The Yankee Clipper, Joltin' Joe Di Maggio, is shown here (right) with Alan Livingston, Capitol kidisk department head, in the process of cutting his first commercial records. The final package, which Capitol rushed into production to meet a World Series release deadline, is "Little Johnny Strikeout," an original story for children by John Jacob Loeb, with music by Billy May. Di Mag, whose newly discovered thesping talent has also landed him a weekly radio show over the Columbia Broadcasting System, bets 1,000 here in his effort to turn a junior-size batting flop into a slugger. Livingston is the man who has produced the diskery's fabulously successful catalog of children's albums, all of which are due for heavy holiday promotion this year.
The best records
I ever made in my life
could only have been made
with Becca.

AL JOLSON
Sesqui Show Biz Windfall

Nets and ASCAP in Accord
On Video Music License; Expected Hourly To Sign

Cuffo Deadline To Be Extended to November 1

NEW YORK, Oct. 15.—The blanket license covering use of music on television networks is expected to be signed Monday (17) or early in the week. Reps of the American Society of Composers, Authors and Publishers (ASCAP) and television networks are working late into the night to work out final details. Actual ink of agreement isn't expected before Monday.

It was also learned that an attempt will be made to conclude the blanket license with Congress next Monday (17). ASCAP President Robert A. Feuer, however, doubted that the matter could be accomplished early in the week, but he indicated it was just a matter of a day or two.

Buddy Rogers Pulls Switch

NEW YORK, Oct. 15.—The forthcoming Buddy Rogers video show, which will utilize young, war-torn talent, may tie in with a chain of swank hotel night spots into which touring units will be booked. This is the nature of a switch from previous broadcast practice, which has called for touring units to be booked into theaters. In line with the idea of getting Rogers' personality into more of a "refined" setting, thought is that a better promotional tie-in would result from the catty angle.

Rogers makes his TV bow November 1 in 9 p.m. Wednesday on the American Broadcasting Company. The show still is being worked on, with a major question still to be settled being the guest policy. Chances are the show will use name guests with a nostalgic background.

New Move in Unions' Feud on TV

4A's May Take Issue to Pic Memberships

SAG Clarifies Position

NEW YORK, Oct. 15.—Unless a meeting of the board of the Associated Actors and Artists of America (Four A's), scheduled for October 26, is able to resolve the present television jurisdictional dispute among performer unions, the Eastern union plans one final step before moving directly into organization of TV. That step will be a decision on the matter by the Screen Actors Guild (SAG) and Screen Extras Guild (SEG) to consider their attitude toward the proposed Television Authority (TA).

Meanwhile, both SAG spokesmen declared their position remained unchanged, some hope for a deal was awakened this week after SAG issued a statement clarifying its position by buying space in The New York Times (See Another Move in Unions' page 8).

Hall of Fame

WASHINGTON, Oct. 15.—A showbiz hall of fame is being established by the Washington Yacht Club with the first meeting on Oct. 14, the club plans to pick the "outstanding personality of the people and entertainment world." A bust of the choice is to be placed in a ball of fame in the club's suite in the Willard Hotel. A special committee of Variety Club members has been appointed to make the 1949 selection.

RCA Revamps Color TV for Nov. 14 Tests

Will Show Alongside CBS

WASHINGTON, Oct. 15.—Radio Corporation of America's face has been reddish tinge after this week's unveiling of its color system, but the communications titan is promising "substantial" improvements for its next official demonstration November 14, when the Federal Communications Commission (FCC) will view RCA's color alongside the Columbia Broadcasting System (CBS) color set-up and Allen B. DuMont Laboratories' black and white.

RCA bigwigs this week predicted (See RCA Will Revamp on page 12)

New Tack in Selling

U. S. Reduces Tax Red Tape

WASHINGTON, Oct. 15.—A streamlining of paper work involved in withholding and employer taxes and the introduction of automatic withholding for small employers became effective today. The U. S. Treasury Department announced this week that a combined new form—941—would replace Form W-2, used for withholding income taxes, and Form SS-L-A, now used for reporting taxes due under the Federal Insurance Contributions Act. The consolidation of the two forms is made in line with the number of forms to be handled and will also permit payment by one check if desired.

The system whereby employers make monthly deposits of income tax withheld from employees, the depositary receipts in lieu of cash in making payment, and quarter returns, will be extended to both the employer and employee taxes due under the insurance act.

Deposits will be made in the 12 Federal Reserve banks, but employers will be allowed to give their tax deposits to authorized commercial banks for forwarding to the appropriate federal bank.

Out & Indoor

2-Yr. Harvest in Capital

Rush for July 1 Freem

By Ben Atlas

WASHINGTON, Oct. 15.—The National Capital Sesquicentennial Commission is looking over final blueprints and preparing to let contracts for construction of fair. Next year in the wake of a congressional fight this week, Plans for the fair—the biggest in capital history and figured to rival the New York World's Fair of 1933, the World's Fair was 144 acres of fairgrounds, with a full one-fifth of that space to be set aside for a midway. In addition, there will be full provision for day and night entertainment including leg show, pageants, name bands, singers, dancers, comedians and comedians.

Although plans for the amusement portion of the fair have been made, the Sesquicentennial Commission plans to set a date not far in advance also to present the final deadline of July 1949, for the opening—a date set back from April because of repeated early refusals by the House of Reps. (See Sesqui Showbiz on page 29)

Court Decision

Near in AGVA Battle on AFM

NEW YORK, Oct. 15.—The current war between the American Guild of Variety Artists (AFM), representing the American Federation of Musicians (AFM), and the New York Supreme Court Justice Samuel Hodelzander has the matter under advisement.

Last Tuesday (11) both sides appeared before the court and both were sharply questioned about what makes an actor a musician and vice-versa. Both sides were then asked to try to settle their differences and report the result to the court.

In the meantime, however, it was indicated that the court would make its ruling in the next few days, possibly the beginning of next week.

Last week Frank Liburse, current at the Latin Quarter, was approached by reps of AFM and told him that (See AFM, AGVA War on page 20)

In This Issue

By Jerry Westler

NEW YORK, Oct. 15.—Without颤 binning or dealing of drama, RCA Victor is taking a new tack in the merchandising of phonograph records with the release of its Bluebird line on the 45-r.p.m. disk at $1.49. A high company exec, when queried, said, "Yes, we'll probably take a flyer in a low-priced 45 speed record field just as we have in the 78-r.p.m. one.

The current Bluebird release, the third since the label was revived, was shipped yesterday (14) on both the conventional and the slow-speed cover. The move, which had been kept a well-guarded secret, may have far-reaching effects on the pricing and merchandising techniques of the entire wax industry. To sell the new-speed viny disk at $1.49 (See RCA LABEL on page 12)
Global Copyright Wins Test

No Opposition
In Unesco to
World Treaty

Nations To Get Queries

WASHINGTON, Oct. 15.—Having
bypassed the American Copyright
League's protest against opposition at the Paris meeting of the
Universal Copyright Conference, the Scientific and Cultural Organization (UNESCO), the proposed global copyright
organization, has gained the approval of the delegates to the meeting. UNESCO members, he said, unanimously approved a resolution
calling upon the UNESCO director general to send to every nation in the world the questionnaires drawn up by the committee of
copyright experts. In addition, UNESCO voted to raise the budget of its regular
division from $51,194 to $70,392 to take care of questionnaire expense.

Frank said that he presented the global treaty report of the copyright
committee to the UNESCO General Assembly in his opening address. The
questionnaires will be mailed to all the countries participating in the treaty
within the next two weeks. He said that the committee has received
replies to the questionnaires. The committee will then make a report to
UNESCO. (See Global Copyright on page 14)

No Showbiz Gains
Under G.I. Bill

WASHINGTON, Oct. 15.—The Vet
erans' Commission Act (V.C.A.) revised
G.I. Bill of Rights. This legislation this week left intact the restriction
of service in the entertainment field, determined by VA to be avocational or
recreational and so generally outside of civilian interests, in dance,
teaching, entertainment and instrumental activities.

Any veteran desiring to take such courses and have his bill paid by VA
must prove that there is "a connection with his present or contemplated
employment or vocation." VA approval by a VA regional office is necessary before such training can be started.

Don Lee Revamp
Of Tello Giveaway

HOLLYWOOD, Oct. 15.—Don Lee Broadcasting System (D.B.S.) went
over its recently acquired Tello-Tow giveaway set, and revamped the show to eliminate carry-over jackpot ques-
tion. Show now allows jackpot to grow each week, but uses a new Jack-
pot-quotient each stanza.

Tello-Test was one of several shows

NUMBER ONE
ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits
YOU'RE BREAKING MY HEART
No. 1 Shure Music Seller

WASHINGTON, Oct. 15.—The
newly named Tello-Tow giveaway set, marked the beginning of a
new giveaway season.

The Tello-Tow giveaway set is
composed of 10 weekly questions, each question asking for the name of
the song at the weekly Top Ten hit position. The Top Ten hit position is
determined by the record companies. The winner of the weekly contest
is announced in the Tello-Tow newspaper in the following week.

Each question contains a prize of
$100, and the grand prize is a
$1,000. The winner of the grand prize is announced in the Tello-Tow
newspaper in the following week.

The Tello-Tow giveaway set is
available at local radio stations and
in select newspapers.

American Acts Can Become
Names in England, Melba

NEW YORK, Oct. 15.—England
may not be the answer to the problem of the American music business in New
York. A recent survey of the English music business has shown that
American musicians considered the United Kingdom as a potential market
for their music. The survey was conducted by the English Musicians' Union, which
is working to increase the popularity of American music in England.

In addition, the survey revealed that American musicians are
interested in the English music business, and are willing to work in the
United Kingdom.

The survey also showed that English
musicians are willing to work with American musicians, and are willing to collaborate on music projects.

This is a great opportunity for American
musicians to become known in England, and to gain recognition for their work.

Mich. Theaters Want
Refund From ASCAP

DETROIT, Oct. 15.—Sam Carver,
vice-president of the Michigan
Independent Theater Owners, has
filed a protest against ASCAP, the
American Society of Composers, Au-
torities and Publishers (ASCAP),
in suspending collection of license fees
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McConnell Outlines NBC Plans

Predicts 50-100 Pic Houses With TV in Half Year

HOLLYWOOD, Oct. 15.—Tele has its ups and downs, according to the convention of the Society of Motion Picture Engineers (SMPE) on a program which ended here Friday night. The convention, over a week of technical discussions, awards prizes and a farewell banquet, is sponsored by the efforts of theater management, the National Broadcasting Company and the Radio Corporation of America. The convention speaker was Dr. Vladimir Zwrinkin, chairman of NBC's Telecasting Department and head of the new NBC studio in New York.

According to Dr. Zwrinkin, there will be no attempt to convert to large-screen television within six months. This prophecy has been accepted by the SMPE, and an attemt to convert to long-run television, is being made within the society.

Dr. Zwrinkin stated that commercial success of the recent World Series theater telecasts at Fuban's Fox, the Mutual Broadcasting System, and theMotion Picture and Television Men's Employees (MPTM) would be content for a while with the present 33-line definition, but will be an ultimate demand for better line definition. Dr. Zwrinkin also stated that color telecasts and provide picture quality comparable to motion picture film.

In看望ers' efforts for sports and special events promoters as well as theater ops on future television programs, since these chains can and will pay premium rates if the right content is assured.

Other convention highlights included:

(1) Recommendation that SMPE should form an association with the Society of Television Engineers (STE) and change the name of the org to Society of Motion Picture and Television Engineers (SMPTE). Measures got to full membership for building with the National Broadcasting Company.

(2) Award of 1949 SMPE prog to R. Harvey Fitch, director of physical research for Beil Telephone Labs; the naming of four of the five alternate tele research recommendations, kinescope recording, film projectors for television and TV studio lighting.

Paley Nixes NBC Spot for Lewis

NEW YORK, Oct. 15.—A proposal that Robert G. Lewis appear on the Columbia Broadcasting System’s National Broadcasting Co. program, "This Is Your Life," would be out of the question, according to the chairman of CBS, William Paley.

In giving the comic a build-up over the past few weeks, Lewis has been developing via his slick while pinch-hitting for Arthur Godfrey this summer.

CBS decision, said to have been made solely for administrative reasons, was based on the fact that with over $250,000 invested in Lewis, the management, like that of WOR, instead of him wind up on an Opposition network, would rather assume control of the heavy CBS spender. Lewis was sought for the Perry Como TV show starting Sunday (16).

Brief and Important

Last-Minute Digest of AM-TV News

Bracken Pitch for KWKW

Film comic Eddie Bracken will petition the Federal Communications Commission (FC) for permission to buy Pasadena Indie station KWKW in partnership with the Jenkins and Lodge ad agency. Sale is contingent upon an agreed upon sale of KAGH and KABS, both owned by owner Andy Haley.

"TV Ad Medium" Booklet Sells

"Television as an Advertising Medium," the Commerce Department's comprehensive summation up of the TV marketing situation (The Billboard, August 20), is becoming one of the Government Printing Office's best sellers. Priced at 60 cents, the pamphlet is back in stock after the first printing of 10,000 copies was exhausted two weeks ago.

Fallman Prep's TV Packages

Fallman Assist slots this week announced plans to package a TV series featuring Rex Stout's Nero Wolfe detective characters. This firm is readying a pitch on the first Piano Quartet, a top box-office group, for NBC.

"Ruthie" To Hang Up

"Ruthie on the Telephone," by Goodman Ace, sponsored by Philip Morris cigarettes, is being dropped after its November 5 telecast, but the time is being retained. The program is on the Columbia Broadcasting System.

Munts Goes to a Web—MBS

Munts Television, which has used radio spots extensively, this week moved to the air with its 15-minute television show on the Mutual Broadcasting System (MBS). The video has taken the 9:45 p.m. slot on Sundays, starting October 30, and will air a show titled "Rebuttal."

"Breakfast-Type" FM in Chi

Chicago's first "breakfast-type" FM show will start on WMOR October 17. Participating sponsor program will be emceed by Jameson Brinkmeyer, who will be a guest at a Loop Toffenetti restaurant Monday through Friday from 7:45 A.M. to 8:15 P.M.

Spot Announcements

Helen Hayes won't return to her Electrical Association series on the Columbia Broadcasting System (CBS), with "Corliss Archer" being replaced by N. W. Aver. Colgate reported interested in the National Broadcasting Company (NBC) Dave Garaway, while Philip is reported burning both at NBC and Colgate. The latter just moved its dramatic show to precede "Philco Playhouse" on NBC TV Sunday nights. . . . "Broadway Revue," erstwhile Admiral tele, is headed for NBC one way or another. It back does not yet have a title to replace Olsen and Johnson, NBC will make it part of its planned three-hour Saturday night layout. . . . De Soto reported interested in the 9:30 Friday night slot. . . . Also lighter was said to be considering "What's My Word," new DuMont sustainer to start October 26.

Use of Gabbers as Engineers Is Breeding a Labor Conflict

NEW YORK, Oct. 15.—There is a growing conflict between unions on the one side and station management on the other over the question of announcers doubling as engineers at stations. The union's position is that it is against any reduction in jobs which would result from such dual duty. On the other hand, fees are made as financially tight as possible in order to expand.

The entire situation was brought to a head by two recent strikes in the last couple of weeks. In Chattanooga, recently settled, was started by the International Brotherhood of Electrical Workers, on the latter hand, feels that the outlets can hold their heads above water only if jobs of skilled engineers are made as financially tight as possible.

The only purpose that would be served, AFRA says, by striking these stations and forcing them to continue employing both announcers and engineers, is to bring about a quicker collapse. Thus AFRA has switched its efforts to be able for dual operation, if possible, using announcers only in the early stages and, where possible, moves engineers into TV.

The IEWE is still fighting tooth and nail against accepting this concept. However, AFRA may soon call for a strike of its members if the negotiations of the IEWE to discuss the entire question.

New Concept In Assignment Of Staff's Jobs

Three Big Divisions

By Jerry Franken

NEW YORK, Oct. 15.—An entirely new concept in television assignment of work by its staffers will be affected by the National Broadcasting Company (NBC) within the coming months, Joseph H. McConnell, new chairman of the network, revealed this week.

McConnell assumed the presidency of NBC earlier this week after the death of its president, Niles Trammell, McConnell's predecessor, is now NBC's board chairman.

In brief, the new NBC policy will be to sharply specify yardstick against each job, such enabling both the company and the employees to place pads on the necessary efforts. However, the effort will be specifically stated. It is expected that there will be a complete reduction of interest, time and energy. The yardstick will be given to each employee in the form of a specific question, so that he will know where he is going and go.

The three divisions are being developed by NBC on the basis of the 21 stations and evaluations of the recently completed study of the network organization by Boos, consulting engineers. Each division is one derived from RCA itself, but it is the first time it has been applied to network and sound.

Exco Touches First

McConnell revealed that, relatively, the first NBC vice-president, who will be assigned to the company, will be named. Chief time it has been applied to network and sound.

In line with its desire to avoid dif-

Fusion, NBC will split its staff clear down the line on sight and sound.

Staff Realignment

Reports circulated this week that the three NBC vice-presidents were being financially denied by the new NBC president. He also laid the groundwork for NBC's intention to retain as many of its present staff as possible, although he added that quite probably will be necessary in some instances to trim in some departments and hire from the outside in others.

The pending changes have led to consider what is a situation as to who will inherit the two key vice jobs still open. But McConnel said that at this stage of the game, it is a fruitless, since top NBC management has been determined to make these promotions.

At any rate, the upcoming NBC table of organization shapes up something like this: McConnell executive vice-president. Charles D. Henny, the AM, as national station vice-presidents, and the department heads more or less standard in normal operation.
Kukla, F. & O.'s Winter Hiatus

Top Puppet Show May Set TV Precedent

May Lay Off After Xmas

NEW YORK, Oct. 15—Kukla, Fran and Ollie, Burr Tillstrom's top-rank- ing puppet show, may establish both a television and an AM radio precedent next year by taking its hiatus shortly after CBS TV and NBC radio end the summer. Hot weather hiatuses have been standard both in AM and TV since the start of each medium.

The program is sponsored by Radio Corporation of America (RCA), for RCA Victor 4:30-5 p.m. record; for the next 14 weeks, and by Sealtest for its ice cream. In September and October.

The arrangement by which the Tillstrom show will vacate months earlier than usual is the result of mechanizing aspects of both the RCA Victor and Sealtest sales forces. Fundamentally, the theory is that after Christmas there will be a normal dropping off in sales of both products, especially ice cream. Contrariwise, ice cream moves best in summer—and competition for dollar is more keen at this time of the winter hiatus for the show is likely to be higher. RCA Victor, which is giving TV programming a sorely needed boost at a time it's most urgently needed, has the show on the National Broadcasting Company (NBC)-TV network.

Rival TV Net Keeps Gillette Bouts Off Air

NEW YORK, Oct. 15—Gillette, which sponsors telecasts of prizefights on the National Broadcasting Company (NBC), was not represented on the air last night and will not be for the next seven weeks. Gillette, according to NBC, is that DuMont controls the coaxial at that time and would not do it, because of its own commitments, for the competitive network.

Gillette wanted to pick up the fights staged by AMT, but had to have required NBC to have two-way coaxial feeds. One would be necessary to pick up the fights and transmit them east and the other to retransmit them west and on the network. Ordinarily, Gillette is under the DuMont Square Garden, New York, but other Gillette fights preclude these picks-up for the next month.

Make It WTCN

NEW YORK, Oct. 15—What is left of the September 17 issue of The Bill- board, crippled by a newspaper typographical error, substituted the call letters of WTN, Staunton, Va., for WTCN's. The station is WTCN. This is to verify that WTN has no connection with the Minneapolis outlet, nor it has been sold as the story reported.

WOR-TV Debuts Disappointing; Complete Revamp Indicated

NEW YORK, Oct. 15—WOR-TV, NBC's program show, which started Tuesday (11), airing for the first time, was much less a pleasant surprise than the customary rock enthusiasm, only relief on the schedule, according to the long-time WOR executive by Donald Richards.

The picture has been there. To Jack Creamer, a radio veteran, doing a TV version of his Handymen show, show business has to feature attention and the other thing around the joint, keeping on top of theขาย. At the same time, running the various shows, working with an attractive gal reading him the lines, and a whole other stuff goes a long way—it's worth more than a quarter hour.

Barry (The Profile) Gray is in for a few weeks, prior to his departure for his annual Miami dock jockey stint. The elongated guy screens well enough, and the boss, as it turns out, that's about all that can be said for him. Gray simply sketch a camera on top of a radio show and let it go at it. That the participants were Myron Cohen, raconteur and salesman; Hope Miller, tile and radio acc. on; Irving Caesar, songwriter, and the Di Castro Sisters. The show's be much better, if, rather than having guests in and out of this has been tried building up a homogeneous group, got some good conversation going and eliminating the interviewer altogether. The show closed with a joke, as is expected, by Ted Streicher, president of the WOR operations.

WOR-TV is using studios in the Biltmore hotel, in the opening night background noises—mendicant nocturnal cat, catar of1 the chorus of characters in the orchestra, and of control room men—kept pounding fast.

Jerry Franklin

Ford Dealers To Put Kyser On CBS Video

NEW YORK, Oct. 15—Ford dealers have a monthly program featuring Kay Kyser and His College of Musical Knowledge to be seen at 7 p.m. Eastern Time via CBS' Educational System (CBS- TV) network some time in November. The half-hour show—planned show on the Tuesday 4-5 p.m. period.

This would mean moving Suspense, now on the CBS 4-5 p.m. spot that eve ning, to a different time, but the whole idea is to give the audience the best possible time when it is planned to show. The various Ford dealers' groups around the country are now also planning to make the project a real venture into TV was last spring, when Kay Kyser and Thru the Crystal Ball, later canceled.

CBS Splits Aud, PARTICIPATOR Into 4-7 Min. Segs, Adds Spots

NEW YORK, Oct. 15—The Columbia Broadcasting System, taking cognizance of growing TV costs, this week agreed to break up the board participation programs into four segments of seven minutes each, with the usual three 10-minute stanzas. This will also allow an increase in the 60- minute video spot availability, with 10 more spots a week now for sale.

The shorter of the minute spots has been a problem, but哥伦比亚 is especially true of products to sell whose message can't be delivered in 20 seconds. As a result, there has been a great deal of thinking about the problem of increasing spot availability.

If the experiment works—and indications are that it will, becomes per-
Brief and Important
Last-Minute Digest of AM-TV News

NBC To Audition "Hollywood, U.S.A."

"Hollywood, USA," new news-variety layout featuring film names, will be auditioned by National Broadcasting Company (NBC) shortly as a possible late addition to the web's commercial roster. Show is packaged by Hollywood trade paper columnist Arthur Engel, and Vick Knight, with Knight handling the writer-producer slots.

Dodge To Head Hawk Firm

Bruce Dodge, vet radio producer for Biow Agency, resigned his berth last week to head new radio-television packaging office for radio quizzer Bob Hawk. Dodge, currently directing "Take It or Leave It" for Bio, will be succeeded by Ed Feldman, who moves to Coast from agency's New York office.

SCBA Plans Auto Survey

Research committee of the Southern California Broadcasters' Association (SCBA) approved plans for the first auto listening survey to be conducted in Hollywood by The Pulse, Inc. Cost will depend on scope of the study, but will run between $300 and $2,000, with funds to be underwritten by SCBA members. SCBA hopes the survey will uncover a here-tofore unattended audience.

McHugh Quits MCA

Barb McHugh resigned from his duties in the New York radio-TV department of the Music Corporation of America (MCA), effective October 15. The exec had been with the talent agency about 10 years. McHugh has not announced any future plans, and no immediate replacement is planned.

ABC's TV Programming Hiatus

Television program activity at the American Broadcasting Company, insofar as it effects expenditures on shows and talent, was virtually at a standstill this week. Holding up activity was a meeting scheduled for next week, at which the TV budget for 1930 will be hammered out.

TV's "Guy" Switches to AM

Reversing the current trend, the Charles Irving package, "That Wonderful Guy," is being switched from a TV show to AM. The American Broadcasting Company (ABC) last week was planning an early audition for the station as a radio show after earlier turning out a sample kite of the tele version. Neil Hamilton continues in the lead role.

NBC Dropping AM Staffers?

The National Broadcasting Company (NBC) over the week-end was slated to let out six people from its AM program department. Because

more than a
million homes
in the WWJ
market...

of the heavy sales pattern and the subsequent shortage of sustaining time, the web feels it is heavily overstuffed on program people for its needs. This will be from the production staff.

Arnold Moves to CBS-TV

Paul Arnold starts a new Columbia Broadcasting System (CBS)-TV sustainer October 24 from 7:15-7:30 p.m. Arnold was on the National Broadcasting Company's (NBC)-TV operation for 14 months before moving over to CBS-TV.

SHORT SCANNINGS

New York:

Peter C. Goldmark, Columbia Broadcasting System (CBS) director of research and engineering, flies to England Thursday (27) to lecture and demonstrate CBS color and long-playing (LP) records to British businessmen and scientists. . . Alan Ducovny has joined the radio and TV department of Kenyon & Eckhardt, . . . George Gruskin, of the William Morris Agency, returned to the Coast office Thursday (13). CBS Board Chairman William S. Paley will go to Hollywood October 17 for the last week's business staff, . . . World of World Video, Inc., as an executive producer. . . Kay Muirhill will head the promotion activities of San Francisco's KSFQ-KPIX.

Hollywood:

Paramount's KTLA is prepping an all-Latin-American revue, "Latin Crues," starring Bobby Breen with four-time border acts. Thirty-minute show will be filmed for Paramount's tele-film web. . . Los Angeles has gained national leadership in video long-playing (LP) records according to the total number of advertisers in July totaled 176, three more than New York. Philadelphia followed with 144 and Chicago ranked fourth with 138. Local firms buying tele time were 106, tops for the nation.

Image," another tele fan mag, will bow November 1. First issue of 24 pages will feature a list of the new TV hot spots, pubishing is shooting for national distribution. . . Full-scale production of Jerry Fairbank's "Crusader Rabbit," animated video series, is under way with first 13-week bracket of 65 shows to be ready for early distribution. Series is designed as a daily-five-minute kid zag. Animation is being done by Television Arts Production, Berkeley, Calif., with films being completed at Fairbanks' Hollywood studio.

TALK OF THE TRADE

New York:

Marshall Terry, formerly veep in charge of TV, will become veep in charge of merchandising for the Crowley Broadcasting Corporation following a brief vacation. . . . David Delson has been appointed an executive for Free & Peters, Inc. . . . John G. Stilli has been selected advertising and sales promotion manager for the two Boston Westinghouse stations, WBZ, WBZA. . . . Russell Walker Jr., has been made manager of the New York office of the John E. Pearson Company.

Chicago:

E. R. (Pete) Peterson, former central division manager of Mutual Broadcasting System next to the KTTP's Frank G. King, has been appointed a new executive for Free & Peters, Inc. . . . John G. Stilli has been selected advertising and sales promotion manager for the two Boston Westinghouse stations, WBZ, WBZA. . . . Russell Walker Jr., has been made manager of the New York office of the John E. Pearson Company.

Another Move In Unions' Field On Television

(Continued from page 3)

to reprint the statement in full. The text of SAG's stand was also read by George Heller, executive secretary of the American Federation of Radio Artists (AFRA) at an AFRA membership meeting in New York Thursday (13). In some circles, however, the SAG statement was regarded as somewhat of a retreat in that it denied concerning affiliation with the American Federation of Musicians (AFM) or discussing the matter with James C. Petrillo, AFM head; that it announced its support of the American Guild of Variety Artists (AGVA) in its current dispute over vaudeville performers with the AFM, and that it again approved a resolution establishing a TA, with SAG to retain complete jurisdiction over film, in-progress film and television scopes.

If the October 20 Four A's meeting is unable to affect a compromise, it is planned to call Four A's membership meeting in New York, Chicago and Los Angeles. The statement between the Eastern performer unions and the Coast film unions is over the latter's insistence of retaining TV film jurisdiction. The Eastern unions say this would be unworkable.

Amos 'n Andy Rep Version for Kine

TRENTON, N. J., Oct. 15—Amos 'n Andy this week were starting to prepare a kine version of their show for showcasing to prospective sponsors. Since Rinso already bankrolls their radio program, it will get first crack at the video show. However, the comics are keeping mum on the deals that will replace them in the kine version. It is known, nevertheless, that they have seen teams that they like.
The Trux Family

Reviewed Thursday (13) over WPIX, New York, 7:30-8 p.m. Style—Domestic comedy, Script—Sears Kramer and James Trux; director, Clay Yurdin. Sponsored by Crescent Bros. Cast: Ernest, Sylvia, Sally, Barry, James, Vicki and Penelope Trux, and Maurice Mannon.

Gimbel's has latched on to a pleasantly diverting family comedy show in this domestic stanza built around Ernest Trux and all the other Truxes, large and small. In addition, the show is also based upon the time-worn mistaken identity gimmick, was nevertheless entertaining and devoid of socks. As usual, the consumer story quality was subjected to far, too much strain, but good performances, paced, of course, by the deft Trux parti, carried the production over.

The show is important in that it may well mark a parade of other New York department stores into television. At the same time, Gimbel's is giving the show the great test, as witnessed by the fact that two commercials placed a specific time limit as to when the price of the items would be increased. That's as close, probably, to a keyed ad as it's possible to get in TV.

Commercial are integrated via daughter, Sally, Trux, who has a job as an ad copy writer for Gimbel's and who demonstrates or plugs the bargains mentioned. They're reasonably well worked into the story, and Miss Trux's readings of her blurb lines was by no means as arfiful or unconsultious as they could be.

Viewed on a home movie size screen, the show seemed overburdened with long shots for smaller clay. Yurdin's direction was generally fluid except for a sequence on Miss Trux's closing curtain commercial.

Jerry Franken.

Radio and Television Program Reviews

Blondie


Judging by the green broadsheet, the Blondie series needs a new tag, namely Dagwood. The tendency to subordinate the fem title role, which actually originated in the Chic Young comic strip, first evinced itself on the air after Penny Singleton's withdrawal from the cast. On last Thursday's program, Blondie was plainly a supporting character in everything but her name. The show is still a good family draw tho, by virtue of its big funny paper following, and a stronger story line should make the current series fair fare for diaries.

The initial plot was based on a pretty slim premise—Dagwood's familial, futile attempt to take a nap around the house—and was entirely dependent upon Arthur Lake's shrill-voiced comedy antics as Blondie's fail guy spouse.

In last week his airwave spouse usually gave him a good assist with the laugh lines, but the latest Blondie (Pat Van Cleve) played the part absolutely straight, utilizing a one-tone vocal pattern. As a result, the show lacked the zippy give-and-take gag pace of former season, and some of

The MGM Theater of the Air


In sinlicity of production this hour-long program compares very favorably with many of its network brethren. Add to that the name value of Marlene Dietrich and the other stars appearing in this series and the peddling job should become relatively easy.

Anna Karenina, the Leo Tolstoi classic, was the vehicle selected for the actress. The story is one that women especially find appealing because its main concern is love—the love of the dashling Captain Vronsky for Anna.

Miss Dietrich was an unusual choice for Anna. The husky threatened actress has an air of sureness about everything she does that clashes with the concept of this romantic confused female. However, once Miss Dietrich was cast, we can only think of the production. (See The MGM Theater on page 10).

Lake's best addle-brained lines went begging for want of a proper foil.

Jane Bundy.

Little Review


Even the show has excellent production and direction and utilizes practically every video trick in the bag, it adds up to only a top network sustainer, a good Sunday interlude and a pleasant half-hour during the dinner period. It undoubtedly will be sustaining fare only as long as it is on the air, because it will not attract large audiences who will give close attention. Instead it will attract the music lover and those who want to come on conversation while their video sets in operation.

Typical of production treatment was an orchestral rendition of Donkey Serenade, which utilized some interpretive ballet, animal marionettes and individual, effective close-ups of horses and violins. In line with general dramatic ingenuity, playing of Take Me Out to the Ball Game and shots of catcher, batter and umpire statues and a baseball pinball machine depicting batters running around the bases.

Gloria Vann showed her telegenic beauty during solo numbers and participated in one of the best numbers of the program, a duet with Billy Johnson in which the pair were shot facing an empty theater backdrop.

Relaxing mood of the program was sustained throughout, with use of title slides instead of verbal announce-ments between half-hour sections. The half-hour was smooth flow. Transitional shots in most cases consisted of close-ups of harp, but best, although obvious, transitional device was close-up of a beautiful orchid before playing of Orchids in the Moonlight.

Cly Wagner.

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when all three major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations—an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning today.
The ad for the Picture Play is an honest attempt to adapt dick jockey formats to television visual requirements by means of still pictures featuring the backdrop of pop dixie. Producer Cecil Barker, who conceived the format with Steve Dunne, stated simply that it was a fluster project, with fair results. More important, show for a one-time offering of Jimmy Deans constructive thinking and forthright effort in right direction.

In a column by Howard Dietz during quarter-hour show, including Baby's It's Outside; Portrait of Jewish Family, Baby's Only Baby paying off on when a modern ballet interpretation of the Mass in Heaven as danced by boy choristers was filmed, screened. With each phrase in the dialogue, terrapins acted out and danced suggestive steps which proved cut and arresting. Portrait featured droll shots of Jewish family, family. Jones. Stormy Weather was in classic one-three-one-over exaggerated facial gestures and body movements failed to score. An instance where a visual appeal since led heavily on eight gags as well as brevity patter. With the right mix of settings and patter and a little character can be established, a new show is being put through into a little local institution.

As a vehicle for zapping spots in off hours, or for mailing spots, show is a natural. If, however, film strips (which require plenty of personnel, are not close, are emphasized or corny, home bookers will pass up the show. With one exacted to tally lastly on Honor Roll of Hits, and the other aware of tele-scribe's private world, the show is, for example, such present Honor Roll ten numbers at 100. But Steve Dunne, That Lucky Old Sun, Room Full of Roses and Some Enchanted Evening are easily adapted to the listener's preference and mimic interpretation. Don Lee could do a six-week show having a full-trial run, replete with a variety of comic and commercial. Alan Fischer.

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NEW YORK, Oct. 15.—Despite the fact that the "October is radio check-up month" campaign is only in its second week, Max Liebowitz, president of the Communications Service and Apparatus Distributing Corporation of New York (ARTSNY), this week estimated that association members would repair more sets in the metropolitan area than in any like period in the past.

Liebowitz said the public ferver over television had resulted in radio set owners allowing their receivers to deteriorate to such an extent that an estimated 2,700,000 radios in this category are in need of service. Most radio manufacturers, he said, particularly Radio Corporation of America (RCA), are also co-operating in the campaign. To date, it has distributed over 15,000 window streamers to association members.

Coast Videomen Promoting Nat'l Tele Radio Expo

HOLLYWOOD, Oct. 15.—Coast telecasters, set distributors, and dealers are here in considerable force in support of the National Television-Radio Exposition which opened in Los Angeles today (15) under sponsorship of Southern California Radio and Electrical Appliance Association (SCREA). The exposition is a three-day event with exhibits of new receiver models, "behind the scenes" glimpses into the production and programming of telecasts, and special promotional tie-ups to herald Los Angeles' current set ownership mark of 231,000 sets.

Set Owners Should Get Full Info, More Salesman Assistance—Lamb

NEW YORK, Oct. 15.—Retail television salesmen shouldn't get their commission on sales until after the set has been installed in the home, the president of the Tele Motor Corporation, Edward Eastman, said in a talk on proper tuning and the satisfaction of the set's performance. That's why he said, RCA is co-operating in a campaign with chairman of the board of the Tele Motor Corporation, Eastman, also said this week that it would be a good idea if salesmen answered service calls instead of technicians, "since more than 70 per cent of all service calls are actually nuisance calls. The set owner doesn't know how to tune his receiver or whether he can rightfully expect service from it.

On the subject of economics, the president stated that the instruction of the set owner in the proper tuning and adjustment of his receiver would result in a long way to go toward perfecting the television set before it could seriously be considered a finished article. He also said, "how the public would like to see ghosts or snow in color."

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Lamb also disclosed that Tele King had recently acquired an additional 18,000 square feet of space to be utilized for packing and shipping of video sets.

Eureka Heralds 19-In. All Glass Cathode Tube

NEW YORK, Oct. 15.—A new 19-inch, all-glass cathode ray tube was announced this week by the Eureka Television & Radio Sales Corp. of Hollywood, N.Y. The new cathode ray tube, not a short-necked tube as recently introduced by DuMont, would give a larger picture than the conventional 15-inch tube. The set price was flat face. Eureka production engineer, Andrew Stanier, stated that samples of the new tube would be available to all interested parties next week.

Blacks are being supplied by the Convex Glass Works, Inc., who would not name the price of the picture tube. He also stated that the next month's production of the 19-inch would be up to 100 a day. Since the month, a new set of 19-inch cathode tubes is being used and a large picture tube to the tremendous replacement business being done by TV dealers. Glass prices, and subsequently tube prices, have dropped so much lately that many sets are coming in having larger picture tubes installed in their 10- and 12-inch video sets.

Price Cutting Spiked

In many cases dealers who are doing business on a gross basis have stopped all price cutting by selling sets at prices ranging from $10 to $100, and discounts up to 50 per cent are being offered on the private brand receivers.

While there are some dealers who can carry the line to the end of the year, it is not always easy to sell private brand sets fast enough. In these instances the retailer is not having too much difficulty in selling his sets to other dealers for current standing discounts. 10 and 12-inches, Too

The new form of set production is not limited to 10-inch sets. Dealers in this business are able to produce 11-inch receivers for $90 to $100, and 12-inch sets for about $120. Tube prices have been going down for the past four months and the trend is also markedly evident in the chassis market as well. As the top name manufacturers' dealers 12 per cent, of chassis, with fewer tubes, less wiring and, consequently, less labor, the price of the chassis set itself, is considerably reduced. This is a good time for double-purpose tubes, and inter-connected chassis, which have made large savings possible.

Lamb's Gam-Bols

WASHINGTON, Oct. 15.—While Radio Corporation of America (RCA) was exhibiting its new 19-inch "Sylvania" television set at the Federal Communications Commission (FCC) convention, an RCA topster finished a color telescript demonstration of a scanner tube for $125,000 in questions.

Observer Franklin Lamb, Tele King vice-chairman of the board, replied, "Yes, what's her phone number?"
DuMont Plans Sales Training Set-Up for TV

NEW YORK, Oct. 15.—"Television" has failed to hold the attention of the manufacturers just haven't had the time. The recent train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store.

After A. Stickel, the company's national manager of the DuMont TV receiver sales division, declared this week, the statement was made at a meeting at which the company revealed a new merchandising program for the new campaign scheduled to start next week.

The backbone of the program is a 52-page easel presentation which will also be converted into a written sales manual for salesmen of franchised dealers. The campaign will start with a five-day training course for the training course to distributors and then sell staffs, who, in turn, will take the course into field with a series of training meetings. Stickel said that the distributor program is expected to be completed by December 15, but may be finished in November.

The retail section will start then.

Company Distributors

DuMont has also established a company-owned distributorship to service metropolitan New York, Westchester County and Long Island. Dealers in these areas were serviced direct by the factory, Rowland, Guildford Wilson & Co., who is to continue as the new company, Ernest A. Marx, general manager, announced.

The sales division, also announced that the New York regional sales office will soon be moved to new offices to be vacated when DuMont executives and staff, moved to the new East Paterson, N. J., facility, late last week.

The company officials would not confirm the report that all 19-inch Bradford video sets come to be offered the price at the retail price of $199.95; a two-speed 7-inch only retailing for $199.95.

A. Stickel.

NARDAP Sets Meet To Date Retailers

CHICAGO, Oct. 15.—A series of meetings to give retail salesmen points on salesmanship and sales points and commentary, is being continued in the next few weeks by the National Retail Appliance Dealers' Association in co-operation with distributors and factory representatives.

Friday evening's meeting was held at the LaSalle Hotel here October 28. Other cities to have meetings include Boston, Hartford, Conn.; Philadelphia; Richmond, Va.; Memphis, Miss.; Cleveland, St. Louis; Buffalo and Louisville.

Almost most of the discussions will concern television. The position of radio, TV and phone sales will also be discussed. The cut-and-the present set allocation situation are expected to be received.

Detroit TV Set Sales Jump 100%

DETROIT, Oct. 15.—Local television sales have increased in the past two to three weeks at a rate that has surprised distributors despite the fact that sales were considered good all during the summer months. The percentage of increase for the past half month is about 100 percent compared to July and August figures. According to typical reports from both distributors and leading retailers, sales have jumped 100 percent during the last two months.
BLUEBIRD 45 R.P.M., 49 CENTS

Victor Skeds Distrib Talks On Disk Bally

To Cover Wide Area

NEW YORK, Oct. 15.—An extensive series of meetings between top RCA sales distributors is scheduled to get under way within a few days. The sessions, of course, tie in with Victor's fall and winter advertising and promotional drive, and are part of the company's intensified attack on the retail market, which is being stepped up with the Bluebird label's (separate story).

The sessions will be handled by high-powered Buffalo Joe Francis, vice-president in charge of consumer promotions, and will be held in Philadelphia October 20, following which he will meet with New York and Newark distributors in New York October 21. Paul Barkheimer, manager of the record section, will be in Washington for sessions with distributors in that city and the surrounding area. J. J. West, public relations man, will be in Baltimore Tuesday for sessions with distributors of that city and the surrounding area. The last session will also include Los Angeles distributors. On October 23 the tour will be extended to the northwest for sessions in Portland, Seattle and Billings (Mont.).

Midwest Meetings

Larry Kanaga, manager of commercial sales and merchandising division of RCA sales, will meet Monday for meetings in Cleveland with distributors of that city and Ohio Data in Toledo. Dave Finn, manager of the advertising section, Tuesday (18) will be in Cincinnati talking to local distributors and those from Columbus, Chillicothe and Dayton. On October 20 Finn will go to Atlanta for similar sessions covering that city and Atlanta, Macon, Augusta, Charlotte, N.C., and Jacksonville.

H. M. Winters, director of distribution, is scheduled to visit Kansas City (11) and Chicago (21) to do that territory and Memphis. On October 17 he will be in Dallas, Texas, and will call on distributors in that city and surrounding area. The Texas call will be followed by a stop in Oklahoma City and El Paso. Jack Winters, assistant to the aforementioned Mr. Winters, will visit Chicago Monday where he will address distributors of that city plus those from the following cities: Indianapolis, Milwaukee, St. Louis. On October 19 he will go to Omaha to cover the surrounding territory.

R. M. MacRae, merchandising executive, will make calls in Minneapolis and Rochester next week, and J. R. Little, New York regional manager, is scheduled to cover Hartford, Providence and Boston, as well as Portland, Me.

Charts and ads usually in the Music Department will be found in the Disk Jockey Supplement, a special RCA publication issued with this issue of The Billboard.
Global Copyright Wins Test
No Opposition In Unesco to
World Treaty

Nations To Get Queries

(Continued from page 3) the nations. He has been attending
sented for Florence, Italy, in May. In
the state of liberation called for the
meeting of Unesco to an international copyright conven-
tion to be held in Paris early in May to draft a world pact. This presupposes that many other countries have
answered the questionnaire by the time
the countries should start and, the or-
dinary rules of procedure in Unesco, have a
so-called "first reading" to go over both the
UNESCO General Assembly.

845 Question

One question that I expect all of
nations is: "Does the country believe an international copyright conven-
tion desirable?" If the replies are in the affirmative, the convocation that a treaty will be
called by Unesco and its expenses
would approve such a step. It is
understood that the reason an intemational copyright pact had been
attempted in the past was that other nations had been maintaining the
hope that the United States would ratify the copyright treaty. He said they had now abandoned the
hope. "Nearly every country," Evans
said, "wants to have an international copyright agreement with the United States, and I have received an
information request in the questionnaires for minimum copyright protec-
tion. The rules are contained in the global pact; whether or not countries wish to include any reservations; whether the states provide for the
reasons that they could enjoy in the provision being as favorable as such
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for use on a bi-lateral recurrent basis.
AFM Sees Creation of Royalty Fund Solution To Canned Music Problems and Culture Incentive

NEW YORK, Oct. 15.—The American Federation of Musicians (AFM) sees in the creation of royalty funds the solution to the problems of录制 through canned entertainment. The AFM believes that the union is best able to serve the interests of its membership and to protect the rights of performers and composer—be they instrumentalists, soloists, or conductor—than any other body. A sufficient fund must be created to meet the needs of all these artists. The AFM has a long-time affiliation with the Recording Industry and the trade unions have a common interest in the solution of this problem.

The AFM has already sent out a letter to all its members explaining the situation and urging them to join the movement. The letter stated that a meeting of the AFM's executive board will be held in Philadelphia next week to discuss the matter further.

The AFM is also making plans to take legal action to enforce the copyright laws. The union has already filed several lawsuits against companies that have been refusing to pay royalties for copyright infringement.

25% at Work

NEW YORK, Oct. 15.—Currently indications are that approximately 25% of the AFM members of the American Federation of Musicians (AFM) are employed in the recording industry. The AFM has been working hard to increase this figure.

The union has recently sent out a letter to all its members explaining the situation and urging them to join the movement. The letter stated that a meeting of the AFM's executive board will be held in Philadelphia next week to discuss the matter further.

The AFM is also making plans to take legal action to enforce the copyright laws. The union has already filed several lawsuits against companies that have been refusing to pay royalties for copyright infringement.

NBOA Outlining National Dance Wk. Promotion

CHICAGO, Oct. 15.—Interested segment of the entertainment industry will receive plans next week for the National Dance Week, promoted by the National Dance Week Committee. The plans will be distributed through the NBOA, which is the organization's secretariat.

Weber said ballroom operators of members of the American Federation of Musicians will be invited to submit their ideas for the promotion.

Col To Feature Storjohld Group

HOLLYWOOD, Oct. 15.—Axel Storjohld's band, which has provided much of the music for the new film, "The Singing Detective," will now be featured at the Col. The band, which was formed in Sweden and has been highly acclaimed in Europe, has been signed by Col. To date, the album has sold over 100,000 copies in this country.

37c Pop Line; Easy Does It

NEW YORK, Oct. 15.—The RCA Records division, which has been concentrating on the '37c pop line, will now be available in all RCA stores. The new line will feature hits from popular artists, including Frank Sinatra, Dean Martin, and Tony Bennett.

Savoy Waxay Goes Longhair

NEW YORK, Oct. 15.—Savoy Records is going longhair. The company, which specializes in jazz and blues and rhythm and blues, will now offer a line of longhair albums. The new line will be distributed by Capitol Records.

RCA Clarifies Staff Status of Record Division

NEW YORK, Oct. 15.—The status of personnel on several levels of the RCA Records division has been clarified this week in an internal memo for the financial division of the record department. E. B. Brooks is the manager of the budget section; K. E. Glander, manager of the credit control division; and E. F. H. Kr YY, manager of artists and repertoire division. All of the above report to H. L. Le Can, vice president of the record division.

The Commercial Sales and Merchandise Division, headed by E. B. Brooks, is responsible for all aspects of the record division, including sales, promotion, and distribution. The artist and repertoire division, headed by E. F. H. Kr YY, is responsible for the selection and signing of new artists. The credit control division, headed by K. E. Glander, is responsible for all aspects of the credit side of the business.

To Revive 79c Pop Line; Easy Does It

NEW YORK, Oct. 15.—Signature Records, which has been concentrating on the '37c pop line, will now be available in all RCA stores. The new line will feature hits from popular artists, including Frank Sinatra, Dean Martin, and Tony Bennett.

Savoy Waxay Goes Longhair

NEW YORK, Oct. 15.—Savoy Records is going longhair. The company, which specializes in jazz and blues and rhythm and blues, will now offer a line of longhair albums. The new line will be distributed by Capitol Records.
RRAC Probes Ret. Privilege Of Local Indie Wax Distribrs

CHICAGO, Oct. 15.—After conferring with reps of the major distribs here regarding changes in the present 5 per cent return privilege, the Recording Retailers' Association Chicago (RRAC) this week tackled the problem of return privileges offered by independent retail dealers. Considerable comment at the meeting was centered around the inconsistency of a return privilege as offered by some of the larger indies here.

It was pointed out by various members that the amount and consistency of any return privilege on the part of the independent depends largely upon how much business the indie gives that indie outlet within a year. As a result, some indie dealers offer return privileges they are getting, with all based on volume of biz they sell to the retailer. When they have attempted to get a standard return privilege, such as is offered by the majors, they have been told the indie distributor has a different privilege from dealer to dealer, and when he sold the retailer the disks he had no association with that label because another indie record wholesaler is not in the area. The indie trabber said he was stuck with a large amount of merchandise when he tried to purchase that label's disk. It was pointed out locally that record dealers who have these larger indie outlets, and who have their own distro points have defaulted on return privileges when they were purchased. Some labels or they've sold out another retailer. The station voting to take the record out on purchase at a special meeting with some of the lead-

NLRB Hears Oomph Case

PHILADELPHIA, Oct. 15.—Hearings on charges of unfair labor practices against the Victor Records label, on the complaint of auba player alleged, but, as the union, the National Labor Relations Board (NLRB). The company, which was represented by Fred Severino, counsel for the board, is to be heard by the board on Monday (17). The station will consider a re-

Philly Waxes—Pubs Busy

NEW YORK, Oct. 15.—Local music pubs and waxies are showing the music industry is well on its way to recovery, specific, according to James E. White, owner of the Record House, which was the only local ASCAP publisher mem-

Getting Stronger and Stronger!

BILLY WRIGHT

"BLUES FOR MY BABY" "YOU SATISFY" SAVOY RECORD COMPANY, INC. 28 Markay St., Newark, N. J.

RRAC Staging Guizar Rally

NEW YORK, Oct. 15.—Mexican-crafted guitars and ukeleles are making a big market in the Fatherland, which is also the home of the Mexican Cu-

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Election Planned

Discussion also centered around the matter of a Recall vote being tentatively set as the election.

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"Philharmonic Jazz" Suit in Complications

NEW YORK, Oct. 15. — Norman Granz's efforts to regain possession of nine Jazz at the Philharmonic recordings, 1947-JATP albums from George Eringer and his Disc Records and Publishing Company, Inc. (The Billboard, August 20), headed into new complications this week. The many-titled masters, on which production is now injunction-bound by Granz's action, have been sold by Eringer to George J. Corn, who has now been impleaded as a party defendant in the Granz suit, and it is at this point the sole defendant seeking to retain actual possession of the masters.

Corn's involvement goes back to 1944, at which time he, as a partner with George Clark in Pioneer Records, was assigned several of the JATP recordings, along with nearly 500 others, as security for record pressing. Eringer later came into Disc with Moe Asch, and took over the remaining Disc masters, including 14 more JATP sessions, when Asch moved out of the outfit in 1944. Eringer, as a partner in Eastern Record Manufacturing Company, had also been pressing these records for Disc.

Masters Owned

Corn, who himself asked in on the defense of the suit, and who now has all the disputed masters in his possession, has already given an option on the masters to the newly formed American Record Company of New York. N.J., producer of the Arco label. Arco would presumably get all of the masters Corn and Pioneer hold to be produced on a royalty basis.

Granz's attorney, Joseph Caldeiron of Berman & Berman (Hooray, etc.), has obtained a reduction of Granz's bond from $5,000 to $2,000, pointing out to the court that in the fiscal year ended March 31, 1949, only $23,600 business, of retail prices, had been done on the waxings. A cross-move by Corn to have the injunction removed was disallowed by Supreme Court Justices Edgar Nathan Jr. and Leonard Pfeifer.

Atlantic Puts 256 Stories on a Pair Of 10-In. Kidisks

NEW YORK, Oct. 15. — Atlantic Records enters the children's record field November 10 with 256 stories each 18 minutes long on two 10-inch disks. As all of the sides can be played on an ordinary 78 r.p.m. phonograph, the gimmick combines trick cross-growing and longer-playing recording technique, so that each side has four different starts, each leading into a different story section running for about four minutes on each disk. Any person on each disk, however, can tie up with any of the four episodes on the following disk, making a continuing story. On the last side all starts wind up in a common ending near the center of the disk, so that playing time here is only two minutes per disk. Aside from the possible permutations make 256 combinations.

The Magic Record Album, first in a projected series, is entitled The Ever-So-Many Adventures of Johnny. It was conceived and produced by Atlantic prop's, Herb Abramson. Story and lyrics were written by Ernie Carol, music by Anita Leonard. Bill Wriges directed the orchestra.

The disks are unconscious. A five-week package will retail for $2.35 plus tax.

Cl. Nixes Judgment On Suit Vs. Edwards

NEW YORK, Oct. 15. — New York State Supreme Court Justice Samuel M. Hoffstadt this week denied a motion for summary judgment made by Wildenstein,golden management, Dorin and composer-arranger Harold Potter against Jack and Ben Jack Edwards doing business as Edwards Music, Dorin and Potter, thru attorneys Abner Greenberg and Harry Schwartz, are suing for $18,000, recovering damages and royalties and commissions allegedly due from an age deal they set with Edwards in 1944. Plaintiffs claim that they bought Edwards' some 22 public domain for publications. Potter allegedly was receive a composer's royalty, and Dorr, was to sell the numbers in institutional book and form, a salesman's commission.

Attorney Philip Barbanelli has filed a counterclaim for $10,000, claiming that while Potter was selling for Edwards, he was selling for the publishers. The defense also claims that Dorr, contrary to the agreement, sold the collection, which was of a standard character, with a return privilege. It is a trade practice to sell the standard return privilege, according to Edwards.

2d Teen-Age Niters Bows in Philly Area

PHILADELPHIA, Oct. 15. — With Bill Siemon's Teen-Age Night Club, featuring live musical talent, and a special appearance of Palace dancers thru the Jolly Joyce Agency, Bon Bon, former Jan Savitt vocalist now at La Perle, has been launched, a second non-alcoholic "Teen-Age" spot for the sets up shop in the area. Across the river at Oaklyn, N. J., the Donut Club, a teen-club, is featuring the milk bar instead of the hardstuff wastering, open this week. For a starter, the club will operate Wednesdays and Saturdays and Tue evenings with a turntable with Mike Guerra spinning the records.

Siemon's teen-age spot house has got a musical talent with a young rumba thru the Jolly Joyce Agency, Bon Bon, former Jan Savitt vocalist now at La Perle, has been launched, a second non-alcoholic "Teen-Age" spot for the sets up shop in the area. Across the river at Oaklyn, N. J., the Donut Club, a teen-club, is featuring the milk bar instead of the hardstuff wastering, open this week. For a starter, the club will operate Wednesdays and Saturdays and Tue evenings with a turntable with Mike Guerra spinning the records.

ROBERTS JOINS ROBERTS

PHILADELPHIA, Oct. 15. — Band leaders Jay Jerome and Bobby Roberts have merged their booking talents to promote the Jerome-Roberts Talent Arm. Both territorial names taking in the hotel rooms and school dances, they will retain their own bands. Jerome, whose non—professional name is Jay Coen, is the brother of Ann Senko, Hildegarde's personal manager.
THE NEW POLKA Sensation 'OH, JEANETTE' **RECORDED BY THE POLKA KING JOHNNY VADNAL and band FEATURING THE CARROL SISTERS ON R.C.A. Victor NO. 25-1138 SHEET MUSIC AVAILABLE**

**THE HIT OF THE WEEK!** A New Record of 2 Popular Steadies R-202 "THE JOHNSON RAG" **STEP BY STEP** DICK HOLTMAN'S ORK VOCAL BY JEAN COLIN

**MUSIC FROM BOURNE TO LIVE** CORAL 64012 KENNY ROBERTS "I NEVER SEE MAGGIE ALONE" "Bourne, Inc. 1972 Av. New York" **That "Mad Lad" composer of 'Robin's Nest' is back!** SIR CHARLES THOMPSON PLAYING BENSON ALLEY AND MR. BILL BORN (APOLLO 794) Order from your nearest distributor or direct from APOLLO RECORDS 457 West 45th St. New York, N. Y.

**Barnaby** RECORD DIES SOLVE YOUR DIE PROBLEMS! Barnaby Dies Die 25 to 200 lbs. pressures—for 3 to 8 impressions—single or multiple units—up to 8 in. diameter of dies. Perfecting & long life make every Die A success. Write today Western Rep. Research Corp. 4912 Santa Monica Blvd. Los Angeles BARNABY MFG. CO., INC. BRIDGEPORT 7, CONN.

**Music As Written**

New York:
The new small orch headed up by Roy Kral and Jackie Cain debuted at the Birdland on November 29 for a two-week engagement as part of a show which will headline Louis Prima's ork... Billy Bishop, whose ork has been working at Frank Dalley's Meadowbrook for the past month or so, will have a spot at the Town Hall next Thursday. Sig Soutine's Hi Tone Orch and Jeanie's Pelican's ork will work at the Terrace Room of the Hotel New Yorker beginning next week along with Don McRae's crew. Do Dixie Arna will drop by for the lead in a pocket-sized review being packaged by General Artists Corporation and which will debut at the Strand Theater here November 25.

Cab Calloway didn't open at Cop City Tuesday (11) as scheduled, because of a billing conflict with the currently featured attraction, Paul Bailey. Seems both artists' contracts specified star billing and the booking caused any major hassle. Calloway simply begged off the date. He was reported back at the Throop Theater this week dealing a new date, Monday and Tuesday, out of the Bailey date... Milton Ebinski, personal manager for Billy Eckstine, Count Basie and Johnny Moore's Three Blazers, due back in town Sunday (14) after his man-made tour of Europe... Margaret Phelan has been inked by MGM Records to waxa series of specials. She'll do her first session here October 11th with Russ Case handling the baton duties.

Art Mooney, who had all but signed with Music Corporation of America (MCA) (The Billboard, October 8), saw the deal blow up recently and subsequently inked with General Artists Corporation (GAC). Mooney also plans to change his name from Mooney to the more marketable Ben Wahl. Doc Richardson, who left the Willard Agency some time ago, has opened a office here to work a new booking with Mary Lou Williams and her Birds.

Blues shouter Eddie Mack, of Beaumont, Tex., has been signed to an Apollo exclusive, with first release out before November 1. The same disc jockey has also inked Orestes Jordan from New Orleans to do a couple of 45's on both Day and Bill Norvas and His Upstarts, an act which is making a bit of a splash appearance on the Copacabana stint by Sammy Kayes and his ork lost its Chrysler auto air show. It goes off in November in the universe. Vaughn, cousin of Sarah Vaughan, has been inked by Savoy Records. The same firm also grabbed off "Lover Boy" Brown, a blues shouter.

Chicago:
Jimmy Martin, indie label distributer, has added Sherman Hayre's and Henry Brandon's orks to his Sharp label. Under his agreement with London Records, Martin is covering the Midwest States with his own staff. He is putting all at London disk for the promotion of Sugar Chile Robinson and Tiny Hill's band start three weeks of Midwest shows house dates October 25 at the Orpheum, Sioux City, Ia. Raymond Scott's ork opens in Cleveland November 3, with Scott bringing in another pianist to work in his Fillmore spot... Henry Busse working the Drake U, from Des Moines, November 3 and 5, and Indiana U, Bloomington, Ind., November 11... Bill Pulman, chief of Universal Records, becomes the ork's house disk jockey at the Orpheum... Lawrence O'Brien's ork on a one-nighter at the Copa, Quincy, Ill. Kayser, who once had a band with himself featured at the Copa, did one number with Walt that reportedly broke up the house and band.

Philadelphia:
The jazz concert at the Academy of Music promoted by Al Cooper Friday night with William Jackson and his Scholars sans Jonah Moskowitz attracted fewer than 1,000 paid customers. The fact that Count Basie has held forth at the Earle Theater the previous week was blamed for the flop. The only jazz concert feature to produce a real buzz was the one held for Woody Herman and King Cole in the spotlight... Victor Hugo opens Monday (4) for a long stay at Chubbey's across the river at North Collingswood, N. J. Jack Lewis back from a brief trip to England this week... Majestic and the same nights brings Frankie Stone to the Club Arcade downtown. Mainliner Ballroom will go square dancing on Saturday nights with Pop Johnston and His Boys. Rhythms and Wrightman disk labels, all on the West Coast, are philtering through the Philadelphia scene... Beach Ballroom, Almonesson, N. J., locations at Bombay Gardens dance hall here, which adds a Tuesday night to the Saturday dance sessions. Harriette Moree and Roy's Fat Hornmen, after long-time at the Claridge Hotel, Atlantic City, make their first local stop at the Bellevue-Stratford Coffee Shop... Eddie Conley is first-timing it with his unit at Club 421, succeeding George Shearing.

**Diskeries Bally Musical Films**

NEW YORK, Oct. 15.—The importance of the record industry in exploiting recording artists such as Jolson Sings Again, Jukebox and Clarence Williams, is reflected in RKO's current drive to push She Was a Yelllow Ribbon, Waxies of the World and its other songs. Regal Books, which is being rushed out to jocks by four record companies, Bluebird is sending out its material, which is of its Ralph Flanagan-Harry Prime Music, N.Y. and the major concern, MGM, 1,200 copies of "Isn't She Lovely" by Stepin Fetchit to London, 1,000 of its Johnny Kidd dancing, and Rainbow, under the guidance of the Rainbow's chief, Louis Chalier, is shipping copies of the Eddie Miller-Phil Ellis Chorister version of "Rainbow's" prex. Harry Heiber, has also marketed his promotion kit, 1,000 of which have been supplied to RKO branches. The kit includes a regular window streamer, jockey window streamer and 16 by 20 coloré blow-up (supplied by RKO), a desay information sheet, a song copy and a yellow vinyl record.

**Capitol Preparing Clary Wax Sessions**

HOLLYWOOD, Oct. 15.—Robert Clary, youthful Parisian rhythm singer, will be on hand for Capitol Records during his current Hollywood stay. Clary, who is flacking his new disc on the West Coast for a tie-in with his Parisian recording, will also be gaining attention with his Blue Chip label releases of Hollywood and international tribute to his Parisian recording in France. Tempo Records bought Blue Chip master from Blue Chip and soon after Capitol inked dick pact with Jimmy Saphire, Clary's manager. According to Clary, he will go four sides, but decision has not as yet been made on future material for Clary. Clary is in for a big build-up, and Capitol will be shipping the master records with plans for shaping lad's career after tour.

NEW YORK, Oct. 15.—Abbe Records this week announced the signing of four singers and a vocal-instrumental group. They are India White, Harlem amateur hour winner; Bill Wills, former Chicago blues warbler; blues singer Jesse Perry, spiritual singer Mary Carr and the Latin Quarter Guardsmen. Gus Grant, Abbey a. and r. topper, left for an Atlantic City and St. Louis tour the Sunday (16).
October 22, 1949

The Billboard

MUSIC

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Eddie Fitzpatrick (Rehearsal at the Hotel Roosevelt, New York, for the Music Corporation of America.)

Thrusts: Leonard Lombardo, Walter Reed, and George Broughton. 

TROMBONE: James Dillon, Bill Grannis. 

PERCUSSION: Ed Sorkin. 

FLOOT: Garth Farley. 

SAX: Fred Shank. 

RHYTHM: Pete Cava. 

VOCALIST: Pete Clinton.

ABRADOR: Al Bell and Fred Conna.

Eddie Fitzpatrick's society style blends have long been favored at the Roosevelt for their sound, and their appeal to the clientele's second engagement there. Fitzpatrick shapes his trio of tenors, bars, and a lively rhythm section, reboos, and a lead vocalist, rendering a smooth, easy, popular style, with tunes often in the fast, popular rhythm category.

Col Pop, Longhair

In Clark Memorial

HOLLYWOOD, Oct. 15.—Clark, his famous orchestra, will record a special album, "My Buddy," which will feature the late Buddy Clark, with proceeds earmarked for Clark's widow, Neda, and his daughter, Patricia. The album of Sacks said the album will include songs by Dinah Shore, Doris Day, Frank Sinatra and Modernaires, with a possibility of Mary Martin, Jo Stafford, Red Norvo, and possibly Edie and Enzo Pinza coming in.

Tunes will be standards, including "My Buddy," which will be cut as a group with other Material. Clark's sound is in the studio with other bands, and his arranger is in the studio with other bands, and his arranger is in the studio with other bands.

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MGM Pacts Riley, He'll Etch "Music"

NEW YORK, Oct. 15.—Mike Riley, half of the Riley-Farley orchestra of a decade ago, this week signed to "music" with MGM Records. Riley was signed most specifically to produce a new edition of the oldies of "The Great Gabbo." Riley will work with various orchestras and will be limited to having a "music" label, as the rhythm and style of "The Great Gabbo." Riley will also work with various orchestras and will be limited to having a "music" label, as the rhythm and style of "The Great Gabbo." Riley will also work with various orchestras and will be limited to having a "music" label, as the rhythm and style of "The Great Gabbo." Riley will also work with various orchestras and will be limited to having a "music" label, as the rhythm and style of "The Great Gabbo." Riley will also work with various orchestras and will be limited to having a "music" label, as the rhythm and style of "The Great Gabbo." 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War on N. Y. Welfare Rulings?

Ind. Contractor or Employee?

NEW YORK, Oct. 15.—The outlawing of the independent contractor classification in a recent New York Supreme Court appellate division ruling is now making its influence felt in cases and theaters asked to sign minimum basic agreements with the American Guild of Variety Artists (AGVA).

In its latest contract form AGVA has a clause under "governmental benefits" which State, municipal and federal laws fail to enact for the protection of . . . and specifically applicable to the employment of artists hereunder. "All artists shall be considered as employees and not independent contractors and the employer shall have responsibility for the payment of all taxes and contributions under workmen's compensation, unemployment insurance, Social Security, old-age pension or any other law applicable thereto."

All cafes and theaters whose contracts with performers are due for renewal have either received the new form or will receive it in the future. One union official said this trend is due to the independent contractor interpretation and is to prevent any action against AGVA for a change in the contract.

precedent cited

AGVA's lawyer, Henry Katz, based his claim that performers are independent contractors on several recent cases which were decided on the appellate division, involving claims for workers' compensation. Although AGVA's lawyers claimed that the performers claimed to be independent contractors, the court ruled that rights as employees were involved.

Until this week, when the union began requiring its new contracts with independent contractors got little attention. On October 17 performers were notified that the court ruling will mean a complete change in booking practice and keeping booking practices.

Performers, large and small, who have always regarded themselves as independent contractors, are, according to the law, employees even though the contracts concerned themselves. The court ruled that any contractor whose hours of employment, number of shows, rehearsal and place of employment were set by someone other than himself, was acting as an employee. (See Battle on N. Y. Welfare page 26)

Fuss Over Weiley Bow Closing Spot?

NEW YORK, Oct. 15.—A benefit bash involving the opening of the Weiley Hotel's new room, several weeks ago, was held. The idea was associated with Infantile Paralysis, a short week which led to closing the room by the Weiley people.

The spot opened with a cake and a toast to the room itself, with the entire troupe, somewhere got Mary Martin, Eriz Pinza and Joe E. Lewis to come down the first two took boxes, but Lewis went on.

An appearance fund, in letters sent to the American Guild of Variety Artists (AGVA), said it took no representation, the individual artists. (See Fuss Over Weiley on page 23)

NIGHT CLUBS-VAUDEVILLE
Communications to 1554 Broadway, New York 14, N. Y.

October 22, 1949

War on N. Y. Welfare Rulings?

Op's and Acts Cold to Court View of Status

IN SHORT

New York:

Billy Rose has signed with "Readers Digest" to do six pieces a year at what he calls "daffy money." His first will be "Two for South Pacific." Pat Frank and Harry Strakosch will handle the show . . .

Emil Coleman's son plays the bass in dad's band at the Capitol.

Sammy (Slap-jaw-Maxie) Lewis has given up his search for a local notoriety. Now, big enough! Wants a 350-room, 18-foot ceiling. Has no idea what 'Zee is doing in town . . .

Myron Cohen and Danny Lewis (Zee's man) ain't friends no more . . .

Sol Schwartz, RKO wheel, won wipp's pole on Queen Mary sailing for England. Collected $1,635.

With sale of the Waldorf to the Hilton chain, rumors now are that Piel will be torn down or sold. Talas has no Hollywood property . . .

Eddie Buckley is the new leader of the Mayfair Guardsmen, the group at the Claridge Hotel, Atlantic City . . .

Barney Josephsen's Cafe Uptown, later Le Direktore, will become a straight restaurant run by Josephsen.

Lois Andrews is having trouble with a New Orleans cafe. She claims the management wants money out of her. The joint's not doing the business. The club says she's not doing her work. So ops have started suit against her for 7G and have served papers on local (AGVA) rep not to pay her salary out of the club's bond.

GAC will have the next show at the Strand. Also, it will be a GAC lab musical headline Desi Arnaz and will open November 25 . . .

Adams Theater, Newark, has new twist with the Art Mooney Band show. For 89 cents admish guys get the picture, the show and a dance on stage after the act. . . .

Myron Cohen gets the Las Vegas Thunderbird next week.

Zarco and Deloria, recently at the Radio City Music Hall, have been signed for a musical by Columbia Pictures.

Here and There:

The Jolly Joyce agency is again booking the Little Ratshkelly, Philadelphia center-city cabaret. After a 10-year lapse.

U. S. Acts Bail At No Classic Pound -- $2.25

SYDNEY, Oct. 15.—The decimation of the Australian pound has brought problems to U. S. acts now working in the Tivoli. When their contracts were signed the pound was worth $3.25. It is now only $2.25.

When the Tivoli paymaster wanted to pay performers the new rate they were threatened to walk out unless they received the old rate. The managing director of Tivoli Theater, David Martin, in his office hunting new artists and the matter has been left temporarily in abeyance until he has been contacted and has given a ruling.

Belief here is that decimation has eliminated any chance of Margaret Rose getting deecent names from dollar countries. But that he will be forced to go to sterling centers for future shows. . . .

Actors Equity is backing the U. S. performers in their demand for the old rate of payment.

Walters' Carroll Deal on Again

NEW YORK, Oct. 15.—Hollywood's Earl Carroll Theater-Restaurant Sale to New York, Earl Carroll Theater, Quarter late Oct., which has been on-again-off-again basis for the past few months, is on again.

The offer is now in the hands of the California courts which has to go for sale or be taken over by the Earl Carroll estate. If the deal is accepted it will mean that the restaurant will close in two weeks. Atlantic City, November 15.

The offer is for $75,000 a year, on a 10-year lease basis, against 5 per cent of gross. If Walters gets the property, the show will be run as a cabaret. . . .

Antabuse Remedy

WASHINGTON, Oct. 15.—Drinks with a built-in Mickey Finn ingredient are apparently out. A new gadget which doctors add "a substance similar to antabuse" to keep drunks from taking more than one or four shots. Antabuse, widely used in Sweden for treating alcoholism, induces nausea, heart palpitations and violent reactions.

Ruling Imminent

(After page 7)

(Continued from page 7)

give up his AGVA card in keeping with AEM topaz James P. Petrillo's claim that no AGVA card holders can be members of AGVA.

William Green, American Federation of Labor (AFL) head, who finalized the rules at last week's AFL convention, has asked that union's executive council to arrange with the AFL and the Associated Actors and Artists of America (Four A's), the part body of labor.

Green, reached by phone, said he was taking steps to arrange such a settlement. He added that it was up to him as well as I can. I just got back to Washington.

Replying to a question as to whether the Four A's will be admitted to AEM, Green said that Petrillo was not at the convention and he hadn't spoken to him recently.

Informed sources say there is a possibility that both AGVA and AEM will agree on a national jurisdiction defining musician and actor. The chief obstacle, say insiders, is that there is not yet an agreement on the AFM in threatening, or actually pulling bands out.

The Vaughn Monroe case, which started in Philadelphia a few weeks ago when the singer-musician refused to pay AGVA dues, has apparently run ash the Taft-Hartley Law.

Dewey Bart, AGVA head, said that his union will withdraw its case and the American Federation of Radio Artists (AFRA) will make a motion to discharge the Four A's, would step in and discharge Monroe when he entered their jurisdiction for not being in good standing in a sister union.

When Monroe got to the Coast for a picture commitment and went on the air for his regular show, neither SAG or AFRA interfered. Bart explained in his usual way of saying what was going on for a court ruling rather than act on each case individually.

George Heller, AFRA head, explained that his union employs the Taft-Hartley Law, he said, no union member can be disciplined so long as he pays dues. If there is any disciplining to be done by AGVA it will have to be bylaw. AFMA and the rest of the Four A's are ready to help as much as they legally can.

Antabus Remedy

Drinks with a built-in Mickey Finn ingredient are apparently out. A new gadget which doctors add "a substance similar to antabuse" to keep drunks from taking more than one or four shots. Antabuse, widely used in Sweden for treating alcoholism, induces nausea, heart palpitations and violent reactions.
October 22, 1949

Palace, New York (Tuesday, October 13)

Capably, for a 45 cent, $1.25. Number of shows, four daily; five week-end shows. Ten male and 12 female people, all dressed in period. Shows played by Don Allen's house orchestra.

Top acts on this bill were Pedro and Donald Durrand and Heenan and Haaken and Antie in the closing position. Other acts ranged from four to six. The best among the first two mentioned showed up best.

Pedro and Durrand did some comedy skits mixed in with some satirical tricks that showed a high order of skill plus considerable stage savvy. Durrand in black and Pedro in a good looking blond, made an excellent pair for this completely new and small size. Their comedy delivery had a feeling of ad lib about it, indicating stage presence, that registered solidly.

A closing act on an eight-bit bill is usually the one the audience starts to walk out on. But after Paul Harrington and new partner, Stephanie Antie, were on for a few minutes, the exodus was noticeably stemmed. Using the modern dance steps for interpreting such familiar stereotypes as man, woman, and society, Harrington and Antie made an amusing evening, thanks to a well-laid and amusing cakewalk. Their walk-off mott was tremendous.

The show opened with the Marcus Jouve, a five-person act, three girls and two boys, in a fast Indian club juggling routine. The act had considerable zing for a novelty flush opener. The juggling act was attractive and was sharp and clear. The comic material was good, the Indian club toss atop two unsupported stumps; an exciting whip-the-ciga-rette bit, finally ended with a five-club toss.

Denny Lewis came on in two, belldiagram style. He started with a good bit with best things Life and wound it up with a Joelion medley to good reception.

The Ley Brothers did an amusing bit, a 15-year-old in a small portable platform. They handled the doll well and used their variety material above the average. The biggest bit was the Gene Grupa number of Paul's Classics out of Katherine Dunham's school. The main drawback of act is the injection of themselves into it. Their World War II experiences are detracting from the work of the dolls. They also did a good bit with a black light skeleton number, the boys wear black light Satan headgear which also calls attention away from the marionettes.

Banana Sticks (ex-Masters and Rollins) is still working hard trying to make it as a single. The gal has an excellent material that she uses to advantage. Her material, however, still doesn't match her physique.

Harrison, Carroll and Ross show good promise but apparently haven't decided on an act. The basic formula calls for Ross (he's the male) to do some silly act that is so laughter-induced that the audience should catch up when it should be laughing. This is the situation when Ross attempting to do a Johnny (Harmonica Radeles) Puleo. If it develops, it can be a great act. Better Ross be more playfully with his act. Another bit was the Jew and his wife, Carroll (both red heads), do an outstanding bit of humor while Ross does a second piano job.

George DeWitt pulled laughs after he first went into his bit. His big bang nitery delivery was too fast for the audience who had been carried with take-offs and soap opera polishes. From then on he was in. Fast comic act to use the Palace house order down. Audiences simply don't catch the fast workers. Time and again DeWitt threw a real funny line that missed because they were still working on the line. Pic. Palace in Haunoma.

Bill Smith.

Orpheum, Los Angeles (Wednesday, October 13)

Mary Kaye Trio, topping the bill, can add another feather to its cap. The group overcome p.a. system trouble during the first show to come thru with flying colors, delivering laughs and rhythmic music making. Best hand went for a panto desk routine, altho the group should trim time on this.

Wally Vernon kept laughs rolling and pulled solid notting for his comedy patter and soft-shoe routines. The latter he is intent as a flash back with Ginger Sherry providing an able assist. Grace and Nicco's comedy dance efforts gave the bill its weakest link. The band lacks pace, polish and punch. Hubert Dyer and Company (2) got laughs with smoothly executed slapstick tumbles and seemingly difficult balancing acts. Leo Diamond's harmonica of- fers were performed and sold well a Spike Jones medley played by a rack holding various mouth organs, nose horns, bells etc., highlighting the act.

Arlene Harris's standard comedy routine was well received, as was (See Orpheum, Los Angeles page 25) a stop lamp, while throwing balls on a drum on beat.

Coleman came in with an excellent boy act almost in a sad featured a lad with a fine tenor, good delivery and stage presence. The boy did a medley here he also used a movie-seats-watch- ing routine that clicked solidly.

Bobby May did a good jugular job, using various items, ranging from the standard club, to a cigarette lighting tosero. For his finish he did his usual head stand.

AGVA MEMBERS INSURANCE
NOW AVAILABLE TO ALL AGVA MEMBERS AT NO CHARGE

All members paid up November 1, 1949, or beyond will be insured for $500.00 as of November 1, 1949, and will continue to be insured as long as they remain in good standing.

DeS Quentin members are urged to put themselves in good standing immediately in order to benefit.

CONTACT THE NeAREST AGVA BRANCH OFFICE FOR FURTHER INFORMATION

AMERICAN GUILD OF VARIETY ARTISTS DEWEY BARTO

National Administrative Secretary
Reading Rajah Adds Burly Day

READING, Pa., Oct. 15.—In addition to week-end vaudeville bookings by the Eddie Sherman office, the Rarick Theater will add another day to the house’s playing time for a vaudeville. The deal was closed by Jay Horsin with Jay Enneman, Philadelphi, who owns the house, to play a Hirst unit.

The local police banned burly several years ago, but Hirst shows will carry a variety name, with the peculiar goings on as “exotic dancer.” For the local date, four acts of vaudeville will be added to the unit. No films as on week-ends, but will be added the day the Hirst unit will come in.

TOM McDERMOTT DUO

BILLBOARD

The Langs

Dossing Thrill-A-Briticks

Milton Berle TV Show, Oct. 11th.


Chicago, SAM ROBERTS

New York, MILES INGALLS

STEVE GIBSON and the RED CAPS

Holding over until October 23 at Chubbies, N. C. Collins, N. J.

Get our Latest MERCURY Record Hit

"Blueberry Hill" and "I Love You"


JOLLY JOYCE

NORM DYSON

Piano Novelties

Currently Century Club

Manitow, Minnesota

BYLINE ROOM, New York

Bill Miller's Riviera, Fort Lee, N. J.

Byline Room, New York (Thursday, October 12)

Capacity, 750. Price policy, $2.50-14.54 minimum. Outlet price is $2.50-14.54. Schedule: Tuesday and Thursday shows are $12.50-14.54. Admission is for Saturday and Sunday shows. $10.00 extra. Estimated budget this show, $100.

A long narrow room above the Delmonico Grill management, opened to a full house and gave indications of doing business. At one time the place was overcrowded, and the Police arrived to make people move out. The place was then cleared of all persons except those who were there on business.

Acts that should go here are the Half-Pint Act, a dance act, and the Half-Pint Act, a dance act. The Half-Pint Act, a dance act, is a good dance act. The Half-Pint Act, a dance act, is a good dance act.

The Half-Pint Act, a dance act, is a good dance act. The Half-Pint Act, a dance act, is a good dance act. The Half-Pint Act, a dance act, is a good dance act.

Grace Reilly is a red head who appears to have followed her voice routine. She's discernable in her voice routine. She's discernable in her voice routine.

Rumba did the Latin stuff, which is big here.

Bill Smith.

Circuit Vaude Makes Return to Spokane

SPOKANE, Oct. 15.—Circuit vaudeville has come back to Spokane after a display of about eight years. George H. Whifield, general manager of the Vaudeville Empress, which has a California unit coming in Wednesday (19) and thereafter plans to offer a series of shows here along with a double feature screen program.

Vancouver last week was booked by Northwest Attractions and is still doing well. The show has been sold in Lansing, where it is through Sunday.

The Capitol (4,627 seats: average $11.00-14.54), $7,000, followed by $14,000. The show is booked in the Northwest at $60,000. It has Emil Comol's band, Phil Foster, Connee Boswell and Rosanne O'Neill.

The Strand (2,700 seats; average $25,700) has been sold in $50,000 for its opening night of $15,700, ranked with $30,000, and an opening $30,000. The show is booked in the Northwest at $60,000. It has Emile Comol's band, Phil Foster, Connee Boswell and Rosanne O'Neill.

The Palace (1,700 seats; average $20,500) is booked for its opening night of $15,000, and an opening $30,000. The show is booked in the Northwest at $60,000. It has Emile Comol's band, Phil Foster, Connee Boswell and Rosanne O'Neill.

The Capitol (4,627 seats: average $11.00-14.54), $7,000, followed by $14,000. The show is booked in the Northwest at $60,000. It has Emile Comol's band, Phil Foster, Connee Boswell and Rosanne O'Neill.
NEW YORK, Oct. 15.—Material may be the same old stuff but the comic who comes up with enough new stuff to steal it has the one who'll be keeping working.

The cold fact is that too many comics are still pulling the same old gags. You can come up with new stuff so they can steal it. This pilfering of material is no longer a problem. That is the comic who's been conditioned to work it.

It takes more than a couple of gags with a thickness of 10 minutes to do a 30- to 45-minute act. It requires intelligent knowledge of one's own craft, an ability to project, timing and a sharp probing—almost a self-knowledge of one's own, with enough right answers. A taut comic can be a brash performer. The bright young kid lib can't do a Peter Lind Hayes or a Danny Thomas. Both of many. They try. Sometimes they keep on trying until they finally develop an individual style and have a real dough. But then it is that the headaches begin all over again.

Pick Right Gag

It takes dough to get material, and all too often the material bought is not the performer's fault. He doesn't know what he wants—nor does the writer. Neither does the writer, and, in many cases, have an idea. Then again, the writer may not be able to write anything good. Often, too, the performer is hungry for the buck, claims he can. Oddly enough, some of the best material that was heard was dreamed up by the comic with little assistance from his writer.

The average comic, working for a couple of hundred and laying off anything from 10 cents to $1,000 a week, and for new material, must do his dough to spend for material. So does he do his next best? He commodes, of course. And when he is not allowed to do a fair act.

Such a practice is understandable. The comic has to eat, or is plain stupid for the comic in the medium-priced area a standard act. The performer in the $500 to $1,000 class sometimes finds themselves in a mouse.

MANNY GORDON

111 W. North Ave., Milwaukee, Wis.

WANTED Acts, Comedians


JOHNSON, Lloyd, 50, Las Vegas, N. T.

Transparent Window Box Holder. 20 years in vaudeville. Excellent comic, good ball player.

THE MUSICAL SAW

THE GLASS-O-PHONE

Other Novelty Instruments for the professional artist. See THE MUSEUM WESTPHAL

Established 1921

JIM

(First Name)

BOX 50, Old Post Office Bldg., Chicago 70, Ill.

The Billboard

October 22, 1949

NIGHT CLUBS-VAUDEVILLE

It's a Wise Comic Who Puts

Some of His $ Back Into Act

By Bill Smith

Costa Ricochet!

PHILADELPHIA, Oct. 15.—R. Kay-O Entertainment Bureau, local theatrical agency headed by Fred Costa with a branch office here, N. J., will have to drop the use of that successful vaudeville act, as a result of an order issued by the 15th circuit court of the State of Delaware, where an antitrust suit was filed by RKO Pictures Corporation. The flier company, who booked for theaters under federal statutes, amounting to what is generally called the ".TAG" theory, or the use of the trade name which sounds like RKO even if it is spelled differently. In the order, the court issued a temporary restraining order against the use of the name "RICOCHET" and it appeared that the decision.

The three days' testimony, Costa established the fact that he registered the R. Kay-O trade name in New Jersey in 1930 while RKO, also established in 1928, did not register its trade name in the state until 1933. Costa originally set up shop here in 1930. He pointed out that since his historical name as an emcee was Freddy Kay, and the original partnerships with his agency was for Duke Olavani, it gave him the "Kay" element of the trade name and he protested that there was no intent to harm the flier company's market. The fact that he couldn't account for the "R." when he helped the picture company, RKO, it was learned, offered him as the driving force for the rights to his name, but Costa said that he would sell what name would materialize with the one's what he had. Then RKO brought about this year.

FUSS OVER WEYLIN

(Continued from page 30)

which has been developed for a period of time, has been given it. For example, a bow that went to the fund, however, was about $350, which AGWA said was too low, and that on December for working without a benefit was really not that accepted.

It has been demanded that the Weylin turn over one-seventh of the performer's regular salary to the union. In fact, to be useful, it will give the actors. If there is to be the chance to contribute to the fund it will be okay with AGWA.

Weylin management has indicated that the union has to pay seven-tenths of the $500 will drop all shows.

3 Pic Houses Install Flesher's

in Conn. Vaude Renaissance

HARTFORD, Conn., Oct. 15.—The Comic Club, Inc., which is one of the prominent vaudeville organizations in the state, is planning a national trend. Vaudeville is on its way out, and the club, through the 4,000-seat State Theater, Hartford, has had vaude for many years. The club has been in existence for extensive publicity. Now, however, three independent pic houses have thrown a curtain on the Capitol, Middletown, and Palace, New Britain, and an announced publicity supplememenng with them with pictures.

The three of the new houses are not exactly doing the same thing, but it is generally believed that they are holding their own, with box offices doing better than in the past.

At present, the club, Middletown, has its trade, Wednesdays; the Palace, New Britain, Saturdays and Thursdays, and the Middletown, New London, Saturdays, with each house doing in general with good box offices. This being the fourth of the week, all use pic exclusively.

There are two ways to handle New York tomorrow. One is that the price charged in the "popular" cate-

GAGS, SCRIPTS, ACTS, Etc.

Send $1 for 500 of the latest, complete original on all topics. Send $2 for 1,500 of the best. Write for information. Send for new price list. We have the largest variety of original material in the world.

IT'S A WISE COMIC WHO PUTS SOME OF HIS $ BACK INTO ACT

SPECTACULAR!

Costa, intriguing aff. of

U. S. Blackleaf. A complete repertory of gags, sketches, ad

AUGUST 14-27, 1949

D STAGE MUSIC*

NEW YORK. N. Y. 2, 15, 33

THEWILL.

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It is the Oklahoma Light Inside 21-23, Los Angeles, of their 82nd season, which opened on Tuesday night at the Million Dollar Theatre, despite plenty of opposition from other entertainment features. All the Bushnell gets going in full swing in the month with October 21-22 booking of The Student Prince. A number of legit offerings are being attempted and the Shubert, New Haven's only legitimate, has a flock of bookings coming up late in the month.

On the State-wide scene the Shubert and Bushnell look like two steady bets this winter, with conceivably a Bridgeport location being the legit for the last permanent basis later on. The New Haven Flyer states, "the theatre location at North Haven, has launched a full and winter professional season. In the Bushnell Case, managing director, scheduling a number of legitimate offerings. North Haven is considering operating a summer house to turn on a full-winter schedule if the show this year, offering there is Meet the Wife, starring Edith Fong, at $1.60 top.

Money Up for Film Actors' Legit House

LOS ANGELES, Oct. 15.—According to Gregory Peck, producer, who was heading a drive for a Beverly Hills legit base to house the activities of the Actors' Company, the project is now complete via the support of a few acres of picnickers. Actor pointed out that a site is still to be obtained, and the better part of the work will be done before the actual construction of a theatre can be started.

The primary idea of the Actors Company, a group which has been functioning successfully in the Playhouse for summer runs, is to present top film stars in local legit. A budget of $250,000 is being planned when the new plant gets functioning.

Shubert's Appoint Schechter in Cincy

CINCINNATI, Oct. 15.—Norah Schubert, veteran producer on the showbiz, has been named local manager of the Shubert Theater interests of Cincinnati and Southwestern Ohio. From 1921 to 1947 Miss Schubert has been in the larger circuit, which operated the old Albee Theatre, Cincinnati. She also was as publicity director of Arrowhead Inn, Cincinnati, and the Empire Theatre, Columbus, and then under the management of Blackie Lanzet. Later he was with the Standard RKO office as theater manager.

Schechter takes over his duties November 14 at the Cox Theater with Summer and Smoke, first of the theatre Guild attractions. The following week, Anne of the Thousand Days (Bush) stars Henry Fonda, and Gore Vidal's two-act piece, written in 1932, will be mounted, and on December 11, a musical, Lysistrata, starring Tony Martin and the Bushnell (Harvard Bushnell Ltd.) Hartford, Conn, 31-21.

"Streetcar" To Pix For 350G Plus %

NEW YORK, Oct. 15.—Charles K. Feldman, film agent-producer, Thursday (13) confirmed his purchase of the rights in A Streetcar Named Desire, The price paid was $350,000, "plus a percentage." This is the second Tennessee Williams opus acquired by Feldman. Recently he bought the rights to The Glass Menagerie. Warner Brothers are about to put into production starring Gertrude Lawrence.

In line with Menagerie production, Arthur Freed has worked out an arrangement with producer Kermit Bloomgarden, who still has a seven-week leave of absence from Death of a Salesmen. Kennedy will leave the past Saturday (22) for Hollywood to play Menagerie's narrator, the part created by Eddie Dowling in the stage version. Under planned by Gregory will sub for Kennedy at the Morocco during his absence.

"Kicking" Sells 60G In Stubs Before Start

NEW YORK, Oct. 15.—William R. Katelle, co-sponsor with Ray Golben. New York and company, who has at this week that 60G in theater parties has already been sold, and the revue which goes into rehearsal Monday (24), Robert Gordon has been signed as director for which is budgeted at $150,000. Dave Kanter will leave his stage managing chores and layout over a similar slot with Kicking.

The cast has not yet been announced, but will begin its workouts Monday (17) under the direction of Jack Cole. Kicking is due on December 30, in the middle of December by a Boston tryout.

Free-Heat Belasco For ANTA Sought

WASHINGTON, Oct. 15.—Progress in the new negotiations of the American National Theater and Academy (ANTA), to take over the Belasco Theater for legit shows was indicated this week when Sen. Paul Douglas, (D., Ill.) tried to get a quick bill thru the Senate to authorize the furnishing of heat to the Belasco as a matter of public health and safety. This would permit ANTA to heat the Belasco with its own stock of technicians.

Douglas introduced his bill Thursday (13) and tried to get it passed by the Senate, and at last session. However, Sens. James Eastland (D., Miss.) and Hull Higginbrook (D., Tenn.) indicated that it be handled in usual fashion, and the bill was referred to the Public Works Committee.

In urging the Senate to take up the measure immediately, Douglas said that ANTA is in dire straights and it is necessary to spend $500,000 in redecorating the Belasco, and be spared the expense of putting in heating equipment.

Mielziner for "Dance" Sets

NEW YORK, Oct. 15.—Joel Mielziner has been signed to do the sets for the Dwight Deere Wiman revue, which is to open at the New Amsterdam on the assembly line. The show will be titled Dance Me a Song, Rehearsals are due to get set for November 21 start, with a New Haven break-in during the following week. The company, which will open the set-up at Boston will follow the five-day New Haven stand. Plans call for a Stem unveiling immediately thereafter.
OFF-BROADWAY

PIRATES OF PENGUIN


S. M. Charchask's troupe uncovered its second Savoy number at the Mark Hellinger's to the further gratification of the faithful. A salient note of 

The season could do with a snappier show, and it has its virtues—some zestful and ingratiating contributions from good songs and good acting. A fine production sketches, and possibly four or five more acting, which has always pleasantly surprised. Against these are balanced a score by Jay Corno which opens the show to wonderful effect. The last song is a real showstopper, with the two male Rockette choruses, which is a laugh, and one other. This is a must-sing performance, with the wind-up presenting Cindarella, staged after the manner of Ella Daland. The latter is immensely sky and funny. It is a success full show, and has been on this project, but unfortunately the real appreciation of its inconclusiveness, the audience's having seen both Death of a Salesman and A Streetcar Named Desire.

Two Many Doll Spots

However, even with these and a show-stopping trio-tenion of Peggy Cass and Sue Donnell at a harpist on Broadway award winners; an artistically amusing ladies by Miss Andrews, and the homely debbs who make the altar, still another effect in projection, by the aforementioned Miss Andrews of a torching film gambler, and a really wonderful effect in the sketches of the public washing machine, there are too many doll spots to balance the show.

As previously remarked, the Tamils choreography seems repellent to the familiar pub. Helen Gallagher adds another sharply stepped pacing, and the rhythm of the sketches run from sour to fair.

Nancy Andrews shines

Performance honors go to Nancy Andrews, who is a natural comedian and comic relief. The show is a variety of assignments, and the effect on credit on skimpy material is a sort of unofficious emcee and he also pinch-hits for others, thus to Murray O'Malley, Dick Sykes and Peggy Cass. Walter Kerr's staging is the finishing touch to this excellent in the show's top two scenes.

In sum, George Abbott's revue is like the little girl in the nursery rhyme—she was good, she was very good, but she wasn't always good. Bob Franks.

KREULL BuYs "At War"

NEW YORK, Oct. 15.—Sherman S. Kriegel, manager of the 42nd Street Theatre, has purchased two properties from Friedman, Monte Fossor, and Joseph Kipness, who were sponging in rent, and the Army. Under the managerial switch, Floyd Preslar, son of J. A. Preslar, general manager. The touppe plans to open Saturday (25) with "At War." Bob Franks is polishing up the staging.

wise he is likely a bigamist. Neither can disturb the place equilibrium of the pair—the eye or the heart. It is all quite amusing and the broadest kind of nonsense, but it is no particular fun.

Louis Hector, Ron Randell, Fredred, and Patricia Wilson give fine support in both plays. In Harlequinade, Patricia Wilson does a bit as a gin-tipping, old-school thump.

Bob Franks.
VAUDE LOSING OUT ON VIDEO; Cost Factor: Berle Boomerang

NEW YORK, Oct. 15.—Variety shows, including the highest rated programs in television, this season are virtually as feeble as far as sponsors are concerned. The list of recently sold shows includes the 'Kansas City Kapers,' Kreyn's 'Knowledge, Silver Theater, Man Against Crime, Auctionnaire, Lights Out, and B. R. B.,' all of which are none of a variety offering.

And Ken Murray's Blackouts, the latest addition to the vaudeville market, is having sales trouble. This program has already been bied for the next two days, which is none of a variety offering.

The cost factor is the element that is reattaining its sale, weekly tab: around 20G.

There are several reasons bankroll

BATTLE ON N. Y. WELFARE RULINGS

(Continued from page 29)

This means that a club op, a theater, or a large producer buying a new employer and as such must make only a nominal deduction, to the various governmental agencies.

That there will be increased resistance to this law is admitted by trade sources. Performers will object to even the smallest deduction to collect them for unemployment, insurance, and income tax. And the financial reliability of some cases will be sharply questioned.

The order will be the other hand will object to the increased bookkeeping this law requires.

This is one precedent大夫ing the accepted interpretation of independent producer. Back in 1949 or 1950 the Radio City Music Hall was penalized by tax officials for not deducting taxes from Glatt's Steeplechase and sending to the proper authorities. Mu

The case was not brought in the courts and the producers were upheld.

But in the past few months at least two other cases have come up and in both the claims of independent contractor-ship has been made. One was that of a girl dancer who claimed unemployment insurance. The other case was that of three dance clowns employed by the Piccadilly. In both cases the producers contended the clowns were employees and were offering their services as independent contractors, so no deductions were made. In Jackson ville, Fla., the case the courts ruled that performers were employees.

months' bookings. Jack Bottero, having concluded his fair dates with his aerial trapeze turn, is serving as an emcee and production man at Station KSIB, Creston, Ia., and presenting his magic review in that state.

Al and Val Sharpe are in the midst of a four-week tour at Cirque Medrano, New York. While they are on the stage, they are trying to get the USIA film on Hagen featuring Al and Val SHARPE is a hit with the New York critics taping up again at Station KSIB, Creston, Ia., and presenting his magic review in that state.

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MILTON SCHUSTER

125 North Gresham St. 


WASHINGTON, Oct. 15.—Sixes night club, was slated to reopen under a new management and with a new policy. The spot is operated by Howard Pyle, who has run the near-by Fairyland on a dinner-theater basis. The Susan, a smaller place, has encountered difficulty with city authorities, largely because of the new regulations.

The Fairview, capable of holding about 1,400 persons for dancing, was renamed and reopened in August. This is a well-known New York Fred Hardiman, with a name act policy, brought in Ed Pyle is bringing in Jimmy Winterspoon's orchestra next week. With a 9:30 show, $1.25 to $4.00, 25G. Present policy will be weekend operation only, with admission at $1.25.

HARTFORD's Astor Opens 24th

HARTFORD, Conn., Oct. 15.—The 500-seat Astor Theatre on East Main Street here is slated to light October 24. The house, which is under the management of Harold J. Kennedy, producer at Princeton, N. J., for the past three years, opened to a successful season of legt opening with The Front Page, starring Dan Clark.

Burlesque

SHARON LARUE, former Boston night club vocalist, is house singer for the New York Follies at the Amsterdam.
Memories of an Old Trouper
By Will H. Locke

EDMOND PAUL'S articles are a treat, but always a treat. It is one of the recent one reminiscent of the de- parting showfolk and theaters used to get together, and the churchentrée to mind unpleasant incidents we had to put up with. We never minded it, for we were at the time of the occurrence for some preacher to de- nounce us from the pulpit.

It was the time when we (the Lockes) were playing a week's stand, an evangelist, who billed him- self "The Reformed Railroad Man" (as if railroad men were a community to be despised, or doesn't the phrase mean "vital"). He featured railroad vernacular in his harangue. During the week we never got to a single play before we opened, he shouted.

"Well, I reckon all you y'ng fell- ers and young ladies, that you'll next week to see the dirty show I'm doing. You've went my clothes to flag a handcart!" He did not know us but commanded us nighty.

I thought so. I had long been in the trade and have the whole country for a base. It was fire dance is was done on a plate of glass set in the stage floor. Red and blue lights, and an array of firemen were set a flame from underneath while brilliant- ly light and flecked down a steeple upon the waving, white silk serpentine dress. With stage effects produced it was a very beautiful, sensational and startling.

Fire Dance
In a Texas town on Sunday I went to church with our leading lady who was a beautiful woman of culture. In her hands she held a letter which the minister had finished his sermon. The balloon was clipped from the loop of the minister, and a handkerchief had been added. "See Corrine LaVantin in her fire dance," the letter said on Sunday night. Then it began.

"Oh, she's going to do it," said the minister. "She's gone a step further over the line, the way she pointed downward. Then, he launched into a bitter, sort of threatening speech, which was followed by the actors. He was the only one who knew about the fire dance. He was an expert in the way of fire escapes. When he got up and gave the stick over to people in the church, they all cried: "More! More! More!"

Revolution
In a well-dressed and perfectly calm and controlled voice, said: 

"Your words are unchristian-like any other words. They turn the doctrine and the principles of your church upside down. You have learned from the seventh chapter of Mathew and the teachings of our be- lieved in the seventh chapter and I am not to be led by any creature. I am a woman, and I am a woman of Christus. I am an actress, a member of an honored profession which you de-

Refutation
In a well-dressed and perfectly calm and controlled voice, said: 

"Your words are unchristian-like any other words. They turn the doctrine and the principles of your church upside down. You have learned from the seventh chapter of Mathew and the teachings of our be- lieved in the seventh chapter and I am not to be led by any creature. I am a woman, and I am a woman of Christus. I am an actress, a member of an honored profession which you de-

BAKER—Frank, with the Victory Exposition Shows, in Hollywood, October 10. He was born in New York, January 10. Survived by his wife, two sons and a daughter.

BEIN—Mrs. Mary, mother of William Bein, Cincinnati theater owner, October 10; he was born in New York, May 10. She leaves one son, Fred, and two daughters, Mrs. P. R. Lenett and Mrs. E. Rosen. Burial in Hollywood Cemetery, Cincinnati, October 13.


BROOKS—Henry, Carlton, October 10 in Hollywood.

BROWN-MURRAY, CLYDE—William, actor, October 10 in Hollywood.

BROWN-MURRAY, ROY—Henry, bass player with Detroit and Philadelphia orchestras, October 10 in University Hospital in Philadelphia, where he was operated on for appendicitis. He leaves his wife, a sister, Mrs. B. Fox and two children, Roy, 7, and Alfred, 9, all of Philadelphia. Burial in Eden Cemetery, Philadelphia, December 10.

BURR—Mrs. Mildred, 80, mother of Courtnev Burr, theatrical producer and manager, October 10, in New York. She was born in Vermont, October 10. Survived by her son, Sands Burr, manager of the National Theater, New York, and two daughters, Mrs. Carrie Schell and Miss Elinor L. Neill, New York.

BURTON—Joseph, 75, retired actor, October 10 in New York. He was born in Brooklyn, October 10. Survived by his wife, the former Mary Banford, one son, John, and two daughters, Mrs. W. C. L. Devery and Mrs. Pauline S. Cullen, New York.

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CARRILLO—Leroy, 49, Mercury Road operated, recently in Boscobel, Miss. Owner of the former WSSV, New York.

CARTER—Leroy, 49, Mercury Road operated, recently in Boscobel, Miss. Owner of the former WSSV, New York.

CHESTER—Mrs. Elizabeth, 76, widow of Andrew Hethscher, pioneer Cincinnati theater owner, October 10. Survived by her husband, Frank H. Chester, and two sisters. Burial in Mt. Vernon Cemetery, Cincinnati.

CROY—John, 50, previously with The New Republic, New York, October 10, in New York. He was born in New York, October 10. Survivors include his wife, Pauline, and her mother, Mrs. John Y. Croy, 78, of Norfolk, Va.

DODD—Clarence D., 68, concessionaire at Westlake Park, St. Louis, October 10 in that city. Survived by his wife, Millicent, and two sons, Clinton and John, both of St. Louis, and two daughters, Mrs. Mabel Costello, St. Louis, and Mrs. John K. Dycus, St. Louis.

DURHAM—Gaylord (Gene), 51, engineer with the American Broadway Theatrical Properties Company, October 10 in New York. Survivors include his wife, Dorothy Durham, St. Louis, and two daughters, Mary and Ann, both of St. Louis.

Correction

Siegfried film, as reported previously, erroneously placed in the same cen.

D. E. in the October 1 issue of The Billboard. While Vermont, where the company was organized, is confined at the U. S. Veterans Hospital in New York, according to cabbages, contained in a letter from him, he is re-

In Memory of My Dear Sister MABEL FOSTER

SIEGFRIED—Frank, with the Victory Exposition Shows, in Hollywood, October 10. He was born in New York, October 10. Survived by his wife, two sons and a daughter.

In Memory of My Dear Sister MABEL FOSTER

CRANE—Mrs. Rosalie, 73, manager of Broadway 11, New York, October 10. Survivors include a son, Fritz Jr., manager of Chicago 11, and five other children.

McDONALD—George, 58, violinist with the Dalley Bros. Circus, killed in an accident October 10 in Texas.

MORAND—Mrs. Rosalie, 73, manager of Broadway 11, New York, October 10. Survivors include her husband, Arnold, and two sisters.

FORD—Edwin, 72, former vaude-

In Memory of My Dear Sister MABEL FOSTER

In Memory of My Dear Sister MABEL FOSTER

PERRY—Bill DeMello, musican and manager of the Charles 9, RCA Hawaiian Paradise Isle Five, vaude

In Memory of My Dear Sister MABEL FOSTER

In Memory of My Dear Sister MABEL FOSTER

The FINAL CURTAIN

PERRY—Bill DeMello, musican and manager of the Charles 9, RCA Hawaiian Paradise Isle Five, vaude

In Memory of My Dear Sister MABEL FOSTER

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WITHERSPOON—George, 88, former society columnist, drama critic, and manager of the Mabel 9, October 10 in New York. During his long career he was press agent for the Ziegfeld Follies, 25, 25, and 25. He was born in New York, October 10. Survivors include his wife, Mrs. S. W. H. Sogen, 70, and two daughters, Mrs. E. S. Sogen, 70, and Mrs. E. S. Sogen, 70, both of New York.

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No War Dance

DANBURY, Conn., Oct. 15—Princess Goldenrod and six other Penobscot Indians who came here from their Old Town, Me., reservation to peddle souvenirs, were ordered out of town after a heated conference in which they were accused of bringing trouble to the community. After the meeting, admitting they lacked a reader, the Indians explained that a treaty between their tribe and the federal government specified the Native Americans be exempt from state taxation. The inspectors were sent away, although the town manager said he would address the problem of the Indians peddling souvenirs more formally.

James Gibbons, Killed

A local newspaper reported the death of James Gibbons, a well-known figure in the town. The cause of death was not immediately clear, but it was noted that Gibbons had a long history of involvement in various local organizations and events.

Manufacturers’ Association (NAPM) meeting

The NAPM meeting was held in the city of New York, with various speakers and discussions on the state of the industry. The meeting was well attended, with many manufacturers and suppliers participating.

Sesqui is Windfall

Out & Indoor

2-Tr. Harvest

In Capital

Rush for July I Preem

(Continued from page 3)

residuates to okay a $3,000,000 advance. Ground-breaking for building construction is now set for Feb-

uary 1.

Anacostia Park

Sesqui, Director Edward Bork, has called a meeting for Monday (17) with the Commission of Fine Arts to discuss plans for the site. Buildings to be erected near Kingman Lake in Anacostia Park, a mile or so from the Benning Circle Gardens. According to Carter T. Barron, ex-

pectations were that the meeting would result in the approval of plans. The meeting is expected to be attended by a large number of officials, including local and federal authorities.

No Honky-Tonk

Special efforts are to be made to keep the amusement out of the park. The committee is expected to work with the park officials to ensure that no amusements are allowed to be placed in the park.

N. Y. Rodeo Biz

10% Under 1948

NEW YORK, Oct. 15—Business at the 34th annual Madison Square Garden World's Championship Rodeo was 10% under 1948, according to the New York Rodeo Commission. The commission reported that the event was well attended, but the financial results were not as favorable as expected.

Good Season Ends

For Swedish Orgs

STOCKHOLM, Oct. 15.—The circus season in Sweden is rapidly draw-
ing to a close. A representative of the Swedish Touring Circus, Mjärde-Schirer, winds up its tour during the Schwedens Circus, just returned from Finland, will stay out until the end of the season.

In addition to the above there were four other important tent circuses on tour in various parts of the country. These included the Altenburg, Circus Rolandia, Circus Astor, and Circus M. W. All four circuses are regulars on the Swedish circus rounds. Denmark's leading circus, Cirkus Schumann, also played pre-season indoor dates here.

Business, in general, was reported good in Sweden and also in Finland and the principal circuses were visited by several Swedish shows.
Close-Up:

Ben Beno Almost Boiled in Oil By New Guinea Jungle Natives

By Dean Owen

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.

IN NEARLY 40 YEARS as a performer, Ben Beno, billed as the "Man on the Chair in the Air," appeared before various audiences, but his most exciting moment was when he performed before a group of natives, deep in the New Guinea jungle, and did such a bum-up job the natives talked of boiling him in oil and serving him on a platter at the next native feast so the entire tribe would inherit his ability to "walk in the sky."

It was in 1934, Ben recalls, that he went on a tour with his ship docked off New Guinea. Ben convinced the captain to let him off to help the agricultural building, 41 new swine pens and enlarging of the cattle exhibition section for 1938.

Entertainment features included the Cellin & Wilson Shows on the midway, stock car races Wednesday and Saturday and the George A. Hamild Fantastic Fireworks, each night. The Irish Horan Lucky Helt Drums were featured on Tuesday and Thursday afternoons.

This year's presentation received top support from the local press, a promotional lift frequently lacking in the past.

Abilene Sets Record

ABILENE, Tex., Oct. 15.—Grandstand show at the revived West Texas Fair here, week of September 26, set a record when it was necessary to quit selling even standing room for the final days of the week, Monday, September 27.

Yule Undergoes Surgery

CALGARY, Alta., Oct. 15.—J. Charles Yule, manager of the Calgary Revue, underwent a recent appendectomy operation.

Ben Beno

A badly frightened Ben and ship captain had to talk themselves out of that one fast. "It turned out okay," Ben recalls. "We made it back to the ship and all was well with our experience after later several British newspapers."

I received plenty of publicity which helped me in future European bookings.

Born in Portland, Ore., January 24, 1832, Ben Hudson received his first theatrical experiences while the Barum Circus played his home town. The trapeze acts intrigued him so he built his own rigging out of a home broom and some old rope. He practiced all summer over a sawdust pile. Just imagine him at the Leander Bros. Circus. He rechristened himself Ben Beno. "To give you my name a foreign sound because it was considered necessary at that time for a trapeze performer to be a foreigner," Ben says.

In 1898 he played the Skagway gambling hall in Alaska for Dave Blake. (See BEN NO ALMOST BOILED on page 41)
Riding Conley was one of 16 acts featured October 12 at an indoor circus presented in Philadelphia Church Park, Cincinnati. A group of plays acting on the ice of the Norfolk (O) Fair October 7 and supplied by Bob Church presented included Dick and Pauline, barn; Betty Corn, toreador; Erma and Walters, skaters; Phyllis Lewis, acrobats; Sampson Twins, unicycles; Joe Francis, clown; Fisher and Graham Trio, aerialists; and by an acrobatic and wrestling board act: George Arnold's Dogs: Roscoe Armstrong, bucking Ford; Dafy Dan, blackface; Beryl Thomas, contortionists; and Buntz Brothers, jugglers, and a Ruth Arden line of gals.

Harry (Pop) LaVan handled the horses provided by Charles Zemater for the recent Donaldsonville (La.) Free Fair, reports Harold Clark. In the line-up were King Kay and Son act; Bulo Bulo; ponies; Kauflan and Kay, comedy acrosi; Don Dorse, trapese; King King's Dog, Bucor, Sky-High, high pole, and Miss King, Lucas and Smokey Duane, menage and dancing horses. Jack Bode, aerialist, having completed fair dates for Mark's Show Productions, Wescos. J. Bottorff, aerialist, has returned from a second engagement in Creston, Ia. During the winter he will do busy drum and tonic work for radio station KFIS and rehearsearpine, tight wire and high wire act.

The Jolly Joyce Agency, Philadelphia, has booked Hank Williams and His Drifting Cowboys for an October 17 appearance at Municipal Auditorium, with Wurl and Scotty flying from Chicago for a November 1 engagement at the Aragon, Dallas, Texas. No word yet on the location. Falls, Canada. George A. Hamid bought his strings at Southern Fair, Charlotte, N.C., included Mark Huling and trained seal; CoCo and Eddie, comedy act; Paul Kohler, xylonist; Marcus Troupes, juggler; Josh Kitchen's ponies and multitudes of toys. Troupes, Tyne and Tom Baptist; and George Ventry's band, which was led by Charley Basile.

A far-up with the Barnes-Carruthers grandstand show at Los Angeles State Fair, Shreveport, included The Six Cycles, Cliff and Woolford's Daschunds; Evans Family dancers; Lane Brothers, acrobats; John Burke, comic; Bob Paul, aerialists; Great Vico, high wire; Carter, pony. child; George A. Hamid, Buckaroos, oil; and Ben Hart, seals, which are under the direction of Dorothy Bill and Buddy Tosco's band with Buddy Boys at the hammond organ. embryo Whaling, cyclist, back in New York after appearing in the grandstand show at the Simcoe (Ont.) Fair, reported that the good business from last year's fair effort at the Simcoe (Ont.) Fair, reported that the good business from last year's fair effort was identical. A crowd of people came to the fair and the show was very successful. I will be back next year.

Trotters Cut Gait Of Aussie Midgets

SYDNEY, Oct. 15.—Opening night of the speedway season at the Showground track Saturday night saw a field, with attendance of 5,000, compared with an average turnout of 3,000 during the season. The events at each night's race during last season's midget auto meets.

Speedway race promoters are worried that the new night's sport of trotting races, which opened here the same night, may be the same and a big drop in attendance. Night trotting races have proved popular in Victoria and West Australia, but have only recently been introduced in New South Wales.

The fact that international speedway race have not yet arrived in full strength may have some effect on attendance, but the fact that the big slump coincided with opening of the trotting speedway promoters.

Urge Tiffin, O., Buy Grounds

TIPPIN, O., Oct. 15.—A local business man's group, the Bay Country Club, is recommending the purchase of the Seneca County Fairgrounds (located on the county line between Wrightsville and止新) for the City of Seneca. The fairgrounds has been leased for many years from the Seneca County Fair Company, a private corporation. The grounds, which is valued at $100,000, was incorporated 31 years ago for $18,000.
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Out in the Open
At midnight Thursday (6), members of the James E. Stratke Shows Producing Corporation and the carnival and circus entertainment for the show's opening, had a surprise party for Frank A. Dorton, manager of Southern States Fair, Charlotte, N. C., and presented him with diamond-set, white gold wrist watch. Thru a ruse, Betty Burton Dorton, brought her husband Jack Norman's show top where the presentation was made. B. Ward Burroughs, the cartoon thrill show owner, closed his season October 6 after playing a total of 95 dates on two of his two units. His business held up well, with his Eastern dates, the first of which was the 1st of May, until he was able to yield a satisfactory profit and his expenses in the unsatisfactory season starts.

Max Tubbs, confectionaire, and family left New York Thursday (13) for a six-week stay in Hot Springs, Ark. Joe Hughes, of the George A. Hamid office, returned to New York Monday (10) from St. Louis, Mo., where he had charge of the grandstand show at Norfolk County Fair. Murray M. Murray, of Murray M. Murray Fireworks Company, has returned to New York from a business trip to Florida. Elwood H. Hugger, general manager of Canadian National Exhibition, visited Ike and Peggy, celebrating their fifth wedding anniversary in New York last week.

Cook & Rose Theatrical Enterprises closed the season the week of October 6, the last of the fairs at Roanoke Rapids, N. C., and Petersburg, Va.
Harry Cooke, outdoor booking manager, left to a vacation on Cape Cod, Mass., Capt. Jack O' Donnell, thrill show owner, suffered a cut above the eye while performing in Goodland, Kan. Show played Oklahoma City, Sunday (9), which includes Jack O'Leary, Pat Egan, Jimmie Lane, Jack LeDay, Tommy Cassell, and Eddie Ryan.

Mr. and Mrs. Harry Bunt (Pomchattan Beach, New Orleans), were among early visitors at State Fair of Texas, Dallas, Friday (4). The M. B. Bunt went to Hot Springs for a few weeks ago. Paul Huddleston, National Association of Amusement Parks, Pools and Beaches, planned to go to Chicago from Dallas to take a gander at the Dallas annual this week. While in Chicago he will visit many of the officers of the American Circus Association, including H. C. Smith, of the Carl Sedam, Royal American Barnowners Association, while on route to Dallas.

The much-traveled Art Brieske (Theatre-DeLux Fireworks Company) closed his season October 6th and took his Brieske week-ended at Mineral Springs, Tex., in open time between fights at State Fair of Texas at Scottville, Ill.

Florida Tomato Festival
Pushes Building Program
RUSKIN, Fla., Oct. 15.—Florida Tomato Festival will open December 7 on new grounds. Improvements will include a new concrete building for county and State garden exhibits, an amphitheater to accommodate some 12,000, and an office building.
A new 10-acre lake for water sports building and 125 palm trees are being transplanted to beautify the grounds. The event runs thru December 10.

Officers are W. E. Carothers, president; H. H. Williams, vice-president; Lawrence Edeker, assistant manager, and D. Miller, treasurer; Alfred Robison, general manager, and George Mathis, superintendent of rides, shows and concessions.

Bids for La. Building
Will Be Opened Nov. 2
SHreveport, La., Oct. 15—W. R. Hirsch, secretary-manager of the Louisiana State Fair, announced bids were opened for construction of an additional part of the Youth Activities building. The building will be opened November 2. Phase of construction, costing from $400,000 to $500,000, will provide a seating capacity of between 4,000 and 5,000 persons and includes a cattle Junior arena.

The building will be constructed on the foundation which went up two years ago, said R. H. Ward, State Legislature appropriation. A third phase of the construction, including dormitories for youth club members, is planned later.

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ROOT BEER BARREL.
IN THREE SIZES: 8 GAL 17 GAL 45 GAL.
If Advertisers ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit, this volume barrel and pump with Multiple Faucet Co. can be added. Exclusively! Drains any size drink continuously off to 10 to 15 drinks per minute at 845 a candle, any gravity. Comes with 3 spouts. It will store any brand. Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS
Manufacturers:
MULTIPLE FAUCET CO.
4328 N. Duncan Ave. St. Louis 10, Mo.

Hemet, Calif., Annual Dips at Turnstiles; Off 4,356 From 1948
HEMET, Calif., Oct. 15.—The third annual Citrus Show and Fair, which dropped off 4,356 in attendance as it hit 22,600 for the week.
The fair debuted a new 1,600-seat steel grandstand and horse show arena. The horse show was featured only Saturday and Sunday.
Square dancing highlighted the fair's attractions for the last three nights of the event.
Entertainment included a circus booked and staged by Bert Nelson, of Abel & Nelson Agency. Featured in the show were Phil and Dotty Phelps, belly dancer and goldstein clown; Snow Show, handled by Franklin R. Turner, and the £250 barrel climb. Admission to the fair was 50 cents.

For the third straight year, Ferris Greater Shows had the midway with 11 rides and 36 concessions. Carnival take was reported "satisfactory," William Schoen had the novelties on the carnival midway.

Albermarle, N. C., Annual
Enjoys Successful Run
ALBERMARLE, N. C., Oct. 15.—The 19th annual Stanly County Fair, which has been highly regarded for the past 18 years, enjoyed one of its most successful runs. Exhibit space was sold out. Additional space was obtained to take care of livestock, bee and poultry, and agricultural divisions.
The Great Norbert Troupe, aerial, presented the top attraction, performing in the center of the John H. Markham ring.
A new midway record was established by the Marks Shows. Org was resigned to Worth Fair official.
Fair officials are J. C. Clark, president; Clyde A. Skidmore, vice-president; Fred King, secretary, and R. C. Gulludder, assistant treasurer. J. R. D. Connor, secretary, and F. B. Patterson, assistant secretary.

Attendance Reported Good
For Simcoe, Ont., Annual
SIMCO, Ont., Oct. 15.—Norfolk County Fair wound up its five-day run Saturday (6) with attendance holding steady throughout.
Principal grandstand attraction was a George A. Hamid show, managed by Joseph Hughes, auditor. Toronto, and George Hamid, assistant, with Harry Green. Line-up of acts included Mike Monroe, trampoliner; Bobby Whipping and Bob's bike act; Rosalie Sisters, piano; Green and Dooley, ventriloquists; and Sky King, high aerialist, and the Plutos, canoe novice. Jean Wilkins handled the Hamid Band.
Wallace Bros. of Canada Shows were on the midway.

N. C. Speedway Chartered
DRAPR, N. C., Oct. 15.—Draper Speedway, Inc., which proposes to operate an automobile speedway, has been granted a charter by the secretary of state. Authorized capital stock is $10,000, and may be subscribed by Lester Lemons, John East Jr., and Gerritse East, all of Draper.

IN DETROIT
Show Folks Step At The
FORT WAVE HOTEL
$3.20 Daily
Home of the Burgundy Room
Casino of Temple Detroit, Mich.
H-M Registers Third Click  
Date as Philly Goes Ahead  

PHILADELPHIA, Oct. 15.—Great business for the 10th annual appearance of the Hamid-Morton Circus under Shrine auspices at the Arena here will wind up a "grade better" than last year, Col. Robert H. Morton, co-owner, announced early this week as their returns from advance sales began piling up. If business for the six-day run holds up thru tonight's closing performance it will reach record proportions, since the Hub this year was the best previous handle. The usual lengthy and thorough advertising was handled by Omar J. Kenyon and Elwood Macbeth. Advance duce sales are expected to be big tonight.

Hub, Toronto Good

This, the third date of the Hamid-Morton 1948-1949 season, is following the pattern set at the preem show- 

ning in Boston. Business in the Hub was considerably ahead of 1948 and last week in Toronto the org also registered better biz.

Morton, the first American alfresco to present a major attraction in Canada since that country developed its money, warned that the 10 per cent lost in exchange could well mean the difference between profit and loss. The exchange cost him several thousand dollars. Morton said he paid his acts in American dollars and they've got to be paid for hotel bills.

The Atlanta date in November looms as one of the biggest on the org's route. All reserved and box seats for each of the 28 shows have already been sold, Morton said.

Later Date Helps

The hilly business here was attributed in part to the fact that the management is fully two weeks later than last year. The later date assures less competition and the possibility of cooler weather should result in more interest for an indoor event.

Altho the Arena is not a good place in which to dress a show, the presentation was sparkling and loaded with top light talent for 33 displays. Rigging guy lines had to be anchored with piles of sand bags, but this unsightliness could not be helped. Len Humphries, Morton's assistant, kept the show moving at a fast pace.

George La Tour, New York booking agent and talent scout for the Hamid-Morton eng, huddled here with Morton the last part of the week just after he had returned from an extensive scouting trip thru Europe. Molly Pankhurst, whose father is a high-ranking member of the British Government, was the guest of Morton and Mrs. Eugene Donnell at dinner and the circus performance Tuesday (11).

Acts Listed

Acts appearing here included Joe Bailey and his band; the California Aerial Electrics; Miss Francie, trapeze and cloud swing; Miss Conchita, iron jaw; Capt. Bradford, trained lions; Maudy-Panto, Miss Simone and Johnny, swing pole; the Loof Rio, aerial gymnastics; Dr. Cooper's Liberty horse; Myron Frank, aerialist; Junior Gautier's steel pitchfork; the Sheridan Bros., wire walking the Francesca, gymnasts; Freddie, European juggler.

Also, Francine Volante, aerialist; the Great Athos, equilibrists; Lien, clown tight rope; Irah J. Watkins, trained chimp; the Flying Gabe, the Five Ericksons and Harris & Morris, equilibrists; Robinson's elephants; Hamid-Morton baby elephant, Alex, trained seal; the Flying Romans and the Flying Hartzells. Clowning also included Sa So, producing clown; Billy Rice, Slim Collins, Joy and Roy Thomas, J. Hudson and Ruby Simmonds.

$20,000 in Improvements

At Waukon, Ia., Grounds

WAUKON, Ia., Oct. 15.—Improvements estimated to cost $20,000 are under way at the Allamakee County Fairgrounds here. This will include the new portable steel horse barn, a new portable and general level lowering and seeding of the grounds.

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Carnival Routes

Send to

Circus Routes

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Misc. Routes

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Things are “Popping” at PAPPERS!

PAPPERS can SUPPLY you!

POPPERS SUPPLY CO., of Phila.

SNO-KONES, POPCORN, CANDY FLOSS, CANDY APPLES

GOLD MEDAL PRODUCTS CO.

JUST A MINUTE,—PLEASE—

DO YOU OWE US A LETTER?

If so, write at once—We can understand nothing of the

haven’t heard from you within past thirty days: Disregarding

your letter is not a

or ever again. Writing to us will not do the trick

that what you owe us is listed.

WISCONSIN DELUXE CO.

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WISCONSIN DELUXE CO.
The issue that "covers" the entire market ... BEFORE, DURING and AFTER the all-important outdoor conventions in Chicago ... distributed BEFORE conventiongoers embark ... distributed DURING the convention ... kept long AFTER the shows are over for a reference and buyers' guide ... also brings your advertising message to your prospective customers who are not able to attend the Chicago meetings.

Reserve Space Immediately To Insure Representation in This BIG, IMPORTANT ISSUE!

Dated

NOVEMBER 26

GOES TO PRESS

NOVEMBER 16

THE BILLBOARD PUBLISHING COMPANY

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New York 19, N. Y.
Cleveland 15
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1564 Broadway
Dunger 6450

Chicago 1, Ill.
Hollywood 28, Calif.
188 W. Randolph St.
6000 Sunset Blvd.
Central 6-8761
Hollywood 9-5831

St. Louis 1, Mo.
390 Arcade Bldg.
Central 6-8434

Detroit 1, Mich.
1009 Fox Theatre Bldg.
Woodward 2-1100
Wind Storm Causes R-B To Blow Opening Night Stand in El Paso

EL PASO, Tex., Oct. 15—Ringling Bros. and Barnum & Bailey Circus, scheduled for three shows here Sunday and Monday, was forced to cancel the opening night show because of wind and storm conditions. Circus officials said it was impossible to raise the big top. Business Monday (10), a record night, matinee and night shows, was good.

In Odessa, Tex., org played night show Tuesday, Oct. 11-12. Tuesday was capacity, with Wednesday's crowd three quarters.

Phoenix, Ariz., played Friday (7), gave good business. Matinee drew approximately 7,900 persons, while the night show played to capacity.

Despite competition from a local rodeo, R-B still had a good week. Both shows had strong turnouts at its one performance in Yuma, Ariz., Thursday (8).

Dailey Bros. Continues To Get Good Biz

George McDonald Killed

VALDOSTA, Ga., Oct. 15—Business for Dailey Bros. Circus, on its current Southern tour, is good, with full houses the rule in most spots. Best appearance in Brunswick, Ga., was marred by the death of George McDonald, 68, laborer, who was killed where he fell while moving the show's bunks.

McDonald, despite the fact that Dailey followed Polack Bros. Eastern Unit by only a week, the show scored with two full houses.

Savannah, played Saturday (6), gave a straw matinee and capacity night. Thursday, the only rain, Charleston, S. C. Friday (7), was a strong matinee and capacity night house.

Worst spot in recent weeks was Florence, C., played Thursday (5). Org failed to draw one capacity house in two shows.

Hunt Registers Terrific Season

PHILADELPHIA, Oct. 15—Dailey Bros. Circus, which ended its 1949 season on September 17, has scored better business. Harry Hunt, manager, reported here Wednesday (14) that his group has scored better business than it did last year.

Hunt also said that his men were able to make a winning bid for many of the same dates. In the past, the group has been forced to delay or fail to arrive at the time of a closing. This year, however, the group has been able to make its usual appearances.

The group's last appearance of the season was in Selma, Ala., on October 5. Hunt said that the group would continue to operate in the South until the end of the season.

Lee Bros. To Close; Report Biz Spotty

ROTTENVILLE, Pa., Oct. 15—Lee Bros. Circus, under the management of Russell Crow of Baltimore, has announced that its show will be closed in three weeks. The circus has been headquartered in this area for the past three years and has been closed for the past three weeks.

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The program continues to be well received and the group is expected to draw large crowds in its remaining stops.

Cole Calls It A Day; Moves Into New Q.

Jasper, Ala., Winner

MIAMI, Oct. 15—Cole Bros. Circus winds up its second season here Sunday (18) and then moves into its recently purchased winter quarters here to drum up organization and rebuilding for next season.

Org opened its three-day stand here Friday (14). Jasper, Ala., proved a winner for Cole. Playing there Thursday (6) the org was called to assume three-quarter matinee and at night it was an overbook. Night show was delayed because of rain, the org's weather men, who were finally stranded.

A two-day stand in Montgomery, Ala., Saturday and Sunday, was proved to be a disappointment. Threatening weather held the crowd to less than a half house. The group, which was forced to close early after completing the two-day engagement, was scheduled to play for only one performance opening day. On Saturday (6) org registered two three-quarter houses.

CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, III.

October 22, 1949

The Billboard

Under the Marquee

Jimmie Cogswell, clown, reports he will close his celebrations scheduled for December 21. The annual celebration was started by Cogswell in 1933. The show is expected to be a huge success.

Almost everything goes out at last—and comes to think of it, what did you eat for dinner to save money this season hold up?

Buck Lucas Circus unit left King Bros. at Hobart, Okla., to play fairs headed by Charles Zemler.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., recently had a portion of their circus collection displayed in a store window in West Chester during the Sesquicentennial celebration. While playing the 1949 National Dairy Congress, West Chester, La., in 1949, Harrison and a group of performers visited the grave of her husband, Spencer. Mrs. Douglas currently resides in the Hippodrome Show at the Crocker home that she makes her home in Springfield, Ill. A group of circus performers led by Kenneth Waite, also visited the home of Roy Flynn, former clown, in Waterloo.

As some showmen grow older they tend to forget more easily, possibly from fatigue or power and thus the thought the guy was deaf.

E. W. Adams, former Ringling Side Show ticket seller, visited Miller Bros. Circus at Marietta, Ga., Thursday with his son and the Cristianis, who are on the road with the group. Adams states that the group is negotiating with the Adelante in winter there.

...L. E. (Rob) Cole is playing Missouri schools with his assembly show, the Magic Circus...

...Flying Haroldy recently did a good show in Columbus, Ohio, where he had a fine business.

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Lueders Signs Contract For Detroit Indoor Show

DETROIT, Oct. 15—Henry H. Lueders, United Booking Association, has been contracted to produce the Moose Circus in the Michigan State Fair Coliseum, March 8-15.

The show was handled by Jack Wengrow and Jack Hamilton, who have the Johnson and Wallace Circuit.

Under the Marquee (page 62)

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Two Oklahoma Spots Big for King Org

McALESTER, Okla., Oct. 15—Two Oklahoma spots, McAlester and Pauls Valley, gave King Bros. Circus good business. Playing there Saturday (8), show had a light matinee and fair night house.

Weather Hits Biller In Three Ga. Spots

GAINESVILLE, Ga., Oct. 15—Business for Biller Bros. Circus in three Georgia towns was hit by weather. In Augusta, the group was forced to cancel its rain and in Gainesville it was only a fair show. Playing there Saturday (8), show had a light matinee and fair night house.

Another new elephant barn, 56 by 90 feet, was erected last year. The org now owns six elephants, with two more to arrive from India shortly after January 1.
**Dressing Room Gossip**

**Ringling-Barnum**

High winds canceled our night show in El Paso, Tex., Juez, Mexico, recently, by blowing down our fence, as it was reported that the circus had to leave the town. The doors opened as scheduled, but with no audience. The management quickly took action to prevent further damage and the show went on as planned.

**Polack Bros.' Western**

Despite a recent appendectomy, George Westerman, promoter of the circus, was able to make his appearance at the show. The Sherman brothers, with Chester as chief, continue to serve delicious dishes at the grandstand. Bill Naida, Naida Roberta, and Millie Keathley have taken to their duties with confidence. In Denver, the show was well received, with many people in attendance. Nobody likes show people, but in San Antonio, Officer George Cuthel, Richard Davis, and Ethel Freeman are on the ball.

On a sightseeing tour, the Barnum and Bailey performers visited the Ward Bell Flyers, Chi and Son, and the Roosevelt School for the Deaf. The Ward Flyer team was also there, as was the Pinkie and the Purple, the Queen of the Gods, the Cave of the Winds and the Wild West Memorial.

Millie Keathley celebrated her birthday in Denver with a party. Things I never knew before is that Naida Roberta was born in Belgium, and had to change her name to Davey. Harry Dan is the son of a banker. Justus Edward in London wrote a letter to the Chicago Sun saying that they were going to have a contest on Chicago and Peoria, Ill. (See Polack Western on page 62).

**Seabrand Bros.**

A benefit performance was given at the Cervantes Theater in Phoenix, Ariz. Show was followed by a steak dinner given by members of the Cervantes Theater. The following day's show was equally as well as the evening's performance. Back yard scenes: The hands bags in the box office have been cut in half. Newspapers are sporting their new sombrero and as (See Ringling-Barnum on page 62).

**Clyde Beatty**

Fred Mullens, calliope, figures he must have kinfolk down Texas way. One day in a. town he had his house in the grounds, while in two towns we had our night lunches in cafes named Mullens.

Eddie Baker joined George Davis's car, Leon Smith, of the Side Show, joined the show this week. Also Barbara Weir was on the sick list. Both are expected to be back again.

Gainesville (Florida) Union City circus personnel caught the show in the city last night; they performed entertainers of the troupe with a barbecue lunch in the line. After the show they went to the show, for attending were the DeWeytrepers, the Flying Lamas, A. W. and Dorothy Kennard, Frank Walters, Vic Robbins, Don and Hope Holm and Mr. and Mrs. Anthony, Bobby. (See CLYDE BEATTY on page 62).

**Hamid-Morton**

The jump from Boston to Toronto was more than 600 miles. Most everything is in the skin of their legs. Karl and Conchita Erikson broke a spring on their trailer 40 miles out of the city. But they couldn't get it fixed. They had to take the trailer into Toronto. Arriving at a city, opening day, Conchita just made her aerial number. She was in the air for three hours. The rest of the show was looking well. Jack Walsh and Cooper's horse act.

Molly did a great job getting all the rigging up in time for the matinee. The train pulled in late.

Ann Russell, new member of the Flying Romans, fell while practicing, and was in hospital for a week. The clown wedding goes on, as the Band, the Singers, and the number. Visitors included Billy Atterberry, members of the Shrine community and Johnny Doucet. CONCHITA.

**Polack Bros. Eastern**

As an added attraction opening next month in Oak Ridge, N. J., will be shared with an eclipse of the moon. The local newspapers played up the event, stating that the show will be in Oak Ridge in the country to feature an eclipse.

Special credit for success of the outdoor season to: Fred Proper, Ralph Harrison, Nate Lewis, Henry Kyes and Edith and Whitney Boyd.

Wavelon celebrated her birthday in Valdosta, Ga., and baked one of her famous cakes. Birthdays are March 14 on page 62.
Hiked Adv.—Publicity Outlay Shows Effects as Gate Climbs Over 48 in First Five Days

Ice Cycles Hit Strong Pace; Midway Spending Is Down

By Herb Detter

DALLAS, Oct. 15.—Sparked by an $18,000 advertising-outlay publicity campaign, up 14 per cent from last year, the State Fair of Texas thru Wednesday (12), the fifth day of its 18-day run, was running over a third ahead of 48 at the same point last year. Thursday was 538,439, an increase of 453,445 last year. The gate attendance was up, only one of the major attractions, Ice Cycles, reported a lag, a perennial State Fair favorite, played to a house full Wednesday night at the midway arena, starting with the opening, and probably will all-time record for an ice show in this city.

Spike Jones and His Musical Deception aggregation meanwhile played to crowded audiences in the auditorium. Jones bought the building for a reported $50,000 for the full run of the fair. And, the earlier patronage was light, he probably will come out a winner, the not by much.

Grandstand Biz Light

The grandstand, always a poor spot to lure customer business into its remite location, offers Joie Chittwood's three-ring circus. But with a strong competition on the 18-acre fairgrounds, has been getting slim pickings. Sally Band, a late addition, who calls for 16 night shows and three matinees, with prices scaled at $1.55 and $1.00.

The Ice Cycles' admission prices range from $1.00 to $1.75. Sally Band's Jones' show is scaled at $1.30 to $3.10.

Midway business for the first five days felt the effects of the rain and the effects of too light. Money spending in all departments was down, with rides off 25 per cent and about a 50 per cent drop in midway business. The all-ticket midway, up $1.00 from a good margin, she went at $1.80, and $1.00 at the price of 60 cents.

La Band was credited with pulling an estimated 93,000 into the midway area who otherwise might have missed it up.

Show Pull 'Em

Tip-off on the fair's progress was given by the way folks went for free shows. For instance, the 1,200-seat fireproof in the Cotton Bowl, three nights earlier, was packed out of the week of the fair's run. Supplemented by the backyard county fairs in all four states, the Cotton Bowl was 1,200,283, etc., the pyro displays pulled close to 40,000 Wednesday night. The turn-out was up $2.00 a day above the crowd for a fireworks show at any State fair. Pyrotechnic displays are seen (Dallian Jumps on page 41).

Conn. Annuals

Tab Big Year

HARTFORD, Conn., Oct. 15.—Connecticut's fairs had their biggest season since prewar years this summer, with fair officials and showmen generally optimistic pictures of the past summer's trade trends and the amount of incoming cash at the various events were not available.

Fred C. Lutzius, assistant chief of the marketing division of the State Fair Assn. of Farms and Markets, said that the largest number of fairs since prewar years were held in Connecticut, this past summer, the total exceeding 40. He noted that weather conditions were comparatively good, a point of unusual, a factor that aided the business of the fairs. Secretaries of fair associations through the State were in similar opinions.

Meetings of Fair Assns.

International Association of Fair and Exposition Hotel Sherman, Chicago, November 28-30, Frank H. Kingman, Brockton, Mass., (Rt.) Fair and Exposition hotel secret.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 14-15, Lou Merrill, Sacramento general manager.

Fairs Managers’ Association of Iowa, hotel Fort Des Moines, Des Moines, December 13-14. E. J. (Ske) Neill, chairman.

Kentucky Association of Fairs and Rodeos, Hotel, Lexington, December 16-17.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 11-12.

Western Canadian Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 16-18.

State Fair Annual Report, Walsh, Wisconsin, secretary.


James A. Carey, Albany, secretary.

In Int'l Trade Event For Detroit in '50

DETROIT, Oct. 15.—Decision to hold an International Trade Fair at Detroit’s State Fair grounds, October 15-15, 1950, has been made by the Board of Commerce here.

Two additional permanent administration buildings will be erected on the fair grounds. The new buildings will add 159,000 square feet of covered floor space to the present accommodations.
Charlottesville Chalks New Mark
Despite Three Days of Rain

CHARLOTTES, N.C., Oct. 15.—Despite rain on three days, Southern States Fair, which officially opened here Saturday, drew record crowds to top last year's attendance.

On opening Tuesday, it was reported that the turnstiles for the opening day were blown down, whipping 21-foot quarter poles along the fences.

Expensive machinery and exhibitors in the tent were damaged and the new tent was a total loss.

Danbury Draws 120,365 for Best Mark Since '46

DANBURY, Conn., Oct. 15.—Ideal weather for the final two days, Saturday and Sunday (9-10), brought more than 42,000 persons to the 7th Danbury Fair and boosted over-all attendance for the nine-day event to 120,365—its highest since 1946 when the count hit 127,705.

This year's total attendance was 1,692 higher than last year when the previous total was 118,673. In 1944, and in 1946 it was 127,705.

Comparative figures for 1948 and 1949 follow:

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Totals: 118,783, 120,365.

The warmest weather in years prevailed the final two days. Thousands of patrons who jammed the grounds were stripped to shirtsleeves in comfort. The weather department associated with this event and Manager John Libby has made no effort to build night business. The forenoon assignments are excused only for the afternoon.

Opening last year's gate mark was all the more remarkable in view of the fact that attendance figures were trailing those last year almost 7,000 going into Thursday (9).

Expensive machinery and exhibitors in the tent were damaged and the new tent was a total loss.

L. Island Celc Pulls 350,000 in 5 Days

HEMPCHEAD, L.I., NY, Oct. 15.—Nassau County's Golden Anniversary Exposition at Roosevelt Field ended Sunday with 350,000 in its five-day run ended Wednesday (12). Despite the countermarch of a World Series game, the exposition's military air show Sunday (9) drew 90,000 spectators. Opening day, Saturday (8), chalked up a gate of 50,000.

In a storm such as this, certain that the exposition, primarily devoted to Nassau County's industrial products, will be an annual event.

Entertainment features included an historical pageant put on by students of Hofstra College and stage shows by a group of entertainers, such as Guy Lombardo, who are residents of Nassau County.

CHANNEL SWIM

The latest contestant and record holder of the Colas-Dover channel swim, mistakingly called "Pierre Colas," is really "The Winston Trained--Slicker Seal." For ten years appearing in every picture where seals were used in Hollywood and now used-oddly enough, with Winston's Diving, Hurdling, Life Saving Sea Lions. Appearing in the greatest sports shows America this winter, the rest of the year will find me busy at my Aquacade, Marathon Island of the Pacific, Hermosa Beach, Calif. I have also trained an outstanding seal act, available for Vaudeville.

Private address: 114 Alva Avenue, Santa Monica, California.
Moses's Plan To Swallow Land Is Hit

Tax $5 More Important

NEW YORK, Oct. 15.—Samuel Bakeman, who in association with Benjamin Villegas, owns three amusement parks, a railroad, and a number of other amusement enterprises, on the island of Cuba, on Friday (14) for Caracas, after close negotiations in this country for new rides and equipment.

The Bakeman and Villegas firm, Caracas Island, S. A., of Caracas, operates a large park and a hotel property. It is open only on Saturdays, Sundays, and holidays, the year-round, but does brisk business on these days.

In addition to rides and the usual park attractions, the Caracas park has a theater in which film shows are presented, with programs consisting of four or five standard circus and vaudeville acts. Most of the night shows are given in English. The park is not open in the United States or from Europe, but some singing or talking acts are booked to the Spanish language countries and Central American countries.

New Spot Opened

The new park opened by the Bakeman group is located at Maracaibo, Venezuela, and is also operated week-end. The rides and shows, built for the whole year, promise to about 15 rides this park has a box office and a drive-in theater.

While the United States this past summer Bakeman also worked on a new ice and aquatic show which will tour the United States and Europe and large circus big top. Ice show will be given at 50 and 60 stations and the same number of performances.

During rides bought by Bakeman were a Merry-Go-Round and a Luster Kiddieland for which his brother, David, has constructed a new building. The new park will go on tour with one of the Carnival enterprises.

Shipping Costs High

Serious handicap is the extremely high cost of shipping rides to South America, as well as other costs. Bakeman's interest in the American and South American business and has been curtailed by this cost.

Decidedly high and there is no way to get around the high charge. Bakeman finds that reacquainted with the high cost of importing new rides, Bakeman finds that the high cost of importing rides, Bakeman finds that the cost is high.

Beach Preservation Meeting Draws 100

NEW YORK, Oct. 15.—The 24th annual meeting of the American Shore and Beach Preservation Association at the Astor Hotel, October 15-16, was attended by 100 members, geologists and government officers.

Commission Day (11) delegates were taken on a tour of parks serving New York, the major beaches, with stops for inspection by New York City-operated Jacob Riis Park and Bath establishment, at Rockaway Beach and Olmstead Park, Long Island Sound.

Also visited the State-operated Jones Beach, where they were the guests of Park Commission President George McCullough, who in the boardwalk restaurant.

Smith was re-elected President of the association and Peter J. Gannan secretary-treasurer.

1st Place for the Beautiful Beach

An illustrated story on the beach and its surroundings was published for the early issue of True Magazine Photo, illustrated the story, authored by William Jones, was taken last week at the Atlantic Beach, Richmond, Va.

cursion boats could bring more nature trips to the lands and goals of Coney Island.

Bakeman Returns to Caracas After Shipping M-G-R for 3/4G

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Continued from page 10

RETURNING TO THE UNITED STATES A YEAR LATER, Ben Nido was accounted for. This occurred in Chutes Park, Los Angeles, the result of injuries, he went to San Francisco with the Rawson Circus, a one-ring menagerie used in connection with the Fall River and Kirk Velare on Lome Bros. Circus.

During tours with the John Robinson 10 Big Shows, the Van Amburg show and C. W. Parker show. The Los Angeles Express for the Flying Valentins, in addition to doing his own turn as a free act, later went to Australia and on his return to the States, he performed in matches on San Francisco’s Fillmore Street where the Hort Campbell Shows were playing. Then there was a spell at the Falsky & Burke Shows until 1923.

Played in Bull Rings

Fishing his experience in the New Guinea jungle, Ben played a few dates with an Egyptian Circus, then played the bull rings in Spain with the Leonard Parish circus, along with Pooeyal Ringens.

When not with the circus, he lived at the Crystal Palace, London, and the Cirque, Paris, that Ben received the most respectable of French citizens. A few days later, he was seen going away. Opening night at the Cirque, Ben recalls a smile, something happening to be remembered.

"The place was crowded with French dignitaries. I started my act. I used a net consisting of 66000 on the unaided chair and plunging toward the throne, the place went wild. I was very busy for almost an hour reviving bewildered ladies who fainted from the open sea when the ship rolled. Below, he was the talk of the town.

Ben’s tenure as a performer came to an end in 1939 when he took a job in Ben Nido was a catcher at the Polo Field, Y. R. N. He broke his back.

Since that time Ben has been content to enjoy his life and accomplish the Pacific Coast Showman’s Association in Los Angeles. In May, he was issued the first gold live membership card by the Association. That was back in 1925 and it still is his most treasured possession.

Continued from page 38

staged by Thespie-Duffield Fireworks Company, Chicago, repped by Art Betts.

Also getting much attention are the free acts, Selden, the Stenographer, and Nino and Allie Bimbo, the Circus motorcycle act, both booked in time from Enro Young, Chicago, and sponsored by an oil company.

Exhibits Hold Lure

Exhibit-wise, the fair is much stronger this year than last in terms of the processiveness and capability of the managerial team of W. H. Hitzelberger, chairman, and the fair’s general manager, W. E. Donley, who are performing in the spirit of the 15-year-old fair.

Outstanding among the new exhibits are the animals, such as the 16000 on the unaided chair and the 15000 on the unaided horse, and the 15000 on the unaided horse, and the 15000 on the unaided horse. The fair’s publicity department pulled out all the stables to make a big push.

Hunting the big animals, the fair is getting heavy advertising.

Foreign Exhibits Score

The foreign exhibits score well, although they have been pleasing many but they have demonstrated the wisdom for the first time at the fair the Michigan State Fair, Detroit.

The fair is on display at Detroit, augmented it with some features of their own creation, spent $20,000 on the physical setup, took a theater for the showing of films on atomic energy, and then the fair’s publicity department pulled out all the stops to make a big push.

The fair is getting heavy advertising.

The success of the foreign exhibit gives rise to the possibility of the exhibition at the fair here of something along the lines of an international house, with more countries exhibiting merchandise they wish to sell in the U.S. In all probability the biggest single item would be a powerful pitch to bring about such an exhibition.

Many of the permanent features of the fair this year excell those of the fair last year, including the house, the auto and the electric show.

Brookfield Zoo, Chicago,

GETS NEW BIRDS, ANIMALS.

CHICAGO, Oct. 15. - The largest overseas shipment of animals and birds for the 1950 season arrived at Brookfield Zoo here this week. Shi-mi only included 14 species, 66 birds of 2000 species and 7 kinds of reptiles.

The zoo obtained them from the Taronga Zoo, Sydney, Australia, by swapping two Kodiak bears, two Polar bear cubs at 3500当, and 800 dollars.

Mr. and Mrs. Karl Plath, curator of birds at Brookfield, accompanied the manager on the trip.

California Funsports Report

Increase in Attendance, Biz

For 1949: Other Spots Vary

LOS ANGELES, Oct. 15.—Most California amusement parks found business softer for this year than last, but by a survey, by the Hills Bros. which covers all Western and Pacific Northwest localities held, for the most part, even

W. D. Newcomb Jr., manager of Newcomb’s Santa Monica Pier, in attendance increase, an 8 per cent up in ride gross and a similar rise in the total gross. It is believed by all the visitors this year that more were more tourists this year. But, he added, they spent less money.

Monthly ridership for the year round, cut its advertising budget for 49 but this move failed to hurt the fun business.

Stringent Shooting Gallery

Laws Sought in New Jersey

CAPE MAY COURT HOUSE, N. J., Oct. 15.—Officials of resorts in Cape May have been able to adopt stringent laws which would prevent a recurrence of a late shooting incident in Wildwood. Prosecutor Albert Ash, in a communication to city officials in all resorts in the county, recommended that an ordinance be passed regulating operation of shooting galleries in such a manner that a gun could not be pointed in any way but at targets. A bill was also introduced to forbid employment of minors in such establishments.

In August, two persons were wounded as they walked along the Wildwood Boardwalk when a 12-gauge shotgun fired by them was empty.

3006 To Save J. N. Beaches

NORTH WILDWOOD, N. J., Oct. 15.—The counties will be down to $500,000 to halt beach erosion in Cape May County have been recommended to consider by the State Beach Erosion. The sums of $125,970 were recommended for Stone Harbor Cottages, $125,970, and $75,000 for the resorts that will have to match the State funds for dollar.

GREENSBORO OKAY

(Continued from page 38)

year. The Monday (10) play was also big.

In Wednesday night, Oct. 15, for the first time in 18 years, a second grandstand show had to be presented for the crowd. A George A. Hamil review at the Zoo, presented by Roosevelt, the Heil Drivelines, beginning at 9:30.

Midway Biz Good

The World of Mirth Shows on the midway are also assured of a good take, since gross business thru- years.

On the 15th of last year, despite the virtual control of Thursday night, Chalmers said.

Mr. and Mrs. Chalmers, owner of the pavilion, took his horse, Tarzan, also featured in the grandstand, a big draw this year.

Premium money this year was boosted to $7,500 and resulted in the best sales ever presented at the annual.

For the purchases of other Chamblees — managed annuals, Rocky Mount and Greensboro, also registered highly successful runs.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS

FOR BIGGER PROFITS

"The Best"

MINIATURE TRAIN CO.

Executive Office: Remsenburg, Indi.-

For Sale — Yankee Lake

16 miles north of Youngstown, Ohio, Route 11.

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Cold Weather Fails To Hurt W. Coast Org.

Fresno Winds Up Okay

PRESNO, Calif., Oct. 15.—West Coast Shows playing the carnival midway in the Central Valley of California from October 4-9 racked up good business after a sudden cold snap threatened to make the date a blank one. Opening day, October 5, was extremely good for all rides and concessions, General Manager Mike Krekos reported, with $1,248 customers filth the fair turnstiles as compared with 28,627 for the same date in 1948.

Business continued good thru Wednesday (5), but an early-season snowfall in the Sierra sent thermometers skidding. This, coupled with a high wind, kept the midway practically deserted most of Thursday. The weather took a turn for the better Friday and brought us back to normal in time for Thursday's fair. Business was better than average business.

28 Rides, 16 Shows

The midway, which was laid out at the north end of the grandstand, had 28 rides, 16 shows, 30 concessions, and 1218 patrons, besides the ticket booths.

Additional news was especially good, E. W. (George) Cox, business representative, said, with all rides and concessions operating satisfactorily.

Altto not confirmed, was said to be on a 19-cent-per-capita deal. Extra attractions added for the date. Amusement brought $1,228 for the date. Ian Cameron, owner of the Cameron Shows, San Francisco, and the Snake Shows. His line-up included the popular John and Chick Provanzale, bird man; James Odell, horse show; George Craig, a famous fortune teller; Oliver Franklin, bird show; Guy Collyer, horse shows; Edgar Caskey, cigarette wheel; Harry Lewis, 4-cylinder hat; and Eddie Jackson, popcorn wheel.

Other concessions playing the date were Dutch Schue, formerly with the Douglas Shows; Mixie Miller, Coast Shows; Mrs. Victor Linder, Lloyd and Paul Monteau, crew hats; Phil Hurn, novelty rods, and Red Crawford, Monkey-aramo.

Other Rides Added

Rides added on the midway were the Kiddie Car, kiddie ride and barrel roll; Joe Davis, Rock-o-Plane, and Clyde Godding, horse shows, and the Kiddie Line, kiddie ride.

Visitors included Mr. and Mrs. Joe O'Shaughnessy, Madera District Fair; Bob Schoonover, A. E. (Blacky) Stein, California Show; Mrs. Louis Leon, visiting her husband, Louis, secretary of West Coast Shows; Clifford Cox, Crane, Mitchell, and Cox, West Coast Shows; Lee Eyerly, ride manufacturer, Salem, Ore.; Joe Zoter, Zoter Enterprises, Oakland, Calif.; Louis S. Merrill, manager, and Rose Linklater, bookkeeper, American Association; Slim Clancy, former ride supplier, now West Coast Shows, and new plant manager, Hollywood, Calif.; Louis Steele, Catlettsburg, Ky.; Victor Davis, California Shows, manager, and George Eyerly, manager of the Madera District Fair.

George Antonio, Fresno, now touring Entertainers, showed up in San Francisco; and John Adamczyk, now manager of the Athens Fair, Athens, Ga.

Sally Rand Tops Midways In Early Days; Spending Down

CARNIVALS

Communications to 196 W. Randolph St., Chicago 1, Ill. October 22, 1949

DALLAS, Oct. 15.—Sally Rand, a last minute addition, topped the midway at the State Fair here thru Thursday (13), the sixth day of the fair's 16-day run, even tho she missed out on the last day of the fair's advance campaign.

Despite the publicity, the show is priced at $4, set a brisk pace at the ticket boxes even tho the midway rides and games were down in receipts from last year.

Rain Clouds Midway

The general midway drop was caused by rain, which cut the set the fair's greater attendance for the last two days. During the 42,000 persons who saw the Texas-Oklahoma farm in the Cotton Bowl and were dressed in their finest, the final whistle they'd lained for the last two days, and thus the huge turnout was lost to midway operators. There also was some rain Sunday (8), and Tuesday (11) was hard by rain.

Sally Rand, never one slow on the trigger, publicity-wise, lost no time in setting up the fair's greatest attendance for the last two days. During the 42,000 persons who saw the Texas-Oklahoma farm in the Cotton Bowl and were dressed in their finest, the final whistle they'd lained for the last two days, and thus the huge turnout was lost to midway operators. There also was some rain Sunday (8), and Tuesday (11) was hard by rain.

Heavy patronage this time was one of the many duties of the late Danny Pugh, for many years No. 1 man in carnival promotion, and is congratulating an excellent job of carrying the fair's great Pugh, widow of Danny, continues active in the operations here.

Columbus, Ga.

Gross Hikes 20% By Dodson Org.

COLUMBUS, Ga., Oct. 15.—A 20 per cent increase in midway business here was reported by Exposition here was ranked by the Columbus Imperial Shows in the first four days, a six-day event which closes tonight.

Boon is the early scheduling of the fair among the reasons for the big take. Such shows are over at about 8 p.m., with the early scheduling bringing in the public, which finds time to spend out of the grandstand with ample time to spend on the midway.

Harry Clark's Plantation Co. and Bay-Cramer's Side Show and Bill Holt's French Revue were two money-getting shows, the former being reported for the Ghost Train, and the latter for the Windmill and Caterpillar.

Local newspapers have run shows daily, and several features were covered on Khaburee, ice writer.

Dave Pickard, business manager, succeeded in opening coupon stunts for the first time in seven years. Concessions were handled by Mr. and Mrs. Olen, J. D. Edward, R. A. Fucco, Betty Bammel and John Paul.

Visitors here included J. C. McCaffry, general manager and owner, W. E. Wells, traffic manager, and Bill Breeze, general agent for the Columbus Imperial Shows.

Meridian, Miss., played last week, saw game concessions did as a result of the difference between various law officials.

Ferris Greater

Org Complishes

Season Nov. 13

LOS ANGELES, Oct. 15.—Ferris Greater Shows, owned by Larry and Virginia Ferris, will finish the season Nov. 13 and move into quarters at Riverside County Fairgrounds, Indio, Calif.

Ferris has big plans for next year, when he says, the org will boast 17 rides, including the Ferris Wheel, Tilt-a-Whirl and Caterpillar. Org may add the new Eyerly car ride.

To support the new transportation, trucks and trailers are being readied and a new transformer plant is being built. This Ferris spent around $75,000 in the season's improvements, and the season total improvements will hit $100,000 at mark. A Fly-Over-Plane, Rock-o-Plane and Beef will be added this season. Ferris said the Ferris Wheel will be returned to the factory at the end of the season, for renovation and the addition of new cars.

The Ferris org played the Farmers Fairly, Jubilee Festival, Hesper, Calif., where it had 7 rides, and 36 concessions. Three rides, the Ferris Wheel, Tilt-a-Whirl and Cider will be sent to Mojave, Calif., for the Gold Rush Days. Other rides went to Ashland, Ore. and it will be binned next week for the Calexico date, with El Centro, Brawley and Indio following.

Ferris has opened an office in Las Vegas, and is moving to MSL Riverside Drive.

Carnivals, Communication to 196 W. Randolph St., Chicago 1, Ill. October 22, 1949

RAS Gets Long Run, Less Money in Jackson, Miss.

JACKSON, Miss., Oct. 15.—Opening caused a dip in the receipts at the New Mississippi State Fair, the first five days of the eight-day Jackson- A. L. State Fair, but the RAS will probably wind up with a larger gross than last year, its chairman has been; examined load, much

The Alabama State Fair, Birmingham, has played last week yielded a gross below that of '48, with the drop ascribed to tighter money conditions, plus strike conditions in that city.
PRESNO, Calif., Oct. 15.—Paddy Treanor, assisted by Raymond Treanor, supervised the firm’s novelty stand at this fair midway, the stand having been established since 1913. Other old-timers, Hap Young, claims 39 years at the fair. The Treanors have booked this into the annual event. He and Kelley have a wagon in a winter home in Springs. . . . Joe Krug was back with two eating stands, one on the fair and one on the other. The Treanors, Harry and Mary Taylor reported good business with a well-averaged custard stand.

Mr. Art Schreiber managed a walk-in for Irvine Treanor, the original low-angle striped confections in miniature. . . . Sls. Ola, featured in the open-air vaudeville show, for Los Angeles, was featured with his trick mule, Acer, at the dairy convention. Mr. and Mrs. Fred Weidemann were back with their soap pitch again this year. The successful season with Ferris Greater Shows and Civic Exposition Shows. After a trip to Los Angeles she will attend the outdoor convention in Chicago this November 27–30. The Zola writer, sold her Motorodrome. She will play interlocutor this winter.

End of Games Ban
Is Sought in Conn.; Pro Dps Excluded

HARTFORD, Conn., Oct. 15.—Bills to legalize the sale of beer at State fairs to the games of chance conducted at Central, New England, and similar events, bazaars and summer festivals are expected to be submitted to the next session here in Hartford.

State Sen. Milton J. Herman said late last week that he would discuss with G. Chester Bowers a bill of a proposed Herman measure on the special session’s agenda. The bill, unless authorized by the referendum, the agenda, would be pushed back to the regular General Assembly session.

Senator Herman said that many fraternal, volunteer fire and church groups are behind the move to lift prohibition. He added that the State has received more than 40 resolutions from down-State organizations urging legal action on his proposal, which would permit the operation of raffles and games of chance at benefit bazaars, carnivals, and other summer festivals throughout Connecticut. His measure would follow the general pattern of the Connecticut bingo bill, which was passed 10 years ago, with Alice Albert Cohn instrumental in its passage.

Only Local Groups
Herman said his measure will prohibit participation in these benefits by private promoters, so that the organization benefits will go to all the profits. He pointed out that not only the charitable work of fraternal organizations but also the interest of small town volunteer fire department that are usually supported by the ban on games of chance.

Two State representatives, Daniel Higgins and Faison, have declared that they would draw up a detailed measure before the forthcoming current session ending, setting up a licensing arrangement similar to that provided by law for the sale of bingo. Their bill, when introduced, would apply to organizations, volunteer fire companies and other civic groups.

To move in another Connecticut’s State gaming laws is said to stem from the recent crackdown by Fairway prosecute on games of chance at benefit carnivals and State fairs, and the gaming laws as they now are.

On Polk Street, and Harry (Polish) Fisher has his Golden West Shows in the Mission District.
The Original!

It's the Original!

Man does not live on bread alone—there must be some meat in the burger mix.

Clarence and Madge Thomas are back in town with their Sparta-licous-exotic Sparta-licious-phantom in Monterey, Mexico. From Monterey they go to Mexico City, then on to San Francisco and other points, all free on our show. Mr. and Mrs. Charles Thomas, Mr. and Mrs. Art Lolley, Mr. and Mrs. Elvin Bishop and Jane, Eugene Mercer, of the M. A. Srader Shows, motored to Amarillo, Tex., to visit the Bill Hames Shows and were treated to dinner by Carmen Lee Hilliard, operator of the "Carnival in the Bushes" show. Zora Blaire also was a guest at Amarillo.

When Emerson wrote "The best of life is conversation," he'd never attended a jack-pot session in a hotel lobby.

Walter Neeland, veteran press agent, recently concluded his sixth season with the John H. Marks Shows and left for Wilmington, N. C., to take charge of promotion, bookings and press and radio for the American Legion Thrill Circus there, October 24-29. Event is promoted by Mr. James M. Hafferty, wife of the late owner of the show, bearing his name. Neeland has established headquarters in Cape Fear Hotel, Wilmington, N. C., Ethel Purtle, who with her husband, W. A. Neeland, Motordomes at Palladess (N. J.) Park and on the Cettin & Wilson Shows, is recuperating from a nose operation performed recently in New York.

Instead of criticism, show owners should be able to laugh at themselves for not throwing up their hands and quitting.

Thomas P. Fielder, also known as Spartenburg Brownie, who toured for 27 years with carnivals and circuses, including the Sheesley, World of Wonders, Johnny J. Jones and Ringling-Barnum shows as a crook house operator, is seriously ill at 280 Alexander Avenue, New York, S. C., Walter B. Fox, who recently

MIDWAY CONFAB

BEGO BLOWER OF TOMORROW

THE NEW LOOK

is It's Popular—Fast—Efficient

Surprising-Prize—With Fingerly Ball Release.

Place—Mounted on 2'6" wide 24" high.

BINGO

Supplies and equipment.

Write for Today for Complete Particulars.

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282 W. Market St.
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CAYLACADE ON ICE CO.

Jacksonville, Fla.

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FOR DUGAN BROS.' SHOW

General Agent and two Billposter Agents—

With car preferred. All men's work. 24 to 72 hour day—good drayage and good going. Write today. Address, W. T. Dugan, BIRMINGHAM, ALABAMA.

FOR DUGAN BROS.' SHOW

Birmingham, Ala.

Show opens Oct. 17th.

ARCade FOR SAle

Top, 24x62, with 20-foot center, all complete, now operating, $1000 cash, $1500 with car. (9) foot deep. Write today, W. W. DUGAN, BIRMINGHAM, ALABAMA.

SHOW EQUIPMENT FOR SALE

Pineapple. Fox Trotter. Nippon. 209" long. Compl. with steady Power Flower. Two Big Trucks and accessories. All P.A. Systems. Two Concession Trucks, all equipment in first class condition. Call $1250 or write W. W. DUGAN, BIRMINGHAM, ALABAMA.

KIDDIE RIDE FOR SALE

Kiddie Attraction—No Reserve. Attraction and building, good condition. Four spaces seat two cars. 24 hour operation. 5,000 foot drop, huge swings, four water rides, accurate. 1000$ cash, or trade for Living Quarters and equipment. Write today. Address, Mr. Wheeler, Pembroke. Route 1, Pembroke, Mass.

J. E. KAUS SHOWS

New Barn, N. C.

CRAFTS EXHIBITION SHOWS

New Booking

LEGITIMATE CONCESSIONS ONLY

FOR ARIZONA STATE FAIR

PHOENIX, ARIZONA, NOVEMBER 4-13 INCLUSIVE

WRITE—WIRE—PHONE CRAFTS SHOWS

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WANT SHOWS, RIDES & CONCESSIONS

"FOR THE SOUTH'S GREATEST COUNTRY FAIR"

FLORIDA TOMATO FESTIVAL

RUSKIN, FLORIDA, DECEMBER 7-8-9-10, 1949

WRITE G. E. EVANS, CONCESSION DEPT.
BOX 46, RUSKIN, FLORIDA

T-ENT-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK

BEAUTIFUL COLOR—INDIVIDUALLY DESIGNED

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Kansas City 6, MO.)

FOR SALE—FOR SALE

One tent & stage equipment, 11'11"x11'11" complete with steady Power Power Flower. Two Big Trucks and accessories. All P.A. Systems. Two Concession Trucks, all equipment in first class condition. Call $1250 or write W. W. DUGAN, BIRMINGHAM, ALABAMA.
MOBILE COUNTRY FAIR
MOBILE, ALABAMA, OCTOBER 24TH TO 30TH
Can Place Concessions of All Kinds.

DODSON'S IMPERIAL SHOWS
Andalusia, Ala., Oct. 17th to 22nd

ROLL TICKETS
PRINTED TO YOUR ORDER

DEPT. B
KEystone Ticket Co.
SHAMOKIN, PA.

100,000

10,000 $1.00
20,000 $1.10
50,000 $1.70

Ed Anderson's All Colored Minstrels
Skippy Fun House
Circus Side Shows
T. J. Seydel's Midway
Large Diesel Light Plants
52 Ft. Light Towers

WANT
WANT
WANT

The EAST TEXAS VAMBORRE, Gilmer, Texas, Week Oct. 24
Parades, Bands, Fireworks, Free Acts. 2 School Days, with Jacksonville, Crockett and Three More Spots

Concessions that work for stock. No Flats, no Cypresses, no P. C. Age, Scales, Ice Cream, Fall Comets, Short Ranges, Phonies, American Paleness (no Cypresses). Fries, Soup, Popcorn, Eating and Drinks. Will book large modern Cashbox, Fresh Fries, Apples, BEIDES. Want No. 5 outfit to deal with pets. MINOR RIDES, TTV. Champions, Spiffires, Flypheans, Hullibolts. Kiddle Rides except Auto-

The Show With The Proud Reputation
Union, South Carolina, Oct. 24-29
100 Years Centennial On The Streets
Followed by
HARTVILLE, South Carolina
American Legion Jubilee Week
BIG ARMISTICE WEEK IN SOUTH CAROLINA
Biggest doings in South Carolina.
Equal to four Fairs. Reasonable privileges. Wdent All Hanky Pinks open, Roll Gomes, Long and Short Range Shooting Gallery, May Outfits, Acts and Sideshows, New exhibi-

WADDESO, North Carolina, This Week
All Mail and Wires to
WM. C. (BILL) MURRAY

Fairs
Fairs
Fairs
Fairs

CORNELIUS, Dawson, Ga.

Full Georgia
Want Riders, Spotters, Dark Rides, Flying Bathers, Want Shows Monkey Show, Mechanical City, Concessions: Popcorn and Peanuts, Candy Apples, Snowballs, Jewelry, Long and Short Range Losd Gallery, Fronto Pups, other Hanky Pinks.

ALL REPLY:

We are now shipping BIG 6 WHEEL
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone BLE 3-5912

CARNIVALS

CARNIVAL WHEELS
24"
30"
36"
IMMEDIATE DELIVERY

WE ARE NOW SHIPPING
BIG 6 WHEEL
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone BLE 3-5912

LAWRENCE GREATER SHOWS
CAN PLACE FOR FOUR MORE WEEKS
Athens Agricultural Fair—Athens, Ga.—Now.
Newberry County Fair—Newberry, S. C., October 24 to 29.
Savannah, Ga. (Bay Street Extension), Big Soldiers’ Pay Day.
October 31 to November 5.
Moultrie, Ga. (Armistice Day Celebration), November 7 to 12.

This show will conclude at Orange Free Fair. Mention Carnival Operation at Attraction Promises joining now for our 1950 tour will be given FREE QUARTERS for their equipment.

Concessions and Promotion will include: Popcorn and Peanuts, Candy Apples, Snowballs, Jewelry, Long and Short Range Losd Gallery, Fronto Pups, other Hanky Pinks.

ALL REPLY:

CORNELIUS, Dawson, Ga.

Fairs
Fairs
Fairs
Fairs

CORNELIUS, Dawson, Ga.

Full Georgia
Want Riders, Spotters, Dark Rides, Flying Bathers, Want Shows Monkey Show, Mechanical City, Concessions: Popcorn and Peanuts, Candy Apples, Snowballs, Jewelry, Long and Short Range Losd Gallery, Fronto Pups, other Hanky Pinks.

ALL REPLY:

CORNELIUS, Dawson, Ga.
ANDERSON FAIR  
October 24 to 29 Inclusive, Anderson, S. C.

Pee Dee Fair  
October 31 to November 5 Inclusive, Florence, S. C.

SUMTER COUNTY FAIR  
November 7 to 12 Inclusive, Sumter, S. C.

CETLIN & WILSON SHOWS

THE BEST COUNTY FAIR IN SOUTH CAROLINA  
Aiken, S. C., Oct. 24-29; Ocoee County Fair, Seneca, S. C., Nov. 1-5; Dorchester County Fair, St. George, Nov. 7-12; Summerville, S. C., Fair, Nov. 14-19; Bowman, S. C., Nov. 21-26; Barnwell County Fair, Barnwell, Nov. 28-Dec. 3

WANT book leek: Concessions of all kinds. Attention, Ride Owners, will look Tilt, Octopus, Spitter, Fly-0-Plane, High Ball. Showmen, these are good dates. What have you?

MARION GREATER SHOWS, Chester, S. C., Fair

Sensational High Free Acts Wanted  
For Charleston (S. C.) Agricultural Fair  
Bona Fide April 15 for the week of Oct. 31-Nov. 5

PAN AMERICAN SHOWS  
American Legion Fair, Pascagoula, Miss., Week Oct. 24 and All Winter

J. A. SPARKS SHOWS  
BOWDON, GA., this week, followed by Clayton County Colored Fair, Jonesboro, Ga., with good spots in Alabama to follow

WANT  
CONCESSIONS—Puppets, Penny Candy, Fisheye, Stand on a web, Short Range Games, Call Gallery Thieves, Don't Pick a Box, Riddle House, Shows-Marietta, Show by itself or in a show. Will hold a lease on a country house or a stand for a short period. Will do any place in the south. Write to J. A. SPARKS, AS PER ROUTE ABOVE.

WANTED—First Line Carnival for  
Charro Days Fiesta

FROM THE LOTS

John H. Marks  
WILLIAMSTOWN, N. C., Oct. 15—Org opened here Monday (10) at the Orange County Fair, sponsored by the Junior Chamber of Commerce, after a jump from Albemarle, N. C. The following day was again opened by the Albemarle Fair. A high successful week (3-8) was registered at the 13th Annual Stanly County Fair in Albemarle, N. C. Following a light Monday (3), Thursday, Tuesday, and Thursday, grossed 50 per cent over 1948. The midway was jammed from early morning to early dusk, with Minnows and George Dobbs on the helm, taking second for all rides. Rain hurt Friday's (1) bid, but the following day was a good and attendance was 15,600.

Show talent was aired daily from the WABE studio located on the fairgrounds.

Org closes at the Beaufort County Fair in Washington, N. C., Saturday (22). Equipment will be stored in Richmond, Va. After closing, President John H. Marks will undergo surgery on his eyes.

John T. Ren's Hall of Science exhibited at Albemarle, and Jack and Jessica Bingham, participating in the demonstration on the advance, going to New Orleans for a vacation. Hilda Roman left for St. Louis, and Mike will close with the show.

Juniors Crouch reported a good display for the Kiddies, and Mr. Morgan, operator of the Octopus and other concessions, did excellent business.


HATTIESBURG, MISS., THIS WEEK.

Fidler’s United  
BLETHYVILLE, Ark., Oct. 15—Fidler’s United Shows, No. 1 unit, played the Piggott, Ark, Fair. It appeared to be a washed out affair as it rained from Sunday to Wednesday (2-5). However, the audience and attendance was good, selling being about 10 per cent down from last year. Shows did fairly well, with the Till-a-Whirl and Ferris Wheel drawing top money. On October 5 Edward Brown, rice buyer at Geneva and M. Bird, cookhouse employee, were married in a ceremony at the First Baptist Church.

Virginia Greater  
CLINTON, N. C., Oct. 15—Ideal weather around the running of the North Carolina Fireman’s Festival gave the org good biz for the week. Show arrived here from Enfield, N. C. Fireman Festival committee chairman is Herman Bunch. A new location nearer town was broken in as the old lot is being used as the site for a new hospital.

Carnival wheels  
24” 30” 34” 42” 48” silts

Vaugn Richardson is open for Good Proposition for Season of 1950

MUST SELL AT ONCE  
Chairplains, Kiddie Auto Ride, Show Tents, Concessions, 
For with or without transportation

Bakers  
Game shop

1308 DeSoto  
Detroit, Mich.
Proposed D. C. Freedom Fair Looms as Showbiz Bonanza

(Continued from page 29)

so deep by water that British battle- ships could not come to it ever again.

The major structure for the fair is to be the Freedom House, which will be built on 40 acres of land dedicated to the belief that the Freedom Train hauled around the nation.

There will also be buildings to house exhibits from the federal government and the States, as well as the Pan-American Union and the United Nations. Three buildings to be erected in the shape of the letters U. S. A. will be used for participation by industry.

An amphitheater will be built in Rock Creek Park for presentation of a play about George Washington being written by Pulitzer Prize-winning Pauldl. The theater is also to be used for concerts and religious services.

The first contracts to be let went to the publicity firm of Robert E. Fowler Associates, Inc., of Washington and New York, which has been handling all public relations for the commission. Leaders say the fair has been heavy, but the sponsors are now ready to go in for nationwide coverage.

Seguis officials have paid careful attention to other fairs held this year and in addition have studied detailed reports of the 1939 New York World’s Fair. A committee of visitors sent the Toronto Exhibition and came away with a few ideas about what to do about the D. C. Fair will dwarf that of Canada and be far more diversified.

The show has been expected Seguis officials visualize the fair as paying for itself thru admission and thru the sale of souvenirs. Complaints piling crowds aggregating 15,000,000 to the nation’s capital. Exhibits space has been made to 100,000 and Barron figures that space sufficient. The show has been planned for January 1 and is slated to run will bring in $12,000,000.

Long before this is expected to benefit heavily by the influx of visitors. Niey officials are already talking of the opening of the fair as an annual event of the month.

Hotel Association have promised not to hike rates during the fair, antici- pating that they will come down enough without sacrificing away option tourists with high rates. In addition there are the additional chances for jobs from regular spots, plus the fair and the political capital is likely to become its showbiz capital as well.

Elaborate arrangements will be made for radio and television coverage of events. A week-after-week parade of celebrations will be lined up, according to the promotion officials say. Gas orchestra starring big-name bands and songsters will vie for attention with dancing teams from the Latin-American nations and from various States. Among early arrangements to be made will involve development of special radio-television branch in the publicity setup that presentation of representatives and indu stations can be brought on in plans and help in the blueprinting.

G. C. Mitchell Joins
Ranks of Benefidct

MADISON, Tenn., Oct. 10.—G. C. Mitchell, general agent of the Jack Young American Association, arrived here Saturday (8) to Lillian Hoyt, Nash- ville, Tenn., non-pro. The ceremony took place at the home of the brother, J. M. Mitchell. Relatives and close friends attended.

After the service, Mrs. and Mr. Mitchell left to deliver the Perry Show and will have some exciting times on the road until the show closes November 8 at the Bishopville (S. C.) Fair.

Virginia Greater Awarded
Union, S. C. Centennial

MURRAY, Ky., Oct. 15.—W. C. (Bill) Murray, general agent of the Virginia Greater Show has contracted to furnish a spectacular grandstand pageant Friday, September 24th, for the show’s second annual celebration which will be staged here the week of October 24. All the top entertainers will be there, the crowning of a queen, band competition, and various sports events will be held. The show units are being discussed round the town square, Murray said.

Naylor in Jackson, Miss.,
With Wingless Chickens

JACKSON, Miss., Oct. 15.—Bill Naylor, press agent for Prell Bros., Shows, is at the Mississippi A. & I. State Fair here with a wingless chicken. A Naylor came in from Muskogee, Okla., closed spot for the Hen- nings, and plan to visit the wingless chickens at late fairs and some indoor expositions.

CARNIVAL ROUTES
(Continued from page 34)

Royal Crown: (Fair) Yazoo City, Miss.; (Fair) Frenhners, Ark.; (Trip) Luteskin, Tex.; (Trip) Williams, Tex.; (Trip) Naylor, Ark.

Royal Jewel: (Fair) Fairlane, Okla.; (Fair) Espanola, Okla.; (Fair) Harrisburg, Ark.

Royal Bull: (Fair) Fairlane, Okla.; (Trip) Luteskin, Tex.; (Trip) Naylor, Ark.; (Trip) Williams, Tex.

Royal Bull: 24-passenger train, $1.00 round trip.

Northern States: Arlington, Ill.; Brubach, Ill.; Richardson, Ill.; Judd, Ill.; St. Paul, Minn.; St. Louis, Mo.; Lompoc, Calif.


All week long.

FOR SALE
28 ft. Concession Trailer with living quarters, lots of space, rarely, fully equipped, new. Also Hollowwhir and sensational money-maker. All in top order. Send for photos. Write or wire

JAMES DIDDY
216 Florence Ave, New Castle, Pa.

PRELL'S World's Fair Shows
WANT FOR COLUMBIA, S. C., COLORED STATE FAIR, OCT. 24-29
OPEN MIDWAY

WANT Girl Strings for own development. Want Colored Shows with own equipment, for Columbus and Charleston, S. C., Fairs. Want to book or lease Caterpillar, Pony Ride, Whip or Any ride that does not need a horse to run.

Can use Ride Help on all Flat Rides. Semi Drivers given preference. Can use P. C. Dealers and a couple of P. C. Concessions for balance of season.

All answer JOSEPH PRELL or MORRIS VIVONA

Monroe, N. C., this week: Columbus, S. C., Colored State Fair to follow.
WANT FOR THREE MORE BIG COUNTY FAIRS

BEN HILL COUNTY FAIR, FITZGERALD, GA., WED. OCT. 24-29
DODGE COUNTY FAIR, EASTMAN, GA., WED. OCT. 31 TO NOV. 5
CRISWASH COUNTY FAIR, LUVERNE, ALA., WED. NOV. 7-12

With legal reserves of all kinds. Good openings for Custard, Jewelry, Fresh Fries and Cotton Candy. No P. C. or F. R. SHOWS—Get Cash, Unboss, Moxey Show, Minaret Show with own equipment. Good proposition. RIDES—Will book Til, Rolloplats, Loopet, Frisell or any Dark Ride. All replies write.

J. L. KEEF
Jasper County Fair, Monticello, Ga., this week.

JACK'S GREATER SHOWS
WANT FOR ST. GEORGE, S. C., AMERICAN LEGION WHITE FAIR, DOWNTOWN, OCT. 24-29

With three more top rated Fairs to follow. Get all winter. Concessions of all kinds open, no exclusive. Good opening for Rings and Electricity to join on wire. All winter's work. Will book any Show with or without outfits. All mail and wires to
FRANK HARRISON, M. G., TOMMY BUCHANAN, Bus. Mgr., Orangeburg, S. C., this week: then on per route.

VETERANS EXPOSITION SHOWS
WILL PLACE SHOWGROUND IMMEDIATELY. JOIN ON WIRE. Ward Concessions of all kinds. WayCross, Ga., Community Fair, 8 Days, Oct. 25-31, Homerville, Ga., V. F. W. Picnic Festival, Oct. 31-Nov., 8 Lake City, Fla., V. F. W. Armistice Celebration, Nov. 7-9. Over-speed with 2 fast Concessions and Buses. Can use our Free Air, preferably High Pole. We will positively be out all winter.

All replies: JOHNNY CARUSO, Owner, HARRY WILSON, Bus. Mgr.; O. O. (Bud) Point, Gen. Agent
P.R. All those who wish or phoned contact agents. Tony and Alex, come on.

WALLACE & MURRAY SHOWS
Want for Towns, Fairdale, Vidaia, Ga., Oct. 14-29; followed by Turner County Fair, Abbeville, Ga.

Want Buggs, Custard and any legitimate Concessions. Will book Bucket Shows, Double Ring and Six Cela, also want any non-competing Shows and Rides.

This week, Warrenton Fair, Va. Next week, Turner County Fair, Vidaia, Ga. Have seven more weeks to go.

BARNEY TASSELL UNIT SHOWS
WANT FOR ROCKINGHAM, N. C., WEEK OCT. 24

Send picture. Star of the West Show Two Years. Rides—Shows—Concessions

NO GRIFT
This show leaves December 10 and opens again on January 8.
Wire HAMILT, N. C., THIS WEEK.

INDEPENDENT VALLEY Midwinter Fair
Hartline, Texas, 9 Days, November 15-24.
Open midway, no exclusives. No Stores of Chaps. Will Hunky Fries, Apples, Custard. What have you? Wire or write.

DIESEL MILLS
104 Van Buren Street
Brownsville, Texas

PA
An old garage ticket. Will only deliver to you in person or with registration. She is very sick. Will wire money, but please come.

EILEEN

1947 Spitfire For Sale
Complete with fries, ticket booth and extra parts, $5,000.00. 1947 Looper, non-
ploughed. Both Rides to assistant operation at Raleigh, N. C. Rate Forty then per consolation.

D. E. TRUAX
Care James E. Stryles Show, Raleigh, N. C.

PA

WANTED—GIRLS
Strippers and Novelty Dancers. Season's work.
Send picture. Star of the West Show Two Years.

PECAN GROVE
Spartanburg, S. C.

HEART OF AMERICA Showmen's Club

KANSAS CITY, MO., Oct. 15—Billie Burke, the world's only recumbent mailbox, is to be back in Kansas City's Loop this week. Burke, who lies in a wagon in a sitting position, is to be exhibited in the Loop. Burke, who is the daughter of the late Harry Burke, has been maintained in fine condition by a well-known local dentist.

FREDERICK J. DOYLE

LATE LODGER LOOPER
FOR S. C.
A bargain if known. Write Mr. McLain, are you interested in trading?

EARL PURTLE
7412 Swell Briel Road
Richmond, Va.

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, Oct. 15—A representative group attended the first meeting of the season Wednesday night (12), President Frank Bergen in the chair. The chairman extended greetings and regrets at being unable to attend. Both the Governors and the general membership were present by Joseph McKee. On the dais with McKee were Dr. Jacob Cohen and Chaplain Murray Ford.

The highlight of the evening was the unveiling of the new Concession committee by the Board of Governors. Those named were Joseph A. McKee, President; David Browne, Secretary; Jack Carmfield, Jack Kassow, Jack Schwartz, Jack Stern and Isaier Treibisch. The luncheon concession has again been awarded to Frank Hadggard who has had it for three consecutive years. It was decided to hold the testimonial dinner for President Frank Bergen and Past-President James E. Strates November 21.

Details will be announced shortly.

JOE STROCK

PACIFIC COAST

Showmen's Association
1233 S. Los Angeles, Los Angeles 16

LOS ANGELES, Oct. 15—Vice-President Joe Steinberg presided at the meeting of the season which was held at the Pershing hotel. The reuer for the season were Treasurer Al Weber and Secretary Louis Monley.

Frequently the committee chairman, reported Charles Soph, President of the committee, who was unable to attend, that the committee was in good shape. He mentioned the possibility of a new show for Manhattan Beach and asked the committee for opinions of the same. He then held an open discussion of the present show situation.

LADIES' AUXILIARY

The meeting Wednesday (12) was presided over by President Quearce of the Ladies Auxiliary. Among those present were Dolly McCormick, Mae Deacon, Anne Brown, and George Burke. Its officers are: Burke, President; Mildred Morris; Secretary; and/time Wor, Vice President; Tim Cofey, Josh Whelpley, A. M. Bur, Frank Miller, James Greenpoon, Edward Esek, Sam O'Conor, Jacky Filip, Israel Nathan and Leo Eschof.

LADIES' Auxiliary

The meeting Wednesday (12) was presided over by President Quearce of the Ladies Auxiliary. Among those present were Dolly McCormick, Mae Deacon, Anne Brown, and George Burke. Its officers are: Burke, President; Mildred Morris; Secretary; and/time Wor, Vice President; Tim Cofey, Josh Whelpley, A. M. Bur, Frank Miller, James Greenpoon, Edward Esek, Sam O'Conor, Jacky Filip, Israel Nathan and Leo Eschof.

JOE GLAY, chairman of the banquet and ball committee, said the executive committee will hold a meeting Monday (17) of the executive committee, of which Glacy is also chairman of the same day.

The show within which will be performed on the Ferris Great Shows at Azusa, Calif., has been postponed until the end of the month.

LADIES' AUXILIARY

The Monday (3) meeting was presided over by Second Vice-President Opal Manley.

Recently on the sick list and recuperating are Mary Taylor, Edith Walpert, Mayne Hendrickson and Blossom Robinson.

Letters were read from Madge Buckley, Edith Walter, M. Clara Vacin, Margaret Farmer, Jessie Loomis, Gladys Mackey, Virginia Kinse, Lilie Galley, Nona Blum, Doris Douglas, Daisy Jacobs, Wilma Hughes, Ethel Gold, Robe Reaves, Erla Brother and Rose Clark.

The bank award was won by Stella Wexler of the Empire Show with 1900, who was congratulated by Lllie Ernst, Ester Carley and Sally Manning, who were won by Charlotte Cohen, Clara Parsons and Charlotte Pulaski. A flat iron, donated by Llileie Sehul and Margaret Farmer, was won by Norma Burke, who was congratulated by Edith Hargrove, who was won by Mary Davis, who was congratulated by Llileie Sehul and Margaret Farmer, was won by Norma Burke, who was congratulated by Edith Hargrove, who was won by Mary Davis, who was congratulated by

Bazaar donations were made by Ida Delo, Stella Linton, Jetta Clancy, Ann Male, Mary Mihiltup, Gertrude Mathes and Sally Carlson. A set of sterling books was donated by Marie Le Dues to be given on the books.

Letters were given by Ines Alton, Clara Parson, Ester Carley, Charlotte Cohen and Bertha McCarthy.

LONE STAR SHOWMEN'S CLUB

of Texas

CAMPBELL HOTEL, DALLAS

DALLAS, Oct. 15.—At a regular meeting of the Lone Star Showmen's Club, a group of local showmen, held in Dallas, Texas, was conducted by Missie Cepkel, Edna Hacker and Evelyn Harrell. Jimmie Liberman was the official host.

Tickets for the benefit review, Tuesday (20), are on sale at Sand's Electric Company, Jim Cherry, of Variety Club, and Pappy Dolan, of Pappy's Menagerie, are in charge of the sale. Menger's Sidgets will provide the music.
Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 15.—S. T. Jessop presided at the regular meeting Thursday (13). Membership for the year was brought to a total of 149, with the acceptance of H. Bonta's application. Nominating committee will present its report at the October 30 meeting.

Joe Miller entered Mount Sinai Hospital to undergo an operation. Still on the sick list are Byrnes, Tom Vallmen, W. C. Deneko, W. O. Perrot and W. E. Saunders.

Committee for the president's party November 27 include S. T. Jessop, and J. C. McCaffery, co-secretaries; Art Brieze, entertainment; George W. Johnson, Arnold Maley, and Peter Pivor, ticket committee; Thomas Zemaster, John W. Galigan, John P. Weld, George A. Golden, Al J. Sweeney and William Carsky, in charge of the reception.

Mrs. Mabel Zemaster left for the West Coast. Jack Temkin is in a Big Spring, Tex., hospital. Sib Seigal was a guest of Sam Holzman at the clubrooms. Harry Royal shopping for ten-foot plaques. Manuel Blasso among the arrivals for the winter.

Past President Sam J. Levy is chairman of the annual convention to be held November 28-30. The banquet and ball will be held the final day.

Ladies' Auxiliary

Mrs. Robert H. Miller, president, conducted the Thursday (6) meeting. Other officers present were Mrs. A. Filograsso, first vice-president; Mrs. Lenore Kellner, second vice-president, pro-tem; Viola Parker, treasurer, and Carmelita Horan, secretary.

A report of silence was observed in memory of Denney Pugh, Irving Pollock, Mike Wright and Etta Henning of the organization.

New members present were Mrs. Betty Shea and Mrs. Blanche Wilson.

Mrs. Josephine Haywood has been released from the hospital following an illness in Barnsville, Ga. Lou Keller is reported improved.

Nominating committee includes Mrs. Lou Keller, Mrs. Phoebe Carsky, Marie Bixler, Mary Bacon, Mrs. Nell Young and Mrs. Pat Seery. Mrs. A. L. Filograsso of the board committee, reported a hand-made print was received from Caramelita Horan, Denver, Col., and presented to Mrs. Filograsso at 4404 N. Dover Street, Chicago.

Mrs. Ada Chase and Del Hoffman were hostesses at the club's first social, Thursday (13).

Miami Showmen's Association

236 W. Flagger St., Miami

Miami, Oct. 15.—Frank T. Hamilton, a recent arrival here, was preceded by his wife, arrived several weeks earlier to open up his place for the winter.

Another recent arrival includes the Fred Landers family, who has spotted its trailer at the Keystone Trailer Park. Mr. and Mrs. Bert Levine, who have established their home for the winter in Miami Beach.

Still other late comers are Monroe Rolle, who advises he is here for the winter, and Aggie Ross and Mrs. Hilda Roman. The latter has opened her home for the winter.

H. E. Stahl, club's executive secretary, reported that the Jones show at the Brownsville, Tex., Fair was well attended around the lot by J. C. Weer. The show was well tolerated by the public and was enjoyed by all. The Jones show was featured in the entertainment show for the remainder of the year.

Midway Exposition Shows

15717 S. Seven Hills Road, Hot Springs, Ark.

WANT TO BUY

Used Scooter Cars Regardless of Condition. State lowest prices.

J. M. MORTON

931 Seven Hills Road, Hot Springs, Ark.

MOORE'S MODERN SHOW

Car plate Cookshouse (Jack Kelley, answer) for Victoria and Jefferson, Texas. Can be purchased at any market or auction. Also Rides and concessions can be purchased at auction.

San Augustine, Tex., this week.

WORTH COUNTY FAIR

SYLVESTER, Ga., Week October 24

SOUTH GEORGIA'S FINEST

Want legitimate concessions of all kinds. All addresses.

C. C. GROSCURTH, BLUE GRASS SHOWS

Augusta, Ga., this week.

WANT

Two girls to work in illusions. Experience unnecessary, must have good appearance and weigh under 150 pounds. Can also place Ticket Seller and Stage Assistant who can dance. Bert Meister, wire. Out until December. Open again in January.

A. W. MCMILLAN, Caravale of Amusements

Fairgrounds, Beaumont, Texas, until Oct. 28.

CORRECTION

HENNIES BROS.' SHOWS

Ad on page 79 of the October 15 issue was misprinted. THIS ISSUE INCLUDES THE STATION. Copy phone: 20-8-4-40, Hot Springs, Ark.

WANT FOR RENT

For Rock Hill, S. C., Colored Fair, followed by Thomasville, N. C., Everybody's Day and One More Celebration.

Concessions—Hankie Panks of all kinds. Open for few Weeks and Count Stores. Shows—Girl, Monkey, Fun House, Rides—Cat, Tent, Whip, Kiddie Train. Contact

RUSS OWENS

Asheboro, N. C., this week.

CARNIVALS

MONTGOMERY, ALA., FALL FESTIVAL, Oct. 24 thru 30

FOUR MORE WEEKS TO FOLLOW

Penny Arcade, Ball Games, Jewelry, or any Hankie Pank that throws stock.

Will book Month for balance of season. Must have all equipment and transportation. No Drunks. Scooter Foremen and sober, reliable Help who drive and semi. Positively no drinking on this show.

All replies to E. L. YOUNG, Mgr., Yasso City, Miss., now.

PROFIT PREDICTION SHOWS

WANT FOR RENT

WORTH-WHILE

FOR ROCK HILL, S. C., COLORED FAIR, FOLLOWED BY THOMASVILLE, N. C., EVERYBODY'S DAY AND ONE MORE CELEBRATION.

Concessions—Hankie Panks of all kinds. Open for few Weeks and Count Stores. Shows—Girl, Monkey, Fun House, Rides—Cat, Tent, Whip, Kiddie Train. Contact

RUSS OWENS

Asheboro, N. C., this week.

Midway Exposition Shows

WANT FOR RENT

For West Texas Cotton towns. Best crowd in years. Lots of money.

CONCESSIONS—Kirk Gun, Fish Pond, Swing, Short Range, Cage Bottle, Horse-Land, gum Overstock, and Hankie Pank. No graft. For Sale—Horse, T. H. Light, Pack, mounted on semi—Seven-Tub Tilt, original paint, good as new; transportation if wanted.

SPUD, TEXAS; THEN PER ROUTE, WIRE, NO PHONES.

J. R. LEERIGHT, Mgr.
AOW Preps 2-in-1 Features; Inaugural of Speed Is Big

ELIZABETH, N. J., Oct. 15.—The American on Wheels chair is reviving two-in-one nights at most of the rinks in the circuit. General Manager Willard Szuch announced from AOW headquarters here. This variation from the usual skating program was tried at several AOW units last year with marked success.

Last year's regular skating program from 7:30 to 9 p.m. promptly at that time the floor is cleared of skaters and the orchestra begins to play music that continues until midnight. One essential factor in conducting a successful two-in-one night, says Szuch, is the orchestra. A four or five-piece outfit is recommended that can keep, in mid-18, music is most important.

Friday has been found to be the most desirable night for the double feutures at AOW's Capitol Arena, Trenton, N. J.; Hackensack (N. J.); and Boulevard Arena, Bayonne, N. J., and Alexandria (Va.) Arena. For the first time, the American on Wheels program in the Capitol Arena has been added. The band begins its program of music at 7:30 p.m. and the skating and the orchestra continues until 9 p.m. at the American on Wheels.

The two-in-one night is being tried at AOW's other units and is being tried at AOW's other units and is expected to be a marked success.

K. D. Strayer Celebrates; Installing Beginner Floor

JOHNSON, N. J., Oct. 15.—K. D. Strayer, owner of the Skating Rink here, celebrated the rink's 11th birthday with a party for skaters on Saturday night. The party was held at 7 p.m. and included a band concert and a dance.

The rink is to be constructed in Skating Rink, the main floor of which will accommodate about 1,000 skaters. At the front of the rink is a skate sales room. At one side of the rink is a skate rental, skates provided with a wide array.

The rink is now being operated by the owners of the American on Wheels, who have been successful in operating the rink for the past 11 years.

The rink is open daily from 11 a.m. to 11 p.m. and is closed on Sundays.

Rialto Anniversary Draws Gate of 983

SPRINGFIELD, Mass., Oct. 15.—Mrs. Vera Zytkiewicz, owner of the Rialto Skating Rink here, opened the Rialto Skating Rink with a two-night anniversary celebration featuring a skating show composed of local talent. The shows, scheduled for Friday and Saturday nights included Springfield's mayor, among other civic leaders.

The children's classes were started recently under the direction of Mrs. Vera Zytkiewicz, owner of the Rialto Skating Rink. The classes are held on Sunday mornings and are open to all children.

Vivian Heard Takes Over at Edgewater

DETROIT, Oct. 15.—Edgewater Roller Rink, managed the past season by Vivian Heard, who is head of the National Academy for Roller Skating Teachers, has been taken over on a lease basis by Miss Heard. The rink will continue to operate as a year-round operating policy under a new management with Charles S. Rose, owner of Edgewater Roller Rink.

A policy of square dancing on skates was tried Friday night (7) for the first time, and proved an acceptable rink specialty, according to Miss Heard. The belief is that the large number of skaters who participate in square dancing on skates has increased the popularity of the rink.

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Over 11,000 See Close of Winged Skates Contests

NEW YORK, Oct. 15.—City finals of the $9,000 prize Winged Skates for 1949—conducted by the New York Board of Education—were held at the Department of Parks—were conducted by the New York Board of Education—were held at the Department of Parks

The event came 12 city championships and 349 skaters. Each, along with second and third place winners, were offered medals and certificates. Trophies were offered to champions only.

The Chicago Skating Company's trophy for the third place winner went to Manhattan.

Crowned Outstanding Boy Skater was Charles N. Conlon of New Tork High School student and holder of several ice skating records. Among his prizes was the second-place trophy for himself and his father, who was among the best for his age.

On hand from the world of sports to award prizes were Sid Gordon, Bobbie Rigsby, Lea MacEachern, the mile truck driver, and James Freeman, who is among the best for his age. Jim Ellis and Allen Bill Swails, who is among the best for his age, were among the best for their age.

From the entertainment held were the pipers of the patrol and the last act of the night was the Cincinnati Gardeners, who are among the best for their age.

The mall throng heard music by the crack Champlain High School band, who are among the best for their age. The Catholic high school band, who are among the best for their age, will be heard by the crowd.

Directing the big ringer meet were (See Over 11,000 on page 62)

The First Best Skates

RICHARDSON BALLBEARING SKATE CO.
Established 1944
3512-1232 Racine Ave., Chicago, III.
The Best Skate Today

FOR SALE
New Finnel Scrubbing Machine
Warranted Rebuildable to better buyer.
Write to
WOODS ROLLER RINK
HONEY CREEK, IOWA

CURVECREST 'RINK COTE'
The Plastic Rink Surface
No. 644, Mt. Pleasant, Mich.
Original developer and binder

FOR SALE
Portable skating Rink, 8,500 sq. ft. and new building with absolute winter and summer. Rink will be $3,000. For cash sale, 1,000,000.00 cash.

MERIT MANUFACTURING CO.
119th & E., Huntington, W. Va.
NEW! SENSATIONAL SELLER

This Christmas Season Special is a Store Seller hit again! No other item can create a better image for you... no other item can sell itself better. It is a clear, attractive, eye-striking item. The fastest, easiest, least expensive item you can sell. All items are covered with genuine Swiss Rhinestones. It delights Christmas shoppers... they love them. Make big money in no time.

WRITE FOR SPECIAL PRICE LIST For Quantity Buyers and for Catalogs.

State nature of your business in first letter.

Write for Free Catalog. 

MIDWEST WATCH CO.

5 S. Wayne St. Dept. Chicago 3, Ill.

WRITE FOR FREE CATALOG ON WATCHES, JEWELRY AND OTHER GIFT ITEMS

Men's Famous Watch Brands
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Rhinestone Dial $1.75 Add. 
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25% Deposit With Order - Balance C.O.D. 

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BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!
- Electric Flash Boards
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Wire or write for Catalog

John A. Roberts

617-233 Broadway, Newark 4, N. J.

Beautiful Prize and Indestructible

1 Straps - $2.50 Doz.; 3 Straps - $5.00 Doz.

1 Pair - $3.50 Doz.; Fancy Flashboards - $4.50 Doz.

14 x 18 in., $1.75 Doz.; Heavy Chrome Chair - $3.50 Each

Valerie Jewelry Co. (Mfr.)

171 Madison Ave., New York 16, N. Y.
57,162
SALESMEN
...ready to do the Biggest
Xmas Merchandise
Selling Job You've
Ever Known!!

... a complete package for top Xmas
Merchandise sales, comprising ...

(1) Your powerful advertising sales message in this important Xmas Merchandise Supplement

(2) Your participation in the valuable "WHAT'S HOT IN XMAS MERCHANDISE" feature

(3) Your listings in the useful "WHERE TO GET IT" DIRECTORY

(4) Completely printed, postage prepaid, ready-for-mailing penny postcard reprints for your customer list.

(5) Ad reprints for your powerful direct-by-mail Xmas sales campaign.

Merchandise Manufacturers, Wholesalers and Jobbers
FINAL AD CLOSING: OCTOBER 24TH
WRITE • WIRE • PHONE for Full Details NOW!!!
SALESMEN!

WRITE THREE WORDS COLLECT $9.95

SENSATIONAL NEW ADVERTISING SIGN

VIRGIN MAKE $0.05 on 10-second demonstration to merchants. Write on glass with amazing new product. A C.E.O. with a story to tell will do the talking. Venetian message takes fire and glows like a brilliant neon sign! A $0.06 profit. Three signs for $20. Price for "fast men." Workers can double in three days with this sign. FREE SALES KIT. Don't wait. Send your postcard for full details and complete sales kit for only $1.00. FREE! Write Today!

MAXIMUM CO., 125 W. Hubbard St.
DEPT. L-1310 CHICAGO 10, ILL.

Imported Swiss Watch

CHRONOGRAPH


Price $3.75. In lots of 4, $3.50 each.

One Sample Only.

Wrist Watches with Simulated Diamond Hands and Numerals. Glow in the Dark.

BRAND NEW!-NOTE! This handsome clock-watch is made of a simulated Diamond, Glass, and Rhodium. Hands. Sturdy looking. Delight in the display.

BARO WATCH, 1242 Broadway, N.Y. 19, N.Y.

FOR IMMEDIATE DELIVERY

HIGHLY POLISHED ELECTRO PLATED

IDENTIFICATION BRACELETS

from $1.40. Can up.

PINS. GUARD PINS. ROSETTES.

WRITE FOR CATALOG NOW!


"STILL LIFE" in ACTION-SHE SWINGS and SWAYS!
So Amazingly Real and Life-Like She Almost Lives and Breathes...

- It's a sensation! Hand-painted porcelain-like finish... realistic, lovable, life-like!
- Figure is made of unbreakable rubber compound with a warm, natural, colorful appearance.
- Perfectly scaled to exact proportions—an exquisite work of art that adds beauty and color to any room, office, club or lobby.

There's a brand new, grand new lamp with action... a figure with action... a turn of the switch does the trick... she swings and sways in perfect rhythm, due to a fool-proof mechanism. Underwriter approved. The special hard rubber composition with the hand-painted porcelain-like finish gives a realistic, natural appearance never before equalled. Sculptured by one of America's foremost figure artists, she is perfectly scaled to exact proportions. Drum shade is of the latest style decorator type and perfectly matches the base of the lamp. Individually boxed. Motor operates on 110-volt AC current.

No. SL-11 "STILL LIFE" in Action Lamp.

LIST $36.75
$17.50 EACH

No. SL-12 "STILL LIFE" in Action Figure.

LIST $25.95
$12.50 EACH

Sensational! Colorful!
Roy Rogers
STATUE LAMP
With Colorful Polystic Base and Hand Painted Western Scene Shade

A RED HOT XMAS SELLER
Here's an eye-catcher that sells fast sales for Christmas Operators, Carnivals, Men's, Distinguished Stores, Burlesque on "I Want You" from every list. Quality built for real holiday nerves.

LOOK AT THESE PRICES
Sample: $4.00 Postpaid
LOTS OF 6: $3.75 Ea.
LOTS OF 12: $3.50 Ea.


POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case

Ea., $2.90
Less Than Case Lots, $3.00 Each.

1949 No. 59 Catalog
NOW READY—WRITE
State Nature Your Business in First Letter.

WISCONSIN DELUXE CO.

LIST $9.95
$5.95

LIST $9.45
$5.95

JUST OFF THE PRESS!

JOSEPH BROS: GREATEST AND BEST NEW
1950 CATALOG

MEN'S WRIST WATCHES

LADIES' Rhinestone Case Watch, 7-Jewel, $9.95
17-Jewel, $12.95

Rings: $2.50
Bands: $2.50
Rhinestone Dials, $1.00

Additional:
10 Kt. Yellow R.S.P. Case, modern new designs, all conditioned and rebuilt—guaranteed like new.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE

25% deposit, balance C. O. D.

R I N G S—Set with Brilliant White Stones and Red Rubies or Diamonds.

Tray: $25.00

B. A. 23, imitation silver plate, $4.00
B. A. 236, with 2 white stones, $6.00

MEN'S Heavy Gold Plated Rings

B. A. 121, imitation silver plate, handed rings with carnations, $4.90

All Phones Available

W I S C O N S I N

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Combination, $2.50 Each.

LEVORE COMPANY
108 W. LAKE ST., CHICAGO I, ILL.
PHOTO SUPPLIES
DEVELOPING-PRINTING

COMMIX FOREGROUNDS, BACKGROUND IN
stock, quick service. Best prices. Fast delivery. Write

Complete Line Direct Positive Line

Photo Outfits Cheap—All stop in and see them, latest improvements, new and improved products. E. N. Cappuccini, 113 W. Cleveland Ave., Chicago.

J. H. Dietz Co.

"WEDNESDAY" SPECIAL

25c each mounted, bird plates, 50c.

On the Way

AMERICAN BASEBALL

The Photographic art, fine art, and industrial line

15c each mounted, 75c.

40c each mounted, 1.00.

95c each mounted, 2.00.

$1.00 each mounted, 2.50.

$2.00 each mounted, 5.00.

$5.00 each mounted, 10.00.

$10.00 each mounted, 20.00.

For the Janitor

"NATIONAL"

20c each mounted, 50c.

50c each mounted, 1.00.

$1.00 each mounted, 2.00.

$2.00 each mounted, 4.00.

$5.00 each mounted, 10.00.

$25.00 each mounted, 50.00.

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$100.00 each mounted, 200.00.

$200.00 each mounted, 500.00.

$500.00 each mounted, 1000.00.

$1000.00 each mounted, 2000.00.

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"NATIONAL" "O" Series, 25c each mounted, 50c.

50c each mounted, 1.00.

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$25.00 each mounted, 50.00.

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"NATIONAL" "O" Series, 25c each mounted, 50c.

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Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week’s Issue

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Ace Owners—It’s Time for a Change
The time is at hand when some small club directors may want
new, modern, double available for next book-
ing. Please call us in person or send
a letter. Express rates available. Reservations accepted.
F. A. Paine & Co., Chicago, Ill., or phone 5754.

My Fast Experience Is as a Dance Hall
Matter and mixer pigeons and operators for the last
few years have also been a professional roller skater at the
same time. I have found that my work is always
in demand, capable of handling large
squares in good personal appearance and good
temperament. I am also married and will travel
everywhere in the U. S.—after Oct. 1st. I also have
a fine, bright, professional model, which I can
recommend for anyone interested. Address all
inquiries to Mr. W. B. Converse, 23 West
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Closed Band for Night Clubs, Cock-
Tail banquets, etc. Four men,
sing, piano, drums, cornet. Jump Zarknov, 5728 S.
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Want Job as Handy Man in All Types of Circuses
for Nov. 1st. Just finished with references given. Box C-457, Billboard, Chicago.

Real Experienced Laugh Getting Company sure needs a good act. Write any place.
A. W. Tinsley, Gen. Del., Watertown, N. Y.

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Fabulous Jan Lee—California Lead-
and foremost female impersonator
Same act, different locality. Also in
different shows.

Palmtop Desires New York City Night
Club engagement. Write Box C-2765, Billboard, Chicago.

Stroller, Accordionist, Bartender, Merchandiser, advertising experiences,
shirt leader, Elevator operator. 201 A North
Central Ave., West Long Branch, N. J.

Vernon Hoff—Female Impersonator
Juniors now, Seniors next year. Can
state credits at liberty in January. Vernon Hoff, Ellicott, Chicago, Ill.

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At Liberty—Pianist Male, Unions, Play
A. Zinman, Organ, all styles, small concert. Brighton, Colo.

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Brand New—Not Reconditioned
Swiss-made hand-wound quartz or spring at clock of shop. Slight disc, Polished case,
Business Steel Expansion Band. Six or more, due as a special order. Always on hand. A

10% Deposit—Balance Due in 30 Days

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Tax Free Fur Coats

$24.00
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Flashlight New Three-Star Sol

A fountain Pen & Pencil & Ball-Point Pen.
All newly styled with Good Finish, Color
Argo Pen-Pencil Co., 220 Broadway, New York 7, N. Y.

Commercial, Tencor, Alto, Clarinet,
A. Zinman, 275 South 2nd St. City, Mo., Phone 13809.

Drummer—Experienced, Commercial.
J. N. Smith, 226 S. 2nd St. City, Mo.

Drummer—Available With Two Week
Memories: Desires change; 20 years professional
Experience. Tite; Samples, $10.00 cash.

Guitarist—Double Trombone—Available
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Pianist—Reliable, Union, Classic, Modern,
Commercial, experienced: all round band ideas. Also, excellent service on individual
work. Willing to go anywhere. Nick Barcheski, 229 Franklin Ave.,
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Guitarist, Available 10/15; Age 22. Male.
Rhythm-saxophone excellence; commercial, modern piano, jazz, fake, real, fake; Lansing,
2714 Learsdale, Cincinnati, Ohio, No. 4335.

Piano Man—Available Immediately
Greatest talent in country. Money is no
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Procedure, color and reliable; play film
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Tenor, Clarinet—Commercial Experience
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Tromboneman—Double Clar. ARRANGE
Travels, either in bands or commercial music. Will
get anywhere. Write or wire A. Gallant, 8012
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Trumpet—Vocalist—Wants Location
Band that will appreciate his work. Good
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area. Write and give references. Tel. Ocean 3-1878 W. 

Tromboneman—Sing, Sing, Reliable.
Like location, consider anything elsewhere. Prices to suit.

Tromboneman—Available October, November, December. Will work
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er. Musicians, Singers, Comedians, Novelty Acts; available for Infantry,
Theater, Military, etc. Also will travel. 202 Door and 3rd, Chicago, Ill., Telephone:
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Outstanding Platform Trapeze Act.
Available for celebrations, fairs, etc., Story
of Libby La Croix, 2634 South Washington Ave., Chicago, Ill., Telephone: 9172.

Sensational High Fire Dive—Old Estab-
lished standard attraction; never fails to please. Cartoon not required. All special effects.

3 Fearless Stars. World's highest Conduction Trapeze Act. Gougeus girls,
handsome Turk Shepherd, Captain Sandy Ani, and young lady.
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At Liberty—George and Nellie King
Two of the best. Many audiences. Address
210 W. 9th St., Knoxville, Tenn. or Box B-23 West 62nd St., c/o Harb'r's
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Bob Tolisman, Versatile Entertain-
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Action! Purpose! Flash!

Ranger receives Lariat personally in a large, lovely box. He's a moccasin, too.
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Balls: sensitive, fast, reliable. Bring keynotes, elements, balls, rings, and other. Entirely brown plated copper and inver-
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$6.10
EA. IN DOZ. LOTS. SAMPLES EA.

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Our New 1949 Xmas Catalog Now Is Ready. If You Are Not on Our mailing List, Please Write for Your Copy Today.

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Attention, Salesroom, Premium Operators

I'm the New Talking Santa I Say
"Merry Christmas".

He actually says Merry Christmas by running your thumb nail down a plastic tube that extends from his pack on his back. This jovial fellow is full seventeen inches tall at a cost of $2.50 and he is a complete imitation. Hisbootstrap is made of washable plastic, with gleaming mahogany furniture. Price F.O.B. New York

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SAMPLES, $5.00 EACH

25% deposit required on all orders, balance C.O.D.

Conelle Products Co.
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Complete Line of All Carnival Merchandise

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Be Sure and Mention Your Line of Business
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Important

To Obtain the proper listing be sure and state in detail your business and type of goods you are interested in.

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Adams, C. A.

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Addams, C. H.

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1564 Broadway
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MAIL ON HAND AT
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188 W. Randolph St.
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SUCCESSFUL, AN ABSOLUTELY
THE BILLBOARD READERS. Our
At the Start, a $100,000 ad
The prices are the least of
They don't look or feel like it,
250 items of assorted sizes at
250 items of assorted sizes at
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The prices are the least of
They don't look or feel like it,
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250 items of assorted sizes at
250 items of assorted sizes at
The prices are the least of
They don't look or feel like it,
"SIZZ" HAS DONE IT AGAIN
NEW TYPE SHUTTLE RUG BRAIDER

M. A. SINGER CO.

“SIZZ” HAS DONE IT AGAIN
NEW TYPE SHUTTLE RUG BRAIDER

GELLMAN BROS. INC., 50 NORTH COUNTY BUILDING CHICAGO 11, ILL.

SLAM BINGO AND PREMIUM MERCHANDISE
WRITE FOR OUR 1949 PRICE LIST

M. A. SINGER CO.

2125 COMMERCIAL STREET
DALLAS 1, TEXAS

$6 Profit in 30 Minutes
Fast-selling Specialty Item sold to homes, stores or shops. We have 600000 in stock! Prepaid in U. S. A.

GOODER COMPANY

DALLAS 6, TEXAS

MEDICINE MEN!

Write today for new wholesale catalog on pharmaceuticals, home remedies, drug specialties, vitamins, medical books, etc. 2500 items. Free!

GENERAL PRODUCTS LABORATORIES, INC.

121 E. Spring St. Columbus 15, Ohio

DEALERS WANTED

OAK HY-TEX NM-10
MULTI-COLOR

OAK RUBBER CO.

5000 S. 10th St.
IN 600 PIES
VALUABLE BULLETS, AGENTS, OBJECTS, LAMPS, LADDERS, ETC.

EQUIITY SALES CO.

107 S. 11th St.
MUSKOGUE, OKLA.

NEW IMPORTED WIND-UP TOYS
BIG SELLERS-BIG PROFITS

Jay Sales Co., Room 410
12535 California, Chicago 35, Ill.

FRED (SIZZ) CUMMINGS
Exclusive Distributor

3153 BOARDMAN AVE.
ST. LOUIS 9, MO.

Wholesale Catalogs Free

December 22, 1949

MAGAZINES
THE BILLBOARD

Pipes for Pitchers
By Bill Baker

BOB JOSEY... cards: "While making the Illinois, Missouri and Indiana territory is not the best, it will still be the stores for a while yet. Recently saw Doc Fry, the Indiana wonder boy, with horse and oil, making some good passages at Illinois auctions. I would like to know the whereabouts of that famous trio and keister, none other than the great Count Scott and his partner, Doc Lushwell. Would also like to read a pipe from the one and only Thomas Kennedy."

It's not how loud you talk but how much sense you make.

RICHARD ARCAD... is back in Los Angeles from the California State Fair at Sacramento, and the Los Angeles County Fair at Pomona, Calif., where he was maintenance man and electrician for the Freedman Concessions of Los Angeles. According to Arcand, workers at the Sacramento event, besides himself, included Otto Knoll, Helen Knoll, Dolly Kallall, Diane Robertson and Connie Dallas, crew hats; Harry Flax and Morris Green, bass; William Smith, trombones; P. Clive, bird calls; Mr. and Mrs. Phil Kallall and Manuel Regente, speciality; Red Larkin and helpers, chameleons, and other guests, Mady Cooper, Midgett, J. A. Dorsay, Benny Stone, John Law, Joe Gornall, Joe Reed and Fast Levy, novelty. Arcand adds that the Sacramento annual proved far for the Freedman organization and that Pomona was off about 25 per cent from last year.

It will feel pretty good to be working inside this winter. Got your spot lined up?

RAGAN TWINS... Madeline and Mary, with the former doing the writin', come thru with their act for the Akron territory. Arcand, diggin' : "Our hillbilly show has been a convention site for carnies and pitchers for the last two weeks, with the jackpot sessions going on till the wee hours. Our guest list reads like "The Billboard's Letter List. Here, with the items they are currently working, are just a few who have crossed our threshold recently: Amy Flinn, nice; Jack and Ruth Anthony, coals; Bob Flinn, comba; Holdoff, vitamins; Chairman and wife, peepers; Sam Freed and family, coals; Davis and wife, condiments; and Sheets, Regal and Cuban Mack and family, Mary. Rural business card visit with Bill Chakliss Sr. and Junior and their families on the Snapp Greater Shows in Prescott, Ark. We recently took delivery on a new jeep station wagon and we're now pitchin' astrology and doing our mental act. Everyone wants to know what Tom Kennedy has done with Pitchford's two incomparable workers, Count Seldom Geoff and Doc Lushwell, and what has happened to Tip and Lil Halstrom, Say, you old timers, now that your fairies are just about over, why not sit down and write in a few pipes. Any time any of you are in Arkansas, remember that we are located on the Hot Springs Highway and that we are welcome that is always out. Just because we aren't on the road at present doesn't mean that we aren't with it for it.

I give your tip credit with having as much sense as you and you will probably wind up with more salesmen.

JOE KURBY... following his stint at the Great South- eastern World's Fair, Atlanta, is reported to have termed it the final annual of the five he has worked.

HENRY VARNEKE... latest communique is that he will soon leave the Akron territory for Mobile, New Orleans and Dallas with religious books and periodicals. "While business is still fair in Akron there are plenty of skeptics and knockers, but I get by," he adds.
**SANTA CLAUS IS HERE AND SELLING BIG!**

Mode ized by Brand, America's leading manufacturer of popular-priced, fast-selling Toys and Novelties. This colorful, all-plastic SANTA CLAUS features a genuine fur beard and fluffy fur-rimmed coat with spring and jingle bell. Elastic string makes attaching easy anywhere in the home or auto. Overseas size, 7".

**Retail 39¢**

A Complete Line of Fox Tails in All Sizes and Price Ranges. Rabbits' Feet and Rabbit Foot Key Chains from America's Rabbit Foot King!

**ORDER NOW FROM YOUR JOBBER WRITE FOR CATALOG AND PRICES**

CHARLES BRAND NOVELTY CORP. 154 WEST 27TH STREET NEW YORK 1, N.Y.

---

**NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARANTEED RECONDITIONED WRIST WATCHES**

**MEN'S STYLES $8.95**

With Brilliant Rhinestone Dial

**$1.75 Additional**

- **ELGIN**
- **BERNUS**
- **BULOVA**
- **WALTHAM**
- **GREEN**

All new 1950 styles beautifully cased and timed to perfection. Guaranteed like new, whole 1 year. Write for prices. 25% With Order-Balance C. O. D.

**J. ENGEL & SON**

CHICAGO, ILL.

---

**HURRAY! WE HIT THE JACKPOT!... WITH ROBE-PAK**

**HERE IS THE PUNCHBOARD OPERATORS’ DREAM!**

**ORIG. ROBE-PAK**

CUNIUE LEATHERETTE ZIPPER BAG, CAN BE HAD IN ANY COLOR COLORS WITH MONOGRAM AT NO EXTRA CHARGE.

**IT'S A CUSHION!**

**SEND ORDERS NOW! IMMEDIATE DELIVERY!**

**TRIANGLE MFG. CO.**

695 S. TENTH STREET MINNEAPOLIS, MINN.

---

**THE LATEST! THE HOTTEST! FOR LONG PROFITS SELL**

**"B" BOOKS**

NOW AT YOUR LEADING JOBBERS SATISFACTORY SALES COMPANY 1036 SOUTH LA BREA AVENUE LOS ANGELES 35, CALIFORNIA
The Amazing NEW Magic Miracle of TIME Telling

TELE-VISION Electric Clocks

Time-at-a-Glance

$6.48 each

$9.51 each

WESTERN HORSE Model WHJ

WESTERN HORSE Model WHM

$9.50 each

$9.67 each

ORGAN GRINDER Model OGG

TELE-VISION GIRL Model TVG

GREATEST HORSE-CLOCK VALUE THAT EVER HIT THE NATION!

POLACK WESTERN

(Continued from page 37)

Others.

POLACK EASTERN

(Continued from page 37)

Jennifer Lawson, with Jimmy Davis, former Governor of Louisiana. Chester Sherman was a singer and Joe Sheriman was a stilt... Billy Griffin was a school teacher. Gus Bell was a tumbling champion and was set for the Olympic games until commitments kept him in this country.... Etta Carreon was a bareback rider.

DAILEY BROS.

(Continued from page 37)

a smooth performance on his debut. Jo Etta Cline, on one of the shows when the animal slipped his harness during the night. Ruth Dailey, dancer, has joined Johnnie B. Williams' Minstrels. The dressing room and prop departments have formed baseball teams, competing between shows.

MRS. Rube Ray served iced cream and cake on her daughter Barbara Williams' birthday. Pipo Roloff and Francisco Gaona served cold drinks on their birthdays. The Mexican women's chorus gave out traditional Mexican in birthday songs. Side Show Johnnie was given a birthday celebration.

On the show list are Bert Richman and Manuel Barragan. Jimmy Boyle is back after spending many days with his mount and Mrs. Harry Hammill were given a wedding anniversary dinner party by the owners.

Here is the most amazing advance in clocks since the beginning of the West. It is 3 bold sounds to remember, so even a child can tell time accurately. All models make well-preserved, first sellers, gifts, or "come-one" prizes!

Polack Bros., Eastern Unit, recently capitalized on the result of an accident.

Lucky is the agent who knows so little he could tell it all to an opposition agent without disturbing a ruse.

George W. Westerman, of the promotion staff of Polack Bros. Western Unit, has been one of those who could tell it all with ease.

Kiel family and Shirley Linder are having a newly-reduced capitalization.

12 BIG TIME PAY-OFFS

October 22, 1949
SALESBOARDS

With the wheels of business continuing to hum along at top speed, Gardner & Company, Chicago, officials are warning that "good news" looks to be the order of the day. Gardner-rite Joe Robinson says the acceptance of new numbers is exceeding expectations and the old reliable "standards" in the line are also providing a mounting mountain of orders. The rate of new business in the merchandising and jobber trade board lines is also very satisfactory, Joe declares. New sales records are being made by such numbers as Buck's & Fins, Two-Time Teaser and Pretty Seals. Firm's sales manager, Charles B. Leedey, is keeping up with the tempo by sending in some real "beauties," order-wise, Robinson says.

Universal Manufacturing Company, Inc., Kansas City, Mo., reports climbing activity on its Grab-a-Fin and Pocket Pak. Major domo Joseph Berkowitz anticipates a steady, high level of business on the number, which is designed down to a convenient, play-stimulating pocket size. Other Jack-a-Do numbers by Universal are pulling in their share of order attention, Berkowitz states.

in a hurry...

IMMEDIATE DELIVERY on
On the Complete
GARDNER & CO.
BOARD LINE
WE'RE INCREASING THIS
STOCK STEADILY

McNamara's COLOR-EX
The Replaceable Pull Tab Board, NOW AVAILABLE IN PHILADELPHIA.

STOP IN TO SEE US

Rake
409 SPRING GARDENS ST.
PHILA, 23, PA.
LOMBARD 3-2676
Distributors of Coin-Operated Machines and Salesboards

SILDELIGHTS

. . . Peerless Products, Chicago, is moving in at an increased pace along the more-business highway, with Ben and Marshall Malts seeing a strong continuation of the same for the coming months.

Walter McNamara, the McNamara Company, Chicago, is glowing with good news as sales climb on firm's pellet numbers. With the entire sales force on the road, daily returns indicate the up business trend is not a wild-o-the-warp but a very real trend, Walter avows. McNamara's newest insert number, Atomic Balls, designed for both the Color-Ex and Color-Ado frames, is a superb-fast action board with "whales of wind," he states. It is dime play. Firm now has over 200 different type play and punch-price pellet boards for use in its special frames.

Michigan City Novelty Company, Michigan City, Ind., has been experiencing up-tempo demand for its salesboard and jar ticket lines. Officials say that stock of jackpot, coin and giant hole boards are moving out steadily. Nickel and quarter play numbers are leading order items. Michigan City Novelty continues to offer same-day shipment on all orders.

Ace Games Company, Chicago, which features made-to-order ticket deals, has more good business news to report. Firm's playing card spade insignia is beginning known on a wider scale as more and more special material goes out, official Edward Trusk relates. . . . Sam Feldman, sales manager at Harlich Corporation, Chicago, talks up the Lucky Seals number as a top flight salesboard. Available in both nickel and dime play, it features 2,000 holes, intermediate size, and 35 MGL seals. Same also goes on record as joining the better business news fraternity. "Orders are up and signs are that they will stay that way," he declares.

OVER 11,000 SEE
(Continued from page 50)

John Downing and Charles Starkie, of the Park Department, and a panel of 40 park officials. Michael O'Connell was chief of the course.

Rewarded and television coverage was provided by WNBH, Temesci, WPIX and MGM's News of the Day.

ATTENTION

OPERATORS AND JOBBERS

Make big profits with high class Salesboards and Play Tickets on a regular basis, as your business is better than ever!

Write or Phone 2560
for Information and Samples

MILNER NOVELTY COMPANY
500 N. 9th Street
LaFayette, Indiana

SALESMEN WANTED

JAR GAMES

Sell in every town and community, Clubs, Cigar Stores, Pool Halls, Taverns, etc., for profit prospects, or start a route of your own. You are sure to make money. Mail coupon for free mailer.

TURKEY

PUSH

CARDS

Also all other sizes and types for any and all merchandise.

CATALOG FREE for the ASKING

W. H. BRADY Co. Mfrs.
CHICAGO 15, ILL.

TURKEY

PUSH

CARDS

SALESBOARDS

WE ARE MANUFACTURERS

ALL KINDS - PULL TICKET GAMES
TIP BOOKS

WRITE TODAY for FREE CATALOG

RAY MERTZ & CO.
525 S. Dearborn St.
Chicago 5, Ill.

SALESMEN WANTED

JAR GAMES

ATTRACTION 1950 Line

now ready

WRITE TODAY for FREE CATALOG

SALESBOARDS

WE ARE MANUFACTURERS

ALL KINDS - PULL TICKET GAMES
TIP BOOKS
THE SHOT IN THE ARM THE INDUSTRY NEEDS NOW!

COLOR-EX

IT'S BRAND NEW AT A LOW NEW PRICE

THE MOST BEAUTIFUL Line of Over 200 Pallet Board Money Makers.

WRITE US FOR COMPLETE details in revolution and successful ideas around which our Pallet Boards and COLOR-EX is built.

See Your Distributor

Manufactured by

The McNAMARA CO.

5729-31 W. Lake St.
Chicago 44, III.

SALESBOARDS—JAR TICKETS NEW LOW PRICES

Holes Play Description Paid Price

500 $5 LUCKY BUCKS, THICK ..... Dec. 7.50 $ 90
250 $1 LUCKY BUCKS, THICK ..... Dec. 5.00 .48
100 $1 LUCKY BUCKS, THICK ..... Dec. 3.50 .28
200 $1 LUCKY BUCKS, THICK ..... Dec. 2.25 .16
300 $1 LUCKY BUCKS, THICK ..... Dec. 1.75 .14
500 $1 LUCKY BUCKS, THICK ..... Dec. 1.25 .10

JAR TICKETS

RED WHITE AND BLUE LUCKY SEVEN BINGO TICKETS

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

DISTRIBUTORS-JOBBERS

BUY SALESBOARDS DIRECT FROM FACTORY

Complete Line  Low Prices  Player Appeal  Profits for Everyone.

WRITE FOR CATALOG.

Phone: Harrison 7-2971

363 Plymouth Ct.

CHICAGO 6, ILL.

FREE—ONE COLOR-ADO FRAME

For each order of six Color-Ado Pallet Boards. This is the minimum charge. Frame, normally sold for $5.00 each. Price $3.00 each for the Pallet Boards; can be furnished to order or by the dozen. Send one-third deposit on order.

M. PARDOE

160 P. AVE.

S. C.

SALESBOARDS FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN" FOR NEW LOW PRICES  GIGANTIC ASSORTMENT  FASTEST SELLERS

LEGALSHARE SALES

P.O. BOX 86-E

HUNTINGTON BEACH, CALIF.

Closeout! PUNCHBOARDS

Mail order the quantities of Punchboards you want at 25c each. Look over the list.

VEAN Sewell

50% Deposit

20 VICTOR "TOP-POP" POPCORN DISPERSERS, new six weeks' backup stock. Write Box 1176 North Third, LaCrosse, Wis.

SALESBOARDS

VAL-CN OPERATED MACHINES

MUSIC  VENDING  AMUSEMENT - BELLS - COUNTER

Only advertisements of new machines accepted for publication in this column.

RATE—12 c a Word

Minimum $2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue.

A.-BARGAIN—CIGARETTE AND CANDY Vending Machines! All make, needing customer prices what lots this in sets. Max Puzol, nell.

M. NEWGARD, N. Newgard Ave., Chicago.

ATTENTION, POP CORN OPERATORS!—Want to make a tremendous profit? Try our New "White O' Jerk" Popcorn. It's a new, big, money-getter. Ask for samples. Call 

R. GERMAN, 1320 Fourth St., Oak Park, Ill., for details.

R. BARGAIN—BUY 3000 FREE-ONE SHINE MACHINE, 3000 new, perfect condition, original cost $14.50. Send check or money order. Shipped F.O.B. Tuscon, Arizona.


KING WHEELERS— HAND OPERATED, SELL ON VENDING BOX. The most successful machine on the market. We have diggers, super-sellers, no mark.


FOR SALE—COMPLETE PARTS SERVICE CIRCUIT. The complete parts service at the best deal at the factory. Write, wire or phone. Address: 7112 N. 25th, Milwaukee, Wis.

R. BARGAIN—BUY 5000 FREE-ONE SHINE MACHINE, 5000 new, perfect condition ready for location; original cost $10.00. Send money order, check or money order. Shipped F.O.B. Chicago, Ill., 2244 Wilson Ave., Chicago 55, Ill.

H. FOR SALE—SMALL, 62 INCH COIN RADIO AND PIN GAME. Price $8.00 to $15.00. Address: 2317 15th St., Denver, Colo.

Q. NEW MODEL BARGAIN—GREAT BARGAIN!— WILL SELL AT LOW SAVING— 1100 1700. Address: 1330 29th St., Denver, Colo.

S. RESTORED CIGARETTE MACHINES—PERFECT condition, baked oven finish; all names, numbers, parlors; all models, sold for list. New York Vending Machine Exchange, 1050 Myrtle Ave., Brooklyn, N. Y.

R. SHINE MACHINES—TWO ALL-AMERICAN. One new, one used. Call or wire. Address: J. P. B., 332 W. 47th St., New York City.


M. FOR SALE—COLUMBIA COIN OPERATED HOTEL. Machines new and used. Make a profit now! close out at 25% discount on location. Machines closed out at 25% discount. Shipped F.O.B. Chicago, Ill., 2244 Wilson Ave., Chicago 55, Ill. Phone: MUM-2200.

M. UNUSED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

C. BEAUTIFUL CIGARETTE MACHINES—PERFECT condition, baked oven finish; all names, numbers, parlors; all models, sold for list. New York Vending Machine Exchange, 1050 Myrtle Ave., Brooklyn, N. Y.

S. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

B. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

G. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

H. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

J. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

K. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

L. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

M. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

N. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

O. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

P. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

Q. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

R. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

S. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

T. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

U. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

V. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

W. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

X. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

Y. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

Z. USED CRUSHED NUTS MACHINE. Machine fine; ready for location; original cost $50.00. Address: J. P. B., 332 W. 47th St., New York City.

SALESBOARDS JAR-ODO WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS JAR-ODO DEALS—BARGAIN

BINGO TICKETS—RED WHITE BLUE LUCKY 7 SPINDLES—RELEASES

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR

CAROL SALES COMPANY

312 E. Market St. Elma, N. Y.

SALESBOARDS

THE BILLBOARD

October 22, 1949
COIN MACHINES

EXPORT BIZ IN SHARP RISE

Atomik Pinball
NEW YORK, Oct. 15.—What happens when a pinball machine
is smashed by an atom bomb has been demonstrated to thou-
sands of non-scientific laymen, with a device in which a con-
verted pinball machine plays an important role. Developed by
D. J. G. Dunning, professor of physics at the University of
Chicago, the device dramatizes how fission fragments are
projected in this manner when a bomb makes an atom of uranium
235 split.

The machine was developed several years ago when students
of D. J. G. Dunning brought several pin tables to his labora-
tory. They got them from the neighborhood, as production
table is split in a pinch tank, with each of the small sphere
and a small metal sphere being charged to 50,000,000 elec-
tron volts of energy. Amplified, the electrons show up as a
neon glow in the machine, as well as a series of dim lights
show the reaction. In elementary form, the device illustrates
the principles of the pinball bomb, lights peaks on the back-
wall, lights a fluorescent lamp, etc.

Prospects are good for a lot of machines to be sold on the other
side of the sea, according to Gorney, who is now operating
in several countries, in the Orient and in South America.

South Africa
Potential Is Good: Gorney
Completes Air Tour
DETROIT, Oct. 15.—Foreign busi-
ness conditions in the coin machine
industry are looking hopeful, accord-
ing to Edward A. Gorney, founder of the
Mercy Athletic Scale Corpora-
tion, who recently returned from a
business trip to South Africa. Travel-
lng by car, Gorney visited Capetown,
Johannesburg, and spent a dozen
other cities on route, and was in touch
with coin machine operators and distri-
butors in those centers.

"Prospects are good for a lot of
machines to be sold on the other
side of the sea," Gorney exclaimed.

Silver Bullets
GETS COURT OK

CHICAGO, Oct. 15.—Exhibit
Supply Company has been notified
that its straight novelty game, Silver Bul-
lets, will be allowed to operate in
Chicago by virtue of a court order,
Charles Pieri, sales manager, an-
ounced this week.

A twin-gun game using two Maurer
pistols, the unit may be operated by
one patron with one nickel or if two
participate, two nickels. Basic idea
of the amusement game is to hit as
many targets as possible during the
15 shots offered for a nickel.

QT Will Increase
Output, Appoint
New Distributors

NEW YORK, Oct. 15.—More than
2,500 QT pool tables have been pro-
duced and marketed in the past three
years by Marv H. Hendon, manager of the Beacon
Manufacturing Company. disclosed this week.
Houle, here to contact distributors, the Roswell, Mich., firm
now is turning out 35 units weekly, with this figure due to be
increased later.

The coin-operated game, similar
in principle to Belgian pool, has been
sold to operators in 28 States, he de-
clared. Some 25 distributors have been
named on an exclusive terri-
torial basis. Other outlets are ap-
nointed soon to further circulate
the game among operator groups.

Beacon began production of its
deluxe QT model in January. Fea-
tures of the game, he said, is the ability
by which it may be shipped to far
points. It has been designed, said Houle,
that legs, lights and accessories can
all be packed with the body of the
unit.

Houle indicated that Beacon was
looking into a promotion plan to
sustain player interest in QT. It is
believed the plan will include guides
to league and tournament organiza-

Coin Machine Exports
July, 1949

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<td>Other Countries</td>
<td>31</td>
<td>190,000</td>
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<td><strong>Total</strong></td>
<td><strong>676</strong></td>
<td><strong>498,000</strong></td>
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Market Gains For 1st Time in Six Months

Venders Top Field

WASHINGTON, Oct. 15.—Led by
sales to Philippine colonists, July
coin machine exports totaled $100,016
for 676 units, the U. S. Department of
Commerce announced this week.
indicating that this phase of the coin
trade is now in an upward trend, the
July totals represented the first in-
crease in export sales in six months.
In June, by comparison, only 420
units were worth $127,000 and were
shipped to overseas operators.

A breakdown of the July report
showed that phonograph dollar total
were approximately the same as the
previous month, games were down
slightly and vender sales soared to
$2,949 for 40 automatic mechanism,
the highest monthly total ever re-
corded for vender exports. In June 84
units were worth $1,190 were sent to
vender foreign operators.

New Leader

With its individual total of $61,445,
the Philippine Republic became the
most important buyer of U. S. coin
machines in July succeeding Venezuela, which had led venders to almost
every month since Canadian oper-
ators were restricted in import
purchase in November, 1947. In the latest
analysis Venezuela accounted for
25 machines of all types with an ag-
gregate value of $44,653, a substan-
tial gain over the previous month.

New high records were set in July
on venders in Japan, buying 184 units
worth $49,533 and also purchasing
64 music machine values of $12,183.
Venezuela divided its purchases as
follows: 63 machines, valued at $32,323; 15
venders for $8,175, and 18 games for $2,950. Other significant pur-
chases in July were made by Ger-
manian and Swiss operators. The for-
mer spent $23,595 for venders, venders
(See Vender Export on page 72)

Vernon C. Kelley Dies

CHATTANOOGA, Oct. 15.—Vernon
C. Kelley, who founded the Kelley
Machine Corporation, 1911, and
operated steadily from that time on,
died Thursday, Oct. 29, at the age of 62. Funeral services were held Saturday (1). Burial was at Forest Hills Cem-

Kelley is survived by his wife,
Mrs. Agnes Kelley, two sons, one
grandson, two sisters, and three
brothers.
OPS REPORT JUKE BOX JUMPING
Spot Survey Shows Grosses On Upgrade as Fall Season Starts; Gimmicks Hypo $$

Average Gain Is 6 to 10 Per Cent—Seen Going Higher

CHICAGO, Oct. 15—Operators of music equipment in key cities throughout the country this week reported in a spot check that late-summer indications of higher grosses in the fall and winter months were now definitely established as fact, with the increases, while small, continuing to move steadily upward in almost all cases. Recent increases are averaging from 6 to 10 per cent over the same period last year, report many of the operators, and at the present rate of increase, the percentage will build up to about 15 to 18 per cent before the end of the year. While the percentage of increase varies area-wise, it is a fact that across every area revenue increases, and those few where play has not jumped, ops indicated they were holding their own, and expected increased grosses before the end of the year.

Minnesota Spurt
Reports from the Twin Cities area of Minneapolis and St. Paul, in recent weeks have been optimistic, with distributors reporting business on the up-and-up, and generally showing signs of financial stability that their Joyce's of equipment. With any of the operators from the Dakota and Upper Wisconsin buying their machines from two T.W. Wilson distributors, in that area have a fairly good cross-section of the economics of the area music business.

West Coast operators, who used to have a year ago, have been coming back strong in the last quarter of 1949, and the picture is considerably brighter now than it was a few months back. This same report comes from the Southern States, and here in the Midwest the stores have been similar. The rapid growth of shuffler (See Report on page 67)

Seeburg Names Music Systems Detroit Distribut

DETROIT, Oct. 15—An open-house party was held in the show room of a new Seeburg distributor for the Michigan territory Sunday (19), according to Mr. Martin Gabriel, district manager, who was in town last week supervising arrangements for the opening.

Music Systems, Inc., who also distribute in Toledo and Cleveland, have been appointed distributors for the Select-o-Matic and the entire line of products in the territory. This new firm is headed by Joseph Nemirovsky.

The activities of Music Systems in Detroit will be headed by Lois F. Benjamin. New offices and display rooms are centrally located in the show room of the renowned Linwood Avenue, where the open house is to be held.

Southern Automatic Music Holds Showings in Louisville, Cincy

LOUISVILLE, Oct. 15—Southern Automatic Music Company, the firm recently appointed as distributor for AMI, Tuesday (13) held showings of the Covideo Names New Jersey Rep

NEW YORK, Oct. 15—Lou Brown, vice-president of Covideo, Inc., has announced, the appointment of William C. Ralston as distributor for the firm's coin-operated television line in New Jersey, it was announced this week.

The outlet is located at 39 Burnett Terrace, West Orange.

Boston Beats Tele Compelsh

World Series Sliced Gross Only Slightly

Room for Both, Says Ops

BOSTON, Oct. 15—Television baseball proved again, for the second time in as many series, that the cafe and restaurant biz as the World Series crept them in and, according to the sweepstakes, the few days than had been experienced since the same time last year. As Boston went thru its second year of televised series play, a new wrinkle was added, with the showing of video video world series at the Pilgrim Theater where 1,175 paid $1.25 and $1.80, on the 13 by 17½ foot standard theater screen, in the opener.

Whereas Samuel Fainini, president of American Theaters Corporation, operators of the theater, said he would oblige, the installation cost $20,000, and the rights to the series were $35,000 paid to the hotel, but the Joe Klemens, superboardieman, barrooms made their patrons happy, some on dime (See Boston's Grosses on page 67)

15 Years Ago This Week

CHICAGO, Oct. 13, 1924—The American Vending Machine Operators Association elected Marvin Liebowitz president at its annual meeting in New York. Louis Goldberg, retiring president and one of the key men in building the org., declined to be a candidate for any office with the plea that it was time for the younger men to take on official responsibility. Meanwhile, the Metropolitan (New York) Skill Board of Trade was receiving many compliments for its success in winning a favorable game ruling from the New York City corporation counsel and for helping to keep the game license fee at $3 annually.

Trade shows for the 1925 coin-op convention were going along smoothly. Sponsored by the National Association of Coin-Operated Machine Manufacturers, all associations connected with the event were intent on having the best show yet presented mainly because more public interest was focused on the event than ever before. This was due to the big Joe Huber was general convention chairman... Three coin machine firms were represented at the Wine, Spirit and Catering Exhibi-

Shaffer Music To Open Cinzy Hqrs. Oct. 23

CINCINNATI, Oct. 15.—Grand opening of the Shaffer Music Company, new location on Gilbert Avenue, is scheduled for November 1, 1949. The firm was organized this week. An opening house party will be held from noon until 1:00 A.M. featuring live performers and their employees in the area invited to attend. A buffet luncheon will be served.

Shaffer is the new name for Rebitzer & Company, Inc., which has merged with other branches being maintained in Wheeling and Charleston, W. Va., and South Bend and Indianapolis.

23rd Street and Broadway, New York City.

The big news from Cincinnati was the signing of Junior Coin Machine (See Turning Back on page 67)
Boston’s Grosses Hold Up
Vs. World Series Competi- tion

(Continued from page 66) beeps and some that just looked free. Proof of the pudding was the fact that almost every bar in the downtown section had to put on an extra man for the series—and best of all, there was no 2 to 4 hill, as is ordinarily experienced.

Jukes were silent, as was expected, but came in for increased play after the games were over. One point out that they can pack ’em in with base- ball, football, wrestling and hockey, but the bar clientele is hard to sell on all other video programs.

TV is no longer a novelty in Boston. Last year, location owners fell all over themselves to get in on video during the hours when sports events were being broadcast, video was a bonanza.

This year, during the baseball ses- son, taverns, bars, cafes and restaurants reaped a rich harvest because of the almost daily broadcasts of video locations Steel Field and Fenway Park. With better programs and more sports events in the offering, location owners are looking to video as a prime investment. However, they point out that it is definitely not a continuous source of customer base, and there are long periods when sets are not even turned on. And that is where jukes come in.

Many spots that had thrown out their jukes when the installation of tele, went looking for them in a hurry. It has definitely been shown that there is room for both mediums, and for periods when the tele set is shut off, the jukes can still play merily for the benefit of the location owner.

As one on-the-ball location owner pointed out, it is like the cigarette-candy controversy of some years back. Finally the cigarette company acknowledged: “Light up a—a—smoke—enjoy both.” “We need both mediums — video and juke boxes,” he said.

Turning Back the Clock

(Continued from page 66) Convention. The first floor of the firm was given over to displays of every conceivable kind of coin machine in production in 1934. Attendance included representatives of all factories as well as operators from several near-by States. . . . Al Tom opening jobbing quarters in Tren- ton, N. J.

16 Years Ago This Week

CHICAGO, Oct. 14, 1929—With Europe entirely cut off as an outlet for U. S.-made coin machines, export-minded coin makers were concentrating their efforts on the vast South American market. Games and music units had a foothold on this type trade prior to 1929 but venders were no more in for the first time. . . . Sodamet, a New York firm which had operated drink venders since 1927, entered the manufacturing end of the business. Julius Levy, former director of Stewart-McGuire, was appointed Sodamet’s general manager. He later became an official of Lehigh Foundries.

The Billboard’s Record Buying Guide listed Day In-Day Out as its top tone and advised ops to stock up on My Prayer and If I Knew Then as its tunes for late fall and winter. . . . Lewis B. Budin resigned from Savoy Vending, Brooklyn, and went into the distributing business under his own name. . . . It was the heyday of the music business and all the major music machine plants were producing at full speed. In 1929 it was not unusual for the larger operators to order phonographs by the hun- dred. . . . Games sales were also at a high level and new products making money for operators included Davie’s Follow-Up; Western Products Deluxe Baseball; Bally’s Scoop; Gottlieb’s Lite-o-Cord; Chicago Coin’s Nippy; Exhibit Supply’s 1940 Rebound; Mills Four Bells; Evans’s 10 Strike, and General Mills Chips. . . . Charles Katz joined the Baker Novelty staff.


OPERATORS REPORT

(Continued from page 66) has been a large factor in the “new look” worn by the music biz. In many sections of the country music ops have added shuffleboards to their small placer, and have found that not only has the machine been a money-maker, but the coin box in the juke box has also benefited thru the board place- ments. As has been pointed out in the past, by toning down the music, locations have found that board players will keep the music machine going while they play the game, or wait their turn on the board.

Use of special gimmicks, such as “mystery tunes” and hit tune of the month promotions, all also now have been re- sulted in the United States, but also now permitted as money-makers for op- erators and, thru their various local and State associations, the ops are going into this type of play stimula- ting increasing numbers.

24 Hours a Day! 7 Days a Week - 365 Days a Year
Uninterrupted Play Explains the Bigger Cash Box.

TRADE UP TO MORE PROFITS

SEEBURG SELECT-OMATIC
100

By trading your old equipment for Select-O-Matic now, you can begin collecting those extra nickels, dimes and quarters that you have been waiting for so long for . . . for the 100’s wide variety of song files appealing to every customer.

By investing in Select-O-Matic you can keep more of every collection because the “100” stays profitable longer—with no model change in 1935 and none contem- plated for several years.

By Trading Up to these extra profits now—while there is a heavy demand for late model used machines—you can take ad- vantage of Shaffer’s present liberal allowance and trade your old phonographs.

Stop In—Phone Or Write

SHAFFER-SEEBURG

MUSIC MACHINES
FOR THE BEST DEAL... DEAL WITH DAVIS!

Wurlitzer 1100...$489
Wurlitzer 1015...$399
Wurlitzer 1085...$379
Wurlitzer 1017...$275
Wurlitzer 1422...$279

GUARANTEED POSTWAR PHONOGRAPH
NO EXTRA CHARGE

Seeburg 145M...$199
Seeburg 147M...$189
Seeburg 147S...$189
Seeburg 146S...$189
Seeburg H72CM...$179
Seeburg H165M...$229

GUARANTEED PHONOGRAPH
LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

Wurlitzer 712E...$119
AM...$42
24...$34
36...$78
50...$109
66...$119

FOR SYRACUSE, write

SPECIALIZE - L56.

these prewar phonographs
available with

WALL BOXES

Seeburg WL-4-Wire...$10.95
Seeburg WL-5-Wire...$15.00
Seeburg WL-6-Wire...$19.00
Seeburg WL-2-Wire...$8.00

Guaranteed rebuilt phonographs
Seeburg Factory Distributors

Lights and Sounds

How music makes money for operators of
Evans' 20-record constellation

40 Selection

Guaranteed Phonographs

Music operating with Evans’ Constellation is profitable from "scratch"! The comparatively lower cost of a modern Constellation requires a smaller amortization budget...enables the operator to realize a larger operating profit from the beginning. Check with your Evans Distributor for facts and figures, or write factory direct.

NOW AVAILABLE — Record Popularity Meter for Original Constellation.

Genuine parts for Mills, Thomas of Music, Empress, Original Constellation.

H. C. EVANS & CO.

1528 W. Adams Street
Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 94

CUTLER NAMED HEAD OF CONN. OPERATOR ORG.

NEW HAVEN, Conn., Oct. 15—Nat Cutler, of State Amusement Distributors, was elected chairman of the board of directors of the Coin Machine Association of Connecticut (CMAC) Thursday (13). Sixty-five operators from all parts of the state attended the meet here at the Taft Hotel.

To finance activities of the recently formed association (The Billboard, September 8), the group voted to pay to the treasury an initiation fee of $1 for each phonograph operated. It was estimated that approximately 2,600 juke boxes would come under jurisdiction of the CMAC.

Officers named to assist Cutler in administrative duties included George Marra, New Haven; James Jilliams, Hartford; Frank Marks, New London; Arthur Hodcy, Perryville; Joseph Nicklao, Waterbury, and Mickey Nicolson, Bridgeport.

Guest speakers at the meet included Al Bodkin, of Forest Hills, Automobile; New York, and L. Berg, of Royal Music, New Jersey. They told of the benefits effective organization can bring to the juke box business. Bodkin invited CMAC officers to attend the next board meeting of the New York operators' association.

Resume Prod’n Of Abbott Coin Counter Models

NEW YORK, Oct. 15.—The Abbott Coin Counter Company has resumed production of its one-cent machine, H. J. Bunce, sales manager, announced this week. The output of the hand-operated counter and wrapper was halted in 1941, due to wartime restrictions.

Bunce declared the current model contains a number of mechanical improvements over the earlier unit. It will be available for adjustment to handle pennies, nickels, dimes or quarters in separate versions. Deliveries will begin in December, he said. In addition to the manual unit, an electrically operated model has also been placed in production, at the sales manager. This unit is designed for "bagging" coins, without facilities for wrapping.

Both models will be shown at the National Automatic Merchandising Association convention next month, sales manager said. The manual unit lists at $125 and the electric at $135.

Protest License Fees

PRINCE ALBERT, Sask., Oct. 15.—A letter to city council from the Canadian Phonograph Company Limited, presented the protest for an annual license fee on coin-controlled vending machines, noting that the fees in other cities amounted to $2 annually.

NAT & Elects Mittler

FITCHBURG, Oct. 15.—Joseph J. Mittler was elected a director of the National Association of Tobacco Distributors (NATD) at a meeting of the board here Sunday (9). He is an 11-1/2 & M Distributors, of Venice, Calif.

Conn. O & M Operators' Meeting

Connect your Seeburg 100 Select-O-Matic to your Paced band with the Harvey Adapter TODAY!

No special connections needed; stamps on back. Easy, quick, easy to install. For Paced Band owners who own the first 24 records, COUNTER BOX INSTALLATION COST 95c, only one Adapter required per location.

$39.95 each
Terms: Three-dollar cash with order balance C.O.D.

8 & H DISTRIBUTING COMPANY
2045 West Pico Blvd., Los Angeles, Calif.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburg's
Perfect Tone—Easy on Records

Route for sale

in fast growing industrial city, population of 100,000.

Route consists of 45 John House, salaried operators, 5$: 10¢. Investigation of all locations wired with wall boxes, $10 a month, no initial investments. Also included is 180-Stodd-Newton Wurlitzer Wide Neck, or similar model. The tickets for the first week of November were sold at $175, $365, $575, and $825. This amount taken at face value, or $175 plus $175 for the balance of 10 monthly payments. Reason for selling is health. Address to ad 329 South Union Avenue, Pueblo, Colorado.

FOR SALE—MUSIC ROUTE

Established over 12 years to owner in midwest city of 7,000 population. 75 stave music and phonograph. Reference: Cline County Bank, Chamber of Commerce, Indianapolis, Indiana.

GLEN & BLACK
Owner and operator, Concordia, Kan. Will show complete route.

RUNYON CANCER FUND GIVE TO THE

COIN OPERATED RADIOS

RCA LICENSED AND U/L APPROVED RADIO

SPECIAL OFFER
NEW COMPLETE KITS UNASSEMBLED — ALSO UNITS (USED) ASSEMBLED — NEW $27.50

GUARANTEE

RADIO COIN-MATIC

1110 So. Normandie

Los Angeles 6, California

DE LUXE CONSOLE COIN OPERATED RADIOS

No deposit—no down payment—no interest—no rebates—no returns.
ASLI Sets National Tour

Milwaukee's League Play In Full Sway

May Run 35 Weeks

DENVER, Oct. 15.—A desperate attempt to save the moribund shuffleboard business in this State was made early this week when Fred W. Guzhurt, Denver area president of the American Shuffleboard Com- company, announced that a ruling by the American Shuffleboard Com- company can make the playing of the game if it is played in taverns without charge. His request for the board by someone who would like to organize a new law suit, was not acted upon by the Superior Court, which held that shuffleboard is a separate business division from the sale of food, liquor and tobacco, and therefore prohibited in Colorado taverns.

In answer to Guzhurt's letter requesting the ruling over to Attorney General John Metzger for an opinion, which is expected later this week. Unofficially quoted on the subject, the Attorney General announced that shuffleboard in taverns is legal as long as it is played in an angle introduced by Guzhurt to keep the boards in operation was, however, problematic.

Guzhurt, who has been fighting Colorado's shuffleboard cause thru various courts for seven months, said today he'll "work something out to make the boards a paying proposition in the event of a favorable ruling."

Previous requests to Baker by tavern owners will be allowed to keep the game in operation without charge had been turned down. The letter from Guzhurt, who is contemplating an appeal of the case to the Supreme Court, announced, however, to Metzger for a ruling.

Baker said today that liquor in- dividuals over operation of shuffle- board owners in the vicinity of Den- ver for shuffleboard, had covered the suburbs and were scattering thru the State to close down the remain- der of Colorado's typically 40 shuffleboard locations. Inspectors are hav- ing tavern keepers sign statements to the effect that they know the game is illegal.

Slick President Discusses Shuffleboard Problems

NEWARK, N. J., Oct. 15.—Continuing his campaign to standardize shuffleboard, President of the American Shuffleboard Company, appeals to operators that the player is to do all in their power to maintain high standards of主板 service or to discontinue the game of shuffleboard if the property services are a factor in the trade every day of the year. It takes on added importance during the league and tournament season which is from October 1st to June 1st. As an interested producer of shuffleboard wax, Mandel said that after the game has been properly graded dedicated to the use for play, playfield wax should be applied in such a way that play will not be too fast nor too slow. He adds that not just any wax can be used for playfields but waxes designed specifically for the fine tops for American tables. He suggests that if the shuffleboard wax is ingredients which are not used, scratch or harm the playfield in any way. This, he explains, helps the operator by de- creasing the number of times the playfield will have to be reassembled.

Loss of Fans

Mandel says that unless some standard specifications are established for shuffleboard wax, the game may not remain in the patronage which has been anticipated. He cites the examples of standardization of boards for tournament play, golf, tennis, and baseball. He also suggests that shuffleboards be used by operators thru the year, not just during the tournament season, which is from October 1st to June 1st.

Push Started To Have Coin Play in East

CHICAGO, Oct. 15.—Following the lead of research and development of the Rock-Ola Manufacturing Corporation this week unveiled its new shuffleboard for shuffleboard installations. W. H. Hall, sales man- ager, said the new electrical scorer features frame scoring, point scoring, and baseball or horse racing all in one.

Attention, Operators!

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get underway. In the past, the opportunity to make money for the operator and the location as they grow. League play is completely unknown in many areas, and only slight in those serviced by the organizations (and interested parties) who would like to start this type of promotion in their areas. The Boulder has prepared a special booklet entitled "Shuffleboard," and to this booklet are suggested rules, constitution, league set-ups, and promotion ideas which can be adopted by any operator to his locations. Readers will receive it free by writing to The Billboard, 180 W. Randolph Street, Chicago, Illinois, attention Coin Machine Department.

Edelco Spearheads Drive

NEW YORK, Oct. 15.—An attempt to make pay-as-you-play shuffle- board in the East thru the medium of coin-operated scoreboards will be launched here shortly. I. Edelman, head of Edelman Manufacturing & Sales, Detroit, said here this week that his table, Shuffleboard, will be offered to operators thru a local distributor, to be announced soon.

Operator participation in the Edelco plan could come with the Shuffle Score to locations, with payment for the device to be made up out of collections. Hoping that operators now having free play boards will welcome the transition to paid play, the operator to make the required investment and take over servicing of the shuffleboard. For this reason the plan is to provide a wedge for his eventual permanent participation in the shuffleboard business here thru the promotion of competitive play.

Shuffleboard Score, a double-faced unit that may be used with any shuffleboard, as well as with coin-operated pin, patches or frames. Price list to operators will be about $190.00.
ASLI Skeds Nat'l Tourney; To Follow 25 State Events

(Continued from page 69)

scores, many of which are now under way, will be eligible to compete in the State elimination games. Winners of these, in turn, are to meet in the national tournament.

Poulsen declared that all players joining in the ASLI before December 1 will be eligible for the competitive events. Shortly after that date a public accounting of the organization's funds will be made and the prize money apportioned for the different tournaments. The money will be divided so that States with the most members will have their players compete for the largest prizes. An amount also will be set aside for the national championship event.

Cities for Hosts
Cities which will host the State tournaments are to be chosen according to which have the most ASLI members. Poulsen said that tournaments already scheduled for April will be held in La Crosse, Wis.; Louisville, Ky.; Grand Rapids or Detroit; Fort Wayne, Ind.; Peoria, Ill.; St. Louis, Dallas, Tex.; Tucson for New Mexico and Arizona; San Francisco, Salt Lake City, for Utah and Nevada; Minneapolis, Minn.; Columbus, Ohio; Philadelphia or Pittsburgh for Pennsylvania and Southern New Jersey; Syracuse or Rochester for New York, and Sydney, Mont., for that State and North Dakota.

The coast-to-coast tournament will be held in a Midwest city within earliest access to all participants, according to Poulsen. The city will be chosen after December 1 when the full player breakdown can be made.

Poulsen made it clear that the ASLI will not require that its own rules be used in local tournaments, all local regulations will be complied with in the larger events.

Three old timers are assisting Poulsen in ASLI activities. It has designated Shuffleboard World, a monthly publication distributed the taverns, as its official organ. ASLI headquarters are at 511 3d Street here.

Shuffleboard Glass, Cig Holder Debuted By Bearlee Products

NEW YORK, Oct. 15.—Bearlee Products Company has announced a shuffleboard drink holder, available in three types and made of plastic. Device is an attachment that provides a rest for two glasses and for cigarettes and cigars.

Manufacturer states that the accessory will reduce maintenance costs and enhance player appeal on boards by keeping liquids off playing surfaces.

Rock-Ola Intros New Scoreboard

(Continued from page 69)

A game control switch, whereby the operator can permanently set the scoreboard for either frames or points, a frame advance button for use in the event of a no-score frame, an electric coin counter, a game-over light and a play on light which shows the number of coins deposited.

These features, according to Hall, plus other mechanical improvements, have been designed to equip boards to meet any player trend which might develop in the future.

The Universal is now in full production at the firm's plant here and is being made available to operators thru Rock-Ola distributors.

Puck Patter—Chicago:
Dean Douglas, executive secretary of the Standard Shuffleboard Co. of America (ASLI), is on a West Coast tour in behalf of shuffleboard. Douglas stopped off in Salt Lake City to confer with H. R. Monson, secretary of the national organization, which ASLI now proceeded to the Coast, where he will travel from California to Washington before returning to his home base in Chicago.

Herk Perkins, head of Purveyor Shuffleboards, reports league play in the newly organized Purveyor Shuf-
THE BIG ATTRACTION—Wherever Shuffleboard is played

NOW PLAYING Genco Shuffleboard Scoreboard

Your Choice of Play

For Big Play, Big Pay...It's Genco

Contact your distributor Now!

New York:
Ken Poulsen, director of American Shuffleboard Leagues, Inc. (ASLI), visited here last week. He leaves soon for a tour of several Southern States. During the past summer he reports having stepped off at more than 200 cities and towns, promoting shuffleboard competitive play. ASLI will sponsor at least 15 state tournaments next April, as well as a coast-to-coast play-off in May, Poulsen said.

South Bend, Ind.:
The first shuffleboard league was recently formed here when location owners from the entire city held an organizational get-together at the Erwin Duck Inn on Ford Street. As a result, plans for a 19-team league were set, with scheduled league play to commence soon and continue through the winter and spring. Erwin Kaczmarz, owner of the Erwin Duck Inn, was named temporary secretary of the new organization.

Lansing, Mich.:
A new shuffleboard center and arcade has been opened here by H. J. Scherer, of Checker Amusement Company, operator of boards and games. Called Shuffle-In, it will be located across the street from the Michigan State College campus. Scherer is installing eight boards, which were sold him by King-Pin Equipment Company. The game is operated by King-Pin, in Kalamazoo, is the Rock-Ola distributor for Western Michigan.

of the best indications of the solidarity of the shuffleboard future, and also believes the leagues have been stepping up their activities in order to meet the orders coming in from players.

Another manufacturer who has been working far into the night every night these past few weeks is Monarch. Roy Baselon has been sticking close to the firm's headquarters to keep the production running smoothly, and Clayton Nemecoff has also been burning the midnight oil in order to keep up with the firm's paper work. Monarch is also active in league promotions in this area.

Nils Malmgren, head of Precision Puck, reports his firm is now producing a puck designed for use on such shuffleboard novelty games as United's Shuffle Alley, Chicago Coin's Bowler, Bally's Shuffle-Bowler and Genco's Glide. Malmgren also said the firm will not be handicapped by the steel strike for at least several weeks because, in anticipation of the steel dispute, his purchasing department bought large quantities some time ago....

Over at Nation Wide Novelty, however, is the picture of optimism regarding the trade. He says the greater number of leagues in action this year than in any year before. They say, is one of the real shuffleboard fans and believes no logical location is complete without one. His leagues are all handled by secretaries. They also say operators Jay Kepers and Joe Hill are making steady progress with leagues.

Col. L. Lewis, Mero publicity director, is back from a South Dakota trip. While away he spent some time in St. Louis. Lewis says one
Sked Special Session for Vending; Program Themed For Hypoiced Sales Volume

60 Exhibitors To Feature Equipment, Supplies, Services

(Continued from page 29)
Theme of this year's meeting will be to increase business volumes and an exploration of future sales potential will be an important part of the business sessions. The theme with the "more sales" theme, a special panel to discuss the future of popcorn vending, marking a departure from previous meetings. Scheduled for the second day, the operated side of the popcorn story will be handled by Roy Cresswell, Auto-Vend, Inc., Dallas, while William Beaudet, head of ABC Popcorn Company, Chicago, will talk on the manually operated counter-type equipment. Discussion will be led by G. R. Schreiber, coin machine editor of The Billboard and editor of Vend, which will sponsor the session.

Inclusion of direct reference to merchandising of popcorn thru vending at the convention includes the growing importance of this phase of the industry. Added sales, plus stimulated demand for popcorn on an over-all scale, is credited to the vending business. Reports from bottlers, distributors, and farmers' reports, there are approximately 75,100 units now in operation. Broken down, this figures out to

57,400 coin-operated vendors and 19,700 manual dispensers of the counter type.

Exhibitors
Vending equipment manufacturers who will hold display space in the lighted display panel are: Boppenjen Company, Minneapolis, national distributor for the Minn-Pop automatic poppering machine, manufactured by Viking Tool & Machine Corporation.

(See 1949 POPCORN on page 78)

Vender Export Market Boom
Led by Philippines, Panama

(Continued from page 65)
and games, which Swiss coinmen concentrated on music purchases, 15 for $11,680, and games, 20 for $668 for an over-all total of $12,966, the largest monthly purchase by Swiss operators in the past year.

Solid Market
One of the interesting sidelights of the July report is that the unit price paid for games remained unchanged at $340 for each of the 98 amusement machines sold on the export market during the past 12 months. Prices, of course, not only recovered from their recent decreases in average prices but reached their highest levels in the past three years. Music boxes were sold for an average price of $929 and vendors met a heavy response at a unit price of $229. Both prices indicate that not only is the export market strong but that foreign operators are now leaning more toward to new product field.

Some of the foreign operators were especially encouraged by foreign vending operators who served to point out that as automatic merchandisers become more firmly established as a part of modern living, operators have been especially successful in the larger and higher-priced venders. Venezuelan operators paid an average price of $912 for 15 venders imported and Belgium coin-

nen paid $550 for each of two merchandisers. Other prices which show the trend toward larger purchases by coinmen are in the July report include the $294 each paid for 26 units by Japanese operators and the $276 each by coinmen in Newfoundland.

Top Juice Price
The highest average price for juices in July was paid by Swiss coinmen for $775 for each of 15 music machines. Other in the high unit price market were Mexico, $650; Philippines, $829; Costa Rica, $614; Panama, $357, and Nicaragua, $350.

July's dollar total of $196,016 brought in from sales for the first time in the country's history.

However, while the second half of 1948 offered more opportunities in the export market, the problem of transportation at the time of the conference, July 29, 1949, made it difficult to get orders in a timely manner.

Spacarb Has OK To Set Machines In D.C. Terminal
WASHINGTON, Oct. 15.—Spacarb of Washington, Inc., this week started installation of beverage vending machines in Union Station, climaxing a 10-year attempt by Spacarb to place machines in the terminal.

President Bayne Phipps said some of the machines for the first time in the terminal would be located near ticket windows and others in the concourse. The remaining machines are expected to be installed shortly, pending the success of the initial installation.

Station restaurateurs granted the concession, according to Phipps, because of Spacarb's successful operations in the Greyhound Bus Terminal.

His firm has been operating soft drink venders there for a year.

Shot Vender
OAK PARK, Ill., Oct. 15.—A new type of merchandiser for bulk vending is being used by one of Adair & Company's customers. It is a, "shot," or "BB shot", operated by a successful operator in Indiana. Adair's customer fills the six-inch gun with BBs at the beginning of each lease agreement. The BBs are used to pay for goods dispensed by the machine. The BBs are made of lead, and are good for about 10,000 pounds. The machine is a coin-operated type, and the "shot" is charged at a price of 5 cents each. The BBs are delivered for a penny. Demand for this type of service has increased in recent weeks. Special "BB Shot" decals are also used on the .22 machine.
**Detail Findings On Chalex Test**

CHICAGO, Oct. 15—Chalex Corporation, distributor of a sales audit record for vendors, has announced results of a 14-day test of its device on 34 soft drink cup machines. The test, conducted on a normal route under every-day operating conditions, was divided into two parts; seven days with and seven days without the recorder. Comparison of the two test periods revealed that the gross receipts per gallon of syrup was 19 cents, officials declared. This was based on the fact that a yield of $6.12 per gallon of syrup consumed was realized without the recorder, and that a return of $6.31 per gallon was reached when the recorder was used.

During the test period, the 34 vendors consumed a total of 436 gallons of syrup, an average of 12.7 gallons per day. Chalex, using the 19 cents per gallon as a basis for figuring, states that when the audit recorder was used, an average additional daily collection of $5.89 on the 31 gallons average daily consumption was realized.

Above collection and sales figures were compiled for Chalex by Charles H. Greasley, certified public accountant, and treasurer of the Vendomat Corporation of America.

The Chalex recorder also saved time of the servicing man, eliminating counting of receipts on location or at headquarters, it was found. By not having to write out sales slips, subtract register readings, etc., the porter was able to devote almost 100 per cent of his time to the actual servicing of the vendor.

**Bill Aiding States' Cig Tax Collections Up for Truman OK**

WASHINGTON, Oct. 15—After hanging in the balance for two years, the bill to aid the States in collecting their cigarette taxes is on the President's desk for his signature. By signing the mail order sales the measure is expected to boost sales of vendors and retailers in States having high cigarette taxes.

The bill passed the House in May it languished in the Senate for nearly five months before being approved late last week. Opposition was expressed by several senators on the grounds that the bill establishes a precedent, but it passed without a roll-call vote.

The measure requires all shippers of cigarettes in inter-State commerce to send to State tax collectors the names of their retail customers. The tax collector will then bill the consumer for the regular State tax.

The bill passed the House for the first time in the last session of Congress but was then bottled up by the Senate Finance Committee.

**Attention—25c & 30c Conversions**

Silver, Quarter or combination Nickel-Shime guaranteed parts. Except Workmanship.

**Cigarette Machines**

NATIONAL ELECTRIC, 9 Gals. $199.50
UNEEDEA, 6 Gals. $110.00
UNEEDEA, 8 Gals. $150.00
UNEEDEA Model 500, 9 Gals. 350 Pack Cap. $190.00
UNEEDEA Model A, 9 Gals, 270 Pack Cans. $75.00
UNEEDEA 9-30, 120 Pack Cap. $75.00
UNEEDEA National 9-40, 150 Pack Cap. $100.00
UNEEDEA National 6 Gals, 150 Pack Cap. $75.00
ROWE PRESIDENT, 100 Cap. $100.00
Royl, 8 Gals. 240 Pack Cap. $75.00
Royl, 10 Gals. 400 Pack Cap. $85.00
Royl, 10 Cap. 400 Pack Cap. $75.00
Royl, 6 Cap. 320 Pack Cap. $85.00
Royl, 5 Cap. 240 Pack Cap. $95.00
Royl, 6 Cap. 240 Pack Cap. $100.00
Special 4 Cap. Cig. VENDORS $75.00
Special 4 Cap. Cig. VENDORS $75.00
Special 4 Cap. Cig. VENDORS $75.00
Special 4 Cap. Cig. VENDORS $75.00

**Sauce Machines**

SALE $62.50
DuGrener

**Candy Machines**

SALE NATIONAL CANDY VENDOR $100.00
ROWE, 120 Bar Cap. $85.00
ROYL, 10 Bar Cap. $75.00
UNEEDEA 5 Gals. 150 Bar Cap. $75.00
UNEEDEA Model 500, 9 Gals. 350 Pack Cap. $100.00
UNEEDEA Model A, 9 Gals, 270 Pack Cans. $75.00
UNEEDEA 9-30, 120 Pack Cap. $75.00
UNEEDEA National 9-40, 150 Pack Cap. $100.00
UNEEDEA National 6 Gals, 150 Pack Cap. $75.00
ROWE PRESIDENT, 100 Cap. $100.00
Royl, 8 Gals. 240 Pack Cap. $75.00
Royl, 10 Gals. 400 Pack Cap. $85.00
Royl, 6 Cap. 320 Pack Cap. $85.00
Royl, 5 Cap. 240 Pack Cap. $95.00
Royl, 6 Cap. 240 Pack Cap. $100.00
Special 4 Cap. Cig. VENDORS $75.00
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**UNEEDEA VENDING SERVICE**

"The Nation's Leading Distributor of Vending Machines" 166 Clymer Street Evergreen 7-4568 Brooklyn 11, New York

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Most Farm Crops To Be in Good Supply; Many Vender Items

WASHINGTON, Oct. 15.—The coming year will see a plentiful supply of most of those farm crops which eventually wind up as vending machine products, according to a forecast from Agriculture Department. With the exception of peanuts, nuts used in candy bars will be in greater supply than at any time in the past decade. The current peanut crop is estimated at 1.8 billion pounds, some 70 per cent behind the 1948 record, but still slightly above average. The pecan crop will be in the neighborhood of 141 million pounds by the end of the year, also below 1948, but about 35 per cent more than the average for the past 10 years. All-time records are being set by production of almonds, walnuts and filberts on the Pacific Coast, the agency reported.

To take care of continued high consumption of cigarettes, cigars and chewing tobacco, planters—by use of modern methods—have stepped up tobacco yields, even the total acreage of tobacco for the year's crop is expected to be much below the record 1948 acreage; but that production this year will total about 2.5 billion pounds—1 per cent above last year and 2 per cent above the 10-year average.

Any venders who go into the apple business should find plenty available at reasonable prices, according to Agriculture. The fall crop is expected at one-and-one-half times as great as that of last year; a home eating quality such as Delicious and Winesap showing even greater gains over last year. Except for sugar, which has had clamped on its use, sweeteners used in candy, soft drinks and ice cream are in good supply, the agency said. Because of the sugar quota, corn sweeteners are being more widely used than ever before.

With a record corn crop, dextrose—refined corn sugar—will be produced in great quantities. Agriculture predicted a price differential in the corn crop, the corn crop is now selling at one-and-one-half times as great as that of last year; a home eating quality such as Delicious and Winesap showing even greater gains over last year. Except for sugar, which has had clamped on its use, sweeteners used in candy, soft drinks and ice cream are in good supply, the agency said. Because of the sugar quota, corn sweeteners are being more widely used than ever before.

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The Big 3 in the Vending Field Today!

1. ACORN
   101 W. 56th St., Chicago, Ill., prices 
   guaranteed.

2. LEAF GUM
   Yell. L. Gutierrez, 358 Broadway, N. Y.

3. WALT DISNEY CHARMS
   Copper & Nickel, 158 Broadway, N. Y.
   Gold or Silver, 355 Broadway, N. Y.

American Distributors

1349 Fifth Ave., Pittsburgh, Pa.
1904 Linwood, Detroit, Mich.
111 W. Columbus Drive, Tampa, Fla.

Walt Disney Charms

In New Glittering Metallic Colors

Red, Green, Blue, Yellow Plate and Gold, Copper, Nickel Plated.
Pennsy Bottlers Warned: 
Face Survival Battle Due
To State Soft Drink Levy

300 Hold “Poverty Dinner” During Annual Convention

HARRISBURG, Pa., Oct. 15—Soft drink bottlers in Pennsylvania, at a “poverty dinner” held in conjunction with their annual convention here, were told they must use “every bit of resourcefulness and merchandising ability” if they are to survive the State’s soft drink tax. Joseph Feagley, vice-president, Peck & Co., Company, Lancaster, told the bottlers “there must be keen, enthusiastic and co-operative interest on the part of all interested in the carbonated beverage business to remove this road block.”

Three hundred members and guests of the association attended the first dinner. The dinner was slapped into their plates in army style.

Earlier, State Sen. John H. Dent, Democratic minority leader, joined the bottlers in attacking the soft drink levy of 1 cent on each 12 ounces of bottled drink and one-half cent on each can of syrup. Dent told a Senate fight in the 1949 Legislature to repeal the tax law, which was enacted last March, has not been yielding about $14,000,000 a year since the tax.

Another senator, George N. Wade, Republican, who broke with the legislature on the soft drink issue, termed the levy “inequitable and ill-advised.”

Crown Indigo

Feagley stated that during the first six months of this year the Armstrong indigo sales in Pennsylvania has been $34 per cent compared to 189 per cent for the rest of the country. “Altogether, it is possible that we are selling relatively fewer crowns to the Pennsylvania bottlers, or it may be that we are having relatively more success in the balance of the nation, but, nevertheless, these are the facts in relation to our part of the picture.”

Talbott O. Freeman, vice-president of the Pepsi-Cola Company, told the bottlers that business needs educational methods today so that buyers can understand a few simple rules of their business company.

John R. Riley, executive secretary of the American Bottlers of Carbonated Beverages (ABC), told the association “there is something basically wrong with the nation’s sugar situation, and we are being deluged with letters and consumer.”

30. The figures are in a difficult post-war period of readjustment, trying to get production up and costs down, sending more products to the people and the food in it, containing sugar—who use half of his life, good, to get stability in the sugar market, and sugar costs, beset by man-made dangers.

Sugar Supply

"When determination of the sugar supply to be permitted for 1949 was under consideration by the Department of Agriculture, industrial users urged that it be set at 7,500,000 tons, but increased to 7,000,000. The country’s sugar supply was handled on that basis until within the past month, when it was increased to 7,500,000 tons. This increase in sugar is no longer not enough, as is shown by the department’s figures,” Riley continued. “Surely the 7,000,000, last year’s level, is a reasonable and marketable amount of sugar in any year’s supply, and so the total sugar available this year may go to 8,000,000 tons. But, we think it is enough, so that the total sugar available for the year, and the sugar bills running close to the 8,000,000 tons are available for the year.”

"It is, that it, may is, for the sugar is pro-
vided. But here are some of our difficulties. As of September 30, sugar stocks in the hands of refineries and other primary distributors amounted to about 404,000 tons. Last year on the same date they were 389,000 tons. This September,
Ops Air Views on New Wrigley 5-Column Electric Gum Vender

(Continued from page 72)

Among the operations testing the unit are Canteen Company of America, Automatic Merchandising Company, Kandy Kit Company and Vendall Service Company.

Describe Construction

Construction and functional details of the Wrigley gum vender follow:

with total capacity of 375 nickel packs, each column carries 75 packs, and is calibrated so as to show how many packages are carried at any one time. Each column extends down to the base of the cabinet, which is 50 inches high, 21 inches wide and 14 inches deep. Topping each column is a reel which carries the packs up and to the front, where they come into vending position. The packs are held in place, and moved upward in the column toward each reel, by a tension bar behind the last pack in each column.

Each of these five bars, attached by a wire to a spring drum just under the vending reel, automatically causes the gum pack to move upward as the top-most pack is delivered into the vending reel. Prongs on each side of these reels carry the pack from the top of the column proper into position for vending. When loading the columns, serviceman pulls back on a hooked handle on the tension bar until the bar is at the bottom of the column, permitting a full 75 packs to be stocked.

Horizontal Loading

The columns are loaded in a horizontal position. The hinged top of the vender is first lifted and a front panel door opened, then the columns are lifted out and up as a single unit. A hinged leg is dropped beneath the columns to support them in the horizontal position during loading.

A coin box is attached to the inside of the front panel, with coins dropping from the 5¢ chute spaced across the face of the vender. Each of the five reels has its own coin chute and coin mechanism. Dropping of a nickel in a chute activates that reel under which it was dropped. An electric motor turns the reel 1 "notch." dropping gum into delivery tray. Each of the reels, which contain 17 packs of gum, displays six of delivers packs under a plastic window before they come into final vending position.

Wrigley has revealed that with the testing of its five-column electric unit progressing satisfactorily, it is readying tests for a four-column gum vender of similar design, but employing manual instead of electric action. Like the electric unit, these are scheduled to be produced by National Rejectors, Inc., St. Louis.

G. B. Hurley Named Mars V-P; Announces 3 Other Promotions

CHICAGO, Oct. 15.—Mars, Inc., has announced the appointment of G. B. Hurley, treasurer, as executive vice-president and general manager. Hurley succeeds H. H. Hoben, who recently resigned the dual executive post.

Mars also reported that Victor H. Gien, director of sales and advertising, was elected by the board as a director. Two other promotions were those of H. F. Zoeck, comptroller, succeeding Hurley as treasurer, and D. S. Farquharson, who was elevated to the office of comptroller.
Stewart Drink Vender Placed In Production

GREENWICH, Conn., Oct. 15—Quantity production of Stewart Products Corporation's carbonated drink vender has begun, with 50 units called for in the initial run. James Stewart, president, announced this week. While a number of the machines have already been distributed, general delivery is not scheduled to begin until December, after the close of the National Automatic Merchandising Association convention.

Stewart said several interior changes had been made in the vender since it was shown a year ago, including use of an improved valve system and a more powerful compressor. The 500-cup machine now lists at $45. Concealed capacity requires only 17 by 21 inches of floor space.

The cup machine is being manufactured by Worthington Pump & Machinery Corporation, of Holyoke, Mass. It is understood that Stewart will take care of all sales. Worthington is to ship the machines and handle financial dealings with operators.

Ross To Handle Lawrence Firm’s Vender in East

NEW YORK, Oct. 15.—The Ralph P. Ross Company has been set up here at 6722 Second Ave. to handle the bulk vender produced by the Lawrence Manufacturing Company, Chicago, successors to Bell-Ware.

The Ross organization, which maintains its own sales staff, covers the Eastern half of the country for the vender manufacturer.

Miami Repeals City Civ Levy

MIAMI, Oct. 15.—The city commission repealed the municipal tax on cigarettes last Wednesday (5) and enacted a new ordinance adopting the State tax of 5 cents a pack. According to Finance Director George N. Shaw, result of Miami's getting in line for its share of the new State aid to "financially embarrassed cities" would boost the former $750,000 annual cigarette tax yield (at the municipal 2 cent-per-pack rate) to about $1,700,000 a year.

Retailers will continue to place large stock of cigarettes on the shelves before the new State tax goes into effect. Consumers, therefore, will go on paying the city tax until November 1 deadline.

Victor's Model V

$12.75 ea.

Victor's Model V

$12.00 ea.

Vendors gum, candy, peanuts, charms, any selection.

Fantastic Profits.

Fantastic Profits.

Over 30% on all Parts for stock.

H. B. HUTCHINSON, JR.
521 North Ave., N. E.
Atlanta, Georgia

FOR SALE

Revive old Cigarette Vending Machines (Dum- mats and Monomats). Excellent condition and appearance, reasonably priced. Can be financed for responsible buyer. Also a few good popcorn vending machines. 

BOX D-239

4/2 THE BILLBOARD
CINCINNATI 22, O.
1949 Popcorn Meet
Eyes Vending Units

(Continued from page 72)

Hon. Belleville, N. J.; ABC Popcorn Company, Chicago, maker of the Little Giant manual unit; Korn Krib Sales, Kansas City, Mo., showing its Korn Krib dispenser, and King Kernel, Chicago, the firm which recently introduced a warmer unit.

The exhibition floor will open Monday (24), with the first panel sessions taking place Tuesday (25). These sessions, taking place in private rooms set aside for manufacturers, brokers, processors, theater operators and vending firm heads, are aimed at increasing know-how for these branches of the business. A final convention luncheon Wednesday (26) will feature a speaker prominent in the food sales field, who will discuss How To Sell More Popcorn.

Four popcorn clinics, times of which will be announced during the convention, will cover the following subjects: An Analysis of the 1949 Crop, The Importance of Sanitation, Results of Tests on 100% Popcorn, and Comparison of Moisture-Free and Moisture-Proof Bags and Their Relation to a Quality Product and Dry Weight Packaging.

Certain rules for the 1949 event will be the President's Open House Party Sunday (23) in the Palmer House Hotel's Century Suite, in honor of NAPM President Harry T. McNamara, of Blue Star Foods, Rockford, Ill.

17 TO LEAD NAMA MEET

(Continued from page 72)


Bottle Beverage Round Table, November 30, 9:30 a.m. Moderator, G. R. Schreiber, editor, Vend magazine.

Penny Machine Round Table, November 29, 9:30 a.m. Moderator, Fred T. Handt, legislative counsel, NAMA.

"The clinic and round-table sessions at the 1949 Convention will be devoted exclusively to the problems of operators," said Seedman. "To assure this, NAMA is now canvassing its members for important industry problems which should be brought out at Atlantic City." An extra feature for each clinic will be a five to fifteen-minute discussion on a problem submitted by NAMA members.

Clark Ups Sales Force

PITTSBURGH, Oct. 15.— Clark Bros. Chewing Gum Company has announced the addition of 65 salesmen to its sales and representation department. They have been placed as direct line representatives in all parts of the country. Firm has also reported a change in its Teaberry package design. New Teaberry has the Teaberry name in larger letters.

VEEDCO SALES COMPANY

2124 Market St.
(Phone: LD 7-1444)
Philadelphia 3, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND
Supplies in Brief

Sugar Lid

WASHINGTON, Oct. 15.—Agriculture Department agency has continued the 1949 sugar quota over the protests of soft drink bottlers and other users and despite the agency's estimate that the 1949-50 world crop will be the largest on record. Estimated global production is 37,216,900,000 pounds, an increase of 8 per cent over 1947-48 and 7 per cent over the prerever average.

Sugar Quota

WASHINGTON, Oct. 15.—An attempt to limit the 1949 sugar quota by congressional action failed when the Senate voted down the amendment to the farm bill offered by Senators William Fulbright (D., Ark.). Fulbright read to the Senate several letters from soft drink bottlers claiming that the restricted sugar quota was resulting in artificially high sugar prices.

His first amendment would have required the Secretary of Agriculture to raise the quota by 500,000 pounds. When this was defeated by a voice vote, Fulbright then offered an amendment wiping out the sugar quota entirely. This was also rejected by voice vote.

Ice Cream Output

NEW YORK, Oct. 15.—Ice cream sales this August netted all-time records for the first month in six years, and the highest for all of August. According to the U.S. Bureau of Agricultural Economics, with August estimated 65,620,000 gallons, a per cent gain over production of the same month in 1948 was realized. Two leading months were August, 1946, and August, 1947.

For the first eight months of the year there was a 7 per cent increase in production over January thru August, the four-year period. Total production for this year has been 460,485,600.

Southern Vending Machine Operators

Beat Heat, Hypo

CHICAGO, Oct. 15.—Burtman Corp., the nation's largest distributor for the Sterner Manufacturing Corporation, has just completed dispatching of the new models throughout the Midwest and South, reporting after the trip was completed that all merchandise in the Southern part of the country was showing tremendous growth. Glassware manufacturers report conditions follow:

- It was an occasion to spend some time traveling with three of Sterner Manufacturing Corporation's sales representatives.
- territories of Indiana, Michigan, Georgia, and Texas. The territories were interesting—business is good.

- The merchandise is selling well in all the territories.
- Steiner Manufacturing Corporation, a division of Sterner Manufacturing Corporation, has just completed dispatching of the new models throughout the Midwest and South, reporting after the trip was completed that all merchandise in the Southern part of the country was showing tremendous growth.

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CHICAGO, Oct. 15.—Burtman Corp., the nation's largest distributor for the Sterner Manufacturing Corporation, has just completed dispatching of the new models throughout the Midwest and South, reporting after the trip was completed that all merchandise in the Southern part of the country was showing tremendous growth. Glassware manufacturers report conditions follow:

- It was an occasion to spend some time traveling with three of Sterner Manufacturing Corporation's sales representatives.
- territories of Indiana, Michigan, Georgia, and Texas. The territories were interesting—business is good.

- The merchandise is selling well in all the territories.
- Steiner Manufacturing Corporation, a division of Sterner Manufacturing Corporation, has just completed dispatching of the new models throughout the Midwest and South, reporting after the trip was completed that all merchandise in the Southern part of the country was showing tremendous growth.

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Victor Vending Sees Big Demand for Plastic Type Globes

CHICAGO, Oct. 15.—Operator demand for bulk vending plastic globe has resulted in over 40 per cent of all new machine orders specifying this type during the past two weeks, after initial announcement of their availability, according to H. W. Norling, Victor Vending Machine Co.

The new plastic globes, which have an 8 per cent greater capacity than steel’s glass variety, are also 50 per cent lighter than glass. The squared plastic globe weighs one pound, thickness, too, is uniform. A 5/8-inch through hole Norling declared.

Standard equipment on the new Double Unit Topper model, the plastic globe adds 50 cents to the price of other Victor models at the time they are ordered. As replacements for units already in use, the per globe price is $1.50.

Wilcox-Gay Starts Holiday Promotion

CHARLOTTE, Mich., Oct. 15.—Wilcox-Gay Corporation has launched a Christmas promotion featuring its Recordio for $375.00, including a special floor-standing type cardboard frame.

Stetson teams sign to cover the machine. Aimed at department store, etc., the holiday package also offers recording disks for $71 per thousand.

Ideas to hold two-way conversations, between children and “Santa Claus,” during which the name of the company will be mentioned. The recording is made and the disk is recorded.

Kwik Kafe Coffee Venders Featured At Cincy Shindig

CINCINNATI, Oct. 15.—Kwik Kafe coffee-cool beverage venders chalked up an important “first” in Saturday night (8) when the Cincinnati Milling Machine Company held its annual open house party for its employees, their families and business contacts. For the first time in history the house was dispensed to all visitors in the ultramodern push-button style.

Some 200 cups of hot coffee and cold Coke were served,” said Edward M. Prettyman, vice-president of the firm of Kwik Kafe machines in this area.

“Fifteen conveniently located Kwik Kafe automatic vending machines served the guests either hot coffee, or cold Coca-Cola, at the push of a button at the rate of a cup every 20 seconds. These revolutionary ideas, capable of dispensing 200 cups of coffee and 650 Cokes without refill, were serving continuously between 4 p.m. and 6 p.m.

“More than 2,000 cups of refreshments were served each hour to satisfy the thirst of the employees and their families, and visiting business men and industrialists. Foodstuffs were served from buffet tables located adjacent the Kwik Kafe machines.

“This marks the first time in industrial history that an open house was served beverages from automatic push-button dispensing machines.

Kwik Kafe machines were first introduced in Cincinnati three months ago. They are housed in a nearby building serving thousands of workers in the city’s business establishments including the C. D. DeWernecke; Steelcraft; Gardner Board & Carton Company, Sperati-Faraday Company, and National Lead.

Insuograph Files Suit for $200,000 Against Former V-P

NEW YORK, Oct. 15.—The legal action over manufacturing rights to insurance vending machines moved ahead recently when Insuograph, which operates this type of equipment in 117 airports throughout the country, filed a $250,000 counterclaim against Ralph W. Brown, former vice-president and director of the firm, and Coal Insurad, a Texas corporation, in U. S. District Court, Wilmington, Del.

Litigation began in April, 1949, when Brown (later joined by Insuad) sought a temporary injunction against continued manufacturing of insurance venders by Insuad. This was denied by U. S. District Judge Richard S. Rodney.

Insuad's counter-suit states that since December, 1948, it has been the sole organization to vend Aviation Underwriters and Travelers' Insurance Company policies operating 325 venders in air terminals and bus stations.

To Honor Skelton

At '39 NAMA Meet

CHICAGO, Oct. 15.—Horace Skelton, Rowe Service Company, Los Angeles, often referred to as the “dean of vending machine operators” because of his long career in the industry, will be honored at Atlantic City November 30, during the annual banquet at the National Automatic Merchandising Association’s (NAMA) annual convention.

Skelton, believed to be the oldest man in point of service in the vending business, will be associated with William Rowe, inventor of the cigarette vender, and was with Rowe when he started a cigarette vending operation in Los Angeles. Skelton will be present at the banquet to personally receive the presentation.
Chicago:

Jimmy Johnson, Globe Distributing, has been nursing the sick bug during the past week or so, but he kept up on business matters by managing to get down to headquarters at least once in a while. A. H. Lincoln, head of Adco Products, continues to keep a foot in the coin machine industry by doing contract work for other firms. Adco is still turning out a candy unit.

Richard Adair, Adair & Company, Oak Park, reports sale of a quantity of stamp vendors to the Canadian government. These machines have been installed at various airports in the Dominion. Meanwhile domestic business on his line of bulk vend, scales, and his repair work for the small vend operators, has kept him busy. . . . Bob Alexander, Alexander Postage Stamp Service, has been expanding both the scope and size of his operation. Bob added some of the new Hamilton scale-stamp vending units recently and now has a diversified operation. The stamp units make placement of scales in novelty shops, department stores, etc., easier, especially when posted near greeting card centers.

Music operators in this area were surprised and pleased at the results of the telecasts of the World Series games in the past few weeks. A full game series, played at an early hour in this time zone, all helped to keep the juke box grosses on their upward trend. Actually many ops reported their machines showed larger increases during the series period as customers lingered in located shops, and played juke boxes while they talked over the game.

Dan Moloney, Bally district sales manager, has completed an extensive tour of one-ball territory and reports the fine showing in each area is definitely a leader in its field. Dan contacted hundreds of operators, distributors, locations and players during his tour and returned to the firm's headquarters with glowing reports. "One of the favorite features of the game," he said, "is the operator's enthusiasm in trying out the game" (see page 82).

New Orleans:

The annual get-together of the Amusement Association of New Orleans, held October 23 at a Lakeside night club. Approximately 60 persons were in attendance and the Association elected a new slate of officers to run the entertainment program. Seated at the head table were Mannie Lansbury, Juil H. Perry, treasurer; Ed Kraner, vice-president; Ed Hodge, secretary; John Bosco, assocation president; Louis Bossberg, director of public relations; Russot, Christmas, board member, and Jimmy Tollen, member of the executive committee.

Los Angeles:

Jack Leonard, of the Badger Sales vending department, is back on the job following a bout with a virus infection. Last week he renewed ac- quaintances with Bill Herschberger, who recently traveled the Midwest for Supreme Products. . . . Glendale coinman J. M. Holmes is in town to take care of some business. . . . The industry was saddened to learn of the death of Elma Mae Laym- on, mother of Paul Laymon, last week. She had been ill in health for some time. . . . Howard P. Dang, of Los Angeles, is back in the area rounds again last week seeing the latest in games that are being shown by William Anderson, who also hails from the Islands.

Audrey Stenier, of Steiner Distributors, is busy taking orders on his hangover remedy. He also reports business to be good with the Koffee King hot coffee machine.

Ernest Bryant was in from Glendale recently (see page 84).

Hartford, Conn.

Pinney-Bowes, Inc. Stamford Conn, manufacturer of stamp vend- ing machines, has been named re- presentative of 1949 American Association of Connecticut as "Connecticut Distributor of the Year." The award was presented to the firm physically handicapped." The re- commendation for the award noted that Pinney-Bowes has recognized as an outstanding leader in the field of human relations. Using its own personnel, the firm has placed a number of physically handicapped per- sonnel in various positions and se- lected and successfully placed in gainful employment based solely on their abilities to meet the require- ments as non-handicapped work . . . Albert Lasutis, Hartford branch manager, of Pinney Bowes Distributing Corporation, has returned to his office, following a stay in Philadelphia (see Hartford, Conn., on page 82).

Vital Statistics

Death

Vernon C. Kelley, founder and operator of the Kelley Company, Chicago, died at his home in Chicago Thursday (6). He was 62 years of age. His wife, Mrs. Laura Kelley, was vived by his widow, two sons, one grandson, two sisters, and one brother. The burial was Sat- urday (8) at Forest Hills Ceme- tery.

Mrs. Elta Mae Laymon died in Los Angeles last week. Her son, Paul A. Laymon, is a coin machine distributor in that city.

Mrs. Helen E. Batten, wife of Joseph A. Batten, Exhibit Supply Company vice-president, October 19, was the recent victim in Philadelphia. Survivors, in addition to her husband, include a son, Joseph A., Maj. Clarence J. Bayne, Japan, October 19, in plane crash near Mito, Japan, where he was assigned as chief of Ist Cavalry Division Headquarters. Formerly with J. P. Seeburg Corporation and later a vice-presi- dent of the company, he had been with the Vendoring Corporation, a post he received after a distinguished service last year. Surviving are his widow, Mrs. Phyllis Bayne, and sons.

Marriage

Jack Q. Spiller, manager of Jack Spiller Machine, will marry Ethel Moser, of Vienna, Va., in the Capital Church of (Va.). Baptist Church October 28. The couple plan a trip to Miami for their honeymoon.

Washington:

Alfred M. Rinaudo, architect and manager of Juice-o-Matic concession for this area, was unanimously re-elected at the annual meeting (M.) Kiwanis Club. Rinaudo had last retired as chairman of the Be- syma-Chase Music Service Council, a co-ordinating board for the local music industry. He had held the post for a year. . . . Naomie Cornwall, office manager at Kamehameha, Washington, recently returned from a vacation in New York and New England.

"Don't Cry, Joe," by Gordon Jen- kinson, has been written at the SAG, with the Andrews Sisters, are rated the two most popular recordings on the market. Al Blov, of Speedway Products, Barry, with his "You Had It Coming," has become a booster for more and better sports events. Bloom's combination of "Kiddo's Kozy" and "Drambuie" has been a big hit, and Bloom's has added two more novelty coin machines, "The Secret of Our Success" and "Vend-A-Rama," that are earning more than their normal income during the Dodger-Yankee games, he reports.

Lou Brown, of Coviode, reports reducing the size of his sales force to five during the past week's World Series games. . . . Al Bloom, of Speedway Products, has become a booster for more and better sports events. Bloom's combination of "Kiddo's Kozy" and "Drambuie" has been a big hit, and Bloom's has added two more novelty coin machines, "The Secret of Our Success" and "Vend-A-Rama," that are earning more than their normal income during the Dodger-Yankee games, he reports.

Mike Muovers received his first shipment of the new Exhibit card series featuring football stars, just in time for the opening day of the football season. . . . Ben Keroxitis, of Albany Strikes, is one of the most active coin- row operators serving the export market. He shipped a sizable order of "Sporty" machine cards this past week and reports many new inquiries from Europe and Australia.

Dave Lowy, head of the company bearing his name, is ordinarily on a trip, usually ops the Belgian pool table manu- facturer's (see New York on page 83).
California: 

October 18—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia. 

October 20—25—Popcorn Industries’ convention and show, Palmer House, Chicago. 

October 25—Western Vending Machine Operators’ Association (WVOA), meeting, Los Angeles. 


November 9—Amusement Machine Operators of Greater Baltimore (AMOB), regular monthly meeting, 2441 North Charles Street, Baltimore. 

November 10—Michigan Automatic Phonograph Owners’ Association, Inc. (MAPOA), monthly meeting, Maccubee Building, Detroit. 


November 14—17—American Bottlers of Carbonated Beverages (ABCBA), annual convention and exhibition, Convention Hall, Detroit. 

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Convention Hall, Atlantic City. 

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard, 180 West Randolph Street, Chicago 1, for listing in this calendar.)
New York: (Continued from page 81) factured by Monarch of Chicago. List price of the unit is $295. Mr. Rymie Koeppel, of Koeppel Distributors, is now doing a sizable reconditioning business. One of the firm's specialties is "streamlining" used jukeboxes.

Mike Formanick, of Chick's Drinks, reports that cup vender biz in the subway soared during this week's unseasonal warm weather. Jerry Kaufman, of the National Association of Tobacco Distributors, attended a meeting in Boston last week designed to find ways of repealing the new Massachusetts tax on tobacco. Tony (Rex) Direnzo, of Rex-Lee Enterprises, reports shipping several photos to Venezuela. Donald (Don) Shapiro, local music man, is expecting an heir soon.

Jack Schoenbach, Brooklyn vending machine distributor, is waiting initial deliveries of Advance's Sitroux machine. The unit will vend an individual-use package of Sitroux tissues at a nickel or a dime. Ed Barnett, of Cameo Vending Service, lent several Silver-King penny venders to a local television station for use as props in a video show. The program was aired last week.

Jack Cross, of Juice Bar, has named Nancy Applewhite special flack to promote the firm's canned-juice vender to dietitians and personnel directors of large offices, plants and department stores.

H. J. Bunce, sales manager of Abbott Coin Counter, reports that production has been started again on the machines. The counters were last made in 1941.

Al (Senator) Bodkin, board of directors member of the Automatic Vending Operators' Association, and Dick Steinberg, head of the Music Guild of America, addressed the members of the newly formed Connecticut cops' org Thursday night (13). Other local phonograph expert who attended the New Haven meet included Barney Sugarman, Ed Berg, Irv (Kempy) Kempner and Morris Roed, of Runyon Sales.

SO. AFRICA POTENTIAL (Continued from page 61) from operators in general indicated that play on machines of most types has been good in recent months, allowing for diverse seasonal factors.

Gorony disclosed plans to open an assembly type plant in Canada, at a site near Quebec, and probably a second plant in England. During his South African trip, he conferred with a number of coin machine men from England who also are interested in that territory. They reported a widespread interest in operations in numerous parts of Africa on the part of English operators.

Mercy will shortly bring out a new machine, the Quoizelle, a penny type unit.

Washington: (Continued from page 81) parking lot has been enlarged. Lou Gates has replaced Fred Murphy as manager. Marjorie Chisholm, of Falls Church, Va., is the new secretary at the Jack Spiller Music Company. Pat O'Neil, who held the job during the summer and had helped out in the office during her high school days, is attending Radford College in Radford, Va. . . . Desbert Neiswanger, who also works at Spiller's, has returned from vacation.

Eddie Gallaher, WTOP disk jockey and Washington Music Guild (WMG) member who is currently plugging juke box records on his program, has started a column, "On Records," for the Washington Post's Sunday entertainment section. He discusses currently popular platters, giving a bit of their background.

Now is the time for all Smart Operators to get into the profit picture with...

COVIDEO COIN OPERATED TELEVISION

CONSOLE TELEVISION
Receiver

$325.00 EA.

Table Model Television
Receiver

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WATCH FOR THE OPENING OF WILLIAMSPORT AMUSEMENT COMPANY'S MOST MODERN SHOWROOM IN CENTRAL PENNSYLVANIA

Our business has increased so much that we had to get larger quarters. We will carry all Pin Games, Mills, Buckley and Music Parts as well as New and Used Machines.

We have arranged a separate service department for each type of work—Bell Machines, Pin Games and Music. Each department will have its own trained technician on duty at all times.

NEW ADDRESS WILL BE
233 WEST THIRD STREET WILLIAMSPORT, PA.

GIVE TO THE DAMON RUNYON CANCER FUND
COINMEN YOU KNOW

Los Angeles: (Continued from page 11)

The Billboard
October 22, 1949

Up Deliveries
Of New 5-Ball
By D. Gottlieb

Chicago, Oct. 15.—D. Gottlieb & Company’s new five-ball, King Arthur, is being delivered to distributors in quantity lots, Alvin Gottlieb, advertising manager, announced this week. Games stresses pin bumpers, flipper action and features first and last ball scoring.

Playfield is designed with key rollers at the top, pop bumpers near the center and triangle shaped rubber bumpers along both sides. Numbered roll-over switches just above the outhole not only play an important part in hiking the ad score but also increase the value of all other numbered bumpers.

Action Hub
Action of King Arthur centers around 10 numbered scoring bumpers. These need not be hit in numerical order but contacting 1 thru 5 before passing thru a lower left side roll-over switch results in one replay. Similarly contacting the 6 thru 10 roll-over switches results in a replay if a subsequent bally hit is made on a lower right side roll-over switch. Additional replays can be obtained by going thru a center roll-over switch. Rollers are contained in numbered units and by going thru top switches and two special lanes on both sides of the playfield and out through the upper portion of the playing area.

Unless specially designated, scoring on all the bumpers is 10,000 points at a time when the game first begins. After the player has energized switches 4, 5 and 10 (at the bottom of playfield) all bumpers formerly worth 100 points each are worth double in value. They continue to increase by 10,000 point multipliers as each succeeding contact on the 4, 5, 10 and 10 bumpers until they reach a maximum value of 50,000 points each per hit. Another way of stepping up points on changing value bumpers is to roll a ball thru a switch near the top of the playing area.

Early Replays
Because of the ticking and scoring action of the pop bumpers and interactions of strategic bumpers, it is possible for players to win a replay on the first ball. To increase the chances of players with low scores, on the final ball certain bumpers increase in value and at the same time the points just above the outhole awards 300,000 points if activated before the final ball drops out of play. A 500,000-point 'kick-out' pocket also comes into play for players with a comparatively low score. Maximum award on King Arthur is 5,000,000 points.

Cincinnati Wholesalers
Buy Stamp Tax Units

Des Moines, Oct. 15.—The Iowa executive council approved the sale last week of the State of Iowa’s stamp tax machines to wholesalers who have been using them. Preparations have been under way for several months to reduce the metering units to the wholesaler, giving them a 5 per cent discount on the 2 cent per pack tax for the cost of operating them.

Decision to offer the machines for wholesale was reached when equipment discovered, via a recent survey, that the 15 machines presently available require about $21,000 in repairs and replacement. As an incentive to the wholesalers to buy the units, the commission provided, that wholesalers who bought the machine would continue to receive the full 5 per cent discount on the tax, but that those who kept on using State machines would get a reduced discount of 4.5 per cent.

Iowa City Wholesalers
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Begin Delivery
Of Bally Game, Shuffle-Bowler

Chicago, Oct. 15.—Shuffle-Bowler, a straight novelty game featuring all the high points of regulation bowling, is in full production and distributor deliveries have already begun. Jack Nelson, general sales manager of Bally Manufacturing Company, announced this week.

Designed after extensive research in the field with the co-operation of Bally distributors, operators, factory representatives and bowling and shuffleboard authorities, Shuffle-Bowler combines the play appeal features of both shuffleboard and bowling, Nelson stressed. It is played according to official bowling rules. Cabinet measures nine and one-half feet long and the playing area (alley) is three inches less than nine feet long. The alley has gutters on both sides.

Nelson explained that Shuffle-Bowler’s fully automatic scoreboard is constructed to handle all the intricacies of bowling scoring: strikes, spares, splits, etc. He added that the length of the board was figured out only after research indicated that it would take almost nine feet of pedal movement to approximate the skill of machines and since Shuffle-Bowler is designed to give players 10 frames for a dime.

Atlantic’s Weekly Specials

Atlantic New York Corp.
63rd & 3rd Ave.
New York 18, N. Y.

5¢ WALL-O-MATICS
$27.50 Ea.

IN LOTS OF 12 OR MORE
ONLY $25.00 EA.

Write for Complete Machine List.

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Write for Complete Machine List.
TERRIFIC! Genco's GLIDER
Most sensational game in years! Combination pinball and shuffleboard. 1 pack. Takes less than 1 minute to set up. Earns up to $295.00 in 30 days!

NEW PIN GAMES
CHICAGO COIN FOOTBALL - BOTTLER KING ARTHUR - GENCO CAMEL CARAVAN

NEW ONE BALLS
Universal Photo Finish $46.00
Bally Champion, F.P. $85.00
Bally Kentucky, P.O. $46.00

NEW BRASS SLIDES
FOR MODEL 500 ART CON UNIVERSITY ARMS - 50c EACH

MILLS SLOTS
1949 Perfectly Reconditioned and Refinished
ALL WITH CLUBハウス DIRECTLY $5.00 EACH
17 In. Zipper $10.00
12 In. Brown Fruit $5.00
22 In. Brown Fruit $40.00
32 In. Mills Golden Falls $12.00
32 In. Black Cherry (Grill) Used 3 weeks $12.00

JOCKEY CLUB
1 Ball P.O. "7 Model, Like New $149.50

ROCK BOTTOM PRICES
PHONOGRAPHICS
Parkwood Model 523 $100.00
Parkwood Model 524 $125.00
Parkwood Model 525 $150.00
Parkwood Model 526 $200.00

ARCADE
Tumbler $29.50
All Stars (late serial) $110.00
Total Rolls $19.50

PINBALL SPECIALS
$29.50 EA. - 4 for $100.00
Cold Blast, Ballburn, Kaiser, High Ride, Flamingo, Honey, Caramel, Ginger, Margarita, Mystery, Catchall, Tireless, Tyco, Topsy Turvey.

KICKER CASH MACHINE

FILM-CARAVAN
BEST DOLLAR FOR DOLLAR BUY IN THE NATION

FLASH
We now include the new and exciting Film CALVACADE features in converting your TROPICANA to CLEOPATRA SINGAPORE to MADAME BUTTERFLY

Also Only $74.50 For Complete Conversion

JUMBO IS COMING
SAVE YOUR "TRIPLE ACTIONS"

YOU SAVE MONEY - YOU MAKE MONEY
With London Reconditioned Equipment!

FLIPPER GAMES

At MINN. 8, MINN.
KENDRA 6412

WE SELL NO EXPERIENCE NEEDED

TERRIFIC! Genco's GLIDER
Reconditioned Guaranteed
5-BALLS
Humpty Dumpty $69.50
Singapore $49.50
Melody $49.50
Montery $49.50
Wisconsin $39.50

CATALINA $69.50

Columbia Twin Jack-Pull $75.50

Torch $69.50

Speedway $75.50

Samba $69.50

Contact $69.50

Veteran $75.50

Victoria $69.50

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12 In. Brown Fruit $5.00
22 In. Brown Fruit $40.00
32 In. Mills Golden Falls $12.00
32 In. Black Cherry (Grill) Used 3 weeks $12.00

JOCKEY CLUB
1 Ball P.O. "7 Model, Like New $149.50

ROCK BOTTOM PRICES
PHONOGRAPHICS
Parkwood Model 523 $100.00
Parkwood Model 524 $125.00
Parkwood Model 525 $150.00
Parkwood Model 526 $200.00

ARCADE
Tumbler $29.50
All Stars (late serial) $110.00
Total Rolls $19.50

PINBALL SPECIALS
$29.50 EA. - 4 for $100.00
Cold Blast, Ballburn, Kaiser, High Ride, Flamingo, Honey, Caramel, Ginger, Margarita, Mystery, Catchall, Tireless, Tyco, Topsy Turvey.

KICKER CASH MACHINE

FILM-CARAVAN
BEST DOLLAR FOR DOLLAR BUY IN THE NATION

FLASH
We now include the new and exciting Film CALVACADE features in converting your TROPICANA to CLEOPATRA SINGAPORE to MADAME BUTTERFLY

Also Only $74.50 For Complete Conversion

JUMBO IS COMING
SAVE YOUR "TRIPLE ACTIONS"

YOU SAVE MONEY - YOU MAKE MONEY
With London Reconditioned Equipment!

FLIPPER GAMES

At MINN. 8, MINN.
KENDRA 6412

WE SELL NO EXPERIENCE NEEDED

TERRIFIC! Genco's GLIDER
Reconditioned Guaranteed
5-BALLS
Humpty Dumpty $69.50
Singapore $49.50
Melody $49.50
Montery $49.50
Wisconsin $39.50

CATALINA $69.50

Columbia Twin Jack-Pull $75.50

Torch $69.50

Speedway $75.50

Samba $69.50

Contact $69.50

Veteran $75.50

Victoria $69.50

You May Be Surprised With Our Prices!
NEW YORK, Oct. 15.—A program to further the use of canned-juice vending in large plants, offices and department stores was begun this week by the Juice Bar Corporation with the appointment by Jack Cross, president, of Nancy Applewhite as public relations representative.

Plugging the nutritional value of pure fruit drinks, she will contact personnel directors and dietitians and suggest the installation of Juice Bars as an important in-plant service for employees, said Cross.

He stated that more than 600 of the venders have been delivered to date. A modification of the machine recently upped its capacity from 300 cans to 546.

This week the firm will begin a national campaign for plants, offices and manufacturers.

WANTED TO BUY

350 Wurlitzer Wall Boxes, 351 Wurlitzer Bar Boxes. Will pay $1.00 each.

K. T. ENTERPRISES

214 SECOND STREET

PORTSMOUTH, OHIO

250 12-FT. and 14-FT. BANK BALLS — SKILL BALL ALLEYS, SOME ARE NEW, SOME ARE SLIGHTLY USED, $25.00 EACH FOR THE ENTIRE LOT. NEW COUNTER GAMES.

FIVE JACKS, Inc. — This is a brand new version of the original slot. Heavy novelty service—completes automatically, 25.85 each. 50 or more, $20.00 each. Genco Punchboard.

SLOT MACHINES— Non-inclinable similar to a combination pinball machine with all pinball action. A.B.T. MODEL II, II GUNS, $45.00 each. 5 or more, $35.00 each. A.B.T. ELECTRIC SHOOTER, $45.00 each. 5 or more, $35.00 each. SILVER KING DICE MACHINE, 1 ft. $45.00 each. 5 or more, $35.00 each. SILVER KING SHOOT THE BALL. 1 ft. $35.00 each. 5 or more, $25.00 each. KICKER AND CATCHER. 1 ft. $35.00 each. 3 free with purchase of 10 or more.

ARCADE EQUIPMENT

Strikes & Spares. $75.00 each.

Pitch & Putt. $5.00 each.

Super Shot. $10.00 each.

Scientific Baseball. $75.00 each.

Motorized Gun. $2.00 each.

Batting cages. $90.00 each.

Beemers. $6.00 each.

Exercise Bulldozer. $10.00 each.

Philomart. $25.00 each.

Guitar Bar. $25.00 each.

Horse Riders. $6.00 each.

Chicago Coin Wave. $80.00 each.

Knot Holes. $4.00 each.

Wall Climber. $5.00 each.

Tennis Gun. $45.00 each.

Underscore. $35.00 each.

Jack Rabbit. $10.00 each.

Swans Ten Series. $10.00 each.

Drivesmobile. $75.00 each.

Racer Rocket. $75.00 each.

Chicago Coin Pilot. $195.00 each.

Exhibit Coin Gun. $150.00 each.

Williams All Stars. $120.00 each.

Life League. $85.00 each.

Grotelueschen Metal. $195.00 each.

Keeney Air Reamer. $135.00 each.

DISTRIBUTORS FOR ALL THE LEADING MANUFACTURERS

CLEVELAND COIN MACHINE EXCHANGE, INC.

201-2025 PROSPECT AVE. CLEVELAND 15, OHIO

M. S. GISSER

ALL PHONES: TOWER 1-4713

Through the line—

Around the end

for BIG GAINS

WILLIAMS QUARTERBACK

Juice Bar Corp.

In PR Campaign For Plants, Offices

FEATURING

• Victor’s NEW PLASTIC GLOBE

Also available in a wide variety of standard models at small extra charge of times ordering. STANDARD SPECIALTY CO.

STANDARD SPECIALTY CO.

1115 S. 14th St.

OAKLAND 1, CALIFORNIA

New Chi Coin

5-Ball Tahiti

In Production

CHICAGO, Oct. 15.—Tahiti, a fiveball game with four bumper bumpers and a new idea in extra bonus score, is a production at the ChiCoin Machine Company plant, said Wolfberg and Sam Genburg announced this week.

Devised with a mass formation of bumpers and related scoring gimmicks on the top half of the playing area, Tahiti introduces a new type combination plus a combination spot feature. The lower playfield section is designed to correspond to crossed, set up by independently operated flippers, stretch rubber bumpers and open areas.

First Ball

On the first ball player can set himself up to make an exceptionally high score by either directly contacting six numbered bumpers or hitting six tiny numbered roll-over bumpers, which spot corresponding numbered full bumpers. Because of the multiple spot feature is virtually surrounded by bumper bumpers, with a 360 degree scoring and activation, it is possible for a player to spot all numbered bumpers on the first ball.

The value of making all numbered features on the first ball can be gleaned from the fact that each numbered bumper contacted directly or by the remote spot feature adds 50.00 to the total score after the ball in play energizes switches in the machine. Thus players making all six hits on the first ball automatically score 30,000 points after each subsequent ball on their regular score or 1,500,000 after the final ball. Spots contacting the corresponding numbered bumpers also leaves specified areas open for replay. Other bonus points resulting from making the six scoring units include the 200,000 garnered by dropping a ball in a center kick-out hole and the increasing value of specified bumpers. In the first ball the advanced 30,000 points after the ball passes any one of three roll-over features which graph this hole. More than 9,000,000 points can be tallied by Tahiti’s scoreboard.

Candy Council Pic

In 500 Theaters

CHICAGO, Oct. 15.—Council on Candy, of the National Confectioners’ Association (NCA), has reported details of the first bookings of its new sound film, The Sweetest Story, is many of the nation’s theaters.

During the first three weeks following release of the 10-minute film thru Modern Talking Pictures, Inc., it was scheduled for showing in over 200 houses. Council Director John K.

PRIVATE PRESS

(FOR EDUCATIONAL USE)
IMMEDIATE SHIPMENT
BUCKLEY CRISS CROSS JACKPOT BELLE
5¢ 10¢ or 25¢

FOR MUSIC OPERATORS
BUCKLEY WALL and BAR BOXES AVAILABLE IN 20-24-32 RECORD SELECTIONS

THRILLS OF ROSE BOWL—SUGAR BOWL—ORANGE BOWL—ALL IN ONE

William's QUARTERBACK

GIVE TO THE DAMON RUNYON CANCER FUND

ONE BALL MACHINES FOR SALE
1 CHAMPION $525.00
7 CITATIONS 295.00 each
3 GOLD CUPS 170.00 each
3 JOCKEY SPECIALS 125.00 each
7 VICTORY SPECIALS 55.00 each
All these machines guaranteed to be in perfect working condition.

BORDER AMUSEMENT CO.
302 Capo Bldg.
El Paso, Texas

METAL TYPER MACHINES
PARTS AND SUPPLIES

FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.
1609 Delmar Blvd. St. Louis 3, Mo.

GUARANTEED FINEST!
Reconditioned SLOTS Repainted
AT NEW LOW BARGAIN PRICES!

Mills Sls. 10¢ or 25¢ Blue Franks. Ex. . . . . 75.00
Mills Sls. 10¢ or 25¢ Brown Franks. Ex. . . . . 79.50
Mills Sls. 10¢ or 25¢ Silver Chrome Beds. Ex. . . . . 85.50
Mills Sls. 10¢ or 25¢ 1947 Black Cherry. Ex. . . . . 115.50
Mills Sls. 10¢ or 25¢ 1947 Golden Falls. N.L. Ex. . . . . 119.50
Mills Sls. 10¢ or 25¢ 1948 Jewel Bell. Ex. . . . . 160.50
Mills Sls. 10¢ or 25¢ 1948 Main Bells. Ex. . . . . 189.50
Mills Sls. 10¢ or 25¢ 1948 Black Gold. N.-L. Ex. . . . . 181.50
Mills Sls. 50¢ 1948 Black Gold. N.-L. . . . . . . 225.00
Mills 50¢ 1948 Club Royale . . . . . . . . . . . . . 250.00
Pare 10¢ Deluxe Camel . . . . . . . . . . . . . . 59.50
Waiting 10¢ or 25¢ Red Spot . . . . . . . . . . . 49.50
Jennings 5c or 10¢ Deluxe Lite-Up . . . . . . . . . . . 115.50

EXHIBIT DALE GUNS
Overhauled and Refinished Like New
$159.50

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPH PARTS
WRITE FOR PRICES ON YOUR REQUIREMENTS!

TERMS: 1/3 DOWN, BAL. 30, 60, 90 DAYS

WRITE FOR PRICES ON COIN COUNTERS, COIN CHANGERS and Single, Double and Triple Safe Stands for Slots

FOR MUSIC OPERATORS

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1 CHAMPION $525.00
7 CITATIONS 295.00 each
3 GOLD CUPS 170.00 each
3 JOCKEY SPECIALS 125.00 each
7 VICTORY SPECIALS 55.00 each
All these machines guaranteed to be in perfect working condition.

BORDER AMUSEMENT CO.
302 Capo Bldg.
El Paso, Texas

GIVE TO THE DAMON RUNYON CANCER FUND
Don't miss this one!

High score 9,000,000! Quick—less than 2 minutes! Bank shots—straight shots—combination shots!

* It's Keeney's new "LINE-UP"—a thrill-packed game of skill! 15 fast puck shots. Seven lit-up buttons at back good for 50,000 each. Nine 'em up and hit 'em again to score 100,000 when lit. Four double-up buttons at front. Slide puck over a lit-up front and back button to boost the score 1,000,000 on all such combination shots.

Shoot straight shots, slithering bank shots from all angles and combination shots to score a possible 5,000,000. It's exciting. It's fast! Rubber bumper at scoring and and sloping field bounces puck back fast for neat shot. Cork insert along sides for bank shots. It's 3% faster. Get's steady play. Eats top money. See it. Try it!

See your Keeney & Co. Inc.

Distributor
2600 W. Fifty First Street, Chicago 32, Illinois

Operators
New sales policy 1949 Model Quizzer

Write—Wire—Phone
Phone: Warwick 8-8480

Training Devices, Inc.

1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan

Wanted
Used Mills $1.00 and 50¢ Play Bells

Advise quantity, model, condition and price. Let's hear from you at once.

Act fast. Write to BOX 248

Care the Billboard

Cincinnati 22, O.
**BOMBSHELL**

IT’S TERRIFIC!

Complete your Groetchen profit line with this new legal all mechanical billiard table

No electrical parts!
No cue stick—uses a turret swivel
Gun which shoots in any direction accurately

“BOMBSHELLS” on location are returning a higher percentage of profit and greater gross than other games under like conditions. The action and skill features allow players. Lifter delivers 5 cue balls for $0.50. Rack automatically places balls on triangle (shown on playing field). Live rubber frame cushions permit bank and English.

Table is 16’ x 32’—window enables player to see used balls. A game of skill.

WRITE FOR PRICES

**Groetchen Tool & MFG. Co.**

126 N. Union Ave.

Chicago 6, Illinois

Phone RANDolph 6-2807

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**In New England It’s Trimount!**

Exclusive distributors for

J. P. Seeburg — Gottlieb — Williams

Keeney — Universal

New England’s largest assortment of new and used music. 3 bolts, 1 ball. Consoles. Write for prices.

Try Trimount for service

• New England’s largest parts department.
• Careful and immediate attention to all orders.
• Experienced trained personnel.
• Well trained, experienced staff.
• Complete line of parts on stock.

**Get Your Reservations in For the Big Game—**

Williams

**Quarterback**

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**Spot Cash**

For Universal’s photo-finish, free play or payout; Bally draw bells, citations, Champions or Lexingtons.

Keeney Single or Twin Bonus Super Bells

Write, wire or phone lowest prices.

Silent Sales Co.

300 11th Ave.

Milwaukee, Wisconsin

Phone 7412
Another First! Our Newest 5-Ball Wonder!

Chicago Coin's Tahiti

WITH THE
NEW AND ORIGINAL
EXTRA BONUS
FEATURE!

COMING SOON—"BOWLING ALLEY" 8 FOOT LONG!
1 or 2 PLAYERS!

SPECIAL SALE
FIVE BALL PIN GAMES

Alice in Wonderland. $ 99.50
Ali Baba. 99.50
Appalooz. 99.50
Barterrite. 99.50
Baby Face. 99.50
Bang Bang Bill. 99.50
Blue Skirt. 99.50
Swingster. 99.50
Caravan. 99.50
Carnival. 99.50
Contact. 99.50
Fighting Parlor. 99.50
Gold Ball. 99.50
Hawaiian. 99.50

SPECIAL: 16', 18', 20', 22', VALLEY and NATIONWIDE SHUFFLEBOARDS, used only three months, $195.00

Send 1/3 deposit, balance C.O.D.

FOR SALE
5 147N Seeburg ....... $350.00 each
5 147S Seeburg ....... 300.00 each

This equipment guaranteed perfect in every respect. Original crates, privately owned. Let for $1,000.00. One-third deposit, balance C.O.D.

PARRISH MUSIC CO.
P. O. Box 97
Smithfield, N. C.

WANT TO BUY FOR CASH

16 used Bally Citation—Write for price.

United's Shuffle-Alley—All the thrills of bowling. Order at once for immediate delivery. It is terrific.

WE BUY, SELL OR TRADE.
WHAT HAVE YOU?
FRANK SWARTZ SALES CO.
515-A Fourth Ave., S., Nashville 10, Tenn.
Phones: 4-8371

FRANCHISE SALEMAN
An exceptional opportunity for a high grade man with a record of earnings upwards of $15,000. Must be free to travel and able to finance himself. Franchise sales of new service to a basic industry, NOT COIN MACHINES. Write fully, giving complete record of past connections for interview. Box NY-112, Billboard, 1564 Broadway, New York City 16.

PIN TABLE BARGAINS

ROUND UP. $95.00 ALI BABA. $21.00
BAHAMA. 95.00 CHERO. 45.00
SHOWBOAT. 75.00 COVER GIRL. 35.00
MERRY WIDOW. 85.00 ERNAH. 35.00
PARADISE. 85.00

ALL CLEAN AND READY FOR LOCATION. 1/3 DEPOSIT WITH ORDER.

O. K. DISTRIBUTING CO.
922 Poydras St.
NEW ORLEANS, LA.
CANAL 5819
TUMBLEWEED

NEW EXCITEMENT

with Exhibit's

NEW 'TRIPLE'

(SIMULTANEOUS)

FLIPPER ACTION

WILD ACTION ARENA LOADED for BIG SCORING that create terrific exciting moments of thrills and suspense to chalk up millions even with a single ball for a win.

12 WINNING WAYS

5 WAYS with 'RANGE' SPOTTER

SEE 'TUMBLEWEED' AT YOUR DISTRIBUTOR NOW!

THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST. - CHICAGO 24, ILL.

The TOAST of TO-DAY in 5 BALL PLAY

NAVAJO

Latest and Best Money Maker


CONTACT YOUR DISTRIBUTOR—W. P. WRIGHT
323 Vista St., Ashtabula, Ohio. Phone 3071.

WASHINGTON—STEW SALES CO.
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SOUTHERN DISTRIBUTOR
P. & M. Sales Co., 338 Main St., Dallas, Texas

Write Us for State Distributorship. Samples $14.50. Cash With Order.

CAUDLE & McCORY MFG. CO.
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FOR IMMEDIATE DELIVERY

SENSATIONAL

GENCO'S GLIDER

$295.00

A. G. SEBRING CORP.
2300 W. ARMITAGE
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WE WILL BUY For Cash in Any Quantity

BALLY TRIPLE BELLS — BALLY SPOT BELLS

ADVANCE AUTOMATIC SALES COMPANY
1350 HOWARD ST.
Phone: Mobilock 1725—SAN FRANCISCO 3, CALIF.

GIVE TO THE
RUNYON CANCER FUND
MILLS' NEW 1949 BELLS

MILLS' NEW VEST POCKET BELLS
Operates on 1-5 Mystery Payout System
5¢ Play
WRITE FOR QUANTITY PRICES

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY.
WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Victory Special, 75.00
Tischert, 75.00

CONSOLES

Ball Draw Bell, 50
Ball Draw Bell, M.S., 50

ARCHITECT EQUIPMENT

Ball M.H. Bell, 25

SLOTS-SAFES

5¢ Blue or Brown Feet, 60.00
10¢ Blue or Brown Feet, 75.00
25¢ Blue or Brown Feet, 79.30

ARCADE EQUIPMENT

New Mills & Jennings SLOTS & CONSOLES

BADGER'S Bargains

Guaranteed Reconditioned Consoles

WRITE FOR QUANTITY PRICES

PHONOGRAPH

3 Rollers, 202.50
3 Rollers, 252.00
3 Rollers, 359.50

ARCADE

Champion Coin Pistol, 189.90
Exhibitor Soda Gun, 159.90

BADGER Sales Co., Inc.
Badger Novelty Co.

In Any Conference

It's

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ALL-AMERICAN QUARTERBACK

SICKING, INC.

Associated with

SICKING DIST. 454, 3513 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC. 1410 CENTRAL PARKWAY
Established 1895 CINCINNATI 14, OHIO

"You Can Always Depend on Active--All Ways"

Write -- Wire -- Phone -- ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO

THE BILLBOARD

October 22, 1949

92 COIN MACHINES

In Any Conference

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ALL-AMERICAN QUARTERBACK

ACTIVE

COMPLETELY RECONDITIONED GAMES
READY FOR LOCATION

9266 N. BROAD ST.
PHILADELPHIA 30, PA.
FREIGHT 7-4425

"You Can Always Depend on Active--All Ways"

SLOTS-SAFES

New and Used

Write -- Wire -- Phone -- ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO
It's replacement time when your Bell equipment is old and out-of-date. You lose a great deal of revenue when this condition exists. The mere fact that your old Mills Bells continue to operate so well, sometimes leads you to believe that "all is well." Your patrons like to play new Bells with the latest and most advanced principles of awards. Don't lose that EXTRA profit—operate new Mills Bells!

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
**NEW TILT FORFEIT**

*Another Williams Origination*

**ACCLAIMED THE MOST OUTSTANDING DEVELOPMENT IN THE INDUSTRY!**

When player tilts machine, he loses scoring only on the ball in play! Previous score counts toward winning play and scores of following balls are registered!

**SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!**

**GREATEST CONSOLE MONEY MAKER EVER BUILT!**

**EVANS' PHENOMENAL WINTER BOOK**

**HERE'S WHY WINTER BOOK OPERATORS PROFIT:**

- Faster Action! Steady Play! Stabilized Territory! Location Security! Mechanical Reliability plus 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
- Nonpareil 7-Coin Head, history-making improvement
- Takes in up to 7 coins every game
- Don't be satisfied with less! Precision engineered! Custom Built Cabinet! 5c or 25c Play.

**ORDER FROM YOUR DISTRIBUTOR OR WRITE DIRECT**

Delivery also on: One Rol-Hi, Black Diamond, Casino Bell, Bong Tails, Galloping Dominoes

**H. C. EVANS & CO.**

1828 W. Adams St. Chicago 7, Ill.

SEE EVANS' CONSTELLATION AD ON PAGE 68

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**BEAUTIFUL! DEPENDABLE! JENNINGS' SUPER DELUXE SUN CHIEFS**

- Eye-Catching Onyx Light-Up Front!
- Jennings' Famous Precision-Built One-Piece "Chief" Mechanism!
- Wide Selection of Jennings' Popular Reels!
- Optional Automatic or Hand-Load Jackpot—Same Price!
- There's a Jennings Machine for Every Location—See for Yourself!

**WRITE FOR YOUR COPY OF JENNINGS' HANDY POCKET-SIZE 16-PAGE BOOKLET AND INFORMATION ON JENNINGS' NEW "CHIEF CONSOLE."**

**HOW WOULD YOU LIKE TO BECOME A DEALER IN JENNINGS' PRODUCTS IN YOUR LOCALITY?**

We have some open territory for new dealers in certain states. If you use and service mechanically operated coin machines, here's an opportunity to expand your earnings. Write us for complete details!

**O. D. JENNINGS & COMPANY**

4307-39 West Lake St.

CHICAGO 24, ILL.
UNITED'S
SHUFFLE-ALLEY

ALL THE THRILLS OF BOWLING
SCORES EXACTLY LIKE BOWLING
TOTALED AUTOMATICALLY

WEIGHT RELEASED AT START OF GAME
RETURNS TO PLAYER AUTOMATICALLY

WEIGHT LOCKED WITHIN GAME AT FINISH

GREATEST NOVELTY GAME OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION

ACCEPTED EVERYWHERE!
LEGAL IN CHICAGO

EQUIPPED WITH
NEW DROP CHUTE

APPROXIMATE SIZE
2 FT. WIDE X 8 FT. LONG

UNUNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES
- Gott. Kicker
- Abt. Exh. Liberator
- Scientific Exhibit
- Photoimatics
- Yeley
- Jennings
- Watl.

NEW ONE BALLS
- Mills Black Beauty
- H. L. Black Gold
- H. L. Blue Bell
- Melon Bell
- Bonus Bell
- Jennings Sun Chief
- Standard Chief
- Lite-Up Chief
- Columbia

NEW SKILLS GAMES
- NEW MILLS BLACK KICKER
- ABT BUDDY
- BERN. MILLS CHALLENGER

NEW COUNTER GAMES
- Buddy, Cie. Marks
- S. K. Hunter
- Abt. Modes
- Abt. Challenger
- Abt. Skill Thrill
- Abt. Skill Gun
- Shipman Astrawho
- Daval Rest Hand
- Kicker & Catcher
- Bally Heavy Hitter

NEW CONSOLES
- ACGR. Vendors
- ACGR. Vendors
- N. W. Vendors
- Jennings Vendors

NEW VENDORS
- ACGR. Vendors
- N. W. Vendors
- Jennings Vendors

SLOT SALES, STANDS, ETC.
- Chicago Metal Revolving Saucers - de Luxe
- Mills - $75.00 - Double - $117.50 - Triple - $200.00
- Universal - Single - $69.00 - Double - $115.00
- Exx. Flippers Kit - $3.75 - Nickle Nudger
- Box Stands - $20.00 - New Ski. Coin Change
- Exx. Roll Tilt - $2.75 - New Trumpum Supper - 2.75

SPECIAL!
- New Wiley-Goy Record-Gram - $2.49.50
- Genco Glider

WANTED TO BUY
- Lexingtson
- All Stars
- Late Flippers Games
- Citations
- Diggers

ABT SKILL GUNS
- Like New
- $9.50.00

GUARANTEE
- Mills Gears... $8.50.00
- Triple Action
- Skill Thrill
- Crossfire
- Gutenburg
- Honeydew
- Gold Medal
- Santa Fe

HUNDREDS OF PRE-FLIPPERS 3-BALLS, theoredy reconditioned
- $39.50.00

FLIPPER TYPE 5 BALLS
- Round Up... $115.00
- Jack 'N Jill... $19.50
- Carnival... $105.00
- Trade Winds... $95.00
- Crown... $105.00
- Mary Widow... $84.00
- Salsola... $85.00

CANDY AND CIGARETTE VENDORS
- Stover Universal
- Rowe Standard
- Rowe Deluxe
- Rowe Imperial

NEW REBUILDSLOTS
- Blue Bell
- Black Beauty

HOLLY CRANES
- Finest and Greatest Money Maker. Attrocious and Eye Appalling. The Only Coin Size Crane on the Market.

PARTS SPECIALS
- A Single Dollar Week
- Tubular Coin Wrappers, 65c per M.

CONSOLES
- Kenney 5 Star Bonus Super
- Ev. Winter Wonderland
- Ev. Winter Wonderland
- Bally Triple Bell
- Ev. lil. dices
- Pace Canopy

ONE HALFW DENOSH WITH ORDER, BALANCE C.O.D. OR SHIP DRAFT

EMPIRE COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL
The Billboard

COIN MACHINES

October 22, 1949

Another GREAT GAME by GOTTLieB

EXTRA SPECIAL 1ST BALL SCORING!

4TH ADVANCE OR 4TH BALL INCREASES VALUES!

"POP" BUMPERS!

with the Original FLIPPERS

SUPER-HIGH SCORE

ORDER NOW!

IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP!
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