOVEN: SYMPHONY NO. 3 IN E-FLAT MAJOR, OP. 55 ("EROICA")—The Philharmonic Symphony Ork of New York-Bruno Walter, director (1-12")
Columbia (33) ML 4228

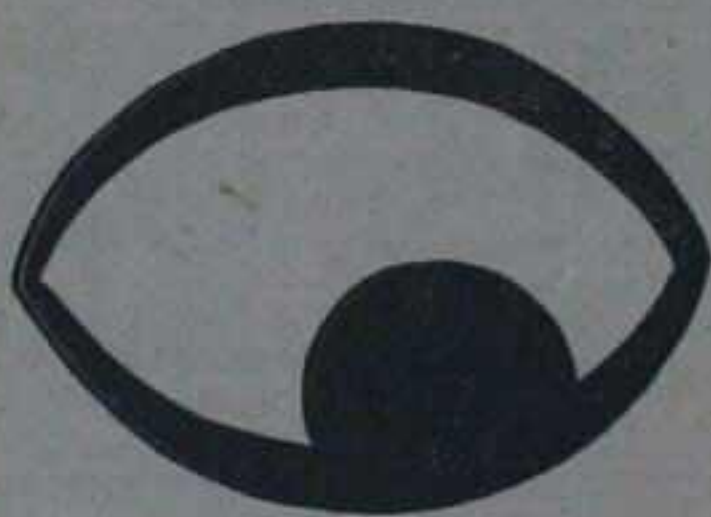
This is a magnificent recording. It probably will rank as one of the finest readings of the "Eroica" ever put down on record. Walter has interpreted the increasingly popular Beethoven symphony with fire, power and a superb grasp of the master's score. The New York Philharmonic has rarely sounded quite as fine as it does on this waxing. The superb reproduction of LP adds the final bit of extra-special garnish to this extra-special waxing. This is a new recording. And, commercially, it might be pointed out that the "Eroica" has been finding growing favor with longhair followers.

JUKES Not suitable. **JOCKS** Must for longhair libraries on LP.

IZLER SOLOMON CONDUCTS—Columbus Philharmonic Ork-Izler Solomon, director (1-12")
Discovery (33) DL 4004

Bartok: Rumanian Dances; Dunlap: Tequila; Gluck-Mottl: Suite. Solomon is one of our younger and more promising conductors. He has built the Columbus Philharmonic into an organization of stature in the past few years. On this disk he undertakes three works whose only relationship is that they have something to do with dancing. Bartok's Rumanian Dances are fiery, lively bits rolled into a powerful work which is done with much gusto by the conductor and ork. "Tequila" is a rousing short work by movie composer Paul Dunlap. It's based on Mexican themes and has more spirit and rhythm than it has durability as a work of consequence. The Gluck-Mottl suite is of bits of music written for ballet in Gluck's scores for his operas. Mottl arranged these excerpts into a suite which has moments of much charm as well as moments of emptiness. The ork plays all the works on the disk with much spirit and vitality if not with technical excellence.

JUKES Not suitable. **JOCKS** LP-equipped stations could use just for the Bartok and Dunlap pieces.



the whole program .

at a glance!



AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 36)

- The Old Master Painter
P. Harris Ork (St. James) V(78)20-3408;
(45)47-3114—ASCAP
- The Rosary
C. Perkins (Ave Maria) Savoy 722
- There's No One Here But Me
V. Monroe Ork (So This) V(78)20-3404; (45)
47-3112—ASCAP
- Thrill Me
B. Evans (All On) Melford M-255
- Too-Whill Too-Whoo! (Bring My Loved One to Me)
M. Carson (All the) V(78)20-3602; (45)47-
3108—ASCAP
- Too-Whill Too-Whill (Bring My Loved One to Me)
J. Haskell (You're Different) Dec 24806
- We're Wasting Time
B. Gale Ork (I Want) Col 12428—BMI
- When I Hear Your Name
B. Colt (Me and) Admiral R-1001—ASCAP
- When I Take My Vacation In Heaven
D. Bradley (The Greatest) Coral 60138
- Wise Guy
A. Vaughn (I Only) Four Star 1303
- Wonderbar
G. Lombardo Ork (Farewell Amanda) Dec 24804
- You're Always There
B. Goodman (Brother Bill) Cap 57-788—ASCAP
- You Can't Love a Broken Heart
L. Well (A Little More) Mer 5340—ASCAP
- You're Different
J. Haskell (Too-Whill) Dec 24806

LATIN-AMERICAN

- Amazonas
V. Silvester (San Juan) Col 6302-X
- Amor De La Calle
Panchos Trio (Flor De) Col 6367-X
- Amor De La Calle
M. Pomain (Eso Le) Col 6381-X
- Amor Que Florece
D. Simon (Cocktails Para) Col 6383-X
- Amorcito Corazon
Panchos Trio (Contigo) Col 6384-X
- Balle De Locos
Guamaní Trio (Por Tu) Col 6394-X
- Canto Espanol
H. Mercado Cuarteto (Dolor Patrio) Col 6392-X
- Cocktails Para Dos
D. Simon (Amor Que) Col 6383
- Contigo
Panchos Trio (Amorcito Corazon) Col 6384-X
- Cuanto Te Quiero
Mocambo Sexteto (Tiajmulco) Col 6390-X
- Depende De Ti
Panchos Trio (Te Fuiste) Col 6386-X
- Dolor Patrio
H. Mercado Cuarteto (Cante Espanol) Col 6392-X
- El Enmascarado
L. Meza (Los Ojos) Col 6380-X
- Engano Cruel
Hermanos Mercado Cuarteto (Mi Rumbera) Col
6379-X
- Eso Lo Vamos a Ver
M. Pomain (Amor De) Col 6381-X
- Flor De Azalea
Panchos Trio (Amor De La) Col 6387-X
- Guantana Mera
C. Reyes (Take It) Cap 57-790—ASCAP
- La Desentendida
Jarochitas (Por Ahí Por Ahí) Col 6389-X
- La Mariposa
H. Padilla (Vas a) Col 6388-X
- Lo Que Me Pidas
A. Ignaga (Mambo En) Col 6391-X
- Los Ojos De Mi Morena
L. Meza (El Enmascarado) Col 6380-X
- Luna De Texas
Tin Tan & Marcelo (Morena De) Col 6393-X
- Mambo En Fa
A. Ignaga (Lo Que) Col 6391-X
- Mam-Bo-E
A. Ignaga Ork (Opera Del) Col 6378-X
- Me Voy Para Mi Borinquen
Yayito Trio (Muchachita) Col 6374-X
- Mi Magdalena
Panchos Trio (Piensa Bien) Col 6385-X
- Mi Rumbera
Hermanos Mercado Cuarteto (Engano Cruel)
Col 6379-X
- Morena De Ojos Negros
Tin Tan & Marcelo (Luna De) Col 6393-X
- Muchachita
Yayito Trio (Me Voy) Col 6374-X
- Opera Del Solar
A. Ignaga (Mam-Bo-E) Col 6378-X
- Pensamiento
Antillano Dueto (Tengo Para) Col 6375-X
- Piensa Bien Lo Que Me Dices
Panchos Trio (Mi Magdalena) Col 6385-X
- Por Ahí Por Ahí
Jarochitas (La Desentendida) Col 6389-X
- Por Tu Bien
Guamaní Trio (Balle De) Col 6394-X
- Rosalita
V. Silvester (Salvador) Col 6393-X
- Salvador
V. Silvester (Rosalita) Col 6393-X
- San Juan
V. Silvester (Amazonas) Col 6382-X
- Similar
El Boy Ork (Tu Petición) Col 6377-X
- Take It Easy, Take It Light
C. Reyes Ork (Guantana Mera) Cap 57-790—
ASCAP
- Te Fuiste
Panchos Trio (Depende De) Col 6386-X
- Tengo Para Ti
Antillano Dueto (Pensamiento) Col 6390-X
- Tiajmulco
L. Hulcholes (Cuanto Te) Col 6390-X
- Tu Petición
El Boy Ork (Similar) Col 6377-X

CLASSIC & SEMI-CLASSICAL

- Bartok: Music for String Instruments, Percussion
and Celeste Album—Los Angeles Chamber
Symphony Ork, H. Byrns, Cond. (3-12")
Cap(78)ECL-8048; (45)KCM-8048; (33)L-8048
- Bartok: Rumanian Folk Dances, Paris I & II
(12")
Y. Menuhin-M. Gazelle. . . V(78)12-1061;
(45)49-0796
- Beethoven: Concerto in E Flat Major for Piano &
Orchestra Album—O. Frugoni, Pro Musica
Chamber Ork, P. Paray, Conductor
Vox Polydor (33) PLP 6470
- Chopin Favorites Album (3-7")
The First IPano Quartet . . . V(45)WMO1227
- Chopin: Mazurka in F Minor, Op. 7, No. 3
Album
F. Horowitz (Horowitz: Variations and
V(45)49-0458; (78)12-0427
- Dunlap: Tequila (Part I & II)
Discovery 1201
- Four Operatic Arias Album—J. Pearce-RCA Victor
Ork, E. Leinsdorf, Con. (2-7")
V(45)WMO1250
- Friml: Friml Melodies Album—A. Goodman Ork,
E. Wrightson, Guild Choristers (4-7")
V(45)WP-165
- Giannina Mia . . . 52-0058
- Give Me One Hour . . . 52-0059
- Indian Love Call . . . 52-0059
- L'Amour, Toujours, L'Amour . . . 52-0060
- Ma Belle . . . 52-0060
- Only a Rose . . . 52-0057
- Song of the Vagabonds . . . 52-0057
- The Donkey Serenade . . . 52-0058
- Gilera: Symphony No. 3 in B Minor, Opus 42
Album—Symphony Ork of the Academy of
Santa Cecilia, Rome, J. Rachimilovich, Cond.
(6-12")
Cap(78)EFL-8046; (45)KFM-8046; (33)P-8047
- Horowitz: Variations on Themes From Bizet's
"Carmen" Album
V. Horowitz (Chopin: Mazurka) V(45)49-0458;
(78)1209427
- Kern: Ol' Man River
R. Merrill (The Lord's) V(78)10-1513;
(45)49-0625
- Franz Lehar: Villa—J. MacDonald-R. Armbruster,
Dir. (12")
Anton Rubinstein: (If You) V(78)10-1513;
(45)49-0773
- Malotte: The Lord's Prayer
R. Merrill (Ol' Man) V(78)10-1513;
(45)49-0625
- Mozart: Concerto for Piano and Orchestra No. 25
in C Minor Album—G. Casadesu, Lamoureux
Ork, E. Bigot, Conductor
Vox Polydor (33) PLP 6520
- Mozart: Rondo Alla Turca
V. Horowitz (Schumann: Traumerl)
V(78)12-0429; (45)49-0597
- Mozart Symphony No. 41 in C, K. 551 Album—
NBC Symphony Ork—A. Toscanini, Con. (4-7")
V(45)WDM-1080
- Mendelssohn: Symphony No. 4, in A, Op. 90 Album
—Boston Symphony Ork, S. Koussevitzky,
Cond. (3-7")
V(45)WDM-1259
- Operatic Arias Sung by James Melton Album—
J. Melton-RCA Victor Ork (3-7")
V(45)WMO-1013
- Operatic Duets Album—J. Pearce-L. Warren (2-7")
V(45)WDM-1230
- Ponchielli: Dance of the Hours, Paris I & II—
Boston Pops Ork, A. Fiedler, Dir. (12")
V(45)12-1059; (45)49-0676
- Puccini: Nessun Dorma
J. Bjoerling (Verdi: Questa) V(45)49-0621
- Romberg: Gems From Sigmund Romberg Shows—
L. Cornell-G. Rowe-L. Brooks-RCA Victor
Chorale (4-7")
V(45)WMO-1256
- Rossini: Semiramide, Parts I and II—E. Niko-
laiddi-F. Cleve, Dir., The Columbia Symphony
Ork (12")
Col 72885-D
- Anton Rubinstein: If You Were Mine—J. Mac-
Donald-R. Armbruster, Dir. (12")
Franz Lehar: (Villa) V(78)10-1512; (45)49-0073
- Satie: Gymnopedie No. 1, Parts I & II—Boston
Symphony Ork, S. Koussevitzky, Dir. (12")
V(78)12-1060; (45)49-0771
- Schumann: Traumerl
V. Horowitz (Mozart: Rondo) V(78)12-0429;
(45)49-0597
- Sibelius: The Swan of Tuonela (I & II)
L. Stokowski & His Symphony Ork . . .
V(78)49-0461; (78)12-0585
- J. Strauss Jr.: Strauss Waltzes Album—M.
Korjue (2-7")
V(45)WDM-1214
- Verdi: Dramatic Scenes From Verdi Operas Album
—W. Warren-Reen-RCA Victor Ork (3-7")
V(45)WMO-1245
- Verdi: Questa O Quella
J. Bjoerling (Puccini: Nessun) V(45)49-0621
- Verdi: Don Carlos—E. Nikolaiddi-F. Cleve, Dir.,
The Columbia Symphony Ork (12")
(Verdi: MacBeth) Col(78)72884-D; (33)3-384
- Verdi: MacBeth—E. Nikolaiddi-F. Cleve—The Co-
lumbia Symphony Ork (12")
(Verdi: Don) Col(78)72884-D; (33)3-384
- Vivaldi: Gloria Mass Album—S. Zanoffi-A. Gio-
rdano—Others
Vox Polydor (33) PLP 6610
- Wagner: Elisabeth's Prayer, Parts I & II—K.
Flagstad-Philharmonia Ork, I. Dobrowen, Dir.
(12")
V(78)12-1062; (45)49-0763
- Wagner: Tristan and Isolde: Prelude and Love-
Death Album—Chicago Symphony Ork, A.
Rodzinski, Cond. (2-7")
V(45)WDM-1250

Hub Music Ops Plan Association

(Continued from page 99)

WNAC-TV and WBZ-TV, claims more than 177,000 video sets operating, of which 172,276 are in homes and 4,750 in locations.

This survey translated into music box operators means that more than 5,000 juke boxes are not getting the play they used to. The figure of 5,000 is considered approximate because some places have or had two or more juke boxes. And, in that 5,000 figure, some boxes have been taken out and placed in other locations.

Opinion of ops is that it can be assumed without question that some 5,000 juke boxes have shown a 50 per cent cut in their income of two years ago.

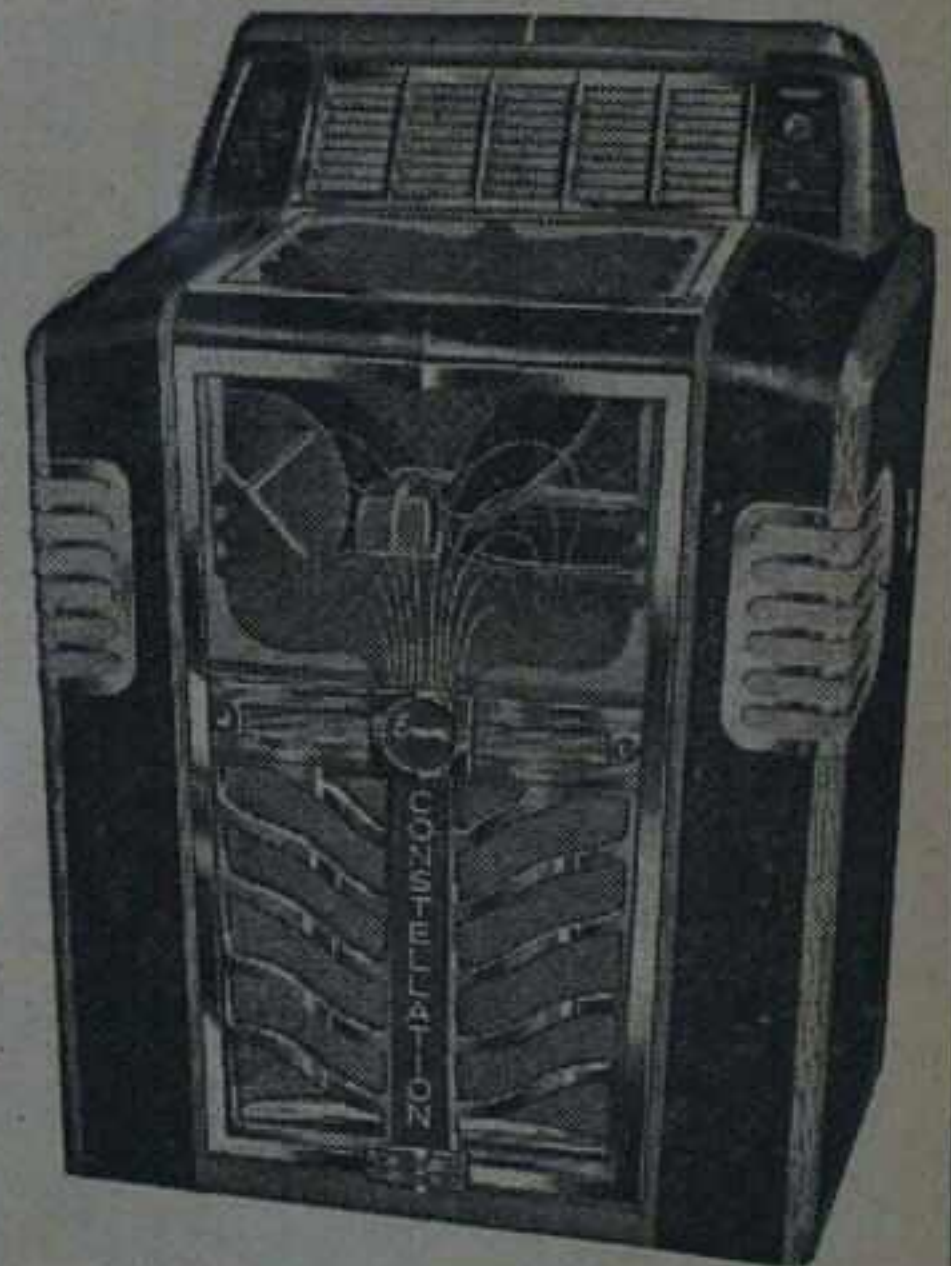
South Wind TONE ARM
Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION
WURLITZERS (except counter models and P-12) \$11.95
SEEBURG Hi-Tones 9.95
Earlier SEEBURG Models 10.95
"Specify Model When Ordering."
PHILLIPS MFG. CO.
2816 Aldrich Ave., So., Minneapolis 8, Minn.

stimulating IS THE WORD FOR EVANS' 20 RECORD 40 SELECTION CONSTELLATION

Music men who rely on Evans' Constellations have discovered stimulating experiences in operating. Trouble-free performance, of course. But even better—stimulated play and increased profits, thanks to 40 Selections* and Evans' powerful player attraction, 6-for-25c Play with full selectivity! If you welcome more play and more profits, contact your Evans Distributor or write Factory direct for information.



*Comprehensive surveys prove that 20 Record, 40 Selection Constellations consistently outearn ordinary 20-selection phonographs!

AVAILABLE NOW—Record Popularity Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 113

Special Values on USED MUSIC

Clean, Shopped, A-1 Condition

- Seeburg 146M \$295
- Seeburg 147M 375
- Seeburg 148M 465
- Wurlitzer 1080 295
- Wurlitzer 1015 275
- Rock-Ola 1422 195
- Rock-Ola 1426 275
- 2 Late Model Packard Cellar Units \$100.00
- 7 Packard Wall Boxes—like new. Ea. 17.50
- 10 3W2 Seeburg 3 Wire Wall-boxes. Ea. 35.00
- 20 W1 5c Seeburg Wireless Boxes. Ea. 35.00

LARGE SELECTION OF PRE-WAR MUSIC INCLUDING CADETS, CLASSICS, GEMS, ENVOYS, WURLITZER 600s, 500s, 850s. WRITE FOR COMPLETE LISTS AND PRICES.

Exclusive Seeburg Distributors

TRIMOUNT

Remember . . . IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

Tel. Liberty 2-8480

SEE 25,000 LEAGUES BY '50

Increased Regional, State Tourney Skeds Seen; Loops Continue To Be Organized

Possibilities of World Series Next Spring Growing

CHICAGO, Nov. 26.—Prospects of approximately 25,000 leagues in operation thruout the country by the spring of 1950 now seem assured. More than 15,000 leagues were set up at the outset of the 1949-'50 season, and new ones, it has been learned, are being added almost daily in both urban and rural areas. With the marked increase in leagues, major manufacturing firms are already lining up State and regional championship tourneys which will climax the 1949-'50 season. Loop arrangements already range from one league covering a county, to 15 and 20 leagues set up within a single metropolitan area. In between are cities like Springfield, Ill., with a population of 75,503 (1940 census) which now boasts six major loops, plus several smaller set-ups on a strictly inter-tavern basis, and Appleton, Wis., population 28,436 (1940 census), with 12 teams formed into one major league, plus the local competitions.

The coin machine operator, who now has almost one full year of shuffleboard operation behind him, is pointing out the wide range of popularity developed by the game. As compared with bowling, the nearest competitor to shuffleboard as a sport, the latter is wide open to all, including women, children, and even the physically handicapped.

Pointing up the wide player appeal are some of the teams playing in leagues in various parts of the country. In Orange, N. J., for example, the nurses at Memorial Hospital have formed a team and practice on a board in Merck Hall at the hospital. Five blind members of the Light Buoy's Club, Brooklyn, have formed a team and are meeting regular teams in competition. A group of paraplegics at Hines Hospital, Hines, Ill., formed a team last year and competed in the Four-States Tournament run by Standard in Chicago, and another group of handless veterans are also becoming expert at shuffleboard, competing in the Denver area.

One of the most important projects facing the manufacturers, operators and players is to keep the competitive angle of the game alive. With this in mind, plans are already being made to run a national championship late next spring. At present individual firms are making these plans on their own, but these are subject to change.

Woodcraft Corp. In Larger Space

ST. LOUIS, Nov. 26.—The U. S. Woodcraft Corporation this week completed the move here to larger quarters at 2336 Olive Street, it was announced by Delbert E. Veatch, sales manager. At the same time it was learned that the California firm plans to open a new plant in the East shortly. Site is reported to be near Philadelphia, and will facilitate production and shipment of the firm's Shufflepin boards.

With the firm now in production on Shufflepin, it was reported that a new product is being planned shortly. It also will be offered to operators, Veatch reported.

Berkey & Gay Board Output In High Gear

Made in 3 Lengths

GRAND RAPIDS, Mich., Nov. 26.—The Sports Division of Berkey & Gay Furniture Company is now making quantity deliveries of its de luxe model shuffleboard, E. H. Hupp, sales manager for the division, announced this week. Berkey & Gay has been a leading manufacturer of furniture for almost a century.

Available in over-all lengths of 18, 20 and 22 feet, the cabinet is constructed of 100 per cent hardwood and has a playfield of white maple which Hupp claims is flexible enough to stay flat despite changing weather conditions. The new boards now coming off the production line have 10 five-inch leg adjusters as well as heavy upholstered ends where pucks strike when dropping out of play. Hupp added that the firm's shuffleboards, tho designed with flexibility in mind, are constructed to stand up under the rigors of heavy location play.

Accessories made by Berkey & Gay include weights, scoresheets, score-sheet holders, challenge boards, window signs and wax.

Time Is Short

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, *The Billboard* has prepared a special booklet entitled *Here's How To Set Up a Shuffleboard League*. In this booklet are suggested rules, constitution, league set-ups and promotion ideas which can be adopted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to *The Billboard*, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today. The time is getting short, the supply is almost gone.

Boston Area Slow To Adopt Shuffle; Games Hit Strong

BOSTON, Nov. 26.—While shuffleboards are still in the doldrums in New England, with little expectation of any spurt for some time, United's new Shuffle Alley, 10-cent coin-operated amusement game combining the features of shuffleboard operation with bowling scoring, is taking the area by storm and ops are calling it the hottest money-maker in a decade.

Introduced here seven weeks ago, Shuffle Alley has been bringing in top money. Out of 30 locations reporting last week, the lowest gross was \$89 and the highest \$163, according to Harry Poole, distributor. Poole,

former music box distributor, has sold his AMI franchise to Atlas Distributors and is now engaged solely in distributing pins, bells and coin-operated shuffleboard mechanisms.

Dan C. Collins, treasurer of Speedbird Distributors, said that many factors were responsible for the slow progress of shuffleboard in Massachusetts. Biggest factor has been the closed location situation in Boston and Worcester. Other factors include the obvious inability of New Englanders to enthuse over the game and patron's preference for coin-operated games. Collins announced that he had appointed a new distributor, Joe Hanna, in Utica, N. Y., where Speedbird shuffleboards have been going extremely well. Locations have reported good acceptance of the board because of its fast playing field and the fact that a lot of skill is required.

Speedbird Distributors entered the field with a splash a year ago and officials have fought valiantly to educate the public to the game. Collins said that he felt that United's Shuffle Alley would help to educate patrons to shuffleboard. Speedbird shuffleboards are, however, finding good acceptance in veterans' hospitals, clubs and fraternal organizations. Plans are still in the offing for the opening of a shuffleboard parlor.

Poole said: "In spite of the negative acceptance of shuffleboards, Shuffle Alley is here to stay. The game is outrunning five-balls and one-balls, and is creating a decided new trend for ops. I feel that it is revitalizing the entire coin-operated amusement business."

Also in the coin-operated shuffleboard field in Boston are Catalina Shufflescore, manufactured by Technicraft Company, Los Angeles, and Bally's Shuffle-Bowler.

Ops' viewpoint on shuffleboard is (See Boston Area on page 105)



"Nation Wide" SHUFFLEBOARD

Choice of Finest Maple or Masonite Playing Fields

Modern design cabinet made of finest woods. Beautifully finished by our expert cabinet makers. Built to compete with the best.

Also a Complete Line of "Nation Wide" Accessories

- Shuffleboard Bowling Sets
- Adjustable Fluorescent Lights
- Wax • Weights • Lites • Signs
- Score Pads • T-Squares

"Nation Wide" OFFERS THE BEST DEAL IN AMERICA TO DISTRIBUTORS AND OPERATORS

"Nation Wide" NOVELTIES, INC.

4615-17 S. STATE STREET CHICAGO 9, ILLINOIS
Phones: KENwood 6-3623 or KENwood 6-2630

SHUFFLEBOARDS

Slightly Used

18 FT. NATIONALS
ROCK-OLAS

\$199.00

18-20-22 FT.

VICTORY DERBYS,
P. O., \$39.50

1/2 Deposit, Balance C. O. D.

UNITED MACHINE CO.

9 North 11th St.
Minneapolis 3, Minn.

SHUFFLEBOARD DISTRIBUTORS

A leading manufacturer of shuffleboards has several territories open for alert distributors.

Address Box 302

c/o Billboard Publishing Company
188 W. Randolph St. Chicago 1, Ill.

SHUFFLEBOARD TOPS

REFINISHED—RESURFACED

All Makes and Sizes. Best Workmanship and Materials Used. Get-Acquainted Prices. Pick-Up and Delivery Anywhere in Chicago.

RELIABLE SHUFFLEBOARD CO.

2512 Irving Park Rd., Chicago 18, Illinois
Phone: IRVing 8-4600

CALIFORNIA SHUFFLEPINS

The ORIGINAL Shuffletype Bowling Game . . .
Now Available in 3 Lengths . . . 9, 12 and 16 Feet
A Size for EVERY LOCATION!

**IDEALLY SUITED TO
LEAGUE PLAY**

(1 to 4 Players Play at Once)



A few choice territories still available
to qualified distributors

Wire, write or phone for complete details
concerning this sure-fire moneymaker.

U. S. WOODCRAFT CORPORATION

Creators of the world's most copied amusement games

2336 OLIVE STREET

ST. LOUIS 3, MO.

Phone MAin 8252

BIG FACTORY SALE! Limited Time Only! NEW "De Luxe" SHUFFLEBOARD

18' LENGTH with MASONITE (DIE STOCK) TOP
Longer Lengths with Masonite or Maple Tops
Slightly Higher.

ONLY \$225



AMERICA'S
LOWEST PRICE

Used Shuffleboards. Slightly used
cabinets with new tops. . . . \$175

New deluxe 100% Hard Wood Hand-Rubbed
Cabinets with finest air and kiln dried Maple
Wood or Masonite Tops at a price lower than
ordinary shuffleboards of inferior woods
and finishes. Braced throughout with over
100 glue blocks. Made by master craftsmen.
14 to 22 ft.

- BEST MADE
BUY DIRECT
and SAVE
24 hr.
delivery**
- Best Electric
Scoreboards, \$95
Tops: Best Hard
Maple \$125
Masonite (Die
Stock) 100
Used Shuffleboards 150
Hard Chrome Pucks (8) 10
Wax 30¢
Score Sheets 50¢

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

NEW, IMPROVED!

"SLICK" SHUFFLEBOARD WAX . . .

*Wear-tested and Proved!
65% Less Abrasive**

SLICK Shuffleboard Wax will more than double
the life of your shuffleboard top! Regular use of this
specialty wax prevents pitting and retards abrasive wear
of board tops longer than any other wax. Players prefer
the fast, controlled finish which SLICK Wax leaves on a
board. Use it—for more profitable shuffleboard operation
and greater playing enjoyment! **Contains no plastic!**



GUARANTEED!

SLICK Shuffleboard Wax
is uniformly compounded
and always consistent. It
contains no injurious in-
gredients. It will not
wear, scratch or mar the
surface of ANY make
Shuffleboard.

**YOU CAN DEPEND ON THESE
"SLICK" SHUFFLEBOARD PRODUCTS**

- Shuffleboard Wax
- Shuffleboard Quick-Drying Cleaner
- Shuffleboard Paste Wax
- Liquid Shuffleboard Polishing Wax
and Cleaner
- Precision Shuffleboard Weights

U. S. TESTING LAB REPORTS

*SLICK Shuffleboard Wax —
tested against leading competi-
tive products in the famous U. S.
Testing Labs—proved 65% less
abrasive than any other wax.
Send for a copy of this report
and see the results yourself.

Sold Thru. Distributors Only — Territories Open

THE SLICK SHINE CO.

207-15 ASTOR ST., NEWARK, N. J. ESTABLISHED 1901

Western Representative
H. Schoenberger
5225 Wilshire Blvd.,
Los Angeles 36, Calif.

BARGAINS GALORE!!!

USED RECONDITIONED SHUFFLEBOARDS

Just Off Location—Limited Supply—Act Quickly!!

PURVEYOR SHUFFLEBOARD CO.

4322-24 N. WESTERN AVE.

Phone: JUniper 5-1814

CHICAGO 18, ILL.

WATCH NEXT WEEK'S ISSUE
FOR THE ANSWER TO

FOR SHUFFLEBOARD REFINISHING PROBLEMS

SHUFFLEBOARD REFINISHING

1135 ST. PAUL ST.

INDIANAPOLIS, IND.

COINMEN YOU KNOW

New York:

Willie Levey, here for a two-week holiday, reports that his shuffleboard business in Miami is booming. He is a partner of Hymie Rosenberg, another ex-New Yorker, in the Miami Shuffleboard Sales Company, outlet for American boards. Both make their home in Florida. Levey says that the firm uses two main distributing plans. One is to place shuffleboards in locations on a trial period, to convince tavern owners of their earning power, with the boards paid for subsequently thru income. The other plan is to run the American units until an operator is found who will take over a route. Both are said to be working out well. All shuffleboards are placed with coin-operated scoreboards.

Local vending ops, distribs and manufacturers were preparing for the short trip to Atlantic City last week to take in the annual confab of the National Automatic Merchandising Association (NAMA). With the convention, November 27-30, so close to home this year, attendees from the East Coast are expected to turn out in force. Coinmen who plan to be on hand include Charlie Lipton, of National Rejectors; Max Weiss, Roni Sales; Lew Jaffa, Murray and Bill Wiener, C-Eight; Kuno Hamann, Alkuno; Jack Cross, Juice Bar, and Ike Houston, Spacarb.

Jack Mitnick, AMI Eastern sales rep, will attend with John Haddock, president of the juke box manufacturing firm. Both arrived here early last week for a pre-meet confab with Barney Sugarman, of Runyon Sales, local AMI distrib. . . . Bert Lane, head of the American Q-Ball Corporation, will probably be on hand during the entire run of the NAMA convention. He may bring along one of his coin pool tables.

Mervin Marks has added to his phono route by buying out the B & F Amusement Company. . . . Ernie Levine and Sam Gochman, of Pacific Music, have purchased the Del-sex Music operation formerly owned by Julius Malich. . . . Other recent phonographs transfers include the sale of a route by Al Compton, of Long Island, to Sanford Moore, of Peninsula Music.

Willie Levey, who has settled in Miami but still retains an interest in a juke route here, managed by George Holtzman, was a visitor in town last week. With his partner, Hymie Rosenberg, formerly a Coin Row distrib, he is active in the Miami Shuffleboard Sales Company.

Jim Sherry, of Sherry Music, has started placing cigarette venders. . . . Eddie Lane, head of the American Q-Ball Congress, was in Philadelphia last week to set the stage for a tele broadcast of a Q-Ball tournament play-off. . . . Marcus Klein has several dozen reconditioned jukeboxes crowding his showroom awaiting shipment.

Bill Rabkin, International Muto-scope president, will have a booth at the outdoor show in Chicago next week. He will spend part of his time there and the rest in Atlantic City at the NAMA affair. . . . Phil Raisen, of Banner Novelty Company, recently completed his new home in Mt. Freedom, N. J.

Vital Statistics

Births

A daughter, Marilyn Gall, to Mr. and Mrs. A. A. Sage November 21. Sage is manager of Houston branch S. H. Lynch & Company (Seeburg distributors).

Twin Cities:

Hy Greenstein, head of Hy-G Music Company, and his wife were honored recently by Beth El Synagogue, Minneapolis, on their return from a two month visit to Europe and Israel. Greenstein is vice-president of the synagogue. . . . Lieberman Music Company, with the receipts of its initial shipment of Chicago Coin's Bowling Alley game, reports operator interest extremely heavy and orders arriving constantly. . . . Dave Ziskin, of Silent Sales Company, reports business holding up in fair shape, with the winter season opening up well.

Harvey Karppinen proved to his fellow employees at Hy-G Music Company that he not only is a good deer hunter but also a mighty fine cook. He played host to the gang during a noon lunch hour when he brought in several venison steaks which he prepared himself. . . . Carl Ravazza, pianist, appearing at the Radisson Hotel in Minneapolis, visited the record departments of several coin machine distributors in the Twin Cities and met with a number of operators.

Harold Lieberman, head of Lieberman Music Company, spent several days in Atlantic City on business. His sales manager, Jonas Bessler, reported business moving well, with Wurlitzer phonos getting operator attention. . . . Matt Engel, of Mayflower Novelty Company, is happy with the manner in which the new novelty games are being snapped up by operators who, in turn, report that location play on the units continues to exceed expectations. . . . Beatrice Efron, secretary to Hy Greenstein, resigned and left for New York City to join her husband who has gone into business there.

Washington:

Phillips Novelty Company is having considerable success with shuffle alleys, according to its president, John H. Phillips. The company installed one United game on a trial basis with such good results it is putting in several more. Phillips said he has just about gotten caught up on all the work he missed when he was out for an operation this summer. He reports that collections are up a bit, altho most ops have told him business is still lagging a little.

Washington Coin Machine Association (WCMA) postponed its discussion of new regulations from its October meeting until the next session, December 1. President John Phillips said night service calls keep ops so tied up that many of them find it hard to turn out for meetings. The association is still concentrating on its drive for new members.

Buddy Hoke, of the Hoke Coin Machine Company, said that Frankie Laine's "Mule Train" is still the No. 1 record request at his place. . . . Arthur J. Andrews is coming along very well in developing his Shine-o-Matic concession in the area. . . . Horace Biederman is kept busy at Biederman Amusement Company. He's even putting in some night service work.

Washington Music Guild (WVG) News Letter is now coming out once a month instead of on the bi-monthly schedule it originally had. Editor Bill Schwartz explained that his full time job at Hirsh Coin Machine Company doesn't give him a chance to get it out more often. "I'd rather put out a good eight-page issue once a month," he declared.

The G. B. Macke Corporation is boosting the current Community Chest fund drive with placards on their trucks which read, "Give Enough to Your Community Chest."

Los Angeles:

Al Silberman, of Badger Sales, is showing the new Hawkeye salted-in-the-shell peanut vending machine. Due to press of business in the parts department, Jack Leonard has resigned as head of the new Badger sales vending department. W. E. Happel took over the post last week. Leonard will take over the expanded tool department. The firm hopes to have the best coin machine tool selection on the Coast. The music machine business is picking up in this area, according to Leonard.

Stewart Metz, of the S. & A. Novelty Company, San Bernardino, was breaking ground last week for that long-planned house to be built in San Bernardino. . . . Pete Thelen dropped his business activities in near-by Glendale to say "hello" to the boys on coin machine row. . . . Harry Bannister, who operates in Bakersfield, was in town for a look-see at new equipment.

Paul Laymon, of the Paul A. Laymon Company, is staying away from the office these days, leaving the business in the capable hands of Ed Wilkes and Charlie Daniels. He's working overtime building a new fountain in the center of his prize-winning flower garden at his Huntington Palisades home. . . . Henry Van Stelton, La Habra coin operator, was in town.

Frank Butterfield, local manager of the E. T. Mape Company, headed for San Diego last week. Incidentally, he's been pushing the Alco-Tronic 24-selection, 30-wire wall boxes and is getting a good response from operators.

Bill Black was down from his Bakersfield headquarters on another business trip. . . . Wayne Thrift, of Santa Monica made the rounds on Pico Street recently. . . . Clyde Denlinger, the Balboa coinman, is looking over games for next summer's tourist season. . . . Bruce Frazier, of Venice, looked over some new equipment last week.

Stanley Tracy, of Kingman, Ariz., made one of his frequent trips to coin machine row last week. . . . Ditto for E. A. Jerome, of San Bernardino. . . . Another recent visitor was John Lantz, of Southgate.

Mary Solle, of the W. H. Leuenhagen Company Record Bar, is getting details worked out on her next platter preview party scheduled again for the Rodger Young Auditorium here. . . . Visitors seen on Pico Street included D. H. Bush, Santa Ana; S. G. Snyder, La Canada, and Lela Smith, from Barstow.

George Wheeler, the only coinman with a town named after him, was seen on Pico Street. He hails from Wheeler Ridge. . . . Henry Van Stelton, La Habra coinman, was in town for a look at the new games. . . . Another recent visitor was Tommy Felkins, of San Bernardino.

Cincinnati:

Dave Tavel, who was operated on for a shoulder ailment a few months ago, has recuperated to the point where he can now put in some work on his route. . . . Abe Pearlmuter, however, is still confined to his home after undergoing major surgery at a local hospital.

Charles Kanter, association official, is the writer of a new song, "Tell Me No Lies," which shortly will be released in disk form by London Records. Platter features Reggie Goff and His Velvetones. . . . The association will hold its regular meeting of the board of directors Tuesday (29) at the association headquarters.

Chicago:

Bill Ryan, Universal Industries vice-president is back from an Eastern trip and Mel Binks is in Atlantic City for the NAMA convention. While in the East, Binks and the missus celebrated Thanksgiving with their son, Don, who came down from Dartmouth to New York for the occasion. Ryan says that Photo-Finish continues to be a leading play attraction for one-ball fans. . . . Jack Nelson Jr., general manager of Logan Distributing, reports Big Jax inquiries on the increase. A counter game, the unit occupies little space on location.

Bally Manufacturing is a beehive of activity these days with six products being turned out in quantity. Jack Nelson and Herb Jones are particularly enthusiastic about the Shuffle-Bowler game. Herb claims that the five-ball Hot-Rods is also making new operator friends. Up to seven coins can be played in one game.

Visitors at United last week included Sam Buscemi and Al Antonette, Casola Coin, Rockford, Ill.; Art Trout, Peru, Ill.; Herman Paster, Mayflower Distributing, St. Paul; Joe Ash, Active Amusements, Philadelphia, and Thomas F. Conroy, Iowa Music, Des Moines. They were all in to discuss Shuffle Alley. The huge United plant is currently turning out the straight novelty game at capacity but demand continues at an even higher rate. . . . Ed Vojak resigned as advertising manager for O. D. Jennings. . . . John Conroe, Keeney vice-president, has high hopes for the firm's new console. He claims his optimism is based on field test reports.

Al Stern, head of World Wide Distributors, reports heavy response to Chicago Coin's Bowling Alley. Operators have told him that the play on the straight novelty game stems primarily from the competitive feature and also from the fast action involved. Two players can play the game in match style. Monty West, firm's ace road man, has been sending in quantity requests for William's Quarterback and Exhibit Supply's Silver Bullets. Wally Fink has finally found the time in the evening to resume weight lifting activities at his club. This combined with indoor tennis once a week now has him in top condition for anticipated heavy trade.

At D. Gottlieb & Company, the five-ball Basketball is proving to be a good repeat order game. Alvin Gottlieb, director of advertising, points out that the firm is now the only exclusive five-ball manufacturer in the field. . . . Several prominent coinmen are helping to make December 12 a memorable one for Hines Hospital vets. Among the things they are doing to let the boys know they have not been forgotten is staging a 10-act floorshow, donating gifts and in general making certain that the boys have a good time. Sachar B'nai B'rith is behind the gathering.

Jimmy Martin, head of the James H. Martin Company, flew to Atlantic City for the NAMA convention. His firm is showing a cigarette vender as well as a conversion unit that makes it possible to use the machine for candy sales.

Anyone passing thru the Hotel Sherman lobby might have thought that the annual coin machine show was in progress Tuesday (22) when officials of leading Chicago manufacturing firms held an informal meeting to discuss trade trends. Among those at the session were John Neise and D. W. McClay, of O. D. Jennings & Company; Dick Hood, H. C. Evans & Company; Jerry Haley, Buckley Manufacturing;

Bill Ryan, Universal Industries; Vince and Grant Shay and Midge Ryan, Bell-o-Matic; John Conroe, J. H. Keeney & Company, and Ray Moloney, George Jenkins, Jack Nelson and Herb Jones, all of Bally Manufacturing.

S. I. Neiman, publicity director of the National Coin Machine Distributors Association (NCMDA), reports that the association is now considering the applications of prospective members who have applied since NCMDA held its annual meeting in September. He added that members reported business conditions improving at a steady pace. . . . Interest in the NAAPPB trade show as spot to debut straight amusement coin machines continues to gain. Among the old line firms exhibiting at this event for the first time will be Bally Manufacturing. One of the innovations will be the showing of H. C. Evans' Constellation music machine.

Walter Tratsch, chairman of the board at ABT Manufacturing Corporation, will celebrate his birthday December 10. ABT President William Patzer and Tratsch have been important figures in the development of the magnetic recording art, and it was in ABT's plant that the wire recorder was made that was used to record the Bikini atomic bomb explosion and later the Ronne Antarctic Expedition.

More news in the magnetic recorder field was made by Powell Announcer Corporation last week. ABT is manufacturing the unit for Powell, which firm is now offering the device for use as a purveyor of point-of-sale vocal commercials for venders. Les Brown, Powell engineer, states that with a multi-copy machine as many copies as needed of a particular sales message can be made immediately. And an operator may make an original recording over the phone and have extra copies ready within minutes. Short announcements of about 20 words are recommended, but Brown says that

as many as 120 words may be recorded.

Covering most of the city's venter manufacturing firms during the past week was a visitor from Paris. The European venter representative, Paul Du Chayla, is an official of one of the largest vending machine operations on the Continent, the Society of Automatic Machines. His firm operates candy venders thruout the French railway system, and is now negotiating a contract with the Paris subway officials.

Activity at Alco-Deree Company is hitting fever pitch these days with its NAMA convention exhibits to spur sales promotion and its entry into the food venter field to further hypo sales. W. S. Deree has an optimistic word to say regarding the future of food vending, backing up by his firm's successful location-tests of its refrigerated cheese units.

Adolph Raymond, major domo of A & M Music Company, no sooner got settled into his new modern air-conditioned offices than he uprooted his family from the old homestead. He is now hard at work designing plans for a new home, built-to-order. Raymond's juke operation is continuing to show results of a stepped-up tempo of public "entertainment buying" and the rental business is holding up very well, he says.

Atlas Music Company reports the Seeburg Select-o-Matic continues to hit the sales nail right on the head. Nate Feinstein turns in word that Atlas' representatives are busy contacting ops over firm's territory with increasingly better results. Other Atlas-ites chorus in like "good news" fashion, and include Harold Schwartz, Joe Kline and both of the Ginsbergs, Eddie and Morrie.

Fred Hebel, heading the FHC Corporation, is anticipating some top business activity at his NAMA booth in Atlantic City. Hebel is showing his eight-flavor ice cream bar venter. . . . Fred and Irv Webb, Webb Distributing Company, say they are gaining ground, sales-wise, with their Rock-Ola line. . . . Logan Distributing Company, under the helm of Jack Nelson Jr., is scooting along under full sales sail, with Jack reporting high reception of the Victor Vending units, firm's own bar bracket, and the Big Jax counter game.

Ed Levin and Sam Lewis, Chicago Coin, report the straight amusement game, Bowling Alley, is already drawing repeat orders in quantity. The game was placed in production a couple of weeks ago after extensive field tests. . . . Bradley Industries, headed by M. Nozette, has resumed quantity production on its 7 Grand game by popular request.

NAAPPB SPOTLITE

(Continued from page 81)
tune telling unit, a new rotary merchandiser, a three-gaited horse, a new foot vibrator, a new reflex control electric unit, a new card venter and a competitive hockey game. In addition the firm will hold a first formal trade showing on Silver Bullets, the twin gun game which combines all the action of the Dale Shooting Gallery with the competition afforded by the fact that two can aim the pistols at the same animated targets. Philadelphia Toboggan will show its latest model Skee Ball game in Booths 65-66-67.

BOSTON AREA

(Continued from page 102)
that its failure to get public recognition and acceptance was caused by the absence of coin mechanisms. They contend that players in the area have been so well brought up on coin-operated mechanisms that it is difficult to wean them away to non-coin-operated games.

Shuffleboard distributors and ops are hoping that the popularity of the coin-operated types will open the door and soften up locations for the acceptance of straight shuffleboards.

Indianapolis:

Abe Fleig, treasurer of the Music Operators of Indiana, Inc. (MOI), and his wife spent Thanksgiving in Washington, D. C., with his son and family. . . . Peter and Mrs. Stone, Indiana Automatic Sales Company, distributors for the Rock-Ola Phonograph, spent the holiday in Chicago, visiting his mother. . . . The Stones have been on a two-week vacation touring the Southern States, and spent a day in San Antonio with L. F. Sebastian, Rock-Ola regional manager. Before returning home they visited Mexico City. They had driven 4,000 miles on the trip.

Harley Campbell, of the Hughes Electric Company, Ladoga, Ind., was a visitor on coin row during the week. . . . William Brennan, district sales manager, Aireon phonographs, was a business visitor at the Hoosier Simplex Music Company. . . . The Music Operators of Indiana, Inc. (MOI) will hold its December meeting December 1, at the offices of the Janes Music Company, 803 North Delaware Street. . . . Russell Pennington, of Pennington & Son, Columbus, Ind., visited distributors of phonographs on coin row during the week.

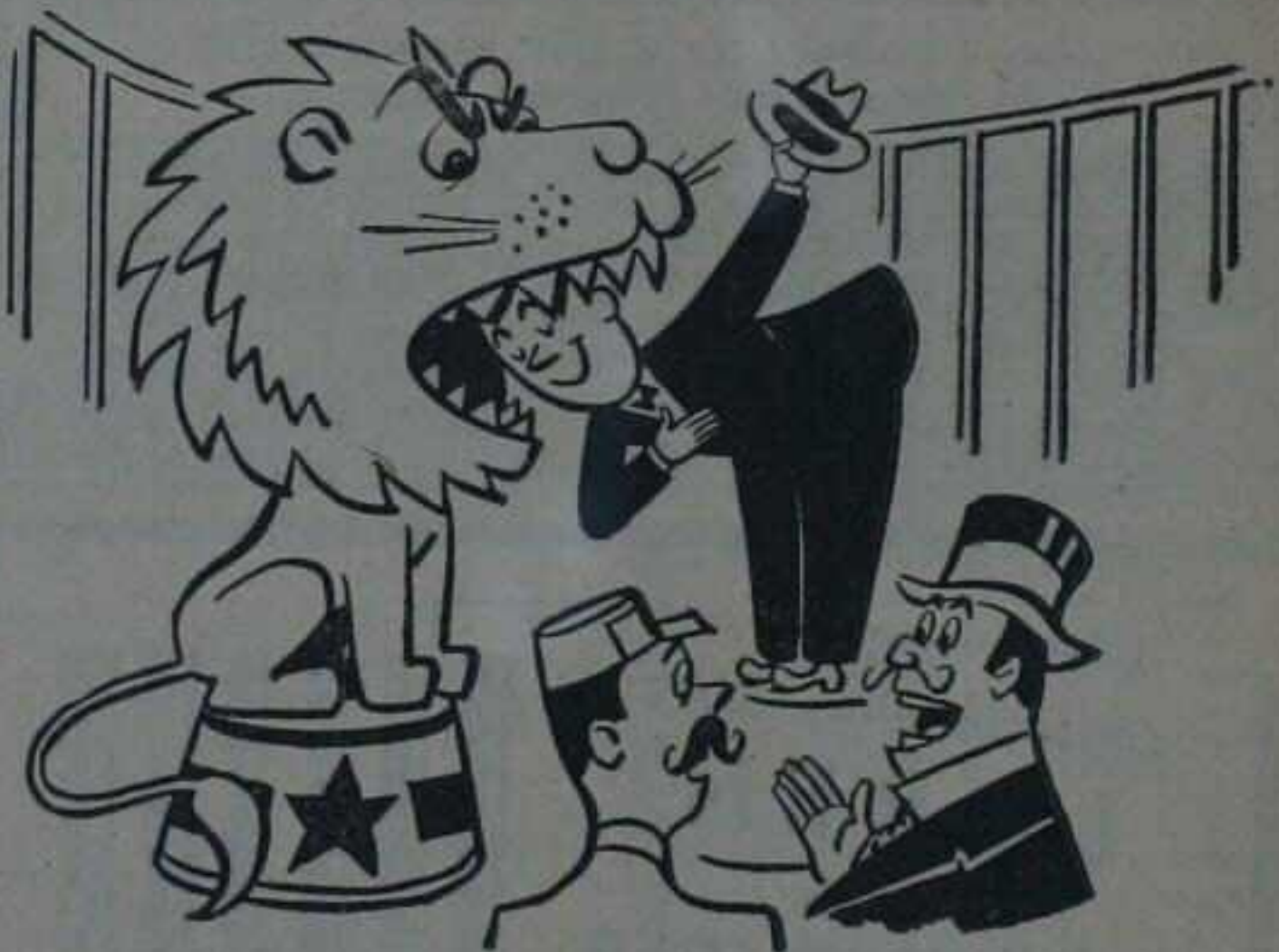
Henry Windt, head of the Hoosier Simplex Music Company, distributors of Aireon phonographs, is on the sick list. . . . Bud Harper, formerly a Victor Records representa-

Detroit:

Roy Trudgeon is establishing the Quality Vendors Company on Ten Mile Road in suburban Royal Oak. . . . Mervin Jacobson, owner of Jacobson Automatic Service, was at the Michigan-Ohio game at Ann Arbor. . . . Ernest Gonzer, whose Gonzer Products Company was developing a new slingshot device for coin operation, has dropped production plans because of patent problems.

James A. Passanante, head of Gay-Coin Distributors, returned to Detroit to supervise the annual "clearance sale" of his firm, disposing of a large quantity of quality used equipment. Mrs. Passanante, who has been in poor health for several months, remained at their home in Miami. . . . Plant of the Herron-Zimmers Moulding Company, which makes mouldings for coin machines for various manufacturers, was destroyed by fire Sunday (20) with a million dollar loss. . . . Earl W. Smith and August J. Anttila have bought out the interest of their former partner, Donald Burnette, in the Highland Park Launderette, which they have operated for three years in the suburb. Smith also is sole owner of the John R. Launderette.

He has joined the forces of the Hoosier Simplex in the record department. . . . Lyle G. Porter, New Castle, Ind., operator was a business visitor last week.



"Most confident man I ever saw, since he standardized on General Electric lamps for his coin machines!" With G-E lamps you can be confident of long life, fewer burn-outs. Service calls are reduced. And because machines stay in operation, you make more money. See your nearest General Electric lamp supplier.



GENERAL ELECTRIC

READY FOR LOCATIONS

CONTACT	\$34.50	CARNIVAL	\$69.50
CATALINA	39.50	LADY ROBIN HOOD	49.50
MAJOR LEAGUE	34.50	MARDI GRAS	49.50
RAMONA	79.50	SERENADE	79.50
TRIPLE ACTION	49.50	YANKS	39.50
EXHIBIT DALE GUN		\$129.50	

Terms: 1/3 Deposit, Balance Sight Draft

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Established 1923 FIRST WITH THE LATEST
624 S. Third St., Louisville 2, Ky. 240 Jefferson St., Lexington 2, Ky. 225 W. 7th St., Cincinnati 2, Ohio 603 Linden Ave., Dayton 3, Ohio 3011 E. Maumee Ave., Ft. Wayne 4, Ind. 325 N. Illinois St., Indianapolis 4, Ind.

LOWEST 5-BALLS IN COUNTRY!
RECONDITIONED, READY FOR LOCATION

TAMPICO	\$149.50
OKLAHOMA	159.50
SHARPSHOOTER	139.50
AQUACADE	129.50
ST. LOUIS	129.50
SHOWBOAT	119.50
ROUNDUP	99.50
SERENADE	99.50
1-2-3	99.50
SARATOGA	89.50
BARNACLE BILL	89.50
BUCCANEER	89.50
BLUE SKIES	79.50
CONTACT	69.50
ALICE IN WONDERLAND	69.50
PUDDIN' HEAD	69.50
MOROCCO	59.50
STARDUST	59.50
SUMMERTIME	59.50
SCREWBALL	59.50
MERRY WIDOW	59.50
PARADISE	59.50
HIT PARADE	59.50
SPINNER	54.50
TENNESSEE	39.50
RONDEVEVO	39.50
WISCONSIN	39.50
TRIPLE ACTION	39.50
SINGAPORE	29.50
BRONCO w/ Flippers	19.50
HAVANA	19.50

ARCADE EQUIPMENT

SING-A-ROLL	\$139.50
DALE GUN	129.50
DELUXE POOL TABLE	129.50
WILLIAMS ALL STAR	129.50
SHUFFLEBACK, 8"	99.50
ADVANCE ROLL	49.50

1/2 Certified Deposit
Wisconsin's Leading Distributor
UNITED, INC.
4227 W. Villet St., Milwaukee 8, Wis.
Phone: West 3-3224

EXCLUSIVE DISTRIBUTORS FOR WURLITZER AND UNITED

20' RUBBER RAFTS
20' 22-Man Rubber Rafts, brand new, to grade. What have you? \$50.00 for 1 to 9; \$45.00 for 10 to 24; \$40.00 in lots of 100.
PLAYLAND
40 Monroe Ave., N. W., Grand Rapids, Mich.
Telephone 7-1544

**NEW LOW PRICES
REBUILT PHONOGRAPHS**

Unconditionally guaranteed... AT NO EXTRA CHARGE!	Wurlitzer 1100 .. \$479	Seeburg 148ML .. \$479
	Wurlitzer 1080 .. 319	Seeburg 147M .. 369
	Wurlitzer 1015 .. 299	Seeburg 146M .. 319
	Wurlitzer 1017 .. 269	Seeburg H146M .. 250
	Rock-Ola 1422 .. 199	
	Mills Constellation 259	

**PHONOGRAPHS LISTED BELOW ARE COMPLETE
AND IN GOOD WORKING ORDER**

WURLITZER	ROCK-OLA	SEEBURG
750B \$139	Commando \$69	1941 R.C. Special... \$149
800 109	President 69	Envoy, R.C. 119
500 69		Hightone, R.C. 119
600K 69	PACKARD	Hightone, E.S. 99
600R 64	Twin 12 \$39	Colonel—Major 89
Victory 39		Commander—Cadet 89
24 39	AMI	Classic—Vogue 79
616 39	AMI Singing Tower.. \$39	

THESE PREWAR PHONOGRAPHS AVAILABLE WITH

- ✓ Mechanism Overhauled
- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
- ✓ Speaker Inspected
- ✓ Professionally Refinished Cabinet
- ✓ Unconditionally Guaranteed

... FOR AN ADDITIONAL \$35.00

WALL BOXES

Seeburg 3W2-L56, 5g, 3 Wire \$29.00	SPECIAL—Seeburg Prewar
Seeburg W1-L56, 5g, Wireless 27.50	5c Wireless \$ 9.95
Seeburg Prewar, 5g, 3 Wire .. 12.50	Wurlitzer 3020 \$39.00
Seeburg WB-1Z, 5/10/25,	Wurlitzer 125 7.50
Wireless Baromatic 19.00	Wurlitzer 120 3.50
Seeburg DSB-1Z, 5/10/25,	Rock-Ola Dial-a-Tune 3.50
3-Wire Baromatic 19.00	
Seeburg S-20-12-30 Wire ... 3.50	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

Branches in Buffalo, Rochester, Albany 738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194

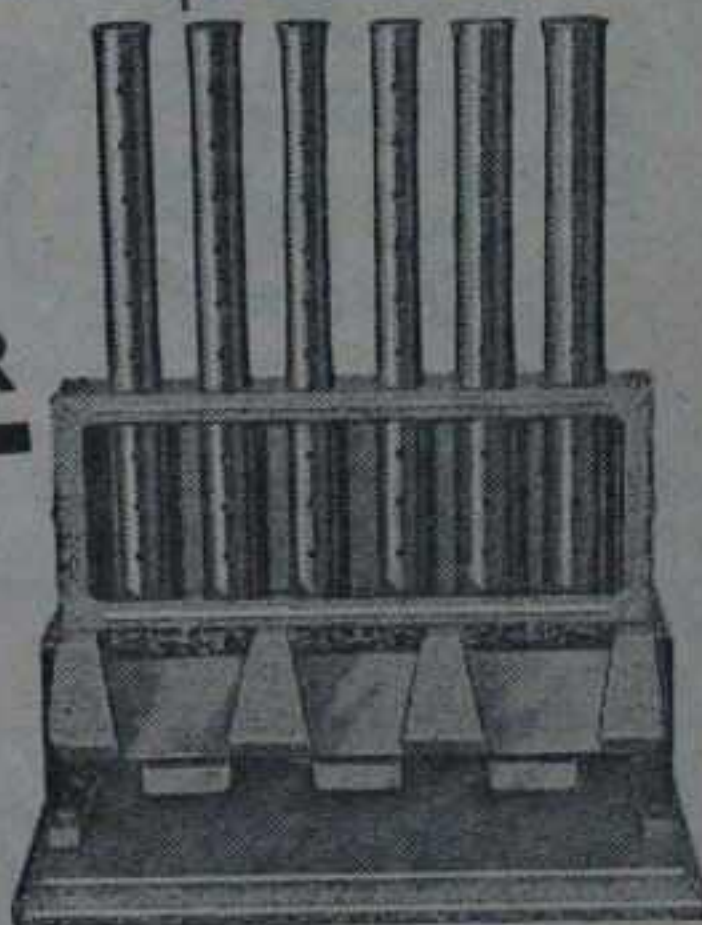
Sensationally NEW!

**LOREN
Portable
COIN CHANGER**

**Rapid, 100% Accurate
Dispensing and
Coin Changing**

Won't Short-Change or Over-Pay!

- Dispenses 5 nickels, 5 dimes or 5 quarters at a time—fast double-tube action!
- Capacity \$15.00 nickels, \$46.00 dimes, \$88.00 quarters
- Funnel-top tubes—easy loading
- Sturdy, quality construction for long life—mechanically perfect
- Compact: 16½" by 12¾" by 5½"
- Skid-proof rubber feet
- Polished nickel steel tubes—base and housing in silver hammer-finish
- Shipping wght., approximately 10 lbs.



Only \$38.50

**ONE HAND
OPERATION**

**Positive-Action
Finger-Tip
Control!**



ORDER NOW!

Terms: ½ deposit, balance C.O.D.,
F.O.B. Chicago.

DISTRIBUTORS, JOBBERS:

Write for our attractive proposition.

Exclusive National Distributor

**AUTOMATIC COIN
MACHINES & SUPPLY CO.**

TELEPHONE: CAPITOL 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Record Reviews

(Continued from page 32)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
POPULAR		
MAIN STREET STRING BAND Bluebird (45) 54-0019	Wedding Bells Will Soon Be Ringin' The joyous Benjamin-Weiss rhythm ditty proves fine string-band material. The Victor string band is cleaner, less strident and easier on the ear than the primitive Philly originals.	79--76--78--84
	Looking at the World Through Rose-Colored Glasses Typical string band fare—a simple, pollyanna hunk of optimism—gets the typical gay, plunkety-plunk rendition.	67--64--67--70
DANNY KAYE (The Harmonaires—Vic Schoen Ork) Decca 24784	I've Got a Lovely Bunch of Coconuts The Gockney click was made to order for Kaye. His rollicking rendition, set in a compelling 6/8 production, should draw heavy play.	87--87--86--88
	The Peony Bush A devastating satire on the concert styling of folk ballads. Clever material, on the order of Kaye's early satirical hits.	75--76--79--70
LARRY FOTINE ORK (Maralyn Marsh) Decca 24787	If I Were You Light, tinkle-tinkle orking and pert piping of harmless hunk of fluff.	63--63--61--65
	Be Kind and Make Me Love You (Johnny Goodfellow) Typical mickey job in the best Guy Lombardo-Wayne King tradition in back of a forthright bary vocal. Nice job on a nice slow ballad.	68--68--66--70
BUDDY GRECO (The Heather-tones) London 538	Dear Hearts and Gentle People Modest but effective production on the upcoming Hilliard-Fain ditty shows Greco's rhythm sensibility to advantage.	78--79--77--78
	Fiesta in Old Mexico "Mexican Hat Dance" with lyrics and a boogie beat packs an immense amount of rhythmic spirit. Greco gives out on both voice and piano most infectiously.	71--73--70--70
AXEL STORDAHL ORK (Bonnie Lou Williams—Ken Carson) Columbia 38640	I Wanna Go Home Neat, attractive performance of a new novelty item of substance. Handsome debut for Stordahl as a house orkster.	76--78--75--75
	Foolish Tears Another convincing performance—this time of the sequel to "Jealous Heart." Disking's future lies in the progress of the song.	72--75--70--73
ROY NOBLE ORK (Bob Graham) Columbia 38639	Melissa Delightful Noble orking on an appealing rhythm item. Graham's vocal is okay.	81--82--80--80
	You're Always There Fine dance etching made of a pretty new ballad with Graham again delivering a pleasing vocal.	75--75--75--75
DORIS DAY Columbia 38638	Crocodile Tears Promising country-styled pop entry is handled in pretty straight country fashion by Miss Day and her Country Cousins.	82--82--82--82
	Quicksilver Country novelty item handled in the righteous manner by Dodo.	78--80--75--80
BILL FARRELL (Russ Case Ork) MGM 10576	Some Hearts Sing The promising warbler a pretty new Kramer-Whitney ballad in his distinctive styling but a heavy orking and somewhat muffled recording cuts down the effectiveness of the side.	78--80--77--77
	Your Eyes Farrell delivers another big-throated vocal on a pretty Raye-DePaul ballad.	71--73--70--70
BLUE BARRON ORK (The Blue Notes) MGM 10578	Rose McGillicuddy Infectious, gay, lilting tune is handled with a maximum of sympathy for song and lyric by the Barron organization.	88--88--87--88
	The Photographer and the Stenographer (Betty Clark-Bill Hitz) Lightweight novelty item is brought off engagingly by Miss Clark and Hitz with a proper setting handed them by Barron's ork.	75--77--73--73
SHEP FIELDS ORK (Tommy Lucas) MGM 10573	Here's the Way We'll Fall in Love Not much substance in this adult conception of a traditional children's song.	65--65--64--66
	I Want You To Love Me (Thelma Gracen) The movie-revived oldie is done up neatly for dancing in Rippling Rhythm. Weak thrushing doesn't help the over-all impression.	66--66--66--66
MACKLIN MARROW, DIR.—THE MCM ORK MGM 30881	The Galloping Comedians Live sounding, big orking of the extract from Kabalevsky's "Comedians" ballet. The spinners especially will like.	81--85--80--78
	Cancan Lowbrow longhair stuff is this potpourri of melodies from Offenbach, most of which comes from "Gaité Parisienne."	72--75--70--70
JIMMY DORSEY (Claire "Shanty" Hogan—Charlie Teagarden) Columbia 38649	Charley, My Boy Refreshing Dixieland treatment of the revived oldie spots Claire Hogan's pipes and Charlie Teagarden's talk-singing and strong trumpeting. Another boost for the Dixieland revival.	81--84--80--80
	Johnson Rag Another revived oldie treated to two-beat doesn't quite have the spirit and zip of the topside.	73--75--70--73
FRANK SINATRA (The Modernaires—Axel Stordahl Ork) Columbia 38650	The Old Master Painter One of several similar and fine renditions of an effectively different pop entry. Clear cut recording and satisfactory Sinatra.	86--87--85--83
	Lost in the Stars Lovely title song of the Broadway hit is done most effectively by the warbler but the tune's a bit too tough for the general market.	73--80--78--87

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

USE THIS AD AS YOUR ORDER FORM

CONSOLES

Quantity		
<input type="checkbox"/>	BONUS SUPER BELL, 5c	\$169.50
<input type="checkbox"/>	BONUS SUPER BELL, 5c-5c	269.50
<input type="checkbox"/>	GOLD NUGGET, Late Model, 5c-5c	269.50
<input type="checkbox"/>	DRAW BELL, Metal Buttons	129.50
<input type="checkbox"/>	DELUXE DRAW BELL	189.50
<input type="checkbox"/>	BALLY TRIPLE BELL	279.50
<input type="checkbox"/>	BALLY RESERVE BELL	279.50
<input type="checkbox"/>	EVANS RACES (Late Model)	279.50
<input type="checkbox"/>	HI-HAND	39.50

LATE MODEL

Quantity		
<input type="checkbox"/>	EX. DALE GUN and CHICAGO COIN PISTOL	\$129.50 EA.
<input type="checkbox"/>	SCIENTIFIC "PITCH 'EM & BAT 'EM"	\$149.50
<input type="checkbox"/>	STAR SERIES with new type (fool-proof) batting assembly	259.50
<input type="checkbox"/>	TOTAL ROLL	39.50
<input type="checkbox"/>	BOWLO ROLL	49.50
<input type="checkbox"/>	ADVANCE ROLL	79.50
<input type="checkbox"/>	BING-A-ROLL	149.50

1/2 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712



YOUR GROETCHEN OR STANDARD METAL TYPER MACHINES

Rebuilt and Reconditioned LIKE NEW

Write for Information and Prices

STANDARD SCALE CO.

1609 Delmar Blvd. St. Louis 3, Mo.

HEADQUARTERS for SLOT MACHINES

We Offer Only the Best, Unconditionally Guaranteed!

MILLS—All Models • BLUE BELLS • BLACK BEAUTY BELLS
CRISS CROSS • TIC-TAC-TOE

Complete Machines and Conversion Kits. Used Machines Taken in Trade.

SAVE MONEY WITH

BAKER NOVELTY CO.

1700 W. WASHINGTON BLVD. CHICAGO 12, ILL.

5 Ball Free Play

SUPER HOCKEY	\$ 99.50
RAMONA	89.50
AQUACADE	99.50
BLACK GOLD	109.50
THREE FEATHERS	119.50

Send third deposit. BOYLE AMUSEMENT CO. 522 N. W. 3rd St. Oklahoma City, Okla.

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
----------------------	---------------	---------

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

GUY LOMBARDO (Kenny Gardner) Decca 24792
The Music Goes 'Round and Around 75--75--74--75
Just as effective as ever is the Lombardo method in handling the oldie, which is getting the revival treatment albeit unsuccessfully to date.

VIC SCHOEN ORK (Sue Allen-The Harmonaires) Decca 24769
Hopeless Heart 68--73--65--65
Beethoven for the introduction and Brahms for the song, which has been done as a pop before and unsuccessfully then. Pleasant waxing.

JACKIE PARIS National 9094
Give Me Your Hand (Al Hendrickson) 66--69--66--64
Lovely song is too much a singer's opus and doesn't lend itself well to this sort of dance treatment.

LAWRENCE WELK ORK Mercury 5340
Goodbye Sue 58--58--58--58
Paris warbles a not unattractive tune okay but damages his own efforts with a batch of silly hip-talking narrative chatter.

MILLS BROTHERS Decca 24749
The Old Master Painter 72--73--70--73
Paris does fairly well with this effective Smith-Gillespie opus of much merit.

JO STAFFORD-GORDON MacRAE (Paul Weston Ork) Capitol 57-782
You Can't Lose a Broken Heart 70--70--70--70
Nice dance dinking of an attractive ballad from a West Coast show, "Sugar Hill."

TEXAS SLIM King 4323
A Little More Love 74--75--70--78
Rhythm ditty is treated to an engaging sort of production. Makes for a pleasant slice of wax.

ROBERTA LEE Tempo TR 428
I Want You To Want Me 88--88--88--87
The ballad revived in "Oh You Beautiful Doll" is lent the expert solo and blended voices of the Mills for a most effective recording.

GABRIEL BROWN Coral 65019
Who'll Be the Next One 89--89--88--89
The Mills are at their very best in the treatment of this old tune which falls in the group's best rhythm groove.

THELMA COOPER (Doc Bagby Ork) Gotham G-210
Echoes 84--85--85--82
Handsome dueting by Miss Stafford and MacRae on a new Benjamin-Weiss ballad that's somewhat off the beaten track.

HARRY CRAFTON (Doc Bagby Ork) Gotham G-211
Bibbidi-Bobbidi-Boo 89--89--89--90
Gay rhythm novelty from Walt Disney's forthcoming "Cinderella" flick has all the earmarks of hitdom. All participants turn in meritorious efforts.

"SCATMAN" CROTHERS Orchid 2
RHYTHM & BLUES
I'm Gonna Kill That Woman 65--63--67--66
Deep-South blues chant with guitar thumping has an earthy, limited appeal.

LITTLE WILLIE LITTLEFIELD Modern 20-716
Nightmare Blues 67--66--68--67
Flavorful chant is punctuated by strumming, thumping and stamping. For the deep-blues market.

JOHNNY OTIS ORK Modern 20-715
The Man I Love 84--85--83--83
Miss Lee turns in a rather unique rhythm styling of the Gershwin fave. Touches on Litcher-isms and bits of Ruth Brown. Booting backing helps make this a side to watch.

JOHNNY OTIS ORK Modern 20-715
Bill Bailey 76--77--75--75
Miss Lee shows that she's no slouch as a singer as she does an engaging almost straightforward job on less familiar oldie.

JOHNNY OTIS ORK Modern 20-715
Suffer 55--55--55--55
Not much appeal in this blues effort for the deep Southern market.

JOHNNY OTIS ORK Modern 20-715
I Can't Last Long 67--65--65--70
Brown is far more impressive on this side as he lets loose another item which will find its greatest market in Southern markets.

JOHNNY OTIS ORK Modern 20-715
Need a Man 67--67--65--68
Another thrush out of the note-bending-Dinah Washington school. She fashions an adequate etching.

JOHNNY OTIS ORK Modern 20-715
Let's Try Again 40--40--40--40
Tune and performer are a far cry even from the topside of this pairing.

JOHNNY OTIS ORK Modern 20-715
Bring That Cadillac Back 60--60--58--62
Crafton sings a slow blues of fair substance in straightforward fashion.

JOHNNY OTIS ORK Modern 20-715
So Long, Baby 68--67--67--70
Another okay Crafton effort with a tune which is a cut better than topside's.

JOHNNY OTIS ORK Modern 20-715
Unemployment Blues 30--30--30--30
Interesting title can't hide a poor song which is handled with little spirit.

JOHNNY OTIS ORK Modern 20-715
My Baby 30--30--28--33
Mediocre rhythm ditty is done amateurishly.



\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE: 23" High, 14" Wide Net Weight: 88 lbs.
15" Deep

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

Above Price F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address: "WATLINGITE," Chicago

\$\$\$ SAVE \$\$\$ with COVEN

ALL EQUIPMENT IN A-1 SHAPE THE FINEST AVAILABLE

CITATIONS	\$299.00
DELUXE DRAW BELLS	199.50
CHICAGO COIN REBOUND	69.50
WURLITZER 1015, Like New	299.50

CLOVER BELL, 5 & 25c... WRITE
SPOT BELL, 5c... WRITE
SHUFFLE ALLEY... WRITE

FIVE BALLS

Trinidad	\$49.50	Shanghai	\$39.50
Wisconsin	49.50	Speedway	59.50
Mardi Gras	49.50	Cinderella	49.50
Monterrey	49.50	Kilroy	10.00
Trade Winds	49.50	Carousel	10.00
Spin Ball	39.50	Banjo	49.50

MILLS CHROME FRONT (Like New), 5c-10c-25c-50c... \$49.50

1/2 Deposit With Order.

Coven Distributing Co.

3181 ELSTON AVE. CHICAGO, ILL. Ind. 3-2210

GREAT MONEY MAKERS IMMEDIATE DELIVERY

Exhibit's SILVER BULLET

New Twin Pistol Shooting Gallery. One or two players. Highly competitive. Adjustable fifteen, thirty or forty-five shots. Exciting. Action-packed. WRITE.

Double-Double BELGIAN TYPE

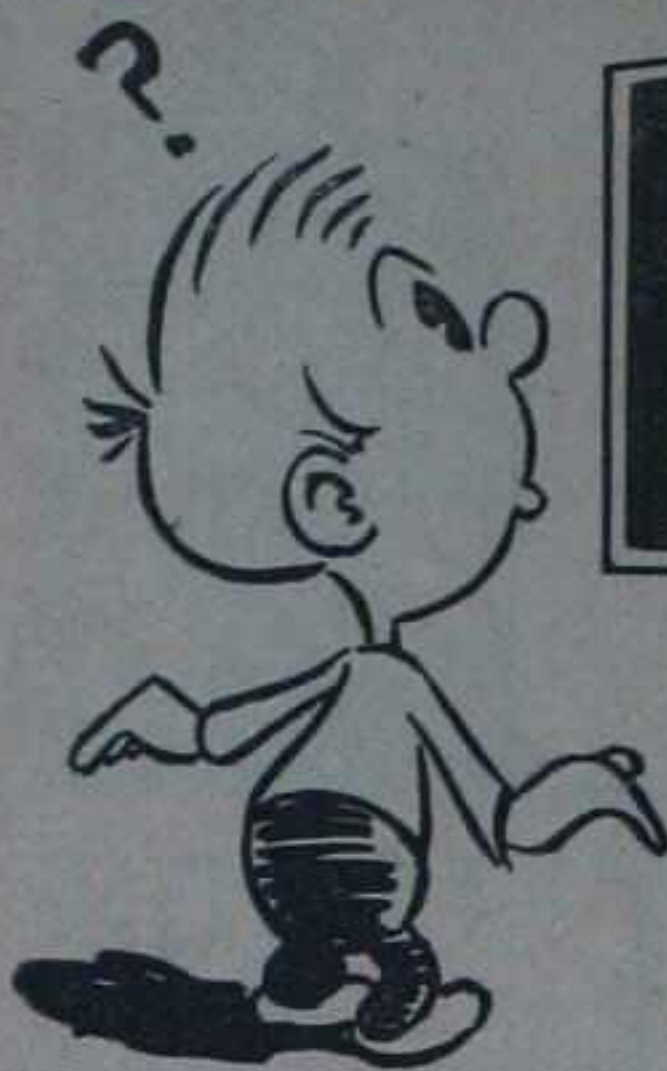
Coin-Operated POOL TABLE

Cash in on the growing popularity of this fascinating game. A quality table, beautifully constructed. Fast action. Includes pool stick, mushroom and 7 balls. WRITE.

MEET US IN BOOTHS 93-94-95, NAAPP&B SHOW HOTEL SHERMAN, NOV. 27-30

MIREMUNVES

375 11th Ave. at 43rd N. Y. 19, N. Y. (Bryant 9-4677)



TOP VALUES IN REBUILT PHONOGRAPHS

Looking for a superior rebuilt phonograph? Here's a quality lineup to please you and your equipment budget. Even though they were in good working condition when traded in we've rebuilt them from top to bottom to be sure they're A-1! Get your order in now while the selection is at its best.

PHONOGRAPHS

Seeburg 148-ML	\$499.50
Seeburg 148-SL	475.00
Seeburg 147-M	399.50
Seeburg 146-M	399.50
Seeburg 146-M converted to 148-M	399.50
Seeburg 146-S converted to 148-S	400.00
Seeburg H-148-M	400.00
Seeburg H-147-M	375.00
Seeburg H-146-M	325.00
Seeburg 8200 RC Hitone	100.00
Seeburg 8800 RC Hitone	99.50
Wurlitzer "1015"	279.50
Rock-Ola '40 Hideaway	99.50
Packard Phonograph Model 7	99.50
Packard Hideaway Model 400	95.00

WALL BOXES

3W5-L56 WOM	\$ 59.50
W1-L56 Wireless WOM	32.50
3W2-L56 WOM	29.00
WB-1Z BOM	22.50
WS-2Z Wireless WOM	15.00
DS20-1Z 3-Wire WOM	15.00
Packard Wall Boxes	15.00

ARCADE EQUIPMENT

Voice-o-Graph	\$399.50
18" Nationwide Shuffleboard	350.00
QT Pool Table	225.00
Mercury Athletic Scales	59.50
Gottlieb Grip Scale	29.50
A. B. T. Challenger	24.50

CONSOLES AND SLOTS

5c Super Bonus Bell	\$200.00
---------------------	----------

SHAFFER-SEEBURG



SHAFFER MUSIC COMPANY

Cincinnati, Ohio 2333 Gilbert Ave.
 Indianapolis, Ind. 1327 Capitol Ave.
 Columbus, Ohio 606 S. High St.
 Charleston, W. Va. 1619 W. Washington St.
 Wheeling, W. Va. 2129 Main St.
 South Bend, Ind. (Location to be announced later)

SALES-SERVICE STATES

Record Reviews

(Continued from page 107)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
RHYTHM & BLUES		
JOHNNY CRAWFORD Savoy 719	Tail Corn Combo drives thru a rocking riff, with a punching bary sax leading the way.	74--74--72--76
	Satisfied Blues Mickey Cooper-John Crawford Cooper solos a mean heartbreak blues here, with the combo ably underlining his woe.	81--81--80--82
"SCATMAN" CROTHERS Orch'd 1	Shuffleboard Blues Crothers, a jive and blues warbler of ability, is shackled by feeble novelty material here. Bop plans in back doesn't help matters.	40--40--40--40
	My Teddy Bear Jeanne Richey Thrush is okay, but again, the material is hopeless. Sample line: "I'm ready willing and able, but my Teddy bear is named Mabel."	85--35--35--35
SMOKEY HOGG Specialty 342	I Want My Baby for Christmas Hogg reworks an old Christmas blues vein here to no spectacular end.	53--53--51--55
	Going Back to Texas Southern material seems more suited to Hogg's rough'n'-ready style than flip, tho it's still nothing to turn cartwheels over.	54--54--52--56
EDDIE SMITH Specialty 344	When the Clock Strikes 12 No inspiration in either the material or the rendition of this up-tempo novelty blues.	44--40--44--48
	Now That I Have You Crowned ballad, while adequately done, doesn't hold commercial promise of any kind.	40--40--40--40
BLIND JOHNNY DAVIS MGM 10574	No Mail Today Easy, relaxed blues job. Davis sings in the Lonnie Johnson style, gets good trio support. Debit is fact that it's done too "straight"—doesn't strike the deep blues mood.	66--66--64--68
	Walkin' and Talkin' More in the same vein.	66--66--64--68
J. B. SUMMERS (Dog Bagby's Ork) Gotham G-209	I Want a Present for Christmas Summers warbles a jivey Christmas blues, with a tenor sax commenting humorously between vocal choruses.	62--62--60--64
	My Baby Left Me Adequate, conventional blues job.	58--56--58--60
BILLY BUTLER (Len McCall Ork) Gotham G-208	Too Bad Butler sings a mediocre ballad in good form a la Eckstine, but the ork support is ragged.	53--53--53--53
	I Made Up My Mind Like flip.	53--53--53--53
COUNTRY & WESTERN		
ARTHUR (GUITAR BOOGIE) SMITH MGM 10577	Mule Train Smith and his gang do a handsome job on the smash but it's appeal is confined to country locations.	79--80--78--80
	Banjo Rag Happy tune is done up most attractively by Smith and his ork. It's instrumental.	76--76--75--77
HOMER AND JETHRO-JUNE CARTER Victor 21-0140	The Huckle Buck Amusing adaptation of the hit rhythm item for the country-styled nonsense of Homer and Jethro.	77--79--75--77
	The Wedding of Hillbilly Lili Marlene Intensely funny is this Homer and Jethro conception of a recent plug ballad. This could make pop area material.	84--84--84--84
JULIUS BOYD-EDDIE BEAL QUINTET Spinet 1002	Two Dollar Special Poor material, poor dinking.	81--30--30--33
	I'm Gonna Go Where Nobody Knows Me Only a slight improvement in this etching.	36--35--35--38
MERVIN SHINER Decca 46195	My Bucket's Got a Hole in It Effective rendition of the Clarence Williams' blues which has caught on in the country market. Shiner sounds like a comer in this idiom.	80--80--80--80
	Take a Little Silver Slight ditty centered around the entry of the 49th State into the United States.	65--65--65--65
BUZ BUTLER Modern 20-1013	Mule Skinner Blues Butler, who sliced the first "Mule Train" etching, tries with a sequel. It's good fare for country areas but hasn't the spirit of the original.	77--78--75--78
	Get Goin', Engineer Neat production and good performance of not terribly potent material.	69--70--68--70
STUBBY AND THE BUCCANEERS Decca 46194	Grandma Got to California Pleasant delivery of a weeper with a slightly different twist.	68--68--65--70
	(1) Beyond the Sunset (2) Should You Go First Reverent treatment of material which is basically religious.	70--70--70--70
BUDDY STARCHER Columbia 20643	Walk Lightly, You're Stepping on My Heart Starcher packs presence and pathos into a suitable sobber of his own invention.	73--73--72--74
	New Wildwood Flower Another honest hillbilly projection of an authentic tune in the folk tradition.	68--68--66--70
RAMBLIN' JIMMY DOLAN Capitol 57-40261	All Alone in Texas Poignant ditty in the Texas-Mexico border style is sung with intense conviction by Dolan, with lively string support.	75--75--74--76
	I'm Gonna Whittle You Down to Sixe Both the tune and the treatment have a touch of Floyd Tillman—which is all to the good. Dolan sells the ditty, which he wrote compellingly.	78--78--78--78

MODERNIZE YOUR KILROYS and HAVANAS at LOW COST!

ELMER
REVAMP FROM KILROY

SWEET SUE
REVAMP FROM HAVANA

WE REVAMP YOUR GAMES COMPLETELY

WE MUST HAVE YOUR COMPLETE GAME BECAUSE WE RE-FINISH ENTIRE CABINET.

FEATURES

- SUPER HIGH SCORE
- REDESIGNED PLAYFIELD
- BANG BUMPER

\$75 EACH GAME

\$10 deposit required with each game. Customer prepays freight. All broken and missing parts replaced at nominal cost.

FEATURES

- REFINISHED CABINET
- NEW BACKBOARD GLASS
- FLIPPERS

AUTOMATIC FRAME SCORING ELECTRIC OVERHEAD SCOREBOARD

ATTENTION DISTRIBUTORS

Due to the fact we have been able to increase production, we are now in position to appoint a few more distributors. Write Wire Phone Today!



IMMEDIATE DELIVERY

WRITE, PHONE OR WIRE AT ONCE FOR FULL DETAILS AS TO PRICE, ETC.

THE ORIGINAL SHUFFLEBOARD SCOREBOARD

M & T SALES CO.

2849 Fullerton Ave. Chicago 47, Ill. Dickens 2-2424

ATLANTIC'S
triple tested values

SPECIAL!
Reconditioned Like New.
Ready for Location.

WURLITZER 500.....\$ 59.50
WURLITZER 850..... 89.50
WURLITZER 780E.... 119.50
WURLITZER 750E.... 174.50
WURLITZER 1015.... 299.50

1/3 Deposit, Balance C. O. D.
Write for Complete Music List

ATLANTIC
NEW YORK CORP.
Exclusive Seeburg Distributors
363 10th Ave. (Cor. 42nd St.)
New York 18, N. Y. Bryant 9-5620
NEW ENGLAND BRANCH:
624 Franklin Ave., Hartford, Conn.

When you buy from Runyon

YOU BUY THE BEST

NOW DELIVERING
Bally
SHUFFLE-BOWLER
Skill Size—9½ Ft. Long, 2 Ft. Wide
A Great Game With All the Thrills of Real Bowling. Strikes, Spares, etc. Realistic Cutters and Automatic Scoring on Flashing Back Glass. Automatic Puck Return.

STRIKE IT RICH ORDER TODAY!

RUNYON SALES COMPANY
Exclusive AMI Distributors in N.Y., N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
L'Orange 4-1880 : Bigelow 3-8777

MILLS BELLS!
We have all Mills latest Bells in stock.

FRIEDMAN AMUSEMENT COMPANY
441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANT TO BUY FOR CASH
BALLY CONSOLES: De Luxe Draw, Double Up, Spot Bells, Draw Bells with red buttons.
5 used BALLY CITATIONS—Write for Price.

CONSOLES
13 Bally De Luxe Draw Bells—Write for Price.

United's Shuffle-Alley— all the thrills of bowling. Order at once for immediate delivery. It is terrific.

WE BUY, SELL OR TRADE WHAT HAVE YOU?

FRANK SWARTZ SALES CO.
315-A Fourth Ave. S. Nashville 10, Tenn.
Phone: 4-8571

ARCADE EQUIPMENT	USED CONSOLES	SLOTS AND BELLS
Late Scientific X-Ray Pokers \$ 85.00 Pitcham & Battem 275.00 Bally Big Inning 275.00 Sky Fighter 110.00 Gottlieb Grippers 17.50 Rofaries With Claws 250.00 Strikes & Spares 175.00 Scientific Baseball 75.00 Mother-in-Law Gun 95.00 Boomerang 50.00 Exhibit Vitalizer 95.00 Photomat, Late 495.00 Quizzers 195.00 Heavy Hitters 65.00 Chicago Coin Hockey 85.00 World Series 95.00 Tommy Gun 85.00 Undersea Raider 95.00 Jack Rabbit 100.00 Evans Ten Strikes 69.50 Drive Mobile 175.00 Chicago Coin Pistol 150.00 Exhibit Dale Gun 115.00 Groat, Metal Typer 195.00 Keeney Air Raider 125.00 Silver Gloves, F. S. 195.00 Drop Kicker 225.00	5c/25c Gold Nugget \$325.00 5c/5c Gold Nugget 295.00 5c Super Bonus Balls 235.00 5c/25c Super Bonus Balls 325.00 5c/10c/25c Super Bonus Balls 395.00 '47 Mills 3-Bells 250.00 Double Ups 195.00	5c Blue and Brown Fronts \$ 65.00 10c Blue and Brown Fronts 75.00 5c Silver Chiefs 75.00 5c Black Cherries 100.00 10c Black Cherries 110.00 25c Black Cherries 120.00 5c Chrome Bells 85.00 25c War Eagles 45.00 25c Watling Rotaries 50.00 10c Watling Treasures 50.00 5c Paces Comet 30.00 10c Paces Comet 30.00
USED VENDORS	SPECIALS	VENDO AUTOMATIC CHANGE MAKERS
50 Northwestern 1c #39 Nut Vendors \$ 6.50 50 Silver King Ball Gum Vendors 6.50 50 Advance 1c Ball Gum Vendors 6.50 50 N.W. #33 Gum Vendors 6.50 4 Monroe-Mattlick 15.00 25 National 5c 9 Col. Candy Vendors 95.00	10 Pop Corn 5c Vendors, like new \$ 85.00 Wurlitzer Skee Balls 150.00 3 Siro's Brush-Up Machines 85.00 3 Falcon Shoe Shiners 175.00 1 Acme Shoe Shiner 195.00	Brand New. Originally \$125.00. Special \$89.50.
COUNTER GAMES (New)	SPECIALS	SKILL EQUIPMENT
Five Jacks, 1c (10 or more, \$35.00 Ea.) Genco Punch-a-Ball (non-coin operated) 15.00 (8 for \$100.00) A.B.T. Model F 1c Guns 42.50 A.B.T. Elec. Skill Gun 47.50 Acme Elec. Shockers 19.50 Silver King Duck Hunters 37.50 Kickers & Catchers 32.50 3 of a Kind 19.50	10 Pop Corn 5c Vendors, like new \$ 85.00 Wurlitzer Skee Balls 150.00 3 Siro's Brush-Up Machines 85.00 3 Falcon Shoe Shiners 175.00 1 Acme Shoe Shiner 195.00	United Shuffle Skills Write 3 Chicago Coin Bangos \$100.00 3 Chicago Coin Rebound Shuffle Boards \$ 95.00 Cleveland Coin Rebound Shuffle Boards 95.00 9 Ft. Shuffle Boards 85.00 3 Belgian Type Pool Tables, 10c 125.00 Junior Size 9 Ft. Shuffle Board 95.00
CIGARETTE MACHINES		
Unedapak 500, 15 Col. \$85.00 Unedapak 500, 9 Col. 65.00 Unedapak Monarch 85.00 National 930 65.00 National 950 95.00		

Immediate delivery on Keeney's Line-Up, Genco's Rip Snorter, Exhibit's Shantytown, Chicago Coin's Tahiti, Gottlieb's Basketball.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715

TERMS:
1/3 deposit with all orders, balance C. O. D.



M.S. GISSER, Sales Mgr.

Reconditioned Phonographs

AMI-A \$449.50 Wurlitzer 1015 339.50 Wurlitzer 1080 324.50 Seeburg 146 325.00 Wurlitzer H1017 224.50	EXHIBIT'S Silver Bullets, \$289.50	Airson 400 Coronet \$295.00 Airson Fiesta 175.00 Wurlitzer 600 99.50 Seeburg 8800 Low Boy 124.50 Rock-Ola 39 Standard 65.00
Eureka \$325.00 Hollycrane 765.00	Gold Cup \$139.50 Hot Rods 395.00	Champion \$643.00 Shuffle Bowler 289.50

Reconditioned Five Balls

All Baba \$ 79.50 Aquacade 124.50 Baby Face 109.50 Banjo 44.50 Barnacle Bill 89.50 Big Top 69.50 Blue Skies 89.50 Boston 149.50 Buccaneer 99.50 Bermuda 29.50 Buttons & Bows 139.50 Catalina 29.50 Carolina 119.50 Carnival 65.00 Champion 144.50 Cinderella 59.50 College Daze 169.50 Coney Island 59.50 Contact 25.00 Dallas 139.50 Double Shuffle 144.50 El Paso 124.50 Floating Power 115.00 Football 164.50 Gizmo 89.50	Golden Gloves \$149.50 Grand Award 100.00 Harvest Moon 114.50 Hawaii w/f 24.50 Holiday 104.50 Humpty Dumpty 49.50 Jack & Jill 74.50 Magic 99.50 Major 49 129.50 Major League 34.50 Manhattan w/f 24.50 Maryland 144.50 Mexico w/f 24.50 Miss Cue T 99.50 Monterrey 49.50 Moon Glow 99.50 Nevada w/f 34.50 Paradise 69.50 Playtime 149.05 Puddin' Head 89.50 Ramona 75.00 Rancho 79.50 Rendezvous 54.50 Robin Hood 50.00 Round Up 105.00	St. Louis \$139.50 Sally 79.50 Samba 49.50 Saratoga 114.50 Screwball 79.50 Serenade 74.50 Sharpshooter 139.50 Show Boat 114.50 Short Stop 45.00 Singapore w/f 24.50 Star Dust 69.50 Summer Time 84.50 Swanee 110.00 Super Hockey 139.50 Tampico 149.50 Temptation 95.00 Thrill 65.00 Three Feathers 144.50 Three Musketeers 154.50 Tennessee 49.50 Triple Action 39.50 Tropicana w/f 24.50 Utah 169.50 Wisconsin 39.50 Yanks 39.50
--	---	--

SOUTHERN AMUSEMENT CO.
—SOUTH'S MOST COMPLETE COIN MACHINE MARKET—
628 MADISON Phone 5-3609—LD 524 MEMPHIS, TENN.
P. C. Henderson Coe Stone

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

Immediate Delivery!
FROM STOCK!

RUNZEL Pushback Wire

18 or 20 Strand
68
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for INTER-COM CABLE

RUNZEL Cord and Wire Co.
1723 W. MONTROSE AVE. CHICAGO 41, ILL.

FOR SALE:

1 Roundup \$ 75.00	1 Black Gold 125.00
1 Buffons & Bows 75.00	1 Ballerina 42.00
2 Major, ea. 79.00	1 Barnacle Bill 65.00
2 Hockey ea. 125.00	2 Buccaneer, ea. 82.00
1 Rancho 65.00	1 Trinidad 35.00
1 Summertime 42.50	

WRITE OR CALL GENERAL SALES CO.
1416 S. Calhoun Street Fort Wayne, Indiana Phone: E 3006

100%
Return privilege within 10 days if not satisfied with our reconditioned equipment.

SINGING TOWER
20 SELECTIONS
Fully repainted. Perfect condition. Ready for location.
\$99.50 (crated)

1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa. Stevenson 2-2903



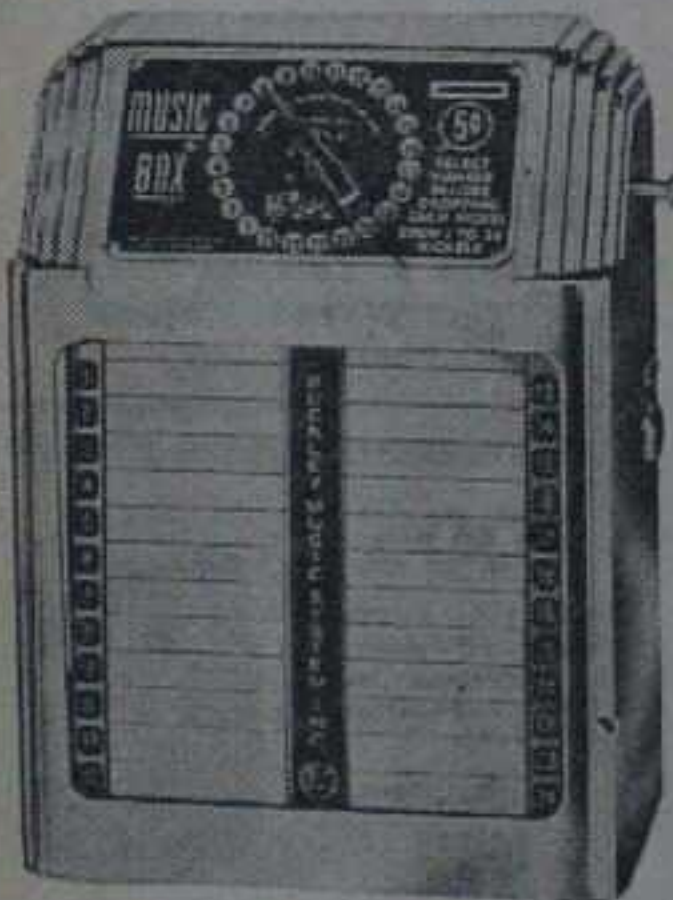
IMMEDIATE SHIPMENT BUCKLEY CRISS CROSS

JACKPOT BELLE

5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS
BUCKLEY
WALL and BAR
BOXES
AVAILABLE IN
20-24-32
RECORD SELECTIONS



IMMEDIATE SHIPMENT
WRITE FOR PRICES

BUCKLEY
MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.



HERE'S HOW YOU CAN INCREASE YOUR SALES

There are smart hombres in any business . . . and the smart ones in the field of automatic merchandising are those who are boosting sales with the Vendo* Coin Changer, and at no cost to them!

You see, some of them have found out that the face of the Vendo Coin Changer is ideal for display advertising, and they are selling this space at rates ranging from \$2 to \$5 per month.

The Plexiglas shield provides ideal protection for an advertising message, and Vendo is ready to provide attractive ads for certain types of advertisers.

If you are interested in this method of providing change with the most trouble-free changer on the market today . . . and on the basis where an advertiser shoulders the cost . . . drop us a line and we'll give you more details.



*REG. U. S. PAT. OFF.

THE Vendo COMPANY

7400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI

NEW ONE BALLS

Universal Photo Finish \$645.00
Bally Champion, F.P. . 645.00
Bally Kentucky, P.O. . 645.00

NEW SLOTS

Complete Line New
JENNINGS and MILLS.
Write for Operators' Prices.

NEW CONSOLES

Univ. Arrow Bell . \$800.00
Jennings Challenger. 595.00
Bally Clover Bell . . 845.00
Evans Casino Bell . . 637.50

Bally SHUFFLE BOWLER

9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard.

Immediate Delivery!

CHICAGO COIN BOWLING ALLEY

1 player, 10¢; 2 players, 20¢. 2 players' scores totaled separately. Puck type skill game, 8"x2". New realistic "stand-up" 3-dimensional pins disappear when hit.

United SHUFFLE ALLEY

Scores like bowling! Spares, strikes, splits, turkeys, etc. Totals automatically, frame by frame! Puck returns under playboard. New drop chute.

Immediate Delivery

NEW PIN GAMES

CHICAGO COIN TAHITI
GOTTLIEB BASKETBALL
KEENEY BAND LEADER
BALLY HOT RODS
GENCO RIP SHORTER
EXHIBIT SHANTYTOWN

EXTRA PUCKS

for Shuffle Games
\$2.50 EA.
Regulation size and weight.
Official Wax available.

MILLS SLOTS

Reconditioned and Refinished
All With Club Handles

5¢ Brown Fronts . . . \$ 85.00
10¢ Brown Fronts . . . 90.00
25¢ Brown Fronts . . . 95.00
25¢ Mills Golden Falls, HL . . . 119.50
25¢ Black Cherry (Orig. Used 3 Weeks) . . . 125.00

California SHUFLEPIN

10 Frames, 10¢. Up to 4 players at a time. Completely automatic. Scores like regular bowling alley scoring; strikes, spares, splits. Easy to install. 9 and 12 ft. sizes. Legal anywhere!

Immediate Delivery. Write for Operators' Price

Terms: 1/3 Deposit, Balance C. O. D.

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices) ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
) ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

WANTED TO BUY

NEW OR USED
GENCO GLIDER — SHUFFLE ALLEY
EXHIBIT DALE GUNS

WRITE OR WIRE QUANTITY AND PRICE

A. G. SEBRING CORP. 2300 ARMITAGE CHICAGO 47, ILL.

TO REDUCE OUR INVENTORY—WE OFFER THESE USED MACHINES AT A LOW PRICE

SEEBURG—USED	
R.C. Special (1947)	\$395.00
R.C. Special (1946)	325.00
Pre-War R.C. Special	125.00
Seeburg HiTones & LoTones	99.50
Vogue	99.50
Colonel	75.00
Gem	60.00
Regal	60.00
Crown	60.00
Concert Grand	60.00
Casino	60.00
Royale	50.00
Rex	50.00
WURLITZER—USED	
Model 850	\$75.00
Counter Model 81, on stand	75.00
Counter Model 71, on stand	75.00
Model 500	50.00
Model 600	50.00
Model 616	40.00
ROCK-OLA—USED	
Standard '39	\$50.00
Commando	40.00
PACKARD—USED	
Model #7	\$150.00
A.M.I.—USED	
Top Flight	\$25.00
AUXILIARY EQUIPMENT	
Seeburg W1-L56, 5¢, Wireless Wallomatic	\$25.00
Seeburg W510Z, 5-10-25¢, Wireless Wallomatic	20.00
Seeburg WB1Z Baromatic, 5-10-25¢	12.50
Seeburg W52Z, 5¢, Wireless WOM	7.50
Seeburg DS20-1Z, 5¢, 3-Wire WOM	7.50
Seeburg WRS-1Q, 30-Wire Wallbox	5.00
Wurlitzer Model 3020, 5-10-25¢, Wireless Wallomatic	45.00
Wurlitzer Model 125 Wireless Wallomatic	5.00
Seeburg Mirror Speaker	69.50
Seeburg Speak Organ	10.00
Seeburg W6-L56, 5-10-25¢, Wireless Wallomatic	60.00
ARCADE EQUIPMENT—USED	
Chicago Coin Rebound Shuffleboard	\$150.00
Voice-O-Graph	275.00
Photomatic	275.00
Seeburg Rayolite	40.00
Mini Pop Corn Machines	250.00

These Prices Subject to Change
Without Prior Notice

W. B. DISTRIBUTORS, INC.
1012 Market St. St. Louis 1, Mo.

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . . ATOM 10c Play



WRITE FOR PRICES

SMALL AS A MITE . . . PROFITS BIG AS A GIANT!

Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself.

- Available in 1¢ or combination 1-5.
- Cigarette or Fruit Reels. Weight: 6 lbs.
- Size: 5 1/2" x 5 1/2" x 6"

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. CHICAGO 6, ILL.
Phone: RAndolph 6-2807

REMEMBER THIS

acme PLASTICS

ARE UNCONDITIONALLY GUARANTEED
AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT
SPRAYED OR PAINTED. ALMOST 1/4"
THICKNESS—PERFECT FIT.

ACME SALES COMPANY
505 West 42nd St., N. Y.
LONGacre 3-4138



• SKILLFUL

• COMPETITIVE • FASCINATING •

Real Bowling on a 12 ft. alley. All the thrills of actual Bowling enjoyed by young and old. Official Bowling rules and scoring, real pin action. Operators—This fast moving game is proving a real money maker at every installation. Leagues and tournaments are naturals—no expenses. Cash in now on this completely new game. Order now and be the first in your area to handle the all new longlife "Skill Bowl."

OHIO SKILL BOWL AGENCY, INC.

12430 EUCLID AVENUE CLEVELAND, OHIO
Sole Ohio Distributor of Skill Bowl, the actual scale sized alley. If you can do it on an alley you can do it on Skill Bowl.

YOU can't afford to pass up these BARGAINS!

All machines thoroughly reconditioned

ONE BALLS		ARCADE	
Bally Citation	\$304.50	Bally Heavy Hitter	\$ 42.50
Bally Gold Cup	129.50	Williams All Star	124.50
Bally Jockey Special	104.50	Williams Star Series	249.50
Bally Victory Special	37.50	Exhibit Dale Gun	104.50
Gottlieb Daily Races	29.50	Genco Whizz, w/stand	27.50
		Chicago Coin Pistol	139.50

MUSIC		SLOT MACHINES	
Seeburg '46 M	\$299.50	MILLS	
Seeburg '46 S	257.50	Black Cherry, 5c, 10c, 25c	\$ 89.50
Seeburg '47 M	359.50	Golden Falls, 10c, Hd. Ld.	109.50
Seeburg '48 N	449.50	Black Gold, 10c, Hd. Ld.	139.50
Seeburg 8800 Lo Tone M.	89.50	Q.T. '48, 5c, Fl. Sample	104.50
Wurlitzer 1015	284.50	Q.T. '48, 25c, Fl. Sample	117.50
Wurlitzer 1017 Hideaway	234.50	Blue Fronts, Brown Fronts, Chromes,	
AMI Model B (used)	499.50	Gold Chromes, Bronze Fronts, Melon	
Rock-Ola '46, 1422	224.50	Bells, Futurity, Extraordinary, all 5c,	
Wurlitzer 3020, 3 wire & wireless		10c, 25c. Each	59.50
wallboxes	35.50	JENNINGS	
		New 25c Tic Tac Toe '49	\$159.50
		Used 5c Tic Tac Toe '49	129.50
		Club Chief, Lite Up, 10c, 25c	129.50
		Silver Moon Chief, 10c; Four Star, 10c;	
		Dixie Bell, 5c; Victory Chief, 5c;	
		Watling Treasury, 5c; Groetchen	
		Columbia De Luxe Twin JP. Each	49.50
		Set of Jennings Club Consoles, 5c, 10c,	
		25c. Each	82.50
		National 7 Col. Cigarette Machine	\$119.50
		Advance Sanitary Vendor	29.50

USED FIVE BALLS		COUNTER GAMES, \$12.50 EACH	
\$37.50 each		Daval Free Play, 5c	ABT Target Skill
Chicoin Catalina	Exhibit Contact	Gottlieb 3-Way Gripper; ABT Fire & Smoke Gun	
Exhibit Banjo	Keeney Cover Girl	Daval Skill Thrill	\$17.50
United Major League	United Paradise	Mills Vest Pocket	32.50
Williams Yank			
\$49.50 each		CONSOLES	
Gottlieb King Cole	United Summertime	Bally Red Button Drawbell	\$159.50
United Rondeevoo		Keeney 3-Way Super Bonus	399.50
\$59.50 each		Bally Late Triple Bell, Serial 2604	299.50
Bally Carnival	Genco Puddin Head		
Gottlieb Alibaba	United Moon Glow		
Chicoin Sea Isle			
Chicoin Bermuda			
Chicoin Majors '49			
Genco Floating Power			
Gottlieb Miss America			
Gottlieb Buccaneer			



"LEN"

Send 1/3 Deposit, Balance C. O. D.
T & L DISTRIBUTING COMPANY
1321 Central Parkway MAIn 8751—Phone—MAIn 0477 Cincinnati 14, Ohio

PRICES YOU CANNOT BEAT
Renewed—Reconditioned—Ready for Location

Wurlitzer 800	\$ 99.50	Kirk Hi-Boy Guesser Scale	\$69.50
Wurlitzer 850	89.50	Wurlitzer Outside Speaker	11.50
Wurlitzer 700	109.50	Bally Bells, Rebuilt, 5c-5c	49.50
Wurlitzer 780 M.	109.50	Wurlitzer Coin Drive Motor	12.50
Aireon DeLuxe, Wurl. Mech.	114.50	Wurlitzer 850 Plastics	3.95
Wurlitzer—Seeburg—Rebuilt Motors	\$ 6.95		
Mills Gold Vest Pockets	24.50		
Paint Sprayer, 1/3 H.P. Motor, Gun, Complete	44.50		
St. Clair Electronic Volt Meter, Complete	49.50		

We have been in business since 1933. 1/3 deposit with order, balance C. O. D.
GAYCOIN DISTRIBUTORS
4866 WOODWARD AVE. TE 2-7300 DETROIT 1, MICHIGAN

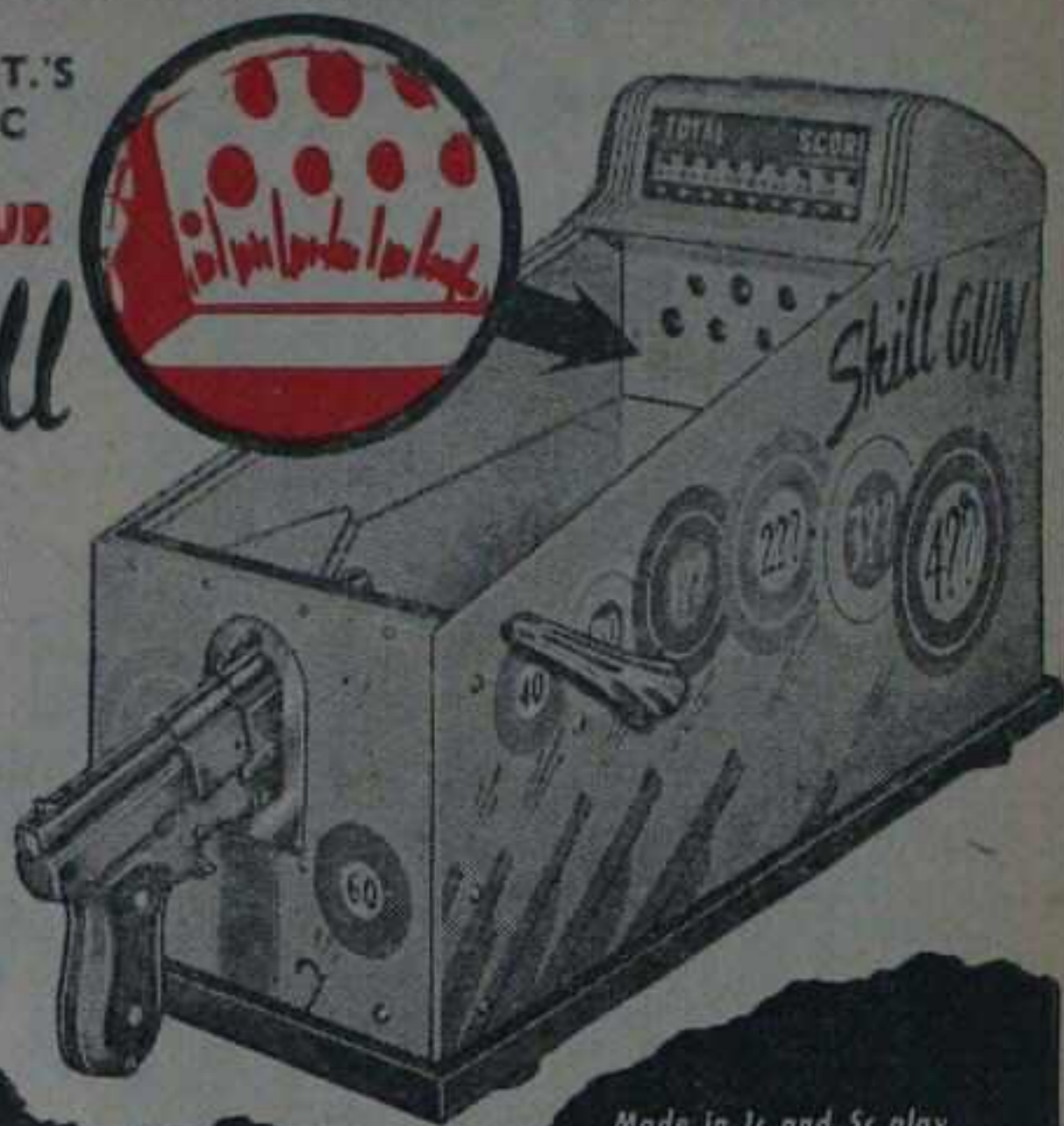
IF YOUR BOOKS SHOW "RED INK"
CONVERT THEM TO BLACK

WITH A.B.T.'S
ELECTRIC

LIGHT-UP

Skill
GUN

NO ADVANCE
IN
PRICE!



Made in 1c and 5c play

- ALL-ELECTRIC
- AUTOMATIC SCORING
- LEGAL EVERYWHERE
- SMALL INVESTMENT
- LARGE CASH BOX

SEE YOUR
DISTRIBUTOR

Write for beautifully illustrated literature today!

a product of  **A. B. T. Manufacturing Corp.**
715-723 No. Kedzie Avenue Chicago 12, Illinois

For Steady **PLAY** ...
For Steady **PROFITS** ...

Operate

Williams

Games



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

A MONEY MAKER you'll OPERATE 2 YEARS from NOW!!

SILVER BULLETS

Exhibit's **NEW GREATER!**
PISTOL SHOOTING GALLERY

A COMPETITIVE GAME
2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for **BIG EARNINGS**. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

EIGHT TARGETS to AIM AT. MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the **WINNER**...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.



BEAUTIFUL QUIET TONE CABINET—CHROME TRIMMED befitting to any type location. Occupies approximately 4 square feet of floor space.



FOR SALE

- 5 Citations . . . \$290.00
- 2 Gold Cups . . 125.00
- 5 Jockey Specials 100.00

**LIKE NEW
JUST OFF LOCATION**

NASTASI COIN MACHINE CO.

1010 Poydras St. New Orleans, La.
Phone: Magnolia 6386

END OF YEAR SPECIALS

- 1 Anti Aircraft . . . \$37.50
- 1 Gott. Skeeball . . . 47.50
- 1 Evans Ten Strike . . . 42.50
- 1 Rock-Ola World Series . . . 69.50
- 3 12" Bang-a-Fitty. Each . . . 50.00
- 1 6" Barrel Roll . . . 49.50
- 1 Sky Fighter . . . 85.00
- 2 Seeburg Hockeys. Each . . . 49.50
- 1 Champion Hockey. Like New . . . 50.00
- 1 A. B. T. Challenger, Postwar '48 . . . 29.50
- 25¢ '49 Q.T., Floor Samples . . . 110.00
- 1 25¢ '49 Q.T., Floor Sample . . . 130.00
- 1 Q.T., Metal Base, Floor Sample . . . 15.00
- 1 Race's Counter Game . . . 6.00
- 1 Whizz on Base . . . 33.50
- 1 Bally Alley . . . 35.00
- 1 10" Horoscope . . . 72.50
- 1 5" Quizzer, '48 Model . . . 189.50
- 1 Texas Leaguer . . . 39.50
- 1 Exhibit Electric Eye . . . 79.50
- 1 Coin-o-Meter Money Changer . . . 99.50
- 2 1/2 Exhibit M.M. Diggers. Each . . . 89.50
- 1 5¢ Exhibit Rot. Claw . . . 219.50
- 1 Rowe Cig. Vendor . . . 49.50
- 1 Zingo . . . 59.50

Price includes crating, cleaned and checked. 50% deposit, balance C. O. D.
PLAYLAND
340 Monroe Ave., N. W., Grand Rapids, Mich.
Telephone 7-1544

CLEANING HOUSE! PHONOGRAPHS GALORE— AND LOOK AT THESE PRICES!

SEEBURG
CLASSICS
ENVOYS
COLONELS
9800 RC
8800 RC
8200 RC
COMMANDER
} TAKE YOUR CHOICE
\$79.50
EACH

MISCELLANEOUS
WURL 800 . . . \$79.50
MILLS EMPRESS 39.50
AMI HI BOY . . . 49.50
AMI SINGING
TOWER . . . 39.50
Terms: 1/3 Deposit,
Balance C. O. D.

BOXES
WB1Z
WS2Z
DS20-1Z
\$12.50 ea.

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
Division 4-3220



2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
KENWOOD 6612



THE SWEETEST STORY EVER TOLD... ... is the CORADIO STORY!

How it was engineered to give many years of High Net Profits AND How it is earning those High Net Profits today. Write for the whole story.

CORADIO, INC.

212 BROADWAY NEW YORK 7, N. Y.
PHONE: BEEKMAN 3-0038

SELLING OUT MILLS ORIGINAL SLOTS

- BLUE FRONTS
SILVER CHROMES \$50.00
GOLD CHROMES
- BROWN FRONTS \$60.00
BONUS

BLACK CHERRY, GOLDEN FALLS, JEWEL BELLS AND "21" AT REDUCED PRICES.

WRITE
R.R. 6, BOX 390
INDIANAPOLIS, INDIANA

FOR SALE

A-1 CONDITION

- Advance Rolls \$25.00
- Total Rolls 25.00
- Proscores 35.00

NATIONAL COIN MACHINE EXCHANGE

85 AVENUE E
ROCHESTER, N. Y.

FALL CLEARANCE—HOUSE CLEANING SALE MACHINES THOROUGHLY CLEANED— READY FOR LOCATION

Carnival, \$50.00; Humpty Dumpty and Screw-Jail, \$40.00 each; Super Bomber, \$25.00; Manhattan Major League, Cover Girl and Tropicana, \$20.00 each; Bally-Hoo, Bermuda, Broncho, Click, Fast Ball, Hawaii, Honey, Mystery, Nevada, Play Boy, Rio, Rocket, Sea Isle, Smokey and Vanity, \$15.00 each; Jockey Special (1 Ball), \$75.00; Special Entry (1 Ball), \$40.00; Victory Special (1 Ball) and Daily Races (1 Ball), \$20.00 each. One-Third Deposit, Balance C. O. D.
DAVIES NOVELTY CO.
506 Market St. St. Louis 1, Mo.
(Phone: Chestnut 4318)

2 GAMES SO SENSATIONAL

THAT I DO NOT HESITATE TO OFFER THIS 10-DAY

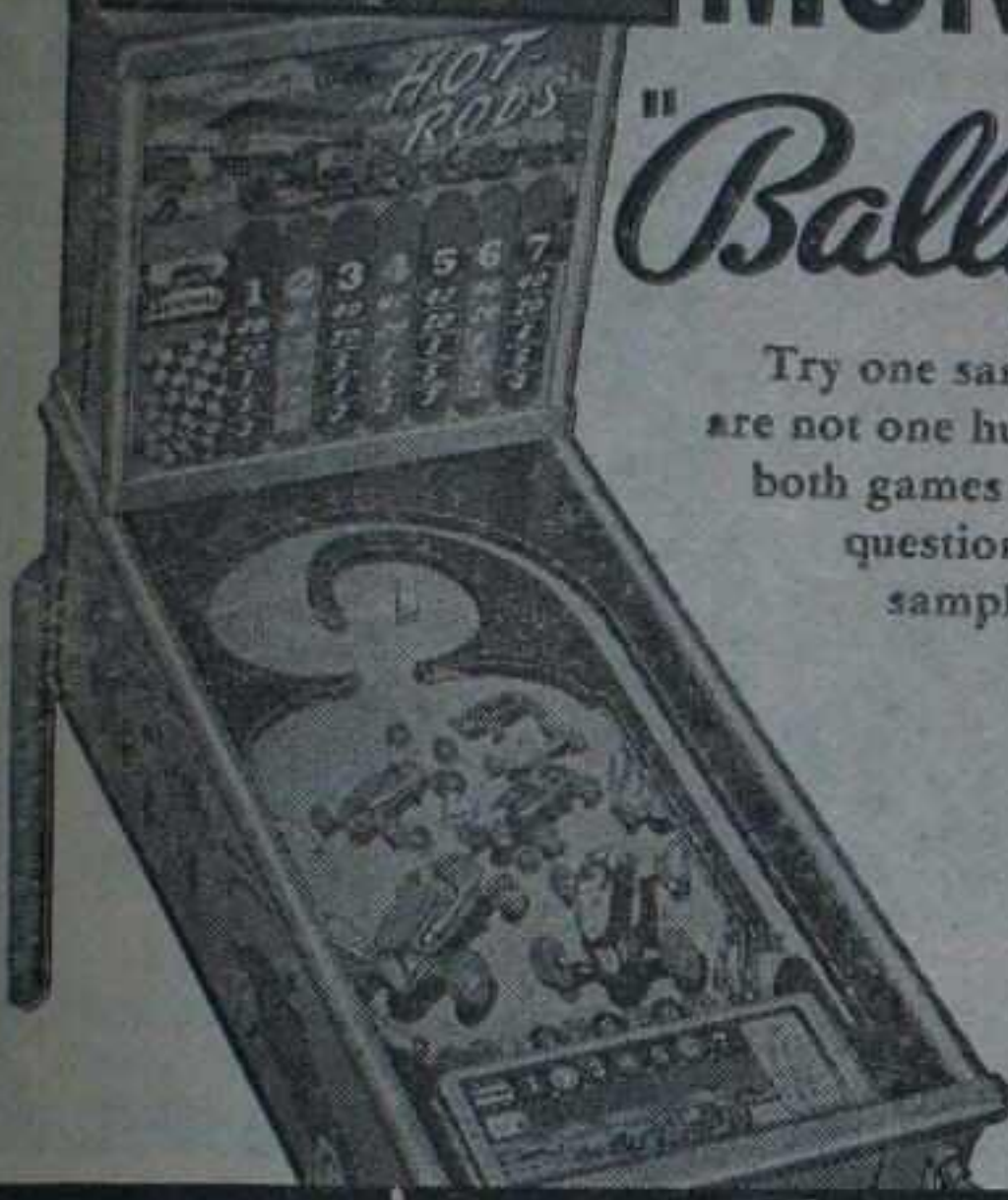
MONEY-BACK GUARANTEE



"Bally has again produced two games so sensational in earning power that the strongest kind of guarantee is in order. Try one sample HOT-RODS and SHUFFLE-BOWLER. If you are not one hundred per cent satisfied, you may return either or both games within 10 days of shipment for full refund and no questions asked. For quick delivery, order your samples today."

(Signed) Chris Christopher
CHRIS NOVELTY COMPANY

IMMEDIATE DELIVERY
CHAMPION, KENTUCKY
CLOVER-BELL
SPOT-BELL



HOT-RODS

Played with fastest 3 balls in history.
1 to 7 Selections per game, 1 to 7 coins!

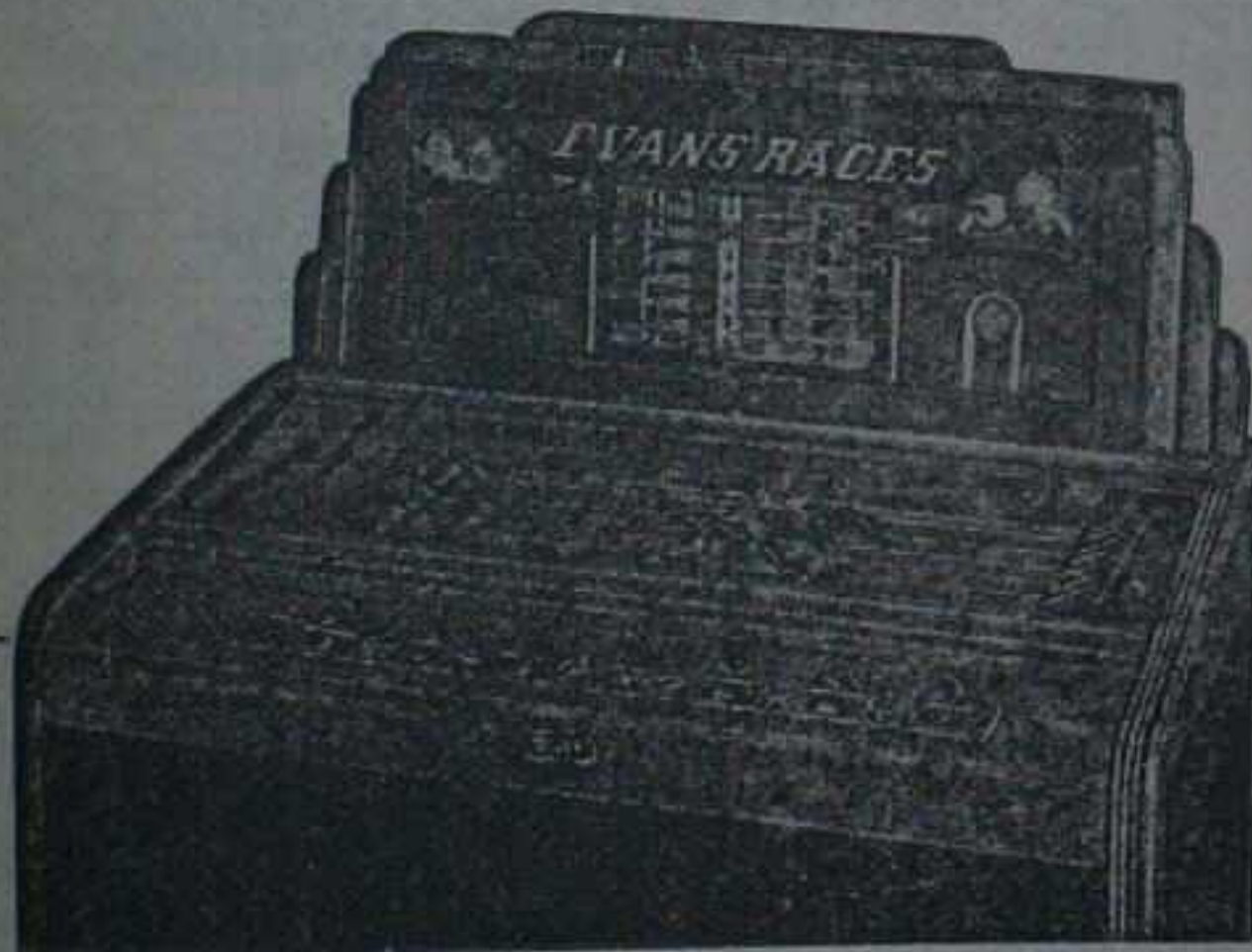
CHRIS NOVELTY COMPANY

806 ST. PAUL ST., BALTIMORE, MARYLAND
Phone: MULBERRY 8722

SHUFFLE-BOWLER

Skill-length 9½ ft. and realistic gutters flanking alley insures big steady play month after month.

EVANS' RACES



FAST PLAY—GREATER EARNINGS

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS!

On each play, odds change with flashing lights and mechanical action!

7 COIN DROPS

with Individual Coin Detector!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

3 GREAT MODELS—5¢ OR 25¢ PLAY
CASH OR CHECK PAYOUT

FREE PLAY Odds Change With Every Selection. CONVERTIBLE.
CASH MODEL, 5¢ or 25¢ Play

CASH MODEL 5¢ Play With 25¢ DAILY DOUBLE Feature.

NOW AVAILABLE IN CHECK SEPARATOR MODEL

Order From Your Distributor or Write Direct

H. C. EVANS & CO. 1528 W. Adams St. Chicago 7, Ill.

SEE EVANS CONSTELLATION AD ON PAGE 101

NEW ACTION! NEW EXCITEMENT! NEW PROFITS!

The NEW Spectacular

GENCO RIP SNORTER



Scores in the Millions

14 DIFFERENT WAYS TO GET REPLAYS

GENCO

2621 N. ASHLAND AVE., CHICAGO 14

WRITE! PHONE!
WIRE! YOUR
DISTRIBUTOR—

**ADVANCE ANNOUNCEMENT
OF THE NEWEST IN SHUFFLE BOARDS—
The SHUFFLE-MITE**

Coin operated play control

eliminates all supervision; 10 ft. long, 9-ft. maple playing field,
beautifully designed.

Two or four may play at one time same as large board. Unique scoring device.
Price to operators less than 1/3 of large board.

See your distributors or write direct

TRAINING DEVICES, INC.

Manufacturers of the Quizzer

1469 ELECTRIC AVE., LINCOLN PARK 25, MICH. PHONE: WARWICK 8-8480

**Bally Increases
Production Area**

CHICAGO, Nov. 26.—Bally Manufacturing Company has acquired additional manufacturing space in a building across the street from its main plant on Belmont Avenue here, Jack Nelson, general sales manager, announced this week.

Nelson explained that the expansion move was made necessary to keep pace with the demand for six Bally games now in production. They are the one-balls Champion and Kentucky, the five-ball Hot-Rods, the straight novelty bowling game Shuffle-Bowler and the consoles Clover Bell and Spot Bell.

Under the new set-up several sub-assembly units are in the new quarters while all final assembly lines remain in the regular plant.

have you shipped
YOUR
TRIPLE ACTION
for conversion to . . .

JUMBO

THE
BEST
YET

LOCATION ACCEPTED

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT
NATE SCHNELLER, INC.
1427 North Broad St.
Phila. 22, Pa.
STevenson 2-0242
GET ON OUR MAILING LIST FOR
FUTURE NASCO CONVERSIONS

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES
EXH. SHANTY TOWN
GOTT. BASKETBALL
GEN. RIPSORTER
BALLY HOT ROD

NEW ONE BALLS
UNIV. PHOTO FINISH...\$645
BALLY CHAMPION, F.P. 645
BALLY KENTUCKY, P.O. 645

New Phono Specials
WURL. 1080\$445.00
WURL. 1100WRITE
WURL. 1017 345.00
EVANS' CONSTELLATION, 40 Selec. ...WRITE

NEW SKILL GAMES
CHI. BOWL'G ALLEY \$345.00
UN. SHUFFLE ALLEY 345.00
UN. SHUFFLE SKILL WRITE
GENCO GLIDER ...WRITE
EXHIBIT SILVER
BULLETS ...WRITE
EV. BAT-A-SCORE ... 355.00
FLASH HOCKEY ... 69.50
CHICOIN PISTOL, F.S. 195.00
TARGET MASTER ... 199.50

REBUILT SLOTS
CRISS CROSS BLACK
BEAUTY H.L. BLUE OR
JEWEL BELL, 5-10-25¢.
\$165.00 Ea.

BARGAIN BOX
ROLLOVDNS: TOTAL ROLL, \$29.50; SUPER ROLL...\$ 49.50
ADVANCE ROLL, \$39.50; STEEL BALL 34.50
WALT DISNEY CHARACTER CHARMS metal plated lb. 2.50
NEW WILCOX-GAY RECORDIO-GRAM 249.50
SEEBURG ¼ HIDEAWAY, RC. 295.00

NEW COUNTER GAMES
BUDDY, Cig Reels ...\$24.50 GUSHER, 5¢\$39.50
S. K. HUNTER 45.00 S. K. TARGET KING 45.00
ABT MODEL F 47.50 NON-COIN EAGLE..... 39.50
ABT CHALLENGER 45.00 IMP, 1¢ or 5¢ 19.50
ABT SKILL GUN 57.50 CAMERA CHIEF 17.50
SHIPMAN ARTSHOW 49.50 FIVE JACKS 69.50
DAVAL BEST HAND... 34.50 BALLY HEAVY HITTER, Brand New Closeout 99.50

NEW SLOTS
MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE
BELL, MELON BELL, BONUS BELL, JEWEL BELL.
JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF.
COLUMBIA, J.P.\$139.50 DE. L. COLUMBIA...\$169.50
VEST POCKETS 65.00 Q.T., 5¢, \$115.00; 25¢...143.50

SLOT SAFES, STANDS, ETC.
CHICAGO METAL REVOLVING SAFES — DE LUXE
Single—\$132.00 • Double—\$192.00 • Triple...\$288.00
UNIVERSAL—Single Safe—\$87.50 • Double Safe 128.50
BOX STANDS—\$27.50 • 5-WAY SR. COIN CHANGER .. 37.50

NEW CONSOLES

UNIV. ARROW BELL,
Twin Multiple\$800.00
EVANS RACES 931.00
BALLY CLOVER BELL 795.00
EVANS WINTERBOOK 826.00
EV. BLACK DIAMOND 731.00
EVANS BANGTAILS.. 671.00
EVANS CASINO BELL 637.50
JENN. CHALLENGER. 595.00

NEW VENDORS

ACORN VENDOR\$ 13.95
ATLAS DE LUXE 1¢ .. 14.50
ATLAS 5¢ BANTAM
TRAY VENDOR 12.50
POP CORN WARMER. 69.50
KLEENEX VENDOR .. 49.50
MARION SCALE 79.50
FRANTZ SCALE 175.00
AMERICAN SCALE... 169.50
SILVER KING 13.95
S. K. HOT NUT VEND. 29.95
5¢ 4-WAY MINT 14.50
N.W. STAMP VEND. 69.00
N.W. 49 SPECIAL 13.75
N.W. MODEL '49..... 15.95
N.W. DUAL NUT 45.00
N.W. DE LUXE 27.00
N.W. MODEL 39 12.75
N.W. 33 BALL GUM... 10.50

Exclusive Distributor
in ILLINOIS
and IOWA for

UNITED'S SENSATIONAL SKILL GAME
SHUFFLE ALLEY

ONE BALLS

CITATION, F.P.\$349.50
TROPHY, P.O. 195.00
GOLD CUP, F.P. 175.00
JOCKEY CLUB, P.O., '47 MOD. 145.00
JOCKEY SPECIAL, F.P. 125.00
BALLY ENTRY, P.O. 99.50
SPECIAL ENTRY, F.P. 94.50
VICTORY DERBY, P.O. 79.50
VICTORY SPECIAL, F.P. 79.50
GOTT. DAILY RACES, F.P. 69.50
TURF KING, P.O. 49.50
LONGACRE, F.P. 49.50
JOCKEY CLUB, P.O., '42 MOD. 49.50
KENTUCKY, P.O. 49.50

CONSOLES

KEENEY 3-WAY BONUS SUPER ...\$450.00
EV. WINTERBOOK, Late Mod. 345.00
5-25¢ TWIN BONUS SUPER 295.00
BALLY TRIPLE BELL 365.00
EV. RACES, Comb. F.P. & P.O. 295.00
MILLS 3 BELLS, Fir. Sample 325.00
EVANS 48 BANGTAILS, J.P. 295.00
JENN. CHALLENGER, 5-25¢, LATE 265.00
EV. GALLOPING DOMINOES, J.P. 275.00
25¢ KEENEY BONUS SUPER BELL... 245.00
5¢ KEENEY BONUS SUPER BELL... 215.00
BALLY DE LUXE DRAW BELL 225.00
BALLY HY BOY, Like New 175.00
BALLY DRAW BELLS, Rog. 145.00
TWIN SUPER BELL, 5-25¢, Prowar. 109.50
MILLS 4-BELLS, 5-5-53 99.50
KEENEY 5¢ SUPER BELL, COMB... 69.50
WATLING BIG GAME, F.P. 49.50
BALLY BIG TOP, P.O. or F.P. 49.50
MILLS JUMBO, LATE HEAD 49.50
PACE REELS—CHR. RAIL, COMB... 49.50
JENN. SILVER MOON, P.O. or F.P. 49.50

RECONDITIONED 5 BALL

Three
Feathers ..\$159.50
Sharpshooter 149.50
Super Hockey 144.50
Black Gold .. 139.50
Buttons &
Bows 139.50
Bowl Champ. 134.50
Aquacade ... 134.50
Majors '49 ... 134.50
Floating P'wr 129.50
Big Top 129.50
Showboat ... 124.50
Baby Face ... 119.50
Grand Award 119.50
Holiday 119.50
Moon Glow ... 114.50
Temptation .. 109.50
One-Two-
Three 109.50
Barnacle Bill. 109.50
Buccaneer ... 109.50
Round Up .. 109.50
Serenade ... 109.50
Saratoga ... 99.50
Alice in W'nd 99.50
Puddin' Head 99.50
Morocco 94.50
All Baba ... 89.50
Magic 89.50
Sally 89.50
Hundreds of Post War 5 Balls with
Flippers Installed \$39.50

SLOTS

MILLS BLACK CHERRY, 5-10-25¢...\$125.00
MILLS JEWEL BELLS, 5-10-25¢... 150.00
MILLS GOLDEN FALLS, 5-10-25¢... 119.50
MILLS BLUE FRONT, 5-10-25¢... 74.50
MILLS BROWN FRONT, 5-10-25¢... 79.50
MILLS BON'JS BELL, 5-10-25¢... 89.50
MILLS ORIG. CHROME, 5-10-25¢... 89.50
5¢ MILLS VEST POCKET 44.50
25¢ Q.T., BLUE CABINET 89.50
PACE CHROME BELL, Latest Model 89.50
PACE COMETS 50.00
JENN. 4-STAR CHIEFS, 5-10-25¢... 69.50
JENN. SILVER CHIEF, 5-10-25¢... 79.50
JENN. 1¢ TIC-TAC-TOE, Like New.. 154.50
WATL. ROL-A-TOP, 5-10-25¢ 79.50
STANDARD CHIEFS, 5-10-25¢ 125.00
JENN. LITE-UP CHIEFS, 5-10-25¢ .. 139.50
JENN. CIGAROLA XV 99.50
GROET. COLUMBIA, D.J. 79.50
GROET. CHROME COLUMBIA... 59.50
GROET. DELUXE COLUMBIA 89.50
GROET. COLUMBIA G.A. CIO. 69.50

TUBULAR COIN WRAPPERS, 65¢ M
VENDO COIN CHANGER, \$89.50
5-10-25¢ JEWEL BELL CABINETS
COMPLETE, \$34.50
SHUFFLE BOARDS

Crafted — Factory Recon. Tops and
Cabinets.
Valley\$350.00
Rock-Ola 393.00

COLUMBIA DOUBLE JACKPOT BELL

SPECIAL
SELLOUT PRICE
—ONE WEEK
ONLY!

\$69.50

Factory
Recondi-
tioned
Like New
Changeable
right on loca-
tion in a few
moments'
time to 1-5-
10-25¢ play.
Cabinet re-
baked to give
new machine
appearance.



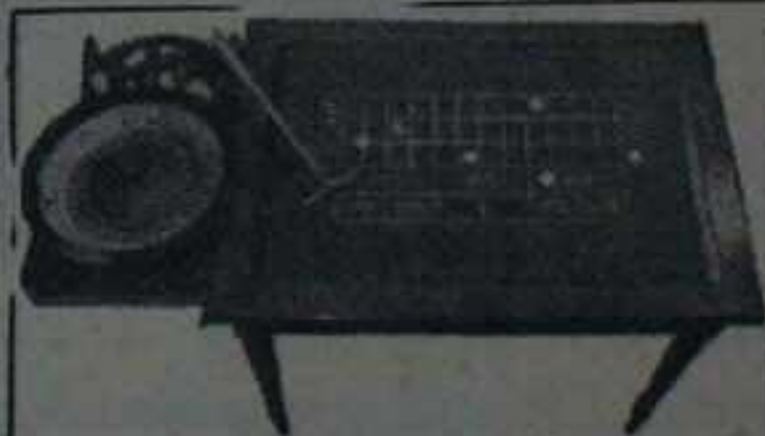
NON-COIN OPERATED

Gov. Tax Free
AMERICAN
EAGLE
Fruit Reels
\$27.50
each
Specify 1¢ or 5¢ reels
1/3 deposit with order, balance C. O. D.
F. O. B. Chicago.



ABCO NOVELTY CO.

Phono: EVERGLADE 4-3823
2009 W. IOWA ST. CHICAGO, ILL.



**New Super Deluxe
CASINO GAME TABLE**

Elegant quality for fine home or club. A
lavish Christmas gift! Contains all equipment
for playing Roulette, Hazard, Klondike, and
Baccarat exactly as they are played in swank
casinos. Has instruction book. All gaming
equipment packs into interior. When not in
use, table presents sedate appearance with
plain brown leather and walnut top. Made of
American black walnut; a fine piece of
furniture. Table size closed is 40x26x31 1/4 in.
The large 16 inch Roulette wheel is a work
of art, designed to please the most dis-
criminating player who would not be sat-
isfied with ordinary wheels. Shpg. wt. 125 lbs.
IMMEDIATE DELIVERY. Send \$50.00 de-
posit, balance Express C. O. D. \$125.00
Complete

WEBB MFG. CO.

4958 West Chicago Ave. Chicago 51, Ill.

FOR SALE

50 #3031 Wurlitzer Wall Boxes, in excellent
condition, \$12.50 each.

CENTURY MUSIC CO.
621 West Colfax Denver 4, Colo.

Empire Coin MACHINE
EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL

IT'S TERRIFIC!



FIVE JACKS

• NEW—ORIGINAL! • STREAMLINED! • FOOLPROOF!

- ★ 1, 2 or 3 Coins Played at a Time!
- ★ Skill Trigger Controls Coin!
- ★ 5 Winning Traps!
- ★ 5 Large Award Pockets!
- ★ Each Pocket Continuously Being Refilled!
- ★ Amazing Earnings!
- ★ Fast Action—Big Appeal!
- ★ Steady Long Life Play!
- ★ Tremendous Suspense!
- ★ 100% Mechanical!
- ★ No Service Required!
- ★ Hundreds of Locations in Every Territory!

Size: Only 16"x10"x15". Rubber Suction Cups for Base. Shipping Weight 20 Lbs.

DISTRIBUTORS: Exclusive Territories Still Available!
Write at Once for Advantageous Arrangements!

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

To **WILLIAMSPORT AMUSEMENT CO.**

With The Very Best
Of Wishes For
Continued Success

EASTERN SALES REPRESENTATIVE
ALFRED SIMON, INC.
501 W. 42nd St. New York, N. Y.

Chicago Coin Machine Co.

1725 DIVERSEY BLVD.

CHICAGO 14, ILLINOIS

NEW GAMES

GOTTLIEB Basketball
CHICAGO COIN TAIHI
GENCO Rip Snorter

BALLY BOWLER

9 Ft. Alley. Side door mechanism. Strikes, Spares, Railroads, etc. Automatic scoring unit. 10¢ Coin Chute. Immediate Delivery.

GENCO GLIDER

Uses 1 puck only. 15 shots for 5¢. Legal everywhere! Write for Price.

UNITED SHUFFLE ALLEY

Operates with 10¢ Chute. Immediate Delivery—Write.

10 ROCK-OLA, 22 FT. SHUFFLEBOARDS

Surface Excellent Condition
\$250.00 EA.

CHICAGO COIN BOWLING ALLEY

Plays 1 or 2 coins. 10¢ Coin Chute. 2 players' scores total separately.
WRITE

RECONDITIONED 5-BALLS

- Three Musketeers \$145.00
- Sharpshooter 140.00
- Bowling Champ 130.00
- Majors of '49 130.00
- Double Shuffle 130.00
- Super Hockey 130.00
- Black Gold 125.00
- Buttons & Bows 120.00
- Big Top 120.00
- Telecard 120.00
- Buccaneer 95.00
- Barneke Bill 95.00
- All Baba 95.00
- Jack & Jill 95.00
- Screwball 95.00
- Cinderella 95.00
- Trade Winds 95.00
- Trinidad 95.00
- Bermuda 95.00
- Catalina 95.00
- Triple Action 95.00
- Sally 95.00
- Wisconsin 95.00
- Ron-Des-Voes 95.00

EXHIBIT DALE GUNS, Completely Reconditioned \$120.00
 (3) STAR SERIES, Late Models, Excellent Condition 245.00 Ea.
 5 WILLIAMS ALL STARS, Thoroughly Reconditioned 115.00 Ea.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

WORLDLY WISE says:

Here's a game people really huddle around

WILLIAMS QUARTERBACK

Passing, running, kicking — player controls action of this like-real football game. Puts himself in the backfield, calls the plays to advance 3 dimensional ball carrier across gridiron. 5-10-25¢ coin chute. Adjustable to 4 plays for 25¢. Immediate delivery.



CHICAGO COIN BOWLING ALLEY

1 or 2 can play this fascinating game. New realistic standup 3rd dimensional pins disappear when hit. Looks like and plays like real bowling. Terrific player appeal. Immediate delivery.

EXHIBIT SILVER BULLETS

Only target device ever created for direct competitive play. Players enter into spirit of game quickly because of its amazing appeal. 8 targets, 3 guns, beautiful cabinet. Immediate delivery.

CONSOLES

Reconditioned and Fully Guaranteed

- BALLY**
- DeLuxe Draw Bell..... \$195
- Draw Bell, Regular.... 165
- KEENEY**
- Twin Bonus Super Bell, 5-25¢ \$295
- Single Bonus Super Bell, 5¢ 175
- Super Bell, 5¢ 30
- JENNINGS**
- Challenger, 5-25¢ \$225
- Monte Carlo, 50¢ Write
- MILLS**
- Duplex, 5-25¢ \$295
- 3 Balls, 5-10-25¢, 41 model 95

SLOTS

All originals. Guaranteed as new.

- Mills BLACK GOLD, hand load, 2/3. Set of 3 machines, 5, 10, 25¢. Complete \$475
- Mills Jewel Bell, 5¢ 125
- Mills Jewel Bell, 10¢ 125
- Mills Jewel Bell, 50¢ 225
- Mills Vest Pocket 29
- Jennings Super DeLuxe Life-Up Chief, set of 3 machines, 5, 10, 25¢. Complete 375
- Jennings Standard Chief, 5¢ 165
- Jennings Standard Chief (like new), 35¢.. 175
- Jennings Monte Carlo, 50¢ Write

ARCADE BARGAINS

All reconditioned and refinished.

- Chi Coin PISTOL \$150
- Exhibit DALE GUN..... 115
- Wms. STAR SERIES, late model 275
- Williams ALL STARS .. 125
- TELEQUIZ, Model 100.. 275
- GENCO GLIDER Write
- Keeney LINE UP Write
- Chi Coin REBOUND (Refinished top) 75
- 9 Ft. JR. SHUFFLEBOARD 45
- Exhibit DIGGER 45

ONE BALLS

- Bally Lexington, PO... \$395
- Bally Kentucky, PO... 495
- 5 Bally Victory Specials & 5 Gottlieb Daily Races, complete lot of 10 400
- Victory Derby, PO 45

SHUFFLE BOWLING GAMES

United SHUFFLE ALLEY
Bally SHUFFLE BOWLER
Chicago Coin BOWLING ALLEY

Order Now!

WOODEN BALL ROLL DOWNS

- GENCO TOTAL ROLL, Lots of 3, each \$ 25
- GENCO ADVANCE ROLL 30
- Chi Coin ROLLDOWN.. 45
- Bally HY ROLL, floor sample 115
- GENCO BINGO ROLL... 175

TERMS: 1/2 down, balance sight draft.



Phone: EVERglade 4-2300

Chicago 47
2330 N. Western Ave.

WILLIAMSPORT AMUSEMENT COMPANY

Wishes To Extend to You and Your Associates an Invitation To Attend the

GRAND OPENING
of Our New Business Location

Central Pennsylvania's Most Modern Showroom and Repair Departments

COME AND MEET YOUR OLD AND NEW FRIENDS

NOVEMBER 30 & DECEMBER 1, 1949

233 West Third Street

Williamsport, Pa.

Phone 2-3326 or 2-1648

Refreshments Served 9 a.m. till 12 p.m.

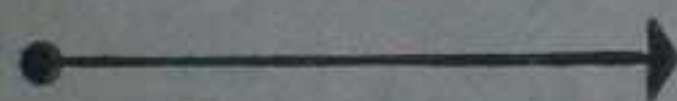
Fight
Infantile Paralysis

JOIN THE MARCH OF DIMES

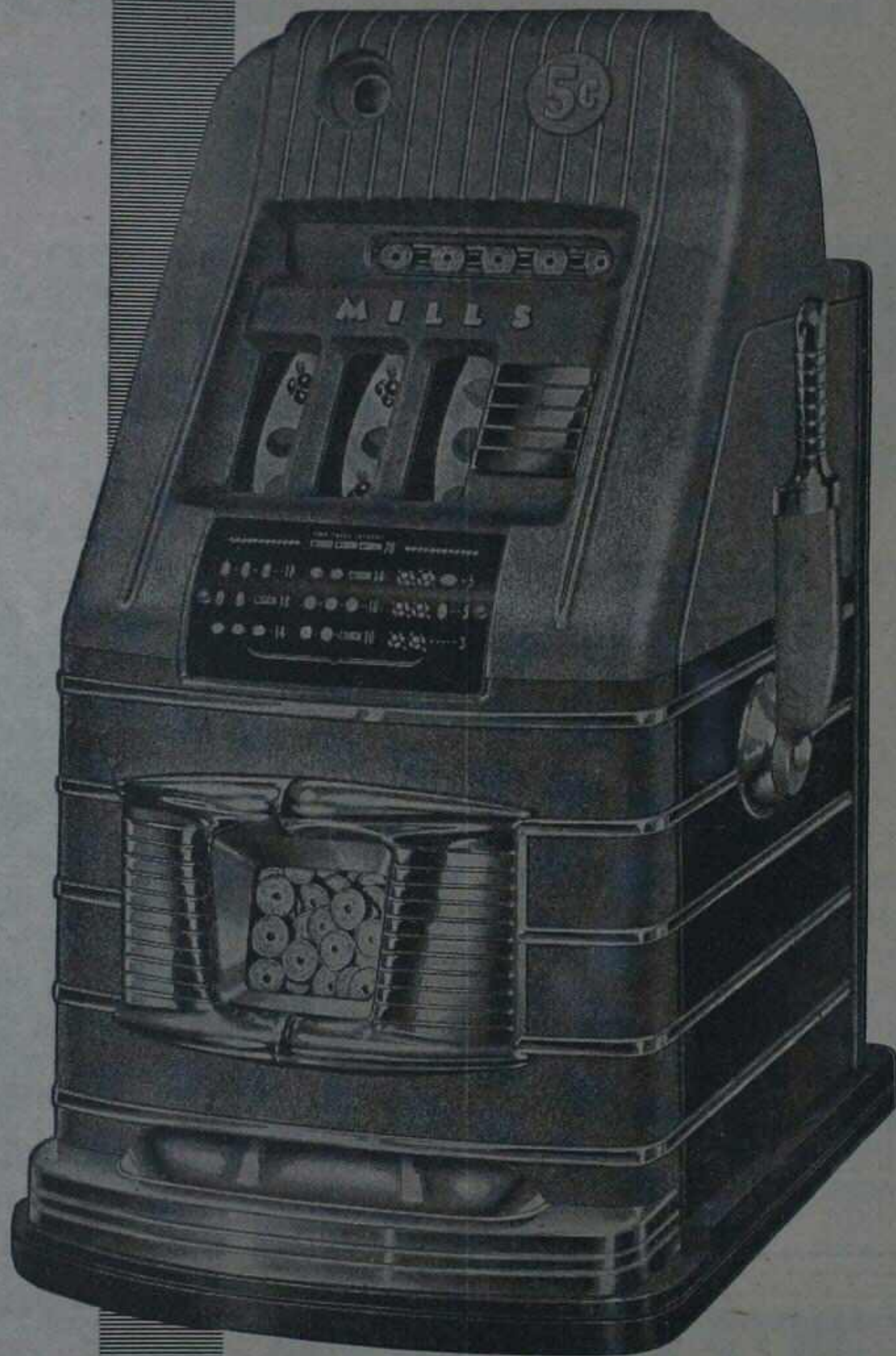
JAN. 16-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

*the
most famous
Bell
in the world*



MILLS JEWEL!



Two years have gone by since the Jewel was announced to the trade. Today, there are more Jewels in operation than any other type Bell, a wonderful testimonial to a wonderful machine. It is still the leading

Bell in our line; it is still the steadiest money-earner and most popular Bell with our customers. It's built right; it's designed right; it's the right Bell for you. The Jewel earnings are always high.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

HERE'S THE BEST COIN-OPERATED ITEM SINCE THE WAR . . . OR BEFORE! ITS EARNING POWER IS SIMPLY TERRIFIC, BECAUSE YOU GET 10 OR 20¢ A GAME INSTEAD OF 5¢ PER GAME . . . WHICH MEANS THAT YOU GET YOUR INVESTMENT BACK IN A HURRY, PLUS A DANDY PROFIT FOR A LONG TIME TO COME AFTER THE MACHINE HAS PAID FOR ITSELF!

Chicago Coin's BOWLING Alley

HERE'S THE REAL LOW-DOWN ON THE BIGGEST THING THAT WE'VE EVER HAD THE CHANCE TO OFFER YOU!

GENUINE PLAYER COMPETITION! TWO CAN PLAY AT THE SAME TIME! NO WAITING UNTIL YOUR OPPONENT HAS COMPLETED HIS ENTIRE GAME. YOU COMPETE FRAME BY FRAME—MATCHING YOUR SKILL WITH YOUR OPPONENT'S, TOSS BY TOSS—NOW YOU'RE AHEAD—NOW HE'S AHEAD! EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC! EXCITING, THRILLING! JAM PACKED WITH ALL THE KICK OF REAL BOWLING! STRIKES, SPARES, SPLITS AND RAILROADS!

APPROXIMATE SIZE—
8 FT. BY 2 FT.



1 or 2
CAN PLAY!

- IT'S FAST!
- IT'S PROFITABLE!
- IT'S THE ANSWER TO EVERY OPERATOR'S PRAYER!

10c—1 PLAYER
20c—2 PLAYERS

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines
BOUGHT SOLD AND EXCHANGED ★ SEE OUR FLOOR DISPLAY NOW!

free buyers guide
for operators

RECONDITIONED
PIN GAMES
READY FOR
LOCATION

Aquacade	\$129.50	Champion	\$145.50	Saratoga	\$ 99.50
Ballerina	47.50	Circus	55.00	Screwball	49.50
Bermuda	37.50	Dallas	122.50	Show Boat	99.50
Black Gold	114.50	Floating Power	90.00	Spinball	30.00
Blue Skies	79.50	Grand Award	119.50	St. Louis	119.50
Boston	157.50	Holiday	82.50	Summertime	40.00
Buttons & Bows	119.50	Majors of '49	107.50	Super Hockey	127.50
Catalina	34.50	Moon Glow	77.50	Temptation	72.50
		One-Two-Three	69.50	Tennessee	62.50
		Ramona	84.50	Tropicana	24.50
				Tucson	112.50

NOW DELIVERING NEW EQUIPMENT

Band Leader, Quarterback, Basketball, Rip Snorter, Bally CHAMPION, Bally CLOVER BELL, Hot Rods, KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES.

Established 1913
ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800



JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

Yanks	\$39.50	Wisconsin	\$34.50
Screwball	49.50	Daw-Wa-Ditty	79.50
Caribbean	34.50	Humpty Dumpty	39.50
Catalina	34.50	Temptation	74.50
Monterrey	44.50	One-Two-Three	84.50
Holiday	79.50	Black Gold	114.50

With Order—Balance C. O. D.
Send Us Your Name for Our Mailing List.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
FRemont 7-4495

58 FRELINGHUYSEN AVE.
NEWARK 5, N. J.
Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

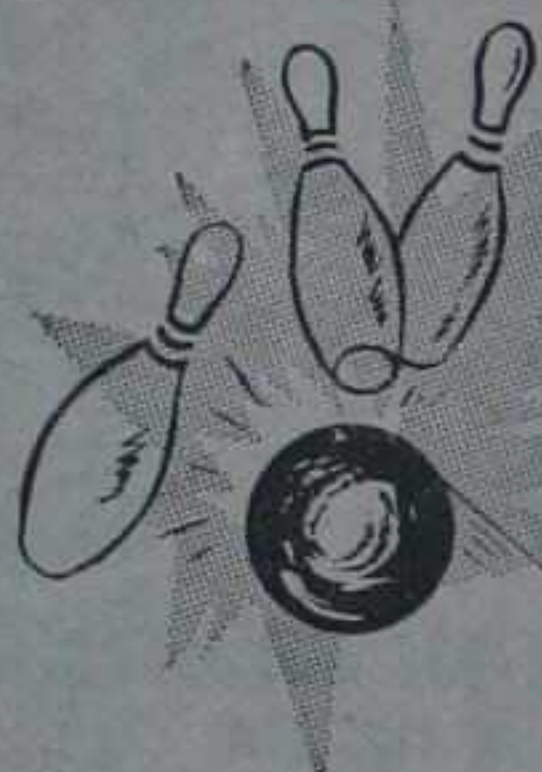
ROUTE FOR SALE

IN AND AROUND BOISE, IDAHO
5 Balls, Shuffleboards, Dale Cuna, 52
Games and Arcade. Write
BOX D-269
c/o The Billboard Cincinnati 22, O.

WANT TO BUY

ROTARIES, PUSHER TYPE
BOX D-271
c/o The Billboard Cincinnati 22, O.

Endorsed... by Banner



UNITED'S SHUFFLE-ALLEY WITH ALL THE THRILLS OF ACTUAL BOWLING AND IT'S MIGHTY POWERFUL EARNINGS MERITS THE DISTINCTION Of Our ENDORSEMENT



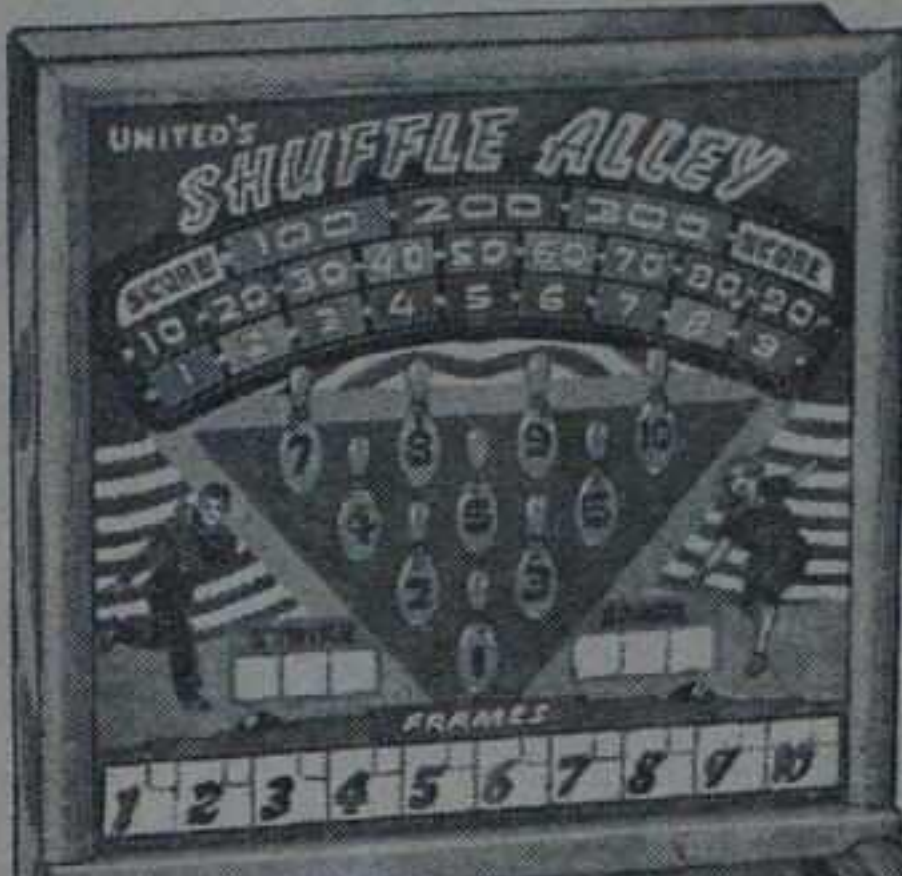
BANNER SPECIALTY COMPANY

Endorsing Only The Best Since 1917

199 W. Girard Avenue, Philadelphia 23, Pa. GARfield 3-2700

1503 Fifth Avenue, Pittsburgh 19, Pa. GRant 1-1373

UNITED'S SHUFFLE-ALLEY



**ALL THE THRILLS
OF BOWLING**
SCORES EXACTLY LIKE BOWLING
TOTALLED AUTOMATICALLY

**WEIGHT RELEASED
AT START OF GAME**
RETURNS TO PLAYER AUTOMATICALLY
**WEIGHT LOCKED WITHIN GAME
AT FINISH**

**GREATEST NOVELTY GAME
OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION**

**ACCEPTED
EVERYWHERE!**
LEGAL IN CHICAGO
LICENSED IN NEW YORK CITY

BOWL
STANDARD BOWLING SCORING
TOTALLED AUTOMATICALLY

EQUIPPED WITH
**NEW
DROP CHUTE**

JUST  DROP IT IN

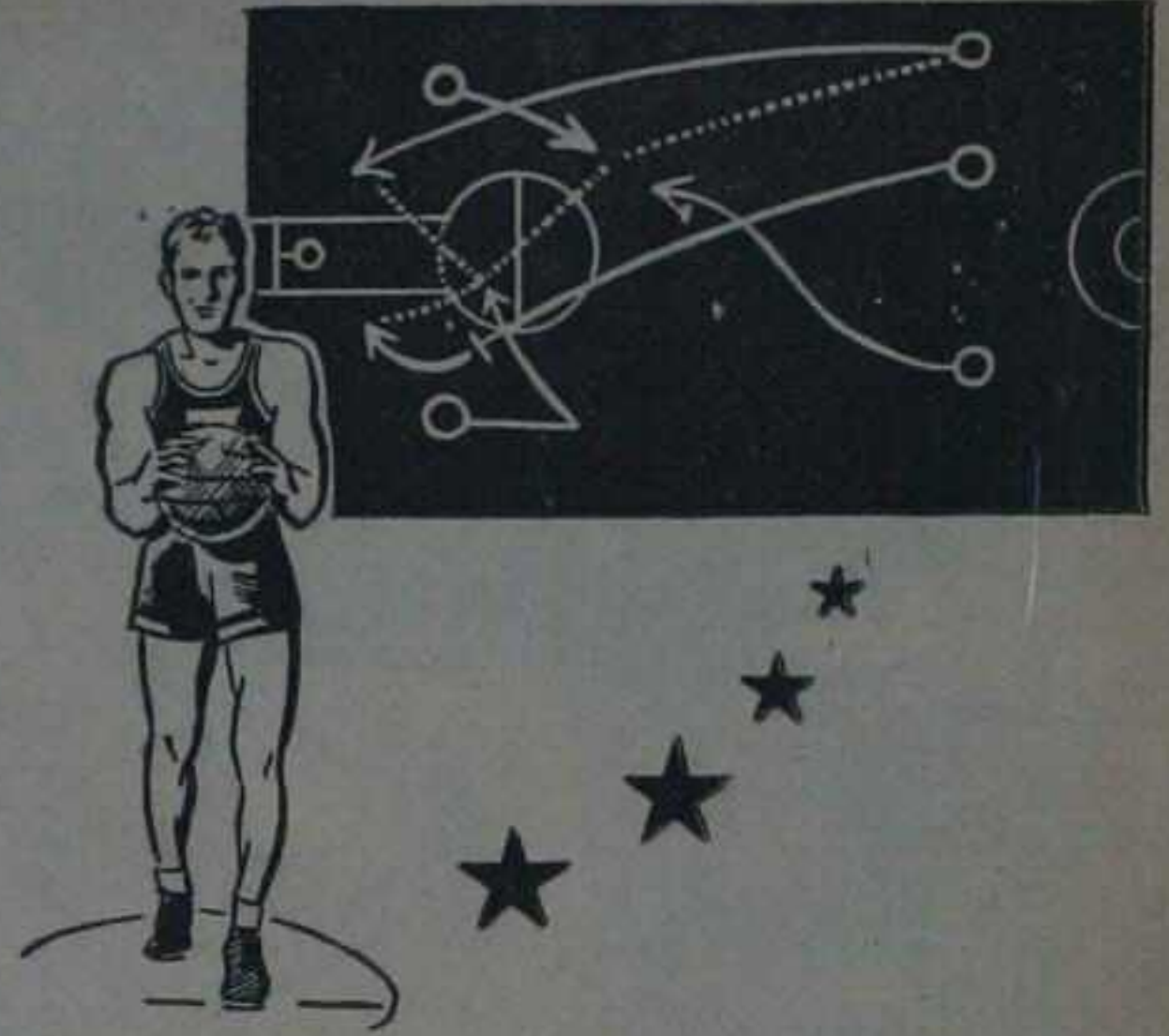
SEE YOUR DISTRIBUTOR

APPROXIMATE SIZE
2 FT. WIDE X 8 FT. LONG

 **UNITED MANUFACTURING COMPANY**
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Set Up Your Winning Play with

GOTTLIEB'S Basketball



**More Operators Buy
GOTTLIEB GAMES
Sight Unseen!**

**YOU SCORE FROM EVERY ANGLE WHEN
YOU SHOOT WITH**

GOTTLIEB BASKETBALL

**FOR PROMPT DELIVERY SEE
YOUR DISTRIBUTOR TODAY!**

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP!

NEW...FAST...THRILLING!

Bally Hot-Rods



Played with
FASTEST 5 BALLS
in pin game history!

Fastest play and fastest profits in years! Played with 5 balls, but actually rivals one-balls in earning power. Free play . . . but a gold mine in all types of locations. Try HOT-RODS today.



1 to 7 COINS PER GAME

1 to 7 SELECTIONS PER GAME

STANDARD 5-BALL SIZE CABINET

Bally SHUFFLE-BOWLER

SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE
Realistic Gutters on each side of Alley



REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
Singles, Doubles, Turkey, Spare, Strike, Rollback

AUTOMATIC SCORING ON FLASHY BACK-GLASS

PUCK RETURNS TO PLAYER AUTOMATICALLY

PERFECT FOR COMPETITIVE PLAY

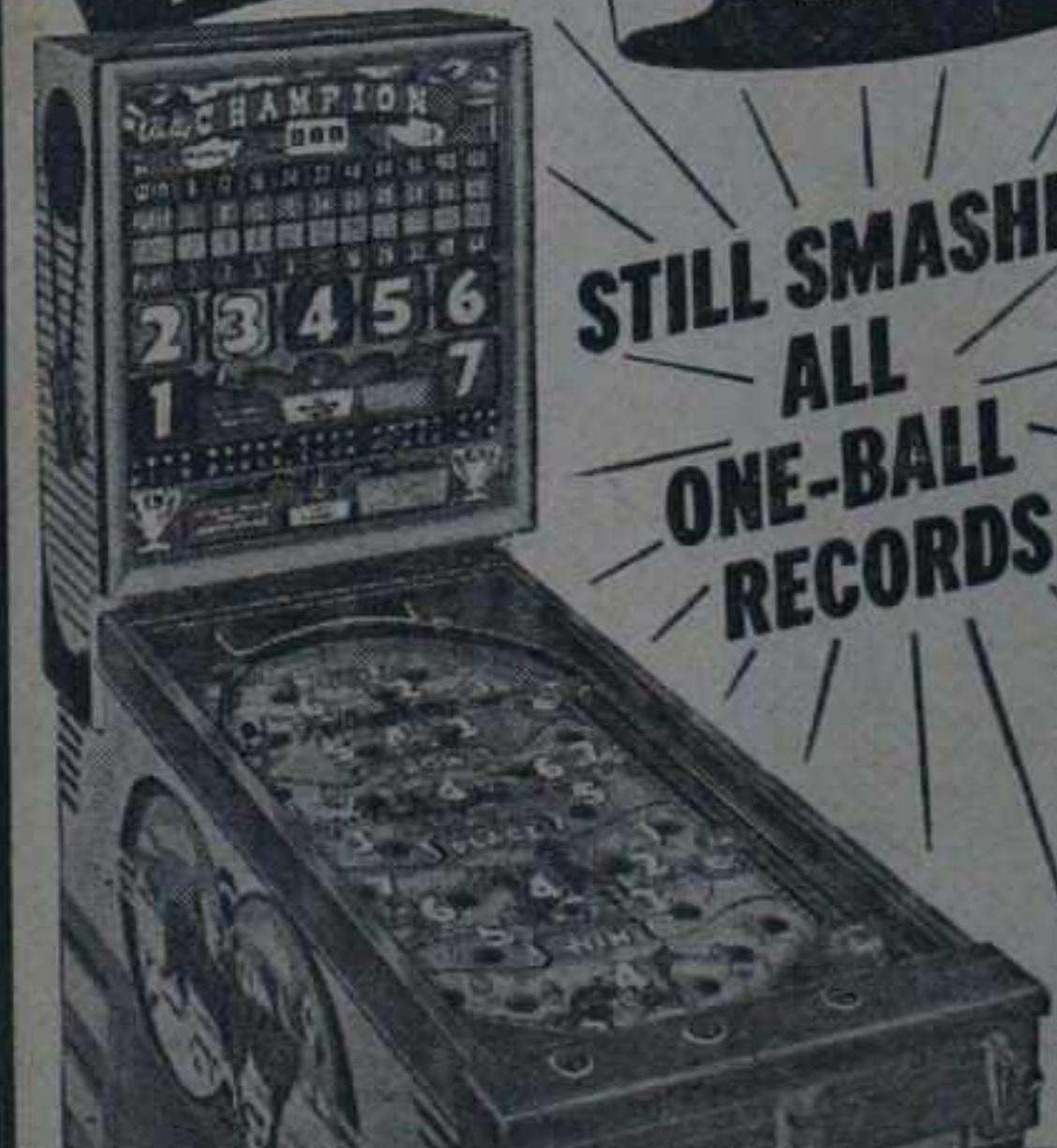
PUCK LOCKED IN AT END OF GAME

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Real bowling thrills! Real shuffle sciencel Location tests prove SHUFFLE-BOWLER biggest money-maker in shuffle class. Order today for quick delivery.

Bally CHAMPION FREE PLAY ONE-BALL

Bally KENTUCKY AUTOMATIC ONE-BALL



STILL SMASHING ALL ONE-BALL RECORDS

Bally SPOT-BELL SINGLE-CHUTE MULTIPLE-COIN BELL CONSOLE

Bally CLOVER-BELL TWIN-CHUTE MULTIPLE-COIN BELL CONSOLE



ADVANCING ODDS GET FAST MULTIPLE-COIN PLAY

SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



It's a smart
SUBSTITUTION
 WHEN **PHOTO-FINISH**
 "CARRIES THE BALL" TO WIN
TOP MONEY
 FOR OPERATORS!



THE BIG GAME SEASON IS HERE!

A smart coach always substitutes a good player when another loses ground for his team. Alert operators are likewise able to spot the "weak links" in their location equipment. Like a star halfback—Universal's PHOTO-FINISH is crashing choice locations everywhere—scoring the HIGHEST MONEY WINNINGS in 1-ball history. Want to win?

Replace WITH PHOTO-FINISH!

The Best
 FOR YEARS TO COME!

UNIVERSAL'S
Arrow Bell

**REPLACE
 WITH THIS
 PROVEN
 WINNER!**



TWIN
 MULTIPLE
 5¢ and 25¢
 COIN HEAD

- ★ "WILD" ARROWS make every symbol wild!
- ★ POSITIVE ADVANCING ODDS!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sustain everlasting suspense!

INSTANTLY CONVERTIBLE AUTOMATIC or FREE PLAY

FREE PLAY
 Convertible to
 1 or 5 Ball Play.
 Also
AUTOMATIC
 Each Armor Plated

• Wire • Phone
 See Your
 Universal Distributor



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY - Telephone UPTown 8-2345 - CHICAGO 40, ILLINOIS

MORE



100

SELECTIONS

ANYWHERE

only Seeburg has the Music System that gives you more of everything

at the phonograph

More selections—100 of them—all visible at one time—all cataloged under five musical classifications. More sales appeal—the sensational mechanical “brain” develops unprecedented public interest. More operating economy—full operating power consumption only 240 watts—compare!



anywhere in the location

More convenience — the Wall-O-Matic “100” brings 100 selections right to the finger tips of every guest — wherever seated ... cataloged under 5 musical classifications ... visible 20 selections at a time.



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.



YOUR SEEBURG DISTRIBUTOR WILL TELL YOU THE COMPLETE STORY OF SELECT-O-MATIC “100” MUSIC SYSTEMS