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

Gloria

Ray Anthony
and his Orchestra

Signature records
Signature Records, 601 W. 26th St. New York
Fingers Keep No Wax Rush Ban End Guesses Vary

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

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

Diamond's Plan
The agreement was understood to have been worked out by prominent diskers and attorneys, with the object of forcing record companies to pay royalties on masters sold since January. Instead, royalties are to be paid on those sold since October 1. On the morning of October 21, an eager buyer found himself unable to buy the records of an art group, due to the general strike. A source pointed out that this might mean a loss to the welfare fund (See DISK EXEC on page 17).

### Figures Show 2-Yr. Growth As Fantastic

Spikes Trade Rumors

NEW YORK, Oct. 30.—The most fantastic growth in television in the past two years has brought the medium to the point where 43,910,000 persons, or 36.8 per cent of the population, are now viewing television stations in the air. Covering 32 major markets, these stations blanket (TV NOW REACHES on page 1).

### 3 Out of 10 Now Watch TV

### CBS Denies Any Color TV Pitch to FCC

Trend To Continue in 1949

NEW YORK, Oct. 30.—Rumors of renewed interest by the Columbia Broadcasting System (CBS) in its color telecasting to the Federal Communications Commission (FCC) were spiked today (Saturday) by Frank Sumner, president of the network. The week's showing October 22 of color tele to FCC members (See CBS Spikes Rumors on page 1)
Teaters in Big Push Into Tele
Pic Houses Drive To Get Foot in Door.

Aided by FCC's Freeze

WASHINGTON, Oct. 30.—A big push by the the0re industry to get its programs on the air will bring several television channels to the public in a few months, apparently the chief result of the Federal Communications Commission's (FCC) current television allocations. The commission, in its summary of the recent Convention Hall ballroom proceedings, said that the FCC will be able to accommodate the demand for television channels in the near future, it was reported.

The FCC has already reserved several television channels for the industry, and these will be available for use immediately. The commission has also granted a license to the industry to use the channels for experimental purposes, and this license will be valid for a period of two years.

The FCC has also invited applications from the industry for additional television channels, and it is expected that these will be granted in the near future. The FCC has also indicated that it will consider applications for additional television channels on a case-by-case basis, and this will be done after careful consideration of the needs of the industry.

GATE, Disk, Coin Taxes Fall;
Cigars, Liquor and Radios Rise

WASHINGTON, Oct. 30.—Collections from excises on admissions, disks and coin machines in use in theaters and on radio stations show a decline from the previous year, it was reported.

Collections from excises on admissions, disks and coin machines in use in theaters and on radio stations show a decline from the previous year, it was reported.

In This Issue

In this issue, we present a number of articles and features that are of interest to our readers. These include:

- A discussion of the recent television allocations and the impact on the industry
- An analysis of the FCC's recent Convention Hall ballroom proceedings
- An overview of the current state of the industry

Call for Gate Tax Repeal

SOUTHERN, Oct. 30.—A resolution calling for the repeal of the 25 cent amusement tax was approved by the board of supervisors in the area, it was reported.

The resolution was introduced by Supervisor John Brown, who said that the tax is an unnecessary burden on the public and that it should be repealed. The resolution was approved by a vote of 7 to 2, with the two dissenting votes coming from Supervisor Jane Doe and Supervisor John Doe. The resolution now goes to the state legislature for consideration.

Haynes, Joanne Dru

HAMILTON, Oct. 30.—Coezier Dick Haynes will be teamed with actress Joanne Dru in a new television series, according to announcers. The series is being prepared by the William Morris office.

The series will be produced by Harry Konman, currently scripting the series Guild Pilots agency. Agency will cut first audition callings.
New Device at WBRY Polls Minute-by-Minute Response

NEW YORK, Oct. 30.—The first practical device to gauge minute-by-minute audience response to radio programs was put into effect last week at WBRY with the Columbia Broadcasting System (CBS) affiliates. The device, called the predicometer, is the development of Charles Hennon of Columbia Broadcasting, the technical writer and engineer. The electrical writer, as the name suggests, is an instrument that measures the number of listeners and their response to radio programs. It is operated by a switch set at the beginning of the program and is turned off by a switch set at the end of the program. The switch is moved off the circuit by a button set at the beginning of the program.

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Sindlinger Considers Fate Of Radoo’s Audience Rater; Industry Dickers for Use

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

NEW YORK, Oct. 30.—With at least one organization and several groups in the industry known to be dicker ing with Sindlinger for business for use of the Radoo instantaneous audience measuring system, it is understood to be confronted with several other possibilities. These are believed to include the majority of the three largest broadcast companies, or sale of all or part of the firm to such diverse groups as a major college’s trust funds, Wall Street brokerage house or a front-running utility.

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

Judge Miller is supposed to have been highly impressed with the efficacy and accuracy by which the system can provide exact listening statistics, and it is expected that Radoo will be offered for sale at a price.

BMB’s Interest

It is this frequency data which has aroused Miller’s interest in the trade as the instantaneous rating material. This is some of the territory which is covered by BMB, thru its much slower, not so flexible ballot poll, and which is being sold by a highly placed individuals within NAB with a very strong industry interest. The BMB interest is in the BM business, with the funds currently allocated to BMB going to Sindlinger to buy the data on a rapid and regular basis. In urban areas, with BMB’s ball operation coming to completion of a section, it is not impossible that I may go so far as to talk up to BMB, through members of its organization, in an effort to hurry along the development of Radoo.

Sindlinger, meanwhile, has made it clear that he will sell a portion of his stock to an outside organization, he intends to retain control of his system, and will not go for an outright sale. He is more interested in sales to companies, such as various services to the entire industry or to a particular portion of it. One organization, for example, Sindlinger $250,000 per year over a 10-year period for an exclusive lease.

Another offer which has been tendered comes from one of the three largest motion picture companies. This firm has offered Sindlinger $1,000,000 for the first year of operation, and a portion of a two-year deal by which Radoo would be used exclusively for that period.

College Makes Offer

Besides interest from Wall Street brokerage houses, Sindlinger also has received an inquiry from the Manhattan College of Commerce, which possesses a $120,000,000 trust fund, and which is interested in, if possible, relative to the possibility of the college buying into the Radoo operation.

One of the more tangible possibilities is that the American Telephone & Telegraph Company (AT&T) might buy Sindlinger for financial reasons. Sindlinger, however, because of its extensive use of telephone lines from the test houses to truck points near by, and then to the central electronic measuring office, is largely dependent upon co-operation from the utility. An active collaboration between the two, taking the form of a joint operation, is considered highly feasible, which would likely secure the system’s efficiency in this expansion and operation.

With the NAB preparing to experiment in the near future with listening research, it is considered likely that some of the allocated funds will be spent with Radoo. Sindlinger, meanwhile, is moving toward the establishment of a 200 family listening sample in Philadelphia, which is due to be completed by Christmas.

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

Guild, Ford, Vie On Air Vehicles

NEW YORK, Oct. 30.—A battle for talent and dramatic vehicles between Ford and Guild, with Admiral-MacMillanfilm, for Ford Theater intensified this week in a conference at the Guild offices, with Guild and Ingrid Bergman in the starring role. The show has been scheduled for November 13, and the Guild begged Bergman to be in town for the opening of the latest movie, "Jenn of Arc." The Guild has lined up the Nashville, Miss Bergman, as in past, will also be brought in from the West Coast, and the Guild's picture, "Desire," the latter set for acting by Mutual Broadcasting System.

In the meantime, however, a new company, B&G, has been formed by producer Sam Pierce for Paris, which will have a stunt, "This is Paris," and will be recorded for release in the United States.

The show will be set up in Paris by Pierce, but will be filmed in Mexico, and will have a number of stars who are being looked at by Pierce for the parts. The show will also have a number of French actors, and will be a combination of fashion commentary, variety acts and entertainment of the type found in Paris.

The show will be turned over to the Paris company, which will handle the European release, and will be distributed by Radox in the United States.

WGSK Skeds Picket Lines For Strike Vs. Ad Agencies

NEW YORK, Oct. 30.—Picketing in the strike of the Radio Writers Guild (RWG) against advertising agents is scheduled to begin Monday (2). The Guild has been on strike for a week, and the strike has been extended in duration, since the Guild has been invited to negotiation by the Federal Mediation Service.

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

The strike is a partial one, since over 100 programs have already signed with the Guild, and thus will not be picketing, and having written new shows. They are picketing for the remaining 300 shows which they claim, they cannot be in hot water with the agencies, if they do not have the 30-day day stretch, neither party was placed under any obligation. However, they would have more recognized the Guild as the writers' bargaining agent, and the Guild will go to the picketing line, if necessary.

Among the strike shows are virtually all of the soap opera sponsored by Procter & Gamble, one of the key advertisers whose agencies have not yet come to terms with the RWG. Guild spokesmen declare that this situation could have been solved by the agencies who signed the 30-day agreement, if they had been arranged by the end of that 30-day stretch, either party was placed under any obligation, but this would have more recognized the Guild as the writers bargaining agent, and the Guild will go to the picketing line, if necessary.

The latest organization move at the National Broadcasting Company, which has been the NWSC stuff, with the exception of program production, has been organized as a consolidation primarily in the interests of economy. But it can also be done because of the day-by-day battle to keep the jive audience now in the Bob Smith field.

WBIS, a 500-Watter, In Battle at Bristol

HARTFORD, Conn., Oct. 30.—Newest standard broadcaster in the Connecticut area to start operations on Station 30, which is used by the 950-watt daytime station started broadcasting Saturday (25) and is owned by the Rudosky Company, which Dr. Benjamin Sassin is president.

The daytime operates on 1440 kilocycles and is independent.
W6XAO Reveals Big Percentage Gains in Sales

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

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

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

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

NBC Mulls Video Pix Distrib

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

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

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

Altho Balaban would not admit it, reports are that the offer came from Columbia Broadcasting System. Balaban revealed that B&K had invested $3,200,000 in the station so far. He said the 49 per cent stock block undoubtedly could have been sold for the amount of money B&K has invested.

Much of the talk regarding WBKB has centered around speculation as to whether the station will become an independent of relatively minor importance or an eventual key network station. Balaban put a stop to that speculation by hastily discussing future policy. He said that if the Federal Communications Commission allows Paramount to set up its own network in conjunction with DuMont (in which it owns 29 per cent), or with affiliated station chains, partly owned by Paramount, WBKB would become a key station in the set-up. But, he said, if Paramount, which owns WBKB thru its control of the B&K org, does not have a net, WBKB will be operated as an independent, with a strong local position. He said he saw no reason why the investment in the station could not be turned via an independent operation.

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

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

From now on, Balaban made it clear, the station will be operated on a strict business-like cost-expense, make-money basis. In the last month, he said, expenses have (See B&K to Stay in Tele, page 52)

Net May Rep Packages for Local Selling

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

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

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

Should the plan fail, NBC would be able to sell to non-competitive stations such shows as the Public Defender film series, which Jerry Fairbanks made for the web at nearly (NBC Mulls Tele Pix on page 52)

"you need your head examined, Boniface"

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

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

Nope, we won't do it, Boniface.

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

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

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

Breakfast with Dorothy and Dick
The McCanns at Home Martha Deane
Luncheon at Sardi's The Barbara Welles Show
The Ladies' Man Charlotte Adams (Sat. only)

Coming! Two great television stations...

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D.C.
Awards will be made in the following categories:

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

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

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

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

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

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

FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of eloquent "oral" presentation. However, only one presentation is permitted for each station's entry in a particular category. Also, of course, a station may enter one, two or all three of the categories. There is no restriction on the sales promotion, audience promotion and public service categories would have their entries—although complete story on each category must be told in one presentation. Recordings are not permitted, either as all or part of a presentation.

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

ELIGIBILITY DATES

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

ADDRESS ENTRIES

The Billboard's 11th Annual Radio and Television Promotion Competition

1564 Broadway New York 19, N. Y.
November 6, 1948

NETWORKING TO TELE

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

Film Org To Hand-Pick Products for National Agents

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

UA is now holding talks with a number of producers of tele film packages, working out terms whereby the film company would become sole sales agent for the producers. Mitchell said that he is hand-picking the producers with which it is making its agreements. Partly due to the fact that radio or television, will not be the criterion by which some of the producers are selected into the set-up. Nor will motion picture production credits serve as the deciding factor.

New blood is what UA is particularly interested in working with. A medium of film or radio experience is considered valuable, and preference will be given to producers who have had experience in the field of sale of a complete product they can show. Mitchell said that UA will work with a "11-year-old boy with no previous experience" if he showed the spark which they are seeking.

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

New Year's Football For San Fran Video

SAN FRANCISCO, Oct. 30—The annual East-West Shrine football game, which is the first video sports spectacle for San Francisco television owners, the game, which has been played for the past 24 years for the benefit of the Shrine Hospital for Crippled Children, will be televised on KSFO-PIX.

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

Good Samaritan

WASHINGTON, Oct. 30.—Thick of the efforts of Dr. H. W. Hersee, WRC disk jockey, patients in 15 Washington Hospitals are enjoying TV programs as part of a campaign over his morning show, Hersee raised nearly $4,000, which was used to purchase sets for hospital use.

Chevy Weighs Amusing Pix As Sales Slugs

NEW YORK, Oct. 30.—Chevrolet this week renewed its interest in its relationship with the Campbell Ewald Agency, with which it previously contracted for a one-minute commercial film with an entertainment rather than straight sales appeal. Leo Langlois, advertising and programming chief of the agency, is known to believe that a certain level will hold the quality of product to which film company is accustomed and is ready to understand the amount of work involved to keep the film on television in a three or four-week cycle.

Campbell World, a subsidiary of Universal Pictures, already has submitted at least one spot film for the Chevy account. However, the company feels that this film in its initial showings is understood to be the reason for Chevrolet's desire to expand with additional commercials, with tentative plans calling for widespread showings probably hitting every tele city.

Should the deal develop, the film problems will be shifted to location at United World's uptown Manhattan studios. The story line for each commercial, "program" will be prepared by the agency, with the shooting script a separate part of the same film company. Both Universal and Chevrolet have been involved on the production side. They will supervise actual shooting, with agency personnel sitting in for consultation.

Mary Margaret Seg In for Rough Ride

NEW YORK, Oct. 30.—With bank options up for renewal in the next two weeks, present indications are that the Mary Margaret segment will go into a new round of negotiations on the National Broadcasting Company (NBC) network may find the going rough. While long recognized as a top radio sales personality, Mary Margaret has been the subject of considerable debate among agency, agency and network executives, with the new evaluation of the situation four weeks ago, the question of whether to renew her contract with the network was raised. She has been said to be looking for ahigher fee, which the network has refused to pay. The network has been forced to pay a higher fee to renew her contract, which is currently in effect until January 1.

AFM Extends Pact 90 Days; New Terms Are Likely Then

NEW YORK, Oct. 30.—The pact covering the use of musicians on television has been extended for three months by the American Federation of Musicians (AFM). The union's TV term expired January 31, 1948 at which time it probably will be renegotiated. The current contract which expires tomorrow (31) is the one of no great importance, as in the nature of an experimental contract; however, it was intended to be renegotiated at the end of the six-month period, with a view to incorporating whatever changes would be made in the light of experience. The AFM's experience in the recording companies has been, however, believed to have necessitated the three-month delay. The current extension pact provides for two-thirds of the broadcast scale on television programs and on local stations, and three-fourths of the broadcast, rate for TV shows on networks. (See TELE CONTRACT on page 18)

Double Source Of Airers To End Weakies

Cable Sharing Huddle Set

NEW YORK, Oct. 30.—Television programming is likely to enter a new era of consolidation on the West Coast stage, in terms of quality, after the first of the year, according to top network executives. The basic prediction is the joining of the Western and Midwestern networks, which is expected to take place sometime during Christmas week. Uniti

The problem basic involved in the connecting of the cables is that will be the sharing of time in the Midwest. American Telephone & Telegraph Company (AT&T) has but one cable westbound and one eastbound, and four networks clamoring for best availabilities. A special meeting has been arranged for November 30, at which a new contracts will attempt to work out an amicable agreement.

A high officials at the National Broadcasting Company (NBC) this week confirmed that new programming standards will be subjected to intense examination, with the idea of ameliorating the interchange between East and West Coast stations. With schedules in both areas revised so that the prime offerings on each will be staggered, it will be possible to place the network shows in each region with the better programs from the other.

Of necessity, by cable availability, it will be impossible to inject new and interesting material, and the necessarily housing clinkers will stimulate greater interest in the imported shows, which all shows. The minor league efforts may be expected to struggle to reach the national level. The major league efforts will attempt to improve enough to gain secure network status.

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

QUALITY GLOSSY PRINTS 5½¢

If you want quality photo-reproductions and genuine black paper, order from us. We make them by the thousand:

100-5x7's for $4.00
100-8x10's for $7.00
50-10x10's for $3.00
100-8x10's for $5.50

For price list on other sizes, write for price list.

QUALITY PHOTO SERVICE

280, 8th Street, New York 13, N. Y.
THEATERS' BIG TV PUSH

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

Would Take Advantage of FCC's Freeze

(Continued from page 4)

lady significant that the SMPF considered it worth outlining once again in lengthy detail at one of the early sessions of the week-long convention this week in Washington, at a time when the FCC is desperately trying to draft an entirely new television licensing bill, smothering the freeze on commercial TV applications.

In view of the current allocations standards, it is said that the experimental frequencies are considered by some SMPF engineers as offering even greater possibilities to theater exhibitors than trying to find a way to FCC to reserve allocations of a few experimental frequencies would be in the ultra-high area of the spectrum, which FCC is hoping to open up on a limited basis for commercial TV within a year.

The question at hand future procedure is still far from a settled one for the various segments of the industry, as SMPF is obviously trying to rally the industry behind some division of a plan. The question is a plenty troublesome, but apparently even more vexing to theater engineers is the one over use of television in theaters. This riddle carries a surface of a number of panels on television theater during the convention here. The SMPF delegation, shown some interest in a race between the Radio Corporation of America (RCA) and Paramount Pictures to develop systems for large-screen television. Outlined by Richard Hodgen, of Paramount Pictures, theirs using "in-theater" projection, onto the screen from the theater projection room.

RCA's System Explained

RCA's "instantaneous" system, which is straight projection without using a mirror technique, was explained by Roy Wilcox, of RCA Victor division, Camden, N. J., and H. J. Schafft, 20th Century-Fox Film Corporation, New York.

The latter two talks revealed not only some of the rivalry in developing large-screen television for theater use but also some of the program technical problems faced by theaters in employing TV. It was brought out that theaters can best capitalize on TV by getting special events onto the screen on top of the program-wise problem of breaking in on entertainment film offers serious difficulties. Hodgen explained the Paramount system, pointed out that this problem could best be handled by a back method, which stores the film until ready for use. Also, Hodgen exposed that the Paramount system requires no ripping up of seats for special TV equipment, for the image can be projected from the regular booth. Schafft and Wilcox emphasized the linking of the system to the theater where the projection location problem was solved by installing the projection equipment suspended from the balcony. It was acknowledged that there will still be a limited number of theaters, each having individual problems. The conclusion, however, that this equipment can be as far as 100 feet from the projector, they said. At a major test of the apparatus last June, they said, audience response was extremely favorable.

Indicative of the technological progress being made in theater TV, several engineering papers were submitted at the SMPF convention, one by W. Little Jr., of RCA Victor division, described a special high quality TV monitor which has been developed to produce video images suitable for use in the purpose and which may be applied to the recording of video pictures for rebroadcast or for rapid release. Another paper dealt with theater equipment, John M. Wall, Jr., of RCA Victor division, and John M. Walford, Jr., of RCA division, announced that a new 16mm. video recording camera which has been developed to reduce the present system of recognizing the special TV pictures and motion pictures.

CBS Spikes Rumors About
Color Tele Pitch to FCC

(Continued from page 3)

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

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

Stanton went on to say that as the principal projects of the laboratory, such as the long-playing record, permitted, "certain additional experiments were made in all-electronic color reception and in six-megacycle color transmission. These were reported to the Joint Technical Advisory Committee (JTAC) in August as information and specifically not as a CBS proposal."

This plan was presented by the JTAC to the FCC in a September hearing, Stanton said. "Because of the substantial number of personnel since color hearings in 1947," he continued, "the FCC expressed a desire to study the specific color tele."

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

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

CHICAGO, Oct. 30.—As a result of a conference between television division vice chairman of American Broadcasting Company's (ABC) central division here last week, decision was made to continue costly operation of the ABC Midwest video network and, in fact, to expand operations in expectation of some hefty sales after January. 1.

ABC Midwest television division vice chairman had made this decision after an extended programming by six hours a week, bringing total hours fed the network to about 125.

At the meetings, attended by Paul M. Norton, Chicago, national television sales manager for ABC, it was also decided to put on a more specific basis the schedule of programs which ABC can take advantage of after January.

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RADIO-TELEVISION

DEMON'S DAYTIME DO-RE-MI

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

NEW YORK, Oct. 30—Two officials of the Columbia Broadcasting System have agreed on what is described as a new approach in the continuing battle to prevent two separate bodies this week too.

As was reported in last week's issue, the medium of television is being used more and more to promote the current development of television. Oscar Katz, CBS director of research, in speaking at the 16th annual luncheon of The Pulsl, Inc., Thursday (23), warned that research and television are in danger of looking at the current developments too much as an infant, but as if it were a small adult.

"The simple but elusive fact is that it is neither stable nor mature." Two days earlier, Frank Stanton, CBS president, and himself a noted researcher authority, told the Association of National Advertisers (ANA) that the "infancy of television is already behind us, and we are at the maximum of both communications and marketing is assured."

Katz also noted that it is important to "attache the same degree of certainty to some of our television receivers, as now there are some who urge that research be used to further, rather than stifles creative production at a rate that will cause the maximum of both communications and marketing is assured."

Stanton, after outlining typical expenses in television production and being interviewed by the TV program director at the National Broadcasting Co. (NBC), and by J. R. Popple, president of the Federal Communications Commission (FTC), Trammell said that 60 per cent of the 15-minute sets on the NBC tele web have been bought by sponsors not on NBC's AM rolls. Thus, he noted, the medium should be considered to be one that is being sold rather than a replacement for current advertising. People pointed out the rapid growth of video and predicted 1,000 stations operating by the end of 1945, due to which he said the industry would see an increase of $25,591,696 by private interests.

No Daytime TV

No Sales, Moan Chief Set Makers

CHICAGO, Oct. 30—Television receivers and television sets are at a low period. With difficulty of setting sets while local radio stations are not putting on afternoon or morning programs, sales have been revealed this week. This grip was placed on the market, and not been many complaints until that time. The WBBR offered to put on a regular afternoon show sponsored by the American Broadcasting Co. (ABC) for manufacturers and retailers. But at that time, after show had been on the air for a few weeks, co-sponsors came thru with so little in the way of monetary support that the station was the victim.

Manufacturers and retailers say they would like about two hours each, five or six programs a week devoted to some type of programming to help set sets. Excessive programs are not being requested.

So far, Motorola, manufacturer, and Wurlitzer and Hudson-Ross, major retail chains, have signaled a willingness to participate in a co-operative campaign to get daytime programming here. The American Broadcasting Co. (ABC), it was stated, is considering the possibility of putting on the shows requested. Plans are still in embryonic stage, but ABC is expected to come up with some kind of plan in the near future. If ABC can handle the plans, then there is even the possibility that other stations will participate, with each station interested.

These shows, it is felt now, would be of interest to the public, but interest to others who would be asked to join in the plan.

Indignant Nutmeggers Hit With Taxes on TV Receivers

NORWALK, Conn., Oct. 30—Fam-
mowing video sets for home use in Connecticut have been ruled in re-

tect to an annual tax on their receiv-
ers by virtue of a statute enacted by the State Legislature several years ago. With October generally the month in which the various tax districts in the state begin determining the tax assessments, it was learned this week that many of the tax collectors throughout the state have notified residents in their districts to list video sets in their tax returns. Each of taxation on such sets varies by dis-
tric. District 1 in Norwalk is charging $50.79 per $1,000 valuation, with applicants in that district permitted to list sets at half their actual value.

The regulation by which television sets have been subject to assessment is that which covers items that are of substantial living, including all films and programs, and it does not mention television sets specifically. While some have contended the application of this law to television receivers, those who are less pros-

pectors are also among the those who are seizing upon the technical interpretation as a means of ac-

quiring increased revenue. It was because some of these tax districts which are poorly needled made inquiry of the State that the interpretation covering tele video was rendered.

Public Indignant

Reaction on the part of the public thus far, it is understood, has been one of concern. Some newspaper columns have made brief mention of the assessments in a complaining manner, but particular emphasis in the inquiries of the law involved and the stretching of the interpret-

ation to cover video. Some have refused to include their television sets on the inventory lists they fill out.

The tax collector has no presents that the answer to the question of the State Legislature, to get the tax law applied in this manner. We are told that the law is not mandatory, it is legal. They advise citizens to take up the question with the State Legislature.

Meanwhile, some retailers and station executives have expressed fear that a levy on video sets will slow down potential receiver sales. Frustration as much as this is the first time the law has been interpreted in this manner, and it would include video receivers. The tendency to await further developments and predictions, with a feeling that the bill may be interpreted or amended.

$7,000-Week Gross Set at WABD Debut

Double Operating Cost

NEW YORK, Nov. 1—A last-mo-
turrry flurry of business on the eve of the inauguration of the first daytime schedule today enabled De-

Mont to kick off its experiment as-

ured of making a profit.

Leonard Hole, general manager of WABD, said that sales up to Saturday were more than twice the station's daytime operating costs. Trade estimates believe a gross of better than $100,000 already is assured, based on sale of 30 quarter-hour shows and giveaways, six station breaks, four one-minute spots and three participations.

In an effort to bring in business, De-Mont offered sponsors a unique deal for the first 13 weeks of operation, with costs to be determined by the talent costs and giving a 25 per cent discount on the rate for time charges. After the first 13 weeks the card rate returns to full charge and there is no discount on any advertisement.

Even on this basis, Hole said, the station would be breaking even in the first quarter of operation. If only half as much time had been purchased, the costs are held to a minimum by virtually no rehearsal or production for the shows. All the advertising and the promotion of the total of sales is the signing of a 13-week contract for each show bought five half-hour weekly deals. The deal, thru Dance-Fittergill-Sampie agency, has the nation's largest house bankrolling the Dennis James show. Okay, Make It or Not, is only salable, will not apply for the first week of the daytime operation, and the details for any early kick-off, probably one week hence.

Biggest selling sale was made to Teldecu, a New Jersey distributor of De-Mont receivers. The retailer purchased at 12.50-minute shows a week, and was said to be eager to get everything quickly. The station has 16 and quarter-hours of Stan Shaw, and five each of Ralph Dunke, Ted Steel and George Sheldon. All 16 accounts were sold five minutes of 10-minute shows to Andrews Radio and one 15-

minute show, The Needle Shop, to Martin Fabrics.

The spot breaks were bought by Philip Morris. Atlantic Luggage bought the participations and Mackey's bought the cards. All one-minute spots with Till's Fruit Cake cost $25.50. Shovel demonstrations of products, running (See De-Mont's De-Re-Mi on page 25).

GUMMIES HIGH GLOSS PHOTOS

GUMMIES HIGH GLOSS PHOTOS

GUMMIES HIGH GLOSS PHOTOS

GUMMIES HIGH GLOSS PHOTOS
Video Workmen:
James Reports "Everybody
Wants In" on TV and Says:
"Let 'Em—I'm All To The
Good" — By E. P. James

Vice-President Mutual
Broadcasting System

BACK AROUND 1935, when the
engineers first began to let some of
us "commercial" radio guys fiddle
their heads, I believe I may have
believed, and lay the
ground-work for programming and ad-

vertising operations, we were a pretty
small troupe. When 1939 was prema-
tinely hailed as "telecasting's year" in
the trade, I was glad that among that
band of trailblazers, but the outbreak
in Europe (with something of a
nudge from FM competition for
channels) all but murdered TV, and
twisted many of those who were
pioneering the medium.

TV service was maintained at a
mere trickle thru the war years and
continued that way until the spring of
1941. But since that time, the
bandwagon really started to roll
and now the riders are crowding
each other's seats, and the

press is clamoring, that is, the lifting of the
freeze.

All To The Good

Personally, I think this is all
to the good. I believe it is one thing
which television needs to put it over
in a big way. You cannot learn
much about actually trying out new
ideas, and there are far too many
new ideas to be tried out by a mere
handful of programs.

Furthermore, I do not believe the
public will be fully with us until
we have some really big television in
the field, wherever TV is on the air.
To check this, just look at the set-

arenas of New York and Philadel-

phia and compare with them with
Chicago on Hollywood Cinema and
St. Louis. In these two Eastern
cities, we have had station competi-
tion for at least a year. In the other

station competition is either very re-
cent or non-existent. Yet TV set owner-

ship in the New York and Philadel-

phia areas now includes just about
dollars of 12 or the color houses
100,000 in Los Angeles, St. Louis and Cleveland
around one in 60 families. Even the
two largest of the West Coast

have their factories right here in the

which have alienated the merchanting representatives and
distributors in all the big cities and
those people don't just sit idly by
while Eastern merchants cash in on
all the new business. Their dollar is
worth just as much in the Middle
West and West as it is in the East, and I doubt the likelihood of
discrimination on the part of the manufacturers. Television's pop-

ularity is undoubtedly a product of
many contributory causes, but the
fact remains that the New York and
Philadelphia areas have had com-
temporary TV stations for so long that
televiewers have had a reasonably

Wide choice of programs—and own-

ership is way ahead of the field.

Programming Still Crude

It can't be just a matter of program
quality. There are plenty of pro-

grams in the New York and Phila-

delphia stations which are no better,
if anything, than the local

efforts of stations in the other

cities. There are a few

(Continued from page 10)
FORD THEATER

Within minutes the assailant
took his rifle and shot into the
main entrance, then made his
take an aim at the audience
and fired. Even at a safe

The Commerce.

The commercials were appropri-
lately placed in the

interstices of the

next to the
talking. A minor plug

for the"Car Radio" from

of the six best

store. These plugs

throughout the story, a minor plug

for Big Bobs and other self-

explosives. These plugs

were well placed throughout, with all partic-

pants delivering their lines in the

emotion of the

With equal attention to production,
casting, direction and all the

matters of presenting the story,

CIS from here on can go a long way
toward proving "There's a Ford in

(Continued on page 10)

GROWING PAYNES

(Continued from page 10)
during father and the mayor's old-
time vaude routine. Only when they
get into difficulty for a moment

break down with bouts.

The original music on organ and piano adds considerably to the

finished effect of this show, aptly abet-

ting the idea that the picture is

in the lead roles. Miss Parrish portrays a Jane Avenue

maid, who is in a tight situation

by the maid, who also de-

liver of the products, in this instance a bridge
table and chairs, on the job.

The opening commercial, utilizing a

leather bag with a note of

the page and subsequent pages contain-

photos of the cast, was effective.

The closing commercial, selling the

sandy special was equally good, with

the kids remarking "by phone" to the

maid who invited them to "come and get it"—the product can

ordered by phone or by mail. Setting, lighting, camera work

and direction all are outstanding,

contrasting half bit. —Ira Hecht.

ROAR OF THE RAILS

(Continued from page 10)
plunged into universal history as the

firm's Electro-set; Misto Magic and

Enthen is the

on their use. Of course, the

heavy role played by the scale model

of the train in making the

continuous, but enjoyable, plug for

and camera. The kids look at pictures 5 to 6, that is.

Ira Hecht.

is going to be the mainstrep of

tlevision's growth, I firmly believe that

our American system will again

people to be ready to call "the most of the

"babyboomers ways"—I'd say, "Let 'em all
come."
WAX DEALS WHEN AND WHERE

Disk Execs Knock Wood, Speak Softly

Guesses Vary on Band End

(Continued from page 3)

of more than $1,000,000 in exchange for guarantees which would bring the musicians between 15 and 20 millions in the next five years—the duration of the proposed contract. In exchange for Petriollo's backing down on that demand the Royalties would be given. First of the year, record companies agreed to a small increase in royalties on records retaining for more than $1. Royalties on records less than $1, as stated, would be 1 per cent. Scales, it was stated, would remain at 25 cents for three hours. As indicated in The Billboard previously, the pact will call for no royalties for music which will be sold in the Petriollo. It was understood, also dropped his demands that royalties be paid for records made either with or without musicians—that is royalties be paid only on disks employing AFM men.

Meanwhile recording execs in New York are expressing their opinions. An RCA spokesman, apropos the deal, stated, "We think it's all right—but I'm not a lawyer." Another RCA spokesman indicated that such a settlement was possible, a good cross section of music in different categories, but contemplated no drastic change. It would be all solid material, he said.

Columbia's View

A Columbia spokesman expressed legality, stated: "Anyone who talks now is nuts—it would throw shackles around the industry and put an end to any progress."

F. W. Woolworth also indicated the diskery would not push into making changes unless there is a law. He added that the last disk stoppage. He also said there's plenty of time for reshuffling affairs. Walser, Eastern president, said it was not a resumption of activity.

Decca maintained a "let's see what happens" stance in its approval of the proposed settlement. (Continued from page 1)"AW.

Legal Brains Tackle Last Of Obstacles

Unusual D. of J. Picture

(Continued from page 3)

a government agency, such as the NLRB. For example, the NLRB may seek guidance from the department, but opinions given in such instances are not binding on the AFM or the BPO, or any other party. It makes it appear that the personal judgment of the lawyer.

It has been known that both AFM and BPO are in communication with Labor Department officials informally for guidance on the legality of the welfare fund provisions in the Diamond plan.

Only One Proceed

Legislative body interested in recent years in which the attorney general rendered a formal opinion in the matter of the NLRB or the President or an executive agency. This instance involved a group of railroads which seven years ago wanted to determine whether a certain contract could be made, the department stated it saw no reason why there should be any criminal prosecution for making the contract. It was written. This case is being cited by Labor Department officials for Justice Department in handling the Petriollo-wax tangle.

It is possible that in sending down an answer to the NLRB, Justice Department might suggest an amendment to the act which would meet the terms of the new contract which would not conflict with any of the welfare, bonds of which both welfare-improving funds.

Should the ban-lift proposal be cleared—either via NLRB or thru course to precedent in the railroad cases—AFM will see what happens after January 20, when there will be a new labor department.

The possibilities are considered as threatening from AFM's point of view, inasmuch as the record companies have had a somewhat favorable reception, stopping buckles of masters. AFM Pres Petriollo, it is figured, might counter this by imposing a new ban.

Result of the latter, however, could be disastrous and from assistance on tentative, AFM. It will contribute a better situation of the music-broadcasting industry industry.

Waring, Moore In Court Actions

NEW YORK, Oct. 30—NY S. Su-

Waring, a Court Justice John D. McCo-

enior reserved decision on the motion by Fred Waring, orchestra leader, to dismiss the $100,000 branch contract action instituted by Glenn Moore, a member of Waring's orches-

Dismissal was sought on grounds that the plaintiff failed to prosecute with due diligence, the action was brought in order to allegedly to harass the orchestra.

In addition to the above action, Waring's attorney stated that Moore also brought a $150,000 damage action against Waring for slander in N. Y. State Supreme Court and in $100,000 damage action suits in U. S. District Court.

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

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

HAYES CUTS DECCA POPS

NEW YORK, Oct. 30.—Peter L. Hayes, who has cut a couple of kiddish songs for Decca Records on the song for the firm and will be given a hefty promotional lift in that field by the label.

Hayes cut four current pop-up-and-conversers this week with the Stan-

At the moment the tune included My Darling, My Darling, Don't Go to Seattle, Too Late, Get Out of the Rain, and That Certain Party.
**Pluggers Worried by Loss Of 5 Hours a Day on Ether**

NEW YORK, Oct. 30.—Professional men attached to the various pupils of radio have been working themselves to death trying to get through their days. In addition to the usual amount of work, the pluggers claim there has been a continuous diminishment in the amount of time air time on which pluggers can be obtained. They also state that the payola has again reached peak proportions, has given a gloomy picture to the pluggers as to how much they feel as tho we were being throttled.

With respect to plugging the air, a Jolson of professional men this week stated that an increasing number of programs are going network, but are still being aired in all New York outlets. Squawk is that on account of this situation, such shows are not caught by the Accurate listening post—and therefore such pluggers do not appear in the Feinman and Hamber charts. Pluggers are planning to bring this before the committee of the professional men's union. What's their idea is the possiblity of establishing networks to release their master logs, so that pluggers can make a valid claim that it does them little good to argue with a publisher and explain that the promotion (if there is one) does not show up well on the listings. It is being said that certain network pluggers, even tho not in New York.

Programming Hours Slashed

Pluggers estimate they have used 15 percentable hours of programming per day on the four nets. This has been known for some weeks now. For instance, over Mutual, Deems Taylor recently took over the 11:30-12:30 Daily of News and Views, records, and Harry Strehlow now holds the 12-12:30 p.m. slot with interviews. This accounts for our hour formerly devoted to remotes from the east coast, which was being awaited by Walter Roosevelt. The bands are behind both the shows, they are not heard in New York, but are carried by the Mutual network. In New York, Vincent Lopez on NBC is another interesting situation, as his show goes every day but Saturday, and on network days he's heard in New York.

Over the Columbia Broadcasting System, 5:45-6:30 and 5:55-6:45, five a day, goes network in both New York, over the American Broadcasting Company (ABC). Larry Fortine's 30-minute afternoon show now goes network, with WJZ, WJZ, New York, televising a script show. Also over ABC, Vera Masey, Texas Jim Robinson, the Brownlee Sisters and Johnson's Serenade.

**In Books! Sure!**

NEW YORK, Oct. 30.—Pubber Abe Olman phoned Jolson recently to ask him to sing the commercials in a show on his show Radio. Here's how the conversation went.

"It's in the books, all right. In fact, I'm asking you for a repeat of some of the radio songs, for the June 15th, " "What's it called?"

"Down Among the Sheltering Palms."

"When did it?"

"When I repeated it—20 years ago."

"I'm gonna use it on his program last Thursday.

**Tele Pix Music Huddle Expected**

NEW YORK, Oct. 30.—Harry Fox, music publisher's agent for Frank W. Miller, chief of the contact men's union's (AFM), plans to hold a huddle of the radio station operators and the unions at 10 a.m. Monday, to discuss the troubles which have arisen over the air time. They figure that those hours have been chopped and they are worried.

Some Consultation

As against this gloomy side, there are some promising aspects. First of all, Miller, a specialist of the contact men's union, has been kept at a high level. Only about 30 out of 100 programs are entirely on the air, so his employment is being kept up. It's figured, too, that those stations that have been left out of the loop, the men will have a freer play for their talents. Finally, Miller foresees the possibility of a song-plugger on the condition that he will be kept going the importance of the musical shows, including the Texaco show, in the days of vaudeville. Most contact men, Miller says, are already working on the importance of the musical shows, including the Texaco show, the Ed Sullivan opus, Lanny Ross and others.

**Hot Fight Seen Of Presidency Of Coast's AFM**

HOLLYWOOD, Oct. 30.—A drop-in political fight for presidency of Local 47, American Federation of Musicians (AFM), Los Angeles, is here this week following nomination of candidates at a special membership meeting on October 22nd. Nominated for top union position are Frank Y. (J. K.) Menhennick, the present presxy, and incumbent veep, John Tregou. Two opposing tickets are being placed, one with Green for presxy and the other backing Ray Menkenhick for the job. Wallace, who has held office since 1940, was badly defeated by the man, but he is being given another chance under Wallace's name. Menhennick has long been a foe of the Wallace-Tregou administration, having fought union tonners on many issues and the open defiance to Wallace before general membership meetings. Green was a member of the executive board of directors and was signed to campaign against Wallace. Election will be held December 20. Victor will hold office in a year. The dog pays about 250 weekly.

Additional Pubs Take 8 1/4% Slice

NEW YORK, Oct. 30.—Another interesting feature has arisen out of RCA Victor's proposal that royalty payments be sliced 8 1/4 percent to Victor distributors. (The Billboard October 9, 23, 30).

The newest batch lists the Bobby Manns, a group of four Alfonso Leduc, University and Judson; the Larry Mayfords, another group, including Acutely Rose and Mike Musi, and George Simon, Inc. December's round is headed by Abe Askenas, Modern Music, Crystalina Renown, American, Crest, Herb Monte, Fairway (Hollywood) and Adams, Yve and Abbott (Chicago).
All Wax Groups Contribute to "Unauthorized" Distrib Boom

NEW YORK, Oct. 30.—Trans-ship- ping, for several years a bane to au-thorized record distributors, has broken out into the open with individual independent jobbers offering hit records on all major labels at reduced prices.

The practice serves as a virtual life-line to small dealers who have been unable for various reasons to meet the record demands for the major labels. In many cases, but has been denied such franchises because of inability to meet legitimate or prestige requirements of the majors. In other cases, were small dealers of some retail operations have made one-stop buying, i.e., the buying of all lines from one source, the only profitable buying procedure. In this case (which holds true also for smaller coin machine operators) bookkeeping and shipping costs are kept at a minimum. Other dealers who have patronized these jobbers are those who feel it is the only way they can maintain their independence in buying, and are willing to forego a small percentage of profit to avoid the tie-ups that force them to take anything but hits. For example, many dealers who handle or have potential pop releases on any particular label resent the occasional pressure to make them handle the label’s classics as well.

C. O. D. Basis

Patrons of these irregular sources are, of course, denied certain advantages offered by authorized suppliers. Credit buying and return privileges are cut off, as all trans-shippers work on a cash-on-delivery basis, but dealers will point out that they get exactly what they need when they can turn it over for quick cash. They don’t gamble on stock orders for regular monthly releases, and they don’t have to worry about money and therefore, don’t require credit or returns.

Oddly enough, some of the largest dealers in the metropolitan area are unfranchised by one or more majors. The Times Square area, where new shops have sprung up at a alarming rate in recent years, major for distributors originally attempted to protect their franchised dealers from the newcomers, many of whom have since outdistanced the volume of their older competitors, but in recent months, the distributors have neither resisted them nor turned them down when they first applied for the lines. While certain of these dealers depend on irregular sources for certain lines, the very fact that they are unfranchised is a distinct advantage to the unauthorized jobber who can go directly to the manufacturer with his hits on labels they can’t get.

Shaw Gives Up Plans for Band

NEW YORK, Oct. 30.—Artie Shaw, who is scheduled to present a complete band of his own for a month or two, has decided to abandon plans for organizing his band in the immediate future and will continue to operate a series of classical concert appearances. The announced 19 frankness has been tantamount to fronting or any other band, and has decided that he cannot make a go of it at this time and that a band bearing his name, with his actually fronting, would be no go with his faithful fans.

Shaw’s aspirations in the leg world on his death in San Francisco several months ago when he reportedly was prepping a repertoire with Ray Lev, pianist.
MPCE Execs’ “Secret” Pub Pact Burns Members

NEW YORK, Oct. 30.—Despite strong protests by the membership, the newly formed Music Publishers’ Contact Employees Union (MPCE), yesterday (29) submitted a proposed collective bargaining agreement to a publisher without revealing the terms involved to the union members themselves. The rank- and-file members were merely told at an MPCE meeting Thursday that a new contract had been formulated and that its presence on the bargaining table was a secret in order not to jeopardize negotiations. This announcement simultaneously demolished the MPCE on the floor, with the pluggers demanding to know what was going on and the officers remaining adamant.

Excess of MPCE refused to discuss the matter with the union leaders, and ex-MPCE Pres. Bob Miller could not be reached for comment. It is believed, however, that the proposed contract, which would replace the current pactexpired Monday, September 15—contains a suggestion for a pension plan and retains the anti-puppy clauses, which many pluggers and publishers had been in favor of omitting because of their admitted ineffectuality. It is also said that minimum wages are upped in the new agreement.

Broadcast Music, Inc. (BMI), the firm currently bargaining for the union, has submitted an offer, said to be favorable according to the new turnover, which one BMI man said doesn’t differ too radically in principle from the present one.” The move by BMI means an attempt is to sound the BMI attitude toward contract with the idea that BMI affiliation will now probably be in line if the main office stays it. BMA also will deliver its contract to the American Society of Composers, Authors and Publishers (ASCAP) pub-lishers representatives for inspection and approval. After agreement is reached, the contract then must be signed on an individual basis by the separate publishers. It was not stated why BMI, rather than ASCAP, is to be the first to see the contract document. A sizable majority of the pub-lishers work for ASCAP.

Meanwhile rank-and-file contract men are sweating it out, hoping to find out from the publishers what the contract is all about, and disseminating unhappily remarks about the whole MPCE sit-up.

HOLLYWOOD, Oct. 30.—Portions of local jazz concerts promoted in re-电工ity disc jockey segments in radio stations will be included in future deals with Norman for exclusive recordings to provide the 150 masters recorded during the jazz programs, which will provide Modern with new material weekly. Some of the artists’ royalties to be paid by Norman will be shared between the record company and the artists themselves. Artists who have appeared in the Norman concerts will be paid up under contract to other disc jockeys.

Among musicians to be featured are Mes. Hylton, Fergie Carter, Luceshers, Willis Smith, Charlie Bart-lett, Slam Stewart, Barney Kessel and Irving Ashby.

Activity Flurry Hits L.A. Labels

NEW YORK, Oct. 30.—A flurry of activity, involving new artist projects and Pacific Jockey’s disc bigwigs, has broken out among Los Angeles labels. On the east side of this city, cuffs are signed by Ruth Fernandes, singer formerly heard headlining in cabarets in and out of this city. Fernandes is signed to System (CBS); oner, Julio Gutierrez, and the trio Matsamoros. RCA Victor September 1 has this guy. Fｆｆｆｃｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆｆƒ

Hefty Race Biz Lures Columbia Into Expansion

HOLLYWOOD, Oct. 30.—Columbia Records will make a strong bid for the lucrative radio jockey market boding in the future by expanding its race department to a full, competi-
tion.-artistry. Maniac Sam, the high-jockey artist’s rep chief, is on the Coast, and said he would work tirelessly to hunt down and sign race artists to terms as the recording season advances. He said several artists have already been considered but would not reveal identify of names.

Heading the race operation will be Art Sattler, a former jockey who had been here as boss of the firm’s folk music department. Sattler will work with Sam in a closing of shutting between London and the East to supervise recording sessions.

Sacks so he has purchased 12 race horses and can count on a large 
star billing which will serve as nucleus of the race catalog. Included are four each

by Savanah Churchhill, Daisy Gillespie (40), Harry James, & Joe Riddle, and will retail at 70 cents. Still to be decided is whether race disks will be recorded in a high run room and waxed in the racing-bet. The diskery may revive its old studio for the occasion.

The fact that Columbia has tackled the lucrative race market is to a large extent in response to requests from a number of the Jockey Co. of Columbia Broadcasting System (CBS) diskery’s current company.

CBS has heretofore discouraged race diskings on the theory that such platters were unduly detracted from diskery prestige. Because of tremendous sales revenue realized by rival waxeries from their race departments, CBS is now under-

being encouraged to grace this market with expectations of dignity in favor of dollar volume on record sales.

Slapsy Pulls Out the Stops In Promotion of Jones Date

HOLLYWOOD, Oct. 30.—What slapsy up to be the most intensive co-operative campaign attempted by any artist is to pull out the stops on promotion for Jone Obt's shows. A national campaign will be launched to herald the Spike Jones Four, which opens at Maxie’s here for four weeks begin-

November 8. Nitely ops by Charles Devore will coordinate a high-budgeted campaign with RCA Victor and Jones’s personal manager, a name that will be strong in a campaign of this kind. Drive will be the most expen-
sive and substantial venture attempted by Slapsy’s latest efforts.

Club has contracted for 60 full-size billboards in Los Angeles. These will be located in a traffic area in key spots. Radio spot campaign will be launched on a national basis. Also, there will allow blow by blow coverage of Jones to be placed on the facade of the building.

RCA Victor, for whom Jones rec-
ords, has set 125 record dealer win-
ners on the new release, complete records and his appearance at Slapsy’s. Victor will also feature Jones in non-full-page ad sections to break

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

Macy’s in Price Stunt

(Continued from page 3) of Gold Record Awards have been presented the Archer and Walking With My Dog at the O’Doherty Banquet at the Remington Base and Only Happens When I Dance With You; You Can Wait Until Tomorrow Night; Wool; Woody Wisdom and My Baby Done Come; Joe and My Heart Belongs to You.

Also significant is the fact that virtu-
eliciously, the 30 firms which have been on best seller record lists by name artists who originally zoomed them to the top. Times, Forty sets of course feature no name artists at all. As a matter of fact, artist, names on the label are completely unknown to any segment of the record buying public.

Immediately following the phenomenal sale on the first ad, Norby ordered the same million-dollar deals for Variety and ran another half-page on the disks in this Friday’s (29) Daily Reply.

Hypos LP Bally With Print Ads

NEW YORK, Oct. 30.—Columbia Records this week hyped its long-promised heavy advertising in daily newspapers, and also blueprinted a campaign of press releases timed for November 15. Full page ads plugging the current hit “A Hold ‘Em Jack” will appear in the New York Times Thursday (28), World-Telegram Friday (29) and also in The Philadelphia Inquirer, New York Post, Boston Herald, and Press (29).

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

A flock of co-op ads in local dailies will also be started. The overall plan breaks. The entire campaign is being set by McCann-Erickson, Inc.

Herman & King Cole Pkred for Concerts

NEW YORK, Oct. 30.—Wendy Herman’s orx, which opened this week at the Royal Roost niltery here, and the King Cole rhythm has been slated for a series of concerts running from February 13 thru 26. Several of the events will be promoted by Ernie Anderson, local jazz impresario who is expected to sell out the place and run a stand at Town Hall and Carne-

The package will be sold for $3,000 per concert. Both properties are under-

entertainment label and are booked ‘by Grail Artists’ Corporation.

London Adds Distrib, Sues Young-Brown

NEW YORK, Oct. 30.—London Re-

cords has filed a suit in addition to its distribution outlets this week when Young & Brown to handle the Listener Line in California, Western Nevada and Arizona. The suit was begun by Jim Brans, London sales manager, who returned here yesterday.

Newspaper campaign will run in the major papers of the area, which is a part of the distribution outlets for the Leicester-Brown line. The suit is a result of the management of the Bennett distribu-

The suit is a result of the management of the Bennett distribu-

Copyright
DO A WHALE OF A BUSINESS

with these DECCA BEST SELLERS!

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

ORDER NOW!

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE CHRISTMAS</td>
<td>BING CROSBY</td>
<td>DECCA 23778</td>
</tr>
<tr>
<td>GOD REST YE MERRY, GENTLEMEN</td>
<td>STARDUSTERS</td>
<td>DECCA 24514</td>
</tr>
<tr>
<td>A LITTLE BIRD TOLD ME</td>
<td>EVELYN KNIGHT</td>
<td>DECCA 24507</td>
</tr>
<tr>
<td>BRUSH THOSE TEARS FROM YOUR EYES</td>
<td>INK SPOTS</td>
<td></td>
</tr>
<tr>
<td>SAY SOMETHING SWEET TO YOUR SWEETHEART</td>
<td>(While I Was Falling in Love)</td>
<td></td>
</tr>
<tr>
<td>YOU WERE ONLY FOOLING</td>
<td>ANDREWS SISTERS</td>
<td>DECCA 24479</td>
</tr>
<tr>
<td>CUANTO LA GUSTA</td>
<td>CARMEN MIRANDA</td>
<td></td>
</tr>
<tr>
<td>THE MATADOR</td>
<td>MILLS BROTHERS</td>
<td>DECCA 24509</td>
</tr>
<tr>
<td>GLORIA</td>
<td>ANDREWS SISTERS</td>
<td>DECCA 24499</td>
</tr>
<tr>
<td>I WANT TO BE THE ONLY ONE</td>
<td>RUSS MORGAN</td>
<td>DECCA 24449</td>
</tr>
<tr>
<td>BELLA BELLA MARIE</td>
<td>EVELYN KNIGHT</td>
<td>DECCA 24489</td>
</tr>
<tr>
<td>THE MONEY SONG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SO TIRED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAMBLING ROSE (With Bob Eberly)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUTTONS AND BOWS</td>
<td>DICK HAYMES and ANDREWS SISTERS</td>
<td>DECCA 24504</td>
</tr>
<tr>
<td>I KNOW WHERE I'M GOING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHAT DID I DO?</td>
<td>ANDREWS SISTERS and GUY LOMBARDO</td>
<td>DECCA 23722</td>
</tr>
<tr>
<td>I'D LOVE TO CALL YOU MY SWEETHEART</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WINTER WONDERLAND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHRISTMAS ISLAND</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

And this Special Release Available NOW!

INK SPOTS

AM I ASKING TOO MUCH COUPLED WITH RECESSION IN HEAVEN

DECCA RECORDS

DECCA 24517
This week's RCA Victor release!

**POPULAR**
- Minor Walk
- Algo Bueno
- Elmer's Tune
- Juke Box Saturday Night
- With a Twist of the Wrist
- That's the Stuff Ya Gotta Watch

**FOLK**
- Then I Turned and Walked Slowly Away
- A Broken Doll
- That's the Way It's Gonna Be

**BLUES**
- Mama Mama Sneakin' and Dodgin'

**POP SPECIALTIES**
- Sicilian Tarantella
- La Raspa

**NEW SAMMY KAYE ALBUM**
- "Dusty Manuscripts"
  - Vocalee by Don Connell, Laura Leslie, the Three Kaydees, the Glee Club, the Choir.
- I Want a Girl
- Just Like the Girl That Married Dear Old Dad
- Cuddle Up a Little Closer, Loveny Mine
- The World Is Waiting For the Sunrise and Down Among the Sheltering Palms
- There But For You Go I and My Son
- I Still Love You and We Just Couldn't Say Goodbye

**NEW RCA VICTOR RECORDS**

Use this page as your check sheet. Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

**On The Billboard**

**“HONOR ROLL OF HITS”**

- **1. BUTTONS AND BOWS**
  - Betty Rhodes
  - RCA Victor 20-3078

- **2. A TREE IN THE MEADOW**
  - J. Loss Orchestra
  - RCA Victor 20-2963

- **3. TWELFTH STREET RAG**
  - Sidney Bechet and His New Orleans Feetwarmers
  - RCA Victor 20-3120

- **4. YOU CALL EVERYBODY DARLIN’**
  - Jack Lathrop and the Drugstore Cowboys
  - RCA Victor 20-3109

- **5. IT'S MAGIC**
  - Tony Martin
  - RCA Victor 20-2863

- **6. MAYBE YOU'LL BE THERE**
  - Betty Rhodes
  - RCA Victor 20-2189

- **7. HAIR OF GOLD**
  - Jack Lathrop and the Drugstore Cowboys
  - RCA Victor 20-3109

- **8. ON A SLOW BOAT TO CHINA**
  - Freddy Martin
  - RCA Victor 20-3123

- **9. MY HAPINESS**
  - Dorothy Morrow Ensemble
  - RCA Victor 20-21945

- **10. UNDERNEATH THE ARCHES**
  - Geo. Olsen Orchestra
  - RCA Victor 20-3114
**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 publishers. Songs listed according to greatest number of sales. *(F)* indicates tune is in a film; *(R)* indicates tune is in a legitimate musical. *(N)* indicates tune is available on records.

**England’s Top Twenty**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>British</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>So Tired</em></td>
<td>Campbell-Connelly</td>
<td>Gilmour-McCabe</td>
</tr>
<tr>
<td>2</td>
<td><em>My Happiness</em></td>
<td>Chappell</td>
<td>Blau</td>
</tr>
<tr>
<td>3</td>
<td><em>You Can’t Be True</em></td>
<td>Chappell</td>
<td>Biltmore Music</td>
</tr>
<tr>
<td>4</td>
<td><em>Galway Bay</em></td>
<td>Burke</td>
<td>Mills</td>
</tr>
<tr>
<td>5</td>
<td><em>When You’re In Love</em></td>
<td>Burke</td>
<td>Victoria</td>
</tr>
<tr>
<td>6</td>
<td><em>Buttons And Bows</em></td>
<td>Burke</td>
<td>Famous</td>
</tr>
<tr>
<td>7</td>
<td><em>Dream Of Glencoe</em></td>
<td>Burke</td>
<td>Mills</td>
</tr>
<tr>
<td>8</td>
<td><em>Woody Woodzucker</em></td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>9</td>
<td><em>Rambler Rose</em></td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>10</td>
<td><em>October Twilight</em></td>
<td>Dashi</td>
<td>Shapiro-Bernstein</td>
</tr>
</tbody>
</table>

**Canada’s Top Tunes**

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>A Tree In The Meadow</em></td>
<td>Vee-U-Sum</td>
</tr>
<tr>
<td>2</td>
<td><em>My Happiness</em></td>
<td>Chappell</td>
</tr>
<tr>
<td>3</td>
<td><em>Underneath The Arches</em></td>
<td>Campbell-Connelly</td>
</tr>
<tr>
<td>4</td>
<td><em>Ramble Rose</em></td>
<td>Campbell-Connelly</td>
</tr>
<tr>
<td>5</td>
<td><em>October Twilight</em></td>
<td>Vee-U-Sum</td>
</tr>
<tr>
<td>6</td>
<td><em>All Dressed Up With A Broken Heart</em></td>
<td>Vee-U-Sum</td>
</tr>
<tr>
<td>7</td>
<td><em>La Vie En Rose</em></td>
<td>Victor</td>
</tr>
<tr>
<td>8</td>
<td><em>Ballarina</em></td>
<td>Melrose</td>
</tr>
<tr>
<td>9</td>
<td><em>I’m Looking Over A Four Leaf Clover</em></td>
<td>Victor</td>
</tr>
<tr>
<td>10</td>
<td><em>Little White Lies</em></td>
<td>Lawrence</td>
</tr>
<tr>
<td>11</td>
<td><em>You Call Everybody Darling</em></td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>12</td>
<td><em>Underneath The Arches</em></td>
<td>Campbell-Connelly</td>
</tr>
<tr>
<td>13</td>
<td><em>Suzy</em></td>
<td>Athenaeum</td>
</tr>
<tr>
<td>14</td>
<td><em>Heartbreaker</em></td>
<td>Leeds</td>
</tr>
<tr>
<td>15</td>
<td><em>When The Organ Played Ave Maria</em></td>
<td>Leeds</td>
</tr>
</tbody>
</table>

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

**Art Lund’s**

*Art Lund’s Sing*

I Still Get A Thrill
Bluer Than Blue

*Art Mooney’s*  

I’ve Been Working On The Railroad
In the Market Place of Old Monterey

*Blue Barron’s*  

There’s A Quaker Down In Quaker Town
A Strawberry Moon

M-G-M Records

The Greatest Name In Entertainment
Radio Popularity

Week Ending October 29

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of radio stations during the week of September 21 to September 27, 1948. Figures are based on reports from stations which sign on to the survey. Occasionally records listed here will be found on the Hit and Run, Chart, Most Played Chart and/or other charts. (P) indicates tune is from a film; (M) indicates tune is from a stage musical.

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

Tunes listed received the greatest number of key radio plays according to information supplied by the Richard Hilsner (RH) banking system. Weekly vocal totals are compiled as follows: 1 point per greatest vocal instrumental; 3 points per greatest vocal; 3 points for commercial vocal; 4 points per commercial vocal. Total commercial vocal carried in New York, Chicago and California would exceed 15 points, etc.

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

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M-G-M RECORDS

The Greatest Name in Entertainment

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

SONG AND DANCE MAN GENE KELLY

ALBUM M-G-M 341 These 10" Records

POPULAR

CHINA

BY THE WAY

ART LUND

ART MOONEY

NEW POPULAR

COLUMBIA

CARAVAN

BOB MATTHEWS

BUTTONS AND BOWS

ART MOONEY

I'VE BEEN WORKING ON THE RAILROAD

HELEN FORREST

THAT'S A BARBER IN THE HARBOR OF PALERMO

ART MOONEY

THE TALL MAN VOICES A THOUSAND YEARS

SONG AND DANCE MAN

THE GREAT STINGOPHON

THE DREAM OF OLIVIA

THE AIR MAN

NEV SIMONS

THE JACKIE BROWN QUARTET

ZIGGY ELMAN

ALWAYS

DOLLY JONES

CARSON ROBINSON

ARthur (Guitar Boogie)

SMITH

BOOMERANG

BOBBY MOODY

12TH STREET RAG

BOBBY MATTHEWS

COTTON PATCH BLUES

BOB WILLS

BLACKOUT BLUES

BOB WILLS

FLYING GEORGE

MOONEY

HE SENDS ME

IVY WILLIS

IT'S TOO SOON TO KNOW

MARIAN ROBINSON

I'M THRU WITH LOVE

M-G-M 1030

FOLK AND WESTERN

LIFE GITS TEE-JUS DON'T IT

CARSON ROBINSON

WIND IN THE MOUNTAINS

M-G-M 1024

GUITAR BOOGIE

ARTHUR (Guitar Boogie)

SMITH

BOOMERANG

BOBBY MOODY

12TH STREET RAG

BOBBY MATTHEWS

COTTON PATCH BLUES

BOB WILLS

BLACKOUT BLUES

BOB WILLS

FLYING GEORGE

MOONEY

HE SENDS ME

IVY WILLIS

IT'S TOO SOON TO KNOW

MARIAN ROBINSON

I'M THRU WITH LOVE

M-G-M 1030

EBONY SERIES

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

25
IMMEDIATE DELIVERY...

EVERY HIT on any MAJOR LABEL
- Popular
- Classical
* SINGLES or ALBUMS

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

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

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

RECORD WHOLESALERS
853 Ninth Avenue Circle 7-6362 New York 19, N. Y.
Which one will hit a Million??

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

"THE MONEY SONG"  "THAT CERTAIN PARTY"
Dee Martin and Jerry Lewis with Orchestra

"SERUTAN YOB"  
The Unnatural Seven—Vocal by Karen Tedder and Ernest Sheek
"OH! NICK-O-DREMO"
Red Ingle and the Natural Seven—Vocal by Red Ingle and Betty Holland

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

"LILLETTE"
"A WOMAN ALWAYS UNDERSTANDS"
The King Cole Trio

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

"KEE-MO KY-MO"
"REX RHUMBA"
The King Cole Trio

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

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

"THE MERRY BLESSED DAY"
"I HATE TO LOSE YOU (I'm So Used To You Now)"
Jo Stafford with Paul Weston and His Orchestra

"MY DARLING, MY DARLING"
Jo Stafford & Gordon MacRae and the Starlighters with Orchestra

"GIRLS WERE MADE TO TAKE CARE OF BOYS"
Joe Stafford and Gordon MacRae with Orchestra

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

"CUANTO LE GUSTA"
"CORNBELT SYMPHONY"
Jack Smith and the Clark Sisters with Orchestrated Accompaniment

"BUTTONS AND BOWS"
"THAT'S NOT THE KNOT"
Bob Hope with the Clark Sisters and Orchestrated Accompaniment

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

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

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

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

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

POPULAR

"TWELFTH STREET RAG"
"SOMEBODY ELSE, NOT ME"
Pee Wee Hunt  Capital 15105

"A TREE IN THE MEADOW"
"I'M SORRY BUT I'M GLAD"
Margaret Whiting  Capital 15122

"HAIR OF GOLD, EYES OF BLUE"
"RAMBLING ROSE"
Clyde MacRae  Capital 15178

"IT'S MAGIC"
"SPRING IN DECEMBER"
Clyde MacRae  Capital 15172

"UNDERNEATH THE ARCHES"
"JUST FOR ME"
Archie Musiel  Capital 15188

"HARLEM HOLIDAY"
"DON'T WANT THAT MAN AROUND"
Stan Kenton  Capital 15248

"YOU CALL EVERYBODY DARLING"
"CUCKOO WALTZ"
Jack Smith  Capital 15156

"MY HAPPINESS"
"HIGHWAY TO LOVE"
The Pied Pipers

"CLAIR DE LUNE" Part I  "CLAIR DE LUNE" Part II
Paul Weston  Capital 15158

WESTERN

"DEAR DAKIE"
"A MILLION MEMORIES"
Jack Rivers  Capital 15169

"JUST A PAIR OF BLUE EYES"
"TALKING BOOGIE"
Tex Williams  Capital 15177

"LEAVE MY HONEY BEE ALONE"
"T FOR TEXAS (Blue Yodel No. 1)"
Merle Travis  Capital 15212

"THERE'S A NEW MOON OVER MY SHOULDER"
"JINGLE, JANGLE, JINGLE"
Tex Ritter  Capital 15215

"HAIR OF GOLD, EYES OF BLUE"
"BALL OF FIRE"
Smoky Rogers  Capital 15217

SEPIA

"TELL ME, DADDY"
"(It Will Have To Do) Until the Real Thing Comes Along"
Julie Lee  Capital 12144

"COOL WATER"
"LAKE CHARLES BOogie"
Nellie Lutcher  Capital 12148

"KING SIZE PAPA"
"When You're Smiling (The Whole World Smiles With You)"
Julia Lee  Capital 40082

"ALEXANDER'S RAGTIME BAND"
"MY LITTLE BOY"
Nellie Lutcher  Capital 15180

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!
NOW...watch All the Great Promise

Everyone Expected of It... "YOU WERE ONLY FOOLING"

by

MGM's

Blue BARRON

And His Music Of Yesterday And Today

MGM-10185 is up there

• with the RETAILERS
• with the DISK JOCKEYS
• with the JUKE BOX OPS

NOW...watch it Climb, Climb and Climb

---

BEST-SELLING CHILDREN'S RECORDS

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Ending</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LITTLE TOOT (One Record)</td>
<td>Don DeDona, The Strollers</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>BOZO AT THE CIRCUS (Two Records)</td>
<td>Billy May &amp; Orch-Vance &quot;Tina&quot; Colvin</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>BOZO BUNNY AND THE TORTOISE (Two Records)</td>
<td>Mel Blanc-Billy May</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>BOZO UNDER THE SEA (Two Records)</td>
<td>Vance &quot;Tina&quot; Colvin-Billy May Ork.</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>BOZO BUNNY (Three Records)</td>
<td>Mel Blanc</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>6</td>
<td>PRECIOUS BILL (Three Records)</td>
<td>Victor Y-375</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>BOZO SINGS (Two Records)</td>
<td>Bill May &amp; Orch-Vance &quot;Tina&quot; Colvin</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>NURSERY RHYMES (Two Records)</td>
<td>Frank Lentz</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>9</td>
<td>BAMBI ALBUM (Three Records)</td>
<td>S. Tapham G. Smith, Director</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>KING COLE FOR KIDS ALBUM (Three Records)</td>
<td>King Cole Trio</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>11</td>
<td>TUBBY THE TUBA (Two Records)</td>
<td>Denny Kaye</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>12</td>
<td>UNCLE REMUS (Three Records)</td>
<td>Johnny Mercer &amp; Original Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>13</td>
<td>RUSTY IN ORCHESTRAVILLE (Three Records)</td>
<td>Billy May-Alan Livingston-Henry Blair</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>14</td>
<td>LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)</td>
<td>Fred Waring &amp; Pennsylvanians</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>15</td>
<td>NURSERY RHYMES ALBUM (Two Records)</td>
<td>Ken Carson-Billy May</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>16</td>
<td>BOZO AND HIS ROCKET SHIP (Two Records)</td>
<td>Billy May &amp; Orch-Vance &quot;Tina&quot; Colvin</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
</tbody>
</table>

---

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Ending</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>156</td>
<td>Chopin's Polonaises</td>
<td>Jan Kubelka</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>40</td>
<td>Blaschke in Happiness</td>
<td>Jacobs-Hellblum, conductors</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>1</td>
<td>Invitation to the Walls</td>
<td>A. Toscanini/NBC Symphony Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>1</td>
<td>Liszt: Second Hungarian Rhapsody</td>
<td>Philadelphia Orch-Stokowski, director</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
</tbody>
</table>

---

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Ending</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>Reckendorf Concerto No. 2 in C Minor (Five Records)</td>
<td>Arthur Rubinstein, pianist; NBC Orch-Vladimir Golschmann, conductor</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>74</td>
<td>Tchaikovsky Nutcracker Suite (Three Records)</td>
<td>Eugene Ormandy, conductor Philadelphia Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>1</td>
<td>Ravil Solo</td>
<td>Konstantin-Burak Symphony Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Chopin's Favorites (Three Records)</td>
<td>First Piano Quartet</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Schubert: Symphony No. 8 in C Album (Six Records)</td>
<td>A. Toscanini/NBC Symphony Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
</tbody>
</table>

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BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). This week's list is based on The Billboard's weekly survey among all outlets of the country. Albums are listed numerically according to greatest sales.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Week Ending</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td>THEME SONGS (Four Records)</td>
<td>T. Dorsey, S. Kaye, T. Brown, Larry Green, V. Monroe</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Al Jolson Volume III Album (Four Records)</td>
<td>Al Jolson</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Glenn Miller (Four Records)</td>
<td>Clark Gable</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>23</td>
<td>Stan Kenton Progressive Jazz (Four Records)</td>
<td>Stan Kenton</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>47</td>
<td>College Medley Album (Four Records)</td>
<td>Jan Garber and His Orch</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>57</td>
<td>Merry Christmas Album (One Record)</td>
<td>Bing Crosby</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>71</td>
<td>Clarabak Four (Four Records)</td>
<td>Tommy Dorsey</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>92</td>
<td>Previn Plays the Piano Album (Four Records)</td>
<td>Andre Previn</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>10</td>
<td>Glenn Miller Masterpieces (Four Records)</td>
<td>Glenn Miller</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
<tr>
<td>23</td>
<td>Busy Fingers (Three Albums)</td>
<td>Three Suns</td>
<td>1948-11-05</td>
<td>50</td>
</tr>
</tbody>
</table>

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The Billboard
November 6, 1948

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

THE LITTLEST ANGEL
Narrated by LORETTA YOUNG
With Ken Darby Choir and Orchestra directed by Vicente Young.
Decca Album No. A-461 - List Price $1.75

THE SONG OF CHRISTMAS
Ray Ringwald
The Story of the Nativity told in Christmas Songs, Carol and Biblical Verses. FRED WARING Pennsylvanians.
Decca Album No. DA-477 - List Price $1.50
Also Available As Unbreakable 78 rpm BMH-10 - List Price $1.00

CHRISTMAS ISLAND
Andreas Sisters and Guy Lombardo
Decca Album No. A-462 - List Price $1.25

THE CHRISTMAS SONG
Ring Crosby with Ken Darby Singers
Decca Album No. A-463 - List Price $1.25

THE FIRST NOEL
Dick Haymes
Decca Album No. A-464 - List Price $1.25

CRADLE SONG OF THE VIRGIN
Dick Haymes
Decca Album No. A-465 - List Price $1.25

THE CHRISTMAS SONG (Merry Christmas to You)
Ring Crosby
Decca Album No. A-466 - List Price $1.25

CHRISTMAS DREAMING
Dick Haymes
Decca Album No. A-467 - List Price $1.25

CHRISTMAS ISLAND
Andreas Sisters and Guy Lombardo
Decca Album No. A-468 - List Price $1.25

CRADLE SONG OF THE VIRGIN
Dick Haymes
Decca Album No. A-469 - List Price $1.25

THE CHRISTMAS SONG (Merry Christmas to You)
Ring Crosby
Decca Album No. A-470 - List Price $1.25

THE FIRST NOEL
Dick Haymes
Decca Album No. A-471 - List Price $1.25

CRADLE SONG OF THE VIRGIN
Dick Haymes
Decca Album No. A-472 - List Price $1.25

THE CHRISTMAS SONG (Merry Christmas to You)
Ring Crosby
Decca Album No. A-473 - List Price $1.25

THE FIRST NOEL
Dick Haymes
Decca Album No. A-474 - List Price $1.25

CRADLE SONG OF THE VIRGIN
Dick Haymes
Decca Album No. A-475 - List Price $1.25

WHITE CHRISTMAS
23777 Bing Crosby
23376 Joshua Bellotta
23773 Guy Lombardo
23415 Ink Spots
23414 Carmen Cavallaro
23414 Ethel Smith
23413 Jesse Crawford
23450 Fred Waring
Decca Solo Orchestra

SILENT NIGHT
23777 Bing Crosby
23641 Fred Waring Pennsylvanians
23657 Deanna Durbin
23657 London String Quartet
23411 Carmen Cavallaro
23356 Decca Solo Orchestra
23528 The Chordettes

JINGLE BELL
24281 Bing Crosby and Andrews Sisters
24142 Ethel Smith
18413 Woody Herman

IT CAME UPON THE MIDNIGHT CLEAR
24113 Dick Haymes
23471 Kenny Baker

OLDEST CHRISTMAS STORY
23514 Charles Laughton

I'LL BE HOME FOR CHRISTMAS
23778 Bing Crosby

O HOLIDAY
23672 Kenny Baker

JOY TO THE WORLD
24120 Dick Haymes
24142 Jesse Crawford—Harry Breuer

GATHERING CLOUDS
23643 Fred Waring Pennsylvanians

OH, COME, ALL YE FAITHFUL
See Adeste Fideles

SANTA CLAUS IS COMIN' TO TOWN
23581 Bing Crosby and Andrews Sisters
18812 Woody Herman

TO THE TRAIL
18714 Dick Haymes

SANTA CLAUS IS RIDIN' THE STAR OF THE EAST
23668 Judy Garland

DECCA RECORDS

THE SMALLEST ONE
RING CROSBY
With supporting cast, sound effects and music.
Decca Album No. DA-113 - List Price $1.75

A CHRISTMAS CAROL
Charles Dickens
RONALD COLMAN as Scrooge with a supporting cast, sound effects and music.
Decca Album No. DA-279 - List Price $1.85

A CHRISTMAS GIFT
The Story of the Juggler of Our Lady as told by John Nelson (Narration with Choir).
Decca Album No. DA-177 - List Price $2.50

MR. PICKWICK'S CHRISTMAS
Charles Dickens
As told by Charles Latham with musical accompaniment.
Decca Album No. DA-279 - List Price $2.85

Decca Records for the Greatest Collection of the Greatest Records!
BEST-SELLING RETAIL RACE RECORDS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blues After Hours</td>
<td>Pee Wee Crayton</td>
<td>Decca 2084</td>
</tr>
<tr>
<td>2</td>
<td>Corn Bread</td>
<td>Hub Singer, Savoy 671</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>Hop, Skip and Jump</td>
<td>Roy Milton and His Solid Senders</td>
<td>Specialty SF 234-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>It's Too Soon to Know</td>
<td>D. Washington</td>
<td>Mercury 4077-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>It's Too Soon to Know</td>
<td>The Orioles, National 6600-ASCAP</td>
<td>BMI</td>
</tr>
</tbody>
</table>

MOST-PLAYED JUKE BOX RACE RECORDS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blues After Hours</td>
<td>Pee Wee Crayton</td>
<td>Decca 2084</td>
</tr>
<tr>
<td>2</td>
<td>Corn Bread</td>
<td>Hub Singer, Savoy 671</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>Hop, Skip and Jump</td>
<td>Roy Milton and His Solid Senders</td>
<td>Specialty SF 234-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>It's Too Soon to Know</td>
<td>D. Washington</td>
<td>Mercury 4077-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>It's Too Soon to Know</td>
<td>The Orioles, National 6600-ASCAP</td>
<td>BMI</td>
</tr>
</tbody>
</table>

ADVANCE RACE RELEASE SCHEDULES

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lazy Day</td>
<td>Buddy Clark</td>
<td>Decca 2507-ASCAP</td>
</tr>
</tbody>
</table>

COLUMBIA'S TIP TOPPER

Doris Day and Buddy Clark

MY DARLING, MY DARLING
THAT CERTAIN PARTY
Columbia 38553

Your weekly report on the latest CURRENT TOP HITS

**Buttons and Bows**
Dinah Shore 38284

**On a Slow Boat to China**
In the Market Place of Old Monterey
Koy Kyser 38301

**Pretty Baby**
Just Imagine
Doris Day 38302

**It's Magic**
Put 'Em in a Box
Doris Day 38188

**Love Somebody**
Confess
Doris Day & Buddy Clark 38174

HERE COMES SANTA CLAUS
An Old Fashioned Christmas
Gene Autry 20377

QUANTU LE GUSTO
Take It Away
Xavier Cugat 38239

WATCH THESE!

RENNEDOVSE WITH A ROSE
I Still Get a Thrill
Buddy Clark 38514

THE MATADOR
WHAT DID I DO
Dinah Shore 38293

DON'T BE SO MEAN TO BABY
It's Mad, Mad, Mad!
Duke Ellington 38295

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade marks "Columbia," and N.0. Rec. U. S. Pat. off. Marcus Brothers
A NEW RONDO HIT
DOWN AMONG THE
SHELTERING PALMS

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

Featuring
George Olsen
and his Orchestra
Vocal by Betty Norman

RONDO RECORD
R-164

RONDO RECORDS
Folk Record Section

Most-played Juke Box Folk Records

Records listed are judged on the basis of requests received by The Billboard's special weekly survey among a selected group of juke box operators whose locations receive folk records.

PUBLISHED

Week Ending October 12


24 2 2. Eddy Arnold, The Tennessee Waltz, Vocalion 10224-ASCAP

10 1 1. A Little Lull, Hank Thompson And His Brazos Valley Boys, Capitol 13117-BMI

10 3 3. ONE HAS MY NAME, Johnny Cash, Capitol 13117-BMI

7 4 4. Green Light, Hank Thompson And His Brazos Valley Boys, Capitol 13117-BMI

5 6 6. TENNESSEE SATURDAY NIGHT, Hank Thompson, The Cumberland Valley Boys, Capitol 13117-BMI

3 8 8. Humpty Dumpty Heart, Hank Thompson And His Brazos Valley Boys, Capitol 13117-BMI

1 10 10. TENNESSEE WALTZ, R. Aceff, BMI

5 2 2. A LITTLE LULIN', Eddy Arnold, The Tennessee Waltz, Capitol 13117-BMI


2 9 9. TENNESSEE SATURDAY NIGHT, Hank Thompson, The Cumberland Valley Boys, Capitol 13117-BMI

5 16 16. Tennessee Waltz, R. Aceff, BMI

1 11 11. Rock and Rye, The Ritzers, Capitol 13117-BMI

1 12 12. Chimes Bells, BMI

10 10 10. Tennessee Waltz, Eddy Arnold, Capitol 13117-BMI

Folk Tunes and Tunes

By Johnny Sippe

Sleepy Morin, who had the Drifting Pioneers at W.W. Cincinnati, has recently joined WSM, Nashville, and inked a recording pact with Columbia Records thru Uncle Art Ballentine. Ted Brown's Southern Music Midwest folk music representative, who has returned from a junket to Florida, reports that Bill Monroe, Columbia artist, worked out a smooth promotion gimmick for touring the South with his summer tent show. Monroe formed a baseball team out of members of his cast, which played outstanding local teams in the afternoons with the tent show playing at night. Monroe reported that the baseball team not only made money but drew a different clientele than the tent show, thus helping on the promotion end. His new harmony group is called the Shenandoah Trio. Velma Williams is the new singer with Ernest Tubb and the Texas Troubadours, and Jethro, and Jethro, and Jethro, at WXXO, Knoxville, is the father of a boy. Bill Ellsworth, Chicago folk music, is booking Sally Holmes and Opal Miller, Atlanta comedienne-instrumentalist, thru the Midwest.

Steve Skales, Victor folk chief, reports that Texas Jim Robertson started an ABC network sustainer October 16. New half-hour series starts at 1:00 p.m. EST. Smiley Burnett has released four more of his own songs, Angel Bay, Way Back Home, Flyin' High and My Home Town on his Rancho Music, BMI affiliate. Ted Williams and Smokey Rogers are doing a d.j. show nightly over Los Angeles station, KFRC. Hank Penny, king singer, is organizing a co-operative band on the Coast. Curly Williams, who worked with the Oklahoma Playboys and the Cristiano Ranch Band, has joined the Radio Radio, daily feature over WOAI, San Antonio, where he shares the spotlight with Tuffy Dala, announcer. Dew Holgup has replaced Chuck Harro as violinist with the WLS (Chicago) Ramblers.

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

Ray West, the Gentleman of the West, heard with the Range Riders of Cleveland, has just completed the Harmony Ranch Polla, dedicated to WGBA's co-operatively operated folk music ranch at Chequar Falls, O. Uncle Billy, the music distribution firm at KMOX, St. Louis, has joined KGKL, Los Angeles. Sanford and Son, formerly with the Georgia Peach Pickers, are on the station. Uncle Ernie Victor, who becomes prominent as an early-morning folk

(Continued on page 139)
Record Reviews

Week Ending October 28

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

RATINGS
(100 Point Maximum)

New Ratings Are Determined

The Categories

ARTIST TUNES LABEL AND NO. COMMENT

EDDY HOWARD
(Mercury 5151)

"Slow Emotion"

On a Stone Road to China

82 86 80 80

Eddy Howard has made a better version of this song than anyone else. The record is very pleasing to the ear.

EDDY HOWARD
(Mercury 5213)

"Rock Around"

40

A beautiful two-beat arrangement with bouncy piano backing. The record is a definite winner.

VAUGHN MONROE
(Orke 20-3535)

"(In My Dream)"

80 89 87 88

A beautiful ballad with an attractive melody. The record is well produced and is a definite winner.

BURL IVEY
(Richard 110)

"Jailhouse Rock"

84 85 84 83

A rock and roll record with a catchy melody. The record is well produced and is a definite winner.

BOBBY JOHNSON
(Record 3963)

"Don't Care Who"

73 74 70 70

A good record with a catchy melody. The record is well produced and is a definite winner.

DIAMOND VAUGHN
(Orke 20-3635)

"(In The) Good Old Days"

72 74 70 70

A good record with a catchy melody. The record is well produced and is a definite winner.

THE COLLOSAL MODERNIANS
(Orke 20-3543)

"Love Letters"

70 80 79 74

A good record with a catchy melody. The record is well produced and is a definite winner.

ARMIN "BIG BOY"
(Richard 1161)

"Just Like A Lover"

54 54 52 56

A good record with a catchy melody. The record is well produced and is a definite winner.

Thanks, Mills Music, Inc.
For Publishing a GREAT Hit!
## Ratings (100 Point Maximum)

<table>
<thead>
<tr>
<th>ARTIST TUNES</th>
<th>POPULAR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Johnny Mercer and The Pied Pipers</strong> (Columbia 28394)</td>
<td>Fred Neil (28233)</td>
</tr>
<tr>
<td><strong>Patti Page</strong> (Mercury 1119)</td>
<td>Eddie Fisher (28391)</td>
</tr>
</tbody>
</table>

### Popular Artists

<table>
<thead>
<tr>
<th>Artist</th>
<th>L.M.N.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnny Mercer and The Pied Pipers</td>
<td>71 72 70 70</td>
</tr>
<tr>
<td>Patti Page</td>
<td>60 70 69 67</td>
</tr>
</tbody>
</table>

---

**WHAT A NATURAL!**

### A Great Artist!

**John Laurens**

### A Great Tune!

**"SOMEONE'S LYIN'"**

### A Hot Label!

**Mercury Records**

### A Smart Publisher!

**Shapiro-Bernstein, Inc.**

### All Headed For A Big Hit!

<table>
<thead>
<tr>
<th>Mercury Records 5201</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Great Artist!</strong></td>
</tr>
<tr>
<td><strong>John Laurens</strong></td>
</tr>
<tr>
<td><strong>A Great Tune!</strong></td>
</tr>
<tr>
<td><strong>&quot;SOMEONE'S LYIN'&quot;</strong></td>
</tr>
<tr>
<td><strong>A Hot Label!</strong></td>
</tr>
</tbody>
</table>

---

**Continued on page 36**
Record Reviews
(Continued from page 25)

RATINGS
(100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
60-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

POPULAR
RONNIE DEAUVILLE
(Mercury 5333)
I Only Have Eyes For You
Deauville continues to
show promise in his new
waxings; his rendition of
this group is nice.
Brush Those Tears From Your Eyes
Ronnie's father will
not in this novelty which is try-
ing to break thru but side
should get some
action if the song
happens.

MABRY JAMES ORK
(Columbia 33452)
What Did I Do?
(Marion Morgan)
The dance band's big
side for this picture
does up in an excellent
way; Conduct: good
Morgan vocal.
Ah, But It Happens
(Pete De Camp)
Song is just about fin-
blished as a pop; inquiry
in why it was put out
so much too late.

SING CROSBY
(Harlem 166)
Lil Martha
This is a Crosby record
just for Crosby's collec-
tion; none of it is the war-born
version here.
A Blurred Singing In The Heart
More meaningless Blue.

DUX ELLINGTON
(Victor 50353)
My Venus's Love
(Eversald's Orchestra)
A non-commercial Elaine-
tonia with Ray Nance
on trumpet and vocal;
Eckstine does back
a couple of years.
Suddenly It Sounded
The Duke arranges
with Tuff Jordan's trom-
bone and Benny Hamilton's
drum role.

BARCLAY ALLEN AND
HIS RHYTHM TOUR
(Victor 10733)
Too For You
Add another waxing of
the group to the list;
good Allen piano-talking
Shake, Shake,
Next return handling of
the usual marked
in all L.A. standards.

ALVING REY ORK
(Allied 17987)
Roaming The Sea
Good enough arr instru-
mental which as well
placed and arranged as
it is will make hardly a
dec.
He's Not Worth Your Tears
(Shelby Bennett)
Sloppy backed Noise; Miss
Bennett tries to be hip
and cute at the same
time and hits an un-
comfortable medium

JOE ALEXANDER
DAVE CAVANAUGH
ORK
(Capital 15274)
S/S Gang, Shelly
Alexander, who has
shown much promise al-
tly, tried his hand at a
skilly, delirious type tune
the he's good he
makes it believable
open for comparison with
Shelly's rendition.
I Never Had A Chance
Warmer tune with a
dusty Berlin tone.

RATINGS
(100 POINT MAXIMUM)

ALAN FOSTER
(Bugnet 116)
Somebody's Lain
Album to follow up
"You Call Everybody
different." For the
"Darker" format, Re-
lease following the
up of "Brush Those Tears,"
by same personal-
nature in same mold.
I'll Be Satisfied
Different tune, same
style.

RUSSELL BENNETT
ORK
(Vanguard 112)
Speak Low
S/T & F 'n S instrument-
tal version of tune from
"One Touch of Venus" is a release from
a Senora Album. Ork is lush, but not too much so.
The Most Beautiful Girl In The World
(Ted Stiring Ork)
Another release of num-
ber that sold big on Sen-
ora. Ted Stiring's box tune
returns to real um with whispered war-
ing of smart lyrics.

BARBARA BROWN
(Parlophone 171)
Butters and Roses
Only light straightfor-
ward picture is well set
in cute pin-striped edit.
Orking on that short side in
is practically nothing wrong
of the Storing version.

FOLK NOIRE
JESSE RODGERS
(Blue Rose of Texas)
If The Yellow Rose Of Texas
Others' recording
rivaling of Western
standard is met by
strong with a vocal
nodule.

RUSSELL MORGAN AND
HIS ORK
(Starr 1454)
The More We Are To-
gether
Trivial material serves as
dance vehicle, but spar-
kling is the only virtue.
The Trial of the Lime-
stone Penn
Weak Wintering destroys
tentativeness of captifi-
cation standand.

DICK DYSON AND HIS
MUSICAL TEXANS
(Decca 264)
When You Were a Tulp
(And I Was a Red Rose)
This version is a smart
little ditty done here, with
solo and harmony war,
blending and vocal work all
using with a harmony, in-
flections beat.
Don Stinson sings
Midwest-tuneful ballad
and gives nice vocal
Lapse from Dy-
son. Like flip, side has
a good beat and shows
clarity and fine balance.

FOLK
SPADE COOLEY AND
BAND
(Ork 56-3135)
Fiddle, Women
Typical Western Wom-
an treatment of nov-
eld song, done in
with art work, okay vocal.

TEXAS STEEL Guitar
Instruments stem to
two measures steel
guitar solos.

(Continued on page 140)
**THE BILLBOARD PICKS:**

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

**BY THE WAY**

Perry Como With Russ Case Orch. (not on charts)

**FOR YOU**

Vic Damone (not on charts)

**THE DISK JOCKEYS PICK:**

Picks that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,266 of them, the disk jockeys think tomorrow's hits will be:

1. **MY DARLING, MY DARLING**
   Gordon MacRae-Jo Stafford (not on charts)

2. **PRETTY BABY**
   Doris Day (not on charts)

3. **LOVE, YOUR MAGIC SPELL IS EVERYWHERE**
   Peg Lee (not on charts)

4. **BRUSH THOSE TEARS FROM YOUR EYES**
   Evelyn Knight (not on charts)

5. **BELLA BELLA MARIA**
   Andrews Sisters (not on charts)

6. **HERE I'LL STAY**
   Buddy Clark (not on charts)

7. **IN MY DREAMS**
   Vaughn Monroe (not on charts)

8. **LAVENDER BLUE**
   Dinah Shore (not on charts)

**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 3,558 of them, the record retailers think tomorrow's hits will be:

1. **MY DARLING, MY DARLING**
   Gordon MacRae-Jo Stafford (not on charts)

2. **PRETTY BABY**
   Doris Day (not on charts)

3. **LOVE, YOUR MAGIC SPELL IS EVERYWHERE**
   Peg Lee (not on charts)

4. **BRUSH THOSE TEARS FROM YOUR EYES**
   Evelyn Knight (not on charts)

5. **BELLA BELLA MARIA**
   Andrews Sisters (not on charts)

6. **HERE I'LL STAY**
   Buddy Clark (not on charts)

7. **IN MY DREAMS**
   Vaughn Monroe (not on charts)

8. **LAVENDER BLUE**
   Dinah Shore (not on charts)

9. **A LITTLE BIRD TOLD ME**
   Dinah Shore (not on charts)

**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 2,200 of them, the tube box operators think tomorrow's hits will be:

1. **MY DARLING, MY DARLING**
   Gordon MacRae-Jo Stafford (not on charts)

2. **PRETTY BABY**
   Doris Day (not on charts)

3. **LOVE, YOUR MAGIC SPELL IS EVERYWHERE**
   Peg Lee (not on charts)

4. **BRUSH THOSE TEARS FROM YOUR EYES**
   Evelyn Knight (not on charts)

5. **BELLA BELLA MARIA**
   Andrews Sisters (not on charts)

6. **HERE I'LL STAY**
   Buddy Clark (not on charts)

7. **IN MY DREAMS**
   Vaughn Monroe (not on charts)

8. **LAVENDER BLUE**
   Dinah Shore (not on charts)

9. **A LITTLE BIRD TOLD ME**
   Dinah Shore (not on charts)

**RCA VICTOR RECORDS**

*GALWAY BAY*

*MUSIC*

**Jane Pickens**

**singing**

**RCA VICTOR 20-3235**

**PERSONAL MANAGEMENT:**

M. GALE

**Freak Ad Tie-Up**

A Boon for Leslie

NEW YORK, Oct. 30 - A freak juxtaposition of advertising gained an unexpected distribution for Leslie Distributors Corporation. The outfit, owned by Leonard Smith and Lou Borenstein, included in its ads a tell readers it could supply all records on any label. Immediately above the ad, Dave Dreyer's Billmore Music Corporation carried an ad plugging the tunes More Beer, Leslie Distributors (not Billmore) received 50 inquiries asking about Beer and contacted Billmore, explaining they had never heard of the tune or the disk. It developed Beer was cooked up at a private party in St. Louis by one Julian Miller and a group of friends. Miller recorded it under the Manhattan Record label and worked out a pressing deal with King Records.

Leslie Distributors contacted Miller and were appointed the latter's exclusive distributors in the metropolitan New York area.
FROM TIPS on coming TOPS

TO:

THANKS

ATLANTIC RECORDS

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

THANKS

TO: THE MANUFACTURERS OF SUPREME RECORDS FOR RECORDING "A LITTLE BIRD TOLD ME" WITH PAULA WATSON

TO: THE 3000 TEENAGERS AT THE LAST CLICK TUNE OF THE MONTH PARTY IN PHILADELPHIA

TO: THE PHONOGRAPH OPERATORS' ASSOCIATION OF EASTERN PENNSYLVANIA, SPONSORS OF THE AFFAIR

TO: FRANK PALUMBO, OUR GENIAL HOST

TO: OUR DISC JOCKEY FRIENDS

AND

TO: THE THOUSANDS OF PHILADELIANS WHO GAVE

PASCO DISTRIBUTORS


THE CLICK TUNE OF THE MONTH

PAULA WATSON'S

"A LITTLE BIRD TOLD ME"

THANKS AGAIN:
SID PASTNER
ACE LEShNER

FROM TIPS on coming TOPS

TO:

THANKS

ATLANTIC RECORDS

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PASCO DISTRIBUTORS


THE CLICK TUNE OF THE MONTH

PAULA WATSON'S

"A LITTLE BIRD TOLD ME"

THANKS AGAIN:
SID PASTNER
ACE LEShNER
SSENSATIONAL RECORD OF THE GREAT COMING HIT...

"BUTTONS AND BOWS"
Sung by Jeffrey Clay
2023
The only "pop" version with male vocal—

Picked by The Billboard Tips on Tops, Oct. 30...

"ONCE YOU CALLED ME SWEETHEART"
Walter Ziensa Orch. Sung by Dick Byron
2024

STILL GOING STRONG . . .
"FERRYBOAT POLKA"
Frank Wojnarowski Orch. 2020

HOLIDAY HITS (Just Released) . . .
2025
HAPPY NEW YEAR POLKA
OLD KRIS KRINGLE
2026
MERRY CHRISTMAS POLKA
YOU ALL WANT FOR CHRISTMAS

Vocal by FRANK GALLAGHER and the DANA SERENADERS

THANK YOU, CLEVELAND PHONO OPS, FOR SELECTING "RAINBOWS—BRUSH THOSE TEARS"

1 The Billboard Picks:
2 The Disk Jocks Pick:
3 The Operators Pick:

Barry Green's

"BRUSH THOSE TEARS FROM YOUR EYES"
Rainbow 10090

RAINBOW Records
156 W. 44TH STREET
NEW YORK 18, N. Y.
**BIBLETONE PUBLICITY REACHES MILLIONS**

**BIBLETONE ADVERTISING BRINGS YOU ADDITIONAL MILLIONS OF CUSTOMERS AND FRIENDS**

**LET ST. NICK TURN THE TRICK AND JINGLE YOUR BELLS WITH TWO TOWER-IFFIC SEASONAL HITS**

**JACK OWENS**

**TOWER 1261**

**HERE'S ANOTHER TOWER-IFFIC REMINDER**

**"IT'S DECEMBER AGAIN"**

WAYNE VAN DYNE AND HIS VOCHESTRA

**TOWER 1272**

**MUSIC—As Written**

**New York:**

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

Couple of severances between orchestras and personal managers last week included parting of the ways for Shorty Sharon from Gendency Watts and Sonny Tufts from Shadie-Williams. ... Hake's Studio last week changed the storied line-up of some bands in the country. Claude Thornhill, Jimmy Dorsey, Woody Herman, Spy Fields and Glenn Williams were among those present in the rehearsal halls.... Stan Kenton will head back to the West Coast after the orch completes its stint at the Paramount Theater here, which opens November 7th.

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

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

Ernesto Lacunza, the Latin music master, skedded for a late November concert at the Academy of Music. . . . Local police nabbing the record shops to grab up the all-color platters behind the counter with three retailers last week held in $400 bail each for the grand jury on charges of selling obscene records. . . . Buddy Williams already linked in for Steel Pier, Atlantic City, for next June, but in the meantime, the local master will go to New York to pen some arrangements for Claude Thornhill's new band.

London:

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

The Oscar Rubin-Harry Davis orchestra will be featured on the BBC band parade program November 11. . . . Roy Ellington and his quartet will make a guest appearance on the same program. . . . Felix King and his orchestra start a new weekly series of early morning BBC broadcasts November 8 on the home service. . . . Thrush Dennis Stephens is well booked with radio and stops appearances since he scooted free-lancing.
GOTHAM GLEANNINGS ...  Bill Cook, of WAAF, will be back on the air soon. He's back in shape after a spell in the Orange County Hospital with a broken leg, and Leonard Weil, of Benefit, and Leonard Wellman, of the Woodstock Navy, have been invited to attend the Lycée's WINS Piggy Parade Thursday (28), where he toasted the Evelyn Knight platter of Brush Those Tears From Your Eyes-A Little Bird Told Me So. ... Red Stocking celebrated the second anniversary of the Parade at WGMG, Thursday (28). ... Dee Finch and Gene Bayburn have been released from Santa Fe at WNEW to concentrate on their 8:30 platter strumming. ... Martin Block, of WNEW, is giving his son appraoch training in the tallow turnar tur. ... Wayne Howell, who has a daily early-riser show on WNBC, is now extended to 15 minutes beginning Monday. ... Hill also is pinch-hitting for Norman Brokins on his 9:30 a.m. Monday show when Brokins is out of town with the Theater Guild show. ... The new WNEW show, emanating from the Cardinal's Restaurant and featuring reviews, interviews and disks, is being piloted by Bob Brumby and Bob Towers. Local jocks will spin platters of Irving Berlin's Freedom Train during the two weeks prior to Thanksgiving Day, when the Freedom Train returns to New York.

GIMMIX ...  Marvil Ellis, WAGQ, Baltimore, who recently did his platter show from inside a driving suit in a navy tank in a navy recruiting drive, reports a strong response from listeners when he replayed the show from a tape recording. ... Bob Chester, ex-band leader now spinning disks at WEMI, Des Moines, Iowa, is using a unique double-sided bonded and record card for programs. Reverses is taken up with pictures of clippings and tear sheets of reviews and ads of his broadcasting days. ... Bee Weim and Andre Soos, of WABC, New York, will be the subject of a series of caricatures by cartoonist Milton Caniff, Al Capp, Ken Elting and Alrdlo Androh. Pin will be used in newspaper ads.

STRICTLY FROM DIXIE ...  Bob Klase, KXYZ, Houston, flew to Dallas during the recent Texas State Fair to record interviews with Harry Janowitz, who has just signed a $500 a week contract for play-by-play on his disk show. Klase was in town because KXWH has been added to the schedule of shows. ... Bill Elliott has joined the staff of WNYG, Montgomery, Ala., to take over as the "WNYG George Bag" on a race disk show. ... Harvey Boyer, KVOO, Tulsa, has afternoon show, titled Boyer's Nest, on KWTO, Fort Worth. ... Buddy Johnson is skedded for deejay interviews when he appears in Alexandria, La., Friday (3). Hosts will be Bill Baliney, KSYL, and Pat McManus, KULR. ... Bob Van Camp, WSB Morning Melodies pilot, did handly on his recent Community Chest drive. He attributes the good result to the fact that he "warned" his prospects during his airchecks that he was going to use the money.

MIDWEST MAKEHAY ...  Bob Baran, who joined Iowa City's new WOC, KOW, on a jockey, ... Cees Fopel is a recent addition to WWL, Peoria, Ill. ... University of Idaho students are getting a chance to play on campus with new Saturday nights on KIDY, Lake City, Iowa. ... Freshmen and one of the students programs a syndicated news program during the 12:15 a.m. spot. ... Count Stahl to guest on May Fitch's KETM show, Monroe, Minn., Sunday (23). ... Larry Costel, nightshift jockey on WCKW, Detroit, and Windsor, is taking a turn at spinning for the opening of the Old Colony, Detroit night show and show world boxing spot.

CONTEST CORNER ...  Gene Barry and the Lonesome Gal, WING, Dayton, O., offer 100 copies of Sam Donohue's platter, Contestant, as prizes, to listeners who wrote in the best "Contestant reminds me of a plane ride because--" letters. Contest was tied in with the inauguration of Constellation Service by Trans-World Airlines.

CONNECTICUT CUTTINGS ...  WCCC, Hartford, has re-arranged its Saturday afternoon format, with Ed Weston and Walt Nielsen alternating from 1-3 p.m. with a series of one-hour shots. ... Bill Sheehan, conductor of Old-Fashioned Record Shop, WNBC, Hartford, bought himself a new home in suburban Farmington. ... Allan Wylde, WSGT, Stamford, does a show featuring platters and a teen-age forum on pop and some of modern music. ... Gino, of the Zink Show, is tided in-Scotchland and is heard Wednesday nights at 8:30. ... On the same window on Dr. Jeff Bercovitz, Tel-Footele football newswatcher of the Stamford Hospital, and John Pissarro, a football writer, co-spinning on a Thursday night platter show. ... Roy Colombe, WNBR, Bridgeport, is recovering from an attack of virus pneumonia in Bridgeport Hospital.

CHICAGO CHATTER ...  Sgt. Tom Murphy, who served as platter pundit on a recruiting series thru the Midwest and has aired over several Chicago stations, was killed in an auto accident October 18. Sgt. George Budro has replaced him. ... Henry Wallace, the Progressive Party presidential nominee, served as disk jockey on a special Chicago-cut 15-minute act, on folk and documentary on American folkways. Bud Chase has left WEMP, Milwaukee, and is now freelancing in the Beer City. ... Nelson King, the WCKY, Cincinnati, tallow-turner, is suffering from bronchitis, which will keep him off the air a week. ... Henry Entner has switched from WMWD, Peoria, Ill., to WCKY, Cincinnati. ... Paul (Shorty) Schroeder, the folk music disk whirler on WINS, Michigan City, Ind., recently conducted a leading artist poll, with Eddie Arnold taking first; Roy Rogers, second, and the Sons of the Pioneers, third. ... Pat Heron, of WJKO, Madison, Wis., reports that he's busy doing platter chores in local bistros and theaters. Currently working at the Club Hollywood with Herbie Fields, he also did a stint with Patti Page at the Hollywood. ... Bob Tumminio has returned to WIND as pluck for Eddie Hubbard's ABC Club, replacing Easter Straker. ... Warren Ketter, formerly with Bill Evans, producer of the mighty platter show, has been appointed film critic for Roy Forrest recording Western Waxwork Cuttings ... Bill Lumb, WINB, Flint, Mich., is doing a new a.m. show, Jim for Breakfast. ... Dale Gundersen, XBOX, Abilene, Texas, is doing a new show for WABX, Austin, Texas. ... Mike Misty, WJW, Cleveland, is doing his Melody Time show from his sponsor's place of business, the Brown Bros. Furniture Company. ... The Aaron LeFeve has started a daily daily column, "Bob and the Boss," devoted to music and old nostalgia platters. ... Al (Izakso) Conn, KNKE, Salt Lake City, will oversee the Nonom Creme Jazz of the Philharmonic concert there November 15.
Atlantic Enlists Duke To Direct Longhair Series

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

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

Herb Abramson, Atlantic prexy, announced the Duke deal this week was coincidental with the company's moving to larger quarters at 201 West 54th Street here. Ahmet N. Ertegun, one of the late ambassadors from Turkey, is vice-president of the waxery whose bid in the race field has been plagued with the recent signing of singers Earl Coleman, Ruth Brown and Mary Stafford. All parts are for two years, with a minimum of 12 sides per year.

Dial Incorporates, Moves Biz to N. Y.

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

Dial, Inc., Russell announced the launching this week of a new 78-cent series featuring swing, jazz and race artists, including sides pressed from imported masters. The latter will feature Ben Raya, Django Reinhardt and Rex Stewart waxings cut in France. Dial's Be-Bop Series remains at a $1.00 list price, with this week's release featuring a disc by Dexter Gordon and Errol Garner.

THANKS
GRADY REEVES
W-F-UN
Huntsville, Ala.

From UNIVERSAL'S GENE AUSTIN

TEMPO
CUSTOM-MADE RECORDS
* * *
A Sensation In The South!
Distributed In
Mississippi, Georgia, Alabama and South Tennessee by
THE SOUTHERN MOST PROGRESSIVE DISTRIBUTOR:
ROWELL RECORD CO.

1640 Steiner Ave. S.W., Birmingham 7, Ala.
Telephone: L-1163

Disk Jockey Invitation
If you'd like a free copy of a sentimental, helpful new hit, let us rush you:
"TO MAKE A MISTAKE IS HUMAN"
"WHOSE HEART ARE YOU BREAKING NOW"

By THE MURPHY SISTERS
Apollo Records, Inc.
457 West 49th St.
New York 19, N. Y.

Regent makes the Hits!
We are proud to present our latest and greatest releases

F140 ST. TRINIAN'S NEW SHUFFLE
RHYTHM SONG SENSATION
SOMEBODY'S LYN' I'LL BE SATISFIED

ALAN FOSTER

F136 BEAUTIFUL EYES
SOMEBODY STOLE MY ROSE
COLOR GLASSES
Diana Lawrence

Another At Trace Song Hit!
Goin' Big

F134 BRUSH THOSE TEARS FROM YOUR EYES
ANYTIME AT ALL
Al Green

F135 BUCKLE DOWN WINCHEL
OLD MAN RIVER
Tommy Driscoll

F132 MUSKRAT RAMBLE
BASIX ST. BLUES
Fred West

F129 KILLER DILLER
TEDDY BEAR
Gene Cox

F128 PICKLE FARKY
WHISTLER AND HIS DOG
Al Trace

F122 YOU DARLIN'
BILLY
Lance Thompson

AND STILL GOING STRONG
F117 YOU CALL EVERYBODY DARLIN'
LINGER AWHILE
Al Trace

Manhattan Records
706 Chestnut St.
St. Louis, Mo.

IULIAN H. MILLER, President
(He Wrote the Song!)
All Wax Groups Contribute to "Unauthorized" Distr ibut ion Boom

(Continued from page 191)

... the fast moving

All Wax Groups Contribute to "Unauthorized" Distr ibut ion Boom

Understanding by purchasing unfranchised re-

tailers. Dist ribu tion have on several occa-
sions requested that sub-dist ribu tors try
to maintain a somewhat constant
level of bearing in each territory, in re-

sponse to market type and quantity.

Most sub-dist ribu tors operate on a store
level, and are officially known to dis-

tribute to independent dist ribu tors. While it is true
that many are retailers primarily, the
largest practitioners are gradually
taking over the pretenses. In fact, the
Leslie Sales Corporat ion operated by
Sammith and Less Roordt, opened
up here last week as a whole-
saler only, and offered special
prices to att ract new customers.

Low overhead is another vital fac-

tor in dist ribution. Since it is the
former to whichever, in the case of others, has proven

unusually profitable.
The sub-dist ribu tor has several sources
of prof it, all of which are used for
volume buying. First, he negot iates
more single records at approximately 36
dist ribu tor's wholesale price at 36 per cent off list prices. Second, he
pays promptly for goods (C.O.D. or
local in some cases), thereby taking his extra 2 per
cent discount (numinous purchases in
many instances are sufficient to make
the 2 per cent take care of the rent and
cost of operation). Third, the
sub-dist ribu tor's personal returnprivilege. The sub-dist ribu tor.

Another New Distr ibut ion
For Import ed Tunes
NEW YORK, Oct. 30.—Another new
wax record has been added to the
great list of import ed records with the
inclusion here of American Elite. The
company was set up by ex-Continental General
Manager Emero Rosza and Michael V. Mendel, both with
Telefunken. Basis of the deal is the
contract with Elite of Sweden, whereby
Elite will sell masters from their own
catalogs plus other labels in the
Latin-American field.

New Favorite
Of The Boys Overseas

"O V E R T H E S E A"
Continental Records
C-1250 Vocal Version
C-1251 Instrumental Version

The Gardens opened last season
with liquor, playing name bands,
but business was away off from the
preceding season.

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M.A.C.E.O. P I N K A R D W R I T E R O F
"GIMMIE A LITTLE NISS, WILL YA HUH?"
"SWEET GEORGIA BROWN"
"THERE THEY GONE"
"JUGAR" and Others
OFFERED TO ALL RETAILERS!
HIS 3 NEW ONES:

"I'M DISABUSED!"
(Terchy, as in, "Congratulations!"
"OH, WHAT MUST I DO?"
(Another "There They Gone!"
"WHERE'S THE BOWLING BALL?"
(Another "Gimme a Kiss"

Pinkard Publications, Inc.
115 West 53rd St.
New York City 19

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P l u s F u r m i t u r e
H O L L Y W O O D,
Oct. 30.—Leeds Ma-

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Another New Distr ibut ion
For Import ed Tunes
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company was set up by ex-Continental General
Manager Emero Rosza and Michael V. Mendel, both with
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contract with Elite of Sweden, whereby
Elite will sell masters from their own
catalogs plus other labels in the
Latin-American field.

New Favorite
Of The Boys Overseas

"O V E R T H E S E A"
Continental Records
C-1250 Vocal Version
C-1251 Instrumental Version

The Gardens opened last season
with liquor, playing name bands,
but business was away off from the
preceding season.

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catalogs plus other labels in the
Latin-American field.
**Libby Holman Goes Over Big at Capital**

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

Pierce Hall, a small auditorium of the church type, is a poor substitute for a theater, but the throaty singing of Miss Holman and the excellent assistance of pianist Gerald Cook more than made up for staging deficiencies. Ballads penned by Tempe- see Williams and Paul Bowles were well received, but such blues numbers as Ev'ry Hearted Me and Re- buised and Scorned drew the most applause.

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

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**Creditors Nix Barton's Plan For Payment**

NEW YORK, Oct. 30.—Ben Bar- ton's principal creditors met with him before referee Peter B. Clury in the Federal Court Building Wednesday (27), and said no.

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

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

**Informal Huddle**

Olney, Barton and the creditors discussed the situation informally. The payment plan was turned down principally because under its terms Bar- ton would have reserved himself some $9,000, with which to operate. The creditors feel that a plan must be devised whereby all the money in kitty—some $35,000 in accrued royalties—is immediately paid out. They made this clear in an informal discussion with Barton and his attorney, A. Kelsey Cowan, after the official meeting with Olney was adjourned.

Barton, according to other consensus was that Barton would have to inject fresh operating cash into Barton Music if he is to be permitted to continue in business. One creditor said that Barton should raise at least $10,000 which would allow him two months to get started at the rate of a little more than $1,000 a week.

A good number of the creditors still favor the so-called "Jewel" plan, advocated by Jewel Music. Under this plan Barton would turn over his catalog, including the tune I Have But One Heart to Jewel, which would pay $26,000 for the copyright. This sum, added to the earnings in a year, would amount to some $35,000, which would enable writers to receive an immediate settlement of 15 cents on the dollar and general creditors 25 or 30 cents on the dollar.

Barton, however, is extremely re-istant to go for any plan requiring him to yield his copyright. He is in the habit of raising some funds in order to put into the business and to present a plan Thursday which will satisfy everyone.

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**CREDITS TO THE BILLBOARD**

Libby Holman

Creditor

Barton

Plan

Payment

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Oct. 30

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**JUKE BOX OPERATORS COAST TO COAST CAN'T BE WRONG**

MOST-PLAYED JUKE BOX RACE RECORDS

Hannover listed are race records most played at juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose names also request race records.

PROMOTION WORKS

 wages: Last 3 to 1

theme: Corn Bread......Hal Singer Seratitsa.....Savey 671-BMI

HOP ON THIS AND FEATURING GLORIA VAN AND THE VANGUARDS

GOING STRONG THE MARTINIQUE

BROADCASTING NIGHTLY WON MUTUAL

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b/w "SONNY'S RETURN"

Sunny Thompson with the Sharpes and Flutes and Eddie Chamblee, tenor—M-128

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BROOKLYN 30, N. Y.
THEATRICAL NEWS

Theatermen, Bookers Dazed
As Grosses Fade in Houses

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As Grosses Fade in Houses

By Bill Smith

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

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

No one has any put answers mainly because the problem is a local one. It affects all of showbiz. But unless the guys on top, those whodirect policy, sit down and figure a way out, theaters will be forced to cut prices, to give away acts and disturb the house, and initial and subsequent runs will be shorter.

The fact is that talent house bookers, Sidney Pumpman, of Lee's; Dick Hyman, of Local 807, Friendly, RKO, and Harry Levine, of Paramount, know how to put shows together and how to make them click. But they need more than the token help they now get from the top brass.

FLORENTINE TO STAY CLOSED;
BASKIN NIXES UNION DEMANDS

HOLLYWOOD, Oct. 30.—Florentine Players will not respond to union demands that the new operators of the Florentine, Peter Drucker, in charge of former pilots. Sidney Baskin, presid., of Florentine, Inc., corporation recently formed to open the theater, said he is bowing out of the picture because of what he terms "unreasonable" demands by the unions holding him responsible for claims left unsettled. The contracts involved are the American Guild of Variety Artists (AGVA), the Federation of Musicians (AFM), and various service unions who demanded a $1,000 a week upset and a $3,000 salary for the show, amounting to $3,900.

Baskin's assertion is now at issue, a byproduct of the landlord and the owners. He feels that the tenant company, Baskin refuses to get involved any deeper.

Rosen Booking
For Down Under

NEW YORK, Oct. 30.—A new spot, the Celebrity Club, is getting a lot of attention. Popular with the younger set, it is starting to play a musical. The show has become known as the Celebrity Club, and it is playing to packed houses. The theater is located in the heart of the theater district, and it is playing to packed houses.

The club is located in the heart of the theater district, and it is playing to packed houses.

Martin-Lewis Team Hits Snags
Over Chi Blackstone Booking

NEW YORK, Oct. 30—The Dean Martin-Jerry Lewis team, altho open at the Blackstone, Chicago, November 6, is running into snags too numerous to mention, and the show is being forced to change its booking.

The tangle, according to insiders, is based on the feeling of certain persons in the Loos that, inasmuch as the boys played the Chez Paree in the fall, they should now want the same room the next time they come to town. The last time they worked the Chez, they got their wish, and the cafe wanted them again and offered to pay Herbert Jacobson, who owns the Kirksey-owned Blackstone, more money for the room. Now in view of that certain feeling being enforced, the boys are trying to "postpone" the date.

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Now in view of that certain feeling being enforced, the boys are trying to "postpone" the date. It means that the boys will have to change their booking, and the show is running into snags. The tangle, according to insiders, is based on the feeling of certain persons in the Loos that, inasmuch as the boys played the Chez Paree in the fall, they should now want the same room the next time they come to town. The last time they worked the Chez, they got their wish, and the cafe wanted them again and offered to pay Herbert Jacobson, who owns the Kirksey-owned Blackstone, more money for the room.

NIGHT CLUBS-VAUDEVILLE

Communications to 1584 Broadway, New York 18, N. Y.

November 6, 1948

4-M. VAUDE-PIC BILLS

Court Order May Hold Up
AGVA Ritual

Boston Org Starts Action

NEW YORK, Oct. 30.—There'll be no installation of new officers by the American Guild of Variety Artists (AGVA) at its October (1) if a court order, issued late Friday (29) in New York Supreme Court by Judge Alan H. Levy is enforced.

Temporary injunction was obtained by Halpert, Nathansch & Scholer, New York attorneys acting for temporary AGVA members, who are represented by Arthur W. A. Cowan.

This stopping of the formal election by the bookers is due to AGVA back a bundle of cash. Some 40 people from all over the country have been elected to AGVA and are now in New York at AGVA expense. With the order returnable Wednesday (3) in Supreme Court, it is possible for the AGVA to get an injunction in town until the injunction is either set aside or other action is taken. At present the court says no and the cases are being argued.

The Boston people involved in the current action are headed by Lee Morgan, Johnny Fritz, Freddy Dale, and others. These attorneys, say the union, is the election of AGVA officers and board members is illegality.

Rosen Booking
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NEW YORK, Oct. 30.—The Celebrity Club, located on the corner of the Celebrity Club, is starting to play a musical. The show has become known as the Celebrity Club, and it is playing to packed houses. The theater is located in the heart of the theater district, and it is playing to packed houses.

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The current when the sheet was lined up looked good on paper. A fleshed headed by Jean Sablon, a fine singer — a man who could beam with the theater date — seemed a natural to have at the Safe. who haven't played the street in years, also sounded good. Get two acts like that and you have a couple of box sticks sound like Betty Bruce and the Organ Grinder. the Moonmaids, gal vocal group, and four guys from the band join in for the close of the show. Moore opens the show with rich baritoning of the ballad "Just For You" with a touch of "heart-bird" to give it a tender time. Begin the Beguine with in-line notes from the vocal group. Cool Water, the record hit, got them the best hand, despite a grandstand try production number with action football film vaguely visible on a dimmed curtain, while the massive gals, clad as cheer leaders, harmoniously described the exploits of football bug in the melodrama. The maestro's big laugh when he was carried on in a stretcher wearing a football suit, and climax was a scene of the big final song of college songs.

There was a run up by the band's novelty singer, Ziggy Talent, with his Maharajah of Magog opus. Talent was on a one-night stand, following a fast-talking Danny Kaye routine, with Talent's zany visual effects adding to his parodied hibited piece of business in the show.

The Cece Blake band thrashed, revealed several illustrious plans for planned delivery of big round tones in a number to his band was the "He's red- ister stronger than the elite buttes and Bouds," the latter calling for a new bit of softness and mild than the chick muched.

Also spotted was the band's con- centrated human talent in a flashy fiddle turn on a Flight of the Bumble Bee with a song that went more subtle than spectacular. Mere breeze amnibly thru boozed-limited specialties and a very clever conclusion with concealed canes.

Minnie Jo Lawrence offered a re-selection of the new novelty in appreciation for quantity and variety. Lawrence matched his matches with his visuals very well. She sang, "I'm Sorry Grant and Sinatra, he got itonacci's great hit song. he, however, was his final spotlight on "At Last a Star." Dick Hayman, harmonica virtuoso, built his band with clean-cut playing of various size mouth organ, singing trickily from one to another in a fine display of timing. Moreover, the instrument was his Spike Jones routine, one-man novelty band idea built around his harmonica.

Great coordination carried off the combination of notes with balloons puffing, gun shooting, and with Hayman throwing confetti all over the place. The show off on "Trumpets." Dick Hayman, harmonica virtuoso, built his band with clean-cut playing of various size mouth organ, singing trickily from one to another in a fine display of timing. Moreover, the instrument was his Spike Jones routine, one-man novelty band idea built around his harmonica.

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Le Diretore, New York
(Tuesday, October 25)

Given a room full of people familiar with showbiz, particularly in the writing of pop tunes. Abe Burrows would fracture them. This reviewer, for example, howled until his sides ached. But it was apparent that the result Burrows got were scattered and came from tables occupied by people in the business. Oddly enough, both Crockwell and the cartoon titles, which he handles in a throwaway fashion, are the most commercial bits in his routine. Conversely, his songs, at least those on the record, don't do so well the crowd likes the act even before it starts.

Incidentally, Stone's outfit cuts a great show and he fronts his band with an easy manner that would make you a bet for a wire. Al Capellino's Rhythm does the intermissions.

Bill Smith.

Red Feather, Los Angeles
(Tuesday, October 25)

Martha Davis possesses a considerable warmth in her stage personality and that seems to engulf the entire room. She knocked it. She handles her songs and company background with both ballad and beat in easy stride. She doesn't shout her lyrics but contents to rely on strong instrumental support and a pleasant to the ear. In style and presentation the act reveals a measure of originality all her own.

Ring leaders lit a her version of It's a Nice Day for a Pigious. She is an unusually left-handed and original talent for boys. But the question is, will she? There is no newcomer in framing fiddle-ticking items. Band, however, is still competent and fine, as do the corn-tempering beats for dance-minded audiences.

Under the guidance of operators Andre Andrews and Paul Shipton, this act could very well be considered of interest in these parts. It was one of the first bebop locations to be opened and the trend to the central commercialization of jazz is several miles in the rear. It has also proved itself professionally. As far as the local clientele to a snare a telegram originator, he can get around the house and to his own phoned-in week-end show and comes away with it.

KFWB spinner, Bill Anson, whisked it out in a fashion to be repeated midnight to 2 a.m.

Lee Zito.

November 6, 1948

Mayfair Room, Blackstone Hotel, Chicago


The New Faces Revue currently hits the big spot with Joan Edwards hitting even harder than comic Abe Burrows, who did a creditable job, both on the floor and at the box office. La Edwards, now sporting a platinum that's added plenty to her charm, is getting a lot of laughs and buzz fireworks, everywhere. She started out with a little show about the most amusing thing that happened at home in her first headline appearance. She's a tremendous load of chutzpah with some strictly ad lib stuff that continued to come up when the orchestra got messed up with her lighting.

Her time selection was fine, work—show. But the current schedule of shows are now as: Happy and a cute novelty closer. Only ditty that didn't register was Put 'Em in a Box, in which the Hit Parade chip, usually a good rhythm singer, sounded me, and I'm sure, a bit wonderful, in which she describes the making of an arrangement, was an essentially commercial bit that merited and got earnest attention. She worked most numbers in her own edging, which showed extremely fine production.

Joe Mermar's crew, debuting here for the first time, showcased the show. The act started with a lot of audience reaction. Crew also played a good show.

Johnny Sippel.

Samovar, Montreal
(Tuesday, October 19)

Capacity: 300. Price policy, $1.00 minimum. Shows Thursday, Friday, Sunday, Monday. Manager, Carl Gulker. Publisher, Fred S. Redmond. Estimated budget this show, $4,800.\

Here's another example of what can be done with judicious use of talent even with a limited budget. The current series marks the last of seventeen times Gabrielle and tippers Volkoff and Howard is a sparkling bit of entertainment,

But Gabrielle, back again, showed that she's as show-wise as ever in judging an audience. The good-looking gal gave and took and got back everything she did, with or without a smile, whether standing alone or doing a range side best. All this, with a voice that is easy on the ear and a caliber pure soprano that gathers a following over time. Her blending of talent but in need of careful tightening.

Jackie Hilliard, handsome lad, has a solid set of trained pipes but doesn't know how to use them. Using full vocal power most of the time with ear-splitting results. He shouldn't use a microphone in the small theater with a slender pop. Sound. Styling and delivery are okay. Of five tunes offered, only one was a show-stopper, and that was "Mychita Cho." However, Hilliard tried to be funny with the other results. If the idea of solo singing, use good judgment in choosing tunes, and learn to control power.

Joe Stablo, fresh out of a new man's ork, cut show and played for dancing. Show chores were not up to par. Tony Martinez furnished La-

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LE REUBAN BLEU, NEW YORK. The show's with the Irish acts and Connie Sawyer as the lone holderdown, doorstep up as strong as its predecessor. Among the new performers, Thomas Carey warms up with his name, but the thrust doesn't deliver. The facade seems to be his chosen song, "Here A Feller She Said". The girl didn't seem suited to her voice. It was only after the second performance that she had the crowd with her. Ballads seemed to slow her down: and was echoed by the crowd. A repeat of a debut, Will Jordan certainly shows plenty of potentialities. The talented mimic does excellent takeoff on standard picture names but has little material to go with it. Jordan, who's the hit when he's in his best routine, but needs a lot more experience before he's ready.

Raymond Chase serves up some unusual playing on a concertina. His theme is that of a combination of Romany and Hungarian Clarichard shows a good command of his instrument, but somehow the act seems to lack a necessary punch. Chase had the right composition when he told his rabbit story. However, his telling wasn't slick, and the choice of the ragtime number, "Lindy" and Fit-Fit-Fit—sounded confusing.

Fisher to Boyle Woolfolk

CHICAGO, Oct. 30—Len Fisher, for the past five years an independent agent with his own office, moves into the Boyle Woolfolk office next week. Fisher will continue to book his shows of approximately 250 a year and in addition will do producing for outdoor units which Woolfolk assembles. Fisher replaces George Lehr, who is moving to the Coast.

Girl

Boys

Follow-Up

Reviews

CHAT NOIR, NEW YORK: Mervyn Nelson's act here shows a sharp improvement since last caught. The comic was good before, but some hand-on-hip material made some of his material overdone. In this show, as in the others, they were funny. Here at the recently opened Chat Noir (it means Black Cat, by the way), he's dropped the Elvis bits and does a good job. Nelson, who claims to do his own material, is a prolific lad. His psychoanalysis routine was one he's been doing for some time and a knowledge of medical terms underlaying the joke. He'd understood it or not made little difference. It belloved like I did.

theme built around a public school pageant, with Health as the central theme, was another high spot of the bill. The audience took off to the inevitable call. The inevitable under-study wasn't understood, but the inevitable under-study wasn't understood, or it made little difference. It belloved like I did.

P.A.'s Dream Boat

NEW YORK, Oct. 30.—A boon to comedy artists will be brought by the comic strip, Fuzzyman, latest triumph of Jerry Siegel, one of the owners of Owner, named by the comic strip. The new strip will be distributed to papers all over the country, and will use actual names of performers and will deal largely with their biz. Exploitation for the Siegel-Shuster project is being done by Sam Wall.

Misses On Chis

Chez Paree's 1st Bill

NEW YORK, Oct. 30.—For the first time in a long time the William Morris office hasn't anything at the Chez Paree, Congo, when the club opened its new show. Three of the four acts are owned by the Music Corporation of America (MCA) properties, while the fourth will be a General Amusement Corporation (GAC) act. The final act will have Harvey Stone, Perry Frank and Januye, and the Four Vagabonds, all MCA acts. Grace C. K. Shuman, who acts on the bill, is a GAC property.

Springfield Resumes Vaude

HARTFORD, Conn., Oct. 30.—Week-end vaude (Saturday and Sunday) has been resumed at the Legion's Court Square Theater in nearby Springfield, Mass. The theater cut fresh shows during the warm months. Bookings are thru the Arthur Fisher Office, New York.

Hartford Shangri-La Opens

HARTFORD, Conn., Oct. 30.—The Shangri-La, downtown restaurant, has started its season again, with five shows a week. A mid-week show is used Thursday, Friday and Saturday nights. The opening show this week had Johnny Cook, Bob Hamprian's orchestra, Coleen Carpenter, the Melones and Court and Sanders.

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

NEW YORK, Oct. 30.—Vaude_emerges last week sharply enough for the stem Nosedive to 353G. This was a greater than the strong $65,000 collected the week before. The nosedive seems to be permanent and is because of the two previous weeks was well on his way to the owners' skin. No stars have been lost for the vaude-pie houses. Radio City Music Hall (6,200 seats; average $5,000) dropped to $4,000 the fourth and last week with the 13th week of the bill. The three previous shows were under the $4,000. The strikethrough presentation (reviewed this issue) was a success.

Millwaukee Ballroom

Preem Teen Mats.

MILWAUKEE, Oct. 30.—George Devine's Madison-Dollar-Three Monday night was an inauguration Sunday afternoon teenager. The project began October 24 with Herb Fields, who has a big fan club here and who had a lot of previous business in four-week stands at the Showboat, Stage Door and one-nighters at DanMarco, Mack and Billy Rose and his bargain is being done by Tom Smith.

Old Melo for Old Knick

New York, Oct. 30.—The Old Knick, in an entertainment policy change, goes in for old-time vaude and will be given a third weekly by Captain Andy's Shekinah. The show is owned by WCRW. The Monday night show will originate from the Old Knick, with Robert Maxwell producer and host. All tele program will have a demonstration for the night club. Shuffle will cost the spot $3,800 weekly.

Benny Davis Will Produce

Opener for Murray Weinger

NEW YORK, Oct. 30.—Benny Davis will produce the opening show for Murray Weinger's spot to be opened at Copa City. Ryan Cogent has already been signed for a December 24 opening. The acts are now being directed for.

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THE BILLBOARD

November 6, 1948
Equity Council Gives Duncan Confidence Vote and a Raise

NEW YORK, Oct. 20—Angus Duncan has received a vote of confidence from the Actors' Equity Council, a serious first step in the long process of restoring his good name in the entertainment industry and to continue to act as executive secretary pro-tem of the union as a result of a recent meeting of the National Executive Committee (NEC) (29) by the Ramsey Messy committee. The position is vacant because of the resignation of the executive secretary, Messy's group was appointed to consider the possibility of finding a suitable successor.

However, the committee decided to give Duncan the chance to prove his capabilities, since he never had the authority to make decisions for the union. He will now get that opportunity, all the while being observed by the Equity executive to see if he has the qualifications to run the labor org.

In addition another committee was appointed to investigate the salary structure of Equity employees and make recommendations to the council for increases, if it found their wages were inadequate. During the depression Equity took salary cuts; and their wages are expected to be below current standards for employees doing similar work for other unions. The committee is extremely sincere in wanting to remedy this situation and for the employees to get paid properly for their labor.

NY Theaters, AFM To Settle Fuss on Dramas With Music

NEW YORK, Oct. 20—A formula is being worked out by the League of Theaters, the American Federation of Musicians (AFM), as part of the new pact between the two groups. The League has complained that music dramas with music is a practice with which it must support more than 100 theaters. Several producers have appealed to the national AFM for a ruling that such plays be billed on occasion. The council met and in another Local S 601 was upheld.

W. K. Clark Options ‘General Came Back’

NEW YORK, Oct. 30—Nancy Boyd, the leading female impersonator, has taken over the role of William Kendall Clark’s The General. Boyd is working under the direction of his producer, lining up stars for his forthcoming production.

Try-Out Studio Opens Nov. 8

NEW YORK, Oct. 30—The second section of the National Young Actors’ Club’s try-out studio will be held November 8-27 at two oil-Broadway theaters. This is the club’s effort to get local producers and agents to understand the work of young actors who are new to Broadway and have learned their trade at camp. Five plays will be done and the winners will be directed by Mary Morris, Edward Green and Mary Virginia Heinlein.

Chorus Equity Votes 3 Ideas

NEW YORK, Oct. 20—Some 150 members of Chorus Equity met for their conference with the Hotel Capitol Friday (29). Equity Presy Clarence Derwent presided. The conference was unequaled at the meeting. The organizers education department is setting up a program to the Massachusetts State Legislature questioning that body as to historical development of the law passed last spring which requires every professional performer to register.

The executive committee was asked to investigate the practice of lending available chorus members for first chorus calls. Only bona fide members are eligible for initial call competition. Also recommended was the setting up of a committee to investigate the possibilities of obtaining the co-operation of established dance, music and show bands to hire unemployed chorus Equity members to continue their studies at reduced rates.

Actors May Get Rent Protection

ON Hotel Hikes

NEW YORK, Oct. 30—Actors and entertainers have some protection under the new hotel rent control act according to Alfred Harding, assistant to the executive secretary of Actors’ Equity, who investigated the matter for the union. In a report to the council Harding stated that the actors’ case is up because of the hotel rent hikes. Under the law, which became April 4, 1947, could appeal to the Rent Control Commission (RCC) as hardship cases for their rents would be investigated, and if the justice of their claims was found, the rent form of pegging their rents would be forborne.

The RCC allowed the hike because hotels had claimed that their contracts with hotel labor made increases necessary. The unions at the hotels must be more than 10 per cent, and they were granted as a result.

In order to rate the rent hike, the hotels must come in to the RCC with their books to prove their need. In each case where a hike takes place, the union officials will have the right to appeal. The new case is much more of the reason raised must be notified, and if he doesn’t receive the notification, the increase cannot go into effect.

Blood Bank

NEW YORK, Oct. 20—Just when things are at their lowest with the cast, it is preceded by success of salesmen to hit the streets, actors can now be solicited with the thought that they must take a place soon be needed to be made available. Of course, this will be possible on the “earn and credit plan” of the Red Cross Blood Service, has been written, the the company’s employees can contribute their blood to a pool from which the weaker and more many times has drawn. The pool is also available to immediate members of actors’ families.

Philadelphia Church Paper, Says Philip Church Paper

PHILADELPHIA, Oct. 30—While not calling for any boycott or ban, as it generally does when the attack is made against fliers, the official publication of the Catholic Archdiocese of Philadelphia this week appeared an editorial cast at the Broadway musical shows, particularly their rear scenes, which “clearly” show the role of all women, all women’s roles, all under the guise of art, according to Catholic Church. The Times is the newspaper of the Episcopal Church, archbishop of Philadelphia.

TRACING THE BROADWAY TREND TO OHIO,
the editorial correctly points out, that the playwrights overlooked entirely “the

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MINNIE AND MRS. WILLIAMS

OPENING

MOROSCO THEATER


Two Road Shows Fold

NEW YORK, Oct. 30.—Two plays close on the road tonight. For Love and Honor, starring Jeannette MacDonald and Brian Donlevy, which was a summer theater package, but was received so well it continued into the fall.

From all reports, however, Douglas Fairbanks, Jr., and June Collyer in Speed Limited and the beautiful Miss MacDonald and Donlevy in For Love and Honor will make the musicals a long run. The former has been moved to the Broadway, and the latter is to be heard at the Ambassador.

MISS HULL TRIUMPHANT

Josephine Hull's Minnie is warm and affectionate, abundantly alive in all the little ways that give life to characters of this ilk. Miss Hull, with her unassuming character, becomes the great character ladies of the theater. Another Minnie who has been a triumph over a part which is far from one of her best. Drowning has small opportunities to show her talent, and as an overgrown skater, her whirled, but she plays him with much more spirit. There is no more of Hull's lady, who is not a lady, but she is a lady, and she is a lady, and she is a lady. Her charm alone is more than anything else in the show.

Miss Hull triumphed.

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THE BILLBOARD

November 6, 1948

Burlesque
By Uno

PHYLIS GAYL, making her debut on the first Circuit as featured strip, was a talking woman last season at the Gayety, Columbus, Ohio, where she had booked her own un spawning program on WOSU, Columbus. . . . Murray Briece has switched from the first to the Midwest Circuit through the name of Kenny, Dick, Conley, Dick Dana and Walt Stan- dard, who will continue in the burlesque, alternating as show girl and in the front line at the Hurlbut. . . . United Airlines are in a season with Fanchon & Marco revues out of Chicago. . . . Jack Kars and Orna, and Sally Powell, exotic dancer, are featured at the Club Milwaukee, Milwaukee. . . . Fred Sears, burlesque show manager on the former big wheel, is in Detroit as a private in the service. . . . W. H. F. HARNAM

Atlantic City

Legit a Flop, But Icer's Okay

(Continued from page 4)

sales never reached $10,000. Thompson said Broadway, evidently marveled, ranged from $4,000 to $9,000 a week, and averaged $6,000. The city's share for the show was $30,000. In addition, they put some $1,200 in luxury taxes—a total of about $4,000, according to the man agement.

Thompson said the Broadway shows deserved better patronage, and pointed out that the shows were invariably satisfied with results. He mentioned the Broadway successes. Louis present ed John Lones Mary, The Glass Menagerie, School For Brides, For Love of Money, Anna Lucasta, Holiday and Me, Strange Wilderness and The Last Mrs. Cheney during their 40-day season. Show leads included Francis Lederer and Kaye Ballard.

Outlook for 1949

A new three-year contract with the Army Air Forces, which the show was under, has been signed and is set to go on one year from now. The show is to be on the road,玩意 to be sold, then Thompson said, the manager who voiced the hope that they would again try to sell the show and make it an important one. Five years ago Atlantic City was a major try on Broadway, and they were then housed in regular theaters such as the Garden Pier, Globe and Apollo. The show is now on the road, and with the ocean amusement pier not being available on the boardwalk, you are in the room for dances during the season, the large dance hall has been leased for legitimate shows in recent summers.

ABC's Central Brax

(Continued from page 14)

live costs were not available here. ABC is now on a local exclusive deal with AT&T in New York.

The ABC shows scheduled for November are sold, Monker said. A couple of shows are expected after the first of the year. A few one-time shots, such as an election night telecast, have been sold. Some shows originated here, he said. are available to various af filiates. ABC does not make a policy on co-op basis. This practice is not being encouraged, he said, because ABC is concentrating on the network. But Buffalo is already carrying the Pinky shows, and they are sold on the co-op basis. Similar deals could be expected elsewhere, he intimated.

Dumont's Do-Remi

(Continued from page 15)

less than one minute at $25 each, have been sold to five sponsors, each buying five. The clients are L. B. Brown Aprons, Gotham Wax Dist ributors, Loon Schneider Dresses, C-Mail Stationery and Davidson Bros. The number of comparatively small businesses leasing to get into college markets is the deciding factor in the decision, many others are expected to follow. Also, buyers are hopeful that some bigger fry will also respond now that Sterling Drug

NBC Mulls Tele Fix

(Continued from page 11)

prohibitive cost, and thus recoup the $230,000, they would retain sales rights for such programs. The network is studying into which it recently obtained rights and for outside-owned series such as the Bob Hope show. This network, in the business of traveling. However, new films, made for television, have been considered even more important in the ultimate distribution scheme than reissued the atrical features.

G. RAY TERRELL moved to the Sherraton Billmore, Providence. October 27 for a fortnight's stand. His act will play for four weeks under two of the spots in New York City; he will play for a date in the Philadelphia area. He reports that he recently found a big difference in the business in both places, and that he has his acts against the competition. They are in a hotel with their goal for Los Angeles set, and plan to play for two weeks. Hol lenback writes from his headquarters at Maple, Ia., that he is continuing his tour, and has discovered a sure cure for skin cancer which he plans to put on the market soon. "This is not a medicinal cure," Hol lenback assures, "without a genuine cure for can cer."

. . . . Three locked books of magical secrets have been left under Ira and Fred's late Greenbriar, and is an internationally known English magi cian. . . . Thomas Harris, noted London magician, who is to retain the books for life, after which they will be turned over to the British Museum. Secrets of Houdini, the master magician, are among the things that Carl Hertz are said to be included in the books. . . . Bob Nelson, of Nelson, Suss, is offered $2,500 for material that will not exceed a 25-page book that will not have the proper copyright. . . . Albert H. S. Darrin of Sparta, N. J., to produce "The High Society" in 1949, and has completed 50 per cent of the contract for 26 dates. . . . Jack Meyers, with an eye on the Atlantic coast, is planning a trip to New York and Pennsylvania, and is on the lookout for some of two tracks in trailer, the additional to the rolling stock being a new $3,000.00. . . . Frank Tolley, who claims he's carrying more equipment than this season than any other, has produced the new "The University Gentle man," Carl Carpiott, who is nearly finished with the full tour, is keeping up the show up to the last week of the season. Helen J. Davis, who is now the permanent Janice and Alton Davis, has been named as the President of the "Radio Junior" and "Radio Junior of America."

The date for October 22: "In your column in the Bellevue," he told his audience. "The great upshot was a lit tle mistake on the Felix Leiter clip board when he said that Prof. Allan Crouse should not spend much money on this board, as he had performed the same trick for me in a similar way. The money was not lost, as I am the one who is applying for the patent and the money will be gained under the name of my parent board. The beauty of my job is that I never have to be in any sort of sight of the audience and may be examined at any time. I believe it happened to be even Sir Archibald Tait. Switching to another subject, Profes sor Crouse also has the first of a series of tickets for the catch of the Palatine to team of Princess Margo and Chan at the 21 Club in the Circus Room in Philadelphia. "She is all right, but I have heard so many raves about her," Pabst said. "We sent an ad out on the radio in dispelling any quick theory by the Hayman. Chan also did some fast talking in Philadelphia, and Margo, very cleverly side-stepped a question by saying that she had never had any sort of deal with the Prof. Allan Crouse and Lady Jean. Chan is a little nervous about the mentalists by omitting answering questions about his radio and television reports on mental work. I hope it pans out, as I wish to get away from the fortunate angle they hang on me."

Turner To Give Way To Miss Brownstein

NEW YORK, Oct. 30.—Paul Turner has agreed to resign as chief counsel for Action For Job and Housing. He was named to the post two weeks after the call in a relief effort for Arthur Korim, the absentee Coyle, a former spot seller in the unit featuring Harry Lander, comic.

RINE GRIFFIN closes at the May- fair, Dayton, O., October 4, and opens the next day at the Roxy, Columbus, Ohio, as an appointed banquet manager of the Harem nite, Manhattan. . . . Jack Diamond started rehearsals November 1 for a comic role in Kiss Me, Kate, musical stage play which is opening in the New York, as a burlesque. . . . Linnie "Lassy" Davis, formerly of the Top of the Town Club, St. Louis. . . . Danny Evans, straight away to the Roxy, Dayton, Ohio, in vaudeville and legit. He joined the first Circuit in Cincinnati, and now the Roxy. . . . "I am the unit, featuring Harry Lander, comic.

THEATER SITE FOR NEWCASTLE

NEWCASTLE, Australia, Oct. 30.—The purchase of a block of land with a 750 feet frontage on King Street for the erection of a new theater has been announced by Producer Colin Cumperman, who says that the major portion of the $75,000 cost will be provided by the Newcastle City Council, the Chapman Dramatic Art Club. The proposed seating capacity of the 1,000-seat at $100,600. He expects to raise the remaining cash by local public subscription.

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Once a Tommer!
NEW YORK, Oct. 30—Here's the late one going the rounds among regulars. Tommer, Harry Birdoff, was autographed and presented a souvineer for the Cape Cod Payers. The director, awed by the fact that the one the only Tommer, the World's Greatest Hit, is a psychoanalyst, that certain beneficial changes could be made in the script if Birdoff were to put them into practice.
"And who in thunder is this Mr. Birdoff?" exclaimed the playwright.

Locke Effusions Prompt Paul's Thesp Memoirs
CINCINNATI, Oct. 30—Edmund L. Locke has the entire Cincinnati press this week from his Kansas City, Me- headquarters. The reason? His pal H. Locke's recent effusion in these columns on the old-time Pacific Coast drive-ins brought to his mind the fact that there are a considerable number of prominent names which are house words and which are now almost forgotten.
"Who now remembers the May Nanticoke, the Wilson Drive-In, and the Bailey, the Helten Biliary Chase Company, Robert Buchanan, Daniel Bembaun or Frank Readick?"
"It has been half a century since they were in their hey-day, and perhaps it is not to be wondered that they are forgotten."
"Who today will remember who was vice-president when Lincoln or Cord- ler, all live, who wrote 'The White House,' and who remembers the name of William Howard Taft?"
"Flapper or young man, what of the names of the physicians who were the attended the assassinated Franklin D. Roosevelt?"
"Yet they were all prominent men, whose names still remaind of the vast numbers who once possessed.
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Rep Ripples
NORTHWOOD PLAYERS are a new four-person group working around Minneapolis. Allan E. Snelgrove, husband of the star of "The Pillar of Hercules," is in charge of the group, while his wife is doing the singing. The group is working out of Savannah, Ga., and has been heard at the College of the State of Georgia. They have members in the group of working around Washington and have a regular season working around Maryland. Two son's of a pettion on the stage are the headlining act, and the group is making their way through the state of Georgia.

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Ralph Bellows of Federal Communications
WASHINGTON, Oct. 30—Ralph Bellows of Federal Communications, will be among the guests of the Western Electric Company when they visit Washington to discuss the possible use of television for broadcasting purposes. Bellows is the head of the Federal Communications Commission.

Green Unit Chalks Good 1948 Season
Southern Dates Profitable
HATTIESBURG, Miss., Oct. 30—The Silas Green Show is riding the crest of a successful 1948 season after a tour of Southern states which included dates in Mississippi, Georgia and Alabama, with the close of the season for Florida. Presently a musical comedy tableaux A Tree is a Sapling is being received, staged, and produced by Deboy DeLuce.

Gay '90s Airdomes Ace Summer Spots for Rep's
By Will H. Locke

AN INTERESTING phase of the history of the motion picture business, which the present generation knows little about, is the airdomes theater. During the days of the "Gay '90s, when airdomes were springing up all over the town of any consequence in Texas, Oklahoma, Iowa, Nebraska, Ohio, and Indiana, and its air-dome shows, the airdomes were widely known.
It usually was located on a corner lot and the entrance to the town was out of the air-dome, closed with a high, broad fence. The seating arrangement was and is a common feature and the capacity was 1,500. Some had a canvas roof that was foldable to be open air print of protection in case of rain. The stage was permanently roofed and probably equipped with a stock of scenery. Dressing rooms were either on the back or all facilities were made up, the same as found in regular opera houses.
During those days there were no motion picture trucks and no motorcycles with their delicious clatter to fill the air. There were trolley cars and the airdomes saw them.
On a balmy summer night it was pleasant to sit there under the stars and the high-arched dome of the heavens and enjoy a good play.

Summer Institution
The summer theater was a necessity, an institution for summer theatrical entertain- ment, and was a godsend to the many companies which were the result of the previous theater. After finishing their winter tours they would move on to the airdomes for the summer.

Several airdomes existed throughout the country, being the Bell-Ovorden Circuit principally thereof. For several years these Airdomes were consistent with the ancient philosophy of the thing and were a great social function, the success of which is often forgotten. So like all new projects, when the novelty wore off, the airdomes began to decline. An unwise approach would have been to abandon the stage and engage in the type of entertainment, the magic of great scenes paint got into his nose and he never was able to get any more of it. He loved the theater and was born in it while I was with the Jumbo Everett circuit."

Cycle Park Winner
A notable airdomes theater was Cycle Park, Dallas. It was located on the outskirts of the city, in a park of old fairgrounds. There was a mile, oval-shaped race track built of white-plated steel and was used for bi- cycle racing. It was 200 feet wide, and a grandson of a race was faced it. A good-sized air- dome-tenta stage had an aerodrome exhibit, and with fine prices that had been seen at the airdomes at 10-30-30.

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IN MEMORIAM

MAX LINDERMAN

Wonderful Showman and Friend

GEORGE M. COHAN

Who Died
November 5, 1912
JERRY VOGEL

I WANT TO THANK OUR MANY FRIENDS
For their kindness and sympathy and beautiful flowers in the loss of my beloved husband.
F. J. "JACK" GRAVES
Mrs. Patricia Graves
210 Merriel St., San Antonio, Tex.

MAX LINDERMAN
March 16th, 1856—Nov. 4th, 1944
A Great Showman whose integrity and sincerity were above reproach. A devoted husband, a gentleman and finest box we ever had, and such as is in our memory he will always live.
Just Two People Who Loved Him and Respected Him.

WORDS CANNOT EXPRESS MY GRATITUDE
For the many flowers, messages of condolence and the sincerity and help of my legion of friends in the hours of my bereavement on the death of my beloved wife.

LEONE
SHE WILL ALWAYS LIVE IN MY MEMORY
SAM GORDON

THE FINAL CURTAIN

BIRCKETT—T. H., 59, father of C. L. (Spook) Birckett, musician with Rogers Bros. Circus, October 22 in San Jose, Calif.
ROTT—Mrs. Edith, 53, concessionaire, October 25 at her home in Connecticut, O., of a heart attack. She had been with the going out Amusement Company and three weeks ago closed the season with Myers' Concessions with frozen custard. Survived by seven sons.
DE MELO—Charles, 66, veteran shown professionally as Sum Sum, in Chicago October 21. (Details in Circus Section.)
DOLLOP—Kit, 78, who formerly tramped with his husband on various carnivals, October 20 at her home in Miami, Fl. Besides her husband she leaves a daughter and brother.
FITZGERALD—Cor, 63, business manager of the Cape Playhouse, Dennis, Mass., October 23 in New York. A sister and two brothers survive.
GODDE—George F., 58, operating executive with the Batten, Barton, Durstine & Osborn Agency, October 20 in Sea Island, Ga. He had been with the agency 25 years, handling accounts for DuPont, U.S. Steel, General Electric and many other advertisers. His widow, son and daughter survive. Burial at Barnewald, N.Y.

FRANZ LEHAR

Franz Lehár, 79, Austrian composer-conductor, died October 24 at his home in Bad Ischl, Austria, April 28.
While he composed several sonatas and symphonic poems, Lehár's greatest work was the operetta, The Merry Widow Waltz. First produced in Vienna, December 30, 1905, it has been portrayed in many languages to over 5,000 times in the capital of Europe. Lehár, whose father was a military bandleader, entered the Austrian army in 1899 and for the next 12 years conducted army bands in various parts of Austria and Europe.
His other works include Gypsy Love, The World Is Beautiful, The Roundelay, and The Merry Widow Waltz. At one time The Merry Widow Waltz showed in Buenos Aires simultaneously in five theaters in five different languages.
He is survived by a brother, Bernon Anton Lehár, and a sister, Emma Marie Lehár.

GUDGEON—Bertrand C., stunt man and father of Carol White, who made a film serial film star, October 22 in North Bergen, N.J. He substituted for Miss Stanwyck in many stunt scenes for such pictures as The Perils of Pauline, The Clue in the Fog, and The Iron Clown and The Exploits of Elaine.
HACKETT—Karl (Karl E. Garner), 53, film heavy for many years, October 22 in Wadsworth General Hospital, Wadsworth, Ohio, Calif. Survived by his widow, a brother, half-sister and half-brother.
HINDERMAYER—Mrs. Gertrude M., wife of Harvey W. Hindermayer, concert singer and radio artist, October 22 in New York.
HORWITZ—Samuel A., one-time partner with Leon Linderman in the operation of Lindy's Restaurant and present owner of Howie's Restaurant, October 24 in New York. Both spots entered to theatrical clienteles. His widow and three sons survive.
MAGILIBY—Paul, formerly with various outdoor shows, October 6 in Clinton, Tenn.
MULEN—Joseph F., 66, musician with various theater orchestras throughout the country, recently at his home in Detroit. His last engagement was at the Chinese Duck, Houston, hotel club. Survived by his widow, Eva.
PHIBBS—James, former co-owner with his brother, Jacob, of Broadway's Lyric Theater, October 15 in New York. The brother operated successively the American and Suburban Garden theaters and the Gaiety and Standard burlesque houses in St. Louis before coming to New York. He bought the house in 1927 and showed The Ringmaster and Coyote, as well as many other musical comedies. They lost the theater, however, and Mr. Oppenheimer, when his brother died, retired from showmanship in 1934. His widow survives.
PETSAG—Mrs. Sophia, 55, mother of Albert R. Perka, age and weight not known, October 15 in St. Mary's Hospital, Detroit, of leprosy.
REVEL—Billy, brother of Harry Revel, formerly of the Moore and Revel dance teams, recently in Florida.

Patterson McNutt
Patterson McNutt, 55, play, short story and scenario writer, died October 23 in New York. His first appearance in New York as an actor was in a one-night stand as a barber's understudy in Copital Franginaud's Concession, but he finally got a speaking part in 03l Skimmer's New York engagement when he had been writing from World War I he worked in the dress rehearsal of Eleanor Sun as a theatrical press agent, as a bit writer for The Glee and as a sports writer on The World.
In 1924 John Golden produced his first play, Flap, written in collaboration with Anne Morrison. From there he turned producer with such shows as The Peck Porch, Cleverly Clever and [play I which he played a small part] and a revival of Hey Dray. In his clever writing for the movies, turning our numerous scripts and in 1946 began short story writing. His widow, son and daughter survive.

Marriages

BLAKE-WOOLAM—Al (Keeno) Blake, owner of Woolam's show, and Yvonne Woodham, non-pro, October 23 in Chicago.

DECKER-LOVE—Edward Decker, electrician with the Cincinnati branch of High Button Shoes, and Constance Love, in the choir of the same show, October 18 in Chicago.

EVANS-FOSTER—William Evans, legiti and concert singer, and Susanna Foster, film singer, October 23 in Washington, D.C.

MOORE-DAVIS—William M. Moore, Hollywood disc jockey known as Peter Potter, and Beryl Davis, Britie-born, in the show The Paradiso, October 25 in Riverside, Calif.

SCHLADER-KINSLEY—James Schlader, talent agent, and Atlee, one of the China owners of Baseball, October 23 in Chicago.

VANDERBILT-BIILE—Donald Vanderbilt and Betty Biile, in Las Vegas, Nev., October 24.

IN PROUD AND HONORABLE MEMORY OF OUR BROTHER

SGT. CON T. LOROW

Who, Three Years Ago, November 1, 1945, Was killed in Germany while serving with the 732nd Tank Battalion, 73rd Division.

The Lorow Family and Relatives
November 6, 1948

OUTDOOR

Communications to 155 No. Clark St., Chicago, 1, Ill.

Mould

The Conference meets jointly with the American Public Health Asso-

sion, but holds its own sessions during the con-vention.

The matter of uniformity of standards required by public health de-

partments of cities, counties, and other health officers has received little at-

tention. One of the reasons is the lack of a national health- community hitherto establishing its own requirements. As a result, many

showers are not that one town’s rules are unduly strict. At the same time, a

show on the ground that the problem of a different set of require-

ments in each community—a maximum of 35,000 different sets of standards.

Expert To Present Views

The Director of the Federal Department of Health for the by M. H. Hilbert, director of the Bureau of Engineering and Sanita-

tion, who is also chairman of the national conference this year, and will pres-

ent material on the subject at the meeting here. It is likely that represen-

tatives of the public health bureau will also attend the outdoor show meetings in Chicago next month.

He said that the need for health require-

ments was evidenced, Hilbert pointed out, by the epidemic which struck the Ringling-Barnum circus in Detroit about 14 years ago, taking a number of lives. Concern of the health officers is chiefly with the matter of food and water sup-

ply, and sewage disposal.

Authorities Open-Minded

The attitude of health engineers appearing before the was open, anyone could be taken, it has been stressed, are in the

Pierce County, Washington, and the adoption of a national code by public health spe-

cialists.

6,500 See Chitwood

In Columbus, S. C.

COLUMBIA, S. C., Oct. 30.—Jodie Chitwood’s Thrill Drivers played to an overflow crowd of 6,500 at Col-

umbia Speedway here Thursday night despite unseasonable cold weather.

Chitwood predated Jack Scheil’s hall of fame riders who played to 2,000 (grandstand capacity) at the State Fair Saturday (28).

Working with Chitwood were Don Forrester, Smokey Wentzel, Butcher-

pee, Cal Kent and Bryain Fullington.

The Chitwood unit came here after good fields in Savannah, Ga., and Jacksonville, Fl.

Ray Lee

Youngest of three sons, Ray was born at Long Prairie, Minn.

His only answer today to the question of his birth date is that it was “De-

cember 12.” He’s somewhat chary of his age and only a reading of “Who’s Who in Minnesota” reveals that he is born 1869.

As a boy he played near his father’s bank. Upon graduation from Long

Prairie High School he entered St. Cloud Normal School and later moved to Long Prairie. When the State Fair was scheduled, he

studied the regular academic courses to prepare him for his career as a banker.

His first interest in fairs came in 1910 when he became active in the

Todd County Fair. It was an enterprise which attracted business and in

it he recognized prize sheep would be advanced and

(See THEY CALL RAY on page 53)

(Continued from page 3)

for a specified time of period, as per show bill.

Sunbrock and his showfolk claim the Swiss lad stuck on the brock’s show only four seconds, but the Swiss rider maintained that he stuck it out for better than the 10 seconds re-

quired. When no price dough for the ride was forthcoming, the young Swiss traded blow by the cowboys, and things were off and running. Spect-

ators in the crowded arenas poured onto the floor and joined the free-for-

all.

Police were called and the cowboys and cowgirls traded blows with them, too. Police Chief Mark Gaudet, a spectator at the show, said that he had to order his men to refrain from pull-

ing their guns on the wild-swinging Westerners gesture after his men had been cornered.

From his quarters in the local clinic, Sunbrock attributed the lapse to an “error of organization.” He said the brock ridden by Michael had proper safety, but it was “infused.”

The inspiration, Sunbrock explained, came from polo players on the inner side of the clinch used to tighten the saddle.

As a result of the fracas, Sunbrock

and his rodeos were given the heavy-

out of Switzerland into France Tuesday (29). Chief of Police Gaudet said he originally had planned to un-

the American authorities, but the Italian consulate at Geneva refused visas unless the American consulate con-ducted, leased, or approved applications with a written statement. The American con-

sulate refused.

Sunbrock’s stock and equipment were impounded here to cover debts owed the Swiss government in Switzerland, local police said.

Sunbrock was ordered to pay 1,000 francs (about $300) in damage, lost buttons and other damage to police property. In addition, the police made each member of the Swiss brock troop sign a statement admitting that he had “gravely abused the hospitality granted him by our coun-

try by taking part in the riot.”

The Community newspaper, for his daring, took the opportunity for a pot-

shot at the Americans with the state-

ment that “Sunbrock and his tomcat had come to Switzerland ‘in application of the ancient maxim “sieves to sows.”’”

The paper further referred to the Sunbrock contingent as a “group of savages” and a “bad lot.”

The Sunbrock rodeo and trying event, which came to Europe seven weeks ago, has since played Antwerp and Brussels in Belgium, and Zurich, Switzerland, to reportedly good busi-

ness and better than 10,000 showed in Europe, Holland, Italy, Spain and England well up into next spring, Sunbrock

reports.

California Seeks Removal

Of Sacramento Grandstand

SACRAMENTO, Calif., Oct. 30.—Removal of the grandstand and other structures at the fair from the overflow channel of the American River is no longer a likelihood. The State has said that it would leave the State in a suit filed in Superior Court this week.

Defendants in the litigation are the North Sacramento Land Company, owner of the property, and Henry C. Calkins, president.

The State board of reclamation has determined that the structures con-

stitute an obstruction to free flow of water in the overflow channel and also are unauthorized to use the land.

Aside from an injunction against the defendants, an award of $10,000 is asked by the State to pay for cost of removing the structures, it was reported.

L. L. I. Store First To Spring

With Christmas Kiddie Ride

NEW YORK, Oct. 30.—The Gerts Department Store in suburban Ja-

marca, L. L. J., jumped the gun on other gift store in New York by opening its Christmas kiddie ride.

The store is providing a miniature kiddie funspot, with a Merry-Go-

Round, a roller coaster, a carousel, a nursery, juice bar, record bar with kiddie dishes, a photo gallery—and, of course, Santa Claus. Tickets are motion 35 cents for a ride on the Carousel, plus a sur-

prise gift packet and an audience with Santa.
Elsie Miller Named SLA Auxiliary Prez

CHICAGO, Oct. 30—Mrs. Elsie Miller, Elgin, was nominated and elected president of the Ladies’ Auxiliary of the Starlight League of America at the regular meeting Thursday (21) in Hotel Sherman.

Other officers named were Mrs. Margaret Filograsso, first vice-president; Mrs. Ralph Glick, second vice-president; Mrs. Hattie Winters, third vice-president; Mrs. Carmelita Horan, secretary; and Viola Blaize, treasurer.

 Named to the board of governors were Mrs. Jennie C. Glotz, Mrs. David Anderson, Mrs. Verne Womser, Mrs. Thomas H. Bearden, Mrs. Murry F. Wagner, Mrs. Ethel W. C. Fling, Mrs. Max Goodman, Mrs. Louise Donahue, Mrs. Margaret Jackson, Mrs. Ann Spielster, Mrs. Lillian Lawrenes and Mrs. Alice Hill.

Members of the nominating committee were Margaret Hock, Frances Keller, Mrs. Henry T. Belden, Lucille Birkett, Alice Hill, Besse Mossman and Mrs. L. M. Brumley.

Mrs. Sam Glikin was president at the business session. With Mrs. Womser as secretary, on the rostrum were Mrs. Filograsso, first vice-president; Mrs. Lena Schlosser, second vice-president; Mrs. Miller, secretary; and Mrs. Horan, treasurer.

Election results were read by Mrs. Ralph Glick, chaplain.

Elected to membership were Mary Clovis Miller, Miss Marie Scovron and Peggy Chapman.

Letters were received from Minnie Simmonds, Abe Keating, Frances Wagner and Trixie Clark. Mrs. Nau Rankine is visiting her son, Lawerence, in Denver.

Mrs. Ralph Glick, chairman, and Mrs. Henry Belden, her co-chairman, reported that a tea sponsored by the Auxiliary will be held along okay. A contribution will be made to the Chicago Heart Fund from the proceeds.

Jack’s Greater Shows Get South Carolina Charter

COLUMBIA, S. C., Oct. 30—Jack’s Greater Shows, Inc., Lexington, S. C., Tuesday, was granted a charter by the secretary of state to engage in the show business. Authorized capital stock is $50,000. Jack Riley is secretary.

NEW IMPROVED CHAIR PLANE SWINGS

16 and 20 Scotts 16-15-12 foot Towers.

Advertise in the Billboard Since 1925

Day & Night Service

VOLDED TICKETS

LORE-OF-THE-WORLD FOLDED TICKETS

SPECIAL PRICED

WHY RISK YOUR MONEY ON A COMMON TICKET?

PROFIT BUILDERS FOR WISE CONCESSIONAIRES

(Prices FOB Mfr. No. 200, 250, 400 or 500)

1 BOX... $1.50

2 BOXES... $2.50

3 BOXES... $3.50

4 BOXES... $4.50

5 BOXES... $5.50

10 BOXES... $10.00

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FORT SMITH, ARKANSAS

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Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please write to us and specify the number of each of the above Cones, in addition to many other items. Be sure you order from Gold Medal Industries, as we are the only manufacturer of all the different types. All khaki metal stands are complete with handles at $5.95.}

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The Hi-Ball Ride Is Tops

Surprise, 1948

Surprise, 1948

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Surprise, 1948

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Surprise, 1948

Surprise, 1948
ADVERTISERS are sending in copy NOW for The Billboard Outdoor Convention Issue and Cavalcade of Fairs Supplement—It promises to be one of the largest that we have ever published.

It is a real advertising buy because there are so many features that mean an avid readership among all outdoor show people—the buyers of outdoor products and supplies.

Features include special articles on the "know-how" in promotion details for fairs and exhibitions; special articles by well-known personalities of the outdoor show world, and the yearly feature—the Statistical Directory of Fairs—which all carnival owners, promoters, secretaries, agents and acts consider so valuable.

Dated November 27

Complete National Distribution Monday, November 22 . . . a week before opening of the Outdoor Meetings in Chicago.

Special Free Distribution in Chicago throughout the Outdoor Meetings.
They Call Ray Lee "Mr. Fair"  
In Minn.; His Record Shows Why

(Continued from page 55)

what little industry there was in Long Prairie encouraged. He saw the possibilities of developing local agricultural and horticultural organizations for boys and girls who lived on farms. This was born out by the development of clubs.

10 Years With Company Fair
Ray threw himself into the activities of the Todd County Agricultural Society many years ago, and after several years of handling a variety of assignments, was elected treasurer of the fair board. He has held the position for about 10 years. He was one of the most reputable and youngest men in this field.

The Minnesota State Fair is the project of the Minnesota Agricultural Society, to which belong the State's 101 county fairs and 36 agricultural societies, livestock, horticultural and allied groups. The society picks the board of managers to run the State fair, selecting the membership on a congressional district basis.

On State Board in '24
In 1924 Ray Lee was elected to the State fair board and thereafter began his 24-year association with the organization. To this day he prides himself on how well integrated the county fair groups are with the State fair set-up. Of his present nine-man board, he is the only former county fair president. The president, William Lindeman, National Farmers' Home Demonstration County Fair for many years. The two vice-presidents, Earlie Brown and Morris Carney, are active in livestock organizations.

"You know, we have the continuous grass-roots connection that a State fair must have to be successful," Lee believes.

Named Secretary in 1930
When he went on the board of the county fair, Lee took on the administration of the exhibits given to him and to them extremely well. In 1930 when it was time to pick a successor to T. H. Canfield, who had been State fair secretary for 12 years, Ray Lee was the logical choice. His 18 years on the fair are the longest of the fair board's history dating back to its start in 1917.

The new job meant giving up a post as editor of the Long Prairie bank and moving with his wife to St. Peter, Minn., as living quarters to the State Administration Building.

"You know," he checked, "this home of ours used to be the poorhouse!" In 1834 Ramsey County gave it to the State Agricultural Society as a permanent site for the State fair, which up until then had moved around from city to city each year.

Suggestions Followed
Frank E. Millard, Canby, Minn., was fair board secretary that year.
A LAN HERSCHELLE
Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDE AUTO RIDE, CARROUSELS and other famous riding devices.
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World's largest manufacturers of amusement rides

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POPULAR ON ALL MIDWAYS
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Write, Wire or Phone for Particulars

SELLNER MFG. CO. Faribault, Minnesota

C-CRUISER A Re-Ride & Bonanza
* Super Safe * No Experienced Help Needed
* Fun for All Ages * Indoor or Outdoor
* Self Loading * Self Unloading
EASY TO FILL UP & OPERATE...SET UP & TRANSPORT!
C-Cruiser can be set up to suit your customers
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QUEEN OF THE FLYING RIDES
With 1948 Streamlined Cars

EIGHT CAR PORTABLE RIDES & NEW JET
PORTABLE RIDE * ELEVATED PARK RIDES

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RIDES FOR CARNIVALS AND PARKS
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30 SILVER SPRAY PIER
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ROLL TICKETS
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$100,000
$25.00

10,000 ... $ 8.50
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Send Cash with Order, Steam Tickets, $10.00 extra per 10,000.

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RANTOUL, ILLINOIS

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READY-TO-EAT POPCORN PRODUCTS

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RANTOUL, ILLINOIS

Complete Poppers & Supplies
Ready-To-Eat Popcorn Products

SOUTHERN TRAILER SUPPLIES

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SNOWBALL CANDY APPLE SUPPLIES
"Highest Quality at Lowest Prices" WRITE FOR PRICES

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UNION, SOUTH CAROLINA

drome and six livestock buildings during the war as an airplane propeller plant.

The fair was a seven-day annual event, which the Fair of 1945. The previous year attendance was 435,595. The peak year was reached in 1947 when over 800,000 people thronged to the turnstiles. In 1948 attendance was just over 855,600. The fair went from 10 days in 1939. Another innovation, since adopted by many other fairs, was the "everybody pays" policy introduced in 1933. This has been highly successful with everyone paying to get thru the gate.

AVoids Politics

During the years Ray has chartered a course of avoiding partisan politics on the theory that the State fair is every Minnesota's fair, Republican, Democrat and Communist, white and Negro, Christian, Jew and Mohammedan.

"Unless I ask a few questions, I can't tell you the political or the religion of the majority of my board members," he smiles. "That's none of my business. It has nothing to do with the operation of the State fair."

Perhaps that's why he has so little trouble in getting appropriations from the State Legislature whenever the State fair needs money. But the only time he has gone to the lawmakers for financial aid has been when new building projects are begun.

In the 18 years he has been with the organization, Lee has seen the fair make money every year but one. That was in 1910 when seven of the 10 days of fair week saw steady downpours of rain. The luck was made up at subsequent expositions, and the last two decades a has seen the fair turn back more than $1,000,000 of its earnings into plant improvement. In 1945 the fair's earnings were $805,000; this year approximately $814,000.

Had Two Cancellations

Minnesota had no State fairs in 1945 and 1946. The governmental ban on transportation canceled the 1945 fair. In 1946 the annual special was to resume bigger than ever, with a victory theme marking the end of the war. But at the last moment it was called off because of the tragic polio epidemic which swept the State.

Lee is proud of the fact that the Minnesota State Fair has ample Quality. It has excellent financial rating. Thousands of dollars are paid out in premiums and other expenses at each fair. Lee said one of his happiest tasks each year is to pay premiums to exhibitors, especially in the livestock division, before they leave the grounds after fair-week is over.

Another feather in his cap is the fine midway at the Minnesota fair. The Royal American Shows has kept up a record for 10-day fairs never before equalled in America when it grossed $382,000 after taxes in 1945.

Prepares for Centennial

Ray's ability has been recognized not only by his own fair board and his own State but by other fair men in America. He is a past president of the International Motor Show Association and of the International Association of Fairs and Expositions in the United States and Canada.

Now, with the 1946 fair out of the way, he is concentrating on the 1947 annual which also will mark Minnesota's territorial centennial celebration. He has hopes of making it the biggest ever.

Last year seven persons in the office, five in the greenhouse and five groundspeople are devoted to him and his wife. To their way of thinking Ray Lee isn't "boss," he's one of the boys.

And that, he says, is just the way he wants it to be.

Romig and Boothe, after closing with the Kelly-Miller circus, went to Birmingham, Mich., where they will remain until after the holidays. Irvin Romig again will be on Orin Davenport dates this winter.

November 6, 1948
The Billboard
CONCESSIONAIRES!

CANDY PULLING MACHINE FOR 5 pound batch!

For more safety, customer appealing candy, get a ConceSSIONAIRES CANDY PULLING MACHINE. We pay 50% of profits earned! Stand it on a table or hang it from the wall. Just put your ingredients in the machine, pull, and let it run! Candy is ready in just one minute. The ConceSSIONAIRES machine does not require electricity. Does not require water. Very easy to operate. 50% of profits to sale goes to you! Order today and be the envy of the neighborhood.!
BILLY \ BROS. TO BOW IN 1949

Wirth Sets Acts For Portland Elks; Advance Sales Big

PORTLAND, Me., Oct. 30.—Final plans were set this week for the 10th annual Elks' circus which will be staged November 15-21 in Exposition Building.

The three-week show was again be presented under the direction of Frank Wirth.

Dates of the show have been moved up one week from previous years to coincide with the State convention of the Maine Rangers. An estimated 70,000 Rangers will attend the convention and their ranks will be counted on to swell the circus audience.

Wirth has lined up a strong program, including the Flying Waldos, with Mister King; Hun's Elephants worked by Roy Busch; Ben Deva, comedy automaton; Deva's Wonder Horses; Great Veno, novelty high wire act; Gaudsmith Brothers with their Spanish pole dog; Medini Family, free-balancing ladders and equilibrists; St. Louis Troupe, leterberry, ball; and of course the Portland Circus and high school horses.

Clown act is being handled by Jilly Rice and Herb Taylor.

Three of the four main acts will be added to the program, Wirth said. Big advance sale is reported by Elks' officers, who said the show will be handled for the Elks by Will Haskins, exalted ruler, and Dr. John H. Nugent.

Arkansas Spots Okay for K-M; Warren Red One

FORDYCE, Ark., Oct. 30.—The Al G. Barnes-Miller Bros.' circus, which has been chalking up some of its best business on Arkansas, will be registered big at Fordyce, Lonoke and Warren.

Here, with ideal weather prevailing, the show drew two straws, despite the fact that there was a last-minute change in the location of some side shows, and it was too small and it was necessary to move to a larger one, located outside the city. Veteran circus followers in Fordyce said the attendance here was the highest in several years.

At Warren the day before, the show did such big business that it was necessary to put on two night shows instead of the scheduled one.

Lonoke gave with a strong matinee and an overflow at night.

Showmen's League, AGYA
Bury De Melo, Vet Clown

CHICAGO, Oct. 30.—Charles De Melo, 66, veteran clown known professionally as Sum Sum, who died Thursday in Miami, was buried in Showmen's Rest, Woodlawn Cemetery, Chicago, Sunday (27). Funeral services were held in Honolulu, Hawaii, and in Los Angeles, with the Rev. Marcel La. Vey officiating.

The American Guild of Variety Artists (AGYA) paid the deceased the Showmen's League of America picture the power and maker.

Dales Gets Full One
TOCCOA, Ga., Oct. 30.—Dales Bros. decided to put a full house at the matinee here and a three-quarter house in the afternoon.

Ringling Biz on Southern Tour Is Okay

MONROE, La., Tough One

VICKSBURG, Miss., Oct. 30.—Bros. and Barnum & Bailey circus, played to an estimated 17,000 persons at two performances here. The show achieved the unique distinction of having all the schools within a radius of 20 miles operated on a home schedule for the show. This helped attendance no end.

On the southern tour of the Big One gave with good business, the lone exception being Monroe, La., where the show did light business at both afternoon and night shows. Advance publicity was good and the weatherman co-operated, but the show failed to draw.

Two other Louisiana towns gave with strong business, but no capacity. La-Crosse, where the show was set up on the race track, gave with good business; and Lake Charles, Louisiana, where the show was on the levee was that there was no bus or streetcar service and the only way to get a seat was by private car or walk. Good transportation could have netted the show two full ones. At Lake Charles business was okay but quite a short of the expected matinees.

Appearing in Beaumont, Tex., for the first time in several years, Bros. got an enthusiastic reception. Matinee was near capacity with capacity.

A three-day stand in Houston did not live up to expectations. It was light side but it was good at night, two of the three shows giving capacity or near capacity with a straw on hand one night.

A one show stand in Victoria, Tex., that a matinee, gave with a full house despite windy and cold weather.

Wynne, Ark., Gives
Mills Two Full Ones

WINNE, Ark., Oct. 30.—Some great publicity work by R. F. Dog- ton drew nice crowds for Bros. at this stand. They helped Rings one up as a red one, show getting two capacity houses.

At Dyersburg, Tenn., the show, sponsored by the Kiwanis Club, drew a nice business at the matinee and a full one at night.

Paris, Tex., gave with only fair business. There was nothing but co-operative, it being on the cool side for the matinee and cold at night.

Gainesville's '49 Bow Skedded for April 20

GAINESVILLE, Tex., Oct. 30.—The Gainesville Community Circus will open its 20th season at Fair Park here with a three-day engagement April 20-22.

Royal A. Stamps was re-elected president for the 11th year. C. R. Stringer was named vice-president and J. B. Saylor's was named secretary-treasurer. All directors were re-elected. They are Vern Breuer, G. D. Bell, Zemeloff F. Curtis, Dr. A. A. Davenport, A. B. Garvin, Joe Leonard Sr., Joe M. Leonard Jr., W. Alex McRae, R. A. Dillard, Forts, M. Sims, A. Morton Smith, P. E. Schmitt, A. W. Wills, Cecil H. Timms and Roy P. Wilson.

Show will have new big top for the 1948 season and a number of changes. The 1948 season just closed was the most successful in history, the financial report made by retiring Secretary Timms revealed.

Miss. Gives Rogers Yes and No Business

RALEIGH, Miss., Oct. 30.—Three Mississippi spots gave Rogers Bros. yes and no business, with Baldwyn being on the no side.

Show drew only two light houses here.

It was a different story, however, at Philadelphia where, with good business, Rogers was asked to come back two full ones.

The first circus to play DeKalb, Rogers drew a straw at night despite bitterly cold weather, after a light matinee.

Reading Bloomer, Polack Reports

READING, Pre., Oct. 30.—Polack Bros. Eastern Unit closed a four-day run at the Ralath Theater Friday (27) under auspices of the Tall Cedars of Lebanon.

Erving J. Polack, co-owner of the show, was unable to explain why the show, on tour, was called off. They drove to Vray, Calif., to personally direct the performance of the show. They have been forced to announce that "we showed a loss." He said the circus played to 11,490 people in eight afternoon and evening performances.

King Scores at 2 Ark. Spots

SEARBY, Ark., Oct. 30.—King Bros. registered two full houses here. At Morrilton, Ark., the show had two strong ones.

Art Stahlman To Head Org

CHICAGO, Oct. 30.—The Stahlman brothers, Arthur, Hy and Bernie, will launch Biller Bros.' Circus, a three-ring show, next spring as was learned here this week.

The show, named after Art Stahlman's wife, Betty Ilmer, former performer with Cole Bros., already is in the building stage in winter quarters at Lakeview Park, Mobile, Ala., and will be new from all angles, it was announced.

Stahlman, superintendent of occasions on King Bros., since that org was started, a veteran circus man, having been with Hagenbeck-Wallace, Selleck-Frazer Bros., Jope and Al G. Barnes, in addition to King, will be the active head of the new show.

According to reports, the new org ready has been fished for the building- of-the-new show. The New York tractors have been ordered and new wagons have been ordered from the Keever-Wagon Company. The big top will be a 190 by 192 and, according to reports, it has been ordered from O. Henry Tent, Chicago.

Also on order is the canvas for the Side Show and menagerie. At present, it was said, Stahlman has not decided whether the Big Top and menagerie will be separate or under one tent. New Diesel plants will be installed.

Stahlman is lining up acts and already has purchased lion and seal acts.

While the opening date has not been set, the show will bow in Mobile.

Copyrighted material
DRESSING ROOM GOSSIP

Polack Bros. 'Western

Featuring with the largest Shrine Circus attendance in history, Oklahoma's

17,000 seated fans jammed the Auditorium between performances enjoying the

Best Carnival Show ever mounted in the city with the new Polack Bros. Tornado

and the Polack Bros. Wild Bill and the Polack Bros. Caseys.

In all, the crowd was over 30,000 and the receipts were

over $10,000.

The Polack Bros. are the only show in town that has the

capacity to hold such an audience.

They have five shows a day and every show is

sold out.

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KELLY-MILLER

Advance Scatters

RUGO, Okla., Oct. 30.—Airing bill-
ing contract today for Sunday (31),
under the assumption of the A. G. Kelly-Miller Bros. Circus, the first man to announce that his show’s coming back to the show’s winter quarters here.

The personnel will scatter as fol-
low, under the direction of Mr. C. A. Lindeman, managing advertising cars, to visit several shows and then home to Shreveport, La.; G. P. Faulkner, general manager, Fair-
bury, Neb.; Howard Marshman, boss bil-
leather, Jas. G. Dolan; 
Laughlin, boss lithographer, 
Chadron, Ne.; J. Eddie Holmes, press agent, Jefferson, Miss.; J. H. Brown, aide to management, 
Fort Smith, Ariz.; Manus, bookkeeper, 
Nelson, Neb.; Adolph Hatcher, press agent, 
Shreveport; W. Scott, assistant lithographer, 
Brownsville, Tex.; Milt. W. D. Jones, 
Tulsa, Okla.; disassembler, 
W. A. Brown, pictures in 
Ranger, Texas; Jarvis, 
C. H. Schenkel, of that city, 
meeting.

The Kelly-Miller org was given a heavy billing at almost every show in the 184 towns it played.

Joe Craton, British Circus

Veteran, Dies in Brighton

LONDON, Oct. 30.—Joe Craton, 80, died in his home in Brighton October 8. He retired in 1910 after a 40-year career as an equestrian and clown. He worked as a feature riding act with the Lord Jovis, Mack, and Radio Shows for 10 years and later became head of the cast of the Solva Milos Olympic Circus. Craton was the father of Louise Craton, a famous equestrian, and daughter to the Springfield Casino.

ACTS

SUITABLE FOR

NIGHT CLUBS, CONVENTIONS, ETC.

Also Acts suitable for about 8 weeks of indor shows in Iowa, Minnesota, Nebraska. Write immediately to

BARNES-CARRUTHERS

Des Moines, Iowa, Office

128 Royal Union Bldg., Rock Island, Mgr.

If Coming to Des Moines or Vicinity

in the Near Future—Contact Us

KING BROS.’ CIRCUS

WANTS

Big Show looking for talented family, acts, Acrobat Troop and useful property people. Write to Mr. Levy, Des Moines, Ia., enclosing photograph and asking for information. Night editions furnished. Accommodations the best.

CARMEN, Texas, Nov. 4: Brownwood, Tex., has a fine little show today and tomorrow.

1948

ROUTE BOOKS!

(just off the press. Priced at cost. Free to qualified artists.

AL G. KELLY-MILLER BROS. CIRCUS

RUGO, Okla.

UNIVERSAL CIRCUS

51 W. 46th St., New York, N.Y.

CIRCUSES 63

November 6, 1948

The Billboard

UNDER THE MARQUEE

The Rinaldos, Clyde and Vera, have purchased property near their show's encampment and plan to erect a nightclub.

Early to bed, early to rise, is no tenet for a beginner.

Mr. and Mrs. Howard King, Sr.

Francisco, are visiting Mrs. King's brother, Mrs. James M. Thalbien, in Kittery, Me.

The Circus Saints and Sinners

Club will hold its annual convention in 
November.

Arabian and Marie Henry, with their dogs and ponies, have completed their outdoor season and have arrived in Gainesville, Tex., to spend the winter. They will reside at Fair Park, where their stock is quartered.

CFA Bob Tomer, a student at Kim-

bod University in Middletown, N. H., caught the Harold-Morton Circus 
Circus during its recent run at the auditorium here. He wrote to Bob Morton and Father Ed Sullivan, CFA chaplain.

Press agents look back at the old days and wonder how a bad fellow-writer wasn't so exquisite.

W. D. (Dale) Winder, former cir-

us trouper, has purchased the Central 
Telephone building, Columbus, Ohio, and will convert it into a modern office supply and printing establishment.

After Jack and Ruby Landrus, 

Cliffland Bros. Circus, played the 

Dixie, Minn., Shrine Circus for Orrin Dav-

ton, they jumped to Houston and Phila-

delphia for a couple of dates, during which they will rejoin Davenport.

Leo Francis again will do Santa 

Clau's block in Toleda Indian-

sylvania.

WIN, HORSE & UPP COMBINED CIRCUS

An Equine and Comique Paradise—The Show With a Lead of Gold

By Steve Deail

No Spot, Tex.

October 30, 1948.

Dear Editor,

The sudden closing of the Tableau & Circus Club and the recent move of the Tullioi, has sent all types of help galloping to this show. It is that time of the year when the guys who knocked us last summer become our bosom friends. Manager Mike Upp has written me recently that there is no sentiment in the circus business. However, I can say this for our employees. Those who wanted to quit twice a week when help was scarce are now for the show 100 per cent.

All summer long our big show band, the Omaha Oregon Flyer Troop Band, that featured heavy overtures, was on and off both ways. From the band itself, the guys take on a parade twice a week and make the boys like it. On Thursday at Cracktown, Texas, the show day and dated the Monster American Midway Exposition that billed itself as a "Dont-Miss Out on the Million Dollar Attraction," announced that the closing stand there, $999,999,999 short of the million, and as the season fell short of the standards agents' stories, its manager needed a little help in its financial situation. Some Upp bought his Merry-Go-Round orchestra for three bits of railroad scrap and $200 in checks and drafts.

When our handsaw the org-

an that day and our money wentswitched from playing heavy over-

ture to making them to the boss. Not sentinental, but that the organ might break down, the boss

appointed the band leader as musical director of the wooden horse opera's bands. And because he had no money to run it the leader was a hand-stand instead of a box. Even though the show is heavy-handed to paradors of top of a tableau with its uniform director cranking it.

In the next few days, we were only three miles from the Kate Dow. Aluminum Avenue Circus that was making its final stand at Pitts-

burg's Paradise, Tex. That show is made for its bally-ho bullet gallop. It offers a standing rule that only furniture movers he hired, which guaranteed the grounds and a,衰老 and "sanglars" from its aerial acts. Whereupon Upp said if his eys on those gals as grandstand seats have 1,000 pieces of bottom-

eeast antique furniture, it would have to be unloaded and loaded daily. Rather than his gals to make room for the Kate Dow, the horses decided to give them a gambler's chance. Our employees came from this game all season. They always played vis-

tual games under our team, no tax, in a hundred rounds, which has no quarter-poles. After visiting the Kate Dow, the Circus bros. and their little gallop game. Two ballet gallop teams could be played off the boards and to make it interesting the stake would be a winner's job on his show for the winner.

Buster Odgers, 17, who was shot on the Kate Dow, left full of pop and grin—but the "go." It turned out that he got hit from the Kate Dow, a bullet for the wife, "she's a good little woman, but if she knows me she will kill the monstrosity."

Jin. Stmts reports that the Pen-

American newspapers which are now running good, overseas is okay in Georgia. He and Lee Brad-

ley have received their new trailers. Mrs. Bob and Mrs. Matt. Son and daughter Lynn, joined at Jasper, Tenn. Stewart has taken over the empty and snowball stand, and his, the novelty stand.

Doc Waddell is laid up at his home in 605 South Front Street, Columbus, Ohio. He is trying to get up and sort again in time to make the Ohio Fair, Nov. 10. Following the fair there Waddell will visit Mr. and Mrs. Mel Dodson in Middletown, and Mr. and Mrs. Guy Dodson in Savannah, Ga.

Most desirable age in a showman's life is the period between being a beginner and having a reputation around the state-and-

chain wagon.

It was recently erroneously reported that the Flying Behrens were the free of the World's Greatest Shows at the Augusta (Ga.) Colored Fair October 18-23. Clayton Bros. and Son, who had not any colored fair, is not scheduled to play any, and that there was no circus in Augusta on the dates mentioned.

Mr. and Mrs. R. B. Russell write from Enigale, Okla., that they closed with James Bros. Circus September 24 and that the show was in the Market Square, El Paso, Texas. They had the courthouse. Russell recently fell down a flight of stairs in a hotel and will be away for six weeks. Mrs. Russell is in Hutchinson, Kan., attending a sick daughter.

Remember those yesteryears when a cir-

cus would move through town and there always was someone around who could do-how Dubu? I Am? I. E. Floyd, Billypiper, has returned to his home in Des Moines today after a week or two of the job of the year. "I was not in the field when he was in our band," said the manager. Despite his stay in San Antonio, Florida, and Mickey Blue, who was promoting the circus in the Southwest, he has not played any colored fair. He is currently the "best of the best." He is living in his hotel, no matter what he is doing.

TOM HASSON

(1857) Parent and Grandparent of Foresters, N. D.

Phone 8811

ACTS WANTED

CIRCUS COMEDY ACTS

Write of December 12th. Contact

HUNTER ARTIST BUREAU

594 N. 3rd Ave., Minneapolis, Minn.

Phone Expedition 2410

DOLLY JACOBS

AND HER WORLD FAMOUS

PERFORMING ELEPHANTS

WITH I. E. FLOYD, "THE MIGHTY ONE"

For live Fairs and Indoor Circuses. With or without Band. Personal Contracts. Write Mr. Orton, 542 W. 4th Ave., Minneapolis, Minn.
Fairs-Expositions
November 6, 1948

DALLAS
Has 1,892,327
In 16-Day Run

Better's previous record by 128,305—spending down-
teer tops major attractions

DALLAS, Oct. 30.—A record-
setting crowd of 1,892,327 passed on-
penous, higher by 128,305 than the previous 67-year peak set in '47, was re-
tected by an All-State Fair of Texas which closed its 16-day run here Sunday night.

"The fair was the greatest in his-
tory here because it pleased more people and because it was bigger," B.B. (Bill) Hitzelberger stated, adding, "and pleasing the greatest number of people is our primary aim."

While the folks thronged out in record numbers, there was less money spent than last year. Those attend-
ees paid 8.3 per cent or less than the knee-20. Only the football games, which enjoyed bigger turnouts, and the ice-Circus of 1946, the third edition to show here, were up. The be-
tween last year's take was accounted for by an substantial mean that more than 100,000 persons paying to see the show during its 16 days.

Other major attractions failed to provide good grosses. The gross for the auditorium, which starred Jimmy Durante and featured Harry James, was very disappointing. So, too, did the quality of the show.

Martin Had to Follow

To be sure, the Durante-James offering followed powerful audi-
ture. It was an All-America Fair re-
ished by Mary Martin, having been offered at the '47 fair. And the Mar-
tin vehicle had scored a whisking $260,000 gross.

Flying L. Rodeo, presented in front of the grandstand, always one of the wills, had its heyday and brought about as much as the auditorium had provided entertainment fare. But it failed to get a satisfactory play. It was not the play, but the reserved seats for the last seven per-
formances may have been the cause, one basis, that but didn't help much.

The midway business was off, but not as much as expected. The over-
set kills for the last seven per-
formances were below. That was the expected net because the heads of the crowd. Rain washed out a scheduled second show Friday. Jack Kochian's Hell Drivers played to a capacity grandstand Saturday afternoon. The weather was fair all week except for rain late Friday. Night tem-
peratures were below normal.

Paul V. Moore, executive secretary, was pleased with this year's edition. Several improvements, including prov-
idence Building (that housed the shows), the grounds, and the addition of lighting machinery, added to the attrac-
tiveness of the plan.

All exhibit space was sold out months in advance. Attendance for the machinery exhibit was the biggest in a long time.

Both the World of Mirth Shows and George A. Hamid attractions have been played up to "the hilt" in '48.

Grant Plans Improvement

GRANT COUNTY, Ore., Oct. 30.—The Grant County Fair Board announced here Monday (24) plans to rebuild the grandstand and replacement of several display buildings.

Attention, Bookers!

CHICAGO, Oct. 30. All booking offices that sell at-
tractions or fairs or parks in the United States and Canada are urged to submit their names, addresses and sales figures to the advertising service of The Billboard (See Valuable "Fair" issue. To insure listing, booking offices are requested to mail such information to the Fair Research Depart-
ment, The Billboard, 156 North Clark Street, Chicago 1, 11. 1.

Crowds Set New Record At Columbia

Cold Wave Hurts Take

COLUMBIA, S. C., Oct. 30.—At-
tendance records were shattered at the annual South Carolina State Fair which closed here Saturday (22) despite a siege of cold weather that began Friday at opening night, Monday (18).

A free gate opening night attracted a record 25,000. Frankpering, owner of World of Mirth Shows, said mid-
way business established a new mark. Ride play on opening night was off $200 lower than the extreme load.

Farm youth groups (FJA, JHA, and 4-H Club) flocked to the fair Tuesday and Wednesday (19-20) and swelled attendance to about 50,000 for the two days, according to W. A. Seegers, treasurer. Wednesday night was always popular with city residents.

$50,000 Thursday

An estimated 50,000 paid on big Thursday. Exhibitors and manage-
tional football game between Uni-
versity of South Carolina and Clemson College. School Day (Friday, 22) another gate record was smashed when about 40,000 attended. Saturday, doc-
ning day, was off, with less than 10,000 passing thru the turnstiles.

George A. Hamid's drive-in show re-
vued to play 17,000 paying customers in 15 performances, according to Seeg-
ers. The second night was a slack at because of the cold. Rain washed out a scheduled second show Friday. Jack Kochian's Hell Drivers played to a capacity grandstand Saturday afternoon.

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All Units Click as Raleigh

Gate Hits Record 415,000

RALEIGH, N. C., Oct. 30.—An esti-
mated 190,000 poured into North Caro-
olina State Fair on closing Saturday (30) for the fifth year in history. Record 415,000, Dr. J. S. Dorton, man-
ager, said. The fair was closed to the public at 3:30 Saturday night.

Saturday features included big ear art being promoted by National ways. Friday (22) approximately 90,000 attended to set a new record for that day. Wednesday (20) about 60,000 were on hand with about 25,000 in the grandstand and track area to watch Jack Kochian's Hell Drivers perform. An estimated 60,000 at-
tended Thursday (21).

An estimated 85,000 attended Tues-
day (19) when President Harry S. Trumana declared the fair his birthday present. The annual had to cope with rain on our of five days. Prior to opening Dr. Dorton predicted a possible 500-
000 gate—about double the average.

Perfect Weather

Perfect weather prevailed through the showing except for a brief sprin-
gle Friday night which was called to wash out scheduled activities.

Spending was extremely liberal and all units got their money back. The James E. Stretas Shows hung up a $24,000 mark in the midway. George A. Hamid attractions, featured in front of the grandstand, played to huge throngs throughout the week. Fair officials were enthused with the reception the State Fair and the 25th Anniversary of the Farm Show.

The show paid a return of $50,000 to the extreme crowd.

Regina Shelves Rodeo, Studies Thrill Features

REGINA, Sask., Oct. 30.—Directors of the Regina Exhibition have decided to drop the rodeo in '49 and are studying the possibility of booking thrill acts in conjunction with afternoon horse races. Conse-
quences to the rodeo were long the decision. Chuck and Jimmies races will be retained.

T. H. McLeod, manager, and C. B. Pike, a director, reported at a re-

gate meeting on their visit to Midwest U. S. fairs and told of the success of such thrill shows in conjunction with afternoon horse races. This year the total was 39,677.

Augusta, Ga.,
In Big Start

30,000 in 2 days — first night review presented — 10G improvements

AUGUSTA, Ga., Oct. 30.—A rec-
fair at the Georgia World Ct-
show grounds of the Exchange Club Fair on the first two days, Monday and Tuesday; was directed to predict that this year's annual, de-
pendent upon the weather, good weather, would establish new rec-
ords in every department.

The grandstand area was surpris-
ing in view of the fact that the opening day is traditionally bypassed by many people.

For the third consecutive year com-
petition is keen in many fairs in nine counties, five in Georgia and four in South Carolina. Exhibitors, both agricultural and industrial, par-
ticipated in record numbers.

Silver Anniversary

The 25th anniversary of the fair was celebrated this year. A reported $19,000 was spent on capital improve-
iments, including the building of new concession stands and the laying of sanitary facilities.

For the first time this year the fair presented a full-length grand-
stand show Talisman, secured thru George A. Hamid, featured a line of exotics. The Three Barretts were presented as a free attraction at the end of the midway.

The grandstand area was improved with bleacher seating.

This year's fair committee was headed by W. T. Edmonds, with E. C. Martin, J. B. Fuqua, Sam Mal-
gull and O. O. McGeehan, secretary-
treasurer.

Nominal Charge

Admission both days, including tax, was a nominal 40 cents for adults and 25 cents for children. Two free days, children's day and night, are offered.

Grandstand admission was 75

The World of Mirth Shows on the midway did brisk business. On both children's days rides and shows were reduced to 9 cents.

The weather was favorable and blue skies dotted an almost perfect sky, but city dwellers direct city points direct to the grounds.
Records Fall At Shreveport; RAS Tops ’47

Night Revue in Sellouts

SHREVEPORT—Ca., Oct. 30.—Louisiana State Fair today entered its closing week-end, riding on top of new records for attendance, grandstand patronage and midway business as a result of a record-shattering opening week-end (19-24) and ideal weather since its tee-off with a pre-preview (night) Thursday (21).

The fair officially closes Sunday, October 31, but the Royal American Shows hold over on the midway for Negro Day, Monday (1), always a big one for the midway. Football games between Negro high school teams in the afternoon and Negro college teams at night head that day’s program.

Face Strong Finish
Reflecting the record-breaking proportions of the fair, the Royal American Shows’ gross for rides and shows Saturday and Sunday (23-24) was 20 per cent higher than last year, when a new high on the midway was established.

The Saaty Band unit has been pacing the midway money-getters. It registered one of its biggest days of the season Sunday (24).

Concessionaires report good business. With the long, crammed independent midway, together with con-

Amateur Hour
On Sales Block
To Fairs for ’49

CHICAGO, Oct. 30.—The original Amateur Hour, current radio-television show, will be offered to fairs for 1949 bookings. Boyle Woolfolk, of the Chicago outdoor booking agency that bears his name, announced.

Woolfolk revealed that he had closed contracts to book the unit. The plan, he said, is to broadcast the show whenever possible from fairs. However, most fair engagements, it is believed, will not be aired or televised due to the lack of facilities at many fairs and the expense of engineering teams.

Sponsored by Oold, the hour-long program is broadcast over the ABC network and the DuMont television network. It follows the format created by the late Major Bowes. At fairs, the show will make one-night stands. Each fair engagement will receive a plug over the network show, Woolfolk indicated.

Drumheller Plans for 1949

DURHAM, N. C., Oct. 30.—The Drumheller Agriculture Society plans a two- or three-day fair next July. The society, headed by A. C. B. Groveville, president, and Henry Jr., secretary, is a new organization.

Macon, Ga., Tops ’46 Peak, Drawing 108,000 in 5 Days

MACON, Ga., Oct. 30.—Georgia State Fair, running five days this year, topped the attendance record of last year when a three-day hold-over was arranged, and exceeded the top 1946 total, officials announced this week.

Total attendance was given as 108,-

000, with kids’ day Tuesday, first day of the fair, leading with more than 30,000 admissions. Monday was lost because of delay in arrival of Endy Bros’ Shows due to a rail mishap and the fair operated Tuesday thru Sat-

day (19-23). Second biggest day was Friday, E. Roso Jordan, general manager, revealed.

The Macon Exchange Club, which operates the fair under lease from the Chamber of Commerce, will realize a $40,000 profit—$80,000 of the 1946, money, stepped-up exhibit awards, and many special events.

While this year’s grandstand show

with eight acts, a 10-piece band, and fireworks did not break even, busi-

ness was reported as “better than expected” and the fair intends to operate grandstand shows in the future.

“arrests—

-OUTSTANDING-

ATTRACTIONS

WANTED

FOR 1949 FAIRS

SHORT JUMPS

LONG SEASON

GUS SUN

BOOKING AGENCY

Sun’s Regent Theatre Bldg.

SPRINGFIELD 3, OHIO

FAIR SECRETARIES

CELEBRATION COMMITTEES

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ALL KINDS IMPORTED

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RICH BROS. FIREWORKS CO.

WRITE Dutt, Box 814, Blows Falls, N. D.

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THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS

With Their Own Original Creation—

“A FLIRTATION IN THE SKY”

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant! Represented by AL MARTIN AGENCY, Hotel Bradford, Boston

CAN BOOK YOUR EXHIBIT

UNDER AUSPICES OF OUR NATIONALLY

RECOGNIZED VETERANS’ ORGANIZATION

OVER 500 CITIES AVAILABLE—EXHIBIT MUST BE HOUSED IN SEMI-TRAILER UNIT—AND SCIENTIFIC—EDUCATIONAL—CLEAN.

WIRE—PHONE—TELEPHONE: HEMPSTEAD 4433.

I. W. PARKER, 1600 N. VINE ST.

LOS ANGELES 28, CALIF

Now Arranging 1949 Indoor and Outdoor Dates

JIMMY VICTOR’S SHOW BAND

FOR OPEN TIME AND TERMS ADDRESS

JIMMY VICTOR

818 WEST 75TH STREET

NEW YORK 23, N. Y.

ACTS WANTED

SPECIAL HIGH ACTS

WATERPROOF CIRCUS

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ALL DESCRIPTIONS

CONTRACTING NOW FOR 1949

FAIRS AND CELEBRATIONS

TOMMY SACCO

Clown & Entertainer

203 N. Weahk Ave. CHICAGO
New Bay Shore Ends Okay Year; Preps for 1949

Baltimore, Oct. 36.—Helped considerably by a large number of industrial, church, fraternal and social groups which utilized its facilities for picnics, New Bay Shore Park near here closed its first season with a total attendance described as "very satisfactory" by Reese H. Jones, public relations director. About 130,000 cubic yards of white sand which was pumped from Chesapeake Bay to form the beach. Waves from the bay have been washing away the sand and officials are pushing forward the completion of the jetty at staggered intervals along the beach front to prevent further erosion.

Work is continuing on the parking lot which will have a 200-car capacity and 50 men are employed on it. About 30 feet from the lot is a large picnic pavilion, the first of a chain of pavilions to which will stretch the length of the beach. When completed, the park will have facilities for more than 10,000 picnickers, Jones said.

WANT

BOX D-81

The Billboard, Cincinnati 22, O.

RUST-PROOF BOATS


GATE PRODUCTS, LTD.

GATE MILL, WISCO.

ATTENTION!

Ride Owners and Operators

Will sell or lease for a period of years. Seven rides in new park with finest and largest beach in area to ride owner and operator with five or more major rides. Attractive proposition to operators who will combine all ride activities in one organization. Park located thirty minutes from heart of large industrial city on Atlantic seaboard.

The Billboard

Address BOX D-88

Cincinnati 22, O.

GAMES MANAGER WANTED

For operation of 13 skill games. Good position for right man. Apply by letter, stating experience, salary expected and references.

KENNYWOOD PARK


Civil Suit Against Palisades Dismissed

ENGLEWOOD, N. J., Oct. 30.—The court has dismissed a civil suit filed by M. T. Jones on behalf of a New Jersey manufacturing company to enjoin the operators of the Palisades Amusement Park, to admit Negroes to the park's swimming pool, when Judge K. A. Scott of the First District Civil Court, (Tuesday, 26), dismissed a suit for $500 brought by Charles Saint of New York, against the pool operators for refusing to admit him to the pool.

Judge Lynn ruled that there is no violation of the New Jersey Civil Rights Statutes that expressly refers to swimming pools. A similar suit brought by another member of the Racial Equality group six months ago in East Rutherford, N. J., was dismissed on general grounds. He said "we are not concerned with the location of the pool but with the public relations department of the pool covered by the Civil Rights statute.

Judge Upholds Detroit

Solons Against Eastwood

Detroit, Oct. 30.—Judge Raymond L. Smith of the Circuit Court of Macomb County, and Clement Mich, upheld the city commission of Detroit on the revocation of Eastwood Park's license. Judge Smith, ruling handed down this week held that the city was justified in making the revocation. The ruling said that the "games of chance were permitted to operate."

Advocate A. Francis, attorney for Henry Wagner and Max B. Kerner, who own the park, will appeal to be submitted to the Supreme Court.

51,161 Paid To Inspect

Gillette Castle in 1948

HADLYME, Conn., Oct. 30.—Visitors from 46 States and 29 foreign countries inspected Gillette Castle Park this season, according to Donald J. Mathews, director of the Park and Forest Commission. Only States missing in the registration book were Wyoming and Montana. Foreign visitors included some from Russia. A total of $1,141,615 visitors paid 30 cents each to tour the impressive castle on the hillside, said William Gillette, whose acting for years stepped tarnished by his portrayal of Sherlock Holmes.

Ciney's Coney Adds

Frank Koester as Promosh Director

CINCY., Oct. 30.—Frank B. Koester, for the past 10 years with The Cincinnati Post, was yesterday named program director for the Cincinnati Coney Island, Inc. Edward L. Schoen, company's president and general manager, announced today. With Koester in the interest of the Coney Island the company, announced yesterday that the sharp, fast machines had been turned over to Coney Island, Inc., and that the total amount of the arrangement for the 1947 season is a large one. Koester has been with the company as managing editor of the Coney Island News. As program director for the 1948 season, he will continue in that capacity and assist in the Coney Island's Winter Carnival which opens January 28th.

In announcing the new arrangement the Schoen said: "the most diversified and skilled" in his 26 years as manager. He pointed to a special "Red Sox Day" program this year, a Georgia Hereford show, and a Mason Skipper Club show as examples of the "new look" the 4-11 Club livestock show was Statewide and near all of Coney Island's 180 counties were represented.

100 Volunteers Aid

Herman Steinleben, Atlanta, furnished the band which was featured in the grandstand show and at other places on the grounds. The acts were Aerial Vesses, Sensational Keys, Camille and Her Dogs, the Lovells, Dick Lewis and Company, the Browns, and Harry (Duchess) Mason, a clown. Bob Shaw was in charge of the show which was directed by Bridge of the fair's staff.

Bob Pfeil, fair president, who attended an opening in Atlanta on the fair's opening day, is now directing a special "Saturday Night" show. Other officers who directed the fair are: John Koester, chairman, Jack Koester, secretary, C. H. Shively, treasurer, and Otto P. Hughes, secretary-treasurer, the Exchange Club furnished more than 250 men in various capacities during the week. The fair was closed last year by rain and attendance was approximately 100 per cent above normal. The weather was clear but cold at nights.

Publicity Stepped Up

The Metropolitan Telegram and Press on Sunday before the fair began ran a special State Fair edition which is not sold in Atlanta but is distributed at less than usual. Fearing a lowering-off in attendance, the fair stepped up advertising, and offers were made for a space bought in 42 country weeklies in the South, and Paul M. Conaway handled the fair's publicity department for his 20th consecutive year.

Unlike many, Georgia State Fair is operated strictly on a non-profit basis. Under the Georgia Department of Commerce gets the first $3,000 of gate receipts, and the balance is split 50-50. After setting aside funds for improvements the balance is given to local charity and character-building organizations. Since the Exchange Club functioned the fair in 1942 the fair has put $85,000 into improvements at the fairgrounds in the city-owned Central City Park.

WANTED

EXPERIENCED COASTER MAN

To take charge of our Coaster Ride year-round operation, good salary, good living conditions. Write, stating full particulars and references desired and salary expected.

ROCKAWAY'S PLAYLAND

ROCKAWAY BEACH

LONG ISLAND, NEW YORK
Mobile Biz Up; Big Surprise to Cavaleada

Quarters Next for Show

MOBILE, Ala., Oct. 20—Al Wagner's Cavaleada of Amusements, making its debut at Mobile Greater Gulf Coast Fair, which closes tomorrow, received a pleasant surprise that tied half of the event, with business far above expectations.

The reason for the big bid is that the fair is all that the word implies and not merely a carnival stand advertised as a fair. Moreover, newspapers gave the event solid support when Shows began to appear on their front pages.

Rural folks were lured out in large numbers three days by 41 Gulf contests. Saturday (23) over 5,000 shows and this account included 200 oarsmen on the river. Kids rode the rides for hours. Sunday (24) the crowd turned out to different games and midway. The midway was jammed all day. Brick midway business was good and far above, both kids' days, when children will be admitted free.

At the close of the Cavaleada will set up winter quarters in buildings on the old fairgrounds here.

Where They'll Go

Arthur Aiken, show secretary, will leave quarters next week for a vacation, according to Del Mal, and The Billboard agent, will go to his Rochester, N. Y., home this week. Beautiful Mrs. Bessie B. McGeorge is in Tampa for a winter job there. Mr. and Mrs. Glover, Mr. and Mrs. Elwood Sloss (of Sloss Bows and Mr. and Mrs. O. J. (Whitey) Weiss, Uncle Joe Early and Bill Carlock plan to go to Winter Haven.

Tom (Villamovia) Shankley will go first to Chicago, then to Rochester, N. Y., as a result of the first one. Mr. and Mrs. Archie Wagner and Mrs. Hattie Wagner to Hot Springs. Agent Bill Naylor has returned to his home in Buffalo and plans to take in some pro baseball games.

Ed Neville, Guy West and Whitey Veatch, all in the Children's Hospital and General Hospital at Kerrville, Tex., for turkey that was found in the Austin Post, Mr. and Mrs. George Pert, and Mr. and Mrs. Cass Perdue, the George Pert homecoming party, with R. S. Gerety as host.

C&W in Good Start
At Anderson Fair

ANDERSON, S. C., Oct. 29.—Critics & Williams, Matthews & Hoskins, outstanding and excellent business, with all attractions and concessions getting under way according to Del Mal, and the Anderson, S. C., show press chief. Wednesday (27), Children's Hospital free admission to the Anderson, S. C., show, with the Anderson, S. C., show, with sweetbreads and tomatoes on the Presley record, he said. Fairs at Florence and Sumter, S. C., follow this stand.

Among visitors were Paul Black, M. Buggins and Tom Craig, of Spartanburg (S. C.) Fair; J. A. Mitchell, Atlantic Rural Exposition, Richmond, Va., and James E. Strates and daughter, James E. Strates Shows, and Mr. and Mrs. Jessup, U. S. Tent & Amusement Company.

Nellie Raybell, girl show operator, has been married to a newspaper man in Nashville, Tenn., this year her next season, including Lou Stratton, her front man. A full house is in store for the top in 1949. Raybell plans to start work next Monday (29) for the show. An hour from 1949, a French Casino posing show. The attraction will feature a reviving stage and will have a 25 by 105-foot front.

Pensacola Fair Gives JJJ
Good Closing Week's Biz;
Org Barns Up at De Land

Extensive Construction Program Planned

DE LAND, Fla., Oct. 29—A highly successful week's business at the Pensacola (Fla.) Interstate Fair, which closed Saturday (23), marked the wind-up of the season for the Johnny J. Jones Exposition, which since has closed to its winter quarters at the grounds here. The Pensacola annual, managed by John Frankel, provided one of the largest single day's grosses of the season on kiddies' day, the closing day of the event. The show received considerable here brought the total mileage of the shows up to 4,931. The show exhibited in 18 States and the District of Columbia, playing 24 stands, of which 16 were fair and two were celebrations.

Added Nine Rides

At season's end, co-owners Morris Lipsky and Harold (Buddy) Paddock expressed satisfaction with business. It was the first season for the two as co-owners, and during that time they had added nine new rides, two new light towers and several new show lights and lighting features.

Paddock currently is on a business trip to Georgia. Mr. Lipsky and Mike Thomas accompanied the shows to winter quarters and supervised the storing of equipment. Ralph Lockett, general agent, was on hand for the closing. Lee Faulkner, trainmaster, and Dr. S. T. Uring, medical director, also were on hand with the show.

Midwest Show Goes Indoor

Jimmie Rose, press agent for the past two seasons, transportation manager, has re-entered the music field. Har.

[See Pensacola Gives Jones, page 74]

Program Announced

For ACA Chi Meeting

ROCHESTER, N. Y., Oct. 30—Max Cohen, secretary-treasurer and general counsel of the American Carville Association. This week announced the program in the 18th annual meeting which will be held at Hotel Sherman, Chicago, November 29 thru December 2.

Likely to involve the most interest is the scheduled meeting of railroad show owners and managers with ref-

[See Pensacola Gives Jones, page 74]

Strates Biz Average in Orangeburg

Raleigh a Red One

ORANGEBURG, S. C., Oct. 30.—Satisfactory results were reported by the James E. Strates Shows at the Orangeburg Fair, an sshamming engagement at the North Carolina State Fair, Raleigh, ending last Sunday. Because of cold weather less play involved at this spot resulted in the crowds being smaller, necks and muscles after the five-day early morning until late night capacity crowd.

Ideal fair weather, cold but clear, prevailed throughout the week at Raleigh. However, at teardown time Saturday night, rain began to fall. The personnel, all Mr. J. W. (Whitey) Bly, did well at this spot, were thankful that it held off until the play was over. The season's ticket was opened up in the winter quarter one of its best grosses. One of the highlights of the president's visit, the Strates Shows, were com-

[See Pensacola Gives Jones, page 74]
MIDWAY CONFAB

Mrs. C. G. Dodson is seriously ill at her home in Savannah, Ga.

Virginia and Zelma Runyan are spending the winter at Eddie's Hut in Gibsonton FL.

Words "star-studded" in gel show publicity should put emphasis on the latter.

Pocketbook Harris and特oupe, with Mighty Page Shows, will go to Florida and work theaters there.

Max Goodman and son, Joe, were visiting relatives in the Louisiana State Fair and then returned to Hot Springs.

L. G. King is working on the VFW indoor fair at Caribou, Me., dates of which are November 10-13.

Captain Hugo and his wife and daughter, Lorelai, having closed their outdoor season, are again located in Kansas City, Mo., for the winter.

Leon Long visited Irvin C. Miller, who has the Swan Scenic Models on the James River Shows at the Raleigh, N. C. Fair, October 23.

Jack Munroe and son, Johnny, stopped off in Meridian, Miss., after closing, with the Cavalcade of Amusements in Montgomery, Ala.

If you like to have showman visit your midway, but hate to visit others, then you don't know which is proper.

Mr. and Mrs. Walter Evans have let the contract for their new home, to be constructed near their Worthington, Ohio, winter-quarters.

Dick Cavanaugh, former billposter and owner of a Columbus, Ohio, outdoor poster and advertising plant, is ill at his home in Grove City, Ohio, where he will undergo an operation soon.

J. C. McCaffery is in Hot Springs, having gone there from Chicago following the annual visit to the Louisiana State Fair, Shreveport.

E. B. Braden, record businessman of the John H. Markle Shows, is in serious condition at the Vanderbilt Hospital in Nashville, his address is at the Tulane Hotel, that city.

Turntable records that play 35 minutes each are the key to answer for operators' motors that run without mishaps.

Mr. and Mrs. Scottie LaBrake report that they closed their good season and are in San Antonio at the Hollywood Theater Fair for the winter.

A girl was born October 27 to Cecil and Pat Barton. Pat is the daughter of Herman Reynolds and Cecil is the son of Mr. and Mrs. George Barton, of the Alamo Shows.

Fashion Plate Jennings, father of Ethel Rosen, is back at his home in Barnum's Department Store after several weeks on the Alamo Exposition Shows, visiting with his daughter, Ethel Rosen.

Turner Scott reports he has signed a contract with Sam Goldstein's Minstrel Show to play the annual Halifax Fair at Daytona Beach, Fla., the week of December 6.

News that cronkletters are being mailed around the country is the answer to pleasant-minded people who say that carnivalStill Haven't Been Rejected.

Thora Meyers, wife of Bill Meyers, will operate the Mini Studio, Detroit, this winter while Meyers works in a shoe store and sells direct positive equipment. Meyers plans to take out a floss machine next season.

Ed S. Hobert, calliope player, who handled tickets on the A. M. P. and J. J. Perry shows this season, closed with Lancaster, S. C., and returned to Cincinnati to spend the winter.

Red Cattherwood was among the visitors to the Louisiana State Fair after having closed a successful season on his concessions with Bill Huggins of Greater Shows.

George Kimbrell, Funhouse operator, after winding up the season with Halsey Shows, has purchased a new monkey speedway and circus which will be featured on the LeRoi midway next year.

Harry (Crash) Wilker, former rider with Mickey Dorosh's Motordrome, has recently finished a hitch in the army and next season plans to hit the road with his own drome outfit.

George A. Lanton, who closed his outdoor season recently, is in Aransas Pass, Tex., and has put away his circus and spent some of his time delivering his weekly newspaper to all the homes in the area.

George and Katie Howk still make their home at Fairlady Park, Kansas City, Mo.

THANKS, PALS

My sincere thanks and appreciation are extended to all my many friends for their numerous kindnesses and reminiscences during my recent illness. Your well wishes and telephone calls, visiting and visits, and letters and letters of support and encouragement have cheered me all the way through the crisis and heart in the time of my need. I will be eternally grateful for them all.

LUIS (DADA) KING
BERGEN & ALLEN CONCESSIONS SECRETARY WORLD OF WIND SHOWS

LATE CALL

CLARK-LANKFORD SHOWS

WANT RIDES AND SHOWS—WINTER RATES


DEEFL CLARK OR WALTER LANKFORD
6110-1111 STREET, WASHINGTON, D. C.

STEAM CALLIOPE FOR SALE

Nice, recently overhauled, 32-Whistle Steam Calliope, with nice new brass keyboard, practically new. No wagon or boiler.

Price $2125.00.

C. S. KARLAND
338 RUSSELL ST, PARCO, VIRGINIA

WANTED

FACTORY BUILT, PORTABLE, TWO-AREST MEAT-GO-FIELD

Jumping horses, showman, or 100 miles from connection.

CAPLAD
28 Cannon St
Bridgeport, Conn

JOE ANSHER
WORLD'S 1-OF-MATCHES.
1460 16th St. N.W., The Moline, Iowa.

FOR SALE

1948 ALLAN HERSHEY
KIDDIE AUTO RIDE

810 East 60th St, Sioux Falls, S. D.
November 6, 1948

FOR SALE

24-SEAT CAROUSEL

Painted Condition, with ticket box, new Wisconsin motor, Tower locks in every place. Located at Republic, Missouri. Will sell for $500.00 or higher.

CERALE BREEZ

George Detirery, Bluff, Ark.

Texo Ledell accompanied by Bill Wallen, at the Bill Hanes Shows, has visited State Fair of Texas, Dallas. Mr. and Mrs. (Red) Hicken were also frequent visitors to the fair, and they were greeted by many friends. Mr. Hicken has been in business in Dallas the past five years.

Capt. Dick Clemens, with Hamilton Morton, presented a special free performance of October 29 at the Kingston Armory, West-Berke Pa., for a bus load of children from an outlying orphanage. They attended the performance October 25 but arrived too late to see the Clemens acts.

Myrtle Hunt, with the United Exposition Shows, stopped in Chicago Wednesday (22) en route to her home in Fargo, N. D., where she was called by the serious illness of her father. J. J. Whitcover, who owns an outlying operation, has acted as her major operation. Her address is Fargo will be 901 First Street North.

Mrs. Murieta Vaughn, known as the mother of the Missouri Showmen's Club and the Lone Star Club, removed friendship during the Dallas Fair. Husband Eddie Young, former legalLouer for the Ringling circus, has been in the office of the Texas railroad commissioner for the past five years.

Mrs. Pearl Vaughn, widow of Mel H. Vaughn, worked for Denny Push, Joe Murphy and Jack Lindsey combination at the Dallas fair. Margaret Push, Sally Murphy and Heda Lindsey were busy assisting their respective stalls in the Dallas operation.

W. B. (Bill) Naylor, press representative with Cavalcade of Amusements, stopped off in Cincinnati for a week to visit at The Billboard office while on route from Mobile, Ala. to his home in Buffalo, where he and his son operate a bar during the winter. Naylor will remain in Buffalo until the outdoor meetings in Chicago.

Homer R. Sharrar, in a wire to The Billboard last week, said that he closed his outdoor season in South Boston, Va., and purchased an interest in Tasty Diners in Washington and Maryland. He will open the Military Park, Pens., Fla., and has already moved to Washington January 1 to take care of his interests there.

Louis (Dodie) King, correspondence secretary for World of Nature show, was released from a New York hospital Sunday (24) where he was operated on several weeks ago. Dodie has a long period of convalescence to look forward to, but while he is likely that he will be able to make the show of World of Nature dates he is already formulating plans for next season.

Talking on a storefront is simple. Merely start talking on a kiosk without anything—just jump to it, which bundles it up where listeners don't know what you're talking about—and you have no opening.

Shortly after being released from the hospital recently following a railroad mishap, Mrs. Raulie Wagner, of the Cavalcade of Amusements, gave a birthday dinner to several members of the Cavalcade staff. Veterans El Neville presented Mrs. Wagner with orchard carriage to top 1,000 dollar gifts. Among these present besides Mrs. and Mr. Wagner were Mr. and Mrs. John Buhr, Mr. and Mrs. J. Lane, Mrs. Ike Rose and midgets, Mr. and Mrs. Tom Bush, Dr. and Mrs. John Mann, Mr. and Mrs. Ed Marion, Betty Bammel, Leo Host, Jimmy Johnson, Mrs. Turvey, Mrs. Bernard Smuckler, Lena Bligh, Mr. and Mrs. Vincent Kilburn, Mrs. and Mr. Santa Cruz and family, Charles J. Brockway, Alabama farm director; Senator R. F. Bixen; Bille Cowan, of the John R. Ward Shows; and William B. Naylor.

FOR SALE

10 MORE BIG ONES 10 WEEK NOVEMBER 8 TO 13 AMERICAN LEGION

1st ANNUAL S. E. GEORGIA EXPOSITION SAVANNAH

Biggest Amusement Week Celebration in the East

BROADWAY SHOWS

BISHOPVILLE, S. C.

FOR SALE

WANT Penny Arcade, Grind Stores of all kinds, Eating Stands. Concessionaires—Get your winter's B. B. here. Those joining now will get preference for entire winter's work. This show goes out all winter in Florida. Rides Help—if you drive semia can use you. Wire—Phone—Write SAM E. PRELL, Prell's Broadway Shows

BROADWAY SHOWS

FOR SALE

WANT FOR SOUTH TEXAS FAIR AND EXPOSITION KINGSVILLE, TEX., NOVEMBER 9 TO 13

A 20-County District Fair. Five men and children's days. Four counties will bring school children in boxes of each of the five days. Parades, free acts, fireworks. Want car, mobile, andsi and mobile. Will be an independent midway, can place legitimate Concessions. Direct Mr. and Mrs. H. J. Sparkman, 1-301, Edinburg, Tex., and address A. N. Myrick in Navasota already has. RIDE HELP for double crew on all rides.

DON FRANKLIN, Mgr.

ALICE, TEXAS, THIS WEEK

WANT

ORGANIZATIONS

BINGO EQUIPMENT FOR PERMANENT LOCATION

120 New Chrome Chains, Modestine Tables, Bowler, Flash Board, Viewer and P.A. System. Will place same on flat rental or percentage basis.

HARRY BENNETT, 72 Campbell Ave, Revere, Mass.

FOR SALE

NO. 12 BIG ELI WHEEL AND MODERN 7-CAR TILT-A-WHIRL

Both rides have been thoroughly overhauled at our factory, including repainting, decorating and upholstering of seats. Those rides look like new and are in excellent condition. Same will be inspected at our factory any time. Cash price for Wheel, $5500.00; Tilt-A-Whirl, $7500.00; Tilt-A-Whirl Supplies, $500.00.

BIDDING AMUSEMENT COMPANY, INC.

1300 NORTON AVENUE
COLUMBUS, OHIO

WANT

FERRIS WHEEL AND KIDDE RIDE OR CAROUSEL

FOR ANNUAL FIESTA DE SOL

LAKE WORTH, WEEK OF NOVEMBER 22, IN HEART OF CITY.

OTHER SPOTS TO FOLLOW.

Contact quick delivery Western, West Palm Beach, Fla.

MR. MAC, Florida Bazaar Supply

Copyrighted material
Get Ready for Big Times ... sponsored by PACIFIC COAST SHOWMEN'S ASSOCIATION and LADIES' AUXILIARY

Homecoming Celebration November 15
Memorial Exposition November 16
Ladies' Banquet December 12
Past Presidents' Night December 13
President's Night December 14
Annual Banquet & Ball December 15
Christmas Dinner December 25
Election of Officials December 27
New Year's Eve Party December 31

Make your reservations for the Banquet & Ball NOW

Tickets — $10 each, including tax

PACIFIC COAST SHOWMEN'S ASSOCIATION
1235 S. Hope Street
Los Angeles 15, Calif.

WANTED FOR CHARLESTON COUNTY COLORED FAIR
November 8-13, Charleston, S.C.
300 ATTENDANCEANTED LAST YEAR

Concessions of all kinds, Eating and Drinking, Hanky Panky, Scales, Ball Game, Stock Wheels. SHOWS—Want Fun Hours, Snake or any Show of merit. Can use Ride Help. Get it in this spot. Wire or phone

STAN REED
FRANCIS MARION HOTEL
CHARLESTON, SOUTH CAROLINA

J. L. (JIMMIE) HENSON SHOWS WANT FOR BALANCE OF SEASON
Grab, Ringo, Polka, Lead, Disney King or Scout, Hose-Tap, Football, Mantrap, Trigger, Bowling Alley, Sum Spindle, Scales, Coke Bottle, Hit Striker, Ball Game or legitimate Steam Concessions that don't exist. No racket or grossness. State P.B., with other Concessions. Place Kiddie Ride except Auto. Out till Christmas in the Sweet Potato and Sugar Cane. No gate, All receipts.

J. L. HENSON, Senatoo, La., this week; Greenvale, La., next.

10 Rides—PAGER BOX SHOWS—10 Rides NOW BOOKING FOR 1949 SEASON

Generations of all kinds except Bugs, Pigeon, Mosquito and P.C.O. Want Concession for Money Ringo, Enchanted Forest Show and striped Kiddie Ride, 80 Feet Double Line and Lines. Away from town. Winter quarters Box 244, SPRINGFIELD, T. P. H. Phone 1500 W.

P. R. I. Will be in Chicago Nov. 28 to Dec. 1,—Plaisters Hotel.

WANT FERRIS WHEEL AND KIDDIE AUTOS

Due to misrepresentation, for St. Francisville, La., American Legion, Nov. 2-7, and others in sugar cane till Dec. 12th. 25 per cent, no competition. You can't miss here. Wire or phone

FLOYD O. KILE, FLOYD O. KILE SHOWS
ST. FRANCISVILLE, LA.

CLUB ACTIVITIES

Showmen's League of America
400 So. State St., Chicago

CHICAGO, Oct. 30.—Vice-President Louis Keller presided at the regular meeting Thursday (28). New members elected were Earl D. Buckner, Norman Johnston, Bert Dean, George W. Scheller and Arent Hendricks.

The welfare committee reported John P. Snyder and Walter Moffett still out of the sick list. Eugene King has been discharged from Hines Hospital and is back in California.

Robert Hugley was nominated to fill the vacancy on the board of governors on the regular ticket.

Present after absence were Ned Torti and Ray Bolner, Milwaukee; Joe Cooper, Shippeville, Ky.; Gus M. Pappas announces he soon will enter the ranks of the benevolent.

J. W. Wolf left for the West Coast to go into business.

Correspondence was received from Oscar Bobb, Oscar Buck, N. C. Fairly, C. H. and P. H. Hill, C. W. Anthony, C. H. Bell, Billy Levy, Tommy Thomas and Dave Lovin.

The cemetery drive received a boost with a $100 donation from Oscar Buck and $760 from the Dallas fair headed by Danny Pump and Ray Meheen, with a big assist from Leon Claxton and Cortez Law, which was received at the committee meeting of the Homecoming.

At Sunday's Homecoming, all Vince Anderson's friends who attended the show got to be together to see the circus.

Chaplain Murray announced that memorial services would be held in the clubrooms Sunday, November 21, followed by ceremonies at the Rott Led, and in Ferril Memorial Park. Free transportation will be provided for all, also for all attending the services.

Date King out of the hospital and Nate Weinberg also back in New York from the vets' hospital at Saratoga Springs, N. Y.

Frank C. Hoffman, 83, father of New Jersey's ex-Governor Harold G. Hoffman (member of the NSA), died at his home in South Amboy, N. J., October 27. The mother and brother, Eddie Cohen died recently. Member. 

Benjamin Stein also died recently and was interred in Washington Cemetery, Brooklyn.

The Buick car, which is to be awarded, is in conjuction with the building fund campaign, should be held here in a few days. Best report to date from George A. Hoffman.

Club grateful received check from a World of Wonder for a sum of $500. Several substantial donations to the veteran's fund. Nite dinner announced later. Next meeting Wednesday (8) a special meeting.

Ladies' Auxiliary

Wednesday night's (27) meeting was presided over by President Harold C. Schiller was announced. Among those present were the Grauberts, Mildred Ruxhe, Blance Henderson, Isadore Silver, Roselle Rosen, Frances Simmons, Ruth Robbins, Ethel Shapiro, Ann Brown, Margaret Snyder, Jeanne Grey Torres, Mary Pendrak and Edna Jayne Vreeman.

Rosita Beverley changed her name to Geordi Goudreau and will soon take up residence in California. Betty Milligan is expecting a baby in December. Cole Parsons is off to Holiday Hospital. Magnolia Hamid won an auto at Ashbury Park this summer. Lydia Nall escaped serious injury in an automobile collision.

Kathie Decker brought in 21 new members. Edna Lazenby sent in a substantial sum collected at the World's Fair. Harry Decker of Van Vlietturned in the proceeds from the state-fair charity roast-frolic. Decker Willet has a baby daughter—Sandra Jay. Helen Young is reported on the sick list. Shapiro reported that the plaque will be unveiled at the memorial meeting November 21. If more books are needed or if you wish to send money raised on the pink benches to the national fund contact Chairman Lydia Nall, 4236 49th Street, Long Island City, N. Y.
CHICAGO, Oct. 31—Mrs. Robert (Evelyn) Bowers is the chairman of the membership committee of the Chicago chapter of the American Radio History. She called a meeting of all the members to discuss the progress of the chapter. The meeting was held on November 1 at the headquarters of the American Radio History. The membership committee discussed the progress of the chapter and the need for more members. They decided to hold a membership drive to increase the membership of the chapter. The drive will be held on November 15 at the headquarters of the American Radio History.

Show Folk of America 1835 W. Monroe St., Chicago

CHICAGO, Oct. 30—Regular meeting of the Show Folk Star was held at the headquarters of the American Radio History. The meeting was called to order by Mr. John Smith, the chairman of the board. The meeting was opened with a roll call of the members. The minutes of the last meeting were read and approved. Mr. Smith then presented the agenda for the meeting. The first item on the agenda was the discussion of the membership drive. Mr. Smith reported that the membership drive has been successful and that the membership has increased by 20%.

The second item on the agenda was the discussion of the budget. Mr. Smith reported that the budget for the next year is $50,000. He also reported that the budget for the previous year was $40,000. He stated that the budget has increased because of the growth of the chapter. The third item on the agenda was the discussion of the upcoming events. Mr. Smith reported that the chapter will hold a membership drive on November 15 at the headquarters of the American Radio History. The drive will be held from 9:00 a.m. to 5:00 p.m. The fourth item on the agenda was the discussion of the past events. Mr. Smith reported that the chapter held a successful membership drive on November 1 at the headquarters of the American Radio History. The drive was held from 9:00 a.m. to 5:00 p.m. The chapter also held a successful membership drive on November 15 at the headquarters of the American Radio History. The drive was held from 9:00 a.m. to 5:00 p.m.

The meeting adjourned with the members enjoying a light refreshment.

Show Folk of America 1835 W. Monroe St., Chicago

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Arizona Showman's Association 317 W. Washington, Phoenix

PHOENIX, Nov. 10—To make this year's meeting more enjoyable for all members, the Arizona Showman's Association has planned a series of events. The events include a membership drive, a presidential breakfast, and a presidential cocktail party. The membership drive will be held on November 15 at the headquarters of the American Radio History. The membership drive will be held from 9:00 a.m. to 5:00 p.m. The presidential breakfast is scheduled for November 16 at the headquarters of the American Radio History. The breakfast will be held from 9:00 a.m. to 11:00 a.m. The presidential cocktail party is scheduled for November 17 at the headquarters of the American Radio History. The cocktail party will be held from 8:00 p.m. to 10:00 p.m.

The Arizona Showman's Association is proud to announce that the annual membership drive has been successful. The membership drive has increased the membership by 20%.

The Arizona Showman's Association is also proud to announce that the presidential breakfast has been successful. The breakfast was attended by 200 members of the association. The breakfast was held at the headquarters of the American Radio History. The breakfast was a success and the members enjoyed the food and the conversation.

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FROM THE LOTS

J. R. Leechirt
HERINGTON, Kan., Oct. 30.—Org has secured adequate quarters here, with George Yorovin in charge. The show wound up the season at the Shaltlic and Warren theatres.

Mr. and Mrs. Leechirt visited Mrs. Leechirt's parents, Mr. and Mrs. Charles Tiff, in Clyde, Kan., and then left for an extended business and vacation trip thru Colorado, Utah, and Idaho. In Boise, Idaho, they will visit Leechirt's son, J. R. Leechirt, Jr. Ralph Bowers was present for a visit and will then go to Idaho Falls. Mr. and Mrs. Daisy Culig are visiting their folks in Okla-

Henry Bigorie is visiting in his old home town, and is enjoying a fine short-range'allery in Salina, Kan.

The Herington Daily Times reports that there are 1000 times more newspapers sold than in Texas this winter. Clifford and Cecil Snow went to Los Angeles, and Mr. and Mrs. Gene Page, Tex Marshall and Joe Vincent and company joined Doc Powers for the indoor circus dates—RALPH C. BOWERS.

Playtime

CATTAN, Mo., Oct. 30.—This spot shows gave one of its best weeks of the season. Personnel includes T. S. Smith and Mr. and Mrs. W. B. Reece. Mr. and Mrs. G. Goodloe, Mr. and Mrs. M. W., Mr. and Mrs. Claude Anderman, Van Tankerlee, Jackie Mulkey, Frank L. LaVelle, Mr. and Mrs. John, Mr. and Mrs. John John McMillen, Monk Leroy, and Mr. and Mrs. Mrs. LeHenderson, Mr. and Mrs. Blaine, Frank and Miss. Mrs. Bill Pratt and daughter, and Miss. Mrs. BOWERS.

Mr. and Mrs. Hall joined the show, and the Stouke Stakes. Shows have two more Missouri dates before this south for the winter—JACKIE MUL-

Pug Bres.

SCOTTS HILL, Tenn., Oct. 23.—Org was under auspices of the Lions' club. Is it a lot of fun? No, but the crowds are tremendous. Shows; Jerry O'Brien and Clarence Munroe.

Pacific Coast

WOODLAND, Calif., Oct. 30.—The org spent six days here and there is about all that can be said. Business was nil. The shows were given a day and a half, and the show was moved on. There was no to no maladies were at-

Visitors included Anthony and Jean Massett, Val and Robin Batts and Bob Feltner, and all of the Redwood Coast Shows; Jerry O'Brien and Clarence Munroe.

No shows and Blanch Pickard spent three days visiting the various units playing the Portola Festival in San Ashland City. A photo made the rounds of the city.

SACRAMENTO were Charles and Mone Harvey family, with Mrs. and Mr. and Mrs. Ken Taylor, Mr. and Mrs. Thomas Reed, Les and Dick Pederson, Mr. and Mrs. Marshall Brown, Mr. and Mrs. Bill Grimms, Mr. and Mrs. Baldwin Jackson, Mr. and Mrs. James Barber.

Departing for their Seattle home town and Grayson Wright.

Leaving for their home at Phoenix, Ariz., were Chich, Pauline and Terry Hynson.

The show sent two rides, two shows and one light plant to winter quarters. The rides and plant will station on a small town until the show arrives at the location of 15th Avenue and East 14th Street near Hayward.

WALTON DE PELLATON.

Inland

JOINER, Ark., Oct. 29.—Org opened the October 30, having good weather and no rain. It is carrying three rides, one light plant, and a Sky Fight Show, 15 concessions (six office-

owners); Johnny McCuin, hit and run humor, and for the kids, a double bump car, a double bumper car, and a double bumper car double. The show earned a good reputation and will plan to stay out all winter.—JOHNNY McCUIN.

McBride Bros.

WALNUT COVE, N. C., Oct. 30.—This was the final stand of the season and proved a light one. Show opened Monday night (10) and closed Wednesday. Cool weather kept attendance down and spending was light. Saturday (25) the weather took a turn for the better and as a result business was

Manager Woody McBride decided here to call quits for the season at this point. The shows will stay on the road for the remainder of their season until about November 10, which is the date of the T.W.A. meeting in New York.
Show Folks Name Committees for Banquet and Ball

SAN FRANCISCO, Oct. 30.—Committees for Show Folks of America's annual banquet and ball at the Palace Hotel here are:


Alamo Expo in Final Stand at Waco, Tex.

WACO, Tex., Oct. 30.—Jack Ruback and his Alamo Exposition Shows will call a season tomorrow (31) when they close their final stand, a seven-day engagement here. Business in the early days here was off slightly from last year on rides, shows and concessions.

Doc Ward's Tobacco Road show, Floyd E. Gooding's Hurricane and Jack Ruback's Wards' Derby game joined for the final week.

Visitors here included Roland Schomberg, Sam Hirsch, Ray Estill, Don Brasher, Cecil Allen, Jimmy and Edith Case, Max Friedman, Marvin Jordan, John D. W. Davis and John D. W. Wood. Houston's Wards' show comprised the shows' delegation which visited the fair at Dallas.

British Goose Fair Draws Record Gate

NOTTINGHAM, Eng., Oct. 29.—Nottingham's 683rd annual Goose Fair, which opened a three-day stand Oct. 18-20, and drew record attendances from all parts of the kingdom, was held.

Event is one of the two largest annual street fairs in England and outside of the British Empire. The fairs are held in the square in the centre of the city and have only taken place this year in the square.

The grand opening of the fair was held on the 18th and the grand opening of the fair was held on the 18th. The fair was opened by the mayor, who addressed the crowd, and drew a large attendance.

In the fair, there were 40 major rides, 100 kiddie rides, 11 shows and more than 200 games and concessions.

Rides included such American-type devices as the Dodger, the Fly, the Double Wagon, the Giant Dipper, the Ferris Wheel, Loop-o-Plane, Caterpillar and Ghost Train, as well as European rides. There were also several Funhouse. Shows included midget, freak, magician, illusion, acrobats and girl singers, motorcicles, tea shows and a Wild West troupe.

Prell Grabs Red One in Greenville, S. C.

GREENVILLE, S. C., Oct. 30.—Prell's Broadway Shows wrapped up one of the best weeks of the season at the inaugural running of the new Greenville (S.C.) Fair which ended last week.

The fair, promoted by the American Legion, had 50,000 paid admissions. A free gate opening Monday night (18) drew a big crowd, which included many thousands of the overflow.

Owner-Mgr. E. Prell reported that final day business added up to one of the biggest one-day grosses he has ever experienced.

The Prell shows were awarded the contract for the 1949 season.

A program of free lots, furnished by George A. Hamid, were presented daily and helped hypo the gate.

Woman's Privilege

ORANGEBURG, S. C., Oct. 30.—Georgia Sothern, whose stripping as star of the Night on Fire feature has been the top box-office bait of the James E. Stevens Shows this past summer, has been called back to the original contract and has been given the privilege of being allowed to change engagements with the goal of increasing the box-office prestige of the show. The girl also confided to the local editor of The Billboard that she will probably remain on her announcement that she is definitely quitting the outdoor field.

Georgia, currently queen of the Show at Greenville, Ohio, has been invited to the biggest of all shows the biggest of all, the famous Ohio State Fair, confirmed that she had enjoyed a wonderful season with the Shows and had done okay financially; so despite her recent plaint that the carnival season was a long, hard grind she finds that the feel of the mud and the smell of the horses is better than the best.

The season's business netted about 15 per cent under for '47 for the shows, Charles Prell reported to the audience. The season's gross was approximately the same as last year, even the the show played two less fair dates and specialized in street celebrations. Heavier expenses sent the net down, according to Lee.

Shows will winter in Bay City, Mich.

Ont. Firemen's Convention Signs Van Hooten for 1949

PORT COLBORNE, Ont., Oct. 30.—Van Hooten shows, thru Herb Payne, have been contracted for the midway for the 1949 48th annual Ontario Firemen's Convention and Dasco promotions, to be held here July 29—Aug. 1, reported Clarence Beck, convention manager.

The convention program includes a business meeting the first day, to be followed on succeeding days by a parade in the downtown district.
Jones the torred quarters, few Show Rocky quarters, sleeping place a 74 Jerry Virginia One Complete Phone and placing RUBEN & HARRIS 514 Eighth Ave., E. M. L. Phone: Asbury Park 1-0721 Merry-Go-Round Wanted protection. Will buy, lease or lease share for use in old established park. Season opens Easter and continues building for Ride protection. Address: OXFORD LAKE PARK Anniston, Alabama
**Bergen Heads NSA Ticket**

**NEW YORK, Oct. 30.—** At Wednesday (27) night’s meeting of the National Stock Showmen’s Association’s nominating committee presented the following list of nominees, as the candidates for 1948, to be acted upon at the club’s annual election of officers to be held at Denver, November 17-20:

President—Frank Bergen, general manager, World of Mirth Shows; 1st Vice-President—Jim Jaffe, American Amusement Co.; 2nd vice-president—Roy Perry Show; 3rd vice-president—Ralph Decker, Joseph J. Kirkwood Shows; secretary—Philip Simmons, independent concession operator; assistant treasurer—Ben Lerche, San Diego, Calif.; assistant treasurer—Fred Murray, general manager, International Fireworks Co., Ltd.

Board of governors:


**Imperial in Barn, Arthur to Coast**

**COLUMBUS, Ga., Oct. 30.—** Following a highly successful closing engagement at the fair here, Imperial continues its barn tour and has moved the quarters in buildings on the fairgrounds here. Manager Martin Arnon is handling the arrangement of the midway with the cooperation of the Ideal Amusement Corporation of America (J. C. McCarrolly and Herbert W. Rye, with special executive of the company franchise business on its fair dates.

model circus. He will name it Mood’s Famous Circus, featuring the world’s greatest menagerie.

White, Fredonia, Kan., recently was featured in a story in the Erie Railroad magazine. At present he is working on the horse show in Wichita and Paul Van Peep, Joplin, Mo., who was in Wichita attending the bottlers’ convention. All of the Willard groups visited Rob Stevenson’s show at Battleﬁeld, Kan., Join Street, Alburis, Pa., reports he visited Lee Bros.

Circus Historical Society

**WICHITA, Kan., Oct. 30.—** Arthur Davis, secretary of the society, who has a good collection of circus photographs, has been the subject of a feature story in the “Wichita Falls Gazette.” Frank Milne, Galena, Ill., is building a

**FORSALE**

No. 5 ELI WHEEL

in Good Condition, $80.00

Contact R. V. Petersen, c/o Tonk Kennel, Box 366, Ardmore, Okla., 73401. No mail.
Schmitz Comes Out of Shell
For Merger of RSROA, URO;
"Send the Votes to Billyboy"

ELIZABETH, N. J., Oct. 30.—"At the last United Rink Operators (URO) convention in Washington, both Earl Van Horn and myself resigned from the executive board, not because we were 10 longer interested, but because we felt that a possible compromise could be reached between two warring rink operator associations," William Schmitz, operator of the America on Wheels chain of rinks, said this week in a discussion of the proposed merger of the URO and Roller Skating Rink Operators' Association of the United States (RSROA).

"Being a businessman, I believed that co-operation among operators would further the sport, and in that way my own business," he said.

"Perry Gates, of Muskegon, Mich., who was elected president of the URO, has long worked for peace. He asked me not to write any more articles in The Billboard, as it would hurt his chances of bringing all operators together under one banner. I promised not to, altho many times when I read The Billboard I felt like not to. However, when I read Mr. Martin's article in the October 30 issue, I could no longer stand this, and while the facts were being so badly distorted, I called Perry Gates and asked him to release me from my promise, as I believe it is in the interest of the roller skating industry, which is my bread and butter as well as that of every other operator in the country, to be united.

Meeting Held

"I called the officers of both the URO and the United States Amateur Roller Skating Association (USARSA), asking if a meeting had been held recently, as Mr. Martin stated. The answer was no. The only meeting where the RSROA, URO, Amateur Skating Union, Amateur Athletic Union and USARSA were all represented was held at the Park Central Hotel, New York, in 1945, exactly three years ago. Both Mr. Martin and myself were present. The terms discussed were very simple and were as follows:

1. The RSROA and URO to merge into one organization.
2. A new executive board to be formed, consisting of five RSROA members and four URO members; the present board to continue the organization for one year, after which elections were to be held.
3. All members of the executive board to be elected—not appointed.
4. Association Names.
5. RSROA and the USARSA were established organizations; the RSROA was the opinion of the majority of the men present that the merger was to the benefit of the Roller Skating Rink Operators of America for the rink operators, and United States Amateur Roller Skating Association for the amateurs. However, it was left up to the RSROA representatives to name the new organization if they so desired.

W. Martin: No Victor, No Loser

"When Mr. Martin states: 'No one wants peace at any price' he is absolutely wrong. It was the opinion of the majority of the men present that there should be no Victor and no Loser. However, the RSROA representatives insisted that the RSROA should survive, while the USARSA should be replaced with a new amateur body. This caused the meeting to break up in disagreement.

"If Mr. Martin is sincere in his statement that he and other officers of the RSROA want a fair peace, then there is still time to do so under the same name stated above.

"I am writing this article because I believe that it is essential to the sport for all operators to work together to promote business instead of war. There are many opportunities for free publicity are lost to roller skat- (See Schmitz Comes, opposite page).

Door Broom, Barn
And Square Dances
Draw for Biscayne

MIAMI, Oct. 39.—A program of varied activities is playing off at Mur- ray's Raleigh in Biscayne. Dollie Horn, Palace here, reports Albert Bates, who with his wife, Helen, is a pro- rated to the rink.

Reactivated broom ball hockey games on Monday nights under the supervision of Bates are proving popular, and he reports that the number of rentals on the rink is increasing a healthy increase. The rink is also open for skating Wednesday and Saturday nights, which are reserved for barn dances and square dancing.

The Bates recently returned from Tampa, where they took a course of instruction from Mr. Martin, and from Dennison, professionals at Coliseum Roller Rink there. Gilbert Wagner is now playing for skating at Biscay- ne.

Face-Lifting Aids
Scottie's Rollery

QuINCY, Ill., Oct. 39.—Excellent crowds have been attending Scottie's Roller Rink here which opened Oct. 1 after being closed for two months for alteration and renovation, reports operator Albert Scottie. Interior of the rink was repaired and redecorated and an addition now gives Scott a structure 33 feet by 49 by 149 feet. Scott also applied a new seal of Curvescot-Rink-rite material he has been using for the past 18 months.

Three Philly Spots Reopen
PHILADELPHIA, Oct. 39.—The new season saw three roller rinks in the North Philadelphia section reopen. The Curtiss Palace, at 15th and the 11th, reopened as an RSROA-sanctioned rink with Bay Hill. The Electric Rink, the electric rink is now under the new management of Don Dailey. It is open nightly with class instruction on Mondays for beginners' classes Saturday after- noons. Also reopening were the two rinks under Carey-management—the Carman and Circuit Garden rinks.
Tacky Party Wins at Dallas

**Hockey Up for Promotion**

**DALLAS, Oct. 30.—**The juvenile trade turned out in throngs for a tacky party at the Emporium in the back Skating Rink here, reports Vic-

**ter E. Henderson, who with his brother, John, operates the largest skating rink in the city. Starting from 7:30 to 10 p.m., the party featured a tacky menu and tacky decorations, and at the end of the evening, a t

**acky Sweetheart Contest,** which started October 23, ends tomor-

**row night as a feature of a Haunted Party. Entries are permitted with each admission ticket purchased. The winner will be permitted to skate four months free of charge.

**Pennsy Spot Holds Benefit**

**LEIGHTON, Pa., Oct. 30.—**La Rose’s Garden Roller Rink here held a skating party Friday (13), proceeds of which will go toward the Roller Skating Rink Operators’ Association of the United States for advancement of the roller sport, reports Morris La Rose, operator. Feature attraction was a dance from Singing Rocks Park Rink, Potstown, Pa.

**RICHMOND ROLLARENA SHUTTERS**

**RICHMOND, Ind., Oct. 30.—It**

**promises having been taken over by a Harding Hawkins. The sus-

**pension of operations will end 10 years of successful operation and the first time in 10 years a roller rink did not have a roller rink, Hawkins said.

**FOR SALE**

**200 PAIRS RICHARDSON RINK SKATES**

**Not in use. In good condition. Haye gilt linings. Will sell cheap.**

**THOMAS J. MULLIGAN**

**6011 North St.**

**Lake Villa, Ill.**

**ROLLER SKATE**

**SHOES SACRIFICE**

**$1.50 2 PAIRS, cadmium plating, show laces.**

**Free delivery with 100 pairs and up.**

**$1.00 1 pair, cadmium plating, show laces.**

**By parcel post, $1.50 2 pairs, $1.00 1 pair. Only 75c 1 pair post paid.**

**ROLL AND JUMP**

**$2.00 2 Pairs, cadmium plating, show laces.**

**Free delivery with 100 pairs and up.**

**$1.50 1 pair, cadmium plating, show laces.**

**By parcel post, $2.00 2 pairs, $1.50 1 pair. Only 75c 1 pair post paid.**

**1200 MAIN STREET, ROCKAWAY, N. J.**

**PILOT**

**ACROSS THE ROLLER RINK**

**Largest Roller Rink in the World.**

**$1.00 2 pairs semi-cadmium, show laces.**

**Free delivery with 100 pairs and up.**

**$1.00 1 pair, semi-cadmium, show laces.**

**By parcel post, $1.00 2 pairs, $1.00 1 pair. Only 50c 1 pair post paid.**

**1200 MAIN STREET, ROCKAWAY, N. J.**

**ROCKAWAY’S PLAYLAND**

Rocker Rink. The last 10 years have seen a spectacular growth in the business. Many millions have watched through the glass of the rink the wheeling and twirling skaters on the ice, but the rink has been a mere tool for entertainment. But today it is a business, and a successful one, with millions of dollars invested in it. The rink is a great social center, where young and old can enjoy themselves. The rink is the only place where people can come together and have a good time.
IMPROVED PRODUCTS WHEN PRE-HOLIDAY SPENDING; MERCHANDISERS PREPARING PROGRAMS TO RIDE GIFT-BUYING WAVE

DESPITE scattered reports of pessimism from some users of merchandise and specialty items, there are plenty of potent indications that novelty stores, gift shops, gift shops, retailers, door-to-door workers, bingo and salesboard operators and premium users of all kinds again will partake of the fruits acquired from another huge-spending Christmas season. Rid to some degree of the shortage of materials and priorities program bugaboos, which beset them during the war years, most of the operators see another pre-holiday spending jag that will help them climax 1948 with business that will match, if not eclipse, the good results registered during the war and the subsequent years.

Preparations have been made for an exceptionally heavy shopping spree on the part of the public and the fact that almost every item known to the merchandise field again will be in demand is attested to from advance reports being received from over the country. At this writing no section seems to favor a special item, altho toys and gift merchandise of all types again are expected to lead the holiday sales parade. These, like almost any other item that comes to mind, will bear a marked improvement over items which appeared on shelves during the war and the years that followed, thus giving operators and dispensers of merchandise another valuable sales pitch to add to their already great stock in trade. This year, merchandisers again are making preparations to ride what is believed will be another wave of outstanding gift buying.

Heavy Sales Volume

Many of the predictions heard are based on the fact that the dollar volume in the merchandise field will soar to new highs, plus the fact that the still-limited stocks on some merchandise will contribute to heavy sales volume. Another important factor which merchandisers are quick to point out is the fact that the Christmas savings clubs soon will release millions of dollars to their members through the country, which also will have a marked effect on sales in the holiday spending weeks of the offering. Consensus among the smart operators seems to be that a tremendous gain can be expected by all members of the merchandise field. Another point in their favor is the fact that there need be no headache about selection of items. They have long since learned that numbers which hit the popularity and sales jackpots are those that possess eye appeal and combine practicability with quality.

Shoppers Out

Another strong indication that 1948 will see a sock holiday season is that vagrants of shoppers are already on the streets in most cities, towns and hamlets over the nation, with nearly two months yet to go before Christmas arrives. The merchandisers are anxiously eying this influx of shoppers and spenders and admit that soon every day will be a holiday from a sales standpoint. They also feel certain that this year will be no different from those of the past once the Christmas spirit sets in and yuletide bonuses and Christmas club payoffs start to make themselves felt in the market places.

Dollar Sales Gain

Lending additional optimism is the recent report that dollar sales in New York department stores gained 12 per cent in the week ended October 18 over a like week of operations for the same firms in 1947. For the four weeks ended October 18 the gain in operations amounted to 3 per cent over a year ago. The same financial conditions exist in other big and little towns over the country, with preparations already made to enjoy even more succulent results during the holidays. That smart operators are closely watching these pages in The Billboard each week for items that are readily sold is attested by a communication from a Seattle jobber who thru an ad in these columns recently sold 10,000 navy surplus wallets. A radio station in Connecticut is giving away a Jitterbug item picked up from these pages. An Oakland, Calif., firm recently dispensed an unusually large lot of stock thru an agent working fairs after contacting the worker thru an ad in The Billboard.

Radios, clocks, pen and pencil sets, wrist watches, statues, music boxes, stuffed dolls, jewelry, headwork, buttons, penannials, flowers and letterborders of all types and divers other items which are featured in this and other issues are sold by merchandisers and made available to them thru the advertising columns of The Billboard. Make a habit of consulting these pages each week for items that are certain to capture the fancy of the American public.
OPERATORS ... STOREKEEPERS ... PREMIUM USERS ... Big Christmas Assortment CASH IN NOW GOOD VALUES ORDER BY NUMBERS

BOUNCING BUBBLE
Truly the size of a one-year-old baby. Dressed lavishly in contrasting colored satins. Plastic head, cotton stuffed. $39.00 a doz.
Samples Postpaid, $4.00 ea.

ALL PLUSH ESKIMO DOLL
Jumbo life-like doll. 36" tall. Cotton stuffed. High lustered. All natural colors. $48.00 a doz.
Samples Postpaid, $5.00 ea.

MISS "JR. MISS"
Magic skin doll. 10" tall. Organdy dress. Moving eyes, voice. Arms and legs life-like. Cotton stuffed body. $36.00 a doz.
Samples Postpaid, $4.00 ea.

JUMBO
Cotton stuffed. High lustered plush. Comes in Blk. & White; Brown & Gold; Red, White & Blue. $42.00 a doz.
Samples Postpaid, $5.00 ea.

HUMOROUS BUNNY
Cotton stuffed. High luster plush. $36.00 a doz.
Samples Postpaid, $4.00 ea.

B-101

B-102

B-103

B-104

B-105

B-106

B-107

B-108

B-109

B-110

B-111

B-112

B-113

B-114

B-115

B-116

B-117

B-118

B-119

B-120

B-121

B-122

B-123

Write for Folder $172. Order by number ... 25% deposit, balance C. O. D. JERRY GOTTLIEB, Inc • Summerfield Ave. & Post Office Place • Asbury Park, N.J. Mailing Address: P. O. Box 356, Asbury Park, N. J. FLORENCHE THE DOLL
21" tall. Rare. Large picture hat. Made of chiffon cloth. Cut-out features. $13.00 a doz.
Samples Postpaid, $2.00 ea. Copyrighted material
ATTENTION! PREMIUM OPERATORS

HOTTEST ITEM IN 25 YEARS

THE SEASON'S SENSATION

NATIONALLY ADVERTISED

BING CROSBY'S

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$21.60

Each in Dozen Lots

NOT A TOY BUT A REAL PHONOGRAPH WITH 4" SPEAKER

TO RATED FIRMS ONLY.

SAMPLE—$25.00 Each.

NO C. O. D. ON SAMPLE.

KOD Zone 1

Beautifully Molded in Colorful Plastics

Lights Up and Changes Colors As It Plays

Plays 12" Records

Volume Control

AC Only

2 Tubes

Electronic Amplification

Excellent Tone

MAYFAIR MERCHANDISE CO.

Sale Distributors to Premium Users

16 W. 23d Street, New York 10, N. Y.

O'Regan 3-6650

PICKUP

ROY ROGERS RINGS

Women's and Children's Radiant Rhinestone Jewelry, with plenty of rich, colorful stones, designed to wear on the hand side, and flexible for designs that can be colored or made to match in a more delicate way. Exclusively made in the USA. Ranges from $2.50 up.

SOLD BY: W. G. SIMPSON CO., 233 E. 86th Street, New York 28, N. Y.

See Popular Christmas Items, page 82

YEAR ROUND PROFITS

With the RINGS That Are FIRST in Quality—Style—Price

EXTRA LARGE STONES

EXTRA HEAVY MOUNTINGS

Hung and all stone ring buyers, buy direct from this source and save cost. Wide range in all sizes and styles, both silver and gold.

RINGS

Price: $2.50

5.00 Doz.

SOLD BY: DES MOINES RING CO.

1150 2nd Ave.

DES MOINES, IOWA

POPULAR CHRISTMAS MERCHANDISE

Continued from page 78

MEN'S WRIST WATCH

Wholesale Specialty Company is featuring a 1-pound men's wrist watch in rolled-gold case with rhinestone dial. Each comes equipped with leather strap and can be supplied with gold-filled case at slight additional cost. The watch, the firm states, is designed to appeal to all men as an extra gift and have eye and sales appeal.

SOLD BY: WHOLESALE SPECIALTY CO.

519 S. Los Angeles Street, Los Angeles 13.

CHRISTMAS BANNERS

Christmas is almost time for decorating. It's so easy to get a new, gay, colorful effect with Pyle-Name Christmas Banners. Hang them in a convenient spot and they will bring joy to all and help create a winning sale by making the spirit of Christmas. Banners are furnished in different sizes and designs and are priced to sell at eight. We feel sure of their success at this price.

SOLD BY: VELVA-SHEEN MFG. CO.

415 W. W. Mishop Avenue, Cincinnati 19.

JUMBO-SIZE DOLLS

Each 24" foot tall, all with distinct personalities. Made of high-lustre plush and cello stuffed. Dozens available are getting from $2.50 to $3.95 for these dolls. Sold for samples of stock, packs, costume or dog at $3.25 each.

SOLD BY: ROBAC NOVELTY CO.

93 Union Square, New York 5.

MISS NEW LOOK OF 1949

An unusual array of jewelry has been added to the popular model cards now on sale. Novel Art Fashions, a new feature of the novelty line, has a large group of people who can guess the mystery8 around the jewelry. A bonus of $10 will be added to the winner's kitty if she names all the jewelry pieces. The entry has been made in a small booklet, and the girl appears on the beagle cover.

SOLD BY: NOVEL ART FASHIONS CO.

200 West 20th Street, New York 12.

ROY ROGERS RINGS

Women's and Child's Radiant Rhinestone Jewelry, with plenty of rich, colorful stones, designed to wear on the hand side, and flexible for designs that can be colored or made to match in a more delicate way. Exclusively made in the USA. Ranges from $2.50 up.

SOLD BY: W. G. SIMPSON CO., 233 E. 86th Street, New York 28, N. Y.

See Popular Christmas Items, page 82

Copyright material.
HERE'S THE REAL DEAL
... you've been waiting for!

ABBOTWARES

MODEL "ECSTASY"

ABBOTWARES ... always years ahead in design and craftsmanship ...

previews the first releases of 1949 ... now ready for IMMEDIATE DELIVERY! ABBOT-WARES ... presenting the NEWEST OF THE NEW! Three outstandingly different creations tailored for QUICKER SALES ... BIGGER PROFITS!

ABBOTWARES ...

THE "SLAVE GIRL" LIGHTER!

ANOTHER ABBOTWARES FIRST! Even a Sultan would envy this thrilling item! A bewitch-ing CELLULOID designed to make temperatures (AND SALES) rise! Let this lush, vivid, exotic beauty SLAVE for you. Equipped with EVANS LIGHTER to "replace a cartload of matches," this item is GUARANTEED SALES T.N.T.! Here is beauty ... artistry ... EYE AND SALES APPEAL AT ITS BEST! ORDER THIS DAZZLING NEW ABBOTWARES ITEM TODAY FOR IMMEDIATE PROFITS! Available in all 16 ABBOTWARES finishes, including oxidised black and jewels.

MODEL "ECSTASY"
WITH CLOCK OR RADIO!

A symphony of sculptured beauty! Venus de Milo ... Cleopatra ... Helen of Troy ... any one of these celebrated proponents of beauty could have been the model for this entrancing work of art. IT'S THAT beautiful!

RADIO: The same compact and efficient chassis so well received on other ABBOTWARES numbers.

CLOCK: A direct reading numeral clock featuring the famous Hayden guaranteed and proven motor. This unit is unconditionally guaranteed for one year from date of delivery as per our warranty.

"ECSTASY" WITH CLOCK OR RADIO AVAILABLE NOW ... IN THESE SEVEN JEWELRY FINISHES:

- Bronze
- Copper
- Silver
- Gold
- Silver & Copper
- Black & Silver
- Gold & Silver

PREVIEW PROFITS YOURS IMMEDIATELY!
...

Write, Wire or Phone
Your Order Today!

The above available with jewels

ABBOTWARES

1770 Workman St., Dept. BB-110
Los Angeles 31, Calif.

Write, Wire or Phone
Your Order Today!

Evans

For Action!

ABBOTWARES

1770 WORKMAN ST.
LOS ANGELES 31, CALIF.
**SALES WINNING GIFTS AT MONEY-MAKING PRICES!**

**SADDLE HORSE ELECTRIC CLOCK**

An exact replica of a Western Saddle—right down to the detailed ornamental Saddle! This true-to-life reproduction is a masterpiece of metal craftsmanship. Hand cast two-tone copper plated...high-lichted finish. The clock is self-starting; electric movement—fully guaranteed. Dial is 4" high. Hand rubbed walnut base measures 5½"x11".

**MUSICAL CIGARETTE DISPENSER**

Here's the very finest in Swiss musical instruments. This smartly designed lamp replica dispenses cigarettes and music at the same time. Makes a unique, charming and practical gift. Highly polished brass sheath. Lustrous spun metal brass finish base...with contrasting color stem in ivory, Walnut or Black. 8½" high. 

**3-PIECE SET CONSISTING OF**

- POCKET WATCH
- 2-BLADE POCKET KNIFE
- KEY CHAIN

A beautiful set with definite year round gift appeal. The entire set is available in chrome or gold finish and includes a fully guaranteed Pocket Watch, Key Chain and a 2-Blade Knife with decorative chiseling and polished name plaque. Gift boxed. Amazingly low priced!

**GALLOP TIME**

Self-starting electric time movement guaranteed by manufacturer. Standard one-year warranty. Hand-rubbed walnut finished base. Slender spoolins of a Western horse complete with saddle, copper exahined finish. Movement housed in metal housing, copper exahined finish. Size 12 inches long, 4 inches wide, 13 inches high. Individually packed, weighing 8 lbs. Each $13.75; in lots of 2 or more, $12.00 each. Sold only.

**GOLD-FILLED MEN'S RING**

Beautifully textured gold-filled men's ring that features a large, genuine Sterling Silver band. A real beauty and fast seller. Prized to the trade at only $3.25 per dozen. Also offering a similar finish to the same style ring in solid gold with a genuine 14K gold band, only slightly less than one ounce. Guaranteed.

**HOTEL TIME**

An exact replica of a Western Saddle—right down to the detailed ornamental Saddle! This true-to-life reproduction is a masterpiece of metal craftsmanship. Hand cast two-tone copper plated...high-lichted finish. The clock is self-starting; electric movement—fully guaranteed. Dial is 4" high. Hand rubbed walnut base measures 5½"x11".

Order Now! Open account terms to rated firms; others—25% deposit with order, balance C. O. D.

**CARMODY PRODUCTS, Ltd.**

19 WEST 44TH STREET
NEW YORK 19, N. Y.

---

**POPULAR CHRISTMAS MERCHANDISE**

**BING CROSBY'S JUNIOR JUKE**

Here is the newest item to appear in many a month. This electric phonograph, produced by Bing Crosby's Crosby Phonographic, is an ideal gift for the young set this season. Not a toy but a genuine Junior Juke box, complete with changing colors, excellent tone. Plays up to 3-inch records. Size volume control and a two-tone amplifier.

**REMAIN TOPS WITH Sterling**

**COMPARME QUALITY!**

**SERVICE!**

**#5302** Beautiful Men's Genuine Sterling Silver Ring.

**#153** Brooch Men's Gold Filled Saddle

**#4012** Bangle Men's Gold Filled Bangle Bracelet

**#7001** Flashing Men's Gold Filled 2-Bar Whitman Ring. Available in white and black with and without center.

**Special $13.50 doz.**

**#02** Attractive Men's Gold Filled Cuff Links.

**#22-JS** Set

**#18-SS** Set

**#418** Set

**#661** The newest in a line of magnificent Wedding Bands.

**$18.00 Doz.**

**SANTA CLUB-CLUB**

The new Christmas gift that's all done up in B. F. A. K. with its own sparkling space for giving all at his feet. Every gift buyer wants to be ready "on the road" under the Christmas tree. They will like this. The Club will dance with joy this Christmas Day. The young men will be drinking merrily away with the finest setting. A Christmas gift of them all.

**GALLOP TIME**

Self-starting electric time movement guaranteed by manufacturer. Standard one-year warranty. Hand-rubbed walnut finished base. Slender spoolins of a Western horse complete with saddle, copper exahined finish. Movement housed in metal housing, copper exahined finish. Size 12 inches long, 4 inches wide, 13 inches high. Individually packed, weighing 8 lbs. Each $13.75; in lots of 2 or more, $12.00 each. Sold only.

**SOLD BY:...HOUSE OF PLATE, INC.**

80 E. 57 Street, New York 17.

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**POPULAR CHRISTMAS MERCHANDISE**

**Continued from page 59**

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**SOLD BY:...HOUSE OF PLATE, INC.**

80 E. 57 Street, New York 17.

---
FOR YOU —
SELL GORGEOUS
VELVA-SHEEN Christmas Banners
EVERYBODY BUYS!

Every home, store, bank, display room, church, restaurant, school, factory, etc., decorates for Christmas. You've never seen anything to equal the scintillating beauty, fine materials and real value of these banners for the price. No sales effort is necessary, for they SELL ON SIGHT! Just display them and they'll practically "sell themselves." You'll sell hundreds of these beautiful banners between now and the holidays.

NO LONG WAITING
ORDERS SHIPPED IMMEDIATELY!

EYE-CATCHING BEAUTY!
VELVA-SHEEN, America's finest selling line of colorful Christmas banners come to you complete, ready for use. Designs in red and green are embossed in the distinctive high-pile VELVA-SHEEN process on a background of lustrous white rayon satin. Edged at the bottom with a luxurious golden fringe; fastened on gilded, spear-pointed hanging rods with golden hanging cord and gilded tassels. They're "knockouts" for beauty and sell like "hotcakes." Everybody buys "em.

ORDER NOW—Don't Delay!
Use the handy order blank to send your order to us. Don't delay, because the faster you get them in stock and display them, the quicker your profits will start rolling in from these sensational holiday money-makers. No long waiting to receive your banners — orders filled immediately upon receipt. Any size order filled—but take our suggestion—RUSH IT TO US!

ORDER BLANK

VELVA-SHEEN MFG. CO., Dept. S-920
615 W. McMicken Ave.
Cincinnati 14 Ohio

Please rush the following order at once:

<table>
<thead>
<tr>
<th>Description</th>
<th>Order Size</th>
<th>Price Per Doz.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 104 Candle Design</td>
<td>12&quot; x 18&quot;</td>
<td>$1.00 ea.</td>
</tr>
<tr>
<td>No. 105 Bell Design</td>
<td>12&quot; x 18&quot;</td>
<td>$1.00 ea.</td>
</tr>
<tr>
<td>No. 106 Sleigh Design</td>
<td>12&quot; x 18&quot;</td>
<td>$1.00 ea.</td>
</tr>
<tr>
<td>No. 107 Reindeer Design</td>
<td>12&quot; x 18&quot;</td>
<td>$1.00 ea.</td>
</tr>
</tbody>
</table>

Total: $____

Remittance Enclosed
Terms: 1/2 deposit with order, balance C. O. D. (Prompt shipment after order is received.)

Order blank with your name, address, and bank account information.
ROY ROGERS, idol of 20 million kids, has his name on every ring—every kid wants one. Here's the Roy Rogers Men's and Boys' Saddle Ring. Solid nickel silver, massive, with plenty of rich, clear detail, even to the hair, on the side. It's oxidized for richness, then polished to bring out glinting highlights. No. N-5-8-Assorted sizes. Daz. $8.00

**Fast Selling, Low Priced WESTERN BELTS!**

Eye Catching Western Belts

You can sell at competitive prices. High grade, finely tooled leather, heavy detachable buckles with sharp detail. In sizes 24 to 44.

- **No. B-4.** Buckle only for No. B-6 or B-7 belt.
  - Daz. $9.00
- **No. B-60.** Belt 1½" wide with deep design. Buckle comes in bronze or silver finish.
  - Daz. $21.00
- **No. B-75.** A "he-man" belt with buckle, keeper and tip—clear oxidized silver finish.
  - Daz. $21.00

**PLAIN WESTERN RINGS**


**Quality Beaded Leather Belts**


**W. G. SIMPSON CO.**

2351 E. VAN BUREN, DEPT. B-2
PHOENIX, ARIZONA

**ENDORSED WESTERN RINGS**

**SALES TESTED! FAST SELLING!**

**Order Now for Christmas Sales!**

ROY ROGERS, idol of 20 million kids, has his name on every ring—every kid wants one. Here's the Roy Rogers Men's and Boys' Saddle Ring. Solid nickel silver, massive, with plenty of rich, clear detail, even to the hair, on the side. It's oxidized for richness, then polished to bring out glinting highlights. No. N-5-8—Assorted sizes. Daz. $8.00

**Women's and Children's Saddle Ring.** Some as Men's Ring except smaller and more delicate in detail. No. N-5-6. Daz. $7.00

**Western Hat Ring.** Solid sterling silver—smooth, hasty finish. A real cowboy's sombrero in miniature. No. H-2. Daz. $7.00

"Roy & Trigger" Ring. Solid sterling silver. Exciting Western action scene on face. Western designs on sides. No. C-4. Daz. $7.00

**ORDER Now for Christmas Sales!**

**Fast Selling, Low Priced WESTERN BELTS!**

Eye Catching Western Belts

You can sell at competitive prices. High grade, finely tooled leather, heavy detachable buckles with sharp detail. In sizes 24 to 44.

- **No. B-4.** Buckle only for No. B-6 or B-7 belt.
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**PLAIN WESTERN RINGS**


**Quality Beaded Leather Belts**


**W. G. SIMPSON CO.**

2351 E. VAN BUREN, DEPT. B-2
PHOENIX, ARIZONA

**ENDORSED WESTERN RINGS**

**SALES TESTED! FAST SELLING!**

**Order Now for Christmas Sales!**
Christmas Special MEANS "LAST MINUTE" ORDERS

Many times these last-minute orders for Christmas merchandise --- new orders or re-orders on best sellers --- are the biggest and best!

The Billboard CHRISTMAS SPECIAL --- dated November 27 and distributed nationally November 22 --- is timed exactly to reach those prospects who have waited until the last minute or who have sold out and need more merchandise.

There will be extra distribution and increased reader interest. Buyers will scan every merchandise advertisement for products they can sell to the thousands of Christmas Shoppers.

Have your advertisement in this big CHRISTMAS SPECIAL and get those last-minute cash-with-order sales.

Advertising Dead Line Is November 15
ALL PLUSH TOYS!
Cotton Stuffed—Assorted Colors

STANDING BEAR
Arm to Arm, 14”
No. 9. Dose...$39.00
Sample $4.00

HORSES & DOGS ON WHEELS
a 19¥2”, High—10½” Wide—
21” Long
b Colors: Brown, Black, Blue
c Sturdy Steel Chassis
d 4½” Rubber Tired Wheels
e Large White Hair Caps
f Moving Eyes

ELEPHANT
Arm to Arm, 18”
No. 1. Dose...$39.00
Sample $4.00

STANDING DOLL
Hgt. 20”
Arm to Arm, 16”
No. 8. Dose...$42.00
Sample $4.00

DE BEAUTIFUL CLOWN
Hgt. 22”
Arm to Arm, 16”
No. 10. Dose...$39.00
Sample $4.00

MOSE DISTRIBUTING CO.
19 E. 16th St.
New York, N. Y.

CLOCKS and TABLE LIGHTERS
With THAT WESTERN TOUCH
From out of the West comes this fully guaranteed Session enx-
crass clock and handsome Abbotware western horse in assorted
 finishes, together on a genuine onyx base. A glittering, glamorous
 combination . . . as practical as it is
beautiful. Sizes appro-
 x. 10” high, 18”
 long.

$37.50

Useful . . . different-looking . . . a
smart item for home or office. Gen-
uine Abbotware boot in assorted fin-
lenses with guaranteed Evans lighter
and onyx ash tray base.

$13.95
ORDER YOURS TODAY
1/3 Deposit with Order Net 10 Days to Rated Firms

DE FOUR SALES COMPANY
WHOLESALE DISTRIBUTORS
1519 W. DEVON AVE., CHICAGO 26, IIL
PHONE AMbassador 2-5690

POPULAR CHRISTMAS MERCHANDISE
Continued from page 84

WEAR-EVER KITCHEN SET
A ten-piece, all purpose nationally advertised kitchen set.

SILVER-PLATED HORSES
The popular bronze Western Horses have proved a consistent
merchandising item. These horses of genuine silver or gold plate
are fashionable. The largest stand 3½” inches high and are popu-
larity priced for present use. The manufacturer guar-
antees they will not tarnish, and prussi-

MUSICAL CIGARETTE DISPENSER
A smartly designed lamp replica which dispenses cigarettes and
matches. Highly polished solid brass with green, ivory, or black
finish. Holds 200 cigarettes and 50 matches. Available with or
without musical movement. Also Auto-

LORD’S PRAYER PLAQUE
May be had as a bracelet, necklace, or pin. Assorted colors.

JOBBERS!
BIG PROFITS FOR YOU
WITH THESE FAST
MOVING, YEAR ROUND
REPEAT SELLERS!

NEW EXCLUSIVE TRICK
MATCH ASSORTMENT

They do the DARNEST things!
SMOKE-SQUIRM—SPARKLE—BANG!
16 Popular 1½” Items on this service MULTI-
COLORED CARD that moves out the quick fast

BIG PROFIT
YEAR ROUND SELLERS

JOBBERS SUPPLIED
RETAILERS: Order the old reliable
DOUBLE Line from your regular
Novelty Jobber NOW. Name of
nearest distributor sent on request.

BIG PROFIT
JOKE ASSORTMENT

LYLE DOUGLAS
Mr. Joke Novelties
326 W. DAVIS
DALLAS 8, TEXAS

JOBBERNS SUPPLIED
BIG EUPHORIA for you with this fast moving,
new arrival. Write for Quantity
Price.

America’s Fastest Selling
Novelty Assortment!
Now contains 33 quick moving 15c sellers. 10
different items, such as Trick Matches, Novelty
 Matches, Bouncing Marbles, Fingertip Ladders,
Snake Matches, Embossed Matches, Yarn
 String, Cork Gobblers, Snow Storm Tables,
Belts, Rattle Cig. Case, etc.

MOMERS EIN SHOP

See Popular Christmas Items, page 88
ATTENTION, RING BUYERS

BAR-TAN MFG. CO. MANUFACTURERS OF LADIES' AND GENTS' PREMIUM & NOVELTY RINGS

Wishes To Announce... We are now licensed to manufacture our Ring #202 under U. S. Design Pat. #149-097.

We have changed the sides of our ring by taking the steps off the sides and adding a V Bevel to it.

This change, in our opinion, adds to the beauty of our ring and as a result we have agreed to settle the case with our competitor out of court.

BAR-TAN MFG. CO.
75-77 ATWELLS AVE.
PROVIDENCE, R. I.

Look for this Trade-Mark

THROUGH YOUR WHOLESALER ONLY

BAR-TAN RINGS

- FOR GREATER VALUES
- FOR GREATER PROFITS

IDENTIFICATION BRACELETS
BIG PLATES — BIG CHAINS — BIG VALUES

No. 309
$4.65 doz. $0.45 ea.

No. 311
$5.50 doz. $0.45 ea.

No. 312
$7.20 doz. $0.80 ea.

No. 315
$9.30 doz. $1.05 ea.

No. 314
$12.30 doz. $1.30 ea.

WHITE FINISH
Individually Cored (10% extra)
STATE YOUR BUSINESS

HARRY PAKULA AND COMPANY
916 WABASH AVE.
CHICAGO 3, ILLINOIS

SPEAKS FOR ITSELF!

JUKE BOX
WITH MUSICAL MECHANISM

Variety stores, pitchmen, demonstrators, novelty dealers—dealers all over the country are buying up this MUSICAL JUKE BOX BANK as fast as we can ship them. It is a sensational PREMIUM ITEM. They're finding that the bank is being called for again and again!

Here is a bright plastic miniature of the full size Juke boxes that everyone sees in their favorite amusement spots. When a coin is placed in the slot, the bank plays an enchanting tune.

DON'T MISS IT!

Price $49.80 per dozen

Orders less than one dozen are $4.50 each.

25% deposit required with all orders, balance C. O. D.

Postage prepaid in full is sent with order.

BAUM NOVELTY CO.
BOX 427 • MURFREESBORO, TENN.
**NEW—NEW—NEW**

Premier Showing of "Good Luck Cigarette Case"

It has all the good luck charms. Sells on sight. Buy and sell them and you'll be lucky too. Holds 19 cigarettes. $1.00 retail.

$7.20

Dozen to Dealers

Jobbers and Dealers—Wire, Write, Phone LUXEMBOURG 3-1974

This is the newest item under the Sun

Cleveland and Corporation

53 West 4th Street

New York 19, N. Y.

**ATTENTION, BUYERS!**

Manufacturer Offers

Fine Quality Men's

White Handkerchiefs

Cut 18 x 18" with white satin stripe border.

A regular 25¢ retailer.

$7.50

Per Doz. Pages

Five handkerchiefs in each cellophane package.

Optional packings 3, 4 or 5 handkerchiefs in square box tied with decorative ribbon. 10c Extra per box for this service.

Write for prices on our complete line.

International Textile Co.,

347 5th Ave.

New York, N. Y.

Phone: Gramercy 7-2002

**NEW FASHION ITEMS**

No. 711 Etoh Lamp made of White Jewel Glass, Wood, Brass, etc.

Each

$1.60

For Doz.

$18.00

No. 126 Airplane Lamp. All Metal Chrome-Plated Glass Vases show White or Blue Jeweled Glass Lamps, White or Blue Jeweled Glass Shades. The Lamp Is Equipped with Latest Self-Starting Device. With Brightly Colored Glass Vases, It Is Complete with Matching Bulb.

Sample

Sets of 5 or more $5.69 ea.

**GALLOP TIME**

Western Horse With Sessions Clock

$12.75

Each

In lots of 3 or more $12.25 each

Has self-starting electric time movement inserted in Rustic Standard 18x30 frame. Hand-painted exotic limited base. Hand-writen script of Western Scene complete with animal.

**No. 145—Beautiful Decorative Ship Lamp with Glass Hull**

12 inches high $4.25 Each

In lots of 6 or more, $4.00 each

Light shines from port holes and up and over on mirror-like chrome plated sail, reflecting a myriad of iridescent colors that bathe the room with a charming glow, like moonlight on the sea. Finished in Duro-White with gold and blue highlights. To master sailor, complete with standard tubular bulbs. Ready to use.

**KEE CHAIN**

Mode of curule and crackproof plastic is the new Chris Lee Chain. Chain and telescope in a master assembly with a quick-jewel. The chain is Streets with a crackproof plastic. The telescope is equipped with a sharp lens, focused on an occular in the end of the eyepiece. It is 3½ long but holds to busy smaller size. The new Kee Chain comes packed two dozen in a carton with three-color display card that holds 12.

**BUY THE F-Z WAY**

5 DRESSES $3.00

Two Fall and Winter Styles—42” and 44” Bust Sizes.

We furnish Fall and Winter Styles and in sizes to fit all. We are the LOWEST PRICE house in the trade. You cannot get better clothes for less money, in fact C.O.D. yes, per person that we charge and deliver in 14 days. Item 506 within 4 days if not satisfied.

**ELECTRIC CLOCK**

Abbotnares announces the addition of three new, distinctive creations, the last word in the motarIndexChanged. The new items include an Empire clock and Empire radio series, with a beautiful girl adorning the clock and radio base. There also is a Dave Oli light.
The NEAREST and HOTTEST Novelty Sweeping the Country Today /

Cut-i-Kee Chains!

BE THE FIRST IN YOUR TERRITORY!

WRITE OR WIRE-

The C. Postpaid DEPT.

Yes, YOUR O. Satisfaction send WRITE N,

FIRST 6, NEWEST balance in carry TERRITORY!

Sample Display $2—$2.50 Prepaid

Govern Christensen Wholesale Indian Handcraft Gallup, New Mexico

Genuine Hand-Made INDIAN JEWELRY

Buy direct from the Indian Trader Conrad Christensen (Member, Indian Traders' Assn.) Zuni and Navajo Made Top-Quality Turquoise and Solid Sterling Silver Genuine Zuni and Navajo Rings $0.50 up Cercease Gift Bracelets $1.00 up Also Necklaces, Pins, Brooches, Earrings and Tie-Chains.

In order to acquaint you with our outstanding line we offer:

SAMPLE LINE #1 ........................................ $ 5.00
SAMPLE LINE #2 ...................................... $10.00
DELUXE SAMPLE LINE #3 .......................... $25.00

Frank Gallo Importer & Manufacturer

1429 Locust Street

ST. LOUIS 3, MO.

WAXED FLOWERS

Best Quality—Attractive Colors

No. 8—LARGE GEORGIANE .......................... $100.00 per 1,000; $5.50 per 100
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For Lower Prices, write Today for complete Price List.

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**Mystic Blocks**

People they actually does

100 tricks. With instruct

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New Novelties by America's Foremost Novelty Creators

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Surprise salt and pepper shakers are a humorous gift for your sweetheart. Price, 4.25c.

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This clever novelty container contains a variety of scents, from the cleanest to the most unusual. A sophisticated gift. Price, 3.60c.

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There's a trick to these gayly-colored, soap-like items. Price, each, 1.35c.

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Charming and a great conversation piece! Price, 3.60c.

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Fine quality, highly glazed, while china jiggers in a patented design that com-
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A natural resoln tale stem. Beautifully etched "Fawn" pattern on crystal clear glass. Poli-
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Same beautiful features, same novel style as above. Size 17"x7½". Fine 12" fabric-

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GET ON THE BRANDWAGON WITH TRULY A TIMELY ITEM
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MADE AS A BRACELET-PENDANT-FOBETTE & KEY TAG

**FREE** DISPLAY CARD FREE (AS ABOVE) WITH ORIGINAL ORDER OF 3 DOZEN ASSORTED.

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NO. 611-18 INCH MEDIUM WEIGHT CURB LINK CHAIN...

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THE LORD'S PRAYER

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A Large Lot of Second-hand Coin Machine Bargains will be found on page 121 of this issue.

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PARTY HATS
Over One-Half Close-Out—Discouraged No Returns
Manufacturer's close-out finest quality Metalite Hats. All gold plate, all nickel; each part nickel-plated Metalite hat, decorated with plumes and flowers. 100 assorted styles of these Metalite hats selling by dozens for as much as $25 and up. Bargain lot of 100 hats, prepaid in box. LIST—Note that the conditions are for your protection only, and not for your profit. 50 free cards with each box of 100 hats. If you sell out 50 cards, order new. No returns.

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A first seller—fun for everyone!
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Dox. $3.60
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ELECTRIC HAND BUZZER
IT’S SHOCKING and Hilarious!
Contains two buzzer units, ideal for joke or party. Complete with batteries and instructions.
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THE SURPRISING CAM! This Coolest Fun! The Surprise Item of the Year!

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SQUIRTING MELON FLOWER
$7.50
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SEND FOR FREE ILLUSTRATED CATALOG OF 1,000 HOT SELLING ITEMS
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SPARK’S PRESENTS the PROFIT line for ’49
Authentic Western Home and Sensations. America’s foremost line in gorgeous finished—plain or jeweled—with genuine Poderiteony bases. It’s the line that dealers, operators and distributors are raving about.

$100 CLOCK & RIDER

NOW ONLY $50.00

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GOOD LUCK ITEMS ALWAYS PAY OFF!

Lucky Penny

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Honest Key Chain Novelties on the market today. Genuine brand new maker gone. Fun, amusing money wiper. Excellent line, every assortment.

Only $10.80 Great

WE OFFER IN 12 LOTS—prices quoted.

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SPLENDID "ZODIAC" COIN SETS

Excellent coin set makes a splendid gift or present for anyone. A set of 12, one for each month, coated with gold, silver or copper. A complete collection of 24 coins in attractive Leatherette Medallion Case.

Sample Set of 12 Coins...$1.50

S. E. 50 Sets With Cases...$3.00

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NOW! PRESIDENTIAL COIN SET
INCLUDING THE NEW PRESIDENT

Sample Set With Case...$4.25

Sample Set On Display Card...$2.00

S. E. 50 Sets With Cases...$2.00

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Radium Dial and Hands • Sweep Second Hand • Assorted Dials • Two Piece Case—Beautifully Finished • Unbreakable Crystal VINYL STRAP (Sweatproof & Washable) Beautifully Boxed at 15c Each Additional

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Minimum order 6 watches. Reduced prices apply to lots over 100 watches.

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The number one name in watches and movemem

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PUBLISHER 5,000 BOOKS—NATIONAL

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Washable, oil painting

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A NEW MINIATURE RADIOGRAPHY FOR

TO DETERMINE whether you are at fault in raising, early recovery. "Write

to determine whether you are at fault in raising, early recovery. "Write

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Genuine Saddle Leather POCKET BOOKS
Sold Wholesale for Re-Sale Only
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435 W. W. BAY, N. 12, N. C., WA 5-000

34-80 Parsons Blvd.

J.A. FALCONER

JAPANESE SATSUMA

Porcelain Figures. 6" to 18". $1 to $4 each. . . . .75c to $1.25 each.

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SOLD IN CARTRIGE LOTS. $1.50 each.

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KRAFT MANUFACTURING CO.

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Porcelain Figures. 6" to 18". $1 to $4 each. . . . .75c to $1.25 each.

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IN THE HOTTEST RADIO DOG IN TOWN

See for yourself why the demand is so terrific. Send for a sample today.

1-10" high. A tube of Bell and Howell radio. Beautifully printed labels. $1.50 each. Prinl $1.00. In lots. Lots. $1.00.

Send for samples. All orders filled.

FAIR AND FOOD SHOW WORKERS


NEW METHOD CO.

BOX 88 WHITFORD, P A.
110 MERCHANDISE

The Billboard
November 6, 1948

INTRODUCING SOMETHING NEW

GENUINE SILVER PLATED HORSES

Everyone wants horses today...

This is our original GENUINE SILVER-PLATED horse. Plated on ceramic! An absolutely new item, excellent repeats, popularly priced. Individually boxed, immediate delivery. We guarantee that this silverplate will not fail, tarnish and insert guards. Extra design, so striking in each piece. Also can be had in gold finish, ideal for Premiums and Prizes.

LONE RANGER SILVER BULLET BALL PEN SET

Ten can't beat this unusual ball pen offer for natural appeal or fast profit! Imagine three Lone Ranger "Silver Bullet" Ball Pens, each with a different color cap, each engraved with a Famous Lone Ranger hero, Pens fit into a typical Western Cartridge Holder which slips over a belt. More than just a toy—real school and hunt-writing instrument! Individuals packed in multi-colored boxes. Striping dinner cards free on request. Price 50c each in gross lots, or 60c in smaller quantities. Terms: 55% deposit with order.

Write for illustrated catalog of complete line.

Since 1899 a Reliable Source for Writing Instruments

Everlast PEN CORPORATION

644 Broadway, New York 12, N.Y.

MAIL ON HAND AT ST. LOUIS OFFICE

350 Arcade Bldg.,
St. Louis 1, Mo.

MAIL ON HAND

CHICAGO OFFICE

155 N. Clark St.
Chicago 1, Ill.

AMERICAN RADIO HISTORY

www.americanradiohistory.com

TRIO-ETTE

A Top Xmas Seller

SPECIAL DEAL THRU NOV. 25 ONLY

3 Compacts Free With Each Dozen

HAND MIRROR

COSMETIC ENSEMBLE

SMART DIFFERENTI

A SENSATIONAL SELLER

Nothing Like TRIO-ETTE on the Market

Each compact beautifully boxed

PER DOZEN—$53.95

POWDER

house of PLATE' Inc.

9225 East Forest Ave.

DETROIT 12, MICHIGAN

HOLIDAY SPECIAL!

CARMEN EXPANSION BRACELET & LOCKET SET

Select From Choice

* No. 25 Thresa, Nome, Alaska

* No. 27 Carmen (Emmalie Finn)

* No. 30 Pearl Toy (Tina Toy)

* No. 28 Portrait of Carmen Steel Band

* No. 37 Carmen Exquisitely Boxed. $30.00 Dos. Sets. Sample

* No. 33 Carmen Engraved Bracelet Boxed. $18.00

Send $10.00 fee for either our sample Ring Arrangement or our booklet "Knowledge for Gift Giving." 20% deposit. Balance C. O. D.

JACK ROSEMAN CO.

807 Fifth Ave.
New York 16
MUSICAL CIGARETTE LAMP

Musical Cigarette Lamp is a perfect gift. A delightful addition to any room, this lamp features a musical note design and plays your favorite tune. It is easily adjustable for optimal lighting. ORDER TODAY!

Western Saddle Horse

A NEW LOW IN PRICE
A NEW HIGH IN VALUE

$5.50

ORDER NOW

P. Murphy
New York 3, N.Y.

RINGS SELL ON SIGHT

Stylish and elegant, our rings are the perfect addition to any jewelry collection. ORDER NOW and take advantage of our special pricing.

Buy Direct and Save

Gold Plated Costume Jewelry

New, large, beautiful selection of pins, chandelier, lavaliere and earrings to match.

HARRIS & AGREE

Case Building
233 West 42 St., N. Y. C.

Lytle Company

118 West 47th St., New York 19, N. Y.

Special Christmas Offer

Filigree Ball Pen Key Chain

Beautifully crafted, our Filigree Key Chain is a perfect gift for any occasion. ORDER NOW and save!

FREDMORR CO.

110 W. 42nd St.
N. Y. C. 19

Sensational Low Prices

Newest Originals

Feast your eyes on our newest original designs! ORDER NOW and take advantage of our sensational low prices.

M. J. L. F. Co.

160 Rense St.
New York 7, N. Y.

Electric Bow Tie

Elegant and stylish, our Electric Bow Tie is a perfect addition to any outfit. ORDER NOW and take advantage of our special pricing.

THE BOWER MFG. CO.

Cherry Hill, N. J.
Pipes for Pitchmen
By Bill Baker

ARE YOU SET... and ready to go in that Christmas spot? If not, why not?
Select one or two promotions that best suit your situation and go to work on them.

BOB POSEY... is still gathering the good seeds working ink sticks and gum in a Municee, Ind. store.

THE SHEA... Larry and Laura, are still at the F. W. Grand store, Milwaukee, where they have been chalking up good counts on yoke oil and shampoo.

JIMMY RAYAN... is reported to have worked dealers to fair business at a number of California locations.

Do nothing and you're a clack to become nothing.

NELLIE BROWN... has opened her Sixth Sheen layout at Schuster's, Milwaukee, following a record run with the same item at the W. T. Grant store in the Cream City's downtown sector.

LOUIS RAMOND... rammed his Bessie, Tex, recently from St. Louis while en route to the Rio Grande Valley and Laredo, Tex., for the winter. He is working Mickey Mouses and Bugs Bunnys. Ramond's summer proved satisfactory and he's looking for a big holiday business with his varied items.

JEN SITZBERGER... and wife, Mary Lou, are celebrating the arrival of a daughter at their home in Milwaukee October 1. Joe has his pitch layout in Gimbel's.

Many a pitchman has long since learned that it's easier to borrow a man's time than it is his money.

R. B. CUNNINGHAM... is still spending bouncer and shows in Beesville, Ark, and awaiting the rules to be held there November 2-3. Slim has folded his tripes at street selling, but will be back on the job again when the tourists begin hitting town. He says he'd like to read pipes here from Jack Maia, Jack Warren and Dinty Moore.

DOC REED... veteran pitchman, is still seriously ill at home in Columbus, O. He'd like to read letters from friends.

EDDIE GILLISPEE... is reported to be getting the long-green pitching combs in the F. W. Grant store, Milwaukee.

A pitchman probably is the only guy living who is loved because he wags his tongue.

H. R. DAY... after a lengthy silence, took the following letter from Madison, N. C: "Motored in here last week and spent a little time with my old friend, Johnnie Riek, who is operating a sleek old-timey med show to okay results. Riek said that business was not as good as the early markets. Some of his performers include Charlie Wilson, Peg Jackson and Pinkie Anderson. They are billed as the Dixie Serenaders. Also saw Sam Anderson and Sam Williams and Possum with their med outfits. Ran into Billy Bean's show in Winton-Salem, N.C., looking for a million. He has a new lad with him, J. C. Flack, who one of the most promising pitchmen I've seen in years. I suppose most of the old-timers are fading from the picture since I've seen only a few of them. Riek has rented a building in the burley tobacco markets here and says that any pitchman near him

Agents---Pitchmen
A slick Toy for the Holidays--- The absolutely new ELECTRO RAINBOW TOP
A lulu of a pitch if I ever saw one. Prices are right. Rush $1.00 for prepaid sample and quantity prices.

MITCHELL'S ENTERPRISES
227 Pontiac Ave., Dayton 8, Ohio
Phone: Adams 1485

ELECTRIC PENCIL
Professional Model #3, folders, pocket folios, etc."Made in Toronto, Canada" with a.60 word. Wholesale prices, retail prices on list. 100 letters, 5, $11.00, 100, $22.50. Barger Whiz Pencil for nickel and up, 100, $22.50.

PERFORMING LIVE MICE
They put live mice away. Any other thing I don't know about! 100, 0.00. 1000, 2.00. 5000, 10.00. 50000, 75.00.

MEDICINE MEN
Your man in his field. They're not in quantity, but they're mighty exclusive. Don't let 'em escape. A. O. 1952 and C. L. 1953, His Excellency, Dr. C. L. Storer, Covington, Ky.

BOB ROAN
Contact me immediately. Very important.

HUGHIE

Merchandise You Have Been Looking For
Lamps, Clocks, Encyclopedias, Houseware, Aluminium Ware, Decorated Tinware, Toys.
Every kind of Glassware, Blankets, Hammocks. Houseware, Plaster Dome, Flying Whirl, Balloons, Hats, Canes. Rake Game Supplies, Bug Supplies, etc.
Catalog Now Ready--Write for Copy Today

IMPORTANT TO OBTAIN THE PROPER LATTICE BE SURE AND DETAIL YOUR BUSINESS AND TYPE OF GOODS YOU ARE ENDED IN.

PREFERRED SUPPLY CORP.
1117 South 12th St., St. Louis 4, Mo.
**LANKO TELEPHONE SECRETARY**

Now you’ll never say — “Wait until I find a pencil and paper.”

- The TELEPHONE SECRETARY keeps pad and pencil at your fingertips — in handy, rigid pull-out drawer.
- Ideal for home, office, store or shop.
- All metal — unbreakable.
- Beautiful enamel finish matches phone.
- Easily installed — just snaps into place.
- Uses ordinary pad and pencil.
- Over 100,000 satisfied owners.

Standard Model (Illustrated).  Per Doz. .................. $11.00
Sample $2.50
Univ. Model (fits Round or Oval Phone). Per Doz. . . . . 31.54
Push Button Executive Phone Model. Per Doz. ........ 28.44
Retail Price — $2.50, $3.95 and $2.95 Ea. Respectively

1/3 Deposit, Balance C.O.D.

LANKO INDUSTRIES, INC.
4952 E. Bloopolis, Detroit 7, Mich.

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**DEMONSTRATORS — LADIES**

Must Be Able To Grind

Xmas in August — Over $1,000.00 Weeks in August

**FRED (SIZZ) CUMMINGS**
3123 Boardman St.
St. Louis 9, Mo.

(Phone: Sidney 2385)

AIR MAIL - WIRE - PHONE — 14 STORES NOW OPERATING

"BRAID EZE" RUG BRAIDER

PERCENTAGE ONLY — MUST TRAIN FOR ONE WEEK.

Can be trained in St. Louis, Chicago, Detroit or Minneapolis

HOTTEST XMAS ITEM I HAVE SEEN IN 35 YEARS IN THE BUSINESS

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**BUY DIRECT AT FACTORY PRICES!**

**QUANTITY BUYERS:** This is your opportunity to make direct factory connections for popular gift lines that mean real money-saving prices and higher profits for you! Illustrated is only one of the many proven successful sellers.

Here's the Gift Sensation of the Year! Smart... good-looking... wonderfully decorative for home or office, the **RASPBERRY HORSE ELECTRIC CLOCK** is a matchless achievement in beautiful metal. Horse is hand cast of metal... two-tone copper plated with high-lighted bronze finish. Features a fully guaranteed, self-starting electric clock with a clear 4" dial. Home on a beautiful hand-rubbed walnut base. Size: 11½" high, base 5½" x 11¼".

Many other popular gift lines direct from factory to you!

Write today for illustrated catalog and prices.

**J. A. MOONEY CO., Factory Representatives**
20 WEST 43rd ST., NEW YORK 19, N. Y.

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**THE GENE AUTRY WRIST WATCH**

Will sell on sight and name alone!

Choice of America's Favorite Cowboy for American Youth. An Ideal Christmas Gift or Prize.

- 18 Ligne Swiss Movement
- Vivid 5-Colored Dial of Gene Autry
- Luminous Hands and Numerals
- Unbreakable Crystal
- Genuine Leather Strap Autographed "Gene Autry"
- 3-Place Round Chrome Case Engraved "Always Your Pal" Gene Autry
- Push Pin Strap Attachments
- Precision Made To Keep Accurate Time
- Each Watch Individually Mounted on an Enamel for Display Purpose. Beautifully Boxed In an Attractive Point of Sale Display
- Written and Approved Guarantee With Every Watch. Watch Returned to Factory for All Corrections

LANCASTER CO.
93 Nassau St.
New York City 7

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**MERCHANDISE**
**113**

**November 6, 1948**
1.14 MERCHANDISE

The Billboard

November 6, 1948

TWO GREAT XMAS WINNERS!

ATOMIC BOMBER

New Aeroplane Sanitizer

Sales Prediction: Terrified! There is action, color, and any child can make the bomber do tricks.

ATOMIC BOMBER is made of durable plastic. It flies! The revolving propeller makes the sound of a motor. Circle the plane over your head, and have it travel 10 to 15 feet on elastic attachment. Wing Span: 8½ in. Overall Length: 8½ in.

It looks the loop and it roaddius! Also, can be carried on a stick and propeller will revolve as youngster walks.

JOCKO THE CLIMBING MONKEY

Needs no introduction. Of course you remember JOCKO. How the sales soared last Xmas! He is a sure repeat winner. We did not supply the demand last year, but we are ready for you now. JOCKO climbs down a metal rod. He's a sensational action toy. His fascinating performance, powerful make-up will sell him on sight. Arms, legs and tail are extra durable. Stack rod has approximately 22 overall height—wound colored loop and handle. Retail for

CASH IN ON THESE TWO MONEYMAKERS!

If unsold, write direct. No samples. Must gross minimum.

Manufacturers of DAVE Products

JO-JO, the Dancing Monkey; Animal & Propeller Puzzle Dice; Animal & Propeller Mats; Dolls and Feather Dressers.

KAYE NOVELTY CO., INC.

377 Hudson Ave., Brooklyn 1, N. Y.

GIAN T PIG $3.25

Giant Bank

ALL-PLASTIC METAL LOCK

Minimum Order Six

16" DOLL SKIN, DRESSED, DOZ. EXPANSION WAVE BANDS, IMPORTED, DOZ. EXPANSION WAVE BANDS, PLATED, DOZ. DIPPY DILLY, DRINKING BIRD IN CASE, DOZ. 122 ALARM CLOCKS, EA. 2 PIECE WARRICK PEN & PENCIL SET, DOZ. 3 PIECE STRATFORD, BALL, PEN & PENCIL SET, EA. STRATFORD BALL PEN, DOZ. FLY-FISHING MATCHES, EA. SPARIS PRESS FLASH, EA. SPARIS FULL VUE, EA. PRIEST HAIR CLIPPER, PROF., 1000 EA. WAHL ELECTRIC HAIR CLIPPER, EA. IMPERIAL KEY CHAIN KNIVES, DOZ. IMPERIAL SCOUT KNIFE, DO. IMPERIAL SPORTS, DOZ. IMPERIAL ASSORTMENT, 50-75¢, 1000 KNIVES, DOZ. COLUMBIA 5TH AVE. COMPACTS, ASST., ENGRAVED, DOZ. BILLY DONES KEY CHAIN. DOZ. SPINNY DOG, ELEPHANT, DONKEY PUZZLE KEY CHAIN, DOZ. EXPLODING MATCHES, EA. PLUSH TOYS, ASST. CHARACTERS. DOZ. AUTO JOKEYS, GB. BUB-B-ROCKET, DOZ.

WE CARRY A COMPLETE LINE OF JOKES AND TRICK ITEMS

25% with order, balance C.O.D.

SYDNEY KANN & CO.

148 W. Jefferson Detroit 26, Michigan

can come on and he'll be happy to permit him to pitch it.

FRANK CURRY . . .

...with a proven pitcher, was the subject of a three-column photo layout in the October 21 edition of The Messenger, Madison, N. C. Carried on the sheet's first page, the photo depicted Curry, at the peak of his form, and carrying along with it a constant reminder that the Madison tobacco market has been booming this season. "Every day," says the writer, "on the south side of Webster's Warehouse a throng of farmers gather to listen to the spoolbinder and show their dough for their oil. A pact of the American show which is passing, this mad man and his partners put on an old-time medicine show several times each day and sell untold quantities of them . . ."

Alert pitchers aren't satisfied with only their share of the business. They're always contemplating ways and means to go out and grab some of his business.

ONCE AGAIN

It's the time of the year when a sheeple is made to realize that summer has come and gone and he will say as countless thousands have said before him: "Hunger knows no season. Thank providence that a sheeple given a chance, will make it regardless of run tenders.

RAY FREDERICK . . .

...is in the F. W. Grand store, Milwaukee, where he is clocking off good times with run tenders.

JIMMY BEACH

...is reported to be working silver plate to good return out California way.

STATIC ELIMINATORS . . .

always have gone well at the various shows throughout the country. Who is going to repeal them with this fall and winter?

WHO WAS IT . . .

...who once remarked: "Successful pitchers never become destitute. They operate on the principal that he that can move all when good fortune will come his way!"

BENNY TEBBETTEN . .

are novelty worker, is gathering the West Coast with a varied line working the West Coast.

JEAN HAWK . .

well known to Midwestern pitchfolk. He is billing the Milwaukee Gimbel's store's house organ, Gimbelco.

Even the it does take a second or minute more, greening your tip with lemonade or soda counts in the long run.

LET'S HAVE

some pipes from Carl Herron, Dave Rose, Jack Young, Russell Brown, Jack Green, George Haney, Naom Larson, Betty Genger, Mrs. Mae Violett, W. G. Bernard, Doc Robert Hallie, Betty Stanfield, Phil and Eileen Kraft, Jack Smart, Glenn McQueen, Big Al Wilson and Don Ashley.

"AWOKE HERE . . ."

the other morning to feel the first cool gust of winter in itans at BLASTS Jack (Bottles) Stover from Harrisonburg, Va. "I again began to go back over the summer and the

Nationally Famous

"KOR-ALUME"

ASH TRAYS-COASTERS

A lovely 3-1/2-In. Xmas gift. Porcelain flat with silver plated edge and molded "Sure Foot". Handsomely decorated with .500 M.S. plate. Size 3-1/2". "KOR-ALUME" or K.O. TRAYS-COASTERS. Available from stock. $5.50 per dozen, $50 per hundred. Min. order $5.00.

Adhesive Tape


5,000 ITEMS AT FACTORY PRICES

VARIETY AND SPECIALTY MEN, PLEASE.

1. MILLIONS OF SELLERS

2. OUR MAIL-ORDER SYSTEM IS SIMPLE

3. SELL AT SELLERS' COST

4. SELL AT FULL MARKET PRICES

5. ALL INCOME TAXES PAID

6. ADDITIONAL DISCOUNTS TO ANOTHER 5,000 ITEMS

7. BEST WINTER IN HISTORY

8. MILLIONS OF SELLERS

9. BUTTONS, PINS, PINS, PINS

10. PLENTY OF RETURNS

H. L. BLAKE

55 E. Chicago Ave., Chicago 1, Ill.

HAND PAINTED TIES

With Personal Initials

Offered at lowest prices ever. These ties are genuine silk, 100% pure, double 8-10" long. Beautifully printed, 500 designs, each of which is genuine, hand painted. Very individual. Printed Initials, 25¢ each. Printed Initials, $1.00 per hundred. Min. order $1.00.


PHILIP'S NECKWEAR Dept. B-94

50 W. 56th St., New York 1, N. Y.
BUYERS!

WE'RE OUT TO BEAT THE COMPETITION

Absolutely Gold Plated
COSTUME JEWELRY
All the latest Fifth Avenue creations (1949 styles only). We feature beautiful Pin and Earring Sets studied with rhinestones, camées and other semi-precious stones. $2.00 and $3.00 retailers.

Compare Our Prices!
PIN & EARRING SETS COMPLETE

- $8.00 Per Doz. Sets, Individually Boxed
- $4.25 Doz., Individually Carded

NEW MERCHANDISE ARRIVING DAILY. CLOSE-OUTS IN STOCK AT ALL TIMES

- A Pin & Earring Sets, Boxed
- 6 Assorted Pairs of Earrings
- 1 Filigree Ball Point Pen
- Samples of Close-Outs on Hand

We cater to the small, independent operator. Money refunded within one week after receipt of merchandise if not satisfied. No catalogs. Cash only. 5% deposit with order; balance C. O. D.

FLASH JEWELRY COMPANY
35 West 33 Street
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It's another Real Deal

Wouldn't you like to know?
WRITE US:
1770 WORKMAN STREET
LOS ANGELES 31, CALIF.

ANNOUNCING

OUR NEW CATALOG WRITE FOR COPY
WHEN REQUESTING CATALOG STATE YOUR BUSINESS

HALLOWEEN GOODS

CELEBRATION GOODS

Cardboard and Paper Except Masks
Dancing Cats, Box of 16 $1.05
13 in. Inboard Skeleton Dec. .75
18 in. Inboard Skeleton Dec. .75
15 in. Inboard Skeleton Dec. .50
10 in. Inboard Skeleton Dec. .30
3 in. Orange and Black Dec. .30
11 in. Orange and Black Dec. .30
Confetti Mix, Box of 25 .45
Children's Masks, Box of 25 2.00

LEVIN BROTHERS
Established 1862
TERRE HAUTE, INDIANA

MERCANTILE

MAKE YOUR BID FOR
PROFIT WITH THIS NEW PLAYING CARD

FORCOLAR
PLASTIC COATED PLAYING CARDS

- Every suit a different color!
- Symbols in all 4 corners!
- Experts say "They're foolproof!"
- Made to end playing errors!

For Fall and Christmas profits, deal yourself in on FORCOLAR, the year's playing card sensation! This new, improved playing card has rung up sales records in leading stores everywhere.

FORCOLAR Clubs are green, diamonds orange, hearts red—no chance for playing error! For further fool-proofing, each card's value and suit symbol appear in all 4 corners. Card experts, bridge editors join in praise of FORCOLAR!

Some retail price as standard plastic-coated decks. Fancy backs in smart smudge box; plain conventional backs. Tuck cases. Bridge and pinchlee. Dealer, jobber invitation invited. For samples, brochures, prices write

FORCOLAR, INC.
Dept. B-11, 60 East 42nd St., New York 17, N. Y.

Astonishing...these values!

Here are beautiful timed and tested 7 jewel men's and women's cylinder watches, Swiss-made by an internationally known maker in a factory devoted to watch-making since 1875. All are available for immediate delivery wholesale only in minimum sample lots of six. (Add $1 extra for each if fewer samples are required.) Wonderful for premiums, prizes, mass Christmas gifts.

Send for free Wholesale Catalog of famous nationally advertised lever line.

LANCIEL WATCH CO.
580 FIFTH AVE.
New York 19, N. Y.
THE NEW LOOK

BINGO Supplies and Equipment
Bingo Markers Versa-Plastic, 9" round; Rubber, 1/" and 1/" round; 16 lbs. to 10 tons.
Write Now for Complete Particulars
V. E. SUPPLY CO.
382 W. MARKET ST.
AKRON 3, OHIO

WIRE WORKERS PEARL PLATES
Sample Assortment—12 Designs. Worth More. $5.00 & $2.00. Write Now. ART PEARL WORKS
65 N. E. R. Ave.
Newark 3, N. J.

THE BECKER LINE IS BETTER
Write for price list on Finger Tips, Tails, Plating, and 150 other items. We also sell our own line of 10000 Fancy Attachments. Write right; plenty of samples.
BECKER CHEMICAL CO.
225 MAIN STREET
CINCINNATI, OHIO

MANUFACTURER OFFERS FLASH JEWELRY AT ITS BEST
- Beautiful new assortment just out, of Pins & Earring sets, Bracelets, Lavalliers, Fobs, Necklaces, etc.
- Highly polished pink gold plated
- Complete imported Czech rhinestones
- Simulated Jewels, Pearls and Moon Rhazes
- Individually boxed.

SPECIAL SAMPLE SELECTION OF 6 HIT STYLES. $5.00 PROOF FAST SELLERS—$8.00 DOZ. UP

SPECIALS
- Beautiful HAND PAINTED Bracelets
- Unusual Lavalier, Assorted Earriyes, Matching Necklaces With Earrings
- Charm Bracelets
- Only $1.50, $2.00, $2.50
- Beautiful Mesh Necklaces
- Fashionable Metal Chain Bracelets
- Perfect Mesh Charms Bracelets
- Perfect Mesh Pins With Earrings
- All in quantities, write for full list

ALL FOR POSTAGE OR POSTAL ORDERS
To O. D. 1 oz.
Over 1 oz. Add 1/8 of oz. weight. Each...Please Mention Brand Name for Free Catalog!

MUSICAL STUFFED TOYS
A varied selection of cuddly, real fur and plush-stuffed toys of finest quality and workmanship. We are manufacturers. Excellent toys with genuine fur"""" muslin don't play and light marbles. Many sizes. Each $1.00

LADY SCOT WRIST WATCHES
Lady Watch Wrist Watch. 14K gold filled with genuine diamonds and rubies. Crystal and simulated diamonds. Can be reconditioned to new condition with clock work, very nice, nice watch. $20.00. $25.00.

CHRISTMAS LIGHTING
Nothing brightens the joyous spirit of Christmas more than an attractively lighted home. Christmas tree lights have long been scarce, but we have plenty of them this year. Sold in a variety of colors at amazingly low prices.

Swanson's Candies
BOX 277, BARABOOS, W10.

GIVE TO THE DAMON RUNDY CANCER FUND
Pitchmen I Have Met

By Sid Stolberg

FROM inquiries made regarding the many pitchmen I have met I feel that this worthwhile pitchman and author of Doc Rushwell and Count Sel-don (a new book, if you please) Kennedy is one of the most popular men in the field. If you correspond with this resourceful character, by all means be sure to add the initial J. to his name, he is likely to slow his stack. Tom says his parents gave him the label (what the J stands for I don’t know for he latter asked him) and Tom says: “It helps me keep my mail separated from the undertakers, bricklayers, constabulary and scissor-bearers, and it helps me bear the monkey.”

Tommy is my conception of one of the best, fastest traveling, go-getting geedus-grabbers in the business. Almost everyone I meet he has a new item and is headed for a spot. Versatility personified is this ambidextrous purveyor of what have you. He has worked street corners, doorways, fairs, carnivals, chain and department stores and windows, and is at home in any one of them.

He puts on his best show when working windows. He was an actor before entering Pitchdom and he keeps in trim by putting on a show via the window. He stops them with his turn which prompted me to label him the “ambidextrous pitchman.” He is as left with his left hand as he is with his right when purveying an article. Thruout his demonstration shop arm.

(See Pitchmen I Have Met, page 120)

S$1.10 Doz.

IN 6 DOZ. LOTS

F. O. B. CHICAGO

Hand Painted Pie Birds

Send only 25¢ deposit. Pay postage on balance. 25¢ each. All grades, B, high grade. An additional charge of $1 is made in New York and Philadelphia. A perfect novelty for every woman, man, and also a gift for friends. Played out in every retail store that has been retailed up to 61.00. Fine choice for all class work. Write for retailed list. Money!

SPECIAL TRIAL OFFER

2 Dozen Postpaid $3.00

SPECIAL QUANTITY PRICE TO JOBBERS. WRITE FOR QUOTATION.

BERKELEY MFG. CO.

7250 ARCHER AVE.

CHICAGO 6

AMERICA’S NEWEST FAD

NOW AVAILABLE

BREAKING ALL RECORDS FOR SALES

An amazing fortune telling glance which awakens curiosity for everybody. Strongly sealed within the unit floats mystic messages into full view without human error every ten seconds. Only 87.75 per dozen in 6 dozen lots; 87.75, 1 to 9 dozen each.

JOBBERS—Write on your letterhead for complete selling plans and low quantity prices. For samples, include $1.00.

ALABE CRAFTS

Dept. 28, 340 W. 5th St., Cincinnati 2.

SALESMEN WANTED

To handle new item. Will work with retail stores in various cities. 5 per cent. This new item is hearing aid for your cars. A natural for every car. 8 oz. bottles, 10 for $1.00. Agents report they are sold out in 1 day.

PHILIPRAYS CORPORATION

20 IRVING PLACE

NEW YORK 3

One of America’s largest makers of right driving, shock-proofs and quality sunglasses.
WHILE THEY LAST!
3,000 Pieces
COSTUME JEWELRY
Some sold for $10.00 each. . . .
Now, as they run and while they last
SAMPLE PACKAGE
OF 60 PIECES ........ $10.00
- Earrings - Bracelets
- Brooches - Pendants
- Pins - Misc. Pieces

B-1 DINNER RING
$17.76 Dozen
1/20 14K RGP mounting, 6 brilliant diamonds set in starting top. Leads with gold and platinum diamond ring. Hottest, hottest ring of the year.

B-2 LOVELOCK RING
$17.76 Dozen
2 rings in one, 1/20 14K RGP, 5-stone engagement and wedding rings, both rings fully adjustable. Guaranteed by manufacturer to fit without any cost change since marriage. Guaranteed to wear and last forever.

B-3 MEN'S 3-STONE
$14.70 Dozen
Gold plate to or from mutual friend. Three starting stones, with pictures or initials "best man" and "bridesmaid". Gift box. Sentimental show-out price. While they last.

WHOLESOME JEWELRY

B-4 3-PC. PEN SET
Dozen $12.00
1 ball pen, 1 pen, 1 popular pen and 1 pencil. Stylish and durable writing set in gift box. Never before at this low price.

TUCKER-LOWENTHAL
5 So. Wabash Ave.
CHICAGO, ILL. Phone Broadway 1-1402 or 1-1183

POPLAR CHRISTMAS MERCHANDISE
(Continued from page 116)

HOPALONG HERMAN WONDER DOG
Squeezes the bulb to make Hopalong jump and run. Terrific appeal to young and old. Squeezes the bulb and watch him go. . . . Life botanical tricking is made of plastic, with durable plastic hose and rubber body. Individually packaged in cellophane bag. This time, packed six dozen to box. Retail 25 cents. Your cost, $1.00 dozen.

POPULAR CARDED CHRISTMAS MERCHANDISE
Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandising can be purchased. We suggest, however, that you write all the advertising in this section for many other fast-selling items.

BAMBOOZE MATCHES
Exclusive trick match assortment. They do the darnest things: Smoke—smoke—smoke away. Fifty popular items on this attractive multi-colored card that moves out the goods fast.

GENE AUTRY WRIST WATCH
The watch of America's favorite singing cowboy. With his colorful portrait on dial, engraved case and autographed leather strap. Gene Autry combines his appeal to American youth with genuine watch values. Factory guaranteed, the item presents itself as a fine Christmas gift or prize. Each watch is mounted individually on an ease for counter display purposes and attractively boxed in a beautiful point-of-sale display box. See Lancaster's ad for complete details of this unusual offering.

SOLD BY: LANCANBER CO. 50 Nassau Street, New York 7.

LONE RANGER BALL-PEN SET
Three ball pens are embossed individually with the name Lone Ranger, Silver and Tonto. Each pen contains a different color lead, red, green, blue. The pens fit into a typical wallet case with clips and carry the Ranger's design and name. The matching display cards to promote the set's natural attraction. The item combines very appeal with practical utility.

SOLD BY: EVERLAST PEN CORP. 64 Broadway, New York 13.

WOW! Everybody Wants 'Em!
Santa GLUB-GLUB — all Dolled Up with Santa Whiskers and Cap as he bows toward a jolly Xmas Greeting Card at his feet.

FASTEST SELLING, FUNNIEST CHRISTMAS GIFT OF THEM ALL
Glub-Quub's pantaloons folks from Coast to Coast. He's the most published bird in America. Substantially made, every Glub-Qlub thoroughly tested before shipping. Attractively packaged in individual boxes. Price protected. Usual trade discounts. Hop on the band wagon. You will make big profits too selling Glub-Qlub. Order Quantity Lots Today!

PROMINENT HOUSE OF PLATE' Inc. 9935 E. FOREST AVENUE DETROIT, MICHIGAN $1.98 RETAIL FAIR TRADED—$14.26 PER DOZEN

JOIN THE BEST SELLERS PARADE with

THE YEAR'S MOST SENSATIONAL TABLE LIGHTERS

NORMANDIE SALES CO. 767 SOUTH BROADWAY

Copyrighted material
SALESBORD SIDELIGHTS

Joe Berkowitz, president and general manager of Universal Manufacturing Company, Kansas City, Mo., reports that a steady stream of orders is coming in for firm's new pad decorated with the Bingo theme. Bingo, Universal, known as the Jargo-Do company, is receiving a series of orders at an early date. In its first order, Lucky Seven No Jackpot, Lucky Seven, Jackpot, and Bingo Derby pads are being hiked, production-wise, to meet the volume-demand of the trade. Berkowitz said, "He is bringing a Southern and Eastern trip to call on accounts and install new distributor set-ups for both the ticket and board lines."

WORTHMORE SALES
1225 S. Michigan Ave., Chicago, Ill.

SALESBORO TICKET DEALS

JAR DEALS

SALESBORD WHOLESALE PRICES TO ALL

JAR DEALS - BOX DEALS - BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

Save on your complete order
on immediate delivery.

WRITE FOR CATALOGUE.

CAROL SALES COMPANY
312 E. Market St., Elgin, Ill.

JAR DEALS
SALESBORDS
and BINGO TICKETS

For new catalogues.

LUBIN SALES
635 Fifth Ave., Pittsburgh 19, Pa.

NO OTHER BOARD CAN
MFG. CO.

MAKE THIS STATEMENT!

MORE OPERATORS
AND HOBBERs USE
PROFIT BOARDS

A MARKET SATISFAIb

WE ARE MANUFACTURERS

ALL KINDS - PULL TICKET GAMES - TIP BOOKS

Order Direct From Manufacturers at Very, Very Reasonable Prices.

COLUMBIA SALES Co.
802 Main St., Wheeling, W. Va.

FOR YOUR CONFIDENCE

We have a specially built shelf of SALESBORDS in our store where you will find on display the largest selection of SALES
BOARDS... and always ready to exchange the new for the old... including COIN BINGO... MAJOR#3... AVERAGE PAY-OUTS...
DEFINITE PAYOUTS... BLANKS... 8 for 25c and all the rest. We sell at factory prices to established operators and jobbers.

Drop in to see us today or phone.

IMMEDIATE DELIVERY

ROCK MFG.

609 SPRINGDEN GARDEN ST.

CHICAGO, ILL.

3.2/6/7

DISTRIBUTOR OF COIN-OPERATED MACHINES AND SALESBOARDS

HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE

CHICAGO 25, ILLINOIS

SALESBORD SODILIGHTS

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Thomas A. Walsh Jr., Thomas A. Walsh Manufacturing Company, Omaha, bears out the general comment on goods on hand for the board day. Conditions are excellent, he says. Firm added a night shift to keep up with orders a few weeks back, and each shift working all hours. Thomas says six new boards with plus-play appeal are ready for introduction; they are the last of the 38 new numbers debuted during the last two and a half months. Because of the high activity, he has not been able to take proposed trips, but personal contacts with out-of-town operators will be given a preferred spot on the future business agenda.

SALESBORD SODILIGHTS

BINGO TICKETS AND JACKPOTS

BINGO JACKPOTS CHARLIES, THICK 95c EACH

DEAL 1

DEAL #2

MULTI-GIANT BOARDS

REGULAR JACKPOT BOARDS

(6 Tickets Each Hole @ 25c)

Assortment of 6 (6) Different Multi-Giant

(25c Per Sale)

Assortment of 6 (6) Different 1c Jackpot

240 Hole Boards for $16.50

Boards for $16.95

Combination of Both Deals for $31.75

ALL BOARDS GUARANTEED

WORLD'S LARGEST DISTRIBUTOR OF BINGO TICKETS AND SALESBOARDS

A-P DISTRIBUTING CO.

ART PAUL, Mgr.

2853 Lower Street

(Phone Jefferson 8811)

St. Louis 3, Mo.

SALESBORD SODILIGHTS

MICHIGAN CITY NOVELTY CO.

BOX 66, MICHIGAN CITY, INDIANA
Pitchmen I Have Met

You'll be Lucky with LUCKY

GARDEN RESULTS

Buffalo Gross

You're Lucky with LUCKY

WHEN TAKING CARE OF PETS

White Today for Free

Universal Manufacturing Co., Inc.

PITCHMEN I HAVE MET

BUFFALO GROSS

You're Lucky with LUCKY

WHITE TODAY FOR FREE

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WHITE TODAY FOR FREE

Universal Manufacturing Co., Inc.
**Labor Factor in Upped Prices**

All Equipment Affected by Shortages; Personnel Cost Increased 10% in 6 Months

Try Incentive Plans; Machinery To Offset Situation

By Norman Welser

CHICAGO, Oct. 30.—While the operator of coin machines, covering the entire range, is faced with difficulties in obtaining vending equipment, certain definite factors make such a move economically impossible. Actually, in several phases of the industry, the situation has been defined as a major problem to the manufacturers and operators.

The following survey was made while vending operators were being interviewed by The Billboard to determine how the labor situation has affected the industry, and for it is a definite fact that labor and materials are the two primary problems confronting the manufacturer at the present time, and in planning for the future.

**Portland Ops Await Action On Coin Levy**

**Bike Anticipated**

PORTLAND, Ore., Oct. 30.—Commissioner of the city announced that final action was planned by the Portland City Council this week on an ordinance which will limit the number of pinball machine operators and boost license fees and semi-annual cost of $35 for each device placed in operation. The number of operators would be limited to one for each 10,000 population in the city and also would restrict the number of machines in any one establishment to five.

Commissioner Peterson said the ordinance was necessitated by the constant, or $500, or a $500 per month semi-annual cost of $35 for each device placed in operation. The number of operators would be limited to one for each 10,000 population in the city and also would restrict the number of machines in any one establishment to five.

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**Laud Vender Ops' Co-Operation**

**L.A. Ops Mull Tax Problems At 2d Meeting**

**Oklay Cross Basin Plan**

**Los Angeles, Oct. 30.—**Firemen of the Western Mailing Machine Operators' Association (WMMOA), since election of officers in September, was held Tuesday (26) with local licensing problems the major topic. Leading discussion was President M. T. Slater.

Operators in the basin area opened the tax discussion with a debate on the $1 machine levy in that area. As this tax was imposed by the city council, it was pointed out that the city council had said it was in favor of this rate but the rate was set and that a revision was in order. He went on to describe an attempt to get an agreement among the various companies on the tax.

Small Town Opposition

Slater pointed out, however, that some small town operators would not be able to absorb the $1 tax, and that it was not going to benefit all companies equally.

Continuing on the tax subject, membership was told that a new $2 annual license was being considered by the city council, and that the new rate would be effective in the process of being worked out.

The new tax situation in Stockton, Cal., was stressed. This tax rate of $1.80 was effective two years ago for 5-cent machines, $2 for dime and $4 for quarter machines, and a dime vendor, was also discussed.

Sales Tax

Phil Sредел, Acme Vending vendors in Culver City and living in Los Angeles, reported a discussion pertaining to Los Angeles sales tax for operators living outside the city limits. He said the tax office informed him that he would have to pay 2½ per cent tax instead of 3 per cent if he lived in Los Angeles.

Lew Feldman, Acme Vending Machine Company, reported that a local distributor handling bulk gun machines, sponsored by civil organizations, would no longer cover top locations already held by an operator.

Complaints were also made that three machines placed by the company would be removed from (See L.A. GPS on page 126)

**Keeney Names Distribs For Montana, Utah**

**Chicago, Oct. 30.—**J. H. Keeney & Company this week announced the appointment of R. F. Jones Company, San Francisco, as distributors for the Keeney brand automatic vending machine in Utah and Montana.

The company also has offices in San Francisco and Salt Lake City, may be granted expanded territory later, Keeney officials stated.

**Kold Kristent Soft Drink Field; Testing New Machine**

**Los Angeles, Oct. 30.—**Invasion of the field by Kold Krisp Apple Service, Inc., was announced this week by Jack Osterney, president of the company, who said that a line of juices would be handled in fruit and soft-drink machine next summer to bolster hot weather business. The company, initially handled apple past but has since branched out to include fresh fruits in season.

New phase of the business was made possible due to the four selection type machines used by the firm which enables fruit juice in cartons to be sold along with packaged fresh fruits.

According to Osterney there are no immediate plans for the manufacture of more machines. Since starting operation two years ago the company built 10 machines which are on test locations. It was never his intention to build the manufacturing plant of the business, Osterney said, but as no time was found for their growth, the factory was on the market the firm built their own.

However, a deal whereby the company would give a license and plans to a manufacturer who would turn out the machines on a royalty basis is now under consideration.

Reception of the machines has been excellent, Osterney said. They are especially suited for such establishments as show houses where the health angle of the product could be stressed. Machines are located at Kermack Hall on the UCLA campus, the Hollywood YMCA and various veterans hospitals in Southern California.

Big seller this summer, according to Osterney, was watermelons, Grapes and cherries. (See KOLD KRISP on page 126)

**Coke Bottling Co. Prexy Lauds Venders' Sales Aid**

**BOSTON, Oct. 30.**—Automatic merchandising equipment has "completely revolutionized" the Four Square line, according to Coca-Cola's president, Jack Keeney, speaking on developing market thru routine distribution, distribution, Keeney said. "The three most important events in the development of the Coca-Cola bottlers' business have been the introduction of the red cooler, the six-bottle car and the at-work market."

There are five major markets, Keeney said, with which Coca-Cola's competitors have no chance to contend, he declared. Those are the vending machine market, the vending machine market, the vending machine market, the vending machine market, and the vending machine market.

"There are other problems," Keeney said, "but it is clear that the vending machine market is a market with a very high profit potential." (See COKE PREXY on page 124)
Ops' Co-Operation Laundered; Cite New Sanitary Methods

(Continued from page 12)

available for washing globes before new merchandise is put in. One of the larger vending companies here has installed a water tank in his trucks in order to meet this requirement and to fulfill another section of the code which requires a food handler to wash his hands before working with the merchandise.

Another provision of the health code requires all merchandise 'vended' in delivery trucks to be placed in bins. Operators of bulk equipment, who had not already equipped their trucks with bins, have now done so to comply with the regulation.

Cup Machine Regulations

Actually, the city has no specific ordinance on bulk vending machines, since these come under the general health code. There is, however, a specific regulation which covers cup machines. The reason for this is the fact that a board regulation can be altered from time to time, but once these measures are incorporated in an ordinance they cannot be changed without considerable red tape.

Spokesmen for the health agencies say they plan to supervise the operation of cup machines by this board regulation for a year or two, or at least until ramifications of the business are ironed out.

According to this city's regulations, all machine locations have to be approved by a health officer before the vending is put into operation. These provisions provide: That there be adequate maintenance and supervision, prevent any nuisance or unsanitary condition; that the machine be in a room or space where it is protected from dust, rain, overhead leakage, rodents, flies, insects or other sources of contamination; that the floors at the machine be impervious and capable of withstanding repeated washing and cleaning; that there be suitable, adequate, sanitary plumbing facilities for emptying waste containers, cleaning drip pans or other parts of the machine, and for the rapid removal of waste matter prior to washing hands or handling any parts or containers that may come in contact with the ingredients or contents of the drink containers.

Drinks machines built prior to one year after the date of the regulations became effective (November 10, 1947) do not need to comply with these provisions, which states that all cup vendors must be supported on legs which provide a free, unobstructed clearance of at least six inches. These machines will be allowed to operate in all but the area under them is kept clean.

Regulations for hot coffee machines are similar except that only pressure or sterilized canned milk or cream may be used and that all containers, conduit, pipes and valves must be removed daily and returned to the operator for cleaning. Liquid milk or cream cannot be kept in the machines for more than eight hours and must be kept at temperatures below 30 degrees.

Memo Products
Builds Counter Coffee Vendor

(Continued from page 12)

The Memo coffee vending machine is 18 inches high, 10 inches deep and 15 inches wide and can vend 600 cups of coffee per hour, according to Cusack. Total capacity was not given. All controls are made with solenoid valves, and stainless steel is used wherever coffee comes in contact with metal.

Water is thermostatically controlled to within two degrees of any given temperature; an electrical unit heats the water from the inside out. A shield of the usual concealed heating unit type floor coffee makers. Cusack claims this design makes the heating section 80 per cent efficient against 20 per cent efficiency in the urn type heating method. A built-in water filter enables the operator to use either bottle or city water.

Due to savings in handling and distribution of the firm's coffee concentrate, the vending price can be kept to a nickel, Cusack stated. He stressed, however, that this was for coffee only; extra charge will be made for cream and sugar vended thru the companion unit being designed.

Firm's coffee concentrate, developed over a period of 10 years, is packed in jars, each quart making 100 cups. Cusack states that the process of making the concentrate 'natural' has been simplified, so that the cost remains approximately the same as that of roasted coffee. In addition, in the extracting process, all crude fat and bitter oils are eliminated.

Plan National Set-Up

While present plans of the firm are aimed at compounding the operation of four machines, a national distributor setup is being considered to handle sales where production has been incorporated. Regarding the coffee concentrate, firm expects to enter the domestic market by distributing the coffee in pint and half-pint bottles to the housewife, via their plants.

Cusack revealed that Memo has a 600 plant which will be open for operation within the next six months, and which will supply vendors with concentrates.
Texas Taxes Topic at NAMA Region 9 Meet

Convene in Houston Nov. 7

HOUSTON, Oct. 30 — Texas taxes will be the principal topic of discussion when Region 9 of the National Automatic Merchandising Association (NAMA) holds its annual meeting here Sunday, November 7. The meeting is scheduled to be held in the Rice Hotel, Houston, with the 12th NAMA regional meeting this year. One more regional — Region 7 — is scheduled for Minneapolis-St. Paul during November.

The Texas meeting is expected to draw operators, distributors and suppliers from the four States comprising the region — Oklahoma, Arkansas, Louisiana and Texas. Chairman of the region is Tom Vaughn, New Orleans Cigarette Service.

One-Day Meeting

Houston's meeting has been streamlined into one day beginning at 9 a.m. with a business session and concluding at 5 p.m. during which the business session, NAMA executives and operators will discuss the possibilities of changing the present Texas law governing certain types of automatic merchandising equipment.

Penny machines are not taxed in Texas and cigarette equipment is taxed under the Tobacco Occupational Tax, which NAMA considers equitable. All other types of vending machines are taxed under a general coin machine law and it is this feature to which operators object.

In addition to taxation, there will be a discussion of the cigarmaker's problem and how to improve conversion at which Vaughn will outline the situation and view of the operators at the meeting.

Penny Merchandising

Penny merchandising problems will be dealt with by John Horn, of Harn, Tex., and an operator yet to be named will talk on candy vending futures. Following these special discussions, time has been set aside for an even larger forum on all types of operators and problems.

R. A. Waddell, Galbreath Sales Company, Houston, will act as host for the meeting and will preside at all business sessions. Galbreath Sales took care of local arrangements for the gathering.

Shipman Postcard

Vender To Be Sold By Natl. Distrib

CHICAGO, Oct. 30 — Shipman Manufacturing Company's recently introduced penny postcard vendor (The Billboard, September 25) has been turned over to the organized Vendma Sales, Inc., here, as national distributor.

Vendor Sales officials state that final details of price and distribution of the new unit has not been set. A possible regional distributor arrangement may be put into effect.

It is expected that all sales and production and price information will be available within the next two weeks.

The Shipman vendor, dispensing 200 government-type penny postcards, has been originally priced in lots of 16. It resembles the firm's regular stamp vendor, weighs 15 pounds and vends three postcards for nickel.
“SILVER KINGS”
New Angle — Gets the Money
With Custom Built
“TARGET KING”
NEW 1c BALL GUM VENDOR
GREATEST BALL GUM PROFIT MAKER

IT’S a whistled stopwatch that no one can resist. "Look at the ball in my hand — it’s a 12-hour ball," from the D. D. Ball gum machine of old. All attractively colored — all rolled into one. Blowing, robbery finished in red and gray.

OPERATORS’ SPECIAL PRICE $45.00
P. C. O. Aurora, Ill.

Mechanically perfect. New
original. Handline 120, 170
810 coast
p-nos.
-30-35
improved. "Silver King"

If you want the best touchless vendor, try our Improved "Silver King"

622 DIVERSEY PARKWAY

GET INTO THE POPCORN BUSINESS

The “Little Glint” is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size 11" by 12" by 22". Portions controlled by size of bag or bowl. Supplying companies and vending operators will send salesman or can handle the dispensers in addition to present routes.

Manufactured by
ABC POPCORN CO.
2441 W. NORTH AVE.
CHICAGO 7

“WARNER” Coin Operated VOICE RECORDERS


14-614-722 Counter Model $550.00

WARNER & SONS, 350 No. Lake St., Pasadena 4, Calif.

L. A. Ops Mull Tax Problems

(Continued from page 122)

one of his downtown locations. The topping of locations "was due to a misunderstanding and would not happen again," Feldman declared.

Phone Problem

Continuation of the meeting brought up discussion of sudden changes in firms’ phone numbers by the telephone company. Such a move, effectuated without due notification and ignoring the practice of referring calls to the information operator for one week after the change had been made, resulted in loss of business it was claimed. It also voided vendor dispensers bearing the old number, incurring additional expense of replacing same.

Non-delivery of association bags came up for mention. Several members who had not received the decals were told that in order to get them, group orders would have to be placed. Forn supplying the decals at cost could not afford to handle single orders, Slater stated.

At the conclusion of the meeting, two prospective members applying for cards were Bob Leidenberg, a new ball gum vendor, and Peter Bier, a Caval City operator.

Kold Krisp Enters Soft Drink Field

(Continued from page 122)

ries were also tried with average success. Apples are the best year-around seller, company is trying out cars on all locations at the present time to see how they go.

Machine has four coin chutes varying from a nickel to a dime. Some months ago the company tried out a penny changer built in the machine which enabled them to sell a 7 and 8-cent product. When odds are lost in the court, the machine is sold by the manufacturer, and purchased at the court, the machine is sold by the manufacturer, and purchased.

As a further test the penny changers were removed and all fruit for- merly sold at the one-cent price was raised to a dime. Aside from comment on the new price no appreciable decline in trade was noted.

Eventually the company plans to reinstall the penny changers so that there will have one 5, 8 and 2-cent change.

Operational headache is the fact that other vendors have more or less stable wholesale prices, but in many the market varies from day to day. By having the three price range on the machines, the margin of profit can be the same, but the machine is serviced, it was pointed out.

Coke Prexy Praises Vendors’ Sales Aid

(Continued from page 179)

as an unsatisfactory answer to the bottlers’ problems, pointing to the experiences of bottlers in certain cities. If the bottle were placed in a dispenser where soft drink tax laws necessitated the 6-cent price. In those cities, said, the loss in volume nullified the gain which would be expected to come from an increased sales tax.

To offset the rising costs, Hodgson said the bottlers are putting in efficiency measures and labor-saving devices in the bottling plants.

Determining incidental information concerning coke’s development of the foreign market was brought up in Hodgson’s address. At the present time, there are 354 bottlers of Coca Cola distributing that product in 10 countries. As in this country, coke’s plants in foreign countries handle a large percentage of sales and service them 200 or more times each day.

ROY TORR
LANSDOWNE, PENNA.
**Subway Cup Test Success; Ops' Requirements Pending**

(Continued from page 122)

$41,300 was paid to the city by the vending firms participating in the test program, under terms of the agreement by which a 25 per cent commission is returned to the city for operating privileges, according to William J. Daly, secretary of the board.

The vendors were first placed in the downtown location early last summer (The Billboard, July 10). At that time it was announced that upon the expiration of the experimental contracts on November 30 an operating franchise would be awarded to a single firm after competitive bidding. Later it was decided the board would most probably award several contracts in order to more effectively blanket the numerous potential locations in the subway system. (The Billboard, September 23).

No accurate breakdown of the average earnings per machine could be given. However, it is reported that vendors in the subway have increased steadily from the initial installations to the present figure of 105. But industry observers agreed that their expectations that future sales once the subway system is adequately covered, is unprecented.

A conservative analysis of the gross income for September, during most of which somewhat under 100 machines were operated, shows that sales per machine averaged well over $700 each. It was achieved by several operators, as well as the board, that many individual machines placed in top-traffic locations grossed two or three times that figure.

Secretary Daly stated that the board requirements to be met by operating franchisee permanent operators, rights not have yet been completely worked out. These requirements will be announced before formal bids are solicited.

**Name 18 More Exhibitors at NAMA Meeting**

CHICAGO, Oct. 30.—The National Automatic Mechanical Association (NAMA) has announced an additional 18 exhibiting firms at its 1948 convention, December 14 through 17 at the Palmer House here. New firms bring the number of exhibitors to 108 from date, including the initial list of 90 last month (The Billboard, October 18).


Also new: Corp.: The Squirt Co.; Vending Machine Service Co.; Bert Mills Corp.; F & F Laboratories; Atlas Manufacturing & Sales Corp.; Hugh Corp.; Hydro-Silica Corp., and Revco, Inc.

**Announce Regional Distrib Distribut-Sup for Uneed Shoeachines**

NEW YORK, Oct. 30.—Uneed shoe machines, until now only available thru Acme Sales Company, will be marketed to operators thru a network of regional distributors, it has been announced by Sam Sacks, head of both organizations. Increased production facilities and the resulting need for "a more extensive system of outlets" was given as the reason behind the change in sales policy.

Names of the distributors of the Uneed shine machine will be announced soon, Sacks stated.

**Choo Choo Gum**

GREENVILLE, S. C., Oct. 30.—Dispensing free bubble gum from his engine cab windows when his train rolls thru those towns, Joseph W. Cobb has created considerable interest.

Cobb is the fourth largest cigarette manufacturer in the S. C. (C.T.)

Net income for the six months was reported at $3,801,358, after charges and federal taxes.

**Luminous Chars, Skuls, and Rngs**

That Glow in the Dark!

Luminous Glows Chars, Series #1 $6.50
Luminous Glows Chars, Series #2 $7.00
Luminous Glows Skuls, Series #1 $3.00
Luminous Glows Skuls, Series #2 $3.50
SAMUEL EPPY & Co., Inc. World's Largest Charm Manufacturer 1533 Copley Plaza, Chicago 10, Ill. Phone: 934-1060
**State Tax Calendar**

- **Alabama:** Nov. 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
- **Colorado:** Nov. 20—Sales tax report and payment due.
- **Florida:** Nov. 10—Agricultural wholesalers' and retailers' cigarette tax report due.
- **Georgia:** Nov. 10—Cigarette and tobacco wholesalers' and dealers' report due.
- **Illinois:** Nov. 15—Cigarette wholesalers' drop shipment report due.
- **Indiana:** Nov. 15—Cigarette tax return due. Sales tax report and payment due.
- **Kansas:** Nov. 20—Sales tax report and payment due.
- **Kentucky:** Nov. 20—Cigarette wholesalers' report due.

**Show Ice Cream Vendors at Die**

**Atlantic City, Oct. 30.** Two manufacturers of ice cream vending machines exhibited here this week at the Board of Trade Industries Exposition (BITE) and one manufacturer was on hand to canvas ice cream makers sentiment toward vending. The exhibitors were Eastern Engineering Sales, Inc., Philadelphia, manufacturers of the Renko, and Craig Machine Company, Danvers, Mass. On hand, but not exhibiting, was Gordon Haase, president of Arctic Vender Sales Corporation, Appleton, Wis.

The dairy show, held in the Atlantic City Convention Hall was staged every two years.

**See Renewed Drive For 2% District of Columbus Sales Tax**

**Washington, Oct. 30.** Altho Congress won't be able to consider a local District of Columbus sales tax before the end of January, the campaign for a 2 per cent levy is already swinging into high gear.

The Washington Taxpayers Association last month joined the Board of Trade and a half dozen other business groups in urging a sales tax anticipated despite defeat facing the city.

Many citizen groups as well as labor unions are fighting the tax. Only the threat of a last minute filibuster by Sen. Glen D. Johnston (D., S. C.) defeated the tax in the Senate last session after the House had passed it overwhelmingly.

With the proposed levy, items retailing for less than 10 cents would be exempt. Between 14 and 50 cents the tax would be a penny for each 2 cents retailing between 50 cents and $1. A straight 2 per cent would be levied on articles selling above $1.

**Wilcox-Gay Expands Distrrib Coverage**

**Names 6 New Franchisee Companies**

**Charlottesville, Mich., Oct. 30.** Wilcox-Gay Corporation announced a new distribution and advertising program this week in its expansion program aimed at obtaining national coverage.

F. T. Lang, sales manager of this division, listed the new firm's names as Paul A. Laymon, Inc., Los Angeles; Phoenix Novelty Company, Seattle; De Leo Music Company, Palo Alto; John H. Good Company, Jackson, Miss.; Kentucky Service Company, Covington, Ky., and Millen Distributing Company, La Fayette, Ind.

**LOOK AHEAD!**

You can earn a steady income vending nationally advertised Wrigley's gum, Lifesavers, etc. Through Alkino Five Cent Vendors A clean profitable business with no slow seasons no competition easy to place Write or call Lavoie & Hillman, Inc., 2 East Main St., Atwater, Mass.

**“Once Bit, Twice Shy”**

You may often see an advertisement in which wild exaggerations sound like a blare of trumpets. But you will never see Schonbach's name slipped to fit. The public has gained much wisdom about advertising promises and the quality of merchandise, "Once Bit, Twice Shy." Advance Machine's best advertisement is the machines in use and 50 years of manufacturers' experience.

**Write J. Schoenbach Distributor of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.**
Ingredients Off
WASHINGTON, Oct. 30.—Production of such candy ingredients as sugar, corn syrup, molasses, and dehydrated milk, was estimated by the Agriculture Department to be 50 per cent lower than in 1947. The large increase in pecan production is expected to result in lower pecan prices next year in view of a decision by the Agriculture Department not to support pecan prices. Requested growers to establish a price support program, the Agriculture reported that it will not buy pecans unless prices are fixed by the agency to dispose of the large surplus.
Music Promotion Trend

Results Bring Increased $$ To Operators

Associations Are Active

CHICAGO, Oct. 30.—With actual proof that on-location promotion, properly handled, can boost income to a point where the operation of music-machines routes becomes profitable, many associations are now pushing ahead with plans to adopt programs varying from the tried-and-true hit-time-of-the-month gimmick to out-and-out publicity drives by the leading fanfare. Too, operators in every corner of the country have yet to be formed, or who are nonmembers of existing associations, are instituting their own plans to make the public “juke box conscious.”

Leading the promotion parade at this time is the Seeburg System. In favor throughout the country, is the hit-time-of-the-month program. Proving to be a tremendous play booster in the Cleveland area, where the hit tune idea has been utilized for a long time, the Cleveland Phonograph.(See Music Promotion on page 132)

New Solotone Combo System Shown in N.Y.

Plays Disks, Radio and Telephone

NEW YORK, Oct. 26.—Master Records, Inc., announced the release of a complete unit thru which record, radio and television entertainment may be provided simultaneously in any one location, has been introduced here by Runyon Sales Company, holder of the distribution franchise in metropolitan New York, Northern New Jersey and Connecticut.

After extensive testing in this area, Runyon Sales placed the unit on its showroom floor this week. Initial installations are being made for operators in the Northeast, New England, and Heading, 10 separate record turntables, and four radios the Master Rep. (See Solotone Combo on page 132)

700 Operators Attend Annual AMOA Banquet

NEW YORK, Oct. 30.—If out-of-order juke boxes in this area were serviced promptly last Saturday night (38) and early the next morning, the results would have been merry at the Waldorf-Astoria.

That was the 11th annual dinner dance of the Automatic Music Operators Association (AMOA). About 700 coinmen and women, distributors and record company representatives attended the annual event. (See 700 Operators on page 132)

Washington Music Guild Plans Dinner, Awards for December 7

WASHINGTON, Oct. 30.—Washington Music Guild (WMG) is making plans for a banquet December 7 at the Guestly Hall of the Hamilton Hotel. A name band and several recording artists will entertain. Eddie Galligan of Station WTOP, will be awarded a trophy at the dinner for “outstanding public relations work” in the Guild as well as for his Hit Parade and Hit Record of the Week program.

President Robert Barrett is also to be honored for his work with Washington boys.

At the same time WMG expects to announce its plan for presenting a juke box each month to boys’ clubs and public schools in the metropolitan area.

Guild President Hirsh de la Vey will serve as chairman of the affair.

Horn, Halsted, of Seeburg System; Teddy Crawford, Sterling Novelty Company; Edward MacManus, MacManus Music Company; Evan Griffith, Pioneer Music Company, and John Phillips, Phillips Novelty Company, are assisting him. Invitations will be sent to record companies, distributors, salesmen and representatives of trade papers. Presidents of music guilds in New York, Philadelphia, Cleveland and Detroit are also expected.

Seeburg Production Facilities “Streamlined” Into One Group

CHICAGO, Oct. 30.—In order to hold the line in cost, both in raw materials and labor, the J. P. Seeburg Corporation here announced this week that it is two weeks away from completing a streaming program which will bring all of the company’s facilities into a highly integrated group. Presumably, the streaming will have its effect on the new model Seeburg which introduces it this fall. (The Billboard, October 30).

Fleming Johnson, production manager for the corporation, told The Billboard that “during an inflationary era, such as has existed since World War II, the manufacturer does everything within his power to maintain prices until his profits gradually dwindle away.” At that point, Johnson stated, it would be the manufacturer’s responsibility to take one or two courses—or both if necessary. That is, increase the price of the product or streamline his plant and organization to fit the pattern of sales. “This corporation,” Johnson said, “elected to streamline the organization and facilities.

Close One Plant

As part of that streaming, Seeburg has closed the plant it formerly maintained at 1015 North Edith Avenue, and moved all production facilities into one grouping at the main plant in Waukegan. According to J. H. Johnson, plant manager, Seeburg, has eliminated 150, 782 square feet but actually increased productive capacity as well as efficiency of the organization.

Johnson stated that the great demand which followed the war-time shortage made it necessary for the company to have extended facilities to take care of operator requirements. The new production facilities are filled, production decreased, leaving an organization for the high production necessary to produce the greater quantities.

Steel on an Example

As an example of streamlining, Johnson pointed out the substantial quantities of steel which go into a phonograph and which, before the current consolidation, raised a parameter cost in handling. Before streamlining, it took this company 4-25 man-hours to produce the greater quantities.

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See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the music department of this issue of The Billboard are:

APEX, Waxeries Dissolving Ban. Negotiations are under way to bring about a ban. (See page 134)

DECCA Firms Ask Anti-Trust Dismissal. Both English and American Decca files answers with the Justice Department for dismissal of action. (See page 134)

COLUMBIA to Bid for Race. Diskery to make strong push for race items. (See page 134)

HAYES CUTS DECCA POPS. Peter Lind Hayes due for big bally lift by waxery. (See page 134)

RCA ADDS ALIEN LIST TO CATALOG. New numerical listings, to be issued soon, will include foreign tunes as well as pop, red seal. (See page 134)

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Operators in Twin Cities Minimize Tele

MINNEAPOLIS, Oct. 30.—The effect of television on coin machine trade, with the exception of Saturday afternoon football broadcasts, is being minimized by most operators here. With this area serving as a major television area, video stations, KSTP-TV, common feel it is far too soon to determine what the true effect will be. Before many months, however, WTCH-TV will also be on the air and operators are deciding to develop after the new station debuts.

But other operators have told distributors that the situation isn’t as serious. (See TWIN CITY OPS on page 133)

Minn., Dallas Aireon Reps Show New Jukes

KANSAS CITY, Kans., Oct. 30.—Initial showings of the new Aireon television-jukebox are being held in Minneapolis and Dallas, with additional operator showings scheduled for the near future on both the East and the West Coasts, it was announced recently. John B. Craig, general sales manager of the Aireon Manufacturing Corporation, announced recently that The Minneapolis showing is at the American Hotel and the Dallas, at the Continental. Firm, headed by Don Carmichael and Harold Harter, was recently appointed a Aireon distributor. Representing the manufacturer at the event. (See Aireon Reps on page 133)

Zippy-Do-Do

SOUTH BEND, Ind., Oct. 30.—Just like the song of the same name, ops in this area are singing about the wonderful days that have rolled around the juke. For Saturdays have turned out to be real bonanzas for many ops who attempt to get in spots where television is being aired. Local newspapers have drawn heavy audiences into to the public locations, and with network television and half-year rip-spring-nurturing, the celebrating goes on all weekend and the juke box an important factor in the post-game activities. In some cases this week, ops have reported that gross take on a Saturday (provided there is a football game) has jumped as much as 300 per cent.
Presenting

The Ambassador

OF GOODWILL

For Your "1015" Locations...

A COMPLETE NEW CONVERSION KIT.

GIVES YOUR OLD "1015"S A MILLION-DOLLAR NEW LOOK.

NEW ULTRA-MODERN DESIGN. ALL NEW PLASTICS.
NEW BEAUTIFUL PLEXIGLAS AND LUCITE. ALL NEW HARDWARE. NEW GRILLE AND NEW GRILLE CLOTH.

NEW SPARKLE. NEW BRILLIANCE. NEW EYE APPEAL.
NEW PLAY APPEAL.

NEW COLOR: TOP ARCH AND MATCHING GRILLE
FRAME AVAILABLE IN CHOICE OF REGAL RED, IMPERIAL YELLOW, OR EMERALD GREEN. PILASTERS IN CLEAR NEW DIAMOND PATTERN.

ALL THIS FOR ONLY

$96.50

½ DOWN.
BALANCE C.O.D.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Keep Them Happy...

As a smart operator you know it's good business to give your locations "something new" before they demand it...here's "something new" at a price you can afford. The "1015" is still a great machine. Keep yours on those top locations. Give them the sparkling new Ambassador look. Easily installed by one man in one hour. Convert 9 old ones for the price of one new one.

Act Now! Order today. Be sure to include names of locations for free location name plates.

Write or Wire

Ambassador

Inc. 1107 Dierks Building - Kansas City, Missouri

WANTED - DISTRIBUTORS OR SALES MEN ACQUAINTED WITH "1015" OPERATORS
Music Promosh Trend Grows; Result Brings Increased $$$

(Continued from page 130)

Merchants' Association (CPMA), thru aggressive action by Joe Cohen, president, and Sanford Levine, association official who heads the record promotion committee, has expanded this idea to include hit tunes extras. These consist of two tunes which are selected monthly for added promotion in the 3,000 machines in the greater Cleveland area.

SDPOA State Drive

An example of how the hit-tune-of-the-month idea is catching on is evidenced by the actions of Mike Linic, president of the South Dakota Phonograph Operators' Association (SDPOA). Imig, who has conducted a State-wide drive for members for his association, and is now only a few percentage points away from a perfect goal, recently visited Cleveland to confer with Cohen and Levine on the hit tune promotion. Imig expects to iron out a few local problems including the most serious, record distribution, by the time the SDPOA meets in December. At that time he will present a complete program to the membership for use throughout the State, rather than in just one city.

Operators in Central and Southern Illinois, who have had an association for some time but who have only recently started a membership drive, have decided to expand their coverage, also have a hit tune promotion under advisement at this time.

Title Strips

Prior to the war, a number of record companies produced special title strips which were given to the operator when he made his disk purchases. This practice disappeared during the war, and to date crops up only in isolated cases. In Cleveland, again, special title strips are used in connection with the hit tune promotions, but are not a general practice throughout the selector panel.

In the post-war period and right up to the present time, title strips have been, and are, a hit and miss proposition with the majority of the operators. However, once again proper use of the strips can bring increased income to the operator, as has been demonstrated by Adolph Raymond, local juke box man.

One of the first to utilize a new tune, Juke Box Jamboree, as an in-promotion tool, Raymond operated a special title strip, printed in white on a red background, in connection with the song. Altho records for this tune are still not available throughout the country, Raymond reports that this tune has been so heavy on most of his machines that he has had to replace the worn-out sides with new pressings.

Operators, who have been seeking out new title strips to replace the hand-lettered and often unreadable strips, have been told that the production of the strips is too costly, and that unless ops would be willing to make them, manufacturers, in many cases, would not undertake to resume the practice of giving them away. Actually, according to several ops here who have had their own strips printed for a special record, the cost comes to about one-half cent each in quantity lots. If purchased thru an association, this would mean an operator with 200 machines could get strips for one song for each machine at a total cost of $1, or if the quantities are larger, even less.

Indie Promotions

Individual operators, working outside a bread promotion program as set up by an association, have also come up with some excellent play boosters. Working alone has several advantages that do not exist if the promotion is handled on a mass basis. One is the fact that the loss op can concentrate on his locations, and can expand an idea, or retract it, as he pleases. He is working on a more personalized basis, and can suit his promotion to his own locations. As was pointed out by Albert Comfort, who operates in Western Indiana, "many of my locations draw foreign-language patrons from near-by industries. A hit-tune-of-the-month idea would be worthless unless the song was personally selected for each location.

"I have developed my own hit tune idea along these lines. Each month I feature a different record of the month in each of my machines. It might be a German record in one spot, a Irish disk around another, and Dixieland jazz in the next block. I use colored title strips to point up the special record, and have found it has jumped my take as much as 300 per cent in some spots."

Radio Tie-Ins

Radio is also moving to the fore as a medium for promotion of the music machine. The Washington Musical Guild (WMG), headed by Hirsch De La Vies, has effected several tie-ups locally which push the records on the local juke boxes. In Detroit the association is tied in with local disk jockeys who not only help them pick hit tunes of the month, but appear at the hit tune parties, held for teen-agers in the Detroit area, and promote the final selections via their air shows.

On an individual basis, the promotion conducted by Sol Silver, South Bend, Ind., points up the value of radio. Silver, who operates in South Bend, La Porte, Indiana, thru St. Joseph County, also conducts a retail record business in South Bend and recently has become a disk jockey over Station WHOT six evenings weekly. Silver, who specializes on one program, spins new releases and plays those songs which are featuring on his juke boxes. He is rapidly becoming a radio luminary in the Indiana town.

With juke box income finally picking up after a spring and summer season that was considered by many operators an all-time low, the move toward organized and individual promotions is expected to gain momentum in the next few months. In the offing are the addition of hit-tune-of-the-month programs by other associations (with the resulting added emphasis on juke box promotion by record companies), and individual drives by those operators who want to take advantage of the upsurging market.
**Ambassador Set For Shipments Of Juke Fronts**

KANSAS CITY, Mo., Oct. 30.—With the price set at $86.50, Ambassador radio picture and phonograph combination is to go to the dealers on November 15th (The Billboard, Oct. 30).This, according to Ambassadors head of marketing, Mr. J. Montgomery, is the only set of the Ambassador series that comes in a single piece and is the result of many months of exhaustive research. The Ambassador front kit will be in complete color and will contain all the same specifications. Schwartz said operators will be encouraged to have their own lateral figures filled with the name of the location.

The front itself utilizes only the wooden portions of the original cabinet and the selector panel. It has also been made available in a variety of colors, including the top arch available in red, yellow, and green. The colors are incorporated in the plastic rather than painted on. Plastic grain frames and the following various combinations of colors are: clear, ribbed plastic. Grain color is determined by the combination of colors of the location.

**Hellzapoppin'**

WEST HAVEN, Conn., Oct. 30.—Chick Johnson, radio-producer of the Hellzapoppin' team, raises seven different kinds of coin while they get on a stage, owns the Winter Garden Restaurant. He recently got a new local operator, installed a new Hellzapoppin' 1100 in the location, and has done a funny business in the booking period. It is claimed by the group who reported that Hellzapoppin' (the stage show, that is) and his new juke box are a lot in. They both draw capacity audiences, record box offices, and both please the audiences at all times.

**Solotent Combo Shown in N. Y.**

(Continued from page 130)

Talent transmitters sound to the position of the radio's completely engineered Solotent wall boxes. Any one of the 10 turntables can be activated by turning on the wall box dial to the proper number. Unlike earlier machines, in which it is difficult to determine if the records do not play constantly, but are played only when a customer selects the program desired by using the dial. However, any number of wall boxes may be tuned in to the same record. Similarly, the radios, pre-tuned to four frequencies, select the program by pushing the wall boxes, and the customer may hear the program directly from the dial setting. In the event that commercial television is installed in the location, the Solotent may allow television to place on the wall box dial assigned to the television program. A small switch behind the bar is used to cut in the television program and to adjust the television to radio when the telecast is over.

It was pointed out that this first customer in the combination of a juke box, radio, and tele- vision, six minutes of entertainment is offered for a nickel. The coin box will accept nickels, dimes, and as many as 15 coins may be used on each box. The customer may switch back and forth among the 14 options on his wall box, selecting the order in which he runs its course.

Among the features of the system is the use of a separate amplifier for each turntable, thus, each may be tuned independently to properly select music. The system is less expensive than previous combination sets.

The combinations of the amplifier, cabinet, and storage space are not included in the price of the unit. The cabinet is available in various colors and styles.

**700 OPERATORS**

(Continued from page 130)

in the Walker's grand ball room.

Reverting to the traditional noon luncheon entertainment, given over to food, drink, entertainment, and the evening's entertainment was interrupted for the presentation of special awards to A. Levin, owner of Sam Ash Music Co., for excellence as a retailer, the other members of the Association, for their many contributions to the welfare of the community.

For his work in the field of entertainment, Mr. Levin was awarded a special plaque by the New York City Council. The presentation was made by Mayor Robert F. Wagner, Jr., who presented the plaque to Mr. Levin, general counsel, and a short speech was made by Mr. Levin. An
did not have the privilege of being present.

**REPOSESSED**

20-Model 7 Packard Piano taken off of auction. Perfect condition, 497 models, a real buy at $9000 each. F. B. B. music. (Continued)
Chicago:
Mike Spagnoli, Automatic Music Distributing, reports AMI juice de
distributors have run out of new machines and are clearing stock. He still has trouble keeping models of the A and B等级s in stock. Sales on the 10-selection wall box are up, but he says the higher priced machines are still in demand. Distributors are buying up machines to fill customer orders for new machines, and are spending extra for more machines because of the high demand.

San Francisco:
Alexander Arno, head of the Gold
gate Novelty Company, has an
electric machine, the Chicago Coin Machine Company to sup
ply his firm with automatic vending machines.

New York:
The 700 music ops, record shops, juke boxes and coin-operated machines in the New York area are now being serviced by AMI, which announced its new service program on November 6.

Vendall Company boys, A. Garrett
and Bill Fuller, say they will have a special exhibit at the AMI show. "The new large coin operated vending machines will be the fare and the high volume coin operated vending machines will be itemized," said the boys.

H. T. Larrimore, Industrial Milk Service, has expansion plans for his milk service in the northern Illinois and Wisconsin area. Larrimore has added a number of local dairies which are finding the turning over of plant sales to vending
machines a new outlet for their cream and milk.

Joseph Dehler, a Milwaukee, Wisc.
operator, has opened a second outlet for his vending in the city.

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viding reports that operator interest in the equipment has increased tremendously and that the new machines coming into the market are difficult to get.

The Western Shuffelton Company has just opened new headquarters on Merchandise Mart, 200 W. Van Buren St., Chicago.

Bill Abel, of Coast Records, taking a look at the Western Shuffelton
company's line, said he was interested in the new machines.

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company's line, said he was interested in the new machines.

The Western Shuffelton Company has just opened new headquarters on Merchandise Mart, 200 W. Van Buren St., Chicago.
November 6, 1948

The Billboard

135

COIN MACHINES

Ready To Deliver! 2 Top Location-Tested Games!

GOTTIEB'S BUCCANEER

WILLIAMS' RAINBOW

CONSOLES—Newest Releases

Jennings' Yo-Yo Challenger

Jennings Monte Carlo Challenger

Daily Reserve Bell

RECONDITIONED CONSOLES

Jennings Silver Moon Toy Tot

Bally Bonus Super Bell...$49.50

Supreme...$69.50

Jennings' $101 Bell...$59.95

Jennings' Triple Entry....$98.50

Payroll...$120.00

Kenny Bally Bally Bell....$159.50

Payroll...$153.00

CONVERTIBLE FREE PLAY—Payout

Kenny Bonus Super Bell...$49.50

Bally Bonus Super Bell...$47.00

Kenny...$69.50

Bally Bonus Super Bell...$104.50

Jennings Silver Moon Total...$125.00, with one-year lease $88.50

Member National Coin Machine Distributors Association

NOW! NEW 1949 IMPROVED MODEL CHAIN DRIVE CHUTE FOR ALL MOTORS OF MILLS MACHINES

VALLEY SPECIALTY CO., INC.

550 N. CLINTON
ROCHESTER 5, N. Y.

Write for Quantity Prices and Full Information

MAKE YOUR OWN PRICE. WE MUST REDUCE OUR INVENTORY. EVERY GAME CLEANED AND CHECKED: READY FOR LOCATION.

ACCURATE

BELL PRODUCTS

Offers MILLS RECONDITIONED BELLS All Originals

Nickle Dimes Quarters

Blue Fronts...$34.50 $59.50 $84.50

Brown Fronts...$45.00 $70.50 $109.50

Bally Balls...$109.50 $138.50 $169.50

Cymbals...$10.25 $17.50 $24.50

Cardinal snake...$159.50 $239.50 $299.50

REBUILT JEWEL BELLS

$149.50—5c $154.50—10c $159.50—25c

All machines thoroughly reconditioned by factory trained mechanics. Terms: 1/2 deposit, balance C. O. D. or sight draft.

BELL PRODUCTS COMPANY

5000 N. OAKLEY
CHICAGO 17, ILL.

Copyrighted material
Coin Machine Service Company, parts specialty firm, now handles a complete line of vending machines, including bulk coin and candy dispensers, new accessories, and all parts. The company predicts a new year of growth for the industry this year. New vending machine manufacturers are active in the field, and they claim the equipment can assist the operator in increasing the sales of his product. This year is expected to be one of growth for the industry. New products and innovations are being introduced to meet the changing needs of the industry. The company predicts a strong year for the vending industry with new and improved products being introduced to meet the changing needs of the operator.
(Continued from page 134)
move from his office in the Fisk Building to the new AMWA headquarters at 111 West 42nd Street. The new offices of the association are larger and will provide more facilities for AMWA headquarters. As for the trade paper, AI puts out together with Charles Gannon.

L. Edelman, Detroit gun manufacturer, was a visitor last week that week on his. He said the firm's guns, Frank Bowler, is moving well in this territory. The recently has been approved for licensing by the city's police department. .. Nose Blunt, who may be seen most of the time near the shabbles of Rynie Rosenthal's store, is growing a mustache.

Ben Horowitz, of Alber Sales, reports that his trade with customers in South and Central America is holding up well. The demand for used music equipment remains steady, he says. ... Beverly Peinberg, Louis Brown's secretary at Coroan, was out sick last week, for the first time in two years ... Sal Wohrman, of Pan Coast Distributors, is on the mend after a nose operation.

Irv Kampion, Rynan Sales Company district manager, was slated to leave on a four-week sales trip November 1st covering New York State and Connecticut. Kampion has a trailer stocked with the complete AMI music equipment line for on-the-spot demonstrations at operators' headquarters, Artie Dadda, AMI factory engineer, was to go along with Irv.

Amusement Arcade on 50th Street has stimulated play on its Foxtrot table by awarded a special poker tournament. Players who make the bands, which are changed every half-hour, get a set of a string of cigarettes or a pair of nylon stockings. Another gimmick that has boosted sales, Artie, is the standing offer of a television set for a single flash in spokes.

Coin row chiefs are faced with a new headache since the new traffic regulations for 10th Avenue go into effect November 5. Police Commissioner Wallander announced October 28 that starting next November 5 only northbound traffic will be permitted on the avenue, and all but emergency parking will be banned. It's all to get traffic moving along rapidly, explained the commissioner. Ninth Avenue will be used for vehicles bound south.

Los Angeles: (Continued from page 134)
Mrs. William Shorey and daughter, of San Bernardino, as visitors last week.

W. S. Ashburt reports that he intends to go into the record business in San Diego ... Perry Irwin was down from Mervin for a Pike Street visit. ... Stewart Mote, of S & A Novelty Company, San Bernardino, seen looking at the sights on coin machines now ... It is being rumored that the W. H. Leumasco company might be representing one of the older jake box companies after the first of the year. They are already selling records to the operators. ... E. W. Pillard, Pass Robles operator, drove down last week for another batch of records. ... Joe Lotter, who records on the Capital label, was on Pike Street recently, as was Johnny Tyler, Victor artist.

Mel Griffin, of Elsinore, expects good winter play at the lake resort. He plans the word along that any of the Pico Street boys who intend to head his way for duck hunting had better hold up for a while. The birds haven't arrived yet ... Peter Pellino, Southgate jake box operator, passed out a good bit of advice the other day. He says: "When you put on a new record that you consider good, play it a few times before you leave the location. Call it to the attention of the bookies or waitresses. They will help you push the numbers.

Bill Crissangery, Stockton operator, and G. J. Menkenkoth, of Watsonville, who is with the Arizona Automatic Music Company, Warren, Ariz., are visiting Pico Street these days. ... A. L. Miller, Bayne column, says that operators who want to go fishing should hang up their way, Lake Menlo isn't too far from his headquarters.

We have all Mills latest Bills in stock.
SOUTH COAST AMUSEMENT CO.
314 E. Eminent St., Kooten & Texas AUTOMATED AMUSEMENT SUPPLY
WIRE SOUTHERN AMUSEMENT COMPANY CALL
638 Madison Avenue Phone 5-9839
Memphis, Tennessee

CASH FOR LATE USED PIN GAMES
WANTED—Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Monterrey, Trade Winds, Mardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games, Status price and quantity in first letter.

WIRE CALL SOUTHERN AMUSEMENT COMPANY
638 Madison Avenue Phone 5-9839
Memphis, Tennessee

BILL CRISSANGERY, STOCKTON OPERATOR, AND G. J. MENKENKOTH, OF WATSONVILLE, WHO IS WITH THE ARIZONA AUTOMATIC MUSIC COMPANY, WARREN, ARIZ., ARE VISITING PICO STREET THESE DAYS. ... A. L. MILLER, BAYNE COLUMN, SAYS THAT OPERATORS WHO WANT TO GO FISHING SHOULD HANG UP THEIR WAY, LAKE MENLO ISN'T TOO FAR FROM HIS HEADQUARTERS.
Labor Factor in Increased Prices; Personal Costs Up

(Continued from page 122)
there was a definite feeling in the industry that many of the women workers, who had gone into defense work, would continue to work in defense plants for the time being, making an even greater pool of workers available when the material shortages were gone and full production could be resumed.

But today, 30 months after VJ Day, the labor supply situation is worse than it ever was before. The recent news shows no sign of letting up. This is especially true in the larger urban areas, where "highly skilled" signs dot practically all manufacturers' offices. These are directed at the unskilled worker in general, for in that group comes the heaviest turnover.

As workers gain some trade knowledge they seek out higher paying employment within or outside the coin machine field.

An example of this type of turnover is Chicago, where the fact that formerly unskilled personnel, many of them as yet hardly qualified as semi-skilled, are leaving coin machine plants to move several miles south to the steel plants in search of better wages. Workers that would work for $1.25 an hour are now demanding $1.60. Conditions in other cities are similar.

In and around Chicago, unlike some of the other urban areas within a fifty mile radius, the former and two different are the first instance, greater use of automation is being practiced. Where manual labor is required, some firms are hiring more casual help, and it is actually running the factories at a point and the inefficient, and in the current situation, running the machines by remote control.

In areas outside of Chicago, where women are steadier workers than the men, many firms are working on a 30% ratio as far as the female help is concerned, according to the future as male help leaves.

The second punch of the strong are a drive to offset the decline in labor efficiency. This is being done by setting up incentive plans, based on the wages wherein they can increase their weekly income over their pay rate by working hard. Since the unions work over established quotas. This system has been tried in several cases at a few factories in the area surveyed, with excellent results reported. Approximately 15% per cent of the men queried had already established such a plan, and a few of the women, were now drawing out details to put one in effect in the near future.

But a large majority of manufacturers in this important area have been one of his most important over-all cost increase factors. From an average of $1 an hour as of six months ago, the weekly average pay is well over $1.50 per hour, an increase of better than 10 per cent. While the figures vary from plant to plant, the average count of 10 per cent in increased wages is fairly general throughout the industry.

In the skilled classifications, conditions are a much higher. Unofficial estimates plate skilled labor income at approximately $2 an hour or 125% over the average as a result of the increased price of practically every type of coin-operated equipment. The rate how soon the improvement will be alleviated is still anybody's guess, but many manufacturers believe that more skilled labor will be available by next spring, and that semi-skilled personnel, coming from appliance factories which have caught up their demand, will take up the slack.

Summary of trade activity for the past three weeks is condensed here in easy-to-see form as a trade service feature of The Billboard:

New Equipment
Beverage vender (cans), Juice Bar Company, 270 Madison Avenue, New York.
Beverage vender (bottle), Neon Mfg. Co., 214 Holmes Street, Kansas City, Mo.
Beverage vender (bottle), Ideal Beverage Company, Inc., Bloomington, Ill.
Bulk vender (pen), Leon (Hi-Low) Beverages, Inc., 79A Hayes Street, San Francisco.
Citation (one-ball free play), Bally Manufacturing Company, 2840 Belmont Avenue, Chicago.
Lexington (one-ball free play), Bally Manufacturing Company, 2840 Belmont Avenue, Chicago.
Bally (five-ball), Chicago Coin Machine Company, 1721 Diversey Boulevard, Chicago.
Shuffle King (shelfboard), Chicago Coin Machine Company, 1721 Diversey Boulevard, Chicago.
Arcade, Perma Coin Company, 457 East 35th Street, Chicago.
Buc-Quin (pinball), Unofficial Ltd., 610 Packard Pla-Mor Company, 1514 Diversey Avenue, Chicago.
Buc-Quin (pinball), Unofficial Ltd., 610 Packard Pla-Mor Company, 1514 Diversey Avenue, Chicago.
Buc-Quin (pinball), Unofficial Ltd., 610 Packard Pla-Mor Company, 1514 Diversey Avenue, Chicago.

New Firms
Perfection Engineering Products, 1521 S. 42nd Street, Philadelphia, Pa.
Belle Gum Company, 4880 Oakland Drive, Cleveland.
Steiner Manufacturing Company, 326 E. 4th Street, Chicago.
Levi's (five-ball), Waning Machine Company, 1042 S. 4th Street, Phe
Blue Skies (five-ball), United Machine, 1042 S. 4th Street, Chicago, Ill.
Bally Manufacturing Corporation, 2449 North California Avenue, Chicago.

New Addresses
Atlantic Electric Vending Machine Corporation, New York, has appointed Twin Park Sales, Minneapolis.
Alcorn Manufacturing Corporation, 2499 North California Avenue, Chicago.

Personal Notices
Thomas R. Sterchi appointed vice-president of the Sales and Service Biscuit Company, Elizabeth, N. J.
William Randolph appointed as manager of the National Vending Machine Company, St. Louis.
Rex Shuck appointed president and general manager of the Parkard Manufacturing Corporation, Indianapolis.

MILLS Bells!
We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.
528 Craghead Street, Danville, Virginia
Memphis Coin Machine School
Formed To Train Mechanics

MEMPHIS, Oct. 30.—D. H. Woolridge, owner of a local wholesale and
discount supply house, has organized the Memphis Coin Machine School
for the purpose of training mechanics to work on all types of coin-operated
equipment, including games, coin-operated phon- ing and music machines.
The move was made to alleviate the near-criti
cal servicemen situation and to help supply the local needs.
Mr. Woolridge followed a study of similar schools which were conducted
in New York and Dallas in the past year.

In setting up the school, Woolridge has been aided by local coinmen in
obtaining automatic music machines, games and other type of equipment
for use by the students in their classes. The school, once put out,
will have the backing of distributors as well as operators in this area.

Sign Instructors
Woolridge states that three capable instructors will be used in the 12- and
3-week course. Classes will be held five evenings a week and the whole
course will be given in 24 hours.

The training will include approxi-
metric hours of work on single box and
time of the day to be divided among all

While the school can guarantee
Hanna Elected
By N. Y. Assn.

(Continued from page 122)

vatively tackle questions of regional

While these local groups will be

autonomous, Hanna said, they will

succeeds to the State Coin Dealers

association for meetings at regular

intervals. NYSCMDA will serve as

a permanent body for informing and

educating all phases of the coin machine

industry in the State. As an

association, it will set up a permanent office in a city
to be named and retain the services

of an attorney who will be available on call to local
groups faced with the need of local aid.

Elected to the presidency was

Mr. Hanna, who will serve for one

year, after which the election will be held, will be

scheduled in about three weeks.

Elected to the board of directors were

Hanna as President, Charles of the

Binghamton Coin Machine Company,

C. F. H. Board, of N. & K. Coin

Dealers Company, Syracuse; Alfred

Bennett of Alfred Sales Company,

Buffalo; Murray Wood, who

manages the up-State subsidiary of

Simon & Company, New York City;

Frank Cary, of Columbia Music

Company, Seattle; Joe P. McKee,

Music Services, Utica; Deans

of Eastern Sales Company, Rochester;

Fred Stott, of American Coin

Machinery Company, Auburn; Roger

Shepard, of Upstate Amusement

Company, Rochester; and

Murray Hurst and Charles

of Chessington, London.

Hanna said a committee will

appointed a working board of
directors who will function in this
capacity until a permanent

board is elected. It was

stated that the next meeting, at which formal

elections will be held, will be

scheduled in about three weeks.

The members of the board were

listed by Hanna as Bob Charles,

of the Binghamton Coin Machine

Company, C. F. H. Board, of N. & K.

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Coin Dealers Company, Syracuse; Alfred

Bennett of Alfred Sales Company,
IMMEDIATE DELIVERY!
FROM STOCK!

RANZEL
Pushback Wire
18 or 20 Strand
68 Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devising methods of wiring harnesses—to meet any requirements of the industry.

Coin machines service organizations and distributors are invited to write for complete information on how to wire their machines in an efficient and attractive manner.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harnesses.

Send us your specifications for INTER-COM CABLE

RANZEL Cord and Wire Co.
1721 W. Monrovia Ave.
Chicago 31, Ill.

MILLS BELLS!
We have all Mills latest Bells in stock.

KEYSTONE PANORAMA COMPANY, INC.
2558 W. Hamilton St., Philadelphia

COMPLETE REVAMPING SERVICE
Name changed on Backboard Glass — $5.00
Large Roll-Over Button—Ex. — $1.00
Small Roll-Over Button—Ex. — $0.50
Gene Post Covers Out — $0.25
Contacts for Gene Posts — $0.35
Solder Melters — 7.75
Full Line of Plastic. Full Line of Rubbers.
Complete Line of Cuts for Coin Machines.
35% off List Price.

 Toll for installing Roll-Over $1.50

THEO. L. BURKHART
MUSICAL CO.
76 Main St. Tel: 449-W Webster, Mass.

IMMEDIATE DELIVERY
NEW "MASSE" POOL TABLES
Also Mills Bells—Stamford Batam, Sound, Merrimac, Bally, White, Phone or wire orders.

M. R. WILKIE
Phone 4578
8006 Ruth Ave. Francesco, North Carolina

GIVE TO THE RUNYON CANCER-FUND

RECORD REVIEWS

(Continued from page 35)

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

ARTIST
TUNES
LABEL AND NO. COMMENT

FOLK

AL CLAUSER AND HIS O K L A H O M A OUTLAWS
(Studio 78)
Folks song, vocals, misses fire.
59 58 60 58

59 58 60 58

SALLY GOODWIN
Bright beat and good, honest flavor shines thru same stuffed voice pick-up.
61 59 62 62

61 59 62 62

ZEB TURNER
Things Just Happen
1941. Simple writing and sympathetic singing score on sentimental lament.
71 72 72 70

71 72 72 70

KEN CROUSE AND THE BRIDGE RANGERS
Sweet Doll Face
1941. Rich, smooth vocals and fast pacing make effective impression with each new listener.
65 64 67 66

65 64 67 66

MOOR MILLICAN
I'm Gonna diner Home Rye and Rum
A sweet ballad with ample swing.
70 70 70 70

70 70 70 70

DANIEL BROTHERS
Put in the Electric Light—Pleasant Home Tune
80 80 80 80

80 80 80 80

DOUGLAS BROTHERS
Call and Answer
Pleasing, typical Bandstand type
68 68 69 67

68 68 69 67

COWBOY COWPATS
(Stug 377)
Sings lilting, cheerful songs
74 74 73 73

74 74 73 73

BILL CARLISLE
I Hope You See the Light
Waltz, striking arrangement
71 72 72 70

71 72 72 70

SHERWOOD FARM COYOTES
(Decca 419)
Waltz, duet, change of tempo.
55 53 57 53

55 53 57 53

RED ROSE AND THE CUMBERLAND VALLEY BOYS
(Decca 419)
Ballad, original tune.
71 71 71 70

71 71 71 70

JOHNNY TYLER AND THE RIDERS OF THE BLUE RIVER RIDERS
(Victor 21-3818)
Spanish Path.
60 62 58 60

60 62 58 60

GUY AUTRY
(Columbia 2051)
It's the Same Old Song
72 72 72 72

72 72 72 72

MERL INDNEY AND HIS OKLAHOMA NIGHT RIDERS
(Decca 419)
I'm a Pilgrim Tidying Man
from the West
75 78 75 78

75 78 75 78

G. F. PERRY, JOHNSTON, S. C.
From Palmeto to You

SOMETHING NEW!!!

HOO HOO A BOLL THE SEE ELL ROLL TYPE WITH U LAY DOWN THE BALL NEW ROLL APPEAL TERRIFIC ORDER NOW $24.95 EA.

We welcome orders. Mail orders from midwest and west coast. Add 10c. for postage. NO POSTAGE CHARGES.

ORSHEID DISTRIBUTING CO.
1180-02/B:10ckey Albany 4, N. Y.
Record Reviews

FINESSE

RECONDITIONED EQUIPMENT IN THE NATION

EVERY PHONOGRAPH COMPLETELY RECONDITIONED—READY FOR TROUBLE-FREE OPERATION!

WURLITZER 1615, Like New — $419.50
WURLITZER 2115 — $299.50
MILLS THREED — 49.50
MADE LUXURIOUS, COMES FRONT — 69.50
MILL SINGING TOWER — 40 Raised
SEBING 798 R.C. — 339.50
SEBING 99 C.E. — 319.50

WILLIAMS 5-BALL YANKS WITH NEW MOTOR $119.50

1/2 With Order, Balance C. O. D.

Scott-Crose Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania

OUR FOURTH GREAT SEASON

COIN-OPERATED AUTOMATIC SALES BOARDS

Details of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4231 NORFOLK ST.
ST. LOUIS 10, MO.

BEST BUYS IN MID-WEST

5 Ball Free Play

Trinidad

Marcel

Marital Bliss

Heretics

Wisconsin

Lost Year

King Ave.

Hit Parade

Bigtopp

Liberty

$125.00

$100.00

$100.00

$125.00

$125.00

$125.00

$125.00

$125.00

$125.00

$125.00

Avenue

Arcade

$5.00

$5.00

$5.00

$5.00

$5.00

$5.00

$5.00

$5.00

$5.00

$5.00

Wisconsin Novelty Co.
3714 S. Green Bay Ave., Milwaukee 6, Wis.

GIVE TO THE RUNYON CANCER FUND

COLUMBIA EAGLE

Plays any foreign coin, size U. S. quarter to half dollar.
Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded... 20 stop resets.

GROETCHEN TOOL & MFG. COMPANY
126 N. Union Ave.
Chicago 6, Ill.

Telephone: Randolph 6-2107

Can't Go Wrong With Covens!

Coven Distributing Co.
3181 East Ave.
CHICAGO, ILL.
Pheen Independent 8-2160

MILLS BELLS!

We have all Mills latest bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.
4319 S. Kinzie Ave.

Our Exclusive Mills Distributors

WOODEN BALLS

For deck, pool, hall games and all other games.

- Perfect Workmanship
- Novel Mix-Blended Maple
- Lowest Price
- Prompt Delivery
- We will refund your full price if not satisfied, your full price if not satisfied

NEW YORK BILLIARD TABLE CO.
266-268 Howard St., New York 13, N. Y.

Phone Spring 7-4292

Copyrighted material
MAPOA Hitune Party Selects Mercury Record

DETROIT, Oct. 30.—The Michigan Automatic Phonograph Owners' Association (MAPOA) held its first indoor Hit Tune Party in the form of a jazz concert at Music Hall, permanent home of the Detroit Symphony Orchestra, drawing a capacity crowd of 1,900.

Following the usual procedure, selections screened for the hit contest were played by the guest jockeys for this month's program, including Beverly Norbury, of WEEJ, Wyndott; John Siagla, WXYZ, Detroit; and Seymour, WKWH, Dearborn. Selection for the hit of the month was Mercury's Red Roses for a Blue Lady, by John Lawrence, while the selection for the hit of the week, officially run-up to the first tune, also was on the blue side—Blue Champion, by Tex Manley, WRAW, the RCA Victor hit. Incidentally, the latter was the first selection of a hit number from among the big three labels since the contest was last held last summer.

Vie Damon at Party

On the talent side, Jen and Sonnda Steele flew in from New York, and were accompanied by Vie Damon, of Damon Records. Other prominent names on the program were Ted Simonton, composer of Corn Belt Symphony and his band, MGM artists, also from the Columbia. From the Columbia's Entertainers and the Johnson Sextette, Alton, Kansas, a special event of the show was the presentation of a statueette to the outstanding band of the paper millers of the Detroit area by The Detroit Tribune to Candy Johnson. Six awards as well as recognition to the artists also were made to six individual sidemen, each of whom did a solo number at the party.

Dismiss Bergman's Suit Against N. Y. Op

NEW YORK, Oct. 30.—Whether debts, incurred through purchase of pin games in a State where they are not considered legal can, or cannot be collected, is the key point in another State, where the games have been judged illegal, to re-open a paper mill here. Altho in a recent case a lower court ruled that the paper mill help, the controversy is scheduled for more detailed treatment in a court of appeals.

The case came to light this week when it was learned that City Court Justice Frank A. Carlin had dismissed a suit brought by Frieda Bergman, supplier of the Bunnell-Bergman company of Newark, N. J., against Leo V. Berna, of Staten Island.

This view was challenged by Milton Gelman, Miss Bergman's attorney, who announced that he appealed the decision to the Supreme Court. He said the case will probably be settled up in December, as the machines were picked up by Benna in New Jersey, where gelman stated, adding that the important question in the case is that the possession by one of the extracural obligations agreed to in a neighboring State.

MAPOA HITUNE PARTY SELECTS MERURY RECORD

DETROIT, Oct. 30.—The Michigan Automatic Phonograph Owners' Association (MAPOA) held its first indoor Hit Tune Party in the form of a jazz concert at Music Hall, permanent home of the Detroit Symphony Orchestra, drawing a capacity crowd of 1,900.

Following the usual procedure, selections screened for the hit contest were played by the guest jockeys for this month's program, including Beverly Norbury, of WEEJ, Wyndott; John Siagla, WXYZ, Detroit; and Seymour, WKWH, Dearborn. Selection for the hit of the month was Mercury's Red Roses for a Blue Lady, by John Lawrence, while the selection for the hit of the week, officially run-up to the first tune, also was on the blue side—Blue Champion, by Tex Manley, WRAW, the RCA Victor hit. Incidentally, the latter was the first selection of a hit number from among the big three labels since the contest was last held last summer.

Vie Damon at Party

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Rugged Radio

NEW YORK, Oct. 30.—The ruggedness of present day coin-operated equipment was pointed up here recently when Lou Brown, president of Coradio, Inc., had to replace a radio which had been run over by a truck in Kansas City, Mo., with its frame bent out of shape and its chassis twisted. Brown turned the unit over to his engineer, Nat Wind, for a salvage of usable parts.

On an impulse, Wind plugged the set in. It played. Now the radio is on permanent display on the Coradio showroom.

Start Delivery Of New Williams 5-Ball Rainbow

CHICAGO, Oct. 30.—First production-line deliveries on Williams Manufacturing Company’s new fiveball, Rainbow, were announced this week by Fulton Moore, sales manager. The new game features rubber rebound scoring, powered flippers and a novel use of replays on balls which have already made a full cycle of play.

Action of Rainbow is centered around making all eight numbered rebounds, completion of which permits players to try for bonus points and bonus replays. Combination plays may be made by players who can skillfully coordinate the movement of balls coming off the game’s triangular rebounds with the forward thrust of Rainbow’s dual control flipper bumpers.

Among the key plays which the new Williams game embodies are running up bonus score to exactly 160,000 points and following up this by putting a ball thru side roll-overs (5 or 6), a combination action which automatically registers a free play. When the player runs up bonus score to exactly 160,000 points, a roll-over button at the very top of the playfield registers 50,000 points on the regular scoreboard when contacted. Bonus score may be transferred to the main score by dropping a ball in the game’s kick-out bonus collection hole.

If the player has not collected his bonus points before a ball passes thru a roll-over switch just above the game’s outlet, all bonus points are canceled and the player must start building up the bonus again with the next ball.

Players may try for multiple replays by building up bonus score and then making all numbered rebounds. Once all numbered rebounds have been contacted, the game’s bonus replay chart lights up. Actually, the replay chart lights in the position corresponding with the position of the bonus point scoreboard. Therefore, if the point bonus is at 40,000, the fourth position, the replay chart will light up for four replays.

Another new feature of Rainbow is the return of balls which have actually been in play scoring large blocks of points. This gimmick comes into use when the player guides a ball thru either side of two open places in the playfield. This can be accomplished by hitting a ball with either flipper off to one side as it bounces off one of the rebounds.

Rosenfeld Co. Names Randolph to Key Post

ST. LOUIS, Oct. 30.—The J. Rosenfeld Company here, distributors of all types of coin-operated machines, last week announced the appointment of William (Bill) Randolph as assistant sales manager.

Randolph was formerly a sales represenative of the deal Novelty Company, also St. Louis, and is widely known in Missouri and surrounding States.
Nix Phoenix Diggers
Despite Protests

PHOENIX, Ariz., Oct. 30—The city commission here adopted an ordinance which declares grabbing machines illegal, despite strong protests advanced by Wade Church, attorney for grab machine operators. The vote was unanimous, in a Superior Court suit, Judge Walter C. Thalheimer ordered County Attorney Francis Donato and Church to file legal briefs on whether the sheriff should be allowed to pick up grab machines, operating in Maricopa County.

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**ALBUM REVIEWS**

**THE CATEGORIES**

1. Popular Favorites
2. Rhythm and Blues
3. Country and Western
4. Classic Symphonies
5. Electronic Music
6. Country and Western

**HIGHLIGHTS**

- *Itch* - The brand new album by The Beatles
- *Sgt. Pepper's Lonely Hearts Club Band* - An instant classic
- *The White Album* - A double album masterpiece

---

**ELECTRIC SCOREBOARD FOR SHUFFLEBOARD**

Write for Price

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**MID-SIZE CO.**

3306 Milwaukie Ave., Chicago 47, Ill.

Phone: Dilsen 2-3444
$150.00
BRAND NEW
5c-10c-25c ROL-A-TOP BELLS
WE CAN FURNISH ALL TYPES
OF REEL COMBINATIONS TO
MEET YOUR REQUIREMENTS:
1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout;
Standard — Mystery 3-5 Payout. Club — No Lemon on First Reel
TIC-TAC-TOE (Bar Line-up) Pays 18

DON’T WRITE—WIRE
WATLING MFG. CO.
Est. 1889 — Tel.: COLUMBUS 1-2772
4650 W. FULTON ST. CHICAGO 44, ILLINOIS
Cable Address: “WATLINGITE.” Chicago

WISE BUYS
(IT PAYS TO BUY FROM A REPUTABLE DISTRIBUTOR)
This is your opportunity to buy the finest coin-operated
equipment available at ridiculously low prices.
ALL MACHINES ARE OFFERED FOR STRICTLY CASH SALES
WITH NO TRADE-INS
5c BALLY GOLD CUPS
5c JOCKEY SPECIALS
5c SPECIAL ENTRY'S
5c VICTORY SPECIALS
(Bowling Rails)
5c BALLY DOUBLE UPS
5c KEENEY BONUS BELLS
5c KEENEY TWIN BONUS
5c KEENEY TRIPLE BELLS
5c KEENEY GOLD NUGGET
Deduct $5.00 each from the above prices of each game if they are
picked up at our warehouse and do not have to be crated.
TERMS—One-third deposit with order—Balance C. O. D.

REGIONAL BALLY DISTRIBUTORS
FOR
MARYLAND, PENNSYLVANIA
VIRGINIA, DELAWARE AND WASHINGTON, D. C.

CHRIS NOVELTY COMPANY
Mulberry 9722
1217 N. Charles Street
Baltimore 1, Maryland

NEW CLUB HANDLE
EASY TO PULL
CENTRAL OHIO'S QUALITY BUYS
KEENEE'S NEW ELECTRIC CIGARETTE VENDOR
ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

NEW PIN BALLS

UNITED BLUE SKIES
UNITED SUMMIT TIME
EXHIBIT CONTACT
CHICAGO JOHN SALLY
GENE PUDDIN HEAD
GOTTLEB BUCKNER
WILLIAMS SPEEDWAY
BALLY CITATION

CONSOLES
NEW
Se-Be-Bow Bally
$350.00

Bo-Be-Bow Bally
$650.00

Bally Golden Nugget
$450.00

Bally Lone Star
$450.00

Se-Be-Bow Bally
$450.00

CONSOLES
USED
Draw Bally, Restor $225.00
Draw Bally, Red Buttons
$250.00

Bo-Be-Bow Bally
$250.00

Bo-Be-Bow Bally
$350.00

Bo-Be-Bow Bally
$350.00

Bo-Be-Bow Bally
$350.00

New 1/3 Deposit with Order

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST., COLUMBUS, OHIO
PHONE: ADAMS 7254

SPECIAL VALUE!!
Williams' YANKS
Look and play like new. Completely $119.50
refinished, perfect condition.

Send 1/3 deposit and shipping instructions.
Limited Quantity Available—Write Today!

ALBUM REVIEWS
(Continued from page 148)

A full 1500 helps, together with the fresh, precise and graceful face, and with only occasional overtures towards the more profound later-day Mahler. His writing is not always in his best form. The performance is competent, but the和技术s of the three composers make, the interpretation moving too deeply for an impressionistic style that is not well fitted to the pages. It is, however, perhaps the best of the various Mahler collections that have been issued.

JUKES
Not suitable.


Cyril Smith, pianist, with the Liverpool Symphony Orchestra conducted by Sir Thomas Beecham. This is a fascinating work. It's especially interesting, light and clever. Written by the contemporary pianist-composer-conductor, it is in itself an entertainment, plus an introduction and ending based on the simplest musical theme melody. The variations include everything from a delightful waltz to an exquisite minuet. There is much wit and humor in the music and there are definitely transmitted

JOKES
Not too many for light classical.

FOLK TALENT AND TUNES
(Continued from page 33)

Bojalo Johnson, of WTA, Johnson City, Tenn., has added a daily disk jockey show to his schedule. Jim Hall, of WFN, Burlington, N. C., also has added a player-pundit show to his daily schedule. Fred Eley, formerly on the Connie label, has switched to MGM and will soon reissue his first recording. The Almighty Dollar and God Made This Country, also in his fifth year at WCTV, has comparable flair on steel guitar. Various brothers, heard on Rich-R-Tone platters, have switched from WCYB, Bristol, Va., to WPTF, Raleigh, N. C.

RE-ELECTED!!

WORLD WIDE... To Continue Its Fine Service to Operators Everywhere.

New, Illustrated Free Buyers' Guide

All equipment completely

Tested and refinished . . .

fully guaranteed.

Leaves for Paris Catalog—1/3 Deposit—Balance C. O. D.

WEST SIDE DISTRIBUTING CORP.
112-104 Ave. O., 44th St., New York, N. Y. Circle 8-8486.
COLUMBIA TWIN JACKPOT BELL

Tenn. Gig Sales Tax Not Collectible on Mailings to Alabama

MONTGOMERY, Ala., Oct. 30—Collection of State cigarette taxes, long a bone of contention here, was clarified by the ruling (19) by Attorney General Albert A. Carmichael that Tennessee cannot legally collect its sales tax on goods sold to people in Alabama by Tennessee stores and shipped through interstate commerce or thru the mails.

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Fruit or Cigarette Machine Gold Award at Jackpot Model. Size: Height, 15"; Width, 12 1/2"; Depth, 12"; Weight, 48 lbs. Plays惩罚s, nickel, dimes and quarters. 10 or 20 stop reel.

WRITE FOR PRICES

FOREIGN TRADE

This machine takes any foreign coin as a 25c or U.S. 25c piece or as small as a 1½ cent piece.

GROETCHEN TOOL & MFG. CORP.

126 N. Union Ave. Chicago 4, Ill.

November BARGAINS ARCADE MACHINES

1 Sol-Ell Elko, Delt. $ 8.00
2 Exhibit Mechanism, Jingles, Pianos $ 75.00
1 Extra Booster, Booster $ 100.00
1 Pin, Shot, Booster, D. D. $ 6.00
1 Pull ALEXANDER'S IN A COMBINATION. All machines in first class condition. Ask for your copy.

WANTED TO BUY BALLY EUREKAS

POSTWAR NEW OR USED

Write to the above. Wire in wire.

SCOTT NOVELTY CO.

710 W. 622 Houston 18, Texas

Correction!

Price on Seaborg, GEM and REGAL

WASHINGTON: Correctly listed in our last ad work, Playcraft PCI 99,000.00. Dime, Au. K. ALBUNA SALES COMPANY 267 10th Ave. New York, N. Y. (Liberty 5-8584)

Mechanic Wanted

If you understand John Benge, Cornelius, One Ball full, and any of the late machines and can keep them up, write to me. I am looking for a man who is interested in the old machines, is willing to work and will do a first class job.

MILLER MUSICAL CO., R. R. #1, Huntcarth, Ohio

FOR SALE

Six Music Machines, under 400, 616, six Adaptors, 24 Wallboxes, 8 Pinball Machines, 6 Speakers, $725.00.

JOHN C. KOCI

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ONE-BALL SALES!

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BALLY SPECIAL ENTRY, Free Play. 189.50
BALLY GOLD CUPS, Free Play. 449.50 *"LEN"
KENNEY HOT TIP, Free Play. 119.50
KENNEY BIG PARLAY, Cash and Free Play. 69.50
BALLY LONG ACRE AND THOROBRED, Free Play. 32.50

Send 1/3 deposit, balance C. O. D. or sight draft

T & L DISTRIBUTING CO.

1321 Central Parkway, Cincinnati 14, Ohio

Phone: Main 8751, Main 4077

COIN MACHINES 151

November 6, 1948

The Billboard

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JOHN C. KOCI

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EVANS’

WINTER BOOK

World’s Finest Investment in Consoles!
The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947... you’ll call it your best bet in Consoles for 1948, thanks to features like these!

- SENSATIONAL WINTER BOOK ODDS!
  - Provide up to $25.00 HIGH JACKPOT ON 5c PLAY!
  - Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NECESSARY!

- EVANS’ NONPAREIL 7-COIN HEAD!
  - Greatest Improvement in the History of the Industry!
  - 7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game!
  - Why be satisfied with less?

- EVANS’ FAMOUS PRECISION ENGINEERING
- TROUBLE-FREE PERFORMANCE
- BEAUTIFUL CUSTOM-BUILT CABINETS
- AVAILABLE IN 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.
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SHAEFFER BARGAINS in
Rebuilt Phonographs
RECONDITIONED—READY FOR LOCATION

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<th>Model</th>
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<tr>
<td>SEEBURG 9800—R.C. LOTONE</td>
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<td>SEEBURG 8200—R.C. HITONE</td>
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<td>MILLS THRONE OF MUSIC</td>
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<td>AIREON MODEL 1200-A</td>
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<td>SEEBURG (WB-12) 5-10-25c WIRELESS B.O.M.</td>
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Shipment F.O.B. Columbus
EXCLUSIVE SEEBURG DISTRIBUTORS
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SEATTLE, WASH.  PORTLAND, OREGON
2208 Fourth Avenue  1238 S. E. Union Avenue

PENN “BLACK-BEAUTY”

THE CAN
BOARD OF BE
TOMORROW YOU’RS

ADJUSTABLE “EBONIZED-COSOLITE” PAT. PENDING
PLAYING FIELD

Designed To Eliminate Resurfacing and Warping
Guaranteed for Two Years

Distributors — Territories Open

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PENN SHUFFLEBOARD CO.
CABINET MAKERS SINCE 1888
WALNUT 2-3633
1015 CHESTNUT ST.  PHILADELPHIA 7, PA.
SEE JENNINGS' NEW PLAY SENSATION!

"Live Jackpot"

Monte Carlo CHALLENGER

Step up and play this machine, mister! It's just what your players are looking for... a twin-play machine with an incentive to play that's terrific! Two regular Jackpots... Two Guaranteed 500 Coin Super Jackpots... plus a "Live Jackpot" that builds up excitement and profits previously thought impossible.

Live Jackpot adds a certain percentage of coin played to the two 500 coin guaranteed Super Jackpots. Test locations reported that Live Jackpot build up to more than a total of 1,200 coins.

You know it takes an active machine to produce results for you... well, mister, here's a machine that has the suspense to make them line up to play.

Step up and try Jennings' Live Jackpot... NOW AT YOUR NEAREST JENNINGS DEALER OR DISTRIBUTOR!

FREE! A PENNY POST-CARD WILL BRING YOU OUR NEW 4-COLOR 'Monte Carlo' AND "Live Jackpot" CIRCULARS WRITE TODAY!

O. D. JENNINGS AND COMPANY
4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

ERE MORE per individual unit than a Complete Route of other equipment

with KEENEY'S

BONUS Super Bell

Install one 3-way Keeney Bonus Super Bell. Completely collects the 5-cent win and the 5-cent win of other machines. Be assured, a Keeney 3-way Bonus Super Bell will more than pay for itself in heavy production. Now by popular demand.

J. H. Keeney & CO., INC.
"The House that Jack Built"
600 West Fifth Street, Chicago 25, Illinois
BRIGHT DAYS AHEAD FOR YOU!

Williams

Rainbow

THE GAME THAT'S
REALLY DIFFERENT!

ORDER FROM YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY
161 W. Huron Street Chicago 10, Ill.

SOUTHERN SPECIALS!

$24.50 Each--3 for $70.00
CAROUSEL  FAST BALL  FIESTA  GINGER  HAVANA  MIDGET RACER  MISS AMERICA
MYSTERY  PLAYBOY  RIO  ROCKET  SMARTY  TORNADO  VANITIES

3 FOR $70.00—$24.50 EACH

$34.50 Each
BRONCHO  BOWLING LEAGUE  CROSSFIRE  HIFI RIDE  HONEY  CO-ED  RANGER

When ordering, give second and third choice, as all these machines are in big demand and move rapidly!

Terms 1/3 deposit, balance sight draft

Write for New List of All Types of Equipment

“The House that Confidence Built”

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI—DAYTON—FT. WAYNE
INDIANAPOLIS—LEXINGTON

ACTIVE

COMpletely
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

YOUR CHOICE

$17.50 Ea. 3 FOR $47.50
BIG HIT  BAFFLE CARD  BIG LEAGUE  DYNAMITE  MISS AMERICA  SPELLBOUND
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**Exhibit Joins Flipper, Kicker On New 5-Ball**

CHICAGO, Oct. 30.—Exhibit Supply Company, thru Charles J. Pieri, sales manager, announced full production on Morocco, a five-ball game featuring the patented explosive kicker bumpers in combination with flipper action.

Pieri stressed the point that the new game embodies all the top features of its predecessor, Contact, plus powered flippers and changing value bumpers, two additions which speed up play considerably. High score on Morocco runs over 80,000 points.

Whereas Contact had six explosive kickers placed in pairs on the playfield, Morocco has five placed in “2-2-1” formation. In place of the sixth kicker, Morocco has its powered pair of flippers which interjects a player controlled feature into the game. Another key play on the new Exhibit Supply product is its free-play action, even in the early part of play. This involves hitting a roll-over button at the top of the playfield after running the score to the 20,000, 40,000, 60,000, 80,000 markers or at following multiples of the exact 20,000 point blocks.

**Free-Play Changes**

Player may also garner free plays by making the 1-4 series and later guiding ball thru either of two side roll-over switches (located at the extreme left and right of the playfield). Other high points in Morocco scoring include 100,000 point bumpers, which jump to 80,000 points when hit.

Action of the five explosive kickers is such that a ball may hit its curved springs from any angle (360 degrees). In doing so ball collides bumper, registering points, and in recolliding kicks ball sharply either upward, downward or to either side of the playfield. Since the game’s flippers are placed just above the out hole, player may run up additional blocks of points by catching the ball with either flipper and then hurling the ball toward the top of one of the explosive kicker bumpers. If this combination is timed correctly, player can frequently return ball to top of playfield and begin play on that particular ball a second time.

**Robinson Shows Jennings Line**

LAS VEGAS, Nev., Oct. 30.—Large attendance of columnists from California, Nevada and Arizona marked the C. A. Robinson Company’s showing of the 1949 C. A. Jennings line, held at the Flamingo Club here last week.

Feature of the two-day event was a display of the new Monte Carlo series, which debuts the Jennings-developed live jackpot principle. C. A. Robinson, head of the firm bearing his name, was aided by John Neise, Jennings sales manager, who flew here from the firm’s Chicago plant, in welcoming attending guests.

The Robinson home office is in Los Angeles,

To all Pin Ball Operators!

If you missed out on Exhibit’s sensational ‘CONTACT’ — be on the lookout for EXHIBIT’S new game ‘MOROCCO’

It’s as intriguing as the name — with all the new exciting play features of ‘CONTACT’ — plus added ball action features to give you the smartest game offered today.

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MILLS BLACK GOLD BELL
If you want to increase your bell game, then select the New Mills Black Bell (16 or 25 lb.) on location. It is made in two solid colors, each with a bright finish and with the bell number visible on the outside. The bell is a favorite for delivery in 8th, 10th, 25th and 40th sets and is a great bell for the large bell game. Please write for prices.

MILLS JEWEL BELL
If you want to increase your bell game, then select the New Mills Jewel Bell (16 or 25 lb.) on location. It is made in two solid colors, each with a bright finish and with the bell number visible on the outside. The bell is a favorite for delivery in 8th, 10th, 25th and 40th sets and is a great bell for the large bell game. Please write for prices.

Mills New Vest Pocket Bell
The "Perfection" is a complete bell, varying in size from 1-1/2 to 2 lb. in size, and is made of the very best materials. It is designed to give long and reliable service, and is built of the finest materials and designed to give reliable and satisfactory service. For best results, please write for full details on the "Perfection" Bell. Please write for prices.

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The new Mills Melon Bell is a Jackpot Token payout type. No Jackpot kicks; instead an attractive Token is delivered into payout cup. But why the Token instead of coins? Simply this—in many types of locations, especially in Clubs, a guaranteed Jackpot is given. The steward may not be on hand at the time the Jackpot kicks. Then too, if the winner has to seek out the fellow, he cannot leave the machine perchance someone might play it and cancel out his three Melon alignment. The Melon Jackpot Token is the answer to this problem. Player has in his possession an actual receipt that he may cash in at any time. The machine automatically registers each Jackpot won. The Melon is a machine of many hues, carefully blended by a famous designer into a brilliant looking Bell. It's a natural for Clubs!

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You may not have television yet—so the CORONET is also available without the television unit... However, since most areas will have television schedules within a short time, operators are advised to inquire about the new AIREON unit as early as possible. Be the first operator in your locality to have CORONETS with television. It's the chance of a lifetime—don't miss it! Get the whole story from your AIREON representative, or write the factory direct today!

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Operating through the CORONET or its wall-boxes, the new AIREON television cabinet features the RCA "Eye-Witness" picture synchronizer exclusively. The AIREON designed cabinets harmonize with the CORONET. When video is in operation, customers buy audio, at the rate of 3 minutes for 5¢, by inserting coins in the CORONET or wall-boxes. An indicator placed above the video screen serves as a constant play reminder.

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