

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 10, 1949



Red Foley and Ernest Tubb (right), two of the nation's favorite country artists and the top sellers in Decca Records' country field, have just teamed up for the first time to produce a pair of songs, "Don't Be Ashamed of Your Age," coupled with "Tennessee Border No. 2," on Decca label. Red, star of "Grand Ole Opry," is riding high with his waxing of "Sunday Down in Tennessee," and Ernest is going big with his version of "Slipping Around."

The Langs

TOPS IN

Dazzling Thrill-a-Batricks

THANKS TO ALL WHO MADE THIS PAST YEAR
MOST SUCCESSFUL



★ **THEATRES** ★

NEW YORK

ROXY
PALACE

CHICAGO

ORIENTAL
CHICAGO

WASHINGTON

CAPITOL

PHILADELPHIA

EARLE

★ **NITE CLUBS** ★

MONTREAL
BELLVUE CASINO

★ **T.V.** ★

MILTON BERLE SHOW
JUNE 7 AND OCTOBER 11
SUPER CIRCUS
5 APPEARANCES

★ **FAIRS** ★

12 WEEKS

★ **INDOOR CIRCUSES** ★

BARNES BROS., CHICAGO
OMAHA SHRINE
SO. BEND SHRINE

★ **SPORTS SHOWS** ★

PEORIA, ILLINOIS
WISCONSIN RAPIDS
and
40 CLUB DATES

CURRENTLY LATIN QUARTER-NEW YORK-4TH WEEK

A Proven Success Wherever There Is Need for Entertainment

BILLBOARD, VARIETY AND NEWSPAPER
REVIEWS SAY . . .

"STUNTS ARE PHENOMENAL" . . . "FLASH FINISH" . . .

"SENSATIONAL" . . . "TOP FLIGHT" . . . "CLASS ACT" . . .

"YOUTHFUL" . . . "DARING" . . . "EXCELLENT" . . . "FINESSE"

"THE LANGS GO OFF WITH THE BIGGEST HAND ON THE BILL . . ."

1950 FAIRS-BARNES-CARRUTHERS THEATRICAL ENT.

CHICAGO

SAM ROBERTS • 203 N. WABASH

Direction:

NEW YORK

MILES INGALLS • HOTEL ASTOR

AGVA TO CHASE PIRATES

Output of Christmas Wax Hits Peak; All Top Artists Pitch for the Santa Claus \$\$\$

New Wrinkles Hypo Holiday Promotion

NEW YORK, Dec. 3.—The annual Christmas season disk industry race, which seems to be breaking fast after a slow start, has uncovered a number of interesting wrinkles unusual to the seasonal wax melange.

This appears to be the first year in the past several years in which Irving Berlin's *White Christmas* will not serve as the industry-wide anthem of the season. Also, the output of Christmas wax is the biggest ever in the history of the business. Noteworthy is the fact that never has there been such complete top artist coverage of seasonal material as has been the case this year. Virtually every top artist in every disking category has contributed at least a side

to the current Christmas crop.

Tho the Christmas season dealer shopping activity has started slowly, a number of newly cut seasonal diskings already are cropping up as leaders in the forthcoming three-week yuletide wax rush.

Reindeer Hot

Most talked about of the new seasonal items is Columbia's etching of *Rudolph the Red Nosed Reindeer*. This waxing, which was issued originally as a kidisk, was released later on both pop and folk listings following an early immediate demand for the record. The record, which was made by Gene Autry, this week achieved a peak in sale Tuesday (29), when it sold 102,000 platters in the one day. The platter will have done about 600,000 at the end of this week.

Columbia had another Christmas item break thru in a big way this week in the shape of Hugo Winterhalter's etching of *Blue Christmas*. Re-orders have been pouring in on the waxing, and diskery execs haven't added the totals but they estimate that the disking should end in the 250,000 brackets.

Sleigh Ride

The season's surprise item at Victor is a red seal etching of Leroy Anderson's *Sleigh Ride*, which was cut by the Boston Pops Orchestra. The waxing has caught hold in the New England territory following a couple of freak incidents. As a red seal waxing it wasn't shipped to disk jockeys. But (See *Santa Disks Going*, page 17)

Pubber Urges Diskers Stop Release Jumps

NEW YORK, Dec. 3.—Fred Raphael, director of music exploitation for Walt Disney Productions, this week sounded out diskeries regarding the possibility of putting an end to the practice of jumping release dates. Raphael points out that the publisher can only try to restrict his songs thru the American Society of Composers, Authors and Publishers (ASCAP), and he adds that this method is apparently futile. Raphael suggests that a solution might be worked out thru the Music Publishers' Protective Association (MPPA). The latter, he says, could restrict the tunes thru ASCAP. MPPA, being in a neutral position, would be able to take up the fight against a disk company guilty of jumping a date.

One top a. & r. exec, answering Raphael, pointed out that the matter could be handled adequately only thru an organization approach, rather than by individual publishers. Control of the situation would certainly simplify things in the disk business, he said. But, he added, pubbers on many occasions have tried to get together and have notoriously failed. The disk exec noted that the record business is competitive, and said until the pubs can find some effective means of seeing that their restriction dates are honored, no record company can be expected to pay too much attention to them.

"It seems to me the publishers are big boys and if they have a really serious interest in working out this problem they should be able to get together on some way to do so," the disk exec added.

Police Action Against Thefts Of Material

Berle's Pic Does It

NEW YORK, Dec. 3.—Material lifting, long the beef of many actors, will be one of the major pieces of business to be policed by the American Guild of Variety Artists (AGVA) under its latest administration. All members will be asked to file what they consider to be their original material, with a special division to be set up by the union, which will then proceed to protect members thru its unfair action provisions.

The latest move was started as a result of Milton Berle's Warners picture, *Always Leave Them Laughing*. In this Berle uses various bits long identified with standard acts, who have complained that their chances of getting jobs have been lessened by Berle's use of the stuff.

Performers say that the picture will be seen by millions all over the country. And when the acts get jobs in the hinterlands and do their identification lines, they will be accused of stealing from Berle.

It's an Old Story

The question of material "borrowing" has long been a major sore point with all performers. Some time ago Danny Thomas did a benefit in Chicago and was preceded by a comic who did his entire "Jack" story. Certain standard comics doing guest shots at such places as Leon and (See *AGVA To Chase* on page 42)

Will Actors Cross TV Picket Lines?

NEW YORK, Dec. 3.—The question of whether actors and other members of show business unions will cross a picket line may be settled next week, when the United Scenic Artists (USA) plans to throw a picket line against video stations and networks. The union, on strike since Wednesday (23), went out because it could not reach an acceptable agreement for a new contract.

A split in the ranks of video management was made this week when the DuMont network and WPIX here offered to negotiate independent contracts with the union. The strike has resulted in the DuMont network daytime programing take-offs being set back from December 5 to December 12.

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Decca, Campbell Soup Set Album On Radio Show

NEW YORK, Dec. 3.—Decca Records and Campbell Soups, in conjunction with a forthcoming album based on the latter's *Club 15* radio program, will undertake a month-long promotion. The album, which features eight sides done by the stars of the airer—Dick Haymes, Evelyn Knight, the Andrews Sisters, the Modernaires and Jerry Gray's ork— (See *Decca, Campbell Soup*, page 16)

CBS's 17 Mil Via Own Packages

Godfrey Show Makes Up 1/3; Expenses High

Owner Profit Excluded

By Leon Morse

NEW YORK, Dec. 3.—Columbia Broadcasting System (CBS) is now grossing an estimated \$17,575,000 in time sales of its own packages. This does not include profits CBS may make as owner of the shows and is for gross billings before discounts.

The picture, however, is not all profits. Aside from the big money that CBS has paid for some of these properties, it has also spent a great deal of money in developing shows that never made good.

It is estimated that CBS tossed (See *CBS IS GROSSING* on page 48)

20 Mil Video Sets In '53, Says Craig

NEW YORK, Dec. 3.—In an address scheduled to be delivered to the 500 members of the Canadian Club in Montreal, Monday (5), John W. Craig, vice-president of Avco Manufacturing Corporation and general manager of its Crosley division, plans to predict that the total TV sets in use by 1953 will reach 20,000,000 and that 4,000,000 receivers will be produced in the United States in 1950.

Craig plans to tell the Canadians that television cabinet styling has imitated radio up to this time, but there is a move toward a distinct design for television, and that his own company is "recognizing the fact that television is a theater in the home." He will point out that the new Crosley line, mounting a proscenium arch screen into curved bow-front cabinets, gives the observer "the effect of being actually in a theater."

WOR Chilling On Audience Participators

May Shuck 'Em in 6 Months

NEW YORK, Dec. 3.—The day of the audience participation show is coming to an end, according to the thinking of top execs at WOR, New York, which long has featured this type of airer for its local presentations. Altho the trade is becoming aware of the decline of this type of program, it had not expected any uprooting of long-established and profitable local stanzas which are still selling products and getting a rating.

However, WOR toppers are anticipating audience and sponsor reaction six months or more hence, and are mapping plans accordingly. First to (See *WOR CHILLS* on page 5)

HST To Break Ground for Sesqui

Mid-January Ceremonies To Go on Air

Amphitheater in April

WASHINGTON, Dec. 3. — Formal ground-breaking for the capital's Sesquicentennial Exposition will be staged in mid-January with President Truman on hand for the ceremony, it was learned this week. The date for the ceremony is being arranged by the White House, and sources there indicate that it will be January 17.

President Truman, who has been staunchly behind the capital's freedom fair idea, is reported encouraging participation in the ceremony by several high-ranking notables besides himself so as to enhance the global significance of the exposition, which is expected to draw more than 15,000,000 visitors to the capital during the 1950-'51 seasons.

Web To Air Ceremony

The ground-breaking ceremony is expected to be broadcast by at least one network in addition to local stations, and there is likelihood that television will get into the act, too.

Sesquicentennial Commission officials are continuing to elaborate on (See *SESQUI MIDWAY* on page 51)

Y&R Dunninger, Winchell Show Seeks Sponsor

NEW YORK, Dec. 3. — With the Dunninger-Paul Winchell show canceled by Bigelow-Sanford, Young & Rubicam this week was pitching the package at clients in the agency, such as Cluett-Peabody and a few others. The program has a strong rating and a good time slot, Wednesday 9-9:30 p.m. following Arthur Godfrey on the Columbia Broadcasting System's (CBS) TV web. Cluett-Peabody was on TV last season with Phil Silvers.

The cancellation came suddenly but was not entirely unexpected because, insiders felt, Bigelow was overreaching itself in presenting the big time show with a small advertising budget. It is estimated that 60 per cent of the entire advertising budget of the carpet company went into TV to pay for the show. The program cost the sponsor over 400G last year. Then, to complicate matters, the sales of Bigelow were down 19 per cent last year, even tho they were up in areas where the show was presented.

KNBH Custom-Built Talent Tester Sold

HOLLYWOOD, Dec. 3. — *Lights, Camera, Action*, the first custom-built talent audition tele stanza to be aired on KNBH, was sold this week to the Victory Packing Company. The show has been airing as a sustainer over the National Broadcasting Company (NBC) for the past several months and the sale marks NBC's solo attempt to latch onto the amateur contest gimmick in this market. Unlike other tyro shows, however, the show features professional thespians who compete for a movie contract, with a jury of film producers and celebs voting winners.

The stanza is packaged by Alan Armer and Walter Grauman, with talent agent and former thesp Walter Woolf King as emcee.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
MULE TRAIN
- No. 1 Sheet Music Seller
DREAMER'S HOLIDAY
- 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
MULE TRAIN, F. Laine, Mercury 5345
- 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 Country and Western Records by Folk Disk Jockey
MULE TRAIN, Tennessee Ernie, Cap 57-40258
- No. 1 Most Played Juke Box Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, Dec 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, Dec 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 40.

Copyright Fee Hike to \$4 Causes Drop in Registering

WASHINGTON, Dec. 3.—Musical and dramatic works copyrighted during the 1949 fiscal year dropped substantially from 1948 levels, but most of the decline is attributed by the U. S. Copyright Office to an increase in registration fees which went into effect during the year. The total copyrights in the two fields dropped from 78,467 in the fiscal year of 1948 to 53,369 in the fiscal year of 1949, according to figures to be published in the Copyright Office's annual report due in January.

An agency spokesman stated that the increase in fees to \$4 for both published and unpublished works "greatly diminished the amount of material deposited for copyright." Prior to the increase, an unpublished song or play could be copyrighted for \$1, while published works were copyrighted for a \$2 fee.

During the year ended June 30, copyrights were issued on 13,524

published musical compositions, a decline of 3,671 from the previous fiscal year. Unpublished music, much of it amateur work, accounted (See *Hike in Fee Cuts* on page 14)

Levoy-GTE Tele Pix Series Sold to KNBH

HOLLYWOOD, Dec. 3.—First outside sale of the Gordon Levoy-General Television Enterprises, Inc., tele pix series was made this week to KNBH, local National Broadcasting Company (NBC) outlet. Station bought first run Hollywood rights for 26 half-hour features, produced last summer for Procter & Gamble (P&G) and bankrolled over NBC's *Fireside Theater* in the East. Films will be aired as *Strange Adventure* here, bankrolled by Hancock Oil Company beginning January 1.

Levoy's deal with P&G gave the soaper first-run rights in exchange for partial bankrolling, such rights to be limited to the Eastern coaxial network of 24 stations. Film producer has an option to sell initial showing rights elsewhere, with P&G granted first refusal in all markets. Since P&G didn't exercise its option on the Coast, Levoy peddled to KNBH with the station, in turn, selling it as a packaged time-talent deal.

KLAC-TV Buys Kine Series of "Problem"

HOLLYWOOD, Dec. 3.—KLAC-TV, Coast indie, has purchased its first kine show, buying the WPIX-John J. Anthony *What's Your Problem?* Move marks a departure in KLAC-TV's policy of featuring 80 per cent live offerings and the remainder film.

Profit-sharing deal was made by the two stations whereby show packagers will share equally in all sales revenue over and above cost of the show.

Use of kine will relieve the heavy burden of rehearsals and facilities which plagues KLAC-TV. Station is airing 70 hours weekly, including morning and afternoon layouts and a four-hour nightly sked. This has so crowded studio facilities that the station is unable to sked back-to-back live airers unless rehearsal time is by-passed. By filling in with kines, the station will benefit from new names and pressure on local live airers will lift.

Columbia Pix Working on 3 TV Film Shows

NEW YORK, Dec. 3.—Scripters at Screen Gems, Inc., video subsidiary of Columbia Pictures, were laboring here this week on the format of three experimental tele pictures which will feature comic Billy Gilbert. Shooting is expected to begin here in about four weeks. The programs will not be offered for sale until, after completion, the film firm decides whether to make a complete series.

This effort will mark virtually the first regular program effort of Screen Gems, which heretofore has concerned itself exclusively with film commercials. The latest of these were the Hamilton Watch films, *To Jim and To Peggy*. Columbia's offshoot, however, is expected to move deeply into TV programs next year.

Ackerman Dressing "Professor" Stanza

HOLLYWOOD, Dec. 3. — Harry Ackerman, CBS Coast network programming veepee, is currently putting final touches on *The Professor and Mrs. O'Reilly*, the show to be an offshoot of the *My Friend Irma* seg based upon two of its secondary characters. Leads will be taken by Hans Conried and Gloria Gordon, who play the parts in the *Irma* Series. Similar offshoot occurred when the Gildersleeve character pulled out on its own from the *Fibber McGee and Molly* show.

Cy Howard will produce, with scripting by Frank Levy and Stanley Adams. Audition platter will be submitted to Lever Bros., which has indicated an interest in the project. Should the soap maker turn the show down CBS will seek its permission to offer the show to other bankrollers. Net wants Lever okay inasmuch as the firm already sponsors the *Irma* series.

The Billboard

The World's Foremost Amusement Weekly

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

WOR CHILLS ON AUDIENCE PART.

NBC Has Stars in Its Eyes; Cagney, Cooper, Grant Mebbe

NEW YORK, Dec. 3.—The National Broadcasting Company (NBC) will shortly begin auditioning 26 new radio programs, talent for which represents one of the web's biggest splurges for star talent to date. Among performers tabbed to try out new properties for the web are Gary Cooper, Cary Grant, Douglas Fairbanks Jr., Jimmy Cagney, Clifton Webb and Alfred Hitchcock, among others. Those shows NBC buys will be taped for presentation next summer. All will have price tags of \$7,000 or less.

Cary Grant is slated to audition a comedy-drama series; Fairbanks, a series based on activities of State Department operatives, and the other listed stars, vehicles gaited to their particular styles. Webb may do a version of one of his top film clicks, while Hitchcock will produce and direct a whodunit program.

More Top Names

Other top names to try out new NBC shows include Jack and Tim Holt, in a Western; Dick Powell and his wife, June Allyson; Ethel Merman, in a new vehicle, and Phil Foster, in

LS-MFT Execs Mull Garroway On NBC Video

CHICAGO, Dec. 3.—The American Tobacco Company is slated to decide by Monday whether it will sponsor the Dave Garroway show on the National Broadcasting Company (NBC) TV web, it was reported here this week. N. W. Ayer is the agency on the account.

If final order is forthcoming, American will air the show either five-a-week or three-a-week from 9:30 to 9:45 p.m. It appears likely that show will be a five-a-weeker and will not start in new, multiple-airing form until late February.

Reason for delay in start of commercial sponsorship is that NBC will have to build a special studio for origination of the show here. Present space (two studios) would be inadequate for a top-budget, five-a-weeker requiring plenty of rehearsal time and a big cast. While the new studio is being built, the present Sunday night half-hour version of the show will be continued sustaining.

Package price for the sponsored show is reported to be about \$4,500 per 15 minutes.

ABC Signs Franklin; Band Remotes Out?

NEW YORK, Dec. 3.—The elimination of band remotes on the American Broadcasting Company (ABC) was indicated this week with the station's signing of Joe Franklin's *Record Shop*, featuring old-time recordings, for slotting into the 11:30-11:55 p.m. period across-the-board on WJZ, New York. *Gems for Thought*, five-minute religious show now on at 11:30 p.m., seems likely to be shifted to the 11:55 period.

Franklin already is on WJZ with a Saturday morning show at 11 a.m. This show originally set on a test basis, will continue. The Franklin stanzas will be made available for sale on a participation basis. Probable starting date for the late evening show is December 19.

a series about a punchy pug. John Kiernan also is down for a new show, a musical commentary series, and Maurice Evans may do a limited dramatic series. Another dramatic series, to be called *Alcatraz*, will be based on the prison of that name. A radio version of *Kukla, Fran and Ollie* and a series based on picking up unpublished tunes are also in the works.

Crosley Drops NBC Quizzer; Keeps CBS Seg

NEW YORK, Dec. 3.—Crosley Radio & Television (Avco Manufacturing Company) this week dropped its sponsorship of the news quiz show, *Who Said That?* The program airs on the National Broadcasting Company (NBC) video network and is an NBC-TV package. Crosley is pulling out at the end of this month.

The account is continuing its sponsorship of *This Is Show Business* over the Columbia Broadcasting System (CBS) TV network, this show in turn being a CBS package. Crosley has had business on an alternate-week basis, but effective next month is taking the show on a straight week-in and week-out basis.

Benton & Bowles, agency for the account, said that while both it and

NBC Devises Radio Recording System

HOLLYWOOD, Dec. 3.—New radio recording technique, embodying principal features of motion picture recording, has been developed by National Broadcasting Company (NBC) Coast programmers for use on dramatic shows. System, presently employed on the Dick Powell *Richard Diamond* airshow, is based on prerecording of all dialog on acetate or tape. Musical bridges and themes are then done live at skedded airtime in the studio while engineers play back taped dramas for synchronized production.

System, worked out by Program Director Homer Canfield and NBC directors, allows talent same latitude and freedom as now enjoyed on all-taped shows—but at regular live airing rates. Since music is done live, sidemen are paid only live talent rates rather than higher transcription fees. Actors thus enjoy convenience of prerecording without either bankroller or network absorbing extra costs.

System has long been employed in films whereby songs, musical background and themes are prerecorded and dubbed into finished prints. NBC has used the idea successfully before on its *Screen Directors' Playhouse* and *Four Star Playhouse*, while Bill Rousseau adapted the plan for *Diamond*.

Crosley were quite happy with *Said*, which has had exceptional ratings and costs only around \$3,000 weekly, exclusive of time, budget limitations did not permit sponsorship of both shows.

Web Is First To Anticipate Loss in Favor

Looking Ahead 6 Months

(Continued from page 3)

be affected will be the station's late afternoon schedule, but not with any special degree of immediacy. The station is looking about leisurely but carefully for the proper kind of stanzas to use as replacements for audience participation shows now on between 2 and 5 p.m.

Better Too Soon

The feeling at the station is that it is better to be too soon than too late in mapping a trend. Thus, it is planning to approach the clients who participate in the audience participation shows with a frank statement of its prognosis. It will attempt to convince the sponsors that altho good sales jobs still are being done by these shows, it would be advisable to substitute something stronger before the slip becomes too evident. No sponsor turnover is anticipated, since the station will be making the move in the interest of the sponsors' sales and its own programing.

Likeliest kinds of shows to be picked up will be those which would start in 30-minute segs and be expanded eventually into full hour programs. Only major web presentation, *Queen for a Day*, on the Mutual Broadcasting System (MBS) will remain.

Program changes are likely to come about individually, as proper successors are chosen, rather than en masse. Those audience participation shows which continue, meanwhile, are likely to undergo some overhauling, to strengthen them in the interim period.

BBD&O Hikes Newton to TV Contact Post

NEW YORK, Dec. 3.—A reshuffle of duties was under way at the Batten, Barton, Durstine & Osborn (BBD&O) Agency this week, as the firm's latest move in the fight with the N. W. Ayer Agency for TV billings of the American Tobacco Company. Charles Newton, formerly TV program lieutenant to Wick Crider, has been made TV contact man for the account, a job which the agency trusts shortly will be retitled account executive. Jim Bealle, who has been handling radio for the agency, now will assume Newton's former TV duties as well. Crider is due to be named official creative head for all AM and TV shows, and may get a veepee's title as well.

The BBD&O-Ayer squabble has been intensified in recent weeks over the lush billings on the projected Robert Montgomery 60-minute dramatic show. Both agencies have been pitching for the billings, with BBD&O now set to handle the show. Since Foote, Cone & Belding lost the account, BBD&O handles Luckies' radio billings, Ayer its TV biz.

The Montgomery show, while not yet formalized, is regarded as likely to kick off in late January. The network is still to be selected, with all the webs pitching hard for the business.

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

Kleenex Eyes Bankroll of CBS' "Actors' Studio"

Kleenex last week was showing interest in sponsoring "Actors' Studio," now on the Columbia Broadcasting System (CBS) TV network at 9-9:30 p.m. Tuesdays. The package is owned by World Video and would cost the bankroller about \$6,000 plus time. Agency is Foot, Cone & Belding.

Pillsbury Buys CBS's News Columnist Adams

Pillsbury Mills, Inc., has bought Cedric Adams, the Minneapolis news columnist, on the Columbia Broadcasting System (CBS) 3:55-4 p.m. across the board, adding that time to the previous 25 minutes it has already purchased for its "Houseparty" show on the web. The program starts Tuesday, January 3. Adams is currently on WCCO, CBS's Minneapolis owned-and-operated station, 16 hours a day.

Muntz Show To Give Attacked Chance To Rebut

The new Muntz TV radio show, "Rebuttal," which starts January 8 on a 40-station Mutual Broadcasting System (CBS) hook-up, will give time to anyone publicly attacked by newspapers, radio columnists, politicians or others. The show will fill the 8:15 to 8:30 time Sundays, originating in New York, with those appearing brought from anywhere in the country at Muntz's expense. Invalided, handicapped vets will monitor radio commentators and important newspapers. A network TV show also is in the works by the sponsor, who now ranks seventh in volume among tele manufacturers.

Kaiser-Fraser To Use "Labor Liberal" Web

A newly created "labor liberal" network is being set up early next year, via tape, for a new series to be sponsored by Kaiser-Fraser in promoting its new low-priced car. The sponsor will use three stations owned by the International Ladies Garment Workers' Union (ILGWU); two stations owned by the United Auto Workers (UAW)—whose members it employs—and WCFN, co-operatively owned Washington, D. C., station. ILGWU stations are WFDR, New York; WVUD, Chattanooga, and KFMV, Los Angeles. UAW stations are WDET, Detroit, and WCUD, Cleveland. All are FM outlets. The deal was set by Morris Novvik, consultant to the union stations, and William Weintraub, K-F Agency.

CBS Preps Radio Package for Carmichael

The Columbia Broadcasting System (CBS) is putting together a new 15-minute radio package starring Hoagy Carmichael. The songwriter-pianist-singer was supposed to do a show for CBS last summer, but nothing materialized. Before that he was sponsored by Wildroot on the web.

Ronson Calls for Standard Quality in Film Spots on TV

NEW YORK, Dec. 3.—Some system whereby the projected quality of film spots in television can be standardized is urgently needed in the industry, Howard Lane, advertising manager of Ronson lighters (Ronson Art Metal Works) declared this week. Until this is achieved, advertisers and viewers alike will be plagued by marked differences in film spot quality, with some coming on the screen normally, some looking washed out and others overly-contrasty, irrespective of the actual film quality.

The reason for one film's showing up different qualitywise on various stations is the pressure of control room work. Since the spots themselves are short, and engineering staffs frequently shorthanded, there is not enough time to make projector adjustments to suit the particular spot. This may be especially so when the spot precedes or follows a film show. As a result, advertisers' messages may not get maximum benefit.

Video Vet

Ronson, which does about half of the U. S. lighter business, is a TV veteran, having started in 1947 and currently airing its spots on 35 stations. In addition, it just began sponsoring the simulcast of *Twenty Questions*, its long-run radio show, on WOR-TV, Mutual Broadcasting System (MBS) station, and the National Broadcasting Company (NBC) TV web. It is shifting its five-minute Johnny Desmond show from MBS to the American Broadcasting Company (ABC) next month.

Of its annual ad budget of over \$2,000,000, Ronson allocates two-thirds to AM and TV and the balance to black and white. The company

FM-ers in N. Y. Area Seek Regular Pulse

NEW YORK, Dec. 3.—Local FM stations and some from surrounding suburban areas are reported to have joined in broaching to The Pulse, rating org. a regular continuous FM audience survey. The Pulse currently makes a quarterly report on FM listening here. The FM group is interested also in having this report expanded in the number of questions asked. The Pulse is said to have been asked to supply the group with data on the method to be used and potential costs of such a survey, which would be shared by the stations participating.

The FM-ers also have agreed to embark on a joint promotion campaign for the medium. Among the possibilities is the use by the group of advertising space in *The New York Daily Mirror*, which is consigned to WGYN-FM in exchange for news plugs on the station. If taken up, copy plugging FM will be supplied on a rotating basis by the promotion departments of the participating stations.

WLW

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STATION

is currently hot for television, having found that video's ability to demonstrate its products, notably its pencil lighter, is paying off terrifically salewise.

Lane also declared that advertisers are finding it increasingly advantageous to use five-minute network radio programs instead of spot announcements. One reason is that they permit use of a program, rather than a brief announcement. Another is they permit greater commercial time at relatively little more cost, and eliminate much of the detail involved in extensive spot placement. He also declared they command greater audience respect since they have the same standing as a longer network program.

DuMont Says FCC on Strike; Takes Poke at Color Tele

NEW YORK, Dec. 3.—Dr. Allen B. DuMont, head of the telecasting and manufacturing companies bearing his name, this week declared that, even tho his station in Pittsburgh is now making "\$8,000 a week," the outlook for network operations is exceedingly gloom. He placed the blame squarely at the hands of the Federal Communications Commission (FCC), stating, "The FCC has been on strike for 15 months." DuMont was referring to the interval since the commission originally ordered its still effective freeze on further video allocations.

The fact that video networking and programming is making the progress it is, DuMont said, is a tribute to its brain power. Such progress, he said, is being made despite the government, not because of any assistance it is giving. Steamed up about his characterization of the FCC's "strike," he declared that were labor or industry to act in a similar fashion, a terrific rumpus would be raised.

Even tho WDTV is making a hefty profit, and the DuMont stations in New York (WABD) and Washington

WTMJ-TV Limits Times for Airing Whodunit Shows

MILWAUKEE, Dec. 3.—What is believed to be the first instance of a television station classifying the hours during which it will air crime or mystery programs developed here this week when WTMJ-TV (*Milwaukee Journal*) began shuffling some of its whodunit shows. The main purpose is to minimize to the greatest possible extent the potential kid audience to such shows.

So far WTMJ-TV, according to its general manager, Walter Damm, has moved *The Clock* back from 7:30, local time, to 10:30, and *Big Story* to 8:30, airing it live on Friday nights rather than on a delayed basis as before. (See WTMJ-TV LIMITS on page 48)

(WTTG) are nearing the profit stage, network progress is choked, DuMont said, by the number of one-station cities, such as Pittsburgh. It means that despite the terrific line cost, networks can hope for no more than 25 per cent of available time, because of the need to share. In the same fashion, he asserted, the continued freeze may eventually hurt sales of receivers, because no new cities will be able to get video outlets.

DuMont was caustic about the recent Radio Corporation of America (RCA) and the Columbia Broadcasting System (CBS) color television demonstrations in Washington. He claimed that a six megacycle band for color is impractical, saying, "We need 15 to 18 megacycles to do it well. We at DuMont today have better color than either RCA or Columbia, but it's not commercial." The only firm to benefit, he said, is CBS, "which is getting more publicity with nothing than ever before in the history of radio or television. The charge that manufacturers are holding back color is ridiculous. What difference does it make what kind of sets we sell?"

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

Mickelson To Direct CBS's Discussion Division

Sig Mickelson last week was selected to replace Lyman Bryson as the Columbia Broadcasting System (CBS) director of the web's division of discussion, beginning February 1. A long-time CBS exec, and also the net's counselor on public affairs, Bryson resigned in order to spend more time broadcasting, writing and teaching. Mickelson is now the director of public affairs and production manager of WCCO the web's owned-and-operated outlet in Minneapolis.

Continental Baking Buys Hour of CBS Xmas Time

The Continental Baking Company has purchased an hour of time (9:30-10:30 p.m.) from the Columbia Broadcasting System (CBS) December 30 for a special hour-long broadcast. The program will be a dramatic documentary about the history of the company. Ted Bates is the agency.

CBS Pitches Another Holiday Hot Shot at Hotpoint

The Columbia Broadcasting System (CBS) last week was pitching still another holiday video extravaganza for Christmas or New Year's Day in the direction of Hotpoint, Inc., whose debut in the medium took place Thanksgiving Day with an hour-long program on CBS-TV. Hotpoint has already contracted for an hour-long dramatic program over CBS's radio network Christmas Day. Behind this holiday programming is the thinking of execs at the Maxon advertising agency, who believe that this is the way to get the the client into either radio or TV on a regular basis.

Agony Goes A-Visitin'

An audition platter for a new airshow featuring John J. Anthony was waxed in Hollywood last week with Anthony flying out from Gotham to cut the test platter. The show is tagged "John J. Anthony Comes Calling" and features in-the-home interviews by Anthony in which problems are explored to solution. The show will be taped so that the scene can be shifted to various locales as a subject is developed. The show is written by Ben Perry and packaged by Maurice Morton.

U. of Illinois Launches Tele Program Study

CHICAGO, Dec. 3.—A pilot research project to develop techniques that will be used in a major study to determine qualitative, psychological information about TV program preferences and effect of the medium on American life is being launched here under the sponsorship of the University of Illinois. In charge of the initial investigation is Dallas W. Smythe, research professor in the Institute of Communications Research for the university, and former chief of the Economics and Statistics Division of the Federal Communications Commission.

Stressing that his study will go beyond TV program preference research to date, Smythe stated his will be "an inquiry attempting to show the relationship between TV and the personal needs, interests and leisure time activities of people who have television sets and those who do not." Altho he will also attempt to glean information about program preferences too, Smythe will attempt to discover reasons for as well as results of show selection. Thruout his investigation, Smythe will utilize accepted psychological yardsticks such as the thematic apperception tests.

To discover research needs of the TV industry, Smythe has been meeting with various local execs such as Hugh Davis, executive vice-president of Foote, Cone and Belding. For the large, major study, expected to be conducted next fall, Smythe will attempt to get financial backing from educational foundations and commercial interests.

'Midnight' Dropped, Wander Eyes 'Doody'

CHICAGO, Dec. 3.—The Wander Company, sponsor of the *Captain Midnight* show on Mutual Broadcasting System (MBS), this week canceled the program, effective December 15. Show has plugged Ovaltine for years and has been aired on MBS Tuesday and Thursdays from 5:30 to 6 p.m.

Frank Reed, who handles the Ovaltine account for the Grant Advertising Agency, stated that future plans for radio-TV advertising of the company would not be set until next week. It is reliably reported, however, that Ovaltine will use the *Captain Midnight* budget to buy *Howdy Doody* three days a week on the National Broadcasting Company TV web.

MBS's replacement plans for the show are not set, a spokesman for the web stated. A program meeting taking place in New York over the weekend is supposed to come up with that answer. Bruce Dennis, program director of WGN, Mutual station originating *Midnight* here, said it was not certain that Chi would be origination point of the replacer.

Md. Broadcaster Buys a Weekly

BALTIMORE, Dec. 3.—The Maryland Broadcasting Company (MBC), operator of WITH, Baltimore, and WLEE, Richmond, Va., has bought *The Home News*, weekly newspaper here. Thomas Tinsley, MBC president, in making the announcement, said business, advertising and editorial offices of the tabloid will be transferred to WITH's headquarters. Plans already are under way to widen the circulation area and to increase the editorial coverage of the paper, Tinsley added.

R. C. (Jake) Embry, WITH vice-president, has been appointed general executive of *The Home News* Company and will be in charge of the paper's publication.

NBC SETS NEW TV CONTRACT

Mullen, Johnston Buy Pieces Of Fairbanks Videopix Firm

HOLLYWOOD, Dec. 3.—Frank E. Mullen and Russ Johnston, two former National Broadcasting Company TV toppers, will join Jerry Fairbanks, Inc., as execs and substantial stockholders. The Fairbanks firm is undergoing a far-reaching reorganization as a bid to become the nation's largest TV program producing and distributing outfit. Mullen, former NBC exec veepee and general manager and more recently prexy of the three G. A. Richards stations, becomes chairman of the board and will administer company's biz affairs. Jerry Fairbanks will serve as prexy. Johnston, who quit his post Friday (2) as director of NBC's video film division, joins the firm as veepee and member of its board of directors. A former veepee of McCann-Erickson, he organized and headed NBC's film division since its inception two years ago. He joins Fairbanks January 1.

Mullen, who immediately moves to his Fairbanks post, will headquarter at the Fairbanks Sunset Boulevard studios but will spend a considerable portion of his time at the firm's New York offices. Johnston will devote most of his time at the Gotham office. Mullen is due in New York Monday (5) for a two-week session with Eastern tele execs. Johnston, now in Hollywood, will return to New York next week.

Expansion of production facilities both in Hollywood and in New York is scheduled for early next year, Fairbanks revealed. The reorganized firm will develop and package video programs on film and will set up immediately its own distributing and station sales agencies. Programs will be filmed by the company's recently

developed revolutionary new three-camera technique.

Fairbanks's new filming methods also will be made available to outside producers both here and in New York and for the production of existing AM network shows planning television presentations. Negotiations now are under way for the filming of a number of prominent AM shows and for a sizable number of programs being kinescoped, the producer reported. Culmination of plans for the reorganization and additional capitalization of Jerry Fairbanks, Inc., followed over six months of discussions and surveys of the entire television field, Fairbanks said.

It is not known whether Mullen will continue as consultant to WPIX, New York.

Take a Bow Dept.

NEW YORK, Dec. 3.—In reporting pending changes in the National Broadcasting Company's (NBC) TV affiliation contract last September, *The Billboard*, in covering the web's annual convention, went pretty far out on a limb. *The Billboard's* report stated:

"Reaction of station men is that NBC may come down to 24 free hours per month; it is anticipated that station compensation will remain unchanged; affiliates are protesting the NBC practice of charging a flat sum for sustaining programs."

Details of the new NBC contract, reported for the first time in this week's issue, show that NBC has come down to 24 hours, that station compensation is remaining the same and that the sustaining program charge has been eliminated.

Three Basic Changes in New Net Pact

Free Hours Cut to 24

NEW YORK, Dec. 3.—The National Broadcasting Company (NBC) is offering its interconnected television affiliates its new TV station contract, and the reaction of station managers is reported as being quite favorable. NBC, it is said, anticipates little difficulty in getting its outlets to sign, with WBEN-TV, Buffalo, taking the pledge Wednesday (30). The Buffalo station is said to be the first of the NBC stations to sign the new deal.

NBC has made three basic changes, two of major importance, in its new video agreement. One is a reduction in the number of free hours the web will get from each station per month, this having been cut from 30 hours, as provided by the present contract, to 24 hours per month. The second major change is the elimination of a charge for sustaining programs, and the third is increasing the term of the new tickets to two years. NBC's present affiliation contracts expire December 31, and the straight two-year tickets will help eliminate uncertainties in affiliation line-ups.

Commercial Compensation

NBC is making no change in its compensation to stations for commercial time, and this will remain at 33 1/3 per cent of each station's network rate. Some months ago, at NBC's annual convention, its affiliates made a strong presentation for a hike in commercial compensation, but NBC is now in a strong position to counter any further pressure along these lines.

The web's strength in this direction stems from several factors. One is its reduction in free commercial hours (that is the number of hours each station gives NBC before getting paid for commercial business) down to 24. (See NBC TV CONTRACT, page 48)

Pen in Hand for Drug Chain Inking of 2 Mil DuMont Pact

NEW YORK, Dec. 3.—The expenditure of over \$2,000,000 next year via sponsorship of two shows on the DuMont tele web was all but set this week for the 17 drug chains represented by Drugstore Television Productions, Inc. The groups, currently co-opping the Jack Carter *Cavalcade of Stars* show, is prepping a new entry which will be set in the 9 to 9:30 p.m. slot Tuesdays, with January 3 the likely starting date.

The new stanza, as yet untitled, will be set thru the Stanton B.

Fisher Agency, which first got the drug outfits on TV via DuMont's *Charade Quiz* in June, 1948. At that time the agency's video billings were \$2,000 per week for the show. With the onset of the new aier, its TV billings for the drug combine will jump to about \$40,000 weekly.

The new program will air live over 12 stations. An additional six stations are set thus far to air the show via tele-transcription. Cities to be covered stretch over the entire country, from Los Angeles to Boston, with more stations likely to be added.

The format of the program still is being worked on. However, if the plan now regarded as likeliest should mature, the show will present some of show business's best known names in what one exec described as "an unusual type of show not now on television." Details probably will be ironed out within the next fortnight.

Brief and Important

Last-Minute Digest of AM-TV News

Weiss Americanism Talks Win Foundation Honor

Lewis Allen Weiss, board chairman of the Don Lee Broadcasting System and former Mutual Broadcasting System board topper, will receive an honor medal from Freedoms Foundation, Inc., Valley Forge, Pa. Presentation will be made in February in "recognition of Weiss's activities and speeches on the American way of life."

MGM's E.T.'s Selling Fast; 100 Stations Buy

Only on the market a few months, Metro-Goldwyn-Mayer (MGM) Attractions is peddling its transcriptions at a fast rate. Already over 100 stations have bought the package of eight open-enders. The stations include the Yankee Network, the McClatchy Beeline Network and the Intermountain Network. In New York City alone three of the shows have been sold to sponsors over WMGM. The waxings are sold for one-half of the Class A time rate. For material MGM uses scripts and properties which have already been made into movies and which it owns outright. The names starring in the package get a fee and a percentage of the sale of programs. Ray Katz handles production.

Ilka Chase TV Seg Sold for CBS; Starts Early in '50

Harriet Hubbard Ayer last week purchased a half-hour program starring Ilka Chase on the Columbia Broadcasting System (CBS) TV network. The show was scheduled to start Thursday, January 5, 9:30-10 p.m., following the Ed Wynn show. However, Miss Chase will be out of town for four weeks and the start of the program may be delayed. The Federal Agency will handle the deal.

Warren Ankles Waring on TV; Banner Replaces

Ralph Warren, Young & Rubicam staffer and director of the agency's Fred Waring video show, has resigned and is anking. To replace him Y. & R. is bringing in Bob Banner, the director of the Dave Garraway TV show, from Chicago.

CBS Preps TV Film Version of "Philip Marlowe"

Move that may lead to more film and less kine by Columbia Broadcasting System (CBS) is currently in the works, with CBS prepping a video film version of the "Philip Marlowe" whodunit. Gerald Mohr, who has had film experience, will play the lead as he does in radio. Negotiations are under way for writers and a director. Altho not confirmed, it is understood that Jerry Fairbanks will handle filming.

EZIO PINZA



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MESSRS. HOOPER AND



¹/CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.1; and the remaining two networks an average of 5.9.
On Nielsen, CBS rated 10.7; the next closest network, 8.6; and the remaining two, averaged 4.8

²/CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and remaining networks, 1. Nielsen gives CBS 15 of the "top 20"; the next closest network, 4; and remaining networks, 1

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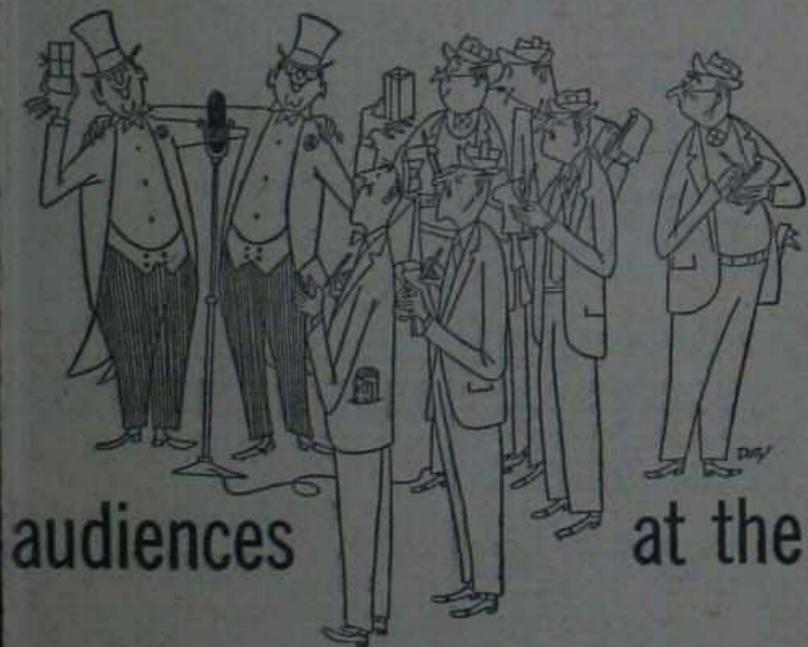
Source: Eve. network commercial programs, 1948-1949
Hooper—October 1-7, 15-21
Nielsen—First Oct. report (average audience basis)

³/ In the past year, radio listening shifted heavily to CBS and away from the other networks.

Hooper shows a 15% increase in listening to CBS over last year; a 20% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two

⁴/ The average program that remained on CBS increased its audience over last year. The average show that didn't switch to CBS from the next network lost listeners.

Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%



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Studs' Place

Reviewed Saturday (26), 7:45-8 p.m. Presented sustaining on NBC TV network; originated by WNBQ, Chicago. Cast: Studs Terkel and Carolyn Gilbert. Writer, Charles Andrews; producer, Norman Felton; director, Duane Bogle. Announcer, Charles Mountain.

Not destined to be a show of general appeal and popularity, this new program featuring disk jockey and story-teller Studs Terkel and singer-pianist Carolyn Gilbert is top fare for those who enjoy music in a minor key and melancholy, sardonic tales depicting the contradictions of human nature.

Terkel, who has made a local reputation for portraying tough but understanding roles in radio and on the stage, is cast as a tavern owner. Miss Gilbert, a singer with an unusual sophisticated style, acts as his foil and manages to give forth with song at the drop of anything closely resembling a cue. Setting of the program, an exact replica of the type of a saloon patronized by those seeking kindred souls instead of soft lights and chrome, adds to characterization of principals and over-all effect of entertainment content.

Typical of what is to be expected in the future were songs by Miss Gilbert and stories by Terkel. Miss Gilbert sang *Blue Moon*, *Don't Cry*, *Joe* and *Fools Rush In*. Terkel spun stories about gamblers, gave a modern, slang version of the story of *Carmen* and self-conscious recitation of Eugene Field's poem, *Winklin', Blinkin' and Nod*.
Cy Wagner.

The Story of Doctor Kildare

Reviewed Wednesday (23), 7:30-8 EST. Sustaining via WMGM, New York. Transcription produced by Raymond Katz. Director, William P. Rousseau. Script, Jean Holloway. Musical director, Walter Schumann. Cast: Lew Ayres, Lionel Barrymore, Ted Osborn, Virginia Gregg and Joseph Kearns.

Metro-Goldwyn-Mayer transcriptions may strike gold with this series. The proper groundwork for an audience already has been laid in the millions of movie-goers who, no doubt, breathlessly have followed the adventures of Dr. Kildare, Dr. Gillespie and company on the screen. Now all they will have to do is twist a dial and listen to commercials.

The show caught related how Dr. Kildare quickly cured a rich hypochondriac who was taking up his time when the good medico could have been ministering to the masses. He gave this patient the full treatment, rubber tubes with perforated tips, weak tea with dry toast, fluoroscopes and all. In no time his annoyances had seen the benefits of being well.

However, for the first third of the program the proceedings moved slowly. Too much time was devoted to hearing the Doc's philosophy, radiant as it may be. The substitution of action should easily remedy this defect.

The quality of the transcription was high.
Leon Morse.

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Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Superman

Reviewed Saturday (12), 8:30-9 p.m. Sustaining over American Broadcasting Company (ABC). Writer-producer-director, Robert and Jessica Maxwell; narrator, Jackson Beck. Cast, Bud Collyer, James McCallion, Frances Lafferty, Amy Sidell, William Griffis, William Zuckert.

The old moppet serial, *Superman*, has returned to the airwaves in a new "adult" 30-minute format. All the trimmings which made it an award winner in its old across-the-board styling seem to have been dropped. In their place is a rather morbid blood-and-thunder combination evidently calculated to appeal to the listener's repressed or latent lust for gore.

In attempting to be listed as adult fodder, the show appears to aim at the bottom IQ level; as a realistic whodunit stanza, it seems to fall short of good radio standards. In toto, *Superman* would seem best suited, as a radio vehicle, to its original format as a do-good kid show.

Million Dollar Kid

The stanza caught dealt with the evil doings of a couple who wanted to put out of the way a child who had been given \$1,000,000 in cash by an old man. The loot, it appears ultimately would have gone to the pair thru inheritance, since the deceased codger was the father of the male half of the duo. But before shuffling the mortal coil he saw thru their evil scheming and gave the cash to the child, who turned it over to Lois Lane and Clark Kent of *The Daily Planet*, the latter being *Superman* in street clothes.

The show tried to make up for the sparseness of plot by its violence. The female conspirator voiced some strong talk about how she would do away with the child and wound up pushing her into the raging river. But Clark Kent stripped to his flying

Good News From Hollywood

Reviewed Wednesday (23), 7:15-7:30 p.m. EST. Co-operatively sponsored by Motorola and Bedford Radio & Television Stores thru Elliott Monas Agency via WMGM, New York. Produced by Metro-Goldwyn-Mayer Radio Attractions, transcribed. Directed and scripted by Paula Stone. Announcer, Dick Simmons. Guest, Roddy MacDowell. Commentator, George Murphy.

Since Metro-Goldwyn-Mayer (MGM) transcriptions is already peddling *Hollywood, U. S. A.*, an excellent chatter program about movie-land, the reason for this show, which duplicates, remains unclear. However, it may be that MGM feels that George Murphy's serious point of view about films will make for a higher type of chatter commentary.

It is true that Murphy devoted some section of his show to debunking the more ridiculous legends that have grown up about the city. He continually tried to impress listeners with the fact that Hollywood is a city of hard-working men and women who make pictures. Nevertheless, the fact also remains that Hollywood is chiefly responsible for whatever picture the great American public has received of her. The pressure to break print no matter at what price has no doubt been the inspiration for many of the more fanciful tales about the gilded cinema town, not the irresponsibility of newspapermen.

The rest of the program is devoted to an interview, on this program with Roddy MacDowell, a few jokes and some chatter items. Murphy's easy-going style certainly lends itself to a program about Hollywood. However, following a well worn trail only makes the rut deeper. *Leon Morse.*

costume and, as *Superman*, saved the tot and wrapped up the plot. This is adult?
Sam Chase.

SHORT SCANNINGS

Fred Gregg, promotion manager of The Cincinnati Post, joins WKRC, Cincinnati, as public relations director December 12. **Harvey Cary**, program director at the station since March, 1947, is joining the WKRC sales force, handling national and local accounts. He is being succeeded by **Paul Shumate**, former production manager of KMOX, St. Louis. Before coming to Cincinnati Cary was chief announcer and night supervisor of WBBM, Columbia Broadcasting System Chicago outlet. . . . **E. K. Bauer**, long connected with WLW and later with WSAI in Cincinnati, has entered the realty business. . . . Cincy TV outlets are going rural. WLW-TV is adding "Cactus Jim" in the 6-6:30 p.m. slot, Monday thru Friday, taking the Lee Allen sports show off the air and shifting "Corky Robbins" to another time. WKRC-TV will increase operating time 30 minutes weekdays with a new hillbilly act, the "Echo Valley Boys," with **Dusty Ward**, emcee, 2:30 to 3 p.m.

Mike Dann, NBC trade press editor, and **Joanne Himmel**, staffer on the "Tex and Jinx" show, were married at the Waldorf-Astoria Friday (2). . . . **Cort Lagley** Thursday (1) resigned as assistant to the president and director of subscriber service at Broadcast Measurement Bureau to form his own TV packaging company. . . . **Jerry Layton**, of the Stark-Layton package office, is apartment hunting in preparation for his skedded wedding December 17 with **Sherrill Cannold**, of the Bob Taplinger public relations office.

Beginning January 3 Ovaltine will sponsor two 15-minute segments of the "Howdy Doody" show Tuesday and Friday. The beverage company plans to use the puppet in a premium promotion, similar to their old "Orphan Annie" pitch. Meanwhile "Howdy's" long-time Friday sponsor **Unique Toys**, has decided to drop out at the end of their present contract (December 23) because of rising program costs. . . . **John Tillman**, WPIX chief announcer, is skedded to lecture on video production at New York University Wednesday (7).

Robert M. Reuschle, formerly with Headley-Reed Company, has joined McCann-Erickson as manager of radio-television time buying. . . . **Miss Bert Lind** has been appointed associate producer of transcribed radio programs and TV films for **Ted Hudes** Radio Production. . . . **John Horstmann** Jr., ex-staffer at WCAU-TV, Philadelphia, has been named assistant to **Roy Meredith**, sports camera director for WOR-TV. . . . **CBS** Prexy **Frank Stanton** slated for initiation into Alpha Delta Sigma, national honorary marketing fraternity, Friday (9) at the Advertising Club's meet. . . . **Philip F. Berne** succeeds **Ralph Easton** as account executive with **Kal, Ehrlich & Merrick** Advertising, Washington.

Paul Whiteman Show

Reviewed Sunday (20), 7-7:30 p.m. Sponsored by Goodyear Rubber via WJZ-TV. Producer Tony Stanford and Ward Byron. Director, William H. Brown Jr. Writer, George Faulkner. Cast, Paul Whiteman and his orchestra, Darla Hood and the Enchanters, Junie Keegan. Guests, Basil Rathbone, Victor Borge. Choreography, Valerie Bettis.

Exciting choreography, excellent sets and smooth lensing make the Paul Whiteman show one of the best big-time musicals on TV, and certainly among the most video-wise in its staging. The entire production was scaled down to the exacting demands of video, via expensive simplicity. The sets were effective but remarkably uncluttered. Costuming was confined to solid color and unbroken line, and even the choreography utilized interesting but relatively uncomplicated dance patterns. Valerie Bettis, a superb dancer herself, worked wonders with a three-couple line-up.

Genial Paul Whiteman, a self-effacing emcee, wisely paired most of his orchestral offerings with the telegraphic terping of Miss Bettis's troupe. . . . a happily paced arrangement of *Manhattan Square Dance*, comparable to the intimate grace of an Astaire-Rogers routine, and a spirited rendition of Disney's song, *Ichabod*. The latter featured on the vocal the fresh-faced Darla Hood, a telegenic brunette with a pixie-like charm.

Missing Mitts

On the debit side of the entertainment ledger, the program suffered from the lack of applause. The production was obviously styled as an audience show, and the dead silences after each number were disconcerting to the cast and the televiewer alike. The no-audience edict was particularly hard on pianist Victor Borge, whose subtle line of *Atter* was lost without an appreciate response from the house.

Junie Keegan, a remarkably self-possessed little girl, and movie actor Basil Rathbone were also on the bill. The former turned in a competent vocal job on *Comin' Thru the Rye*, but Rathbone's dramatic reading of *Browning* was the low point of the program. He's undoubtedly a fine actor, but his frill get-up and pursed-lip (See PAUL WHITEMAN on page 12)

Erskine Johnson

Reviewed Wednesday (23), 5:55-6 p.m. EST. Sponsored by Ry-Krisp on Monday, Wednesday and Friday, via WOR. Emcee, Erskine Johnson. Guest, Bob Hope.

Hollywood columnist Erskine Johnson's new show is a fast-paced transcribed 5 minutes of plug-happy interviews with movie stars. Last Wednesday's show (23), which featured Bob Hope sandwiched in separate pitches for Johnson's sponsor, Ry-Krisp, Hope's radio backer Swan Soap, and his new movie, *The Great Lover*.

The interviews are too brief to be boring, but Johnson should play down his adoring fan attitude and the stiff dialog could stand humanizing. Even the flip-tongued Hope stumbled on some of the wordy chat.
June Bundy.

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Adventures of Michael Shayne

Reviewed Friday (18), 8-8:30 p.m. Sponsored by Egan & Fickett Company, New York. Transcribed and produced by Searles & Parks, Inc. Director, Bill Rousseau; announcer, Arthur Horn. Cast features Jeff Chandler.

The waxed adventures of private Michael Shayne, adapted from the radio series by Brett Halliday, now are airing over WOR. Jeff Chandler, who is making a name for himself in Hollywood, plays the title role on the Searles & Parks produced transcriptions. The show is sponsored locally by the Egan & Fickett Company, for Nevin Indian oranges.

It must be said that the bankroller takes full advantage of every break the waxing to spread the fame of the product. Besides opening and closing plugs, there were four others, filled with sales pitch as said product is allegedly filled with vitamins. Could be they figure to wear down the listener and then build him up again via good old orange juice.

The show itself remains of the old-boiled, "and then all the lights at out" school. Shayne got theiffing kicked out of him, had misgivings about gumshoeing as a way to win a buck but, nevertheless, broke the case wide open. The wind-up on the stanza caught might have been a case of Hamlet, with bodies strewn all about. But after all that sales talk, the audience was likely unimpressed, because it obviously wasn't any blood at all—it was probably some more of that good old orange juice. *Sam Chase.*

Tony Weitzel

Reviewed Monday (21), 10:55-11 p.m. Aired at same time Monday thru Friday on WBBM, Chicago. Sponsored by 'Lison Bros.' Furniture Stores.

A fast five minutes filled with interesting human-interest news and gossipy, this new show by Tony Weitzel, Town Crier columnist of *The Chicago Daily News*, represents better-than-average late evening local radio programming. Scheduling of only five minutes a night is wise because a talk program of this type would drag if it were longer. Weitzel is new to Chicago, having started his *News* column only a few months ago. But he had worked years in Detroit as both a columnist and microphone handler. He has a good voice and snappy delivery which helps put over his show. Each night Weitzel delivers a sufficient amount of fast, newsy items and a feature story or two. This combination gives the program a balance which should add to its general interest and longevity. Particularly noteworthy is the amount of information Weitzel weaves into each show. Volume indicates a lot of legwork and sound preparation, especially since practically all of it is fresh and not part of his daily column. *Cy Wagner.*

Hollywood, U. S. A.

Reviewed Wednesday (30), 12-12:15 p.m. EST. Sustaining via WMGM, New York. Produced, directed and scripted by Paula Stone. Guests: Angela Lansbury and Carey Wilson.

This breezy 15-minute program of Hollywood chatter has what it takes to get audiences. Its primary asset is the informal style of Paula Stone, whose manner is not too gushing and yet feeds listeners their quota of movie-land gossip.

Paula took listeners to a Hollywood party on the show caught and presented Angela Lansbury and director Carey Wilson. The film in review while Wilson reminisced about the early days of cinema making. The program finished with its movie

Kay Kyser

Reviewed Thursday 9-10 p.m. Style—Musical quiz and variety. Sponsor—Ford Dealers, via J. Walter Thompson Company. Telecast on NBC-TV network. Director: Earl Ebl. Associate director: Buzzy Kulick. Writers: Bob Quigley and Larry Marks. Cast: Kay Kyser, Honey Dreamers, Sue Bennett, Liza Palmer, Michael Douglas, Ish Kabibble. (Merwyn Bogue), Honey Brothers. Orchestra directed by Carl Hoff. Announcer: Ben Grauer.

Here's a new sock tele show, one which scores the first real smash for the J. Walter Thompson Agency. It's the veteran Kay Kyser radio show, *College of Musical Knowledge*, translated into tele terms and done deftly and expertly. It's quite true that the Kyser show was always a sight show, whether it played theaters or AM radio. But where so many other radio programs have been converted to video with seemingly little if any consideration for the visual factor, *College* now is completely a smart blend of sight and sound, and even if it has a touch of corn, it's a whale of a lot of fun.

Fundamentally, producer Earl Ebl and Kyser treat every question by framing it in action. Thus, if a contestant was asked to identify a musical instrument, the approach was to have the sideman play another instrument, on a sort of true or false kick.

Basic Pattern Unchanged

The basic pattern of the show is unchanged, with two groups of three contestants, each getting two sets of questions, and the respective winners appearing in the finals. This treatment, and the problem of maintaining the amusing level of question gimmick employed on the first program Thursday (1), actually represent the major headaches which may crop up in the future. The business of rotating questions and contestants may, and probably will, get a little wearing after a while, and coming up with the same degree of inventiveness exhibited on the premiere may likewise prove mighty onerous.

The show got a lift from a number of sources. Kyser himself, of course, is terrific. In his radio-theater presentation he was an antic and entertaining emcee. Actually, on tele, he's somewhat confined by the need to keep in camera scope. But his mugging and pacing are vital to the show. Another Kyser veteran, Ish Kabibble (Merwyn Bogue), repeats the deadpan click in his hoke comedy. Bogue is one of the few guys around who can do verbal pratfalls. Likewise, the contestants themselves provide help, most of it unconscious, stemming from square answers. But still they add to the laugh quota.

In addition, Kyser has a sturdy array of supporting talent, especially in Sue Bennett, a fetching lass who's an able singer and mimic, and Michael Douglas, a good vocalist. The Honey Dreamers (ex-Dave Garroway), three boys and two girls, and Liza Palmer, also give plenty of help. All the talent, as well as announcer Ben Grauer, who does his customary crack job, double into animating the questions.

Song pluggers should love the show, for rather than presenting straight vocalistics, each song is produced—however simply. This, of course, adds to its entertainment values. Significantly, there are no band numbers as such. Someone had the sense to know they don't add up to good TV. Nor are there any special sets.

Commercials open with an appeal based on Ford's college popularity, make their main pitch via Dr. Roy K. Marshall, and close with a cartoon pitch stressing Ford service. Dr. Marshall's approach is keyed to the engineering skill embodied in Ford motors, but it seems a shame not to use a running motor, rather than the still employed. *Jerry Franken.*

game quiz in which the audience had to guess the name of the song in *The Hardy Girls*. The quality of this transcription competes with love programming. *Leon Morse.*

PROGRAM COMMENT

Edwards Jerks Tears

In an effort to imbue "This Is Your Life" (Wednesday, NBC, 8-8:30 p.m. EST) with human interest, emcee Ralph Edwards is going overboard on gimmicks. Last Wednesday's (23) show was loaded with every maudlin tear-jerker in the book.

The freak format, divided into two programs this time, related the dual life stories of the respective heads of the Confederate and Union vets. The 100-year-old "Blue" commander was piped in from his home in Washington, but the spry, 98-year-young "Grey" general was Johnny-on-the-spot and garrulous to boot. Edwards gave a nostalgic run-thru of events leading up to, and during the Civil War and recklessly promised that next week's show will cover the remaining 84 years.

The Philip Morris commercials were patterned along the cig company's usual copy line of "no cigarette hangover," with an extra pitch for its "Marion Goldwyn Polio Fund." The charity itself is certainly a laudable project, but the blatant exploitation of Mrs. Goldwyn and her four-year-old daughter on the show was in bad taste. Philip Morris should follow the example set by Ford on its U. N. coverage and play it modest. They'll sell more smokes that way.

WPIX Devastation

For probably the first time in television, lensing a pianist's hands on a keyboard proved too difficult an assignment. This occurred on the WPIX stanza, *The Merry-Go-Rounders*, when vocalist-singer Harvey Harding sat down to play and his right hand got lost in the shuffle. However, what followed was even more devastating, when a pair of comics called the *Cairon Brothers* massacred "I Can Do Anything Better Than You." Off the tune, the mugging brothers also were off the lines, and the number consequently fell to the studio floor and quivered.

Harding, a lad with a solid nitery and concert background, is a substantial TV bet, boasting a fine voice, good appearance and selling personality. He deserves something better than this. Gail Meredith, female singer on the show, is fair. Lois Wilson had a celebrity interview spot, with Johnny Mercer walking off with honors for his pleasant sparring and trade-marked renditions of "Atchison, Topeka & Santa Fe," "Accentuate the Positive" and "Jeepers Creepers."

Pro Touch Needed

There's not enough of a professional touch to the "Al Siegel Music Shop" show on WOR-TV, but it must be said that Siegel gets the most out of the talent he does present. Considering that the young performers on the stanza are mostly still in the student stage, the 30 minutes of simple production numbers isn't too bad. But competing against such strictly pro productions as "Stop the Music" is asking a bit too much of this airer.

Pat Wilkes, who serves as femcee and singing comedienne, is probably the most advanced of the group, but she, too, lacks the polish that should come with experience. Jimmy Dolan is a good looking tenor with a promising voice, but has much to learn about selling his material. Penny Carroll and Howard Mann are enterprising warblers who also are still only possibilities. Jerry Ames is a fair hooper who should stay away from singing. The Heathertones, a female foursome, did some neat ensemble chirping.

Roughness was particularly evi-

dent in the crude facial mannerisms and uneasy gestures employed. These could be remedied with more work. But meanwhile, the show remains, basically, an amateur program with a steady cast.

Out for a Count

"The Count of Monte Cristo" is a formula show straight from the familiar assembly line. A dashing hero, his friend, a beautiful dancer, a ventriloquist and stolen jewelry this week made up another routine melodrama. Naturally, the count and the beautiful girl win out. There are two elements in the Mutual Broadcasting System-WOR show that bear correction. The count's friend, Rene, seems to be imitating Frank Morgan. Such characterization is far from an asset. The count also has a tendency to philosophize and not only is his philosophy childish, but it makes for a pretentiousness that's not in keeping with the rest of the show. It also may be that what the web really has is a kid show. The count is really a Robin Hood and might get a larger audience between 4 and 6 p.m. rather than later when stronger program fare is desired.

Irwin Allen's H'wood Party

A few years ago "Hollywood Party" might have been a novel idea; today its another tired charade show which suffers by comparison. Irwin Allen's stanza has been a feature of KLAC-TV since the station's inception, the latest offering having undergone surgery to make it more palatable. The chief objection is that the show goes nowhere, lacking both cohesive continuity or good production.

The guest panel includes thespians Blanche Yurka, John Hubbard, Douglas Dumbrille and Tanis Chandler, with Ann Brandon lending an assist to Allen's emceeding chores. Stunts include guessing the identity of celebs from character sketches, charades, identifying ancient stills of former pic stars, guessing pix from sound track playbacks and similar gimmicks. Allen's emcee work is amateurish and uncertain, failing to bring out desired informality and punch. While the revised format is a great improvement over the more recent show, there's still little reason for repeated looking.

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Hard Times for Farm Radio, Theme of NARFD Chi Huddle

CHICAGO, Dec. 3.—Farm and rural radio is running into some tough times; there is a need for a better selling program and servicing job on the part of stations airing farm shows, and most rural stations are not very interested in establishing TV adjuncts. These were the principal underlying themes of the annual convention of the National Association of Radio Farm Directors here last week-end.

One spokesman for the group said that each month in the past year about three or four farm broadcasters have been discharged by stations losing interest in the field. This spokesman, and other informed members of the association, said that the trend had not yet developed into something dangerous, heralding a general breakdown of farm broadcasting, but rather was an indication of station management dissatisfaction with unprofitable farm departments and a consequent need for improvement in order to increase revenue.

Schneider Summarizes

At the final session Sunday (27) Sam Schneider, farm program director of KVOO, Tulsa, Okla., summarized the discussion of the convention and outlined four points to be followed by farm editors anxious to benefit themselves, their stations and their profession.

First, Schneider said, there must be a taking of inventory of farm departments. To be answered in this inventory-taking is the question: "Are my shows doing a job for my station, the farmer and the sponsor?"

Next, on basis of results of the inventory, action for the future must be planned. Just one or two shows should not be aired. Enough to make a real, continuous impact on the audience must be programmed in order to give the public the belief a complete farm job is being done. Figuring out ways to prevent misunderstanding between farm editor and sponsor and between editor and audience also must be done.

Thirdly, it was decided that each farm director must "check his outside help." This means that he must keep in constant touch with management, station salesmen, advertising agency and sponsor's field men to make sure he is getting all possible assistance to make his efforts better.

Lastly, there is a need for a rebuilding of farm departments. The

directors were told that if they were doing a good job, they should improve, and if they were not, they should make every effort to adopt the three-point program outlined.

Interest Slight in TV

General apathy toward TV was based on the following reasoning. Most radio stations now serving the rural audience have widely scattered markets and audience. Radio can reach the audience, but TV, with its small range, would reach only a small portion. One director pointed out that if his station started a TV affiliate it would reach only 7 per cent of the audience it now reaches with radio. Since general costs of TV would be higher than AM, he could not see why any advertiser would want to pay more for TV than for radio to reach a much smaller audience.

In conjunction with the convention the directors elected new officers. New president is Roy Battles, of WLW, Cincinnati; Phil Alampi, of WJZ, New York, is vice-president, and Chris Mack, of WNAX, Yankton, S. D., is secretary-treasurer.

Ed Wynn May Acquire 9 P.M. CBS Sat. Slot

NEW YORK, Dec. 3.—The prospects are that the Ed Wynn show, recently acquired by Camel Cigarettes, will wind up in 9-9:30 p.m. Saturday slot over the Columbia Broadcasting System's (CBS) TV network. The program, now on CBS-TV Wednesday evenings 9-9:30, has until the end of the year to go under the sponsorship of Speidel watchbands.

The CBS is pitching several other time periods at William Esty, agency for Camels, Saturday is a night in which sufficient station clearances can be guaranteed. The Saturday time will also mean the show will follow Ken Murray, who goes on the web alternate weeks in January.

The acquisition of Wynn places the other two Camel video properties in jeopardy. The bankroller has *Man Against Crime* on CBS-TV and an across-the-board National Broadcasting Company (NBC) video news show. The latter's current 13-week cycle is up some time in February, and undoubtedly the agency will be comparing ratings to see which program does the best job for the client.

Researchers Noncommittal Over New Hooper SIR-Vey

NEW YORK, Dec. 3.—Network research directors were noncommittal this week on the new "Sales Impact Ratings" (SIR) now being made by C. E. Hooper, Inc., with details of the new service revealed this week by the head of the research company. General reaction of web execs seemed to be that: "If Hooper actually has the service, it's great, but there's a lot more we have to know before we can accept them."

Sales impact measurements have been sought for years in radio, but so far, no one has been successful. A. C. Nielsen, Inc., endeavored to perfect such a measurement a few years ago, but abandoned it after reportedly spending \$250,000.

The Hooper method, developed by Jack Bogert, makes use of Hooper's

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

Drama With Josh White Auditioned by ABC

A new Bernard Schubert package, featuring ballad singer Josh White, was auditioned last week by the American Broadcasting Company (ABC). The show, titled "One Way Street," is a drama which uses White's singing as musical bridges from one episode to another. Commercial cost is said to be about \$2,700 weekly, net.

Dawson and Jackson Launch Radio-TV Package Org

Stu Dawson and Lowell Jackson, Chicago radio execs, this week announced the formation of a radio-television package and consultative company, Dawson & Jackson. Dawson formerly was president of Feature Productions and before that radio director of Young & Rubicam and Foot, Cone & Belding and program director of WBBM, local CBS o.-and-o. station. Jackson has been executive vice-president of Radio Features, Inc., president of Monogram Radio Programs, Inc., and an executive of the Katz agency. Several of their program properties are now under consideration by major agencies and sponsors, Dawson and Jackson stated. They also said that a unique part of their sales plans entails offering ownership of their shows to sponsors and agencies. Under this plan, a program sold by the firm will become the property of the purchaser after three years of sponsorship.

WWSW Goes to 5,000 Watts, 970 Ks.

WWSW, Pittsburgh, former 250-watter, increased its power to 5,000 watts Sunday (27) and changed its frequency from 1,490 to 970 kc. on the dial. The switch-over was made at the end of the first quarter of the Steelers-Eagles football game. Pete Schloss is station manager.

CBS Makes Time Pitch To Retain Longines

The Columbia Broadcasting System (CBS) last week was making a determined effort to retain the Longines business on Sunday afternoons. The contract expires December 18, but the web is pitching a different time slot at the sponsor. The fact that Longines Symphonette and Choraleers, its two half-hour programs, have bettered themselves a notch rating-wise, makes the net hopeful. The client is in the middle of its Christmas business and is delaying a decision until after the seasonal rush is over.

WPIX's First Rate Boosts Are Due January 1

Beginning January 1, video Station WPIX, New York, will increase rates on a one-minute spot from \$150 to \$200 and on 20-second plugs from \$90 to \$150, marking the station's first rate increase since its inception last year (June 15, 1948). Commitments made for spots prior to January 1 will be completed at current rates for 26 weeks. New scale of frequency discounts on the spots will be 13 times, 5 per cent; 26 times, 10 per cent; 52 times, 15 per cent; 104 times, 20 per cent, and 260 times, 25 per cent. New time classifications are Class A, 6:30-10:30 p.m.; Class B, 5-6:30 p.m. and from 10:30 p.m. to closing; Class C, all other times. The new Class B rating will be 75 per cent of the basic Class A rate and Class C will be 50 per cent of Class A.

Execs Mull Simulcast of Groucho Marx Stanza

Columbia Broadcasting System (CBS) last week shot a closed-circuit tele version of the Groucho Marx show with line to be viewed by the web, Marx and sponsor as a possible regular simulcast series. Net is enthusiastic about the idea, inasmuch as it feels the Marx show, above others, would lend itself to simultaneous televising. Marx's fast patter and minimum use of scripts is considered definitely in favor of joint AM-TV airing.

CBS Preps Puppet Show; Tries Talent Simulcast

The Columbia Broadcasting System (CBS) TV program division is preparing a new puppet show—"Eski-Mo"—conceived by Isabella Manning Hughson. CBS last week also auditioned a radio-TV simulcast program called "The Show Must Go On," which is being produced by Lester Gottlieb and stars Robert O. Lewis. The show presents new talent to night club owners who are in the market for acts, and who appear on the show to buy the talent.

PAUL WHITEMAN

(Continued from page 10)

lip Shakespearean-styled oratory was out of place on this show.

On the commercial side, Whiteman proved his loyalty to the sponsor by enlisting the help of his pretty blonde daughter on a dual pitch for Good-year's "Life-Guard" safety tire tubes (i.e., "I worry about Margo driving a car"). The live plug was backed up by a film clip, illustrating the point, via a blowout scene. June Bundy,

claimed, on the effect exposure to other advertising media may have on buying habits.

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Mercury Probes Chance for Biz In Tele Market

CHICAGO, Dec. 3.—Mercury Records is investigating the possibility of getting into the manufacturing and sale of television sets and radio-TV combos, to be sold thru its regular distributors and dealers. Final decision on whether or not the company will get into production will depend upon market conditions and other factors.

Mercury has been toying with this plan for a long time. In January of this year it had two models—one a table model and one a console— which it showed at a couple of secret distributor meetings. Now it has mock-up models of consoles, table sets, console sets and a combination AM-FM - Television - phonograph. As planned now, if and when sales start, sets will be in the de luxe class, a la Magnavox, DuMont and Capehart, and (See *MERCURY OGLES* on page 18)

\$1,200,000 Take Majestic Assets

CHICAGO, Dec. 3.—Principal assets of Majestic Radio & Television Corporation of Elgin, Ill., were sold this week at a federal court bankruptcy auction for \$1,250,000 to an undisclosed purchaser represented by attorney Joseph Schwartz, of the law firm of Schwartz & Cooper. Schwartz said identity and purpose of the purchaser would be revealed next week.

Schwartz first made a bulk bid of \$1,400,000 for all assets, but this bid was not allowed because it was thought piece-by-piece bidding would bring a greater amount. Consequently Schwartz's client was able to get only real estate, represented by a 70-acre site and buildings. On other bidding, various minor equipment went for \$12,500, goodwill brought \$70,000 and radio and TV manufacturing equipment sold for \$141,000. Total amount received thru liquidation was about \$1,800,000, and since outstanding unsecured creditors' claims are about \$3,000,000, it is estimated creditors will get about 25 cents on the dollar when court disposal is completed.

Prior to the sale, the court had on hand about \$400,000, much of this secured thru sale of Majestic record masters to Mercury.

KSD-TV Promotion \$\$ for Set Sales

CHICAGO, Dec. 3.—The entire promotional budget of KSD-TV, St. Louis, is being spent to hypo set sales, Dave Pasternak, promotion manager of the station, told a meeting of the Chicago Television Council this week. Pasternak admitted that some advertisers would like to see more money spent on show promotion, but that the station felt it was best to build circulation in order to indirectly help all advertisers.

Concerning over-all operation of the station, Pasternak stated that it had lost about \$750,000 since its opening about three years ago. The first three months the station was in operation, there were only 300 sets in the market. Now there are about 75,000.

Station started with a basic hourly rate of \$155 and now gets about \$350 per hour. Its weekly revenue is \$8,000 and its operating cost about \$6,500, thus enabling profit of about \$1,500 per week. However, program, sales and executive personnel costs are still charged to KSD, parent AM outlet, so real profit is not that high. After the first of the year all pertinent costs, indirect and direct, will be charged against the TV station.

DuMont Says TV Set Prices Will Drop, Quality Improve

NEW YORK, Dec. 3.—Prices of television sets will drop while the quality of the receivers will continue to go up so that service contracts will become unnecessary, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, told *The Billboard* this week. Further industry trends, according to DuMont, are the extended use of metal picture tubes, steadily increasing demand for large-screen sets and console models and the probable use of rectangular tubes in table model receivers.

The use of the metal tube is one of the most important factors contributing to DuMont's prediction of a drop in set prices. Metal tubes will mean savings to manufacturers in shipping, handling and production, as well as lower prices. Rectangular tubes, DuMont said, will not be too much of an advantage in console sets because space saving is not a prime requisite in selling the large size receivers.

Can't Squeeze 'Em

"You can't squeeze up the parts of a TV set in a console and still get a nice-looking piece of furniture," he said. "The rectangular tube, will, however, be a definite advantage in designing more compact table model sets. At present, tho, we are producing four times as many 12-inch and 16-inch consoles as table models."

Altho the need for yearly television service contracts is quickly disappearing, DuMont said that the time when video sets would reach the "plug-in-and-play" stage of radio is a long way off. "So long as a tele-

vision set uses the 20 to 30 receiver tubes that it does, it will require some service. A well-made set, however, needs no more than two service calls a year. We've checked and cross-checked almost every brand and find that the better-made sets average less than five calls a year—some go as high as 30 calls."

Scoffs at Indoor Antennas

Commenting on the recent advent of built-in antennas, DuMont said, "As far as I'm concerned, the ads I've been seeing are misleading to the public and, eventually, harmful to the manufacturer. No one has yet designed a built-in antenna that will equal the performance of even a poor outdoor installation. All the recent talk about increasing transmitting power is nonsense, too. It would make little or no difference to the average set owner unless the stations' power were increased from four to eight times over what they now have."

3,000,000 REA USERS

WASHINGTON, Dec. 3.—Sometime this week the 3,000,000th rural consumer began to receive electrical service from facilities financed by the Rural Electrification Administration (REA), according to the Department of Agriculture. REA borrowers, said the agency, are bringing electricity—and so providing potential markets for radios and other electrical appliances—to new consumers at the rate of 45,000 a month.

Personnel, Products and Prices

The board of directors of Emerson appointed Commodore John D. Small as executive assistant to Benjamin Abrams, president of the corporation. Small was formerly administration, executive officer and chief of staff of the War Production Board and most recently with Maxson Food Systems. . . . Starrett will introduce its first console with 19-inch picture tube by the end of January. The company will start producing table model sets with the new rectangular tubes as soon as delivery starts on the new tubes. . . . Much of interest to video manufacturers is expected to be unveiled during the three-day session of the fifth annual **Television Institute and Industry Trade Show**, scheduled to be held in New York February 6-8. One whole panel discussion is slated to be devoted to the TV allocation freeze. Two floors of the Hotel New Yorker will be devoted to displays of TV equipment and receivers. . . . Warren L. Hasemeier, Wilcox-Gay vice-president in charge of sales, has resigned. . . . Sidney A. Joffe has resigned his post as sales manager of Philharmonic. . . . Crosley is dropping the "Who Said That?" television program.

Trans-Vue Corporation, Chicago, manufacturer of home and commercial TV sets, last week announced delivery of floor samples of its new 16-inch screen console. Designation of the set, which does not yet have a price tag, is Aristocrat 601.

New accessories being made available thru Philco radio-TV dealers include three types of biconical TV aerials and the Model M-20 three-speed record changer. The changer includes special 45-r.p.m. adapter disks and a non-slip driver for the records. . . . Motorola has published a 24-page booklet, "Here's How To Be a Television Expert," available to all consumers thru Motorola dealers. The pamphlet's main theme is an elementary explanation of video. . . . Campbell Music, Washington, radio-record-TV dealer, is co-sponsoring the National Symphony Orchestra's school concerts on Station WQQW. The program is being donated by Campbell and five other business firms as a public service and no commercials will be used. . . . RCA Victor announced a wooden case for housing the 9-JY record player attachment. Styled as a chest, the case will retail at \$12 and is designed to hold the player and be used as a decorative piece of furniture.

The Tri-State Distributing Corporation, Philco distributors in the the Cincinnati area, introduced the new Philco line at a series of dealer meetings and open house last week. Fred D. Ogilby, Philco manager of television sales, was on hand to address the dealers on the innovations in the 1950 line. J. A. Bilheimer, manager of Philco's Central division, presented the new sets.

Lewis M. Clement, Crosley director of engineering and research, has been named chairman of RMA's executive committee of the receiver section to succeed Dormal Israel, Emerson veepee, resigned. Irving A. Pommerank and Russell A. Gimellaro have set up the Television Supply & Service in Philadelphia. . . . Reiner's Radio & Electric, Philadelphia, has obtained the franchise for Capehart sets in the South Philadelphia area. . . . Albert D. Steinberg Company, Philadelphia distributor, presented Walt Jones in a radio-TV servicing lecture before the trade November 27. . . . Fire wrecked a storage room of the Berman Electric Company, Philadelphia, causing thousands of dollars damage to television sets. . . . Peter Waldman has been made manager of Television Distributors, Cincinnati, which handles DuMont TV in 10 counties in the Cincinnati area.

N. Y. Builders Put in Master Antenna Free

Dealers' Competish?

NEW YORK, Dec. 3.—Real estate interests may, unintentionally, still wind up as one of the television dealers' big obstacles in the profitable operation of a service and installation department. The present trend among apartment house builders to install master antenna systems, for which the tenant pays little or nothing, is already starting to cut in on dealers' installation money, and the cry for bigger discounts is once again starting, despite the big sales volume now being done.

This week RCA Victor announced the consummation of a deal with three major builders in New York to install master antennas in new apartment houses which will serve over 1,000 families. This week, also, one of this city's largest, higher-priced developments (880 families) decided to eliminate a \$45 installation charge for hooking-up to the master system installed in the new buildings.

Real estate spokesmen are convinced that all new buildings will have to install the master systems (See *FREE ANTENNAS* on page 48)

Parts Distribs' Show In Chicago May 22-25; All Space Sold Out

CHICAGO, Dec. 3.—All booth space for the 1950 Parts Distributors' Show, to be held here next May, has now been sold, Kenneth C. Prince, manager of the radio-TV trade meeting, announced this week. Drawings for preferred space will be held at the Governor Clinton Hotel in New York December 7.

Prospect of intensified competition in the industry is claimed by execs of the show to be responsible for high interest and large number of advance registrations.

The show will be held May 22-25 at the Stevens Hotel and will feature educational meetings, sales clinics, conferences and seminars as well as product display.

Sahloff To Manager G.E. Receiver Div.

SYRACUSE, Dec. 3.—Willard H. Sahloff has been named manager of the General Electric Company Receiver Division, it was announced this week by Dr. W. R. G. Baker, general manager of the G. E. Electronics Division. Sahloff will assume his new position January 1.

Formerly merchandise manager and a vice-president for Montgomery Ward & Company, Sahloff was most recently the president of the National Enameling & Stamping Company.

TV Tease

WASHINGTON, Dec. 3.—One of the most extensive teaser campaigns ever used in this city preceded this week's opening of a new radio-TV store by Phillip's. For a month prior to the opening local papers carried small ads stating only: "Coming . . . TV Heaven at 611." Local streetcar: carried signs with the same cryptic ad. This week full-page ads revealed that the teasers were for Phillip's new store. The "611" referred to the store's address, 611 Seventh Street, N. W.

RCA SETS 3-SPEED PLANS

Changer Skedded for Late January; Execs Believe Solid 45 Position Warrants Move

Red Seal Line on 33 1/3 Logical; Competish Sharpens

NEW YORK, Dec. 3.—Radio Corporation of America (RCA) will bring out a three-speed changer—probably in late January. The company, believing it is now over the hump in promoting and merchandising its 45 r.p.m. system, will announce its decision to a meeting of distributors Monday (5) or Tuesday (6), according to Frank R. Folsom, RCA president. Folsom, queried Friday, stated that 45 r.p.m. is going so well that "I thought I could give consumers a three-speed changer and watch the reaction." He indicated that the three-speed changer, initially, would not encompass the entire line, and he added that, of course, 45 would continue to receive high-gear promotion. "We've proved our point with 45 r.p.m.," Folsom said, adding that its acceptance was now widespread.

The foregoing is the first authoritative break emerging from a flood of rumors concerning RCA's plans for 1950. The logical conclusion is that the company, shortly after marketing its three-speed players, will press 33 1/3 disks. The first records on that speed, of course, would be RCA Victor's Red Seal line, considered by

many to be the greatest classical catalog in the business.

Decish Timed

The timing of the RCA decision is interesting. As far back as the National Association of Music Merchants (NAMM) convention in New York last July, a movement was afoot among dealers to persuade RCA to press its classical line on 33 1/3. RCA at that time, however, committed itself for the remainder of 1949 to the job of putting over 45 and maintaining 78 sales. As the 45 r.p.m. push progressed, distributors who began to cash in heavily on the new system, pressured the parent company to delay its venture into 33 1/3 as long as possible in order to get as much as possible out of the newly created market for 45. However, the die is now considered cast, and only very recently the definite decision was made with respect to the changer.

RCA's move, taken together with recent developments in the disk industry, augurs a more competitive disk picture in the near future. Some (See RCA 3-Speed on page 41)

Opera Vs. Jazz

PHILADELPHIA, Dec. 3.—It will be longhair vs. jazz when the members of Local 274, Negro musicians' union affiliated with the American Federation of Musicians (AFM), go to the polls next week to elect a president. Raymond L. Smith, president-founder of the Drama Opera Company and a concert fiddler since early days, will make a bid for the union presidency in opposition to the incumbent, James L. Shorter, whose dance band under the name of Jimmy Shorter is prominently featured along the local ballroom circuit.

NBOA-T-Men Lock Horns in 20% Tax Fight

Fort Dodge Is Scene

FORT DODGE, Ia., Dec. 3.—First skirmish in what shapes up to be a drawn-out court battle between the National Ballroom Operators' Association (NBOA) and the Treasury Department over whether or not terperies belong in the 20 per cent cabaret tax bracket took place before Judge Henry N. Graven in U. S. District Court here Friday (2). Following the hearing of the case, both George R. Parsons rep of the T-Men from Washington and Tom Roberts, NBOA legal counsel, told the court that, whatever the decision, the party who lost out would file for an appeal.

Plaintiffs in the cases, consolidated for trial were Larry and Margaret Geer, Laramar Ballroom, Fort Dodge, and Tom Archer, Archer Enterprises, Des Moines. Both are seeking a refund of cabaret taxes paid to the Internal Revenue Department during 1948.

The NBOA is seeking a reversal of a decision made in the Seventh Circuit Court of Appeals by Judge Sherman Minton, now a member of the U. S. Supreme Court, early in 1948. In the case of Avalon Ballroom Corporation, La Crosse, Wis., v. U. S., Minton held that the Badger Ballroom, (See NBOA-T-Men on page 17)

Cap Declares 65-Cent Divvy

HOLLYWOOD, Dec. 3.—Ever increasing sales led Capitol's directors to declare a quarterly dividend of 65 cents per share on cumulative preferred stock. This will be paid January 1 to stockholders of record December 15. Capitol's net sales for November, 1949 topped net sales for the same month last year, with biz continuing to mount.

According to Prexy Glenn Wallichs, the fact that Cap's wares are available on three speeds is definitely paying off for the diskery, with sales mounting on all of the speed (45, 33 1/3 and standard 78 r.p.m.) fronts.

Accurate Plans Daily Tele Log

NEW YORK, Dec. 3.—The Accurate Reporting Service plans to supplement its radio reports with a daily television log. This will spot check the network TV outlets from 6 p.m. to closing. Stations will be WCBS, TV flagship of the Columbia Broadcasting System (CBS); WNBT, National Broadcasting Company (NBC) key; WABD, DuMont, and WJZ-TV, American Broadcasting Company (ABC). Accurate's intention to log TV is meeting mixed reaction among the pubs. Some publishers believe there are not yet enough performances of pop songs on TV to warrant logging same, and believe further that such a log means another sheet with attendant aggravations. Other pubs, however, differ widely with this view, feeling that TV has already assumed enough importance, from a music point of view, to merit a logging system. Others figure a logging system is bound to come sooner or later.

Accurate intends to start January 1. The charge will be \$7.50 weekly.

Fox Brings Suit Vs. Metrotone

NEW YORK, Dec. 3.—A suit brought by Harry Fox, representing seven publishers, against Metrotone Records was brought to light this week when a motion to examine was granted Fox in New York Supreme Court. The suit asks at least \$13,000 in royalties for 13 songs published by Robbins, Feist, Sinatra Songs, Algonquin, Mellin, Robert and London publishers.

The exact amount of royalties allegedly due is not known, since Metrotone allegedly failed to make full statements of sales as required.

Hike in Fee Cuts Copyrighting

Boost to \$4 Causes Drop In Registering

25,098 Shy of 1948

(Continued from page 4)
for 34,686 copyrights, off 20,458 from the fiscal year of 1948.

Published Works Off

Copyrights were issued during 1949 to 764 published dramatic works—a category which includes plays actually performed and radio dramas which were broadcast. This was only a slight drop from the 800 dramas copyrighted in 1948.

A total of 4,359 unpublished dramatic compositions was copyrighted in the fiscal year of 1949, a decrease of 995 from the preceding fiscal year.

The number of copyrights issued during the 1949 fiscal year on dramatic and musical works was the lowest since the war years. With the end of the war, copyright totals began rising and reached a peak in the 1948 fiscal year. Copyright officials believe that the past fiscal year would have topped 1948 had it not been for the increase in fees voted by Congress. "Joe Doakes, who has written a song he can't peddle, was willing to spend a dollar for a copyright just for prestige," a spokesman said, "but a \$4 fee is apparently too much for him."

Billboard's DJ Monitoring Service

Week of November 24-30.
Monitored leading jockeys in BOSTON, NEW ORLEANS, CLEVELAND and LOS ANGELES.
This service is available by subscription in 13-week periods. For further information write Miss Charlotte Summers, The Billboard, 1564 Broadway, New York 19, New York.

6 Fem Vocalists Added by Decca

HOLLYWOOD, Dec. 3.—Decca Records will go all out to build its feminine vocal stable, adding six promising new thrushes to its artists roster. Latest gal inked is June Hutton, who leaves Pled Pipers vocal group to make her way as a single. In addition to Miss Hutton, Decca has inked Marion Morgan, Eileen Wilson, Carol Richards, Dorothy Carless and Betty Brewer in past months.

Label has heretofore counted heavily on Andrews Sisters and Evelyn Knight to carry the load, both artists being consistently top sellers. With rival platteries accenting fem vocalizers, Decca added new starters from a heavily-screen list of available chirpers.

Final Decca Quarter Tops '48's 6 Mil?

Declares 12 1/2 Cents

NEW YORK, Dec. 3.—Decca Records' prexy, Milton Rackmil, this week estimated that the diskery's last quarter take this year will parallel the better than \$6,500,000 gross which the waxery ran up in the corresponding period last year.

Rackmil points out that, while last year's hefty take was due largely to a tremendous Christmas album and single sale, the take this year will be achieved primarily because of a large number of hit singles and the generally healthy plus business which the firm's long-play line has been accumulating since its inception in September.

The prexy said that Christmas business for the current year has been spotty but expects that seasonal merchandise demand should hit hard and heavy next week.

Decca Records' board of directors this week declared dividends of 12 1/2 cents per share for the last quarter. This brings the total amount of dividends paid for 1949 to 50 cents per share. There are 776,000 shares of outstanding capitol stock. The last quarter dividend is payable December 28 to stockholders of record on December 14.

SEEBURG ANALYZES "45" DISKS

White Church To Sacred in \$25,000 Deal

HOLLYWOOD, Dec. 3.—Merger of two of the nation's largest religious record companies was completed last week with Sacred Records of Los Angeles acquiring the catalog and offices of Kansas City's White Church label. Deal, involving approximately \$25,000, gives Sacred more than 200 White Church masters plus a roster of 15 artists, including its top seller, the Blackwood Brothers Quartet.

Deal was closed between Earl Williams, head of Sacred, and Carl Rice, owner of White Church. P. M. Hewitt, who operated White Church for Rice, joins Sacred as a veepee and will headquarter in Los Angeles. Frank Ryden will remain in Kansas City as head of the diskery's Midwestern operations. Kaycee office will serve mostly as a distribution point. Identity of the White Church label will be retained with WC disks selling at 79 cents and Sacred retaining the \$1.05 price.

Heidt To Record On Own Label

NEW YORK, Dec. 3.—The Horace Heidt band is set to go on a full-scale recording schedule for Heidt's own label, after a five-year hiatus from disking broken only by a single release on the Columbia label in 1947. The first session for the band will be held here December 13, with sessions also scheduled for January. All diskings will be done in between personal appearances of the Heidt radio-vaude package in the area.

For Heidt's Magnolia Record Company, the band has restricted itself to backing the label's new artists with little or no band credit. From now on, the record company will start to place special emphasis on the band's platters, according to Frank Reeves, the diskery's topper.

Hutton Inks Pact With Decca; Signs Gastel Management

HOLLYWOOD, Dec. 3.—Thrush June Hutton this week signed with Decca Records and also inked a personal management deal with Carlos Gastel.

Chirp Hutton formerly was with the Pied Pipers vocal group and is the first talent acquisition of the Gastel stable in a couple of years. She also is the first Gastel property which is not recording under the Capitol banner.

Tempo Cuts Blandings Poems

HOLLYWOOD, Dec. 3.—Tempo Records last week recorded Don Blanding reading 12 poems contained in his best selling *Vagabond's House* volume of verses. Book has gone into many reprints, Tempo thereby hoping to cash in on Blanding's following. Blanding is accompanied by Joe Venuti and ork on the disking. Tempo will peddle the platter thru regular dealers as well as adding bookshops as an outlet. Disk will be marketed as a 12-inch long-playing platter in a specially designed sleeve and 78 form as a three-disk album.

London To Release 'Third Man' Tunes; Others Cut Disks

NEW YORK, Dec. 3.—London Records will release shortly an unusual disking from the score of the forthcoming British Lion film *The Third Man*, music for which has raised considerable trade interest. The London etching is done by Anton Karas on the zither, rewaxed as he played it for the sound track of the picture, and features the two principal melodies in the score. The disk has been one of England's top sellers on the English Decca label, reportedly going 400,000 in two months.

The musical background for *Man* consists entirely of Karas's unaccompanied zither. Karas was reportedly discovered by Carol Reed, who directed the film. The picture, starring Orson Welles, is being released by David O. Selznick here.

Other waxeries are cutting their own platters on the *Man* melodies.

Cap & T'funken Talk Pact Terms

HOLLYWOOD, Dec. 3.—Various points in the Capitol-Telefunken contracts were ironed out during the visit here of the German diskery's exec, Erhardt Von Henk. According to Cap Prexy Glenn Wallichs, items brought up for consideration resulted from the devaluation of the German mark, making it necessary to somewhat alter contractual factors in allowing for change in monetary system. Remainder of Von Henk's Hollywood trip was devoted to tour of inspection of Cap's offices, recording studios and plant facilities. He will also drop in on diskery's Scranton, Pa., plant while en route East. Van Henk will remain in New York for another three weeks to handle other biz affairs.

DRIVE FOR BALT. ORK \$\$

BALTIMORE, Dec. 3.—The women's association of the Baltimore Symphony Orchestra Monday (28), launched a campaign to raise \$100,000 to support the ork. At a meeting at the home of the president, Mrs. John L. Whitehurst, 300 members were addressed by Reginald Stewart, director of the orchestra, and Robert O. Bonnell, president of the men's division of the association.

TV-ers Give on Interim Pay; ASCAP Extends Licenses

NEW YORK, Dec. 3.—The American Society of Composers, Authors and Publishers (ASCAP) and the television per-program committee made a swap yesterday (2); ASCAP has agreed to an extension of the temporary licenses for TV stations for the duration of the negotiating period; the committee has yielded on the interim payments asked by the Society.

The payments, consisting of flat monthly fees, are retroactive to January 1 or to the date the station went on the air, and are subject to adjustment when the stations sign either the per-program or blanket license form. Technically, the TV end of the bargain is actually a recommendation by the committee, but it is expected that the indie stations it represents will adopt the committee's suggestions

Believes Subject Vital to Industry's Future; Reveals Results of Extensive Study

Manufacturer Considers Selectivity, Other Factors

CHICAGO, Dec. 3.—While operators of coin-operated phonographs have heard much in recent months concerning the 45 r.p.m. records, and have been subjected to rumors concerning the application of this new speed to their industry, no specific information has been forthcoming from manufacturers on either planning or action in this direction. However, much work and thinking has actually been accomplished in this regard, especially by the J. P. Seeburg Corporation. Presented herewith is a detailed analysis of the 45 situation by C. T. McKelvy, vice-president and director of sales of Seeburg, which clearly indicates the firm believes the final answer in the transition to a standard speed and record size for coin-operated phonographs will be all popular records on seven-inch, 45 r.p.m. disks.

Disney, Chappell Mull Sales Deal

HOLLYWOOD, Dec. 3.—Deal for foreign sales is currently being negotiated between the Walt Disney Music Company and Chappell, Ltd., it was disclosed this week by Fred Raphael, Disney veepee. Contract will give Chappell all British and French rights, with a Walt Disney Music Company to be set up as a joint partnership in England.

Louis Dreyfus will handle the foreign end of the deal, with Raphael to guide exploitation from this end. British subsid would be staffed the year round. Chappell outfit will pay Disney an undisclosed advance fee for foreign rights. A similar deal is in the works for Australian distribution, altho no Down Under pubber has as yet been set.

\$50,000 Malicious Prosecution Action By Kelton Vs. Login

NEW YORK, Dec. 3.—Music man Frank Kelton, acquitted last month of a grand larceny charge brought by Abe Login, has brought a \$50,000 suit for malicious prosecution against Login in New York Supreme Court. Login, leader of an instrumental trio under the name Alan Logan, had accused Kelton of defrauding him of \$500 under pretense of using the money to secure him a Victor recording contract (*The Billboard*, November 19).

Philip F. Barbanell, Kelton's attorney, stated in the complaint that the arrest and trial had injured his client's reputation and standing in the community.

"The 'battle of the speeds,' a highly controversial subject with the public, has, apparently, been equally confusing to the record manufacturers themselves and it, therefore, becomes a very delicate and speculative issue for those of us who are on the outside observing the internal turmoil within the record industry.

Basic Needs

"In order for us to intelligently appraise the future effects of the various turntable speeds on the coin-operated phonograph industry, it is first essential that we establish the basic requirements of the coin-operated phonograph itself and then, to the best of our ability, analyze the advantages and disadvantages of the various speeds as applied to the basic fundamentals of our business.

"The coin-operated phonograph business has been built upon selectivity. Any type of recording which (*See Seeburg Analyzes on page 97*)

It's Status Quo With Uruguay

WASHINGTON, Dec. 3.—The rigid restrictions on alien musicians will not be affected by a new treaty with Uruguay relaxing many curbs on U. S.-Uruguayan commercial relations, State Department officials told *The Billboard* this week.

The treaty, which will be submitted to the Senate for ratification next session, states that nationals of either contracting party "shall be accorded, within the territories of the other party, national treatment" with respect to engaging in commercial, scientific, and professional activities. Agency spokesmen said, however, that the pact makes no provision for easing immigration regulations.

It was added that once a Uruguayan musician, for example, manages to get into the country, he will be exempt from any State, local, or union laws restricting employment to U. S. citizens. The treaty, however, does not help him to get into the country.

Treaty or no treaty, State Department officials declared, the Uruguayan musician still must meet the provision of the contract labor act, which permits alien musicians to enter the country for professional engagements only if they possess "distinctive merit."

The treaty likewise makes no changes in present Uruguayan regulations on U. S. entertainers seeking to enter the Latin American country. Once they get in, however, they will receive equal treatment with citizens of Uruguay.

without argument.

A further proviso in the agreement stipulates that ASCAP shall indemnify the stations during the temporary licensing period. Stations had been on their own regarding legal liability arising from ASCAP-licensed copyrights until the adoption of this provision yesterday.

The monthly interim payments, based on net receipts from sponsors of local TV programs, are scheduled as follows: Where annual receipts are less than \$50,000, \$50 a month; from \$50,000 to \$150,000, \$100 a month; from \$150,000 to \$300,000, \$175 a month; above \$300,000, \$250 a month.

Some 65 stations would come under this agreement, with the exception of a few which have reportedly already exercised the blanket license option.

PIX PITCH FOR TUNE RIGHTS?

ASCAP May Divest; SCA Wants Control

Danger Foreboded

By Jerry Wexler

NEW YORK, Dec. 3.—Film producers, apparently alert to the Leibell decision and the possible permanent divestiture of flick performing rights in tunes from the American Society of Composers, Authors and Publishers (ASCAP), may be preparing to pick off those rights for themselves.

The first move in this direction has already been made—by 20th Century-Fox, which recently offered screen scrivener David Raksin (*Laura*) a contract specifying that in case ASCAP loses rights assigned to them by the writer, those rights shall go to the flickery. Further, it was stipulated that should the rights be transferred to any agency, association, or person for collection, such agency is to turn proceeds deriving from those rights directly to the flickery—to have and to hold without qualification.

Danger Ahead?

Raksin refused to sign. The Screen Composers' Association (SCA), of which he is a member, and which is pitching for the rights and privileges of the track cleffers in the current ASCAP-Justice Department consent decree negotiations, has notified the Department of the attempted grab. The squawk was not directed against 20th Century as such, but rather was limned as an omen of the dangers of divestiture, and in indication of the care with which those rights must be re-assigned if and when divestiture takes place. The writers and the publishers both have "if bets" registered to claim the rights, in the form of intervenors in the Leibell case—Milton Agar for the writers, and Chappell for the pubbers.

That divestiture may occur seems more and more likely. According to an ASCAP-er in touch with the situation, the Society may find that it will be politic to drop its appeal in the Alden-Rochelle case. As previously indicated in *The Billboard*, the Department of Justice has not, and in all probability will not tell ASCAP that it must drop the case, since the Society is within its legal rights to carry forward. However, should ASCAP press the appeal, the Department might curtail its powwows with the Society so that its legality as an organization would be defined in the courts. ASCAP, aware of the tenor of the negotiations, may prefer to drop the case and permit divestiture to be written into an amended decree.

Meanwhile, it was learned that the proposed writer classification plan described in *The Billboard*, or a minor modification thereof, will probably go thru. This plan, roughly, would allot 20 per cent on current performances, 20 on seniority, and 60 for what is termed sustained performance—an average of the last five years' performances. There may also be a 12 per cent exemption for writers "the value of whose works is not reflected in number of performances." This is the plan getting best consideration, and is virtually directly opposite to the mythical plan described in some other trade papers in which the 60 per cent (or a figure close to 60) is reportedly based on (See *Pix Pitch for Tunes on page 18*)

Benefit Disk

NEW YORK, Dec. 3.—Freddy Mendelsohn and Dave Jules Braun, partners in Regal Records, and WAAT deejay Bill Cook are turning over all proceeds from a forthcoming Cook disk on Regal to the Cerebral Palsy League and the Newark Community Hospital. The sides, *A Letter to Santa* and *Christmas in Heaven*, were written and performed by Cook. The former is a straight recitation, the latter a tune.

Pix, TV Draft Tootlers Scale

NEW YORK, Dec. 3.—Film and TV interests, anxious to work out a scale covering the making of films for television, have appointed a sub-committee which has prepared a rough draft of proposals relative to musicians' scale. The committee, which includes Hal Roach Jr.; Ralph Cohn, of Screen Gems, and Melvin Lowendahl, of Trans Films, Inc., is scheduled to meet with the full negotiating committee Thursday (8) to go over the proposals. When a final draft is made, it will be submitted to James C. Petrillo, chief of the American Federation of Musicians (AFM).

One TV exec explained that rather than rush to the AFM with a set of proposals which might be damaging to TV interests in the future, the film and TV execs are moving with extreme caution.

Merchandising Pays Off:

S. Goody, Wax Dealer, Makes Biz Go Way Bulls & Bears Go

By Bill Simon

Dealer Sam Goody, for several years a storm center in the New York record market, is an opportunist who plays the disk field the way the bulls and bears of Wall Street play the stock market. Where the money is to be made, that's where you'll find Goody. When the indie labels are the current coin catchers, Goody is the indie "specialist." When juke ops have trouble getting certain smash items, Goody somehow manages to turn up a wholesale lot, and service them at a small profit. Until about a year ago, he did a volume business with small unfranchised dealers, charging them a few cents over his cost, but actually making a sizable profit thru extra cash discounts, opportunist buying, and 5 per cent return deals.

Today Goody feels his trade is in long-playing (LP) records. He believes the casual music buyer now spends most of his leisure watching television. His market, he thinks, is among the died-in-the-wool music lovers. And he's continually coming up with the gimmicks to bring 'em in. Obviously, this dealer, whom the local distribs rate among their top three customers in the area, has discovered that the gold is in them mountains of LP platters, and he's selling classical music as many outlets sell pops.

95% Longhair

Goody estimates that 95 per cent of his present-day business is classical. Forty-five per cent of his dollar volume is in LP. During two months

Decca, Campbell Soup Set Album

(Continued from page 3)

will be announced and given live performance on the show in two sections December 6 and 7. Thereafter, Club 15 will sport at least two of the album's sides each week thru Christmas.

The album contains several standards, features a few current show tunes and has a couple of new and untried songs as well. Tunes in the set are *I'm in Love*, *New Ashmolean Society*, *I Come Here To Be Went With*, *Adieu*, *He Rides the Range*, *Wunderbar*, *You'd Be So Nice To Come Home To* and *Why Won't You*.

Regent Buys "Eiffel" Score

NEW YORK, Dec. 3.—Regent Music, which recently acquired *She Wore a Yellow Ribbon* from RKO, has followed thru with publication rights to the entire score of the forthcoming *The Man on the Eiffel Tower*, produced by Irving Allen and Franchot Tone. The entire track is instrumental, cleffed by French composer Michel Michelet. Regent toppers Harry and Gene Goodman are having lyrics set to the principal melodies. The No. 1 tune, with lyrics by George Temple, is *High on the Eiffel Tower*.

The flick, starring Tone, Burgess Meredith and Charles Laughton, was shot in Paris with English dialog. Meredith directed and RKO is releasing, tentatively in February.

Philly Council Cuts Appropriations to Local Music Orgs

PHILADELPHIA, Dec. 3.—Altho it looked for a minute or more that there would be hope for exponents of Mickey Mouse music or even be-bop to get a subsidy from the city fathers as being an institution for the furtherance of cultural attainments, the minute has passed by. The city council, after going over the 1950 city budget, slashed the first-time grant of \$100,000 to the Philadelphia Orchestra to a mere \$50,000. The city's grant to the symphony is in return for free concerts to be given in Convention Hall and marks the first time such a contribution has been made.

Dropped from the budget entirely was a proposed \$86,000 for the Robin Hood Dell outdoor summer concert series, which received 50G last year. The Philadelphia La Scala Opera Company, which asked the city for help for the first time and got a tentative approval of \$50,000, was also eliminated. Even the New Year's Day Mummies' parade, which features the string bands, suffered in the budget slash. Strummers will get a mere \$40,000 instead of the \$75,000 originally promised.

Cap Cuts First U. S. Longhair

HOLLYWOOD, Dec. 3.—Capitol made its first classical recording in the U. S., using the Los Angeles Chamber Symphony conducted by Harold Byrns in a performance of Bela Bartok's *Music for String Instruments, Percussion and Celesta*. This is the first recording anywhere of the late master's composition. Cap expects scooping the field on this work to pay off heavily in initial orders inasmuch as the works of Bartok are currently enjoying great favor by longhair disk buyers.

To fill out gaps in the Telefunken catalog, the Coast major has been recording numerous classical works on its own, recently sponsoring sessions abroad on various compositions not present among the Telefunken lists. An example of this is the Capitol sponsored recording of Reinhold Gliere's *Ilya Mourmetz* symphony, with Jacques Rachmilovich conducting the symphony orchestra of the Academy of Santa Cecilia in Rome. Only an old Victor recording exists of the latter named work, thereby giving Cap the jump on new diskings.

Mercury Assistance For Asbel's "Spin"

CHICAGO, Dec. 3.—Mercury Records' 32 branch chiefs are working in co-operation with Bernie Asbel, publisher of *Spin*, a local monthly news giveaway for record retail shops, to put the Asbel publication on a national basis. Asbel worked out his deal with Art Talmage, the diskery's slack chief, for Mercury branch salesmen to represent *Spin*.

Started in April, Asbel built the eight-page tabloid to 40,000 circulation in Cook County for the December issue. Tho Mercury is assisting in formation of the national circulation structure, Asbel stated that the mag has no other connection with Mercury and will continue to carry all types of disk advertising.

Price structure of the mag is up to 2 cents on less than 500 to one retailer and \$9.75 per 500 copies printed with the store name and address.

SANTA DISKS GOING TO TOWN

NBOA-T-Men Lock Horns in 20% Tax Fight

(Continued from page 14)

operated by Ted Jankowski, was responsible for the payment of the 20 per cent cabaret stipend. Parsons and T. E. Diamond, U. S. district attorney for the Iowa territory, utilized the Minton decision as the basis for their argument that the Treasury Department should continue to collect the nitery tax from ballrooms. Both men dwelt on passages in the Minton decision, which they asserted specifically placed ballrooms in the 20 per cent tax category. The government did not produce any witnesses during its arguments.

Roberts trotted out a series of witnesses from all branches of the music business to testify to the NBOA's contention that there is a line of demarcation between cabaret and ballrooms. W. B. Hooper, field investigator for the American Federation of Musicians, who covers 10 Midwestern States, elaborated on the distinctions as observed in the musicians' union rules. Kenneth Moore, treasurer of Aragon-Trianon Enterprises, Chicago, testified generally as to ballroom and nitery operation. Vic Schroeder, Omaha territory band chief, outlined the differences he found in booking both cabarets and ballrooms during his 15 years as a Midwest band skedder. Johnny Sippel, Chicago music reporter for *The Billboard*, explained the trade differences which *The Billboard* observes between the two fields.

Major Differences

Major differences between cabarets and ballrooms, as observed by trade witnesses, were: (1) Cabarets offer full menus of food and liquor, while ballrooms offer meager refreshment facilities; (2) cabarets finance their operations from the prices charged for food and liquor, while ballrooms are maintained thru admission fees charged at the box office; (3) cabarets seat all their patrons, while ballrooms offer dancing as their specialty and have only limited seating facilities; (4) cabarets have facilities for from 200 to 500 patrons, while ballrooms might hold from 1,500 to 8,000 dancers; (5) cabarets operate for eight to 10-hour periods daily, while ballrooms run an average of four hours; (6) niteries offer a floorshow (several acts, a line of girls and a background band), while ballrooms offer dance bands as the attraction; (7) soft drinks range in price from 25 to 80 cents in a cabaret, while ballrooms get from 5 to 15 cents for pop; (8) average cost for a night at a cabaret runs around \$10, while a night in a ballroom would average \$3; (9) cabarets advertise food, liquor and a show, while ballrooms concentrate their advertising on dancing; (10) orchestras in cabarets take an entirely different type of relief break from that intermission practiced in ballrooms.

Law Misinterpreted

Christopher Boland, rep of a Washington legal firm working in conjunction with Roberts, related the history of amusement taxation, as practiced by the Feds since 1917, thru Section 1700 (Code E), from which stems the admission and cabaret tax. Boland claimed in his argument that the original federal law never was meant to make an amusement spot pay both the cabaret and admission tax. He pointed out that if the cabaret tax is applied to ballrooms, it follows that any indoor or outdoor amusement, including sports, roller rinks, circuses, fairs and carnivals, might also be placed in the 20 per cent cabaret bracket in the future.

Judge Graven will render his decision at a later date.

Survey of Phono, Record Sales

NEW YORK, Dec. 3.—Statistics in the accompanying chart represent a five-week dealer survey of phonograph and disk sales. In order to keep the chart within reasonable space limits, figures of the first four weeks have been averaged and are presented in the first column. Statistics gathered on the fifth week, ended November 30, are in the second column. A detailed breakdown of the first four weeks may be obtained in last week's issue of *The Billboard*.

The fifth week figures strongly bear out what has been indicated by the survey thus far; namely, that a great market in phonos and disks has been created by the new speeds

and that new speed players are moving into homes much faster than 78's.

The fifth week sample totaled 148 dealers. These dealers during the week sold a total of 945 phonographs. Of this total, 134 were three-speed, 66 were 33 and 78-equipped, 68 were 45 and 78-equipped, 114 were 33's and 563 were 45's. Of all machines sold, 268, or 28.4 per cent, could play 78's; 314, or 33.2 per cent, 33's, and 765, or 81.0 per cent, 45's. The last figure, incidentally, is the highest figure, percentage-wise, yet achieved by 45 during the five weeks of the survey.

	Wkly Av. Covering 4 Weeks From Nov. 3—Nov. 23 No.	Week Nov. 30 No.
Total special questionnaire answers received	155.25	148
Three-speed phonos sold	182.75	134
33 and 78 phonos sold	156.50	66
45 and 78 phonos sold	59.25	68
33 players and attachments sold	194.50	114
45 players and attachments sold	421.50	563
Total phonos sold	1,014.50	945
Number and per cent playing 78's	412.50—41.32%	268—28.4%
Number and per cent playing 33's	533.75—52.37	314—33.2
Number and per cent playing 45's	663.50—65.97	765—81.0
Number and per cent saying 78 r.p.m. record sales increasing	39.25—25.97	44—29.7
Number and per cent saying 33 r.p.m. record sales increasing	83.00—52.87	66—44.6
Number and per cent saying 45 r.p.m. record sales increasing	98.00—63.45	107—72.3

Music—As Written

Prima Eyes Pact With Associated Booking

Indications as *The Billboard* went to press were that orkster Louis Prima would sign with the Associated Booking Corporation (ABC). Prima's last agency connection, with the Music Corporation of America (MCA), was severed some months ago. MCA has been doing some booking for him on a non-contract basis.

Magnolia's First LP Album To Feature Contino

The first long-playing disk to be issued by the Horace Heidt Magnolia waxery will be available shortly. The 10-inch disk will spot the hit Heidt diskery album featuring the accordion solos of Dick Contino. It will list at \$2.85.

Mindy Carson Signs 7-Year Pact With 20th-Fox

Twentieth Century-Fox signed Mindy Carson to a seven-year contract last week. Pact calls for two flicks in one year, with options for six more years. Thrush had been set for a featured role in "I'll Get By" until the flick was shelved upon the withdrawal of June Haver, whose husband died recently. The flick may be resumed, with Miss Carson skedded for the part as originally planned.

Decca Inks "Fat Man" To Hype Blues and Rhythm

Decca Records last week signed "Fat Man" Robinson and his quintet to a waxing pact as another step in the diskery's drive to hype its Blues and Rhythm department. Robinson caused considerable stir with "Lavender Coffin" on the Motif label. "Tiny" Davis and her ork are another recent addition to the Decca b. and r. list.

New York:

George Jessel and Charles Henderson, producer of "Stop the Music" on ABC-TV and formerly musical director at 20th Century-Fox, huddled backstage during the former's guest shot on the show and finished writing a tune they started over a year ago on the set of Jessel's picture "Oh, You Beautiful Doll." The number will be used as the theme song of Jessel's forthcoming flicker about the "I don't care" gal Eva Tanguay.

Bruce Records, Harry Sultan's distribber, is now handling the Admiral and Dance-Tone lines for New York State and Northern New Jersey. . . . Admiral Records also signed Scott-Crosse, Philadelphia, and Barnett Distributing, Baltimore, to handle the new label.

George Wright, house organist at the Paramount Theater here, has been inked to a term disking pact with King Records. . . . Louis Jordan and His Tympany Five established a new dance attendance record at the Auditorium in Kansas City Thanksgiving Day. The night grossed \$12,242 after taxes, of which \$7,044 was Jordan's take. Attendance was 10,039 and prices were \$1.50 in advance and \$1.75 at the door. Thrush June Christy has been inked to a transcription paper by Thesaurus. . . . The Batchellors, a new quartet, inked a Mercury waxing contract.

Biggest Sales, Most Artists in Wax History

New Wrinkles This Year

(Continued from page 3)

It got into a Boston spinner's hands and picked up favor, following which the diskery's Boston distrib submitted copies of the disking to all the local jocks. Consequently the waxing sold about 10,000 copies in the Boston area. It has since spread to Hartford, Providence and New York, where R. H. Macy's window and p.a. system display has hyped local sales. The diskery is now pressing the distributor-disk jockey-department store promotion combination to help spread Sleigh Ride into a nationwide item.

Victor also is enjoying brisk sales on the 12-inch Perry Como *Ave Maria* and *Lord's Prayer* etching. The diskery estimates place current sales figures of the plattering at 250,000. The diskery is also doing standout business on Spike Jones's *Two Front Teeth*, which last year hit 1,350,000.

Decca's Leaders

Decca, for years the leader in the Christmas disk business with its some 20 interpretations of *White Christmas*, *Silent Night*, etc., and with the fabulous Bing Crosby *Merry Christmas* album, also has come up with several new seasonal standouts. The new Crosby-Andrews Sisters album, *Christmas Greetings*, has been doing a brisk business. Its leading singles are the *Merry Christmas Polka* by Guy Lombardo and the Andrews Sisters, *Blue Christmas* by Russ Morgan, *You're All I Want for Christmas* by Bing Crosby, and *All I Want for Christmas Is My Two Front Teeth* by Danny Kaye and Patti Andrews.

Aside from the above-mentioned standouts and the Capitol recording of *I Yust Go Nuts at Christmas* by Yogi Yorgesson (see below), yuletide business on catalog material has been slow in the coming. But a number of disk execs reported this week that the big seasonal dealer rush appeared to be getting underway directly after the Thanksgiving Day week-end. Diskers, afraid to get stuck with seasonal item inventories, have been keeping production orders on the stuff at a minimum.

Cap's Yogi

HOLLYWOOD, Dec. 3.—Yogi Yorgesson's *I Yust Go Nuts at Christmas* is continuing to soar as Capitol's top yuletide item, with diskery aiming a multi-pronged knife at the yuletide melon. In the novelty field Cap feels it's making the top biz bid with the Yorgesson disk, judging by mounting orders for the ditty. Diskery predicts it will be the *Two Front Teeth* of 1949. In the seasonal song division diskery is pushing a 12-inch platter by Jo Stafford and Gordon MacRae of Christmas carols, plus an album of noels by Father Flanagan and the Boys' Town Choir. Kiddie-wise, Cap's top yule sellers are *Woody Woodpecker and His Talent Show*, a record reader, followed closely by *Bozo and the Birds*.

In the religious field, Cap has released an album of *Christmas Gospels* as read by Pedro de Cordoba, with diskery tying in its promotion thru various Catholic orgs. In the classical field, Cap's Telefunken release tagged *Erna Sack, the European Nightingale* is shaping up as its best seller. Package was Cap's first Telefunken release. Cap is after the Western market as well with Jimmy Wakely's *Christmas on the Range* album.

NBOA-Parkmen Combo Vs. ASCAP

Ballroom Men Seek Changes In Licensing

New Basis Sought by Ops

CHICAGO, Dec. 3.—Ballroom operators among members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), meeting here last week for their annual convention, will work hand-in-hand with the National Ballroom Operators' Association (NBOA) in trying to effect some fundamental changes in the American Society of Composers, Authors and Publishers' (ASCAP) methods of assessing licensing fees.

Joe Malec, Peony Park, Omaha, member of the NBOA's music licensing committee and chairman of the NAAPPB's music committee, outlined to the convention Monday (28) the progress of the NBOA's negotiation with Jules Collins, general manager of ASCAP. Malec said that at a meeting of the NBOA's music royalty committee and Collins in Chicago November 17, the ballroom owners' group outlined to Collins the controversial irregularities in ASCAP's methods of assessing and figuring an individual operator's yearly music stipend. ASCAP has estimated its music licensing fees for ballroom ops on several conditions, including size of the dance floor and capacity of the booth section. Terperly ops are attempting (See *Ballroom Men Seek* on page 60)

Tempo's Releases Up Via 45 Demand

HOLLYWOOD, Dec. 3. — Ever-increasing demands for 45 r.p.m. platters led Tempo Records to expand its releases. Coast indie has skedded 13 45 r.p.m. release for January. These will consist of its catalog's best sellers, including four disks by Ben Light, four by Joe Venuti and Bobby Maxwell, four by Kern and Sloop, and one, *The Man I Love*, by Roberta Lee. Heretofore Tempo has saved 45 for its classical catalog, but only recently label has issued its pop wares in the slower speed.

According to Irving Fogel, Tempo's prexy, the multi-million-dollar promotional campaign launched by RCA Victor on behalf of 45 has created such a demand that Tempo will continue to issue its product in doughnut disk form as well as standard 78.

Tempo also releases its classical wares on 33 1/3 and was the first indie to go to all three speeds.

PIX PITCH FOR TUNES

(Continued from page 16)

current criteria of nature, vogue, prestige, etc. In the new plan—and it must again be cautioned this one has not been definitely approved but is the one getting most favorable consideration—the subjective criteria, now used, go out the window. Also, as previously reported in these pages, the current letter bracket system is on the way out, and will probably be replaced by a numerical bracket arrangement.

As to the 20 per cent to be allocated for current performances, the yardstick to be used is not yet settled. The measure now in use is based on radio performances. The radio measure will doubtless continue a heavy factor in the projected amended plan, but it may not be the sole measure. Television performances may come into the picture, and the video concomitant of films.

Garmaize Assays Probable Changes in Copyright Laws

By Arthur E. Garmaize

Editor's Note: Owing to the continued interest attaching to proposed amendments of the Copyright Act, The Billboard publishes opinions and interpretations held by leading copyright attorneys.

When the Copyright Act is amended or revised, the resulting content will not flow solely from the intention to promote the progress of science and useful arts by securing for limited times to authors the exclusive right to their writings.

The resulting content will be a compromise of the interests of the owners and users of copyright material as respectively represented in hearings, public and private, to the committees of Congress which usually but not always write the new legislation.

Conjecture

Consequently it would not be pure theory to conjecture in advance what precisely certain users would gain and correspondingly what precisely the music publishing industry would lose by amendment or revision.

The paragraph of the existing statute under which certain performances are now permitted without payment of a fee to the copyright owner would probably be removed. Those benefiting under this clause would lose an advantage which the music publishers would gain. Likewise the phonograph industry would lose its present advantages under the statutory compulsory license provisions by reason of their probable removal; and the publishers of musical compositions would seemingly gain. But since the publishers have often said that in the event of removal they would not exercise their right to give exclusivity or charge more than 2 cents, there would seem to be no gain to them by the removal of the statutory compulsory license clause. On the other hand the phonograph industry would try, as in the past, to secure copyright in records, and, to the extent it succeeds, to that

extent will there be imposed limitations upon the rights of the music publishers.

1909 Situation

In the year 1909 there were no giant industries in the amusement field. Yet the three phonograph companies then in existence were able to secure privileges which reduced the exclusive rights of the copyright owners. Bills aiming at revision introduced during past years show a tendency to shower advantages upon the motion picture and broadcasting industries (which tendency will in the future include television) and correspondingly cut into the present rights enjoyed by the music publishers. Such past bills have also shown a tendency to create an unnecessary conflict of interest between writers of songs and their owners. The expected attempt in new legislation to remedy the uncertainty caused by the Leibell decision will only tend to magnify this conflict. Moreover, the bills of the past have attempted by means of the vehicle of enactment of substantive rights to impose in reality terms and conditions upon contracts between the creators and their vendees.

It is claimed that the present Copyright Act is outworn and no longer serves the needs of new developments. Legislation is not written with any greater precision and clarity of words today than 40 years ago. Legislation today will not by mere words take care of developments arising tomorrow. New legislation equally as old is susceptible of distinctions which resourceful lawyers and personal slants of judges will engraft in a manner surprising both to the owners and users. Fully and clearly defined legislation rests upon hope and not upon experience. Aside from the particular branch of the amusement industry that will gain or lose by new legislation, it is quite certain that lawyers' chances of more frequent fees will be enhanced.

S. Goody, Wax Dealer, Makes Biz Go Way Bulls & Bears Go

(Continued from page 16)

altho he also uses *The Saturday Review of Literature*, and the local dailies. The average mail order is a little more than \$15, whenever he can get away with it, he'll list several hard-to-get sets at bargain prices, altho in recent weeks, the price-control-conscious companies have forced him to resort to more original come-ons.

Probably his most successful promotion to date has been the offer of a Columbia LP player or Micro-verter free with the purchase of five LP records. More than 2,000 players have been pushed out on the deal, 1,200 of which went out of New York City. Altho Goody doesn't circularize his mail trade, they continue to send in orders. An important reason for this is his 100 per cent return privilege. Without exception, "the customer is always right." Listening to records in the shop before purchasing is discouraged, but the records may be brought back and exchanged, with no questions asked. For every 100 LP disks sold, about 20 are returned; actually a staggering quantity. About two per cent of those sold are returned as defective. Rather than go thru red

tape with these, Goody simply sends them back on his semi-annual 5 per cent return. Invariably he has to go out and shop for disks to round out his return, so this is a drop in the bucket.

Trade-Ins Work

About a month ago, Goody ran several ads offering collectors a chance to trade in their shellac classical sets for new LPs. The deal offers 50 cents per disk against each \$1.50 of the LP purchase. Shellac disks so collected are shipped to veterans' hospital in the vicinity, since Goody doesn't sell used records. (Several years ago, at another location, he was the city's biggest used record dealer.) In the first week 200 albums were divided between Halloran and Kingsbridge Hospitals. The number has been growing each week as the result of additional ads and word of mouth.

In catering to the new LP customer, the Goody personnel makes a special effort, while checking out the sale, to query the buyer on the subject of his player, and the needle. He is instructed to recognize when the needle goes bad, and what to do about it. Such service helps the

Mercury Ogles TV, Phono Biz

(Continued from page 13)

will have 16 and 19-inch screens. The company has been making consumer and trade studies, which entail surveying of distributor reaction, and having talks with potential manufacturers who would make the sets under the Mercury name.

Mercury would prefer to have an outside manufacturer make sets in order not to have to get into conditions necessitating large capital investments in plants and equipment. If that is not possible, it might buy parts from other manufacturers and do its own assembling.

Indicative of how TV sales would fit into long-range planning of the company is the fact that it has used the all-embracing name of Mercury Radio & Television Corporation since its organization a number of years ago.

Local 802 Hopeful Of Opening a New Field on East Side

NEW YORK, Dec. 3.—Officials of Local 802, American Federation of Musicians (AFM), are considering ways of having an old zoning law prohibiting live music written off the city books. The zone embraces part of Manhattan's East Side, in which many supper clubs and toity gin mills now operate. These are potential users of singers, small combos and musical acts. The local's attorneys are now compiling evidence and arguments to present before Gotham legislators.

According to 802 brass, many of the spots in the area are using mechanical music in one form or other without complaint from surrounding residences. Live musicians, it is reasoned, could be employed in these spots except for the aged legislation.

Local Says No Monkeys in 802

NEW YORK, Dec. 3.—Local 802 brass, burned at an RKO publicity release in which it was stated that a pair of monkeys in an act that recently played the Palace were members of the local, have sent a telegram to RKO exec Maj. Leslie Thompson, asking an apology and a public retraction.

The release, which was headed "Monkeys in 802? Sure—they're musicians," maintained that one of two of the simians, named "Cobina" and "Tippy," is adept at the Solovox, tho it didn't specify which was the musical one.

The 802 protest termed the publicity "a complete fake" and a "gratuitous insult."

customer get maximum quality from his player, and makes each new disk acquisition something special.

All LP selections manufactured are carried in stock, and sales are now helped along by the new complete LP Record Catalog, published by W. Schwann. Altho they cost Goody 6 cents each, he gives them away. Twenty-two LP labels are included so far. Now that RCA Victor's 45 r.p.m. system has started to catch on rapidly, Goody is carrying a full catalog of 45 disks as well, and looks forward to some sizable business from this quarter.

ANOTHER **DECCA** SMASH!

THE OLD MASTER PAINTER

with 4 Hits and a Miss

coupled with

WHY WAS I BORN?

Both with **SONNY BURKE** and His Orchestra

sung by **DICK HAYMES**

Decca 24801

Single Record 75c (plus tax)

DECCA
RECORDS



Fran is the "ENVY" of most singers!
LOOK Magazine

VICTORS
VERSATILE
VIBRANT
VOICE...



FRAN

WARREN

Singing

"THIS IS WHERE
LOVE WALKS OUT"

RCA Victor Records

78 rpm

20-3587

45 rpm

47-3086

The Billboard

MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART
I

Based on reports received last three days of Week Ending December 2

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. MULE TRAIN

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

1

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 24198; J. Guilpeper, Vocalion 55074; A. Smith, MGM 10577; G. Aulry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399; Val-Tone, Dana 2059.
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. I CAN DREAM, CAN'T I!

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

4

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; T. Benke 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 Benke, Thesaurus; Leith Stevens Ork, Standard.

3. THAT LUCKY OLD SUN

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

3

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)47-3010; S. Vaughn, 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. SLIPPING AROUND

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

2

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

5. DON'T CRY, JOE

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

5

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

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

6

Records available: R. Anthony, Cap 57-761; B. Clark, Col 38598; P. Como, V(78)20-3541; (45)47-3036; E. Wilson-G. Jenkins, Dec 24730; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070.
Electrical transcription libraries: Michael Douglas-The Skyfaris, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.

7. DEAR HEARTS AND GENTLE PEOPLE

By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)

10

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.
Electrical transcription libraries: Kay Armin, Associated.

8. YOU'RE BREAKING MY HEART

By Genaro and Skylar
Published by Algonquin (BMI)

7

Records available: P. Brito, Harmony 1051; R. Case Ork, MGM 10478; B. Clark, Col (78)38546; (LP)1-296; V. Danvone-G. Osher Ork, Mer 5271; Ink Spots, Dec 24693; J. Garber, Cap 57-719; B. Harrington, Vocalion 55019; P. Reed, Dance-Tune 351; T. Manners, Varsity 160; R. Flanagan Ork, Bluebird 30-0031.
Electrical transcription libraries: Bob Eberle, World; Chuck Foster, Lang-Worth; Johnny Guarnieri, Thesaurus; Eddie Skrivaneck, MacGregor; Frankie Masters, Lang-Worth; Lawrence Welk Ork, Standard.

9. JEALOUS HEART

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

8

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 24711; H. Winterhalter Ork, Col 3339; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Peeryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Rhythm, Signature-Hi-Tone 255.
Electrical transcription libraries: Bob Crosby, Standard; Johnny Guarnieri, Thesaurus.

10. THE OLD MASTER PAINTER

By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP)

Records available: P. Harris Ork, V(78)20-3608; (45)47-3144; R. Hayne-M. Miller Ork, Mer 5342; D. Haynes, Dec 24801; S. Lanson, London 553; J. Paris, National 9094; F. Sinatra, Col 38650.
(No information on electrical transcription libraries available as The Billboard goes to press.)



The DJ Poll voted her 'most likely to hit the top'—she proves it with her biggest pairing yet!

Mindy Carson

Just out! Stirring up terrific trade excitement!

ALL THE BEES ARE BUZZIN' 'ROUND MY HONEY

Plus a new best-seller from England!
Mindy's first novelty!

TOO-WHIT! TOO-WHOO!

RCA VICTOR 20-3602 (47-3108*)

Eddy's got another loaded with sentiment,
in the tradition of his all-time greatest!

Eddy Arnold

MAMA AND DADDY BROKE MY HEART

and

Take Me In Your Arms and Hold Me

RCA VICTOR 21-0146 (48-0150*)



THE CERTAIN SEVEN

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

- MULE TRAIN
—Vaughn Monroe 20-3600=47-3106*
- I'VE GOT A LOVELY BUNCH OF COCONUTS—Freddie Martin 20-3544=47-3037*
- A DREAMER'S HOLIDAY
—Perry Como 20-3543=47-3036*
- THERE'S NO TOMORROW
—Tony Martin 20-3582=47-3078*
- THAT LUCKY OLD SUN
—Vaughn Monroe 20-3531=47-3018*
- C-H-R-I-S-T-M-A-S
—Eddy Arnold 21-0124=48-0127*
- CLAIR DE LUNE
—Jose Iturbi 11-8851=49-0176*

*Also available on 45 RPM

SLEEPER OF THE YEAR!

Climbing fast—grab it!

THE 3 SUNS

Close Your Eyes and Dream

20-3583 (47-3079*)

THIS WEEK'S RELEASE!

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

POPULAR

- So This Is Love VAUGHN MONROE 20-3606 (47-3112*)
- There's No One Here But Me
- A Dream Is A Wish Your Heart Makes PERRY COMO 20-3607 (47-3113*)
- Bibbidi-Bobbidi-Boo
- The Old Master Painter PHIL HARRIS 20-3608 (47-3114*)
- St. James Infirmary
- All The Bees Are Buzzin' MINDY CARSON 20-3602 (47-3108*)
- 'Round My Honey
- Too-Whit! Too-Whoo!

Red Barn Polka
Marlene Waltz

ERNIE BENEDICT
25-1143 (51-0039*)

COUNTRY AND WESTERN

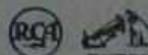
- Mama and Daddy Broke My Heart EDDY ARNOLD 21-0146 (48-0150*)
- Take Me In Your Arms and Hold Me
- I Gotta Have My Baby Back DAVE DENNEY 21-0147 (48-0151*)
- My Bucket's Got A Hole In It

BLUES

- Southern Blues ROOSEVELT SYKES 22-0056 (50-0040*)
- My Baby Is Gone

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

RCA Victor Records



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

The stars who make the hits are on ...

Over 50,000 of these changers moving every month ... over 50,000 new record-sales opportunities every month! How's YOUR stock of "45's"?

THE "45" MARKET IS BOOMING—WITH THE
WORLD'S FASTEST, LOWEST-PRICED AUTOMATIC CHANGER!

ONLY \$12⁹⁵

Plays thru any set!



Coming on Fast!

BLUE BARRON
 ROSE McGILLICUDY
THE PHOTOGRAPHER AND THE STENOGRAPHER
 M-G-M Non-Breakable 10575

BILL FARRELL
 SOME HEARTS SING
 YOUR EYES
 M-G-M Non-Breakable 10576

DAVID ROSE
 WHEN THE WIND WAS GREEN
 LEAVE IT TO LOVE
 M-G-M Non-Breakable 30220

PRESSED ON
METROLITE NON-BREAKABLE
 UNDER NORMAL USE

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

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending December 2

BEST-SELLING SHEET MUSIC

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

POSITION		Weeks Last This		Song	Publisher
Week	to date	Week	Week		
8	2	1		A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
9	4	2		I CAN DREAM, CAN'T I? (R)	Chappell
9	1	3		DON'T CRY, JOE (R)	Harmt, Inc.
15	5	4		THAT LUCKY OLD SUN (R)	Robbins
5	3	5		MULE TRAIN (F) (R)	Walt Disney
9	6	6		SLIPPING AROUND (R)	Peer, Int.
3	12	7		DEAR HEARTS AND GENTLE PEOPLE (R)	E. J. Morris
14	8	8		JEALOUS HEART (R)	Acuff-Rose
21	7	9		YOU'RE BREAKING MY HEART (R)	Algonquin
16	10	10		SOMEDAY (YOU'LL WANT ME TO WANT YOU) (R)	Duchess
24	11	11		ROOM FULL OF ROSES (R)	Hill & Range
12	13	12		HOP SCOTCH POLKA (R)	Cromwell
2	15	12		WHITE CHRISTMAS (R)	Berlin
1	—	14		THE OLD MASTER PAINTER (R)	Robbins
2	14	15		I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
3	16	16		JOHNSON RAG (R)	Miller
1	—	16		ALL I WANT FOR CHRISTMAS (IS MY TWO FRONT TEETH) (R)	Witmark

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		Weeks Last This		Song	English	American
Week	to date	Week	Week			
7	1	1		YOU'RE BREAKING MY HEART	Chappell	Algonquin
15	3	2		I DON'T SEE ME IN YOUR EYES	Connelly	Laurel
2	8	3		HARRY LIME THEME	Chappell	Chappell
14	2	4		CONFIDENTIALLY	Chappell	*
27	4	5		FOREVER AND EVER	Francis Day	Robbins
11	5	6		WEDDING SAMBA	Leeds	Duchess Music
2	6	7		HOPSCOTCH POLKA	Leeds	Cromwell
15	7	8		LEICESTER SQUARE RAG	Norris	*
2	17	9		I'LL STRING ALONG WITH YOU	Feldman	Witmark
20	10	10		CARELESS HANDS	Edwin Morris	Milrose Music
11	12	10		SHAWL OF GALWAY GREY	Connelly	*
21	12	12		ECHO TOLD ME A LIE	Chappell	Chappell
4	15	12		MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
8	14	14		ROSE IN A GARDEN OF WEEDS	Box and Cox	Leeds
2	19	15		SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	Al Gallico
35	9	16		HOW CAN YOU BUY KILARNEY?	Peter Maurice	Leeds
22	11	17		RIDERS IN THE SKY	Morris	Morris
6	15	18		BABY, IT'S COLD OUTSIDE	Morris	Morris
2	—	19		KISS IN YOUR EYES	Bosworth	*
—	—	19		I'VE GOT A LOVELY BUNCH OF COCONUTS	Box and Cox	Cornell
—	—	20		DECEMBER	Bradbury Wood	*
—	—	20		IS IT TOO LATE?	Kassner	*

*Publisher not available as The Billboard Goes to press

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JERRY LEWIS two faced
on **CAPITOL'S** latest smash!

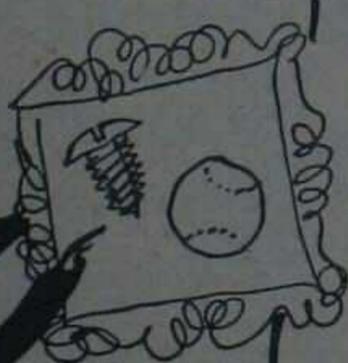
"ARE YOU FOR REAL?"

With Billy May And His Orchestra

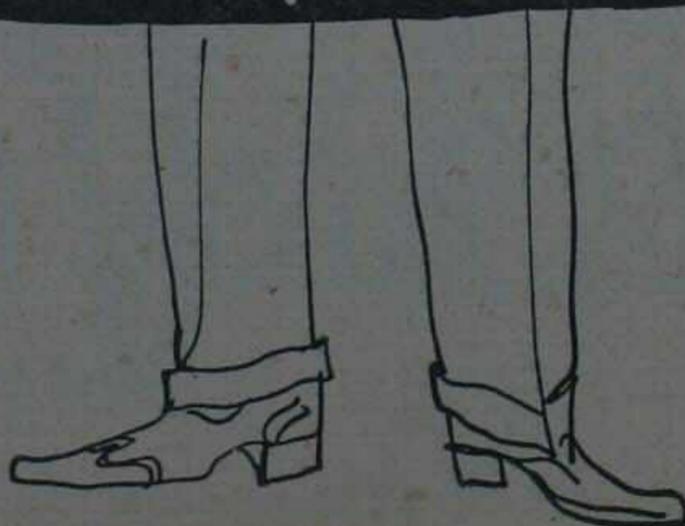
"I Love A Murder Mystery"

With Billy May And His Orchestra

CAPITOL RECORD 57-786 78 rpm



DEAN MARTIN
with his latest portrait
of JERRY LEWIS



The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days at
Week Ending December 2

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION	Weeks Last	This Week	Title	Artist	Lic. By
4	1	1	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345-ASCAP
9	3	2	I CAN DREAM, CAN'T IT	Andrews Sisters-G. Jenkins Ork	Dec 24705-ASCAP
12	3	3	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224-BMI
15	2	4	THAT LUCKY OLD SUN	F. Laine	Mercury 5316-ASCAP
4	4	5	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
11	7	6	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720-ASCAP
9	6	7	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036-ASCAP
4	23	8	I CAN DREAM, CAN'T IT	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377-ASCAP
3	12	9	DON'T CRY, JOE	R. Flanagan Ork	Bluebird 30-0007-ASCAP
3	10	10	MULE TRAIN	V. Monroe Ork	V 20-3600-ASCAP
10	18	11	DON'T CRY, JOE	F. Sinatra	Col(78)38555; (LP)1-315-ASCAP
3	11	12	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
11	13	13	THAT LUCKY OLD SUN	V. Monroe Ork	V(78)20-3531; (45)47-3018-ASCAP
6	17	14	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047-ASCAP
3	14	15	MULE TRAIN	G. MacRae	Cap 57-777-ASCAP
1	—	15	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby	Dec 24798-ASCAP
4	16	17	A DREAMER'S HOLIDAY	B. Clark	Col(78)38599; (LP)1-353-ASCAP
21	8	18	YOU'RE BREAKING MY HEART	V. Damone-G. Osser	Mercury 5271-BMI
17	29	18	SOMEDAY	V. Monroe Ork	V(78)20-3510; (45)47-2986-BMI
4	25	20	A DREAMER'S HOLIDAY	R. Anthony Ork	Cap 57-761-ASCAP
3	27	20	I WANNA GO HOME	P. Como-Fontane Sisters	V(78)20-3586; (45)47-3082-ASCAP
2	30	22	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
8	18	23	ENVY	F. Warren	V(78)20-3551; (45)47-3044-BMI
4	9	24	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368-ASCAP
1	—	25	THE OLD MASTER PAINTER	D. Haymes	Dec 24801-ASCAP
16	22	26	WHISPERING HOPE	J. Stafford-G. MacRae-P. Weston Ork	Cap 57-690-ASCAP
1	—	26	THE OLD MASTER PAINTER	S. Lanson	London 555-ASCAP
3	—	28	CANADIAN CAPERS	D. Day	Col(78)38595; (LP)1-353-ASCAP
3	20	29	I CAN DREAM, CAN'T IT	T. Beneke Ork	V(78)20-3553; (45)47-3046-ASCAP
6	20	30	WHY WAS I BORN?	V. Damone	Mercury 5326-ASCAP
2	—	30	BLUEBIRD ON YOUR WINDOWSTILL	Doris Day	Col(78)38611; (LP)1-376-BMI
1	—	30	WAY BACK HOME	B. Crosby-F. Waring Ork	Dec 24800

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, November 25, 8 a.m., and ending Friday, December 2, 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.

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The Top 30 Tunes (plus ties)

A Dreamer's Holiday (R)	Shapiro-Bernstein-ASCAP
A Thousand Violins (F) (R)	Paramount-ASCAP
Aln't She Sweet? (R)	Advanced-ASCAP
Dear Hearts and Gentle People (R)	E. H. Morris-ASCAP
Don't Cry, Joe (R)	Harms, Inc.-ASCAP
Hush Little Darlin' (R)	Michael-BMI
I Can Dream, Can't It (R)	Chappell-ASCAP
It's a Wonderful Life (F) (R)	Lombardo-ASCAP
I've Got a Lovely Bunch of Coconuts (R)	Cornell-ASCAP
Jealous Heart (R)	Acuff-Rose-BMI
Just for Fun (R)	Paramount-ASCAP
Maybe It's Because (R)	Bregman-Vocco-Conn-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
Someday (You'll Want Me To Want You) (F)	Duchess-BMI
Stay Well (R)	Chappell-ASCAP
That Lucky Old Sun (R)	Robbins-ASCAP
The Last Mile Home (R)	Leeds-ASCAP
The Old Master Painter (R)	Robbins-ASCAP
There's No Tomorrow	Paxton-ASCAP
Too, Too, Tootsie (F) (R)	Feist-ASCAP
Younger Than Springtime (M) (R)	Williamson-ASCAP
You're Breaking My Heart (R)	Algonquin-BMI
You're In Love With Someone	Kramer-Whitney-ASCAP

(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 25 to December 1

Songs	Publisher	Tot. Pts
A Dreamer's Holiday	Shapiro-Bernstein	222
A Thousand Violins (F)	Famous	86
Aln't She Sweet	Advanced	91
Charley, My Boy	Bourne	68
Dear Hearts and Gentle People	E. H. Morris	185
Don't Cry, Joe	Harms, Inc.	193
Festival of Roses	Witmark	56
Hush, Little Darlin'	Michael	67
I Can Dream, Can't It	Chappell	142
I Want You To Want Me (F)	Mills	60
It's a Wonderful Life	Lombardo	55
Just for Fun (F)	Paramount	66
Maybe It's Because	Bregman-Vocco-Conn	66
Merry Christmas Waltz	Advanced	54
Mule Train (F)	Walt Disney	123
My Street	Campbell	63
River Seine	Remick	181
Room Full of Roses	Hill & Range	78
Rudolph the Red Nosed Reindeer	St. Nicholas	225
Santa Claus Is Coming to Town	Feist	206
She Wore a Yellow Ribbon (F)	Regent	82
Slipping Around	Peer, Int.	101
Stay Well (M)	Chappell	58
That Lucky Old Sun	Robbins	150
The Last Mile Home	Leeds	106
There's No Tomorrow	Paxton	69
Too, Too, Tootsie (F)	Feist	72
White Christmas	Berlin	148
Younger Than Springtime (M)	Williamson	70
You're Breaking My Heart	Algonquin	63

Vox Jox

WESTERN WAX WHIRL . . .

Jack Thayer, WJOL, Minneapolis, had some high class help drafted to do his chores while he married Donna Jean Marchand recently. June Christy and Billy De Wolfe were skedded to take over mike and turntable for his Saturday Swing Club, and Carl Ravazza, playing a hotel engagement near by, promised to warble Because at the church ceremony. . . . Bill Silbert, who remotes nightly over WXYZ from the Wonder Bar in Detroit, has added a telephone quiz to his celeb interviews and sports news. He has listeners phone in initials of silent screen stars, and Silbert, with the help of persons on the nitery lounge, proceeds to guess the star's identity. . . . Paul Irving and Richard H. Dix do a duo jock stint at midnight over WEDC, Chicago. . . . Jack Ellis, WBNB, Youngstown, O., writes that he just finished sending a bushel of Billy Eckstine photos to requesters following the warbler's recent personal appearance on Ellis's show. . . . Rudi Tokar, WIZE, Springfield, O., is using a new format for a daily one-hour show called Best Bands in the Land. The top four bands of the preceding week are featured for recent achievements, such as scoring in trade polls, etc.

GRIPES AND SWIPES . . .

Rhett (Love That Name) Turnipseed, WRFC, Athens, Ga., opined, "There are so many new tunes ranging from good to wonderful—last spring good tunes were scarce as knee-length skirts—but the market picked up and today the stack is tremendous." . . . Larry Regan, Barrehouse Revue, barker at WTFS, New Orleans, wonders why indie labels specializing in blues and boogie don't go in more for "radio contacts," i.e. distributing free samples to spinners.

MULE TRAIN LOG . . .

Duf (Digger) Dugdale, KVOL, Lafayette, La., absent-mindedly suggested after spinning Bing's version of the whipcracker that he'd send licorice whips to all listeners who liked the platter well enough to drop him a note. "I'm now broke buying licorice whips and postage stamps," Dug moans. . . . John Andrews, Bud Chase and Jack Melloy, WHOT, South Bend, Ind., in a desperate moment dubbed their own weird music, sound effects and "vocalizing" on the Laine version, and called it "Dog Train." Some listeners, they claim, actually asked where the disk could be purchased. . . . Fred Smith, WKJG, Fort Wayne, Ind., got complaints from fans that only the Frankie Laine disk had a loud, satisfying whipcrack. Now Smith supplies "a very authentic whipcrack" on all other "trains." . . . Rog Stake and Gil Clarke conducted a "best mule train" contest, offered a bull whip and \$10 in cash for the best letter.

GIMMIX . . .

Paul Paulsen, WTVN, St. Johnsbury, Vt., does a "turntable fables" stunt on the Saturday broadcast of his Caledonia Capers show. He weaves four or five disks into a humorous tale, filling in the gaps with a libretto of his own. . . . Ned Lukens, WEAS, Decatur, Ga., gives away what he assures us are "ladies' genuine diamond rings" to the customers who guess his mystery melody, which is played backward. . . . Howard Malcolm, WCOP, Boston, who predicts the click disks via listener votes for new releases on his Record Rack stint, is having the weekly winners printed on a poster along with a picture of himself, the posters to be displayed in five of Boston's retail platteries. . . . Earle Pudney, WGY, Schenectady, wattery production supervisor who recently turned spinner, works live piano and vocal lead-ins and lead-outs for platters and e.t.d commercials. . . . Joe Dorsey, WEMP, Milwaukee, finds that playing two copies of the same disk, starting one a fraction of a second after the other, creates an unusual echo chamber effect much admired by his listeners. . . . Dave Stansbury, who spins under the nom de plume of "madman at the controls" at KSIB, Creston, Ia., has a once-weekly stint during which he programs only tunes beginning with a certain letter for that particular week. To complicate things, listeners must not only request ditties beginning with the letter indicated, but must draw, not write, the title they want played.

PHILADELPHIA . . .

Eddie Newman, WPEN, and president of the Philadelphia Disk Jockeys' Association, got up early—alho he's a midnight broadcaster—to welcome Santa Claus at the Pottstown (Pa.) Farmers' Market. . . . Fran Warren hosted all the spinners in the Philadelphia-Camden area to a deejay party at Chubby's, North Collingswood, N. J., nitery, where she is appearing. . . . Joe McCauley (WIP), Eddie Newman (WIBG) and Oscar Treadwell (WKLN), as representatives of the Philadelphia Disk Jockeys' Association, went to New York to present to Stafford with a plaque for her co-operation with the local spinners. . . . Stu Wayne (KYW) and LeRoy Miller (WFIL) were among those serving as auctioneers for the \$250,000 charity auction sale staged by the Junior Chamber of Commerce at the 108th Field

(Continued on page 26)

Looks like Dennis' biggest
since "Clancy"!



*This one's a "natural"
for the famous Day charm!
It's racing ahead
—get with it!*

*Dennis
Day*

**"DEAR HEARTS
AND GENTLE PEOPLE"**

On "45" record 47-3102 . . . On conventional record 20-3596

The stars who make the hits
are on...

RCA Victor Records



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

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending December 2

PART IV



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks Last, This, Record Title, Artist, Label, Catalog Number, ASCAP/BMI status.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks Last, This, Record Title, Artist, Label, Catalog Number, ASCAP/BMI status.

CLASSICAL SINGLES

Table with columns: POSITION, Record Title, Artist, Label, Catalog Number, ASCAP/BMI status.

CLASSICAL ALBUMS

Table with columns: POSITION, Record Title, Artist, Label, Catalog Number, ASCAP/BMI status.

POP ALBUMS

Table with columns: POSITION, Record Title, Artist, Label, Catalog Number, ASCAP/BMI status.

Dealer Doings

SANTA CLAUS P.A. . . . Bob Bosworth, of the L. C. Marsh Radio Store, Port Washington, L. I., N. Y., suggests that a good promotion is the stationing of a part-time Santa Claus in the disk department to hand out "free" records to the kid customers.

WEEKLY DRAWING . . . King Music House, Mount Carmel, Pa., has a plan whereby a customer who buys at least one dollar's worth of records is eligible to participate in a weekly drawing for a pop album prize.

RECORD CLUB . . . "Our store has set up a record club stunt that customers seem to enjoy," writes the Valley Music Store, El Cajon, Calif.

ADS AND SALES . . . Sears, Roebuck in Buffalo devoted a third-of-a-page ad to a "record riot" in which "famous make popular, semi-classical and classical records" were sold at cut prices.

PHILADELPHIA . . . Snellenburgs and Lit Bros. are putting on an ad campaign for Columbia's LP's. . . Barr's, with a chain of six stores thruout the city, is running a big radio campaign centered around RCA Victor table model and personal portable radio sets and combinations.

DIGITS AND DISKS . . . Extensive radio advertising is helping to push disks at Super Music Stores, Washington. The three-outlet chain sponsors three programs on a five-a-week basis and one on Saturday nights.

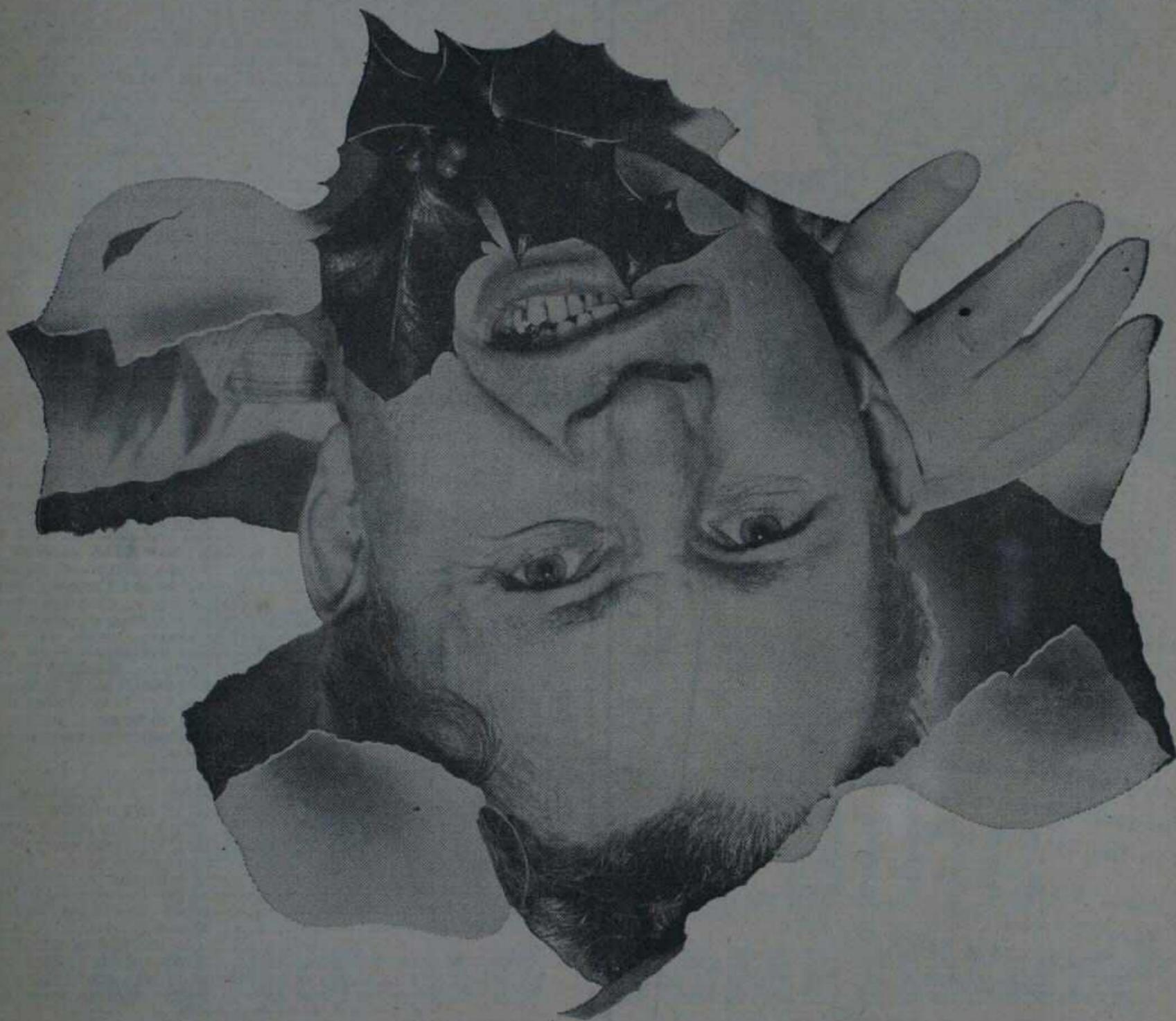
VOX JOX

(Continued from page 24)

Artillery Armory. . . Frank Ford (WPEN) conducted the giveaway features and door prizes for the 12th annual "Jewish Times" cooking school sessions last week at the YMHA.

FOLK FARE . . . Program Director Bill Sloan, KWHI, Brenham, Tex., taped an interview with Floyd Tillman, and reports that Tillman is co-writing a new tune with Frankie Carle.

*By Yummy, you sure helped me turn
the Christmas Market UPSIDE DOWN*



*with "I JUST GO NUTS AT CHRISTMAS"
and "YINGLE BELLS" Yogi Yorgelston*

(CAPITOL No. 57-781)

**WATCH FOR YOGI'S
TERRIFIC NEW FOLLOW-UP HIT!**

(To be released early in January)





Dear Disk Jockeys:

Many sincere thanks for voting me your "favorite feminine vocalist" in The Billboard poll for 1949.*

Also, I want to be one of the first to wish you a truly MERRY CHRISTMAS and a HAPPY AND SUCCESSFUL NEW YEAR.

Gratefully,

Doris Day

*P.S.: I could not have done this without Columbia Records' wonderful co-operation.

Management:

CENTURY ARTISTS, LTD.

6331 Hollywood Blvd.
Hollywood 28, Calif.

Publicity:

BOB WEISS

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending December 2

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
4	2	1	1	MULE TRAIN	F. Laine-M. Miller Ork. Mercury 5345—ASCAP
13	1	2	2	SLIPPING AROUND	J. Wakely and M. Whiting. Cap 57-40224—BMI
11	4	3	3	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters. Dec 24705—ASCAP
14	3	4	4	THAT LUCKY OLD SUN	F. Laine. Mercury 5316—ASCAP
11	5	5	5	DON'T CRY, JOE	G. Jenkins Ork. Dec 24720—ASCAP
4	6	6	6	MULE TRAIN	Bing Crosby-P. Botkins String Band. Dec 24798—ASCAP
9	10	7	7	A DREAMER'S HOLIDAY	P. Como. V(78)20-3543; (45)47-3036—ASCAP
12	7	8	8	THAT LUCKY OLD SUN	V. Monroe Ork. V(78)20-3551; (45)47-3018—ASCAP
6	8	9	9	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)
14	9	10	10	JEALOUS HEART	A. Morgan Ork. London 500—BMI
6	15	11	11	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)
22	11	12	12	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork. Mercury 5271—BMI
5	29	13	13	THERE'S NO TOMORROW	T. Martin. V(78)20-3502; (45)47-3078—ASCAP (C. Rozzella, Dec 24782; G. Spivak Ork, London 554)
2	21	14	14	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkins' String Band. Dec 24798—ASCAP
1	—	14	14	THAT LUCKY OLD SUN	F. Sinatra. Col(78)38600; (LP)11-372—ASCAP
1	—	14	14	SHE WORE A YELLOW RIBBON	E. Miller Ork. Rainbow 80033—ASCAP (T. Tucker Ork, MGM 10572; J. Blaine, London 552; J. Culpeper, Vocalion 55074; Andrews Sisters-Russ Morgan, Dec 24812; R. Flanagan Ork, Bluebird 30-0009; J. Wayne, Col 38653)
16	12	17	17	YOU'RE BREAKING MY HEART	Ink Spots. Dec 24693—BMI
12	23	18	18	JEALOUS HEART	J. Owens. Dec 24711—BMI
1	—	19	19	MULE TRAIN	Tennessee Ernie. Cap 57-40258—ASCAP
2	26	20	20	A DREAMER'S HOLIDAY	B. Clark. Col(78)38599; (LP)11-360—ASCAP
5	13	20	20	JOHNSON RAG	J. Teter Trio. London 501—ASCAP (A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hayman Quartet, Rondo 207; J. Dorsey Ork, Col 38649; C. Thornhill Ork, V(78)20-3604; (45)47-3110; P. Bailey, Harmony 1088)
2	—	20	20	THAT LUCKY OLD SUN	L. Armstrong-G. Jenkins Ork. Dec 24752—ASCAP
1	—	23	23	DON'T CRY, JOE	R. Flanagan Ork. Bluebird 30-0007—ASCAP
1	—	23	23	MULE TRAIN	V. Monroe Ork. V 20-3600—ASCAP
14	16	25	25	YOU'RE BREAKING MY HEART	B. Clark. Col(78)38546; (LP)11-296—BMI
1	—	25	25	DEAR HEARTS AND GENTLE PEOPLE	D. Shore. Col 38605—ASCAP
7	—	25	25	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston Ork. Cap 57-690—ASCAP (T. Clayton Ork, Varsity 215; R. Flanagan Ork, Bluebird 30-0008; Andrews Sisters with V. Schoen Ork, Dec 24717; J. Taylor-The Radio Ranch Hands, Mer 6166)
23	23	28	28	ROOM FULL OF ROSES	E. Howard. Mercury 5296—BMI (P. Reed, Dance-Tone 355; J. Searle Ork, Bluebird 31-0012; Cass County Boys, Dec 46174; Sons of the Pioneers, V 21-0065; S. Sims, Coral 40067; 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; S. Kaye-D. Cornell & The Kaydets, V 20-3441; C. Foster & Ork, Vocalion 55013; J. Wayne, Col(78)38525, (LP)11-278; M. Morgan, ABC-Eagle 197)
1	—	28	28	THE OLD MASTER PAINTER	D. Haymes. Dec 24801—ASCAP
4	—	28	28	TOOT, TOOT, TOOTSIE	A. Mooney Ork. MGM 10548—ASCAP (M. Blanc, Cap 57-780; Bob Crosby, Harmony 1065; A. Kassel, Vocalion 55071; Hoosier Hot Shots, Col 20632; M. Hutton, MGM 10535; T. Martin, V(78)20-3556, (45)47-3049; K. Parker Trio, Texstar 201)

WARNING!

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Another OUTSTANDING VOCAL INTERPRETATION
 BY AMERICA'S No. 1-2 RECORD ARTIST

Frankie Laine

"DON'T DO SOMETHING"

(TO SOMEONE ELSE THAT YOU WOULDN'T WANT DONE TO YOU)

Backed By "WAITING AT THE END OF THE ROAD"

MERCURY NONBREAKABLE RECORD No. 5332



ANOTHER FRANKIE LAINE SMASH HIT!

"YOU'RE ALL I WANT FOR CHRISTMAS"

MERCURY RECORD No. 5177

Only *Mercury* has the hits on NON BREAKABLE RECORDS

ALADDIN

Watch **HIT CHARTS** for
AMOS MILBURN

- "LET'S MAKE CHRISTMAS MERRY, BABY" Aladdin 3037
- "Bow-Wow" Aladdin 3038
- "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 Now
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

The Billboard MUSIC POPULARITY CHARTS

Rhythm & Blues Records

PART VI

Based on reports received last three days of Week Ending December 2

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last	This to date	Record	Artist	Label
10	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
5	3	2	FOR YOU, MY LOVE Lost My Baby	L. Darnell	Regal 3240
2	—	3	LET'S MAKE CHRISTMAS MERRY, BABY Bow-Wow	A. Milburn	Aladdin 3037
6	2	4	WHY DON'T YOU HAUL OFF AND LOVE ME? Is That All I Mean To You	Bull Moose Jackson	King 4322—BMI
4	—	5	GUESS WHO? Landlord Blues	Ivory Joe Hunter	King 4306—BMI
2	7	6	BOOGIE AT MIDNIGHT The Blues Got Me Again	R. Brown	DeLuxe 3300
4	4	7	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
4	—	8	BLUES FOR MY BABY You Satisfy	B. Wright	Savoy 710—BMI
3	—	9	ANGEL CHILD Nobody Loves Me	Memphis Slim	Miracle 145
4	9	10	FORGIVE AND FORGET So Much	The Grioles	Jubilee 5016
11	7	11	NUMBERS BOOGIE After School Blues	Sugar Chile Robinson	Cap 57-70037—BMI
11	11	11	IT'S MIDNIGHT Midnight Whistle	Little Willie Littlefield	Modern 20-686—BMI
2	6	13	HOMESICK BLUES Let's Have a Ball	C. Brown	Aladdin 3039
1	—	13	REAL PRETTY MAMA Drifting Blues	A. Milburn	Aladdin 3038
2	11	15	LONESOME CABIN BLUES Baba-Du-Lay Fever	Mercy Dee	Spire 11-001
1	—	15	JEALOUS HEART All States Boogie	I. J. Hunter	King 4314—BMI

WARNING!

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THE PUBLIC DEMANDS!



THE ORIGINAL HIT VERSION OF

"I'll Get Along Somehow"

Part 1 Part 2 Featuring the Recitation that thrills the nation!

- Regal 3240 "LOST MY BABY" Regal 3236
- "FOR YOU MY LOVE"

By the great new Singing Sensation

LARRY DARNELL

Coming Up...

- "Cuttin' Out" and "My Rough and Ready Man" Regal 3235
- by ANNIE LAURIE

Regal BUY NOW!
RECORD CORP. • LINDEN, N. J.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last	This to date	Record	Artist	Label
10	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
5	10	2	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322—BMI
13	8	3	BROKEN HEARTED	E. Williams	Supreme 1535—BMI
5	4	4	JEALOUS HEART	Ivory Joe Hunter	King 4314—BMI
2	3	5	FOR YOU, MY LOVE	L. Darnell	Regal 3240
1	—	6	CRAWLING KING SNAKE BLUES	J. L. Hooker	Modern 714
2	—	6	SOMEBODY DONE STOLE MY CHERRY RED	E. Vinson	King 4315—BMI
2	5	8	HOMESICK BLUES	C. Brown	Aladdin 3039
3	14	8	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
10	—	8	ROOMING HOUSE BOOGIE	A. Milburn	Aladdin 3032—BMI
2	—	11	NUMBERS BOOGIE	Sugar Chile Robinson	Cap 57-70037—BMI
3	5	12	BOOGIE AT MIDNIGHT	R. Brown	DeLuxe 3300
16	13	12	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4306—BMI
4	14	12	ANGEL CHILD	Memphis Slim	Miracle 145
1	—	15	I'LL MISS YOU	C. Brown	Exclusive 120-X

ADVANCE RHYTHM & BLUES RECORD RELEASES

- Caldonia: Sugar Chile Robinson (Voovy Voovy) Cap 57-70056
- Cleo's Boogie: C. Brown (Cook That) Cap 57-70057
- Give Her the Number One: B. La Motta (I Wanna) Arca 1209
- Going Away: J. Preston (Credit Blues) Gotham 206
- Homesick Blues: C. Brown (Let's Have) Aladdin 3039
- How Green Was My Valley: H. Belafonte (They Didn't) Cap 57-70059
- How Long: J. Witherspoon (Skid-Row Blues) Supreme 1545
- I Gotta Gal: J. Otis (Thursday Night) Modern Hollywood 20-715
- I Made Up My Mind: B. Butler (Too Bad) Gotham 208
- I Never Get Tired Doin' It: T. Davis (Gee (Draggin' My) Dec 48122
- I Sent My Regards: A. Stinson (Barbecue Lounge) V 50-0637
- I Wanna Settle Down: B. La Motta (Give Her) Arca 1209
- I Want a Present for Christmas: J. B. Summers (My Baby) Gotham 209
- I Want Somebody: E. Cole (Abelship) Gotham 5-207
- If I Can't Have You: J. Robinson (Carter) (Roll With) V78122-0054 (45150-0058)
- I'll Never be Free: S. Churchill (Get Yourself) Arca 1223

ORDER NOW!
IMMEDIATE
DELIVERY!

OVER 400,000
OF ANTON KARAS

"THE THIRD MAN" THEME
ZITHER SOLO

SOLD IN
8 WEEKS!



INTER OFFICE MEMO

FROM: E. R. LEWIS, London, England

TO: D. H. TOLLER-BOND, New York, U.S.A.

SUBJECT: "THE THIRD MAN" THEME No. 536

In eight weeks we have sold over 400,000 of Anton Karas' "THE THIRD MAN" THEME in England.

"THE THIRD MAN" THEME will unquestionably be the record of the year in the States too. The public will obviously want the recording by Anton Karas, the artist who wrote and played this music in the film, "THE THIRD MAN". Anton Karas is LONDON'S exclusive artist, so the public will want the LONDON record.

LONDON'S "THE THIRD MAN" THEME will hit by itself--and with the picture, "THE THIRD MAN" breaking nationally very soon, sales will zoom and should be fantastic.

Best regards,
Ever yours,

Les

LONDON

RECORD NO. 536 75c plus tax

JOHN RAY TONING

MOVES FROM "SHANTYTOWN" TO A BRAND NEW "BUNGALOW"

KING
WE'LL BUILD A BUNGALOW
15018

SPECIAL RELEASE
ALL THE WAY CHOO CHOO
OF NORTH CAROLINA MEDLEY
KING 15030

KING RECORDS

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

Based on reports received last three days of Week Ending December 2

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
14	1	1	SLIPPING AROUND Wedding Bells	M. Whiting-J. Wakely	Cap 57-40224-BMI
13	2	2	BLUES, STAY AWAY FROM ME Goin' Back to the Blue Ridge	Delmore Brothers	King 803-BMI
6	3	3	I'LL NEVER SLIP AROUND AGAIN Six Times a Week and Twice on Sunday	M. Whiting-J. Wakely	Cap 57-40246-BMI
3	4	4	MULE TRAIN Anticipation Blues	Tennessee Ernie	Cap 57-40258-ASCAP
7	15	5	CRY BABY HEART I Love Everything About You	G. Morgan	Col(78)20627, (LP)2-358-BMI
3	10	6	MY BUCKET'S GOT A HOLE IN IT I'm So Lonesome I Could Cry	H. Williams	MGM 10560-BMI
20	7	7	BLUE CHRISTMAS White Christmas	E. Tubb	Dec 46186
40	12	8	LOVESICK BLUES Never Again	Hank Williams and His Drifting Cowboys	MGM 10352-ASCAP
19	6	8	SLIPPING AROUND My Tennessee Baby	E. Tubb	Dec 46173-BMI
20	7	10	WHY DON'T YOU HAUL OFF AND LOVE ME? Don't Know Why	Wayne Raney	King 791-BMI
3	-	10	C-H-R-I-S-T-M-A-S Will Santa Come To Shanty Town	E. Arnold	V(78)21-0124, (45)48-0127-BMI
29	15	12	WEDDING BELLS I've Just Told Mama Goodbye	H. Williams and His Drifting Cowboys	MGM 10401-ASCAP
1	-	13	WILL SANTA COME TO SHANTY TOWN? C-h-r-i-s-t-m-a-s	E. Arnold	V(78)21-0124, (45)48-0127
1	-	13	RUDOLPH, THE RED-NOSED REINDEER If It Doesn't Snow on Christmas	G. Austry	Col(78)38610, (LP)1-375
1	-	15	HERE COMES SANTA CLAUS An Old-Fashioned Tree	G. Austry	Col(78)20377, (LP)2-392-ASCAP

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- E. Martin (Got to) Rich-R-Tone 407
- New Wildwood Flower
- B. Starcher (Walk Lightly) Col 20643
- Pony Express
- S. Hamblen (Blue Bonnets) Col(78)20650; (33)2-425
- Put Me to Bed No. 2
- J. Bond (A Petal) Col 20645
- Put My Little Shoes Away
- E. Britt-The Skytoppers (Chime Bells) V(45)48-0143
- Red Rocking Chair
- C. Monroe & His Kentucky Partners (Time Clock) V(78)21-0145; (45)48-0149
- Saddle on My Heart
- D. Evans-M. DeLugg Ork (It's Saturday) V(78)21-0144; (45)48-0145
- She Wore a Yellow Ribbon
- J. Culpeper (Mule Train) Vocalion 55074
- Sittin' on Top of the World
- R. Murrell (The Letter) Cap 57-40262
- Slipping Around
- Q. D. Holly & His Southern Troubadors (Filipino Rose) Folk-Star 505
- Square Dances—Volume 11 Album
- L. Loy Col(33)HL9014
- Georgia Peach
- Hinky Dinky Parlez-Vous
- Just Because
- Listen to the Mocking Bird
- San Antonio Rose
- Wait for the Wagon
- Yankee Doodle
- Squid Jiggin' Ground
- E. McCurdy (Lukey's Boat) Monogram 154
- Sunday Down in Tennessee
- J. Culpeper (I Gotta) Vocalion 55075
- Take a Little Silver
- M. Shiner (My Bucket's) Dec 46195
- Tennessee Border No. 2
- E. Tubb (Don't Be) Dec 46201
- T-E-X-A-S (With a Capital "T")
- J. Atkins (When Evening) Coral 40136
- The Letter I Forgot To Mail
- R. Murrell (Sittin' on) Cap 57-40262
- The Whispering Pines
- J. Taylor & His Tailormade (He's a) Red Bird 1001-1805
- The Winter Song
- T. Williams (Crocodile Tears) Cap 57-40233
- Tie a Little String Around Your Finger
- W. Moore (Boots Mean) Savoy 3023
- Time Marches On
- G. Daniels (Whatcha Going) Four Star 1325
- Time Clock of Life
- C. Monroe & His Kentucky Partners (Red Rocking) V(78)21-0145; (45)48-0149
- Too Good To Be True
- D. Landers (It Meant) MGM 10561
- Walk Lightly, You're Stepping on My Heart
- B. Starcher (New Wildwood) Col 20643
- Wednesday Night Waltz
- C. Atkins (Centipede Boogie) V(78)21-0139; (45)48-0142
- Whatcha Going To Do
- G. Daniels (Time Marches) Four Star 1325
- When Evening Shadows Fall
- J. Atkins (T-E-X-A-S) Coral 40136
- Why Pick on Me
- Tennessee Valley Boys (I'm Lonesome) Folk-Star Records 510
- Wine, Women and Pink Elephants
- B. Peppers (Without Your) Crystal 249
- Without Your Wedding Ring
- B. Peppers (Wine, Women) Crystal 249
- You're Only in My Arms (To Cry on My Shoulder)
- J. Wakely (I Don't) Cap 57-40252
- You Ain't Got My Number Anymore
- B. King & His Duds Ranch Gang (Tag Along) Crystal 225
- You Broke My Heart When You Told Me
- L. Gordon (Jaw, Jaw) Atlantic 722

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk (Country & Western) Record Section



Based on reports received last three days of

Week Ending December 2

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 Last to date	This Week	Record	Artist	Label
20	1	1	1. SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
20	3	2	2. WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791—BMI
7	6	2	3. BLUES STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
6	2	4	4. I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
1	—	5	5. MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—BMI
5	10	6	6. CRY BABY HEART	G. Morgan	Col(78)20627, (LP)2-358—BMI
28	4	7	7. WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
3	9	8	8. MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
19	7	9	9. SLIPPING AROUND	Ernest Tubbs	Dec 46173—BMI
9	14	9	9. WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	Dec 46178—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION	Weeks Last to date	This Week	Record	Artist	Label
1	—	1	1. MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
1	—	2	2. SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
1	—	3	3. BLUES STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
1	—	4	4. I LOVE EVERYTHING ABOUT YOU	G. Morgan	Col(78)20627, (LP)2-358
1	—	5	5. WHY DON'T YOU HAUL OFF AND LOVE ME?	Wayne Raney	King 791—BMI
1	—	6	6. I LOVE YOU BECAUSE	L. Payne	Cap 57-40258—BMI
1	—	7	7. CRY BABY HEART	G. Morgan	Col(78)20627, (LP)2-358—BMI
1	—	7	7. BLUES STAY AWAY FROM ME	E. Crosby	Dec 46180—BMI
1	—	9	9. ANTICIPATION BLUES	T. Ernie	Cap 57-40258
1	—	10	10. I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Red Kirk (Mercury) is now with Bob Mason and the Western Swingbillies at WRUN, Utica, N. Y. . . Paul Howard and his Arkansas Cotton Pickers (King) are reportedly moving to KTBS, Shreveport, La. . . Jimmy Wakely (Capitol) set to do a return two-weeker at the Thunderbird Hotel, Las Vegas, starting November 24. Wakely has re-signed with Capitol after considerable dickering. . . Marty Landau, owner of the Riverside Rancho, Los Angeles rustic music dancery, reports that Tex Williams (Capitol) has been re-signed for another six months at the terpalace, making a two-year stand. The Williams band played five one-nighters recently, with Hank Penny (King) replacing him. . . Betsy Gay (Capitol), the singing comedienne with Williams, is touring the East, repped by Mark J. Leddy.

Jimmy Osborne (King), of WLEX, Lexington, Ky., will be feted by civic and State officials at Winchester, Ky., his home town, December 10, when he takes his radio show cast to the high school auditorium there. Osborne will be given the keys to the city and will be made a Kentucky colonel by Gov. Earle G. Clements. Radio Station WLEX has designated December 10 as "Jimmy Osborne Day." The entire Winchester ceremony will be aired over WLEX. . . Oscar Davis, J. L. Frank, Dewey Musson and Jim Denny, of WSM, Nashville, consummated several important deals here for their talent. Davis is currently working with Frank in booking Roy Acuff. Acuff is set for an early December week at the Hippodrome, Baltimore. . . The Billboard is inaugurating a third important music popularity chart with "Hillbilly Tunes Most Played by Disk Jockeys" with this issue.

Tex Williams (Capitol) is working on his 14th Western musical at Universal-International. . . Billy Whelan (Hartman) is airing daily over CTCH, Halifax N. S. . . Louis Epstein, proxy of Radio Artists' label, Cincinnati, reports that he and Jimmy Skinner have just returned from an extended promotional junket thru the South. Epstein is also p.m. for Skinner. . . Smokey O'Shea and His Arizona Ramblers have left WMBO, Auburn, N. Y., and are touring for International Harvester. . . Max Raney and His HiBoys have not moved to WHEC, Rochester, N. Y., as previously reported, but are still at WHAM, that city. Raney has started his fall season for the Saturday night jamboree at the local Radio City Auditorium. Acts on the show include

(Continued on page 36)

These are **BIG** Now!
Richard Hayés



"THE OLD MASTER PAINTER"

MERCURY 5342

Louis Prima



"CHARLEY MY BOY"

MERCURY 5338

Harmonicats
"Gallop Comedians"



MERCURY 5331



Rex Allen
"ARIZONA WALTZ"

MERCURY 6203

These will be **BIG!**



Vic Damone
"NICE TO KNOW YOU CARE"
"SITTING BY THE WINDOW"

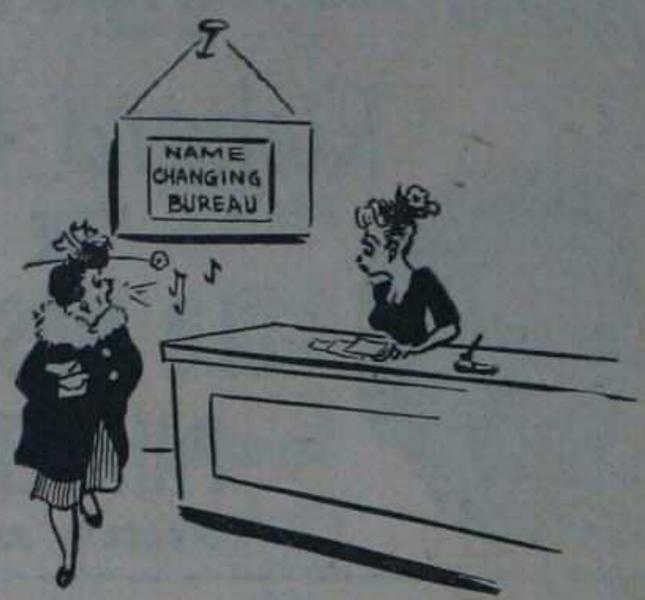
MERCURY 5343

Patti Page
"WITH MY EYES WIDE OPEN I'M DREAMING"
"OKLAHOMA BLUES"



MERCURY 5344

Only Mercury has the hits on NON BREAKABLE RECORDS



Could you change my name to "MARTA".
I just heard Tony Martin's record.

45 rpm 47-3104 **RCA VICTOR RECORDS** 78 rpm 20-3598

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 "plus" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
JIMMIE & RUTH DODD Castle 1254	Nashville Blues Novelty blues may find some favor in the environs of Nashville but shows little that could mean much elsewhere.	42--40--40--45
	Silver Dollar Jimmie Dodd does this novelty solo. Tho his work is entirely pleasant, the material is composed of flimsy matter.	40--40--40--40
JACK BERCH-THE CHARLES MAGNANTE TRIO London 559	Shenanigans Rolling performance of the Irish successor to "Hop Scotch"—brogue and all.	77--77--75--80
	The Greatest Mistake of My Life Berch recites then sings the lyric of this attractive weeper. This version may pull some tavern coin.	62--60--60--67
MAIN STREET STRING BAND Bluebird 30-0014	Charley, My Boy Rousing string band and gang vocal treatment of the revived oldie should be a juke box lure.	75--75--70--80
	The Music Goes 'Round and 'Round The attempted revival of this one has not met with much success to date. String band conception is creditable.	82--82--81--83
EMMA-LOU WELCH Jesma 462	'Tis Autumn Thrush sings the pretty Nema ditty in a fine sensitive modern style, backed by a sophisticated big ork arrangement. More vocal presence in the waxing would have helped. Side isn't pop-commercial, might do some b & r biz.	68--70--68--66
	Specially When I'm in a Lovin' Mood Modern ballad has interest, but Miss Welch doesn't get enough variety in her delivery, which seems a bit forced here.	65--68--65--62
REX KOURY Castle 1407	In the Moonlight Ricky-ticker featuring Koury's hotcha organ, with a boy-gal harmonized showcasing of the lyric. In all, a rather engaging cornstuck.	70--70--68--72
	Little Blue Cornflower One of those German-sounding gemütlich waltz melodies has been dressed with an excuse for a lyric, gets same organ-vocal treatment as flip.	60--57--60--63
JAY MEYER Waldorf B-H 101	Barefoot Boy Warbler and guitar-bass-accordion waste their time with an inept lyric about a typical American boy—lovable little rascal routine.	39--40--39--38
	Dream Daddy Material here is a good deal happier—an okay, if not, exactly polished, daddy tune. Warbler, incidentally, sings expressively.	54--58--54--50
D'VARGA Kappa 119	Tico Tico Pianist express-trains his way thru the samba, doing it in a rattling boogie style with rhythm accompaniment. Flashy—could do "Near to Me" well in the boxes.	77--77--74--81
	Near to Me Clyde Rogers sings with piano and rhythm accompaniment. Tune is a waltz, which may have some charm, but the performers just bull thru it without expression or feeling.	50--50--50--50
TERESA BREWER London 563	O! Man Mose The talented young stylist with the distinctive, reedy voice, revives a rhythm hit of a decade ago. A lively, engaging job, with sharp ork support.	83--82--83--84
	I Beeped When I Shoulda Bopped! The whimsical bit of fluff gets an admirable rendition from the fly young thrush, who pours a lot of moxie into it.	72--74--72--70
NEV SIMONS London 564	Lovely Lake in Loveland Song, a modification of an English pop ditty, is an old-fashioned waltz with "Cruising" potential. Simons' rendition here is okay, but more can be gotten from this song.	78--78--78--78
	Everything That's Wonderful Up-tempo ballad is engaging, and nicely warbled by Simons.	75--77--75--73
RED HODGSON ORK London 561	The Music Goes 'Round and 'Round Engaging production treatment of the revival, with unison chanting and orking cleverly arranged in a commercial micky fashion.	65--65--60--70
	Heartstops More good production here—step-time unison chanting, shuffle boogie, etc., on an attractive old-fashioned novelty.	74--74--74--74

(Continued on page 109)



A CATCHY NOVELTY...

Doris

DAY

CROCODILE TEARS

Singing...
Columbia
78rpm-38638
33 1/3 rpm 1-407



You'll be GLAD
You Ordered

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Margaret Whiting

with Frank DeVol and his Orchestra

Capitol No. 57-776 - 78 rpm

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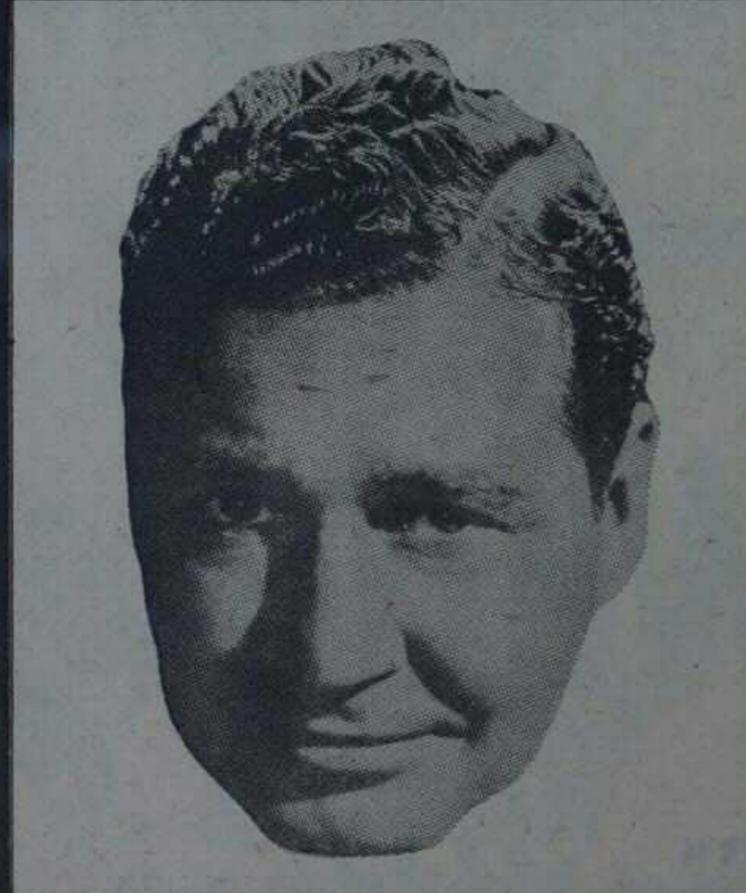


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HOLLYWOOD

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IS BY



Phil Harris

RCA VICTOR 20-3608 (78 R.P.M.)
RCA VICTOR 47-3114 (45 R.P.M.)

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN NEW JERSEY

The Billboard MUSIC POPULARITY CHARTS

Record Possibilities

PART IX

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

JOHNSON RAG Russ Morgan Ork. Decca 24819
An outstanding disk in every respect is this Morgan etching of the revived slide. It bubbles with enthusiasm, spirit and drive and should reap the harvest therefrom. Backing is a pleasing waltz in the tempo of the day, "Where Are You, Blue Eyes?"

LOVE ME OR LEAVE ME Danny Kaye with Victor Young Ork. and Lee Gordon Singers Decca 24820
Danny Kaye emerges as a first rate balladeer in this feelingful projection of a great old standard. Disking manages to capture the same sincerity and mood which shot the Andrews' "I Can Dream, Can't I?" into its current smash status.

FAIRY TALES Ella Fitzgerald-Mills Brothers Decca 24813
Time has shown promise via an earlier Owen Bradley Coral diking and this rendition, splendid in every respect, grows in stature and commercial quality with each additional listening. Flip, "I Gotta Have My Baby Back," was picked three weeks ago.

THERE'S NO ONE HERE BUT ME Vaughn Monroe Ork. Victor 20-3606
A Western-tinged lyric set to the familiar theme of the English folk song, "Greenleaves," makes ideal material for the iron-lunged one. Clefing credits are to Stan Jones, who was responsible for "Riders in the Sky."

A DREAM IS A WISH YOUR HEART MAKES
BIBBIDI BOBBIDI BOO Perry Como Victor 20-3607
Como's silken-soft delivery shines brilliantly in his rendition of the top ballad from the "Cinderella" flick score, "A Dream." Perry's conception of "Bibbidi" doesn't stack up in immediate ear appeal to some of the competitor renditions, but the song's engaging qualities and Como's counter appeal should sell plenty of copies.

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. THE OLD MASTER PAINTER Richard Hayes Mercury 5342
2. I GOTTA HAVE MY BABY BACK Ella Fitzgerald-Mills Bros. Decca 24813
3. MARTA Tony Martin Victor 20-3598
4. BIBBIDI BOBBIDI BOO Jo Stafford-Gordon MacRae Capitol 57-782
5. ECHOES Sammy Kaye Victor 20-3595
6. BLUES STAY AWAY FROM ME Owen Bradley Coral 60107
7. SHE WORE A YELLOW RIBBON Andrews Sisters-Russ Morgan Decca 24812
8. ECHOES Jo Stafford-Gordon MacRae Capitol 57-782

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. THE OLD MASTER PAINTER Frank Sinatra Columbia 38650
2. THE OLD MASTER PAINTER Richard Hayes Mercury 5342
3. CHARLEY MY BOY Andrews Sisters-Russ Morgan Decca 24812
4. YINGLE BELLS Yogi Yorgesson Capitol 57-781
5. CHARLEY MY BOY Lisa Kirk Victor 20-3591
6. MY LOVE LOVES ME Fran Warren Victor 20-3587
7. THE OLD MASTER PAINTER Snooky Lanson London 555
8. I GOTTA HAVE MY BABY BACK Ella Fitzgerald-Mills Bros. Decca 24813
9. BIBBIDI BOBBIDI BOO Jo Stafford-Gordon MacRae Capitol 57-782

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. SHE WORE A YELLOW RIBBON Andrews Sisters-Russ Morgan Decca 24812
2. CHARLEY MY BOY Andrews Sisters-Russ Morgan Decca 24812
3. BLUE CHRISTMAS Russ Morgan Decca 24766
4. THE OLD MASTER PAINTER Snooky Lanson London 555
5. YINGLE BELLS Yogi Yorgesson Capitol 57-781
6. I GOTTA HAVE MY BABY BACK Ella Fitzgerald-Mills Bros. Decca 24813
7. HOMECOMING WALTZ Guy Lombardo Decca 2714
8. I YUST GO NUTS AT CHRISTMAS Yogi Yorgesson Capitol 57-781

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I GOTTA HAVE MY BABY BACK Floyd Tillman Columbia 20541
2. SUNDAY DOWN IN TENNESSEE Red Foley Decca 46197
3. MY BUCKET'S GOT A HOLE IN IT Hank Williams MGM 10560
4. ANTICIPATION BLUES Tennessee Ernie Capitol 57-40258
5. BLUE CHRISTMAS Ernest Tubb Decca 46189

FOLK TALENT AND TUNES

(Continued from page 33)

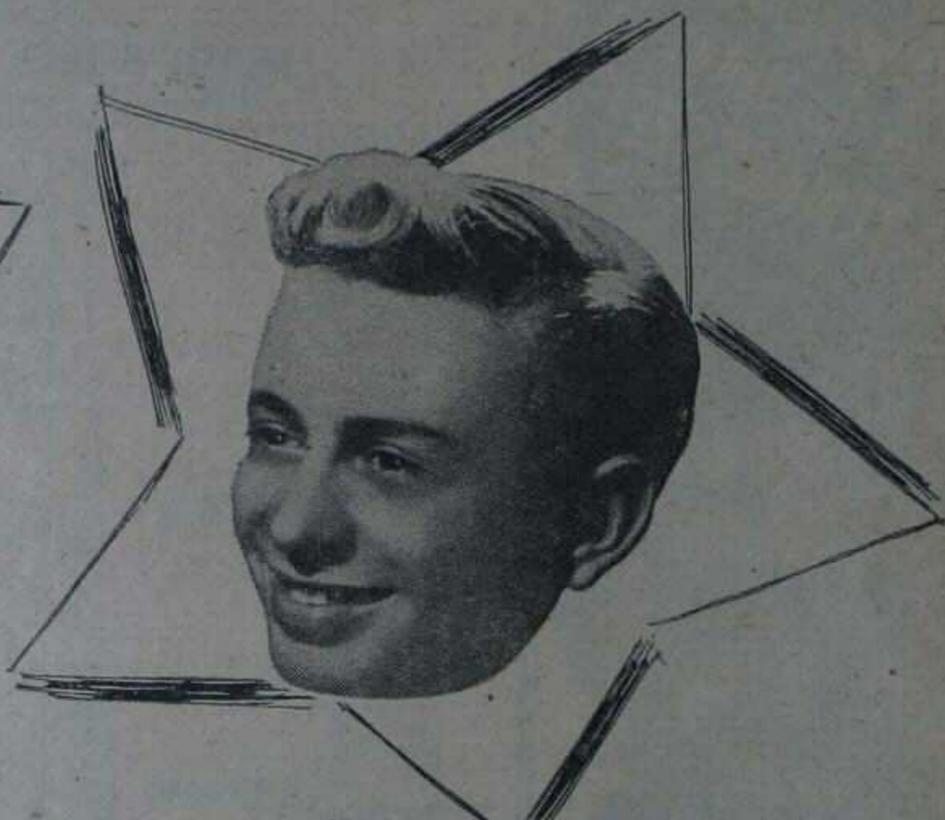
Flossie, Verne Young and Annie, the Ozark Twins, Mary Lou and Betty Ann, Georgie Porgie, and Little Judy Provenzano, five years old. . . . Jimmy Summey, formerly with Curley Williams and the Georgia Peach Pickers (Columbia), has touched his own magic and illusion show. . . . Scotty Harrell has joined Modern label.

John Bava, chief of Cozy label, has a new act, the Gospel Singers, working at WMMN, Fairmont, W. Va. Frankie Moore, formerly at WWVA, Wheeling, W. Va., is now directing talent at WMMN. Included are Joe Phillips and His Dixie Pals, Ray Scott and the Western Rangers, Bob Hall and Bava's group. A jamboree is held Saturdays at the Fairmont Armory. Bava has moved from Davis to Fairmont. . . . Uncle Joe Johnson, formerly at WMVA, Martinsville, Va., has completed his second year at WPAQ, Mount Airy, N. C., with Odessa

(Continued on page 105)

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Peggy **LEE** ★ Mel **TORMÉ**

Voices that all America knows and loves . . . blended in a glorious duet . . . in a thrilling rhythm arrangement of

"The Old Master Painter"

With Orchestra and Vocal Chorus

And a great flipover . . . composed and sung by Peggy and Mel

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No. 791

"BLESS YOU"
(For The Good That's In You)"

Terrific arrangement—
and Two Stars for
Double Sales Appeal!



The Billboard
MUSIC POPULARITY CHARTS
Advance Information

PART
X



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 Cottage for Sale
M. Torrie (Gone With) MGM 10584
- A Dream Is a Wish Your Heart Makes
M. Hughes (Crazy He) Col 38643
- Altar in the Pines
K. Kyser Ork (I'm Startin') Col 38641
- Auld Lang Syne
J. Atkins (It's Santa) Continental C-1273
- Copper Canyon
A. Lund (The Three Rivers) MGM 10585
- Crazy He Calls Me
M. Hughes (A Dream) Col 38643
- Donkey Wants Water
Lord Invader, Macbeth (Matilda) Arco 1215
- Don't Do Something to Someone Else
F. Laine-H. Geller Ork (Waiting) Mer 5332
- Dormi-Dormi
A. Stordahl Ork (Yesterday's Roses) Col 38648
- Duchin Plays Cole Porter Album—E. Duchin (1-10")
Col (33) CL 6081
- Easy To Love
I Get a Kick Out of You
I've Got You Under My Skin
Just One of Those Things
Love for Sale
Night and Day
Rosalie
What Is This Thing Called Love?
Everything That's Wonderful
N. Simons (Lovely Lake) London 564

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.

- Percy Faith and His Orchestra Play Album—P. Faith (1-10")
- Varsity (33) VLP 6000
- All Through the Night
Begin the Beguine
Dancing in the Dark
Noche Caribe
Temptation
That Old Black Magic
The Touch of Your Hand
Tia Juana
- Fargo Fanny
D. Shay (What Fer) Col 38651
- Flaming Sand
H. Jeffries (Sunday Isn't) Col 38652
- Foolish Tears
J. Johnston (You're Different) MGM 10582
- Goombay
X. Cugat Ork (Latin Magic) Col 38642
- Gone With the Wind
M. Torrie (A Cottage) MGM 10584
- Heartstops
R. Hodgson Ork (The Music) London 561
- I Beeped When I Shoulda Bopped!
T. Brewer (Ol' Man) London 563
- I Can Hear It Now Album (1933-1945)
E. R. Murrow Col (33) ML 4095
- I Can Hear It Now, Vol. 2 Album (1945-1949)
E. R. Murrow-F. W. Friendly Col (33) ML 4261
- I Gotta Have My Baby Back
J. Wayne (She Wore) Col 38653
- I Had a Dream Last Night
M. Cooper (When I) Swing 192
- I Walk Away
J. Carroll (The Black) Mayfair 5001
- I'm Startin' Sweetheartin' Again
K. Kyser Ork (Alter in) Col 38641
- Isn't This Better Than Walkin' in the Rain?
B. Clark (You're Wonderful) Col 38647
- It's Been So Long
T. Richards (The Song) Arco 1221
- It's Santa Claus
S. MacGregor (Auld Lang) Continental C-1273
- Jackrabbit
R. Scott Ork (Ma) MGM 10583
- Latin Magic
X. Cugat Ork (Goombay) Col 38642
- Lonely Little Music Box
B. Sheffer Sextet (Tango in) MGM 3022
- Lovely Lake in Loveland
N. Simons (Everything That's) London 564
- Ma (He's Making Eyes at Me)
R. Scott Ork (Jackrabbit) MGM 10583
- Mad About You
R. Case Ork (There Aren't) MGM 10581
- Matilda
Lord Invader, Macbeth (Donkey Wants) Arco 1215

- My Rose Garden
F. Carle Ork (The Blossoms) Col 38646
- Near to Me
D'Varga (Tico Tico) Kappa 119
- Ol' Man Mose
T. Brewer (I Beeped) London 563
- Open Door—Open Arms
R. Hayes-M. Miller Ork (The Old) Mer 5342
- Rhumba Lullaby
E. Jordan (The Hi-Ho) Pleasant 108
- Raymond Scott's Drawing Room Album—R. Scott Quintet-R. Scott Ork (1-10")
Col (33) CL 6083
- Boy Scout in Switzerland
Business Men's Bounce
Huckleberry Duck
In an Eighteenth Century Drawing Room
Powerhouse
Pretty Little Petticoat
The Peanut Vendor
The Toy Trumpet
- She Wore a Yellow Ribbon
J. Wayne (I Gotta) Col 38653
- J. Strauss: Strauss Waltzes Album—B. Stanley Ork (1-10")
Varsity (33) VLP 6003
- A Thousand and One Nights
Blue Danube
Emperor Waltz
Southern Roses
Tales From the Vienna Woods
Voices of Spring
Wine, Women and Song
You and You
- Sunday Isn't Sunday Anymore
H. Jeffries (Flaming Sand) Col 38652
- Tango in Tempo
B. Sheffer Sextet (Lovely Little) MGM 3022
- Tara Talara Tala
F. Laine (You're All) Mer 5177
- The Black Hills of South Dakota
Mayfair Chorus & Ork (I Walk) Mayfair 5001
- The Blossoms on the Bough
F. Carle Ork (My Rose) Col 38646
- The Hi-Ho Rhumba
The Spotlights Trio Pleasant 108
- The Music Goes 'Round and 'Round
R. Hodgson Ork (Heartstops) London 561
- The Old Master Painter
R. Hayes-Mummillier Ork (Open Door) Mer 5342
- The Song Is You
T. Richards (It's Been) Arco 1221
- The Three Rivers
A. Lund (Copper Canyon) MGM 10585
- There Aren't Enough Hours in the Day
R. Case Ork (Mad About) MGM 10581
- Tico Tico
D'Varga (Near to) Kappa 119
- Waiting
F. Laine-H. Geller Ork (Don't Do) Mer 5332
- What Fer Did Ja
D. Shay (Fargo Fanny) Col 38651
- When I Had Money
M. Cooper (I Had) Swing 192
- Xavier Cugat Dance Parade Album—X. Cugat Ork (1-10")
Col (33) CL 6077
- Brazil
Jack, Jack, Jack
La Cucaracha
Linda Mjuer
Miami Belch Rhumba
Orchids in the Moonlight
Toca-Tu Samba
Walter Winchell Rhumba
- Yesterday's Roses
A. Stordahl Ork (Dorful-Dormi) Col 38648
- You're All I Want for Christmas
F. Laine (Tara Talara) Mer 5177
- You're Different
J. Johnston (Foolish Tears) MGM 10582
- You're Wonderful
B. Clark (Isn't This) Col 38647

INTERNATIONAL

- Adams Oberek
T. Puskarz Ork (Aruzel Polka) Continental C-799
- Ato Nigleiso (12")
Cantor M. Ganchoff (V'Chol Maaminim) Col 57072-F
- Ato Yodeah (12")
Cantor S. Malovsky (Kevo Korsu) Col 57072-F
- Ballad Om Den Tysta Staden
K. Juel (Far Jag) V 26-1082
- Beyati Sarki Ne Bahar Kaldi Ne Cul
P. Altindag Sorcel (Nihavent Sarki) V26-2064
- Bingo
E. Gronet & His Polka-Time Ork (Gin Rummy) Col 18755-F
- Black Masks Waltz
T. Talleisen (The Cuckoo) Col 12433
- Bridget Polka
E. Terlikowski (Hurry Up) Col 12430-F

(Continued on page 110)

Romance
 from the HEART of
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 Sings His Way to Stardom
 on His First Thrilling
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A NEW DECCA HIT!

"Where Are You, Blue Eyes?"

A RUSS MORGAN SMASH

DECCA 24819

DECCA RECORDS

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

(100 points—the maximum)

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity)13	Max. Pts.
2. "Name Value"15	
3. Caliber of Material15	
4. Manufacturers' Distribution Power10	
5. Exploitation Aids (Record company and other advertising promotion, film, leaflet and other plugs)10	
6. Interpretation15	
7. Record Quality5	
8. Manufacturers' Production Efficiency5	
9. Packaging (art work, binding, wrapping)10	

DANCERS IN LOVE—Ike Carpenter Ork (1-10") **60**
 Discovery (33) DL 3003
 Dancers in Love; Flamingo; After All; Moon Mist; Take the "A" Train; Chelsea Bridge; Screamerliner. Carpenter heads an interesting 10-piece band. It's arrangements are cunningly conceived to make maximum use of each of instruments in the group and give it a "big band" sound. All "Screamerliner" either are Duke Ellington compositions or are songs in other ways associated with Ellington. "Screamerliner" is a trio piece which succeeds in showing that Carpenter is a pretty facile pianist. The remaining tunes make up a neat group of danceable pieces whose musical content is a notch above the average terp trivia. But tho the appeal of the work in this LP disk is aimed at the general dancing public, it is unfortunate that the general dancing public somehow stubbornly loves the trivia.

JUKES Not suitable.
JOCKS LP-equipped spinners should look into this disk for pop fare with a dash of spice.

I CAN HEAR IT NOW, VOL. II—EDWARD R. MURROW (1-12") **88**
 Columbia (33) ML4261
 See editorial columns of this department for review of this set. The package is available in a five 12-inch-disk album as well as in the LP medium.

JUKES Not suitable.
JOCKS Wonderful stuff for educational airings.

MEYERSON: SONATA NO. 6 IN D MINOR, OP. 65 AND A BACH RECITAL—E. Power Biggs (1-10") **65**
 Columbia (33) ML 2076
 The Mendelssohn sonata was conceived in the spirit of Bach tho there are touches of work which is decidedly progressive for the period. The sonata is based on a chorale which was employed for Martin Luther's versified version of the Lord's Prayer. It is a brilliant set of variations built around this chorale. Five short works for organ by Bach fill the other side of this LP. E. Power Biggs performs these organ works with complete authority and understanding. Biggs also did the liner notes.

JUKES Not suitable.
JOCKS Where organ music is called for, this LP will serve excellently.

MASSNET: SCENES ALSACIENNES—Minneapolis Symphony Ork-Dimitri Mitropoulos, director (1-10") **70**
 Columbia (33) ML 2074
 Massenet is best noted for his operas, best known of which is "Manon." He wrote a number of other type compositions among them a group of purely orchestral works. This suite is probably the best and best-known of these works. This charmingly melodic work was written as a nostalgic remembrance of Alsace-Lorraine which had been turned over to Germany after the Franco-Russian War. Mitropoulos leads the Minneapolis Symphony, of which group he formerly was conductor, in a performance of the suite which keeps the airiness of the work.

JUKES Not suitable.
JOCKS LP-equipped stations could find use for this disk.

JOLSON SOUVENIR ALBUM (VOL. 4)—Al Jolson (4-10") **78**
 Decca 712
 Jolson's Anniversary Song; All My Love; Keep Smiling; At Trouble; If I Only Had a Match; Let Me Sing and I'm Happy; By the Light of the Silvery Moon; I Wish I Had a Girl.
 Our single records of varying vintage are packed here. All are good Jolson songs, some, like "Anniversary" and "Anniversary," are closely identified with him. While this album won't enjoy the promotional benefits of the picture albums, it should give some business among Jolson's admirers on the strength of the good, representative Jolson singing. Also available on LP.

JUKES Not suitable.
JOCKS Good programing stuff.

THE MORMON TABERNACLE CHOIR OF SALT LAKE CITY—J. Spencer Cornwall, Director-Frank Asper, Organ (1-10") **73**
 Columbia (33) ML 2077
 Come, Come Ye Saints; Abide With Me; O My Father; Guide Us, O Thou Great Jehovah; Praise to the Lord; Faith of Our Fathers; The Lord's Prayer; O Worship the King; O Mighty Fortress; O God, Our Help in Ages Past; Now Thank We All Our God; Lift Thine Eyes.
 The famed choir, which has broadcast weekly over CBS since 1929, has plenty of friends, obviously—and many of them will go for this LP collection (also available on shellac). The 375 voices blend well, and enunciate clearly all of the familiar selections. The sound is realistic in the recording, and for hymn lovers, this should prove an exciting package.

JUKES Not suitable.
JOCKS For folksy or religious shows.

BARTOK-SERLY: FIVE PIECES FROM MIKROKOSMOS STRAVINSKY: THREE PIECES FOR STRING QUARTET—BARTOK: STRING QUARTET NO. 3 (1-12") **76**
 New Music Quartet
 Bartok (33) BRS-001
 There should be much interest in this LP disk, since it was engineered and issued by the son of the late, great Hungarian composer. The quartet is a strange, uninhibited piece of writing in which the composer alternates between abstract musical devices and swirly folk themes. The short pieces by Bartok, like those by Stravinsky, are poignant, colorful miniatures in the most modern idiom, each with its own strong, unique character. The New Music group plays with a full grasp of the material, technically and stylistically. Notes are informative, quality of reproduction—excellent.

JUKES Not suitable.
JOCKS For the connoisseurs' corner.

FELICES PASCUALS—Pedro Vargas (3-10") **83**
 RCA Victor S-58
 This is Victor's first Spanish Christmas album, and it will be a hard one to top. The Latin Crosby, Pedro Vargas cut them here, with beautiful backing by an ork directed by Henri Rene. Numbers include "Silent Night," "Little Town of Bethlehem," "First Noel," "O Come All Ye Faithful," "White Christmas," and a couple of fine original Latin songs. Latin nubes and Spanish students will latch on to this one annually.

JUKES For Latin nubes.
JOCKS Great for Latin shows.

RICKEY HOLDEN CALLING SQUARE DANCES IN ALAMO STYLE—Rickey Holden (4-10") **75**
 Folkraft 15
 There's a fully explanatory booklet, with diagrams and glossary, with this set, and it's fortunate because this is tough stuff for the uninitiated. The Texas squares are infinitely more complicated than our Eastern fare. With the vogue spreading, however, dancers will want to get on to new things, and there will be a growing market for sets of this kind. Holden is an excellent caller, once you understand his terms, and the music here is all that could be desired. Cover is lively. Serious groups will want to look into this one.

JUKES Not suitable.
JOCKS Southwest spinners can use.

DUCHIN PLAYS COLE PORTER—Eddy Duchin (1-10") **77**
 Columbia (33) CL 6081
 Just One of Those Things; I've Got You Under My Skin; Night and Day; Easy to Love; I Get a Kick Out of You; Rosalie; What Is This Thing Called Love?; Love for Sale.
 The familiar Duchin piano stylings are well suited to this attractive culling of Cole Porter. What comes out is pleasant, easy-to-listen-to cocktail time music. It can also be danced to. Eminent sensible long-play repertory work here.

JUKES Not suitable.
JOCKS Fine air fare.
 (Continued on page 98)

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38610—Single Shellac—54c each—53c per 100; MJV 56—Unbreakable with Cover—88c each—43c per 100; 20-3177—Two Front Teeth—Spike Jones—54c each—53c per 100; 23778—White Xmas—Crosby—54c each—53c per 100; 20-3598—Marta—Tony Martin—54c each—53c per 100.

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The Billboard
MUSIC POPULARITY CHARTS

**The Honor Roll of
Popular Songwriters**

By Jack Burton

PART
XII

NO. 43—GEORGE GERSHWIN (Part IV)

**GEORGE GERSHWIN'S BEST KNOWN
SONGS AND RECORDINGS AVAILABLE**

(Continued from last week)

**1925—CONCERTO IN F FOR PIANO AND
ORCHESTRA**

New World Music Corp.
(Available on Decca A/DA-57, Roy Bargy,
pianist, with Paul Whiteman orchestra; RCA
Victor M/DM-690, Jesus Maria Sanroma,
pianist, with Boston "Pop" Orchestra; Co-
lumbia Set MM-512, Oscar Levant, pianist,
with Philharmonic Symphony Orchestra of
New York, Andre Kostelanetz, conductor.)

1926—JAZZ PIANO PRELUDES

New World Music Corp.
(Preludes 1, 2 and 3 available on following
records: Columbia 17452-D, Oscar Levant,
pianist; Decca 23522/23 in Album A-435,
Jascha Heifetz, violin with piano.)
(Preludes 1 and 2 available on Columbia record
7192-M, George Gershwin, pianist.)
(Prelude 2 available on RCA Victor record
11-9420, Artur Rubenstein, piano.)
(Prelude 2 and 3 available on Columbia record
72639-D, Oscar Levant, pianist.)

1928—AN AMERICAN IN PARIS

New World Music Corp.
(Available on the following records: RCA Victor
35963/64, George Gershwin, pianist, with
RCA Victor Symphony Orchestra; Columbia Set
MX-246, Philharmonic Symphony Orchestra of
New York, Artur Rodzinski, conductor; Decca
29054/55 in A-31, Paul Whiteman's Concert
Orchestra.)

1932—SECOND RHAPSODY

(Available on Decca record 29052 in A-31,
Roy Bargy, pianist, with Paul Whiteman Con-
cert Orchestra.)

1933—CUBAN OVERTURE

(Available on Decca records 29053/54 in A-31,
Paul Whiteman Concert Orchestra.)

Film Songs and Scores

1930—SONG OF THE FLAME

A First National picture with a cast that
included Alexander Gray, Bernice Claire and
Noah Beery and utilizing the music from the
stage production of the same name.

1931—DELICIOUS

A Fox picture starring Janet Gaynor and
Charles Farrell. Lyrics by Ira Gershwin, New
World Music Corporation.
DELICIOUS
BLAH BLAH BLAH
SOMEBODY FROM SOMEWHERE
KATINKITSCHKA

1932—GIRL CRAZY

An RKO picture starring Bert Wheeler and
Robert Woolsey in a cast that included Eddie
Quinlan and Mitzi Green, and utilizing the
songs from the stage production of the same
name.

1937—DAMSEL IN DISTRESS

An RKO picture starring Fred Astaire in a
cast that included Burns and Allen, Joan
Fontaine and Ray Noble and his orchestra.
Lyrics by Ira Gershwin, Gershwin Publishing
Corporation.
FOGGY DAY
(Available on RCA Victor record 20-1933,
Artie Shaw and orchestra.)

Due to space limitations, Feature
No. 44, on Richard Rodgers, of the
Honor Roll of Popular Songwriters
does not appear in this issue. The
Rodgers feature will begin in the
next issue of The Billboard dated
December 17.

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.

**SONGWRITERS
COMING UP!**

December 17 Issue

RICHARD RODGERS (Part I)
In Issues Subsequent to December
17 The Billboard Will Present

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

THINGS ARE LOOKING UP
I CAN'T BE BOTHERED NOW
NICE WORK IF YOU CAN GET IT
(Available on Capitol record 20026 in DD-10,
Billy Butterfield orchestra.)
(The four numbers above are available on
Decca record 29215 in A-533, Frankie Carle,
piano.)

1937—SHALL WE DANCE

An RKO picture starring Fred Astaire in a
Ginger Rogers in a cast that included Harriet
Hoctor, Eric Blore and Edward Everett Hor-
ton. Lyrics by Ira Gershwin, Chappell &
Company, Inc.
SLAP THAT BASS
LET'S CALL THE WHOLE THING OFF
THEY CAN'T TAKE THAT AWAY FROM ME
(Available on the following records: Capitol
20028 in DD-10, Billy Butterfield orchestra;
Columbia 36079 in C-52, Eddy Duchin.)
SHALL WE DANCE?
THEY ALL LAUGHED
I'VE GOT BEGINNER'S LUCK

1938—GOLDWYN FOLLIES

A United Artists' picture with a cast that
included Adolphe Menjou, Ritz Brothers, Zorina,
Kenny Baker, Andrea Leeds, Helen Jepson, Phil
Baker, Ella Logan and Bobby Clark. Lyrics
by Ira Gershwin, Gershwin Publishing Cor-
poration.
LOVE WALKED IN
(Available on the following records: RCA
Victor P (27626) in P-88, Leo Reisman or-
chestra; Decca 23781, Kenny Baker; Columbia
36077 in C-52, Eddy Duchin with rhythm sec-
tion; Columbia 4431-M, Rise Stevens; Colum-
bia, 7377-M, Andre Kostelanetz; Decca 24087
in A-1938, Bob Grant orchestra.)
OUR LOVE IS HERE TO STAY
I LOVE TO RHYME

1945—RHAPSODY IN BLUE

A Warner Bros. picture based on the life of
George Gershwin with Robert Alda as Gershwin
in a cast that included Joan Leslie, Alexis
Smith, Charles Coburn, Oscar Levant, Paul
Whiteman, Al Jolson, George White and Hazel
Scott.

1947—THE SHOCKING MISS PILGRIM

A 20th Century-Fox picture starring Betty
Grable in a cast that included Dick Haymes,
Gepe Lochhart, Anne Revere and Allyn Joslyn.
The music was from George Gershwin's un-
published manuscripts with lyrics by Ira Gersh-
win, Gershwin Publishing Corporation and
Chappell & Company, Inc.
AREN'T YOU KINDA GLAD WE DID?
(Available on the following records: RCA
Victor 20-1946, Vaughn Monroe and Betty
Norton; Decca 23687, Judy Garland and Dick

NEW Non-Breakable H

- 9094—JACKIE PARIS
"The Old Master Painter"
"Goodbye, Sue"
- 9095—THE SYNCOPATORS
"River, Stay Away From My De"
"These Are Things I Want To Sh"
"With You"
- 9092—THE BLENDERS
"Come Back Baby Blues"
"I Can Dream, Can't I?"
- 9091—TOMMY EDWARDS
"That Five o'Clock Feeling"
"Love Me"
- 9090—FLORENCE WRIGHT
"The Game of Broken Hearts"
"Deal Me a Hand"

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Haymes; Capitol 292, Peggy Lee with Ralph Barbour orchestra.)
FOR YOU, FOR ME, FOR EVERMORE
 (Available on the following records: Decca 23687, Dick Haymes and Judy Garland, RCA Victor 20-2009, Larry Green orchestra; Capitol 294, Margaret Whiting.)
BUT NOT IN BOSTON
STAND UP AND FIGHT
CHANGING MY TUNE
 (Available on the following records: Decca 23698, Judy Garland; RCA Victor 20-1946, Vaughn Monroe and Betty Norton.)
ONE, TWO, THREE
SWEET PACKARD
WALTZ ME, NO WALTZES
WALTZING IS BETTER THAN SITTING DOWN

George Gershwin Selections

Capitol Album BD-10. Gershwin Selections by Billy Butterfield's Orchestra. "Do It Again," "It Ain't Necessarily So," "Maybe," "Nice Work If You Can Get It," "Oh, Lady Be Good," "Somebody Loves Me," "Someone To Watch Over Me" and "They Can't Take That Away From Me."
 RCA Victor Record C (12336) in Album C-29. Jane Froman, Felix Knight and Sunny Skylar with orchestra. "Oh Gee, Oh Joy," "S Wonderful," "Do It Again" and "Strike Up the Band."
 RCA Victor Record C (12335) in Album C-29. Jane Froman, Felix Knight and Sunny Skylar with orchestra. "Swanee," "South Sea Isle," "That Certain Feeling" and "Somebody Loves Me."
 Decca Album A-398. George Gershwin Jazz Concert. Eddie Condon Orchestra with Lee Wiley, Jack Teagarden and Bobby Hackett, soloist. "S Wonderful," "Somebody Loves Me," "My One and Only," "Oh, Lady, Be Good," "Someone To Watch Over Me," "The Man I Love," "Swanee" and "I'll Build a Stairway to Paradise."
 Decca Album A/DA-31. George Gershwin Music. Paul Whiteman Concert Orchestra with Roy Bargy and Rosa Linda, piano soloists. "Rhapsody in Blue," "Second Rhapsody," "Cuban Overture" and "An American in Paris."
 Decca Album A-435. Jascha Heifetz Playing the Music of George Gershwin. Jascha Heifetz, violin, with piano accompaniment by Emanuel Bay. "Summertime," "A Woman Is a Sometime Thing," "My Man's Gone Now," "It Ain't Necessarily So," "Tempo Di Blues," "Bess, You Is My Woman Now," "Prelude No. 1," "Prelude No. 2" and "Prelude No. 3."
 Columbia Album MM-559, Music of George Gershwin. Andre Kostelanetz Orchestra. "Embraceable You," "Fascinatin' Rhythm," "The Man I Love," "S Wonderful," "Maybe," "Someone To Watch Over Me," "Oh, Lady, Be Good," and "Soon."
 Columbia Album MX-95. Gershwin Collection. George Gershwin, Fred Astaire, Hildegarde, Gibbons and Orchestra. "The Man I Love," "Do, Do, Do," "My One and Only," "S Wonderful," "The Half of It, Dearie Blues," "Fascinatin' Rhythm," "Sweet and Low Down," "Summertime," "Bess, You Is My Woman Now," "It Ain't Necessarily So," "I Got Plenty of Nuttin'" and "There's a Boat Dat's Leaving Soon for New York."

London Wax Artist To Chirp at Pierre

NEW YORK, Dec. 3.—Rosita Serrano, London Gramophone recording artist, is coming here from Chile to perform at the Cotillion Room of the Hotel Pierre January 17. She will also go into Miami's Copa City in March.
 Miss Serrano, who is managed by Marcel Ventura, will also cut for London here. Her *Cafe Continental* and *Latin Rhythms of South America* albums have been leaders in the waxery's continental line.

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Anti-Excise Group Plans Drive for Industry Support

NEW YORK, Dec. 3. — It was learned this week that the disk manufacturer group, which organized to develop a battle against the 10 per cent excise tax on records, will circularize the industry to win dealer and distributor support in the drive. The goal of the industry-wide drive is to bring the tax elimination problem to the attention of the general disk-buying public.

The aim of the campaign is to encourage petitioning of Congress from every level of the industry and from the lay public proposing the elimination of the tax on records.

The disk group, which got together several weeks ago at the suggestion of Oscar Doob, an executive in Loew's, Inc., MGM Records' par-

ent organization, includes representatives from all of the major companies and several of the leading independent diskeries. They have been meeting regularly since. The group also has joined hands with associations of other industries which also are seeking the elimination of excise taxes to study the communal problem as well as to develop a disk industry motif for knocking the pins from under the disk tax levy.

Monroe Boff Draw in B'port

BRIDGEPORT, Conn., Dec. 3.—Vaughn Monroe proved one of the best bookings of the season at the Ritz Ballroom here when he drew 1,680 persons last Sunday (27). Admission prices were raised to \$1.65 for this engagement. This was considered exceptionally good, since many name bands playing here this season have been drawing poorly.

RCA 3-Speed Changer Set for Late January

(Continued from page 14)
 tradesters, for instance, predict a 33 1/2 price war.

The 45 picture, too, grows more interesting, as evidence piles up that the new speed is selling well (see phono-record survey chart in Music Department).

Wants 45 Alone

RCA's attitude with regard to 45 has undergone a major metamorphosis in recent months. The company is now distinctly cool to the idea or necessity of persuading other major diskeries to adopt 45. The reason for the attitude is two-fold. Firstly, RCA has had to go it alone; secondly, the company now figures it has carved out a sizable market for itself in 45, and any diskery venturing into this market would mean a lessening of RCA's profit therein.

A major metamorphosis with regard to 45 r.p.m. has also taken place among other diskeries. In the early months of the 45 system, and following the collapse of the so-called "compromise" negotiations last summer, the record companies were loath to credit RCA with the minutest chance to establish its products. Execs of major record companies said it couldn't be done without industry-wide support. These same execs now admit RCA has apparently carved out a niche for 45, and they are now in the process of checking and determining whether to go 45 themselves.

Decca's Stand

Decca's attitude on the matter is strictly business-like. The diskery is inclined to believe RCA has come a long way with 45. Decca is now gauging and checking the 45 market, and if and when it feels there's plus business in it for Decca, the company will make the jump with no qualms. This is the studied opinion of Milton Rackmil and other Decca brass. Ted Wallerstein, Columbia chief who pioneered and put over LP, has stated on occasion that he would make any record the public wanted. As far back as the NAMM, Wallerstein also indicated that altho he didn't believe in the 45 disk, he would uphold the right of any company to try to put over its product.

It's believed that if and when Decca and Columbia decide to make the jump to 45, they will do it simultaneously. That time is apparently not quite yet.

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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, lg. pkgs., asstd. colors	\$7.75
600-B1 Balloons, asstd. shapes and colors	2.00

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AGVA TO CHASE PIRATES

Police Action Against Thefts Of Material

Berle's Pic Does It

(Continued from page 3)

Eddie's have frequently discovered that new routines which they bought and showed for the first time had been lifted, hurting the guy who first bought the material.

The instances of stealing material are many and varied. Many magicians are afraid to show a new trick because somebody may be out front who will steal it. Flash acts are equally hesitant about showing new bits because they might be lifted.

In some cases the special material and idea men are at fault. There have been cases where a writer sold material to one act, then turned around and sold it to another. There have also been instances where writers stole a complete act, changed a couple of bits, and sold it to others as original material.

Almost Universal

In the old days when vaude had its big circuits, bookers stopped piracy by refusing to book acts that used borrowed material. Today the practice is so widespread it is almost universal.

It has long been decided that there is no copyright of the English language. But AGVA will maintain that usage, identification tags and bits long recognized as part of various performers' routines entitle the user to exclusive usage.

The protection program to be set up will run along the following lines. Each performer wanting to register material will send AGVA a registered letter to be filed unopened. With it there will be an accompanying letter advising AGVA that certain material is on file. To file such material there will be a minimum charge of \$10. Subsequent rates will be determined on the performer's salary.

Arbitration Provision

In the event of a dispute, all parties will be called in for an arbitration, and both parties may be asked to drop the material in question, pending the hearing. After a ruling is made, the offender will be told to drop the bits. If the performer persists, he will be placed on the National AGVA unfair list and all agents will be advised accordingly. If any spot persists in booking the offender, all shows may be pulled from the room.

Where special material writers are (See AGVA TO CHASE on page 45)

Chi Carousel Sale Falls Thru

CHICAGO, Dec. 3.—Deal for the sale of the Carousel here fell thru Wednesday (30) when a group of Chicagoans, headed by Dave Halper, dropped their bid to take over the nitery of Chuck and Bert Jacobson.

A rep of the buyers' group told The Billboard that Halper and his associates are still mulling a nitery purchase locally. Reports are prevalent that the group has done some talking to Joe Jacobson and Mike Fritzel, owners of the Chez Paree, but no details could be obtained.

IN SHORT

New York:

The Palace, Youngstown, O., will have an eight-act show December 26, 27, 28, booked by Dan Friendly. . . . Lou (Latin Quarter) Walters is in Havana to talk over a deal for running shows in a Havana theater. . . . Kay Thompson may follow Edith Piaf into the Versailles.

Bill Lebow's International Hotel, Havana, is due to preem in mid-January with a big show, sans names, using a 24-girl line. The show will be put on by Boots McKenna. . . . Dorothy Lamour may go into the Roxy in the near future. . . . Hits of the Friar show November 25 were Sam Levenson, Benny Fields and Maxie Rosenbloom and against top competition, too! . . . Sydney Goldman is the new house manager of the Radio City Music Hall. He succeeds the late Fred Cruise, who died last week.

The Lind Brothers, who closed at Ned Schuyler's Five o'Clock, Miami Beach, November 23, were called back to reopen December 8. . . . Anita Turner is in from Hollywood to chirp at Bowman's, on Sugar Hill. . . . Plenty of agents are yelling about who's handling Sam Levenson. Sol Tepper set his Capitol date. Jack Kalcheim and Dick Henry set his Latin Quarter date.

Jean Carroll goes into the Paramount January 18. . . . Jan Murray is in town with his new wife (ex-Toni Kelly) picking up Lindy tabs. . . . Julie Ochins panto of a comic and his wife seeing Berle's picture fractured at least four tables at Lindy's. . . . A Detroit spot and a recently opened local cafe paid off acts with rubber checks. . . . Margaret Truman got another offer. The Prince George Hotel, Toronto, offered her \$2,500 to play the spot.

If AGVA persists in pulling out of Theater Authority in the East, they may get into a hassle with Theater Authority on the West Coast. . . . Phil (Penthouse) Rosen and Paul (mayor's brother) O'Dwyer are dickering for the Rainbow Room. . . . Ella Logan is reported in hot water because she canceled a Las Vegas, Nev., date after her agents okayed it for \$3,500. . . . John Conte will make his cafe preem at the Penthouse March 13.

Here and There:

Latest one-week tryout of stagershow at the Detroit Fox, closing Thursday (1), grossed only a fair \$25,000. The show was headlined by Lena Horne. . . . Charles C. Perry, managing director of the Detroit Adams and Downtown theaters, has been elected chief barker of the Variety Club of Michigan for the 1950 term.

Walters To Stage Opener At Havana Banquita Theater

NEW YORK, Dec. 3.—Lou Walters, Latin Quarter op, will produce the first major show at the Banquita Theater, Havana, opening it December 30. The budget for the production, tentatively tagged *Paris to New*

York, will be \$25,000 and will call for a company of 100 plus a 25-piece orchestra.

Some acts will be brought in from Paris, the most of them will be hired in New York. Walters is holding auditions for girls. The entire cast will get round-trip air transportation, with the management hiring two DC-6's for that purpose.

The show is set to run three weeks with a policy of one show a day, no pictures, at a scale of \$1 to \$3. The house has a capacity of 6,700 (Radio City Music Hall's capacity is 6,200).

The gigantic Cuban theater, costing \$2,000,000, owned by Alfredo Hornedo y Suarez, Cuban senator, has a 120-foot stage and is said to be one of the few theaters without a mortgage.

The plan is to use the house for ice shows after the Walters show's run is over.

Theater Authority Decides To Give AGVA a 25% Cut

NEW YORK, Dec. 3.—Theater Authority (TA) decided Thursday (1) to give the American Guild of Variety Artists (AGVA) the 25 per cent cut it had demanded as a condition of staying within TA. At the same time TA will revamp the org with a view to ousting two bodies now a part of the set-up.

In the past TA allocated the funds it received from benefits on the following basis: 25 per cent to the recipient groups on a pro rata basis to each, Actors Fund of America, Episcopal Actors' Guild, Jewish Theatrical Guild, Stage Relief Fund and Negro Actors' Guild; and 75 per cent divided equally among the contributing organizations, which are the League of New York Theaters, Screen Actors' Guild (SAG), American Federation of Radio Artists (AFRA), American Guild of Musical Artists (AGMA), Authors' League of America, Actors' Equity, Chorus Equity and AGVA.

Under the new set-up, TA probably will decide to oust the Authors' League and the League of New York Theaters in order to give AGVA the hiked scale.

Perfectly Clear!

PITTSBURGH, Dec. 3.—Dick Brown and a few other actors were sitting around the Carnival swapping yarns, when Brown said he had caught Durante at the Copa and what a terrific job he was doing.

Somebody asked what Durante was getting, and Brown replied that he thought about \$7,500.

"Oh," said Rummy Bishop. "I can understand that. Here we have six-day weeks. Durante's working in a seven-day-a-week town."

"Vogues of '50" Goes Busted In Sharon, Pa.

PITTSBURGH, Dec. 3.—The 30-person nitery unit, *Vogues of 1950*, ran into money troubles in its second week at the Vogue Terrace and finally folded in Sharon, Pa., when business melted away.

The show went into the Vogue Terrace on a two-week deal. It got paid the first week but for the second week there was no money for the cast, tho the op, Andy Chakeres, said he gave the dough to the producer, Joe Caspar.

Subsequently the group moved to Sharon, with Tom Eddy, musical conductor of the show, taking charge. It was first thought the show was to get a guarantee of \$3,000. It later developed that the show was in on a straight percentage. Getting all the covers of a dollar each, *Vogues* played to five people one night and 10 the next.

The American Guild of Variety Artists (AGVA) entered the picture, took \$500 out of the box office for the cast and hired a bus to get it back to New York. AGVA then ruled that the Vogue Terrace is responsible for the second week's salary.

Cast included Dick Buckley, Francis, Irelands, Denhams and a 16-girl line.

Dunn Named Administrative Sec. for AGVA

NEW YORK, Dec. 3.—Henry Dunn is the new administrative secretary of the American Guild of Variety Artists (AGVA) and was appointed as such after an all-night board meeting which started Tuesday (29) and ended Wednesday at 4 a.m.

Dunn, who broke up his act of Cross and Dunn, will get \$200 a week, tho there is no tenure with the job. He replaced Dewey Barto, who resigned a few weeks ago.

The meeting waxed hot and furious, with various board members stumping for their various candidates. The board, consisting of Jerry Baker, chairman; George Price, Lenny Page Gypsy Rose Lee, Rex Weber, Margie Coate, Buddy Walker and Henry Dunn, threw various names into the ring. Among the suggestions were Eddie Rio, Gus Van, Henry Dunn, Vic Connors, Tom Phillips, Georgie Price, Rex Weber and Jack Irving. The last three flatly refused the jobs, and it finally narrowed down to two, Dunn and Connor.

There was considerable pressuring and speech-making, with some suggestions made by the board reaching the height of silliness. But when it was all over, Dunn was the choice.

DeMarco To Launch Dance School Biz

NEW YORK, Dec. 3.—Tony De Marco is going into the dance school business, starting off with the Boca Raton and the Roney Plaza hotels in Florida. He's hiring dance teams to teach at these resorts for a percentage, tho De Marco will not do any teaching himself.

Part of De Marco's deal is an arrangement to appear at each spot, where he'll set up a studio and do a couple of shows.

Paramount, New York
(Wednesday, November 23)

Capacity, 3,654. Prices, 35 cents to \$1.50. Number of shows, four daily. Chain booker, Harry Levine. Show played by Claude Thornhill's orchestra.

The new bill is a gently paced, tasty musical package, featuring sultry canary Sarah Vaughan and Claude Thornhill's orchestra, a duo rated tops by pro musicians. However, their highly specialized talents have a limited appeal for the Paramount's commercial-minded crowds, so box-office-wise it's probably a good thing that Bob Hope's new flicker, *The Great Lover*, is on the same bill.

Visually the singer displayed plenty in a strapless blue sequin gown, but her little girl air of uncertainty and her stiff mike stance were at odds with her wordy vocal technique. She teed off with *I Cried for You*, an overarranged oldie, which left the house cold. Her follow-up numbers, the *(As You Desire Me, I Get a Kick Out of You and Black Coffee)*, showed off her phenomenal range and freak phrasing to full advantage.

The Thornhill outfit, which gave the thrush impressive support all the way (3 rhythm, 5 sax, 2 trombone, A French horn and the leader on the piano), is a smoothly coordinated crew of astute musicians. Instrumentally the band was excellent, particularly on an intricate arrangement of *Arabian Dance* and a new twist on the standard *Temptation*. The latter, which featured unison clarinet voicings, was enormously effective and garnered a good hand, altho a corned-up version of *Darktown Strutter's Ball* got the best audience reaction. Thornhill was a competent emcee and his feathery pianistics were well showcased on a medley of standards, but he played to the ivories instead of the house and the band's visual flash was nil. It's difficult to understand why the show-wise talents of Thornhill's vocalists weren't used to remedy this deficiency. They were listed in the ads, but didn't appear at the second show.

Red Buttons is a clean comic with a easy-going manner and a genuine feeling for characterization. His opening chatter was only fair, but the local joke format about Klein's and the East Side drew some sizeable yocks, and his ingenious auto-graph book routine was a solid laugh-getter. He encored with a satirical impression of a Nazi u-boat commander, which usually kills them tho rated only a mild hand at this show.

In the opening spot the Acromanics, three jazzy young lads, set the show's liveliest pace. Their brisk timing, comic terping and frisky acro-antics showed ace showmanship.

June Bundy.

Orpheum, Los Angeles
(Wednesday, November 30)

Capacity, 2,200. Price policy, 50, 85 and 95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams's house ork.

Pat Rooney's first local appearance in 20 years was terrific. His breath may be shorter, but he still does that neat footwork with the ease of a kid and works as relaxed and limber-legged as ever. His patter brought equally big responses.

Jack Spot's unicycle panto comedy opened to give the bill a fast kick-off. Anita Martel, girl juggler with a British accent, held down No. 2 with ease. Doris King, blond canary with a light opera voice, was good on the eyes and ears with a standard and a pop but missed with a stepped up *Blue Danube*. Frank Payne followed with his standard fast gags to a big hand. His take-offs of name singers was equally effective. Villarino's guitar, a native stage set and three costume changes helped sell the Latin dances of *Inesita*. Arthur and Morton Havel kept up the comedy pace.

The poor use of stage mikes hurt the impressive piano work of Hoffman and Schoop.

Pic, *Tough Assignment*.

Lee Zhitto.

VAUDEVILLE REVIEWS

Palace, New York
(Thursday, December 1)

Capacity, 1,700. Price policy, 55 cents-\$1.30. Four shows daily, five on week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

This one has a tough time starting. The first two acts set such a slow pace that subsequent acts have an up-hill struggle.

Louis and the Oliver Sisters showed a good act, looked good and worked pleasingly. However, their pacing was so deliberate that the element of speed so necessary to an opening act was practically nil. The trio does some good hand-to-hand and head-to-head tricks, working mostly to a Latin beat and using a stepped platform for additional sight values. In another spot this act could be a real hit. As the opener they didn't register.

Eddy Manson's harmonica act has been dressed up by the addition of Marjorie Wells, piano accompanist. Manson does a competent job, but his three numbers, *Fiddle-Fiddle, Romanian Rhapsody* and *St. Louis Blues*, did little to wake them up.

Raffertys Okay

Ruth and Tom Rafferty, comic soft shoe and knockabout, under normal conditions would fracture them. Theirs is a routine that's made to order for the Palace. It's funny, fast and right on cue. But it isn't until almost their last few minutes that they get to them.

Whatever sharper pacing the show got from the Raffertys was lost when Keye Luke came on. Luke did his standard Charlie Chan's No. 1 son routine with take-offs of flicker names plus a number of Yiddishisms. He worked okay and some of his chatter drew giggles, but over-all reaction was only fair.

The Three Extremes do an act that is a combo of Low, Hite and Stanley and Johnny Puleo's bits in the *Minnevitc Rascals*. The three (See *Palace, New York*, on page 49)

Palomar, Seattle
(Thursday, December 1)

Capacity, 1,000. Prices, 45-60 cents. Number of shows, three daily, four on week-ends. Show booked by Jerry Ross. Pit ork, Ray Watkins.

The house has a near jackpot with its five-biller here, with customers sloshing thru the heavy rains to jam the house. Abner, Cicero and Elviry Weaver, as the feature, hit hard, loud and yockish with a musical rake, a two-toned handsaw and innumerable geetars. They mix well with *Moonlight and Roses, Down in Arkansas* and *In the Heart of the City That Has No Heart* (sung with fanatical deadpan by Elviry). All this corn is well placed, however; each balloon and each steam whistle has its purpose. The Weaver Trio is a hot property.

The current package is emseed by Howard Hardin, whose radio impersonations are either willy-nilly or never, but whose juggling is above par.

John Fray's Ballads

John Fray balladeers well, tho his voice, when forced, goes nasal. His *I Know I Can't Forget You* hits strong, and his call-back, *How It Lies*, was equally big.

The Cuban duo of La Roche and Reina are socko, tho the transitions from vocalizing (of which there should be much less) to dance to comedy doesn't quite register. On the positive side the ceremonial dance, starting with wiggles and the drums and ending with a provoking semi-classic finish, was big.

Flash Davis, back from Alaska, terps well in a skillful pop medley. Davis prefaces the shoes with a sending delivery of *Lulu's Back in Town*.

But it's the Weaver clan that has the floor. They even outmule Mule Train.

Pic, *Sword in the Desert*.

Wil Stevens.

Roxy, New York
(Friday, December 2)

Capacity, 4,000. Price policy, 50 cents-\$1.80. Number of shows, four daily. House booker, Sam Rauch. Show played by Paul Ash's house band.

Somewhat weak on marquee names, the bill is neatly packaged, paced and presented, with no one act being a show-stopper.

Mindy Carson, in her first Broadway theater appearance, after smash night club dates and a so-so RCA Victor record bow, walked on after an intro by the house emsee, nicely garbed in a white sequined gown. She went right into a one chorus *Lullaby of Broadway*, a bow; *Don't Cry, Joe*, another bow; *I Got a Crush on You*, a good hand and a bow, and closed with *Mad About the Boy* and a dignified walk-off. Tho she did a near-tremendous job in her meaningful interpretations of the song lyrics, the pew sitters did little more than hand her a polite mitting. Her song salesmanship is of the kind that one expects from well-seasoned troupers, tho the size of the house cut down her projection. Perhaps the injection of another top pop tune or less heavy ork backing would have made the difference.

Chandra Kaly

The pit band, now on stage, opened behind a scrim with the Gae Foster line on for a short East Indian dance bit that segued into a smooth intro (See *Roxy, New York*, on page 45)

Olympia, Miami
(Wednesday, November 23)

Capacity, 2,100. Prices, 62 cents to \$1.18. Number of shows, four daily. House booker, Harry Levine. Show played by Les Rohde's house band.

David Street, vocalist, and his wife, Mary Beth Hughes, are the headliners this week, while comic Herkie Styles, who doubles as emsee, is extra added.

The Youngmanish Styles required lots of pressing. Styles pressed, and it started to pay off quickly. After two minutes of fast lines and yock payoffs, he brought on the terp team, Berk and Hallow. The boy and girl looked good and were costumed well. One number particularly, with walking sticks, muted backing and good terp teaming, sold solidly.

Jack Powell

Jack Powell was brought on next, after a quick in-and-out segue by Styles. Powell drums all over the stage, up and down a prop chair, and works on everything wooden before the foots. They liked him.

Street, in the star spot, make a fine appearance as he exercised a good pair of bary pipes in *I Never See Maggie Alone*. He then introduced Mary Beth Hughes as his wife, which was the cue for a musical eulogy by her, with Street taking the lower tones in *A Wonderful Guy*, with special lines added. Street then took the keyboard and Mary Beth sang *I Wanta Be a Bad Girl*. Their special, *Mr. and Mrs. of the Air*, a behind-the-scenes story of an early a.m. breakfast air show, got chuckles in the right places. They encored with a funny adaptation of *Take Me Out to the Ball Game* to a big hand.

Styles Goes Over

Herkie Styles, on next had 'em good. They laughed at everything. Styles, who can ad lib on unexpected situations with the best of 'em, has the beginnings of big things already; delivery, warmth, and that certain way of getting across. His takeoff on a bad dancer who winds up to a phony big finish was funny stuff.

The "Crazy Auctioneer," Jackie Bright, sells his audience participation stuff better than most. He starts fast and never loses them. Ordinarily following a comic, an actor has a tough time, but Bright didn't. He upheld the laugh mood and built on it. A good booking.

Pic, *Beyond the Forest*.

Barry Gray.

Oriental, Chicago
(Thursday, December 1)

Capacity, 3,200. Price policy, 50 to 98 cents. Number of shows, four daily, five on week-ends. House booker, Charley Hogan. Show played by Carl Sands' house band.

TV and recording ace Al Morgan highlights this two-weeker with a well-earned decision. Morgan has come a long way since his first stop here two years ago. He has developed a sense of timing in emseeing and a presentation quality that makes his pianistics sparkle. His keyboard elevator style, with dramatic use of his right hand while his left does the accompaniment, makes his work outstanding.

Altho Bonnie Baker works locally every nine months, she always comes thru with some new material. On this one she has dressed up her medley of disk hits and come up with two newies, each getting big hands.

The Antaleks (three girls, two boys) show a sock perch act, using various length shoulder poles for different tricks. The high spot was the two gals simultaneously doing balancing atop the pole.

Terry and Ralph Rio's standard act still kills 'em. The gal got yocks from her first peek around the curtain to the bow-off.

Carl Sands' ork did a good *Mule Train* bit to open, with four sidemen doubling on guitar to back drummer Smith Howard's vocals.

Pic, *Anna Lucasta*.

Johnny Sippel.

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NIGHT CLUB REVIEWS

Zucca's Opera House,
Culver City, Calif.

(Tuesday, November 29)

Capacity, 1,270. Price policy, 90 cents, \$1.20 and \$1.80 admission; drinks, 65 cents. Continuous entertainment from 8:30 to 11:30 p.m. Booking policy, non-exclusive. Owner-operators, Joe and Frank Zucca. Publicity, Jules Fox. Estimated budget, this show, \$1,500. Estimated budget, last show, \$1,500.

Despite the new handle, *Blackouts of 1950*, the show hasn't varied since last year when Joe and Frank Zucca converted their ballroom to the beer, pretzel and olio spot. Patrons under the mistaken impression that the show is the same that ran for seven years under Ken Murray will be disappointed.

But if the show is too dull and too blue, it is doing big biz, due to high-powered promotion that hit every medium. The closest thing to talent is the adagio work of the Douglas Dancers, two lads working with a gal. Others include Homer Snow's seal act, Dick Vine's so-so singing, Chico Lopez' jungle dance, Lee Trent's em-seeing and fairish olio work, Torchy Wakefield's strip and Lou Ann Lewis's chest tosses.

Niles Thor Granlund, as the other emcee, intros each ordinary kid as a "movie star" and constantly reminds the customers that he "discovered" Barbara Stanwyck, Joan Crawford, etc. The olios have seen days on the burly time. A three-piece combo backs and plays for dancing.

Lee Zhito.

The Shelton Corner,
New York

(Tuesday, November 29)

Capacity, 200. Price policy, no minimum, cover or tax. Entertainment starts at 8 and grinds till closing. Operators, Shelton Hotel (Knott chain). Booking, non-exclusive. Publicity, Paul Perez. Estimated budget this show, \$500.

Well arranged room has recently gone back to entertainment, all musical, to avoid the tax bite. Its current attractions consist of the Top-tones, a newly formed outfit headed by Paul Taubman on Hammond organ and piano, with Joe Biviano, accordion, and Tony Colucci, guitar. The group showed a good library of show tunes, pops and standards, mixing them up for consummate effect. At times the unit showed a musical ability that would make it stand out in backing a vocalist on record dates. Taubman is an excellent musician; Colucci's guitar is deft and listenable and Biviano's accordion helps to lighten the heavy tones of the organ.

Intermissions are taken care of by Lois Bannerman, harpist, who used to work with Dave Apollon. Miss Bannerman is an attractive, willowy blonde who looks at home at the big harp. What she needs, however, is a wider choice of melodies, preferably in the familiar vein. When caught she stressed the longhair tunes that may have demonstrated her ability but do little to maintain interest.

Bill Smith.

Zephyr Room, Chapman
Park Hotel, Los Angeles

(Thursday, November 17)

Capacity, 200. Price policy, no cover or minimum. Owner-operator, Chapman Park Hotel. Booker, Barney Goodman. Booking policy, non-exclusive. Press, Norman Greer. Estimated budget, \$400.

Ruth Wallis and her tongue-in-cheek specialty song material is creating interest here. Her warm and vibrant personality is contagious and holds attention from the start. However, chief interest is in her songs and the manner in which she presents them. Accompanying herself at the keyboard, she offers a brace of rib-tickling original items that has them clamoring for more. Material, for the most part, is double entendre, tho presented in a cute and inoffensive way. Better known to Eastern audiences, her tune creations are catching on here and are being picked up by others on the nitery circuit. These include *Jose Is Living the Life of Riley*, *Hank's Just a Memory*, *Say Hello to Joe* and *Sacha Ain't a Party Member Any-more*.

Miss Wallis originally recorded for De Luxe, but recently started her own label, Ruth Wallis Originals. Her *Admiral's Daughter* is apparently enjoying disk popularity. Ditty had Zephyr Room patrons in stitches, double entendre lyrics pulling yocks. While her own accompaniment is competently handled, spot would do well to surround it with a rhythm combo to get the best results.

Lee Zhito.

New '50 Policy
For Philly Click

PHILADELPHIA, Dec. 3. — The Click, name band nitery now operated by Nickey Blair and Arthur Ganger, of New York, will launch a new policy at the start of the new year. Patterned along the lines of the Beachcomber in California, the large room will be redecorated at an estimated cost of \$50,000 with the addition of Chinese menus.

The entertainment policy will continue with name bands, but peppered with name singers and shows. Already set for the first month of the new year are Billy Eckstine, Frankie Laine and Spike Jones.

Blackhawk, Chicago

(Thursday, December 1)

Capacity, 300. Price policy, 50 cents and \$1 cover charges, with \$1.50 and \$2.50 minimums. Shows at 8:30 and 11:30. Producer, Art Peterson Jr. Publicity, Public Relations Board. Estimated budget this show, \$2,100. Estimated budget last show, \$2,800.

While this type of miniature legit musical is still an improvement over the straight band policy of Don Roth utilized before September, the *Mistletoe and Holly* revue is far less potent than the preceding collegiate package. Major fault is in the acting and production department. The book by Shelby Gordon is too complex for a Christmas spectacle, with everything but the kitchen sink tossed in. Producer Art Peterson Jr. should have woven a purely yuletide theme from the hundreds of wonderful Christmas melodies which were overlooked. In this package too much of the show burden is laid on the shoulders of Freddy Nagel and his band. While this ork is noted thru the territory for its showmanship, it doesn't have enough Christmas material to work with.

Only outside help on this one comes from Jack Tygett, Janet Campbell and the Three Holly-Dears, all of whom are of the modernistic ballet school. As a result, it's too much of one type of dancing and a band trying to do too big a job. Paula Rae, chirp; Kenny Jackson, sax, doubling on comedy vocals, and Chuck Hanes, sax, doubling on juggling, give the program considerable support, especially Jackson, who should be given more time. Junior Tomkins, band drummer, did fair with a version of *All I Want for Christmas Is My Two Front Teeth*, but the producers forgot the simple measure of blacking out two of his bicuspid teeth to make the bit really effective. Cast could use one or two additional acts to fill out the entertainment. Hanes doesn't know enough juggling to fill out his portion of the show. While the dancers did well, there are too many of them doing the same type of work in such a dwarfed cast.

Nagel's ork (four saxes, four brass and three rhythm) played a good show and did a fine job during the dance periods.

Johnny Sippel.

Persian Room, Hotel Plaza,
New York

(Thursday, December 1)

Capacity, 275. Price policy, \$2-\$2.50 cover Shows at 9:30 and 12:30. Owners, Hilton Chain. Exclusive booker, Merrie Abbott. Publicity, Ed Seay. Estimated budget this show, \$1,250.

Tito Guizar's the star on this one, tho he started off so nervous that it took him about four numbers to get over it. The fact that Artini and Consuelo, working ahead of him, did so well may have caused him to press. But once he got going with his collection of Latin tunes, accompanying himself on the guitar, he managed to register. Dressed in Mexican costume, even to the high-heeled boots, Guizar mixed up his tunes between Latin and American, using pop ballads for the latter, with good returns. He was particularly effective on audience participation tunes with beats. Guizar, however, has been around long enough to know when to get off. When he came back and stretched his encore to another four numbers he lost them.

Artini and Consuelo were smoother than ever and showed a real commercial act that makes them a natural for any class room in the country. Their bits to diminishing drum rhythms held them spell-bound. Their mixture of tempos was well and skillfully handled. The crowd yelled for things like the Charleston and jitterbug stuff which they gave out in addition to their set routines. When they finally finished they were a smash. It was a tough spot for Guizar to follow.

Bob Grant's Ork cut a tough show with skill. Mark Monte did his usual excellent relief chore.

Bill Smith.

Follow-Up
Reviews

BOP CITY, NEW YORK: Her Jeffries in his second New York date showed marked improvement, tho his pacing needs hypoing for better returns. In his routine, caught Thursday (1), he opened with a slow *April in Paris*, followed it with an equally slow *These Foolish Things*. Then came *Old Man River* with a slow first chorus and a stepped up second chorus. He then gave out with his *Basin Street, Flamingo* and ended with *Jump for Joy*.

His *Foolish Things* was wonderful, but his slow opening number killed it. In fact, his No. 1 song hurt his entire act. It wasn't until his *Jump* that he really registered. What he needs is something to wake them up right away before he shows style, phrasing and delivery.

Jeffries is basically a good singer. Given the proper conditions, he might even break thru some day. In the meantime, however, he has to work and find a routine geared to mass audiences. The voice is there.

Bill Smith.

THE CLICK, PHILADELPHIA

This is the first time Nicky Blair has deviated from the name band policy. He brought in a show topped by Rudy Vallee, with tho budget going largely to the singer, who proved himself an adept showman. The crowded room, when caught November 24, was not receptive to his gags, but by careful timing and projection coupled with his delivery, Vallee finally won 'em over half way thru his song and patter routine. They kept calling him back for more and more, and each time he built bigger.

The two dance turns setting the stage for Vallee also registered, particularly that of youthful carrot-topped brother and sister team of Homer and Holly. Jerry Tapps, stepper of the Bill Robinson school, also did well with sharply defined and rhythmic tapology.

For the first time, the Click circular stage had a line of girls. The five Wally Wanger Girls filled out the rostrum attractively enough—in dress even if not in dance. Shep Fields's music on the revolving stage cut the show music. The Ray Kral unit's be-bop did not fit.

Maurie Orodener.

CAFE SOCIETY, NEW YORK: Dolly Dawn, current here, together with Art Tatum, sings and sells better than she has in years. Since last caught she has picked up an under-selling style, plus a delicate phrasing that gets and holds audiences. On the night caught (29) the house had a noisy bar trade, plus a couple of guys who actually went to sleep. One was so far gone even a Spike Jones couldn't arouse him; the other one awoke when Miss Dawn was halfway thru her first number, and stayed awake all thru.

The gal showed an equal deftness on bright numbers, oldies and rhythm tunes, as well as on production stuff like *Tenement Symphony*. Her *Mad About the Boy* was particularly well handled, with the lyrics coming thru in wonderful fashion.

Art Tatum is still a brilliant piano stylist, tho his brittle runs, long a Tatum characteristic, have been grabbed by so many other keyboardists that they no longer sound impressive. Tatum's technique is still marvelous, however, his difficult arrangements and counter-arrangements of various standards can best be appreciated by musicians. Inasmuch as the majority of cafe goers are not musicians, Tatum was listened to at the onset but soon lost them.

Bill Smith.

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Stuff 'Too Blue'; Paula Drake Sits Out Date

MINNEAPOLIS, Dec. 3.—Paula Drake, song satirist, is sitting out her two-weeker at the Radisson Hotel because the management refused to let her go on unless she changed her material.

Miss Drake was to open at the hotel's Flame Room last Friday (25). But after one song at the afternoon rehearsal, Tom Moore, hotel owner, and Jerry Conway, house booker, said she was unsuitable. "Her material is too suggestive," said Conway. Later he said it wasn't the singer's fault; it was her agent, Miles Ingalls, "who misrepresented."

Ingalls was out of town, but Joe Flaum, who made the sale, denied any misrepresentation. "Conway asked us for the girl. Nothing was said about material. We didn't even submit her to him. He came to us," said Flaum.

Jack Irving, American Guild of Variety Artists (AGVA) wheel, called in, ruled that Miss Drake was in on a play or pay contract; even if the hotel didn't use the girl it had to pay her in full.

Miami Beach Sets Robinson Benefit; Law Bars Negroes

NEW YORK, Dec. 3.—All of show-biz rallied to contribute to the late Bill Robinson's relief fund in Miami Beach before he died late Friday. A show was skedded for December 5. A plane load of performers was to be flown down from New York. Walter Jacobs was to put them up cuffo at his Lord Tarleton, the Paramount was to give the Beach Theater and WMIE was to broadcast the show.

Everybody was pitching in except the city of Miami Beach. For, despite the fact that the huge benefit was for a Negro actor, a Miami Beach law prohibits Negroes from attending theaters.

ROXY, NEW YORK

(Continued from page 43)

for Chandra Kaly and his three girls and one boy group. The spot stayed on Kaly thruout, while he went thru his now familiar "authentic" East Indian folk dances.

Los Gattos, three boys costumed to blend with the stage setting, did their act in showmanlike fashion, getting the effect of speed thru a jump-style ork backing to which they kept time. Tommy Trent ran thru his familiar Punch and Judy act, including the Bugs Bunny, skunk, devil and dragon bits. Moppets in the audience ate it up. He finished with a puppet routine in black light. Middle production number by the Gae Foster line was a pseudo-flamenco mish-mash that depended on costuming for a good deal of the audience reaction.

Debonaires Score

The Debonaires, five boys decked out in tails and white gloves, went thru their paces in fine fashion. They came back after a bow-off to repeat their "mass production" routine ending up with snow flakes, and a skating bit which acted as a lead-in for Mindy Carson's return. The house line wheeled her on in a sled, with the entire production covered with filmed snow flakes. Carson sang *White Christmas* while the five boys and the line stayed on for atmosphere.

Pic, *Dancing in the Dark*.
Joe Martin.

AGVA TO CHASE

(Continued from page 42)

the offenders, AGVA may proceed against them in courts. Where picture companies use bits, they will also be faced with legal action. Attempts are now being made with the Screen Actors' Guild (SAG) and other talent unions in the Associated Actors and Artists of America (Four A's) for joint action against violators.

Philadelphia's New Year Eve Outlook Fair

PHILADELPHIA, Dec. 3.—Altho New Year's Eve reservations are already coming in—while in former years they didn't start coming in until mid-December—the outlook for this holiday eve is none too good, because of the midnight curfew in force on Saturdays. In fact, most of the cafes thruout the State face a bleak New Year's Eve because all liquor sales are supposed to end at midnight on Saturdays.

According to the State liquor code, all entertainment and dancing as well as beverage sales must halt at midnight. In the past the board has ruled that the hours of sales are fixed by statute and thus no exceptions can be made. Even if the board were willing to grant an extension because of New Year's Eve, the law prevents it.

In former years, when the week day brought a 2 a.m. curfew the enforcement officers permitted operating to continue an hour or two beyond the deadline. However, a Saturday night curfew is a tougher nut to crack.

Musicians and entertainers will make a fancy buck this New Year's Eve because of the curfew. Hotels and banquet halls report that they are already booked solid for private parties, and talent agencies report New Year's Eve inquiries and leads are bigger and better than ever.

The night clubs and roadhouses on the New Jersey side are planning big celebrations for New Year's Eve. Not faced with the Sunday curfew the latter spots figure on getting a good play from Philly people.

Conn. New Year Booze Till 3 A.M.

BRIDGEPORT, Conn., Dec. 3.—Cafes will be permitted to remain open here until 3 a.m. New Year's Eve, despite the fact that New Year's Day falls on a Sunday. The State Liquor Control Commission was advised yesterday in a formal opinion by Assistant Attorney General Pasquale Vioni that bars and liquor outlets can do business until that hour despite the fact that it runs into a Sunday.

The law which forbids the sale of liquor on Sundays before noon does not apply to a Sunday which happens to be New Year's Day, it was ruled. Vioni also stated that liquor outlets must be closed on another Sunday, Christmas Day, but may be open during regular hours on the following Monday, the day regarded as the legal holiday.

Holiday Ups Stem to 396G; MH 125G, Roxy 60, Para 82

NEW YORK, Dec. 3.—Thanksgiving Day, with its hiked prices, gave the six combo houses a shot in the arm last week. Over-all take was \$396,000 against \$343,500 the previous week.

Radio City Music Hall (6,200 seats; average \$134,500) went to \$125,000 for its third week with Patricia Bright, the Danwoods and *That Forsyte Woman*. The previous week's figure was \$118,000 after an opening of \$148,000.

The Roxy (6,000 seats; average \$78,000) moved down to \$60,000 for its third and last week with Tony Martin and *Oh, You Beautiful Doll*. The show opened to \$100,000, followed by \$85,000. The new show (reviewed this issue) has Mindy Carson and *Dancing in the Dark*.

The Paramount (3,654 seats; aver-

age \$73,250) opened to a good \$82,000 for its tee-off with Sarah Vaughan, Red Buttons, Claude Thornhill and *The Great Lover*.

The Capitol (4,627 seats; average \$55,000) went down to \$45,000 for its second week of the Dick Contino show and *She Wore a Yellow Ribbon*. Previous week's take was \$60,000.

Strand (2,700 seats; average \$22,750) opened up big with \$65,000 for its preem with the Desi Arnaz show and *Leave Them Laughing*.

Palace (1,700 seats; average \$22,000) went up to \$19,000 from a previous week's \$17,000. The bill was Poodles Hanneford, Hank Simeon and *The Dalton Gang*. The new bill (reviewed this issue) has Keye Luke, Johnny Burke, six other acts and *The Threat*.

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Columbia Presents 'City-Madam'; Highly Interesting Experiment

NEW YORK, Dec. 3.—The Columbia Associates, experts in digging up rare Elizabethan dramaturgy, have come up with an item so rarified as to have never been produced in this country. The university troupe is presenting Philip Massinger's satire of 17th-century morals, *The City-Madam*, at the Brander Matthews Theater for a week's run thru Tuesday (6).

A reporter is advised that *Madam* is believed by some contentionists to be a version of a Ben Johnson opus (circa 1619). Be that as it may, its format comprises a robust plot construction and character approach redolent of the old master. Commercially, a reporter would say that it has little to offer, save as a museum piece. But as an experiment, it is extremely interesting, as a bringing to life of a next-to-unknown script and the Columbia thespians have given it an excellent showcasing.

Walter Thompson Ash's setting is worthy of any Stem stage, cleverly utilizing painted transparencies which, lighted from behind, can switch the background from exterior to interior in an instant, giving pace to the complicated involvements of the plot. Milton Smith has arranged

and staged the piece to catch its robust Elizabethan flavor, and James Doll has dressed its actors with fine imagination.

There are some good contributions performance-wise. William Bijur gives an excellent account of himself as the villainous, grasping Luke Frugal. Carol Couche likewise registers sharply as his bedeviled sister-in-law, and Eleanor Mays and Bonnie Badler are fine as her daughters. Many others in a huge cast also deserve bows. They are all exceptionally well drilled and go at their chores with zest.

In sum, *Madam* is well worth a trip up to the Columbia campus.

Bob Francis.

All 4 Philly Houses Skedded for Weeks

PHILADELPHIA, Dec. 3.—As the season nears its middle, Philly legit houses have finally hit their stride. With a heavy hypo from the sellout stand on *Gentlemen Prefer Blondes*, possibilities are bright for all four Shubert houses to keep their lights on, for the next few months at least, after working to date on a scattered schedule.

December bookings promise to keep the four legit temples lighted for the remainder of the year. The Forrest Theater gets *The Rat Race* next Wednesday (7) to follow *Gentlemen*. *Summer and Smoke* replaces *The Philadelphia Story* at the Locust Street Theater Monday (5), with *How Long Till Summer* set to take over December 20. *Brigadoon* returns Monday (5) to the Shubert, with the exit of *Blossom Time*. At the same time Blackstone's magic opus follows *Metropole* into the Walnut Street Theater.

Teyte Troupe To Go South

PHILADELPHIA, Dec. 3.—The Maggie Teyte Repertory Company, presenting a program of operas in concert form, will take in the theaters on tour, as well as the concert halls. The troupe just concluded a four-day stand at Wither- spoon Hall, presented by Barnard L. Sackett. The tour will cover Pennsylvania towns and then head south.

Murtagh's Injury Delays Huddles

NEW YORK, Dec. 3.—The meeting of the mayor's theater committee skedded for Thursday (1) at the Hotel Astor has been tentatively put off until December 8, due to injuries received in an automobile accident by Commissioner of Investigation John M. Murtagh. It was expected that this week's get-together by the committee would have wound up its deliberations as to recommendations to Mayor O'Dwyer in regard to putting teeth in the current ticket sales code via placing its enforcement in the hands of the license department. Chairman James Sauter's office advised that the committee thought it best to postpone final deliberations until Commissioner Murtagh could be present.

The commissioner and Mrs. Murtagh were involved in a head-on collision in Charleston, S. C., November 25. They were returning from a vacation at Sea Island, Ga. Murtagh sustained a broken ankle and his wife a fractured jaw. Both are currently hospitalized at St. Francis Xavier Infirmary in Charleston. A spokesman at the Department of Investigation reported that the commissioner will "probably be able to return in another four or five days," but seemed doubtful that he will be able to assume full duties at that time. It appears that a still further postponement of the committee's activities will be in order.

N.Y. City Center Play Revivals Shaping Up

NEW YORK, Dec. 3.—Plans for the City Center's eight-week drama revival season under the artistic aegis of Maurice Evans are slowly but surely maturing. Following by two weeks the Monday (26) opening of *She Stoops To Conquer*, with Celeste Holm as Kate Hardcastle, the second fortnight stanza will unveil *The Corn Is Green*, with Richard Waring and Eva Le Gallienne in the featured roles. The third bill will be a Margaret Webster directed revival of *The Devil's Disciple*, which has not yet been cast. The fourth and final bill is yet to be decided upon.

Carmen Matthews and Russell Collins are the latest additions to the cast of *Conquer*, with Brian Aherne, Ezra Stone, Evelyn Varden and Burl Ives already on the roster.

Amherst To Preem 'The Wind Is North'

AMHERST, Mass., Dec. 3.—The Amherst College Masquers will showcase another American premiere Thursday (8) thru Tuesday (13). The campus acting group's first production is Britisher Peter Yates's verse drama, *The Wind Is North*. *Wind* is concerned with the assassination of Abraham Lincoln. Last year, the Masquers introduced *Happy as Larry*, the Donagh MacDonagh comedy in which Burgess Meredith skeds to star himself on Broadway in January.

Wind will be Director F. Curtis Canfield's only Amherst production of the season. He has been granted leave of absence starting in February to rejoin the National Broadcasting Company's New York television department, where he spent last summer producing *Academy Theater*. Canfield's local chores will be taken over by Denis Johnston, Irish playwright.

Wanamaker Quits 'Caesar' Direction

NEW YORK, Dec. 3.—Sam Wanamaker quit his staging chore of *Caesar and Cleopatra* Wednesday (30) after clashes of directional viewpoint with co-star Sir Cedric Hardwicke. Hardwicke has taken over the revival's direction.

Originally, Wanamaker got into the act because Hardwicke decided that he wanted to concentrate on his acting assignment. However, reports are that Wanamaker wanted to approach the staging via his own notions rather than stick to traditional ideas. Sir Cedric is no newcomer to the Shavian *Caesar*, having acted the role in the London revival in 1925, when the author sat in on rehearsals. Apparently there could be no meeting of minds on the matter, altho Hardwicke expressed no ill will toward Wanamaker—praising him, in fact, on the score of talent and inventiveness.

Wanamaker has turned his attention to prepping the Chicago troupe of *Goodbye, My Fancy*, which he originally staged.

'Appleseed' for Seattle

SEATTLE, Dec. 3.—The Seattle Repertory Playhouse has announced purchase of *Johnny Appleseed* by John Forrest for a December (29) preeming. The musical, dealing with the famous legendary character, will star Alfred Russell and Patti Sweazes. Scriptor Forrest is program director of KOL, strong local indie. His past radio sales include *Lux Radio Theater* and *Suspense*. For *Appleseed* he has written both book and music.

ROUTES Dramatic and Musical

Alive and Eeking (Shubert) Boston 8-10.
As You Like It, with Katharine Hepburn (Shubert) New Haven, Conn., 8-10.
Ballet Theater (Boston O. H.) Boston
Barretts of Wimpole Street (Convention Hall) Tulsa, Okla., 7; (Robinson Auditorium) Little Rock, Ark., 8; (Auditorium) Memphis 9-10.
Blackstone (Walnut St.) Philadelphia.
Blossom Time (Nixon) Pittsburgh.
Brigadoon (Shubert) Philadelphia.
Finian's Rainbow (American) St. Louis.
High Button Shoes (City Auditorium) Pueblo, Colo., 7; (Convention Hall) Hutchinson, Kan., 9; (Music Hall) Kansas City, Mo., 10.
Inside U.S.A., with Beatrice Lillie (Cursan) San Francisco.
Light Up the Sky (Weller) Eanesville, O., 7; (Murat) Indianapolis 8-10.
Man Who Came to Dinner (Royal Alexandra) Toronto.
Mr. Roberts (Taft Auditorium) Cincinnati.
Oklahoma (Royal Victoria) Victoria, B. C., Can.
Philadelphia Story, with Sarah Churchill (Erianger) Buffalo 8-8; (Auditorium) Rochester 9-10.
Private Lives, with Tallulah Bankhead (Carolina) Charlotte, N. C., 7; (Auditorium) Asheville 8; (Carolina) Greenville, S. C., 9; (Municipal Auditorium) Savannah, Ga., 10.
Rat Race (Forrest) Philadelphia.
Streetcar Named Desire (Poche) New Orleans.
Student Prince (Cass) Detroit.
Summer and Smoke (Locust St.) Philadelphia.

BROADWAY SHOWLOG		
Performances Thru December 3, 1949		
DRAMA		
	Opened	Perfs
A Streetcar Named Desire... (Barrymore)	12- 3, '47	807
Born Yesterday... (Henry Miller)	2-24, '46	1,610
Death of a Salesman... (Morosco)	2-10, '49	340
Detective Story... (Hudson)	3-22, '49	292
Diamond Lil... (Plymouth)	2- 5, '49	134
Goodbye, My Fancy... (Martin Beck)	11- 7, '49	437
I Know My Love... (Shubert)	11- 2, '49	38
Mister Roberts... (Alvin)	2-13, '48	412
Montserrat... (Fulton)	10-29, '49	41
Shake Hands With the Devil... (Blackfriars' Guild)	10-20, '49	39
That Lady... (Martin Beck)	11-22, '49	15
The Browning Version... (Coronet)	10-12, '49	61
The Closing Door... (Empire)	12- 1, '49	4
The Father... (Cort)	11-16, '49	21
The Madwoman of Chaillot... (Royale)	12- 8, '48	328
Yes, M'Lord... (Booth)	10-14, '49	71
MUSICAL		
As the Girls Go... (Broadway)	11-13, '49	372
Kiss Me, Kate... (Century)	12-30, '48	386
Lend an Ear... (Broadhurst)	12-16, '46	404
Lost in the Stars... (Music Box)	10-30, '49	40
Miss Liberty... (Imperial)	7-15, '49	163
Regina... (46th Street)	10-31, '49	40
South Pacific... (Majestic)	4- 7, '49	276
Texas L'il Darlin'... (Mark Hellinger)	11-25, '49	11
Touch and Go... (Broadhurst)	10-13, '49	80
Where's Charley?... (St. James)	10-11, '48	480
ICE SHOWS		
Howdy, Mr. Ice of 1950... (Center)	5-16, '49	256
Ice Follies of 1950... (Madison Square Garden)	11-17, '49	19
COMING UP		
(Week of December 5)		
Gentlemen Prefer Blondes... (Ziegfeld)	12- 6, '49	
Metropole... (Lyceum)	12- 6, '49	

EQUITY LIBRARY THEATER REVIEW

MY HEART'S IN THE HIGHLANDS

(Opened Saturday, November 19)

EQUITY LIBRARY THEATER

A fantasy by William Saroyan. Staged by Edward Ludlum. Sets by David Berman. Musical arrangements, Lee Wilcox. Production manager, Philip S. Goodman. Technical director, Homer Poupard. Stage manager, Edwin Gifford. Presented by the Equity Library Theater.

Johnny... "Butch" Cavell
His father, Bex Alexander... Paul Stevens
Johnny's grandmother... Adele Fortin
Jasper MacGregor... Daniel Reed
Mr. Kosak, the grocer... Milton Selzer
Esther, his daughter... Brenda Lorraine Selig
Rufe Apley... Richard Woods
Philip Carmichael... William MacDonald
Henry... Billy James
Mr. Willey... Joseph Keating
Mr. Cunningham... Leigh Gutteridge
Husband... Chris Mallo
Wife... Gall Stewart
Boy... Dick Sanford
CHORUS: Judy Young, Pat Silvers, Alice Winston, Patricia Ferris, Betty Patterson, Gregg Hunter, Ralph Ashley, Bob Whipple, Kathy Norton, Paula Marine, Marilyn Moore, Alik Gray, Jacques Buxbaum.

From the opening choral number to the last fade-out, the Equity Library Theater's production of *My Heart's in the Highlands* was tastefully done. Tho perhaps the chorus, giving a running musical commentary, at times got out of step with the play's mood, and tho the

actors occasionally let the pathos get the better of them, these discrepancies hardly left a mark on the overall beauty of the show.

Heart's concerns itself with the everyday existence of an impoverished poet, his son and mother, living in a time of war. Thru the poet, William Saroyan cries out against destruction and pleads for poetic beauty, so depleted in the world.

Paul Stevens and "Butch" Cavell, as the poet, Ben Alexander, and his son, Johnny, worked well together, and each in his way turned in an excellent performance. But Daniel Reed, playing old Jasper MacGregor, "the greatest Shakespearean actor of our day," was magnificent. When an actor does a near-perfect job, there isn't much more to say. The lesser roles were competently handled.

David Berman executed a superlative set, and Edward Ludlum left few flaws in his direction, moving his actors well and bringing out the substance in the lines.

So far this season the ELT has held to its high production level—one might even say the watermark's gone up a bit—and with more like *Heart's*, they should be flooded with talent hunters. Dennis McDonald.

Off-Broadway Review

THE GREAT BIG DOORSTEP

(Opened Saturday, November 26)

LENOX HILL PLAYHOUSE

A comedy by Albert Hackett and Frances Goodrich. Staged by Steffen Zacharias. Production manager, Charles Chauvin. Sets by Lulu Sadowsky. Songs arranged by Max De Novellis. Dances arranged by Mara Krasnapolsky. Technical director, Barry Fredrik. Stage manager, Lee Miller. Presented by the Equity Library Theater.

Carol Eden
Florence Manson
Clarice Blackburn
Janet Lally
Joanne Lally
Benny Giruso
Elisav Parke
David White
Babette Towbis
Jerry Morris
Christopher Goye
Laurel Shelby
Max De Novellis
Ed Harper
Maggie Curran
Rita Lloyd, Jack Feeney, Rita Bonello, Walter Dugan, Clare Belmont, Erika Feydon

A lot of hard work has gone into *The Great Big Doorstep*, some of it wasted effort. The wasted effort comes mainly from a few good actors who should never have played the roles assigned them in such an inadequate script. That the production is mildly entertaining proves, however, that all is not lost.

The doorstep of the title was found by a Cajun, his wife and six children in Louisiana, who fished it out of the Mississippi River. After they have attached it to their ramshackle house they are concerned thruout the play with getting a decent home to go with the beautiful steps.

Plenty Corn

Having resurfaced *Tobacco Road*, Hackett and Goodrich proceed thruout to plant generous bags of corn and leave inconsistencies and wide gaps between their work and reality, a chasm which the production fails to bridge. The authors also "plant" lilies in the first act and continue their horticultural signposting until it becomes obvious long before the end that profits from the crop would enable the family to get the house.

Clarice Blackburn, as Mrs. Crochet, the miscast, gives the play reality from sheer acting power. Carol Eden, as Evvie Crochet, provides a spark to the family. Her's is the role among the children, and she has the ability to play it. Less fortunate with their miscasting, tho still turning in creditable performances, are David White and Florence Manson. A fine hill-billy trio provides between-the-acts entertainment, and a chorus of singers and dancers give the second act a boost.

Zacharias Can Improve

When Steffen Zacharias learns to take more care with casting his plays and then learns pacing of a show, he'll be a good director. Lulu Sadowsky backgrounds the show commendably.

The Doorstep achieves a modicum of entertainment and is mildly amusing, maybe someone ought to write a book on "What To Do With an Inadequate Play." *Dennis McDonald.*

"Lil" To Close, May Return

NEW YORK, Dec. 3.—Altho *Diamond Lil* is still holding up financially at the Plymouth, producers Albert Rosen and Herbert Freezer are being bedeviled to carry out booking commitments which had to be canceled last season because of Mae West's ankle mishap. Accordingly, the show plans to wind up its local engagement shortly after the first of the year. Thereafter *Lil* will play the hinterland bookings to which it was previously committed with a possible stem return in the offing.

Eastern Conference To Hear Derwent

NEWARK, Del., Dec. 3.—Clarence Derwent, president of Actors' Equity Association, will head the list of delegates from the professional and non-professional theater who will appear on the program of the Eastern Theater Conference December 3 and 4 at the University of Delaware. He will speak Sunday (4) on *The American Theater Tomorrow*.

Invitations have been extended to over 1,000 representatives of school, college, community and professional theaters in a five-State area to attend the conference, which will be preliminary to the National Theater Assembly, sponsored by American National Theater and Academy in Washington, skedded for the spring. One of the major objectives of the Eastern conference is presentation and discussion of the most urgent theater needs of this area. Delaware, New Jersey, Maryland, the District of Columbia and Eastern Pennsylvania are covered.

Postwar Germany In Drama for Stem

NEW YORK, Dec. 3.—John Huntington has bought the Stem rights to *The Edge of the Sword*, the George Bellak drama about postwar political crises in Germany, which the Abbe Workshop produced experimentally several weeks ago. He skeds it for rehearsals right after January 1.

Sword deals with the laxity of American occupational forces in Germany and a resultant resurgence of Nazism. Bellak is a vet of Signal Corps Intelligence in Europe. Numerous major cast changes will be made after the experimental showcasing. *Sword* skeds to open cold after a series of local paid previews.

College Thesps Will Play at D. C. Sesqui

WASHINGTON, Dec. 3.—Plans are under way to bring a series of university theater groups to the nation's capital as a part of the sesquicentennial celebration. The Washington Art Center Association, which initiated the idea, is hoping to obtain the financial backing of the sesqui commission.

It is contemplated that the university plays would be performed at the auditorium of the Agriculture Department. Nearly a score of universities have already indicated interest in sending student actors to the city to take part in the program.

Canadian Revue To Repeat In Detroit—Opposish House

DETROIT, Dec. 3.—*There Goes Yesterday*, Canadian-born revue, has been booked by Manager David T. Niederlander for a 10-day stand at the Lafayette Theater, opening next Thursday (8). This is a virtually unprecedented move, since the show played a three-day stand at the local Music Hall less than two weeks ago. Repeat booking of a legitimate attraction at an opposition house in the same season has been almost unknown here, particularly in view of the scarcity of attractions on the road.

The revue has been playing mostly the smaller Canadian towns and is set to go into Toronto after the second stand here. John Pratt and Murray Matheson are starred. The earlier appearance here was on a somewhat informal basis and treated almost as a semi-pro production, but was excellently received by local critics. Original double piano musical background is to be built up to the usual musical minimum when the show returns to the Lafayette.

BROADWAY OPENINGS

THE CLOSING DOOR

(Opened Thursday, December 1)

EMPIRE THEATER

A melo by Alexander Knox. Staged by Lee Strasberg. Setting by Paul Morrison. Costumes by Robert Stevenson. General manager, John Yorke. Stage manager, Henry Martin. Press representatives, Wolfe Kaufman and Robert Hector. Presented by Cheryl Crawford.

Norma Trabern Doris Nolan
David Trabern Jack Dimond
Connie Jo Van Fleet
Vall Trabern Alexander Knox
Ollie Stevenson John Shellie
Grandma Eva Condon
Doctor Ed Harriman Richard Derr
Basil Johnson Ronald Alexander
Don Randolph Echols
Hector Trabern Alan Norman
Guard Lonny Chapman
Guard Martin Balsam

If a pew-sitter likes a more or less clinical dissection of a psychiatric and wants to watch a rather nice guy come to a boiling point which may result in family murder or suicide, *The Closing Door* is his dish of tea. A reporter suspects that Alexander Knox wrote a melo shocker, but that director Lee Strasberg has delved industriously for subtle nuances of motivation with which to color individual scenes. However, despite some heavy-handed direction and one or two moments of frankly corny hokum, *Door* unveils pretty much as a reporter thinks the author hoped it would—a suspenseful chiller which will set fem pew buyers to clawing at their escorts' arms.

Knox has written himself a really helluva part—a vet with an Oedipus complex which skeds for violent eruption at any moment—and he plays it to the hilt. His wife (both real and stage), Doris Nolan, co-stars with him and crowds him for acting honors. They are both splendid in a play that comes alive from clinical depression by the sheer force of their playing. Knox's theme is the problem of a wife who sees her man slipping into dangerous insanity and her efforts to steer him toward an eventual cure. It is not a pleasant subject, but Knox has handled it arrestingly. His protagonist is doubly pitiable because he is utterly ingratiating, and except for an occasional moment of theatrics, he is underplayed for fine effect. Both Miss Nolan and her husband make the two principal characters very real people indeed.

Good Support

Strasberg and producer Cheryl Crawford have assembled an overall excellent supporting cast. Thirteen-year-old Jack Dimond adds substantially to his acting laurels as a youngster who idolizes his mentally ailing father. Jo Van Fleet makes a stand-out of a slatternly, impudent maid and Eva Condon sharpens some emotional moments as the sick man's mother. Richard Derr is fine as a sympathetic medico, and well-played briefer contributions stem from Ronald Alexander and John Shellie.

Paul Morrison has designed a slightly shoddy apartment interior replete with proper entrances and a sinister closet to catch the chiller-diller mood of the Knox opus and Robert Stevenson has run up appropriate costumes.

In sum, while *Door* takes a considerable while to get started, once under way it builds effectively and steadily to its climax, and it has a climax to set fem teeth on edge. *Door* may not stack up to some of the past Stem chiller fare, but it provides ample suspense and goose pimples for those who like their theater at frigid temperature. *Bob Francis.*

"Enchanted" Seeks Baxter

NEW YORK, Dec. 3.—Alan Baxter, currently in town from the Coast, is wanted for a top slot in *The Enchanted*, the Jean Giradoux-Maurice Valency comedy. Lueen MacGrath has already been signed for the fem lead, and George Kaufman is directing for producers David Lowe and Richard Davidson. The road break-in unveils in New Haven, Conn., Wednesday (28), with a Stem preem skedded for January 18.

CLUTTERBUCK

(Opened Saturday, December 3)

BILTMORE THEATER

A comedy by Benn W. Levy. Staged by Norris Houghton. Settings by Samuel Leve. Costumes supervised by Alvin Colt. Company manager, Joseph Harris. Stage manager, Peter Santho. Press representatives, Richard Maney, Frank Goodman and Peggy Phillips. Presented by Irving L. Jacobs in association with Davis Merrick.

Julian Tom Helmore
Arthur Pomfret Arthur Margetson
Deborah Pomfret Ruth Ford
Jane Pugh Ruth Matteson
Clutterbuck Charles Campbell
Waller Tom Chung Yun
Melissa Claire Carleton

Plotwise, Benn Levy has gone back to drawing-room comedy essentials for *Clutterbuck*. True, he has located it on the deck of a luxury cruise ship and an island hotel terrace instead of in the parlor, but all the familiar elements are there—progressive marital infidelity, either consummated or attempted by upper-bracket Londoners, overlaid with sufficient brittle chit-chat to offset the deficiencies of a trifling yarn.

However, Levy has made a pretty ancient notion about a pair of wives, who confide to each other anecdotes about a few purple days each has spent—premaritally, of course—with a lad named Clutterbuck. It's overall amusing. It all happens on a cruise, with their respective husbands along. Oddly enough, Clutterbuck and a new wife are likewise taking the same jaunt, and also oddly enough the ladies' husbands discover that Clutterbuck's wife is a lady with whom each has lived in blissful sin, also premaritally, of course. All of them with the exception of the new Mrs. Clutterbuck, who seems a simple soul, want to renew really personal contacts, if only for a one-night stand. These didoes, carried to a successful conclusion or otherwise via an effusion of extremely chucklesome lines which are projected with gusto by a fine cast, add up to a satisfactory three acts of frothy entertainment. More than enough of *Clutterbuck* is good fun.

Much of the credit goes to Norris Houghton's direction, since faced with a problem of a slow-starting first stanza to a piece that is essentially conversational, his sharp pacing and interpolation of bits of business give a progressive impetus to much that could be tediously static. Quite as much credit also goes to the interplaying of Ruth Matteson, Ruth Ford, Arthur Margetson and Tom Helmore as the predatory couples. Along with Claire Carleton, as Clutterbuck's bemused spouse, all of them make the most of every laugh-line by virtue of superlative timing. This is the first time a reporter remembers a title role completely limited to panto. But Charles Campbell, as Clutterbuck, gets his big moment for a laugh curtain speech to send out the pew sitters in top humor.

Irving Jacobs has had Samuel Leve provide two excellently realistic sets of a cruise ship's afterdeck and a tropical island terrace. It's a handsome production, and via its acting and staging blessings Benn Levy's frothy opus supplies more than sufficient liveliness to attract a proper quota of pew-buyers to the Biltmore. *Bob Francis.*

Ethel Colby Returns to 'Journal of Commerce' Post

NEW YORK, Dec. 3.—Ethel Colby returned Thursday (1) to her former drama and pie critic chair for *The Journal of Commerce*. She renews an assignment which covered a seven-year span and becomes the only fem first-stringer on a metropolitan daily.

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CBS Is Grossing \$17,575,000 Via Own Packages

(Continued from page 3)

200G away on Mickey Rooney, 250G on Sweeney and March and at least 300G on Studio One, which ran 68 weeks on radio without getting a bankroller. This year in the four months that Abe Burrows was on the web the show cost CBS about 60G.

However, some of these investments are recovered in part, at least. Studio One, for example, is now sponsored in video. Life With Luigi cost CBS about 350G but was just sold to Wrigley Gum for radio.

The extent to which CBS fills its air lanes with its own shows is shown by the fact that during the prime evening hours of 7-10:30 from Sunday thru Saturday 45 per cent of the programs being broadcast are owned by the web. This does not include Sing It Again, Saturdays 10:30-11 p.m., or Our Miss Brooks, Sundays 6:30-7 p.m., both of which fall just outside the time period being considered. It is also evident that Arthur Godfrey looms large in the CBS picture. About a third of the CBS billings result directly from his shows.

Then, too, CBS is on the book for an estimated \$5,000,000 paid out for Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby and Lum and Abner. It will take the web years to recapture that investment.

The list of CBS commercial packages and estimated gross time billings for each follows:

Arthur Godfrey's Morning Show	\$5,180,000
Give and Take	321,000
Let's Pretend	321,000
Eric Sevareid	500,000
Allan Jackson	200,000
Jack Benny	642,000
Amos and Andy	642,000
Our Miss Brooks	642,000
Edgar Bergen	688,000
Ed Murrow	1,605,000
Arthur Godfrey	688,000
My Friend Irma	688,000
Hit the Jackpot	688,000
Bing Crosby	688,000
Burns and Allen	688,000
Suspense	688,000
Crime Photographer	688,000
My Favorite Husband	688,000
Leave It to Joan	688,000
Sing It Again	642,000

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Magic

By Bill Sachs

MAX TERHUNE, magician, vent Western film star, phoned a "hello" to the Magic Desk Thursday of last week (1), while en route for a p. a. swing thru the Kentucky territory. . . . **Harry King and Zorita** recently worked the banquet at the Morrison Hotel, Chicago, honoring the Shrine's Imperial Potentate, **Harold Lloyd**, erstwhile film star. Previous commitments made it impossible for Lloyd to gather with the Chi magic lads at the Magic Round-Table at Drake's Restaurant, which he has made on a number of occasions in the past. **King and Zorita** recently played a three-day engagement for the West India Fruit & Steamship Company of Norfolk, Va. . . . **Dr. Harlan Tarbell** will present his magic program and lecture at Cincinnati's exclusive Queen City Club next Thursday night (15). . . . **L. E. (Roba) Collins** postals that he's still batting it out with his Magic Circus in schools thru Missouri and Arkansas to fair returns. Collins caught the Ringling show on its recent St. Louis engagement and enjoyed a visit with **Red Friend**, who replaced **Lloyd Priddy** as inside lecturer and magician in the Ringling Side Show. Collins also caught the performance of **Dr. Gaffney and Company** at Poplar Bluff, Mo., recently. . . . **B. L. (Bob) Johnson** scribbles from Pueblo, Colo.: "There are four of us rabbit-hiders working around here. **Ed Hunt** is doing his magic and vent and playing drums in a band. **Merry Mysterious Wheldon**, a cabinet maker by trade, is doing full-evening shows in the territory and going over nicely. **Gill Hughes**, local high school lad, looks as tho he is going places in the magic field. He features one of the best Zombie Ball routine I've ever seen. I am doing 30 minutes of magic and fire-eating, billed as **Professor Cigam**. **Virgil the Great** is set for Memorial Hall here March 21-22, 1950."

MILBOURNE CHRISTOPHER'S

seventh magic book, "Conjuring With Christopher," is slated to be released this week by Holden's Magic Shops. . . . **Rigoletto Brothers** are the third magic act in a row at **Billy Rose's Diamond Horseshoe**, New York, following in **Jay Marshall** and **Billy Bishop**. . . . **Harbin** is currently displaying his magical wares at the Hippodrome, Baltimore. . . . **George Nicolls and Rene**, doing their chief routine featuring the disappearing radio and the appearing dog, opened December 1 at the Lotus Club, Washington. . . . **Joan Brandon**, heading the current show, in her fifth week at Club Capri, Caracas, Venezuela, begins a European tour in January, opening in Barcelona, Spain. . . . **Joe Stuthard**, after a two-year swing thru England with a unit show, is working niteries in and around Montreal. Other trixsters plying their trade in the Canadian metropolis these days are **Barry Nichols**, at the Blue Sky Cabaret; **Anne Russell**, at the Esquire Club, and **Bruce Morgan**, vent, at the Gayety Theater. . . . **Florence Hanrahan Palmer**, of 1609 S. W. 10th Avenue, Portland 1, Ore., is anxious to contact **Roltaire the Magician** or other showmen who may have known her father, the late **Thomas J. Hanrahan**, former ride and show operator and theater manager. . . . **Robert Emerico** is in his third month with his full-evening show, "Jest Foolin' Around," which he has set until Christmas thru the Redwoods country of California. On November 22, Emerico day and dated the **Great Virgil** in Medford, Ore.,

"You My Love" Gets New Pub

NEW YORK, Dec. 3.—**Jackie Gale** and **Juggy Gayles**, partners in the United Music pubbery, this week incorporated a second publishing firm, **Gale and Gayles, Inc.**, to accommodate the promising rhythm ditty, **For You My Love**.

The no licensing affiliation had been made at press time, the indication was that the firm would become a **Broadcast Music, Inc. (BMI)**, house, since **For You My Love** originally was published by **Merit Music**, a BMI affiliate. It was acquired by **Gale and Gayles** from **Merit**, which is a pubbery set-up built by **Regal Records**.

AGVA To Get 50% Of Variety Clubs' N. Y. Benefit Take

NEW YORK, Dec. 3.—The first major benefit under dual auspices of the **American Guild of Variety Artists (AGVA)** and **Variety Clubs International** will be held at **Madison Square Garden** May 21.

The union will get 50 per cent of the take, off the top. The rest will go to **Variety clubs**. The money received will go toward payment of premiums for life insurance policies all paid-up **AGVA** members now get on the cuff.

There will be a series of similar shows staged in major cities across the country.

FREE ANTENNAS

(Continued from page 13)

much as they now include stoves, refrigerators or plumbing lines. The higher-priced apartments will offer TV outlets "free of charge" while the medium-priced dwellings will either ask for a "connection fee" or a small monthly charge for "maintenance."

Free of Charge?

Edgar Jones, assistant manager of **Pease and Elliman Management Department**, one of New York's largest real estate firms, stated "Every new building in this area will have a TV outlet in each apartment. But whether or not the master system is advertised as "free of charge," the tenant will be paying for it in some way—it will probably be figured into his regular rental charge."

Prewar apartment buildings which have recently installed conduits for video antenna systems have received \$1 a month rent increases from tenants using the system. The local office of rent control has approved such an additional charge.

WTMJ-TV LIMITS

(Continued from page 6)

fore. It is pointed out that even if kids listen to story at the new time they won't have school Saturday. **Damm** said that no specific curfew is being invoked, but that each instance is being handled individually. Changes are under consideration for several other shows.

Damm decided on the change after a meeting of the local radio council held a lengthy discussion about TV mystery shows. He then decided, in view of the greater impact of TV, and the fact that kids have an abiding interest in TV shows, to minimize their exposure to the bang-bang programs.

where both chalked up good business. After the show, **Virgil** and **Julie** and **Mr. and Mrs. Emerico** journeyed to the home of **John Eads** for a magic get-together. . . . **Landrus the Magician** postals from Houston that his agent, **R. Temple Greystoke**, erstwhile magician, is mending after being stricken ill recently and losing his voice. **Landrus** is set on a string of school and auditorium dates thru the **Lone Star State**.

Burlesque

By UNO

VICKI WELLES will be the featured strip at the Hudson, Union City, New Year's week. . . . **Evelyn Taylor** was the extra attraction with the **Ainsley-Lavodis** unit the week of November 27. . . . **Jack Mann**, comic, is back on the burly wheels after four years' absence during which he played stock and niteries on the Coast. His last Broadway musical was "One Touch of Venus." Co-comic is **Harry (Boob) Meyers**, also a returnee after seven years spent likewise in California. . . . Four Hirst circuit houses shutter for a few weeks to hurdle the usual holiday biz slowdown. The **Gayety**, Washington, will stay dark from December 2 to 30; the **Gayety**, Baltimore, December 9 to 30; the **Troc**, Philadelphia, December 18 to 25, and the **Grand**, St. Louis, December 11 to 29. . . . **Eddie Lynch** started rehearsing to produce **Minsky's Follies** December 5 for the opening of the show, December 21, at the **Colonial Inn**, Hallandale, Fla. . . . **Harold Minsky**, having given up his New York Carnival night spot, is negotiating with **N. S. Barger**, present lessee, for the **Rialto**, Chicago, to present burly of the **Minsky** brand on a 50-50 basis. . . . Christmas cards of **Jack Hayes**, comic at the **Third Avenue Theater**, Portland, Ore., are again of the unusual photoed variety.

TIRZA and her **Wine Bath** are held over another four weeks at **McVan's**, Buffalo. . . . Detroit burly, because of the condemnation by city authorities of the Avenue, which is to be replaced by a new Civic Center, will shift to the **Gayety**, former burly stand which has been closed 10 years but has recently undergone a \$75,000 face-lifting. The change will take place when the Avenue is torn down. In the meantime, the **Gayety** will become the city's oldest first-run house on December 26 when **Sam Carver**, veepee of the **Independent Theater Owners of Michigan**, reopens with a policy of "unusual pix." **Clamage** and **Rothstein**, operators of the Avenue, will function likewise at the **Gayety**. . . . **Marty Knopf** and **Eppie Oakene** take over the Hudson, Union City, management during **Sam Cohen's** vacation in Miami Beach. . . . The **Hamp-Stanford** unit on the Hirst circuit has, for principals, burly newcomers in **Charmaine**, featured strip billed as "The Champagne Blond" and her husband, **Steve Day**, tapster, who come from niteries dates in the Midwest and on the Coast. Also **Rhoda True**, strip-talker, a graduate from the parade girl ranks in Detroit and St. Louis, and **Jack Murray**, character-straight, whose stepmother is **Louise Carver**, legit and flicker actress. . . . **Zenana** and **Fifi** opened November 28 for two weeks at the **Club Iroquois**, Louisville, thru **Ross Russell**, of Atlanta. . . . Two recent deaths of former and present burleskers are those of **Harry Evanson**, comic of the major circuits, in a railroad accident on November 19 in Upper Darby, Pa., and **June St. Clair**, strip feature, whose body was found in a Brooklyn apartment where the coroner said it had lain for two days. . . . Manager of the **Grand**, **Dick Zeisler** and **Betty Detwiller**, chorine, were attendants at the marriage of **Dexter Maitland**, horse singer and stage manager, and **Peggy Conner**, of the chorus, November 25 in St. Louis.

NBC-TV CONTRACT

(Continued from page 7)

Another is its change in eliminating sustaining program charges, and the third is the fact that **NBC** is continuing to pay the hefty coaxial cable costs. All of these mean that **NBC** is absorbing a large percentage of TV's production and operating costs and thereby reducing them correspondingly for the affiliates.

Pic Exhibs Seek Demolition of N. S. Open-Airer

ST. JOHN, N. B., Dec. 3.—Theater operators in Halifax, Dartmouth and Spryfield, N. S., have asked the Halifax city council to raze an open-air theater which had been used thru a bicentenary celebration from early June to late September. The film exhibitors have complained that the theater and its stage presentations cut heavily into the patronage of the picture houses. As the theater firms claim to be heavy taxpayers, they urged the outdoor amusement place be wrecked and not be re-established for 1950.

Failure of the council to order the demolition is id to guarantee the place and equipment will not be used next year, has drawn criticism from the exhibitors. During 1949 the Theater Under the Stars, as it was titled, was the scene of about 70 performances at night, including those of a special operetta, based on the history of Halifax. The seating capacity was about 1,500. Stage boasts special electrical effects. The city promoted and financed the theater.

Art LaMan Produces Minstrels in Tulsa

CINCINNATI, Dec. 3.—Art LaMan, of Pryor, Okla., in a letter to The Billboard this week, said he read with interest Henry F. Fitzgerald's query in a recent issue about a number of old-timers in rep and tab show circles, including the Murdock Bros. "The Murdocks," writes LaMan, "certainly would be old-timers if they were still going. Their show in Maine is the one from which I initially got the idea to go into show business. And, I'm no spring rooster.

"Someone over in Missouri wanted to know about Billy (Toby) Young. Toby is operating a tourist court in Tulsa, Okla., having retired from trouping early in the war. Billy Young Jr., has a nifty music combo and is in his second year at Tulsa spots, while Dolly plays piano with the orchestra.

"I've been producing some minstrels and have the Greater Optimist Minstrel in Tulsa for the second consecutive year. It is to be held February 3-4. I've also been promoting a few other shows and small units and have been operating some 16mm. equipment. Billy Wade, who now operates a typesetting machine in Tulsa, does the comedy on some of the shows."

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Rebuilt (like new) Holmes Educator 35mm. Portable Sound Projectors. Dual outfit, \$550; single, \$350. Send for 1949 catalog—check-full of values in 16 & 35mm. equipment & supplies; also Chair Bulletin #15. S. O. S. CINEMA SUPPLY CORP., Dept. L, 402 W. 52d St., New York 19.

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REP RIPPLES

LEON McVETTY has 16mm. pix around Chester, Pa. . . . Clayton's Pic and Vaude Show has tied up with the indoor fair org of Albert Flagg and are booking stands in Central Wyoming. . . . Twombly Players are a new group for the St. Louis area. . . . Biren Players, French speaking trick, is making sponsored dates in Northern New York. . . . S. G. Neihem has religious films in the Milwaukee area and will play about 40 stands in Western Wisconsin and Eastern Iowa. . . . Penn Players have reached the Memphis sector on their coast-to-coast swing and report good returns. . . . Chester Cobb is having good biz with religious pictures and already has made more than 50 one-day stands. He will move toward Florida thru the Atlantic Coast States. Cobb's brother, L. H. Cobb, is booking the trick. . . . Gloria Players are playing around Baltimore, using E. F. Hannan's "A Man With a Purpose" as an opus. Trick is planning a road tour of eight weeks of one-day stands. . . . Hartley Chambers has a solo show in the Central Oregon sector. He does a flesh show of protean character bits and uses his hypnotic program as a feature. Chambers' trick will roadshow it on one-day stands, with Florida as the destination point. . . . Nick Hyams has been busy with amateur show promotions but will take a three-people roadshow into Northern New York and Ontario around the first of the year. Org will depend mostly on sponsored dates. Hyams will carry a special knock-down novelty setting that can be used on club floor or stage. . . . Jerome Gordon has 16mm. pix in the Emporia, Kan., area and is doing good biz.

AL PITCAITHLEY, Carlsbad, N. M., writes: "Was shocked to learn of the passing of Roscoe Gerall in a recent issue. I trouped with him several seasons with Neil Schaffner and last saw him in California. The Brunk Show passed up Carlsbad this year and Lynne and I were disappointed in not seeing a rep org. Henry had a license to come in October 25 but a last minute change in route sent them westward and into Arizona. Glen Brunk was in here the previous week with the

Wilmington Spot Stays Open

WILMINGTON, Del., Dec. 3.—Mel Geller and Sam Taustin, who opened the Brandywine Drive-In near here late in the season, have announced plans to keep the open-airer in operation on Fridays and Saturdays until Christmas. Operators of the drive-in also announced that the Kiddieland will be considerably enlarged for next season.

Blatts Build 2 Drive-Ins

WILLIAMSPORT, Pa., Dec. 3.—Blatt Bros.' Theaters has started construction of a second drive-in in the Pennsylvania territory on Route 15 north of here. The same company is building a drive-in in Fairview Township, Butler County, Pa. Both open-airers will be ready for operation next season.

Erin Pix Click

WASHINGTON, Dec. 3.—Roadshow films in Ireland are providing a good living for the 40-odd operators making the circuit of small towns in the country, the Commerce Department reported this week. Each of the operators, said Commerce, hits five or six villages once a week. Of the 500 16mm. projectors in Ireland, roadshow units have about 50, the agency says.

Folk Celebration Shows, a carnival. A recent note from Bernie Baker informed me he had seen Schnitz Seymoure and Oscar V. Howland in Kansas City, Mo. It was the first time I had heard of either in years. Why don't you both send a line to The Billboard now and then as to your whereabouts?"

GLENN MORRIS, veteran repster, the past season with the McKennon Players in Texas, was a recent visitor to the home office of The Billboard in Cincinnati, while en route back to his native Webb City, Mo., from New York, where he went to see for himself what the Big Town holds for a dramatic performer looking for a placement. He found little encouragement in the New York field. . . . Walter (Pappy) Pruitt and wife, Ruby, erstwhile rep and tab performers, are still located in Webb City, Mo., where Walter manages the Dickenson Theater, and Ruby looks after the concessions. . . . Carl Park, for years with various reps in the Midwest and Southwest, is resting up these days at his home in Webb City, Mo.

Deering To Build Drive-In in Norwalk

NORWALK, Conn., Dec. 3.—Daniel Deering, of Norwalk, has announced plans for construction of a \$22,000 outdoor motion picture theater on Deering-owned property here. The drive-in will have facilities for 587 cars.

The building permit for Deering's project has been held up for a number of weeks while Norwalk's Corporation Counsel Robert Devine examined the case. Attorney Devine found for Deering, however, pointing out that under a section of the city's zoning regulations, a land-owner has "certain vested rights," for utilizing land for this purpose. The entire plot has more than 11 acres. The area, the attorney added, is zoned for light industry, with only a small portion of the land restricted to residential zoning.

Opening of the drive-in will probably be scheduled for mid-1950.

Mull Border Sites For Drive-In Spots

HOULTON, Me., Dec. 3. — The Borderland Auto Theater drive-in held its formal opening recently. Located almost on the Canadian border line between here and St. John, N. B., show has been operating seven days per week.

Following its current winter and fall season, plans are under way to give the spot an early start in 1950. Show is the first of its type along the Maine-New Brunswick section of the boundary, altho tentative plans for several others are being discussed. All are to be located on the U. S. side because of the Sunday operations available in Maine. Sunday shows are illegal in New Brunswick.

Loew's Conn. Spots Shutter For '49 Season

HARTFORD, Conn., Dec. 3.—The three outdoor picture theaters in Connecticut operated by the E. M. Loew's Theaters circuit have closed for the season. They are the Milford, Conn., Drive-In; Hartford Drive-In, Newington, Conn., and the New London-Norwich Drive-In, Montville, Conn.

Robert and David Zerinsky, of Claremont, N. H., have started building a drive-in at Claremont and one at Westminister, Mass. The Claremont site will have capacity for 350 cars, while the latter location will have capacity for 500 cars.

Construction on a new drive-in at West Springfield, Mass., by E. M. Loew circuit, is expected to be completed early next spring. The project, according to George E. Landers, Hartford division manager for the theater interests, will have a 600-car capacity.

N. E. Drive-In Notes

HARTFORD, Conn., Dec. 3.—Louis Weingarten, manager of the Norwich-New London Drive-In Theater, Montville, Conn., was a recent Hartford visitor.

Bill Moore, formerly manager of the Lockwood-Gordon Theater Circuit's Danbury Drive-In Theater, Danbury, Conn., has been named assistant manager of the circuit's Plaza Theater, Windsor, Conn., for the winter. Prior to joining the Lockwood-Gordon org. Moore was assistant manager of the Regal, downtown motion picture theater in Hartford.

PALACE, NEW YORK

(Continued from page 43) guys also do some real funny things. A ballet bit was one. The act is made up of a big guy, a normal-sized chap and pint-sized George Ministeri. The audience thought they were wonderful.

The Crosby Sisters had a hot spot to work in after it had been heated up by the Extreems and made the most of it. Their break-neck rhythms and comedy bits got very good results.

Johnny Burke started off by taking a poke at other guys who he charged stole his material and then went on to do little bits here and there that are today identified with Harvey Stone. The squares her don't know from material and weren't interested, but they yocked it up good for Burke's standard stuff.

Edwards and Diane worked in front of a beautiful drop and did a good job. They worked well, were graceful and came off ahead.

Pic, The Threat. Bill Smith.

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THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS



THE FINAL CURTAIN

BAIRD—Mrs. Ann Warden, 77, widow of Stewart Baird, baritone-singer, actor and writer of music and stage productions, November 26 in New York. A daughter survives.

BARNES—George, 59, former leading man in stock companies, November 2 at his home in Hollywood. Retiring from show business 20 years ago, he entered the wholesale drug business. He had played opposite such stars as Gladys George and Marjorie Rambeau. Interment in Salt Lake City. Survived by his widow, a daughter, two sisters and three brothers.

BEYER—George, 50, veteran pitcher and outdoor trouper, November 22 in Sacramento of a heart attack. A pitcher for over 25 years, Beyers was well known on the fair circuits throughout the country. Survived by his widow, Hazel, and a brother, Fred. Crematory services in Sacramento November 26.

BLAIR—Harry N., 47, RKO executive, treasurer of the Associated Motion Picture Advertisers and playwright, November 26 in New York. Besides holding many high posts in the film industry, he wrote *It's the Indian in Me*, which was produced on the Coast, and was readying a Broadway show. Five sisters and two brothers survive. Burial in Philadelphia.

BURKHOLDER—Mrs. Frank, 57, wife of veteran amusement games operator, November 24 in Harrisburg, Pa. Besides her husband, a son, Harold, and a daughter, Mrs. Felix Kadel, survive. Burial in Harrisburg November 28.

CONWAY—Calvin B., 36, staff organist at WFAH, Alliance, O., November 22 in an auto crash near Canton, O. He was formerly with WHBC and had his own orchestra. His widow and two children survive.

COOK—Gordon M., 62, secretary-manager of the Prince Albert (Sask.) Agricultural Society since 1942, and prior to that in the same post at Lloydminster, Alta., November 20 at his home in Prince Albert, Sask., of a heart ailment. Cook also was chairman of the attractions committee of the Western Canada Fairs' Association, of which he was an executive member, and commissioner of the Prince Albert Board of Trade. Survived by his widow and two daughters. Burial in Lloydminster.

FERBER—Mrs. Julia Neumann, mother of novelist and playwright Edna Ferber, November 30 in New York. Another daughter survives.

FISH—George F., 85, retired treasurer and a trustee of the Globe Ticket Company, Philadelphia, and a former theater manager, November 26 in St. Petersburg, Fla. He originally managed the Forepaugh Stock Company in Philadelphia and the Girard Avenue Forepaugh Theater in that city, later going to Cincinnati to manage the John Robinson Theater. He was treasurer of the Globe Ticket Company for 20 years until his retirement 10 years ago. A daughter survives. Burial in Mt. Moriah Cemetery, Philadelphia, November 30.

FLOOD—Mrs. Edward Odell, 68, former radio and concert singer, November 29 in Yonkers, N. Y.

FORRESTER—Melville S., 64, retired film director November 20 at his home in Los Angeles. Survived by a daughter, Mrs. Audrey Hobson. Interment in Chapel of the Pines Cemetery, Los Angeles.

GOLDBERG—Mr. and Mrs. Harry, November 29 in an airplane crash at Dallas. Goldberg, 47, was head of the production department of Ruthrauff & Ryan, Inc., advertising agency, with which he had been associated for 32 years. Two children survive.

GOULD—Jack, 38, formerly in legit and president of the American Apex Company, importing and exporting firm, November 29 in an airplane crash at Dallas.

GRANT—Al, 61, veteran concessionaire and for the past several years associated with Sportservice, Inc., Buffalo, November 28 in Erie, Pa., of a cerebral hemorrhage. For many years Grant had worked the candy concession in various Columbia Wheel burlesque theaters for Sidney An-

schell and, as a candy company representative, had for years called on tent shows thruout the country. Grant was a member of the Michigan Showmen's League. Survived by his widow, Anita, and a stepdaughter, Mrs. Rosa Chagnon, known professionally as Baby Dumpling. Burial in Moreland Memorial Cemetery, Baltimore.

GREEN—Frank, 69, retired actor, November 28 at the Forrest Home for Retired Actors in Philadelphia. Born in England, he went on the stage at the age of 16 in South Africa, coming to America in 1906. He played leading roles in Gilbert & Sullivan operas. Burial in West Laurel Hill Cemetery, Philadelphia, December 1.

GRZANN—Arthur C., 51, park and carnival concessionaire, suddenly November 23 at his home in Detroit. He was once with the Motor City Shows, and for the past 10 years with Eastwood and Jefferson Beach parks, Detroit. He was a charter member and, at the time of his death, chaplain of the Michigan Showmen's Association and past commander of the Joey Moss Michigan Showmen's Post No. 442, American Legion. Survived by his widow, Geraldine, and son, Robert. Interment in Forest Lawn Cemetery, Detroit.



HUGO—Victor, 62, former trumpet player with Howe's Great London Circus and Col. Zack Mulhall's Wild West and other outdoor shows, recently in Sioux City, Ia. He had also played in theater orchestras in Sioux City for many years. Survived by two sisters, Mrs. James Kirk, Sarasota, Fla.; Mrs. B. H. Wigbels, Phoenix, Ariz., and two brothers, Chester, Gothenburg, Neb., and Harry, Kearney, Neb.

JOHNSON—Henry H., former showman, November 25 in a Kalamazoo, Mich., hospital of tuberculosis.

KAUFMAN—Morris B. (Murray), 45, operator-manager of the Liberty Theater, Bridgeport, Conn., suddenly November 21 in that city. He also formerly operated stock burlesque at the West End Theater there. Survived by his widow, Beatrice; two daughters, Louise and Jacqueline; a son, Richard, and a brother, Samuel, former singing juvenile in burlesque. Burial in Fairfield, Conn., November 22.

KEPNER—Aich, 34, continuity editor of Station WQXR, New York, November 27 in that city. He joined the station in 1937 as announcer.

KNAPP—Arthur D., 67, picture salesman for 20th Century-Fox in the Detroit area for some 30 years prior to his retirement five years ago, November 29 in St. Petersburg, Fla. Survived by two daughters and a son. Burial in Cleveland.

KRAMER—L. W. (Pete), 62, former trumpeter in the Ringling circus band and a showman for 40 years, November 26 in Dallas when struck by a truck. Survived by two sisters, Mrs. Clara Olsen and Mrs. Maggie Flemings, both of Andigo, Wis. Burial in Oakland Cemetery, Dallas.

LADD—Bernard G., 46, musician in numerous radio orchestras, November 22 in Hill, N. H. His widow, daughter and a brother survive.

LAUGHLIN—Jimmie, 57, owner of West Bros.' Shows from 1922 to 1942 and for the past seven years a

ride operator at Playland Park, Houston, November 20 in Veterans' Hospital, Houston, of cancer. Laughlin's start in show business was in Lester Lindsey's rep show in 1912. Survived by his widow, Virginia, and a brother, Chester.

LINLOFF—Mary, mother of Robert (Slim) Curtis, Fat Show operator-talker, November 16 in Halifax, N. S. Burial in Mount Olivet Cemetery, Halifax.

LLOYD—Fredrick W., 69, British actor who often appeared on the American stage, November 25 in Hove, England. Beginning his acting career in 1905, he made three tours of the U. S., appearing with Ellen Terry in *Captain Brassbound's Conversion*, in 1907; in *Milestones*, in 1912-'13 and again in 1918. Other shows in which he appeared were *The Green Goddess* and *The Hundred Days*, written by Benito Mussolini. He was known to the screen and was heard frequently on the British Broadcasting Corporation network.

MANZER—William M., 89, musician, November 26, in Detroit. He was active in Chicago musical fields before going to Detroit 20 years ago, and was a life member of the American Federation of Musicians. Survived by his widow, Emma, and two sons, Lawrence and Clarence. Interment in Roseland Cemetery, near Detroit.

MARSHALL—Robert, 73, former vaude performer billed as Marshall the Mystic, November 2 in Philadelphia. Two brothers and a sister survive. Burial in Mount Vernon Cemetery, Philadelphia.

OTTO—Mrs. Rosa, 84, mother of Robert L. Otto, news editor of Station WCPO, Cincinnati, November 30 in St. Francis Hospital, that city. She also leaves a daughter, Mrs. Rose Meininger, Indianapolis. Burial in St. Joseph Cemetery, Cincinnati.

OUSPENSKAYA—Marie, 68, film actress, December 3 in the Motion Picture Country Home, Hollywood, of burns suffered while smoking in bed at her apartment December 1.

PFIZENMAYER—Henry, 71, traveling secretary for the American Federation of Musicians for 29 years, November 26 in Cleveland. A pianist, organist and a trombonist, he directed theater orchestras at the Stillman, Hippodrome and Euclid Avenue theaters, Cleveland. He was president of the Cleveland musician's local for 18 years and vice-president 11 years. His widow and son survive.

RHODES—Gertie, 60, concessionaire for many years with various carnivals, November 23 in Bloomsburg, Pa., of a heart attack. She had been with the Steblar Greater Shows the past four years. Survived by three sisters and four brothers. Burial in Bloomsburg November 26.

RIDGELY—Richard, retired actor and founder of the Ship Grill Restaurant, November 30 in New York. His family name was Peckover, but he used the name of Ridgely as a member of Augustine Daly's London Opera Company, where he sang in *Veronique*. He later appeared in *Brown of Harvard and Heart's Ease*, the latter production in New York. In 1912 he entered films as a director and went from there into real estate. His sister survives.

ROWE—George Oliver, 59, president of the Lethbridge (Alta.) Fair board in 1934-'35 and for several years an executive of the board, in Lethbridge November 20. Burial in that city.

RUMBLEY—Walter E., 40, former purchasing agent for Ringling Bros. and Barnum & Bailey, November 21 in Houston. (Details in Circus Section.)

ST. CLAIR—June (Margaret Ford), 33, burlesque dancer, recently in her apartment in New York. Survivors include a brother.

STUART—Frank (Doc), 62, former circus press agent, in Oklahoma City December 1. (Details in Circus Section.)

STEINBERG—Louis, 61, Detroit musician, November 27 in that city of a heart attack. He had played in

orchestras at the former Garrick and Temple theaters, Detroit legit and vaude houses, and had toured with George Finzel's Band on Great Lakes excursion steamers. A life member of the Detroit Federation of Musicians, he was on its executive board from 1925 to 1930. Burial in Clover Hill Park Cemetery, Detroit.

IN MEMORY OF
MARGIE LEE "MOTHER" STERLING
Who Passed Away Dec. 12th, 1940.
She's Just Away.
W. W. "Bill" Sterling

TROY—Elinor, 33, former show-girl in Billy Rose and Earl Carroll shows and the *Ziegfeld Follies*, November 29 in Los Angeles of tuberculosis. Survived by her mother, Mrs. Edmondston; a brother, Eric Edmondston Jr., and a sister, Mrs. W. D. Whitfield, Pasadena, Calif., former stage actress known as Ruth Roy.

VANBRUGH—Dame Irene, 76, prominent British actress for over 50 years, November 30 in London. She was one of Britain's greatest Shakespearean actresses, and at the turn of the century she made many tours of Eastern U. S., appearing on Broadway in *The Chili Widow*. Dame Vanbrugh was the original Rose, of *Trelawney of the Wells*, and played many parts in plays of Sir James Barrie. She also appeared in numerous movies and recently wrote a book, *To Tell My Story*. At the time of her death she was preparing for the opening of a new play in London. She was created a Dame of the British Empire in 1941. Her career of 61 years included several world tours.

WALLS—Tom, 66, actor-producer, November 27 in Edwell, England. Making his stage debut in 1905, he toured the U. S. and Canada in 1906-1907 later returning to London. Plays which he produced were *A Cuckoo in the Nest*, *Rookery Nook* and *Plunder*. Entering the movies in 1929, he directed and acted in numerous films, last appearing in *Spring in Park Lane*.

WEBSTER—George Hopkinson, 60, veteran film director, drowned at Santa Monica, Calif., November 21. He worked for Republic, Monogram and Warner Bros., directing mostly Westerns. Survived by his widow and a son.

WILLIAMS—Tom, 58, conductor of the Columbia Broadcasting Systems Garden Gate program, November 28 in Nashville. Known as the "Old Dirt Dobber," he had been broadcasting over WLAC since 1933 and went network in 1942.

Marriages

BEATTY-DUGRE—James M. Beatty, announcer at Station WBRY, Waterbury, Conn., and Germaine C. Dugre recently in that city.

BEATTY-WASWICH—Martin K. Beatty, wrestler, and Florence Waswich November 20 in Toronto.

BELLAMY-MURPHY—Ralph Bellamy, star of Broadway's *Detective Story*, and Alice Murphy November 27 in New York.

BIGLEY-CADUGAN—Harry Bigley, band leader, and Edna Lois Cadugan November 26 in Pittsburgh.

BLOOM-GARLAND—Robert Bloom and Lenore Garland, actress in the Broadway play, *Goodbye, My Fancy*, November 24 in New York.

BRIGHTON-LEE—Bruce Brighton and Laura Lee, legit actors, November 22 in Columbia, S. C.

BROWN-BISHOP—Mike Brown and Bunny Bishop, nitery singer, November 20 in Las Vegas, Nev.

CHMIELEWSKI-ROULEAU—Tech. Sgt. Raymond Chmielewski and Alicia Rouleau, nitery dancer, recently in Quartzite, Ariz.

DIAMOND-CANTOR—Dr. Henry D. Diamond and Rhoda Cantor, radio and TV scripter, November 19 in Miami Beach, Fla.

DUNCAN-ROHRER—G. M. (Doc) Duncan, circus and carnival trouper and pitcher, and Peggy Rohrer, pitcherwoman, November 16 in St. Petersburg, Fla.

Communications to 188 W. Randolph St., Chicago 1, Ill.

TRADE SHOW TABS PEAK BIZ

Sesqui Midway Shaping Up as Liberty Bell

Break Ground Next Month

(Continued from page 4)
plans for the show world's participation in the big exposition, but the commission has not yet publicly announced its choice of a midway manager and several other officials, including exhibits manager.

In a follow-up to the disclosure last week that the sesqui exposition would provide the first general public reaction to color television (*The Billboard*, December 3), it was reported this week that the fair would also be the site for the public debut of three-dimensional color flickers which are expected to make an appearance as part of the program of exhibits.

Amphitheater Due in April
Besides the ground-breaking ceremony in January, a celebration is planned for April for the completion of construction of an amphitheater in conjunction with the fair. Officials are hoping that construction of the amphitheater will get under way this month. Current plans call for a formal opening of the amphitheater next spring in conjunction with the capital's annual Cherry Blossom Festival, and the fair itself is scheduled to be opened with elaborate ceremonies July 4 or as soon as possible after that.

To speed plans for the fair, a number of groups and syndicates have offered proposals for quick financing of the sesqui commission, which has already been guaranteed a \$3,000,000 federal outlay by Congress. The commission has been deliberating on the various financing schemes which include various arrangements for making available anywhere from \$10,000,000 to \$20,000,000, with a guarantee of a percentage of the fair's take for the backers.

Sesqui officials have given no indication whether any of these proposals will be accepted.

Included in the fair's plans are blueprints for several night clubs, both expensive and inexpensive ones, similar to the set-up at New York City's World Fair. The 23-acre midway area, shaped as a Liberty Bell, will include games, rides, Side Shows and other concessions.

Morris Lipsky New SLA Prez; Levy Officiates

CHICAGO, Dec. 3.—Morris Lipsky, co-owner of the Johnny J. Jones Exposition, was elected president of the Showmen's League of America in Chicago this week. He officially was installed at the League meeting Thursday (1) night. Installing officer was Past President Sam J. Levy.

Other officers installed were Louis Keller, first vice-president; Noble C. Fairly, second vice-president; James P. Sullivan, third vice-president; Wal-

IAFE Hears Gooding Recommend Annuals Have Two Kid Days, Reasonable Concession Charges

CHICAGO, Dec. 3.—Reasonable concession space rental, two free days for children and advance sales of reduced-priced gate tickets by fairs were urged by Floyd E. Gooding, Columbus, O., ride operator, at the annual convention of the International Association of Fairs and Expositions (IAFE) here this week. Speaking on "The Carnival Owner's Point of View and a Fair Deal on the Midway," Gooding also recommended that night grandstand shows be scheduled so that they do not run until late hours and also that fairs provide blacktopping for midways.

Opposes Over-Booking

"Do not overcharge for concession space," Gooding cautioned. "If you take too much for rental" the public will suffer, for the concessionaire will get it back some way—and how. Charge a reasonable fee and insist that your public be treated fairly."

"I think it is a mistake to over-book midways," Gooding continued. "Rides, shows and concessions are attractive and create a carnival atmosphere when doing a capacity business. If there is little patronage, they are unnoticed and, of course, do not make money, which is an unhealthy condition."

Stresses Kid Days

Touching on the carnival owner's problems, Gooding said, "Most carnival operators and show people invest 90 per cent of their income in (See *IAFE Hears Gooding*, page 63)

Baker Elected IMCA President, McIntosh Veep

CHICAGO, Dec. 3.—C. G. Baker, Oklahoma City, was elected president of the International Motor Contest Association (IMCA) at the annual meeting of the group here Monday (28), with R. A. McIntosh, Birmingham, named vice-president and Frank Harris, Davenport, Ia., secretary.

Named to the board of directors (See *Baker Heads IMCA* on page 64)

Convention Chit-Chat:

Illness Forces Art Briese To Miss First Confab in 34 Yrs.

CHICAGO, Dec. 3.—The combined outdoor show conventions brought a huge turnout to Hotel Sherman this week but it was an absentee, Cortez Lorow, Side Show operator, with Royal American Shows, who won the SLA Buick on display in the lobby. . . . Cortez was in Miami, where he operates a novelty glass-blowing store in the off season.

William H. Hitzelberger, manager, State Fair of Texas, Dallas, was forced to cut short his stay here in order to be in Dallas in time to handle details of the Notre Dame Southern Methodist football game today in the Cotton Bowl, a part of the Dallas plant. Hitzelberger was skedded to make three talks at the International Association of Fairs and Expositions meetings, but he packed them all in one in order to leave here a day earlier than originally planned.

Name Sellner Prez of AREA

Conklin, Batt, Huedepohl talk at annual meeting—Uzzell renamed secretary

CHICAGO, Dec. 3.—M. W. Sellner, of the Sellner Manufacturing Company, Faribault, Minn., was elected president of the American Recreational Equipment Association (AREA) at the annual dinner meeting in the Grey Room of Hotel Sherman Sunday (27) night. He succeeds W. J. (Bill) Wendler, of the Allan Herschell Company, North Tonawanda, N. Y.

Other officers named were Conrad Trubenbeck, Percy Turnstile Company, New York, vice-president, Fred Markey, Dodgem Corporation, Lawrence, Mass., treasurer, and R. S. Uzzell, Uzzell Corporation, Jamaica, N. Y., renamed secretary. Named to the executive committee, along with the officers, were William H. de L'horbe Jr., National Amusement Device Company, Dayton, O.; Ben Roodhouse, Eli Bridge Company, Jacksonville, Ill., and Wendler.

Speakers included J. W. (Patty) Conklin, Brantford, Ont., Harry J. Batt, president of the National As-

(See *Sellner AREA Prez* on page 57)

Art Briese, of Thearle-Duffield Fireworks Company, missed the meetings for the first time in 34 years. His doctor ordered him to remain in Florida for a few more weeks to recuperate from a recent appendectomy. His wife, Hertha, is with him. They plan to return to Chicago Saturday (10).

Mary Ward, daughter of William V. (Jake) Ward, former promotional manager and one-time manager of the Illinois State Fair, Springfield, helped her dad in his efforts to sell the Typical Farm Family Contest to other fairs. Garbed in ankle-length blue jeans and a plaid shirt, she pinned buttons with the words "Typical Farm Family" on many male coat lapels.

J. C. Weer Jr., now matriculating at Junior Military Academy, Chi-

(See *Convention Chit-Chat* page 54)

\$5 Mil Sales Total Likely

Predicted buying slump fails to materialize as excess spring for kiddie units

By Jim McHugh

CHICAGO, Dec. 3.—Record sales were chalked up by a big percentage of the exhibitors at the Outdoor Trade Show sponsored by the National Association of Amusement Parks Pools and Beaches (NAAPPB) at the Hotel Sherman here November 27-30. The contracted sales, together with the predicted jelling of multiple other deals before spring, should at least equal the \$5,000,000 handle that has been credited to the show in recent free-spending years.

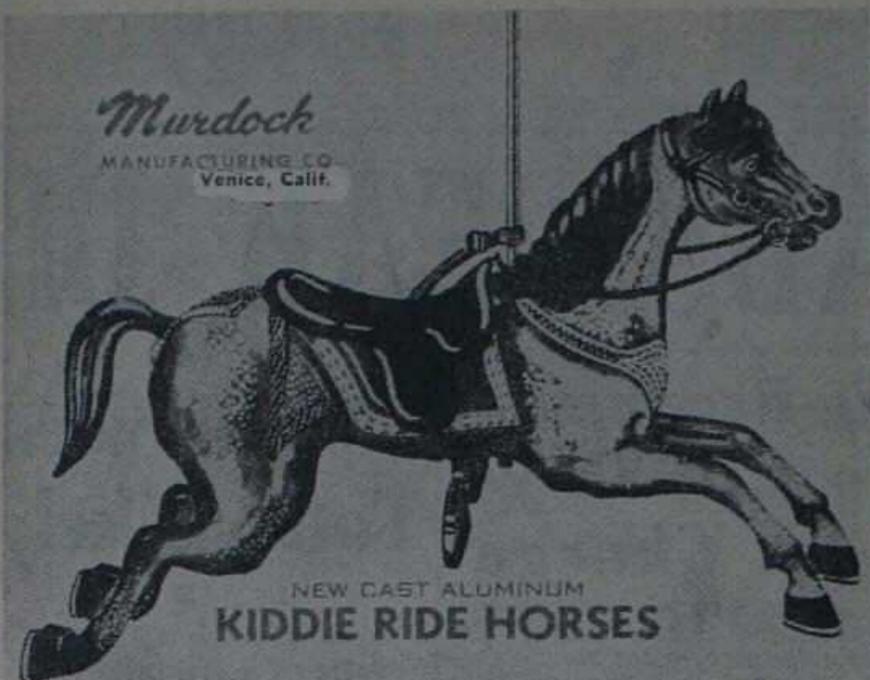
An estimated 4,400 park, carnival and fair execs attended the show during its four-day run to equal last year's record gate. The buying, as nearly as could be ascertained, was spread almost equally between carnival and park ops with the latter spending dollar for dollar with their traveling brethren, a situation that has not existed for a number of years. The curtailed spending on the part of many carnival ops reflected the spotty business encountered this year. Presumably park men were in a better position to buy since their takes (See *Trade Show Tabs* on page 56)

350 Attend SLA Memorial Rites

CHICAGO, Dec. 3.—An overflow crowd of 350 showfolk attended the annual Showmen's League of America memorial services in the Bal Tabarin of the Hotel Sherman, Sunday (27). The services were directed by co-chairmen James Campbell and Ed Sopenar.

The Bal Tabarin program included an organ prelude by Gerald Grossaint, the Oxford Quartet singing *The Holy City*, the invocation by Rev. A. Bohn, the Oxford Quartet singing *The Lord's Prayer*, an address by Reverend Bohn, a short talk by Phil Cook, chaplain of the Miami Showmen's League, and a rendition of *Thanks Be To God* by the quartet. The presentation of the colors was made by the Al Sopenar Showmen's League of America Post, American Legion, and taps was sounded by members of the Harold Taylor Post, American Legion. The remainder of the program consisted of songs by the quartet, the benediction by Reverend Bohn, and an organ solo by Grossaint.

Members of the SLA, who died during 1949 were Jack Price, A. F. Davidson, Fred B. Steinberg, David L. Bassinger, Arend Kennegeiter, Howard Gloss, Denny Pugh, Charles Sparks, E. J. Hollinger, Walter K. Sibley, Manny Brown, Irving J. Polack, Phil G. Little, G. L. (Mike) Wright, Sam Boswitz, Joseph E. Drambour, Ted R. Stacey, Tom Vollmer and Louis O. Rehm.



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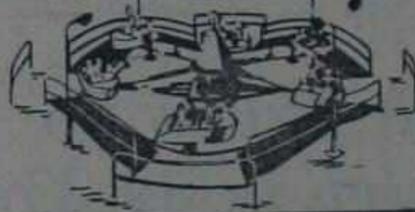
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Close-Ups:

NSA Prexy Jack Perry Broke Into Showbiz Just 10 Years Ago

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

TEN years ago Jack J. Perry had no thought or knowledge of outdoor show business. He was in New Orleans at the time working on a newspaper and studying journalism at night and more or less content when Roy Jones, working the advance, painted a pretty picture of alfresco showbiz and told Jack that the Dodson Shows could use a man of his abilities. A trip to St. Louis and an interview with one of the Velare brothers, then with the Royal American Shows, proved otherwise, but the record would seem to indicate that a good bet was passed up because in the decade that has passed Jack has demonstrated considerable executive ability. He received top recognition recently when he was elevated to the presidency of the National Showmen's Association. A combination of tenacity and ability have paid off for Jack all along the line. When Jack played a blank in his bid to join the Royal American he journeyed cross town to try the Zacchini Bros.' Shows which were day and dating.



JACK J. PERRY

Hired by Bockus

Curtis Bockus, currently general agent of the James E. Strates Shows, was then general manager of the Zacchini org. Bockus gave him a job handling press and on the advance, and Jack did a creditable job. It was more than a job to Jack because, he says, the experience he gained from working in association with Bockus added up to the best possible grounding in the fundamentals of the business.

Jack took only long enough to pack his bag when progress beckoned. In 1941, two years after he joined the Zacchini outfit, he went with P. S. McLaughlin as special agent. At the end of that season he met W. C. Kaus at the New York State Fair meeting in Albany and went to work for him as general agent. He remained with Kaus from 1942 thru 1947 and became assistant manager to Russ Owens when Kaus died.

Bought, Sold Rides

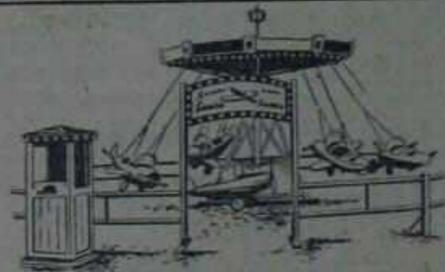
During his tenure with the Kaus unit, Jack invested his winnings in rides and resold them whenever it was possible to make a buck. During the same period he became interested in the opportunities presented in the (See NSA PREXY JACK PERRY on page 67)



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No C. O. D. Orders		500,000 118.00
Size: Single Tkt., 1x2"		1,000,000 229.00
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Talent Topics

Louis and the Oliver Sisters, neat hand-to-hand act, and the Extremes (3), a melange act with an exceptional tumbler, are on the new bill at the Palace, New York. Proske's tigers are playing Sunday matinees at the North Miami (Fla.) Zoo. . . . The Two Attilas, European sharp-shooting act, were televised over WENR, Chicago, December 4. . . .

Dellan's Boxing Cats are at the Olympia, Miami.

The Diacoffs, Flo and Winona, are on the Republic Pictures lot in Studio City, Calif., for a part with their bicycle riding act in "Winter Quarters," a Technicolor film starring Roy Rogers and Dale Evans. Deal was set by Raynor Lehr, of the Bert Levey office. Shooting of the act started Saturday (3).

Robert B. Steele's "Cavalcade of Stars" is in London, O., quarters after closing a 21-week tour November 5 in St. Thomas, Ont. . . . Pape and Renee, who recently were at the Orpheum theaters in Los Angeles and Oakland, Calif., will play theaters in Washington and Baltimore during the Christmas holidays.

Mickey Sullivan advises from Worcester, Mass., that his Circus-Rodeo Band played and that he emceed the Frank Wirth Circus date in Portland, Me. He says that he has been contracted to lead the band at the St. Louis Police Show starting April 28 for 17 days. He also holds contracts for the Hartford, Conn., and Syracuse and Binghamton, N. Y., Shrine circus dates. During the Portland stand the Kayos celebrated Mrs. Kayo's birthday by playing hosts to members of the shows. In attendance were Joan and Eldon Day and company, Frank Cromwell, Mr. and Mrs. Frank Cook, Hip Raymond, Jackson and company, Walter Nielsen, the Egony Trio, Laddie Lamont, Ann Gribbons and Ding Melden. . . . Mr. and Mrs. Marion Wallick and son and Babe and Shebby Jackson spent Thanksgiving Day presenting their acts for army personnel at Indianapolis. From the Hoosier capital, Jackson

headed for Parkersburg, W. Va., where he will play an indoor circus for Jimmy Hetzer. The Wallicks remained in Indianapolis to play holiday dates.

Lou and Elsie Christensen, of the Aerial Christensens, were in Chicago for the annual outdoor conventions. . . . Don Francisco, wire walker, presented his act on the Columbia Broadcasting Company's television network show, "Toast of the Town," November 27.

Marjorie Towson, formerly with the Young Nelsons, acro and Risley act on Cole Bros.' Circus and for the last four years holder of the hat check concession in the Whittier Hotel, Detroit, writes that November 28 a movie was shown over TV of the performance of the 1941 Cole org. Acts shown included the Voice Troupe, Adolph Delbosq's Liberty Horses; John Smith with White Cloud; Freddie Freeman and Otto Griebing, clown fight; Betty Rich, aerialist, and Dorothy Herbert and Jean Allen working the bulls. Harry Thomas was the announcer and Vic Robbins band leader. . . . The Los Gatos, Latin-American acrobats, are at the Roxy Theater, New York. . . . Tom and Betty Waters, aerialists, are at the Empire Theater, Newark, N. J.

Gracie Orton writes: "The Orton act reported sailing for England is not the Aerial Ortons, but Vernon and Doris Liedtke, who are billed as the Sensational Ortons. . . . The Sky King, sway pole act, recently visited Ricardo and Gracie Orton in Adel, Ia., and while there took delivery on a new 131-foot pole. Following his visit in Adel, the Sky King left for a vacation in Texas. . . . Charles and Peggy Kline, who closed their fair season at the State Fair of Texas, Dallas, worked the Shrine show in Fort Worth. They will open their indoor season January 2.

ASTRO FORECASTS

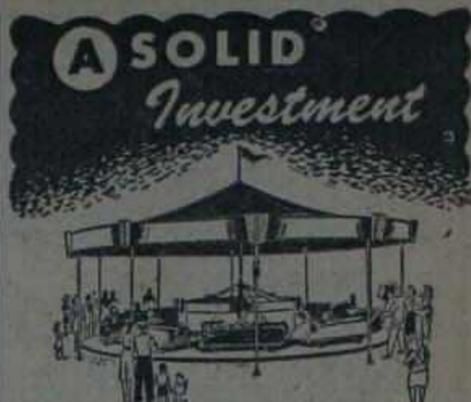
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Convention Chit-Chat

(Continued from page 51)

icago, showed up in a snappy military uniform to attend the Showmen's League banquet with his father. . . Mrs. Robert Pickering, secretary, Dobson's United Shows, made mental notes on how to publicize that org in '50. She was accompanied to the convention by Mr. and Mrs. Dobson.

Kolite, new light treatment, illustrated by a banner hung in the lobby and its use on the SLA lobby tent, sparked much attention. Even thrill show ops purchased experimental units to determine whether they could use luminescent paint. Jack Mills, owner, Mills Bros.' Circus, announced that his new marquee will be done in Kolite. A surprisingly large number of fair men also bought experimental units.

Gus Guthrie, of Pla-mor, Kansas City, Mo., showed more than a casual interest in Kiddielands after viewing the trade show. He talked of a swing thru the South to inspect kiddie funspots. Could be that Pla-mor will add such a feature to its plant.

Harry Smythe, owner-operator of a highly successful hillbilly park in Angola, Ind., enthused about the value of the trade show. He reeled off a long list of purchases, including a popcorn trailer and 4,000 folding seats, which he purchased. Harry, who formerly handled attractions of WOWO (Fort Wayne), was accompanied by his wife.

More than 60 Canadians were on deck in the estimation of Neal Webb, secretary to the Conklins, Patty and Frank. The Conklins again were lavish hosts. Included in their delegation was Jack Ray, scenic artist. . . Bill Hirsch, veteran manager of the Louisiana State Fair, Shreveport, who missed last year's meeting because of ill health, was on deck, accompanied by George Monsour, brother of Joe Monsour, long Bill's right-hand man.

Mike Benton, of the Southeastern Fair, Atlanta, couldn't make the convention, but intimates passed on the word that Atlanta's city council recently extended the fair's lease on Lakewood Park for another 15 years and that the fair's board of directors gave him another five-year contract as manager. Under the lease, the city will receive 30 per cent of the fair's net receipts.

E. J. Casey, of the Canadian shows bearing his name, broke the news that he, together with some associates, plan to build a new Kiddieland near Winnipeg. . . Harry J. Bait, president of National Association of Amusement Parks, Pools and Beaches, made a vow before the convention that he would not put his lips to the cup that cheers until after the NAAPPB banquet. Following his few remarks at the banquet, Harry sat down before a waiting glass as George A. Hamid took over the mike to tell of Harry's vow. When Harry lifted the glass, the park men had one of the heartiest laughs of the evening.

Nate Eagle and his midgets again will be with the James E. Strates Shows, Owner Strates announced. Curtis Bockus, Strates' general agent, will attend the Western Canada meetings. Roy B. Jones, business manager, will return to Orlando, Fla., to take over at winter quarters. Starr DeBelle, press representative, also is Florida bound, as is Dick O'Brien, manager.

Izzy Cetlin and Jack Wilson, co-owners, Cetlin & Wilson Shows, announced that Raynell Golden will take over operation of the org's Minstrel Show in 1950. Raynell, who first joined the org in 1948, this

year took over the production-presentation of the posing unit. Her husband, George, is org's concession manager. Other C&W personnel already set includes Earl Chambers, who will have the glass house, Monkey and Gorilla shows; Earl Purtle, Motordrome, and R. S. Walters, who will return with his kiddie rides for the 14th consecutive season.

The Sunstan unit, manufactured by Automatic Industries, Inc., of King of Prussia, Pa., and displayed at the trade show, was won by Edward S. Scheck, of Summit Beach, Akron, the holder of the lucky key. Paul Huedepohl, NAAPPB executive secretary, made the award.

B. A. Schiff, Miami ride manufacturer, is building trackless sight-seeing trains similar to those used at the Canadian National Exhibition, Toronto; Danbury (Conn.) Fair, and New Jersey State Fair, Trenton. He plans to sell the units to parks and fairs and is also mulling over the possibility of doing business on a lease basis.

Mrs. Harry Illions, wife of the owner-operator of Celoron Park, Jamestown, N. Y., and New Liberty Park, Buffalo, suffered a slight heart attack shortly after her arrival in Chicago to attend the park men's meeting. Friday (2) she was reported to be resting comfortably in her suite at the Hotel Sherman.

Ralph W. Lockett, secretary-traffic manager of the Johnny J. Jones Exposition, is heading for California via Petersburg, Va., to join his wife and await the birth of their first child some time later this month.

George A. Hamid Sr. left here by plane Thursday (1) for a series of meetings with Canadian accounts. Mrs. Hamid stayed on for an additional day to take care of some Christmas shopping while George Jr. and wife shopped for decorative materials for their new home in Atlantic City.

Bernard (Bucky) Allen, concessions manager, World of Mirth Shows, with the assistance of Gerald Snellens, agent, handled all of the org's contacts here. Owner Frank Bergen, after attending the National Showmen's Association meetings in New York, returned to his home in Richmond, Va. Bergen has avoided the Windy City since contracting pneumonia while attending last year's meetings. Allen bought three kiddie rides for shows' juvenile line-up.

Al Martin, Boston talent agency head, was on hand until Friday (2), returning home with Frank H. Kingman, IAFE secretary and manager of the Brockton (Mass.) Fair. Most other New England delegates left Thursday (1) on a private car.

One of the shortest stays was registered by Arthur Campfield, head of the New York canvas firm bearing his name. Campfield arrived Sunday (27) and left the following day after fulfilling his mission of meeting with "three or four people."

R. M. Spangler Sr., owner, Rolling Green Park, Sunbury, Pa., and son, R. M. Jr., motored to the NAAPPB convention in their new car. Spangler, a few weeks ago, parked his car on an incline in the park while he went into a building to confer with one of his employees. When he came out he found the car had rolled down the hill, hitting a tree, among other things, en route. . . Joe Colihan, Excelsior Park, Excelsior, Minn., had his son, Ray, as his guest at the convention. Ray left Chicago for a vacation in Miami. . . Harry J. Bait, Pontchartrain Beach, New Orleans, president of

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NAAPPB, was presented with a gavel by Hotel Sherman at the opening park session.

R. E. (Doc) Chinn, operator of the Crystal Ballroom, Fargo, N. D., made his first appearance at the NAAPPB convention short and sweet. Doc, who had 'em rolling in the aisles with his talk on "Amusing Amusement Experiences," arrived in Chicago at 9 a.m. Monday (28), gave his talk at 3:30 p.m. and caught a 4:30 p.m. train to Philadelphia to visit his daughter.

All were happy to see Edward J. Carroll, owner of Riverside Park, Agawam, Mass., and his public relations director, Harry Storin, on hand again this year after being absent last year. . . . William de L'horbe Jr., National Amusement Device Company, Dayton, O., made nightly long-distance calls to his home to keep posted on the condition of his seven-year-old daughter, Karen, who underwent an appendectomy Wednesday (23).

Raymond (Scooter) Lusse Jr., nine-year-old son of Mr. and Mrs. Raymond Lusse, probably was the youngest salesman on the floor at the trade show. He aided his dad in the Lusse booth. . . . Three of the Malects, Joe Sr., and Jr. and Milan, were on hand from Peony Park, Omaha. Also at the convention was Mrs. Nadine Dun, of the Vic Schroeder Booking Agency, Omaha.

Mary Louise Pontico Weds Philip Ray Lanier in Tampa

TAMPA, Dec. 3. — Mary Louise Pontico, member of the Ladies' Auxiliary of the Greater Tampa Showmen's Association, became the bride of Philip Ray Lanier here recently in the First Baptist Church. Rev. Millard Burquist officiated. Mrs. Andy Russo attended the bride with Jack Stutts as best man.

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Short Term
CHICAGO, Dec. 3.—Norris McGown, assistant secretary-manager of the Louisiana State Fair, Shreveport, breezed into the Sherman Hotel here at 9 a.m., Saturday (26), along with W. T. Hirsch and George T. Monsour, and blew out again exactly a half hour later. As he checked in he was handed a telegram which heralded the news that his wife had just presented him with a son. Grabbing up his keister he hurried to the airport for a plane to carry him back to Shreveport and his new heir.

Capital City's 36-Wk. Trek Ends at Luverne

DOTHAN, Ala., Dec. 3.—Capital City Shows rung down the curtains this season at the Crenshaw County Fair, Luverne, Ala., and moved into winter quarters on the Columbia Highway here. In covering 8,241 miles, the org covered six States, was out 36 weeks. Opening stand was at Fitzgerald, Ga., March 5, and 15 fairs and one celebration were played. Staff remained intact all season with the exception of John Reed, business manager, who was replaced by Earl (Hoppy) Chapman. A five-man crew in quarters has started overhauling the Merry-Go-Round. Wintering here are the Millers and daughter, Mr. and Mrs. Don Marconi, Texas Jim Starr, Archie Finn, Mr. and Mrs. Earl D. Backer, and Vonnie Martin, free act.

Owner-Manager J. L. Keef has left on an extended trip north. Mrs. Backer, wife of General Agent Earl Backer, has opened a toy shop.

Blue Grass Inks Pickard, Stokes

CHICAGO, Dec. 3.—Dave Pickard, formerly with Dodson's World's Fair and Conklin shows, has been signed as business manager of C. C. Groscurth's Blue Grass Shows for 1950, it was announced here this week during the annual outdoor meetings in the Hotel Sherman. M. R. Stokes, office manager for the shows last season, has been re-engaged in that capacity for next season. Groscurth said that a number of improvements in the shows' layout for 1950 are planned. It also was reported that Mr. and Mrs. C. W. Davis will have their bingo stand on the midway next season.

Stephens Winters At Ga. Air Base

MACON, Ga., Dec. 3.—C. A. Stephens Shows obtained use of a large building at near-by Cochran Field, former air force base recently converted to civilian use, and several truck loads of equipment were brought in last week from Calhoun Falls, S. C. Stephens said he would spend several weeks in Florida before beginning work on the new season. He said business was good at fairs this fall.

Southern States Ends Tour

WILDWOOD, Fla., Dec. 3.—The Southern States Shows, John B. Davis, manager, closed the season here today and will winter in Tampa, as usual.

Carny May 1 At Manchester

HARTFORD, Conn., Dec. 3.—The first carnival of the 1950 season in near-by Manchester, Conn., has been booked for May 1-6, at the Dougherty lot, according to Paul Cervini, representing the Manchester Fire Department. The midway, he said, will feature an ice revue, rides and concessions, but will not have gambling or Girl Shows. Proceeds will go to the fire department. Name of the carnival org was not announced.

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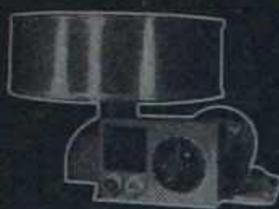
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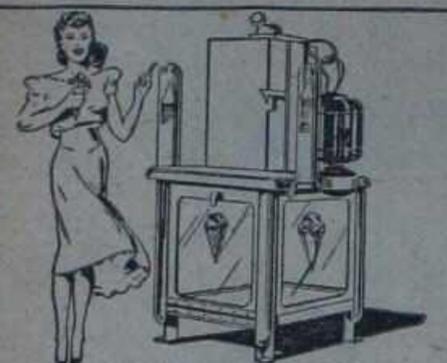


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(Continued from page 51)

on the whole were generally better, with some ops even reporting sizable increases over 1948.

Kiddie Units Big Sellers

Kiddie rides accounted for the bulk of the sales, indicating that ops are convinced that the bonanza accruing from the juvenile trade will last for several more years before the war babies outgrow the scaled-down models. A new group of operators, some without previous experience in the outdoor amusement field, is springing up throughout the country. A definite attraction is the fact that the initial outlay in framing a kiddie-land is still only comparable to the cost of many single major ride units.

With a record number of exhibitors on hand, competition among manufacturers, especially those featuring kiddie units, was especially keen. Even so, all representatives said that they were well pleased, and not a little surprised, at the business done. In each instance they reported that they had come here prepared to encounter a strong resistance to buy-

ing. They credited the top sales to the belief that ops are now faced with the necessity of stimulating new and continuing patronage.

94 Exhibitors

The size of this year's show also set a new mark. Paul H. Huedepohl, NAAPPB executive secretary-treasurer, said that 94 exhibitors occupied 145 booths as against 73 exhibitors occupying 127 spots in 1948. The show was sold out several months in advance of opening and approximately 40 applicants for space had to be turned down for lack of facilities, Huedepohl said.

The John Davies Award of the American Recreational Equipment Association (AREA) for the "most meritorious exhibit of a device of equipment or supplies" again went to the Allan Herschell Company, North Tonawanda, N. Y. The Herschell display featured 12 rides, equally divided between kiddie and major units. The company's new Whiz Bang, in the \$17,500 class, created considerable interest in the major classification, as did the Sky Fighter and the Kiddie Buggy Ride, the firm's two new juvenile units. This firm's sales reps alone signed contracts for about 50 units.

The Charles S. Wilson award for the "most meritorious exhibit of equipment of supplies went to Messmore & Damon, New York, manufacturers of animated displays. Last year the award was won by the Blevins Popcorn Company, of Nashville.

New Kiddie Unit

The award for "the most meritorious new device exhibited" went to Fly & Harwood, of Memphis, for their new kiddie fire engine. The miniature fire truck unit seats 16 and is powered by a Crosley car. Because it does not require a track, it can be used almost anywhere and also furnishes its own transportation. Approximately 10 orders for this unit, which sells for around \$3,500, were signed here. Last year the award was won by Eyerly Aircraft, of Salem, Ore.

The Exhibit Supply Company won the award for "the most meritorious exhibit dealing in games and/or arcade equipment." Exhibit reported business far exceeding expectations.

This year's show was widely credited with being the finest ever staged by the parkmen. By the very nature of its offerings it contained considerable color and its exhibits were more diversified than ever before. Similar exhibits were judiciously spaced and the departmental presentation noticeable in the past was omitted thru effective planning.

Coin Units Plentiful

Noticeable this year was the inclusion of multiple coin machine units, both of the arcade and independent unit types. All operators reported considerable interest and great prospective sales. It will take some time to document the latter since many of these units will be peddled thru distributors and jobbers.

That business generally is still comparatively good is evidenced in the fact that all manufacturers queried indicated a reluctance to extend credit to any but the best risks. Several representatives indicated that the extension of credit promiscuously, as was so frequently the case in the pre-war era, would have resulted in many more sales.

Many New Units

Manufacturers, faced with the necessity of stimulating a declining market, presented a number of new units with calculated grossing possibilities. New units, besides the Allan Herschell and Fly & Harwood productions included Eyerly Aircraft's Midg-o-Racer and Kid-o-Plane, both juvenile units; Bisch-Rocco's Jet

Kiddie Ride; a miniature Bug Ride produced by R. E. Chambers; Williams de L'horbe's speed boats; Jordan Enterprises' Hobby Kiddie Ride and the Kiddie Circus Ride manufactured by the Pretzel Amusement Ride Company.

For a change, manufacturers apparently were not confronted with a scarcity of necessary materials. In every instance producers admitted being able to supply units within 30 days.

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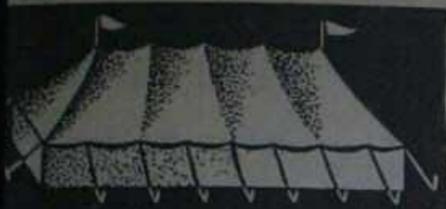
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Smith Am. Co.: Belton, Tex.
Tassell, Barney: South Miami, Fla.; Hallandale 12-17.
Texas: Roma, Tex.

Desjardins Preps For Puerto Rico
SAN JUAN, P. R., Dec. 3.—Pete Desjardins, pro swimmer and producer of aquatic specs, is readying a big water show for the opening here of Puerto Rico's new \$6,500,000 Caribe Hilton Hotel next week. The show is set for two days, Friday (9) and Saturday (10).

The aquacade will take place in the hotel's big swim pool and will feature fancy and comic diving, ensemble numbers and specialties. Among those set to appear with Desjardins are Mrs. Aileen Riggan Young, swimming instructor of the hotel; Carlos Fernandez, Frank Snary, Betty Ball and Kurt Neunzig, diving champs, and Joy Fitzsimmons, water ballet swim champ.

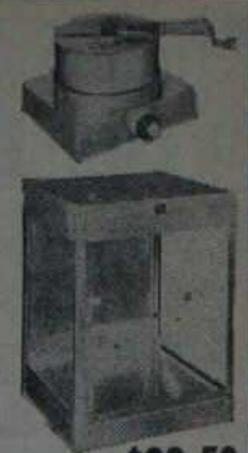
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Gould, Jay: Sterling, Ill., 6; Oregon 7; Morris 8; Woodstock 9; Elgin 10; Guttenburg, Ia., 12; Oelwein 13; Hampton 14; Parkersburg 15; Grundy Center 16; Marengo 17.
Polack Bros. (Eastern): (Armory) Newburgh, N. Y., 6-8.
Polack Bros. (Western): (Auditorium) Charleston, W. Va., 5-11.
West Bros.: Emporia, Kan., 6; Bartlesville, Okla., 7-8; Blackwell 9; Pawhuska 10; Enid 11-12.

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Henle, Sonja, Ice Show (Arena): St. Louis, Mo., 9-18.
Ice Follies of 1950 (The Gardens): Pittsburgh, Pa., 5-8; (Sports Arena) Hershey 9-20.
Ice Vogues of 1950 (Kingston Armory): Wilkes-Barre, Pa., 8-13.
Lewis, Bud, Wheeling Jamboree (Shea): Ashtabula, O., 7; (Shea) Jamestown, N. Y., 8; (State) Cambridge, O., 9; (Union) New Philadelphia 11; (Drake) Oil City, Pa., 12; (Maryland) Cumberland, Md., 13.
Miller's, Irvin C., Brown-Skin Models (Booker-T): Reidsville, N. C., 7; (Booker-T) Rocky Mount 8.
Plunkett's Stage Show: Port Lavaca, Tex., 8-10; season ends.
Roller Skating Vanities of 1950 (Auditorium): Kansas City, Mo., 7-11; (The Forum) Wichita, Kan., 13-18.

OUR MOST SINCERE THANKS
to all of you who visited our booths at the **N. A. A. P. P. B. CONVENTION**

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Bridgeport Housing Named for Barnum
BRIDGEPORT, Conn., Dec. 3.—As an example of the esteem in which the name of the late P. T. Barnum is held in Bridgeport, a new 505-unit housing project that is soon to get under way here, at a cost of over \$4,000,000, will be known as the Phineas T. Barnum Houses, according to Harold C. Poele, executive director of the Bridgeport Housing Authority.

Bridgeport was the winter quarters of the Barnum & Bailey Circus for many years, and P. T. Barnum was at one time mayor of the city.

SELLNER AREA PREZ
(Continued from page 51)
sociation of Amusement Parks, Pools and Beaches (NAAPPB) and owner of Pontchartrain Beach, New Orleans, and Paul H. Huedepohl, executive secretary of NAAPPB. The speakers told AREA members how they best could serve the amusement park operator with suggestions and new ideas in the fields of lighting, ticket booths, rides and color schemes.

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!

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Macon Shrine Wins Despite Crowd Drop

Grosses Also Under '48

MACON, Ga., Dec. 3.—This city's 17th annual Shrine Circus, which concluded a week's run November 26, was a winner, altho attendance and grosses were considerably off from last year's four-day totals. Arthur Sturmak, manager, Biller Bros.' Circus, who furnished the entertainment intact at a straight salary, came out with a comfortable margin of profit. Included in the deal were concession privileges and sales proved satisfactory.

Final figures have not yet been tabulated, pending reports on membership sales by Al Sihah Temple, but Shrine Circus leaders expressed optimism.

Sturmak paid off an attachment levied by a Mobile, Ala., bank. He explained that this action resulted from a misunderstanding and that the debt represented the unpaid sum due on a note given by an employee with the show as endorser. The show had believed the payments were made on schedule and was unaware of any claim until court officials appeared with the attachment, Sturmak said.

After the final performance, witnessed by 1,500, performers left for their homes and the animals, props and other equipment were returned to Biller's Athens, Ga., quarters.

Members of the Cristiani troupe went home to Sarasota, Fla. A group of Mexican performers, including Ramon and Raynosa, Carlos Ricci and Company went to Mexico City.

Program

Display 1—Overtures by Al Sihah Shrine Band, directed by Ray Parker and Biller Bros.' Circus Band, directed by Jack Bell; 2—Spectacle and Grand Entry; 3—She-land ponies, worked by Mable and Swede Johnson; 4—Lions, worked by Prince Ki-Gore; 4—Swinging ladders; 5—Clowns; 6—Carlos Ricci, juggling; 7—Clowns; 8—Francisco Raynosa, high trapeze; 9—Clowns; 10—Cristiana riding act; 10—Sonny and Snooky Morales, trampoline, and Carlos Ricci, foot juggling; 11—Clowns; 12—Mario and Josephine Ivanov, on wire; 13—Arabian Liberty horses, worked by Swede Johnson; 14—Cristiani teeterboard act; 15—Harris (King Reynolds) on wire; 16—Rita Taliaferro and Marion Partello, menage number; 17—Clowns; 18—Aerial web number; 19—Ramon and Raynosa, iron jaw; 20—Elephants worked by Marion Knowlton; 21—Cristianis in leaps; 22—Flying Hartzells, with Helene and Johnny Hartzell and Searle Simmons.

Traditional Thanksgiving Day matinee for orphans drew well but a special Saturday matinee for Negroes only drew a small crowd.

J. P. Kennington, president of the Temple's uniformed bodies, headed the circus committee.

R-B Winter Quarters Opening Date Set

SARASOTA, Fla., Dec. 3.—Ringling winter quarters gets into full swing next Sunday (11) when they will be open to the public daily from 10 a.m. until 4 p.m. Admissions are 25 cents for children, 50 cents for adults.

Many of the performers and Side Show personnel have returned here since the show closed at Miami last week. Center ring acts, Pat Valdo and band leader Merle Evans are set to open at the Sports Palace in Havana next week for a run thru the holidays.

Sherman's Sawdust Shavings:

Officials and Fans Turn Out For Chi's Outdoor Meetings; Tommy Thomas Ankles Big One

CHICAGO, Dec. 3.—The scattering of circus folk attending the outdoor meetings in the Hotel Sherman here, November 27-30, matched the pattern set in previous years. For the most part they were the same ones who always are on hand.

Arnold Maley, treasurer of King Bros., was an early arrival and served in the Showmen's League of America's registration booth in the Sherman lobby. His wife, Esma, was prevented from attending by her father's death. . . . Another circus treasurer, always on hand for the meetings, was Charles (Butch) Cohen, of Dailey Bros., who said that he was undecided about whether he would troupe in 1950. He said, however, that he definitely has decided not to return to the Dailey org next season.

J. C. (Tommy) Thomas, for three years traffic manager of the Ringling Bros. and Barnum & Bailey Circus, came in from that show's closing stand at Miami and announced that he would not return to the Big One in 1950. . . . Sam Ward, who emceed the SLA President's Party Sunday night (27), was accompanied from his Polack date in Terre Haute, Ind., by Justus Edwards. They were joined here by Bill Kay and Sid Karp, of Ward's promotion staff in Fort Wayne, Ind., where Polack's Western Unit opens its 1950 tour; T. Dwight Pepple and Sam Polack, Bill Green and Willis Alley, of the Eastern Unit.

Omer Kenyon, of the Hamid-Morton promotional staff, made his annual appearance, coming in from Milwaukee, where he will play a date late in February. . . . Circus press agents spotted around the lobby included Frank J. Lee, who was with Clyde Beatty the past season. He was accompanied by his wife. They came in from San Antonio. Also on hand was Hi-Brown Bobby Burns, contracting press agent with Dailey Bros.

Frank Ellis, who with Mrs. Laura Anderson, had the concessions with Robbins Bros., the past season, was on hand as usual. They are reported to be dickering with King Bros. for 1950. . . . Lawrence (Dukie) Anderson, clown, was sighted on the magic carpet. . . . Earl Lindsay, former circus treasurer, came up from Fort Worth, where he serves as secretary of the Rodeo Association of America. . . . Nick Carter, formerly with circuses, came in from Peru, Ind., accompanied by his wife, Dorothy.

Circus fans and others friendly to outdoor show business noted during the convention were Paul F. Van Pool, Joplin, Mo.; Del Darling, county commissioner and ex-sheriff of Erie, Pa., and Marshall Johnson, Selma, Ala., about 40 pounds lighter than usual because of a recent illness. . . . Four members of the Shrine Circus committee in Dayton, O., made an early appearance.

D. C. Hawn, old-time circus man, who makes his home in Chicago, was a steady lobby-sitter, as was Pittsburgh Yellow. . . . Other full-time Windy Cityites, who hobnobbed with the conventioners were Nat Green, of the Ringling-Barnum Chicago office; Emmett Sims and Harry Atwell. The Atwell Luncheon Club in the Sherman Coffee Shop had turnaway crowds.

Among Polack Bros.' personnel who stopped off while en route from Peoria, Ill., to Terre Haute, Ind., were Charles and Johanna Webb, Chai and Somay Huang, Bud and Betty Bell, George and Opal Paige, Otto and Josephine Beronini, Alexander Konyot, Bernard and Ingrid

Zenner, and Borje and Eva Barton. . . . Louis P. Stern made a quick trip here but didn't get near the convention.

Cole Bros.' personnel on hand also included R. M. Harvey, general agent, and William J. Lester, contracting agent. . . . From the Clyde Beatty Circus were Bill Oliver, advance car manager; C. S. Primrose, press, and Harry Brown, front door. . . . Charley and Johanna Webb, of the concession department of Polack Bros.' Circus, also were in attendance.

Mills Bros.' Circus was represented by Mr. and Mrs. Jack Mills, owners; Fred Stafford, press department; Larry Benner, Side Show manager, and Doc Waddell. . . . Earl Shipley and Oscar Lowande were on hand from the Orrin Davenport Circus. . . . Additional Dailey Bros.' folk in attendance included Ray Dean, press representative, who has been re-engaged in that capacity for 1950; Bennie Fowler, contracting agent and currently with "Cavalcade on Ice"; Pete Lindemann, contracting press, and R. C. McGuire.

Others making the varied meetings and social activities included Howard Suesz, owner-manager, Clyde Bros.' Circus, and Clyde McMann, Mr. and Mrs. William Cowan, legal department; Crawford Droge and Frank Ruttman, all of Biller Bros.' Circus; Paul Delaney, concession manager, King Bros.' Circus; Hans Filbert, Rogers Bros.' Circus; Earl Lindsey, Gene Autry Rodeo; Rosette Nelson Brown, Mr. and Mrs. Nick Carter, D. C. Hawn, Happy Maxwell, clown, Wonder Bros.' Circus; George Thompson, former elephant man; John Robinson; Mr. and Mrs. Paul M. Lewis, Lewis Bros.' Circus; Mr. and Mrs. James M. Cole and son; Clint Finney, retired general agent; Dorothy O'Brien, former circus secretary; Paul Van Pool, CFA, Joplin, Mo., and Walter Hohenadel, CFA.

Walter Rumbley, 40, Former Purchasing Agent for R-B, Dies

HOUSTON, Dec. 3.—Walter E. Rumbley, 40, former purchasing agent for Ringling Bros. and Barnum & Bailey Circus, died Monday (21) in a San Angelo, Tex., hospital where he was a patient four months.

Funeral services were held in Houston Wednesday (23), with Rev. I. T. Andrews officiating. Burial was in Brookside Memorial Park Cemetery. Surviving are his widow, Sylvia B., a brother, James R., Paris, Tenn., and two step-daughters.

Rumbley's show business career began when he was 15 in Paris, Tenn., his home town. He joined the circus, working in the concession department. He was in show business 15 years, coming here 10 years ago. While in Houston he was a partner in the United Amusements Company and owned the Rumbley Drive-In and the Dallas Grill.

Rain, Cold Holds Down

Crowd for Rogers Org
CHIPLEY, Fla., Dec. 3.—Rogers Bros.' Circus hit tough weather, rain and cold, here Friday (25). As a result, attendance both matinee and night was light.

In Enterprise, Ala., Thursday (24), weather was okay in the afternoon and org drew a full one. Light rain at night held the house to three quarters. In Selma, Ala., Tuesday (22), org drew two strong houses.

L. Cristiana Directs King Ga. Quarters

Four Bulls Added

MACON, Ga., Dec. 3.—Lucio Cristiani arrived here last week to take charge of King Bros.' Circus quarters while his partner, Floyd King, recuperates from an operation in St. Joseph Hospital, Louisville.

After the King show's close in Dumas, Ark., the Cristiani Family had indoor dates in St. Louis and Kansas City, Mo., after which they motored here.

Arnold Maley, King show treasurer, went to the Chicago meetings. During the Shrine Circus run here last week Lucio visited his cousins who have appeared this season with the Biller Bros.' Circus.

It was reported that Cristiani recently purchased four young bulls from Robbins Bros.' Circus for an estimated \$18,500. The bulls originally were imported by Bob (Bonham) Stevens for Bailey Bros.' Circus in 1946 and trained by Mac MacDonald.

King is expected back here soon.

Frank Stuart, 62, Once Press Agent, Dies in Okla. City

OKLAHOMA CITY, Dec. 3.—Frank A. (Doc) Stuart, 62, who turned his back on a medical career to become a circus press agent, died Thursday (1) in Wesley Hospital here following an operation.

Stuart had just finished premedical studies at the University of Wisconsin in 1904 when he decided to take his first circus publicity job with Campbell Bros. He stayed in show business for 19 years. He also worked for Sells-Floto and Ringling Bros. for many years.

In 1923 he established an outdoor advertising business here. He kept his interest in show business, however, and wrote The Sawdust Ring column for The Billboard for several years. He was a past president of the American Press Agents in Canada.

Funeral and burial services were held here today. Surviving are his widow, Nancy; two sons, Daniel D. and John C., both of Oklahoma City, and a sister, Mrs. William H. Ruge, Faribault, Minn.

Binghamton Display Plugs Sarasota Winter Quarters

BINGHAMTON, N. Y., Dec. 3.—Donald Thomas, manager of the Credit Bureau is using a big window display plugging Sarasota and the winter quarters of the Ringling-Barnum circus as part of a promotional series of such exhibits to stress that "credit travels with you."

George H. Barlow III, local circus fan and builder of miniature circus sets, has provided a replica of the Big One's winter quarters, with all rolling stock and equipment built to scale. In the exhibit are 32 wagons, eight tractors, 16 elephants, 6 camels and numerous other animals, and figurines representing trainers and circus personnel.

The wagons, carrying circus poles, cages and equipment were made by Barlow, but the figurines, made of special material, were imported from Austria and Germany. Ringling posters and photos of Sarasota serve as background for the window display.

Miami Stand Proves Okay For Ringling

Two Days Excellent

MIAMI, Dec. 3.—The three-day stand here for Ringling Bros. and Barnum & Bailey, the finale of the season, proved okay. Opening day, Wednesday (23), was light, org getting only a half house at the matinee and a three-quarter night crowd.

Thursday (24) gave with a three-quarter matinee and a full one at night, while Friday (25), the best of three days, registered two full ones. Weather the first two days was perfect, but Friday it was cold.

Org moved into its winter quarters in Sarasota. Some Ringling acts are scheduled to show later this month in Havana.

Under the Marquee

Walter L. Main, of Geneva, O., is vacationing at Berkeley Springs, W. Va. . . . Glen and Mimi Tracy, of Cincinnati, who are showing their circus paintings at Miami Beach, will leave for Sarasota December 10. They saw the Ringling matinee Thanksgiving Day. . . . Wixom Circus Menagerie, feature of the Santa Claus parade put on by the Nesbit Producing Company, Cincinnati, at Logan, W. Va., drew a big crowd. . . . Bill and Jackie Wilcox, formerly in the advance department of Cole Bros., and the past season with Dailey Bros.' advance, are in Hot Springs for the winter. Bill is taking the baths and Jackie says she is just a eatin', a restin' and a rockin'.

John Kreis, former tumbler, who gave up circus life to study electricity, is retiring. He has built a home in Tampa, across the street from Paul Jung, of the Ringling-Barnum circus. . . . Robert M. (Hi-Brown Bobby) Burns, contracting press agent with Dailey Bros. the past season, again will winter in Daytona Beach, Fla., and will be found around the Elks Club. He attended the outdoor convention in Chicago. . . . Howard Ingram cards that the Ameri-Congo Animal Expedition has closed due to cold weather and is in quarters at Sarasota, Fla. . . . Harry DeDio and his dogs and clowns were in Macy's Thanksgiving Day parade in New York, being on a float rigged out as a circus ring. Dogs were picked up by TV as parade moved.

A visit to the Macon, Ga., Shrine Circus last week completed the visitation schedule of Paul M. Conaway, Macon, attorney, who has taken in more than 50 circuses and carnivals. Circus visits included Roy's One-Ring, Sparton Bros., Dailey Bros., Ringling-Barnum, Dales, King Bros., Biller Bros., Hamid-Morton, Polack's Eastern Unit, Rogers Bros., Hoxie Bros., and Clyde Beatty.

During the recent Hamid-Morton Circus engagement at Atlanta, Vernon L. McReavy, promotional director, and Howard Y. Bary and William Tumber, also of the H-M promotional staff, spent several days conferring with Col. Robert H. Morton on the 1950 itinerary. Following the confab, Lillian and Vernon McReady left to handle advance promotion for the Memphis Al Chymia Shrine Temple show; Bary returned to his home at Buckingham, Pa., for a vacation before going West on a booking trip, and Tumber went to his home at Charlotte, N. C., until after the first of the year, when he will handle several Eastern H-M dates. At close of the Atlanta date Morton returned to his home at Miami Beach, Fla., and will stay there until the circus opens in Memphis in February.



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JULIAN WEST, West Bros. Indoor Circus Route: Dec. 6, Emporia, Kans.; 7-8, Bartlesville, Okla.; 9, Blackwell, Okla.; 10, Pawhuska, Okla.; 11-12, Enid, Okla.

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THERE MUST BE A REASON...

Polack Bros.' Circus (Western) played its 6th annual engagement for Alzar Temple Shrine in San Antonio, Oct. 17-23. Another circus of considerable note was in town two days the same week. The weather was abnormally hot. So what happened? . . . A SOLID WEEK OF PACKED HOUSES AND TURNAWAYS FOR POLACK BROS., ADDING UP TO A GROSS THAT TOPPED THE PREVIOUS YEAR BY A SUBSTANTIAL MARGIN.

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NAAPPB HONORS BATT TWICE

Pontchartrain Beach Owner Renamed Org's President, Presented McSwigan Award

Convention Program One of Strongest in History

By Hank Hurley

CHICAGO, Dec. 3.—Members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) twice honored Harry J. Batt, president-general manager of Pontchartrain Beach, New Orleans, at their 31st annual convention in Hotel Sherman here November 27-29. The first honor came Tuesday (29) when Batt was re-elected president of NAAPPB and the second came Wednesday (30) when the committee on service awards named Batt the winner of the Andrew S. McSwigan Award for the most outstanding service to the park industry during the year. Officers named, in addition to Batt, were Edward J. Carroll, Riverside Park, Agawam, Mass., first vice-president; William M. (Bill) Muar, Roseland Park, Canandaigua, N. Y., second vice-president; George K. Whitney, Whitney's Playland-at-the-Beach, San Francisco, third vice-president; Paul H. Huedepohl, Chicago, executive secretary, and A. L. Filigrasso, Chicago, treasurer.

Directors elected were Harry H. Hions, Celoron Park, Jamestown, N. Y.; Vernon D. Platt, Somerton Beach, Somerton, Pa.; Dr. L. H. (Doc) Firestone, Flint Park, Flint, Mich.; Robert A. Reichardt, Riverview Park, Des Moines; Harold K. Barr, Washington Park, Michigan City, Ind., and R. M. Spangler, Rolling Green Park, Sunbury, Pa.

Rosenthal Honored

Irving J. Rosenthal, co-owner with his brother, Jack, of Palisades Amusement Park (N. J.) was judged the winner of the Harry J. Batt award for the season's outstanding promotion. Altho Irving J. was unable to be on hand for the convention, his paper on the promotion, a tie-up with the Heart Association Fund, was read by his brother, Jack.

Other service awards went to Vernon D. Platt, Somerton Springs, Somerton, Pa., who was awarded the A. R. Hodge plaque for "the finest program appearance on a subject dealing with pools and beaches; John C. Allen, Philadelphia Toboggan Company, who received the D. S. Humphrey award for "the finest appearance on the subject dealing with amusement parks or piers.

Foehl Cited

Official recognition was given in the org's convention minutes to Elmer E. Foehl, Willow Grove Park, Philadelphia, chairman of the general convention committee, and his workers, for the outstanding job in putting together one of the strongest, most interesting and most varied programs in the NAAPPB's history. Members of the committee with Foehl were Henry G. Bowen, Whalon Park, Fitchburg, Mass., vice-chairman; John M. Gurtler, Elitch Gardens, Denver; Paul H. Huedepohl, Chicago, NAAPPB executive secretary; William W. Muar, Roseland Park, Canandaigua, N. Y., and Fred W. Pearce, Jr., Walled Lake Park, Detroit.

CHICAGO, Dec. 3.—F. A. Griffen Sr. and Jr., operators of Griffen Park, Jacksonville Beach, Fla., attended the outdoor meetings in the Sherman Hotel here this week. Visit marked the younger Griffen's first since leaving the armed services. He was an infantry lieutenant and was awarded a purple heart as the result of injuries sustained in the Normandy invasion.

Park Execs Stage Sock Fun Frolic

500 at Annual Doings

CHICAGO, Dec. 3.—A sock floor-show, packaged by Music Corporation of America (MCA), that kept a talent-wise audience glued to its seats thruout the lengthy presentation, highlighted the annual banquet of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) staged in the grand ballroom of the Hotel Sherman here Tuesday night (29). The affair was presented under the direction of John Coleman, first vice-president and general chairman of the banquet committee with the assistance of George A. Hamid.

As is customary, the funspot operators placed emphasis on good food and good talent. Speeches were eliminated and introductions were limited to the presentation of association President Harry Batt, of Pontchartrain Beach, New Orleans. A steak dinner was served and entertainment followed. Paul H. Huedepohl, association secretary, (See Park Execs Frolic on page 82)

Hot Stuff:

Rivet - Throwing Contest Gives Stoner's Funspot Good Business

CHICAGO, Dec. 3.—Harry D. H. Stoner, Willow Mill Park, Mechanicsburg, Pa., came up with a promotion at his funspot this year that proved a money winner and garnered three pages of pictures in Life magazine, not to mention plenty of space in the Pennsylvania dailies and weeklies.

Stoner told of his promotion Tuesday (29) at the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Altho he was edged out by Irving Rosenthal of Palisades (N. J.) Amusement Park for the Harry J. Batt award, for the best promotion stunt of the season, he did receive honorable mention.

The hot rivet-throwing contest was worked thru the Structural Iron Workers Union of Harrisburg, Pa.,

Don't Hesitate To Start New Projects, W. H. Edmund Tells Ops

CHICAGO, Dec. 3.—"Recognize the varied interests in the people in your community and don't hesitate to start new projects or try out new ideas in your amusement spot."

That was the advice given members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), at the org's opening session Monday (28) in Hotel Sherman by W. H. Edmund, president of the National Industrial Recreation Association (NIRA), and director of recreation for the Good-year Tire and Rubber Company.

Speaking on Strikes and Spares, Edmund dealt mainly with industrial picnics. In setting up the season's activities, Edmund said: "Remember all people aren't interested in the same thing. You need variety. You can get folks out to your park once out of curiosity, but you must have something there that will bring them back."

Industrial plants, from the picnic angle, looks for something in package form and it behooves the management of parks to have a variety

of ideas to offer the plant in package form. Beware, he warned, of getting in a rut and offering the same thing year after year.

Edmund said selling industrial plants on picnics next year will not be an easy task. He said smaller plants are dropping some employee activities. That is especially true, he said, where employment has been cut because along with the employee cut the entertainment or recreational budget has been nicked too. Larger industrial plants, he said, are cutting their budgets a bit. When that is done, he said, employees and employers turn more and more to the local entertainment facilities at hand and this is where the park owner can cash in.

Industrial picnics, if properly handled and promoted, well may be the top money winner for a park. He said one park owner had informed him that seven industrial picnics in his park this past season netted him more than all other park activities.

44 Park Women Attend Initial NAAPPB Social

CHICAGO, Dec. 3. — Forty-four women attended the first social given by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) Sunday (27) in the Louis XVI Room, Hotel Sherman, for wives and daughters of NAAPPB members.

Mrs. Harry J. Batt, wife of the NAAPPB president, was official hostess, with Ida Gohen assistant hostess. The event, long campaigned for by the late Mrs. Adrian Ketchum, may become an annual event.

Attending were Mrs. J. R. Singhiser and Mrs. M. D. Brinkman, Fontaine Ferry Park, Louisville; Mrs. G. F. Peglar and Mrs. H. K. Barr, Washington Park, Michigan City, Ind.; Mrs. W. A. Tratsch and Mrs. Julius Bank, Rifle Sports Club, Chicago; Mrs. Ivan Brodie, Canadian National Exhibition, (See Park Women at Social, page 64)

Ballroom Men Seek Changes In Licensing

New Basis Sought by Ops

(Continued from page 18)

to work out a new basis for licensing, which would be based on one primary factor, such as volume of business done during a fiscal year.

In elaborating on the music licensing problem, presented by the ASCAP system, Malec disclosed some important license fee payments garnered from a survey of NBOA members, who were asked at their recent convention, to supply the gross box-office receipts and the license fees paid to ASCAP in 1948 (given below). Malec said that 60 NBOA ops had already reported to the central org.

\$ 5,455	\$ 50	128,436	\$120	\$ 71,819	\$ 840
6,192	90	28,882	180	72,120	360
9,183	45	30,554	120	78,537	750
11,403	104	35,344	120	87,454	480
12,424	240	36,544	400	97,484	1,750
14,594	180	37,374	900	100,000	960
16,329	135	38,336	480	100,757	400
18,087	120	40,719	1,300	116,051	1,017
19,834	157	42,914	340	118,125	400
20,488	480	46,128	340	129,441	1,425
22,682	170	48,102	480	144,444	340
24,454	120	49,858	750	174,702	600
25,891	180	49,987	480	209,384	720
26,024	400	45,910	340	226,877	1,300
27,189	750	48,349	570	388,420	1,500
27,485	120	70,785	720	429,401	2,700
27,699	240	71,561	750	550,350	2,400

Malec suggested that Paul Huedepohl, NAAPPB secretary, obtain NBOA survey questionnaires so that all park ballroom ops might submit similar information on their operations to the NBOA music committee is currently undertaking its second poll of ballrooms to ascertain how much Broadcast Music, Inc. (BMI) and how much ASCAP music is being played in the ballrooms. Utilizing this information on the percentages of each org's music used, it is hoped that some kind of agreement can be reached with BMI.

Malec, too, urged the park association to watch carefully the work being done in Washington and in the federal courts by NBOA to eliminate ballrooms from the 20 per cent cabaret tax classification into which they were placed a year ago.

L. Rosenthal Is Awarded Batt Plaque

Promotion Aids Heart Fund

CHICAGO, Dec. 3. — Irving J. Rosenthal, who with his brother, Jack, operates Palisades (N. J.) Amusement Park, was awarded the Harry J. Batt plaque for the outstanding park promotion of the season. Rosenthal's paper on Palisades outstanding promotion was read at the Monday (28) meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) by Jack Rosenthal. Irving was unable to be present at this year's convention.

Here, in part, is Rosenthal's paper, describing the promotion:

"Since I am restricted to discuss one outstanding promotion, I shall by-pass such familiar Palisades promotions as our annual baby crawling race, shoeshine derby, Mrs. America eliminations, triplets' convention and other unique stunts in favor of one promotion of which we are very proud.

"I refer to a major promotional and fund-raising undertaking which was conducted last summer in co-operation

Short and Sweet

CHICAGO, Dec. 3.—The prize (if there was one) for the shortest speech ever made at an outdoor convention probably would go to F. C. (Freddie) Williamson, vice-president and general manager of the Chicago office of the Associated Booking Corporation.

Billed to speak on the vaudeville forum, *What Do We Have to Advertise? How Should It Be Done?* at the Wednesday (30) meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), Williamson knew the program was running far behind schedule. When it came his turn to speak, he moved to the speaker's platform and said:

"I've got one thing to tell you about vaudeville. When a show runs too long it's time to cut. This is the time."

With that he left the platform with a hearty applause.

public to come out and visit the model home.

"We, in similar fashion stood to gain both in terms of self-satisfaction and from a business standpoint from the tie-up in three concrete ways:

"First of all, the opening of the Hellinger Heart Home on Palisades Park premises opened up sources of publicity which had heretofore been unavailable to us for ordinary amusement park promotions. The Metropolitan and Equitable Life Insurance Companies, which placed their vast resources behind the drive to stamp out heart disease, played up the promotional tie-up with Palisades by posting literature on all their bulletin boards. They thereby placed the park name before their thousands of employees each day—reaching an audience heretofore untouched by our promotions.

Gets Wide Coverage

"The official opening of the model home was given wide coverage on the fashion and women's pages of all the New York and New Jersey newspapers, opening up still another channel for publicity which is not ordinarily reached by our activities. And, by arranging for the weekly visits of groups of celebrities, we were able to secure prominent mention in the Broadway, Hollywood and society columns of the major New York newspapers with frequency and regularity.

"The second advantage accruing from the tie-up was the actual value of the Mark Hellinger home as a drawing card to attract the public. Over 150,000 ticket holders trooped thru the home during the 1949 season, taking advantage of the free park admission offered to ticket holders. And, of course, the customers brought in by this unusual attraction helped swell the coffers of our rides and concessions.

"But, the most important result of our charitable undertaking must be stated in terms of the goodwill we created by leading in this community battle against crippling heart disease. We had joined the campaign to destroy one of man's relentless enemies and in the process had forged an iron bond of closeness with the public we serve.

Prominent Firms Join

"Prominent industrial firms joined hands with us in the task of putting this undertaking over. Here was something which far transcended the bounds of the ordinary amusement park promotion. It amounted to a community endeavor.

"The value of this kind of tie-up in terms of improved public relations cannot be overestimated. In place of the complaints of our neighbors about the park being a source of noisy and disturbing hustle-bustle, we received sincere commendations from New Jersey's public and civic (See Rosenthal Gets Plaque, page 82)

Today's Show Front Must Excite, Have Appeal Power, Ray Tells NAAPPB Members

Be Practical When Building, Designer Urges Operators

CHICAGO, Dec. 3.—Jack Ray, Toronto, who has designed the many show fronts at the Canadian National Exhibition (CNE) among other things, told members attending the annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in Hotel Sherman, Chicago, Wednesday (30), that show fronts must excite people and have appeal if they are to help business. "Let us approach the problem of park fronts from the viewpoint of the man who buys the ticket. Let us not underestimate him. He has been educated to buy by sight, by what he sees.

He will buy faster and more often if we present our attractions in a more modern, colorful and exciting manner," Ray said.

"Therefore, today's front must excite. . . It must compel. . . It must have the power to appeal in design and color to the eye. In that lies the secret of successful fronts. How many of us have walked thru parks with the attitude of the patron and have said to ourselves, 'Does this front make me want to go inside? Does it arouse my curiosity?'"

Getting into the actual building of a front, Ray told members to be practical, to throw away foolish ideas in design which are not practical. "No matter how good they look on paper, if they are not practical, it's money wasted," he said.

Enlarging on the actual building of a front, Ray continued:

"First, let me suggest that wherever possible the front contain some type of canopy. The structure of canopies is not as complex as it might seem. The value of the overhanging canopy is great. For practical reasons you can put the light or illumination where you most want it. Careful attention should be given to under-canopy lighting. The type of lighting suggested is the recessed small flood type, placed at close intervals under the canopy.

It's Cheapest, Too

"This type of flood is built in and flush and neat with the ceiling. It is by far the cheapest, most effective form of lighting today. I do not recommend thousands of little light bulbs as used under theater canopies. These are not easy on the patron's eyes and are costly to install and maintain.

"Let us approach the general construction problem on top of the canopy. A normal clean-cut design, 2 by 4 or 2 by 6 framing is made and covered with flexboard, asbestos board or weather-proof plywood. Let's get away from the gingerboard, columns and curves. Angles of the simplest design are the most effective when floodlighted above the canopy. Let's not forget that no matter what the type of construction, it must be properly sealed to prevent weathering.

"The practical idea behind the fronts at the CNE is that they were built in removable sections fastened with bolts to the top and back of the canopy. I think you will welcome this idea, that a major portion of your front is removable.

Likes Color Lenses

"In my opinion, neon has its place and is invaluable in certain places.

However, I approve the use of small waterproof heat-resistant types of flood, with color lenses. They can be set in clusters and adjusted to any angle and colors changed at will.

"I would like to illustrate the value of color in planning your front and offer suggestions on how to help yourself to color. Let me make this point clear. The most expensive paint is the cheapest. Good quality paints have larger covering capacity, are longer lasting and give greater color performance.

"You may say, 'How do I know what colors to use on my fronts without being distasteful?'"

"Now, altho we personally make and mix our own colors from accepted brands, this will in no way deter you. Reliable paint concerns have spent millions to give you correctly balanced decorator-type colors. All you have to do is call your local dealer and he will supply you with colors in correct harmony, suggest the type paint for your purpose and the correct way of applying it."



IRVING ROSENTHAL

with the Mark Hellinger Fund of the New York and New Jersey Heart Association.

"The basic plan was simple, entailing the setting up of a prefabricated Lustron home in our park, the home to be raffled off at the end of the season. Girls, recruited from leading insurance firms and banks, extended their co-operation, sold tickets thru-out New York and New Jersey for 50 cents each. Not only did each purchaser have a chance to win a model home worth \$15,000, but he also was offered the added inducement of free admission and six free rides when he came to inspect the home.

Offer Park Advantages

"Altho the Heart Association originally planned to locate the home at Fifth Avenue and 106th Street, New York City proper, we were able to persuade the directors against taking this step because of the unsoundness of having such a project in the city during the summer. And, of course, we offered them the obvious advantages of Palisades Park as an ideal summer location because:

"Our scenic picnic grounds provided an attractive physical setting for the model home.

"The heavy summertime park traffic was an excellent source of revenue for the raising of funds for the battle against heart disease.

"And, finally, we were willing to offer free rides and park facilities to holders of heart home tickets, providing another incentive for the

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AIM FOR MOPPET PATRONAGE

Kiddielands "Must," IAFE Members Told

Water Is Big Lure

CHICAGO, Dec. 3.—"Aim for the patronage of the ever-increasing number of young children thru Kiddielands," delegates to the annual convention of the International Association of Fairs and Expositions (IAFE) were told this week by six speakers who spoke on various phases of "villages for children" in fairgrounds.

Teeing off the discussion, which commanded the most interest of any topic on the convention program, William de L'horbe Jr., National Amusement Device Company, Dayton, O., cited population statistics to indicate the increased number of moppets and termed Kiddielands "depression proof."

"The baby buggy business is 400 per cent ahead of 1940," de L'horbe said. "In 1948 statistics show that 3,715,000 babies were born. The census bureau figures indicate a 10,000,000 population increase by 1955. There are 18,600,000 children in elementary schools this year and the estimate for 1950 is 20,000,000 and the projection for 1957 is 26,600,000."

Suggests Director

These figures, de L'horbe said, demonstrate why children's activities on a fairgrounds should receive top attention. He suggested fairs designate a director of children's activities.

He cautioned fairs against spotting rides in its own Kiddieland, which would be in direct conflict with those carried by the carnivals and fair contract. He also emphasized that rides should be of such size as to enable parents as well as children to ride.

He listed features which might be incorporated in a fair's Kiddieland, emphasizing water as a lure and suggested lagoons and canals which could be landscaped thruout the area; a children's zoo, built of settings from nursery rhymes, an amphitheater, in which attractions of appeal to the small fry could be presented. Into such an amphitheater, he suggested radio wires be run so programs for children could be broadcast from the area.

Other points stressed included the need for providing drinking fountains and sanitary facilities for children. He also emphasized the area should feature promotions designed to build child attendance and named a home pet show, a children's circus, etc. as among such possible features.

Corral Successful

Paul T. Mannen, of the San Diego (Calif.) Fair, told fair execs that "I believe you should have a check stand and a kiddie corral, a place where the small children can play." His fair has found much success with its corral, which embraces slides and riding devices.

"This year, a plywood replica of a P-38 was installed and it received a big reception from the children. "I think we'll have both automobiles and planes in our Kiddieland," Mannen said.

He pointed out that his fair this year had eight or nine rides in the Kiddieland but "they weren't enough." An organ grinder with his monkey probably got more attention than anything else, Mannen said.

Elwood P. Hughes, manager of the

Association of Fairs Has Own Session at IAFE Convention; Cliff Hunter Renamed Chairman

CHICAGO, Dec. 3.—For the first time in the history of the International Association of Fairs and Expositions that organization, at its annual convention here this week, devoted one session to problems and policies of State or provincial associations of fairs and their members. The program was in recognition of the Association of Fairs formed last year to represent the group. Part of the session, which was attended by representatives from 25 States and one Canadian province, was devoted to problems and suggestions for smaller fairs and another to latter, execs of six States gave reports on the fair movement in their respective States.

Tells of Aim in California

A. E. Snider, director of the Division of Fairs of California, said the aim was to localize the appeal of annuals in the State. He told of the competition California fairs receive from a wide variety of outdoor events and said that by localizing their appeal, fairs in that State hope to build into stronger competitions.

He reported that each of the 75 California fairs received \$65,000 in State aid, regardless of the individual fair's merit, and pointed out that efforts to have aid given with regard to the merit of the individual fair had been defeated by legislators.

Rehabilitation in Illinois

Henry J. White, manager of Illinois State Fair, Springfield, told the group that 63 of the 92 county fairs spent \$60,000 of \$100,000 this year of a special two-year fund of \$200,000 for plant rehabilitation. The fund, which has another year to run, operates on a dollar matching basis, with the State matching each dollar put up by a fair for plant rehabilitation. White explained that the bill was passed to permit fairs to repair their plants following the war.

Kansas Builds Up

Kansas fair expenditures for plants during the past two years has been large, R. M. Sawhill, secretary of the Kansas State Association of Fairs and Horse Shows, reported. Standards for fair entertainment and midway operations of the State's 70 fairs also have been lifted substantially, he said.

Harry B. Kelley, secretary of the Michigan Association of Fairs, pointed out that organization had been instrumental in obtaining the \$160,000 for State aid for fairs in that State. The appropriation, while intended to cover about 50 per cent of premiums paid out by Michigan fairs, will, according to current indications, pay only about 40 per cent of the premiums disbursed.

Michigan fairs that have harness horse racing also get State aid, 50 per cent of their purses, Kelley said. "The whole thought was this: That these people (harness horse tracks) were in direct competition with the county fairs of our State, and so we were entitled to receive part of the revenue."

George Gleixner, of the Minnesota (See Assn. of Fairs on page 64)

Canadian National Exhibition, Toronto, in discussing the CNE's Kiddieland operation, detailed the success of selling six ride tickets for 50 cents.

Mom, Dad Buy

"We have found that at least 70 per cent of the business done in the Kiddieland comes from mom or dad, who step up and buy the tickets. Its a very easy matter for a sensible and smart salesman to say to them, 'You want two tickets? Well, Madam, you can buy six for 50 cents. Seventy per cent of our Kiddieland business is done in that way—the six for a half dollar," Hughes said.

Cunningham IAFE Prexy; Yule Veeep

Name Four Directors

CHICAGO, Dec. 3.—Lloyd B. Cunningham, secretary, Iowa State Fair, Des Moines, Wednesday (30), was elected president of the International Association of Fairs and Expositions. J. Charles Yule, Calgary Exhibition and Stampede, Calgary, Alta., was elected vice-president, and Frank H. Kingman, Brockton (Mass.) Fair, was re-elected secretary-treasurer.

New directors include Arthur Porter, Rutland (Vt.) Fair, zone 1; Jack Reynolds, Wisconsin State Fair, Milwaukee, zone 3; Leo Dalley, North Montana State Fair, Great Falls, zone 5, and Walter D. Jackson, Western Ontario Fair, London, zone 7.

Sheldon Brewster, 1949 vice-president of IAFE, asked that his name not be considered for an office as he is no longer actively connected with a fair. Raymond A. Lee, Minnesota State Fair, St. Paul, was chairman of the nominating committee.

Mrs. B. Dodds Elected IAFE Auxiliary Prez

CHICAGO, Dec. 3.—Mrs. Bligh A. Dodds, Gouverneur, N. Y., was elected president of the Women's Auxiliary of the International Association of Fairs and Expositions at the first meeting of the newly formed group in the Crystal Room of the Hotel Sherman, Monday (28). Mrs. D. R. Campbell, Ottawa, Ont., was named vice-president, and Mrs. Leon H. Harms, Albuquerque, N. M., secretary-treasurer.

Organization was formed this year to plan social activities for the fair men's wives, while their husbands are in sessions. The group will meet annually at noon on the first day of the conventions.

At the initial meeting of the group were Mrs. Clair L. Hill, Mrs. James D. Fried, Mrs. Howard S. Fourt Sr., Mrs. H. B. Kelley, Mrs. Enos Blair, Mrs. Lester Schrader, Mrs. H. L. Fitton, Mrs. Roy S. Keruper, Mrs. George A. Hamid Sr., Mrs. Herbert McElroy, Mrs. R. O. Planert, Mrs. H. C. McClellan, Mrs. Edwin Schultz, Mrs. Milton Twedel, Mrs. Tom Conrady, Mrs. Jack Reynolds, Mrs. Lowell R. Huckstead, Mrs. Don A. Detrick, Mrs. L. P. Holloway, Mrs. L. J. Dembarger, Mrs. L. E. Watson, Mrs. Monte Kiffin, Mrs. Charles Green, Mrs. William Kell, Mrs. Clarence Harnden, Mrs. Ethel M. Simonds and Mrs. Maxie Mulrooney.

Waterloo Cattle Congress Nets 82G for Season

WATERLOO, Ia., Dec. 3.—Waterloo's Dairy Cattle Congress grossed \$245,596 during the fiscal year ending November 9 and netted \$82,566, it was announced at the annual stockholders meeting.

The report showed the mortgage on the Congress had been reduced by \$11,955 and that \$68,119 had gone into physical improvements on the grounds.

The Dairy Cattle Congress is a non-profit organization whose by-laws provide that income be returned to the show.

The income of \$45,508 from exhibition and concession space was the largest in the show's history. The combined gate and auditorium admissions, which totaled \$145,477, showed a gain of \$17,547 over last year.

The \$48,856 in premiums was the largest in history. The year's expenses totaled \$163,029.

Firemen's Muster Builds Weak Day, Hamid Tells IAFE

CHICAGO, Dec. 3.—A firemen's muster has enabled the New Jersey State Fair, Trenton, to turn one of its lightest nights into one of its biggest, George A. Hamid, owner of the fair, told the convention of the International Association of Fairs and Expositions (IAFE) here this week.

Hamid pointed out that the muster was adapted from one previously successfully used at the Erie County Fair, Hamburg, and detailed how simple it was for the Trenton fair to put it into effect and build it into an event which last year embraced the participation of 79 volunteer fire companies and lured a huge attendance.

He explained that the local county volunteer firemen's association serve as hosts on the day of the event, that extremely simple entry blanks are sent to all the fire companies in the State, and that the prizes consist of a total of \$750 in cash and badges, which are awarded for the best uniformed company, the finest piece of fire-fighting equipment displayed, the oldest fire engines, etc.

Speeches Listed

President Bligh A. Dodds presided at all of the sessions of the IAFE here this week. Speakers, besides Hamid, and subjects, included: Wisconsin at Work by Robert Ewens, Wisconsin Manufacturers' Association; Villages for Children discussed by William de L'horbe, National Amusement Device Company, Dayton, O., Paul T. Mannen, San Diego County Fair, and Henry Johnson, Brockton Fair; Midways for Children by William H. Hitzelberger, State Fair of Texas, E. P. Green, California State Fair, and Elwood A. Hughes, Canadian National Exhibition; Foreign Exhibits at Fairs Special Key Day Sales and Rural Youth Day also were topics discussed by Hitzelberger.

Fashion Shows and Exhibits was the title of the addresses given by (See Firemen's Muster on opp. page)

Winter Fairs

ARIZONA

Mesa—Maricopa Co. Fair & Citrus Show, Feb. 18-26. Marcel Delporte.

CALIFORNIA

Imperial—California Mid-Winter Fair: Feb. 25-March 5. D. V. Stewart.
 Indio—Riverside Co. Fair & National Date Festival: Feb. 17-22. R. M. C. Fullenwider, Riverside.
 San Bernardino—National Orange Show: March 9-19. R. Z. Smith.

FLORIDA

Bowling Green—Hardee Co. Strawberry Festival: Jan. 16-21. G. W. Glendenning.
 Dade City—Pasco Co. Fair: Jan. 17-21. J. P. Higgins.
 Delray Beach—South Fla.: Gladiol Festival & Fair: Feb. 20-25. G. Moore Lapham, Fort Lauderdale.
 Broward Co. Fair: Feb. 20-25. Jack W. Finch.
 Kissimmee—Lake Co. Fair-Fla. Sportsmen's Expo: March 12-18. 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. H. C. Baguley.
 Tampa—Florida State Fair & Gasparilla Assn.: Jan. 31-Feb. 11. P. T. Strieder.
 West Palm Beach—Palm Beach Co. Expo: Feb. 15-25. Karl Lattions.
 Winter Haven—Florida Citrus Expo: Feb. 13-18. Philip E. Lucey.

TEXAS

Fort Worth—Southwestern Expo. & Fat Stock Show: Jan. 27-Feb. 5. Edgar Deen.
 Houston—Houston Fat Stock Show & Livestock Expo: Feb. 1-12. W. O. Cox.

FIREMEN'S MUSTER

(Continued from opp. page)

E. P. Green, California State Fair, and Mrs. Carolyn Holloway, Indiana State Fair. Adrian Potter, Eastern States Exposition, spoke on *Storrowton—a Unique Woman's Village*, and Elwood A. Hughes on *Women's Contributions to the Canadian National Exhibition*.

Kenneth Stocker, Euclid, O., discussed *Advance Grandstand Ticket Sales*, while E. P. Green presented a paper by Theodore Rosequist on *An Unusual Concession System*. The *Carnival Owner's Point of View* by Floyd E. Gooding; *Building a Fair Thru Customer Opinion* by John B. Knight, and *The A.B.C.'s of a Good Show* by George A. Hamid.

Thrill Show Quiz

In a quiz on thrill shows and auto races, Douglas K. Baldwin, Minnesota State Fair, acted as quizmaster with a board of experts made up of Jack Kochman, Frank Winkley, Sam Nunis, Irish Horan and Bill McGaw.

Glen Smith, Gemmer-Culp, Inc., Fort Wayne, spoke on *Radio Campaign—Indiana State Fair*; Raymond A. Lee, Minnesota State Fair, and Jack Reynolds, Wisconsin State Fair, on *Sightseeing Busses*; Lou Merrill, Western Fairs, on *Customer Conventions Make for Better Public Relations*; Dr. J. S. Dorton, North Carolina State Fair, on *Folk Dancing to the Front*, and Paul Mannen, San Diego County Fair, on *School Promotion*.

IAFE Hears Gooding Recommend Annuals Have Two Kid Days, Reasonable Concession Charges

(Continued from page 51)

new show equipment. Our business is seasonal. We only operate about six months out of the year and the first and last months of each season we usually encounter much bad weather. So we only have a short season each year to make money. If you allow us a reasonable profit, it will mean improved midways and better entertainment for your patrons."

It would be helpful to all concerned if every fair opened and closed with a Children's Day, excepting those fairs which either open or close on a holiday or Sunday, Gooding pointed out. Such fairs should set their kiddie days for other days, he added.

Points to Publicity Value

"There is no publicity stunt equal to opening a fair with a special day for children," Gooding asserted, pointing out that such days might well embrace a good line of prizes, such as bicycles, baseball equipment, ponies, radios, etc., as well as free admission to the grounds, free admission or at most a small fee for the grandstand, all strongly publicized.

"If a fair has a large opening day attendance, including thousands of children, the spectacle is beautiful, the fair is genuine and the publicity is a tremendous influence toward the remaining days of the fair," he said.

"Another advantage of two free days for children is weather," Gooding added. "If bad weather is encountered the first day, another day remains for the young folks."

Emphasizes Potential

"Nothing can beat a good start and a strong finish," Gooding declared. "Most progressive fairs already follow a policy of opening their fair with a Children's Day. But few close that way. Many fairs have no promotion and very little publicity in connection with a Children's Day and as a result lose its value."

Children's Days are only what they are made, Gooding emphasized. He pointed out that fairs should not overlook the opportunity of inviting orphans and underprivileged children, adding "You will always find carnival and showmen able and willing to entertain those groups free."

Children are the most important part of the fair, Gooding insisted. "Take them away and it spells disaster," he declared, citing the effect of polio in many localities this season.

Urges Review of Prices

Spending has caught up with most incomes, Gooding said in pointing out that future admission charges to fairs warrant consideration. "The general public takes a different attitude toward fair admission charges than to other prices," he added. "They feel that fairs belong to them, and this to an extent is true. They will complain about the admission to the fair and pay several times as much for some other entertainment which does not have nearly as much to offer. They seem to resent paying an admission to view their own exhibits and spend their money on the amusement midway." He recommended family tickets and bargain prices for advance sale, holding that their sale overcame that objection and "is the best rain insurance possible."

Urges 9:30 Stand Break

Grandstands at night should be emptied by 9:30, Gooding told the convention. This will allow an hour or so for the people to enjoy midway entertainment before going home," he explained. "Practically all booking agencies will encourage the procedure. The fair needs both the grandstand and the midway and the carnival needs the fair. We are all on the same team and should pull together to our mutual interest."

Detailing the need of a fair to provide adequate facilities for the mid-way area, Gooding stressed the importance of blacktopping.

E. P. Green, of California State Fair, Sacramento, also addressed the IAFE convention on concessions, detailing how the Sacramento annual contracts for its midway attraction on the basis of a per capita charge on front-gate admissions.

Glen B. Boyd Re-Elected

CHICAGO, Dec. 3.—Glen B. Boyd, secretary-manager of the Ozark-Empire Fair, Springfield, Mo., was re-elected president of the Midwest Fair Circuit here Monday (28) in Hotel Sherman.

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ALL NEW THIS YEAR



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.

PARK WOMEN AT SOCIAL

(Continued from page 60)

Toronto; Mrs. George K. Whitney, Playland-at-the-Beach, San Francisco; Mrs. W. J. Wendler, Allan Herschell Company, North Tonawanda, N. Y.; Mrs. H. J. Terrell, and Mrs. Maude S. Drake, Silver Beach, St. Joseph, Mich.

Mrs. Paul H. Huedepohl, Mrs. Donna Huedepohl Michal and Mrs. Fred Huedepohl, all Chicago; Mrs. Solomon T. Jacobson, Mrs. Wilbur Kaplan, Mrs. Leo D. Ferdinand and Mrs. Robert Mann, Krispy Kist Corn Machine Company, Chicago; Mrs. Richard J. Batt, Pontchartrain Beach, New Orleans; Mrs. Herb Schmeck, Philadelphia Toboggan Company, Philadelphia; Mrs. O. B. Jenkinson, Jenkinson's Pavilion, Point Pleasant, N. J.

Mrs. Pat Duffy, Mrs. L. A. Cavalier and Mrs. M. A. Rinden, all Idora Park, Youngstown, O.; Mrs. Robert D. Coleman, Riverside Park, Indianapolis; Mrs. Margaret Lehr, Dorney Park, Allentown, Pa.; Mrs. Eric Arneith, Fisher's Pool, Landsdale, Pa.; Mrs. Doug Wiser and Mrs. Virginia Vermulen, Electro Products Company, Los Angeles; Mrs. George A. Hamid Sr. and Mrs. George A. Hamid Jr., New York; Mrs. William B. Schmidt,

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.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Maine Agricultural Fairs Association, Falmouth Hotel, Portland, Me., January 25-26.

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.

Riverview Park, Chicago.

Mrs. George K. Whitney Jr. and Mrs. Floyd Gilman, Playland-at-the-Beach, San Francisco; Mrs. Harry J. Batt Jr., Pontchartrain Beach, New Orleans; Mrs. Harvey Humphrey, Euclid Beach, Cleveland; Mrs. F. M. McFalls, State Fair Park, Dallas; Mrs. Edward Pratt, Forest Park Highlands, St. Louis; Mrs. H. J. Bergen, Mrs. Don Dazey and Mrs. Walter A. Delscamp, LeSourdsville Lake, Middletown, O.; Mrs. Frank L. Kramer, Pontchartrain Beach, New Orleans; Mrs. John L. Coleman, Riverside Park, Indianapolis.

BAKER HEADS IMCA

(Continued from page 51)

were C. G. Baker, Oklahoma State Fair; L. B. Cunningham, Iowa State Fair; Frank Harris, Mississippi Valley Fair; W. R. Hirsch, State Fair of Louisiana; M. W. Jencks, Kansas Free Fair; Raymond A. Lee, Minnesota State Fair, and R. A. McIntosh, Alabama State Fair.

IMCA sanctions were issued for 128 days of racing during 1949, with 10 days out or canceled, a decrease of 27 days from last year. There were nine days of racing in Canada against two in 1948.

Frank Luptow, Tampa, was an-

Assn. of Fairs Has Own Session At IAFE Meeting

(Continued from page 62)

Federation of County Fairs, cited repeal of the Federal admission tax on outside gate admissions as one of the main objectives of his organization. Another, he said, is that of obtaining a State-wide law enabling counties to levy a half mill tax for fairground improvements. Only a few Minnesota counties have such a levy now, he pointed out.

Gleixner said that one of the federation's proudest features is its short course on fair management, which will be held for the fourth successive year in 1950.

Utah's 15 county fairs this year showed expansion in virtually every exhibitor department, Sheldon R. Brewster, former manager of Utah State Fair, told the group, in concluding the "state of the nation" report.

Cites Building Interest

Gaylord R. Lewis, Findlay, O., veteran fair designer speaking on Construction and Finance, said fairs are showing the most interest in construction of grandstands and youth buildings. He said that grandstands of reinforced steel and concrete now range between \$40 and \$60 a seat, while all-steel stands costs run \$20 to \$30 per seat.

Most popular youth building combines the feature of a coliseum, he said. Such a structure, 50 by 150 feet, with seats on one or two sides, judging arena in the center and livestock stalls at both ends, with dormitories for 200 to 400 boys and girls above the stalls, costs about \$60,000 if built of concrete block; \$100,000 to \$125,000 if of steel frame construction.

Storin on Publicity

Harry R. Storin, publicity director of Barrington (Mass.) Fair, in discussing fair publicity emphasized the need of establishing and maintaining good relations with newspapers and radio stations, cautioned against careless treatment of releases and of newspaper men and radio men, the importance of timing, and warned against pressuring or cajoling news outlets.

Urges United Youth Program

A unified, co-ordinated and co-operatively planned and executed youth program was urged by Jack Hufford, county agricultural agent of Bellefontaine, O. By having all youth groups such as the 4-H and FFA, participate side by side in the same program, Hufford said, his fair has increased individual youth participation by 370 per cent within four years.

William V. (Jake) Ward, former promotion director of Illinois State Fair, suggested that fairs introduce promotional events. He detailed the increased interest in square dancing and suggested stock horse shows, scooter races and typical farm family contests as possible additions to fair programs.

Hunter Re-Elected

Clifford C. Hunter, secretary of the Illinois Association of Agricultural Fairs, presided at the session. Hunter was re-elected chairman for 1950 and Rollo E. Singleton, secretary of the Missouri Association of Fairs and Agricultural Exhibits, and Robert Trask, secretary of the Massachusetts Agricultural Fairs, were renamed vice-chairman and secretary, respectively.

nounced as the 1949 champion driver, garnering 3,915 points. Other drivers finished in the following order:

Emory Collins, Le Mars, Ia.; Jimmy Wilburn, Indianapolis; Deb Snyder, Kent, O.; Russ Lee, Robbinsdale, Minn.; Bob Grimm, Indianapolis; Ernie Johnson, Christine, N. D.; Bill Anderson, Tulsa, Okla.; Ben Musick, Dallas; Clair Cotter, Austin, Minn.; Bert Hellmuller, Louisville; Allen Redmond, Tampa; Joseph D. James, Van Nuys, Calif.; Stanley M. Calloway, Miami; Gene Aldridge, Fort Branch, Ind.; Winston M. Herner, Minneapolis; Al Fleming, Macon, Ga.; William Hooper, Decatur, Ill.; Ray Yauger, Austin, Minn.; Garth Dettz, Kent, O.; Phil J. Mocco, St. Louis, and Cliff Griffith, Indianapolis.

MIDWEST SHOWS RESHUFFLE

Beam Again Heads ACA

All officers re-elected—Lt. Gov. Watkins of Indiana principal speaker

CHICAGO, Dec. 3. — Merle A. Beam, owner-operator of Beam's Attractions, was re-elected president of the American Carnivals Association (ACA) at the annual meeting of the organization held here November 28-29.

Also re-elected were Ralph Decker, owner, Joseph J. Kirkwood Shows, first vice-president; Richard Coleman, owner Coleman Bros. Shows, second vice-president; Al Wagner, owner, Cavalcade of Amusements, associate secretary; Floyd E. Gooding, owner, Gooding Amusement Company, Inc., associate treasurer, and Max Cohen, secretary, treasurer and general counsel.

Sam Prell, owner, Prell's Broadway Shows, was elected to fill a newly created post, that of third vice-president.

Members of the present board of directors will also continue in office. They are Frank Bergen, owner, World of Mirth Shows; Curtis L. Bockus, general agent, James E. Strates Shows; Sam Levy, manager, Lawrence Greater Shows; Jack Perry, owner, Jack J. Perry Shows, and Ted Woodward, Mid-Western Exposition Shows.

Principal speaker at the two-day session was Lt. Gov. John Watkins of Indiana. He discussed the relationship between carnivals and State fairs and said that the annuals must exercise selectivity in choosing shows, while keeping in mind the fact that the fun units were entitled to make a profit.

Max Cohen general counsel, re- (See Merle A. Beam on page 68)

Southern Tour Scheduled for World of Today

CHICAGO, Dec. 3.—The World of Today Shows will be routed thru the South in 1950 for the first time in its history, Owner Curly Reynolds announced at the close of the outdoor show conventions here this week. The Southern tour will be made the latter part of the season.

Five Southern fairs, Huntsville, Gadsden, Athens and Jasper, all in Alabama, and Corinth, Miss., have been contracted.

The Muskogee, Okla., based show also has been inked by the Oklahoma State Fair, that city. Last year a railroad show held down the midway at the annual. Also new to the org's route will be the fair at Rock Rapids, Iowa.

Repeat fairs for the show next year will be those at Mason City, Ia., and Sioux Falls, S. D., contracts for which already have been signed.

Four 60-inch searchlights and as many new Dodge tractors have been purchased, Reynolds said. He also announced the show will carry a free act, the Tetter Sisters, aerialists, thru the entire season.

Executive staff of the show continues intact, with Art Frazier as concession manager, Ralph Clawson as operating manager and Art Signor as secretary.

Schafer Has Appendectomy

ROCKPORT, Tex., Dec. 3.—W. A. Schafer, owner of the Schafer Just for Fun Shows, is recuperating at his home here from an appendectomy he underwent November 26 in Rockport. Stricken while on a fishing expedition at Aransas Pass, Tex., Friday (25), Schafer returned to Rockport and had the appendix removed at 4:30 a.m.

JJJ Comes Out of Chi Confab With Strengthened Fair Route

J. C. McCaffery purchases interest of co-partner, Mel Dodson, in Imperial—org to play thru West Texas in late '50—Jones gets Cedar Rapids, Ia., and Columbus, Ga.

By Herb Dotten

CHICAGO, Dec. 3.—Major development in the Midwest carnival field at the outdoor convention here this week revolved about two shows—the Johnny J. Jones Exposition and Dodson's Imperial Shows. The Jones org came out of the conclave with the strongest route it has had in five years, while the Dodson org underwent a change in ownership, with Mel Dodson selling out to his co-partner, J. C. McCaffery, representing the Amusement Corporation of America, of which McCaffery is the major stockholder. Jones signed the All-Iowa Fair at Cedar Rapids, Ia., during the convention

and came into the meeting with the contract for the Columbus (Ga.) Fair. These fairs, both new for Jones, plus the repeat fairs signed, give the shows the distinction of piling up the greatest increase in route strength.

Other fairs, all 1949 repeats, inked by the Jones shows, are the Missouri State Fair, Sedalia; Tennessee Valley Agricultural and Industrial Fair, Knoxville; Chattanooga-Hamilton County Fair, Chattanooga; Pensacola (Fla.) Interstate Fair; the Houston County Fair, Dothan, Ala., and the Southeastern Fair, Atlanta. The Morris Lipsky-Buddy Paddock-owned Jones shows signed the Columbus (Ga.) Fair by persuading Mike Benton, manager of the Atlanta Fair, to permit the shows to close at his fair on a Saturday, in- (See JJJ Racks Up on page 69)

1,000 Attend SLA Banquet; Talent Clicks

Parker, Lipsky Honored

CHICAGO, Dec. 3.—An estimated 1,000 showfolk and their friends attended the Showmen's League of America's 37th annual banquet and ball in the Grand Ballroom of the Hotel Sherman here November 30 to keep intact the League's record of staging such a gala event during the yearly four-day gathering of representatives of outdoor show business. Adding potency to the general revelry was a crackerjack floorshow line-up.

Sam J. Levy chaired the event and talks were confined to brief in- (See 1,000 Attend SLA on page 68)

Farrows, Downs Ink 10 Annuals

Seymour, Wis., fair pact all but set — Wallace org purchases new equipment

CHICAGO, Dec. 3.—Ten 1950 fairs were in the bag and another virtually assured for the Wallace Bros. Shows at the close of the outdoor convention here this week, E. E. Farrow, co-owner and manager, and Jack Downs, business rep, announced.

Annuals signed are Monroe, Jefferson, Manitowoc and Elkhorn, all Wisconsin; Escanaba, Mich.; Clarksdale, Greenville and Aberdeen, all Mississippi, plus the Jackson Negro Fair in that State, and the Jackson (Tenn.) Negro Fair. The contract of another Wisconsin fair, Seymour, awaits only the approval of the fair board.

In addition to fairs, the org also has contracted to provide the Negro midway at the Memphis Cotton Carnival, the Humboldt (Tenn.) Strawberry Festival, and the Jackson (Miss.) Spring Festival. Latter event, to be held in late April, will be the shows' opening stand.

While here, Farrow purchased five Downey Telesopic light towers and eight new Downey Pylon light standards. He also purchased four new Chevrolet tractors from John Bundy, of the Hauss-Standard Chevrolet Company.

From here, Farrow and Downs went to the shows' winter quarters in Jackson, Miss., where they were to be joined by their wives and then proceed to Corpus Christi and Aransas Pass, Tex., for a two-week fishing trip. After that, the Downses will go to El Paso for the Christmas holidays, then to Mexico, returning to the U. S. in time for the Wisconsin fair convention.

Rail Units Set Up Own Assn.

Freight Costs First Target

Carl J. Sedlmayr named prexy of nine-show group representing 329 cars

CHICAGO, Dec. 3. — Representatives of all of the nation's rail carnivals banded together here this week to form the Railroad Show Owners' Association (RSOA) for the immediate purpose of presenting a concerted front in coping with railroad show movement rates.

Carl J. Sedlmayr, owner-operator of the Royal American Shows, was elected president, James E. Strates, owner-operator of the shows bearing his name, and J. C. McCaffery, general agent of Hennies Bros. Shows and president of the Amusement Corporation of America (ACA), were elected vice-presidents. Herbert W. Bye, also an exec of ACA, was named executive secretary-treasurer.

Illinois Corporation

The rail show execs, all of whom attended the outdoor meetings here, (See Rail Units Set on page 68)

Stronger Fair Route Set for R. C. Next Year

CHICAGO, Dec. 3.—The Royal Crown Shows will have a stronger fair route in 1950, Owner Eddie Young and General Agent Billy Breeze disclosed at the close of the outdoor convention when they announced the org had been signed to play the Ozark Empire District Fair, Springfield, Mo., and fairs at Fort Lauderdale, Fla., and Selma, Ala.

Of the fairs played this year, those at Florence, Ala.; Carruthersville, Mo., and Lawrenceburg and Dyersburg, both Tennessee, have been re-inked, they reported.

The org will open its season February 13 at the Citrus Exposition, Winter Haven, Fla., where it will supply the midway attractions for the fifth straight year. Other early Florida fairs include Fort Lauderdale, Eustis and Sanford. The show also is contracted for the Plant City (Fla.) Strawberry Festival.

Winter quarters have been established in Tarpon Springs, Fla., on a 15-acre site formerly used as the training grounds for the Minneapolis baseball club.

SLA Prexy's Party Draws Record 750

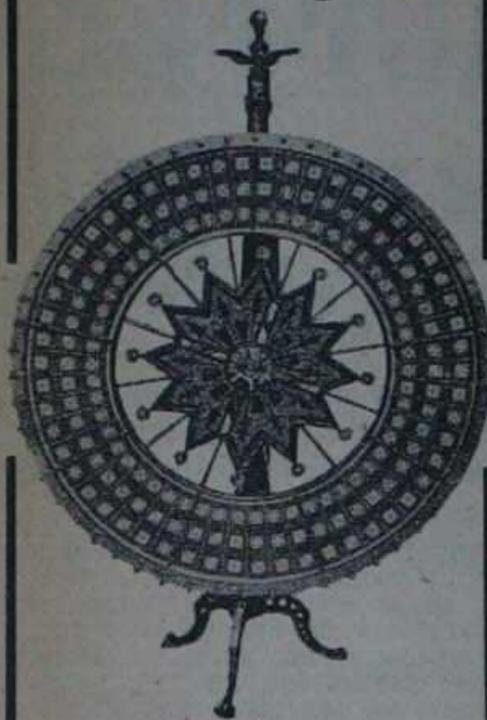
21-Act Stageshow

CHICAGO, Dec. 3. — About 750 showfolk were guest of the Showmen's League of America at the annual President's Party in the ballroom of the Hotel Sherman Sunday (28). A total of 21 acts made up the floorshow, which followed the dinner, and lasted nearly three hours.

High point of the evening was the presentation of the traditional gift to Bob Parker, the league's retiring president. The gift, a desk pen and pencil set, was presented to him on behalf of the league by J. W. (Patty) Conklin, Morris Lipsky, new president, spoke briefly.

The program, considerably shorter than last year's party, was arranged by Co-Chairmen Sid Jessop and J. C. McCaffery, with Sam Ward as emcee. Acts included Tally and Dexter, horizontal bars; The Songsmiths, boy (See SLA Prexy's Party on page 68)

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MIDWAY CONFAB

Charles R. Whitting, purchasing agent for the Pioneer Shows, has bought two new light plants and several show fronts and tops from John A. Vernon, Napoleon, O. . . . Walter A. Wagner will be with Alamo Exposition Shows next season to work on trucks.

W. A. and Hazel Davis, concessionaires, are wintering in Wichita, Kan., after closing with the Cherokee Amusement Company, where they had darts and scales. . . . Clarence and Evelyn Burns, Murphysboro, Ill., are visiting Billie and Babe Goodrich in Gautier, Miss., and are getting their share of the big ones from the Gulf.

Bertha (Gyp) McDaniels, en route from the South to Chicago for the outdoor convention, stopped off in Cincinnati for several days to visit with Mrs. Claude R. Ellis, Mrs. A. C. Hartmann and Mr. and Mrs. Charles Wirth. Gyp has recovered from an operation performed early in the season. . . . Sandra Lee, annex attraction, opened at the Ha-Ha Club, Hollywood, Fla., November 24. . . . Sheik Lempart, the Chicago hustle kid, worked the outdoor convention with a new-type fluorescent light said to incorporate a number of features.

Earl O. Douglas, owner of the Douglas Greater Shows, and his party, missed a near fatal accident recently while en route from Kent, Wash., to San Francisco for the Show Folks of America banquet and ball. Douglas's car skidded on the highway and stopped on the brink of a 100-foot chasm. A passing truck pulled the car back on the highway.

Elmer Byrnes, who has been on the sick list with a leg injury, was at the Showmen's League of America meeting Thursday (29). Fred Burrows is okay again, but Pete Andrish, W. C. Deneke, William E. Saunders and W. O. Perrot are still ailing. . . . Betty Coe, wife of E. W. (George) Coe, of West Coast Shows, underwent an operation Friday (25) in a Santa Monica, Calif., hospital. . . . Fred A. (Dutch) Leober, general agent for Southern Valley Shows, is spending a few weeks at his home in West Dodge, Ia.

Walter B. Fox writes from his Mobile, Ala., headquarters that he has completed arrangements with Bonner Novelty Company there to handle his human oddity photos on a national scale. Fox is a collector of old-time circus and freak pictures.

. . . Rumored that George Harr, special agent of Cavalcade of Amusements the past season, will handle advance details for Johnny F. Courtney's "Big Top" show which Courtney is organizing at Mobile. Harr also will operate several concessions on the org. . . . With the exodus of Al Wagner and his staff to the Chicago meetings workmen were marking time at Cavalcade winter quarters at the old Mobile fairgrounds. Johnnie Adams, ground keeper, was in charge during Wagner's absence. . . . Mrs. A. P. Hill, wife of A. P. Hill, former owner of the Hill Hotel and retired concessionaire, is reported seriously ill at the Providence Hospital, Mobile.

Stan Reed, press and general agent, has returned to Columbia, S. C., and is wintering at the Hotel Jerome. . . . Bob Briggs, former circus and carnival electrician, is in the upholstery cleaning business in Jacksonville, Fla. . . . Buddy Valier opened November 26 at the Coconut Grove Club, Phenix City, Ala., for an indefinite run. . . . Gene Johnson, snake dancer, after closing with the World of Today Shows, played at the Five o'Clock Club, New Orleans, being held over six weeks, and then moving to the Fox Theater, Dallas. . . . After 10 years as general manager of the Lee United Shows, Harry G. Taylor has resigned to accept a position on the staff of Jack Gallagher's Playland Shows. . . . Patsy Hillyard, Girl Show operator on the Carl Bohn Shows, and Carmen Lee visited Zora while playing Port Arthur, Tex.

Charles Drill Jr., is winning scholastic honors as a member of the senior class at Mercer University, Macon, Ga. He will graduate in June. His parents, Charles and Pauline Drill, who have operated concessions and rides on many shows, settled in Macon a few years ago and are successful business operators. . . . Bill Meyers, who operated Meyers Shows on Atlanta lots for several weeks this fall, spent several days visiting friends in Macon, Ga., last week. Meyers said his season ended on the right side. . . . Tommy Thompson, general agent of the Johnny T. Tinsley Shows, visited friends in Macon, Ga., last week. . . . W. E. (Bill) Franks, former carnival owner, is enlarging dining facilities at his Red Fez Club, near Rochelle, Ga.

H. V. Peterson, manager, Tivoli Exposition Shows, passed out a load of cigars in the lobby of the Sher-

man Hotel last week during the outdoor meetings over the birth of a son, Phillip Valdemar Petersen, in St. Johns Hospital, Joplin, Mo., November 12. . . . C. (Eddie) Rood is en route to his home in National City, Calif., after closing as general agent with Frank Harrison's Trailway Shows. He says that on the season, attendance was up and spending down. . . . Sammy Schirstein, formerly with Turner Bros.' Shows, is in Mexico, having moved there from Harlingen, Tex. While en route he visited with Jack Thomas, Joe Teska, Finklestein and Sally Rand on Don Brasheer's American Midway Shows.

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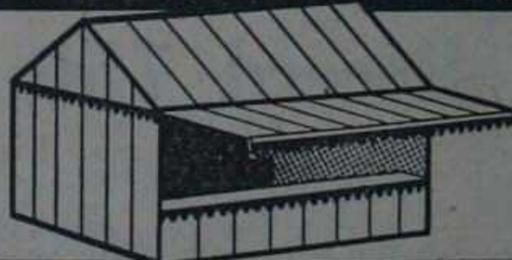
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HOUSTON, TEXAS

NSA Prexy Jack Perry Broke Into Showbiz Just 10 Years Ago

(Continued from page 52)

owning and promotion of Southern fairs. He became a part owner of the Henry County Fair, Martinsville, Va., and later of the Center of North Carolina Fair, Ashboro; the Great Eastern Shore Fair, Cambridge, Md., and the Lincoln County Fair, Lincolnton, N. C. By virtue of his financial interests in these annuals, Jack has the nucleus of a fairly creditable fair route for any showbiz endeavor in which he is interested.

At the end of his association with Kaus, Jack bought from Troy (Doc) Williams a Merry-Go-Round, Chairplane, Ferris Wheel, Octopus and kiddie auto ride. He bought some canvas, built some fronts and came out with the Jack J. Perry Shows. Since organizing his own outfit Jack has pretty much confined his routing to the South, except for playing still dates in the North, an accepted mode of operation. His seasons have been successful, even when considerable inclement weather has been encountered, principally because of astute management.

Interest in Four Fairs

In 1949 Jack had 12 fairs, including the four in which he has an interest. Final accounting showed a good season's work, even tho 65 per cent of the playing days in the first seven weeks were rained out. Jack tailored his operating costs, trimmed the nut, and worried thru the lengthy session until the weather and business improved.

At the National Showmen's Association banquet and ball this year, when Jack for the first time appeared before a representative group of members, he stated his desire to foster the building of the group's own home. The fulfillment of this ambition will run into many thousands of dollars, but on the basis of his record it would seem safe to say that Jack will accomplish it if it is at all possible. It will require considerable persuasion and the maximum in promotional ability to raise the necessary funds with the contributory support of the minority who can think in terms of \$100,000, more or less.

\$18,000 Spree

Jack showed a disdain for money early in life which, luckily, didn't stick with him. When he was a young fellow, shortly after coming to New York to work on the stock exchange, Jack was left \$18,000 by his mother. The money went to finance a four-month round-the-world trip on a tramp steamer. When Jack, and a buddy who had embarked on the voyage with him, returned to New York they didn't have the price of a package of cigarettes between them. Today, faced with earning a living, operating a business and providing a means of earning money for a number of other people, Jack has a great deal more respect for money. But even so, he hasn't for a moment regretted his youthful lark.

Jack first joined the National Showmen's Association in 1942 when Ross Manning sponsored his membership. Since then he has become a member of showmen's associations in Miami, Chicago and Detroit. He is also a member of the American Carnivals Association, the Elks and the Moose. Jack's show this year toured on 16 trucks and consisted of 10 show-owned rides, 5 light towers, 2 light plants and a double searchlight. Jack is his own booker and manager.

Dreams of Rail Org

Progress never resulted from inertia and Jack today envisions a comparatively small org—about 15 cars maximum—that would remain in its own sphere. Jack's reasoning is entirely logical and offers very little opportunity for argument. He figures a small rail org could wind up with a number of top in-between fair dates. Danger could only result from egotistical ambition, but this could be avoided by a person having a realization of the pitfall, Jack reasons.

Jack has other ideas for making money. He is tinkering with the idea of buying a grandstand revue-type show outright for presentation at 10 or 12 fairs. Since he already controls the booking destinies of four fairs, he could conceivably line up six or eight more. He plans to build a portable stage, complete with the necessary lighting and adequate transportation, and so be able to present a top-flight attraction at a number of annuals which now have to struggle along with much less in the way of grandstand entertainment.

Promotion Minded

His promotional ideas are extensive, but their documentation would simply add up to an exhaustive outline resulting from the workings of an agile brain. In 1947 Jack was general agent and manager of McHenry's Crescent Amusement Company. Later he floated the Mighty Van Dyke Shows under the management of Leo Bistany. When a venture proved a bloomer Jack backed out as fast as he could recognize a flop.

Jack was born in Rochester, N. Y., on May 20, 1903. He began his work career there in a furniture factory with his dad. But this lasted only a short time before he headed for larger centers of commerce and industry. He still thinks of Rochester as home, altho that town must now share honors with Miami where he spends the greater part of his off-season time with his wife, Jackie. Jack's business interests are largely centered in the South.

Wesley Heads Lagasse Units

CHICAGO, Dec. 3.—Orville Wesley, a former member of the Massachusetts State Police force, has been appointed general manager of the Lagasse Amusement Company, comprising five carnival units operating thruout New England with headquarters in Haverhill, Mass.

The operation of the amusement company was taken over by Mrs. Marie Lagasse after the death of her husband, Eli, last summer. The org plays church, still dates, celebrations and fairs and is one of the largest organizations of its kind in New England.

Sam Gordon Marries

COLUMBUS, Miss., Dec. 3.—Sam Gordon, concession manager of the Royal American Shows, was married here today to Mildred Frank, Wichita, Kan. Following the ceremony the couple left for Tampa.

WANT

Would like to hear from Custard, Novelties, Photo Gallery and all types of Slum Concessions and a good Penny Arcade.

WOULD LIKE TO HEAR FROM SHOWMEN WHO HAVE NOT BEEN IN OUR FAIR TERRITORY. WE HAVE A POWERFUL FAIR ROUTE AND A STELLAR STILL DATE ROUTE. WILL BUILD TO SUIT. NOTHING TOO LARGE FOR US IN 1950.

Especially want MONKEY SHOW AND MOTOR-DROME.

Your correspondence will be answered.



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NOW CONTRACTING SHOWS — RIDES — CONCESSIONS

Want Side Show, Monkey Show, Girl Show, Fun House. Will book any ride that does not conflict. Have for sale or trade, Chair-o-Plane with transportation if needed. Address

PETE JONES

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P. S. — Mr. Stanley Mazurkiewicz, get in touch.

WANTED

Will book following Hanky Panks and Kiddie Rides under Big Top for Louisiana and Texas: Balloons, Fish Pond, Upright Scales, Floss Candy, Apples, Corn, Peanuts, etc. Glass Pitch, String Game, etc. Room for limited number, 8x10 or 12. BINGO—WANT NEAT MERCHANDISE BINGO, 14 or 16x20. Grab Outfit—Want clean, neat Sit Down, 10x14. RIDES—Want circular Kiddie Rides, 20 ft. diameter; larger ones go outside. All the above-booked on 25% of gross and must have own transportation. It's summer under Big Top and money, too. Free Admission. Write or wire immediately

JOHN F. COURTNEY, La Clede Hotel, Mobile, Alabama
No Collect Wires.

GET WITH A WINNER IN 1950

SHOWMEN—Whitey Lutz and Cliff Travis, Write. Side Show with own transportation. (Minstrel Show People, percentage only.) Shows of all kinds. CONCESSIONS—Legitimate Concessions of all kinds. RIDES—Will book Octopus or Spitfire.

HOME STATE SHOWS

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for 1950 Season, which will be Grand, Bigger and Better than ever.

WHAT HAVE YOU TO BOOK?

GOLDEN WEST SHOWS

HERALD HOTEL, JONES & EDDY STREETS

SAN FRANCISCO, CALIF.

COMPLETE CARNIVAL FOR SALE

25 Eli Ferris Wheel, 40-Foot 2-Abreast Spillman Merry-Go-Round, 8-Car Octopus, 18-Seat Chairplane, 10-Car Kiddie Auto Ride and 12-Passenger Kiddie Swing; complete Monkey Speedway with 5 monkeys trained to work; 2-story Fun House with all latest mechanical figures and sound built on 32-ft. trailer; complete Athletic Show; top, banners and all equipment for Girl Show. Transformer Wagon mounted on Diamond T Truck equipped with three 15 kw. transformers and plenty of ground cable, switch board, etc.; two 25 kw. Light Plants mounted in trailer; five P.A. Sets; Office Trailer, complete with files, safe, typewriter and adding machine; 16x32 ft. Bingo, complete and ready to work; 3 Light Towers, 10 Trucks and 1 Sound Car. All canvas is new royal blue. Plenty of tools and other equipment too numerous to list. This show has been completely repainted and overhauled and is ready to open. Price \$35,000.00. BOX D-272, c/o The Billboard, Cincinnati 22, O.

WANT

For week December 12, Hallandale, Fla., right opposite Hollywood Dog Track on Highway #1. Concessions of all kinds except Grift and Percentage. Rides not conflicting with what we have.

Wire: THIS WEEK, SOUTH MIAMI, FLA.

BARNEY TASSELL UNIT SHOW

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Eastern Orgs Virtually Set On '50 Dates

New Route Changes Seen

CHICAGO, Dec. 3.—Few major fair route changes appeared in the offing as representatives of the biggie Eastern rail orgs left here today after a week of maneuvering with fair execs. As a matter of fact, the week-long doings here involving all facets of the outdoor brotherhood resulted in only a few contractual agreements, with the bulk of the time being given over to the expression of gratitude for past and future favors.

Once again World of Mirth execs arrived here secure in the knowledge they already had signed a creditable route. Org, represented by Bernard (Bucky) Allen, concession manager, and Gerald Snellens, agent, was without the services of Owner-Manager Frank Bergen, who by-passed the Windy City, principally because he contracted pneumonia at last year's meetings.

WOM Route Set

Dates announced by the World of Mirth include the Presque Isle (Me.) Fair; Central Canada Exhibition, Ottawa; Champlain Valley Exposition, Essex Junction, Vt.; Rutland (Vt.) Fair; Brockton (Mass.) Fair; New Jersey State Fair, Trenton; Greensboro (N.C.) Fair; Winston-Salem and Forsyth County Fair, Winston-Salem, N.C.; South Carolina State Fair, Columbia, and the Exchange Club Fair, Augusta, Ga.

For many years the World of Mirth also has played the Great Allentown (Pa.) Fair, but this date will not be awarded until later this month. Allen said the org also was negotiating for one or two more annuals that would extend the season but that no definite arrangements have been made.

Strates Gets Raleigh

Owner James E. Strates, of the org bearing his name, announced he has tucked away the Danville (Va.) Fair; Charleston (S.C.) Fair; Southern States Exposition, Charlotte, N.C.; Cleveland County Fair, Shelby, N.C., and the North Carolina State Fair, Raleigh. The New York State Fair, Syracuse, a biggie which came to life last year after a wartime lapse and contracted the Strates org, is still open.

Owners Issy Cetlin and Jack Wilson, of the Cetlin & Wilson Shows, again contracted the Ionia (Mich.) Free Fair, with Rose Sarlo, secretary, and Al Williams, president, acting for the annual. Also signed here was the Piedmont Interstate Fair, Spartanburg, S.C. The org came to the meetings here with contracts for the Reading (Pa.) Fair; Florence (S.C.) Fair; Sumter (S.C.) Fair; Bay City (Mich.) Fair; Atlanta Rural Exposition, Richmond, Va., and the Georgia State Fair, Macon.

Endy Dates Uncertain

Leaving here in the least advantageous position was Dave Endy, owner-operator of Endy Bros.' Shows. Endy announced no dates but did say his negotiations for several big league annuals were proceeding according to his wishes and he felt his org would have a representative route before the end of the month. Big dates held by the Endy org last year included the Illinois State Fair, Springfield, the

BLUE GRASS SHOWS

NOW BOOKING

SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

WANT

Popcorn, Mug, Small Grab, Penny Pitch, or Legitimate Concessions not conflicting. Winter Rates. Strictly no graft on this show. Will book Wheel or Small Chairplane. W. T. Broxton no longer connected with show. Mayersville, Miss., now.

CLARENCE A. CAVE
C & B AMUSEMENT CO.

SLA Prexy's Party Draws Record 750

(Continued from page 65)

singers; Roy, Arden and Arden, horse act; Primrose Trio, girl acrobats; Tom Martin, conjurer; Nissen Duo, trampoline; the Chez Paree Adorables, chorus line; James Evans and company, foot juggler; Bob Evans, ventriloquist; Rita and Renee, skaters; Dick Drake, mandolin comic; The Coltons, comics; Hank Brown, comic; Billy and Eitel Shaw, unicyclists; Jack Gwynne and Company, illusions; Four Step Brothers, dancers; Randy Brown, bouncing balls; Yost's Royal Guards, singing male quintet, and Howard Nickles, educated hoops. Martha Peterson, pianist, was skedded, but time limitations did not permit her to go on.

Music for the show was played by Ben Young's orchestra with Ben at the piano and Don Garamoni handling the baton. The stage was handled by Mort Infield and George Flint.

Morris Lipsky New SLA Prez; Levy Officiates

(Continued from page 51)

ter F. Driver, treasurer, and Joe Streibich, secretary.

Ned E. Torti was named a trustee for five years.

Elected to the board of governors were Frank Bergen, Max B. Brantman, Arthur F. Briese, Fitzie Brown, Oscar C. Buck, Elmer Byrnes, James Campbell, William Carsky, William T. Collins, William Cowan, Jack Duffield, David B. Endy, George B. Flint, John W. Gallagan, K. H. Gorman, Harry (Irish) Gaughn, Jack Gilbert, Max Goodman, Sam Gordon.

Morris A. Haft, Harry W. Hennies, W. R. Hirsch, Ben Hyman, S. T. Jessop, William Kaplan, John Lempart, Ernest (Rube) Liebman, Dave Malcolm, Andy Markham, Bernie Mendelson, Edward Murphy, Maurice (Lefty) Ohren, Paul (Olsen) Olesky, Harold (Buddy) Paddock.

Pat Purcell, Harry Ross, Jack Ruback, Robert Seery, Carl J. Sedlmayr Jr., Harry Simonds, Louis Stern, Al Sweeney, J. C. (Tommy) Thomas, Ned Torti, Edward L. Young, Al Wagner, Ben Weiss, John P. Wulf, Charles Zemater and Edward Sopenar.

Elected to membership were Morris L. Goodman, E. J. Cummins, Frank J. Mencuri, Robert J. Phelan, Vincent Piccolo, Mike Astoski, D. C. Evans, R. L. Swain, Mike L. Koski, Paul Dragol, W. Ray, A. R. Zaichick, Lawrence W. Whitt, Franz Heinzman, Jack Butler, Marion R. Mason, Vernon Liedtke and C. G. Turner.

Al Sweeney was named chairman of the annual Christmas party for underprivileged children.

York (Pa.) Interstate Fair and the Bloomsburg (Pa.) Fair.

The only package deal available in the East as the meetings closed was the York and Bloomsburg dates. In the recent past, these two spots have always been allotted to the same shows. Endy held the dates last year and is interested in repeating. For a number of years prior to 1948 the Strates org played the two spots and is understood to be very much interested in adding York, since this would supplant a still date played last year in breaking its jump from Syracuse to Shelby, N.C.

At least two orgs, the World of Mirth and Cetlin & Wilson, are interested in the Anderson (S.C.) Fair. The C&W org played the date this year.

Eastern truck shows will not be able to jell their routes for another month until the State meetings get under way. Representatives of the tractor-trailer units on hand here were numerous, but their interest was largely academic.

SFA Deceased Honored by Club

Cemetery indebtedness is reduced — Mike Krekos new prez of San Fran org

SAN FRANCISCO, Dec. 3.—Show Folks of America, San Francisco Chapter No. 2, passed another milestone when it staged its annual three-day program here November 27-29.

At Olivet Cemetery's Showmen's Rest, impressive services, highlighted by a brief talk by Rev. H. C. Warwick, were held. Harry Seber, who founded the cemetery plan during the presidency of Sammy Corenson, joined with Eddie Burke, Show Folks prexy, and Earl O. Douglas, Pacific Coast Showmen's Association president, in placing the wreath on the monument. A check for \$2,000 was presented to the cemetery management, cutting the total indebtedness to \$3,000. Basil (Hap) Young volunteered \$500 for the fund when it was announced the club had taken an option on space for 300 more graves.

Monday night's program was devoted to a short business session at which Hap and Rely Young contributed \$100 to the Christmas fund. The dinner, following the meeting, was hosted by President Burke and his wife, Marie.

The Palace Hotel again was the scene of the banquet and ball, and this year featured a show staged by Syd Goldie, columnist of *The San Francisco Progress*. With Nathan Cohn, Golden West Shows, as banquet and ball chairman, a number of civic dignitaries attended. Telegrams and letters were received from President Harry S. Truman; Joe Krug, president-elect, PCSA, and Al Flint, secretary, PCSA. Phil Sapiro's orchestra played for dancing.

Mike Krekos is in-coming Show Folks president.

Fred Weidmann served as toastmaster and introduced the various club representatives, including Clarence Allton, Regular Associated Troupers president.

Rail Units Set Up Own Assn.

(Continued from page 65)

first met in the Sherman Hotel Wednesday (30) at a meeting presided over by Bye, who outlined the purposes of the proposed association. Following unanimous approval, the group arranged to meet again the following day to elect officers and to take the necessary steps toward forming a non-profit Illinois corporation.

Members of the executive committee and Robert Lohmar, general agent of the Royal American Shows; Ralph Lockett, secretary and traffic manager of the Johnny J. Jones Exposition, and McCaffery.

Orgs Represented

Others attending the initial meeting were Bernard (Bucky) Allen, World of Mirth Shows; C. J. Sedlmayr Jr., Royal American Shows; Dave Endy, Endy Bros.' Shows; Issy Cetlin and Jack Wilson, Cetlin & Wilson Shows; Mel Dodson, Dodson Imperial Shows; Harry Hennies, Hennies Bros.' Shows; Al Wagner, owner, and Joe Schilibo, general agent, Cavalcade of Amusements; Curtis Bockus, general agent, James E. Strates Shows, and Buddy Paddock, Johnny J. Jones Exposition.

A total of \$1,645, based on a \$5-per-car assessment, was raised for initial expenses. The number of cars claimed by participating shows was as follows: Royal American, 50; Cavalcade of Amusements, 44; World of Mirth, 40; James E. Strates, 40; Cetlin & Wilson, 35; Johnny J. Jones, 35; Hennies, 30; Endy Bros. 30, and Dodson, 25. A total of 329 cars were registered.

Merle A. Beam Again Heads ACA

(Continued from page 65)

ported that the American Society of Composers Authors and Publishers (ASCAP) had submitted a new rate schedule for carnivals at his request. However, a non-existent category, that of a 10-car railroad show is included, and the schedule was not presented for adoption.

ASCAP Categories

The ASCAP schedule split the carnival industry into truck and rail categories. Suggested rates for truck shows ranged from \$45 annually for orgs in the one to five-truck bracket to \$360 annually for orgs using 40 or more trucks. The proposed rate for rail orgs traveling on from one to 10 cars is \$360. For rail orgs using more than 10 cars the proposed rate is \$480.

Cohen said that a resolution was passed authorizing him to secure membership for the ACA in the National Fire Protection Association.

Cohen also suggested that the membership support the excise tax reduction bill sponsored by Rep. Keating of New York which calls for the elimination of federal taxes on all tickets selling for \$1 or less.

1,000 Attend SLA Banquet; Talent Clicks

(Continued from page 65)

troductory remarks and laudatory passages by Toastmaster Tommy Bartlett, of NBC's *Welcome Travelers* show, for departing prexy, R. K. (Bob) Parker, and president-elect, Morris Lipsky. Parker was honored with the usual presentation of a gold life membership card in the League.

Introduced from the dais were Bligh A. Dodds, International Association of Fairs and Expositions; John J. Perry, National Showmen's Association; John J. Gallagher, Michigan Showmen's Association; Carl J. Sedlmayr, Miami Showmen's Association; Earl Bunting, International Association of Showmen; Carl J. Sedlmayr Jr., Greater Tampa Showmen's Association; Harry J. Batt, National Association of Amusement Parks, Pools and Beaches; Harold (Whitey) Elliott; Heart of America Showmen's Association; Max Cohen, American Carnivals Association, and Morris Lipsky, Louis Keller, James P. Sullivan, Noble C. Fairly and George B. Flint, of the Showmen's League of America; John M. Duffield, Vice-Commander A. S. Thorek, American Hospital, and Ernest Byfield and Frank Bergen, of the Hotel Sherman.

Congratulatory messages read by Toastmaster Bartlett included telegrams from Art Briese, Hot Springs Showmen's Association, Pacific Coast Showmen's Association, National Showmen's Association, Miami Showmen's Association and Greater Tampa Showmen's Association.

Act line-up featured Nip Nelson, Nick Lucas, Ray Lang, 4 Steps, Buddy Lester, Jackie Green, Cliff Norton and Vic Perry. Leading the Grand March were president-elect Morris Lipsky and Mrs. Lipsky.

W. T. Collins Inks N. D. State Fair

CHICAGO, Dec. 3. — William T. Collins, owner of the shows bearing his name, announced the signing here this week of the 1950 midway contract for the North Dakota State Fair, Minot.

Collins also said the shows had been contracted again to play the Steel County Fair, Owatonna, Minn., and the Tri-State Fair, La Crosse, Wis., next year.

JJJ Racks Up Hot Fair Route At Chi Confab

(Continued from page 65)

stead of Sunday, as in the past. The pruning of the Atlanta stand will give the Jones org ample time to make the jump into Columbus for opening day. Executive staff of the Jones org remains intact, with Pat Purcell as general agent and Ralph Lockett as secretary.

No Surprise

Sale of Dodson's interest to McCaffery in Dodson's Imperial Shows did not come as a surprise. Dodson, who had been in retirement since 1945, after selling his Dodson's World's Fair Shows, returned to the field last winter when he purchased a half interest in Imperial, which, in 1948, was owned by Amusement Corporation of America and Martin E. Arthur. Close on the heels of the announcement that Dodson had sold his interest, McCaffery revealed the shows, which soon will be retitled, had picked up two new fair contracts, Davenport and Spencer Ia., and that instead of playing thru the South in the late fair season as it did this year, it will go into West Texas.

Other fair dates inked for the org are fairs in Chippewa Falls, Wis.; Austin, Minn.; Fargo, N. D., and Huron, S. D., all repeats.

Hennies Re-Inks Fairs

Hennies Bros.' Shows, general agent by McCaffery, again will play the Iowa State Fair, Des Moines, and the Nebraska State Fair, Lincoln, from which it will jump into the Jackson (Tenn.) Fair, then into the Mid-South Fair, Memphis, a new one to its route, and from there into Birmingham for the Alabama State Fair.

The Royal American Shows' U. S. fair route for 1950 virtually is a carbon copy of last year, with one exception, when the shows play the Arkansas Livestock Show and Rodeo at Little Rock in place of the Alabama State Fair, Birmingham. RAS's repeat stands are the Tri-State Fair, Superior, Wis.; Minnesota State Fair, St. Paul; Kansas State Fair, Topeka; Tulsa State Fair, Tulsa; Oklahoma State Fair, Oklahoma City; Mississippi State Fair, Jackson, and the Louisiana State Fair, Shreveport.

Gooding Gets La Porte

Some of the fairs picked up by the railroad orgs during the convention were filled last year jointly by Ray Marsh Brydon, midway show supplier, and Floyd E. Gooding, ride operator. That combination ended with the close of the '48 season. Gooding came into the convention here with the contract for the La Porte (Ind.) Fair, which last year was played by a railroad show. Brydon was in for the first few days of the meeting, then flew to Washington. Al Wagner, of the Cavalcade of Amusements announced the signing of the Nashville Fair. Four major fairs—Detroit, Indianapolis, Louisville and Springfield, Ill.—have yet to sign carnivals for next year.

Colegrove Buys B & C Control

CHICAGO, Dec. 3.—Myron N. Colegrove bought out his partner, D. Roy Jones, in the operation of the B & C Exposition Shows November 25, it was announced here this week by Max Cohen, Rochester, N. Y., attorney, who acted for both parties.

Cohen said that Colegrove would continue to operate the org under the B & C title and probably continue to play the same Western New York territory. The show has operated under the B & C title for the past four years.

With the Ladies:

Sherman Ballroom's Brilliance Outshone by Ladies' Creations

By Virginia Kline

CHICAGO, Dec. 3. — A week crammed with social activities climaxed by the 37th annual banquet and ball of the Showmen's League of America (SLA) was provided visiting show women here in Hotel Sherman, the program including teas, parties, open houses and installation parties.

A tea and reception, a new event, opened the social program Sunday afternoon (27) with Mrs. Harry Batt as hostess.

Mrs. Eddie Hock was in charge of arrangements for the past president's dinner held by the Ladies' Auxiliary of the SLA Sunday. Mrs. Cora Yeldham presided.

Highlighting the week was the SLA banquet and ball Wednesday (30). The Sherman grand ballroom's decorated brilliance was outshone by the color and glitter of the ladies' costumes. Impressive was the grand march with the traditional red roses in the arms of the ladies escorted by the outgoing and incoming officers. Mr. and Mrs. Bob Parker led the procession with new president, Morris Lipsky, escorting Joan Gordon, following. Mrs. Parker's gown was a strapless Jean model of uranium grey, with a misty scarf of tulle. Miss Gordon wore a snow queen white gown with lacy draped trim. Mr. and Mrs. Lou Keller were next in line followed by Mr. and Mrs. Noble C. Fairly. Mrs. Fairly was attired in a costume of blond Chantilly lace with silver accessories, her red roses accenting her orchid corsage and sparkling rhinestone earrings. Mrs. Patty Conklin, hostess at the pre-banquet Conklin cocktail party, wore a French gown of champagne by Pierre Balmain with gold bands of sequins, her headdress of frothy golden coque.

Ice Blue Fath Model

Mrs. Eddie Hock presided over her table in an ice blue Fath model with frosty white floral designs of beads over the bodice and neckline. Her daughter, Evelyn, wore a short evening formal of cocoa lace. Mrs. Max Thorek came in an evening suit of brown, topped with a Hattie Carnegie evening hat. Mrs. Al Wagner wore a Dache gown of shocking pink with six orchids as a corsage. A representative of the West Coast was Mrs. Eddie Brown in dawn grey with rhinestone accessories, while her hostess, Mrs. Mike Doolin, was attired in black lace with insets of coral. A sweeping formal of oyster white with copper colored beading was worn by Mrs. Lou Keller, and Mrs. John Ray was in a black velvet gown entwined with silver bands. Accentuated with sequin floral designs was the black worn by Mrs. Neil Webb.

Wears Muted Blue

Mrs. Mike Wright's choice was a muted royal blue, heavily beaded. The black lace dress worn by Mrs. Ben Weiss contrasted with her white ermine evening wrap.

Traditional Texas beauty was represented by Mrs. Joe Murphy in a black Duse lace model with shoulder fischu of tulle. Mrs. Margaret Pugh was in a white Mangone, one shoulder strapless, the other draped softly in folds of silver. A Nova model in gold and white was worn by Mrs. Charles Moss, accented by stands of golds faille. Mrs. Louis Berger was attired in a form-fitting evening suit of snow white with gold and cloud blue jewelry, while Mrs. Bill Cowan wore black lace with deep flounces of lace and chiffon.

Mrs. Elliot in Black

A black lace gown with unusual straps of red roses was worn by Mrs. Harold Elliot, while Mrs. Bill Wendler came in a short bateau formal of gold brown with lacy beige insets. A bare shoulder cerise gown, deco-

rated with a white orchid, was Mrs. Charles Levine's choice. Mrs. Harry Hennies was adorned in a stain model of rose hue with nipped waistline and undulating shoulder folds, while Mrs. Charles Green wore black with a snow white bird of Paradise hair ornament.

Seen on the dance floor was Mrs. Dwight Bazinet in a black faille with picture neckline and Mrs. Billie Hunter in black with bare shoulders, contrasted by her ermine scarf. Mrs. Elwood Hughes had on a Dupree model of black Meezi lace with multi patterns of muted pastel flowers, and Mrs. Shirley Lawrence Levy wore a taupe lace gown with intricate beading.

Beige Costume

A beige costume with close fitting bodice to below the hip line and the entire gown heavily beaded in gold beige was worn by Mrs. Bertha (Gyp) McDaniels. Mrs. Morris Haft was in black lace with narrow jet straps over the shoulders and jet sequin trim. Mrs. Bootsie Paddock wore a handsome gold three-piece evening costume with gold evening pumps, the unusual trim of the shoes matching the gown. Copper colored satin was worn by Mrs. Lee Kaufman. Her matching evening bag was trimmed with copper sequins.

Mrs. Eddie Sopenar wore leaf brown with golden beige bead trim, while Mrs. Goldie Fisher was attired in a two-toned two-color gown, the bodice pink slipper satin, the full heavily shirred skirt of black tulle. Mrs. Nate Hirsch wore a short black formal with tiny calot cap of black sequins and Mrs. Gitty Glosser was in black with gold. Mrs. Carl Lauther, in a formal of plum shade, wore a matching corsage of roses.

Emerald Green

With her gown of emerald green, Mrs. Fred Kressmann wore long matching gloves and a soft orchid ulle stole. Mrs. Pat Purcell's choice was a lace Trusse model of cocoa hade with plunging neckline. Ethel Gauss wore a short formal of turquoise blue and Mrs. Dorothy Williams was in bottle green lace with matching mitts and a high lace collar. An unusual corsage of pastel roses was worn on the heavy white satin gown of Mrs. Bob Seery. Mrs. Bennie Fields wore high color orchids to highlight her blond lace dress. Mrs. Minnie Simmins was in a cloud grey with silver sequins and accessories, while Mrs. John LaMarr was attired in a Dulaux of changeable pastel taffeta, the skirt tiered, the neckline shaped and low. A black with bateau neckline and full bouffant skirt was Mrs. Robert Harris' choice.

Mrs. Roy Jones, a first time visitor to the ball, was in a charming patio shade formal with orchids and Mrs. Pearl Vaught wore a rich white Rubin model with silver sequin design. Mrs. Jean Dellabate was in a Lanvin of mauve with aqua beaded trim. Mrs. Floyd Gooding wore a striking mink evening wrap over her olive moss gown. Mrs. George Hamid's black Molyneaux was touched with holiday colors of gold and red. A lace model of spice grey with soft velvet draped trim was worn by Mrs. Sam Levy.

Tulle Ruffles

A black gown with lacy folds of tulle in tiny ruffles was worn by Mrs. Paul Huedepohl, and Mrs. James Bunting attended in a dove grey in tissue taffeta. An orchid corsage was worn by Mrs. Lillian Woods on her black ribbon laced velvet and Mrs. Nan Rankine was attired in romantic black lace with shoulder evening cape. The deep neckline black lace worn by Mrs. Grace Tinder was contrasted by her rose corsage while Mrs. Harry Batt

was in whisper-making black taffeta touched with silver stars. Mrs. Richard Batt wore an off-shoulder net creation in cloisonne blue.

Gently draped folds of lace trimmed the black lace costume of Mrs. Phil Little. Mrs. Dolly Young, in a Ben Reig model of blush pink beige, with the plunging neckline extravagant with gold brocade. A floor-sweeping formal in apple red worn by Ginger Rae, had a drop shoulder line diagonal and dramatic.

Aqua Blue

Viola Blake's orchid corsage was a direct contrast to her aqua blue gown with crystal bead trim, while Mrs. Sol Wasserman wore mahogany brown with subtle gold and blue trim. A bustle-backed model of black was worn by Mrs. Joe Mettler, with bare shoulder bodice, novel suede evening pumps and portrait heel nylon hose. Mrs. Ralph Glick was attired in grey lace with silver lace tulle shoulder cape and Mrs. Joe Streibich was in an evening blouse of tile green nylon with short evening skirt. Ida Cohen wore black with bustle of bows and a pint size skirt in short formal swirl. Mrs. Ethel Murray Simonds wore a sea green tissue faille with mink evening wrap.

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Chi's Shevelson Sees Skate Supply Business in Uptrend

DETROIT, Dec. 3.—The business outlook for the skating rink industry appears satisfactory despite a considerable drop in patronage at many rinks, according to reports from Joe Shevelson, of the Chicago Roller Skate Company, who is in close touch with business conditions. "Orders are coming in faster than at any time during the past couple of seasons," according to Shevelson. The sale of rink skates is reported definitely up.

Two factors probably account for this situation:

1. Opening of a considerable number of new rinks as well as enlarging of existing rinks.

2. Rebuilding of skate stock by established rink operators. In the typical instance, this probably indicates that the operator is taking the sound business course of furnishing new equipment and properly promoting it as an answer to the threat of decreasing business.

Fred A. Martin, secretary-treas-

urer of the Roller Skating Rink Operators' Association, pointed to a possible source of increased rink business which the alert operator may be in position to take advantage of. That is the additional leisure people have for amusement activities while business is down and they are working less hours. He pointed to a similar condition in 1930-'31 "before people ran completely out of cash," indicating that history may repeat itself in this particular respect.

Fred H. Freeman's Bal-A-Roue Rollerway, Medford, Mass., celebrated its eighth anniversary recently with a grand march followed by the cutting of a huge cake. Manager Jim Price and Joe Lorden, floor manager, have returned from a deer hunting trip in Maine and New Brunswick. Mildred McInnis, cashier, was married November 12 to George Robertson.

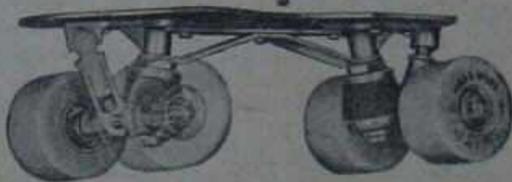


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CHICAGO, ILLINOIS

Promotions Help Milam Buck Slide In Pennsy Takes

WASHINGTON, Pa., Dec. 3.—Combination of the steel and coal strikes has hit rinks in Pennsylvania severely, but a well-planned program of promotional activity helps to mitigate the full effect of industrial conditions, according to reports from Arena Recreation Center Rink here.

Operated by Cecil Milam, it has been given the benefit of several months of planned work in this field, and the result is that business is not off much as would have been expected under present conditions without this promotion, according to Milam.

Brooklyn Racing Ups Box Office

NEW YORK, Dec. 3.—Brooklyn tri-rink roller racing, involving the Bay Ridge, Eastern Parkway and Empire clubs of the Roller Skating Rink Operators' Association, got off to a good start November 11 with Bay Ridge meeting Empire at the latter rink. All concerned, including Bay Ridge which came out on the tall end of a 17 to 10 score, seemed happy over the debut meet. Spectators enjoyed the events and were on their feet cheering thruout; racers showed good sportsmanship during the three contests, and management liked the box office increase of approximately 200 customers. All speedsters wore attractive uniforms and rink officials provided props to make the opener seem big-time.

In the second dual meet of the series, November 17 at Eastern Parkway, Empire defeated the home club, 21 to 6.

N.Y. Hockey Set-Up Given Face-Lifting

NEW YORK, Dec. 3.—Rumors that a name promoter had eyes on the amateur roller hockey at Jamaica Arena, Long Island, were strengthened when drastic changes were announced this week by league officials.

To begin with, name of the conference is changed from "All America" to "American" Roller Hockey League. So-called out-of-town names previously used by four of the six teams have been junked, with new ones being Manhattan Tophats, Long Island Rangers, New York Rockets, Bronx Miners, Brooklyn Bombers and Queens Cowboys. Plans to schedule games after January 1 at Hempstead Garden in Nassau County and at St. Nicholas Arena in Manhattan have been announced.

Until then, games at Jamaica Arena will be on Tuesday evenings only—instead of Tuesdays and Thursdays, as had been the case since play began.

Special Events Aid Arcadia; Skate Sale Budget Plan Big

CHICAGO, Dec. 3.—A special party and special event program is paying off for Arcadia Roller Rink here, according to Manager Elmer Anderson. Juvenile skating sessions are kept lively by a planned series of seasonal and special events.

Notable is the success of a budget sale plan for skates to rink patrons.

Bookings of parties has shown a marked increase.

Ted Day on the Hammond is furnishing music for all sessions.

Annual Winter Carnival at Earl Van Horn's Mineola Roller Rink has been scheduled for February 13 and 14.

Weakland Dies In Greensburg

GREENSBURG, Pa., Dec. 3.—H. A. (Pete) Weakland, 50, owner-operator of Coliseum Roller Rink, died November 24 in Westmoreland Hospital here following an illness of six months.

Born in Carrol Town, Pa., August 24, 1899, Weakland was a staunch supporter of organized roller skating, having been a member of the Roller Skating Rink Operators' Association (RSROA) for seven years and a charter member of the Pennsylvania chapter, RSROA. His widow, Catherine, who has been active in management of the rink, will continue its operation.

Other survivors are three sons, Peter, 12; Jackie, 9, and Jerry, 7, and the deceased's mother, Mrs. Mary Weakland, Carrol Town.

South Bend Play'd Plans Promotion

SOUTH BEND, Ind., Dec. 3.—Business is down at Playland Rink here, but a series of special features is planned to stimulate patronage, according to Earl J. Redden, manager, in line with the trend in the business toward special promotion to build business.

Redden, incidentally, combines handling of the travel schedule for the Notre Dame football team with his activities as manager of Playland Park and the rink.

Eddie Robbins, a member of the Robbins Trio, professional skating act of 25 years ago, is with Playland as a pro.

Karber Spot Opens At St. Johns, Mich.

ST. JOHNS, Mich., Dec. 3.—Ranch Roller Rink, located at the intersection of North Clinton Avenue and U. S. Highway 27 cutoff, was opened this fall by Francis Karber with appropriate ceremonies.

The new 84 by 128-foot structure has a skating floor 66 by 128 feet, with fireplace at the south end and refreshment counter and skate rental booth on the east side. A tape recording system furnishes the music.

Operating four evenings weekly, the rink will be available for lease on other nights by parties of more than 100. Larry and Bill Karber will help their parents operate the rink.

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Hakim Reviving Fairview Garden Skatery in Det.

DETROIT, Dec. 3.—Shad D. Hakim, former owner of the Colony Theater here, who purchased Fairview Garden about a year and a half ago but has not operated it, is remodeling it for roller skating. It will open around Christmas week, depending upon progress of construction. Fairview Garden was a successful second-floor rink, located on the East Side, for a time, but has not been used for skating in more than a decade.

New flooring, front and signs are being installed, and the building is getting a general refurbishing. The operating policy will be five nights a week of skating, with wrestling, which has been the mainstay of the spot for several years, featured on Tuesday nights. Opening night of the rink will be televised on WXYZ, according to plan.

Hakim is the father of Joseph Hakim—oldest of his eight children—who is the 1949 American novice men's speed skating champion, a title won at the Roller Skating Rink Operators' Association competitions in Washington last summer.

Ocean City Kiwanis Observe Kids' Day At City's Playland

OCEAN CITY, N. J., Dec. 3.—The Ocean City Kiwanis Club tied in with Playland Roller Rink here in a move to promote its kid charities and at the same time center interest on roller skating. For the observance of the first annual National Kids' Day, celebrated November 19 by Kiwanis International, the local group varied the national program by providing free skating at Playland for every child in the city from 2 to 5 p.m. At the close of the party, the Kiwanians presented each youngster with candy, popcorn and other gifts.

The local club has also set for Wednesday, December 7, its annual skating party to benefit the fund for underprivileged children.

German Association Asks FEPR Alliance

NEW YORK, Dec. 3.—A new West German roller skating body, Deutscher Rollsport Bund, has been formed in Frankfurt, reports Ozzie Nelson, secretary-treasurer of the U. S. Amateur Roller Skating Association.

Nelson says the group has applied for membership in the Federation Internationale De Patinage a Roulettes, international governing body of the roller sport, which if granted will ally the German association with the USARSA.

Piece of Stockton Rollatorium To Gilbert; Emphasis on Clubs

MONTEREY, Calif., Dec. 3.—Paul J. Gilbert, pro-manager of Del Monte Gardens here, announced recently that he has bought an interest in Stockton (Calif.) Rollatorium, the new rink which Len Honey and Bill Honeyfeld opened October 15 as a sister operation to their Rollatorium in Fresno, Calif.

Gilbert, who has been friends with Honey and Honeyfeld for 10 years, takes over the management teaching post at Stockton today, and has made plans to present a special skating show for the occasion, featuring members of Del Monte Skating Club of Del Monte Gardens, Sanctioned by the United States Amateur Roller Skating Association (USARSA), the show will present Barbara Marshall, Gary Bradley, Barbara Ziem, the Del Monte Majorettes, Rose Marinello, Dolores Cummings, Myrtle Espy, Alice Daniels, Gary Bradley, Norma Hartsock and Marlene Bradley in solo and group numbers.

Much of Gilbert's efforts will be devoted to organization at Stockton. Plans are in the works to form speed, hockey, dance and figure and general skating clubs with memberships in the USARSA.

Del Monte Gardens and the roller sport won considerable publicity re-

cently thru Gilbert's efforts in having Rose Marinello named Queen of the California Centennial Celebration of Monterey. He managed the campaign that won her the title and State-wide newspaper, newsreel, radio and television publicity. During the event Del Monte entered a "shoeskate" parade float that took second prize. Each night in the "Centennial Village" Del Monte skaters did a 10-minute routine before thousands of spectators.

Conn. Skateries Hypo Promotion

HARTFORD, Conn., Dec. 3.—There has been increased advertising and promotion by Connecticut rink operators in recent weeks, with emphasis on services offered by area rinks. Typical of the promotion is the slogan, "One of Connecticut's Best Rinks—For Fun—For Good Health," used in newspaper ads by the Bowl-o-Rink, New Britain. Rinks in other Connecticut cities are following along with similar promotional offerings.

Connecticut, which has not had many new rink openings in recent years, has added a new location under the management of Robert Marzullo, of Winsted. Marzullo has opened in a former garage at Main and East Pearl streets, Torrington, under the name of Bob's Roller Rink. The rink is one of the largest in that section of Connecticut. The quarters have been completely renovated, with a balloon shower marking the November 11 opening.

Marzullo announced that skating would be scheduled every Wednesday, Friday and Saturday, 8 to 11 p.m., and Saturday and Sunday afternoons for children, 1:30 to 4:30. Admission at night is 50 cents; children (afternoons), 20 cents, tax and skates included.

Biz Shows Pick-Up At Stalcup Rollery

ODESSA, Tex., Dec. 3.—A hefty pick-up in business is reported for Buster Stalcup's Odessa Roller Rink, in its third year of operation. When the rink opened in April, 1947, it suffered from a noticeable lack of enthusiastic skaters. In recent months, however, patrons have been flocking to the spot.

One of the reasons for the box-office hypo is believed to be a West Texas version of roller hockey for advanced skaters. Contests are being played with teams representing rinks in Monahans, Lubbock and Plainview, Tex. The game is credited with generating a fine competitive spirit among skating fans.

Nightly rink sessions are held here from 7:30 to 10:30, plus afternoon beginner classes from 2:30 to 4:30. For advance skaters there are classes in dancing, pairs and group skating.

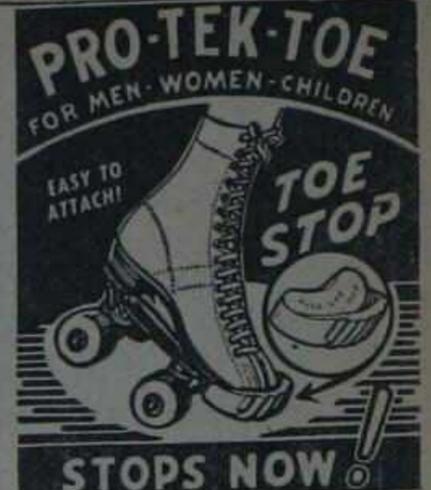
Turkey Events at Mineola: Junior Club Is Organized

MINEOLA, N. Y., Dec. 3.—Six turkeys for men and six for women were awarded as door prizes at the annual November 23 turkey night at Earl Van Horn's Mineola Roller Rink. The event was preceded by a Thanksgiving party for children November 19 at the rink. Three boys and three girls each received a turkey for the finest, most original and funniest costumes.

November 2 Van Horn inaugurated a junior division of the Earl Van Horn Dance and Figure Skating club. Members of the junior club will meet with the senior each Sunday evening from 5:30 to 6:30, but will hold a separate class each Wednesday afternoon under the direction of pro George Werner. Children up to the age of 15 are eligible for membership. No entrance test or fee is required, but each weekly session costs \$1.

Biz Good for William Short

JACKSON, Mich., Dec. 3.—Business is reported satisfactory by William J. Short, a newcomer in the field, who recently took over Jackson Roller Rink. The spot is located on Jackson County Fairgrounds in the heart of the downtown district and draws from all parts of town.



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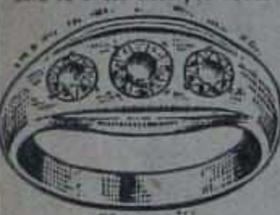


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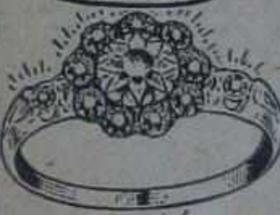
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1/20 12K Gold Filled, extra large white center Ruby color sides— or all white.



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FREE SAMPLE \$37.50 NEWLY MANUFACTURED item; used by every man, woman and child; send \$3 for handling and postage charges. New Style Co., 329 Bedford St., Johnstown, Pa. de10

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per doz.; 2's, \$3.50; 3's, \$1.25 per doz.; sample order sent postpaid for \$4 consisting of 12 pair 3's, 3 pair 2's and 3 pair 1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn. de10

FULL FASHIONED DUPONT NYLONS — Clear, sheer, packed in individual cellophane envelopes; 3 pair to each lithographed box; Style 151, \$7.50 dozen; Style 500, \$6 dozen; Style 300, \$3.50 dozen; size 8 1/2 to 10 1/2; rejects at \$1 dozen, in 10 dozen lots or more. McDonald Mfg. Co., Ooltewah, Tenn. de31

GENUINE FUR EAR MUFFS WITH ADJUSTABLE head band for youngsters and adults; assorted colors; \$4 per dozen postpaid, remittance with order. Charles Brand Novelty Corp., 154 West 27th St., New York 1, N. Y. de24

GET GOING WITH THE CHRISTMAS SPIRIT! (Jingle extra silver in them their pockets); nothing in loss, guaranteed satisfactory! Rush one dollar, receive 100 Derby Souvenirs; quick 35¢ retailers. Ken Miller, Box 1257, Louisville, Ky.

GET 800 MONEY-MAKING DEALS, IDEAS, Business Plans, Formulas and Mfg. Secrets; wholesale supply sources; unusual items; folio free. Kalamite, Box 572, Dept. A, Dayton 1, Ohio. de17

JEWELRY BOXES—GOVERNMENT SURPLUS; for Pearls, Earrings, Brooch, Pins, Men's Sets; distinguished rayon plush lining, blue outside, 6 1/2 x 3 1/2"; cost \$2 each; Unbelievable Sale; \$1.95 doz.; 36, \$4.95; gross, 8 1/2¢. Am. Standard, 1208 North 13th, Philadelphia 22.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund, exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

MAKE "MAGIC MIRRORS" FROM ANY WINDOW or door glass; you can see out, no one can see in! Instructions in booklet form, 8 1/2 x 11. \$1. Daugherty, Box 12, Phillipsburg, N. J.

MEN-WOMEN—MAKE EASY EXTRA SPARE-time money; no stock; no canvassing; instructions 25 cents. Carstensen, Box 614-Mu, San Rafael, Calif.

MIDGET BIBLES SELL FAST—SAMPLES, 2 for 25¢; 100 \$4.00; stamp brings imprints. Frederes, 739 Marshall, Rochester 11, N. Y.

MOUNTED BUCKING HORSES, STEERS, BUFFALOES, Burros, Charging Lions, Bears, Giant Jack-Rabbits for photographers. Gilbert H. Jones, Taxidermy Studio, Albuquerque, N. M. de17

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. de31

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Road, Miami Beach, Fla. de24

PIN-EARRING SETS—BOXED; \$1 TO \$2 SELLERS; dozen assorted, \$6; gross assorted, \$60. The Hobby Shop, 1641 Fifth Ave., Pittsburgh 19, Pa. de17

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS — 100 CARDS 12", \$15; Pocket Clip Combs, 100 cards 12", \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. de17

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. de31

RURAL ROUTE MEN—MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. de31

SALESMEN WANTED—NOW CALLING ON chain, variety, drug and dept. stores; also toy, candy and tobacco jobbers to represent the largest manufacturer and distributor of musical novelties and children's unbreakable records—Commission basis. State territory now covered. Box 477, Billboard, N. Y. C.

SALESMEN WANTED TO SELL IN SMALL towns—We have only unique, fast-selling novelties, toys and spicy items; if you desire carry as profitable side line! Write Pritt Novelty, 12 W. 27th St., New York 1.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Company, B-19 Bank St., Attleboro, Mass. de31

SELL HOLIDAY CHRISTMAS SIGNS—BIG profit; real sellers; special deals, 100, \$9; 200, \$17.50; trial, 50, \$5; no c.o.d.; same day shipment; start now. The Byron Co., Clinton, N. C.

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Packages Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. de10

SPECIAL, READY TO GO—2,000 DOZEN FULL-fashioned Nylon Rejects, flat packed, inserted 12 to box, \$1 dozen; 1,500 full-fashioned Nylon Rejects, flat packed in individual fancy envelopes, packed 3 pair to box, \$1.40 dozen; 24 Piece Dining Sets in Stainless Steel, packed in cardboard box with manufacturer's life time guarantee, \$3.95 set; no inquiry necessary, ready to get order c.o.d. or cash from this ad. Shert Jobbing House, 79 Shawford Rd., Chattanooga 4, Tenn. Phone 9-7919.

TALKING XMAS CARDS — SENSATIONAL seller, big profits, \$1.80 doz.; \$19.80 gross; sample 25¢; free list of other hot items. Hansen Sales, 2851 Madison, Chicago 12, Ill.

TELEVISION FILTERS ELIMINATE GLARE and eye strain; increases contrast, sharpens image. Sell for \$2. 2 1/2" inch tube, samples, \$1. Polly Mfg. Co., 5818 S. Wentworth, Chicago 31. de10

TO SELL "OUR COUNTRY'S FLAG," 40-PAGE book, illustrating in color proper way to display American Flag on all occasions. Books sell in quantity lots to schools, churches, organizations, factories. Send 25¢ for sample and full particulars. National Advertising Service, Seitz Bldg., Syracuse, N. Y.

\$1 GETS YOU \$2—NEW, PATENTED, SCIENTIFIC item sells on sight; homes, offices, stores, shops, filling stations; everybody, everywhere; manufacturer's moneyback guarantee; pitchman's pride; salesman's sure-shot sideline; mail order natural; two samples, \$1 postpaid. Martin Products Co. (New Orleans Plant), Box 57, Arabi, La. de17

51 GAUGE NYLONS, MILL RUN, INDIVIDUALLY wrapped three pairs to box; \$3.25 per dozen; mill rejects, one dozen pairs to box, \$1.00 per dozen in ten dozen lots or more. Economy Sales, Rockbridge, Ga.

\$100 WEEKLY CAN BE YOURS! NEW, unique miniature Shuffleboard legally approved, amazing fast-seller! Prospects everywhere! Rush name for big money-making details. Stanley Company, 39-B Elvin Ave., Penna Grove, N. J. de10

ANIMALS, BIRDS, PETS

BABY RHESUS MONKEYS, RINGTAIL MONKEYS, Storks, Cranes, Kangaroos, Pythons, Capuchin Monkeys, Java Monkeys, White Foxes, Deodorized Skunks, Circus Mice, Pumas, Bear Cubs, Guinea Pigs, Chase Wild Animal Farm, Egypt, Mass. de17

(Continued on page 74)

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 3-tone dial with small seconds
- Individually gift boxed
- Brand new—not rebuilt
- One-year service guarantee



Calendar Watch

Tells at a glance the DATE, HOUR and MINUTE.

- Gold Plated Case, 7 1/2" 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

(In Gold Plated Case \$4.30)

- Written 7-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 4, N. Y.

CHRISTMAS SPECIALS! PRE-INVENTORY CLEARANCE

IMMEDIATE DELIVERY

- \$245 30" Rayon Plush Bear, cotton stuffed, \$33.00 Doz., 3 Doz. for \$90.00. SAMPLE \$3.25 Ppd!
- \$244 Same as above, excelsior stuffed, \$30.00 Doz., 2 doz. \$54.00. SAMPLE 3.00 Ppd!
- \$272 16" Rayon Plush Bear (astd. Pandas or Honey Colored Bears), \$18.00 Doz., 3 Doz. for \$45.00. SAMPLE 3.00 Ppd!
- \$252 30" Real Fur Grizzly Bear, astd. colors, \$36.00 Doz., 2 Doz. \$72.00. SAMPLE 3.50 Ppd!
- \$740 24" Cloth Standing Doll, plastic face, movable eyes, \$15.00 Doz., 3 Doz. \$36.00. SAMPLE 2.00 Ppd!
- \$748 25" Kitten Doll, magic life-like skin, real curls, completely dressed, says "ma," \$51.00 Doz., 2 doz. \$96.00. SAMPLE 3.00 Ppd!
- \$250 Astd. Puppies, standing and crouching, comb. mount and white rabbit skin, \$15.00 Doz., 4 Doz. \$54.00. SAMPLE 2.00 Ppd!

Order all seven samples at a great saving. \$18.75 Ppd!

25% dep. req., bal. C.O.D. if not rated. Send for beautiful catalog "R" of over 100 year round sellers.

Ace Toy Mfg. Co. 122-30 W. 27th St., NEW YORK 1



MIDGET BIBLE

Big Profit From a Little Item

New edition, 166 Last Supper Conversation Pictures, Lord's Prayer, Over 200 verses, size of pocket Bible. \$11.95 doz., \$1.19 per copy. \$1.19 per copy and every word legible. Black gold-colored cover, wonderful gift. \$8.75 per doz., \$1.19 per copy. \$8.75 per doz., \$1.19 per copy. \$8.75 per doz., \$1.19 per copy. \$8.75 per doz., \$1.19 per copy.

C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 items. JOHNSON SMITH & CO. Detroit 7 Mich. (Publishers of 100 Low Priced Pocket Covered Bibles on Magic, Hygienic, Rabbit, etc., etc.)

!!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

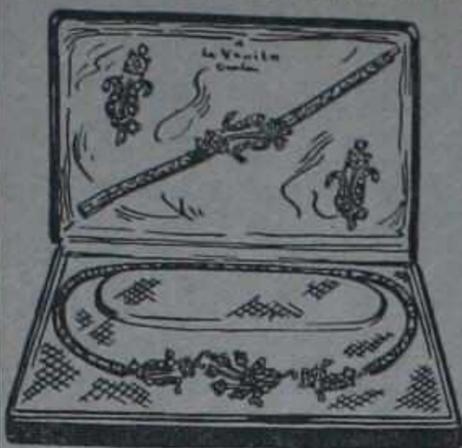
All orders positively shipped same day received. 25% deposit with all orders. No orders will be shipped without deposit. When remitting in full allow for postal charges.

KIM & CIOFFI

912 ARCH STREET, PHILADELPHIA, PA.

MARKET 7-2283

SALESBOARD OPERATORS



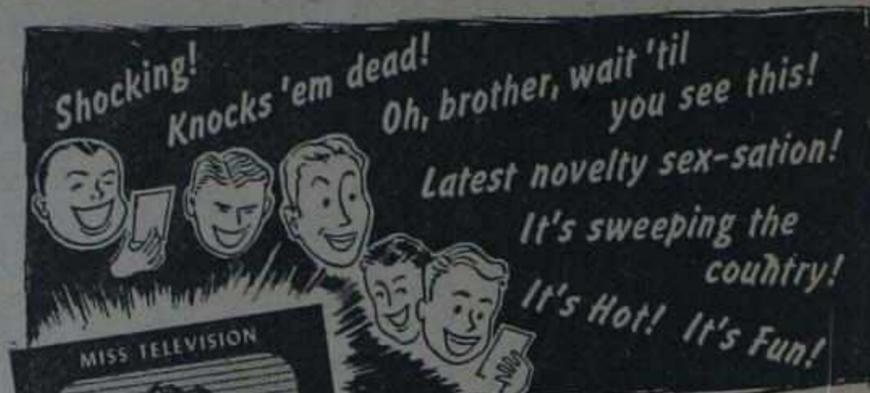
24 Karat Gold Plated 3 Pc. Choker Sets. Necklace, Earrings and Bracelet to match. Plush box, silk lined. Price tag \$19.95. Large variety of styles.

Hottest Item in Years

\$48.00 Per Doz.

Sample Set, \$4.50

SENSATIONAL!!



HOTTEST

25¢ SELLER
IN THE COUNTRY

She 'TAKES IT OFF' right before your eyes!

MISS TELEVISION

in full 'real-life' colors!

Sells on sight... order today!

\$18.00 PER GROSS

NO C.O.D.'S

Special prices to jobbers

© SEND \$2.00 FOR SAMPLE DOZEN -- ORDER NOW!

UNIVERSAL NOVELTY CO. 7904 Santa Monica Blvd., Los Angeles 46, Calif.

WE WILL NOT BE UNDERSOLD

Buy With Confidence—All Joseph Bros.' merchandise is guaranteed. Write today for NEW 56-PAGE XMAS CATALOG on Watches, Rings, Jewelry, etc.

Ladies' Rhinestone Case Watch, 7-Jewel, **\$8.95**



17-Jewel, \$12.95. Looks like real diamonds. High grade Swiss movements guaranteed like new. Silk cord band. Gold filled Mesh Link or Expansion Band, \$1.75 add.

25% with order—balance C. O. D. Wholesale only—3 watches minimum.

JOSEPH BROS.

GUARANTEED MEN'S WATCHES

ELGIN BERNUS GRUEN BULOVA **\$8.75**

Rhinestone Dials, \$1.00 Additional.

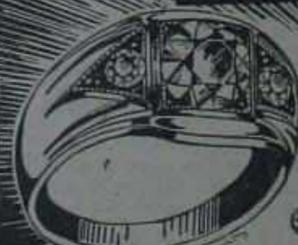
Matching Expansion Band, 95¢ Add.

10 Kt. Yellow R. G. P. cases, modern new designs. Reconditioned and rebuilt—guaranteed like new.

5 S. Wabash Ave. Dept. B-10 Chicago 3, Ill.



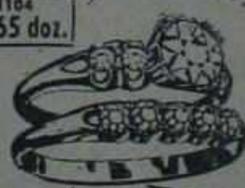
NEW FAST MOVERS!



4W6 \$2.65 doz



4T17 \$11 doz.



TN104 \$2.65 doz.

6217 \$1.60 doz.

Cutie Pencil \$9 Doz

Massive Men's Ring, brilliant white center stone, gold finish, ruby red side stones. \$2.65 doz. Earrings and Necklace Set. Aqua or Rose center, white side stones. Attractively boxed! \$11 doz. Wedding Band with 5 brilliant stones. \$1.60 Doz. Gold-plated Engagement Ring with huge multifacet white center stone—2 matching side stones. \$2.65 doz. Gold-finish Mechanical Pencil. Hollywood cutie appears. Write and panel closes. \$9 doz. WRITE FOR FREE CATALOG!

SUPERIOR JEWELRY CO.

740 Sansom St., Phila. 6, Pa.

FOR CHRISTMAS MERCHANDISING
\$5.95 Box CAMERAS
ONLY \$12.00 DOZ.

36 CAMERAS, EACH 90¢
We postpay all cash orders.

A "QUICK PROFIT" SALES NATURAL THAT SCOOPS THE MARKET FOR VALUE

FAMOUS name make—built to sell for \$5.95—and we've only got 5000 surplus (all new) to go at this price. Metal case with leather grained leatherette. Uses standard 120 or 620 film—gives 12 pictures per load, 2 1/4 x 2 1/4 inches. Precision meniscus lens. Eye level finder. All in original cartons—ready for profitable selling. It's an unbeatable value. Sample \$1.50 or a full dozen for only \$12.00, F. O. B. Houston. Same day shipment.

WRITE WIRE PHONE

AERO PARTS SUP.

MUNICIPAL AIRPORT Dept. BB HOUSTON 17, TEXAS

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, 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.

POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET

54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE

State Nature Your Business in First Letter.

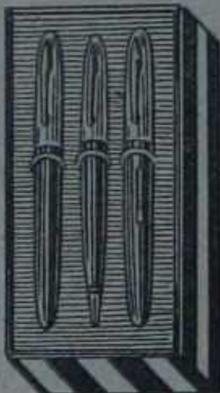


WISCONSIN DELUXE CO.

1902 N. THIRD ST. MILWAUKEE, WIS.

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, 75c. Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

SPECIAL \$7.50 Dozen Gross Lots \$84.00 Gross SAMPLE SET \$1.00.

SPECIAL Filigree Ball Point Pen and Key Chain \$2.50 Dz. \$27.00 Gr.

25% Deposit—Money Order or Cash—Balance C. O. D. We ship same day as orders received

HARRIS NOVELTY CO. 1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!! Complete outfit, \$1 (profits, \$20-\$50 daily). Extra Charts, \$7.50. 1000. Graphologers, POB-971, Philadelphia. de17

AMUSEMENT ARCADE, LONG ESTABLISHED Los Angeles Civic Center hot spot; price \$10,000.00; details on request. F. E. McKee, 2041 Kenneth Road, Glendale 1, Calif.

BALLROOM—ONE OF THE MOST BEAUTIFUL in the West, located in the heart of Sunny Southern California; no competition within 30 miles, draws from population of 250,000; capacity, 2,300; doing good business; cocktail license, four bars; catering to high class crowd; good lease; we are having partner trouble and are forced to make tremendous sacrifice; this is a gold mine for the right operator; the possibilities are unlimited; this ballroom must be sold; investigate for terrific deal; write for details and pictures. Rainbow Gardens, 150 East Monterey, Pomona, Calif.

CANDY—MAKE, PACKAGE, SELL; BIG PROFITS; start at home; information for stamp, Schenck, 717-B West Penn, Butler, Pa.

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples. Free illustrated folder. Wonderland Studio, Inc., P. O. Box 7098, St. Petersburg, Fla. de17

\$\$\$ IN PERSONALIZED BABY RECORD Books! Over two million new prospective customers yearly; use same mail order literature we have for seven years. NO-CO-RO, Oakland 6-B, Calif.

EXCELLENT LOCATION IN SOUTHEAST Washington, D. C., for amusement park; 12 acres on highway, ideal grove, on long term lease. J. B. Aley, 5951 Branch Ave. S. E., Washington 20, D. C. de17

LEARN PIANO TUNING AT HOME IN 30 days. Unlimited income; sound recordings, tools and instructions furnished. Write Capitol City Tuning Co., Department C1246B, 211 East Michigan, Lansing 16, Mich.

MAIL ORDER BUSINESS—NEW, 10,000-WORD Hand-Book by noted expert shows "how," spare time, small capital—from Idea to Mail-bag; includes "Business Development Plan," "Profitable Mail Selling Ideas," "Pointers Along the Mail-Order-Trail" and Starting Questionnaire; 25c postpaid; satisfaction guaranteed. Maupin & Maupin, 327-4 S 28th, La Fayette, Ind. de24

MAIL ORDER BEGINNERS—START SMALL, grow big; free details. Rowland T. Plain, Laurel Ave., Binghamton, N. Y.

PIANO TUNING PAYS—LEARN THIS PROFITABLE profession at home; our Tonometer and mechanical aids make learning easy; no knowledge music necessary; diploma granted; largest and oldest school—51st year; G.I. approved; write for booklet. Niles Bryant School, 27 Bryant Bldg., Washington 16, D. C. np

PITCHMEN AND MEDICINE MEN—COMMUNITY Sales Directory of 1,000 sales in Middle West; price, \$1 postpaid. W. W. Simpson, 2705 Jule, St. Joseph, Mo. de17

START BIG PAYING MAIL ORDER BUSINESS in your own home; new course teaches how; free information. Mail Business Associates, 919-M State Tower Bldg., Syracuse, N. Y. de24

WOULD UP TO \$1,500 YEARLY IN SPARE-TIME by mail interest? Send name, postal. Lawson Company, Box 1302-E12, Detroit 31. de17

24-WORD ADV. PLACED IN 40 WEEKLY newspapers, rich Southwest, \$3.50. Pennabaker Advertising, Box 141, San Marcos, Tex. de10

25,000 FINEST \$1 RETAILER BOXED FACE Powder; selling out, \$2 per dozen boxes. Kotsalis Bros., 444 Somerset St., Johnstown, Pa. de10

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 82 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN AND MINSTREL COSTUMES AND Accessories, Circular free. The Costumer, 238 State St., Schenectady, N. Y. de31

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories; free lists! (Assortments, \$5.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. de17

HEADQUARTERS FOR SANTA CLAUS COSTUMES and Accessories, Circulars free. The Costumer, 238 State St., Schenectady, N. Y. de31

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja7

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de24

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTENTION, ROAD SHOW OPERATORS—WE have alternating and direct current spotlight carbons at very low prices. State your needs and we will quote. Theatre Equipment & Supply Co., 1008 No. 7th St., Milwaukee, Wis.

BARGAINS GALORE—THEATER AND SOUND Projectors B, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. np de31

BARGAIN—1 GENUINE SHRUNKEN HEAD, (line); 4 Jungle Show Banners, very good; about 20 Jungle Curios, all for \$80. R. Bowers, Clyde, Kan. Phone 208.

BUILD "LITTLE CHUG," THE HAPPY TRAIN, from tested plans; 16 passenger, 3 engine styles, gasoline or electric drive; complete plans, \$10; 16 passenger Kiddie Ferris Wheel plans, \$8; free catalog. Brill, 228-B North University, Peoria, Ill.

"BELLY TANKS," \$9.95; SIX FOOT SIZE, steel; free picture. Buck's Auto Parts Co., 1625 "T," Merced, Calif. de24

CLEARANCE SALE! 16MM. SOUND FILM Complete one-reel shorts, \$4.95 up; seven-reel Features, \$49.50 up; no junk or "as is" films; free lists. Waverly, 5707 So. Christiana, Chicago 29, Ill.

COMPLETE TENT PICTURE SHOW FOR Sale—Priced right if bought before January 1. James F. Broyles, Junction, Tex. de10

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request, Movie Supply Co., 1318 S. Wabash Ave., Chicago. de31

CRETORS, STAR LONG-EAKINS POPPERS—Peanut Roasters, Geared Kettles, Copper Carmel, Candy Kettles, Gasoline, Bottled Gas Equipment, Northside Co., Indiana, Iowa de24

FOR SALE — 9-MILLION CANDLEPOWER Sperry Searchlights, powered with 85 h.p. Hercules Motors and Westinghouse Generators, mounted on trailers; good condition. Zeb Mattox, Box 1246, Charlotte, N. C. de17

FOR SALE — 100 PAIR CHICAGO RINK Skates. Good condition; \$3.00 pair; 1 Stand-Sure Mike \$25.00. Blue Bird Rink, 617 S. Orange, Havana, Ill.

FOUR ARISTOCRAT AUTOMATIC POPCORN Vending Machines. Excellent condition; \$175.00 each; one-third cash, balance C. O. D. R. E. Kuhl, 909 S. W. 9th Terrace, Fort Lauderdale, Fla.

KIDDIE AEROPLANE RIDE, COMPLETE: Photos, 10c; Snow Machine; Excel Pop-Corn Machine, cheap for cash; wanted Candy Floss Machine, Sam Nusz, Grand and Hackberry, Enid, Okla.

ORIGINAL PHILADELPHIA TOBOGGAN DON Key Ball Games, Kicks, brays, kicks candy. Complete with canvas, compressors. Fine condition. Units of 3 or 6. Seymour Machson, 1215 Ave. N., Brooklyn, N. Y.

SHOOTING GALLERY FOR SALE—THE ONLY one in downtown Memphis, open year round, a bargain at \$2,000. W. C. Christensen, 244 S. Main, Memphis, Tenn. Phone 85229.

16MM. SOUND FILMS—20 FEATURES, 28 Westerns, 52 shorts, 28 shoveling 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

150 PAIR CHICAGO RINK SKATES; NO welds; assorted sizes \$2.50 pair. P. A. System, \$150.00; would sell separate. C. Manus, 544 E. 238 St., Euclid, O.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog 19c. Balda, The Lightning Cartoonist, Oshkosh, Wis. de10

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10c—"World's Largest Line" (Pitchmen's Headquarters). Fast-selling Specialties! Ariane Mfr. 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

BLUEPRINTS, CHEMICALS, ESCAPES, PUBLICITY, Books, String Instruments; large list, 30c. Genoves, G. P. O. 217 (Dept. B), New York 1. de31

NEW #22 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog; 30c; wholesale Nelson Enterprises, 336-B S. High, Columbus, O de17

VENTRILOQUIAL (345 UP); PUNCH FIGURES \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. de31

VENTRILOQUIAL FIGURES—NEW AND USED, many bargains; Elmers, fresh kids; new circular. Turner, 1284 S. Cochran, Los Angeles.

MISCELLANEOUS

ELGIN! WALTHAM! BULOVA! WATCHES, wholesale; watch repairing for the trade. Max Present, 21 East VanBuren, Chicago 5, Ill.

NEW CROP GEORGIA STUART PECANS — 5 lbs. mailed parcel post prepaid, \$2.25; prices quoted for larger quantities. Crestwood Manor, Thomasville, Ga. de10

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100' \$54.50; 7x100', \$63.00; 8x100', \$71.50; 9x100', \$80.00; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: CADillac 5691. de10

MUSICAL INSTRUMENTS, ACCESSORIES

BAND ORGANS—WANT YOUR ORGAN TO play like new? Send it to West Coast Organ Co., 1261 1/2 So. La Brea Ave., Los Angeles 35, Calif. Only specialists in U.S.A. de17

PHOTO SUPPLIES DEVELOPING-PRINTING

CHRISTMAS CARDS MADE FROM YOUR favorite snapshot; 8 for \$1.50 for \$5; send negative; free sample; enlargements 5x7 double weight, silk finish, 6 for \$1. Rudy Loefvins, 375 Riverside Drive, New York 25. np de10

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. 1181 N. Cleveland Ave. Chicago 11 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., 1181 N. Cleveland Ave., Chicago 10, Ill. np de31



The newest novelty sensation of the year! High chrome satin finish ball, mounted on black enamel trophy base.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once . . . a jigger every time! \$7.25 Ea. in Doz. Lots Sample, \$3.00 Ea.

25% Deposit, Balance C. O. D. Tel.: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.



NEW HOT SPECIAL! BOUNCING FEATHER DOLL

Sells on sight, millions will be sold. For autos, children and as an ornament on mirror.

Dozen \$1.85 Gross \$21.00 Gross (in 5 gross lots) \$19.00

NEW LOW PRICE!!!! LAYM CHICK—Lays 4 Eggs Immediate Delivery—Asst. Colors. Dozen \$1.60 Gross \$18.00

Send for Free Xmas Novelty List—25% Deposit with all C.O.D. orders. Send enough extra money to cover postage. All prices net, F.O.B., N.Y.C.

BENGOR 119 - 5TH AVE. NEW YORK 3, N. Y.

LUCKY NOVELTY ASSORTED NOVELTIES OF ALL KINDS

PRIZE BOXES \$4 items \$4.50 Gr. 25c items \$12.50 Gr. 10c items 7.00 Gr. 50c items 24.00 Gr. \$1.00 items \$40.00 Gr.

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC FOR CHILDREN, ADULTS. Some items retail up to 25c ea. 3000 PCS., \$25.00 Lot

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 9 E 16th St. NEW YORK 3, N. Y.

Manufacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry Lavalier & Earring Sets

With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts). Sample Ass't 15 different styles—\$10.00

send for circular of our Pin & Earring Sets and Bracelets Act now for fast sales and big profits. 25% Deposit, Bal. C. O. D. Star Import Novelty Co. 535 8th Ave. New York 18

SPORS 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. 25c brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25c 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, Le Center, Minn.

WRITE FOR OUR NEW FREE CATALOG Daring values in watches, rings and other JEWELRY Cel-Max IMPORTERS EXPORTERS 182 S. Main St. Memphis, Tenn.

Chinese Firecrackers 1 Bundle 1280 1 1/2 Crackers \$3.00 1 Bundle 1600 1 1/2 Crackers 3.50 1 Bundle 2000 1 1/2 Crackers 4.00 1 Bundle 2800 1 1/2 Crackers 5.50 1 Bundle 9600 1" Lady Crackers 6.50 100% Profit—Cash With Order. BUCK BROTHERS Columbia, Tenn.

ZIRCONS Sparkling White Imported Gemst 1/2 Ct. \$5.00 1 Ct. \$1.00 1 1/2 Ct. \$1.50 2 Ct. \$3.00. For resale only. Minimum order \$3.00. UNITED JEWELRY CO. 388 Wheeling, W. Va.

MECHANICAL BEST SELLERS



CHIRPING CHICK
(with genuine chirp)
A mechanical, fat, chubby chick done up in bright, attractive colors. Struts, flapping its wings and really chirping to beat the band.
\$3.75 Doz. \$3.60 Doz. in Gr. Lots

MECHANICAL ITCHY DOGS, Alps Brand
WAGGLES DOG—Stand on hind legs, wind up and you'll have a cute performer \$2.50 Doz.; \$29.50 Gr.

FAST WALKING SCOTTIE
Alps brand. Cute, colorful Scottie. When wound up walks rapidly on all four legs, wagging its tail as naturally as any happy pup would.
\$3.00 Doz. \$35.40 Per Gross

ORIGINAL PLUSH COVERED OH-U-DOG \$4.20 Doz.; \$48.00 Gr.
MECHANICAL BALKING DONKEY WITH RIDER \$3.00 Doz.; 35.40 Gr.
CRAWLING BABY—Size 4x3 1/2 in. \$3.00 Doz.; 35.40 Gr.
MECHANICAL RUNNING MOUSE \$1.80 Doz.; 19.80 Gr.
MONKEY CYCLIST \$1.80 Doz.; 19.80 Gr.
JAP SWISS WARBLEDERS 1.00 Gr.

IF IT'S A GOOD MECHANICAL TOY, WE HAVE IT
1/3 deposit with order—balance C. O. D. F. O. B. New York City. Sorry, No Catalog.
COHEN BROS. 134 Centre Street New York 13, N. Y.

MAKE MONEY—MAKE MAGIC PHOTOS. ALL the rage. Fast sellers. Good profits. Write for details. Novelart, Laurens, S. C.

PHOTOMOUNT SPECIAL—2X3 VERTICAL OR horizontal folders imprinted "Merry Christmas" in red, white insert, gray cover, \$2.60; 100, \$25.00; 1000; write for price list, samples Penn Photomounts, 335 Woodland Ave., Glenside, Pa. de10

THE NEW EASTMAN DOUBLE WEIGHT DI- rect 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, Dickover 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, Cre-man, Washington, N. J. de24

FOR SALE — MIMEOGRAPH PAPER, 68 ream; request samples, Brookman Paper Co., 56-F West 24th, New York 10. de10

LOWER WINDOW CARD PRICES—FLASHY three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. de24

NEARGRAVURE EMBOSSO LETTERHEADS— Sparkling! Dynamic! Distinctive layouts, outstanding illustrations; Midways, Concessions, Clowns, Tent Shows, Magicians, Orchestras, Theaters, Bookers; samples, 10¢, Solidays Colorprint, Knox, Ind.

PUBLISH YOUR OWN SONG BOOK—HYMN books a specialty; 4-part voice arrangements; bound with covers printed to your order, including photos, biography, advertising, etc.; assorted collections to choose from; all collections feature the famous Albert E. Brumley, Stamp-Baxter and Winsett line of hymns, all performable on SESAC stations; 500 lots up; wholesale prices; prompt service; great opportunity for radio acts; returnable specimen copies; prices sent on request; no novices, please; don't delay; write today. Albert E. Brumley & Sons, B-8, Powell, Mo.

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, \$2 postpaid. Webster's Printshop, Farmland, Ind. de17

1000 ADVERTISING NAME ADDRESS STICK- ers, \$1 postpaid. Samples free. National Advertising Agency, 15 East Third, Cincinnati 2, O.

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 3, O.

SALEMEN 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, 169 Chestnut St., Rochester 7, N. Y. (Mention Billboard) de31

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. de17

ROSS-HILL STUDIO—WE ARE STILL MAKING strong, bright banners. 841 Forest Ave., Portland, Maine. de17

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING— Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley Rockford, Ill. de10

TATTOOING MACHINES—DESIGNS, COLORS Needed. 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

SIX OR TWELVE ELI SEATS WITH OR WITH- out crates. State condition. Eugene Gruner, Route 3, Murphysboro, Ill. de10

WE BUY FOR CASH—SURPLUS, CLOSE-OUT Merchandise, Materials, Parts in quantities. The Bell Co., 3742 "B" Montrose, Chicago. de31

WILL BUY—SMALL TRICK PONY. MUST have good trick routine, as well as pick out, count, etc. Pressley, 1932 East 8th St., Charlotte 4, N. C.

FREE! FREE!

WHOLESALE CATALOG!

SPARKY

NEW!



TOY SENSATION OF THE YEAR!

AMAZING ELECTRICAL DOG ACTUALLY RESPONDS TO THE HUMAN VOICE!

- * Operates with a simple 10¢ flashlight battery easily replaced.
- * Dog House is 4 1/2" high, sturdily built of metal... lithographed in 3 colors.
- * Sparky the pooch is unbreakable... 3" long.
- * Individually packaged in attractive carton.

\$16.00 25% Deposit with order, less Bal. C.O.D. **SELLS ON SIGHT TO KIDS, GROWNUPS!**

Sample \$2.00 Postpaid **CASH IN NOW!**

GEM SALES CO.
DEPT. K, 533 WOODWARD AVE. DETROIT 26, MICH.

Sensational! Xmas Candy Special HAND DIPPED CHOCOLATES

Direct From Factory Jobbers' Prices.

Luscious home-style asst. pieces, dipped in delicious rich coatings. Beautiful cellophaned 1-lb. Xmas boxes, 40¢. Gorgeous 4-lb. Xmas holly boxes, 38¢ lb. 24 pounds candy to case. Case lots only. No C. O. D.'s at this low price. Sample \$1.

Barbara Fritchie Chocolates Frederick, Md.

FOR IMMEDIATE DELIVERY

HIGHLY POLISHED • ELECTRO PLATED

- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up

WRITE FOR CATALOG NOW (STATE BUSINESS) 25% Deposit With Order, Balance C. O. D.

SEND \$5.00 FOR SAMPLE ASSORTMENT 'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

Simulated PEARLS

1 Strand	DOZ.	\$ 2.00
2 Strand		4.00
3 Strand		6.00
4 Strand		8.00
5 Strand		10.00
PEARL ROPES, 6MM		7.00
PEARL ROPES, 8MM		8.00
TEAR DROP EARRINGS		2.00

25% Deposit, Balance C.O.D.

ELVEE MANUFACTURING CO.
866 Sixth Ave. New York 1
MUrray Hill 6-4177-8

!! BIG FLASH!! NEW—BIG MONEY MAKERS



No. 185
14-K Gold Plate
\$3.50 D.I.
\$37 per gr.
All Stones Hand Set



No. 634
14-K Gold Plate
\$2.65 Doz.
\$29.50 gr.
All Stones Hand Set

HEAVY MOUNTING GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES.

BRILLIANT 3 ALL WHITE IMPORTED GEM-CUT STONES, OR WHITE CENTER WITH RUBY RED SIDES.

OUTSTANDING FOR SALES AND EYE APPEAL
DEPOSIT WITH ALL C. O. D. ORDERS. STATE YOUR BUSINESS. 4 SAMPLES OF ABOVE RINGS \$2.00 POSTPAID.

PROVIDENCE RING CO.
49 WESTMINSTER ST. PROVIDENCE, RHODE ISLAND

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENT TO BOOK DOG-PONY-MONKEY CIR- cles in schools, etc. Bruno, 524 West 55th St., N.Y.C.

ATTRACTIVE GIRL PIANIST, VOCALIST. Mixer and risque preferred. Send photo, references; state salary expected. Box 117, Byesville, O.

LEAD ALTO MAN—COMMERCIAL TWO BEAT band; salary, sleeper bus; no layoffs; others write. Buddy Bair, Box 113, Ph. 4472, Colome, S. D. de10

MUSICIANS—ALL INSTRUMENTS FOR TER- ritory band replacements; no characters Collins Booking Service, Grand Island, Neb de10

NEED SOBER HOTEL STYLE PIANO MAN— Sandy Sandifer, President Hotel, Kansas City, Mo.

TELEPHONE SALESMAN WANTED—MUST BE experienced; for radio deal. Daniel Clifford, Telephone Longbeach 1-3629, or write 5312 N. Glenwood, Chicago, Ill.

TRAINED BIRD ACT FOR SEASON — DE- scribe fully. Miami Rare Bird Farm, Kendall, Fla.

VOCALISTS—GIRL AND BOY NEEDED FOR well established dance orchestra. Box C-503, Billboard, Cincinnati, Ohio. de17

WANTED — YOUNG EXPERIENCED MAN tumbler, diver or aerialist for sensational outdoor attraction for season 1950; small figure well trained body, not over 30 years of age, under 140 lbs.; splendid opportunity if you qualify. Reply W. W. Wilno, Peru, Ind. de10

WANTED — ATTRACTIVE FEMALE ACCOR- dionist to work in high class lounge; send photo and state weekly salary expected. P. O. Box 126, Biloxi, Miss.

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

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.

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.




FUR COATS JACKETS—CAPES

Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
224 W. 27th St. (Dept. b-3), New York 1, N. Y.

GIFT SET 29¢

COMPLETE with plush leatherette box, with cameo brooch & earrings—or with pearls & earrings. Reproduction of expensive set in every detail. If less than 1/2 gr. sets, 35¢; value, \$2.50 per set.

American Standard, 1208 N. 13th St., Philadelphia 22, Pa.



3rd Smash Week!

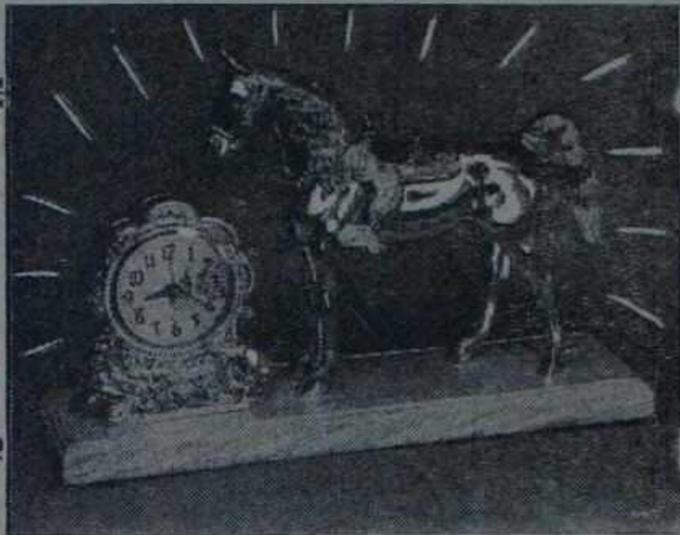
Fastest Seller on the Market Today

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"x12"



PRICE
\$6.95 EACH in doz. lots
Sample \$8.00

DEPENDABLE SELF STARTING SESSIONS GUARANTEED ELECTRIC CLOCK. BEAUTIFUL, ARTISTICALLY HAND RUBBED MOLDED BASE IN SWEDISH MODERN OR MAHOGANY FINISH, WITH FELT FEET. THE CLOCK AND HORSE ARE MADE OF WHITE METAL WITH A VERY HIGH LUSTER SILVER TWO-TONE FINISH.

TERMS: 25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO FOR RESALE ONLY—IF NOT FOR RESALE, ADD FEDERAL TAX.

JAY-KAYE PRODUCTS COMPANY
1835 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: HUmbolt 9-1680

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

MISCELLANEOUS

INTERNATIONAL MYSTERY SHOW—FOUR people, 55 minutes to 2 hours' production, motorized; available from now on for auditoriums, schools, theaters as regular or mid-night show; have window cards, posters, 24 sheets, billboards, mats, public address system, draperies, lights, etc.; will play on percentage or flat. Can use experienced Advance Agent. Write Mighty Kara-Kum, care General Delivery, Dallas, Texas.

MOTION PICTURE OPERATOR—EXPERIENCED 35mm. and 16mm. projectors; desires part time work. George Weisz, 150-13 119th Ave., Jamaica, N. Y.

PALMIST—AGE 30, EXOTIC AND ENCHANTING, gypsy like; can do half and half; desires work with club. Phone: 6953, Rose Davis, Avella, Pa.

REP ACTOR—AGE 46, HEIGHT 5' 10", WEIGHT 195; general business actor; can direct sing, dance, specialties; state salary. Glenn Morris, 509 No. Penn. Webb City, Mo.

SECRETARY—EXPERT STENOGRAPHER, EXPERIENCED, traveled, educated, personable, seeks agreeable working arrangement with professional artist. Box 476, The Billboard, 1564 Broadway, N. Y. C. 19.

TAP DANCER, SPANISH AND POPULAR singer, female impersonator; booking club dates through Vernon Hoff exclusively, Queen Robt, care Billboard, New York.

MUSICIANS

ALTO SAX-CLARINET—GOOD READER, GOOD tone; play a solid lead and in tune; solo on either instrument; play third if you have good lead man; union. Box C-501, Billboard, Cincinnati, O.

BASS DOUBLING VIOLIN—ALL ESSENTIALS, union, reliable, go anywhere. John Giebitz, c/o Gen. Del., Orange, Tex.

DRUMMER—THOROUGHLY EXPERIENCED dance and shows; play good commercial two beat or four beat; all Latin rhythms; cut or no notice; travel anywhere on location. Norman Cogan, 45-17 43d St., Sunnyside, N. Y. Ironsides 6-2924. de10

DRUMMER—802, 12 YEARS' EXPERIENCE; immediately; two-four beat, read, cut shows, all Latin rhythms; hotel style preferred. Chuck George, Gen. Del., Indianapolis, Ind.

ORGANIST-PIANIST WITH LATEST HAMMOND Organ, Vibratone Speaker; perfect for hotel lounge or supper club; immediately; New York or vicinity. Robert Greer, 123 Waverly Place, New York 11, N. Y. de10

PIANIST—SOCIETY OR COMMERCIAL, NAME experience; union; sober, dependable. Write or wire Billy Nisbet, Gen. Delivery, Shattuck, Okla. de10

PIANIST—FEMALE, ATTRACTIVE, BRUNETTE; exceptional pianist and Solovox player; no vocals; beautiful wardrobe; reasonable salary; solo work only. Box C-504, Billboard, Cincinnati, O.

STRING-BASS—DOUBLING VOCALS; COMMERCIAL, combo, big band experience; read, fake, bow; neat appearance; no lush; location. Box 127, Billboard, Chicago, Ill.

TENOR, ARRANGER—RELIABLE, SOBER, single; commercially inclined, excellent section experience; prefer locations but will travel. Musician, 101 Union St., Doylestown, Pa. Phone 4717. de31

TENOR—COMMERCIAL, EXPERIENCED; READ and transpose, tone excellent; clarinet, flute. Contact Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

TRUMPET—NEED JOB, CUT OR NO NOTICE. Any book. Dick J. Dufano, 2509 13th Street, Two Rivers, Wisconsin. Phone 21152.

TRUMPET—EXPERIENCED, COMMERCIAL, jazz, fake, shows, rumbas; prefer location. S. Sayers, 201 So. Ninth St., Philadelphia, Pa.

VOCALIST—WIDE RANGE, TRIO, QUARTETTE and solo work. Well experienced; photo on request; reliable and sober. Box C-502, Billboard, Cincinnati, O.

VAUDEVILLE ARTISTS

HARD-WORKING, EXPERIENCED ACTOR—Singer, Tap, Ballroom Dancer desires work. Write Leo Rickwa, 625 3d Ave., S. E., Cedar Rapids, Ia.

GOOD HILLBILLY DUET NOW AVAILABLE—Wishes work with Hillbilly unit. Consider at Morris Brothers, 403 East 2nd Ave., Rome, Ga.

PAMAHASIKA'S SOCIETY CIRCUS—GREAT est show of its kind in America; established more than sixty years; Circus, Vaude, Chautauq; give full evening show, dog, pony, monkey, and Those Famous World's Greatest Acting Birds; handsome large white Cockatoo and Military Macaws; there are twenty birds; performance that is spectacular. Prof. Pamahasika, 2594 N. 8th St., Philadelphia 40, Pa. Sagamore 5536. de10

CALENDAR WRIST WATCH

Tells the Time
Tells the Date
Date changes daily in the automatic window.



\$6.50 EACH

- Guaranteed Imported Swiss Movement
- Radium Hands
- Gold Numerals

- 7 Jewels
- Sweep Second Hand
- Unbreakable Crystal
- Plastic Strap

\$1.00 extra on orders under 6.
25% Deposit, Balance C.O.D.

National Distributing Co.
Calumet Bldg., Miami, Florida

MERCHANDISE OUTLET STORE

Has the Best Location on the World's Famous
TIMES SQUARE, N. Y.

Tourists, Shopping and Theatrical Center for 20,000,000 People. Approximately 50,000 different people pass this location daily.

SPACE AVAILABLE NOW

For men's and ladies' wear, toiletries, candy, radios, electrical appliances, linens, infants' wear, fine jewelry, or what have you?
Ideal for merchandiser anxious to settle in permanent year round location doing business 16-18 hours daily.

RENTAL BASIS ONLY

Write, Wire or Call in Person

OSCAR BUCHWALD

MANUFACTURER'S BAZAAR

711 SEVENTH AVE.

NEW YORK 19, N. Y.

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. Now in PER DOZEN... \$20.90

3 DOZEN FOR... \$53.70

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



THE ROLL UP NECKTIE

Tie Rolls up to your chin. A great comedy gag. Wear it as a regular necktie and be the life of the party.

PRICE IS \$6.50 DOZ. IN SIX DOZ. LOTS

Send \$1.00 for Sample Tie.

CHAS. TREGAR

4837 SHELBOURNE ST.

PHILADELPHIA 24, Pa.

BEST "BUYS" in TOWN



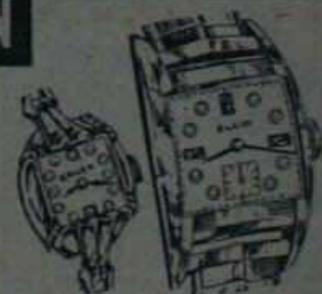
Men's & Ladies' WRIST WATCHES Complete with RHINESTONE DIAL

Swiss watches in assorted styles. Rebuilt and guaranteed like new. 7-Jewel \$7.75 15-Jewel, \$9.95 17-Jewel, \$12.95

HURRY! WRITE TODAY FOR OUR NEW 54 PAGE XMAS CATALOG

25% with order—balance C. O. D. Open account to rated firms—Wholesale Only.

MIDWEST WATCH CO.
5 S. Wabash Ave. Dept. B-26 Chicago 3, Ill.



Men's & Ladies Famous WRIST WATCHES

- ★ ELCIN 7-Jewel
- ★ BULOVA \$8.75
- ★ GRUEN
- ★ BENRUS 15-J. \$12.45
- ★ WALTHAM 17-J. \$14.50

Rhinestone Dial \$1.00 add
Stretch Band, gold filled, \$1.25 add
Comb Mesh & Stretch Band, \$1.50 add

SLOAN JEWELRY COMPANY

41 Fulton St., New York City 7, N. Y.

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.

SCOOP — SENSATION!
LOWEST PRICES IN
14-KT. GOLD-PLATED RINGS

LADIES'
 Dazzling Solitaire and
 5 Set Wedding Band
 to Match

\$3.75 per dozen
 sets
\$42.00 per gross
 sets
 or sold separately

No. 107 No. 007
 No. 107 (solitaire) \$1.25 doz. \$13.50 gr.
 No. 007 (wedding band) \$2.50 doz. \$30 gr.

MEN'S GORGEOUS
THREE-STONE
RING
 with ruby colored
 side sets 14 Kt.
 Gold Plated.

No. 607

Only \$2.65 per doz. \$30.00 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 15, Ohio

"Acres and Acres of 'Em!"

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 Kenton
 Alexander, E. S.
 Anthony, Milo
 Bailey, Mrs. L.
 Baker, Charles
 Bales, Mr. & Mrs.
 Pete J.
 Barnard, Dr. G.
 Howe
 Bell, Vern, M.
 Bernard, Mrs.
 Dorothy
 Bickford, Percy
 Brakes, Leroy
 Brown, Mable
 Browning, James J.
 Bryer, Mae
 Buckholz, Mr. & Mrs.
 Otto
 Burto, Leon H.
 Caloian, C. A.
 Carrigan, Jas.
 "Kid"
 Harrison, Mrs.
 Jimmy
 Castle, Jack
 Clarkson, A.
 Cobb, Miss Frella
 M.

Whittier, Arthur
 Wickliffe, Thomas
 Wilhite, Billy
 Williams, Mark
 Williams, Arthur
 Williams, Geo.
 Williams, Phillip
 Williams, Ed.
 H. A.
 Williams, Manie
 Williams, Mrs.
 Rebecca L.
 Williams, Mrs. Yve
 Willis, James
 Willis, James
 Wilson, Harry E.
 Winters, Billy
 Wong, Jim
 Wood, Homer L.
 Woods, Mrs. Larry
 Woodward, Mom
 Reynolds
 Weston, Geo.
 Wray, A. V.
 Wright, Chas. A.
 Wright, John E.
 Wutcherick, John
 Yamada, Geo.
 Yancey, Geo.
 Yelveria, Rose G.
 York, Claude W.
 (Storoy)
 Young, John Red
 Yuen, Kenneth
 Lant (Ernie)
 Zalonia, Mrs.
 Virginia
 Zachille, Fred

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Large Waxed Dahlias, Georgines, Roses, \$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... 5.00
 per 100... 4.00
 MOUNTAIN LAUREL, 50 lb. carton, \$10.00; 25 lb. carton... 4.00
FAST SELLING HOLIDAY ITEMS
 BEAUTIFUL XMAS CORSAGES, Gross, \$24.00; doz... \$ 2.30
 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. Waxed Celluloid Reindeers, Tinted, Gross... 12.00
 6 in. Waxed Celluloid Reindeers on long stem with green leaf, Gross... 8.50
 Large 9 in. Diam. Red Poinsettias and DANCING CLOWNS, 20 in. length, Gross... 12.00
 DANCING SANTA CLAUS AND DANCING CLOWNS, 20 in. length, Gross... 12.00
 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.

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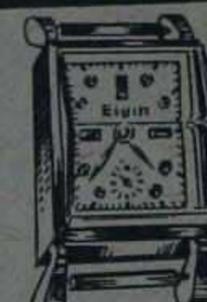
Hapes, Mrs. Helen
 Hohenstat, R. L.
 Hoff, Vernon
 Hopper, Frank
 Howard, Mrs. John
 Hutzler, Mrs.
 Marnara
 Impedaglia, Vito
 Jackson, Richard
 Jacobs, Dolly, Inc.
 Jenkins, R. A.
 Johnson, Jesse J.
 Jones, J. P.
 Keller, Mex. Bill
 Kelly, Jack
 Kenyon, Johnny
 King, Martin
 Knapp, Bill
 Knapp, G. W.
 Kord, John
 Korie, Jack
 Kuzner, Steve
 LaBrake, Mr. &
 Mrs. Scuttie
 Lee, Charles
 Newton
 Lewis, Francis J.
 Lewis, Sam
 Leitner, Carl F.
 Lippincott, Mal
 London, Billy
 Long, Lucky
 Lopez, Linda
 Louis, A. E.
 Melbrom, Arthur
 McConical, Fern
 McIntosh, Miss
 Mary
 McSparran, W. T.
 (Bill)
 Males, James G.
 Males, Minnie
 Martin, Ava
 Minter, C. C.
 Mitche, Martyr
 Moody, Bert G.
 Mooney, Tommy
 Moss, Lee
 Mullins, E. C.
 Speedy
 Mulvey, Leo
 Nape, Idol
 Osborn, L. E.
 Panther, Mrs. Lena
 Parnas, Carl
 Paul, Benjamin
 Perry, Graves H.
 Price, W. R.
 Priddy, Lloyd
 Pink, Eugene M.
 Posey, Bob
 Ralph, Dutch

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 Barth-Maier
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 (Chick)
 Blaseo, Lorz
 Bourque, Raymond
 Bowen, Roy
 Cantrell, Harold
 Coe, Eddie N.
 Day, Andy
 DeBelle, Starr
 Doolin, Rich
 Elbott, Mace
 Fehova, Ivan
 Gibson, Peter
 Giddie, Jack
 Gordon, Dave
 Grys, Chria
 Hale, Audrey
 Hartman, Robert
 Hungett, Mrs.
 Jacobs, Joy

Bra. Leroy B.
 Richmond, Mr. &
 Mrs. Frank
 Bidings, William &
 Mrs. Marj
 John, T. W.
 (Strawberry)
 Rolland, Miss Lee
 Ross, Jack
 Roth, Fred
 Rudy, George
 Schmidt, Paul
 Schnoekloth, Harry
 Schrock, Henry
 Scieska, Mrs. Jackie
 Norris, Mrs. E. F.
 Sevanner, H. L.
 Shannon, Wilburn
 Sheppard, Wayne
 Lother
 Shiplez, Leonard
 L.
 Signor, Sig
 Smith, Mr. A. Mrs.
 C. Y.
 Rimmons, Morris
 Stacy, Bill
 Stacy, Woodrow A.
 Steels, John W.
 Steiner, Elton E.
 Stewart, Dan &
 Bobby
 Sturdivant, C. W.
 Sugas, J.
 Summers, D. M.
 (Whitely)
 Tabbert, Henry C.
 Thomas, Kenneth
 B.
 Thompson, William
 T.
 Tins, G. E.
 Vesperman, Ken-
 neth A.
 Vining, William J.
 Wadsworth, Harold
 Wald, Mrs. Frank
 Wells, Mrs. Delmo
 Welton, Elmer E.
 Wildrick, Elmer
 Williamson, Melvin
 Williams, Patricia
 West, John
 White, Jack J.
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 All new 1950 styles
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 NEEDLEBOOKS**



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 Envelope
AT LAST! THE RIGHT PRICE \$3.75
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 Makes finished photos
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 Latest 1949-1950 styles of all
 types of furs at popular prices.
 Buy direct from Manufacturer
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**CLEAN UP
 WITH PLASTIC RAYON TOWELS**
 Powerful Quick Demonstration.
 Grease, Ink Stains rinse right out in cold
 water. Use over and over. Package holds
 6 18"x30" Towels. Sells \$1; \$54 gross; 10
 gross, \$500. Send \$1 for sample package.
 5 Towels. Big profits every pitch. All orders
 50% deposit, balance C. O. D.
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 701 3d Street S. St. Petersburg, Fla.

PORTABLE TYPE BINGO EQUIPMENT
 Flashboards and Blowers—"Priced so low you
 can own both!" Jobbers and Agents Invited.
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 Best wholesale discount on new watches
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 Automatic—Waterproof
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**ENTERTAINING
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**REMEMBER
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PEEK-A-BOO, ETC.**

**This Has Them All Stopped
... Series of 24 Pictures
Creating a Real Life Moving
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quence.**

**TERRIFIC
REORDER ITEM**

10 Samples - - \$1.00 Post Paid
100 - - - - - 8c Each
1000 - - - - - 7 1/2c Each

20% DEPOSIT, BALANCE C. O. D.

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Hot item for specialty
salesmen to supply tap-
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ute Xmas and New Year
Souvenirs.

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HENRY SANDLER
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Why fool around with piker propositions?

Sell world's lowest priced quality, union made Neon Window Signs. Signs are 12 inches high and 28 inches long and may contain two lines of neon up to eight 4-inch or ten 3-inch letters on each line. Choice of red, green, blue, gold or rose tubing. Each line a different color if desired. Signs are a complete unit ready to plug in. Our price to agents:

\$24.75 F. O. B. Huron, Ohio

Thousands of these signs have been sold at \$72.00. However, the salesmen and women who sell from eight to fifteen per day are those that take a \$10.00 or \$12.00 profit per sale. Order from this ad. We guarantee safe delivery anywhere in U. S. A. State copy and color neon wanted on each line. Send \$10.00 deposit for each sign ordered. We ship C. O. D. for balance. Order samples today and start reaping a harvest.

MODERN NEON SIGN CO., Huron, Ohio

JOBBER-PITCHMEN!

Amazing 6-in-1 Utility Tool



This ingenious all-purpose tool belongs in every hobby kit, machine shop, handyman's chest, auto repair box and sportsman's kit. It's literally 6 useful tools in one handy unit.

This precision made Combination Hammer and Set of Four Screw Drivers made of hard Aluminum Alloy handles, Hardened Tool Steel Blades, Nickel Plated Hammer Head, Superior Workmanship, Sturdy Construction. Guaranteed Rustproof.

\$4.80 Individually carded, packed two doz. to shipping container. Minimum order 2 doz. Send for your sample and catalog of other hot items, \$1.00 prepaid.

Orders shipped 1/3 deposit, balance C.O.D. unless rated.

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EARL PRODUCTS CO. 703 N. Sangamon St. Chicago 22, Ill.

RECONDITIONED WRIST WATCHES \$3.49



Genuine Swiss watches, precision rebuilt and beautifully refinished. Sweep second hand, radium dial in assorted patterns, highly polished case. Leather strap included. Medium size. \$3.49 in lots 6 or more. Sample order, \$1 extra. Balance C. O. D.

CEL-MAX WHOLESALE JEWELERS
182 S. Main St. Memphis, Tenn.

BARGAINS SAVE UP TO 50%

Ladies' Hosiery, Lingerie, Toys, School Supplies, Drug Items, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc. Send 10¢ for this month's bargain specials and receive new issues each month.

RELIABLE JOBBERS
311 N. Desplaines St., Dept. H, Chicago 6

Imported, Precision

MICROSCOPE \$3.25

Magnifying Power 80 X
Not a toy. All metal, sturdy built. Complete set with biological slide. In wooden box. Each Doz. Lots
Sample \$4.25. Send check or M.O.

TRANSWORLD, Dept. M, 565 5th Ave., N. Y.

Pipes for Pitchmen

By Bill Baker

Come on, you delinquents, pipe in.

HENRY H. VARNER . . . letters from Akron that he'd like to rear pipes here from Bob Posey and the conditions he encountered at his Illinois and Indiana store spots.

Originality is the life blood of the pitchman.

SOL BERRY . . . well known in pitch circles and current manager of a Port Huron, Mich., food mart, whose surroundings have been subjected to numerous snow flurries of late, comes thru with the following: "It's snowing and I have no coal. What, oh, what did I do with my summer bankroll."

Insobriety has no place in Pitchdom.

A. O. (ART) NELSON . . . topflight vitamin purveyor, who has been making his home in Chicago the past two winters, made the rounds of the Sherman Hotel during the outdoor show business meetings there November 28-30. The genial Art never looked better and his wit was never sharper. He reported that business for 1949 was satisfactory and indicated that he has a number of Midwestern fairs lined up for 1950 for his vitamin layouts. He operated similar units the past season.

A good pitchman must be a good salesman.

PITCHDOM . . . is mourning the loss from its ranks of George M. Beyer, widely known gold wire worker, who succumbed to a heart attack while on a hunting trip November 22 at Sacramento. Beyer had purveyed his stock at the Kress stores in Sacramento and Stockton, Calif., and for many years his trailer at Welcome Grove Trailer Park was a popular meeting spot for pitchfolk. His widow, Hazel, will carry on with his business.

The smart pitchman sells himself, as well as his product, to his tip.

W. J. (DOC) BLANTON . . . 80-year-old pitcher of note, is at his home in Spindale, N. C., recuperating from a broken hip sustained at his White Face Cattle Farm there. Doc also is well known in the circus field, having worked with a raft of them during his many years of trouping. He would like to read letters from friends.

JAKE POSEY . . . advises from Baldwin Park, Calif., that his wife, known to many pitchfolk, passed away there recently of complications resulting from a broken hip sustained in a fall.

What's the word with department store demonstrators?

STILL GETTING . . . the lucre with the Crestline Company's med and vitamin lines is Al Schultz. He's working in Chicago.

NATE GOLDEN'S . . . jewelry auction store, Detroit, is working to good business, according to reports hitting the pipes desk.

Many are the changes taking place in the general run of things these days. Are you keeping abreast of them?

ANY JEWELRY WORKERS . . . who have Akron on their itinerary had better check with the city clerk there before setting up their layouts. City Council recently muted the jewelry auctioneer's cry by unanimously passing an ordinance regulating the sale of jewelry at "public auction, vendue or outcry," and in most instances forbidding such sales. When jewelry auctions are conducted in Akron in the future the promoters must post \$2,500 bond with the city "to indemnify purchasers who suffer loss by misrepresentation." If a jeweler holds a going-out-of-business auction under the new ordinance and

then returns to business within a year, his \$2,500 bond is forfeited. How this new ordinance applies to the wire workers in Pitchdom seems to be mute question and one that can be answered only by the powers that be in the Ohio town.

MEL GRUENBERG . . . who works gold wire jewelry and an engraving concession at Ohio, Michigan, Illinois and Iowa fairs during the summer, writes that he is preparing a
(See PIPES on opposite page)

"Pin-Up Girl" ROTARY LAMP

Sensational Appeal • Sells on Sight



TANTALIZING, AUTOMATIC ACTION REVOLVES CONTINUALLY

A Revolving Lamp with four Curvaceous, Scintillating Bathing Beauties—Redheads, Blondes, Brunettes—all in tantalizing, life-like poses, colorfully clad in French style bathing suits. Top quality Plastics. Heavily embossed third dimensional life-time colors. Individually boxed.

SAMPLE \$2.50

Remittance in full with order shipped postage prepaid.

\$30.00 DOZ. 25% with order, balance C. O. D.

Federal Supply Co.

119 So. Wells St. Chicago, Ill.



OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT!

Workers Available
See your Jobber

The OAK RUBBER CO.
RAVENNA, OHIO

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

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MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
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WHOLESALE ONLY

Write on your letterhead for new BED-LAMP-RADIO prices.

AL HAWKINS AND COMPANY

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LIVING PICTURES

Amazing 5x7 photo in beautiful lucite frame. MOVES AS YOU WALK TOWARD IT. No mechanics.

3 Poses: **\$5.75**
WINKING LADY Doz.
SINGING SCHMOO Sample 75¢
CRYING BABY
25% C. O. D. Deposit, Plus Postage.

RO-LA Novelty 907 Broadway New York, N. Y.

SALESBOARD SIDELIGHTS

W. H. Brady Company, Chippewa Falls, Wis., reports a wide path of shipments spreading out from its plant, with the accent on special Christmas numbers. F. W. Brady promises a steady flow of tip-top play cards will emanate from firm's production department during 1950.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., states that his new Lucky Lulu jar deal is going "like a house afire" all over the country. Roy confides that the nice part about the deal is that it pays bigger winners to the player and makes more money for the location. He adds: "If the ticket business gets any better we'll have to put on a night shift."

D. L. Gruhn, Thomas A. Walsh Manufacturing Company, Omaha, announces that since the recent move into new and larger quarters the artist force has been increased. Work is now in process on 15 new numbers which will be brought out later this month. The new boards are made up of all the outstanding features found in the company's most popular boards, Gruhn declares. They are felt certain to be headed for the top board popularity bracket within a few weeks after release, he adds.

Gardner & Company, Chicago, maintains its all-smiles attitude these days with each week continuing to pile up orders, according to Joe Robinson. Business is holding to a steady upgrade, and good things are expected to happen, sales-wise, for the duration of the winter and on into the spring. Sales Manager Charles B. Leedy said: "Customer preference for 'Gardner quality' is very strong and is the result of strong play appeal and eye appeal built into each number."

Jack Morley, just returned from three weeks on the West Coast, says Consolidated-Container Corporation, St. Louis, is keeping on the high speed sales trails with its constant plugging away in the field thruout the country. Vice-President Morley states that because of firm's all-out stress on its sales force, business has proved good and shows every sign of not only staying "that way" but increasing during the snow months. Jack appointed two new representatives during his trip; R. J. Hayworth, for California, Nevada and Arizona, and Irving Danzker, for Oregon and Washington. Jack says that Ernie Marley is still doing the same bang-up sales job and is bringing in fine returns due to continued contact with his territory thru Missouri, Kansas and Nebraska. For a parting

back-pat, Jack adds that the boardmen in Colorado and Utah are happy to see James Murphy return and that Consolidated-Container looks for some mighty interesting things from him.

Sam Feldman, sales manager at Harlich Corporation, Chicago, tells of good business activity and holds out his hands to prove that his fingers are not crossed. Harlich's Big Prize nickel-play board is another in its array of merchandise boards that is clicking soundly with the trade, Sam says. It comes in three styles, offering from one to three prizes. . . . Worthmore Ticket Games, Chicago, is another company turning in word of satisfactory order levels. Major domo Joseph Worth continues to expand his sales force.

PIPES

(Continued from opposite page) kitchen gadget and household cleaner layout with which he will hit the road after the Christmas holidays.

Did you ever stop to consider that keeping up with yourselves is a pretty big job in itself?

T. LOVELL . . . currently making Santa Monica, Calif., his home port, is framing plans for an ink stick pitch, which he plans to spring soon.

DANNY KAUFMAN . . . is reported to be getting a good share of the long green working run menders at a Houston location.

The successful p'chmen has the necessary amount of ambition to overcome almost any obstacle.

RICHARD ARCAND . . . associated with the Freedman Concessions, Los Angeles, reports that he will again work W. T. Grant's main store in L. A. this Christmas with cedar chests. He would like to read pipes from Bill Baring, Jimmy Beach, Frank Ribedeau, Mary and Madeline Ragan and Harry Mills. Arcand says that California is a rough spot after the holidays.

L. A. PITCH CONTINGENT . . . includes the Gordon brothers at the May Company, with crew hats, and Gasco working trombones at the same spot; Libby Schuler, still in Woolworth's with slicers, and the Green boys, back with slicers and trouser holders after a successful stand at the Phoenix (Ariz.) Fair.

Make all your pitches count, and success is a matter of minutes.

MARIE VINSON . . . according to reports, is trekking thru Oregon with hair goods, while Claire Moore is prospecting for a Christmas location.

JOE ACKERMAN . . . after a stint at Midwest fairs, is wintering in Los Angeles.

Plichdom, among other things, represents the art of clever, impressive demonstration.

RAY COPELAND . . . is in Salt Lake City pitching sheet to good returns.

J. C. ROBERTSON . . . has a slick location set in Vancouver, B. C., from which point he plans to work Magic Wonder Towels.

SONIA GIROUD . . . is making plenty of wholesale and retail sales of her Magic Wonder Towels from her Jensen Beach, Fla., store.

Have confidence in the item you are selling and you are on your way to good business.

CLARENCE GIROUD . . . has a Magic Wonder Towel demonstration going great guns in a West Palm Beach, Fla., drugstore.



FUNDAMENTAL FACTS

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McNAMARA'S PELLET BOARDS

THE ONLY

SUCCESSFUL SALESBOARD for OPERATORS

STOP THAT SALESBOARD THIEF!!!

INSURE YOUR SALESBOARD PROFIT!!

SEE YOUR DISTRIBUTOR . . . OR LET US TELL YOU WHY

The McNAMARA CO.

5729-31 W. Lake St. Chicago 44, Ill.

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	\$ 40
300	25c	QUARTER KOLORS THICK	Def. 15.00	.40
1000	5c	5c CHARLEY THIN	Def. 17.00	.90
1000	25c	J.P. CHARLEY THICK	Avg. 52.00	1.15
1200	25c	TEXAS CHARLEY THICK	Avg. 102.98	1.60
1000	5c	SWING IT THICK GIRL BOARD	Avg. 24.45	2.25
1040	5c	TAKE A CHANCE THICK GIRL BOARD	Avg. 29.40	2.25
1040	5c	TIGHT SQUEEZE THICK GIRL BOARD	Avg. 30.25	2.25
500	25c	FULL O' TENS, THICK, 4 Nos. to Ticket	Avg. 49.33	2.50
500	25c	TEN TENS, THICK, 6 Nos. to Ticket	Avg. 61.42	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

Stating your requirements Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200-
1240

SALESBOARDS

IMMEDIATE DELIVERY

Holes	Name	Profit	Price
1000	5c TUNE IN	Avg. \$25.62	\$3.00 Net
1000	25c J. P. Charlie	Avg. 51.98	.95 Net
420	25c Double Sawbuck	Lots of Six, \$2.75	Avg. 43.98 3.50 Net
300	25c Fin and Sawbuck	Lots of Six, \$3.15	Avg. 33.15 3.30 Net
1000	5c Butterfly	Lots of Six, \$2.95	Avg. 21.05 3.50 Net
1000	5c Purple Up	Lots of Six, \$2.75	Avg. 23.61 3.00 Net

All boards are THICK. Write for catalog. 1/3 deposit.

CAPITOL SALES CO.

169 THIRD AVENUE NORTH NASHVILLE 3, TENN.

SALESBOARD SPECIALS!!!

While They Last

Item	Holes	Price	Profit	Cost
WIN-A-BUCK	400	5c	\$ 7.00	\$.25
CHARLEY	500	25c	45.00	.35
ASSORTED JACKPOTS	800 to 2600	5c & 25c		1.25

25% deposit on all orders.

WILLES SALES COMPANY

1713 LEAVENWORTH ST. OMAHA 2, NEBRASKA

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT.

Holes	Name	Profit	Price
400	5c Dollar Board	Def. \$ 7.00	\$ 45
400	5c Dollar Board	Def. 12.00	.68
1000	5c Nickel Charley	Def. 17.00	.75
1000	5c Lulu Jr.	Def. 18.00	.75
1000	25c Charley Board	Def. 50.00	.75
1800	5c LULU BOARD, X Th.	18.00	1.39
1000	25c J.P. Charley	Avg. \$52.08	\$ 79
1000	5c Big Forty	Avg. 24.25	1.29
1000	10c Ready Money	Avg. 50.70	1.29
1200	25c Texas Charley	Avg. 102.28	1.39
1200	5c Win-Finn, Jumbo	Avg. 34.50	1.69
1200	5c Bingo, Jumbo	Avg. 32.65	1.69
1000	5c Assorted Girlie	Avg. 27.00	1.89

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Maple Chest, Mir. in Lid, & 1 Lb. . . . 1.90
Beacon "Tobe" Indian Blanket 2.45

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Forms Close Thursday for the Following Week's Issue

AAA-1 BARGAINS—32 WALTERS COIN OPERATED Punchboard Cabinets, complete with inserts, \$20 each; Wuriltzer 780-E, \$120; Sky-fighter, \$64; Rainbow Pencil Vender, \$75; Evans Bal-a-Score, \$275; 50¢ Pace Deluxe Chrome, \$145; 2 5¢ Blue Fronts, \$64 each; 5¢ Brown Front, \$77; 2 5¢ War Eagles, \$35 each; 5¢ Black Cherry, \$113; or will trade for following machines at prices listed: Heavy Hitter, \$25; Kicker & Catcher, \$10; A.B.T. Skill Gun, \$32; A.M.I. Model A or B, \$325; United 5th Inning, \$30; Exhibit Dale Guns, \$70; Mills Smoker Bell, \$20; Seeburg 100 Record or what have you? Stewart Sales Co., 2120 South State St., Salt Lake City, Utah.

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. de10

A.B.T. TARGETS — FINAL LIQUIDATION; \$7.50 each; one free with ten. Jules Gould, 541 S. Dearborn, Chicago 5, Ill.

ALIBABA, \$89.50; HIT PARADE, \$99.50; CIN- derella, \$74.50; Mardi Gras, \$64.50; Round Up, \$129.50; Utah, \$159.50; Big Top, \$104.50; Triple Action, \$59.50; Robin Hood, \$54.50; Black Gold, \$129.50; Circus, \$69.50; Carnival, \$64.50; Dallas, \$129.50; Thrill, \$64.50; Floating Power, \$99.50; Seeburg 8800 Low Tone, \$119.50; Seeburg 146-M, \$329.50; Seeburg 146-S, \$279.50; Wm 850, \$109.50; Bing A Rolls, \$119.50; Hawk-eye Pop Corn Vendors, \$49.50; Seven Hi Pool Tables, \$109.50; like new Tradlo Radios, \$47.50; like new Camera Chiefs, \$10; 1/3 deposit, balance sight draft. Miller-Newmark Distributing Co., 42 Fairbanks St. N.W., Grand Rapids, Mich. Phone 28632. 5743 Grand River Ave., Detroit, Mich. Phone TYler 82230.

ERIE DIGGERS—HAND OPERATED; POKER- inos; Merchantsmen, Iron Claws, Mutescopes, Rotary Merchandisers; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

ATTENTION, POP CORN OPERATORS — When buying any type "Pop" Corn Sez Vendors it's smart to check with the factory first, take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 8, Tex. Phone Victor 4-4525. np

FOR SALE—USED PHONOGRAPHS, PINBALLS and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. 1a28

FOR SALE—3 POP CORN SEZ, USED 3 months and 4 Pop Corn Sez used 2 days; will take best offer; 10¢ Brown Front, \$40; 25¢ Jennings, \$50; very clean and in good condition. Frank Guerrini, Burnham, Pa. de10

FOR SALE—THREE BING-A-ROLLS; CLEAN, in good condition; \$123.00 each. KING-PIN EQUIPMENT CO., 826 Mills St., Kalamazoo, Mich. de17

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 — PENNY MACHINE, PRINTS Lord's Prayer on a Penny; completely reconditioned; bargain. Write Apartment 402, 251 S. Olive St., Los Angeles 12, Calif. de17

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

ONE DOWNEY-JOHNSON COIN COUNTER — Counts and wraps 1¢ to 50¢; complete with all tubes, perfect condition, like new, \$135; one Hanson penny and nickel coin counting scale with case, perfect, like new, \$10; one Grotchen Look counter machine (5¢), condition like new, with extra films, \$15. T. E. Beck, Rt. 11, Box 312, San Antonio, Tex.

SCOREBOARD—TEN CENT PLAY, MARVEL Shuffleboard Scoreboard, Wall Model, A-1 condition, \$89.50. Ace Music Co., Waukon, Iowa.

SEEBURG 8800 HIDEAWAYS, \$35; NICKEL Wireless Wallboxes, postwar model, \$25 each; nickel 3 Wire, prewar model, \$10 each. Muskegon Music Co., Muskegon, Mich.

STAMP FOLDERS DIRECT FROM MANUFAC- turers at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

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SUPERIOR 8 FT. REBOUND SHUFFLEBOARDS with 5¢ and 10¢ coin slots, including electric scoring unit, \$199.50. Northside Vending, 2215 Arthur Ave., Chicago, Ill.

TWO SILVER KING HOT NUT—TWO VICTOR VC125 Vendors; \$50; 1/3 deposit, balance C. O. D. Robert Radloff, Mapleton, Minn.

15 5¢ SILVER KING HOT NUT VENDERS with cup dispensers; best cash offers. Runkel, 628 N. Mulberry, Muncie, Ind.

ROSENTHAL GETS PLAQUE

(Continued from page 61)
officials for our leadership in this community endeavor to raise funds for local charity. Not only were we working to solve a community problem, we were strengthening our own public relations and that of the amusement park industry with the people who mean most to us—the public.

"The Heart Fund tie-up with Palisades raised \$50,000 for a cause which had excellent community support and Jack and I are convinced that herein lies the victory. We cannot conceive of a more effective public relations campaign than one which benefits humanity in general. We truly hope that this example of outstanding success which we achieved at Palisades will stimulate more of our fellow amusement park operators to take advantage of the tremendous opportunity inherent in local charity tie-ups.

"Too often, members of our industry have been accused of looking out only for their own interests. Most of us have lost sight of the large benefits which can be derived from charitable tie-ups. During the war, amusement parks did a splendid job of promoting the sale of war bonds. And, after flexing our muscles and showing what we could do, we relaxed and withdrew from the field of public spirited promotions.

"But we still have it within our means to blunt these accusations of indifference by reactivating our interest in community activities and

charity drives and making our parks the focal point of these drives. Whether our motive be altruistic, selfish or, most natural and understandable, a mixture of the two—local charity tie-ups should be used extensively as a public relations medium.

"Now for a word of caution. Make certain the money raised is spent locally, if you want to reap the full reward of your charity promotion. Much of the money from the heart home promotion was spent in New Jersey, the home of Palisades Amusement Park.

"During the summer months the outdoor amusement park is an essential part of the community in which it is located. Therefore, it should be an integral focal point of the community's life. What better manner of integration than thru a local fund raising promotion for a worthy community supported charity?"

PARK EXECS FROLIC

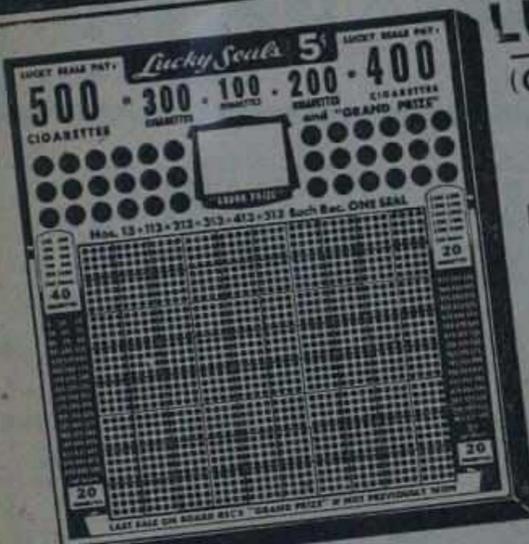
(Continued from page 60)
said the attendance was about 500, a record crowd for the event.

The stagershow, in the order of appearance, featured the Dorothy Dorben Dancers with Bob Nelson, vocalist; the Roulets, roller skating trio; Monocoled Ambassadors, comic gymnasts; Doris Stockton, marimba; the Pickerts, novelty dancers, featuring a stilt routine; LaBroc and Bernice, unicycling and hoop juggling; Ray Wencil, comic, and the Seven Marvels, teeterboard. Benny Sharp and his ork played the show and for dancing.

Besides park men the audience also contained a liberal sprinkling of fair and carnival execs. George A. Hamid had as his guests 40 fair men.

Talent for the affair is supplied by a different booking office each year.

a Winner . . .



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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 (Less value of Grand Prize)	AV. PROFIT \$151.00 (Less value of Grand Prize)

ALSO AVAILABLE IN CASH PAYOUT IN 5¢ AND 10¢ PLAY.
NO. 20054-5 (FIVE-CENT PLAY)
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400 Buck Board \$.45	2000 Lulu Belle \$1.40
1000 Charley Board, thick75	1000 Plain Boards50
1000 Jackpot Charley, thick85	1000 Cigarette or Checkers55
1200 Texas Charley, 10, 25, \$1.00. 1.10	800 or 1000 Girlie Money Boards. 1.75
1200 Cheerful Charley 1.10	Grab Bag Special . . . 12 Boards for \$5.00
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5¢, 10¢, 25¢ BOARDS, profit up to \$115.00. 1.50
NWB 2170 SINGLE or FIVES 1.00
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CM GOES TO NAAPPB MEET

Wide Variety Of New Units Top Displays

Coin Firms Spice Show

By Tom McDonough

CHICAGO, Dec. 3.—Altho the National Association of Amusement Parks, Pools and Beaches (NAAPPB) trade show has been gradually working its way into the forefront as a premier spot for arcade pieces, the annual event at the Hotel Sherman here this week not only proved to be a springboard for amusement games but also attracted vending and music machine exhibits as well. Where in other years a few coin machine exhibits were spread thinly among the display of outdoor equipment, the number and character of coin-operated machines at the '49 show was such that no convention visitor could help but see and feel the increased growth of interest and emphasis on coin units.

In addition to the regular exhibitors who have annually used the NAAPPB as a natural outlet for their arcade developments, including H. C. Evans & Company, the Exhibit Supply Company, Mike Munves Corporation, International Mutoscope, Edelco, Greyhound Devices, Philadelphia Toboggan Company and Midget Movies, several other manufacturers were on hand to give the showmen a first-hand look at their new wares. These included Bally Manufacturing, Chicago; the Denson Company, Orlando, Fla.; Automatic Industries, King of Prussia, Pa.; Comio Manufacturing, Chicago; Rifle Sport Company, Chicago; Hrubetz & Company, Salem, Ore., and Metro-Electronic, Indianapolis.

A check with officials of firms exhibiting at the trade show for the first time disclosed that practically all of them were at the Sherman, obviously convinced that the show is probably the best of its kind for the selling of new coin machine ideas.

Coin Units Shown

A rundown of the equipment displayed by firm's specializing in coin-operated machines follows.

Automatic Industries exhibited its coin-operated Sunstan Lotion spray. (See WIDE VARIETY on page 106)

Greyhound Bows Pitch Ball Game

CHICAGO, Dec. 3. — Greyhound Amusement Device Company, Inc., Brooklyn, held its first formal trade showing of Pitch Ball, an automatic scoring game in which the patron throws baseballs at targets located against the backboard of a square-shaped wooden cabinet.

Cabinet is approximately 7 feet high, 9 feet long and 2½ feet wide. After player deposits a nickel in the coin chute nine baseballs are released for action. Object is for the player to throw the balls at any of five oversized buttons which when actuated register from 25 to 100 points (two 25, two 50 and one 100). All hits are electrically added and flashed on the scoreboard which is just above the playing area. Balls roll down an incline after being used.

Bowling Games Invading South Carolina; Vender Activity Up

COLUMBIA, S. C., Dec. 3. — Two makes of coin-operated bowling games will debut in central South Carolina soon. F. A. B. Distributing Company here is bringing in the California Shufflepin and Chicago Coin's bowling game. They'll try them out, the management says, to see if they can't click where shuffle failed.

Shuffle games didn't catch on in South Carolina. F. A. B. thinks the bowling games have enough play appeal to go over.

Cigarette venders are moving fast in this area, distributors report. However, the national trend to combine them with music machines isn't evident here. Most music machine ops stick with them, and the vending trade is strictly within their bounds.

Saxon's, the largest cigarette and candy machine operators in this State, finds business picking up slightly after a dip. The firm services parts of North Carolina, too.

A new cup vender, Refresh-O-Mat,

which will handle any carbonated drink, will come into South Carolina soon via F. A. B. Coca-Cola had been using cup venders sparingly, and Snively's fruit juice vender has been in use but independent carbonated cup venders have been scarce here.

Exhibit Wins Pearce Award At Trade Show

Donated by AREA

CHICAGO, Dec. 3.—Exhibit Supply Company, Chicago, won the Fred W. Pearce Award at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) trade show at the Hotel Sherman here this week. Originated this year because of the growing importance of coin-operated amusement games at the annual event, the award was made "for the most meritorious exhibit dealing in games and/or arcade equipment."

Donated by the American Recreational Equipment Association (AREA) the award is named in honor of Fred W. Pearce Sr., owner of Walled Lake Park, Detroit, and Excelsior Park, Excelsior, Minn., near Minneapolis.

Exhibit Supply's display consisted of the firm's eight new pieces of equipment set-ups to appear like a modern Penny Arcade. Chairman of the Pearce Award committee was Edward S. Scheck, Summit Beach, Akron. Other committee members were A. B. Gurtler Jr., Elitch Gardens, Denver; Fred McFalls, State Fair Park, Dallas; Fred W. Pearce Jr., Walled Lake Park, Detroit, and H. J. Terrill, Silver Beach St. Joseph, Mich.

Bowl-O Shipped to Coast

NEW YORK, Dec. 3.—The first shipment of Bowl-O, new game being manufactured by Sutpher Products Corporation here, was sent to the West Coast this week via Slick Airways, it was announced by Preston L. Sutphen, president. Equipment was sent to Emarcy Distributing Company, San Francisco, Northern California distributor for the manufacturing firm.

Coaltown, New Evans Console, Bows in Chi

CHICAGO, Dec. 3.—H. C. Evans & Company has started quantity production on the console Coaltown. President Dick Hood announced this week. A single entry coin chute product the new console accepts up to 16 coins on a single play.

After the player inserts a coin, if he is not satisfied with the original odds, he may insert additional coins until the desired odds appear on the back glass. Odds on Coaltown never decrease and are guaranteed to remain as high as on a previous coin on the same play or advance. Win odds range from 8 to 1 to 160 to 1, place from 5 to 1 to 128 to 1, and show from 3 to 1 to 64 to 1.

Another high point of the new Evans console is that players may get additional entries by inserting additional coins. In all six additional entries may be obtained.

Tests of Coaltown have indicated the game's mechanism is rugged enough to meet heavy location play and its average earnings have been unusually high.

Coin Circulation Up

WASHINGTON, Dec. 3.—The amount of coins in circulation reached an all-time high of \$1,467,000,000 in September, Treasury Department reported this week. This represents an increase of \$4,000,000 over August.

During September there were \$166,000,000 in silver dollars in circulation, the same as in August. The \$943,000,000 in half dollars, quarters and dimes in circulation was an increase over the previous month of \$5,000,000. Nickels and pennies totaled \$358,000,000 in September, an increase of \$1,000,000 over August.

The amount of coins in the hands of the public has been steadily increasing since 1942. At the present time, there is a large sum in what Treasury calls "subsidiary silver" (quarters, dimes, half dollars) what Treasury calls "subsidiary silver" (quarters, dimes, half dollars) floating around than there was in coins of all types in 1942. Silver dollars have increased nearly 200 per cent over the seven-year period, while the amount of nickels and pennies has gone up about 60 per cent.

Outdoor Show Is a Bonanza For Industry

Equipment Buying Brisk

By Norman Weiser

CHICAGO, Dec. 3.—With no coin machine show covering the amusement and music fields scheduled this month as contrasted with previous years when the Coin Machine Institute (CMI) convention and exhibit held sway here in December the National Association of Amusement Parks Pools and Beaches (NAAPPB) trade show this week took on the proportions of a major showcase for this type of equipment. Normally drawing a fair representation from the arcade field, the trade show this year revealed not only heavy increases in the number of coin-operated equipment exhibits (see separate story), but exhibitors reported buying was brisk, in some cases surpassing all expectations.

Indicative of the tremendously increased interest in the trade show were the many out-of-town coin machine visitors to the '49 show. They came from the East and West coasts. They found not only arcade pieces, which have been exhibited in past years, but vending machines (beverage, hot dog, popcorn and a sun-tan lotion unit) and music equipment (the Denson Company's Dancin' Fool machines and H. C. Evans' Constellation).

Coin Machine Emphasis

That the greatly expanded emphasis on coin machines at the outdoor trade show was obvious to all exhibitors was seen in the interest displayed by ride manufacturers in coin operation. One manufacturer of kiddie rides (Palmer) reported he was now working on a plan to place coin chutes on a pony-tricycle unit he builds.

Most important to the coin machine industry, however, was the obvious fact that the trade show was a "buying show" that visitors came to the NAAPPB meeting with intentions of purchasing new equipment and that the show unlike many others, was a (See CM to NAAPPB on page 106)

New Jacksonville Pinball Ordinance Gets Co-Operation

JACKSONVILLE, Fla., Dec. 3.—Approximately 200 locations which house the city's more than 300 pinball games were co-operating 100 per cent in carrying out the terms of a new ordinance affecting "coin-operated skill machines commonly known as pin games or marble tables."

Passed by the city council last week with the support of local operators, the ordinance forbids minors under 16 to play the amusement machines and also forbids location owners to permit use of the games by such minors. A second section provides that any person violating any provision of the ordinance may be fined up to \$25 or imprisoned for not over 30 days, or both for each offense.

NAMA CONFAB DRAWS 4,300

Seedman Elected President As Org Votes To Return to Chicago for '50 Convention

Up Board of Directors to 19 Members; Make 3 Awards

By Dick Schreiber

ATLANTIC CITY, Dec. 3.—In the four days of the National Automatic Merchandising Association (NAMA) annual convention and exhibition, approximately 4,300 operators, manufacturers, suppliers and guests filed into Convention Hall to examine equipment, participate in business sessions and exchange ideas. On Monday (28), the second day, NAMA's general membership elected five new members to the board of directors, increasing the number of directors to 19. Later that day, the directors elected George M. Seedman, general convention chairman and association vice-president, to succeed Ford S. Mason as NAMA president.

The directors also elected J. Bernard Lanagan, Nik-o-Lok Company Indianapolis, as vice-president and John T. Pierson, Vendo Company,

Chi in '50

ATLANTIC CITY, Dec. 3.—The NAMA convention returns to Chicago next year, and will take place prior to the Thanksgiving holiday it was announced here this week. Convention and exhibition is scheduled for the Palmer House and will open a four-day run November 15, concluding November 18.

Kansas City, Mo., secretary. Five new board members, including Seedman, were Davre Davidson, Los Angeles; E. F. Hinckle, Chicago; I. H. Houston, New York, and Arthur F. Schultz, Erie, Pa.

Seedman, who is vice-president of (See NAMA CONFAB on page 95)

Truck Displays Draw Op Study ATNAMA Show

ATLANTIC CITY, Dec. 3.—Three automotive manufacturers displaying truck and carry-all models at the NAMA show reported consistent operator interest during the four-day exhibit. Preference appeared to be for sedan delivery models, with larger specialized models and passenger car-light delivery conversions also targeted as operator wants.

Chevrolet Motor Division, showing a truck chassis with special body, featured automatic tail-gate lifting assembly and outside side compartments with separate locks. Lift-gate, worked off the motor, priced at \$275, with \$1,484 for the special body. Complete cost of truck is \$2,300.

Ford Motor Company exhibited a pick-up and a half-ton panel model. While interest in the latter was expressed by operators of heavy vending equipment, company representatives declared the bulk of the operators desired a lighter model for use as route vehicles. Ford, which has not produced such a model since 1937, is considering resuming production of this type.

Presenting two models of its Kaiser Traveler sedan, Kaiser-Fraser Corporation reported reception of this type service combination car met with good operator acceptance. Firm representative stated that this was especially noticeable in the small operator group, where the desire for a two-in-one passenger car and truck combination was strongest.

Ops Talk Taxes, Sanitation, Charms at NAMA Penny Table

ATLANTIC CITY, Dec. 3.—Three points of discussion pin-pointed operators' attention at the NAMA penny machine round table this week. With Fred L. Brandstrader, NAMA legislative counsel, as moderator, meeting got under way with the opening subject, taxes, shifted to sanitation problems and wound up with a strong debate on use of charms.

Brandstrader told assembled bulk and gum operators that there was a definite trend away from prohibitive local taxes, educating tax-making bodies to the fact that penny merchandising is a small profit margin

business which has greatly aided that trend, he said. For the penny operator, because of the nature of his business, and for the vending industry in general, per machine taxation was thought to be unfair. As an example, it was pointed out that for the same volume of penny merchandise sold over a counter, no tax or a very small tax is charged. Specifically, mention was made of one State where retailers are only required to pay a \$1 tax for every \$1,000 of penny merchandise they sell. It was agreed that the penny operator's tax should bear some relation to the population of the area in which he operates.

It was stressed, however, that the bulk operator is not opposed to taxation if it is kept within reason.

Scale Ops

Penny scale operators, it was brought out, were as susceptible to prohibitive taxation as the merchandise operation. With scale cost many times higher than bulk equipment, and with location commission usually (See OPS TAKE UP on page 96)

Blast Direct - to - Location Sales of Venders at NAMA Cigarette Operator Clinic

Discuss Methods of Lining Up New, Profitable Spots

By Is Horowitz

ATLANTIC CITY, Dec. 3.—The perennial complaint against manufacturers who sell direct to locations when sales to established operators lag, was voiced again this week at the annual cigarette operators' clinic during the NAMA convention. About 500 operators attending the session Tuesday (29) heard Maurice Levitch, panel member, blast the practice.

The head of the Stern Cigarette Service, Norwood, O., urged that such sales be vigorously fought as soon as they crop up in any area. If necessary, the venders should be bought from locations by operators at premium prices. Levitch suggested that bonuses and advance commissions are also effective tools.

Short Talks

Short talks by four operators, from as many parts of the country, were featured at the session. E. Chandler, of the Rowe Service Company, Los Angeles, moderator,

pointed out that the subject matter of the confab was chosen to answer questions submitted by operators in advance of the convention.

H. C. Crowther, of the Dallas Cigarette Service, whose subject was "Obtaining New Locations," stressed that the best method was still to "pound the pavement early and late." Letters to new locations, followed up by personal calls should not be neglected, he advised. Advertising in classified telephone directories is also valuable.

Crowther maintained that best results would be obtained if solicitors are selected on the basis of which locations they are expected to contact. A solicitor who can do the best job in tavern spots might be unsuited for office locations, he pointed out. In his operation he has also found the use of a night solicitor valuable. The man makes about five calls an evening and often gets (See DIRECT-TO on page 95)

7 Manufacturers Show Ice Cream Units at NAMA Meet

ATLANTIC CITY, Dec. 3.—Seven manufacturers of ice cream vending machines had their wares on display at the National Automatic Merchandising Association's (NAMA) annual convention here this week. Ranging in list price from \$390 to nearly \$1,000, the machines attracted more attention this year than at previous shows—particularly the less expensive models.

Shown for the first time was the Colsnac, produced by Atlas Tool & Manufacturing Company, St. Louis. Walter Gummshaimer, Atlas sales manager, said the firm was taking orders for delivery in 60 days. The unit lists at \$595 with a coin changer.

The Colsnac holds 100 bars in its vending chamber with another 100 in storage. The mechanism and 1/5 h.p. compressor is housed in a heavy-gauge steel cabinet with four-inch insulation. All working parts and liners are of stainless steel.

Also making its debut in an NAMA show was the Afco bar vender, shown by Afco Products, Los Angeles. The Afco machine, which holds 120 bars and lists at \$540 f. o. b., Los Angeles, was shown publicly for the first time in 1948, but was not placed in production. Officials of the company said they were guaranteeing 60-day delivery on orders taken during the NAMA show.

Revco, the only cup ice cream machine manufacturer on the floor, displayed both its single-flavor and its double-flavor units, but announced that the double-flavor machine will be discontinued since operators prefer the single. Where two flavors are desired, Revco officials said, it is nearly as inexpensive to buy two single-flavor units (at \$390) as one double (at \$660).

Most selective of all the units (See 7 MFRS. SHOW on page 86)

Few Changes Seen in Bar Candy Units

Mills Intros 8-Col. Model

ATLANTIC CITY, Dec. 3.—Operators of bar candy equipment found eight manufacturers on hand at the NAMA convention this week featuring production proven models at no change in prices, with one exception. One new machine was introduced and a new "face" was presented on another machine, with the remaining displays concentrating on the same venders as sold thru the past year and in three instances as offered during 1947.

Alkuno & Company, Inc. (also see biscuit supply story), reported a \$4.15 reduction on its candy vender with a \$3 cut on the base price. Machine now lists for \$65 with \$12 for the stand. Average bar capacity is 100. February delivery was promised.

Showing its electrically operated, non-cooled Candy Mart vender, unchanged at \$214 with console base (\$199.50 wall model), Alco-Deree (See FEW CHANGES on page 89)

Eye More Uses For Cig. Mach.

ATLANTIC CITY, Dec. 3.—Moderate buying of cigar venders, largely on the part of cigarette and candy operators, was reported by the Cigaromat Corporation of America and Malkin-Illion Company, exhibitors at the NAMA convention this week. They said more operators were using cigar machines as supplementary units on routes.

Martin Berger, of Cigaromat, said the company was now producing about 150 selective machines a month. This quantity is scheduled to be upped to 200 monthly in the near future. Most of Malkin-Illion's machines are still concentrated in the East, according to Sam Malkin. The firm plans increased promotion in the Southwest soon, he added.

Scrambled Pix

ATLANTIC CITY, Dec. 3.—Jack Benny was pictured as the newly-elected head of the National Automatic Merchandising Association (NAMA) this week, but the veteran comedian was probably unaware of the honor bestowed.

On Tuesday (29) *The Atlantic City Tribune* ran a first page account of the election of the association's new president. A photo of Benny smiling graced the story. However, the caption under the cut was correct. It read: "George M. Seedman."

Sirup Producers Study Bottlers' Needs at Confab

ATLANTIC CITY, Dec. 3.—Sirup producers which to date have limited distribution to the bottle field are casting an acquisitive eye at the expanding cup vending market, it was made clear at the NAMA convention this week. Orange Crush, Mission Dry and Double Cola were among those entering bids for bulk venter patronage at the meet.

Other sirup manufacturers, already well-established in cup vending, which occupied exhibition booths include Coca-Cola, Canada Dry, Hires, Dr. Pepper, S. J. Baron's, Sero and Heyman Process.

Canada Dry stated it is developing a new strawberry flavor to add to its line. S. J. Baron's introduced its new Coco-Creme. Sero disclosed it was now pushing its chocolate preparation. A coffee sirup was featured at the Heyman booth. Hurty-Peck offered a full line of flavor extracts to operators wishing to mix their own sirups.

Prices of sirups seemed to be holding steady, with none of the companies announcing changed lists.

Popcorn Firms Show Units at NAMA Meet

ATLANTIC CITY, Dec. 3.—Three manufacturers of popcorn dispensing equipment were on hand here this week for the third annual exhibition of the National Automatic Merchandising Association (NAMA). Of the three, Auto-Vend, of Dallas, made the exhibition the occasion for debuting a new venter, an automatic prepop machine.

Using a patented box which automatically fills and opens to receive the popped corn, the Auto-Vend unit lists for \$225. Delivery on the new machine will begin not later than January 15, officials of the company said.

Approximately two inches taller than Auto-Vend's previous "Pop" Corn Sez machine, the new model features an animated dome with an illuminated, traveling sign. The new machine's visible-supply dome holds 85 boxes of popcorn, as compared with approximately 55 bags of popcorn in the firm's previous model.

Supply Boxes

Auto-Vend will supply the boxes for the machine at a price yet to be determined; according to the firm's advertising manager, Jim Murphy.

Non-coin-operated dispensing equipment for prepop corn was displayed by the ABC Popcorn Company, Inc., Chicago. ABC's booth featured its \$45 manually controlled Model C "French Boy" unit.

The H. A. Bruntjen Company, of Minneapolis, displayed the only fully automatic popcorn venter, manufactured by Viking Tool & Machine Corporation of Belleville, N. J. The Bruntjen Minit-Pop pops and dispenses the corn automatically after the patron inserts his coin. The unit sells in single lots at \$650.

Salesmanship Themes Session

Op Interest in Java Units High As Hiked Output Is Set for '50

ATLANTIC CITY, Dec. 3.—High operator interest in coffee venders at the NAMA convention this week added to quantity 1950 production plans on the part of five of the six equipment manufacturers showing machines and pointed to record placement of automatic coffee dispensers during the coming year.

While concern was shown over rising coffee costs, it was not generally felt that large-scale installations would be delayed seriously. Many operators indicated they would go to the dime cup. Others were devising methods of cutting ingredient costs

thru the use of cheaper, cold-type or dual-purpose cups.

Significant was the general agreement among manufacturers that much "new blood" is entering the vending industry thru the medium of coffee machines. Altho established operators are buying coffee machines, most new people sold equipment have other than a vending business background, it was agreed.

New Models

Among the companies showing new machine models were Futuramic Ma- (See OP INTEREST on page 86)

NAMA Cup Vending Division Research Reveals Many Areas Avoid Contamination

Open Rolls To Include Operators, Supplier Members

ATLANTIC CITY, Dec. 3.—Early results of a research program sponsored by the NAMA Cup Vending Division indicate that vending areas of cup machines remain remarkably free of contamination, if normal service procedures are followed, it was disclosed here this week at the group's annual meeting. But Dr. Walter L. Mallman, professor of bacteriology at Michigan State College, where the research program is now underway, stressed that much remains to be done to complete the study of all factors

affecting cup venter sanitation.

At the same time, the division opened its rolls to include operators and component suppliers as members. To date membership has been limited to equipment manufacturers, sirup producers, cup manufacturers and other major suppliers. Operators wishing to help underwrite the research program can join the division upon payment of a \$25 annual fee. For component suppliers the membership fee is \$50. Machine manufac- (See Research Reveals on page 103)

Cig Vender Mfrs. Reverse Trend, Some Place Stress On Mechanical Production

But 100% Electric Plants Claim Peak Demand Remains

ATLANTIC CITY, Dec. 3.—Cigarette machine manufacturers who have been active both in the manual and electrical field are now assigning most of their productive resources to the output of mechanical units. A marked change from the emphasis on electrics a year ago was noted at the NAMA convention here this week.

Producers reported that price and simplicity of service were the twin factors accounting for the reversal of trend. This view was countered

by manufacturers whose lines are limited to electric venders. The demand for electrics has not slackened, they maintained.

The only company to reduce list prices at the confab was Lehigh Foundries, of Easton, Pa. During the run of the show, Neill Mitchell, sales manager, announced an across-the-board cut of \$10. The Lehigh Electric now lists at \$199.50, with \$150 the price of the manual.

(See SOME CIG on page 87)

Coin Changers Featured at Meeting; New Service Units

ATLANTIC CITY, Dec. 3.—Coin changers, displayed by seven manufacturers at the 1949 NAMA meet, again stressed the electric built-in unit this year, with new adapter and conversion units for older model bottle venders and simplified construction venders and simplified construction changer field, the Vendo Company also highlighted. In the service-type introduced five new models of its mechanical unit, bringing to six the

different types of service changer designs and applications.

American Coin Changer Corporation, Boston, debuted two new changer units—a conversion unit for the Mills 47-N bottle machine, for external mounting, and a dual-purpose changer. Latter can be converted to nickel or dime vending price within a few seconds, according to Fred M. (See Coin Changers on page 88)

Confection, Food Ops Hear Selling Talks

Stress Four Factors

By Fred Amann

ATLANTIC CITY, Dec. 3.—Following thru on the 1949 NAMA convention salesmanship theme, operators of confection-food vending equipment crowded into Convention Hall to hear leading industry spokesmen detail ways and means of increasing earnings thru more intensive use of automatic merchandising principles.

During the two-and-a-half-hour candy, gum, nut and biscuit operators clinic, "sell more" discussion centered primarily on four points: (1) Study of a new location's problems; (2) precise checks on stock thru a systematic record-keeping program; (3) ways to increase business in present locations; (4) operating penny machines in conjunction with nickel equipment.

Following opening remarks by Moderator Herb A. Geiger, Geiger Automatic Sales, Milwaukee, first of the four-man panel spoke on obtaining new plant locations and opening new points of sale. Speaker, Frank J. Bradley, Automatic Equipment Company, Buffalo, stated that many industrial plants are still not aware of the benefits derived to them and their employees thru the use of a vending machine operator's service. Some of these plants, which are very desirable locations, declare they would object to venter installation without knowing exactly what the venter can do for them. It is the operator's job to explain his service. (See Salesmanship Themes, page 96)

Milk Op Field Girds for 1950 Expansion Move

ATLANTIC CITY, Dec. 3.—Increased operator participation in milk vending in 1950 was predicted by equipment manufacturers showing machines at the NAMA convention this week. Operators can thus offer a more rounded service to industrial stops and other locations. Greater realization of opportunities by independents will stimulate sales of venders next year, the manufacturers declared.

At the same time, producers pointed to more interest on the part of dairies in automatic merchandising. They have come to realize that drink venders cut deeply into milk sales, one machine manufacturer observed.

Dual Dispenser

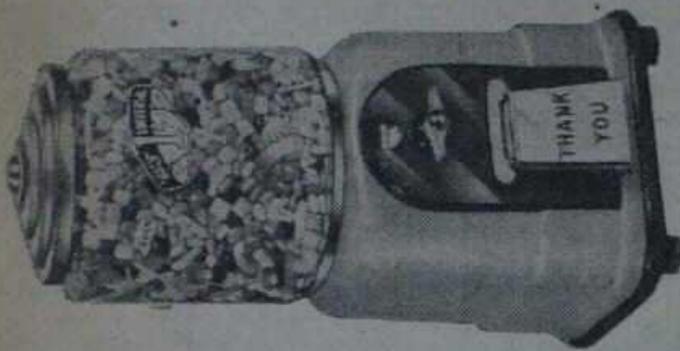
Cedar Hill Farms showed the Dairi-Mart, introduced earlier. In addition to vending carton milk, the machine is capable of dispensing canned juices, the exhibitor pointed out.

The Beveco Company showed a cooler fitted with the new National Rejectors vending mechanism. San Dorman, executive, said a model adjusted to handle bottled milk will be available for delivery in April. It will sell for about \$325. Capacity will be 80 bottles in the vending racks, with an additional 144 in pre-cool.

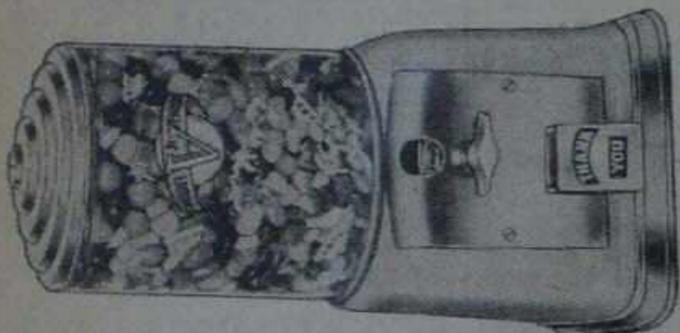
The Vendall Division of the Hydro-Silica Corporation displayed its selective machine, fitted to handle milk in cartons and bottles.



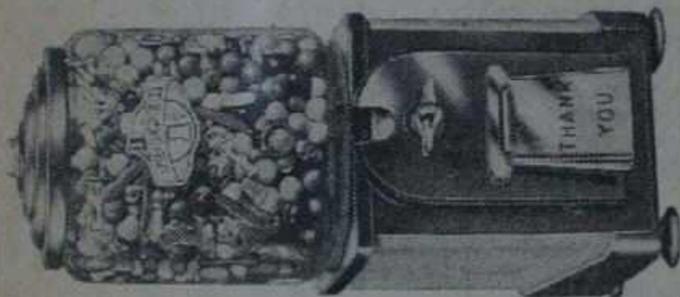
DOUBLE UNIT TOPPER



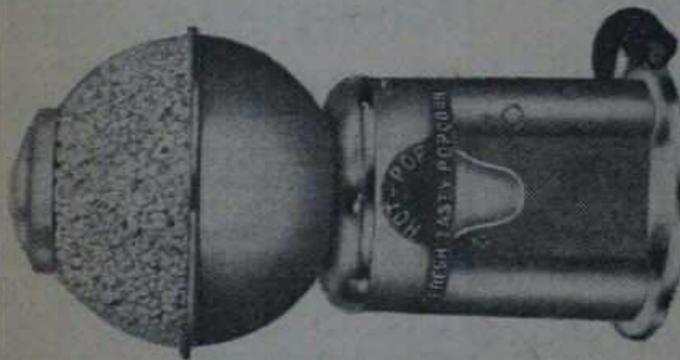
UNIVERSAL



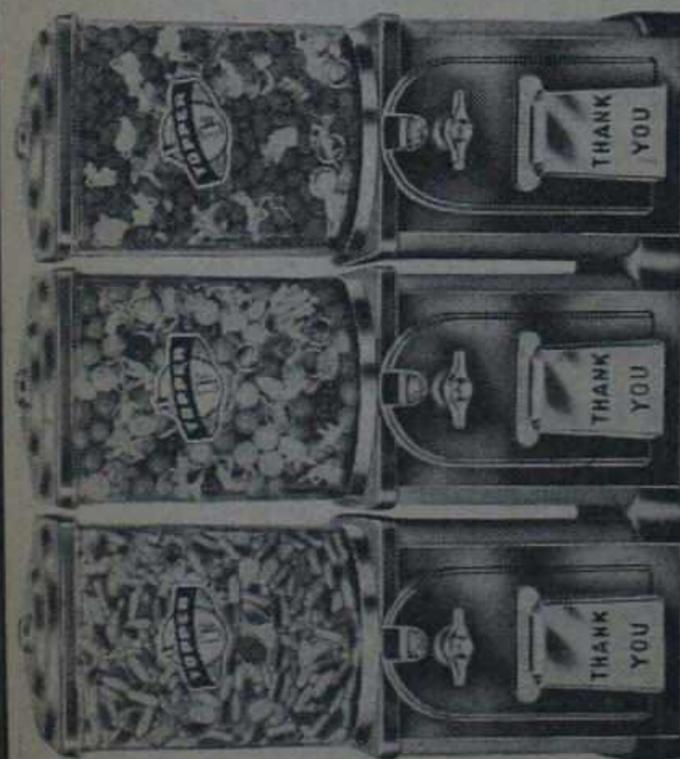
MODEL V



TOPPER



HOT-POP



TRIPLE UNIT TOPPER

TRIPLE UNIT TOPPER

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When new, successful innovations and improvements are built into bulk vending equipment . . . features that increase the operators' earnings and decrease his servicing costs . . . YOU WILL FIND THEM ALWAYS FIRST

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IN VICTORS . . . originators of the Plastic Globe . . . the new Ball Gum and Charm Vending Wheel . . . the interchangeable refill (the fastest changeover ever built into a bulk vender).

Op Interest in Java Units High; Hiked Output for '50

(Continued from page 85)

chines, Rudd-Melikian and Master Chef Automatic Machines. Others showed model improvements.

Futuramic demonstrated its new 900-cup Koffee King, listing at \$695, including changer. One of the lowest price machines shown, it incorporates several engineering refinements said to simplify servicing requirements and insure the delivery of every cup of coffee "at the same temperature."

Featured is a heating assembly which heats each portion of water individually, seconds before the finished brew is dispensed. The water is heated in a small chamber thru electrical resistance, explained Herman Bremer, chief engineer. No heated water is stored in the machine.

The interior mechanism of Koffee King is divided into five separate assemblies connected electrically by Jones's plugs. It was claimed these assemblies may be removed individually for servicing on location, with interchangeable counterparts available for immediate replacement. The refrigerator assembly incorporates a compressor in one removable unit, Bremer pointed out.

Koffee King Deliveries

Charles Gondolfo, head of Futuramic, said deliveries of the new model will begin next week. A production rate of 50 units a week will be adhered to at first, he declared. The firm is now lining up its distributor organization.

Rudd-Melikian, Inc., now in its third year of producing commercial coffee machines, featured both its combination coffee-cold drink vender and its latest product, a compact unit vending coffee exclusively.

The new machine, tabbed Model CR-3, is only 22 inches wide, yet it has a capacity of 450 cups. Deliveries will begin in 30 days, according to Cy Melikian. With cost engineering still not completed, the list price of the machine was not announced. But it will sell at about \$850, he said.

Melikian asserted that sanitation features were stressed in the design of the CR-3. The vender has an automatic cut-off, if the waste can fills, to prevent spillage. The machine's improved valves are all under refrigeration. For greater ease in servicing, Melikian called attention to a more compact condenser now being used, a simplified electrical system and a new cup slide, said to be positive in action. All basic assemblies are interchangeable, he pointed out.

List Price

The combination Rudd-Melikian machine lists at \$1,247. It has a capacity of more than 1,100 cups. About 500 of these have already been delivered, according to Melikian. In all, the company claims to have produced and sold over 2,500 coffee venders. They are marketed both on a franchise and non-exclusive basis, depending on territory. Melikian declared that the current production rate of his Philadelphia factory is about 100 units monthly.

The only other coffee machine using liquid ingredients to be shown at the meet is a product of Interstate Associates, of Los Angeles. Hot-o-Mat, the firm's vender, dispenses both hot chocolate and coffee out of the same unit. It was placed in production last May. Listing at \$995, it has a capacity of 420 cups.

L. H. Kahn, president, said the Hot-o-Mat is being sold thru distributors, as well as direct to franchise operators. Most machines produced to date have been located on the West Coast. With a current production rate of 100 a month, according to the president, new placements are

now being made in the Midwest and East.

Bert Mills and American National Dispensing displayed powdered-ingredient machines. Both stressed simplicity of servicing, due to the lack of refrigeration mechanisms, and the sanitary features of removable mixing bowls.

The Mills unit lists at \$647, with an extra \$50 tab for change maker. It is now fitted to stock ingredients for 600 cups at each servicing. The firm's 1950 model, on which deliveries were due to begin this week, has eliminated a measuring cup assembly. Its function has been taken over by a straight solenoid valve. Other changes include a redesigned cup mechanism able to handle the new and cheaper hot-cold cups. A lucite door over the delivery tray has been added.

The machine is not sold thru franchise deals. A production rate of 15-18 units a day was claimed.

The American National vender, introduced earlier, lists at \$750, including changer, and has a capacity of 450-500 cups, depending on which style is used. Deliveries are scheduled to begin this month. The company has set as its goal the production of 1,000 units in 1950. It will probably be sold to franchise operators.

Master Chef

The Master Chef vender is still at least 90 days away from quantity production, Henry Johnson, president, admitted. A small pilot run of 30 of the pellet-ingredient machines has been undertaken, he said, to be used primarily as test units for an extensive market survey.

While the machine shown had a capacity of 400 cups, a new cup mechanism is now being developed, he stated, to up the capacity to "at least 1,200" servings. No selling price has yet been set on the unit.

7 Mfrs. Show Ice Cream Units

(Continued from page 84)

shown was the Fred Hebel Corporation's five-flavor vender listing at \$800. The Hebel vender dispenses any type of ice cream stick confection, wrapped but not boxed.

Most expensive of the units shown is the \$992 Craig bar machine produced by the Craig Vending Machine Company of New Bedford, Mass. In production over a year, the Craig unit has a capacity of 252 bars.

Arctic 75

Operators at the NAMA show had their first opportunity to inspect the Arctic Model 75, manually operated companion to Arctic's Model 151. The smaller unit holds 75 bars, features top loading, accepts either two nickels or a dime, and lists at \$393 with 60-day delivery. The larger model holds 151 bars in the vending compartment and lists at \$595 with 30-day delivery.

Milwaukee's Badger Vending Machine Company introduced its large capacity (315) cup-type machine, but did not announce a price or a delivery date. The unit was designed by Brooks Stevens Associates, who designed the Milwaukee Railroad's Hiawathas.

The Badger machine stands 63 inches high, 34 inches wide and 32 inches deep. Its vending mechanism consists of three circular columns which rotate around a common axis. With each cup vended, the machine also vends a spoon in a glassine paper bag. Customers may see the product thru three port-holes in the face of the cabinet.

Some Cig Vender Manufacturers Stress Mechanical Production

(Continued from page 85)

The company introduced for the first time its new Lowboy, a cut-down version of the Lehigh Upright. By using a shorter base, the new unit stands 60 inches high. The vending mechanism remains unchanged, Mitchell pointed out, and the larger unit's capacity of 340 packs has been retained. Prices, in both the electric and manual categories, parallel those of the Uprights.

Also shown for the first time was Lehigh's manual using the company's new "3 in 1" coin mechanism. Nickels, dimes and quarters are accepted. Price of the vender with this mechanism was given at \$162.50.

New Firm

The convention marked the entry of a new manufacturer in the cigarette machine field. A & A Company, Inc., of Plainfield, N. J., showed a hand-made model of a new electric, said to incorporate a new method of pack delivery. No motor is used, with solenoid action delivering cigarettes, matches and change. A pilot production run is to begin in two months, it was reported. Ten hand-fabricated models have been on test for several months.

Flexibility of vending price is featured in the A & A machine. Alfred Mingione, president, explained that each of the shift columns may be set to vend at any price desired within a 15-cent range. But three different price ranges can be set into the machine by simple wiring changes, he claimed.

Capacity is 368 packs. King size or standard packs may be dispensed, with spacers required for the smaller packs. The vender has four dual columns. Price of the machine was given as \$179.50, with an extra \$5.50 for a self-replenishing nickel changer developed by the company.

Upped Production

National Venders reported increased production during 1949. While output figures were not disclosed, it was said that a gain was made each month this year.

Production on National's newest machine, a seven-column manual, is due to begin January 15. First shown at the NAMA meet, the smaller addition to the company's line is shorter than the standard upright. It holds 345 packs. It will sell for \$155, the stand to cost \$15, lights \$5, match assembly \$10 and nickel changer \$10.

Deliveries of the firm's electric console, shown also at last year's convention, are promised in May, National officials reported. The machine now lists at \$275 complete, representing a \$15 cut from the earlier announced price. The vender has a capacity of 360-535 packs, depending on the number of shift columns used. Several changes to the machine were noted. It is a little shorter, now about 47 inches high. The sale of book matches has been provided for, and easier access to the mechanism has been achieved thru the use of top, front and side-hinged doors.

Pilot Run

A pilot run of National's Console Merchandiser is to begin this month, it was reported. The eight-column unit can dispense a variety of products, including two packs of smokes at a time, at prices ranging from a nickel to 50 cents. List price is \$450. National showed, as well, its standard line of uprights.

The Rowe Corporation stressed interchangeability of parts as an important service feature in its new consoles and Standard Diplomat Uprights. Interest was shown, officials said, in the variety of finishes in which the consoles, announced recently, can be supplied. While output of the smaller machines is being emphasized now, the company still looks upon the Upright Diplomat as its major-demand item.

Eastern Electric reported a continuing heavy demand for its eight-

column console, as well as quantity orders of the new 10-column version. The latter was announced a week ago (The Billboard, December 3).

Automatic Products showed the 612-pack Smoke Shop. The new model of the vender, also announced a week ago, attracted onlookers thru its generous use of animated lighting.

Alkuno & Company was busy lining up a distributor organization for its four-column, 100-pack machine, introduced recently. The machine is to be placed in production soon.

See Drop in Canned Juice Price by 1950

ATLANTIC CITY, Dec. 3. — The price of individual size cans of fruit juice should go down in 1950, according to Jack Cross, president of the Juice Bar Corporation, an exhibitor at the NAMA convention this week. Operators now pay an average of 56 cents a dozen for cans dropped, he said.

Snively Vending & Sales Company, which showed its juice cup machine, claimed it now had about 1,000 venders in operation thruout the country. The machines are distributed exclusively under a leasing plan. To supplement fruit juice sales, the company is now recommending that

vegetable juices be dispensed thru the machine. But any juice packed in the large size commercial can may be vended, it was pointed out.

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SUPROPT HYBRID
 SPECIALLY MADE POPPED CORN Makes the biggest profit in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. **WIRE OR WRITE FOR PRICES**
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with the exclusive **MAGIC HEATER**
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And it was worth waiting for. The New Koffee King . . . the hit of the NAMA SHOW . . . stands head and shoulders above the field and offers the simplest and most ingenious engineering accomplishments with the greatest profit potential. You can sum it all up with this one all important fact . . . only Koffee King delivers a delicious, steaming cup of Real Coffee Instantly.

HERE ARE THE REASONS WHY:

- Exclusive Koffee King Magic Heater (No Tank) assures a continuous flow of Hot Coffee for each and every vend. Ice Cold Water is converted to boiling hot instantly. This method is the only one approved for brewing coffee by the Brewing Committee of the National Coffee Association.
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- 900 Cup Capacity.
- Never-Stick Cup Dispenser.
- Specially designed Valves that are set into the refrigeration compartment to avoid curdling and assure steady, even coffee flow.
- Minimum number of working parts for assured trouble-free operation.
- All parts easily accessible and interchangeable.
- Completely sanitary.
- Push Button Selection.
- Refrigeration compartment thermostatically controlled.
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- National Coin Rejector and Coin Changer.
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\$10.50 Each 24 or more
\$10.25 Each 48 or more
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Non-Coin Operated OPERATOR MAKES \$4.20 Per Week on sale of 2 lbs. You Collect profits in advance. **\$47.50**

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Coin Changers Featured at Meetings; New Service Units

(Continued from page 85)

Roberts, president. Called the American Dual-Purpose Changer, initial deliveries will be made after March 1. Price will be slightly over the \$50 peg for firm's regular nickel electric coin changer, Model E-5. On dime operation the new dual-price unit will continue to pay out nickels in change from its change tube. Simplification of American's changers was also announced, with both units featuring instantaneous payout and elimination of relays.

The Electric Cashier Corporation, Burlington, Vt., displayed its electric built-in unit, featuring 2½-minute change-over from nickel to dime vending price. Simple construction enables dismantling in a minute and a half, officials declared. Additional features, continued in the changer, include streamlined loading, self-lubricating parts and removal of all functional parts without use of tools. Firm also displayed its Coin Changer Analyzer, a portable unit that is used to locate functional disorder in most types of electric coin changers.

Conversion Kit

A conversion coin changer kit for Mills bottle venders in Models 47-A, 47-B, 47-N and 98-A was shown by Guardian Electric, Chicago, with a similar kit introduced for the Vendo Model 83 bottle machine. Latter conversion, according to Guardian officials, can be adapted for use on any drum-type bottle vender. It contains 63 nickels in the payout tube. "Empty" and "use nickel only" lights, in both conversions, are a built-in part of the housing. Also, the original coin box, lock and key from the Mills and Vendo machines are retained with the changer installation. Tools needed for changer installation are screw driver and a spintite, it was declared. Housing of changer conversions is of 3/32 steel with 1/8-inch backing plate.

Guardian also presented its regular built-in changer, continuing its 30-day free trial and five-year warranty policy on the unit.

Johnson Fare Box Company, Chicago, introduced its new Johnson Automatic Coin Changer priced at \$49. Orders of 100 or more brings price down to \$43. Carl S. Aspenwell, Johnson representative, said that production was started on a 1,000-unit run, following a lengthy test period with 200 pilot units of the new model.

Johnson Features

Features of the changer include instant auditing of the nickel payout tube (which holds 22 nickels). Change is made in three-fourths of a second. Unit also has four separate actuating arms in the 25-cent chute, pays out change one coin at a time. One arm extends into the 10-cent chute to actuate single nickel return. Changer does not have motors, but includes one solenoid.

National Rejectors, Inc., St. Louis, presented its Model 3400 electric built-in changer, at \$45, and its new mechanical built-in changer. Latter, introduced at the recent ABCB convention in Detroit, features large nickel capacity (\$8), automatic refill of change tube and automatic change-tube block-out when nickel tube is empty. Nickels only are accepted until tube is sufficiently charged. Delivery handle on changer contains a built in clutch, offering changer mechanism protection.

New Assembly

National also introduced a new variable sale assembly, designed to permit vending of nickel to \$11.95 priced items. Accepting 5, 10 and 25-cent coins, unit (not a change-maker) will sell for approximately \$89. Price changes are made in multiples of five.

Continuing the policy introduced at the 1948 NAMA convention, of supplying its own coin changer for its

candy venders, Stoner Manufacturing Corporation, Aurora, Ill., displayed as optional equipment a mechanical changer. Unit, priced at \$10, contains \$10 in nickels in change tube, Bip Glassgold stated. A 25 per cent increase in demand for the changer, resulting in a 50-50 ratio of changer, non-changer orders, was realized over the past year, Glassgold declared.

Now Vendo Line

Unveiling its new line of mechanical type coin changers, the Vendo Company, Kansas City, presented several innovations in the service unit field. In addition to its regular Vendo changer, which remains unchanged, firm introduced five additional models. As described by Alex Izzard, Vendo official, the new units are:

The Service Charge Model, which has a penny chute in addition to the regular dime-quarter chute. A penny must be deposited before the unit can be actuated. Pennies drop into a separate coin box. Changer is similar to standard model in all other respects, and contains 400 nickels in payout pan and escalator.

Combination Penny & Nickel Changer; this model has a 150-coin penny tube and a nickel chute added, and gives five pennies change from nickels and two and five nickel change for dimes, quarters.

Straight Penny Changer; same as regular model but gives penny change for nickels and dimes, instead of nickel change for dime, quarters. Contains 500 pennies in payout system.

Two models for installation on penny weighing scales. Both scale-changers shown were on Hamilton scales; one model built-in flush with scale column face (designed for factory installation on new scales) and one unit fitted to face of column and designed for mounting on scales already in use. Built-in model has actuating lever on right side, while attach-on unit has lever on the front.

Bulk Venders Stress Field-Tested Design At 1949 Convention

ATLANTIC CITY, Dec. 3. — Bulk venders, altho shown by but two manufacturers at the 1949 NAMA meet, were a prime object of interest to penny operators especially, with a somewhat smaller degree of attention shown nickel bulk units. However, the penny, nickel bulk field represented in Convention Hall here did not introduce new models, methods of operation or price changes. Accent was on presentation of proven equipment with multiple mounting of same.

New to the Northwestern Corporation's line was the new tri-mount stand for the firm's Model 49. Of cabinet design, stand also was offered in a dual vender type. Three machine stand is priced at \$12.50, with price of the two unit stand unannounced.

A new package deal was announced as being offered by a number of Northwestern's distributors, and consists of five Model 49's (penny or nickel mechanisms) and five extra globes for \$69, f.o.b. Also displayed were firm's Dual Nut unit, Model 49 Special, along with Models 40, 33, 39 and 33 Ball Gum. The Deluxe unit, with dual coin chutes and delivery chutes, was also shown.

Second bulk machine manufacturer to show, Oak Manufacturing Company, Inc., presented its line of Acorn penny and nickel venders unchanged in price, design or construction. M. J. Abelson, general sales manager, quoted current weekly production at 2,000 units. The Acorn vender continues to retail for \$13.95, with a \$13.45 tag on 100 and over orders.

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Few Changes Seen in Candy Units; Mills Bows New Model

(Continued from page 84)
 Company also featured its Refrigerated Candy Vender with a new front panel, eliminating the glass panel (retained on the non-cooled unit) and incorporating a seven-button selection system. Latter replaces the Packard roll-type selector previously used. Too, cooling efficiency was increased thru use of coils on three sides instead of one side only. W. S. Deree, president, stated. Optional equipment is offered in fluorescent tube lighting for the new etched glass panel carrying the vender name. Price was not announced.

Atlas Tool & Manufacturing Company displayed the Super-Selector Model 150 machine, tagged at \$189.50. Vending action, appearance, capacity

(150 bars) same as previous year. Arthur H. DuGrenier, Inc., displayed the Model B Candyman with 72-bar capacity, in up to 12 varieties. Price continues at \$82.50, with \$12.50 for stand or wall bracket at \$2.50.

Martin Exhibit

A seven-column conversion candy bar dispensing unit for installation in Model 72 DuGrenier cigarette venders was featured by James H. Martin, Inc. Price of the conversion alone is \$49.50, while a \$119.50 tag is placed on the unit when already installed in the cigarette cabinet. Capacity is 119 bars.

Mills Industries, Inc., introduced a new eight-column candy vender which will sell for approximately \$150. Called the Candy "B-A-R" Merchandiser, machine has a 148-bar capacity; six columns with 15 bars each in all sizes and two columns 29 bars each for flat-type bar only. Vender without stand is 24 inches high, 31 inches wide and 12 3/4 inches deep; stand is 32 inches high, 32 1/4 inches wide and 14 inches deep. Machine weighs 189 pounds and stand 84 pounds.

Pull knobs effect delivery of candy, while mechanism is of the conveyor type. Front door servicing is obtained by hinging front panel on right side with piano-type hinge; candy display tray tilts outward and each tray can be lifted out to facilitate cleaning. Initial production is at the rate of 10 machines a day, according to a Mills representative.

National Models

National Vendors, Inc., included two models of its 81-E electrically operated "Merchandiser." Shown last year, the console-type unit was not placed in production, and definite plans for output have not yet been set. An approximate price of \$450 is figured for the vender. Shown as a combination candy-cigarette machine with 300 to 400-bar or pack capacity, machine features a three price coin mechanism permitting nickel, dime and quarter items to be sold in any or all combinations.

Steady production on its Univendor line was announced by Stoner Manufacturing Corporation. Firm's six column 102 Model, 120 shelf capacity at \$99.50 was featured, along with the five other standard models (120, six column at \$125; Senior Model eight column, \$160; 80, four column at \$180 and first two models with gum and mint units at \$150 and \$185 respectively). Two theater models in eight and 16 columns were also shown, priced at \$215 and \$445. (Each column holds 20 bars). Stoner's Change Maker was also shown (see separate coin changer story).

Debut New Type Cups at NAMA

ATLANTIC CITY, Dec. 3. — Exhibitors of paper cups at the NAMA convention this week were non-committal about prospects of early price variations, either up or down. Lily Tulip, Dixie and Maryland Paper displayed vending lines.

Maryland Paper featured a new lip curl, said to limit jamming in dispensing mechanisms. It was also claimed the cup is suitable for cold drinks, hot chocolate and/or soup. The firm is now in limited production, but the addition of new plant facilities is expected to boost output in the near future, it was said.

Johnson Fare Box displayed its Dixie cup mechanism, on which a small price reduction was announced. A new cup mechanism, made by the Glenmore Corporation, of Westfield, Mass., was shown at the Lily Tulip booth. Two models were demonstrated, one with a capacity of 500 cups and the other stocking 1,000.

Wrigley Intros Vend Tab Gum; 5c Pack Panel

ATLANTIC CITY, Dec. 3.—A trio of vender-aimed firsts for the penny and nickel gum operator was introduced here this week by the William Wrigley Jr. Company.

A new penny tab pack, in all flavors, was announced. Packaged in 100-piece cartons at 45 cents a carton, the new line carries the legend, "Vending machine style" on the lower portion of the wrapper face. Wrigley representatives also reported that firm's candy-coated P K gum would be made available in penny units, in the same pack and at the same price as the new tab gum. Latter will be ready for delivery early in January, with the penny P K gum following soon after.

For use in the product display windows of candy venders, Wrigley introduced a special cardboard display panel, with a dummy nickel pack of gum affixed to the panel. This permit's pack display in the center of the window, also eliminates loss thru stale merchandise when actual product is used. Display panel and dummy pack are offered free to gum operators.

For nickel pack stick gum machines a 20-pack flat carton was introduced. It permits faster loading of machines, especially units requiring that opening tape be placed in uniform position as in the new Wrigley two, four and five-column venders. The 20 packs can be loaded in Wrigley venders in four seconds.

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- U-Need-a-Pak 9 A. 270 Pk. Cap. . . \$60.00
- U-Need-a-Pak 9-500, 350 Pk. Cap. . . \$95.00
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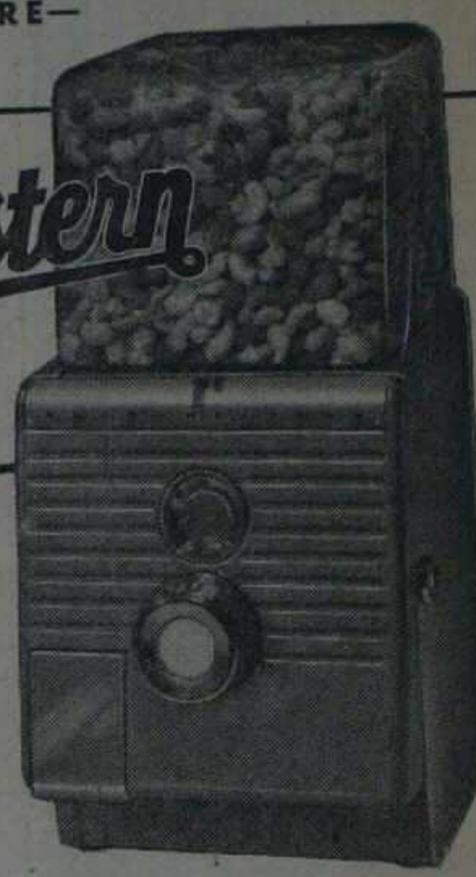
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Cup Vender Prices Moving Downward; Firms Introduce More Hot-Cold Equipment

Sales Divided Between Ops, Newcomers and Bottlers

ATLANTIC CITY, Dec. 3.—Sales of new cup vending equipment are today fairly evenly divided among established drink machine operators, newcomers to the field and bottlers, a survey of manufacturers at the NAMA convention disclosed this week. While sales to the different categories varied from producer to producer, they seemed to average out equally when all manufacturer reports were lumped together. Some also reported increased purchases on the part of operators hitherto specializing in candy and cigarettes.

With nine manufacturers showing one or more machine models each, an upped trend toward the introduction of multi-purpose, hot-cold venders was noted. Prices were generally below figures quoted a year ago for comparable machines. In some cases manufacturers seemed to be meeting the needs of varying locations more efficiently by offering several models, each tailored to do a special job.

Counter-Size

The newest model shown by the Automatic Products Corporation has a counter-size vender, of limited capacity and specifically designed for low-traffic locations. With a capacity of 100 cups, the machine holds five gallons of still drink. The unit displayed was manually operated, but Sam Kresberg, head of the company, said a coin-operated model will be introduced later. He declared production would begin in 30 days

and the vender would list at \$195.

The firm also showed its Refresh-o-Mat the four-drink, hot-cold machine, announced earlier (*The Billboard*, December 3).

The Bradley-Edlund Corporation is now making about 30 of its new dual-flavor machines a week, according to Earl Mason, executive. Production on the 1,000-cup unit was begun about two months ago. It lists at \$895. A changer is optional at \$50.

Cole Displays

The Cole Products Corporation, now in its 11th month of manufacture and in its third production run, exhibited its three-flavor machine, plus a new hot-chocolate assembly which can be used to replace one of the flavors dispensed. The assembly, offered at \$125, may be bought as an integral part of the vender, or purchased separately for later installation.

Also shown was the company's theater model, consisting of two venders fitted side by side on a single frame. Al Cole, president said 10 machines are now being produced each day.

The newest addition to the Hupp Corporation line was its deluxe console vender, shown for the first time at the confab.

T. J. Gillespie listed a sirup cooler, refrigerated faucet, light in the cup compartment, a larger compressor and a thermostatic ice control among its features. The unit has a capacity of 400 cups and lists at \$539.50. A changer is available at 50. Deliveries are promised in February.

Hupp also displayed a 300-cup model at \$495, and a 100-cup, eight-ounce size, at \$450. Thirty-five machines a day are now being turned, Gillespie claimed.

New Vender

At the Lymo Industries exhibit, the firm introduced a new dual-flavor machine. Similar in construction to the Lion single-drinker, the more versatile model lists at \$1,045. Production has already begun, said John A. Stewart, and initial deliveries will be made in January. The single-flavor machine lists at \$945. Both prices include changemakers.

A rumor current at the convention that manufacture of the Lion vender was momentarily to be undertaken by another company could not be confirmed. While it was generally believed that a transfer was being discussed, no action had yet been taken as far as it could be learned.

Mills Industries' cup venders were shown both by the parent company and its national distributor, Automatic Syrup. Newest item was a coin-operated dispenser of orange juice. Still in its test stages, the vender is being developed for Minute-Maid, packers of a frozen concentrate. Another is being made for Snow Crop marketers. When the vender is perfected, it probably will be offered under a franchise arrangement.

The standard Mills cup vender, with a capacity of 400 cups and listing at \$650 complete, now is being produced at the rate of 30 units per day, according to Frank Kyhos, executive.

Spacarb, Inc., showed several units in its new series of 16 model variations. The line was announced three weeks ago. The four-flavor machines range in price from \$985 to \$1,175. Changer is an added \$50. A 100-machine-per-month production schedule is due to begin this December, it was said.

About 100 of Stewart Products'

Java Jackpot

PHILADELPHIA, Dec. 3. — Lloyd K. Rudd and K. Cyrus Melikian, World War II veterans who three years ago scraped together \$10,000 and set themselves up to manufacture automatic coffee vending machines, estimate "they may top \$3,000,000" in sales this year. Last year their Rudd-Melikian, Inc., sales aggregated \$2,000,000.

When they started their automatic coffee vending manufacturing business they recall: "when we ran thru our \$10,000 we walked the streets and pushed doorbells to raise the additional capital we needed."

500-cup, single drinker have been produced to date, it was learned. These were made on a "pre-production" schedule, with regular line output to begin in January. A hot-unit assembly was shown at the company's booth, said to be capable of installation in the field in about 1½ hours. Stewart's machine, manufactured by Worthington Pump, lists at \$545, with a \$15 additional tab for changer. The hot unit will sell for about \$75.

A scaled-down model, with reduced capacity and offered at a lower price, was the innovation at the SuperVend booth. The junior version on the three-drink machine will be available in April. It stocks 300 cups and lists at \$750, including changer. The company also unveiled its hot-drink assembly, claimed to be suitable for chocolate, soup or coffee. The assembly will be ready for delivery in February, according to Frosty Grain, executive, and will be offered at \$150. It can be installed in any SuperVend machine, he said.

A production rate of 200 a month is now current on the larger 600-cup model, which lists at \$1,080, booth personnel asserted. In sales talks, they emphasized the gradual elimination of electrical parts thru sustained engineering refinement. Plugged as an aid to servicing, it was pointed out the vender now uses only one solenoid and a single relay to deliver a drink.

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Finished in Red and Black baked enamel.

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WHEN ORDERING please specify whether both units are for ball gum or both for merchandise or one for ball gum and one for merchandise.

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An all purpose, custom built vender in an ultra-modern design. Its outstanding beauty will attract and maintain those "top notch" locations.

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WVMOA Meet Votes Against Dec. 6 Session

LOS ANGELES, Dec. 3.—The final meeting of 1949 of the Western Vending Machine Operators' Association (29) at the Unique Cafe here drew a slim turnout of card holders. No meeting will be held in December as it would conflict with the holidays.

Following reading of the minutes by Secretary Bob Leidenberger, President M. I. Slater reported on the final settlement of a long-drawn-out case involving stolen machines. Requesting that no names be mentioned, Slater went on to tell the assemblage that the suspect, under police surveillance for some time, was allowed to make a cash deal to avoid prosecution.

Those venders who had lost machines reported they were satisfied with the results even tho the cash involved in the transaction only amounted to a token payment.

The case first came to the attention of WVMOA some months ago when operators reported thefts of machines on the increase. A subsequent investigation by WVMOA turned up the suspect and enabled operators to regain at least part of the money involved in the losses.

Action by the organization in the case will likely deter other would-be vending machine thieves, it was pointed out. In the future WVMOA will forego any settlement and prosecute, it was indicated.

A note from Mrs. Henry Abarr, expressing gratitude at the sympathy of the association in her recent bereavement, was read.

Those attending the meeting, in addition to Slater and Leidenberger, included Vice-President J. C. Pruner; Treasurer Marvin Drenko; Phil Sreedon, Peter Bier, Peter Kenny, Parke Hammer, R. S. McNaughton, R. E. Leland and J. B. Goodman, who came up from the Imperial Valley for the occasion.

Convention Notes

D. R. Zimmerman, Toronto, was an avid look-and-learn penny operator who toured the convention exhibit floor daily. Operating bulk nut machines, he believes is going as far afield as necessary to see and hear latest developments in his type of operation. . . . Moe Mandell was the enthusiastic representative of Northwestern's bulk units. He stood long vigils at the display booth. Giving Moe the helping hand were Tom King and Paul Crisman, King & Company, Chicago. Both also had a bubbling time touring the neon niteries in the famed resort city.

Harold Heyward, Pin Money Exchange, Inc., Chicago, was an interested listener and observer at the various business sessions for operators. Harold reported interest in his firm's cigarette coupon plan during the cigarette operators' meeting. With Heyward, on the plane to and from the convention, was Jack Kelner, Kelner Vendors, who kept a discerning eye on cigarette proceedings during the meet. Kelner was the first operator to use the Pin Money coupons almost two years ago.

The touring scale manufacturer, Howard Aylor, Hamilton Scale Company, Toledo, dug in at the Vendo Company's booth where two of his scale-coin changer units were featured. Alex Izzard, Vendo official, and Aylor went into repeated huddles on the exhibit hall floor whenever scales and coin changers were mentioned. Aylor stopped in at the convention while traveling in his mobile showroom which he was wheeling thru New Jersey convention week. Leaving Atlantic City, he drove the scale, coin changer, stamp vender, gum machine and scale combination displays into Pittsburgh. Howard also has sleeping, cooking and eating facilities on board the land-cruising "motorized showroom."

Coin changer-ite Fred M. Roberts, president of American Coin Changer Corporation, Boston, was another conventioner who hosted ample groups of interested visitors at his display. With exhibit hours shuttering Convention Hall three of the four confab evenings, Fred invited coin changer-conscious operators and equipment manufacturers up for special hospitality in his Ritz-Carlton suite.

Jimmy Martin, Chicago record and vender man, was on hand showing his DuGrenier candy conversion mechanism to interested parties. . . . William Fishman, Automatic Merchandising Company, Chicago, was hailed as a 1-A panel speaker at the candy, gum, nut and biscuit operators clinic. Jack Lafever, Automatic Canteen Company, Cleveland, had to pass up the privilege of being moderator at this meeting because of illness, which kept him away from the convention entirely. Jack's place was taken by Herb A. Geiger, Geiger Automatic Sales, Milwaukee, who filled Jack's shoes admirably.

Miss M. Strong added vocal and visual interest to the penny machine operators' round-table Tuesday (29) morning. Official of the Gum Vending Corporation, Miss Strong has appeared at each NAMA penny operator convention for the last three years. She continues very active in working for improved operating conditions in the penny field. NAMA legislative counsel Fred M. Brandstader piloted a peppery session of penny operators this year.

George Harrison, head of the New York coffee processing firm, netted compliments from drink machine ops who pocketed the handy cost calculator given out at the company's booth. The calculator makes it easy to figure liquid ingredient cost to the penny. . . . Irv Wolff, who in-

roduced his manual coffee dispenser at the Harrison booth, reports expansion in his cake vender route.

Max Weiss and Gene Marquit, of the newly formed Central Games Corporation, showed a new coin pool table at a Boardwalk arcade near the National Automatic Merchandising Association (NAMA) exposition. Ops handling game equipment walked over to take a look. Weiss, one of the country's old-time cigarette ops, spent much of his time at cigarette machine booths.

Loui Risman, of Mystic Automatic Sales, Medford, Mass., was unable to deliver his featured talk at Tuesday's (29) cigarette operators' clinic. Sudden illness in his family forced his departure before the session. . . . Ray Johnson, veepee of the Snively Vending Company, New Jersey, reported increased placement of the fruit juice dispenser in New York's Pennsylvania Station.

Ferdinand Roth, of the Board of Transportation in New York City, was an interested observer at the show. New York subway stations are among the country's top earners for machines. . . . Tobacco tax administrators from several Eastern States checked cigarette vender displays to see if adequate provision was made for the display of tax stamps.

Only a true devotion to vending brought Bud Stauffer, of Lancaster's Cigarette Sales & Service, to the convention. An enthusiastic hunter, he had to pass up the opening of the deer season in Pennsylvania. . . . Charles Berry, of Easton, Pa., American League Baseball umpire, was one of the gladhandlers at the Lehigh Foundries booth.

Andrew Mingione, treasurer of the A&A Company, used to be a pro-

fessional guitar player. Now a vending machine manufacturer, he showed the firm's new cigarette unit. . . . J. Gillespie, of the Hupp Corporation, found ops intrigued by the glass "hot room" featured at the company's exhibit. A Hupp console inside the heated cabinet delivered ice cold drinks.

Caught in passing: A heated ping-pong tournament with Lew Jaffa, vice-president of Eastern Electric, and his associates at C-Eight competing in the lounge of the Dennis Hotel. Murray and Bill Wiener, of Eastern, entertained J. William Kenyon Jr., of Bill Wiener's Vending Service, Wilmington, Del., and the Raymond Snyders, of Keystone Cigarette Sales, Bethlehem, Pa., in their hotel suite.

Jack Cross and Sy Ziff, of Juice Bar, pulled a repeat on their kicking routine to prove the claim that heavy blows will not affect the operation of their vender. They first surprised ops with the demonstration at last year's NAMA meet. . . . Dick Cole, of Cole Products, had a good enough reason for missing this year's show. He was honeymooning in South America.

Sam and Harry Malkin, exhibitors of the Phillies cigar vender, reported assigning some of their New Jersey plant space for government contract work. . . . Friends of George Seedman, new NAMA chief, fast made collectors' items of the issue of the Atlantic City newspaper which ran a photo of Jack Benny over Seedman's name.

M. F. Healey, of Personal Products, Milltown, N. J., contacted manufacturers at the meet concerning tissue venders. The company makes "Yes" cleansing tissues. They are putting out a nickel pack next month. . . . Al Blendow, long a specialist in the arcade field, helped explain the features of drink and cigarette venders at the Automatic Products booth.

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Merchandise Clinic:

Phipps, Spacarb D. C. Manager, And His Voluptuous Vender Set Pace for Nation's Capital Ops

WASHINGTON, Dec. 3.—Around coin machine row in the nation's capital, Bayne Phipps, manager of Spacarb of Washington, Inc., is becoming known as the man with the voluptuous vender. Smooth dispenser operations are common with Phipps, but the Spacarb machine in the lobby of Keith's Theater is a local top for

operator-location co-operation. The multi-flavor cup dispenser had long been a fixture in the movie's lobby, but recently Phipps decided it wasn't getting enough attention. Located in a dimly lighted corner, the dispenser was not doing as well as Phipps thought it should. He talked the matter over with the Keith man-

agement. Today, the machine is the first thing that catches a customer's eye after he hands over his ticket. It occupies the position formerly held by the candy counter, which has been moved to the outer lobby. Lights play on the dispenser, which is colorfully decorated with neon bulbs. Where 500 drinks were formerly a good day's business for the unit, it now averages around 750 and frequently jumps over the 1,000-mark.

Phipps is a master at the art of persuasion, and he doesn't care how tough a potential location may be. For a decade, restaurant concessionaires at Union Station, one of the nation's largest railway terminals, had refused to permit the installation of vending machines. Year after year, Phipps kept up the arguments. A few weeks ago, he won out, and beverage dispensers will soon be installed near the station's ticket windows and in the concourse.

The decision point was made when Phipps produced figures of operations at the Greyhound Bus Terminal, which Spacarb has been serving for about a year. Dispenser sales at the bus station apparently tapped new sources of revenue as concession sales failed to drop off. The figures were impressive, and Phipps got a green light for the train terminal.

Phipps' newest enthusiasm is the new hot-cold dispenser developed in the New York headquarters of Spacarb, Inc. The Washington manager figures he will be able to snare a few of the machines sometime in December. A vender that can dispense hot chocolate, hot soup, and cold soft drinks is just the thing to tide a beverage operator over the skimpy winter months, Phipps feels.

Phipps likes to concentrate on high volume spots. Washington is loaded with large office buildings, both government and private, but Phipps said such spots usually make poor locations. "The five-day week and short working hours mean a machine is unavailable much of the time," he says.

More Gum Mfrs. Exhibit Wares

ATLANTIC CITY, Dec. 3. — Gum manufacturers more than doubled their displays at the NAMA confab this year as compared with the 1948 event. Five firms presented stick, tab, candy coated and ball gum against two ball gum displays last year. With William Wrigley Jr. Company and Curtiss Candy Company showing stick gum unchanged in price at 55-cents per 20 nickel pack carton, operators looked for price breaks in the ball gum field. This they found thru the Leaf Gum Company, which cut prices 1 and 2-cents per pound on its 5/8 and 170 and 210 counts. Latter two counts, formerly selling at 27 cents a pound, now go for 25 cents, along with the 5/8 inch size which had sold for 26 cents.

Leaf Gum officials also announced a new addition to their Rain-Blo bubble gum line. Called Jumbo, in 1516 size, the new offering will also sell for 25 cents a pound. It was announced that a special type penny vender was being developed to vend the large size by Atlas Tool & Manufacturing Company, St. Louis.

A seven-point introduction of new gum merchandise for venders was announced by Topps Chewing Gum, Inc. Charles Zubin, Eastern division merchandising manager, detailed the new offerings as follows: Four different fruit flavored bubble ball gum, featuring pineapple, grape, orange and "strawberry and cream" flavors (four additional fruit flavors will be introduced in January), available in 140 (5/8), 170 and 210 counts; mint-coated ammoniated tabs in penny size and nickel boxes; reintroduction of Topps tab gum (discontinued during the war) in peppermint, spearmint, pepsin and cinnamon flavors, and four tab penny pieces aimed at the juvenile market and featuring different insert sales-stimulators. Latter consists of the Hocus-Focus tab, with a miniature negative of famous people in wrapping which can be developed when dampened; Stop 'n' Go, with miniature auto license plates for each State with a "guess what make" auto depicted on back.

VENDING MACHINE HEADQUARTERS

WE SPECIALIZE AND CARRY LARGEST STOCK

VICTOR'S NEW DOUBLE TOPPER

Two machines on one base. New LARGE capacity plastic globe holds 250 MORE balls of gum.

Sample unit (2 machs.) \$22.50



SPECIAL OFFER #1

One case of two double unit Toppers with plastic globes plus 25 lbs. 210 Leaf Rain Blo gum, 35 lbs. Boston Baked Beans and 1000 hi-grade silver and copper plated mixed charms.

All for\$65.00

When above merchandise is sold the gross receipts will be \$73.00.

VENDING SUPPLIES

- COIN COUNTERS.**
- Each \$1.25
- BRACKETS.** Each... .65
- STANDS.** Each... 3.75
- LEAF BALL GUM,**
- Per lb.28
- BOSTON BAKED BEANS.** Per lb.. .25
- CHARMS, MIXED SILVER AND COPPER.** Per M. 5.75

Includes Copper Auto-graphed Footballs (No Plasters). Really Hi Grade.

- DOUBLE CROSS BARS.** Each... 1.75
- TRIPLE CROSS BARS.** Each... 2.00
- PARTS FOR ALL VICTOR MACHINES, MODEL "V," UNIVERSAL AND TOPPER**
- 25% DEPOSIT, BALANCE C. O. D. ON ALL ORDERS

VICTOR TOPPERS

\$10.75 each

Four to case

\$10.00 each

100 lots

With plastic globe 50¢ extra each machine ordered.



SPECIAL OFFER #2

4 Toppers plus 25 lbs. 210 Leaf Rain Blo gum and 1000 hi-grade silver and copper mixed charms all for \$53.00

When above merchandise is sold gross receipts will be \$52.50.

LOGAN DISTRIBUTING COMPANY

2320 MILWAUKEE AVE.

CHICAGO 47, ILLINOIS

ATTENTION — 25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- UNEDA, 8 Cols. \$110.00
- UNEDA, 6 Cols. 100.00
- ROWE PRESIDENT, 10 Col. . 100.00
- Royal, 10 Col., 400 Pack Cap. 95.00
- Rowe Imperial, 8 Col., 240 Pack Cap. . 70.00
- DuGrenier Model W, 9 Col., 308 Pack Cap. 62.50
- DuGrenier, 6 Col. 32.50
- Special! 8 Col. Cig. VENDOR. 39.50
- Special! 4 Col., 100 Pack Cap. 27.50

CANDY MACHINES

- NATIONAL 9-18, 9 COL., 162 BAR CAP. \$100.00
- NATIONAL, 6 COL., 108-BAR CAP. 80.00
- ROWE, 120 Bar Cap. 85.00
- VENDIT, 150 Bar Cap. 57.50
- Candyman, 72-Bar Cap., with Base. . 65.00
- U-Select-It 35.00

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

SALE \$75.00
Uneda Candy Vendor
102 Bar Capacity.
Floor Model.
COUNTER MODEL
\$65.00



SALE
Uneda Model 500
9 Col., 350 Pack Cap.
\$95.00
7 Col., 250 Pack Cap.
\$85.00

UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGEEN 7-4568 BROOKLYN 11, NEW YORK

See No Big Change In Coffee Prices

ATLANTIC CITY, Dec. 3.—Coffee prices are not likely to dip for some time to come, according to George Harrison, head of a New York processing concern which supplies liquid and powdered coffee concentrate to vending machine operators. Further price rises are still a possibility in the current unsettled market, he added.

The Harrison Company offered two liquid concentrates at the NAMA convention this week. One, of a heavy consistency, lists at \$8 a gallon. The other, a lighter preparation, sells at \$7.25 for the same quantity. The company's powdered coffee was offered at \$2.55 a pound.

Also shown at the Harrison booth was the Coffee Boy, a non-coin-operated dispenser for counter use. Using the same liquid concentrate prepared for venders, the device will be promoted as an extra source of revenue for operators, according to Irving Wolff, manufacturer. The dispenser can be rented to luncheonettes and other locations, with the operator providing service and concentrate, he pointed out.

Wolff said the Coffee Boy is now in limited production. It lists at \$300. Forty gallons of prepared coffee may be dispensed from the compact machine for each five gallons of concentrate stocked.

Bottle Interest Light

ATLANTIC CITY, Dec. 3.—Moderate interest in bottle vending machines was shown by independent operators attending the NAMA meet this week. Only standard equipment was displayed, already familiar to the trade. The bottle units seemed incidental to other machines exhibited at the booths.

Firms showing equipment included the Atlas Tool & Manufacturing Company, the Bevco Company and the Vendall Division of the Hydro-Silica Corporation.

VICTOR'S AMAZING NEW DOUBLE TOPPER

With Plastic Globes. 2 Units to a Case, \$45.00 per case.



PACKED 2 DOUBLE UNITS TO CASE

- 1 to 5 Cases. \$45.00 Per Case
- 6 to 11 Cases. 44.00 Per Case
- 12 to 24 Cases. 43.00 Per Case
- 25 Cases or More. . 42.00 Per Case

We also have Victor's other Models and Parts on hand for immediate delivery.

TERMS: 1/3 With Order, Balance C. O. D.

Write for details on our liberal finance plan.

J. ROSENFELD CO.

3218 OLIVE STREET, ST. LOUIS 3, MO.

Phone: Lucas 3196-7-8

**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
ALSO AVAILABLE — TRIPLE UNIT
TOPPER

**Colored Bubble
BALL GUM**
140, 170 or 210
count, in 25¢
cartons
25c lb.
in lots of 150 or
more with
freight prepaid
23c lb.
FULL CASH
WITH ORDER.

PISTACHIOS
25 lb. carton
Large 48c lb.
Small 45c 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 \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.
**PIONEER
VENDING SERVICE**
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

Cup Beverage Ops Forecast Expansion With Selective Units; Hold Panel Talks

400 Attend Special Session Covering Cup Vending Biz

ATLANTIC CITY, Dec. 3.—Cup beverage operators, in special session here Tuesday (29) during the National Automatic Merchandising Association's (NAMA) convention, predicted their segment of the industry will expand with selective equipment. Four cup beverage operators told approximately 400 convention-goers that the operator is experimenting with both hot and cold drink machines.

Richard Hatfield, Spacarb Essex, Inc., Maplewood, N. J., served as moderator for the four-man panel which included D. R. Drewyer, Automatic Canteen Company of America, New York; L. J. Granfield, County Beverage Company, San Diego, Calif.; Jay Saunders, Automatic Merchandising Company, Memphis, and Merle Zuehlke, Founteen, Milwaukee.

First part of the cup operators' clinic, as the meeting was designated, was devoted to a discussion of questions sent in advance by NAMA members.

Hatfield called on Granfield to discuss the problem of soliciting new locations for cup machines. Granfield broke top locations up into two groups: Plants and schools, and theaters. In the former, he said, the operator should stress service and convenience; in the latter, these two qualities plus the profits which accrue to the location.

Best Salesman

Wherever possible, Granfield told the operators, take a new prospect to visit a stop already developed because "a machine working well on location is your best salesman." Such visits, plus comparative figures from established locations, are the best aids in selling the cup machine service, Granfield asserted.

Of cup machine commissions, Granfield said his company was certain that smaller-volume stops could be operated profitably only by using the sliding scale arrangement. In theaters and other locations where volume is heavy, Granfield said his firm pays a flat commission rate.

At the present time, Granfield continued, 95 per cent of the West Coast theaters' cup machines are set to deliver at a dime which enables the operator to give the theater a better commission break.

Upping Volume

To Merle Zuehlke went the task of outlining ways of increasing volume in present stops. Zuehlke's formula:

1. Survey your stops to know their problems.
2. Make the machine stand out. Consider spotlighting it, and where possible make certain the background is attractive.
3. Use only the best products. An inferior drink will put the cup operator out of business.
4. Change your flavors; appetites become jaded so choices should be alternated at least semi-monthly.
5. Use on-location promotion gimmicks, such as an arrow to point up "this week's special."
6. Watch the sales charts for location flavor preferences.

From his own experience, Zuehlke said he was convinced cup machines should be equipped with changers. The addition of changers he credited with boosting sales an average of 40 per cent. In addition to on-and-off-location promotion, Zuehlke cautioned cup operators to keep close to their business, occasionally traveling the route to check on the stops. Canteen's Drewyer opened his re-

marks on trends in the cup business by saying that cup equipment will never entirely replace bottles in vending, since there is a place for both.

Seconding Zuehlke's suggestions, Drewyer said the cup operators' most important problem is to insure quality of product and make equipment more attractive.

Hot and cold drink machines came in for attention from Jay Saunders who said the cup operator needs both types of equipment to level off the seasonal slump in sales. In the Mid-South, said Saunders, his company has found cold drink sales fall off as much as 50 per cent during the winter months. By adding hot drink equipment, diversifying the operation, this drop has been made up.

From a purely practical point of view, Saunders commented, hot drink equipment is enabling many an operator to open new stops and to gain a competitive advantage over operating concerns which cannot supply both hot and cold services. More and more stops, Saunders declared, are demanding package operations, and he told his listeners, "If you don't provide it for them, someone else will."

Selectivity, Saunders predicted, will be an absolute necessity in the best cup stops. This will mean, he continued, that operators will move their single drink equipment into virgin stops or use this type of vender to round out the vending package in multiple-machine installations.

Homemade Drinks

Answering questions from the floor, the cup panel raised eyebrows among many a supplier present by taking a favorable view of "homemade" drinks. (Later, when suppliers on the exhibit floor learned of the discussion they protested the soundness of the move.)

Despite the protests, operators on the panel said they felt a company should "be guided by its own experience in mixing its own sirups as opposed to using advertised brands exclusively."

Granfield, one of the nation's pioneer cup operators, said his firm makes some of its own flavors. He cautioned, however, that the operator must have equipment and know-how to insure quality of product.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1¢-5¢, U. S. and Foreign Coins "Hot Nut" Vendors



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal as low as \$10.00 in quantities.

At All the Best Dealers—or Write. Ask About the New "Hunter."
SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

Immediate Delivery on the SILVER KING LINE

RAKE COIN MACHINE EXCHANGE
409 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676

RAKE COIN MACHINE AGENCY
3120 Fifth Avenue Pittsburgh, Pa.

THE BIG 3 FOR THE SUCCESSFUL OPERATOR

1. ACORN
1¢ or 5¢ Vendor, \$13.95 Ea., \$13.45 in 100 lots. Trial order guaranteed.
2. LEAF GUM
100 Lb. Lots 25c Lb. Freight prepaid From Factory on 150 Lbs. or More.
3. CHARACTER CHARMS
DICK TRACY, B. O. PLENTY, SAM ATCHEM, GRAVEL GERTIE, SPARKLE PLENTY, SHMOO, KIGMY, SPORTS, WALT DISNEY CHARACTERS

\$13.95 Ea.
Send 50c for Samples of All Charms
AMERICAN DISTRIBUTORS
1349 Fifth Ave., Pittsburgh, Pa.
12046 Linwood, Detroit, Mich.
111 W Columbus Drive, Tampa, Fla.

Steady-Steady Profits

ALKUNO
5c GUM VENDOR
MODEL 200
Can be attached to other Larger Machines.
Metal Cabinet and Base. CAPACITY: 200 PACKS.
Ht. on Base, 5'x14".
Wt. on Base, 48 Lbs.

WRITE FOR NEW REDUCED PRICES

Immediate Delivery on Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum & Candy Vendors.

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408 Concord Ave.
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DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

JOIN THE MARCH OF DIMES

FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS



GEORGE M. SEEDMAN, who was elected president of the National Automatic Merchandising Association (NAMA) at its four-day meeting in Atlantic City, succeeds Ford S. Mason as association pilot. Seedman was general convention chairman this year.

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
K1, 5116—K1, 4795
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Columbus 12, Ohio

TOPPER \$10.00 EA.

IN LOTS OF 100
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4 to 20, \$10.75 ea.

Packed 4 to a case. Vends Ball Gum and Charms. Also Bulk Merchandise.
CHAMPION NUT & CHOCOLATE CO.
1194 TREMONT ST.
BOSTON 20, MASS.

NEW VENDORS

N.W. De Luxe Comb. 1c & 5c	\$27.00
N.W. Dual, 1c & 5c	45.00
N.W. 33 Ball Gum, 1c	10.50
N.W. 39 All Purpose, 1c	12.75
N.W. 49 1c or 5c	13.75
S.K. 1c or 5c	13.95
2 to 3	12.50
1 to 5 cases, per case	42.00
6 cases or more, per case (packed 4 to case)	40.00
S.K. Hot Nut, 5c	29.95
S.K. 100-Bar "Candy King," 5c	64.50
S.K. 50-Bar "Candy King," 5c	64.50
S.K. "Package King," 5c	69.50
"Package King" Kleenex Special	69.50
Columbus Tri-Mor With Pedestal	45.00
Columbus Bi-Mor With Pedestal	36.00
Adams Gum Mod. G. V., 6 Col., 1c	15.00
Adams Gum Mod. N., 4 Col., 1c	22.50
N.W. National Postage, Roll Type	69.00
Shipman Triplex, 1c & 3c Stamp	39.50
Marlon Scales	79.50
Warling Scales	Write

CHARMS

New! #300 Large Western Characters, Plated, Assf. (Silver, Gold, Nickel, Copper & Color)	Per M \$ 6.25
10 M or more	6.00
Plastic	3.00
New Series Funny Faces	6.00
Copper Plated	7.50
Silver Plated	8.00
Gold Plated	8.00
Charm Basketballs, 1/2-inch size	8.00
Copper Plated	9.00
Silver Plated	10.00
Gold Plated	10.00
(The above balls are embossed with college names)	
Charm Basketballs, 3/4-inch size	5.50
Copper Plated	5.00
New Helmets	5.00
Plastic	8.00
Copper Plated	10.00
Gold & Silver Plated	10.00

Write for Quantity Prices and Complete List!

VICTOR TOPPERS

\$10.75 Each

24 or More	\$10.50 Ea.
48 or More	10.25 Ea.
100 or More	10.00 Ea.
Victor Universals	\$13.95 Ea.
Victor Mod. V	12.75 Ea.
Victor New Double Topper With Plastic Globe	
2 Units to Case	\$45.00 Per Case

NEW COUNTER GAMES

Silver King Hunter	\$45.00
Silver King Target King	45.00
A.B.T. Strikelite	47.50
A.B.T. Target Skill	47.50
A.B.T. Skill Gun	57.50
Marvel, Token P.O.	39.50
Kicker and Catcher	34.50
Gottlieb 3-Way Grip Scale	24.50
Imps, 1c & 5c	21.50
Daval Ace, Poker Sym.	21.50
Daval Cub, Cig. Sym.	21.50
Buddies, 1c Cig. Reel	19.50

RECONDITIONED VENDORS

Advance Ball Gum, 1c, like new	\$ 9.95
N.W. Mod. 39, 1c, like new	9.95
N.W. Mod. 40, 1c	6.95
N.W. Mod. 33, 1c Ball Gum	7.50
Master #6, 5c	8.50
Duplex Vendor, 2 col. bulk	12.50
Yu-Chu Ball Gum, 1c	6.50
N.W. De Luxe 1c-5c Comb.	15.00
Col. Ball Gum, 1c, like new	9.95
Exhibit Card Vendor, 1c	15.00
N.W. Dual, 1c-5c	25.00
Advance Ball Gum, 1c	5.95
Rowe Gum, 1c	12.50
U-Select-It Candy Bar, 5c, 54 Bar	29.50
U-Select-It Candy Bar, 5c, 72 Bar	35.00
Cash Trays, 5c (new)	5.95
Du-Greiner Mod. W. 9 Col., 25c Slot	89.50

RECOND. COUNTER GAMES

Marvel 1c Cig. Tok. Pay	\$22.50
American Eagle 1c Cig. Tok. Pay	19.50
Mills 5c Vest Pocket Bells	44.50
Pop-Up 1c Amusement	14.50
ABT Challenger 1c Amusement	19.50
Target Skill, 1c Penny Back	19.50

GENUINE LEAF RAINBOW BUBBLE BALL GUM

5 1/2" Size, 25c lb.—170 & 310 Ct., 25c per lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

Send for Our Complete List of Coin Operated Machines and Supplies

WE TAKE TRADE-INS

LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

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Branch Office RAKE COIN MACHINE AGENCY 2120 Fifth Ave., Pitts., Pa. COURT 1-3842 Distributors of Coin-Operated Machines and Salesboards

Fight Infantile Paralysis

JOIN THE MARCH OF DIMES

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

Candy Mfrs. Show Bigger Bars, Add More Vend Packs

ATLANTIC CITY, Dec. 3.—With 37 candy manufacturers showing their wares at the 1949 National Automatic Merchandising Association (NAMA) convention, operators found a wider variety of brands than were presented at the 1948 meet. Candy bars exhibited were fatter, vend counts increased and, in some instances, prices reduced. Importance of vender outlets to the bar maker was indicated by the fact that all of the new merchandise introduced was offered in 100 or more vend packs, and several well-known bars were made available in high counts for the first time, too. New wrapper designs for a number of bars accentuated eye-appeal, with particular application for vender merchandising.

Many of the candymakers, having lowered prices, increased bar weights and turned to vend packs earlier this year, did not introduce changes during the convention. Those firms that did, because these changes were not previously reported, were John Horne Company, which announced weight increases on six and price reductions on seven (its full line) of its nickel goods. Both, to take effect this week, consist of cutting the 100-count price from \$2.80 to \$2.70 and upping bar size from 1 1/2 ounces to 1 3/4 ounces. Firm's full line is now available in 100-count vend packs.

Necco Products

A new wafer package, fudge piece, mint bar, larger Hu-Jells package and a new aluminum foil wrapper was in-

troduced by the New England Confectionery Company (NECCO). Walter Lapham, merchandising director, described the new items as follows: A chocolate wafer package added to the assorted wafer pack, both in 100 counts at \$2.93; the bar shaped fudge piece is now offered as a square, also 100-count, in vanilla and chocolate at \$2.80; a twin chocolate mint bar, at 5 cents, was introduced in special vending size, 100-count at \$2.80; the five-piece Hu-Jells line now has six pieces to a package, called six-bite size, and comes in 100-count packs in three chocolate coated flavors (coconut and wintergreen at \$2.93 and a peppermint at \$2.93 per 100 count). Firm's chocolate mint pattie, formerly glassine wrapped, is now packaged in a new aluminum foil.

Wilbur-Suchard Chocolate Company, Inc., unveiled its three-bar line under new wrappers, stressing the words "milk chocolate" and "almonds" in addition to brand name. All three bars are offered in 200-count packs, with weights upped from 7/8's of an ounce to 1 1/4 ounces. The 200-count price for the milk chocolate crisp bar and straight milk chocolate is the same, \$5.44. Firm's milk chocolate bar with almonds is \$5.68. The five-piece Wilbur Buds package, in 24-count only, is tabbed at 64 cents.

Luden's, Inc., displayed its 1 1/2-ounce Mellomint bar in a 100-count pack; until recently it was offered in 24-count only. Price is \$2.80. Firm's milk chocolate bar, the 1 3/8-ounce Almond Royal, was also recently offered

Enlarged NAMA Legal Set-Up Near; Fund Drive to \$21,000

ATLANTIC CITY, Dec. 3. — With pledges made at the National Automatic Merchandising Association's (NAMA) convention luncheon here Tuesday (29), the Vending Machine Association succeeded in raising \$21,000 of the \$25,000-\$35,000 fund needed to enlarge the group's legislative staff.

George M. Seedman, newly elected president of NAMA, told the luncheon group of operators, suppliers and manufacturers that manufacturer and supplier contributions received prior to the lunch totaled \$18,000. Calling on contributions from the floor, Seedman swelled the fund to \$21,000 and promised that the association would carry on its drive until the goal had been reached.

Not discussed at the luncheon—but in the association's plans for 1950—is the proposal to establish regional legislative offices in the Southeast and West to enable NAMA to carry on a more aggressive fight against un-

New Coin Shaver Has Flasher, Lotion Unit

ATLANTIC CITY, Dec. 3.—A. H. Pitchford Company, Pittsburgh, displayed its coin-operated shaver here this week, offering eight minutes of use for 25-cents. Firm has adapted the Norelco electric shaver to coin operation and priced the unit at \$16.50.

Features of the shaver, according to firm officials, include its self-sharpening and self-emptying action, unit comes complete with shaver, germicidal lamp, shave lotion dispenser, mirror and shaving light. A burglar alarm and a steel cable to prevent theft are also included. Cabinet measures 11 by 14 by 4 inches. Shaving light, which remains on when unit is in use, flashes off and on as an attention-getter when shaver is idle.

Lotion dispenser contains a half-pint and dispenses approximately one teaspoonful of liquid lotion after unit has operated and been de-energized.

fair, discriminatory taxation.

Marking victories which the association and the industry have rolled up in their fight against per-machine taxation, NAMA legislative counsel presented special awards to D. J. Davidson, Los Angeles; F. W. Edgerton, Lexington, Ky.; J. F. Saxon, Miami, and Frank J. Newman, Chicago. These four, Brandstrader pointed out, accomplished outstanding results in their own cities and States by fighting discriminatory taxation before city councils and in Legislatures.

On the brief luncheon program, George Fox, of the National Confectioners' Association, told of the candy manufacturers' battle to have States classify candy as food and exempt it from sales tax proposals. In this fight Fox urged that vending machine operators lend their support.

Sol Kesselman, attorney for the New Jersey Cigarette Vending Machine Operators' Association, sketched the need for vigilance to ward off discriminatory taxes.

G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend*, the monthly magazine of automatic merchandising, outlined a proposed study which *Vend* will shortly conduct on depreciation of equipment.

On hand for the luncheon was NAMA's general counsel John Harrington, who told operators that his study of the new wage-hour law indicates routemen are no longer covered by that law. Since the provisions of the new law have yet to be defined by the courts, Harrington confined his remarks to a prepared opinion, then made himself available to operators who had specific wage-hour questions.

PHILADELPHIA, Dec. 3.—Coffee imports thru the Port of Philadelphia in October registered a drop of more than 50 per cent from the same period last year, according to figures released by the Delaware River Navigation Commission. The comparative figures showed 13,010 bags of coffee in October and 27,364 bags in October, 1948.

in 100 count, priced at \$2.80.

A 100-count vend pack was another recent high-count move made by James O. Welch Company on its Junior Mints. Price of the 1 1/2-ounce item not given.

Walter H. Johnson Candy Company introduced its three-flavor fudge line in 100-count packs, at \$2.85. They were previously packed in 72-count.

A special combination offering for January was reported by Paul F. Belch Company. Purchase of one 24-count pack each of Whiz and Pecan Pete comes specially packaged with six extra Whiz bars. Price for both packs is \$1.50.

IT'S DAVIS FOR TOPPERS



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TOPPER

An all purpose Vendor in "TOPS" in its field.

We solicit your business.

\$10.75 each

\$10.50 each 24 or more

\$10.25 each 48 or more

\$10.00 each 100 or more

CHARLES M. DAVIS

1305 Madison Avenue, Florence, S. C.

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	\$3.50
Copper and nickel, small, 1,000	4.50
Copper and nickel, large, 1,000	5.75
Silver Wedding Rings, 1,000	5.95
Gold Wedding Rings, 1,000	7.95
Stone Set Rings, 1 gross	1.95
Sassy Wise Crack Buttons, 1,000	5.95
Cop. & Nick. 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 7 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES, 1/3 DEP. ON ALL ORDERS.

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FEATURING Victor's NEW PLASTIC GLOBE

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DEVICES NOVELTY SALES CO.

467 N. Milwaukee Ave. Chicago 10, Illinois

NAMA Confab Draws 4,300; Seedman Elected President

(Continued from page 84)

the Rowe Corporation in New York, is a member of the American Bar Association, the Sales Executives Club and the Advertising Club. A graduate of the University of Alabama Law School, Seedman has been chairman of the past three NAMA conventions.

On the exhibition floor, operators looking for pieces to buy found fewer new machines than they had in previous years. But in contrast to the last two shows, manufacturers at this year's convention were in position to talk definite dates for delivery, and definite list prices.

A few manufacturers of new equipment—like Timm Industries in Los Angeles—postponed their showings for one reason or another. Timm, not a newcomer to vending by virtue of their contract work for Mills Industries, had planned to display its hot-sandwich vender. The machine was not displayed since Timm officials said that their company's marketing plans were not completely worked out.

Attendance Off

Altho attendance was down from last year's convention, following a pattern established in other trade shows, many a manufacturer reported business compared favorably with the 1948 exhibition. As a general rule, high-priced equipment was slow moving but prospects were numerous.

At the opening business session, Monday morning, approximately 750 conventioners got a rapid-fire short course in selling. Salesmanship was the theme of this year's convention and most of the specialized business sessions which followed were built around good selling techniques.

Chairman of the first morning session was Fen K. Doscher, vice-president in charge of sales for Lily-Tulip Cup Corporation. Doscher recommended a sales training program for the industry, suggesting that operators sell themselves before they sell their product.

Zenn Kaufman, merchandising director for Philip Morris, pointed up the need for showmanship in selling. "You feel salesmanship," Kaufman told his audience, "you don't define it." Too few vending machine operators, Kaufman said, have learned how to dress up their sales approach to give it a distinctive flavor.

I. H. Houston, president of Spacarb, confined himself to what he called the "sweat and shoe leather" phase of selling, called on his own experiences as a pioneer manufacturer and operator of cup vending equipment.

To do effective selling, Houston said, the operator must believe in the industry and in himself. He must know everything there is to know about the product and service he is selling. He must study his territory and keep his list of prospects up to date, and finally, he must plan his sales campaigns.

Vending, Houston concluded, "is big business—and it can and will pay all of us handsomely if we learn to present our story properly."

Legislative-wise (see separate story in this section), NAMA moved a big step closer to its goal for expanding aggressive action against discriminatory per-machine taxes. At a special roundup luncheon Tuesday (29), operators, manufacturers and suppliers pledged approximately \$21,000 of the \$25,000-\$35,000 NAMA executives' estimate they need to enlarge the association's legislative staff.

At the banquet which closed the convention Wednesday night (30), NAMA made three awards for significant work in behalf of the industry. The awards, presented by ex-President Robert Z. Greene, went to Horace Skelton, Los Angeles; Bernie Scheuer, Baltimore, and the Philip Morris Company.

Skelton's award acknowledged his work as a pioneer in the cigarette vending field. One of the oldest operators in the business, Skelton is associated with Rowe Service. Scheuer's award was in appreciation for his efforts in staging the first national convention, of which he was general chairman. The Philip Morris Company award, presented to Sales Manager Ray Jones, was for pioneering work in introducing automatic merchandising to television audiences.

Direct-to-Location Sales Get Pasting At NAMA Confab

(Continued from page 84)

locations that probably could not be won otherwise.

Speaking on "Increasing Sales in Present Locations," J. Herman Saxon, of Charlotte, N. C., urged that great care be given to the actual position occupied by a vender in an establishment. Grosses can vary as much as 25 per cent, depending on placement, he declared. Probably the best spot is as near as possible to the cash register.

Saxon also recommended that the appearance of machines be kept up, that on-location promotion be used wherever possible, and that the operator make himself favorably known to his community by participating in civic affairs. A uniform service procedure, which makes allowance for friendly conversation between serviceman and proprietor, is also of value, he told the clinic.

Public Relations

Levitch, talking on "Public Relations for Profit," said operators should endeavor to establish a feeling of trust between themselves and their locations. Spots should be visited by the operator at least once each year. Sponsoring local sports teams is one way of winning good publicity, he advised.

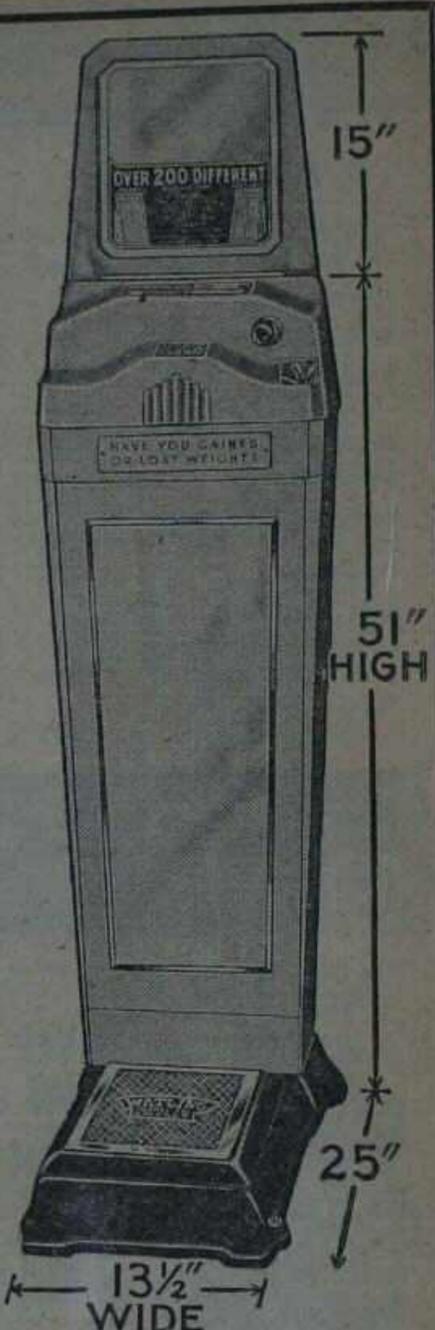
He stated that it was unwise for operators to loan locations money and to flaunt prosperity ostentatiously. Competition with neighboring operators should be conducted fairly, he concluded.

Answering questions from the floor, the panel agreed that some incentive plan should be incorporated in servicemen remuneration. It was noted that per-machine sales were off somewhat over figures of a year ago. Saxon credited his company-operated coupon plan with sustaining grosses. He said that 35 per cent of all premiums dispensed are currently being redeemed in his territory.

Levitch demonstrated a new machine-filling technique said to speed up stamping and pennying, in addition to stocking of venders. Basically, it depends on repositioning racks in a carton so that 12 are fitted in edgewise.

Sales Aid

ATLANTIC CITY, Dec. 3.—In a "one hand helps the other" inter-industry sales promotion move, Austin Packing Company, Inc., introduced a special vender decal for use on combination candy-cookie machines during the NAMA meet. Placed on the face of the vender, the decal informs customers that "For your convenience and satisfaction this machine vends fresh candy and Austin's peanut butter sandwiches."



\$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
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NEW NORTHWESTERN MODEL 49
SPECIAL OPERATOR NET PRICE
LESS THAN \$10.00 EACH
With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts \$14.75 Gross take ... 5.00
Your net cost when machine empties. **\$9.75**
ORDER TODAY AND SAVE
Parts, Supplies, Charms—Write for List
BADGER SALES CO., Inc.
2251 W. Pico Blvd. Los Angeles 4, Calif.

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!
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ADVANCE DUPLEX-E
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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
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Complete, Separate Service Heads on
ACORN
1¢ or 5¢ All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Venders at minimum investment.
Write today!

CALIFORNIA TINEY ALMONDS
VACUUM PACKED IN 5 LB. TINS
SPECIAL, 77c LB. F.O.B. L. A.
OPERATORS VENDING MACHINE SUPPLY CO.
1022 South Grand, Los Angeles 15, Calif.

HOT-POP POPCORN VENDOR
(Non-Coin Operated)
\$47.50

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.

LOGAN DIST. CO.
JACK NELSON JR.
Gen. Mgr.
2320 Milwaukee Ave
Chicago 47, Ill.

Eppy Gives You THE NEWEST CHARMS

6 New Items!

LICENSE PLATE CHARMS PER M	
48 States—1950 colors	\$ 7.50
PIRATE COINS	
Metal-Plated	7.50
WILD WEST TELESCOPE VIEWER	12.50
ANIMAL HEADS	
Metal-Plated	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
EPY MIX	
Super-Charm Mix	
400 Ass'd in Bag	2.00
Fortune Ball Mix	
1 Gross Ass't in Bag	1.75

EPY

Samuel Eppy & Co., Inc.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

Salesmanship Themes Sesh; Food Ops Hear Sales Talks

(Continued from page 85) anticipate plant management's objections and be the first to mention such objections. Following thru with forceful and detailed facts dissolving such objections usually results in "getting the location," Bradley said. Big thing to remember is to talk product problems and how the operator can solve them to management's advantage, instead of stressing the vender itself, Bradley advised.

Heffer on Costs

Second speaker, M. L. Heffer, Johnson Tobacco Company, Chicago, spoke on reducing costs thru increased efficiency. An intelligent maintenance of records is a big step in controlling overhead, and involves simple book-keeping and keeping statistical information, he explained. Each vender should be treated as a miniature store and records of its activity kept accordingly. Citing his own operation, Heffer said that setting of a break-even point of \$6 per unit was made possible thru such an individual per machine record on a weekly basis. Using such a check system will eliminate a too-common occurrence in growing operations, which is simply that as the firm expands and gross take increases, the per machine volume may actually be dropping.

Citing his firm's Sears, Roebuck installations, Heffer said the backbone of their cost reduction-increased efficiency program was use of part-time employees. He declared that about 90 per cent of Johnson Tobacco's vending business was performed by its tobacco counter clerks in Sears. Such clerks service the machines in their own buildings. Applying this to the average operator, Heffer said he could develop part-time help in his slow-moving locations. This would mean that regular servicemen could visit such stops once a week, instead of daily or every other day. The serviceman could then be more profitably employed in attending to high volume stops.

Two additional cost reduction points made by Heffer were the use of lower-priced or amortized equipment in those good-will stops that had to be carried, and maintaining a four-week stock inventory, by brands, and by dollar value. Returning to his previous \$6 break-even comment, Heffer added that the incentive to do a plus sales job was greatly increased when it is realized that while a 5-cent profit is realized on each of the first \$6 a week, a 30-cent profit is returned from the seventh dollar and for each additional dollar thereafter.

Henry Hartmann, Sterling Vending Company, Belleville, N. J., stressed increasing sales in present locations as a basic "salesmanship" idea. Referring to his own operation with six and eight-column candy machines without attachments, he said that a 70 per cent "horizontal" movement was deemed essential to good sales levels as opposed to all "vertical" movement which empties one or two columns. Explaining, he stated that a generally even movement across the columns indicates good stocking of equipment, while consistent sellouts on one or so columns means that remaining columns are not pulling their full sales load. Answer may be to duplicate merchandise in two or three columns, or change type or merchandise that has been offered in low-sale columns.

Rest Period

Increased sales can also be obtained by giving leading items a "rest period," with the result that when reintroduced after a few days they will move in greater quantity than before. Merchandise selling less than one-half column between service calls should be eliminated, Hartman believes.

Concluding panel speaker, William Fishman, Automatic Merchandising Company, Chicago, declared the operation of penny machines in conjunction with nickel venders was good salesmanship as it enabled the operator to realize full sales potential on present locations.

Ups Grosses

Turning to his own routes as an example, Fishman said operation of penny nut and gum units increased gross sales volume by at least 20 per cent. And firm's servicemen, because of better profits thru use of penny venders' chalk up to one-fifth of their salaries from the penny equipment proceeds. And a plus-profit gain is that the servicing of penny machines requires no extra trucks, distance traveled, help, etc. Regular equipment and help attend to the bulk and gum units with a minimum of extra work.

As a location good-will measure, operation of penny machines offers added advantages. Fishman declared that such installations along with regular nickel equipment means a larger commission check for the location owner.

Summing up his penny machine remarks, Fishman said that operators ought not to spend a good sum acquiring new nickel machine locations when they could consolidate their position in present spots by easily placing penny equipment along with their larger machines.

An informal question-and-answer session followed the scheduled speakers, leading off with a question from the floor on the number of nickel and penny venders one serviceman could handle in a day. The answer, by Fishman, was between 30 and 40 machines.

Answering a query on methods of handling routemen's inventory, Fishman stated that weekly balancing of cash and merchandise should be the rule. Variances should not be allowed to stand from week to week. Deficits should be accounted for at the end of each work-week. To facilitate this, the operator should give each serviceman daily receipts showing amount of merchandise taken out and amount of cash turned in.

Ops Take Up Taxes, Sanitation, Charms At NAMA Table

(Continued from page 84) set at 50 per cent, the scale operator cannot afford higher taxes "because he doesn't sell a product."

Discussion of sanitation problems opened with comment on lax house-keeping by many operators, with emphasis on smudged globes. Because peanut oils create fast-forming and ill-appearing film on interiors of glass this is recognized as a real operator problem. Complete elimination of such film would mean an almost daily cleansing of globes, a chore that would be both time-consuming and expensive. An even greater sanitation problem faces the operator in the base mechanism of his equipment, it was recognized. Solution here was periodic removal to shop to air blast, wire brush and soak in a cleansing bath.

Watch Oil Film

Brandstrader warned that operators should "watch their oil film and salt deposits," and cited a forthcoming move by Los Angeles health authorities to follow up recent cup vender sanitation measures with similar action aimed at bulk machines. However, if the operator would look upon machine cleanliness not as a health authority problem six months from now, but as a means of obtaining increased sales tomorrow, he would be more apt to pitch in on a sanitation program, Brandstrader said.

Start of the charm debate came with the announcement that a new sanitation drive in Cleveland had just resulted in sealing of all prize bulk machines. This was countered with the statement, made by a charm manufacturer, that New York authorities had found charms non-toxic and so posing no special sanitation or health problem.

Session concluded with the charm manufacturer, and a non-member operator, requesting that NAMA be petitioned to reconsider the charm question.

Also on hand at the meeting was a representative of Ernest & Ernest, Chicago accounting firm, handling the name operator's cost program. The representative, Gerard McKinley, was introduced by Bill Fishman, chairman of the NAMA accounting division. McKinley outlined the program briefly, stating that there would be a distinction between penny candy, gum and nut operations and other types of vending equipment.

NEW LOW PRICE SILVER KING CHARM KING

2 GREAT VENDORS

Sample \$13.95
2 to 3 \$12.50
1 to 5 cases \$42.00 case
6 cases or more \$40.00 case
Packed 4 to Case

RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676	RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
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CHARM BASKETBALLS

1/2 INCH SIZE:
Copper Plated \$ 8.00 per M
Silver Plated 9.00 per M
Gold Plated 10.00 per M

The above balls are embossed with college names.

3/8 INCH SIZE:
Copper Plated \$5.50 per M

PENNY KING COMPANY
415 Neptune St. Pittsburgh 2, Pa.

FREE—FREE FREE

Two weeks' FREE TRAINING in locating, servicing and operating route of TOPPER 1¢ 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

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

Write NOW for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND GAMED RINGS, WEDDING RINGS, KNIVES, JACKS, BADGONS, SKULLS, ETC.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

Shoeshine Exhibits Slump at NAMA Meet But Shine Quality Up

ATLANTIC CITY, Dec. 3.—While automatic shoeshine equipment dwindled from a 10-firm exhibit in 1948 to a single display at the NAMA convention this year, shine and machine quality were up.

Showing its Shinemaster at \$285 (\$225 in quantity orders), Northwest Engineering & Manufacturing, Inc., Minneapolis, announced that initial production line models were being assembled. Unit employs three animal hair brushes to polish shoes, two wheels in horizontal position for sides and back of shoe, and one vertically positioned wheel for toe. Patron first inserts his foot on accelerator-like pedal depressed in front, center to obtain spray of liquid Carnauba wax (used on both black and brown footwear) which dries in three seconds. Shoe is then held in polishing position against the wheels. Machine is set for one-minute operation per shoe. Three types of coin operation are offered: Nickel coin mechanism, requiring two coins for complete shine; dime or one-coin operation, which cuts motor after one minute, re-starts when customer places second shoe in spray position, and straight nickel operation for both shoes, with same stop-start action.

Firm's patented liquid polish, at \$7 a gallon to operators, is said to return a \$100 gross per gallon. E. Van Doren, official, said that 20 test machines, on location four to six months, returned an average weekly gross of \$8. Location commission was 20 per cent. A one-year mechanical guarantee is offered.

Machine gives a satisfactory luster to shoes in average condition.

From Little Acorns Mighty Incomes Grow!

ACORN
1¢ or 5¢ All Purpose Bulk Merchandiser

You'll Gather Plenty of "Coconuts" With This "Tightly Money-Maker!"

WRITE TODAY!

Mountain State Distributors
Cameron, W. Va.

\$13.95 EA.
Phone: Cameron 16

VICTOR'S TOPPER
Only \$10.00 Each

(100 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

SEEBURG ANALYZES "45" DISKS

Juke Music Soothes Showmen at NAAPPB Meet; Intro New Mch.

CHICAGO, Dec. 3.—Outdoor showmen attending the trade show sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the Hotel Sherman here this week were introduced to a new coin-operated music machine and to the H. C. Evans Constellation unit. Both machines were among the featured exhibits at the show.

The new machine was introduced by the Denson Company, Orlando, Fla., and features dancing figures as the attention-attracting gimmick. Made in two models, the machines, called Dancin' Fool, feature one and two figures and 10 and 20 selections respectively. The one-figure 10-selection unit has a 12-record capacity and operates on dime play. It is 58 inches high, 15 inches wide and 35 inches deep. The dancing figure is approximately one-third the size of the cabinet. A model DP automatic changer is used to play the records, the music activating a moving floor which in turn causes the figure to tap dance thru the selection.

The two-figure machine, featuring male and female dancers, is eight inches wider than the single-figure unit and features the selector panels on either side of the top cabinet. Unit utilizes a Model DNS sector-type 20-selection record mechanism on 5-cent play, or 10 tap dance selections at 10-cent play.

Both cabinets are colorfully decorated in green, with a simulated band at the lower cabinet and music notes in color drifting upward to the top of the machine.

The H. C. Evans exhibit, which featured equipment for outdoor showmen, was built around the 20-record 40-selector Constellation unit. Lester Riech, manager of the music division,

CPMA To Attend MOA Meet; Back '50 Convention

CLEVELAND, Dec. 3.—Jack Cohen, president of the Cleveland Phonograph Merchants' Association (CPMA), this week disclosed that a strong representation of the org will be on hand for the Music Operators of America convention which is skedded in Chicago March 6, 7 and 8. Cohen, in a special statement to *The Billboard*, reported:

"All of our members are of the opinion that a meeting conducted by phonograph operators, for phonograph operators, where the problems of the phonograph industry can be discussed by men who understand these problems, is one of the most progressive steps in the history of the coin-operated phonograph industry.

National Problems

"Our members realize that there are national problems which can only be solved by the intelligent discussion and planning of the national association of operators. We also feel that in these trying times when the phonograph operators are going thru a great struggle for their very existence, anything we can learn from fellow operators from other parts of the country can be very beneficial and will be very welcome. We feel that some of the best minds and the most progressive operators in the industry will be attending this convention, and that we will be richly rewarded by also attending."

and Dick Hood, president of the firm, were on hand to meet with the showmen and to explain their music machine.

The Constellation shown included the six-plays-for-a-quarter feature of the machine.

Denson officials reported that a Rock-Ola mechanism is being used in the two-figure Dancin' Fool unit, while a Webster-Chicago changer is featured in the single-figure machine. No list was given on the latter, while a \$595 price tag has been set on the double-dancer piece.

Harris County Music Ops Hold Annual Dinner, Entertainment

HOUSTON, Dec. 3. — The most successful social meeting since pre-war days was enjoyed by over 50 music men and their women in the Jinks Room at Grand Prize Brewery Tuesday evening (29). The affair was sponsored by the Harris County Independent Coin Machine Operators' Association and arranged by the social committee of that group.

The party started at 8 o'clock with a barbecue dinner. The program following consisted of a short talk

Believes Subject Vital to Industry's Future; Reveals Results of Extensive Study

Manufacturer Considers Selectivity, Other Factors

(Continued from page 15)

does not offer a single tune for selection by the individual does not conform to the requirements of our business. The individual selection of music has been established over a period of years at from 3 to 4½ min-

utes of playing time. This precedent has been established for many, many years by record manufacturers in the pressing of 10 inch and 12 inch records.

Time Factor

"It is a matter of record that our business has been built upon 5 cents per individual selection of music and the time factor, therefore, is all important from an economic standpoint, as far as music operators are concerned. It should be obvious, therefore, that long playing records (at any speed) are not applicable to our business.

"Thru this process of elimination (as applied to the coin-operated phonograph field), we find that the real issue is between popular records and classical music recorded on 10 and 12 inch records at 78 r.p.m. and the same music recorded on one size record (7 inch) at 45 r.p.m. Our experience in the field with the Select-O-Matic M100A Music System, which plays both 10 and 12 inch records, has convinced us that there is a substantial demand on the part of the public for better music; therefore, it is our (See *Seeburg Believes on page 107*)

Detroit Coin Ops Will Aid Newsboy Drive

Annual Charity Event

DETROIT, Dec. 3.—"Juke Box Corner" is slated to be the gathering place of Michigan coin machine men Monday (12) for the annual Goodfellows' Old Newsboys' Day. This major local charity venture, which has perhaps the strongest press and radio support of any single drive in its field locally, is marked by the "sale" of newspapers by former newsboys at whatever prices they can get—big bills are welcome, and no change is given. Many prominent citizens of the community turn newsboy once again for the day.

Irving Ackerman will represent the (See *DETROIT COIN on page 100*)

by toastmaster Joe Gillespie, introduction of several prominent guests and members, drawing of prizes and dancing until midnight.

The Jinks Room and plenty of beer was furnished free by the Grand Prize Brewery. Music was by Ben Christian and His Texas Cowboys, a well-known local band including these musicians: Jerry Jericho, Robert Seelke, Albert Droemer, Dusty Stewart, Roy Tompkins and Doc Lewis.

The social committee, including Hazel Conklin, Jack Chambers and Fred Troy, was assisted by C. M. Robertson, Sam Lampasas and Charlie Bell.

C. F. (Red) Nelson, Grand Prize Brewery official and long-time friend of Houston operators, was instrumental in securing the location.

Hartford Ops Meet To Confer On Association

HARTFORD, Conn., Dec. 3.—Some 25 Hartford area coin operators attended a meeting at the offices of the State Music Distributing Corporation last week with the primary purpose of discussing the proposed plans for a Hartford Coin Operators' Association, to function in conjunction with a similar group at New Haven.

Definite action on the plan was postponed until a future meeting. Active in the group planning is Jim Tolisano, of Superior Music Company.

50 Distributors At Wurlitzer Annual Meet

Discuss Biz Conditions

NORTH TONAWANDA, N. Y., Dec. 3.—The Rudolph Wurlitzer Company played host to its distributors (for coin-operated phonographs) at the annual distrib meeting November 18-20. Ed Wurgler, general sales manager, hosted the 50 visitors. Wur-



ED WURGLER

gler reported general business sessions started Friday morning (18) and were followed by individual conferences between all distributors and top sales and management execs of the manufacturing firm. In addition to reps in the United States, export distributors from Canada, Mexico, (See *50 DISTRIBS on page 100*)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

SANTA DISKS GOING TO TOWN. All diskeries are under way on the Christmas push with the biggest output of records and the most artists represented in history (General Department).

ANTI-EXCISE GROUP PLANS DRIVE FOR INDUSTRY SUPPORT. A concerted effort will be made to achieve the elimination of tax on disks (Music Department).

BAILEY HASSLE MAY END COLUMBIA'S HARMONY PACT. A tiff resulting from Pearl Bailey's disk may sever relations between the waxeries (Music Department).

RCA SETS 3-SPEED PLAN. The firm to add 33 1/3 to its line in late January; other diskeries study move (Music Department).

HEIDT TO RECORD ON OWN LABEL. Horace Heidt is set to go on a full-scale recording sked on his own platters (Music Department).

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.

100?

100?

100?

It takes a hundred plays on any juke box to offset a single service call which cost \$2.50. The AMI reduces service calls almost to zero.

AMI Incorporated

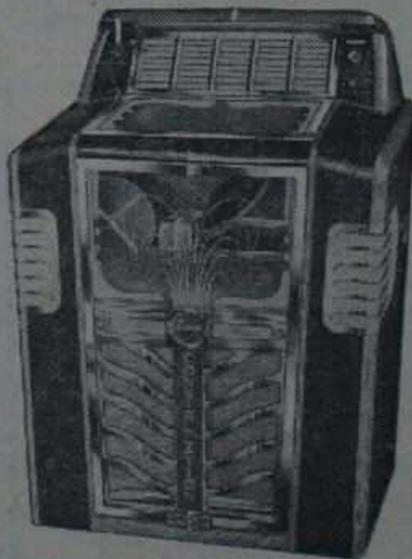
127 NORTH DEARBORN STREET
CHICAGO 2, ILLINOIS



100?

100?

We announce with pride
our appointment by
H. C. EVANS & COMPANY
as Exclusive Distributors of
"The Phonograph of the Year"
EVANS' 20 RECORD
40 SELECTION CONSTELLATION
PHONOGRAPH
for the Entire Lower Peninsula of Michigan



Now on display
in our
Showrooms

A. P. SAUVE & SON

7525 GRAND RIVER AVE.

DETROIT 4, MICHIGAN

ALBUM REVIEWS

(Continued from page 39)

PUCCHINI: MADAME BUTTERFLY—E. Steber-R. Tucker-G. Valdengo-Metropolitan Chorus and Ork.-M. Rudolf, conductor and others (3-12") **86**
Columbia (33) SL 104

This three-disk LP version of the complete Puccini opera is a release of major importance. It is undoubtedly one of Columbia's top contributions to the vocal disk repertoire, and should sell accordingly, especially at the economical LP price. The opera continues to be one of our most popular, despite the sparseness of actual song-arias. The big number, "One Fine Day," is beautifully sung by Miss Steber, who, in fact, makes an excellent Butterfly. Tucker continues to surprise with his pure, soaring tenor, which could be one of the best around today. Valdengo, on loan from London Records, is fine as the consul here. Conductor Rudolf's contribution is a great bit of pacing, and solid dramatic instrumental support.

JUKES Not suitable. **JOCKS** Fine week-end feature.

THE ADVENTURES OF LITTLE BLACK SAMBO—Paul Wing (12-10") **85**
RCA Victor Y-383

This newly cut version of the standard kiddie story fills a big gap in the Victor catalog, and should enjoy a strong, steady sale. Format, like the "Pinocchio" set, is that of a picture book, with Little Nipper's barks, indicating time to turn the page. Production is full of color, and is exceptionally good taste. L. B. Sambo here is a little boy in India. The cover and picture pages are printed in full, rich color, and the drawings themselves are thoroughly charming. Production shows plenty of savvy.

JUKES Not suitable. **JOCKS** Designed for home play, but okay for beaming.

BILLY ECKSTINE SINGS—Billy Eckstine (1-10") **77**
National (33) NLP 2001

Prisoner of Love; All of Me; You Call It Madness; Sophisticated Lady; Cottage for Sale; I'm in the Mood for Love; Time on My Hands; Without a Song.

The current popularity of Eckstine will undoubtedly help the sale of this first LP collection of the singer's work. These are the recordings which helped bring him into attention, but in truth they show Billy prior to his full maturity as a singer. And this despite the fact that these were sliced between 1945 and 1946. His current work is far warmer, more restrained, better controlled, more highly polished and more showmanly than these etchings show him. But these were hits originally and include some of his top request tunes. Therefore this LP should find a sizable public where they go for Mr. B.

JUKES Not suitable. **JOCKS** LP-equipped stations should have just for the quiet surfaces.

TCHAIKOVSKY: SYMPHONY NO. 2 IN C MINOR—Minneapolis Symphony Ork.-D. Mitropoulos, conductor (1-12") **70**
Columbia (33) ML 4252

This symphony, known as the "Little Russian" because of the use of a folk theme in the work's finale, lay dormant for many years and was revived in this country by Stravinsky in the mid-'30s. Since, it has picked up considerable concert hall stature, tho it ranks far below the composer's Fourth, Fifth and Sixth symphonies in popularity. The work boasts many moments of distinction and shows the Russian's genius in orchestration and the achievement of rich sounds. Tho there are portions of the work which are windy and of flimsy substance, this nevertheless makes a worth-while listening experience. The performance of the work could have been somewhat less severe.

JUKES Not suitable. **JOCKS** Only LP on this work is satisfactory.

RAYMOND SCOTT'S DRAWING ROOM—Raymond Scott Quintet and His Ork (1-10") **68**
Columbia (LP) CL-6083

In an 18th Century Drawing Room; Business Man's Bounce; The Peanut Vendor; Huckleberry Duck; Pretty Little Petticoat; Boy Scout in Switzerland; The Toy Trumpet Powerhouse.

The Scott Quintet was one of the hottest items in the late '30s and early '40s. From time to time it has flourished again but never with the distinctiveness and excitement that first precision chiseled group created. Its work retains its freshness even today in some of those gems which are on this disk, "Powerhouse," "The Toy Trumpet," etc. In addition to four quintet etchings, there are four numbers done by the big band which Scott built after the style of the fivesome and after the small group had clicked. This was a fine ork, had a good deal of originality but was too cumbersome a vehicle for the delicacy of Scott's musical thinking. Collectors will appreciate this LP.

JUKES Not suitable. **JOCKS** Refreshing r e m e m b r a n c e of fine things in the past.

PERCY FAITH AND HIS ORCHESTRA PLAY—Percy Faith Ork (1-10") **86**
Varsity (33) VLP 6000

All Through the Night; Dancing in the Dark; Beggin the Beguine; Temptation; The Touch of Your Hand; That Old Black Magic; Noche Caribe; Tia Juana.

At the lowest LP pop price on the market, this Varsity 33-er has "can't miss" stamped all over it. It offers a lot of dance music, and fine dance music, at that. Tunes are the sure-fire tarp faves, and Faith's tasty, big ork treatments are in the best symphonic dance tradition. Assembled from an assortment of Majestic masters, the sides emerge well recorded and easy on the ear.

JUKES Not suitable. **JOCKS** Fine for mood programming.

MUSIC OF FRITZ KREISLER and MUSIC OF SIGMUND ROMBERG—Andre Kostelanetz Ork (1-12") **80**
Columbia (33) ML 4253

Kostelanetz and his particular brand of highbrow treatment of pop and/or light classic music has been established as one of the rock-ribbed catalog items of the day. This single LP disk pairs a couple of brisk items on the regular disk list accredited to Kosty. One side spots half a dozen Fritz Kreisler favorites ("Caprice Viennois," "Liedeslied," "Stars in My Eyes," etc.) arranged for full ork in the lush Kosty fashion. On the reverse are eight leading Sigmund Romberg songs ("Will You Remember?" "One Kiss," "Romance," etc.) again garbed in the rich Kostelanetz orking. Another fine example of the money-saving space-saving qualities of the LP medium.

JUKES Not suitable. **JOCKS** Excellent dinner, cocktail and late hour music.

A PROGRAM OF MEXICAN MUSIC—Carlos Chavez (1-10") **70**
Columbia (33) ML 2080

This set was produced around 1940 under the sponsorship of the Museum of Modern Art as part of an exhibition of Mexican art. Since its issue in that period, the album has become a leading collector's item. Certainly the music it contains is exciting, different and provocative. Most of the work contained on this LP stems from Indian and Mexican folk themes, and the results produce some most astounding sounds, primarily those of a percussive nature. Chavez, three of whose works are part of the group, has done a fine job of conducting a small orchestra of combined American and Mexican musicians and a chorus selected from the National Music League. Contents are "Sones Mariachi," "Yaqui Music," "Huapango," "La Paloma Azul," "Xochipilli-Macuilxochitl" and "Danza a Centeotl," the latter three by Chavez. Collectors of the modern will not want to miss this disk.

JUKES Not suitable. **JOCKS** Something different for longhair folk and even jazz spinners.

MILHAUD: SYMPHONY NO. 1—Darius Milhaud conducting the Columbia Broadcasting Symphony. **74**
Columbia (LP) ML 2082

This delightful symphony, which was written by Milhaud in 1939, gets its first recording here under the baton of the composer. Knowing Milhaud's musical antecedents and influences, it is not surprising that there are suggestions of Satie and Debussy in the work. It is completely sunny and light hearted, with a striking third movement, "Tres Modere," an enchanting bit of lyricism. Elsewhere this dreamlike quality is dispensed with in favor of an astringent, humorous but always light-hearted gaiety. Rendition and reproduction are topnotch. Must for contemporary libraries.

JUKES Not suitable. **JOCKS** Excellent modern fare.

GERSHWIN: SECOND RHAPSODY FOR PIANO AND ORCHESTRA and VARIATIONS ON "I GOT RHYTHM" and PRELUDE No. 1, 2 and 3—Oscar Levant, piano, with Morton Gould and His Ork (1-10") **84**
Columbia (LP) ML-2073

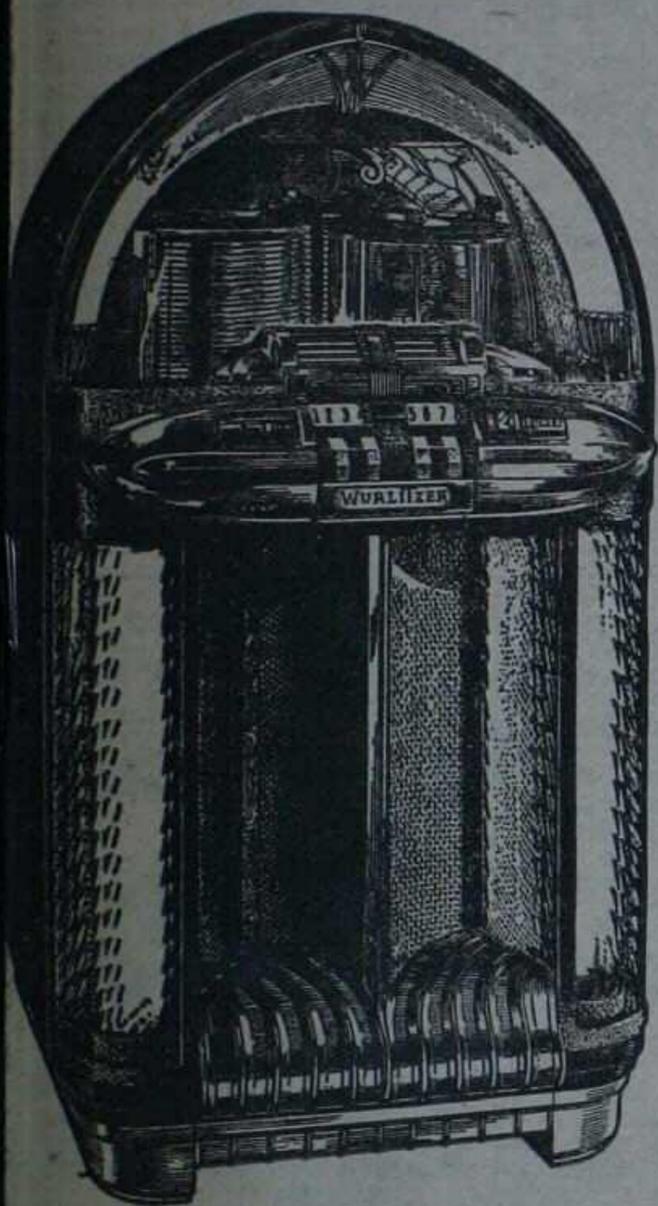
This small LP disk contains a group of rarely heard Gershwin works. The Second Rhapsody, written after the composer's popular "Rhapsody in Blue," is patterned somewhat after the style and manner of its illustrious predecessor. The thematic material is not of the same quality as went into "Blue," and a good deal of the arranging for orchestra is structurally similar, particularly the ending. The work is a worthy shadow for the commercial might of the first rhapsody. "I Got Rhythm" and the variations therefrom make a short work abundant in humor and vigor. These two pieces of Gershwin are performed authoritatively and spiritedly by pianist Oscar Levant and an orchestra under the leadership of Morton Gould. Levant himself runs down the three Gershwin preludes and does them masterfully. The combination of Levant and Gould playing rare Gershwin should have plenty of positive commercial potential.

JUKES Not suitable. **JOCKS** Rare Gershwin should appeal in all types of listeners.

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- Redd Distributing Co.
298 Lincoln St., Allston 34, Mass.
- Sicking, Inc.
1401 Central Parkway, Cincinnati 14, Ohio
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477 Yonge St., Toronto, Ont., Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que., Can.
- Southland Distributing Co.
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.
- Steele Distributing Co.
3300 Louisiana St., Houston, Texas
- Sterling Service
Rocky Glen Park, Moosic, Penna.
- United, Inc.
4227 West Vliet St., Milwaukee 8, Wis.
- Walker Sales Company
2401-7 East Alameda, El Paso, Texas
- Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.
- The Winters Distributing Co.
1713 Harford Ave., Baltimore 13, Md.
- Young Distributing, Inc.
525 W. 43rd St., New York 18, N. Y.

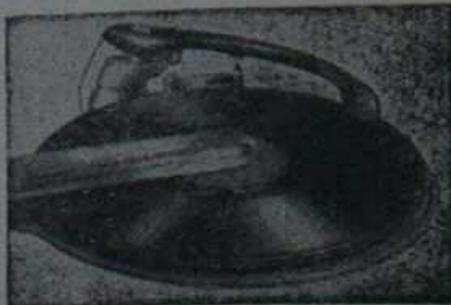
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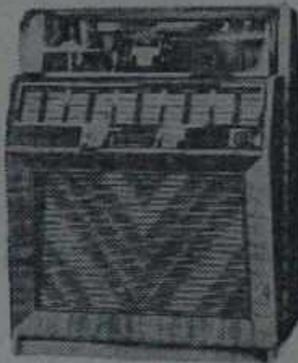


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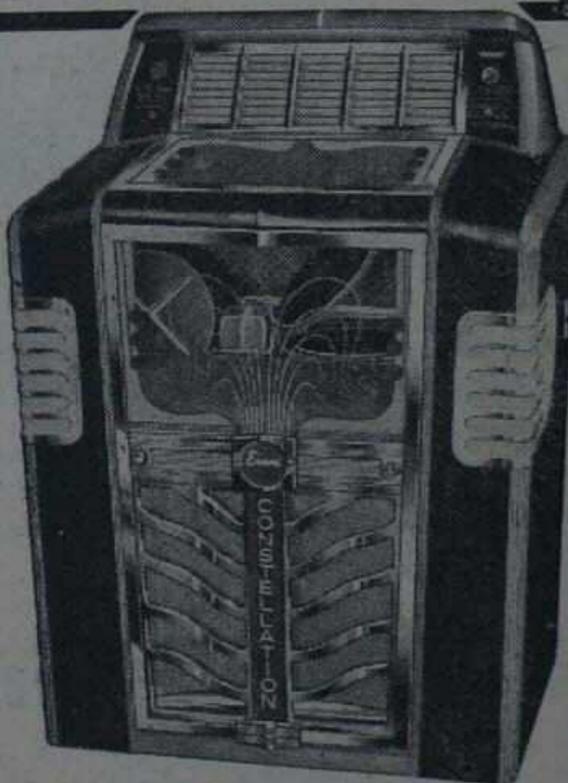
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GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

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A limited number of territories available now. Write or wire immediately.

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SEE OUR COIN MACHINE AD ON PAGE 111

Texas Coinman Killed in Train, Truck Collision

HOUSTON, Dec. 3.—Jesse Segura, employee of American Music Company, was killed instantly, and Tom Arwardy, owner of the company, had a narrow escape from death when a passenger train struck the truck in which they were riding Friday morning, November 25. Arwardy, who escaped with only minor injuries, was driving when the train crashed into his side of the pick-up truck. Segura's body was thrown clear of the wreckage.

Tom Arwardy and his brother, Tony, are known locally in connection with the Two Bros.' Amusement Company, which they operated for about 10 years. Three years ago they opened the American Music Company.

50 DISTRIBS

(Continued from page 97)

Cuba, Puerto Rico, Venezuela, Colombia, Honduras, Germany and other countries were in attendance at the three-day meet.

Policy Talks

Individual talks on matters of company policies and plans for future production were given by R. C. Roling, president; F. R. Wurlitzer, board chairman; R. C. Haimbaugh, vice-president and manager, North Tonawanda Division; Fred Osborne, director of engineering; Paul Fuller, engineer; Ed Wurgler and others.

Discussion, it was understood, covered general business conditions, current sales and production, and new designs and products. There was no announcement of a new model, but Wurgler promised an announcement on this subject will be made as soon as the firm's plans are more definite.

DETROIT COIN

(Continued from page 97)

coin machine industry at the northeast corner of Grand River and Griswold streets, gathering in sales for the cause. The spot has been given the unofficial name of Juke Box Corner. Ackerman, founder of the Detroit Tradio Company, is counsel for the Michigan Automatic Phonograph Owners' Association as well as the Detroit Shuffleboard Association and is associated with a number of other coin machine interests in this city.

Other coin machine men are expected to meet at this point, channeling their contributions to Ackerman's total.

Kanter Turns Tunessmith

CINCINNATI, Dec. 3. — Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA) here, has turned songwriter

in his spare time. Kanter is listed as a co-writer on a new tune, *Tell Me Lies*, which will shortly be released on several record labels. Tune will be pushed by members of APOA via their phonographs and will also receive promotion via juke boxes owned by members of other city and State associations thruout the country.

DADDY KNOWS BEST!

Yes, and as daddy of the coin-operated hotel radio industry we are still turning out TRADIOS at the same old stand and in larger numbers than ever. The motel field keeps begging for TRADIOS, so take a tip and get your share of the 1949 Gold Rush. You are dealing direct with the factory when you become a TRADIO operator. And you make more because you get more of the best, for less. We'll tell you how if you'll ask us on a postal.

TRADIO ASBURY PARK NEW JERSEY

South Wind

TONE ARM

Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



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No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION

WURLITZER (except counter models and P-12) \$11.95

SEEBURG Hi-Tones 9.95

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Seeburg 146M	\$295	2 Late Model Packard Cellar Units	\$100.00
Seeburg 147M	375	7 Packard Wall Boxes—like	
Seeburg 148M	465	new. Ea.	17.50
Wurlitzer 1080	295	10 3W2 Seeburg 3 Wire Wall-	
Wurlitzer 1015	275	boxes. Ea.	35.00
Rock-Ola 1422	195	20 W1 5c Seeburg Wireless	
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LARGE SELECTION OF PRE-WAR MUSIC INCLUDING CADETS, CLASSICS, GEMS, ENVOYS, WURLITZER 600s, 500s, 850s. WRITE FOR COMPLETE LISTS AND PRICES.

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PUCK PATTER

Chicago:

Bill Tucker, Purveyor executive, back home after a one-month tour which took him thru 18 States, has much to report on the shuffleboard situation. The picture is constantly changing thruout the country, and Bill learned many things which he said will help him gauge the company's actions in the next six months. When Bill returned to Chicago, Herb Perkins, who heads the firm, left for the West Coast for a look-see at the situation there. He expects to visit four Western States before returning home.

Outdoor showmen visiting Chicago last week for the trade show and convention at the Hotel Sherman were busy playing the boards

Biz as Usual Despite Fire At Chi Firm

Amer. Distrib Hit

CHICAGO, Dec. 3.—Altho fire at the local distributor for American Shuffleboard Company, 5631 S. Harlem Avenue, early Tuesday (22) caused equipment damage estimated at \$3,000 and property damage in excess of \$15,000 by Fire Marshal Arthur Driscoll, the firm will be able to carry on business as usual, Dan McFall, a partner in the distributing company, announced last week. The blaze is believed to have started in the boiler room.

McFall explained that immediately after the fire plans were made with the factory in Union City, N. J., to ship a sufficient number of boards to replace the destroyed stock. Moreover, no damage occurred in the offices. All losses were covered by insurance, McFall stated.

Monarch Intros New Sales Plan

CHICAGO, Dec. 3.—President Roy Bazelon announced this week that Monarch Shuffleboard has embarked upon a new sales plan designed to cut operators' freight costs and speed up cabinet production.

Under the new set-up Monarch will sell either its maple or combination maple and walnut playfields to operators with the understanding that the operators have the cabinets made in their own area. Under this plan the operator will save freight costs on cabinets and avoid the possibility of receiving cabinets damaged in transit. Bazelon added that his firm will be able to supply all necessary hardware, waxes, scoreboards and score-sheets, rubber mats, etc.

Bazelon explained that while it is possible to get fine cabinet work in practically every area in the country, finding playfields suitable for shuffleboards is another problem and should be handled by firms which made a specialty of producing such a product.

Monarch's playfields come pre-drilled for eight climatic adjusters and similar equalizers. They have a hard finish which is alcohol and burn resistant. Bazelon claims that the only way the finish can be removed is by actually sanding it down.

located in the hotel from early morning until late at night. Many visited local factories, with the intention of purchasing the boards for arcades and parks for the 1950 season. Altho no boards were displayed at the show, interest among the ops was reported extremely high.

Sol Lipkin, ace field supervisor for National, pens from Miami Beach, Fla., where he is busy selling boards and setting up league play, that the winter season at the resort looks like it will be bigger than ever. Crowds are already pouring in to the beach hotels, and play on shuffleboards is going strong.

Charlie Gillard, Nation Wide Novelties head, is back from a swing thru the East and South. He reports business is fair with plenty of optimism for the remainder of the year. Gillard is considering applications for a successor to Fred Spencer. . . . Col. L. Lewis, Mero Industries' director of public relations, is in New York winding up a deal. He has spent the past four weeks in the South where he organized several leagues for the firm's distributors and operators.

Gil Kitt, Empire Coin Machine Exchange, reports he is getting increased action on Rock-Ola and Valley boards. . . . Arthur Marcus, Markepp Company, Cleveland, was a Nation Wide caller last week. Marcus is given credit for helping league play get a solid foothold in Cleveland. . . . Allied Coin reports an encouraging reception to its special shuffleboard supplies division. Firm recently remodeled its Milwaukee Avenue quarters.

The Mike Munves Corporation was (See Puck Patter on page 104)

Woodcraft Sets 16-Foot Output

ST. LOUIS, Dec. 3.—U. S. Woodcraft Corporation thru Sales Manager Delbert Veatch announced it is now producing California Shufflepins in 16-foot lengths as well as with 9 and 12-foot playfields.

Production on a longer model began last week after the firm moved to larger quarters here. The company also has a plant in California and is negotiating for one in the East, near Philadelphia.

Veatch said Woodcraft is still studying applications sent in by distributors who have shown interest in a few remaining territories. He added that efforts are being made to increase output of Shufflepins.

Time Is Short

The fall season is in full scoring 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, however, is still 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, 183 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today. The time is getting short, the supply is almost gone.

"Too Late," Say Most Firms As New Proposal Gets Cold Shoulder; May Try in 1950

Rock-Ola Plan No-Go; Situation Changed Say Builders

CHICAGO, Dec. 3.—Organization of a manufacturers' association to promote shuffleboard play, in the wind since last August, this week blew sky high when a group of board builders turned thumbs down on a counter proposal for such an org offered by Rock-Ola (Standard Shuffleboard). The proposal, an outgrowth of a previous attempt to organize during a special meeting here last August, was drawn by Dean Douglass, executive secretary, Standard Shuffleboard Congress of America, after he had personally contacted manufacturers thruout the country. Differing considerably from the tentative plans worked out at the manufacturers' conference in Chicago, the Rock-Ola plan failed to win approval from the other major firms, and only a few of the medium and smaller manufacturers reported favorably. As a result all attempts to organize are dead, and the firms will continue to act independently, as has been the format in the past.

Lake Appointed West Coast Rep For Rock-Ola

CHICAGO, Dec. 3.—Ed Lake, who has been organizing Standard Shuffleboard leagues and selling the firm's shuffleboards thruout the country, this week was named West Coast regional sales manager for Rock-Ola, and will handle the firm's complete line, including music, in nine Western States. Appointment was announced by David Rockola, firm president.

Lake's territory will include California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona and New Mexico. He will leave for San Francisco this week where he will establish his headquarters.

Hike Production On Shuffle-Mite

DETROIT, Dec. 3.—Training Devices, Inc., thru Sales Manager J. J. Stapleton, announced an increase in production schedules on Shuffle-Mite, a 10-foot shuffleboard game with a nine-foot playfield. Firm is also the manufacturer of the question and answer coin amusement game known as Quizzer.

As on a regulation length shuffleboard, two or four may play Shuffle-Mite. The standard model is equipped for dime play and permits approximately 10 minutes of play on a field controlled by steel pins in the center of the playfield. No attendant is required to handle the automatic unit since steel pins prevent additional play after the 10-minute mark.

Too Late?

Pointing out that at the conclusion of the two-day meet here last August manufacturers had tentatively agreed to a format for an association, down to the assessments and approximate disbursements, and that those firms present had agreed that such an org should be functioning before the end of 1949, manufacturers said this week that procrastination had done much to kill the organization of an association this year. The changing economic situation had given an entirely different complexion to the industry, and while they were optimistic as to the future of shuffleboard, they were agreed that different methods of merchandising and building player-appeal were now needed.

Too, while most representatives had tentatively agreed to the association financing program which had been projected in August (\$3,000 annually from the manufacturers and approximately \$500 annually from suppliers), the constitution proposed by Rock-Ola had stepped up the figures considerably, basing assessments on gross sales, but establishing a minimum, so that some firms would be paying a minimum of \$500 and a maximum of \$1,000 a month, while smaller companies would be contributing a minimum of \$300 and a maximum of \$600 monthly. However, the latter group would be considered associate members. Limited memberships would be available at \$100 a month.

Because of the extreme changes in the field, financially speaking, these figures were considered much too high by many of the firms contacted.

Grass Roots Policy

Another factor which brought conflict between the two proposals was the method of promotion to be conducted by the association. In the first instance it was stressed that promotion should start locally, thru leagues in towns and cities, then progress over a period of time until State, regional and eventually a national tournament (See KO Mfrs. Assn., on page 103)

New Equipment

Colorvision weights for shuffleboards—Sun-Glo Shuffleboard Supplies, Inc., Bellevue, N. J.

Model 70-B—bottle vender—Ideal Dispenser Company, Bloomington, Ill.

Powell Announcer—magnetic recording device—Powell Announcer Corporation, Chicago.

Scale-coin changer—Hamilton Scale Company, Toledo.

Selecto—bottle vender—General Vending Corporation, Chicago.

Shuffle-Mite—shuffleboard—Training Devices, Inc., Detroit.

Sweepstakes—bell—O. D. Jennings & Company, Chicago.

Twin flavor bottle vender—Rowe Manufacturing Company, New York.

Change of Address

U. S. Woodcraft Corporation moved to 2336 Olive Street, St. Louis.

Williamsport Amusement Company moved to 233 West Third Street, Williamsport, Pa.

New Firms

California Amusement Machines Company, Los Angeles, Patrick J. O'Neil, general manager—all types coin machines including candy, ice cream, cigarette, confectionery and music.

Powell Announcer Corporation, Chicago—magnetic recording device.

Speedbird Record Distributors, 1327 Washington Street, Boston—records for music box operators.

Tasty Sandwich Company, 2210 West North Avenue, Chicago—nation-

al distributor for Alco-Deree's refrigerated Sandwich Snak Rak vender.

Personals

American Bottlers of Carbonated Beverages officers: Truman Gill, Beeville, Tex., was re-elected president of the ABCB. Also re-elected: Alvin Beaman, Nashville, vice-president, and Joseph LaPides, Baltimore, treasurer. Elected to the executive board for three-year terms were E. Robert Anderson, Rochester, N. H.; Edwin F. Wagner, Madison, Ill.; James C. Lee, Birmingham, and Cecil R. Barbee, Los Angeles. W. R. Robertson, Washington, was elected to fill a one-year vacancy.

Jack Bramham, former sales manager, American National Dispensing Company, Lansdale, Pa., was named manager of the placement and service division for the Philadelphia area. W. J. Manning named sales manager of Kwik Kafe Vending Division of Rudd-Melikian, Philadelphia.

Ches Pafford, former head of Canada Dry's sirup division, resigned recently to accept position as vice-president in charge of sales with Knickerbocker Beverage Dispensers, Inc., New York.

A. D. Palmer Jr. appointed advertising and sales promotion manager of Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Powell Announcer officials: Graham P. Smith, president, also vice-presi-

Trade Directory

dent of Indiana Steel Products; Frank E. Mandel, vice-president, and W. Leonard, secretary; Les Brown and Earl Crane, engineering staff.

Frederic C. Reynolds, appointed assistant to Victor R. Kendall, vice-president and director of sales, Diamond Match Company, New York.

John O. Young Jr., appointed sales manager of the fountain sales division, Orange Crush Company, Chicago.

Distributors

AMI, Inc., appointed Rex Coin Machine Distributing Corporation for the up-State New York territory.

Atlas Distributors bought the AMI franchise from Harry Poole, who opened new showrooms at 1022 Commonwealth Avenue, Boston, as a distributor of coin-operated amusement devices.

Alco-Deree Company, Chicago, appointed Tasty Sandwich Company as national distributor of its refrigerated Sandwich Snak Rak vender.

Auto Bell Novelty Company, Chicago, appointed United Distributing, Wichita, Kan., to handle Five Jacks in Oklahoma and Kansas.

Heath Distributing Company, Macon, Ga., has the exclusive franchise for Mercury Records in Georgia.

Trans-Vue named Sutton Distributing Company, Chicago, as exclusive

distributor in Cook County, Ill., and Irving B. Shurack, president of Irving B. Shurack, Inc., New York, as regional manager in the New York metropolitan area.

J. H. Keeney & Company, Chicago, appointed Central Distributors, St. Louis, to cover Southern Illinois south of Springfield and the Eastern half of Missouri for the full line of Keeney equipment.

KO MFRS. ASSN.

(Continued from page 101)

could be undertaken. It was the opinion of the majority of those present that by starting in a modest way they could not only hold expenses down, but could accomplish an even more important job—that of developing thousands of new players.

In the Rock-Ola prospectus, the association (which would have been known as the Table Shuffleboard Manufacturers' Association) would, among other things, "promote and conduct annually an exhibition of shuffleboard equipment, accessories and supplies, in conjunction with a World Championship Tournament for players qualified in accordance with the rules and regulations as set up by the association."

After reading the prospectus, some manufacturers said they believed this to be too ambitious an undertaking for a comparatively new organization.

NOW! Available in 3 Lengths

(9-12 and 16 feet) A size for every location

CALIFORNIA SHUFFLEPINS

The Original Shuffle Type Bowling Game. Ideally suited for League Play (1 to 4 players play at once).



A few choice territories still available to qualified distributors.

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U. S. WOODCRAFT CORPORATION

Creators of the world's most copied amusement games

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Research Reveals Many Areas Avoid Contamination

(Continued from page 85)

urers and major suppliers pay \$250. Dr. Mallman pointed out that the lack of standards concerning cup venders among public health officers was potentially dangerous to the industry. With health officials now unable to refer to responsible data, regulations are often made on a local and arbitrary basis. Perhaps the most valuable service his study can perform, it was said, is to furnish scientific information for use in creating uniform sanitary standards.

Results Available

Too, the results of the Michigan State inquiry are being made available to machine producers to be applied to engineering techniques at the option of the participating manufacturers.

It is hoped that the study will result in the formulation of a comprehensive technique aimed at lessening the bacteria count in delivered drinks. Two sets of recommendations will probably be made. One set will go to the manufacturers to aid in design refinement and the other to operating firms to help improve service procedures.

Concrete goals include determining how often it is necessary to clean vending assemblies and parts, which parts require cleaning on location, efficient methods of handling and cleaning, and which cleansing agents are best suited for automatic venders. It was pointed out that frequent but ununiform cleaning was no guarantee against contamination. Unnecessary tearing down of a machine during the cleaning process can often result in inadvertent contamination of vital parts by the serviceman.

Preliminary Stages

Dr. Mallman emphasized, tho, that results achieved at his college were still in the preliminary stages. The research program has been actively under way for only three or four months and based upon work with two venders and a few sirups. At least a half dozen other machines will be sent to the college soon, it was said.

One result already brought out by the study shows that sirups have, in effect, a germicidal value, according to the research director. He said that bacteria introduced into sirups tend to decrease in number, rather than multiply, at least for those preparations already tested.

With vending areas found "practically sterile" in machines tested, Dr. Mallman said that further work is being scheduled to learn the value of germicidal lamps. There seems to be some evidence of their effectiveness at this time, he declared.

Davre Davidson, of Los Angeles, pin-pointed the need of acceptable sanitary standards, understood by

both operators and health authorities, by recounting recent events in his city. Faced by "unreasonable" demands on the part of city officials, cup machine operation seemed doomed thru uneconomical service costs. The attitude of authorities wasn't punitive, it was stressed, but rather conditioned by incomplete knowledge of industry conditions.

Co-Op Helps

In Los Angeles co-operation between industry representatives and the city resulted in a realistic set of regulations, according to Davidson. Also, a recent series of three "school" sessions made it possible for approved servicing methods to be widely disseminated. Operators attending the sessions were awarded certificates by the city. Incidentally, said Davidson, the certificates were found to be an effective relations tool in soliciting new stops, as well as in bettering attitudes of established locations.

But even in Los Angeles machines are currently operating under tentative approval by the health department. Davidson asserted that the findings of a completed study by the Michigan State research staff would be of great aid in stabilizing the industry in his city.

E. C. Watts, sales manager of Westinghouse's cooler and vending division and a member of the research committee, urged that the study be continued. Further, he proposed that the eventual findings be made available generally to operators thru brochure form.

Urge Study Backing

Ed Scully, of Lily Tulip, urged operators, suppliers and manufacturers to back the research program thru participating membership in the vending division. It was stressed that the division is administered and financed outside of regular NAMA channels. The only sources of funds for the division are now thru membership dues and donations, said Arthur Nolan, of Dixie Cup, chairman.

Earl Mason, of the Bradley-Edlund Corporation, suggested that the cup-vending industry, thru its association, should engage in the same sort of high-power promotion that secured public acceptance for the electric appliance industry during the '30's. This can be done if all factors in the industry contribute money and talent for the job, he maintained. His proposal was referred to the executive committee for study.

Others who spoke at the meeting included Sol Pincus, sanitation consultant formerly with the New York City health department, and P. Y. Danley, of Westinghouse. A 10-minute movie showing suggested cup-machine servicing procedure was shown. The film was prepared for use at the Los Angeles school sessions.



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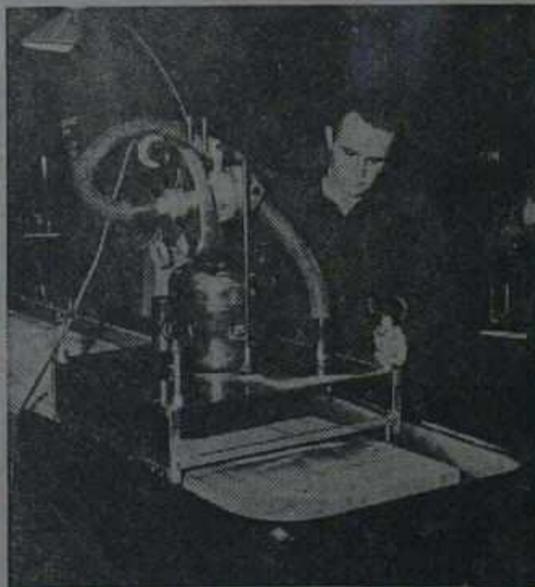
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EXCLUSIVE TERRITORIES

Schooling on refinishing and climatic changes we have encountered in past year.

Possible return of investment in ten (10) days.

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BIG FACTORY SALE! DeLuxe Shuffleboard

ONLY \$225 18' WITH MASONITE TOP
22' With Maple or Masonite Top — Slightly Higher.



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Used Shuffleboards 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.

BUY DIRECT AND SAVE Best Electric Scoreboards, \$95

Tops: Best Hard Maple \$125
Masonite (Die Stock) 100
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Wax, 30¢/ Score Sheets, 50¢

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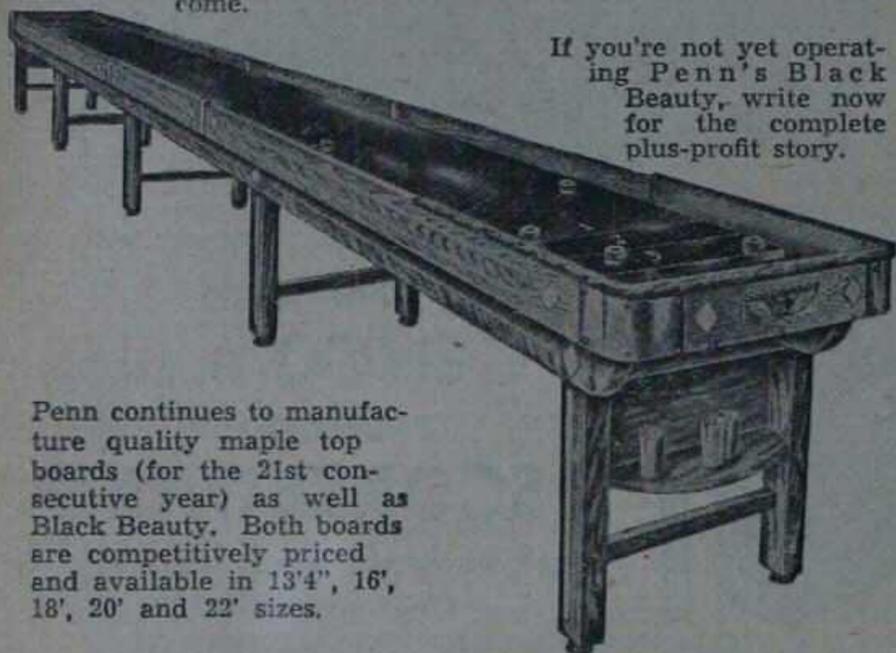
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BLACK BEAUTY

With the patented Cosolite top.

has earned the STAMP OF APPROVAL of players, locations and operators everywhere because play is always smooth and fast on the gleaming black top that simply CANNOT WARP! And, naturally, net earnings on the service-free Black Beauty continue indefinitely to reach new highs in shuffleboard income.

If you're not yet operating Penn's Black Beauty, write now for the complete plus-profit story.



Penn continues to manufacture quality maple top boards (for the 21st consecutive year) as well as Black Beauty. Both boards are competitively priced and available in 13'4", 16', 18', 20' and 22' sizes.

A FEW CHOICE DISTRIBUTORSHIPS STILL AVAILABLE

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ASSEMBLE YOUR OWN SHUFFLEBOARDS!

MONARCH Tops for 22 Ft. Shuffleboards now available! Pre-drilled for adjusters and ready for assemble in your own town, with your own cabinets. You **SAVE** crating and freight charges!

Your choice of Solid Maple or Maple and Walnut combinations. **MONARCH** Tops are Alcohol-resistant and Peel-resistant. Smoothest—Fastest—Finest on the market!

NOW IS THE TIME TO REPLACE YOUR OLD TOPS WITH MONARCH TOPS

Costs You Less in the Long Run!

8 Ft. and 12 Ft. Side Cushion Shuffleboards Ready for Delivery!

Complete Line of Accessories, Board Equalizers, Scoring Units and Supplies.

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Set Production On De-Icer, New Williams 5-Ball

CHICAGO, Dec. 3. — Following comprehensive field tests in representative areas, Williams Manufacturing has placed the five-ball game, De-Icer, in quantity production. Vice-President Sam Stern announced this week.

An ultra-high scoring game, De-Icer has an eccentric playfield in which the upper portion is designed with different types of bumpers, kick-out pockets and related scoring devices on the right and left sides. Replays may be won by either high score or by earning points. Maximum score goes to 9,900,000 on high score or 40 earned points.

Among the ways replays can be made are by completing the 1-5 series and guiding a ball thru roll-over switches on either side of the playfield and also by earning 11 points followed by getting ball thru a center roll-over switch just above the out-hole.

Other high points on the new Williams product as pointed out by Paul Federman, firm's ace road representative, include two counter bumpers adjacent to side roll-over channels which light for 500,000 simultaneously when points 1, 5, 10, 15 or 20 are lit provided a score of 4,500,000 has not been achieved. In between these specific point numbers the counter bumpers have a 50,000 value. All holes increase to 10 times their normal value after the 1-5 series has been made. Another interesting feature of the game is if bumper 4 lights up before 11 points are made or the bumper 5 before 16 points are earned no replays can be gained at this particular point in the game.

The tilt reset idea developed by Williams Manufacturing, which penalizes the player only for the ball in play at the time the tilt occurs, and a wide open bottom playfield equipped with flippers for cross-ball action are also integral parts of the playing on the De-Icer.

PUCK PATTERN

(Continued from page 101)

the only firm exhibiting an electric scoreboard at the National Association of Parks, Pools and Beaches (NAAPPB) trade show at the Hotel Sherman last week. President Mike Munves reported that the number of inquiries on the unit was unusually large considering that it was mainly for the outdoor amusement business. Many of the show exhibitors and visitors had to scramble for transportation Thursday (1) when a heavy snowstorm caused a temporary grounding of all commercial airliners in the area.

Ted Rubenstein, Marvel, reports heavy shipments of electric scoreboards are still the rule at his plant with many earmarked for Florida. In Miami, Ted explains, a scoreboard is a must.

Spot-Pool In Production

BROOKLYN, Dec. 3.—Spot-Pool, a new Belgian-type pool table, has been placed in production by Central Games Corporation, with initial deliveries to be made next week, according to an announcement by Gene Marquit, executive.

The game, patterned after those currently in use, stresses the use of "standard coin machine parts." The use of such parts, plus an electrical ball release, will make easier any necessary replacements in the field, Marquit said. Tho no outlets have yet been named, it was said the table will be sold thru regular coin machine distributors. It lists at \$325, complete with lights, balls and cue sticks.

Max Weiss and Sid Lasky are associated with Marquit in the new enterprise. Headquarters are at 1012 Beverly Road here.

SALES MANAGER WANTED

A leading Eastern shuffleboard manufacturer offers unusual opportunity to experienced shuffleboard or coin machine salesman qualified to serve as active salesmanager. Job will entail selling present distributors and appointing new ones, with complete factory co-operation and advertising support. Our employees know of this ad; write in confidence and in detail to

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SHUFFLEBOARDS

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20 Ft. AMERICAN	NOW
22 Ft. AMERICAN	\$179.50
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All 4 Used Boards, \$599.50
Crating \$10.00 extra, 1/2 Dep., Bal. C.O.D.
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ADVANCE ANNOUNCEMENT OF THE NEWEST IN SHUFFLE BOARDS—

The SHUFFLE-MITE

Coin operated play control

eliminates all supervision; 10 ft. long, 9-ft. maple playing field, beautifully designed.

Two or four may play at one time same as large board. Unique scoring device. Price to operators less than 1/3 of large board.

See your distributors or write direct

TRAINING DEVICES, INC.

Manufacturers of the Quizzer

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COINMEN YOU KNOW

New York:

With the National Automatic Merchandising Association (NAMA) holding its first annual convention in the East last week, attendance by local ops was heavy. Game and music ops, as well as those specializing in vending, traveled to Atlantic City to see displays of the latest equipment now available. **Dave Simon**, of Simon Sales, and **Bill Rabkin**, of International Mutoscope, were among those in the industry who attended the park show, in Chicago, as well as the NAMA meet.

Irv Fenishel, of Milrose Music, recently sold his Brooklyn route to **Joe Stein**. . . **Jimmy Mullen's** son was ordained a priest last week. **Mullen** is a local phonograph operator. . . **Al Koondel**, of Empire Music, is fully recovered from a recent heart attack. . . **Kiva Berwald**, formerly a music op here, is now in the toy jobbing business in Hartford, Conn. . . A runaway truck smashed two cars and a truck belonging to **Joe Lanuto's** Ridgewood Automatic Music Company last week. . . **Harold Henry**, of the local juke servicemen's union, sold his home in Flushing to buy a new residence in Queens Village.

Vital Statistics

Engagements

Miss **Cecile Kolker**, of Washington, to **Irving Kaplan**, chief accountant for the Washington branch of Berlo Vending Company. The wedding will take place in March.

Marriages

Ralph Rosenthal, son of **Harry Rosenthal**, **Banner Specialty Company**, Pittsburgh and Philadelphia, and **Mary Jane Saul**, daughter of **Mr. and Mrs. Morris Jacob Saul**, November 27 in Pittsburgh.

Births

A son, **Charles Daniel**, to **Mr. and Mrs. Glen Payne** November 25. Father is sales manager of the **Miller-Newmark Distributors**.

Deaths

Jesse Segura, **American Music Company**, Houston, killed November 25 when a train struck a truck in which he was riding with **Tom Arwady**, president of the firm. Latter escaped with minor injuries.

Washington:

Sterling Novelty Company has a number of **Williams' Quarterbacks** out on location. **Teddy Crawford** reports that they are going over well. He said **Sterling** is looking forward to a business upturn after the holidays. . . **Coin Meter Wash Company** men claim they are kept busy giving their customers good service and lining up new locations.

Marvin Blakeney Jr., of **Dr. Pepper Bottling Company** said that business has been fine. He is anticipating a lot of hard work around the holidays. . . **Robert Inscoc**, manager of the **City Service** in nearby Bethesda, Md., is leaving the coin machine business. . . **George Parisseau**, of **Berlo Vending Company**, said receipts have dropped off since the Christmas shopping season began. . . **Dalton Bundy**, sales manager of the **Pepsi-Cola Bottling Company** of Washington, also reports a seasonal dip.

WTOP disk jockey **Eddie Gallaher** is playing the 10 top tunes of the week in the Washington area on his **Moondial Matinee** every Saturday afternoon. **Gallaher** explains that this exclusive feature is brought to listeners thru the co-operation of the **Washington Music Guild (WMG)**.

Detroit:

Harold Kowal, formerly in the retail field as well as an experienced technician in production machinery, has established the **Harold Coin Meter Washer Service**, specializing in apartment house locations for coin-controlled washing machines. He has a number of different types of machines in operation, and is experimenting with the makes most adaptable to the requirements of his route. **Carl Angott** and **Irving Ackerman**, of **Angott Distributors**, local **Wurlitzer** distributors, are going into the automatic defroster field, forming the **Basic Sales Company** with an associate, **John Kowalik**.

Ben Okum, of the **Okay Vending Company**, headed for Atlantic City to attend the **NAMA** gathering last week. . . **Jerry Gillespie**, **Ace Music Company**, and **Harold Paige**, **Paige Music Company**, were local visitors from **Flint** last week, buying new **AMI** music equipment for their routes. **Ben Newmark**, **Miller-Newmark Distributors**, reports. . . **Frank Staffe**, veteran **Lincoln Park** operator, has returned from a Northern Michigan hunting trip with a buck as a trophy.

Chicago:

Any coinmen dropping in on the **NAAPPB** trade show at the **Hotel Sherman** last week would have felt much at home on the exhibition floor. Among those he would have seen manning the booths were **Bill Rabkin** and **Herb Klein** for **International Mutoscope**; **Joe Batten**, **Charlie Pieri**, **Clare Meyer**, **Ed Hugh** and **Frank Mencuri** for **Exhibit Supply**; **Howard Pretzel** for **Bally**, **Mike Munves** for the **Munves Corporation**, and **Rex Shryver**, **Dick Hood Sr.** and **Jr.** for **H. C. Evans & Company**. . . **Ken Wilson**, known in coin machine circles from the time he was an operator and later a distributor, was at the trade show. He is now sales manager for the **Miniature Train Company**, **Rensselaer, Ind.** . . One of the reasons (See Chicago on page 107)

Hartford, Conn.:

John Warner, **Hartford** area salesman for the **Capitol Records Distributing Corporation's** **Hartford** branch, has been promoted to branch manager, succeeding **Albert Latauska**, who has been appointed **Boston** branch manager for the concern. Replacing **Warner** as **Hartford** area salesman is **Herman Dressel**, formerly associated with the **Seaboard Corporation**, **Hartford**.

Walter H. Wheeler Jr., president of **Pitney-Bowes, Inc.**, **Stamford, Conn.**, postage stamp vending machine manufacturer, will be given the "Citizen of the Year" award by the **Stamford Jewish War Veterans** at a dinner Tuesday, December 13. **Wheeler** is the fifth man to receive the award from the **Stamford veterans' group**.

Philadelphia:

Charles Amsterdam, head of **Charles Sweet Company**, vending firm, was in the **Johns Hopkins Hospital** in **Baltimore**, for a check-up. . . **Sam Katz** has been named sales manager at **Y & Y Popcorn Distributors**. He reports the company branching out into other territories with **Iro deodorizers**. . . **Larry Goldmeier** and his wife became the parents of an adopted baby girl and the head of **Poppers Supply** is mighty proud about it.

Vending machine distributors spent last week in **Atlantic City**, attending the convention and exhibit of the **National Automatic Merchandising Association**. . . **Julius C. Deodati** has set up the **United Vending Service Company** at 3254 North 27th Street. . . **Ned Jaffe**, of **Y & Y Popcorn Supply**, returning from an up-State business trip, reported many new installations of popcorn vending machines, including the introduction of the machine for the first time at the **York Theater** in **York, Pa.**

Los Angeles:

Coin machine row was saddened by the passing of **Steve Urbano**, long-time city fireman and brother-in-law of **M. L. Slater**, president of the **Western Vending Machine Operators' Association (WVMOA)**. . . **Harry Banister** left his **Bakersfield** headquarters for a look-see at the latest in equipment on **Pico Street**.

Paul Connors, old-time pin game operator of **Los Angeles**, is now in business in **Lancaster**. He was in town last week to look over some games. . . **Anton Jeppesen** was in (See Los Angeles on page 107)



We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
7-BRAND NEW MILLS MODELS-7

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TOKEN BELL • JEWEL BELL • MELON BELL • BONUS BELL

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Mills 5c, 10c or 25c Prowar Bonus Bells.
Ea. \$ 99.50
Mills 25c Golf Ball Vendor 375.00
Mills 5c, 10c or 25c 1948 Bonus Bells. Ea. 175.00
Mills 5c 10c or 25c Brown Fronts. Ea. 75.00
Mills 5c, 10c or 25c Chromo Bells. Ea. 85.00
Mills 5c, 10c or 25c 1947 Black Cherry.
Ea. 119.50
Mills 5c, 10c or 25c 1947 Golden Falls,
H.I. Ea. 119.50
Mills 5c, 10c or 25c 1948 Jewel Bell. Ea. 150.00
Mills 5c, 10c or 25c 1948 Melon Bells. Ea. 150.00
Mills 5c, 10c or 25c 1948 Black Gold,
H.H. Ea. 150.00
Mills 50c 1948 Club Royale 250.00
Jennings 5c Standard Chief 110.00
Jennings 5c Tic-Tac-Toe 129.50
Jennings 5c or 10c Chief Console, prowar.
Ea. 59.50
Jennings 5c or 10c DeLuxe Life-Up. 119.50
Paco 5c or 10c, 1947 Chrome. Ea. 99.50

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RECONDITIONED ONE-BALLS AND CONSOLES

Victory Derby, P.O. \$ 59.50
Mills 1948 3-Bells 210.00
Mills Jumbo, P.O. 69.50
Buckley Track Odds (No DD). 189.50
Buckley 1947 Track Odds,
Double Tube Model 350.00

UNITED SHUFFLE ALLEY . . . \$345.00 BALLY SHUFFLE BOWLER . . . \$395.00

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Calendar for Coinmen

- December 6 and 20—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
- December 8—Michigan Automatic Phonograph Owners' Association, Inc. (MAOA), 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 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- December 29—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.
- January 5—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.
- January 26-27—National Dairy Council (NDC), annual meeting, Hotel LaSalle, Chicago.
- February 6—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

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Terrific Bargain Prices! TOP VALUES! SUPER-RECONDITIONED!

All equipment guaranteed 100%. All worn parts replaced where necessary, rails repainted, cabinets touched up. In many cases, in better condition than when it came off the assembly line.

Bally One Balls

Citations, ea.	\$335.00
Gold Cups, ea.	149.50
Jockey Specials, ea.	119.50
Special Entries, ea.	89.50
Victory Specials, ea.	39.50

Reconditioned Music

2 '46 Mills Constellation, ea.	\$189.50
2 1426 Rock-Olas (1947), ea.	229.50
1 Seeburg Hi-Tone RC	74.50
1 Seeburg 147M	349.50
1 Wurlitzer 750M	139.50

Five Balls

Blue Skies	\$ 69.50
2 Boston, ea.	139.50
Buccaneer	99.50
Carnival	69.50
2 Humpty Dumpty, ea.	44.50
Lady Robin Hood	49.50
Majors of '49	99.50
Melody	39.50
3 Sharpshooter, ea.	134.50
Scrow Ball	89.50
2 Telecard, ea.	124.50
Three Musketeers	134.50
Wisconsin	44.50

FALCON SHOE SHINE 5¢ operation, brand new floor sample, \$109.50

23 TC-10 POP CORN SEZ VENDORS \$59.50 ea. \$1,000.00 takes the lot.

SPECIAL! 7 post-war Astroscopes, horoscope reading machines \$49.50 ea., like new.

ARCADE EQUIPMENT

Advance Rolls, ea.	\$ 39.50
Box Scores, ea.	39.50
Dale Guns, ea.	139.50
Star Series	Write
Premier Barrel Roll, 12 1/2"	69.50

AIREON PHONOGRAPHS

Super DeLuxes, ea.	\$ 99.50
Blonde Bombshells & Fiestas, ea.	129.50
Coronet (brand new) '48	229.50

Latest mechanisms and all improvements.

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We stock a complete line of parts, plastics, auxiliary equipment of all leading manufacturers.



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Alfred Sales is the Exclusive Distributor in this territory for Wurlitzer, Bally, Gottlieb, Williams, Exhibit and Other Leading Manufacturers.

Wide Variety of New Units Top Display at NAAPP Meet

(Continued from page 83)

ing machine which vends a sufficient amount of sun-tan lotion to cover the entire body of bathers. Lotion is vended thru a light spray which is simple to operate. Entire unit is designed with service accessibility in mind.

Bally Manufacturing held its first large-scale showing of Bowling Alley, the completely automatic straight novelty game which combines all the high points of bowling and shuffleboard. Its scoreboard is automatic and registers points exactly as they are recorded in regulation bowling. A puck is aimed at metal uprights which are automatically set and reset in regulation bowling formation. Puck return is automatic. Howard Pretzel was in charge of the exhibit and George Jenkins and Jack Nelson also aided in welcoming showmen.

International Mutoscope showed its Twin Bowl game in the Midwest for the first time. Center of activity is a wooden ball. It records strikes and spares and is even equipped to handle misdirected balls. Two of its high points are automatic scoring and the fact that two players can compete. Bill Rabkin and Herb Klein handled the display. Firm also showed its popular arcade pieces Drop Kick and the new twin model Cross Country Race.

The Evans booth showed a variety of non-coin equipment and featured the Constellation music machine, a novelty for this type of trade show. Dick Hood Sr. and Jr. and Rex Shriver discussed the merits of the Evans units with conventioners.

8 New Units

Exhibit Supply set up its eight new units in typical modern arcade fashion with such authenticity that it won the Pearce Award for the best display of arcade and amusement equipment on the exhibition floor (see separate story). In the booth were a new Rotary Merchandiser; a three-gaited horse; Khayyam the Mystic, a fortune telling machine; a new all-electric card vender, a foot vibrator, and Goat Getter, an electrically operated reflex control unit. Joseph A. Batten, Ed Hughes, Clare Meyer, Charlie Pieri and Frank Mencuri escorted visitors around the simulated Penny Arcade.

The Como display featuring the new and re-engineered Hollycrane machine was under the direction of George Billheimer. The latest model has direct operation (no sequence motor), friction clutch and unbreakable claw fingers.

New Pool Unit

Edelco, with Isadore Edelman in charge, showed its new product

Double Double, a Belgian pool-type unit which the firm is not only pushing as a straight amusement game but as a competitive team and tournament game. Firm also brought out its Miami Pastime game. Of the roll-down type, Miami Pastime has 3 numbered holes arranged in bistro square fashion. Each player is given 10 rubber balls for a nickel. Objective is to place five balls in a straight line of holes in any direction and the player's skill determines his score. One of the highlights of the game is that three nickels can be played simultaneously. Edelman advised customers to place the game in batteries of 6 to 15 units.

The Munves Corporation, led by Mike Munves, showed conventional visitors a wide variety of equipment including Exhibit Supply and Edelco products and a conversion game plus a sanitary napkin unit.

The Denson Company debuted music machine known as the Dancin' Fool, which features one and two animated figures and 10 and 20 selections respectively. The single figure unit has a 12-record capacity and is set for dime play. Its running mechanism features a tap dance team and has panel selectors on both sides of the top cabinet. It offers the patron a selection of 20 records on nickel play or 10 tap-dance choices at the dime level.

When you buy from Runyon

YOU BUY THE BEST

NOW DELIVERING Bally SHUFFLE-BOWLER

Skill Size—9 1/2 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.

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New York 18, N. Y. : Newark 8, N. J.
L'Orange 4-1880 : Bigelow 3-8777

Music and Pinball Route FOR SALE

IN FAST GROWING INDUSTRIAL CITY

Route consists of 100 pieces or more of equipment on location, combined with service shop and stock of Games, Parts, Salesboards, Records, '47 Hudson Truck, etc. Established over 14 years by owner. In northeast part of OHIO, city of 60,000 population. Route consists of 40 LATE MUSIC BOXES, WURLITZER MODELS—32 '1013's, 2 '1100's, 3 '750's, 2 '600's, 1 '61. Many locations wired with wall boxes. Also 41 of the latest 5 ball pin with flippers and 19 late amusement games. Net receipts in excess of \$35,000 for past 2 years. If service man is needed, have one of best in territory; will hire out to new owner (with me 7 years). Full price \$37,000. Reason for selling is health. Write BOX D-273, care The Billboard, Cincinnati 22, Ohio.

PENNY BARGAINS

335 ABT Challengers @	\$12.50
160 Marvel Pop-Ups @	2.50
325 N.W. 33 Porcelain @	7.00
200 Advance Ball Gum @	7.00
275 '46 Silver Kings @	7.00

Every machine guaranteed to be in first class operating condition. 1/3 deposit, returned in next mail if sold out when order received.

United Amusement Co.

433 N. Main San Antonio, Texas
Phone: Cathedral 1431

RECONDITIONED PIN GAMES READY FOR LOCATION

Aquacade	\$129.50	Moon Glow	\$ 77.50
Ballerina	47.50	Oklahoma	137.50
Bermuda	37.50	One-Two-Three	69.50
Black Gold	114.50	Ramona	84.50
Blue Skies	79.50	Saratoga	99.50
Boston	157.50	Scrawball	49.50
Buttons & Bows	119.50	Show Boat	99.50
Circus	35.00	Spinball	30.00
College Data	179.50	Summertime	40.00
Dallas	122.50	Super Hockey	127.50
Floating Power	90.00	Temptation	72.50
Grand Award	119.50	Tennessee	62.50
Holiday	77.50	Tropicana	24.50
Majors of '49	107.50	Tucson	112.50
Maryland	121.50		

NOW DELIVERING NEW EQUIPMENT

Band Leader, Quarterback, Basketball, Rip Snorter, Bally CHAMPION, Bally CLOVER BELL, Bally Hot Rods

KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS '31" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES

ROY MCGINNIS CO.

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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

CM To NAAPPB

(Continued from page 83)

place to do business. Exhibit Supply, a regular participant in the show (and winner of the Pearce Award at the current show), reported sales this year had been considerably above those chalked up at the '48 show when a record was established. Herb Klein, sales manager of International Mutoscope, also a veteran exhibitor at the show, reported sales started the first day of the show and continued thru the closing hours Wednesday night. Even non-purchasers displayed much interest in the coin equipment, and post-trade show sales are expected to result.

Increase in '50

As the results of the 1949 show became known to the industry, it was apparent that other firms would join the ranks of the trade show exhibitors next year. Several coin machine manufacturers and distributors who did not exhibit at the show this year did send representatives to look over the exhibits. All reported they would reserve space in the '50 show before checking out of Chicago late this week.

COIN MEN YOU KNOW

Chicago:

(Continued from page 105)
 Why more coin machine firms exhibited at the trade show this year as that word spread around fast last year that an unusual amount of equipment was sold at the event, principally because more people in the outdoor field are now using coin-operated amusement equipment.

Visitors at United Manufacturing's plant included Tony Koupal and Otto Rathert, Central Distributors, St. Louis, and Len Goldstein, T.&L., Cincinnati. Production on Shuffle Alley continues at capacity but Sales Manager Billy DeSelm says that orders continue to pour in sufficient numbers to keep a backlog of requests. . . . Ted Rubenstein, Comet Industries' president, is enthused over the response to his announcement on production of Daval counter games. . . . Roy Bazelon, Monarch head, is back from a trip in the South, where he found business conditions encouraging.

Los Angeles:

(Continued from page 105)
 From LaHabra, out where the avocados grow. . . . Another recent visitor was Jack Arnold, Barstow operator.

Ed Wilkes, of the Paul A. Laymon company, is waiting for another shipment of Bally's Hot Rods. He reports Shuffle Bowler, Clover Bell and Champion are still big sellers. . . . Philip Calfas, of Santa Monica, made the rounds on Pico Street recently. . . . Ditto for Henry Van Stelton, who operates in near-by LaHabra.

Al Silberman, of Badger Sales company, is getting more machines for the automatic merchandising now scheduled for the firm's showrooms sometime after January 1. . . . Lou Leonard, father of Jack Leonard, of Badger's parts department, left for Birmingham with his wife last week, following a two-week visit on the Coast. Incidentally, Leonard says he is now getting overnight parts service for operators, via the air mail route out of Chicago.

FOR SALE

- 5 Wurlitzer Model 616, Each . . . \$25.00
- 3 Wurlitzer Model 600, Each . . . 50.00
- 2 Seeburg High Tones, Each . . . 75.00
- 1 Wurlitzer Model 1017, Like New . . . 225.00
- Seeburg Boxes, W.S.2Z, Each . . . 7.50
- 5-10-25-Cent Buckley Criss Cross, Each . . . 125.00
- 10-Cent Mills Brown Front . . . 35.00
- 10-Cent Mills Cherry Bell . . . 40.00
- 5-Cent Mills Q.T. . . . 50.00
- 5-Cent Mills Vest Pocket . . . 20.00
- 25-Cent Jennings Chief . . . 45.00
- 10-Cent Mills Golden Falls . . . 85.00
- 10 5-Cent Peanut Machines, Each . . . 5.00
- 18 Used Pop Corn Sez Machines . . . Write

Also have new Buckley Criss Cross and new Mills Machines—Write for Price.

FRANK GUERRINI
 BURNHAM, PA.

WE NEED THE ROOM —OUT THEY GO—

- 3 Used BALLY CITATIONS—Write for Price.
- 25 Bally De Luxe Draw Bells; 10 Bally Spot Bells; 3 Evans Races, comb. F.P. or cash, 5c model; 3 Evans Bang Tails, cash model; 5 Bally M.B. Draw Bells. All machines in No. 1 condition. Write for price.
- 1 Downey-Johnson Coin Counter Machine, like new—\$150.00.
- 5 Bally Jockey Special—\$115.00 Each.

United's Shuffle-Alley—all the thrills of bowling. Order at once for immediate delivery. It is terrific.

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 Phone: 4-8571

REAL BARGAINS!

- 4 Seeburg Shoot the Bartender and Mother-in-Law Ray Guns, Each . . . \$34.50
- Advance Roll . . . 22.50
- Roll Ball Barrel Roll Alley . . . 24.50
- Wurl. 81 & Stand \$39.50 | Wurl. 24 . . . 32.50

OLSHEIN DIST. CO.
 1100 Broadway Albany 4, N. Y.

Seeburg Believes '45' Subject Vital To Industry's Future

(Continued from page 97)

feeling that classical music will play an increasingly important part in the music service which we render to the public thru the medium of coin-operated phonograph equipment.

"The 45 r.p.m. seven-inch record offers both popular and classical music on the same size record and by individual selections; therefore, the 45 r.p.m. record has a very definite advantage because it would no longer be necessary to develop a coin-operated phonograph mechanism for the playing of two different sizes of records. On the 45 r.p.m. seven-inch record, a popular selection is made available at the normal playing time of three minutes, and on the same size record, classical music is made available by individual selection in the accepted playing time of 3½ to 4 minutes.

"It requires only a demonstration to realize that the recording on 45 r.p.m. disks is far superior to the recording on 78 r.p.m. records. The quality is so far superior that it is really amazing. The elimination of needle scratch and the complete absence of extraneous sounds supply a reality of reproduction that has never before been made available to the public thru commercial recordings.

Life Tests

"Life tests which we have run on the 45 r.p.m. disk indicate that the life of the 45 r.p.m. record is from eight to 10 times the length of a 78 r.p.m. shellac record. Actual tests made by our engineering department show that 45 r.p.m. recordings are perfectly satisfactory for commercial use on coin-operated phonographs after having been played in excess of 5,000 times. This, we believe, could become a very important economic factor in the future of our business. It requires only a limited amount of conversation with any music operator to determine his dissatisfaction with the irregularities of 78 r.p.m. record production and the relatively short period of time 78 r.p.m. records will retain minimum accepted commercial quality on location.

"Longer stylus life is also another economic factor which is favorable to music men. Because of lack of abrasives and low needle pressure, the life of the pick-up stylus on 45 r.p.m. vinylite records is increased at least twice that which is obtainable on 78 r.p.m. shellac records.

"The non-breakable feature of 45 r.p.m. records could be a favorable economic factor for music operators. Record breakage is a big factor with music operators and any record that is non-breakable and which has from eight to 10 times the life of 78 r.p.m. shellac records will, we believe, in time not only be acceptable to operators but demanded by them.

"The size and weight of the 45 r.p.m. disk is another factor which we believe may be of considerable interest to music operators. Less storage space will be required and route men will find it much more convenient to carry additional records with them in their daily routine of calls on locations.

"It is obvious, therefore, in our comparison between 45 r.p.m. and 78 r.p.m. that we think the 45 r.p.m. has many definite advantages over the

78 r.p.m. shellac disks and that the 45 r.p.m. system represents a step forward in the record business. We do not believe that a meritorious development such as the 45 r.p.m. can be overlooked, because it represents progress, and progress will not be denied. It was on this premise that many months ago Seeburg began development work on a Select-O-Matic '100' mechanism for the playing of the 45 r.p.m. record.

"Those music operators in the field who purchase our Select-O-Matic '100' mechanism for the playing of 10 and 12 inch 78 r.p.m. recordings are assured that if and when the 45 r.p.m. record is generally accepted by the public and its many advantages become desirable in the coin-operated phonograph business, their 78 r.p.m. Select-O-Matic mechanisms will be exchanged for the 45 r.p.m. '100' Select-O-Matic mechanism at a nominal cost, in order to protect their investment in Seeburg equipment.

"Regardless of which speed may become a predominate factor in the future, it is difficult for us to visualize record dealers thruout the United States continuing to stock two or three different turntable speeds of the same recording by the same artist for five or six different renditions of the same tune by five or six different record manufacturers. We do not believe this is economically sound from a record merchandising standpoint, and therefore, anticipate that within the next few years some efforts by the record manufacturers will be made toward stabilizing the industry by the declaration of one speed on all popular recordings."

(Next week The Billboard will present the views of other phonograph manufacturers regarding the potential of 45 r.p.m. disks in the coin-operated music field.)



\$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

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DAVAL WORLD FAMOUS PRECISION BUILT COUNTER GAMES! READY FOR DELIVERY!!

NOW DELIVERING
MARVEL
 and **AMERICAN EAGLES**
 WORLD'S GREATEST COUNTER GAMES!

AVAILABLE IN 2 MODELS
 1—Non-Coin Operated, 1c or 5c Play
 2—Coin Operated, 1c or 5c Play

—NOTICE—
 WE CONVERT COIN OPERATED MARVELS and AMERICAN EAGLES TO NON-COIN OPERATED MODELS



CUB & ACE
 SMALL IN SIZE—BIG IN MONEY MAKING POWER

BUDDY 1c Play Featuring Cigarette Reels. Daval's famous Coin Divider and 2 separate cash boxes.

WRITE! WIRE! PHONE!

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Slugs Flood Chutes

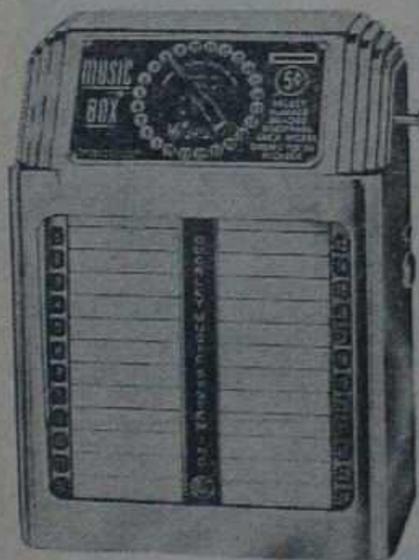
HAGERSTOWN, Md., Dec. 3. —Police are tracing the source of a flood of aluminum nickel-sized slugs found in coin-operated machines in this city. Five boys with 500 of the phony coins in their possession were picked up by police. One operator reported he had found 300 of the shiny metal disks in a single machine.

WE STOCK PARTS FOR DAVAL COUNTER GAMES

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.

FOLK TALENT AND TUNES

(Continued from page 36)

and the Blue Ridge Mountain Boys. . . Wayne Chipley's Sun Valley Buckaroos, with Norma Jean, are heard twice daily on WMMO, Marshall, Mo. . . Lee Penny, the Coast song-spinner, reports that Tex Cromer, bassman with Lawrence Welk, has been inked by London records. He will soon join Spade Cooley's ork but will cut independently for London. He cut "My Heart Still Whispers Your Name," Penny tune, on the first session.

Eddy Arnold (Victor) is reportedly dickering with Harry Stone, of WSM, Nashville, regarding a return to that station. Arnold left Nashville two years ago to tour on his own under the aegis of his p.m., Tom Parker. . . Coral Records has inked Cliff Warren, formerly at KTSA and WOAI, San Antonio, and more recently with WBRY, Waterbury, Conn., and Tommy Sosbee, who is known as "The Voice of the Hills," at WFBC, Greenville, S. C. . . Jerry and Sky (Decca) have left New England and are currently dickering for a deal with a New York City station. . . Billy Starr (London) is doing a nightly d.j. show over KGER, Long Beach, Calif. . . Marilyn Tuttle, wife of Wesley, the Capitol recording ace, reports that she's expecting, with the baby due in May. Marilyn is co-featured on the new Tuttle sides. The Tuttles, currently touring the Southwest, return to the Coast December 1. . . Howard Meague, program director of WWVA, Wheeling, W. Va., has put Ace Richman and the Sunshine Boys Quartette on the station for a daily show.

Nelson King, WCKY, Cincinnati, has cut sides for Decca with vocalist Merv Shiner. King is now acting as adviser and recording session director to Sid Nathan, prexy of King label. . . Randy Blake, WJJD, Chicago, lost his father several weeks ago. . . Paul Clayton has moved from WFCY, Prince Edward Island, N. B., to WCHV, Charlottesville, Va. . . Harry (Mushmouth) O'Connor, of KMAC, San Antonio, reports that the "Grand Ole Opry" troupe did 4,600 in his town November 2. O'Connor is now doing 31 hours of country music wax-spinning per week. . . Hank Penny, King recording artist, now doing a d. j. show over KGIL, Sherman Oaks, Calif., reports that his recent popularity contest for listeners uncovered Smokey Rogers (Capitol) as top favorite, with Tex Williams (Capitol) and Tommy Duncan (Capitol) following in that order. . . Bill Sharpe, of KWFT, Wichita Falls, Tex., reports that Hank Thompson and Bill Walker, both Capitol, are making e. t.'s to be used on border stations to sell their song books. Fiddlin' Rook and Ed Gregory have a new band on KWFT. . . Norman Epod Alden, of KXOL, Fort Worth, is doing live shows with Roy Lee Brown and His Brownies.

Al Turner, KLIF, Dallas, has put his Saturday network show on 136 stations of the Liberty Broadcasting System. Personnel includes Hank Thompson (Capitol), Al Dexter (Columbia), Seven Rowe Brothers (Columbia), Bill and Joe Callahan (Decca), Dewey Groom (Mercury), and the Big D Jamboree Gang, which includes Bill Walker and Aubry Gass, both of Capitol. . . Zeke and Zeb, once working with Don Owens, of WGAY, Silver Springs, Md., are now in Saginaw, Mich., and have inked with Atlantic. . . Sam Workman, of WRVA, Richmond, Va., reports that the station's "Old Dominion Barn Dance" is also aired over WBT, Charlotte, N. C. . . Smilin' Eddie Hill, of WMPS, Memphis, reports that he is working in the Lonesome Valley Trio with Bonnie Lou and Bashful Buster, once with Mercury. . . Jack Cook, of WNOK, Columbia, S. C., has started a talent hunt weekly from the stage of local Strand Theater.

Warren Roberts, of WEAS, Decatur, Ga., reports that his station has inked the Harmoners (Victor) and the group is now doing two daily shows. . . Tex Justus, of WIKY, Evansville, Ind., has cut two sides for Silver label. . . Ray Merriott, of KWTO, Springfield, Mo., reports that Lonnie and Thelma, the Down Home Folks, have joined that outlet, along with Mother Maybelle and the Carter Sisters with Chet Atkins (Victor). . . Clair Meekins, of WFIN, Findlay, O., is also leader of the Oklahoma Home Folks, who work live shows over WFIN. . . Sally Starr, of WJMJ, Philadelphia, reports that she is doing her shows from various record stores in the vicinity. . . Hugh Alison has moved to WJBF from WGAC. Both are Augusta, Ga., stations. . . Mary June and Shorty Mays and the Shady Hollow Boys have switched from WLSI, Pikeville, Ky., to WCPA, Clearfield, Pa., according to Joe Milsop, of the Pennsylvania station. . . Ramblin' Lou, of WJLL, Niagara Falls, N. Y., has added Smokey Pleacher to his Twin Pine Mountaineers.

Tennessee Ernie (Capitol), wax whirler at KXLA, Pasadena, Calif., is expecting to be a papa in January. Ernie's latest disk is "Anticipation Blues." . . Johnny (Cousin Abner) Hitt, of KSKY, Dallas, is cutting his second session for Star-Talent label. . . Ramblin' Lou, of WJLL, Niagara Falls, N. Y., has cut some sides which he is releasing on his own label. . . Randy Atcher, WKLO, Louisville, reports that Al Rogers, of WAVE, Louisville, has inked with MGM. . . Joe Rumore, of WVOK, Birmingham, reports that Rebe and Rabe, of that station, are now with MGM. . . PeeWee King (Victor), of WAVE, Louisville, promoted a square dance festival in Louisville November 27, with three bands and seven callers. Co-operating was Jack Strong, another Louisville jock. . . Walter Colvin, of KNUZ, Houston, has a five-hour d. j. shot Saturdays, featuring visiting recording artists.

Stuart Hamblen (Columbia) is giving up his stable of eight race horses and returning to religious work before a huge revival meeting in Los Angeles. Hamblen, however, will keep El Lobo, the nag which won the \$50,000 San Antonio Stakes at Santa Anita in 1947. . . The Colorado Buckaroos, currently at the Anchor Tavern, Denver, are cutting for Dudley, new Denver diskery. . . Red Sovine (MGM) reports that he is doing personals with Johnnie, Jack and Kitty Wells (Victor) out of KWKH, Shreveport, La. He has discarded plans to form his own band. Smiley Wilson and Boots Woodall have left the station. Harmie Smith and Clyde Baum and the Bayou Boys are the replacements. . . Jerry and Sky (Decca) of WROW Albany, N. Y., are set to open at the Village Barn, New York, January 1. . . Hank (Singing Ranger) Snow (Victor) has returned to Dallas after a summer of travel thru Canada.

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

FIRE SALE!

Because of our recent fire, we must clear our stock so that the contractors can begin rebuilding. We stand behind all merchandise offered in this sale—unconditionally! We thank all our customers who have stood by and promise them bigger and better savings in parts and machines in the near future.

PARTS

- 5¢ FP, ABT No. 500 Chutes (new), ea. \$1.25
- 1¢ & 5¢ F.P. Slides, ea. .50
- Cartridge Fuses, 5 amp., C. 5.00
- Fuzotats & Fuzotrons, all sizes, C. 5.00
- Ball Lift Rod, ea. .10
- Ball Shooter Rods .25
- Rubber Tips, C. .75
- Bell Timers (clocks), ea. .85
- Box 500 6 inch Envelopes, ea. .85
- All Coils, ea. .25
- 5-7-9 Wire, Rubber Covered, ft. .05
- 2 Wire, cloth covered, shielded, ft. .05
- Pigtail Wire, silk covered, 100 ft. .50
- Casters, Music Boxes, Set 4. .50
- Thumper Bumper Sets, ea. 2.00
- Flipper Sets, ea. 2.00

BULBS

- 1503 10¢ ea.
- 1489 Gun Lamp 20¢ ea.

PROJECTION LAMPS

- 750 W, 120 V. \$1.50 ea.
- 500 W, 120 V. 1.25 ea.

PHOTO ELECTRIC LAMPS

- 23 C-9042 90¢ ea.
- CE-RB50 90¢ ea.

5 BALL GAMES

- Cinderella, Ballerina, Trade Winds, Yanks, Robin Hood } \$37.50 EA.
- Barnacle Bill \$59.50

ONE BALLS

- V.S.A.B.C.D., Motor Driven \$39.50
- Special Special 79.50
- Jackal Entry \$9.50

CONSOLES

- 25¢ Winter Book (conv.) \$250.00
- Wild Lemon 215.00

MUSIC BOXES

- Packard Hideaway \$150.00
- 46 S. Seeburg 255.00
- 750 E. Wurlitzer 155.00
- 49 AMI Write

ECONOMY SUPPLY CO.

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WANTED

CLEAN ONE-BALLS
CITATIONS, GOLD CUPS

WIRE US BEST QUANTITY PRICES

We want several for re-sale

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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.

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GET THIS

QUICK-WEDGE SCREW-HOLDING SCREWDRIVER

Holds, Starts, and Drives Screws with same tool! Eliminates Fumbling!

6 inch 90c 8 inch 95c

Made in Three Types
 Light Duty 2" to 9"
 Medium Duty 4" to 9"
 Heavy Duty 6" to 16"

ASK YOUR JOBBER OR ORDER DIRECT
Machinery Sales & Equipment
 626 Broadway, Cincinnati 2, Ohio

Record Reviews

(Continued from page 34)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
BILL GALE ORK Columbia 12428	We're Wasting Time	Boy-gal vocal and big ork-and-organ compah waltz treatment on an appealing little corn caper.	72	72	70	74
	I Want Some Lovin'	Tune, a catchy polka, gets good brassy orking, but lyric on this one gets in the way.	62	60	62	64
JOHNNY SMITH-THE JUBALAIRES Capitol 57-784	Home, Home, Home	Johnny Smith is Jack Smith in new vocal garb, warbling a slow teaser along with a fine Mills-Ravers type quartet. A creditable but not startling job, beamed at the b&r as well as pop market.	70	73	70	67
	I Wish I Had a Sweetheart	Nice beat in this medium bounce ditty—truth is that the group really carries Smith, who is a bit whispery for this type work.	74	74	73	75
DENNIS DAY RCA Victor	Dear Hearts and Gentle People	Nice, straight reading of the click pop, with Day singing heartily and pleasingly, smartly aided by The Rhythmaires and Charles Dant's ork.	73	75	73	70
	I Must Have Done Something Wonderful	Slow ballad finds Denis concertizing. Suspicion is he could have shown this tune to better advantage.	64	66	64	62
FREDDY MARTIN ORK RCA Victor 20-3590	The Blossoms on the Bough	Merv Griffin turns in another fine vocal and the Martin crew does its usual fine work in handling a new ballad of much promise.	80	80	80	80
	Timbales	All the royalties from this dinking goes to a fund for Barclay Allen, former Martin pianist and orkster who was critically injured in an auto accident some months ago. Allen wrote this Latin flavored novelty.	82	85	80	80
COUNT BASIE ORK RCA Victor 20-3403	Normania	Formerly known as "Blee Blap Blues," this is a hard-hitting swing opus which spots the sock Basie brass.	75	80	75	70
	St. Louis Baby	Happy cross between the Basie swing and biting brass and the Lunceford two-beat and whispered vocals. It's a bouncy, bright original rhythm ditty which has much infection and which is handled well by band and vocal group.	78	80	77	78
THREE SUNS (Rosalie Allen-Elton Britt) RCA Victor 20-3599	The Game of Broken Hearts	A "sleeper" weeper which has not yet quite awakened is handled with proper melancholy by the Suns and the vocal duo.	75	75	73	77
	Beyond the Sunset	Another weeper, this one with religious overtones, is done well enough and even boasts a recitative.	65	65	65	65
TONY MARTIN RCA Victor 20-3598	Marta	Martin's currently hot as a pistol and this side should keep him going. He does this familiar oldie magnificently.	90	90	90	89
	Bye, Bye, Baby	"Gentlemen Prefer Blondes" rhythm item is delivered with perfect taste, beat and feeling by Martin with vocal group assist.	88	89	88	88
LORD INVADER-MACBETH Arco 1225	Matilda	Pleasant calypso etching of a gay ditty is done by a batch of the style's top exponents.	53	53	56	50
	Donkey Wants Water	Another fly calypso performance of material which lacks some of spirit and quality of the topside.	48	50	50	45
ELAINE JORDON-SPOTLIGHTERS TRIO Pleasant 108	Rhumba Lullaby	Not a lullaby at all but a fast rumba with an adequate vocal by Miss Jordon, undistinctive work by the trio.	43	40	40	50
	The Hi-Ho Rhumba	The trio's on its own here doing both the singing and the playing. Little to recommend.	37	35	35	40
RICHARD HAYES Mercury 5342	The Old Master Painter	Most unusual of the disks on this tune spots echoed horn blasts which attract attention and enhance a sound Hayes' singing job. Will catch its share if the tune catches.	87	88	86	86
	Open Door-Open Arms	Hayes turns in an adequate vocal on a new publisher plug ballad.	71	71	70	72
TRUDY RICHARDS Arco 1221	The Song Is You	Husky-throated ex-Charlie Barnet thrush does a warm job with the oldie. She is solidly supported by Pete Rugolo's orking.	72	75	70	70
	It's Been So Long	Another oldie of substance is treated to more of Miss Richards' warm singing while Rugolo's orking lays down top drawer support.	69	70	68	68
JERRY LEWIS (Billy May Ork) Capitol 57-786	I Love a Murder Mystery	Unusually conceived lullaby is sung with warmth and intensity by Miss Stafford while Weston with ork and vocal unit sets the perfect mood.	80	85	80	75
	Are You for Rent	Somewhat sner yet satisfactorily humorous is this novelty tune which makes use of Lewis' flexible vocal chords for "sundie" gags.	77	80	75	75
JO STAFFORD (Paul Weston Ork) Capitol 57-785	Scarlet Ribbons	Highly pleasing tune from the forthcoming Danny Kaye "Inspector General" flick is done cleanly with little ornamentation, and effectively.	88	89	88	87
	Happy Times	Nice, straight reading of the click pop, with Day singing heartily and pleasingly, smartly aided by The Rhythmaires and Charles Dant's ork.	85	85	85	85

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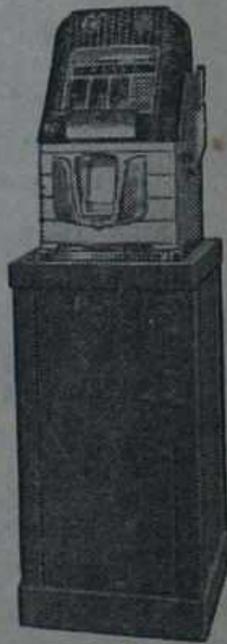
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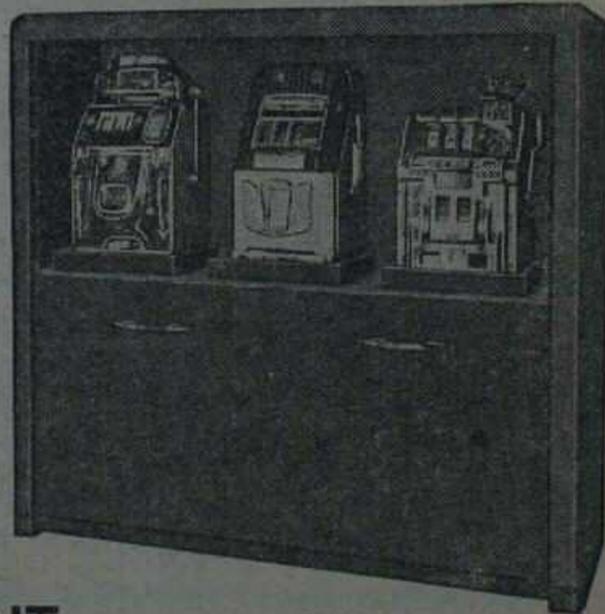
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CORRECTION
Through an error in transcription, our recent advertisement on the **LOREN COIN CHANGER** incorrectly stated "dispenses . . . 5 quarters at a time." It should have read—"4 quarters."
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(Continued from page 38)
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Cleveland Polka F. Mullec Ork (Ee-I-Oh Polka) Continental C-1270
Clink, Clink Polka F. Yankovic Ork (The Girl) Col 12429—ASCAP
Cuanto Le Gusta P. Burstein-L. Lux (Mama Yo) Col 8257-F
Dan Sullivan's Favorite M. C. Hanafin (Haste To) Col 33508-F
Die Befreiung R. J. Inger (Haganah March) Col 8255-F
Dullio Quintetto Scotti (Tarantella Napoletana) Col 12412-F
Ee-I-Oh Polka F. Mullec Ork (Cleveland Polka) Continental C-1270
Ein Adir B. Zefira (Yonati) Col 8254-F
Ein Madel Von Der Reeperbahn D. Dauber Ork (Mach Rotes) V 25-4018
El-Hanegev B. Zefira (Im Ein) Col 8256-F
Eskimo Kiss Polka G. Wisniewski (Ole' Schnickelfritz) Dana 2058
Far Jag Lamna Nagra Blommor K. Juell (Ballad Om) V 26-1082
Gin Rummy Polka E. Grenet & His Polka-Time Ork (Bingo) Col 18755-F
Haben Yakir Li (12") Cantor S. Katz (Unsane Tokel) Col 57073-F
Haganah March R. J. Inger (Die Befreiung) Col 8255-F
Halk Turkusu Minder Ustunde Pire Z. Bilir (Sen Bu) V 26-2065
Haste to the Wedding Sullivan's Shamrock Band (Dan Sullivan's) Col 33508-F
Hurry Up, Giddy Up E. Terlikowski (Bridget Polka) Col 12430-F
I' Te Varia Vasa M. Gafni (Senza Nisciuno) Col 15201-F
Im Ein Ani Li B. Zefira (El-Hanegev) Col 8256-F
Jebziemy Trenem E. Grenet & His Polka-Time Ork (Zosia Polka) Col 18759-F
Karuzela Polka T. Puslarsz Ork (Adams Oberek) Continental C-799
Keva Chorus (12") Cantor S. Malavsky (Ato Yodeah) Col 57072-F
La Raspa Quintetto Scotti (Clementina) Col 12431-F
Lark in the Clear Air J. McHugh (The Kerry) Col 33509-F
La Prima Sera B. Pallei (Perche Lasciasti) V 25-7123
Mach Rotes Licht, Wir Wollen Tango Tanzen D. Dauber Ork (Ein Madel) V 25-4018
Marlene Waltz E. Benedict Ork (Red Barn) V(78)25-1143; (45)51-0039
Mama Yo Quiero P. Burstein-L. Lux (Cuanto Le) Col 8257-F
Mahler: Symphony No. 1 in D Major Album—Minneapolis Symphony Ork-D. Mtropolis, Con. (1-12") Col(33)ML-4251
Me Vene Ammunte Napule R. Monti (Mammurate El) Col 15204-F
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Na Juldagsmorgon Glimmar G. Bjorling (Var Halsad) V 26-1081
Nammurate E. Surriento R. Monti (Me Vene) Col 15204-F
Nihavent Sarki P. Altindag-Sozeri (Bayati Sarki) V 26-2064
Ole Schnickelfritz G. Wisniewski Ork (Eskimo Kiss) Dana 2058
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The Cuckoo Waltz T. Tolleisen (Black Maska) Col 12433
The Girl I Left Behind F. Yankovic Ork (Clink, Clink) Col 12429—ASCAP
The Kerry Dance J. McHugh (Lark In) Col 33509-F
The Old Schmalztz Waltz Six Fat Dutchmen (Waltzing In) V 25-1140
Unsane Tokel (12") Cantor S. Katz (Haben Yakir) Col 57073-F
Var Halsad Skona Morgonstund G. Bjorling (Na Juldagsmorgon) V 26-1081
V'chol Maaminim (12") Cantor M. Ganchoff (Ato Niglaivo) Col 57071-F
Waltzing in the Woods Six Fat Dutchmen (The Old) V 25-1140
Wzrod Nocnej Gisy W. Zarembo (Cicha Noc) V 25-9213
Yonati B. Zefira (Ein Adir) Col 8254-F
You're My Something R. Chamao Ork (Rainbow Waltz) Continental C-1272
Zosia Polka E. Grenet & His Polka-Time Ork (Jedziemy Trenem) Col 18759-F

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Amor Fingido M. Alma (Que Te) Col 6364-X
Ay, Que Bueno Seria M. Silva (Oye Que) V 23-1420
Bahia D. Simon (Silencia) Col 6353-X
Chuchita En Chihuahua Dueto Orizaba (Jalisco Lindo) Col 6370-X
Corazoncito V. Cordova (Cuando Lo) Col 6363-X
Corrido De Juan Carrasco L. Perez Meza (La Hija) Col 6366-X
Cuando Lo Pienses Bien V. Cordova (Corazoncito) Col 6363-X
Dale Que Dale Yayito Trio (Dulce Inspiracion) Col 6360-X
De Corazon C. Montes Trio (La Botella) Col 6361-X
Dos Corazones D. Maria (Mala Racha) Col 6367-X
Dorocea C. Montes Trio (Ven Aca) Col 6352-X
Dulce Inspiracion Yayito Trio (Dale Que) Col 6360-X
El Burro Sacarrion Los Panchos Trio (Sin Remedio) Col 6354-X
El Carretero L. Huichales (La Gallina) Col 6371-X
El Nogal Tin Tan & Marcello (Mi Supermango) Col 6365-X
El Relicario M. Arancibia (Mujer Sevillana) V 23-1435
Falsos Juramentos L. Perez Meza (Sueno) Col 6355-X
Hija De Mi Amor P. Vargas (Madrecita) V 23-1418
Jalisco Lindo Dueto Orizaba (Chuchita En) Col 6370-X
La Botella C. Montes Trio (De Corazon) Col 6361-X
La Gallina L. Huichales (El Carretero) Col 6371-X
La Hija De Don Gaspar L. Perez Meza (Corrido De) Col 6366-X
La Primer D. Santos (Lamorzando) V 23-1432
Lamorzando D. Santos (La Primer) V 23-1432
Llora Mi Corazon E. Goudry (Por Que) Col 6369-X
Madrecita P. Vargas (Hija De) V 23-1418
Mala Racha D. Maria (Dos Corazones) Col 6367-X
Mentira Victoria & Eugenia (Mi Despedido) Col 6368-X
Mi Despedido Victoria & Eugenia (Mentira) Col 6368-X
Mi Supermango Tin Tan & Marcello (El Nogal) Col 6365-X
Mujer Sevillana Ruidela (El Relicario) V 3-1435
No Me Digas El Boy-A. Iznaga Ork (Rumba Negra) Col 6359-X
No Me Enganes C. Hermanos Mercado (Si Quieres) Col 6373-X
No Puede Ser Oscar Del Campo (Que Te) Col 6356-X
Oye, Que Es Lo Tuyo? M. Silva (Aye, Que) V 23-1420
Por Que Regresas E. Goudry (Llora Mi) Col 6369-X
Por Ultima Vez C. Martinez Gil (Te Odio) Col 6358-X
Que Te Has Pensado? M. Alma (Amor Fingido) Col 6364-X
Que Te Pasa Oscar Del Campo (No Puede) Col 6356-X
Rumba Negra El Boy-A. Iznaga Ork (No Me) Col 6359-X
Rumbatana D. Simon (Uno) Col 6362-X
Si Quieres Volver C. Hermanos Mercado (No Me) Col 6373-X
Witencio D. Simon (Bahia) Col 6353-X
Sin Remedio Los Panchos Trio (El Burro) Col 6354-X
Sueno L. Perez Meza (Falsos Juramentos) Col 6355-X
Sin Peder Olvidarte V. Cordova (Un Nada) Col 6372-X
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Un Corazon F. Fernandez (Vagabundo) V 23-1431

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25¢ Golden Falls	Baker Pacer '49	50¢ Pace '47 Chrome
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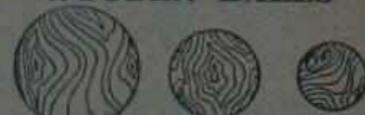
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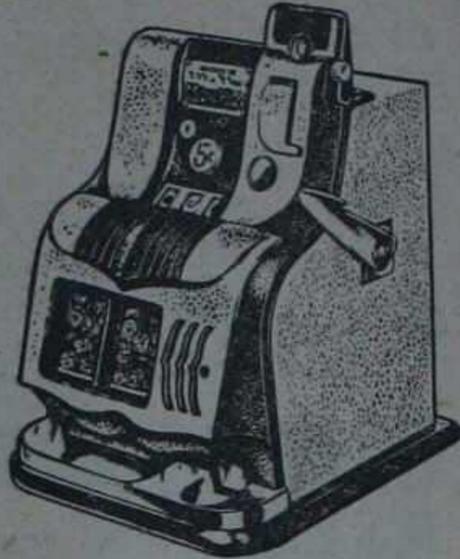
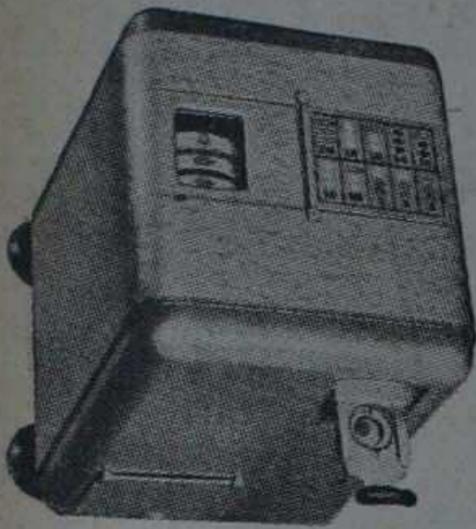


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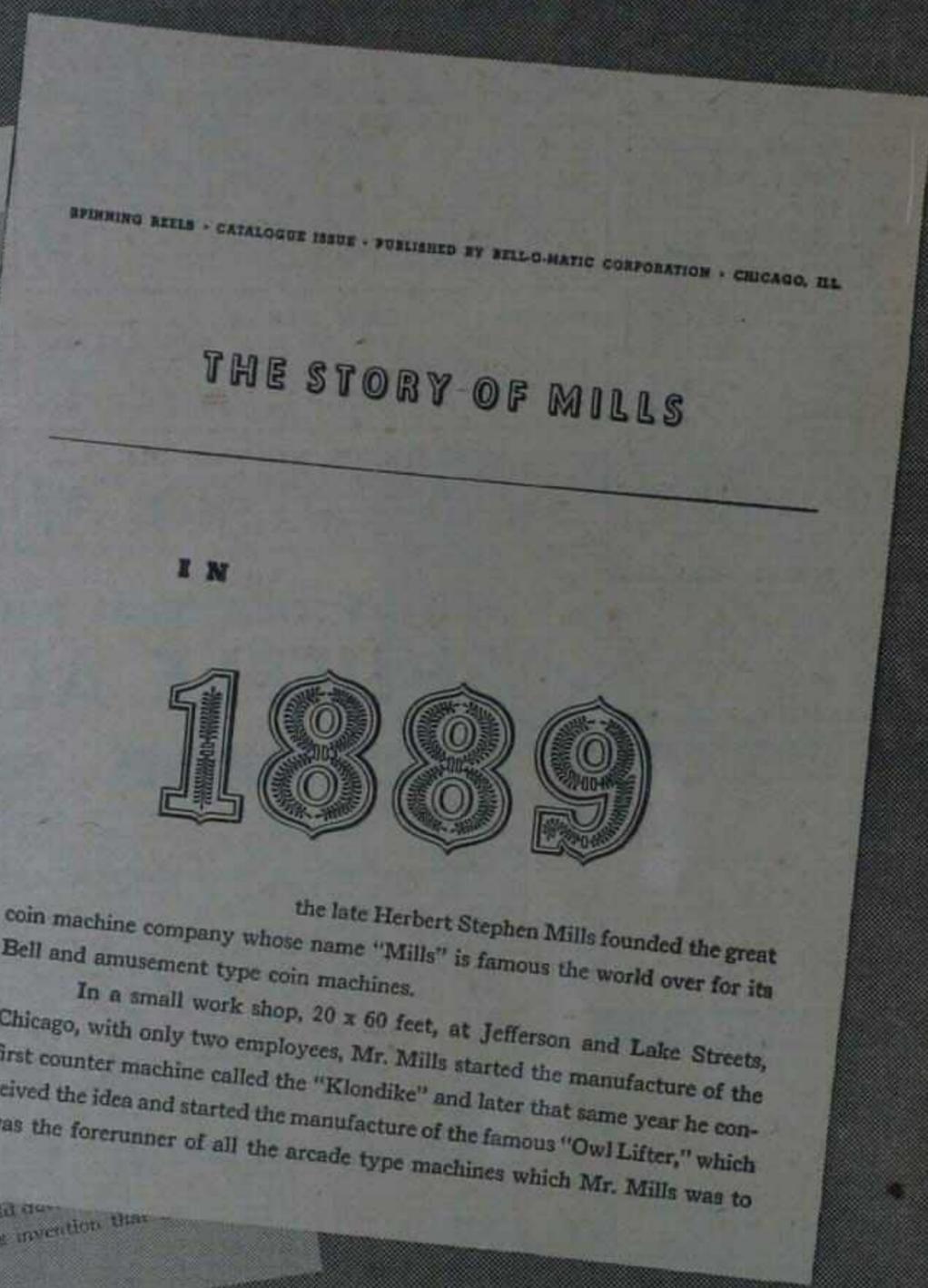
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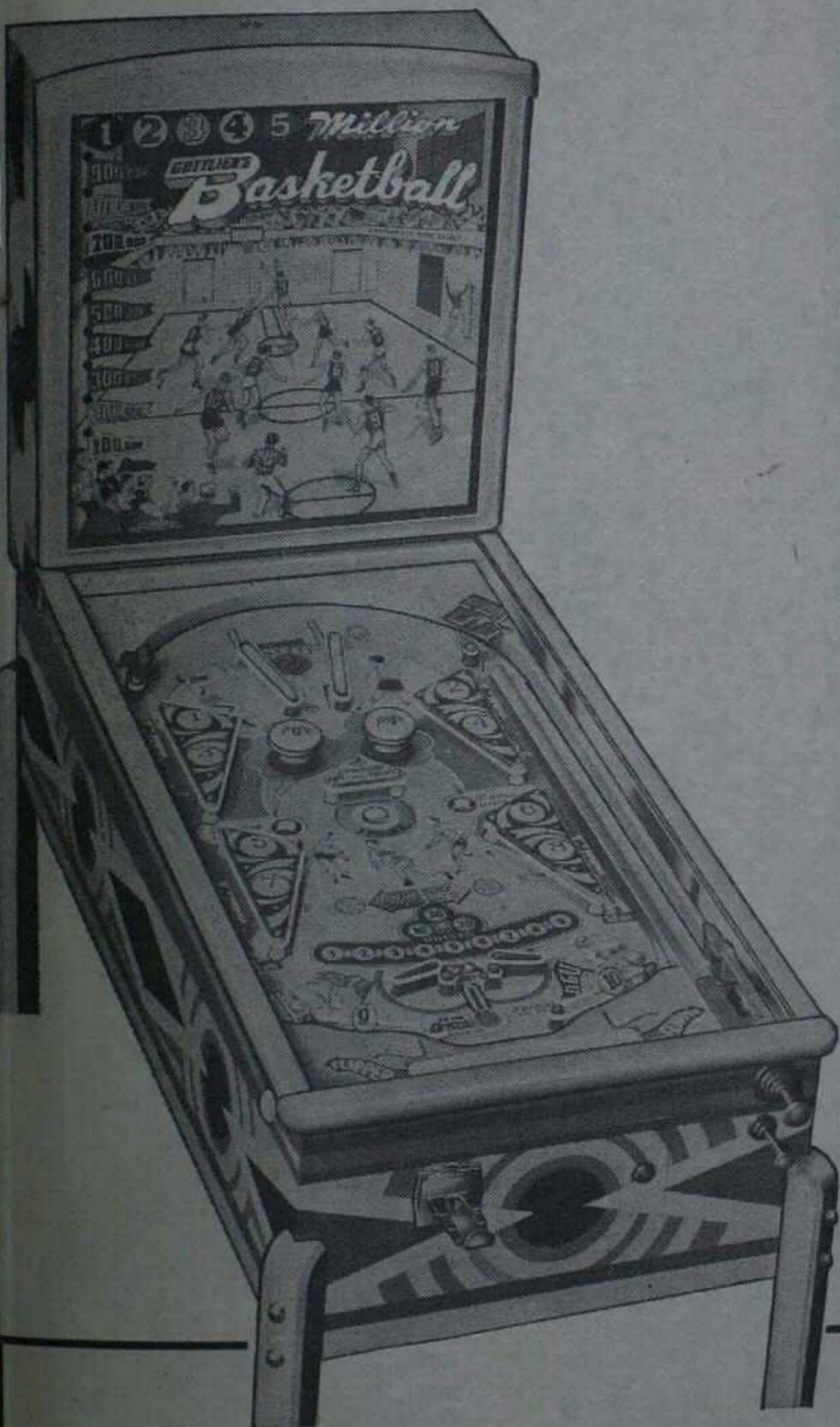
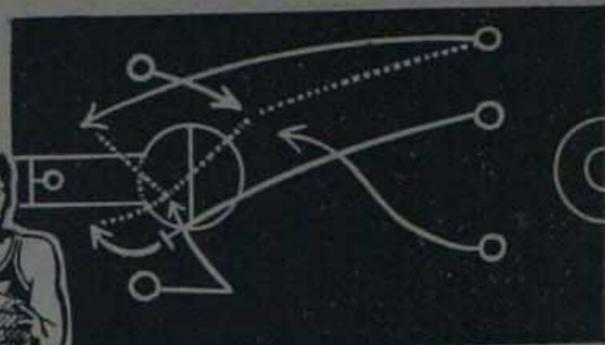
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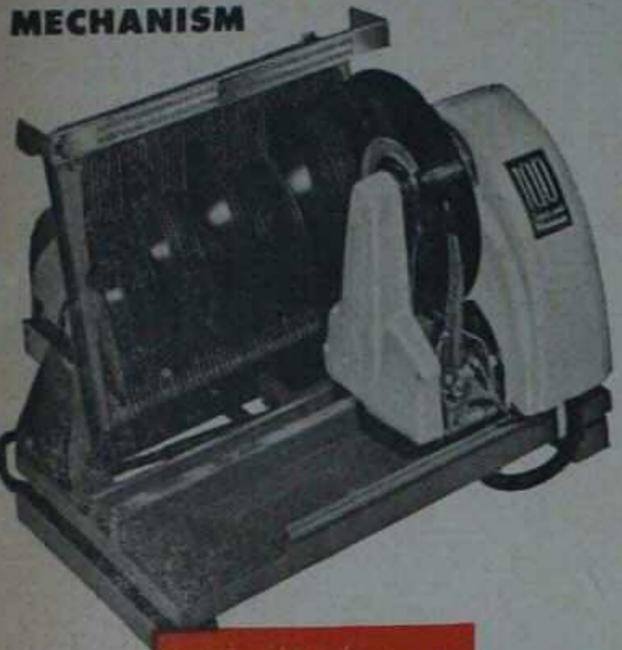


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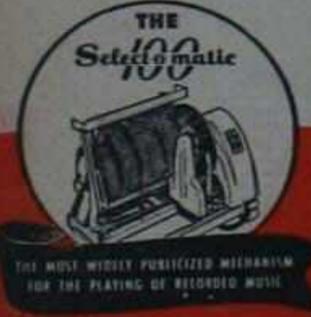


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