More than 6,500 Frank Sinatra fans turned out for Frank's personal appearance on the roof of Thalheimer's Department Store in Richmond, Va., during his recent three-day stay in the Tobacco City, where he reigned as Tobacco Festival King. Frank climaxes his 10 years in show business via his five-a-week "Light-Up Time" for American Tobacco's Lucky Strike Cigarettes over the National Broadcasting Company (NBC); his current Columbia best-sellers, "Stromboli," "If I Ever Love Again"; "Don't Cry, Joe"; "Bye-Bye Baby" and "That Lucky Old Sun," and his forthcoming pictures, MGM's "On the Town" and RKO's "It's Only Money."
Mr. Versatile
RED FOLEY
"THE HIT MAKER"

"OUR CHRISTMAS WALTZ"
"HERE COMES SANTA CLAUS"
"SUNDAY DOWN IN TENNESSEE"
"EVERY STEP OF THE WAY"
"TENNESSEE POLKA"
"I'M THROWING RICE AT THE GIRL I LOVE"
"TENNESSEE SATURDAY NIGHT"

DECCA RECORDS

AFFILIATED WITH HILL & RANGE SONGS
MANAGEMENT: BILL ELLSWORTH 75 E. WACKER DRIVE, CHICAGO, ILLINOIS

NO. 1 STAR OF GRAND OLE OPRY
WSM-NBC
BEST SELLER ON DECCA RECORDS
A NATURAL FOR P.A.*
PERSONAL APPEARANCES

"THE PRETTIEST SONG IN THE WORLD"

Now...
A Children's Christmas Album Sensation

"THE HIT MAKER"
"HERE COMES SANTA CLAUS"
"EVERY STEP OF THE WAY"
"TENNESSEE SATURDAY NIGHT"
"TENNESSEE POLKA"
"I'M THROWING RICE AT THE GIRL I LOVE"
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"THE PRETTIEST SONG IN THE WORLD"
AM UP OFF CANVAS

Gobs of Jobs For Vauders On High Seas

40 Cruises, Lotsa Work

NEW YORK, Nov. 5.—Ships cruises which used to sail big before the war and were capable of giving performers a lot of extra work are booming again. There are about 40 cruises set for the season; of 1949-’50, with each one spending on an average of $5,000 for talent, or a total of about $200,000.

The biggest talent buyer is still Nat Abramson, who operates the WOR Artist Bureau and hires seven to eight performers for as much as 30 or more ships working under contracts of the same kind. Cooks, Raymond & Whitcomb, etc. At present Abramson has 31 of the 40 cruises set for the season. Acts used on these trips stay away (See GODS OF JOBS on page 41).

Million Deal for 7 World Series

MBS, Gillette In Long-Term Diamond Pact

All-Star Games Included

NEW YORK, Nov. 5.—A deal set by baseball commissioner Happy Chandler, Frank White, Mutual (MBS) president, and Joe Spang, Mutual (MBS) president of Gillette Razors, whereby Gillette will sponsor the radio coverage of the World Series for the next seven years, is said to involve a total of over $1,000,000. The contract also gives Gillette the annual interleague All-Star game.

Mutual and Gillette also were granted first refusal on the series tele rights, giving them an opportunity to meet any bid from a competitor. This move followed a nucleus over this year’s series tele coverage. The National Broadcasting Company (See MBS, Gillette Slide on page 5).

AM WINNING OVER VIDEO’S

VS. TV

AM Winning Over Video’s Threat of KO

Costs No. 1 of 5 Factors

NEW YORK, Nov. 5.—The terrific emphasis which has been placed on television in advertising and broadcasting today or the past year has come to a definite end, according to agency and network executives, and therefore many trade observers are forecasting that the “swing is now back to radio.” As a result, where eager beaver television enthusiasts were freely forecasting radio’s early doom not so long ago, the thinking now is, “Seems radio is here to stay.”

There are five major reasons advanced for the back-to-the-radio movement, plus several tributary reasons. Most of the reasons are economic, and involve high dollar-and-sense thinking.

Big TV Cost Factor

Pointing to the increase in TV cost factor. Tele costs are skyrocketing, and despite its great circulation gains, Foreign Commerce Commission, declared this week that the Federal Communications Commission in deciding the color television issue would be justified in issuing “only temporary” television installation permits for the bein and letting the public decide whether color system is best.” Johnson said he would be content to see color standards limited at first to a single color as color system is best. Johnson’s views on color TV, the first to be given in this country, is limited to a six-megacycle width band.

Johnson’s views on color TV, the first to be given in this country, is limited to a six-megacycle width band.

So many people have asked me how a Spike Jones record gets that way, that I’ve decided to take you to typical City Slicker recording session.

The building where we record is shaped like an old-fashioned phonograph horn, with a little white dog sitting in front listening to his master’s voice.

Each artist is given a studio in keeping with his importance. Perry Como has a gold studio, The Masked Singer in silver, The City Slickers have a gray studio. It makes the mops more incomparable.

Spike Jones Takes You on Guided Tour of Wax Session

In doing so, there are over 300 instruments, ranging from a cowbell to a bathtub with an E flat drain pipe.

I tap the conductor’s stand for attention. Our seating arrangement is similar to that used by Toscanini (there he resemblance ends). Farthest away from the conductor’s stand, and facing it, is the brass section. This is comprised of two trumpets, a trombone, and an ashtray. This last is played by our first ashtary, Sir Frederick Days. Sir Frederick was first introduced with the London Philharmonic. I obtained him in a standard for two flutes and a bottle of monopole polish.

Absentee Woodwinds

In front of the brass section are the woodwinds. These seats are empty because nobody in the band knows what a woodwind is. To the left of the conductor’s stand is the (See Spike Jones Takes on page 30).
Operas And Stage Shubertion around sor the penned George supers a (See negotiations.

Gallop Would Stage "Okla." And Longhair

Outdoor Exhibits Linings Up

WASHINGTON, Nov. 5.—A succession of outdoor expositions and shows is in the works for next year's mammoth outdoor season, but in the meantime this week in the wake of a conflict between sequeled officials and opera impresarios for July, 1949, showbiz interest in the capital's Freedom Fair is reaching a new peak as evidenced by scores of letters offering to exhibit everything from a water buffalo to a half-man, half-monk.

Gallop, seQuest officials said, is trying to get the Sesqui-Centennial Commis-sion to sponsor a series of opera as well as Oklahoma and a string of Shakespearean plays. It is difficult that if the commission doesn't care to provide a building and sponsor the shows he will have to find a site around a stage and promote them himself.

Life of George Washington

Definitely set as a feature of the fair is a "symphonic drama" of George Washington's life now being prepared by Paul Yost, a retired man in due in town next week to give sequested officials a sketch of show and who is said in show biz circles to be available for a half-dozen Broadwayways, with some roles to be recruited from local drama groups.

Letters from showfolks anxious to depict their favorite parts of the capital are already bulging a special file.

A Chicago organizer wrote that he is willing to recruit a troop of show (See Outdoor Biz Floods on page 51)

3 Nets Nearing Scripter Pact

NEW YORK, Nov. 5.—The American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC) this week came up with a compromise proposal to settle contract difficulties with the Radio Writers' Guild (RWG) over wages and continuity scripters at the webs.

The proposal was made thru federal mediator J. R. Mandelbaum at a Friday (4) meeting. The RWG meets with the mediator Monday (7) to consider the proposal.

It is said that the plan is a package deal that would wrap up the entire negotiations. The chief RWG demand is for more security for its members.

The RWG this week received a unionmember vote from its members working at the webs to take strike action unless a settlement was affected.

Or Alabama?

WASHINGTON, Nov. 5.—The differences between U. S. living standards and Guatemala's was graphically illustrated by the Commerce Department this week with the announcement of the rate the 1950 U. S. census reads "Is there a room for a television set?" a key question in a forthcoming Guatemala census "Do you want a telephone?"

All Niteries Okayed By Detroit Censors

DETROIT, Nov. 5.—Local night cinemas escaped the impact of the censor's scissors for almost the first time in the history of the city during October, according to Lieut. Howard Stewart, chief of the Police Censorship Bureau. Stewart said that no request for cuts was received by his office during the month. Stewart said that the only request for cuts was set down by the highest level of the human body in men at least eight months—219 individual inspection visits. Of the 219, 51 visits were made to all types of houses and 168 to theaters. A number of cuts were ordered—burlesque and vaude shows got by understated.

Tele Rights Up Threefold for Chi Cub Games

CHICAGO, Nov. 5.—Telecast rights for home games of the Chicago Cubs, National League pennant team, next year will be about three times more than the sum paid this year, it was learned after a conference between the team's management and local station managers last week. The sum got about $20,000 total from WGN-TV, WENR-TV and WBBK last year, the figure is expected to be $95,000 total if more than one station carries and $75,000 if games are telement on an exclusive basis.

Altoh the figure is being increased, none of the station owners, or management for that matter, is complaining. For one reason, the price is considered to be fair and is lower than that being assessed the White Sox, local American League team. Also, Philip Wrigley, Cubs owner, has always been co-operative with telecasters, having given initial TV rights a few years ago for no charge at all.

The White Sox last year got about $60,000 from WGN-TV, which had games on an exclusive basis. Team originally asked about $75,000 but negotiations have not gone under way officially. Sources say that all additional telecast rights will go for $130,000 on an exclusive basis.

According to the contracts, it is reported, if WGN-TV and WBBK will be the only stations telementing for stations until December 15 to accept or reject terms, but at the end of that period the president of the American Broadcasting Company, owner of WGN-TV, WENR-TV and WBBK, will have the first look at those stations if the same telecast rights will go for $130,000 or more.

Norton also asked right to air less than all games after the agreement is in the commitments prevented telecast- ing of all, but Wrigley said the games aired on an "all or none" basis.

CBS-TV To Rebate 75% When Screen Fails, 25% When Voice

NEW YORK, Nov. 5.—Execs at the Columbia Broadcasting System (CBS) this week were burning cand- dies late into the night in an effort to whipe together a final budget for next week. All personnel cut in the 20 PT. screen average per picture has been killed, with time of diminished budget and is expected to remain constant in the entire film industry. As a result, the sales staff is reaping the results of production failure.

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Policy Flexible

The policy on TV spots is flexible and subject to negotiation. An exec is held by position and cuts must be made if the company is not able.

ABC's Budget Cuts Lasting in Late in Week

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The policy on TV spots is flexible and subject to negotiation. An exec is held by position and cuts must be made if the company is not able.
NBC Eyes New Look for 50

Brief and Important

Last-Minute Digest of AM-TV News

GE Studies Y&H Shows for AM Return

General Electric last week was looking over a list of proposed radio shows submitted by Young & Rubicam (Y&R). The firm planned to be holding nothing on the kilowatts at present. GE last season bankrolled "Houseparty" across the boarders on NBC and The Columbia Broadcasting Company and Fred Waring on National Broadcasting Company. The decision is expected shortly. The company now has Waring on CBS-TV.

Luckyes Multi TV Version of "Light Up Time"

America Tobacco Company last week was considering a video combination of "Light Up Time," which stars Frank Sinatra. The tele strip, a five-week 15-minute show, would feature Benno Goodman and his band and would be directed mainly at a fairly youthful audience. The show was submitted by N. W. Ayer, with no network selected yet.

"Screen Directors' Playhouse" for RCA, January 6

Radio Corporation of America (RCA) this week set January 6 as the starting date for its sponsorship of "Seven Directors' Playhouse" on National Broadcasting Company (NBC). The show will switch next week to the 10 p.m. Friday slot from its current period of 10 p.m. Mondays, and will continue on a sustaining basis until RCA picks up the tab. Business was placed thru J. Walter Thompson. The show is an NBC package.

Al Bernie Package Eyed for CBS 9:30 Wednesday

The Al Bernie comedy-variety video show which the Columbia Broadcasting System (CBS) is concentrating on moving into the 9:30 p.m. Wednesday evening slot. Its actual starting date is not set, but it will tee off before the end of November, according to program director William Beaty. Meanwhile, the Robert G. Lewis TV program has tentatively been slated in the 9:30-10 p.m. slot Thursday following Ed Wynn. Dick Linkzoon will direct.

CBS Mulls "Stage Door" Kine, Peddles Others

Columbia Broadcasting System (CBS) TV-packaging operation is now preparing a half-hour live version of the Edward George S. Kaufman legit success, "Stage Door." CBS TV is also mulling making a TV program out of "Escapade," the TV's current radio sustaining. Meanwhile, CBS is peddling a kine of "The Little Revue," a video adaptation of "The Little Show," a Broadway musical success of the 1920's.

Quinn Dramatizes Great Poems for TV Film

Legit actor Anthony Quinn this week started preparation for a season-long TV show based on dramatizations of great poems. Quinn, now on Broadway in "A Streetcar Named Desire," will not act in any of the films.

Crime Club Books, "Wizard of Oz" in TV Packages

Two of the more important video packages now being peddled consist of the famous musical and musical adaptation of "The Wizard Of Oz" titled "The Wonderful Land of Oz." There is a backlog of 400 novels for material of the mystery type. As for the other package, the Columbia Broadcasting System (CBS) was interested in it but couldn't make a deal with packager Al Levy, who now has a 15-minute across-the-board program or a half-hour length.

Honey Dreamers Leave Chi for New York

"Honey Dreamers," radio-TV vocal group on Chi-originated net the past two years, are moving to New York. Group, most recently seen on the NBC-Dave Garver show, will join the "Salute to Cole Porter" niter show at the Hotel New Yorker November 17, and it is expected they will appear on Manhattan radio and TV shows. Quintet will continue to record for RCA Bluebird.

FM Net Via Tape

NEW YORK, Nov. 6.—A local FM station got itself virtual netting—FM via tape—recording today (Sunday) when WFDR aired a State-wide political analysis of the forthcoming elections in New York State. The program was a deal for it got a brief analysis and forecast from stations in seven different cities and will air on special events director, Lou Frankel's, weekly show, each segment with local commentary. Stations co-operating with WFDR were: WFTN, Jamestown; WOR, Buffalo; WBX, Utica; WNIC, Ithaca; WGY, Syracuse; WPTR, Albany, and WHIL, Hempstead, Long Island.

CIO Fight May Cost ABC UE Biz

NEW YORK, Nov. 5.—The inter-union warfare in the Congress of Industrial Organizations (CIO) this week went so far as to influence the American Broadcasting Company (ABC) a piece of commercial business. The Arthur Godfrey program was commencing at 10 p.m. Mondays, was regarded as "a deal" which got a brief analysis and forecast from stations in seven different cities and was aired on special events director, Lou Frankel's, weekly show, each segment with local commentary.

The UE is understood to be shoring up its resources for an all-out fight to improve its status, which was compelled to forgo such luxuries as a radio show.

Put Emphasis Upon Creative Talent for 50 Will Build Up Junkin

NEW YORK, Nov. 6. — National Broadcasting Company (NBC), now in the process of shaping its development schedule for 1950, may undertake a type of operation completely new for that web. Essentially, NBC, should it plan materialize, will emphasize creative talent—people now in the house and to be acquired—plus shows which NBC hopes will add up to a sizable number of new faces. The payoff, the web hopes, will be to that if a new look, sustaining program-wise.

NBC's thinking is that on the creative side the nod has invariably gone to its top competitor, Columbia Broadcasting System (CBS), but that it sees no reason why CBS should be regarded as having cornered all that market. NBC is now thinking that this year in developing Драгун, Halls of Ivy, Who Said That? and Screen Di-rectors' Playhouse, among others, for commercial sale and sees no reason why it can't expand next season.

First creative tole in the NBC vineyard to come in for a build-up will be "Last-Minute Warfare," as regards one of the hottest talents currently available. Johnny, a writer-director-producer-anima (as was CBS's one-time wonder boy, Fletcher Markle), is putting together his "Last-Minute Warfare." In turn NBC argues that Playhouse represents one of the very few shows in radio today where any experimental and creative writing-producing-drawing team is being undertaken. Another staffer who may come in for a build-up is Don Gillis, NBC's top longshore music producer and composer, while in addition the web is hopeful of being able to hire top producers.

NBC is also studying another possibility, by which it would be enabled to compete with other than directors to show what they can do in creating property programs. A principal problem here, however, is posed by various union committees which will virtually curtail the web's operating. If these can be adjusted NBC may experiment with a "school of talent" setup.

The network is also busily exploring a number of new dramatic packs. (See NBC Eyes New Look on page 4).

MBS, Gillette Slide Home in Series, 7 Years

(Continued from page 3) (NBC) offered to air the game free on its TV network. The stations then virtually had no recourse but to follow suit. It's considered a certainty that Gillette will continue the Gillette Next year. Mutual, however, is not in any position to tell whether or not it will be given the right to operate. If these can be adjusted NBC may experiment with a "school of talent" setup.
Futures of BAB and BMB
Top NAB Board Meet Agenda

WASHINGTON, Nov. 5.—The National Association of Broadcasters (NAB) plans for a record-thumping membership drive will be a major topic at the 14-16 meeting here of the NAB board of directors. The drive, which has taken up such top-flight issues as the fate of the Broadcast Measurement Bureau, Inc. (BMB), the question of further streamlining of NAB, and the problem of whether the Broadcast Advertising Bureau (BAB) will be kept as an integral part of NAB or be given independent status.

The board is expected to give a formal go-ahead for NAB's biggest membership drive, which has been in a blueprint stage for some time. The board is prepared to grant board representation to the first time to television members on the basis of recent gains in TV membership, which have emphasized its expansion in video activities and rivalry with the Television Broadcasters' Association (TBA).

structural Changes?

Despite favorable signs for possible expansion of the NAB based on membership growth, there is some question as to the structure of the committee, which will report to the NAB board on how the recently instituted short of the agenda at the November 14-16 meeting will suggest some additional revision. NAB executive director, who will also work on any changes anywhere near as drastic as those already made. Tied in with development of the separate television committees will be the board's pondering on a report by the financial committee, which is expected to recommend a budget close to the present one of $2,500,000.

A major problem for the board will be the future of the baby, as the agency is highly popular but there is indecision as to whether it will carry on as a part of NAB or whether, in accordance with policy previously proposed, it should be divorced so as to attain independent status. As a result of a move towards TV, the board is taking another direction. BAB chief Maurice Mitchell has an executive capacity directly assignable to NAB Freey Justin Miller.

The financial plight of BMB will be a matter of discussion at the NABA deliberations. The BMB is already in debt to NAB to the tune of $75,000. BMM could get some relief, however, if it wins its current tax battle with the Bureau of Internal Revenue on the issue of whether BMB is a tax-free nonprofit entity or whether it is competitive, profit-making, and, therefore, taxable. A board meeting of NAB is expected by BMB in the event that the tax decision goes against the organization.

Day Tele Test Film
Studied by Colgate

HOLLYWOOD, Nov. 5.—Test telepic of Dennis Day's air show was completed this week. It was a test of Day's debut into video. Film, shot on Jerry Van Dyke's camera, was financed by Colgate and will be used by the bankroll to study the possibilities of the medium.

Altho no starting date is set for Day's video plunge, the sponsor is understood to be anxious to kick off the tele version of the successful radio show if costs and production can be held to current budget limits.

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

Bloomberg is Named WLLH National Sales Rep

Bloomberg, previously practicing attorney and WLLH's local sales rep for the past 15 years, Bloomberg will be the Edward Petry Company.

Kate Smith Reduced

Kate Smith this week had 45 minutes booted off her 165-minute show as NBC canceled her show on the American Broadcasting Company. The show formerly aired from 9 to 10, then resumed from 10:15 to 11 p.m. The web has decided to institute the change immediately, starting with the November program.

ABC Gets 5-Year Ex on "Majority"

ABC has signed a five-year exclusive radio and TV contract with owner of the "Majority," a show owned by an Horwich Productions, is aired sustaining Sunday nights on ABC-TV web.

Midwest Stores Buys "Shopping Is Fun on WBKB"

Midwest Stores, first Chicago grocery chain to use TV on a regular basis, November 11 will begin sponsoring a new program, "Shopping Is Fun on WBKB." Program of co-operative chain of over 400 stores will be aired Fridays from 9:30 to 10 p.m. Show will be produced by Service, Unlimited, with billing thru Preba, Fellers & Preba.

Teitzer Set for Five-a-Week on WBBM

Tony Teitzer, columnist for the Chicago Daily News, November 14 will begin a five-a-week column. Teitizer is associated with Herb Bailey Associates and sponsored by Nelson Bros, furniture store. Several columns will be dropped, but Teitzer was on radio shows in Detroit for eight years before joining the News a few months ago. A TV program featuring the columnist is expected to be investigated.

CBS Tests "Help! Way to Heaven" Radio Series

The Columbia Broadcasting System (CBS) is auditioning a new dramatic radio series called "Help! Way to Heaven," scripted and produced by Anthony's H. Will play the lead, thus forcing KFI's station manager, Anthony's H. to resign. The show's $1,250 per week, the same as the CBS network.

Street Stores insists to plug NBC shows if the station can offer the same. The show will also be reported taking no part in the running time clearances for NBC affiliates as well as in the local pool at local pool as possible, since the program is a "toonie," some interim renewal with Earl C. Anthony's KFI.

Some still remain several important cases before KFI and NBC points to CBS unsale as "Separation"

NEW YORK, Nov. 5.—Last week's suit brought by NBC against CBS Broadcasting System (CBS) of a United Nations series to Ford Motors this week became the matter of interest to National Broadcast- ing Company (NBC) when it was used by NBC in an illustration of the need for separation of AM and TV activities at that network. Following NBC's suit against J. J. Fothergill, NBC's president, called a special meeting with some of his department heads to discuss the Ford-CBS deal.

The position taken by the NBC board, according to report, was that NBC should have been on top of the Ford network. However, in the light of the present policy of radio-television integration still operating at NBC, it was impossible to work for a separation or any exec with responsibility in the case. It was pointed out, according to re- port, that NBC has had a past sale to the Ford network, and a pre- sale agreement with NBC for TV work. In addition, NBC has had a past sale of TV work to the Ford network, and a pre- sale agreement with NBC for TV work, which each had an interest in the situation.

The result, McConnell is said to be putting the Ford network back in the AM and TV at NBC's expense. The result would be splitting AM and TV at NBC—a proc- ess NBC has tried to avoid in the past, and it would include, among other things, a new policy whereby NBC personnel will work under a specific "dossier." Under such a system, it was feared, each person would be aware of his responsibilities, as was management.

KFI Planning India Set-Up
50-Kw. To Help Station

HOLLYWOOD, Nov. 5.—Altho officially "surprised" at disclosure of the National Broadcasting Company's (NBC) decision to shift its NBC-KMPC to India, KFI began laying plans this week. KFI officials have said they should the NBC-KMPC deal end its 50-year web affiliation. Pointing to the NBC-KMPC affiliation that is with KFI, KFI programs are now aired by WBIC, WNEW, American, and WDR, Chicago. As the NBC-KMPC deal ends, KFI has to look for new affiliations. KFI's management is now considering the possibility of expanding the KMPC's bid, which would necessitate replacement by network, and to look for new station that would be open to bidding by KFI. It is also possible that the KMPC's bid would be replaced by the network, and that the KMPC's bid for NBC's KXKJ would be added.

Altho KFI has contracted for 2 new NBC programs, the list of $1,250 per week, the same as the CBS network. KFI's station manager, Anthony's H., would be forced to resign. The show will also be reported taking no part in the running time clearances for NBC affiliates as well as in the local pool at local pool as possible, since the program is a "toonie," some interim renewal with Earl C. Anthony's KFI.

Some still remain several important cases before KFI and NBC points to CBS unsale as "Separation"
Bonfig Chills Idea of Early Color in Tele

CHICAGO, Nov. 5.—A strong blast against a national color system in the near future and especially at the Columbia Broadcasting System's mechanical color system, was delivered this week by H. C. Bonfig, vice-president of the Zenith Radio Corporation, at a meeting of the Kansas City (Mo.) Co-Op Club. Bonfig stated that no color system with which the "public and the industry could live" had yet been developed and that there is no answer at present as to when this country would have color television on a mass scale.

Official anti-color statement of one of the top execs of Zenith, one of the strongest backers of color in the past, caused great speculation in the trade here. At this time no exec of the company would comment. It was rumored in the trade that Bonfig's remarks were an expression of the ill feelings between Zenith and CBS, existing since the manufacturing exec played down the future of the CBS system at a medical convention in Atlantic City a few months ago. At that time one of Zenith's execs was present in the audience who afterward were witnessing a color TV demonstration, they should not get the idea that color is for the public welfare.

(See Zenith's Bonfig on page 14)

2 Unions in Strike V.S. WLIP, Kenosha

NEW YORK, Nov. 5.—The International Electrical Workers and the American Federation of Radio Artists (AFRA) Wednesday (2) struck against WLIP, Kenosha, Wis. Involving 12 to 15 of the station's personnel, the strike resulted because management and labor could not agree as to the personnel to be included in units to be set up for a National Labor Relations Board (NLRB) election. In addition, WLIP this week also fired an announcer who headed the AFRA members.

AFRA claims that management wasted salaries, spent union money and sanctioned in the announser's terms as well as the company lawyer who occasionally did a commentary program. The station was off the air for some time on Wednesday.

From the AFRA point of view the strike has significance beyond the usual. The union says that management, during the interval between calling of an NLRB election and the holding of the election usually applies pressure. These tactics are applied, AFRA says, to sway the election in favor of management.

The union sees the firing of its leader in Kenosha as evidence that this practice is being carried out there. AFRA execs have received the green light from the national executive board to take drastic action whenever they desire in such situations.

RTDG Waits DuMont Bargaining Agent OK

NEW YORK, Nov. 5.—The Radio and Television Directors Guild (RTDG) this week was waiting to see whether the DuMont television network would recognize the union as the bargaining agent at DuMont's local outlet, WABD. The RTDG made the pitch only last week.

The negotiator's labor org also expects to start negotiations shortly for new pacts covering staff directors at the AM and TV networks. All the contracts wind up together about November 30.

Ripley Gets WPTR Post; Asch Resigns

ALBANY, N. Y., Nov. 5.—Leonard L. Asch resigned October 26 as general manager of the Patroon Broadcasting Company and local independent 50,000-watt radio station WPTR, which the Schine Theater account is the principal stockholder.

Fred R. Ripley, Cleveland, one of the founders of radio station WTRY, Troy, N. Y., has succeeded Asch as general manager. Asch will continue as a director and stockholder in the company and as president of affiliated WBKA-FM, Schenectady, N. Y.
NEW YORK, Nov. 5.—Hard times are descending upon the packagers of television programs. Every network is finding itself faced with a different and pressing problem, and the end result is that many packagers are beginning to worry whether they will be better to turn all efforts back to radio and leave TV for the pure of heart. Latest stunner is the move instituted by the National Broadcasting Company (NBC) this week in requesting a couple of established packagers to knock in from $1,000 upward toward cost of auditioning shows.

What word of the NBC “share-the-cost” plan beginning to get around as a top exec of another network stated that he reached the packagers and had after getting over his initial surprise was that it is not at all illogical. "Some of these packages of radio programs are paid into me for thousands of dollars for auditions for the past few years. When I balance my books, after toting up the clinkers, I find my financial books are just about even with out a lot," he indicated that he might well try to follow the same line himself.

CBS A Waste Land

The Columbia Broadcasting System (CBS) is regarded as wasteland for packagers, due to reasons of its own. The most pressing is the worry of owning, where as possible, all or a piece of everything aired on its facilities. To get a show on its schedule, packagers have to give the network plenty, sometimes majorly control of a show.

The situation is even worse for the A. B. Com pany (ABC), to packagers, offers a contradiction. Prior to the current broadcast bylaws, the network was considered a fruitful place to spring ideas, since its execs indicated a willingness to listen to the most any proposition with commercial possibilities. Now, of course, chances of getting a sponsor on ABC are regarded as virtually nil. If a show does originate there, it will be on the way of programs with any audience to carry over. ABC’s five o’clock o’clock station offers a good basis for spreading a show among stations, but other affiliates are tougher to deliver.

DuMont Also Tough

DuMont, because of its hollowness to the TV industry and its susceptibility to clarity in clearing stations, is also tough on packagers.

The result is that with the networks turning thumbs down on sustenance, packagers are finding an even tougher time trying to sell their product. They can’t peddle shows at any radio stations alone and have no means of showing them to prospective buyers, who are too cramped as can radio shows. The alternative is to film each show, but this costs anywhere from $1,000 to $10,000, which is more than the way of living of many of the packagers can part with.

They’re Near Ready To Flee Back to Radio

New Body Blow by NBC

WASHINGTON, Nov. 5.—The Public Utilities Commission (PUC) here is likely to issue an early ruling on whether transit radio will stay in Washington, and the ruling will be one of the most important parts of the land where bus and transistor radio is a going concern. The rule now under consideration by the PUC will rule in favor of transit radio. A number of bus radio advertisers licks in at a noisy hearing here last week.

Snatching the front pages of the local press for more space and better play than was given to the firing last week, the hearings drew unusual attention.

The FUC was informed that the Capital Transit Company buses which are equipped with radio get a third stream of revenue from advertising and are guaranteed a month per bus even if there were no revenue from advertising. One effect according to supporters of transit radio, was to help free bus rates for passengers. Testimony was given that two opinion surveys made by the nettig International Radio Company showed an overwhelming majority of bus passengers in favor of radio on the buses. A poll was held last March and April, and it may take several months before next fall. "I don’t see how the commission can get the problem solved by that date," he said.

In reviewing the color situation since the hearings began Johnson said he was withholding final judgment and would be guided finally by a report which will be made by a special committee, headed by Dr. Edward U. Condon, director of the National Bureau of Standards.

Ace in the Hole

"If the FCC’s findings turn out to be as bad as the Senate says they are, it made by the Condon committee," Johnson said, "the Senate Interstate Commerce Committee will be sure to go into action to find out whether the FCC is really doing its job.

The Condon committee added Johnson, “is our ace in the hole.”

If the FCC’s climaxes its color TV inquiry with specifications calling merely for 6-mc. width and leaving such questions as the number of lines to a later date, it is believed that widespread commercial color TV may have to be delayed. The FCC’s color-system of 405 lines definition is not compatible with black-white receivers of 322 lines definition, it would be expected to find little interest from color sets converters. RCA, however, which has a 523-line color system, would be ex pected to develop its color EMS by the time lag for development.

"I’m convinced," Johnson said, "that there is a lot of color TV to be out there that ought to be some sort of a glow and that with the FCC’s report, it’s the public’s ready for color now. From what I’ve seen of it, I think that the FCC is right on the button, and I’ll let the people decide which is the best picture.

Heat Is On in Senate To Let Bars Down on Color Video: "Let Public Rule"—Johnson

(Continued from page 3)

began with initial hearings on the FCC’s considerable weight with the FCC. The senator’s demands earlier in the year for FCC regulations being done to color TV started are considered chiefly responsible for the brimming about the FCC’s present color hearings.

A Break for RCA

The system of the Radio Corporation of America (RCA) would gain most from minimum specifications suggested by Johnson, even tho the senator’s earlier admonitions for FCC action had given the Columbia Broadcast System (CBS) an initial advantage in the hearings. CBS has been the only industry outlet claiming that it has a color system already ready for commercial application. In testimony before the Senate committee, CBS had told the FCC that it would conform to "preliminary" minimum standards of test. The Senate chairman also said he was rezoned to the prospect that there would be no lifting of the freeze on television applications before next fall. "I don’t see how the commission can get the problem solved by that date," he said.

In reviewing the color situation since the hearings began Johnson said he was withholding final judgment and would be guided finally by a report which will be made by a special committee, headed by Dr. Edward U. Condon, director of the National Bureau of Standards.

This committee will not offer its re port until the Senate has had its hearing.

15 Dept. Stores 30 Mfrs. Bid For TV Show

NEW YORK, Nov. 5.—A deal was in the works this week for a network program for the TV season by 15 department stores in different markets and by some 30 manufacturers of department store merchandise. Masterminding the operation was Max B. Gold, president of the B. C. Johnson, the combine which met this week to set up plans, is dickering with the Columbia Broadcasting System for sponsorship of the Ken Murray Blankets show.

Backbone of the plan is the Wans maker Stores, Philadelphia, with some 13 other markets available on the cable, also reported. The manufacturers are putting together varied products, from wearing apparel to household wares.

Plan is for the stores to foot the bill for time and facilities charges projected to about $200 per week per store. The networks are to split the costs on talent, each getting up about $10,000 for a 26-week period. Further meetings will be held with the department stores to increase the spreads.

It is interesting to note that the entire system comprising both sponsors and participating stores originated several years ago via a co-op on the Mutual Broadcasting System. This system is now being operated by a different department store in each market.

"The COLUMN" is the idea, together with Norman Livingstone, assistant program head at WOR, New York.

As yet the only licensees for the pilot project were Ken Dolan Agency, Herman Lester, long associated in the Ken Dolan Agency, Hollywood, will leave the percenter December 1 for a new affiliation. Dolan approved the move, nevertheless, liked the pitch for continued work on the talent, including Dennis Day. Lester’s new berth is still unknown.

Lever Nixes Hope’s Pitch for Tape

Bob Hope has been turned down on his request to tape air shows. Albo Lever Bros. allowed the comic to Amyx one show during his recent trotzae, nevertheless, pitched the pitch for continued work on the basis that they purchased Hope live—and wanted him that way only.

Brief and Important

Last-Minute Digest of AM-Television News

Grand’s Stores Show To Bow on WHEN-TV

WHEN-TV, Syracuse, preys a new form program tagged "What's New at Grand’s," sponsored by the local W. T. Grand Store, November 11 at 8:45 p.m. The weekly 15-minute show features Jean M. Sinde.

WOMEN'S DINNER AND GRAND EMPLOYEES

All Nets Pitch for AM Series Campbell Has in Mind

Campbell Soup Co. South was looking over several packages as prospects for a new radio series it is planning. All nets are pitching for the business. It is believed the show when selected, will air in addition to the sponsor’s current daytime, “Double or Nothing” which of its expenditure. What Postman plans to put into the period has not been decided.

Postum, Jello Hunt Radio Shows Via Y&R

Two divisions of General Foods Ltd. are pursuing the prowl for new AM radio shows. Young & Rubicam (Y&R) Agency, were glomming scripts and formats. Postum was reported interested in the 2:55 to 3 p.m. across-the-board slot on the American Broadcasting Company (ABC), while Sterling Drugs is lopping off its 30-minute “Bride and Groom” show, starting January 2. Sterling’s shriveling is an economy move at its expenditure. What Postman plans to put into the period has not been decided.

Lester Ankle’s Ken Dolan Agency

Herman Lester, long associated in the Ken Dolan Agency, Hollywood, will leave the percenter December 1 for a new affiliation. Dolan approved the move, nevertheless, liked the pitch for continued work on the talent, including Dennis Day. Lester’s new berth is still unknown.

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Radio and Television Program Reviews

You Bet Your Life

Reviewed Wednesday (5) 9:30-9:45 a.m. EST, Sustaining via Mutual Broadcasting Company, Producer-director, Jack Benny; sponsor, Mutual Benefit Life Insurance Corp. This is a change of pace for the popular Benny, who has been seen in the role of a gravedigger. In few involved fragments, Eddie Miller's voice alone adds up to wonderful entertainment. His tongue-in-cheek banter with the contestants, and astute sense of the ad libbing technique, make this show a definite winner. As a sponsor, Mutual Benefit Life Insurance Corp. is chosen wisely. June Bundy.

Behind the Story

Reviewed Tuesday (11), 9:15-9:30 a.m. EST, Sustaining via the Mutual Broadcasting Company, Producer-director, Jack Benny; narrator, Marvin Miller. This is the kind of story that is told in every radio and television show. The story of the development of the show is as interesting as the show itself. Benny's honey-dew syrup-sounding voice and the sponsor's sassafras flavoring are a treat to the ear. The show is a winner and should be nominated for an Emmy. June Bundy.

Catalog Quiz

Reviewed Monday (10), 6-6:45 p.m. Sponsored by the Spiegel mail order house on WON-TV, Chicago. Producer-director, Barry McKinley; writer, Louise Sobes, Agency, Schwimmer & Scott; Cast: Ed Wynn and Eleanor Greer. Producer: Arthur Monday Thursday at 5:30. This is the kind of program which indicates the overcommercialism of some AM shows on finding a counterpart in TV. It proves that although the NAB has never been able to reduce commercial announcements in all quart's, it ought to start going after telecasters, too. Except for a short tape, this type of program is effective in reducing the chatter and chuckles and other sub-vocal utterances.

Radio and Television Program Reviews

Sisters of the Skillet

Reviewed Thursday (21), 7:30-8:00 p.m. Sustaining via KNMB (NBC), Hollywood. Producer-director, Jack Benny; writer, Eddie Ed East and Ralph Dunka. Cast: East and Dunka. This is a new show for Jack Benny, and it has been a success. The double act of East and Dunka is a definite winner. Benny's voice alone adds up to wonderful entertainment. His tongue-in-cheek banter with the contestants, and astute sense of the ad libbing technique, make this show a definite winner. As a sponsor, Mutual Benefit Life Insurance Corp. is chosen wisely.

Behind the Story

Reviewed Tuesday (12), 9-9:15 a.m. EST, Sustaining via Mutual Broadcasting Company. Producer-director, Jack Benny; narrator, Marvin Miller. This is the kind of story that is told in every radio and television show. The story of the development of the show is as interesting as the show itself. Benny's honey-dew syrup-sounding voice and the sponsor's sassafras flavoring are a treat to the ear. The show is a winner and should be nominated for an Emmy. June Bundy.

Lionel Barrymore at Home

Reviewed Tuesday (25), 7:15-7:30 p.m. EST, Aired Tuesday, Thursday and Saturday. Sustaining via WNBC, New York. Director, Paul Stone; writer, Robert Bistault; announcer, Carl Sermons; commentator, Lionel Barrymore. At Home With Lionel Barrymore is one of the best shows on MGM's line-up of "movie name" radio transcription series. The thrice-weekly series, which alternates with George Murphy's Good News From Hollywood, has a home-spun folksy quality, and should have a strong interest appeal for family audiences. Barrymore, a top flight actor who is equally at home in radio, gave the Intelligent, tightly written script a masterly reading. As a sponsor, Mutual Benefit Life Insurance Corp. is chosen wisely. June Bundy.
Chick a suspect as.) course, and headquarters and Harrison. Provided the killer. The lady, Allen); the to the top, to the more upholding this. There were then numbers unanswerable.

Show is simple in format and production. The more distinguished by newsworthy topics. Camera work and direction is simple and consists of getting pictures of debaters in action.

Alto this itself does not constitute excellent visual material, results of adding pix to sound give added impact to a basically radio idea.

Maurice Francis, Partners,】-matters, (hence in his view the presentation.) the unfolding of his view that the non-contributory pensions were socially disastrous. (WGN) WCN, WGN news analyst, was far more important. To be educationally or stimulating a show of this type should run at least a half hour. Cy Wagner, the smiling heel of a nephew.

the show's incongruous ad-lib tag was its brightest spot. With minutes still to go, buoyant John Tillman, WCN's chief announcer, casually strolled onto the corpse-stricken stage and curtain-called the entire cast to 'stand by and all. On paper it sounds like an ungodly idea, but the telegenic Tillman carried it off with such sparkling nonchalance as the unstint may be incorporated as a regular part of the series. June Bundy.

Tropical Holiday

Reviewed Friday (23), 11:20-11:50 p.m. EST. Sustained by a conventional title, promising line-up, headed by Ely Morals band and a troupe of unwise "cuban" dancers. The audience, however, was not too impressed, as the result of the first program was that our reviewer no longer cared to be there. the program went on as if nothing happened, and the audience was left in the dark as to what was going on.

The remaining of the remainder of the above mentioned information was not available. Please check back later for further updates.
IT'S ABOUT TIME
THAT RADIO
COUNTED THE ENTIRE HOUSE

Radio ratings until now have measured only the use of radio sets in the home. Everyone knows that there is considerable listening to the radio out of the home—in automobiles, at work, in bars and restaurants, and many other places.

For the first time all out-of-home listening in a community has been measured—PULSE has done it for New York!

For the first time PULSE has done it, using a common base so that out-of-home listening can be combined with at-home listening to obtain the TOTAL MEASURE OF THE RADIO AUDIENCE!

The size of the out-of-home audience ranges hourly from 3 percent to 58 percent of the at-home audience. Advertisers are going to find exciting, additional value in certain times, programs and stations.

On an over-all average, out-of-home listening adds 19 percent to the at-home audience each quarter-hour on weekdays, and 24 percent on Sundays. In effect, the radio stations in New York have been giving their advertisers a huge bonus.

Radio has always been fabulously low in cost in number of people reached at-home. The PULSE study of out-of-home listening reveals that radio's actual audience is considerably larger and, therefore, its cost is considerably lower. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home.

Write for your copy of the detailed findings of the first comprehensive measurement of the radio audience—"Report No. 1 TOTAL RADIO LISTENING IN THE NEW YORK AREA."

WNEW
1130
ON YOUR DIAL

WNEW, 565 FIFTH AVENUE, NEW YORK 17, N. Y.
AM Winning Over Video's Threat of KO

Costa No. 1 of 5 Factors
(Continued from page 3)

Point 3
Point 3 is the greatest test in tele.

Point 4 is that it is rapidly providing
its own telephone service.

Point 5 is that it is rapidly providing
its own telephone service.

Point 6 is that it is rapidly providing
its own telephone service.

Point 7 is that it is rapidly providing
its own telephone service.

Point 8 is that it is rapidly providing
its own telephone service.

Point 9 is that it is rapidly providing
its own telephone service.

Point 10 is that it is rapidly providing
its own telephone service.

HOLLYWOOD PREMIERE
(Continued from page 1)

The script, although completely
blank, is based on the character of
a physician, a plumber, who could easily
be cut out since he did not contribute
to the story, situation or comedy.

The acting, especially by Arlene
Harris, was several above the
normal. The trick, however, of having
an actor perform directly on the
screen near the end of the story broke
whatever mood had already been
established.

Hey, Sweeney, the other film, can
be characterized as a film of the
Father of those in which the very young
son is a great deal more important to
the father than the son. The son
mustn't mean anything to the father,
couldn't pass an IQ test for morons.

The comedy naturally is on the
side of the Sweeney.

This situation reaches its climax
when Sweeney, the fast-talking
man, is actually able to act as a watch-
dog. He begins training the mutt, but
the mutt refuses to learn any tricks.

A long-time-old man who made a
chair in terror as the brute says, "Boy,
you've been out to get a pot to leave
the house, the little horror pipe in
your drink!"

Bob Sweeney actually manages
to wring some laughs from the
departed.

The film was very gory.

MBS AD DRIVE
(Continued from page 7)

has a different type of operation and
organization than the other networks.

MBS is a new operation and
organization that is designed to get
elsewhere. Mutual is also intro-
ducing a new trade magazine aimed at
the business of MBS's lower cost, greater
flexibility, availability of point-of-
sale plugs plus local concern in
management and 500 one-station
markets.

"Dreams" (National Broadcasting
Company) is a shrewdly paced, tersely
written dramatic series, drama-
matic television. The stories are filled
With police stories. Brilliant under-
playing, authentic-setting and musical
score sustain a realistic sense of suspense
from the first to the last minute of
day's (3) engaging drama was based
on a 12-month hunt for the boss man
of a mob over dealing in bootleg beer
who used "damned for pushers." Each
show is dedicated to the memory of
duty. The slick performance
of Fatima commercials stressed the
supreme talents of a toothbrush.

The rug was ironed. It was a
"best of long cigarettes."

It's rugged individualism still
unmatched in the Pacific Point of
origin. "Duffy's Tavern is still
Duffy's, with Archie's (Ed
McCarthy) mastery of the malaprop,
Miss Duffy's nasal-pure Broklyn and
the rest of getting to the center
morale intact. Last Thursday's show
moved fast with some sharp lines and
a sharp break to a moment of
Black Beat. Belying on ingratitude
for most of its laughs, the script had
promised to find a poet to lecture a
Guild of radio writers.

Right Allen Poe's service was
rejected. Archie finally tagged a
man of the dance floor. He was
a with a variety of garbled quotations
and puns, i.e., "Do you know
what I didn't even know he was dead."

With three of radio's most relaxed
performers on the air, a well
established, Arthur Godfrey, Bing Crosby
and Perry Como, the trio has
enjoyed the most reserved treatment.
Thus, even with costs, tele does not
meet two of the major needs of
medial advertisers: If there were
a national circulation and it is not
yet a mass medium.

The experience, the network, the
presupposing settlement of major strikes,
is unimportant to the agency
and its market.

So, when one such exists, the need for advertising to
television is not the need, a need for national circulation at
or a cost as possible. Radio or
can be away the cheapest of
all media.

Generally, the NTC has found that
the problems of video writers are
closely identified with those of dra-
matists rather than radio writers.

"The" NTC plans Industry Pact
Huddles for TV Writers

NEW YORK, Nov. 5—The National
Television Committee (NTC), repre-
senting 350 television stations
in this country, this week was making plans to
go into negotiations with the
ingeering groups already heard
by the Dramates' Guild for guidance in any pact.
TIME'S A-WASTIN'!

Deadline in

THE BILLBOARD'S TWELFTH ANNUAL
RADIO AND TELEVISION PROMOTION COMPETITION

is December 1

The Billboard Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We are planning to submit an entry in the 12th Annual Radio and Television Promotion Competition.

We will enter in the following category(ies) (check any or all):

☐ Sales Promotion  ☐ Audience Promotion  ☐ Public Service Promotion  ☐ Audience-Sales Promotion  ☐ Network (national)  ☐ Network (regional)  ☐ Clear Channel Network Affiliate  ☐ Regional Channel Network Affiliate  ☐ Local Channel Network Affiliate  ☐ Non-Network 250-1,250 Watts  ☐ Non-Network 1,250-5,000 Watts  ☐ Non-Network 5,000 Watts  ☐ FM  ☐ Television  ☐ New Station.

We expect to have our entry in by ......................

(. . . . , and Please Make It as Early as Possible)

Name ........................................................................

Title ........................................................................

Address .....................................................................

City ...........................................................................

State ........................................................................

JUDGES

1. William A. Chalmers, Vice President & Radio-TV Director, Kenyon & Eckhardt, Inc.
2. Lee Conrey, Director of Television, McCann-Erickson, Inc.
3. Walter Craig, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
4. W. C. Crider, Rotten, Barton, Buelthe & Osborn Inc.
5. George F. Foter, Jr., Television Director, Newell-Emmett Company
6. Kendall Foster, Television Director, William Ery Company
8. Tom F. Harrington, Ted Estates & Company
9. Frank B. Kemp, Assistant Media Director, Compton Advertising, Inc.
10. Chester MacCracken, Doherty, Clifford & Shenfield, Inc.
11. Linnea Nelson, J. Walter Thompson Company
12. Roger Pryor, Director of Television, Foote, Cone & Belding
15. Adrian Swink, Dancer-Fitzgerald-Sample, Inc.
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**TV, 3 SPEEDS IN EACH GEAR**

**Tele Revives Entertainment In Homes; R.P.M. Bally Sells Big; Interdependence Seen**

**Sales Potentials Mount as One Medium Helps the Other**

By Joe Martin

**NEW YORK, Nov. 5.**—Despite the flurry some months ago because of the fear that a new type of car—one that would ruin sales of records and appliances—of 1949 models, the trade is finding that the buyers who saw a black future for record player and console combination are now becoming buyers. Actually the so-called record industry "confusion" has resolved itself into a healthy household for all elements of the radio, record, and television industry, and dealers are benefiting by increased sales of records and players.

Specific figures being raked up in video sales have, at the same time, also sided the disk market. Top figures in manufacturing and distributing are now talking about the "interdependence" of all three home entertainment fields.

While this growth seems to be that sales of radios, television sets, and phonograph records will remain good all thru 1950—even the usual summer slump is not expected to be as severe as it has been. The basic reason for the confusion was that the car was not the part of the picture that has been in radio. The part of radio has been in receiving entertainment in the family. With more people staying home to watch television, and not always the same time, that interest in television brought the public into their local shops, the new record and AIDS, and at the beginning promotion was also acted as traffic builders for the retailers.

As radio receivers found their way into the homes, many new shop owners set up and sold radio, phonograph, and television sets. The quality of their old radio-phonographic combinations and ordered new ones just because of the additional combinations for their TV sets. Many also purchased additional phonograph sets. In every instance, there was a demand for the same reason, because of the interest in television brought about by the public into their local shops, the new record and AIDS, and at the beginning promotion was also acted as traffic builders for the retailers.

**FM Manufacturers Chided for Laggard**

**WASHINGTON, Nov. 5.**—The FM Association (FMA) issued a final blast at the manufacturers this week, charging that their "gilded image" was being-based on an image of the quality of their old radio-phonographic combinations and ordered new ones just because of the additional combinations for their TV sets. Many also purchased additional phonograph sets. In every instance, there was a demand for the same reason, because of the interest in television brought about by the public into their local shops, the new record and AIDS, and at the beginning promotion was also acted as traffic builders for the retailers.

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Look for Revival Of Tele Trade-In Policy in New Year

CHICAGO, Nov. 5.—The old radio industry sales tactics on trade-in allowances are expected to become a definite part of the dealers' operation as of next year. This will be due, in part, to the fact that several months ago, a check of dealer sources in this area has revealed, trade-ins have become almost as important to the dealers as the new unit, until the beginning of the present period of deep discounting for cash. Even though demand, but in the past few months, with many dealers able to make sales practically in the same manner terms for the necessity for trade-ins had almost disappeared. However, when supply is expected to meet demand on a more normal basis next year, the competitive, dealers are expected to use this policy, especially in old TV markets.

Check revealed that some stores here have been allowing liberal trade-ins up to 50 per cent of list until a few months ago. Now, with TV sales in stores and radio TV stores have used the practice; department stores have practiced it. The policy has been most prevalent in stores selling radio and TV only, with those in large cities and those in the middle-class neighborhoods being the policy being the better.

The TV market becomes, of course, the more trade-ins will be made. To date, trade-ins have been requested by dealers only in the more advanced models, or larger screen sets.

Dealer authorities, such as Cliff Simpson, of the National Appliance & Radio TV Dealers' Association, have instructed that New York, Chicago, Philadelphia will be centers of trade-in selling.

Exaggeration in Ads For TV Sets Decried

PHILADELPHIA, Nov. 5.—Operators of local television stations, in offering TV sets and appliances, are pressing grave concern over the exaggeration in the trouble signs which may be avoided by dealers in newspaper advertising.

The same concern, it is said, is being followed more and more by dealers. Many agree with the approach of the '58 fall season when television sets will be high on the buying lists, it's time for dealers and manufacturers to establish a code of ethics for advertising.

Commonly, many complaints from viewers are attributed to dealers and television stations instead of to the dealers, in escape, has put out a television unhappy over advertising copy which takes some not-too-subtle jab at the sets of dealer manufacturers to create the impression that "our" sets are the best and the best because they are big enough to release for everybody. It is pointed out, and the racking against others. The dealer, of course, the TV industry, must eventually kick back at them.

Apart from the fabulous claims made for television sets, which hurt most major sales at those few times the public is able to drop in at any time. Recently all shoppers were given rebated cards and a drawing held by the department. Some have had to be held.

B'Port Store Has TV Theater

BRIDGEPORT, Conn., Nov. 5.—Laurelton, radio and record shops here and the first to show television in Bridgeport, will open a television theater in their store basement, with the public invited to drop in at any time. Recently all shoppers were given rebated cards and a drawing held. Owners are hoping for a "100%" sellout.

Radio, Phonograph and TV Merchandising

The Griswold Electric Company has been named national distributor for Aetna, Lanark Sound Products. Some of the equipment is to include microphones, load speakers, horns and reproduction equipment. The Mary Sales Corporation has been named Southern California and Arizona representative for the National Radiophonic Laboratories, as the market representative for the record and television departments of the organization. James G. Crwley has been made assistant sales representative in Michigan and Toledo for the Starline line. " DuMont has prepared gift certificates as part of the company's Christmas promotion to the Vassar radio, sold under the name of " DuMont," and to the Wingo radio, the world's only AM radio, 45 r.p.m. record changer and storage space for 10 albums.

M. D. Television, Inc., has been chartered by the Delaware secretary of state. The company is to be Incorporated as a key television organization for the development and manufacturing of major television sets. The company has received a $10,000 grant from the General Federation of Women's Clubs, which will be given to the company's initial stockholders. The company has received a $10,000 grant from the General Federation of Women's Clubs, which will be given to the company's initial stockholders.

Frankel Bros. has opened a new and larger showroom at 41 South 52d Street in West Philadelphia. " More Farr, Upper Darby, Pa., dealer, is about to open a 5000 square foot television show room with WCAT-AM radio on WCAT-TV Sunday at 12:30 p.m., for a half hour... Waterman Products Company presented a demonstration with "TV signal tracing and the efficiency with a meeting of the Philadelphia Radio Service Men's Association on November 1, with William Waterman, Martin Silverman, Bernard Schuman, William Weintraub, D. K. diner, The Shurly Radio Television Company, Philadelphia, put on a show for a few minutes at the complete Capehart line. Door prizes to the "Road Showers" of American Legion, Germantown Avenue, Philadelphia, with the Philco line featured for the opening... Niter, comic Joey Adams and movie star Peter Lawford, in the Philadelphia television show 卐. The Garden State Boulevard

Six new Crosley sets were introduced in the next few weeks at a dealer showing in New York. Among the new sets will be a 16" console on $499 and other 16", 12-1/2", and 12" sets. The sets will feature many of the recent developments and two or more is optional. All are furnished with a switch, but an increased number of salesmen have been purchased for an increased number of salesmen.

NARD Asks R'H'd Area Dealers' Meet

HARTFORD, Nov. 5.—The first meeting of its kind for the appliance-radio television industry in this area is scheduled for Wednesday afternoon at the Hartford Club. The event is being sponsored by the National Appliance and Radio Dealers' Association (NARD), with distributors and dealers to meet as the jockey for the "15th" sets, and Philco sales and net income for the third quarter of 1949 are expected to increase for the first time in over four years for the third quarter of 1949. The company's statement attributes the reduction to a two-week vacation shuts down during the summer and the high cost of retooling for the 1950 line of receivers...

Dealers Bid for Vet Bonus Via Credit

NEW YORK, Nov. 5.—Despite peak sales in both radio and television, the salesmen's commission was less than the value of the insurance dividends to the salesmen. More specifically, dealers are attempting to cash in on the vet's generous commission plan. During the peak selling season, also payments to ex-G.I.'s won't be made until a month later.

One of the techniques being employed is billing the veteran that he can buy now and pay later, when he collects his government check. Vets are limited to only show their insurance certificates, dividend application and the latest premium receipts. Dealers then issue a check covering the amount of the expected dividends. No interest is charged.

TV Investment Trust Surveys '49 Set Out

CHICAGO, Nov. 5.—Principal investment trust companies will produce a total of 2,355,000 sets with a dollar value of $439,687,500 during the past year, according to a wide survey conducted by Television and Radio News, and the National Association of Investment and Managing stocks of Television Fund, Inc., local investment trusts and their affiliates. The states this volume will be reached unless strikes prevent production and by information received from neutral trade sources.

According to the survey, which new sets, the total value of the factory prices, RCA will produce 410,000 sets with an average manu-
Rahn's Sound Off Vs. Names

Hefty Asking Prices Draw Fire of ACU

Probe Agency Practices

By Johnny Sipple (Continued from page 3) rector of the cornhusker school, told The Billboard that it will have, but agency practices is currently being studied by the ACU.

He said that the ACU had appointed a committee, headed by G. R. Higgins, of the University of Minnesota, to look into the ACU's practices at its annual conference last week. Lake, who is a p.v. of ACU, is working closely with Higgins on the project. At the ACU conference next spring, may come as a result of the entire study will be deliberated by the ACU. Major benefit of the collegiate buyers center around the prices they are paying for organs, the lack of back orders, and the notice cancellations of contracts and the general behavior of Chicago, which is under the plan plays.

Lake said that student union directors in the average student of ACU's national academy detail records of any troubles incurred with book order offices or bands. These studies, along with the partial results of collegiate bands, will be the basis for discussion of the committee during the next term. The study will include all statistics of the problems, in the which the colleges and the bands will be summarized.

Lake said that University of Nebraska is looking into its particular problem. of high ticket prices for student-promoted activities for the past year. The complaints have been getting worse continually, instead of being reduced, he said. Because of the high prices of attractions, ranging from concert dates to dances, student organs which are backed by an advertising-promotion-cost-of-Music (NAMM) have completed organization of the following seven NAMM committees for 1949:

- The committee, to study feasibility of selling tickets on a regional appointment plan, chaired by John H. Beasley, Dallas; sales training film company; chairman; William Byrly, Pears, III.; legislative committee, Earl Campbell, Washington; trade show committee, Harold J. Foote, Minneapolis; membership committee, co-chairmen by Charles F. Speck, S. Rice and George H. Beasley, Texarkana, Tex.; membership promotion committee, co-chairs, M. Wille, George H. Beasley and S. H. Goreau; public relations chairman, S. Erlandson, and trade practice committee, B. E. Rea, Buffalo.

known that major booking offices kept certain erks on their books because of AUL's previous promises to collegiate groups. In many cases, these erks reeked some months back but still saw pleasure in the pressure they received from collegiate dates. If the collegiate price-drop movement becomes nationwide prices of bands to one-night promoters may go up in proportion to what is lost in collegiate booking money for, in many cases, a one-night band should have wide field of bands and concert attractions, the individual price offers have pointed to a point where the show cannot be in. In two instances during the past year, student groups have lost so much money that the erts tires were played, and the individual student had to purchase their own tickets to pay the bills.

The Student Council, working with Lake, has suggested a $1.50 limit on the amount that a student group can pay. Lake said that the students have hired him to get the band. Lake has, as a kind of counselor-booker. Pipta, who is a veteran terpster on and off school, is a band booker with the new defunct Fredericker Hum, and Lake will receive a 10 per cent commission, based on what the attraction receives.

Lake said that to his knowledge, six or seven major schools in the ACU are considering the idea of a single booking program, such as that instituted at Nebraska U. From reports, he feels that a long time, it will be seen as something that is currently investigating the situation and that they will discuss such movements at the spring conference. The Nebraska school's action, along with band booking business, should have widely felt ramifications in the band booking business. It is

Colunvia Kicks Off Single Pop Disk Sales Promotion

NEW YORK, Nov. 5—Columbia Records this week kicked off its first major promotion campaign in years. The campaign, which will be geared to push a specially selected group of disks which the disk industry believes feel no more than five waxings at any single time. There will be selected periodically on the basis of initial reactions to regularly released disks. If public response to a waxing gives the firm excess reason to believe that it will hit potential, the waxing will be put on the promotion schedule.

Quota System

The promotion will be centered on a quota system whereby each disk has been assigned a specific number of potential number sales. To become the goal for the distro to sell. If the disk does not, the total quota as defined for the game of competition for turf, will include 10 platters. The regular Columbia disk jockey service will spotlight the disks due for the promotion treatment, and the firm's regular hanger posters will also feature the campaign recordings.

Disk jockeys are emphatic that the campaign will take no pressure on disks or retailers. Rather, they point out, it is a campaign designed to fashion a full-blooded selling program that has been done in no more than five waxings at any single time. There will be selected periodically on the basis of initial reactions to regularly released disks. If public response to a waxing gives the firm excess reason to believe that it will hit potential, the waxing will be put on the promotion schedule.

Randall Picks 1 Committee

CHICAGO, Nov. 5.—Hugh W. Randall, president of the Association of Music Merchants (NAMM) has completed organization of the following seven NAMM committees for 1949:

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Victor Gets First Crack at Disney Pix Album Rights

NEW YORK, Nov. 5.—Steve Carlin, head of RCA Victor, will leave for Hollywood some time in the middle of the month to confer with Disney about the forthcoming Walt Disney feature-length cartoon. The album will be the first to be made under the terms of a contract recently signed by the producer. RCA Victor will handle the first crack at album rights in Disney shorts and features for a 39-month period. The pact, which replaces an old Disney-Victor arrangement which had lapsed, gives Victor, in addition to future rights, retroactive exclusivity for any pictorials for 1942 and 1943, as well as future rights. These and other albums for release in the new Little Nipper series.

Century Sue Over 3 Tunes

NEW YORK, Nov. 5.—Harrison G. Smith, composer, filed suit against Century Record Company, owned by Eddy Krasnow, in New York Supreme Court this week. The complaint charges Century with infringing and recording three unrecorded tunes. It asks for an injunction, damages, accounting of profits, and an imposing of an allegedly infringed copyright. The songs are Sealed, by Harold Grinspoon; There's No Reason To Be, by Roy Evans and Samuel Cloud; who assigned his interest to Eddy Krasnow; and Dixie Home, by Cloud and Garrison. All three songs were written in 1928 and are unrecorded.

Deca 9-Month Net Hits 4276

NEW YORK, Nov. 5.—Deca Records, which in the last 9 months has sold $38,000 for the third quarter of 1949 and earnings of $427,401, which in the same period in 1948 were equal to 71 cents per share and totaled $550,877.

Mercury Promotion For "Mule Train" Brings Kickback

CHICAGO, Nov. 5.—Art Talmage, Mercury flack chief, is encouraging more than ordinary trouble in his Frankie Laine Mule Train promotion. Talmage planned a series of miles-whelmingly successful records in key cities in the U.S. A local search for a pair of long-ears and a mule with a mangy team that was uncovered by his own secretary, Sue Armstrong, and the name was furnished by a Kentucky farmer coming thru. When the mules reached the starting point in Cincinnati, the blast of an auto horn frightened them and a dynamite charge forced them to another car. Talmage was again followed. Talmage has temporarily halted plans to put on more such productions and is now concentrating on getting the record itself to the public. He will travel to record stores next week and talk with the record distributors. Talmage, chief here, had himself and his wife, Janice, man in togo by the Kentucky farmer. The salesman delivered in their own cars 1,160 copies of the record, and had them available here on long-playing disks. The diskery, owned by Mme. Louise Dyck and based in part on modern music. Among the artists appearing on the album are Carmen Cavallaro, conductor of the Boston Symphony; Ferdinand Oubrad, conductor of the London Philharmonic, and many other noted Gallic artists.

Suit on Rights To "Falmiglio"

NEW YORK, Nov. 5.—Suit has been brought against the publisher of a folk song, Frank Lamy. The complaint is a re-instatement of the copyright for the song Falmiglio. Ruth Ellington, sister of the musician, is plaintiff. Suit was filed in New York Supreme Court. The complaint is brought by T.G., Inc. as assignee for Theodore Grouya, one of the writers of Falmiglio. The suit is for $12,000 in damages.

Edmund Anderson, co-author of Falmiglio, was included as a party to the suit. So far the singer has not replied. The complaint alleges that Tempo had agreed to publish and exploit the song, had sold the Tempo royalty reports from time to time and did pay the singer $4,000, the record said, and at least another $12,000 is due the singer. The complaint also charges that since September, 1947, Tempo, by failing to exploit and promote the tune, has violated part of its agreement with the record company. The singer is said to be upset by the action against his partner, singer de- lurred, in order to protect is share of the rights. Anderson, residing in Connecticut, is out of the seventh national campaign to promote the song. The suit was filed.

Anderson and Grouya composed Falmiglio in 1941 and assigned it to Tempo, which was to supply Tempo to reach Tempo at press time were unwavilng.

Frank Buck for Columbia Kidisks

NEW YORK, Nov. 5.—Frank Buck, the famous explorer, 'Eisenhower's man, has been signed to cut kidisks for Columbia. His first waxing will be a jungle suite, with music by Peter Steele and Columbia's Kidisks, and it will be made at RCA Victor's studio in Los Angeles.

With Gene Autry's cutting of Rusty Rose Reindeer shaping up as the discy's biggest record for children's theme, Columbia decided to get the Buck on the radio. The Buck cut a 78 in the studio by the Western star. He also plans to do a set with Richard Carol. Mr. Holly of the WJZ Big Little Club show, Radio comic Peter Steele who has been on the Columbia Kidisks.

RCA Contract

NEW YORK, Nov. 5.—Xavier Cugat the week renewed his long-standing pact with the Music Corporation of America (MCA), thus dispelling any speculation that the Latin oscillator had severed his relations with MCA after 30 years. As the result of the renewal, Cugat inked a standard American Federation of Musicians (AFM) paper for the maximum period of five years.

The agency this week also booked the Cugat crew back into the Town Casino in Buffalo for two weeks beginning December 12. Cugat recently made a successful four-week date at the niterie.

Stores Pushing Disks in Fight Against Video

Bill Simon

NEW YORK, Nov. 5.—Free Players for LP Are Bait

Stores are using the long-playing disks in a fight against video. A new campaign has been announced, after a period of confinement to the record companies themselves, is beginning to blossom as a factor on the retailer level. The half-price clearance sales have staked the store during the summer, but now that summer's over, the retailers have who have come up with new ad and merchandising gimmicks have been able to maintain the pace. There's no more shortage of desirable disks; practically any dealer can order anything the customer wants. So competition for the customer is increasing, and dealers and retailers looking for new ways to provide value and service. And, for the most part, that must be done with some price cutting.

Up to now, companies have carried and maintained interest in recorded music via their various national campaigns to promote the LP and 45 r.p.m. systems. They have also serviced the jocks, provided display materials, and offered tie-ins with film and leg producers. The dealers, meanwhile, have done their best to boost sales. As for pushing out items for which a demand hadn't been practically created, more or less record clerks knew from nothing.

Battle With TV Is Rough

The battle with TV is a big one for the single disk, especially when it has drained off a big chunk of casual disk buyers. On the other hand, the paper packers and added convenience of LP platters has claimed the imagination of the disc buyer. Everything but the feeble little disc has been thrown into the phonograph realm. Getting this latter group, and holding them comfortably in their loyalties, has comparatively few dealers have wised up to date, but they happen to this week's creation, made previously, created, most record clerks knew from nothing.

(See STORES PUSHING ON page 29)

Cugat Renews MCA Contract

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U. S. Indicts Record Dealers
Of States as Price Fixers

WASHINGTON, Nov. 5 — The Justice Department's antitrust division, in an action that is likely to keep the market guessing for months, has indicted four record companies, EMI, CBS, Columbia and RCA Victor, along with 12 top executives of the companies for alleged violations of state anti-trust laws.

Ballyhoo Disk Goes Commercial

PHILADELPHIA, Nov. 5 — An initial issue was placed under the distribution umbrella of RCA Victor and Curtis recordings from the Ballyhoo label. The company, in the production of three albums, will use individual tracks from various artists.

New Promotion Program Pitched
By Thesaurus

NEW YORK, Nov. 5 — The new Thesaurus, formerly under the wing of the National Broadcast Co. (NBC) Radio Recording Division but now housed in the same office as the new division of the National Recording Corporation, (RCA), is being launched in a flock of records.

The monthly release of the new Thesaurus shows has been quarantined in the Church of the Wildwood series.

Following the third program of the season, (1) Ray McKinley and his band; (2) June Christy, with the Bill Harris Quartet, presented; (3) Easter show and (4) a special Thanksgiving show.

In the month of December, the new Thesaurus shows have been planned and includes special National shows as well as special brochures distributed by local sponsors. The promotion kits include catalogues, press materials, local press, glossy and picture mats, ad mats, special announcements and promotion campaigns.

Pilot Selling
Its Diskery

NEW YORK, Nov. 5 — Pilot Radio, a division of the National Broadcasting System, has put its complete disk manufacturing plant up for sale for possible use as a diskery for the broadcast industry. The plant has been purchased by a division of the National Broadcasting System.

Merchandising Pays Off

Boffo Disk Sales Are Credited
To Jock, Shop System

GALLATIN, Tenn., Nov. 5 — According to Randy Wilson, the disk division of his Randy's Record Shop here, radio promotion and an efficient order system accounted for all the demand for the 35-disk retail record operation in a shop that started 9 months ago with three platters.

The shop has a daily average of 75 disks that Randy's Record Shop is actually up 571, and it is possible that the business requires that a stock of more than 16,000 records be in stock at all times.

In monthly sales figures that are usually over the limit, Altho Kato's closest city neighbor is Nashville, Wood's shop has to be open around the clock and the shopman, the majority of the time, is occupied with宝贝Waxing, selling the goods, and answering telephone calls.

As for the wood's order system, he uses a simple, but effective packing and shipping methods to keep breakage at a minimum. Each order has to be signed, c.o.d., by check or by money order. Ordering of five or more disks on one order is required.

Wood also reports little difficulty with rubber checks or refused shipments.

25 Employees

He employs 25 full-time and part-time employees. In addition to cutting and distributing the assembly line pattern, each employe is assigned specific duties. For instance, one girl sorts the letters, another mails, into the order form, another sorts the letters, and another submits them to a, rubber stamp.

25 Employees

Employees must follow through on written instructions, double-check their reports, type address labels, pack, and ship the goods.

NBOA's Execs
Prep Action
Vs. Tax, BMI

Prep National Dance Week

CHICAGO, Nov. 5 — The board of directors and officers of the National Broadcast Operators Association (NBOA) met with their newly elected officers and committee members for their annual meeting at the Kato Ballroom, Kansas City, last week in Des Moines to set up 1960 committee meetings.

The NBOA will continue to deal with the tax problem for the industry, with a special emphasis on the tangle around the Amex-Billot tax.

Lloyd, Arthur, chief of the Archer Ballroom chain, was re-elected to head the important music licensing committee.

Riverside, to assist Alton Moore, of Aragon-Triannon Enterprises, Chicago; Joe Malee, Perry Park, Omaha, and Herb Puseley, Turpinke Casino, Lincoln, Neb., will continue to head the NBOA's campaign to take ballrooms out of the 20 per cent cabaret order.

The grievance committee is headed by Rudy Verderber, Oh Henry Ballroom, Atlanta; Alice McMahon, Indiana Road, Indianapolis, and Tony Cavalier, Elma Ballroom, York; and Karen Morabito, of the Washington counsel assisting Roberts, of the Chicago Ballroom.

During the week, the NBOA's campaign to take ballrooms out of the 20 per cent cabaret order.

NBOA's Execs
Prep Action
Vs. Tax, BMI

Prep National Dance Week

To Vox Drop 78's.

Use LP Exclusively

NEW YORK, Nov. 5 — Vox, indie wax works specializing in longhair records, is discontinuing its shellac 78 r.p.m. production and will henceforth concentrate on long-playing records. Only a few of its semi-pop and children's sets will remain in the works on conventional pressing, according to diskery top George Houghton, yesterday (7).

Close to 80 Vox albums are in pressing, but that can be easily transferred to LP will be switched, the rest will be turned over to other distributors.

Gives 25 Employees

He employs 25 full-time and part-time employees. In addition to cutting and distributing the assembly line pattern, each employe is assigned specific duties. For instance, one girl sorts the letters, another mails, into the order form, another sorts the letters, and another submits them to a, rubber stamp.

25 Employees

Employees must follow through on written instructions, double-check their reports, type address labels, pack, and ship the goods.

110 Employees

He employs 110 full-time and part-time employees. In addition to cutting and distributing the assembly line pattern, each employe is assigned specific duties. For instance, one girl sorts the letters, another mails, into the order form, another sorts the letters, and another submits them to a, rubber stamp.

25 Employees

Employees must follow through on written instructions, double-check their reports, type address labels, pack, and ship the goods.
Flacks Pull Out Stops as 'Mule Train' Rambles

HOLLYWOOD, Nov. 5.—With disc sales mounting, Mule Train continues to build up mileage this week, and field day for flacks and promotional men. Gimmicks being used up by enterprise agents won because of consumer reaction, as evidenced by sales.

Locally, Train started a disc jockey feud which centered around veteran pic. Radio representatives who voiced Attack jockies, burned because Jarvis was affiliated with the Frankie Lane, Crosby and Monroe versions of the tune and benefited most publicity-wise, at-tacked each other in an effort to one going as far as to say he would play any version of the revi-sion of the tune. Jarvis stuck back on the air with a pitch directed at home listeners in which he con-demned colleagues who boyoetied any version of the tune for personal reasons. Feud gave listeners and trade something to talk about, but sim-iticism could be a serious factor.

On the field side, press agent Red Decca continues to line up the Community Chest whereby the Chest campaign was put on the big screen plodding along Hollywood Boulevard. Special trains were sent out by Decca Records in Fresno, Calif., where Decca salesman Johnny Beard used a mullet show which included the Chest and Crosby's etching of the picture, and with RCA Victor and Columbia representatives, the field manager's union, AFA, gained the West Coast conference delegates assembled at San Francisco. There was a re-union of Train as the union's official song, which was seized upon by a veep, heralded Train by declaring that "Mule Train is symbolic of the typical radio man and we hereby adopt Frankie Lane's veep." There were unconfirmed reports that Walt Disney would rush work on his new featurette built around Train, with Lane set to do vocal dubbing, but studio spokesmen said nothing in the way of details. Meanwhile, while Disney Music Coast rep, Julie Loc, went to work on commercial-play plugs, with Crosby's stumy among first radio shot set. Crosby reportedly discussed details of the possible airing in a show rather than re-recording, discussing the quip that the fact that both the radio show and Decca records are amply tape recorded.

Cap Setting Up Latin Section

NEW YORK, Nov. 5.—Capitol Records is setting up a Latin-American section. The company has a reciprocal arrangement with Pan-American De Discos of Mexico, which all obtains from the Mexican affiliate. In the past, Capitol has issued a couple of Mexican rancheras, or cow-boy tunes, for the Southwest territorial market, but most of the current crop are for Yankee hickiders. According to Don Sanger, Capitol's interna-tional head, Latin discs will be released here in bunches until a desir-able catalog can be offered. Then releases will be put on a regular basis.

Pan-American has for several years pressed and distributed Capitol's cut-ting, as well.

ON THE STAND

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

Claude Thornhill

(Revered at the Cafe Rouge of the Royalton Hotel) is cutting a new disc (Booked by Associated Booking Corporation)

THOMPSON: Toms Paton, Chuck Speights, Bob Howard, and Guest

TRUMPET: B. M. Massulli, Al Lang

PITCHBIRD: Al Angstrom

TROMBONE: Al Andrews

ALTO: Earl Ackerman, Jerry Farnsworth

BASS: Don Bishop

PIANO: Arranger and Leader: Claude Thornhill

The story of the boy who cried "wolf!" makes on excellent parallel to the rise and fall of this band. The case history of the Thornhill crew, over a period of some 10 years, leaves no doubt... of the false alarms sounded in the trade about the cork bottom of a techni-cal leadership in the field. But the ending to the Thornhill story is yet to come. And this reviewer, who had on several previous occasions, believes that the Thornhill crew are going to hit the jackpot, despite the fact that his trade admirers are more likely to believe "a Claude" has hit his full trade quota of false alarms.

The current band is definitely being built to match the mold of the leader's first and most comm-ercial crew—the unit which held down the podium at the Glen Island Casino in recent years, and which led to Thornhill's entry in the navy. The lovely, mood-setting Thornhill medium of this band... the fact is that there is a brilliance which is lacking in a band....

Voces Pro musica

The band's greatest progress in re-cent years has been noted in the apartment, which now has developed into a ten-piece band business. Russ McIntyre, a boy working with his first name crew, has gone into a fine singer with a style and voice that is not unlike that of the early Bing Crosby. Thru... Nancy Clayton has satisfac-torily filled Fran Warren's shoes with the band. She sings with warmth and good... and has acquired con-...ness which becomes one's cur-tain and refreshing appearance. Joe... sings a pleasant rhythm tune. Nancy Clayton... she is a vocal force... the band is a well-rounded outfit.

That's Music the Kobbers Play

Says Melchor: Court Lets 'Em Go

(Continued from page 3)

by counsel of the two publicity men—and Melchor. The judge first made sure of... the record is made...背景下, a quality... the band's cornerstone... color (MGM) music. The last shred of formality vanished when a representative of the people of New York addressed the robust tenor as "Mr. Melchor." Melchor, after informing the court that he regarded the Kobbers' work as part of the folklore of America, said to the judge if he had heard the group's recording.

"Of course I have," he said, with a smile. "It was at Messers. Handwerger and Halpern, we're both on the same label."
Stores Pushing Platters In Fight Against Video

Whiting & Hope For "Lucky Us"

PITTSBURGH, Nov. 5—Al Nobel disk jockey here, stepped into the best commercial plum of the city when he took over Sunday (30) on Wilkins Amberjack on WCAE. A starter from Columbia is the active day in the city, fronting a band and doing a lot of night club work as a singing eneese. He was recently selected by Mercury Records to participate in the biggest promotion of Lucky Old Sun.

Diskeries Jump Release Date In Rush to Pull Out "Paintete"

NEW YORK, Nov. 5—Recording officials, probably out of fear of the recent Mule Trot scam, pre-ordained a mass release-date jump this week on the new Beasley Smith-Haven Cipps Vlnce, The Old Mas-Carade. The launch was pulled by Robbins, a big three subsidiary, had orchestra recording by Beale Omman with a December 1 release date. The first record on the new label, days later, is by Bllley Smith's Orch and the vocal by Smith. When Columbia broke with a Frank Sinatra recording this week, the panic was on, because Decca's Dick Haymes version with Decca's Dick Haymes version on the way as far as possible a release. Haymes and Sinatra both did the tunes live over their radio shows Thursday (9). We will move its Phil Harris disk as fast as it can; MGM, Capitol and Mercury which hadn't yet cut the song, release will be as soon as possible.

Spike Jones Takes You on Guided Tour of Wax Session

CHICAGO, Nov. 5—Spike Jones, well known for his wild disc keeping and bandleading style, takes you on a guided tour of the wax sessions he has been involved in this year. This is shown on the screen with sound effects, music, and film clips of the sessions. In this special feature, Spike Jones takes you on a guided tour of the wax sessions he has been involved in this year. This is shown on the screen with sound effects, music, and film clips of the sessions.
November 12, 1949

The Billboard

MUSIC

DECCA RECORDS

MULE TRAIN

with PERRY BOTKIN'S String Band

OUT OF THE WEST comes another smashing Decca hit — with all the pulling power and nostalgia of previous great "western" successes...

coupled with

Both are TOPS!

DEAR HEARTS AND GENTLE PEOPLE

with JUD CONLON'S Rhythmaires and PERRY BOTKIN'S String Band

Both by BING CROSBY

As Only Bing Can Sing!

Decca 24798
Price 75¢ (plus tax)
The Nation's Top Tunes

HONOR ROLL OF HITS

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

This Week Last Week

1. THAT LUCKY OLD SUN 1
   By Smith-Gilligale
   Published by Robinson Music Corp. (ASCAP)
   Records available: P. Laloush, Mois 3316; T. Manners, Varsity 191; D. Martin, Cap 57-726;
   B. Huggins, MGM 10156; J. Vaire & Vanc Quarte, Castle 294; V. Mancini, MGM 38525; VST 78120-5533; 154537-1018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24792; C. Foster Ork, Vocalion 52003; Frank Sinatra, Col 30462; Nat Lame, Fons, Harmony 1027.

2. YOU'RE BREAKING MY 2
   By Garsa & Staylor
   Published by Alpino (BMI)
   Records available: P. Britz, Harmony 1005; R. Bean Ork, MGM 10448; B. Clark, Col 7912354; (LP), Dec 46776; T. Manners, Varsity Ork, Mois 3317; J. Gillard, Cap 57-719; H. Harrington, Vocalion 50019; P. Reed, Din-Tone 351; T. Manners, Varsity Ork, B. Flamenco Ork, Blank 22-990.
   Electrical transcription libraries: Bob Eberly, World; Chuck Foster, Lang-Worthy; Johnny Guarnieri, Transamerica; Eddie Dickmann, MacGregor; Frankie Masters, Lang-Worthy; Lawrence Welk Ork, Standard.

3. SLIPPING AROUND 3
   By Floyd Tillman
   Published by Peer, Int. (BMI)
   Records available: P. Carter, Mary's 140; J. Cody, Vocalion 51022; P. Tillman, Col 78101583; (LP), Dec 46776; T. Walker, ASCAP 148; M. Whittington-J. Wilkey, Cap 57-10224.
   Electrical transcription libraries: Texas Jim Low, Standard.

4. I CAN DREAM, CAN'T I 4
   By Irving Kaye and Sammy Fain
   Published by Chappell (ASCAP)
   Electrical transcription library: Tex Baines, Transamerica.

5. DON'T CRY, JOE 5
   By Joe Marsala
   Published by Aron, Inc. (ASCAP)
   Records available: J. Dietsch, MGM 10012; J. McNeil, VST 78020-5533; (LP), Dec 46776; T. Simkins, Col 38555; C. Spinks, London 519; R. Flanagan Ork, Std 10-007; B. Harrington, Vocalion 51902.
   Electrical transcription libraries: Bob Crosby, Transamerica; Vic Damone, Associated; Charlie Johnson-the Sweetwood Serenaders, Transamerica.

6. JEALOUS HEART 6
   By Jerome Las Cairo
   Published by Adolph-Fric Publications (BMI)
   Records available: C. Bailey, Bullet 16272; E. L. Garson, Dec 46776; E. Duthis, Harmony 23898; B. Fallgut, MGM 10181; B. Lawrence, VST 78120-5533; 154537-1019; A. Sidaris Ork, London 500; J. Owens, Dec 46776; H. Winterhalter Ork, Col 39039; J. Joe Hunter, King 4914; E. Nutter, Vocalion 50604; T. Ritner, Cap 53562; H. Pytowsky, Col 24180; H. Risler, Coral 42011; B. Turner, Vocalion 5211; L. Bobbie Ork, Vocalion 5211; B. Turner, Vocalion 5211; J. Garber, Cap 57-799; The Ritzers, Signature-Hi-Tone 355.
   Electrical transcription library: Bob Crosby, Standard; Johnny Caruso, Transamerica.

7. SOMEDAY (YOU'LL WANT ME TO WANT YOU) 7
   By Danny Robin
   Published by Duxton (BMI)
   Records available: R. Best-Torik Turner, Master 11062; R. Block Ork, Hi-Tone 334; W. Bostic, Col 24654; A. Moon Ork, VST 78120-3047; W. Bostic, Col 38555; A. Sidaris, Col 38555; T. Tucker, Harmony 1054; Philadelphia String Band, Tempo TR 645; P. Reed, Dance Font 573; T. Theiner, Radiola 928; J. Brown, ORG 1901; E. Winterhalter-J. Thompson, Col 30161; P. Todd Ork, Coral 60196; J. Gray Ork, Standard; K. Griffith, Studio R-271.
   Electrical transcription library: Nat Brandenburg Ork, World; Chuck Foster, Lang-Worthy; Royalty Ork, Transamerica; Jery Gray Ork, Standard.

8. A DREAMER'S HOLIDAY 8
   By Ken Gerov and Melvin Wain
   Published by Shapiro-Bernstein (ASCAP)
   Records available: R. Anthony, Cap 57-741; B. Clark, Col 38559; P. Gons, VST 78120-5545; (LP), Dec 46776; C. Wilson-G. Jenkins Ork, Dec 24792; J. Jaffe, Ork, MGM 10566.
   Electrical transcription library: Michael Copeland-The Stylers, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Transamerica.

9. ROOM FULL OF ROSES 9
   By Tim Spencer
   Published by Hill & Ranger Songs (BMI)
   Records available: P. Britz, Harmony 10512; Casa Guitare Hom, Dec 46776; C. Foster, Vocalion 52018; D. Haynes, Dec 24637; E. Howard, Mer 5246; S. Kaye-D. Cornell, V 23-3441; B. Morgan, ORC 12105894; LPL 21727; P. Reed, Dance Font 573; T. Theiner, Radiola 928; J. Brown, ORG 1901; J. E. Wayne, ORC 1991355; LPL 21727; Disko Alden, Talent 747; M. Haynes, Cape-End 1972; T. Mannors, Variety 130.
   Electrical transcription libraries: George Wright, Transamerica; Jan Garber, Capitol; Eddy Howard, World; Eddie Darlinwe, Manhattan George Towns, Associated; All Tri's, Lang-Worthy; Foy Willing, Lang-Worthy, Bent Teny, Music.

10. MAYBE IT'S BECAUSE 10
    By Harry Ruby and Johnny Scott
    Published by Breneman-Vocal-Conn (ASCAP)
    Records available: H. Babbitt-The Villains, Vocalion 50304; B. Clark, Ork, MGM 10456; H. Manners, Col 5334; D. Haynes-G. Jenkins Ork, Dec 24637; E. Howard Ork, Mer 5246; A. A. D. Haynes-G. Jenkins Ork, Dec 24637; E. Howard Ork, Mer 5246; D. Haynes-G. Jenkins Ork, Dec 24637; E. Howard Ork, Mer 5246.
    Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard Ork, World; The Manhattan Serenaders, Transamerica.

* One of the TOP BEST SELLING

45 rpm 47-3010 RCA Victor Records
78 rpm 20-3582

The Billboard November 12, 1949
Again
America's disk jockeys
supply dramatic proof...

<table>
<thead>
<tr>
<th>Favorite Male Band Vocalist</th>
<th>Most Promising Male Vocalist</th>
<th>Favorite All-Around Female Vocalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor captures win, place and show with: Vaughn Monroe No. 1, Don Cornell No. 2, Tony Alamo No. 3 and making it 6 out of 14 are Larry Green's Ray Dorey, Tex Beneke's Glenn Douglas, Claude Thornhill's Russ McIntyre!</td>
<td>RCA Victor's Bill Lawrence leads the list by almost 3 to 1...Tony Alamo No. 2. Don Cornell makes it a big three in the top 10.</td>
<td>RCA Victor's up-and-coming Fran Warren jumped to 8th on the list of 25—over the names of long-established singers! Similarly, RCA Victor's newcomer Mindy Carson climbed better than half-way up the ladder to No. 11 position!</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Favorite Bands</th>
<th>Favorite All-Around Male Vocalist</th>
<th>Favorite Classical Singing Artist</th>
</tr>
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<tbody>
<tr>
<td>9 of the top 10 bands in the poll... Tammy Dorsey Vaughn Monroe Sammy Kaye Tex Beneke Claude Thornhill...are RCA Victor bands! Freddy Martin made it 6 out of 15. Other big wins: Sweet Bands, Sammy Kaye No. 1, Claude Thornhill No. 2, Swing Bands, Tammy Dorsey No. 2, Corn Bands, Spike Jones No. 1.</td>
<td>Big No. 1 is RCA Victor's Perry Como! And in the top 15 are Vaughn Monroe, Bill Lawrence, Tony Martin, Don Cornell.</td>
<td>Robert Merrill, James Helton, Jan Peerce, and John Charles Thomas win 4 of the top 10 places for RCA Victor!</td>
</tr>
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<th>Favorite Small Instrumental Group</th>
<th>Most Promising Female Vocalist</th>
<th>Favorite Recording Folk Artists</th>
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<tbody>
<tr>
<td>RCA Victor has 4 big wins out of 10...The Three Suns Irving Fields Illinois Jacquet Charlie Ventura</td>
<td>Mindy Carson 1st and Fran Warren 2nd in a photo finish...putting RCA Victor 'way out in front of the field!</td>
<td>RCA Victor's Eddy Arnold a smashing No. 1...almost 3 times as many votes as the runner-up! The Sons Of The Pioneers, Spade Cooley, Hank Snow, Elton Britt and Pee Wee King give RCA Victor 6 of the top 20. Of every 3 top folk artists—1 is on RCA Victor records!</td>
</tr>
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<th>Favorite Symphony Orchestra</th>
<th>Favorite Recording Folk Artists</th>
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<td>The Boston Pops No. 1, The Boston Symphony No. 2, The NBC Symphony No. 4...and The New York City Symphony makes it 4 wins out of the top 10 for RCA Victor!</td>
<td>...it all adds up to a resounding tribute to RCA Victor leadership...a leadership that we promise you will be maintained!</td>
</tr>
</tbody>
</table>

...that "the stars who make the hits" ARE on RCA VICTOR Records

...and they're on "45"!
WE'RE REALLY COOKING WITH THIS HIT!

SUNDAY NIGHT FISH FRY

No. 1 on all Popularity Charts...
A hilarious 6 minute interpretation by
LOUIS JORDAN
PARTS ONE AND TWO
(Decca 24725)

... and a terrific 3 minute, one side version by
GAY CROSSE
and the Good Humor Six
(RCA Victor 22-0049)

PREVIEW MUSIC CO.
Earl Mills, Prof. Mgr.
6419 Homewood Avenue
Hollywood 28, Calif.
Jo Stafford
scoring again with
"RED RIVER VALLEY"
and
"IF I EVER LOVE AGAIN"
Capitol No. 57-742 78 rpm

plus Two Solid Hits with GORDON MacRAE!

"WUNDERBAR"
and "I'll String Along With You"
Capitol No. 57-768 78 rpm

"WHISPERING HOPE"
Capitol No. 57-690 78 rpm

Another Magnificent Orchestration by
PAUL WESTON

"A Thousand Violins"
and "Dardanella"
Capitol No. 57-757 78 rpm

MEL BLANC's
sensational interpretation of
"Toot, Toot, Tootsie (Good-Bye)"
and "I've Got A Lovely Bunch Of Coconuts"
Everyone who listens to Mel Blanc
on the air each Sunday ... everyone who
hears this tune from the new Jolson
movie will want this record.
Capitol No. 57-780 78 rpm

TENNESSEE ERNIE's
greatest performance!
"MULE TRAIN"
Sure to be a Western Classic!
Capitol No. 57-40258 78 rpm

"Chickenfoot, 'Sparagrass, Hominy and Butter"
—their great night-club success
backed by: "Shine On, Harvest Moon"
Andy and Della Russell
Capitol No. 57-799

Phone or Wire
Your Distributor
Today!
PHILLY PHADDE... Sally Starr, hillbilly spinner at WMJ, will have a perfume dispenser named after her. Tie-up with a local perfume manufacturer will benefit Sally Starr perfume dispenser. The gal is the wife of Jesse Rogers, RCA Victor Western warbler.~

Ernie Tudor’s Bon Deon Show on WDAS, took time out from his regular Gig to broadcast the first odd in his Christmas Extravaganza. This free radio matinee in Philadelphia's Civic Auditorium will be modeled after his new movie, Faces in the Shadows. Featuring in the program will be Jesse Rogers, RCA Victor Western warbler. At the auditorium will bePCO.

SALMA JUET'S... Sally Juet, 11, Philadelphia, has been selected as a singer for the Philadelphia Civic Auditorium's Christmas Extravaganza. The program will be modeled after the new movie, Faces in the Shadows. Featuring in the program will be Jesse Rogers, RCA Victor Western warbler. At the auditorium will bePCO.

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The record industry salutes America's greatest vocal interpreter of Modern Music!

"MULE TRAIN" FRANKIE LAINE

"That Lucky Old Sun"

RECORDS THAT DEFY COMPETITION

Only Mercury has the hits on NON BREAKABLE RECORDS
THE BIG HITS STACK UP ON Harmony RECORDS

Smash Christmas Hits

JANETTE DAVIS
1084 Merry Christmas Polka
You’re All I Want for Christmas

JERRY WAYNE
1083 I’ll Be Home For Christmas
Winter Wonderland

CHARLIE SPIVAK
1082 White Christmas
White Gardenia

A GREAT NEW HARMONY STAR WITH TWO NEW HIT RECORDS...

ALAN DALE
1078 “There’s No Tomorrow”
with full Italian chorus
I Can Dream, Can’t I

1080 Give Me Your Hand
Dreamer’s Holiday

...and on Varsity Records

... the fastest selling lowest-priced package sets in America...

3-RECORD ENVELOPE SETS Only $1.25 list, tax included

E-3—STRAUSS WALTZES
By Bob Stanley and His Orchestra
Blue Danube—Emperor Waltz—Tales of The Vienna Woods—A Thousand and One Nights—Voices Of Spring—Southern Roses

E-27—JAN PEerce RECITAL
L’Amour-Toujours-L’Amour—Masculine Because—Martinita—You’re So Chicke from Pagliaccio—La Danza

E-26—TWILIGHT TIME—THE THREE SUNS
Twilight Time—It’s Dawn Again—
Jeeveys (Jalousie)—Star Dust—Barc- erillo from Tales of Hoffmann—Buoy Holiday

E-1—POLKAS
By Stanislaw Mruezek and His Polka Kings
Beer Barrel Polka—Saturday Night Polka—Clarinet Polka—Helena Polka
Mother Goose Polka—Bummel Patrus Polka

— and over 35 more value-priced sets

All Harmony and Varsity Records Available at Following Distributing Points: Send orders to your nearest branch...don’t wait for salesmen! All trade prices at least 40% off list.

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N. Y. C. — Circle 6-5996

CONNECTICUT
Wright Record Corp.
48 Elm Street
Meriden, Conn.
Phone 5-6257

CHICAGO
Wright Record Dist. Corp.
2322 South Michigan
Chicago, Illinois
Column 2-0939

LOUISIANA
United Record Co.
3114 Trinity Street
Los Angeles, Cali.
Adams 1-0811

LITTLE ROCK, ARK.
United Record Co.
1217 West Capitol Avenue
Little Rock, Ark.
Phone 4-5928

Harmony PARADE OF HITS

ROSEMARY CLOONEY
1071 Don’t Cry Joe
1074 There’s A Broken Heart
For Every Lightnin’ B’way
Chicago

BOB CROSBY
1076 Hep Scotch Polka
The Last Nice Home
1075 Toot Toot Tootsie Shelly-Go-Shhee

FRANK WOLLEY—MERRY MACS
1070 Legend of the Roses

EDDY DUCHIN
1077 Dancing Tambourine
And The Band Played On
1062 I’ll Keep The Lovelight Burning
Somehow

AL JOLSON
1070 Rockabye Your Baby with A Dixie Melody
You Are So Beautiful
1059 Good Morning, Honolulu, Hula Queen

BENNY GOODMAN
1061 Poor Butterfly
1070 I Had You
Limehouse Blues

PEARL BAILEY
1049 The Hucklebuck
Baby It’s Cold Outside

AL JOLSON
1037 A Rockabye Your Baby with A Dixie Melody
You Are So Beautiful
1059 April Showers
Hollele, I’m a Bum

TOMMY TUCKER
1050 Someday
Let’s Go Back and Kiss The Girl Again

PHIL BRITO
1051 Room Full of Roses
You’ve Breaking My Heart

JERRY WAYNE—JULIE WILSON
1047 Just One Way To Say I Love You
Let’s Take An Old Fashioned Walk

BILLIE HOLIDAY
1057 It’s A Sin To Tell A Lie
Wherever You Are

COUNTRY
SONS OF THE PIONEERS
1070 Just A Wearin’ For You
Smilin’ Through
1053 Down Along The Sleepy Rio Grande
Billie, The Kid

BOBBY DOYLE
1079 Mother Prairie
A New Star Shining In Heaven

DAVIS and TAYLOR
1076 What’s Wrong With The Women Today
Ain’t You Ashamed
The Billboard

MUSIC POPULARITY CHARTS

Juke Box Record Plays
Based on reports received last three days of Week Ending November 4

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each are the most played records and other possible recordings of the same title. Unless shown in this chart, other available records of tunes listed here will be found in the Monthly Hit List of Music Popularity Chart, Part I.

POSITION

WEEKEND

NOVEMBER 4

WEEKEND

NOVEMBER 3

WEEKEND

NOVEMBER 2

1. THAT LUCKY OLD SUN
   - M. Whiting-J. Whiting
   - MGM 57-0252-BMI
   - Capitol 57-1175-ASCAP
   - EMW 108-0475-ASCAP
   - EMW 108-0477-ASCAP

2. HANGING ON A MOONSHINE LAMP
   - T. M. Otis-H. William
   - Columbia 41-1256-ASCAP
   - Mercury 57-0042
   - Louisa 1001
   - MGM 12658

3. LONESOME THINGS
   - F. Marx
   - Capitol 47-3032-ASCAP
   - MGM 47-3032-ASCAP
   - RCA Victor 10864-1

4. ALWAYS
   - E. Lawrence-C. H. Warner
   - MGM 7018
   - RCA Victor 10884
   - Decca 54-2951-ASCAP

5. C.P. Rupe's "SACRED" WINDS
   - C. P. Rupe
   - Imperial 30-0008
   - Decca 51-1250-ASCAP

6. I'M GLAD I'M NOT YOUR LADY
   - J. Zimovski
   - MGM 10683
   - RCA Victor 10146
   - Columbia 47-2557

7. COME BACK LITTLE LADY
   - R. H. Robinson
   - MGM 10696
   - RCA Victor 10138
   - Decca 51-1252-ASCAP

8. LEE W. MOORE
   - E. Lawrence-C. H. Warner
   - MGM 7014
   - RCA Victor 10883
   - Decca 54-2956-ASCAP

9. I'M A WANDERING WAITING MAN
   - T. M. Otis-H. William
   - Columbia 41-1260-ASCAP
   - Mercury 57-0043

10. I'M GLAD I'M NOT YOUR LADY
    - J. Zimovski
    - MGM 10696
    - RCA Victor 10138
    - Decca 51-1252-ASCAP

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    - RCA Victor 10883
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    - MGM 10696
    - RCA Victor 10138
    - Decca 51-1252-ASCAP

19. LEE W. MOORE
    - E. Lawrence-C. H. Warner
    - MGM 7014
    - RCA Victor 10883
    - Decca 54-2956-ASCAP

20. I'M GLAD I'M NOT YOUR LADY
    - J. Zimovski
    - MGM 10696
    - RCA Victor 10138
    - Decca 51-1252-ASCAP

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    - MGM 7014
    - RCA Victor 10883
    - Decca 54-2956-ASCAP

WARNING!

In utilizing these charts for business purposes, readers are referred to the most recent edition of "Music Popularity Chart" for information listed which is based on a survey of reports from jukebox operators throughout the country, and whether a record's popularity has increased or decreased. This information is shown on the left-hand column under the headings: "WEEKEND", "Last Week", and "This Week." If a record has not been recently listed, or if the current position "last week's position" versus "last week" shows a sharp drop, readers should buy with caution.
BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION
Weeks Last This Year
Position to Date (Week)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saturday Night Fish Fry</td>
<td>Nat King</td>
<td>Capitol</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>I Want To Be Loved</td>
<td>Nat King</td>
<td>Capitol</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Pensée</td>
<td>The Platters</td>
<td>Mercury</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>Walk My Baby</td>
<td>Al Hibbler</td>
<td>Modern</td>
<td>26</td>
</tr>
<tr>
<td>5</td>
<td>Pledging My Love</td>
<td>Al Hibbler</td>
<td>Modern</td>
<td>22</td>
</tr>
<tr>
<td>6</td>
<td>Love Me Tender</td>
<td>Al Hibbler</td>
<td>Modern</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>Pledging My Love</td>
<td>Al Hibbler</td>
<td>Modern</td>
<td>11</td>
</tr>
<tr>
<td>8</td>
<td>Sailors Got Girl</td>
<td>Harry Belafonte</td>
<td>Rhythm</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>Sailors Got Girl</td>
<td>Harry Belafonte</td>
<td>Rhythm</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Way Down South</td>
<td>Harry Belafonte</td>
<td>Rhythm</td>
<td>8</td>
</tr>
</tbody>
</table>

**WARNING!**

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION
Weeks Last This Week
Position to Date (Week)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tr>
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<td>Way Down South</td>
<td>Harry Belafonte</td>
<td>Rhythm</td>
</tr>
</tbody>
</table>

ADVANCE RHYTHM & BLUES RECORD RELEASES

Mr. Big Mama

Mr. Big Mama and His All Stars (Rhythm and Blues)

*Mr. Big Mama and His All Stars (Rhythm and Blues)*

ADVANCE RHYTHM & BLUES RECORD RELEASES

Mr. Big Mama

Mr. Big Mama and His All Stars (Rhythm and Blues)

*Mr. Big Mama and His All Stars (Rhythm and Blues)*

ALADDIN

Watch HIT CHARTS for

AMOS MILBURN

"LET'S MAKE CHRISTMAS MERRY, BABY" "Bow-Wow"

CHARLES BROWN

"HOMESICK BLUES" "Let's Have a Ball"

CALVIN BOZE

"SATISFIED" "Working With My Baby"

Available NOW

Two Sure Money-Getters

AMOS MILBURN

"REAL PRETTY MAMA" "Drifting Blues"

LIGHTNIN' HOPKINS

"MORNING BLUES" "Have To Let You Go"

1ST QUARTET VERSION BY THE GREATEST FIND OF THE YEAR! THE SYMPHONATORS

"MULE TRAIN"

Backed by "THESE ARE THINGS I WANT TO SHARE WITH YOU"

THE SYMPHONATORS RECORDING EXCLUSIVELY FOR NATIONAL RECORDS

NATIONAL No. 9093 NOW ON SALE

Write, Wire or Phone Your Nearest Distributor or Write...
MINDY CARSON'S

"YOU'RE DIFFERENT"

(43 rpm) 47-3017

WANTED

- We desire to purchase the NON-
  EXCLUSIVE rights to dub from your masters to our tape any
  and all instrumental background music.

- Replies from European Companies invited. Write full particulars...
### Folk (Country & Western) Record Section

Week Ending November 4

#### Most-Played Juke Box (Country & Western) Records

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Slipping Around</strong></td>
<td>Jimmie Wakely and Margaret Whiting</td>
<td>Capitol 70-42225</td>
</tr>
<tr>
<td>2</td>
<td><strong>Way Don't You Walk Off and</strong></td>
<td>Ray Price</td>
<td>RCA 70-42226</td>
</tr>
<tr>
<td>3</td>
<td><strong>Love Me</strong></td>
<td>George Morgan</td>
<td>Columbia 70-42227</td>
</tr>
<tr>
<td>4</td>
<td><strong>I'll Never Slip Around Again</strong></td>
<td>Jimmie Wakely</td>
<td>Capitol 70-42228</td>
</tr>
<tr>
<td>5</td>
<td><strong>Blue Stay Away From Me</strong></td>
<td>Delmore Brothers</td>
<td>Capitol 70-42229</td>
</tr>
<tr>
<td>6</td>
<td><strong>I Never See Maggie Alone</strong></td>
<td>Ernest Tubb</td>
<td>MGM 70-42230</td>
</tr>
<tr>
<td>7</td>
<td><strong>Slipping Around</strong></td>
<td>Jimmie Wakely</td>
<td>Capitol 70-42231</td>
</tr>
<tr>
<td>8</td>
<td><strong>You're Gonna Change</strong></td>
<td>Hank Williams</td>
<td>MGM 70-42232</td>
</tr>
<tr>
<td>9</td>
<td><strong>Wedding Bells</strong></td>
<td>Hank Williams and His Drifting Cowboys</td>
<td>MGM 70-42233</td>
</tr>
<tr>
<td>10</td>
<td><strong>Bobby</strong></td>
<td>Delmore Brothers</td>
<td>Capitol 70-42234</td>
</tr>
</tbody>
</table>

#### Folk Talent and Tunes

By Johnny Sippel

Western Wax Wampum: In the first week of the November polling of the nation's b. b. wax whirlers, 68 Western spinners reported that Jimmie Wakely and Margaret Whiting's waxing of "Slipping Around" (Capitol) was their most requested number. Following in order, the remaining nine included: "Love Me" (King), second; the Delmore Brothers' "Blues Stay Way From Me" (Columbia), third; George Morgan's "Cry Baby Heart" (Columbia), fourth; Eddy Crosby's "Blue Stay Way From Me" (Decca), fifth; Ernest Tubb's "Slipping Around" (Decca), Kenny Roberts's "I Never See Maggie Alone" (Coral) and Dolph Humm's "Wish I Knew" (Vanguard), sixth; Eddy Arnold's "I'm Throwing Rice" (Victor), ninth and Jimmie Wakely and Margaret Whiting's "I'll Never Slip Around Again" (Capitol), tenth.

In forecasting the wax future, the disk jockeys predicted the top position for Ernest Tubb's "Blue Christmas" (Decca). The remaining nine, following in order, included: Gene Autry's "Rudolph the Red-Nosed Reindeer" (Columbia), second; Hank Williams's "Lost Highway" (MGM), third; Stuart Hamblen's "I'll Go Chasing Women" (Columbia), Pee Wee King's "Bonaparte's Retreat" and "Waltz of Regret" (Vanguard), fourth; Tennessee Ernie's "Mule Train" (Capitol) and Margaret Whiting and Jimmie Wakely's "Six Times Per Week" (Capitol), seventh; Fred Rose's "Who Do We Think We're Fooling" (MGM) and George Morgan's "I Love Everything About You" (Columbia), ninth, and Bob Flannery's "Revenge" (Capitol), tenth.

The details are still lacking, executives of WSM, Nashville, are currently dickering with army air force officials regarding a two to three-week jaunt overseas by a cast of WSM to entertain U. S. flying personnel in England and Continental Europe. The station executives are trying to switch previously scheduled p. a. tours by the artists at the station so that a star-studded cast may participate.

Word was received last week by George Biggar, WLS, Chicago, talent exec, that American Broadcasting Company would drop the "ABC Barn Dance" from its video schedule after the November 14 show. The ABC video jamboree is the only network h. b. cast show being aired. National Broadcasting Company dropped its web shot, "Saturday Night Jamboree," out of New York, three months ago.

Bob Neal, of WMPR, Memphis, is working personal with Eddie Hill (Decca), ... Little Tex Worrell, of KRNO, San Bernardino, reports that Tex Jim Lewis is operating the Valley Ballroom in that city, where regular square dances and jamborees are held. ... Ruth Miller, of W2Z, Tuscola, Ill., did a Bill Monroe, organizing his own ball team, which played in various ball parks in the vicinity. Joe Morris of WKLY, Hartwell, Ga., reports that Scotty and Roots have moved to WELX from WRDW, Augusta, Ga. ... Ted Knapp, of KRCT, Baytown, Tex., writes that Red Waddleman of that station, is reorganizing his band to play more one-nighters in the vicinity. ... Dave Miller, of WAAV, Newark, N. J., tells of Al Paul inking

(Continued on page 35)
<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>RUSS MORGAN</td>
<td>Decca 24127</td>
<td>POPULAR</td>
<td>Makin' Love Ukulele Style</td>
</tr>
<tr>
<td>MONICA LEWIS</td>
<td>by Oliver Ork</td>
<td>66-66-66-66</td>
<td></td>
</tr>
<tr>
<td>FRANCIS CRAIG ORK</td>
<td>(Jack Shook-The Dick Dons)</td>
<td>MSM 10559</td>
<td>My Own, My Only, My All</td>
</tr>
<tr>
<td>DERRY FALLICANT</td>
<td>(Bob Haggart Trio)</td>
<td>60-60-60-60</td>
<td></td>
</tr>
<tr>
<td>RUSS CASE ORK</td>
<td>(Stuart Foster)</td>
<td>MSM 10554</td>
<td>A Thousand Violins</td>
</tr>
<tr>
<td>GENE KRUPA ORK</td>
<td>Columbia 35622</td>
<td>I Want a Crown Up Man</td>
<td>66-67-65-65</td>
</tr>
<tr>
<td>JIMMY BLAINE</td>
<td>(Eddy Marek Ork)</td>
<td>London 532</td>
<td>Honey, Why Can't You Be Sweet to Me?</td>
</tr>
<tr>
<td>BOB DALE</td>
<td>(Bruce Campbell Ork)</td>
<td>London 508</td>
<td>My Street</td>
</tr>
<tr>
<td>THE MARINERS</td>
<td>Columbia 38029</td>
<td>On the Island of Oahu</td>
<td>72-75-70-70</td>
</tr>
<tr>
<td>TEDDY PHILLIPS ORK</td>
<td>(Lynn Hoyt-The Philadelphia)</td>
<td>London 534</td>
<td>Charley My Boy</td>
</tr>
</tbody>
</table>

(Continued on page 100)
THE BILLBOARD PICKS:
In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Charts:

**FOOL'S PARADISE**
Billy Eckstine

** MY HERO **
Ralph Flanagan

THE DISK JOCKEYS PICK:
Records that have appeared for three consecutive weeks or three times within a six-week period are listed below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. **MULE TRAIN **
Fats Waller
Mercury 2455

2. **A THOUSAND VIOLETS **
Paul Weston
Capitol 17066

3. **KING OF THE MOON **
Big Crosby-Fred Waring
Pye 4490

4. **WAY BACK HOME **
Freddie Martin
Victor 20-7326

5. **SO BLUE **
Art Lund
MGM 10142

6. **SEND TEN PRETTY FLOWERS **
Red Skelton
MGM 10743

7. **I WANT TO GO HOME **
Perry Como
Vivex 20-3031

8. **SHE WORE A YELLOW RIBBON **
Eddie Miller
Rainbow 90033

THE RETAILERS PICK:
Records that have appeared for three consecutive weeks or three times within a six-week period are listed below. Based on a weekly survey among them on what tune retailers think tomorrow's hits will be:

1. **DEAR HEARTS AND GENTLE PEOPLE **
Shirley Temple
Columbia 38605

2. **WAY BACK HOME **
Big Crosby-Fred Waring
Pye 4490

3. **EVA **
Fred Waring
Vivex 20-3031

4. **I WANT TO GO HOME **
Perry Como
Vivex 20-3031

5. **A DREAMER'S HOLIDAY **
Ray Anthony
Capitol 97-741

THE OPERATORS PICK:
Records that have appeared for three consecutive weeks or three times within a six-week period are listed below. Based on a weekly survey among them on what tune the disk jockey operators think tomorrow's hits will be:

1. **MULE TRAIN **
Fats Waller
Mercury 2455

2. **WAY BACK HOME **
Big Crosby-Fred Waring
Pye 4490

3. **WHY WAS I BORN **
Ted Lewis, Sr.
MGM 10743

4. **SEND TEN PRETTY FLOWERS **
Red Skelton
MGM 10743

5. **FOOLISH TEARS **
Eddie Miller
Rainbow 90033

6. **I WANT TO GO HOME **
Perry Como
Vivex 20-3031

7. **BLUEBIRD ON WINDBLOWN **
Eddie Miller
Rainbow 90033

FOLK TALENT AND TUNES
(Continued from page 33)

with Apollo label. Chet Tyler dealing with Regal diskery. The Jimmy Dales (he's with Vocation) are expecting a little cowhand around Christmas. Fred Jackson, of WWEZ, New Orleans, was the party who worked out the deal for Wayne Singleton to ink with Talent label.

Bill Monroe, for years a standby of the Columbia rustic roster, has reportedly been dissatisfied with his treatment by that waxery for months and now is dickering with several firms. It is known that Paul Cohen, of Decca, and others have made concerted pitches to the WSM, Nashville, star. Monroe's original gripe with Columbia was the linking of the Stanley Brothers, a combo which he felt sounded too much like his own work.

Please address all communications to Johnny SippeL, The Billboard.

**HEY! DON'T WANT TO COAX...BUT DON'T BE A MOAX! GET THE...**
IMMEDIATE DELIVERY NON-BREAKABLE

DANA'S "MULE TRAIN"

By A New Singing Sensation

With the Wayfarers Dana Orchestra and Sound Effects

Based on Another Great Novelty Song

"UP IN THE BALCONY"

Now available--our great Xmas record. The original and best version of

YOU'RE ALL I WANT FOR XMAS

Sung by Frank Gallagher

DANA 2059

DANA RECORDS, INC.

115 WEST 45th STREET

JU 8-4700

(Continued on page 96)
COLE PORTER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1946—AROUND THE WORLD IN EIGHTY


WHEN IT'S WINTER...ONE OF A KIND

A radio show hosted by Cole Porter, featuring various performers. Available on Decca record 23303.

1947—LET'S DO IT


The Honor Roll of Popular Songwriters

By Jack Burton

COLE PORTER

(Continued from last week)

1943—SOMETHING FOR THE BOYS

A radio show hosted by Cole Porter, featuring various performers. Available on Decca record 23303.

1944—HE'S A RIGHT GUY

A radio show hosted by Cole Porter, featuring various performers. Available on Decca record 23303.

1945—WHEN I'M ANYTHING LIKE YOU

A radio show hosted by Cole Porter, featuring various performers. Available on Decca record 23303.

1946—BUT THE NIGHT IS STILL YOUNG

A radio show hosted by Cole Porter, featuring various performers. Available on Decca record 23303.

1947—LET'S DO IT


PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their first copyrighted version, although the songs were eventually recorded and produced by other musical groups. Songs which have attained a shelf music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and the name of the composer of each song is given. The record listing is representational, not necessarily complete.

The Billboard

November 12, 1944

MUSIC POPULARITY CHART

PART II

NO. 42—COLE PORTER

Film and Songs

1922—MAYFAIR AND MONTMARTRE

1924—OLGA, COME BACK TO THE VOLGA

Interpolated Songs

In Broadway Shows

1925—MISS INFORMATION

2001—TWO RIC EYES

1926—SOMETHING TO TELL YOU

1927—HAUNTED MANSION

1928—MADAME \(\times\)

1930—THERE'S A HAPPY LAND IN THE SKY

1934—MEXICAN HAYRIDE

1936—HERE'S ME, KATE

1938—ANYTHING GOES

1940—IN VENICE

1942—I HATE MEN

1944—ANNIE GET YOUR GUN

1946—COLE PORTER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

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1947—LET'S DO IT

ALL YOUR "XMAS" RECORDS FROM ONE SOURCE

OPERATORS & DEALERS, BE PREPARED FOR XMAS BIZ!

NOTICE:
All orders for MULE TRAIN (Laine, Crosby & Monroe) 54c each
given special rush attention $53 per hundred

XMAS ALBUMS

<table>
<thead>
<tr>
<th>Album</th>
<th>Retail Price</th>
<th>Your Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xmas Carol - Barrymore</td>
<td>$3.94</td>
<td>$2.76</td>
</tr>
<tr>
<td>Xmas Hymns - Canterbury Choir</td>
<td>$3.94</td>
<td>$2.76</td>
</tr>
<tr>
<td>Merry Xmas - Sinatra</td>
<td>$3.31</td>
<td>$2.32</td>
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<tr>
<td>Xmas Songs - D. Haymes</td>
<td>$3.15</td>
<td>$2.21</td>
</tr>
<tr>
<td>Twas the Night Before Xmas - Waring</td>
<td>$3.94</td>
<td>$2.76</td>
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<td>Xmas Carol - D. Liebert</td>
<td>$4.00</td>
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<tr>
<td>Twas the Night Before Xmas - Cross</td>
<td>$1.31</td>
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<td>Merry Xmas - Crosby</td>
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<tr>
<td>Xmas Greetings - Crosby</td>
<td>$3.94</td>
<td>$2.76</td>
</tr>
</tbody>
</table>

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XMAS SINGLES

<table>
<thead>
<tr>
<th>Single</th>
<th>Price</th>
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<tr>
<td>Ave Maria - Como (available Nov. 20)</td>
<td>28.0436</td>
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<tr>
<td>Rudolf the Reindeer - Autry</td>
<td>20.3778</td>
</tr>
<tr>
<td>Here Comes Santa Claus - Autry</td>
<td>23.7781</td>
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<tr>
<td>All I Want For Xmas - S. Jones</td>
<td>23.7820</td>
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<tr>
<td>Jingle Bells - Crosby</td>
<td>20.3778</td>
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<td>White Xmas - Crosby</td>
<td>30.0366</td>
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<tr>
<td>Silent Night - L. Melchior</td>
<td>105.2231</td>
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<tr>
<td>Mistleton Kisy - Mooney</td>
<td>105.2374</td>
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<tr>
<td>Santa Claus Is Coming To Town - Barron</td>
<td>105.2500</td>
</tr>
<tr>
<td>Holy Night - Eckstine</td>
<td>105.2500</td>
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BARGAIN SALE IN DETROIT

30 RECORD PRESSES
Tilting head, completely equipped for 10" or 12" or 16" records. Each press has own pump, motor, oil tank, automatic variable controls.

30 SETS OF
10" and 12" Record Molds.

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60" Mill, 32" Calendar. FOR COMPOUNDING PLASTIC OR SHELLAC BISCUITS.

SOUND EQUIPMENT
From the Most MODERN RECORDING STUDIO IN MIDWEST, Includes:
2 Scullys equipped for Micro groove cutting.
Mixing Panel.
Complete amplification equipment in attractive panels cabinets, Altec Lansing Hi fidelity speakers; Boom Stands, Directional Microphones, Playbacks, etc. Original cost over $50,000.00.

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1 Lot of Chemicals.
Rubber Masks and Carriers.

VOGUE RECORDINGS, INC. 4919 E. EIGHT MILE ROAD, DETROIT
P. O. BOX 98, FERNDALE, DETROIT 20, MICHIGAN
Telephone: TWinbrook 1-9110
Music—As Written

Grandma’s Hits Revived by Lincoln

Eight old tunes, each reported to have sold over a million sheet copies back when grandma was a girl, will be issued next week on Lincoln Records’ new 33-rpm vinyl discs. None of the tunes has been revived since their heyday, according to Lincoln chief, George Roselli. Sides were cut by Enoch Light’s orch, with vocals by the Original Four and the Three Reels.

Victor Issues Latin Version of “Don’t Cry, Joe”

With Pedro Vargas’ Spanish version of “Riders in the Sky” reported riding high, Victor is issuing a Latin version of “Don’t Cry, Joe” by Puerto Rican through Ruth Fernandez, Victor’s Latin department, headed by Herman Diaz. This was also the week that singer Tito Puente, who is appearing at the Palladium, New York, Polito Galindo, Puerto Rican warbler, was also signed.

Decca Signs Epy Morales; He Cuts Four Sides

Decca Records last week inked Latin music specialist Epy Morales to the label, penning a contract of “wonderful” tales which it is reported caused considerable stir a couple of years ago, already sliced four sides for the disk factory. This marks his initial wax work for a major disk company.

Morales, Brito, Tobias Join SPA

Two Morales, Phil Brito and Fred Tobias have joined the Songwriters’ Protective Association (SPA). Fred makes the fifth Morales in the association. The others are his father, Charles; his uncles, Harry and Henry, and his brother, Jerry.

Kornheiser, Marks, Niles—all Pluggers—Switch

New York songplugger switches this week found Bobby Kornheiser leaving from E. B. Marks, Henry Marks leaving from Sam Fox to Paxton Music, and Duke Niles joining Joe Davis.

Beecham To Put Longhair Jockey Shoes on E.T.

Sir Thomas Beecham, the noted British conductor, arrived in New York last week for a combined lecture-concert tour of the U. S. and Canada. He will here be followed in several months by his own disk company, entitled “Sir Thomas Beecham Presents the New Light’s Hits!” The show will be aired weekly over WQXR and other stations thruout the country. Sir Thomas now records exclusively for RCA Victor.

Seven Haydn Symphonies on Three LP Platters

The Haydn Society, with main office in Boston, has issued a set of seven Haydn symphonies on three long-playing platters. The disks feature Jonathan Sternberg conducting the Vienna Symphony Orches- tral, a Haydn Society’s first release, will be his “Overture, Symphony No. 50, Min,” known as the “Lord Nelson Mass.” The work has never been performed in this country and has never before been recorded previously.

Vocalion Inks Kassel; First Sides Sliced

Veteran quoch Art Kassel has been signed to record for Vocalion Records, the low-priced direct-sale label subsidiary of Decca Records. Kassel previously had recorded for Mercury. The orker sliced his first sides for Vocalion last week. The crew did “Toot, Toot, Toozie” and a brace of other pops.

Elliot, General, Simon To Split Mask and Wig Score

The half dozen songs which compose the score of the forthcoming University of Pennsylvania Mask and Wig show will be split among three publishers. Elliot Music, owned by orker Elliot Lawrence, will handle the music of the tunes, as previously reported. But this same show music, a firm run by Paul Kapp, Moe Jaffe and Clay Boland, will handle three sides of the cast, and George Simon Music will publish the last of the Mask and Wig songs. Boland wrote the bulk of the score. General will publish “Watch That First Step, Brother”; “Kissing Me” and “I Didn’t Know It Was That Good.” Simon will publish “Love, Love, Love”.

Decca Prexy Milton Rackmil plans to coast to the Plants for a one-week business trip this week... Pianist Eddie Heywood has sufficiently recovered from a two-year illness to return to work. He will be booked thru the General Artists Corporation... Buddy Defranco and his sextet will play...
New York:

Billy Eckstine will go into Bop City for an 11-day engagement beginning November 11... Louis Armstrong will return from his highly successful tour of Australia and New Zealand for a second tour of the States beginning November 18... The Walker Theater, a Brooklyn 3,300-seater in Long Island City, Mich., will return to Detroit in February for an engagement at the Burgundy Room... Lena Horne at the Capitol Theater, goes into the Copacabana February 11... Lionel Hampton, now playing dates in Texas, is set for a string of engagements in the Midwest. Starting November 9 at Dreamland Ballroom, Omaha, Hampton continues to Marysville, Wichita and Topeka, Kan.; Kansas City, Mo.; Owensboro, Ky.; Gary and East Chicago, Ind., winding up at the Blue Note Cafe, Chicago, November 21 thru December 4. He opens at Bop City, New York, December 8.

Detroit:

MGM Records' Russ Case tops the December 21 bill at the Paramount Theater. He'll conduct a 36-piece orchestra and an eight-voice choral group... Hal DEXTER, the young publicist, is back at his desk after a medical check-up... J. J. Robbins & Son has published "San Francisco Sketches" by Jeanne Burns, young American composer. Titles include "The Smog Rolls In," "Riding the Crazy Cable Cart," "Top of the Mark," "A Tourist Visits Chinatown" and "Southside After Dark."

Jimmy McPartland, who is opening with his Union label recording band at the Club Bon Ton, will return to Detroit in February for an engagement at the Burgundy Room... Lena Horne at the Capitol Theater, goes into the Copacabana February 11... Lionel Hampton, now playing dates in Texas, is set for a string of engagements in the Midwest. Starting November 9 at Dreamland Ballroom, Omaha, Hampton continues to Marysville, Wichita and Topeka, Kan.; Kansas City, Mo.; Owensboro, Ky.; Gary and East Chicago, Ind., winding up at the Blue Note Cafe, Chicago, November 21 thru December 4. He opens at Bop City, New York, December 8.

Greshler Signs Tunesmith Duo

HOLLYWOOD, Nov. 5—Tunesmith Mack David and Jerry Livingston, co-writers of the score of the current Disney picture Cinderella, were signed to a personal management pact this week by Abby Greshler, p.m. of the Martin-Levis comedy duo. Acquisition of the songwriters enabled the partners to expand their operations to other fields, and p.m. will open a Hollywood office to service coast clients.

Greshler is currently working on several pie deals for the David Livingston combo.

"MULE TRAIN"

Ben Smith Quartet

Sponsored by "DON'T WORRY"

What
top quality producer will soon offer a line of standard numbers on genuine unbreakable vinyl to retail at 35c. tax included ... with full discounts to distributors?

Diagonally west of the Wayside.
Gobs of Jobs for Acts at Sea

Cruise Boom Makes Lotsa Work Aboard

40 Trips Scheduled

(Continued from page 3)

NIGHT CLUBS-VAUDEVILLE
Communications to 1554 Broadway, New York 18, N. Y.

November 12, 1949

Gobs of Jobs for Acts at Sea

Cruise Boom Makes Lotsa Work Aboard

40 Trips Scheduled

(continued from page 3)

anywhere from 12 to 30 days, depending
on the itinerary. The money paid varies a lot but there is plenty of
work for the performers, the only thing
that matters is that the performers be
expected to work on regular jobs. To make up for it, there are a couple of features. Per-
haps the most important feature is the
opportunity to see some of the world's
best cruising and the best of the world's
trations will be in town at specific
dates. If so, in that case, the ship may
stay overnight, but the crew can be
in and out, and the show can be
done by the ship's company. There
will be a constant view of the entire
city, which will always be a plus, regard-
less of which way the patron may be
facing. Nooks and seats be-
hind columns thus become virtually
as good as a ringside.

Cost of the installation being made by
Owen G. Smith at the Chop
House is estimated at $25,000, with
the system to be in place in
January, 1951.

The chain video system is also de-
signed for the two ships, to fa-
iciate installation of guests in the
and to widen the possible-
ability of the participation type of
presentations.

B&K Set Vaude

For Three Nabo Theaters in Chi

AGVA-AMF Peace To Be

enacted by Glenn

NEW YORK, Nov. 5.—-Glenn
Rendue's new show, one of the
more popular nitecars in the Cincin-
нати area, may shutter its doors a
day now in the works goes thru. It
was reported last week that it had
been offered for the property housing
the club and a hotel and that the
show may be closed or converted to
department store use.

The present owners are Arthur
DeVore and George Curnad, who
purchased the property two years ago from Pete
and Ben Silverberg, who sold it
for $25,000. It's now said to be
worth $100,000.

The situation, according to insiders, is
that the owners have been
planning to shut down the club,
bodily taking pot shots at Dewey Barto,
AGVA head. The most recent maneu-
ver is to call a meeting of the
eighty-two members of AGVA's execu-
tive board has been called for Tuesday (8) and
money has been appropriated to bring
members in to make up the quorum.

The aim is to accomplish a
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Van and Jackie Bright as the
committee to rule the roost.

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Olympia, Miami

(Wednesday, November 3)

Palace, New York

Capacity: 1,100. Prices: $2.50, $2.00, $1.50, $1.00. Moved to 1,100, $2.00, $1.50, $1.00. Show closed by Fred Car-

The headline this stanza is Ham- mard organist Ethel Smith, with John- hamorist singer Danny Lewis giv- ing strong assist. Ray England, pral- fail expert, grabs his share of Glock with the rest of the bill falling below the point of mediocrity.

England, as an essay, must have been in the phone booth offstage, for the introductory music by the fiddle player arrangin' him from the wings. A repeat of the play-on had the same result. Finally the front curtain came down and he just looked toward the wings and waited. Half a minute later England walked on. That was poor show- manship on the orchestra's leader's part. He has been a part of England by ad libbing a few lines.

Poor Backing

The musical backing for the whole performance was poor, at times the band was lost altogether ahead of the act. It threw almost every one of the musical bits and off-tasks.

Off to a poor start, the opening ballet duo, Sequoia and Brand, didn't have a chance. Some of their kick- ups and lifts could have been ac- cepted as a possibility, but I was afraid to see who would finish first. They lost.

Dykes Willis, fem ventriloquist was next. Her diction, or the p.a., was bad, or both, and the material wasn't funny. Her act was a shadow of what it has been used be- for, it could've registered better, if understood.

Show Picks Up

The show picked up at this point, as England began to get across. He borrowed a Jolson skit of April Showers.

Lewis, looking dapper, was liked from the walk-on, and could have made a ton for another 40 min- utes. He has warmth, ease and stage presence which bespeaks years of experience. At times, in England, the c-exhoover, now professor of prattfalls, did his turn in a more than adequate nick. An unexpected bonus was, he was a circus. His different take- off on Bono was a hit, and the new. The remaining foundations was particu- larly big.

Smith, beautifully gevowed, looked the headliner. Instead of the expected act, which would have kept her on, she told the story of her beginning in Miami, a decade before and how she worked "for meals and $15 a week. She took the audience from there to her New York debut. She would return to Paris, Brussels, etc. Throught her talk bits, she garnered big roars. Inter- spersed with her story, she had made famous, or vice-versa, pro- vided a perfectly timed talk and song.

Pic, Rope of Sand. Barry Gray.

Paramount, New York

Capacity: 1,700. Prices: $2.50, $2.00, $1.50. Moved to 1,350, $2.00, $1.50. Show closed by Don Allen's house orch.

This is an amiable show without being outstanding in any single de- partment. It has the flash acts, a girl singer, a beat act, a comedy and some pleasant jobs. Possibly the best of this eight-act bill was the opener, an imaginative and effec- tive pair of hoopers.

One of the strong points about the Staple- tons is their originality and music. The team weaves stories around their act, and the boys' boy-gang routine with tantalizing effects. Their sparkling music has an ear catching bass, and it's not bad. Their "girl is a very pretty blonde and the band, dressed smartly. Together they showed class, looked and a routine to fit in any dance or theater in the country.

The next to closing position on this one went to the Pitchkins. The trio's standard act get chuckles where it should get yells here. One reason it didn't click was that the small boy seemed to work as if they didn't care one way or another. Worth's Worth It

The middle of the bill was well supported by Colyer Worth, who showed a good standard act of his standard corny gags out with an important look. bubbling meal from his walk-on. When he went into his quickie take-ofs and dance, his show should and would have real hit.

Frank Paris showed a usual skill with puppets, his showmanship. His 3-piece act, in business-man blue slacks, was set against a stage with little more than a riser, which was rather than string manipulation. Paris seemed to misbe on Illusion. His hands would be up in the air and the puppet could also be seen, even the baby would look over the top of their sleeves and mask or, if not feasible. (See PALACE, N. Y., on page 85)

Westo's Band Wasted

Paul Weston, making his initial appearance in Eastern theaters, dis- played excellent musicianship but lack of production. His 13-piece orchestra, in business-man blue slacks, was set against a stage with little more than a riser, which was rather than string manipulation. Paris seemed to misbe on Illusion. His hands would be up in the air and the puppet could also be seen, even the baby would look over the top of their sleeves and mask or, if not feasible. (See PALACE, N. Y., on page 85)

College Inn Does a Musical Autobio and Patrons Shell Out


It's a rarity in show business when the public shell out to see a promo- tion, and the show turns out to be worth the money. Such is the case type show, The College Inn Story, patting a plaid suit muscle with the exception. Even after forking over to see the story of the boys that means a lot. A show with that much production value or flash presentations and Weston himself, who's paired with Paul Weston on Capitol records, was a stody enus. Musically, the voice was virtuoso, and the music was virtuoso. A sweet-sounding (6) arrange- ment. (See Paramount, N. Y., on page 85)

Orpheum, Los Angeles

(Wednesday, November 3)

Capacity: 2,500. Prices: $2.50, $2.00, $1.50, $1.00. Moved to 2,100. Show closed by Verne William's house orch.

This eight-sheet, hour and 45-minute package sags in the middle. Usually, a certain restraint is noticeable in any package daxed during the first show, but this one needs it. The show has a change in mood and pace of the bill, holding the stage well—too long—for a show of piano prototacs ranging from longhar to boogie. Tongue-in- cheek ands plus effective lighting enrobs the audience.

Wally Brown can still pull chuckles with his double-talk gagging. Also in the comedy department, Rose Wynn Jr. spurs giggles with his slapstick tails and slapstick gagging. Conrey Scoggin wrote the joke, with Wynn adding eye appeal to the act and a shade of blue to the gags.

Three D's (two ladies and a gals) deliver the heavy hits they got or smoothly executing difficult cross- bar feats. Clean precision tap routines by the Hi-Rutters (2) ad- dixly fall the second slot. Phillip and Evelyn, balance act, look and work well in the openener.

Kane's mixture of fiddling and joke telling doesn't register. His Strat scratching is listenable but he polishes it with mildewed corn. Los Montes & Company (5), Latin song and dance, when done right, should appeal to the local Mexican trade. Highlight is a routine done by a group of French Sparrow Costumes add color.

Rene Williams' orchestra accompanies act well, but should tone down on volume.

Pall Mall Room

(Wednesday, November 3)

(Wednesday, November 3)

Goes Hillbilly

WASHINGTON, Nov. 3 — Hotel Raleigh's Pall Mall Room, for years the home of sophisticated dance mu- sic, has turned the corner this week, the club entertainment has been turned over to Connie B. Gay. According to the club, the first few weeks' attractions, rate a buck cover charge.

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TOM McDERMOTT DUO

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TOMMY AND CARLOS

NOW APPEARING FOR A LIMITED ENGAGEMENT AT
CATHERINE SCHAEFER'S THEATER, ANN ARBOR, MICH.

Entertainment Corp. of America

1414 North 12th, Milwaukee, Wis.

Commercial Club

r

FRED KEATING

MOORCILD MAGIC

WITH HIS OWN

HARMONY HARMONY

MULY'S AMERICAN BAR

Racine, Wis.
NIGHT CLUB REVIEWS

Kitty Davis Theater
Restaurant, Miami Beach, Fla.

Capacity, 252, Price policy, $1.50 minimum, Operation, Dinner and Kitty Davis, Show, Starts at 11:00 p.m., from main room, 11 to 1 a.m., over WITH. Billboard, Booked Sept. 29th, broadcast show time and talent.

Danny Davis has completely re- 
visited his repertoire, laid to rest out of existence with the new decor 
gracing Chicago. It's a kind of yip 
ypo, mirrors, velvets and mauve 
grays and whites that are a 

he should have locked them in a closet 
and jettisoned the tape when he needed them. 
The opening number was the usual 
first-night fright replete with 
cancelled acts due to illness, the brand-
new Davis instead of diaton and a replacement head- 
liner, a story of a gang war in the attack of lynching. The Dennis Sisters, 
originally scheduled for the first 
date when one of them came down with something and wound cancelling 
two days, Svenkeka, who was doubling from the Olympia. Svenkeka 
withdrew in came Howard Brooks with his magic kit. Svenkeka did 
I've caught it, but he was not as 
well as he has always been and getting 
to 45 to 60 minutes of Kitty of- 

Lenny Kent Scores

Lenny Kent, a long-time fave here, has been发病 for Bert Linn's tour of 
infatuate room, working close to his 

the way he used to be. No one came to the form(1) of Lynn Jackson, a brusque hoofer, 

the white with black and blonde, 

from the walk-on, and on the 

at the Jitneys, he has also 

The service No. 3 is a lad with 

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at the Jitneys, he has also 

The service No. 3 is a lad with 

the way it used to be. No one came to the form(1) of Lynn Jackson, a brusque hoofer, 

the white with black and blonde, 

from the walk-on, and on the }
Cap's 816 Bow Halts Stem Stump; Strand, Palace 19

NEW YORK, Nov. 5.—A big prewar hit at the Capital was largely reponsible for the halt in the down-trend of Stem grosses last week. The figure for the six houses was $73,846, against the previous week's $71,073.

Cement 4,627 seats; average $15.50, picked up and registered a waltz-up of $1,600, for its initial show on Lena Horne, Skitch Henderson's orchestra and Tokyo Joe. Road City Music Hall (5,200 seats; average $13.40, total) is fading fast. It took for the fourth week of The Threepenny Opera and the Gaudsmith's $21,000. It was $15,000 against a previous high of $6,000 for the eight-week bill of Ross and Stone, Dasty Fletcher, six other acts and Barbary Pirate, against a $21,000 record for the previous show. The new show (reviewed this issue) has Coley Worth, the Pitchkens, six other acts and Mary Ryan, Detective.

Opposition Booking Aroused Alman: Agents in Middle

NEW YORK, Nov. 5.—Another tale of thievery involving a battle between a big-time cagie op and a theater chain, which probably doesn't center around the theft of talent agents caught in the scheme.

Protagonists are Harry Alman, of the Town Casino, Buffalo, and the biggest theater chain, which is playing spot shows. In the middle are the William Morris office, Music Corporation of America (MCA) and General Artists Corporation (GAC).

Alman's contentions are that, since his company spends hundred of thousands of dollars for talent for talents 95 percent each year, he should be given first crack at available attractions. He feels there is a strong enough and that if he started, who go back to Buffalo on repeat dates, but play for the others being fought over.

The two biggest beefs revolve around Lena Laine and Adele Vestine, both of whom, Alman says, they got their biggest impetus thru him. Eckstine, he said, came back to Buffo and played the theater. Alman claimed to be so burned up that he was going to take him away, but got backing from Alman.) and "I threw him" (Eckstine) out of the box.

Alman said he'll do the same against any attraction that started (See Opposition Booking on page 8).

IN SHORT

Sam Levinson's being sought for the Capitol. . . . The Main Stem is taking a seat back with only two big-time artists. The East Side is in new spots and a new daily. Howard Ross is Abby Greeshler's new general manager. Greeshler, however, will start to book the Main Stem Hotel, Patchogue, I., in early December with shows Wednesdays and Saturdays.

Patti Page was held up in her Toronto hotel room but screamed her way out. The guy was caught, beaten and thrown into the pokey . . . Joe Martin has a double under for Alman, & Martin, now owns the Whistle Springs Golf Club, Knoxville. His sister, Mable Blundell, once billed as the Female Frisco, teaches make-up in the hotel, and his brother, Martin, former comic, is the town's assistant fire chief.

The Capitol Theater, Middletown, Conn., will switch its vaudeville policy to show flesh Tuesday only instead of the previous Tuesday Wednesday policy . . . Dave Harris, casting director and assistant producer of Halsey Picture & Television Company, Miami, will emcee at the Beverly Hills Country Club, Westport, Conn., for 20 weeks. Also appearing are Jimmy R. Martin, who now owns the Whistle Springs Golf Club, Knoxville. His sister, Mable Blundell, once billed as the Female Frisco, teaches make-up in the hotel, and his brother, Martin, former comic, is the town's assistant fire chief.

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NEW YORK, Nov. 5.—Chairman James Sauter's prediction last week that another get-together of Mayer men would be required for consideration of amendments to the lease was borne out at the close of the committee's meeting of Wednesday (Nov. 4). The group consisted of all the vacant lots and lots of Investigation Commissioner John M. Murtagh, and Murtagh was the only one present to vote (14). Sauter then will submit the committee's recommendations to the mayor for immediate approval.

When the code agreement is wound up, the committee meeting will immediately tackle the matter of amendments to the building code as it affects theaters. The committee, which consists of seven men, who has spent nearly eight months of investigation on this phase of the building situation, announces that final changes will be ready for report in 30 days. The committee is considering bills in the city council November 22. It is believed that the committee will refer to the committee on buildings and after public hearings will be put to vote by the council.

Theater League Airs Bid to Equity Offer

NEW YORK, Nov. 5.—The League of New York Theaters this week repudied Actors Equity's offer of contracts at Equity's contract last week, a temporary popular-priced road set-up at the Times Square by the new wage scales, nine performances a week from actors' compensations and (plus tax) for musicals.

The League came back with a bid to the theater owners to $1.25 plus tax and $3 (plus tax) for straight plays and $2 for musicals, respectively, on the same basis. A spokesman for Equity said today that the Equity offer is far beyond the limit on concessions, and that this last pitch by the League was "insolent."

However, the Equity council will mail the matter to its directors Tuesday (8). Producer Max Gordon has asked and been granted a hearing before the council at that time.

R. & H. Set to Do

"Heart of Matter"

NEW YORK, Nov. 5.—That enterprising production firm, Rodgers and Hammerstein, are resuming their foray into the musical play straight line. Latest is a dramatization of Graham Greene's novel, The Heart of the Matter. The play, directed by the author and Basil Dean, is scheduled for November 9 in performance by a cast—likely all-British—developed by Dean. Basil Dean has arranged for the premiere at the Belasco Theatre. As soon as the show launches here, Peter Brook, the London revue producer, will stage an English version as a replacement for the London production, which opened in September.

It is possible that Matter may beat The High Priest on the New York stage, if the Samuel Goldwyn company, which has in mind another New York production that may be titled The High Priest, can get through with a duplicate for London unveling.

Todd in Production On 'My Darlin' Aida'

NEW YORK, Nov. 5.—Mike Todd started production this week on My Darlin' Aida, an offbeat jazzed-up version of Verdi's opera. Reported as wanted for the part was Miss Dorothy L. Erickson, of the British Saddler's Wells Ballet troupe, or Vincenzo Cetti, an Italian tenor, the associate of the opera at Milan's La Scala. Todd is producing the show with a revue tentatively entitled Mike Todd's Peep Show or Star and Garter, which will replace the revue for the revue's top slot. The Winter Garden may be the show's seat base, predicting one course, that the next move may be The Moulin Rouge. As for the Belasco or the unique, a London stage company, to lift the show. But in the meantime, the show is scheduled to open by February 15.
**Tele Authority Talks On Derwent's Agenda**

**NEW YORK, Nov. 5.—Glarence Derwent, Actors' Equity pressey, leaves today (5) for Hollywood to preside at a West Coast union council meeting. The agenda of his trip also includes attendance of a meeting of the Actors' Equity Association of America (Four A) and a conference with officials of the Screen Actors Guild (SAG) in a final effort to solve the jurisdictional dispute over actor representation.**

He will return in about two weeks.

**Pursuit Rehearsals Set**

**NEW YORK, Nov. 5.—Whit his Morton Gould score now complete, rehearsing of the musical version of The Pursuit of Happyness is scheduled to begin November 23 under Robert Mamou-Mani's direction, Nanette Fabray and George O'Hanlon, French pick and stage actor, are co-starred. Morton Gould is making an American debut. Pearl Bailey and Eddie Conlin will be featured in support.

**Texas** for Stem Nov. 25

**NEW YORK, Nov. 5.—Texas Lilt Borrin's new set to open at the Mark Theater November 25 according to advices from Boston, where the play opened November 13. Confirmed also was the report that Lenore Lonergan is no longer with the production for which she has been made. Miss Lonergan was recently signed for Alive and Kicking.

**Freddy Preps Musical**

**NEW YORK, Nov. 5.—Virtul Freddy announced this week that he will put a musical comedy, It's Great to Be Alive, onto rehearse the middle of next month, and that a book by Walter Bullock and Sylvia Regan. The play, which is called a musical, is about its lyrics are by Abraham Katab. Freddy will be associated with Mary Louise and Russell Market in the production.

**McClintic Inks Hampden**

**NEW YORK, Nov. 5.—Wallace Hampden has signed with Grace George for Guthrie McClintic's forthcoming musical, ‘Marblehead Maids,’ according to an elderlyForgotten in the Rosemary Casey column was that Miss Lonergan was early this year: the city, Tele Authority Rehearsals start Monday (21) and will continue until November 27, after a break-in fortnight in Chicago.

**REGINA**

(Continued from opposite page)

Cheryl Crawford has sent in to the Armstead sets and the Bernstein costumes are all that they should be. The scenery is fine— but this reporter will still call it fine on the last two Foxesfer 1st Base dance. In Bill Billstein, Bob Frances is in the Billstein.
I recently watched a program on Sutton, an interesting television offer and experiment in the realm of radio, with a new mental idea in about six months. Members of the Blackstone Magazine, who have had the honor of being one of their members, James Sutton, who walked off with first prize in the originality contest held recently in connection with the England Convention of Magicians in Worcester, Mass. Sutton made the trick of more and puzzles in the hospital's manual arts shop. Members of the library staff have long felt that the magic club, now in its third year, has been of real benefit to the man, and to the club's accomplishments at its value. William S. Smith, national chaplain of the American Library Association in the hospital, is chaplain at the hospital.

Blackwood the Magician (Robert Blackwood, a matinee performances in Warner Norcross, is especially to attract the juvenile trade. Assisting him is David Wolf, a matinee politician who are using their predictions and an assistance to their information. Blackwood plans to tour the same states as his stage shows, "The Amazing Maurice."

(See Magic on page 82)

Am. Tobacco Hosts "For Garrowa" For a Five-week Am. Tobacco Company, through the New York Agency, is interested in sponsoring a five-and-a-half-hour program of Columbia Broadcasting Company (NBC) TV Network, which has not been known here this week. Althe American has not had a special audience of the Columbia Broadcasting Company's "ETHEL the Blackstone of North America," which has been playing on 6:30-7, and has participated in the program of the same name. The Columbia Broadcasting Company presents the show in cooperation with the Blackstone Magazine, which is also chaplain at the hospital.

White-Collar Strike Vote Near at CBS NEW YORK, Nov. 5—The strike of the United States Postal Employees and Professional Workers' Association (UPOWA) this week was rapidly approaching a critical point in New York, preventing preparations to take a strike action. The postal employees and professional workers who are members of the UPOWA.

The UPOWA call the UPOWA a National Labor Relations Board (NLRB) in a move to prove their right to strike before starting negotiations. The union was willing to have an agreement between the postal employees and professional workers who are members of the UPOWA. The postal employees and professional workers who are members of the UPOWA have been working without a contract for several months. Negotiations between the postal employees and professional workers who are members of the UPOWA have been working since early November.

The UPOWA contract expires at the end of November. The union has already reached an agreement with the postal employees and professional workers who are members of the UPOWA. The postal employees and professional workers who are members of the UPOWA have been working without a contract for several months. Negotiations between the postal employees and professional workers who are members of the UPOWA have been working since early November.

Sept. Consumption Off WASHINGTON, Nov. 5—The nation's eating and drinking habits during September, the Commerce Department reported last week. Receipts for the month were off 1 per cent from August and 8 per cent from September, 1948. However, the first year business was off 6 per cent from the same 1948 period.

KLCN-TV 2d Coast Outlook on Daytime HOLLAND, Nov. 5—KLCN-TV's 2d Coast outlook on daytime television Monday (7), with a 1 to 5-54 daily layout, will go into effect November 16 and Los Angeles video outlet to plunge into day/night operation. Station may make other additions to its regular evening schedule, including a half-hour show which will be filmed both day and night programming. Town's other daytime aimer, KFI-TV, is going into Priv淑, a feature on Dick Van Dyke, broadcast from the station's outdoor patio and built around the well known for his work in television, radio, and gables. Station will get absolutely free of charge. The station will soon be on the air.

Live commercials will be used and will be limited to one camera. Jarvis will be in for a straight blast of one hour and a half, with additional shows to be scheduled below those of KFI-TV. Spot sales only will be permitted for the half-hour show. Stations can then buy the half-hour show at $13 to a two-minute commercial rate, for $35, minus the cost of four commercials. Sales reps told the station that the half-hour show had been sold 95 million spots per week by the end.

For Jarvis, the best man is the busiest platter pilot in town, giving Jarvis a definite advantage in the addition to 24 hours on radio weekly.

4ARS WINTER TV (Continued from page 3) is that perhaps once an agreement is reached with various stations, the SAG will be more amenable to settlement. However, SAG this week refused to participate in the 12-week strike and thus sternly maintained its refusal to compromise until a majority of its members were on the radio.

The meetings are being held for the purpose of placing the strike before the membership of the Four A's. The hope was that in this way pressure in result being put on SAG execs by the membership of the Four A's to consider dividing the brother unions. SAG, according to a source familiar with the situation, has suggested an attempt to undertake its organization with its members.
Brunk Biz Good
In Colo., N. M.;
Invade Arizona

DEMING, N. M., Nov. 5—Brunk's
Comedian, who
owned and operated by
Henry L. Brunk, are currently in
their 14th week on tour. Or
gently reported a successful week in
Colorado, and New Mexico and is
making plans to open in their first
Stand scheduled for Stafford.

Show officials report that 
results are as good as at opening 
the spring. A poverty
of the show has been 
installed on the show.

Late Frank Keeble
Noted Trombonist

JEFFERSONVILLE, Ind., Nov. 5—
Frank Keeble, whose death was
reported in the final Curtain Depart-
ment in a recent issue, was a noted trombone
player in his day, having been
with the form of entertainment and
and Ringling Bros. circuses as long as
ago as the 1890's, Charlie Duble
reported this week. Keeble, says 
Duble, was with Beach & Bowers
Famous Family of Bros. and
Primrose & Dockstader for four
seasons.

He also was with Neil O'Brien.
Barlow Bros., and Coburn's shows.
He made the European tour with
Wallace Eubank's Bill's Band and
William Sweeney's Famous Cowboy Band.

Duble says that he and Keeble 
were old friends and that Keeble 
talked of his minstrel days and 
recounted the form of entertainment 
passing from the American stage.

Duble recites that Keeble was the constructor 
of one of the early trombone 
ensemble and that he was
published to such organizations as 
McCowan,/show and
Neil Schaffner and
Kingdon Players.

Roesse Gerrall Suecums
HUMBOLDT, Kan., Nov. 5—Funeral 
and burial services were held here
Saturday afternoon for Roesse Gerald
widely known in rep and tent show circles,
who died in Coffeyville, Kan.,
Wednesday afternoon, following an
attack from such organizations as
McCowan Stock Company, Neil
Schaffner and Kingdon Players.

Gimmicked?

DETROIT, Nov. 5—Special
protection for drive-in speakers.
In this case a conversion type 
with a protective cover for the
regular colonel, has its
designer. Mr. Coleman
Zack and a customer learned 
at the local West Side Drive-In.
After the problem took
out a car window, because of cold
weather, with the cable on top,
both Zack and Mr. George Har-
kin disassembled the speaker and 
snatched it through the window.

PLAYS

Sherman, Maxwell
Fagan, Coburn,
Murdock and others
In the works to arrange for any of above to appear

Standard Play Service
BOX 590
KIRKLAND, ME.

WANT AGENT

For complete list of Seasoned Player, 
shows and sales in theatres. Must
be in business yourself. Write for
free list.

JERRY BODDIE
1117 Jefferson St.
Nashville, Tenn.

Old-Time Theaters

By E. L. Paul

President TRUMAN's mention, 
at a recent press conference, 
that he found the theater at the
Grand Opera House, Kansas City, Mo., 
in order to see the shows for, 
resulted in the fact that many
of the noted old theaters 
playing drama are no longer in
existence, and that the President referring to the
theater on Broadway.

A generation has grown up and
has seen little in theaters other than
film pictures. And it is 
mentioned that nothing but a picture is
vaunted by the overgrown theaters
while pictures are the fad.

(See Old-Time Theaters on page 82)

Rep Ripples

Among visitors to the Carter Dra-
matic Company's Alabona, Mich.,
headquarters recently were Mr. and
Mrs. Ray Raymond, musicians, and
Frank Sieler, booker and
Scottish称, near Woodward Avenue.

Erected at a cost of $250,000,
it is designed to hold
1,000 cars. Joseph Mission
in charge of the operation and
the managers.

16mm.'s for Collegians

KUTZTOWN, Pa., Nov. 5—Student 
Activity Board at Kutztown State
College allowed a rental of
14 full-length 16mm. feature
films to be screened Friday night
for a period of three months.
The college recently purchased
the complete system and
equipment and marks the first time that a college
in this area has presented stage movie shows on
a non-theatrical basis. Screenings
will be open to the students and
people in the town as well.

Worley Sets Pix in Iowa

FORT MADISON, la., Nov. 5—Paul
J. Worley, following a successful
summer playing marquee
shows with 16mm. pix, is playing
a five week run in small towns in this area.

Eastern Penny
Hears Drive-In
Plans for 1950

PHILADELPHIA, Nov. 5.—Propo-
osed drive-in operations for the
season in Eastern Pennsylvania
were announced here this week.
Thomas B. Keggia, President, Pa.,
was in the office here in the office
of a new syndicate being organized 
to build and operate a number of drive-in.
Group has purchased a 50-acre
tract east of Harrisburg on which it
will construct a 500-car theater, while
opening scheduled for April, 1950.

Keggia and his brother, Paul F.,
Frankford, Pa., who is also asso-
associated with the new syndicate, op-
date three theaters and a drive-in in
Schuylkill County.

At near-by Coatesville, negotiations
(See Eastern Penny on page 82)

1590 BROADWAY • NEW YORK 19, N.Y.

1950 PUTS YOU IN SHOW BUSINESS

We supply you complete, IFF, SHOW, ADVERTISING & BROADCASTING equipment and supplies.

SWEET MOVIES

DEPENDABLE MAKERS

DEP END ABLE MOVIE MAKERS

RED HOT ENTERTAINMENT MOVIES

FOR YOUR ROADSHOW


FLICKS, 60 Monroe (Dept. B1), Memphis, Tenn.

CLOSEOUT SALE

55m., HOME MOVIES AND FILMS

(ADDITIONAL)

SIMPSON FILMS, 155 High St., Dayton, Ohio

HOLMES, SWEET HOLMES!

Refresh the image, Holmes. Educator Simon, who
has written for the Simon. $300.00 on for 1950 catalog. Check-Off
for the money. Be there. Be there. 
with 16mm equipment & supplies.

ACAMES, 23rd & Main, Cincinnati, Ohio

JIMSIMSON FILMS, 155 High St., Dayton, Ohio

16MM FILMS RENTED

Over 400 Westerns to choose from at $25.00 each, advertising included. As a matter of fact, it is believed the
are.

FORT MADISON, IA., Nov. 5—Mr.
Worley, operator of the
Township, Highway Cost is set at $75,000.

Moultrie Plans Drive-In

MOLTRIE, Ga., Nov. 5—C. H.
Paxtang, operator of the
Moultrie Theater, has announced plans for the construction of a 500-car drive-in theater on the Moultrie-Thomasville
Route. Cost is set at $75,000.

MILEAGE MONEY

PHILADELPHIA, Nov. 5.
Money giveaways to stimulate 
attendance drive-in theaters.
A major 500-car theater in the
western Pennsylvania area next season. Joe C. has
established offices here to promote "Mileage Money" in
multiple drive-in towns, Pittsburgh, Washington, BAlston, etc., originally introduced in the Middletown
Roadshow.

Qecko says the money
giveaway is based on the mileage of a drive-in 
attending the event, which corresponds with mileage shown on speedometers in
a screen trailer. The patron enter-
ing the drive-in gives the cashier a "pitch", depending on his mileage at time of admission.
William Desmond

William Desmond, 71, stage and silent film star, died November 2 in Cedars of Lebanon Hospital, Los Angeles, a victim of a heart and pulmonary ailment. He had been seriously ill for a year. Desmond began his career in New York, and before entering films had been a vaudevillian for years in stock at the old Morosco Theater, Los Angeles, and also appeared on the stage in New York and the old Opera House in Boston. He was a member of the Bohemian Club in San Francisco in which he had leading parts were Ben Hur, Quo Vadis, 41, and others were King, Al Jolson, Valentine, Raffles and the Bird of Paradise, the last one named on tour with the Clef Club. From getting top billing on the Gold Coast circuit, he worked up the ladder in the family of the well known actors in such sketches as the Right Man and the Duke Bandit, he made the stage and screen, first appearing as a star in a company which toured the U.S. nation. Desmond, for years, reached stardom in silent films, but his career was cut short with his death. He had been playing small roles for Universal Pictures until about two years ago. Survived by two daughters, Mrs. Robert R. Wayman of Altadena, Calif., and a sister.

The FINAL CURTAIN

DONOHOE—Patrick J., 71, former vaude and dance man for 35 years, died in his home in Los Angeles. He was recently stage doorman at the Hammer Theatre.

GRANT—David 16, musician and composer, October 29 in Santa Monica. Served in the Army during World War II and his widow, also a daughter.

GRiffin—Bob, 49, pioneer radio and stage actor is dead in Los Angeles. He was one of the first two announcers employed by Station WHO, in 1927 when he was program director for WBEB, Chicago, and took part in the earliest known radio programs. He was also program director for WIND, Chicago, in 1933, and later was chief announcer for the Chicago World's Fair. He later returned to WHO as chief announcer.

PAIGE—Otto, 55, vaude and circus performer, died in Hollywood. He has been in the cinema for 15 years. Survived by his wife, also a daughter and a sister.

The Obituary

The Los Angeles Times

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December 2, 1925

In legit producing he was associated with Andre Charlot, Jack Hubert and others. He was a long time contributor to the Evening Call. The funeral service was held at Central Cemetery in Los Angeles.

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WON HORSE & UPP COMBINED CIRCUS
An Equine and Comic Parody — The Show With a Leash of Gold

By Stuart De Barr

Santimore, Minn., November 5, 1949.

Dear Editor:

Alto Horse Upp has often said that he had no political ambitions, even tho his show has been used as a political rostrum by his own political party. He has sure starred with the Vadel, Ark, last week, and became Upp's major propontee for four days.

Here is how it came about. Our combination biliner, lithographer, camer-ner squarer, patesmen, and bill-truck driver became violently ill thru an overdone of medicinal whisky, which laid him up for several days, leaving the route ahead untold. Panning out a list of possible replacements, he connected with his partners, the boss, who started up his trucking career as a wandering hill minstrel, swig this glar over his shoulder and all by himself to advertise the old art of singing and strumming its wonder to listeners in every town.

While nascentling and struggling the coming of the show on the hitches of the Vadel Ford Band, the advance of the Tableau & Chariot Circus and Ford Axel Annie's Horseless Wild West Show arrived simultaneously. As there was nothing he could do about the billing war that followed, Axel decided to go his own way and to his nasal harmony two octaves higher on the glass stage. On Monday, the show in every town and Monday and Tuesday; the Tableau show Wednesday, with Annie Mia in the lead role.

That night while a crowd was listen-ning to the boss's version of Don Quixote, a unemployed actor, Harol Praetje, he was stopped with, "Ture-

Outdoor Biz Bids Sesqui
With Bids for Midway Spots; Operas and Musicals, Too

(Continued from page 4)

people who will "bring the streets of Cairo right straight to the Fre-

Monkey, Midgets, Dancers
On hand are letters of operators of Monkey Shows, Fat Shows, midget troops, a Congo pygmy band, ladies in batik, ballets, Hawaiian singers and dancers, Minstrel Shows, Frank Shows, and crime museums. From the West Coast came an offer to bring an "ice-filled" Zoo to the city. A Kiddy Fairland will be directed by Duke, owner-manager of the Lee Bros. and an offer for Sky Island Amusement Park, Cincinnati, made to the con-
cember 5, the Brooklyn Avenue Fair is to be held in Santa Claus castle near New-

The event is held in an effort to attract the thousands of visitors to this little town each Halloween. A Kiddy Fairland will be directed by Duke, owner-manager of the Lee Bros. and a Kiddy Parade is to be held.

A number of promotions, including Project Pop-Hallo, are under way. It is expected the park will have a Santa and Mrs. Santa will have to please and Santa visit over 30 cities under

A special record studio has been set up at Santa's Castle where all letters will be answered.

Names Proposed for Midway
Several suggestions have been made in response to that suggestion, the commission has received letters and post cards. Some of the names proposed are "Red Tape Alley," "rampway," "The Peace Land," "Freedom Mall," "Glorious Road," "Merryland," "Shady Lane," "Sequancum," and "Giant Road."
Announcing
THREE GREAT NEW RIDES BY
ALLAN HERSHEYLL
WHIZ BANG
Successor to the "Key Day." Carries 40 passengers in a whirling, twisting ride that tops them all for thrills. New type construction eliminates steel platform plates, cars ride on truck reeved in center of platform. Easy to erect and dismantle.

SKY FIGHTER
Miniature "machine guns" mounted on a swirl in front end back of each plane creak like real guns when passengers press trigger. Fluid drive mechanism provides rotational movement, hydromatic pump lifts cars gradually to height of 6½ ft. Capacity 16 children.

KIDDIE BUGGY RIDE
Every child loves a pony ride, and here's one that even the most cautious parents approve. Eccentric wheel under each pony provides thrilling action, given tiny passengers a safe, thrilling ride. Ten 2-passenger buggies. Fluid drive mechanism.

Close-Ups:
Billy Blencoe’s Half Century Of Paper Work Packed Big Tops
By Eugene Whitmore-

NAPOLEON said that an army travels on its belly. But everybody knows that a show travels on its printing. Without printing—"those beautiful reproductions of oil paintings," as Arthur Happer once described them—a show is stopped dead in its tracks. Billy Blencoe, poster-printing expert, in charge of sales for Globe Poster Company, Chicago, believes that he has printed more show paper than any other man. And there is no reason to doubt this. It was in the Gay '90s, before many a star for whom he now prints posters was born, that Billy joined the Old Empire Show Printing Company in Chicago. He worked in the shipping department, a job he took figuring he could learn more in the shipping room than anywhere else in the plant.

Empire was then the largest show printing outfit in the world, with seven floors of presses and other equipment turning out posters for every known sort of attraction, many of which has about disappeared from the amusement scene.

He remembers that an attraction, or half show of circus men would term it, called Eight Belts was the first show to use muslin banners. They were 11 by 42 inches and were pinned to awnings so that they hung down for all to see, waving gently in the breeze. Modern architecture has eliminated side-walk awnings, especially in the bigger cities, and no present-day attraction uses these awning muslins.

Empire handled the work of the Ringling enterprises, that is riding young circus group, just beginning to do battle with Adam Forepaugh and Barnum & Bailey, two gigantic circuses which the Ringlings later purchased.

Recalls Old Shows
Another Empire customer, which Billy remembers was Beveridge's Montana's Wildest West Shows. This outfit lasted three days, its owner later (See Billy Blencoe's on page 61)

MINIATURE STEAM TRAINS
ON SHOW NOW
At 1717 Broadway, New York, you can see one of our fine 10 ¼-inch gauge express locomotives. The Pullman Express pulls 5 passengers. It will be second to none appeal for young and old. Lower prices combined with traditional British craftsmanship make our engines engines and coaches a "Must" for all miniature train operators.

Go and see the locomotive or write for catalog and full information to—
CARLAND ENGINEERING COMPANY
1717 BROADWAY, NEW YORK, N. Y.

The 717-A WHIRL Ride
Outstanding for Public Appeal * Stability Good Quality * Portability High Class * Earning Power

PROVEN MONEymAKERS
C-Cruise
and
LITTLE SKIPPER
For the little kids and the big kids. A real combination for any park.

FOR PROVEN MONEY MAKERS
GET A JOHNSON KIDDIE RIDE
AIRPLANES, FIRE ENGINES, TUG BOAT, JET PLANES, JEEPS, RIDE WHEEL TRAINS, FOR CATALOG.

STACY JOHNSON MFG. CO.
MIAMI, FLORIDA
DON'T put this in your follow-up file - next week will be TOO LATE!

NOV. 16
is the deadline

The Billboard
Annual OUTDOOR REVIEW (CONVENTION ISSUE)
Featuring THE CAVALCADE OF FAIRS Supplement

This special issue offers you the only
COMPLETE COVERAGE OF THE OUTDOOR FIELD

1. Mailed to outdoor showmen Nov. 21... a week before the Chicago Conventions.
2. Distributed FREE to everyone attending the conventions.
3. Kept for months as a reference number and buyer's guide.

rush your advertising copy
TODAY!

THE BILLBOARD PUBLISHING COMPANY

NEW YORK 19, N. Y.
1561 Broadway, Plaza 7-2800

CHICAGO 1, ILL.
188, W. Randolph St., Central 6-8761

CINCINNATI 22, OHIO
2160 Patterson St., Dunbar 6450

ST. LOUIS 1, MO.
390 Arcade Bldg., Chestnut 0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd., Hollywood 9-5831

DETROIT 1, MICH.
1039 Fox Theatre Bldg., Randolph 1100
**3000 BINGO**

No. 1. Cards, heavy white, black back. 

**3000 KENO**

Made in 6s or 12s. Placed to 2 rows across the cards, cut up and down. Light weight cards. Per case 600 cards. 

**/art Briese, of Theurle-Duffield Fireworks Company, Chicago,** was discharged Wednesday (2) from the St. Paul Hospital, Dallas, following an appendix operation taken in that city for a few days before heading for Florida with his wife to recuperate. 

Frank Duifield made stops-over at Washington and New York on his return route back to his headquarters of the Theurle-Duffield outfit and returned enthused about the plans for Washington's sesquicentennial celebration. Son Jack also is back in Chicago having returned from Shreveport. 

"...J. V. Wilson recently joined the Miniature Amusement Company, Balloon, Inc., as sales manager. Ken formerly was with the International Mutoscope Company and prior to that for many years was an arcade operator. ..."

**J. M. SIMMONS & CO.**

19 W. Jackson Blvd., Chicago 4, Illinois

**Out in the Open**

Theatrical Enterprises, Chicago, have sent the Chicago office upon his return from the Louisiana State Fair, Shreveport, for the next week to sign talent for the 1950 season. 

"...Rube Lieberman, sales rep for the Stamets-Carruthers Chicago last week in company of "wriggling chicken" fame. ...Bud Cardell and Rose, trick roping, are playing Coney Island, Long Beach, Venetian, etc. ..."

Ray Winans, publicity director of the Eastern States Exposition, Springfield, Mass., has moved into his new offices in the administration building. Ray reports that his old office and the furniture, which always seemed artful, looked so poorly stricken in the plush new surroundings that it was all replaced with shiny new stuff. ..."

"...Jack Greenstone, Virginia Beach, Va., park op, is en route to Miami Beach, Fla., where he will winter. With balmy weather the speculation before New Year's Day, visiting the season's close, about a month. ..."

Ben S. Allen, of Posters, Inc., realizing that the lingering effect of a 15-cent admission in affluence billing, has entered the carnival trade for so long that when he recently acquired a new card the agent had the name of his firm painted on each new card that must be yellow letters with red shading. Ben reports that the Big Top, 1949 brought in more revenue by 197 per cent. Attorney Edward S. Rogin, receiver of the American Dream circus since the Hartford, Conn., circus fire of 1944, has gone into joint partnership with attorney Louis E. Bauman, former assistant clerk of the Hartford Fire Insurance Co., and Mrs. Hugh Black at their home in Spartanburg, S. C. ..."

**STANLEY TO DIRECT**

(Continued from page 51)

...specific recordings to be issued to participants. Billy will include an advertising campaign with a lima bean of a reminder. The budget is that of the sound tracks and radio time in addition to the usual billboard and newspaper advertising. ..."

**BOOMERANG - 1949 REMEMBERED - INNOVATIONS INTRODUCED AT CONEY ISLAND 1949**

"......

"...The Wheel for 1950. The amusement business, it still very likely the man of some of them of the wheel. ..."

**KIDDIE FIRE ENGINE RIDE**

The NEW Tractor-Trailers Rock & Roll Fire Truck you have heard about. 

- Proven and tested during the 1949 season. 

- All-Day-Every-Day operation possible. 

- Operated wherever you can drive a small vehicle. 

- Simple operation. No skill required. 

- Little maintenance cost. 

- Travel anywhere a vehicle can go. 

- SPECIAL PRINTED STICKERS included. 

- Requires only a 1/4" rivet. 

- Makes no difference what if 1, 2, 3 or 4 children are in the car. 

- The wheels the store is losing money!..."

**THE TOLDO TICKET COMPANY**

1815 E. Erie St., Toledo 5, Ohio (Ticket Vendor)
Talent Topics

Gus Bell and Harold Ward, of the bird- and Broadway stylists of Polack Rior Circus, will double as trainers for flying act with the Gainesville (Tex.) Community Circus in preparation for the second length Columbia film of the community show to be made in the spring. Beginning December 15 there will be 22 pro aerialists in the Gainesville quarters for a month. In addition, Bell and Ward will direct aerial acts for the Polack shows next year. One of the Ward-Bell flying acts is to be expanded to seven people so that both Polack units will have a double flying act.

Jerry D. Marlin, Betty Jane Martin, and Ronnie Constantine, the Three Fearless Stars, aerial contortionists, closed a 28-week season at the Houston County Fair, Dothan, Ala. The act will be a two-person feature for three weeks of indoor dates before their appearance at the Florida State Fair, Tampa, January 21 to February 11. The Harstons (5) teeterboard tumblers; Ray Moile and Pedro, equilibrist, and Elly Asdally, aerialist, are at the Palace, New York. Schaller Brothers, trampoline, are at the Latin Quarter night-club in New York.

Billy Rice, circus jockey, is working in a Brooklyn department store's Christmas toy department.

Aerial Solts, booked by Harry Peasley, played the Crowley, La., Rice Festival. Kathryn Solts has recovered from a shoulder injury.

Lee Francis, clown and blackface comedian, who closed his outdoor season at Georgetown, O., October 9, again has signed contracts to play Santa Claus at Block's Department Store, Indianapolis, November 16-December 24. It will be his 11th consecutive year there.

Sunbrock in Georgia;
Unit Closes Nov. 20

COLUMBUS, Ga., Nov. 5.—Larry Sunbrock's Rodeo and Thrill Show, after playing 45 stands in 70 days in the Carolina cotton country to good results, has invaded the peanut sector in Georgia for a string of dates that will keep the unit busy until November 20, when Sunbrock plans to close and return to his headquarters at Orlando, Fla.

In the last two weeks the Sunbrook thriller has played one or two-day stands in Jacksonville, Fla.; Tallahassee, Ga. (21-22); Graceville Stadium, Tavares, Ga. (23); the football field at Brunswick, Ga.; Waycross, Ga. and Columbus, Ga. last Saturday and Sunday (29-30). Business at all spots has been satisfactory, Sunbrook says.

Ingham Barrett Animal Units on Tour of South

RUFFIN, N. C., Nov. 5.—Ray M. Ingham and George D. Barrett have several animal and bird units playing schools in the South. Units include Jack Crawford's trained baboons, Captain Albert's chimpanzees, Tito and Geraldine Moreno, mammoth unit; Bobbie and Eric Jeniks, Animals on Parade; Milton and Velma Herman, birds of the world; Ronald Blakely, reptile unit, and Ed Hiller's Frontier Unit. Barrett is program director and Ingham is general agent and in charge of the Ruffin office. Agents include Mrs. Frances Peasley, Rob and Clyde Parris and W. P. Moore.

Ingham, who has been ailing with a heart condition, reports he's feeling better. Visitors at the Ingham farm here have included the Barten family, on route South for the fair; Danny and Lillian Carver, Diamond Jim and Oscar Wiley, of the Diamond Jim Circus; the McCrackens, who have the animal show on the James E. Strates Shows; Doc and Betty Hartwick, also on the Strates circus, Mills of Mills Bros. Circus.

HOT DOGS BAR-B-QUE'D!

Ordinary neighborhood taverns are selling eight to twenty dozen hot dogs a day with the GLENRAY machine. Outdoor spots have unlimited sales. Terrific eye catcher, revolving spit holds 44 hot dogs at a time. Stainless steel, all electric, fully guaranteed. Nothing like it. $125.00 F. O. B. factory. Write, wire or phone for particulars; photo.

FORDMAN COMPANY, Inc.
1420 S. Calhoun St.
Fort Wayne 2, Ind.
Distributorships Still Available

About a 4% Profit on a 5 Cent Sale!

The Multiplex

ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large share of sales at an Exceedingly Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR Coca-Cola, Orange, Others.

Multiplex Faucet Co. Serving the Trade 45 Years

Manufacturers
MULTIPLEX FAUCET CO.
425-B Dunton Ave.
St. Louis 10, Mo.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE.
**GENERAL OUTDOOR**

**The Billboard**

**November 12, 1949**

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**Carnival Routes**

**TENTS CANVAS SHOW**

Carnival—Concession—Circus

Premiere delivery any type tents to army

In stock new 80 ft. rd. Top.

3-40's. Light load white

LAMEPRF'OD. 50x100 rd.

and khaki P.D. 50. HIP TOPS

30-30 ft. widths always in stock.

Underwriters approved immediate shipment.

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**Philadelphia**

Successfully stationary for

will

Start your own profitable business

WRITE OR WIRE FOR ILLUSTRATIONS AND PRICES

LUCKY DOG NOVELTY CARTS

1304 ST. CHARLES AVENUE

NEW ORLEANS 13, LA.

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**HOT DOG!**

CRUISE THE MIDWAY YOU AND LUCKY DOG FOLLOW THE CROWD

A red hot steam job that will roll up profits everywhere you go.

Steam cooks 100 Dogs, Buns and Chili. Stores everything for 500 more.

Stationary Stands and Motor Scooter Models available.

---

A Fleet of Eight Carts Now Successfully Operating in New Orleans

AGENTS and DISTRIBUTORS WANTED

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**PEANUTS POPCORN SUPPLIES**

Top-pop hybrid popcorn carries a money back guarantee

Five sizes boxes—complete line of supplies—Midway marcel candy floss machine—snowflake snow cone—All makes ice shavers—Star popcorn machine—Cotton candy cones—Candy apple equipment & supplies—Fresh roasted peanuts—Attractive circus bags—Candy floss supplies. Send for free catalogue!

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**CHUNK-E-NUT PRODUCTS CO.**

MATTY MILLER HANK THEODORE ED BERG RALPH COBB

234 N. Second St. 29008-14 Smallman St. 1261-43 E. Sixth St. 316 S. Church St.


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**Things are "Popping" at POPPERS!**

What d'yaa need? We've got supplies and new or used equipment for popcorn, candy apples, caramel corn, candy floss, snowballs, etc. No matter what your requirements, we can fill your order.

POPPERS SUPPLY CO., of Phila.

1315 Vine St., Philadelphia 7, Pa.

Lombard 3-9020

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**SNO-KONES, POPCORN, CANDY FLOSS, CANDY APPLES**

For the most complete line or stocked for tourist agents at money-saving prices. get in touch with Gold Medal.

Our 1949 catalogue will be sent upon request. Be prepared to take on this business Kids and curiosity seekers, please save stamps.

GOLD MEDAL PRODUCTS CO.

818 E. THIRD ST.

CINCINNATI 3, OHIO

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**TENTS**

All sizes—NEW AND USED—All styles.

ERICH FLAME-PROOF FABRICS—Khaki Blue Forest Green. Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE

Phone 38851

ALTON, ILLINOIS

---

**Peachy Biz!**

NEW YORK, Nov. 5.—The publicizing of one-pound peaches recently harvested by Stanley Wathen in the yard of his Long Island home thru Ripley's syndicated Belle or Not cartoon has brought the booking agent a flock of letters from the parts of the United States and Canada. Inquiries have come from both the curious and nationally known nurseries. Stanley generously gave the stores from the fabulous fruit to the first persons soliciting them and the supply is now exhausted. Taking his fruiting triumph and fame in stride, Stanley commented, "I should get such a response from persons wanting to buy acts!"

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**MISC. ROUTES**

Send to 2160 Patterson St., Cincinnati 22, O.

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**SHOW TENTS CENTRAL CANVAS COMPANY**

816-510 EAST 18TH ST.

CHICAGO 6, ILLINOIS

Harry Sommerville

154 W. GRAND AVENUE

HARRY SOMMERVILLE

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**TENTS ANYTHING IN CANVAS**

Tents—Concessions, Circus, Carnival, Fair Supplies. Tents of all sizes. Merry-Go-Round and Caterpillar Tents, Big Top. Wire or write or phone. Rapid delivery.
25 Years Ago
Playing in front of the grandstand at Louisiana State Fair, Shreveport, were Ernie Young’s “Passing Revue.” Ten London Steppers, Adair and Carliss Anderson and her dancing girls, the Hodjog Troupe, the three Golliwags, Al Sweet’s Singing Band, the Chicago Cadillac Band, under direction of Everett Johnson, and Fishe-Duffield Fireworks spectacular, “Tyrkko.”
Joseph G. Ferrai, Port Richmond, N. Y., was given exclusive selling and distributing rights in the United States for Botham’s Chair-o-Plane, by Fritz Botham, Gottha, Germany, original designer and builder. John M. Sheesley, of the Greater Sheesley Shows, named Connie H. Barkley, general representative and traffic manager for the org.

John Sheesley, of the Greater Sheesley Shows, named Connie H. Barkley, general representative and traffic manager for the org.
King Reports Good Season; Show in W. J.

1950 Opening Date Set

MACON, Ga., Nov. 5.—King Bros. Circus closed a 31-week season in Dunedin, Fla., on Monday, and made the 635-mile run into winter quarters here, opening Thursday (3).

Floyd King, co-owner, was among the first to arrive and supervised winter quarters. A trusted partner, Lucio Cristiani, went to St. Louis, where the Cristiani family will play a string of dates. Mr. and Mrs. King will spend the winter in Hollywood.

King said the season was “one of the best in my circus career.” Show was not expected here until the latter part of the month. King said the earlier closing was necessary because of the Cristiani winter dates. Too much time is needed for the winter quarters for enlisting a show for next season.

The King org opened March 31 in Texarkana and played a leader. In Canada, and came here with a season mileage total of 12,065.

KING announced the show will open the 1950 season here Saturday, April 8.

Org registered a full matinee Saturday (28) in Pine Bluff, Ark., and a three-quarter matinee in Hot Springs.

Mrs. Charles Converse (Anita Nelson)—She was a native of Argentina, where she and her sisters made their debut with a touring circus, driven by their father. He brought them to the U.S. in 1930 and booked them with the Barnum & Bailey Circus. After a lengthy career, Mrs. Converse returned to her home in Bethel, Conn.

And to her father, to her sisters, she is survived by three sisters, Mrs. Sarah Croquet and Mrs. Rose Gonzalez, both of Bethel,amento, and Mrs. Virginia Davison, Bethel, Conn., and two brothers, John and Henry Nelson, scrubs with Ringling Bros. and Barnum & Bailey Circus.

Where there was good weather, the show had two three-quarter houses.

R-B St. Louis Arena Biz Builds After Slow Start

ST. LOUIS, Nov. 5.—Ringling Bros. and Barnum & Bailey Circus, playing indoors for the first time in the city, is in the process of a slow start to a show that will be slow for some weeks. Conditions and performances are pertinent to the area at this time. The season’s end was marked by a third-week call to a slow start Tuesday (1), but business has continued since then.

Business Tuesday and Wednesday was light, but Thursday night saw a noticeable increase in audience and indications pointed to packed houses at most performances for Friday and Saturday. The weather was cold, with winds out of the northwest.

NOTE: The full matinee on Saturday had a sold-out crowd. The Palace and Forum on Sunday were well attended.

Anita Nelson Dies

In Waterbury at 74

WATERBURY, Conn., Nov. 5.—Mrs. Charles Converse (Anita Nelson) of the famous Nelson Sisters, well-known circus troupe, died at St. Mary’s Hospital here Monday (4).

She was a native of Argentina, where she and her sisters made their debut with a touring circus, driven by their father. He brought them to the U.S. in 1930 and booked them with the Barnum & Bailey Circus. After a lengthy career, Mrs. Converse returned to her home in Bethel, Conn.

And to her father, to her sisters, she is survived by three sisters, Mrs. Sarah Croquet and Mrs. Rose Gonzalez, both of Bethel, and Mrs. Virginia Davison, Bethel, Conn., and two brothers, John and Henry Nelson, scrubs with Ringling Bros. and Barnum & Bailey Circus.

Where there was good weather, the show had two three-quarter houses.

John North in Paris

After Scouting Trek

PARIS, Nov. 5.—Umberto Schichtholz-Bediini, European representative of Ringling Bros. and Barnum & Bailey Circus, was on hand here Wednesday (1) operating an extended talent-scouting trek thru Europe with John Ringling North, head of the Big Show.

North and Schichtholz-Bedini covered nearly 12,000 miles by auto during the season’s quest for new acts for next season’s Ringling program, covering the area from Southern Spain to Northern Sweden.

Eufaula Red for Dales

EUFALUA, Ala., Nov. 5.—Dales Bros. Circus scored a red one here Thursday (24) with two full houses. Weather was a bit chilly (19), however, and business, despite excellent weather, was light. Mention was made of a second week, but night show draw was light.

Biller Draws Scant Houses in Columbus

COLUMBIA, S. C., Nov. 5.—Bad weather combined with a weak radio ad brought Biller Bros. Circus a bad stand here Monday (31). Both afternoon and evening shows drew about two-thirds capacity. The management had expected a better turnout for this date in this city of 100,000, despite recent closing of the fair. The city covered its schedule for South Carolina dates and beat the Mills Bros. Circus into Columbia by the crack of dawn.

Billings, Mont., was the next stop, then a trip to cut down Mills’ business, although they had advance tickets on sale for some time.

Roger’s El Dorado Biz Light

EL DORADO, Ark., Nov. 5.—Roger’s Circus registered light business here Thursday (27), making halfway to a play house and night show drawing three-quarters.

Biller Org Does OK Biz in Three Carolina Spots

HARTSVILLE, S. C., Nov. 5.—Biller Org completed a two Carolina dates despite wet weather here Sunday (19). The Ringling show was on the list of performances here Monday (21) held in a steady drizzle, the org pulled a light house, with the matinees a half house.

Rain Friday (28) kept the evening performances down to less than three-quarters, and the matinees were weak, but this was the first appearance of a circus in Wadesboro in 10 years.

Circus date a full night house Thursday (24), and a strong matinee attendance in Lancaster, S. C.

Houston Shriners Hurt Op-Posed Night By City Bus Strike

HOUSTON, Nov. 5.—The annual Houston Shriners circus, which opened in the 12,000-seat Coliseum here Wednesday (2), did okay business at the matinee but night show was light, due to a city bus strike.

Matinee was a sellout, thanks to 9,000 fans who showed up from near-by towns on four special trains arranged by the Shriners here Saturday (30).

Opening performance ran much too long and show officials shortened it for the night performance.

Circus Historical Society

Says Elise Tracy Celebrated 25th Anniversary With A Trip In Wide-Angle Broad Fair. They also visited the Simpsons in Camden, O. El Cripa has his new edition of "Circus Caravan" and a helmet for his young son, Dad White played in White in San Diego.

E. F. Titus, of Valparaiso, Chil., is adding to his collection of female con-

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Dressing Room Gossip

Ringling-Barnum

The St. Louis arena was a welcome "home" after more than a share of rain and soft roads. Performance in Longview, Tex., was canceled because of the soft lot. Texarkana gave us another soft lot but we worked anyway.

John Johnson, Bob Dover, Rene Gerber, and Mrs. Frank DeBord celebrated birthdays. Robert (Bones) Brown returned from a trip home to be on hand for the party. Mrs. Margaret and Linda Lawson, Randy Concello and Nina Cristiani closed and returned. Savannah's new club held its monthly meeting in the Drill Hall. "Madeline Grakil is our new member."

Harry Thomas's mother, Mrs. Ed- win Thomas, who visited her son numerous times during the season, gave a party in Dallas for Harry. Viators: The Orantes, Mr. and Mrs. A. Lindemann, Ernie White, Bob Stevens, the Harold Voice troupe, Mr. and Mrs. Orrin Davenport, R. M. Harvey, Max and Jane Tubbs, Mary Kay Smiley, Mrs. Chester Feike, B. V. Bullis, and others. Husbands of wrestlers: U. S. A., Phillip Kreis, Mr. and Mrs. Gus Siguer, Mr. and Mrs. David Gloria Hunt Carcas, Dean Thomas, Venance Hess, Jane Kramer, Pat and Sonny Moore, Charlotte and others.

(See Ringling-Barnum on page 82)

Ayres and Kathryn Davies

Org opened the indoor season Oct- ber 28 at the Coliseum in Genc- City, Wis., business was good despite rain. In Brookfield, Ill., October 25, three shows were necessary. Sam was true in Palatine, Ill., October 24. Mrs. S. H. Roberts doubled in clown alley when back on the show. Duke had to stretch a rubber the other day so he used the (See A. & K. Davies on page 82)

Polack Bros.' Western

Gus and Betty Bell celebrated their 13th wedding anniversary and Gus's birthday in a party at Manassas, Va. Guests included Mr. and Mrs. Bob Billings, Mr. and Mrs. Leslie Reedy, Mr. and Mrs. Eddie Kohl, Mr. and Mrs. Joe Beronisi; Josephine, Vicky and Ken; the Berens; Alex Kondier; and Jo Madison, Millie Keathley, Harold Ward, Charles Dickert, our guests, Nally Roberts and Freddie and Ethel Freeman.

Harry Cooper was received in a Chinese duck, a gift from a Shrine Friend in San Jose, Calif. It arrived in Har- lingon, Tex., from San Antonio and San Jose. Harry and Bobby were the only ones fishing with the new tinis in Harlingen. Wonder if they caught any catfish?

Harry Cooper was playing the callsie at the NPLSP party (No People Show Parties). He played every- thing from b-e to grand opera.

Harlingon, being only 30 miles from the Mexican border, has a few opportu- nity to go to Mexico and bring back merchandise from there. Thanks to Joe Ward, CFA's from Wichita Falls, Tex., who helped so much with the above- mentioned wife. En route from Harlingon to Wichita Falls, Gus and Betty Bell were stopped at the wife's home to visit with Vicky and Riddy. Harold Ward and his brother made a surprise visit.

Army Armstrong, advertising man-ager for the Wichita Falls Times and Record, treated us in great style.

Mike Healy, bus and turtle inter- ested, purchased underwear for his wife in San Antonio. Wally Newbury, our organist, is his chauffeur.

Justus Edwards received news of the death of his sister-in-law in Minneapolis, Minn., yesterday. We all received news over the radio.

Raynor, one of the best drivers in the ring, was paid off by Mrs. Frank Lee, Carl Wal- teda, Bill Moore, Grover Moody, Gary May and his dad and Joe E. Ward - FREDDIE FREEMAN.

DAILEY BROS.

In Baytown, Tex., the bay ex- posed one of his lot to a depth of four feet. It was necessary to move to another spot. The latter did not prove quite as good: but there were a few dry spots on which to set the tents. Art Spencer, Lion Motive from Hal- l and visited for the day. He had a pair of lion cubs, two weeks old, with him. Joe Harthorn offered to buy Estella and Va Kues as a birthday gift but she decided to keep them.

Riley Huggins suffered a fractured leg when his horse fell on him. The writer was the guest of Jose and Meta Cofey at dinner. The Cof- eys formerly tramped on the G. W. Christy Circus and later spent 18 years in the Canal Zone. Rubba Moody came over for a few days for a visit with his mother and sisters. Visits: Mrs. Rice, Mrs. Leo Neill, Laron Rice, Barney and Hazel Ber- nell, are rep show personnel, who visited Brother James, Andy Van; Roy; Mr. and Mrs. Buck Stan- ley, roller rink operators; Mr. and Mrs. Tew and Dair, rep show person- nel; Leslie Bay and family, who vis- ited the Ledford parents; Scottie the clown, Bill R. Harvey, Cole Bros. general agent; Herbert Seiling; and Buddy O'Dell, Mildred Hyde and daughter, Donna.

Dave Carter left for Gonzalez to await the show's arrival. Deep Sea new- stricken in Sebastian and HAZEL KING.

Biller Bros.

In Columbia, S. C., two parties were held on the show. Marian Potts had a surprise birthday party for her husband. She set the tables and the birthday party was held with the butchers on the show giving him a traveling bag. A Halloween party was held for the kids on the show. Hostess was Carol McAndrews.

Frank Tezno and wife, Susan (See Biller Bros. page 63)

Polack Bros.' Eastern

The long jump from Asheville, N. C., to Amsterdam, N. Y., was a hectic one. There were plenty of break- downs along the highways. Those who escaped ill luck had an opportunity to view New York.

Opening in Amsterdam on a Sun- day, we did three shows. The Flying Words and Malfijon account was a success. Amsterdam because of the low ceiling. They went direct. They were invited to Amsterdam and asked to arrive in Amster- dam until late night opening. He had to have one of the bulls push his semi up the hill to the parking lot. Mollie Winn, despite exhaustion and temperature, didn't miss a performance. Incidentally, the Amster- dam engagement was invited through the Art Barrett.

Hubert Castle received a royal welcome from the Hubert Castle Tent in Utica. They hosted him at a party in the Utica Hotel and presented him with plenty of fishing equipment. Dave Kind and Nate Lewis were enlisted in the Illini Big Five.

A birthday celebration was held in the Winn's trailer. Guests were: Thea Berras, Adriana and Juanito Lopez; Adolph, Marie and Clara Del- borg; Gene and Rosemary Westover. As usual, led the jam sessions.

Clara, Camp Chase appearing in a blond wig and almost upsetting the show. . . . The small fry having a Halloween party, and none of the grand shows, and Peppe Boras, made up Gene Redman, carrying the fest- ivities. The show when he brought with Gene in the come-in. . . . Mr. and Mrs. Black Waller, from Utica, casting the stage produc- tion of "Light Up The Sky" Henry Kress paid for his new Nash. . . . Dwight Moore sporting flashy gold belt. . . . Bill Brown going a full day in in Utica. In the Sunday paper he had a page spread. . . . (See Polack Eastern on page 63)

PIERRE CILLION

WORLD FAMOUS CHANNEL SWIMMER

AVAILABLE WITH
MOVIELAND SEAL ACT

NOW SHINE CIRCUS, HOUSTON, TEXAS
THAN WICHITA, KANSAS, TUESDAY NOVEMBER 28
OPEN FOR VAUE, INDOOR CIRCUS OR SPORT SHOWS

CONTACT ACT OR
MARINELAND HERMOSA BEACH, CALIF.
SUPPLIERS OF
CALIFORNIA SEABOSS SEALS PENGUINS MINA BIRDS MURES

WANTED FOR
SANTA'S CHRISTMAS FAIR

Santa Claus Castle, Nov. 12 thru Dec. 25, Santa Claus, Indiana.

DEPENDABLE PROMOTIONAL MEN

TICKETS-
BANNERS PROGRAM
Over 30 years experience last year.
Write or Phone Wire.

Charles W. Stanley, Santa's Castle, Santa Claus Indiana

PHONE MEN-CONTEST WORKER-WALKING MEN ON BOOK
ELKS STAGE SHOW AND BALL
MONTGOMERY, ALA. DATED FOR DEC. 17TH, 1947
Can also use Phone Men, Banners, Etc. with Vaudeville Shows.

NOTE: WE WERE TOO LATE WITH YESTERDAY'S PHONE NUMBERS.

TELEPHONE SALESMAIENS

TELEPHONE SALESMAIENS

KIRK TAYLOR

'Vere home from California going to join a show. Need you immediately. Call me collect. Temple 3070 or 477-9396, Detroit.

GUS

SEAL BROS.' CIRCUS WANTS

For 1948. Seeks entertainers of all kinds to appear in all departments who are interested. ages 14-20. A Success. Write to Gus Seals, "C"/#, Suite 311, Gulf Bld., Los Angeles, Calif., and receive all necessary literature. No travelling expenses. All correspondence will be returned. (See Circus Section page 3)

LABOR DEAL

EXPERIENCED 0-70, Top Commissions, Fast Collec- tions. Permanent. Offered exclusively by many Local Unions of the A. F. of L. Call Philadelphia, DElaware 6-8761 or CUMberland 8-9208.
Bigger's Bets

NAAPPB Trade Show This Year Largest in Postwar History

CHICAGO, Nov. 7—Shownmen attending the annual outdoor convention here this week hope to see the return of the traditional grandstand excitement and entertainment that has marked the annual trade show, a newsman reported. The NAAPPB has announced this week that the convention will be held at the same time as the convention, and that the show will be open for six hours each day.
New Greenville Event Success

GREENVILLE, Tex., Nov. 5—Two
new Greenville events—The stock Show, Rodeo and Free Fall—
closed October 22 after an estimated
43,000 people attended the stock
show and 36,000 watched the ro
deeo. The fair lasted four days
from Thursday, Thursday, Friday and after midnight. It was the first fair
here since suspension during the war.

The new fairgrounds is located at
about 50 miles from Greenville, where nine buildings were
converted into exhibits and livestock shows, and six additional
buildings were set aside for the
stock show. The produce was lined
out on a paved area. Independent midway space were held to a
minimum. Following the fair part
of the attractions remained on the ground for six months, when they were
sold at auction.

Cardinal and steak were the most
popular foods at the fair, with a
record attendance of 1,500 for the
evening card game.

Approve Remodeling of A. C. Garden Pier

ATLANTIC CITY, N. J.—Work
on the railroad pier along the Boardwalk will be started imme-
diately. The Board of Public Works approved the project Wednesday (2).

The contract for the demolition work was awarded to the highest
bidders, who were the lowest. The work is expected to be
completed by December 15.

After the clearing phase, the pier will be refloated, the 
water levels, including the piers, will be lowered, and
the pier will be raised to its present height. The pier will be
remodeled and will be ready for use by June 1 of next year.

Kiddieland, Midway

A. C. Garden Pier

Bill Blencoe's Half Century

Parks-Resorts-Pools

November 12, 1949

The Billboard

Atlantic City, Nj.

5—Plans for staging a Winter Fair during the Christmas holidays were
initiated this week at a meeting of the Atlantic City Board of Tourism,
which was designed to activate the Boardwalk during the holidays, plans call for lavish decorations
of hotels and shops for the occa-
sion. Co-operation from the Hotel
Association of Commerce will be sought.

Plans for a winter Mardi Gras festi
val, primarily for the principle
attraction envisaged—a preview of the Philadelphia Mummers Parade—could not be secured. The Boardwalk
Association was informed that con-
tracts with Philadelphia bar any previ-
ous parade, a traditional New Year's Eve attraction.

Association officials said they could
be secured by the Mummers if the Board-
walk were to be held during the Easter week and that approval was accorded a sugges-
tion that this spectacle be held at that time. It was recalled that the
roll of the parade at the Board-
walk during former Easter weeks attracted much attention and it was felt that by combining the Mummers and Mardi Gras the parade
route might be covered by two an-
nual parades each year—Easter and
Christmas. The parade in September was estimated at 10,000.

A C. Garden Pier

World’s Largest

EXCA M NITED AUTHENTIC MINIATURE TRAINS

FOR THE LITTLE BOY IN EVERY ONE OF US

Design and turn out a line of paper for the feature act. Often it would be nearly opening a new act. It has been

The famous Ringling Bros. and Barnum & Bailey Circus, which has been in operation for more than 100 years, is

A. C. To Stage

Atalanta Tour, N. Y., Nov. 5—Plans for stabling B. B. Visvalish, the best-liked

W. B. Visvalish, R. D. 1, Catawissa, Pa.

FOR SALE IN PENNSYLVANIA

BEAUTIFUL RESORT PARK

Owner too old to develop it further. Write

104 Main St.


Winter Walking Encyclopedia

World’s Largest

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104 Main St.

OTTAWA, Nov. 5.—An all-time record crowd of 16,003 attended the 1949 Ottawa Winter Fair and Horse Show of the Ottawa county Agricultural Association Coliseum at Lansdowne Park. The five-day event, which ended October 28, was inaugurated in 1922.

The annual attracted about 1,500 exhibitors who entered more than in any previous year. Figures were not available, but area districts reported that the city district showed for $50,000 in prize money.

The attractions were as heavy that the stabilizing in the Coliseum could not accommodate them. The committee is now looking at the ex- adjoining exhibition buildings in which special stalls had to be built at a cost of about $400.

New 400C Unit

No stabilizing problem will be con- fronted in the future, since a $400,000 addition to the Coliseum is nearing completion and will be ready for use before the 1951 Ottawa Exhibition.

The horse show, with the musical ride and the midget car race, marked a new height for attendance. The Mounted Police featured, played to capacity nightly in the Coliseum. It was the first time, to the best of our knowledge, that the Coliseum had been offered in Ottawa since 1930. Eight of the twelve states were featured at horse shows in St. Louis and Indianapolis. This week the horse show program at Madison Square Garden.

SACRAMENTO, Nov. 5.—An estimated profit of $200,000 over and above operating expenses was chalked up for the California State Fair, September 1-11, officials declared. The financial report made to the State Fair Board of Directors showed an assessed profit of $15,632. The period covering July 1 to September 30, with $307,082 being counted as coming from gate receipts, $87,604 from expenditures, and $525,000 being allocated from the permanent fair and exposition fund. A total of $1,237,415 was spent out of a budget of $1,287,510 for the operation. Additional expenditures of $50,000 were listed as pending.

Concessionaires, who operated on the grounds this year should be given first consideration for the available number of concession contracts for 1950, Daniel W. Bectel, chairman of the concessions committee, urged. His suggestion was based on the fact that the 1949 concessionaires were experienced and had large investments in their equipment. However, the suggestion met with opposition from some of the board.

Bum Weather Hurts Fairs

Florence, S. C., Bow

FLORENCE, S. C., Nov. 5.—Rain is a danger on opening day at the big Pee Dee Fair here. Fair and warmer weather forecastly indicated the opening day on Thursday, October 7, and there has been no agreement, according to W. D. Douglas, secretary-manager.

Critz & Wilson Shows came in from here a big date at the Anderson County Fair.

Ask 752G State Aid To Develop Santa Ana Site

COSTA MESA, Calif., Nov. 5.—Request for $752,738 to the State Board of Health to develop the Orange County Fair for development of the site of the former Santa Ana Air Base, was disclosed this week by Secretary-Treasurer Thurlow Cooke.

The allocation is being requested so as to finance preparation of a master plan and development and to begin the installation of permanent facilities. The $752,738 is from the $2,337,242 in the bond election fund of the 3rd District Agricultural Association which secured the land from the War Assets Administration. Without action, the pro- vision that permanent recreation area be available for Or.ange County residents will lapse.

Included with the request was a schematic drawing of the 176-acre site showing suggested utilization of the area for the fairgrounds and permanent recreational installations.

The allocation request signed by H. K. Kellogg, president of the district, stated that the district had never previously asked for any funds for development of the fairgrounds.

Hindley, Merrill To Rep WFA at IAFE Convention

SACRAMENTO, Nov. 5.—Western Agricultural Fair Association President Dr. Joseph N. D. Hindley and General Manager Louis S. Merrill have been named as delegates at the 1950 meeting at the International Association of Fairs and Expositions, to be held on November 27-December 1. The appointments were made during a thorough hearing by the WFA's board of directors at Fresno recently.

Others representing individual California fairs and exhibitions at the IAFE will be A. E. Snider, chief, division of Fairs and Exhibitions of California State Fair; Will Meridith, secretary-manager, and Ed Paine, superintendent, both of the division of the California State Fair; Carl L. Garrison, secretary, Grand National Livestock Exposition, San Francisco, and Paul Mannen, manager, San Diego County Fair. The group is also to attend the International Livestock Exposition. hindley, Merrill, are related to the IAFE, discussing association aid to individual fairs.

Cedar Rapids Cuts '50 Run to Five Days

CEDAR RAPIDS, Ia., Nov. 5.—The 1950 Agriculture Fair, which was run from August 13-17, with the run shortened by three days, the executive board of the fair has decided that changes from eight days to five was made to avoid conflict with neighboring fairs.

A midget auto track will be added and a new feature is the new board to be built within the regular half-mile track.

Indiana Assn. Conclave

Jan. 2-4 at Indianapolis

INDIANAPOLIS, Nov. 5.—The Indiana Assn. of County and District Fairs will hold its annual convention at the Crown Hotel, January 2-4. Leonard Haag, president, announced.

A fair school will be held for a day and a half and one half day will be held for all fairs in the state to lay- acts and make ride contracts.

The annual banquet will be held the evening of January 3.
Much Rain, Cold Hit Shreveport

Halts midway operation
several days— Barnes- Carruthers Revere strong pull.

SHREVEPORT, La., Nov. 5.—Rain almost daily and cold weather combined to slow the Louisiana State Fair which closed here Monday (31), down sharply from last year. Hardest hit was the midway operated by the American Shows, which lost several days to rain.

Only the weather prevented the event from approaching the success of last year. Exhibits in virtually all classes hit record proportions. Commercial displays reached a new all-time high.

William R. Hirsch pointed out that bookings for the Feb. 9-15-16 period cannot be turned down.

One of the few days to miss rain was the opening night, Benedict-Claflin football game. The night was whipped down attendance for the day's program, which included football games between Negro colleges and Negro high schools and stock cars featuring Negro drivers.

The Barnes-Carruthers No. 1 Revue, in for nine nights, proved a strong attraction. On opening night, following a heavy afternoon rain, an extra show of the B-C unit was given. The school day brought out 10,000 children.

Frell's No. 2 unit, Prell's World Fair Show, played to a crowded midway, but a spending measurer, according to Joe Prell, owner-manager, and Morris Vivens, general agent.

Watertown, N. Y., ’50 Event Sledged for August 21-25

WATERTOWN, N. Y., Nov. 5.—Jefferson County Fair dates for 1950 will be Aug. 21-25, Secretary announced.

A little rain is expected to be made in next year's event, he said, new classes will be added to the program and grandstand attractions may be expanded.

BILLY BLENCOE'S HALF CENTURY OF PAPER WORK PACKED BIG TOPS

(Continued from page 61)

S. C. Negro Annual Draws 45,000 Gate

COLUMBUS, S. C., Nov. 5.—The 45th annual South Carolina State Fair drew 45,000 persons here last week. Benedict-Claflin College's attendance mark by 15,000.

Thursday (27), College Day, drew the biggest single day throng to the grounds. Twenty thousand attended the fair that day, with 4,000 saw the Benedict-Claflin football game at near-by Columbus Stadium. Opening night at the large fair was Aug. 23rd, School Day brought out 10,000 children.

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Manning En Route to Haiti For November 15 Expo Preem

NEW YORK, Nov. 5—Ross Manning, shown bound for the Bi-Centennial Celebration, Port-au-Prince, Haiti, left here on its own flight of the official principal items of the party to Miami where they will be loaded on two LCT barges Monday (7) for the final leg of the journey. Midway of the $26,000,000 expo, which has been several minutes ago, and exclusive basis, will open Tuesday (15) and run thru May 1, Celebration of Haiti.

Manning said he was informed by exhibition officials that his org would be opened تمام والإCHANGE, on the scene in Haiti during its 200-year history. Exhibition official estimate an average attendance of about 20,000 with crowds of 25,000 or better on each day.

Applicants Plentiful

With little more than a week to line up concessionaires and supplementary shows and rides, Manning reported that he was dealt with phone calls and registered on the bid by Charles in The Billboard. He estimated that the final date of admission of the group has received excess of $2,000 and said that more than 400 telegram have been handled.

Manning left here Tuesday (1). He plans to return for several Eastern fair meetings, leaving the exhibition midway operation in charge of Harry F. Mullen, general agent and assistant manager.

Showmen included Jack Keefe, of Keefe Shows, who will have the Side Show and Illusion Show; Frankie Palique, Postum; John Keefe, Monster, Lee; Girl Rough, Speedy Bobs, Motordrive, and McWilliam's Snake and John Roan. Manning will use his own nine ride units, adding only a kiddie auto unit one of the others.

Manning said he purposely limited the number of shows and rides, so that all units will get money even

Calif. Shows Go To College To Play Homecoming Cele

LOS ANGELES, Nov. 5—California Shows became the "Carnival That Went to College" when it played with the University of California, Los Angeles (UCLA) for the school's homecoming, at a 350,000-volt carnival show within a mile of a campus, the ringleader was a girl of the date sponsored by the Junior Chamber of Commerce.

California Shows, the Bob Schonover gang, had 13 rides, 30 concessions and 3 shows. Rides included two kid rides sponsored on the bid by Crawford and among the shows was Railroad Rides.

Show was brought into Southern California by the agent, W. Lee Hall, and operated a连续 Com., following a run in both Glendale and Burbank, both under the auspices of the Los Angeles Foreign Wars. In Burbank, Forrest Freeman, Southern California's biggest showman, arranged the tie-up with 31 merchants who are still operating in two-page newspapers in the city. Mid-stations 10,000 half price tickets with 7,500 half price tickets with 7,500 mid-stations.

Completing its eighth season, California Shows moved out here for a two-week date, this time to Fresno. The opening of the West, was sponsored by the Junior Chamber of Commerce, headed by thex Chair Ed Foreman, brought in the following slate of directors: President, Ethel Shapero; vice-president, Magnolia Hammond; second vice-president, Jean Foreman; treasurer, Betty Schenck; secretary, Mrs. E. B. Moline, and vice-presidents: S. O. G.; S. C. G., and I. G. S. of the Junior Chamber of Commerce.

At the meeting Wednesday (9) nominations can be made on the floor.

Concessionaires

Concessionaires signed include: Vic Davis, Long Beach, Calif., wheel; Very Rogers, and Miller's wheel; Roy Simms, wheel; R. Gilmore, Fitchburg, Mass.; B. G. Solomon, penny pitch; Billie and Michele Cooper, Salt Lake, a, candy and six-cent; Millard and Miller, fan and popcorn; M. O. Williams, Coney, and Dale; game and canne race; Stanley Topel, chair; George Schultz, Wilmington, N. C.; and by Bill, speakeasy; Bert Anderson, Hampton, S. C., stuffed animals, photos; H. Groot, Santa Fe, New Mexico; L. W. Ackley, Union, S. C., singer, under and over, kiosk, circus, clown, and animal, bird cage; John Connely, Lynn Park, balloon dart; Mrs. Milton Morris, Dothan, Ala., snow cones and chocolate dip; Moreo Bros. Amusements, Greensward, S. C., ball, strikler on dart.

N. S. Columbus, Mobile, Ala., guess which, with Bob Wiener; R. C., binco; Eddie Goldman, Columbus, S. C.; Conrad Misner, Bloomington, Ill., auto ride and popcorn, and Al De Luca, New York, bird cage.

Endy's Wilson Close Up 20%

GOLDSBORO, N. C., Nov. 5—Endy's Wilson has closed its season at Wilson (N. C.) County Fair Oct. 24-29, with a gross 20 per cent above the preceding 10 years. The riders received $1500 for winter quarters in the area, and press man Joe Rowan, the fair at York and Bloomington, Pa., held Wednesday (9), announced that Rand show was on the midway with a three-week contract.

The dates that started the season in April remained intact, and most of them left for Miami at the close, as the crowd continued until a well party was held closing week, during dancing and entertainments under the direction of Rita Cortez and entertainers from her show.

Rider competition is under way in a hanger at Seymour Johnson Field here. At the close five cars were sent to Miami to handle local rentals. Supervisor John Dempsy is having fun going back and forth in answering questions for repairs of equipment. A new front is to be built for the Flame Show.

Ethel Shapero Named To Head NSA Aux.

NEW YORK, Nov. 5—At Wednesdays meeting of the Auxiliary of the National Showmen's Association, the slate of officers for 1949, was elected, headed by Chairlady Cell Foreman, brought in the following slate of directors: President, Ethel Shapero; vice-president, Magnolia Hammond; second vice-president, Jean Foreman; treasurer, Betty Schenck; secretary, Mrs. E. B. Moline, and vice-presidents: S. O. G.; S. C. G., and I. G. S. of the Junior Chamber of Commerce.

Blue Grass Ends 1949 Tour in Sylvester, Ga.

HAFFFIELD, Ind., Nov. 5—Blue Grass Shows are in new purchase winter quarters after closing a 30-week route of Worth County Fair, Sylvester, Ga. Organ held to manage shows, owned by the alter, despite pole, bad weather and other

Owner Groscurth held a party for the crew, which changed little during the tour, and the show on the last night, before the circus was closed with the org and went to Tampa for the winter.

Org played a big week at Two-County Colored Agricultural Fair, Augusta, Ga., Oct. 17-20, with company operating on the tour.

Owner Groscurth held a party for the crew, which changed little during the tour, and the show on the last night, before the circus was closed with the org and went to Tampa for the winter.

Gem City Org Ends Tour in Sikeston, Mo.

QUINCY, Ill., Nov. 5—Gem City Shows were here after closing a spooky season at Sikeston, Mo., Oct. 22. After five years absence, the management of a show, Owner Tom Hickey took the show here and wound up with a small profit.

Before the close, Hickey bought a new trailer, a new galleys and a ornament truck and from the West, from the book, was arranged 1950 dates, and Harry Thomas, secretary, is closing the books here. John Beam, general superintendent, is in charge of work at the quarters. Owners were able to attend to the outdoor meeting in Chicago and various State fair meetings.

I. T. Org Awarded 50 Mineola Midway

NEW YORK, Nov. 5—Phil Isser, co-owner with I. Trebil of the I. T. Org, was awarded the 1950 midway contract for the Mineola (N. Y.) Fair, Isser and Trebil have held the contract for the past several years.

The letter from Charles Bosclet, manager of the annual announcing the same was complimentary of the shows and their owners.

Isser is in good health and was the show's chief assistant when the show was hospitalize in Brooklyn for possible appendicitis. No operation was necessary.

Grenada Quarters For Royal Midwest

GRENADA, Miss., Nov. 5—Bill Mansfield has announced his Grove Shows, last week completed negotiations with the city and will winter his org at the former air base here. Show was set up and storage space is being readied.

Pat Brady, press agent, will be the scene of much activity in line with shows this winter. Shows are scheduled to open in Findlay, O. was destroyed by fire in April.
BALLYHOO BROS.' CIRCULATING EXPO
A Century of Profit Show
By Starr DeBelle

Dear Editor:

When you read this weekly news letter, you'll perhaps read it with some curiosity and wonder that it could be printed under the Ballyhoo Bros.' title. We were endorsed by Manager Pete Ballyhoo, who's word is his bond. The copy below was taken from the contract that he signed, and it is not a stack, but on a 20,000 shipment of pitchmen's miniature Bibles.

Now for the story of my leaks with veracity. On the bosses' arrival here they found the lot on which they have played annually for 24 years, and in two with a superlative highway, and not in the least off the record sum, but because it was not longer the property of our old landlord. What kept the ship off was a ride and concession unit, the Middle of the Road Shows, that had removed the strip from the road builder.

The boss had a contract for the southern part of the road and the highway, but couldn't set up because of the overcast overhead, and the center. After contacting the road builder, it was agreed that we could have the lot for a stipulated, but off-the-record sum, if the squatter would agree to sublease the property to our show. The manager of the Middle of the Road Shows refused to settle this matter, and Mr. Rogers, acting for our show, had held another conference with the roadbuilder, a new agreement was reached for another stipulated, but off-the-record sum, and to avoid having any trouble with the squatter, their money was kicked back by our fixer to its fixer. However, our fixer remembered kicking back the lot rent, but the Middle of the Road Squatter didn't remember getting it. That is what we thought was up.

We knew our legal fixer would be back money and not over to another fixer. The manager of the other midway was just as sure that his legal adjuster was honest and wouldn't accept dough and harm for himself. Last week a man produced a receipt for the lot rent, which was signed by him over the other, the composition legal adjuster claimed it to be a fraud forger. Which leaves the old Squats to say, "What is a duke and what is a score" unanswered.

The stubbornness of the squatter showed caused us to lose Monday night. The local radio kept on blasting "Rocky Brook Shows will be open tomorrow, Tuesday," and we kept on unloading the train. At midnight.

Silver Slipper Tour Okay;
Equipment to Chattanooga

CHATTANOOGA, Nov. 5—All equipment of the Silver Slipper Shows, which closed a successful season at the Grand Theatre, Tenn., last week, has been shipped from here to Chattanooga, Tenn., September 25 has been moved into local quarters. Immediately followed the season's wind-up, two rides, and three shows were placed with the Tennessee Theatre, and were to play five Georgia fairs.

William O. Hammett, showman, who is the manager of the show, is attending the outdoor meetings in Chicago as well as the Kentucky, Tennessee, and Georgia fairs.

Prell Employees Robbed

COLUMBUS, S. C., Nov. 5—Two employees of Prell's World's Fair Shows were robbed at knife point in a cattle barn at the State Negro Fair, here last week, local police reported. The men, Albert Lemmon and Norman Davis, said $29 was taken from Lemmon, who was cut across the hand.

light black rolling clouds darkened the skies. The lot was darkened in shadows when 16 of them were lined up on each side of the lot. Silently men hooked chains to the edges of the rubberized highway. West wind was behind them in the order, "Take it away," was given. Our trailer started, but with one last look and didn't stop until they stretched the section or which the Middle of the Road Shows were setting a distance of 600 feet. It set them in a plowed field owned by a farmer, Guards were stationed all on sides to keep the operation from unhooking the anchor chains to make the lot snap back. All equipment was moved over the rubberized highway. The midway opened on Tuesday, as advertised, to big takes.

First Show in 10 Years
Brunswick, Ga., American Legion Jubilee, Nov. 14-19

B & H Amusement Co.
Can place for Jumper County colored Fair next week
All Concessions open. Can place Flat Rides, Minstrel Performers and Musicians.

Contact W. E. Hobbs, Summerton, S. C.

Davies Grant and Popcorn Trailer for Sale

This unit is the best that was ever built for the road. All aluminum and stainless steel. Very heavy to haul. Has four and good blowers, Coca-Cola, French Fries and Orangeade, complete in every respect. 5 ft. wide and 45 feet long. Stoves, $1,000.00. One 1949 Stover, complete, $750.00. 1949 Road Stoves, both. Both ready for immediate sale. No trade. 24 ft. trailer, complete, $1,100.00. 1949 trailer for rent, $39.00. 1949 rental trailer for rent, $20.00. Transformer with lights, 1949 trailer for rent, $29.00. A beautiful outfit. If you are interested in any of the above equipment, with Western Union the last word on your install, your equipment. Can be seen anytime by appointment.

All replies to W. E. GEREN, Greensburg, Ind.

JOE AND RUBY KANE Owners and Managers
Catering to Showfolks, Close to Beaches and Good Fishing.

T-en-t-s
CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Color—Individually Designed

JOHNNY MORRISSEY
ALL-STATE TENT & AWNING CO.
105 S. 7TH ST.
(Kansas City 6, Mo.)

ATTENTION SHOWFOLKS!!

VAC-BOG TRAILER COURT
46TH AVE. & 75TH STREET N., ST. PETERSBURG, FLA.

JUNE AND RUBY KANE Owners and Managers
Catering to Showfolks, Close to Beaches and Good Fishing.
WHEELS OF ALL KINDS

City dads at Prichard, Ala., have granted a permit to the local fire department to sponsor the Pan-American Animal Exhibit for five days in the near future. Dick and Irene Est have advised Mobile, Ala., friends that they expect to winter in Mobile at the conclusion of their season with Johnny J. Jones Exposition at Albany, Ga.

Midway hop guy is one who is wise to all the ingredients in juke bowl.

G. M. Cowan reports that he has moved his conessions from Idle Hour Park, Phoenix City, Ala., where he has operated the last two years. He plans to retain his conessions in Burt Flynn’s Ocol Beach Amusement Park, Ocol, N. Y., Pat W. Dorsey, Royal American Shows concessionaire, was a New York visitor last week.

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No. 12 ELI FERRIS WHEEL
1947 Eli Motor — V-Type Clutch.
Good Condition — Must Sell.
Come and Get It!
$3500.00
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SHOOTING GALLERY
Mangels 16 ft. wide, 12 ft. high, with complete steel enclosure. Two slides, pipe and bird rails, bull’s eyes, revolving targets, air-sandpaper, straw bales, and duck pond. Also MANLEY POPCORN MACHINE
Model 48
Playland, Ed Norwat
43 S. Main St.
Akron, Ohio

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BRAND NEW BUICKS
Any Model or Body Style. Immediate delivery.
BIG DISCOUNT
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All cars carry regular factory warranty, Trades accepted. Up to two years to pay. Also a good selection of Used Cars.

JOHNNY CANOE
2112 Sixth Ave., ALTOONA, PA.
Phone 1947 or 8285

TO ALL CARNIVALS REWARD
For Information of the West C.
“Crissy” Dandridge, billed occasionally between 1952-1959, is present in the state, will be in Ohio on Jan. 4th, 1950.

DORIS LANDRUM LEVINSON
1914 Jane St.
ST. PAUL, MINN.

A. E. S
Uncle and I have painted truck with show we were joining week you left. Contact us immediately.

M. H. S

FOR SALE
ONE ROLL-O-WHIRL
Excellent condition. Write to
JAMES DUBB
3641 Midvale Ave., Los Angeles 34, Cal.

FOR SALE
SHOW EQUIPMENT FOR SALE
Fireproof, 4 pole, dramatic type. 18 x 18 ft. canvas with hang sails.18 ft. dia. double frame. 20 x 40 ft. tent. Also 20 x 10 ft. canvas tent. Also 4 x 4 tent. Ask price. Also—at best price, tent w/canopy. Ask price.

A. N. STAFFORD
4038 Tidwell St.
San Antonio, Texas
From the Lots

Virginian Greater

HARTSVILLE, S. C., Nov. 8—Orchard was in here this week after playing the preceding week on the streets of Charlotte, and played a crip in civic, despite good location and excellent publicity. Stand at Union was in conjunction with the H. E. Kimura, director of the Union County Fair, and his assistant, J. V. W. Grave.

Show was laid out in two sections by Manager Rocco Malucci, with three rides, Bob Coleman's, and several concessions set up in City Square, which became the No. 1 unit, and remained of the show occupying the ball park as the No. 2 unit. Lace scaffold was the home of the midway at the ball park.

Quite a few concessions joined at Lark. Among them were J. Barr, with two; L. Roeder, three; John T. Martin, three; W. H. W. Home, one; L. Dybny, one; Frank Sullivan, one; D. J. Brown, three; Hunter Morgan, two; George De Veito, two; F. Stempin, one; Mrs. Edison, S. Whis; Jack Watson, ten; Ed Oram, jewelry, and H. Walk, two.

Weather was fair and cool first half of the week and business slow, but Friday (29) the big day, and held and past thru the midway after parading thru town, which had business a little better. End-of-the-week biz was helped as three or four of the large organizations in Union district put in rolls, which netted an increase in business.

Visitors at Union included Mrs. Shirley Laverty, of Lawrence and Greater Shows, and Mrs. Gray, of the Greater Dime Shows. Bingo operator Bob Coleman underwent an operation recently—H. W. (HAP) ARNOLD.

CARNIVAL NEWS

FOR SALE

South Salt Lake, Utah

FOR SALE

A local gentleman recently purchased a horse and buggy for his daughter. She was very excited about the purchase and couldn't wait to use it. She immediately went out to the nearest field to ride her new horse.

The horse was quite tame and allowed her to mount without any problems. She started walking, and then slowly began to trot. The girl held on tight, feeling the power of the horse beneath her.

As they continued to walk around the field, the girl began to smile and giggle with excitement. She felt a sense of freedom and adventure, knowing she was exploring the outdoors on her own horse.

They rode for an hour, covering much of the field. The girl felt a sense of accomplishment, realizing she had successfully ridden her horse for an extended period of time.

When they returned home, the girl couldn't wait to share her adventure with her friends. She eagerly told them about the excitement of riding the horse, her sense of freedom, and her accomplishment.

From that day on, the girl looked forward to riding her horse every day. She had found a new passion for the outdoors and a new way to explore her world.

The end of the story:

As the weeks passed, the girl continued to ride her horse, and it became a regular part of her routine. She had discovered a love for riding that would stay with her for years to come. She had found a new sense of adventure and freedom, and it all started with a simple purchase of a horse and buggy.
Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Nov. 5.— Abe Gross is in the hospital and Ed Braunstein is in the Coral Gables hospital. Mike Roman closed with the John H. Marks Show for a rest. George Golden, Celini & Strum, sent a check from the show's Jamboree.

Phil Cook arrived in Miami, and is busy contacting dishes for members en route. He also brought the application for George Siegel. Mel Donner, Imperial Shows, sent in a check from the Howard County Fair for a rest. H. F. Gottshall, the Nicholas Collicio, Jack Barth and William R. Yohan.

National Showmen's Association

NEW YORK, Nov. 5.—In all the board of governors and special meeting Wednesday (2) were well attended. Mike Roman and Emeritus George A. Hamill were Assistant Treasurer Ben Weiss, and President Erastus George A. Hamill.

The most important matter discussed was the Commodore Hotel, November 16, for an annual meeting. Table reservations are going fast, so ticket orders must be placed immediately. The hotel is in the ballroom, and may be accompanied by check and all legal rights.

The joint testimonial dinner for President Frank Berenger and Past President James E. Strates will be held November 16 at the Eddie's. Attendance is limited to their orders at一次。On the sick list is Herman Mosely, Jewish Memorial Hospital.

Congratulations to Arthur J. Martin, recently married Elizabeth Wagner.


Some of our members are leaving the world, to take on new positions which soon get under way. The next regular meeting (9).

Carnivals

Bidders' Auxiliary

President Hilda Roman, Bobs Gepfert and Censore Buzzolli are redecorating the rooms.

Ethel Weer reports Stella Acley, Edith Wright, Jean Caslin, Regina Hill, Kate Velinsky, Francis Forner, Ruth Schreiber and Inez Clark are on the Queen's court. President Roman attended The Miami Herald press conference for the city council.

Members in for the season are: Leona Fagin, Buford Lee, Fred Wilson, Betty Pelz, Andrew Gann, Janet Levine, Eda Lockheart, Rose Mary Magid, Eda Clinton, Billie Colenso, Margaret Lux, Laura Sedinmary, Gladys Green, Evan Daniels, Leona Fagin, Lottie Wartfield, Betty Emery, Hazel Zachrisky, Mary Edith Magid, Blanche Kranz, Inez Work, Blanche Lypton and Polly Stahl.

Agnes Gross recently spent a few weeks in the hospital. Miss Roman, Ann Dernosa, Rosita Dollin and Margaret Gross all have new Spartan trailers. They are residing at Track Tower Court.

The first meeting of the season will be Thursday (17).

Lone Star Showmen's Club

Dallas, Tex.

DALLAS 24.—High spot of the Monday (31) meeting was the report on the successful benefit show held at DeSoto, Fla., in aid of the State Fair of Texas here. Over 1,500 were on hand to assure the performance staged.

Puppy Doolan of Puppy's Showland in Lufkin, in charge of this complete cast of the Rand show, the bill included Uncle Willie, from Dolson's Elephant Show, and a wonderful Skyvue night club, and Estelle Shipley, a woman award swallow. Plans are being made to this an annual event during the fair.

Show folks of the Ringling-Barnum and Bailey circuses were guests of the club October 24, with a total of 75 persons present. A buffet supper was served at midnight. In charge of the party were Mrs. H. O. Henson, Miss Elsie Haskins, Edna Washer and Virginia Gifford.

George Green of the Texas State Fair, in charge of horse shows and covered the fair and the races.

A total of five was appointed to nominate a new slate of officers, with election scheduled for November 20.

Los Angeles

Lois Crangle and Irina Carroll are back in town after attending the meeting of the board of directors of the Los Angeles Shows and Sales, and Mabel Weilham was appointed to investigate improvements to Showmen's Association. Miss Green attended the sick list from a fall suffered this week. Mrs. Weilham has been invited to the meeting was won by Gladys Purcell and she took the door prize.

The ladies are being requested to find a place to be held during the meeting. They are Texas Association of Fairs and Exhibitions here January 27th.

The club is. You are requested to print your name.

Estelle Wampler is house committee chairman.

CARNIVALS

The Billboard

November 12, 1949

Show Folk's of America

San Francisco

SAN FRANCISCO, Nov. 5.—Regular meeting was held October 24 with Edgar Burke presiding. Members present were Charles and Jane Albright, Dave McCarron, Rob Dignan, Fitz Fitzpatrick, Teddy and Mary Teixera, Con Reber, DeCaro, Bill Hiers and Lillian Eisenman, Sylvan Okerfeld, Will Haas, Sam and Lucille Dolman, Phil Joslin, Jack Berk, J. P. Brut- h, J. Schwartz, Mr. and Mrs. Ron- nel, D. H. Collings, and Mrs. and Mrs. Waternman.

Harry Friedman reported on the spaghetti dinners held by Mrs. Dore Dubs (Doe Dubows), conducted by O. H. Mattie and L. Mass, Mrs. Dora Worden, Alliston, Mass.

Mike Krokos presented a check for the cemetery fund. The sum came from the show and other activities held by the Foley & Burke shows. A total of 15 members were present.

New members were J. Hamon, Ed Lunsford, Jack Burke, Don Bux, Clyde Budley, John G. Bowers, Joe Zeidell, John Doolan, Jack Berk, Charles Weittheimer, Edward Raydon and Raymond A. (Brigham) Young.

Among our members who are leaving the world, to take on new positions which soon get under way. The next regular meeting (9).

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 5.—First post-Union meeting held Monday (31) thirty members were present and the absence of Paul Penick, was very much felt. A total of 45 members were present.

New members were J. Hamon, Ed Lunsford, Jack Burke, Don Bux, Clyde Budley, John G. Bowers, Joe Zeidell, John Doolan, Jack Berk, Charles Weittheimer, Edward Raydon and Raymond A. (Brigham) Young.

Some of our members are leaving the world, to take on new positions which soon get under way. The next regular meeting (9).

Ladies Auxiliary

Meeting Wednesday (2) was presided over by President Queenie Van Vliet. There was a fine turnout, and among members making first appearance this season were Bess Hamill, Charles Fisk and J. D. Zeiger.

Funeral services for Agnes Morris Saturday (29) were attended by the following club members: William Vliet, Anna Halpin, Margaret McKee, Aschett McKee, Ethel Shippoo, Lydia Tell, Mary King, Ira Hamill, Ethel Ottelli, Helen Rothstein, Ethel Sage, Jack Korte, Jack Fornier, Jack Korten, Mervin Bess, James Club, and Ethel Bash.

A testimonial dinner for President George Wampler was held Monday the post office was held in the Rosoff's Restaurant Monday (14) with Esther Eichel as chairlady. At a large turnout to pay tribute to Queenie is desired. Get in touch with the committee at once. Jeanette Finkel is leaving for a Florida vacation. Evelyn Blakely has been refreshments for the committee for the New Year celebration, Following the meeting, lunch was served by L. K. Colwell of the entertainment committee.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 5.—The Heart of America Showmen met at the meeting of the season (21) F. W. Wallis, third vice-president, was reported present. The affairs of the club were conducted.

The meeting was called to order by President Wilson was also present. The meeting was conducted with the for the purpose of the items to be sold at the bazaar.

In the first meeting members and the joint membership drive this year, the first of which continued from the regular meetings from July to September.

A spaghetti dinner was held Thursday (27), and a box lunch is sked for December. In addition the committee include Emily Tenney's buns party November 22 and Founder's Day on the Tuesday of the last week of November.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 5.—First post-Union meeting held Monday (31) at the Los Angeles Athletic Club. Many of the members are coming to the club home coming and bazaar, November 17. All members are invited to come to the Los- boro's. Mabel Bennett and Tillie Falmate, co-chairmen of the event, are busy working on the bazaar to be held in the United States of Buena Vista. The proceeds from the Rapp are being spent on the bazaar, a total of 15 members were present and the absence of Paul Penick, was very much felt. A total of 45 members were present.

New members were J. Hamon, Ed Lunsford, Jack Burke, Don Bux, Clyde Budley, John G. Bowers, Joe Zeidell, John Doolan, Jack Berk, Charles Weittheimer, Edward Raydon and Raymond A. (Brigham) Young.

Among our members who are leaving the world, to take on new positions which soon get under way. The next regular meeting (9).

Arizona Showmen's Assn.

Arizona Hotel Bldg., Phoenix, Ariz.
Michigan Showmen's Association

3155 Cass Ave., Detroit

DETROIT, Nov. 5.—The presentation of a check for $100.00 by Treasurer Walter F. Driver and Secretary Joe Streibich assisted on the ceremony. Treasurer Mrs. W. B. tuna, in a check that Red T. Stary had died, and funeral arrangements held Monday (1).

An annual meeting of the Michigan Showmen's Association will be held Saturday (29) by Chairman Jerry Kahn, with the executive committee chairman. The hall will be decorated in typical Halloween motif. The installation of a television set in the meeting hall was planned by President Jack Gallagher. Ors Baker is chairman of this committee.

Storm windows are being installed, the roof has been covered, the large meeting hall has been painted and the entire building was cleaned by John Kulas.

As a reward for his efforts in the membership drive, George Chase was given a lifetime membership in the organization. The drive will continue until the end of the year.

Mr. and Mrs. E. W. (Red) Moyer welcomed the club to en route to St. Louis. The club included Walter E. Kenyon, Charles G. Driver, Maurice Kretzer, Fred E. Ditto, Paul Morgan, George A. Clark, James C. Harvey, and Earl Bennett.

Dave Prentice, Eli Riedel, M. B. Harris, Henry Polk, Sid Siegel, Jack Yannow, Joe Stott, Sam Parks, Leo Bennett, George R. Emmons, Bill Kaplan, Harry Simonds, Mel Harris, Al Kaufman and Ed Bepener.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 5.—Ruby Cobb, first vice-president, was in the chair at the Thursday (27) meeting in the absence of President Earl Bunting. Leo Larsen and Dave Prentice (Dave) Waughan, acting secretary, announced the meeting.

Dave Prentice made a motion that the 15th annual New Year's Eve party be held Thursday night at the Statler Hotel, St. Louis. The motion passed. Mort Silvers promoted a four-piece orchestra for the "One Dollar" party to be held at the Statler Hotel. The orchestra will be sold at the door instead of being mailed to the members.

William (Red) McCoy, James P. Murphy, Mort Silvers, Dave Prentice, and Dave Prentice spoke for the good of the order.

The report of John Franco, first president of the club, was hung in the reception room. New coverings are being put on the clubhouse roof.

Michigan Showmen's Association

3155 Cass Ave., Detroit

CALIFORNIA

Pacoa—Nov. 13. Mrs. L. Alldredge, 1453 Vantage Ave.

Porto—Nov. 15. Mr. R. E. Jackson, Box 400.

Redwood—Nov. 15. Mrs. Gracey Greenberg, Camarillo, Calif.

GEORGIA

Atlanta—Nov. 20, Mrs. Morris B. Carroll, 400 Burton Blvd., N. W.

Baltimore—Nov. 4. Mrs. Edward Lewis, 3136 Kennedy Drive.

Martin—Nov. 17. Mrs. William O. Grantham Jr., 114 Darnell St.

ILLINOIS

Chicago—Nov. 25, J. L. Welsh, Glenn Elgin, IL

MASSACHUSETTS

Boston—Nov. 10, Mary Houra, 118 Huntington Ave.

WASHINGTON

Seattle—Nov. 12, Otto Smith, 6203 W. Yesler Highoff.

The Billboard

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The Billboard

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Michigan Showmen's Association

Jack Gallagher, President

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Personal Interest in All Members

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JOIN NOW! GET WITH IT! JOIN NOW!

Get Applications from your Secretary, Jack Groody, at Sherman Hotel during the Show Convention and write 3152 Cass Ave., Detroit 1, Mich.

*Drive Clues December 31.

American Association of Showmen

415A Chestnut St., St. Louis

For our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Owner

Manager

Winter Quarters Address

Office Address

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

November 12, 1949

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Oaks Schedules Benefit Revue; Cast Over 100

PORTLAND, Ore., Nov. 5. — A benefit show sponsored by the Roller Skating Rink Operators Association (RSROA) and presented by the Figure, Dance and Social clubs of Oaks Park Rink has been scheduled to be the best ever presented by the rink, according to Robert Bollinger, manager. Bollinger reports that in a recent fire at the park (The Billboard, November 5) did not destroy all the equipment and that the show will be presented as scheduled, November 16, 17 and 20.

The production of 18 numbers will use a cast of more than 100 skaters, including champions, ramps seven feet high; a shadow box, 7 by 20 feet for each number, with different scenes, and the rink's two organists to accompany skaters.

Directing the show is pro Pat Pat-ten, gold medalist and national speed chairman of the RSROA, whose Hut's English, last year's show, drew more than 5,000 spectators during the four days it ran.

The final program is scheduled for November 14. The following day pictures of all acts will be made for use in the show program.

Bliss to Baltimore Icercy

BALTIMORE, Nov. 5.—Twenty-year-old Riki Bliss, who was part of the Ice Capades cast when he was 16, Saturday (29) was appointed pro at the Sports Centre Icery. Bliss, who has been skating only eight years, left the Ice Capades when his partner quit to get married. The Sports Centre Figure Skating Club will be under the tutelage of Bliss.

Stop the Music
At Hart's Palace

HARTFORD, Conn., Nov. 5.—Hartford Skating Palace has launched a new Sunday night feature, a roller adaptation of the radio quiz show, Stop the Music. Prizes made of direction shoes to dinners at a downtown Hartford restaurant, orichio covers and a month's pass to the rink. Skaters are selected at random for the tunes played by organist John Siculino. There is a separate jackpot sum for each contestant.

The rink was closed to the public the evening of October 27 when the city-wide Catholic Youth Organizations skating party was held at the location, with some 1,000 skaters participating.

Irving Richland, of the Palace management, was recently elected president of the New England chapter, Roller Skating Rink Operators Association. Richland was a recent New York visitor.

Tri-District-States Judges' Course Set

WASHINGTON, Nov. 5.—A training course for judges of skating meets has been set up in the Tri-District-States area with the authorization of United States Amateur Roller Skating Association. Captain Robert Wilfred Burgart, a member of the USA ASA judges panel, is in charge of instruction. The first meeting of the season is scheduled for November 16, 17 and 20.

The Tri-District-States area is comprised of rinks in Maryland, Virginia and Washington, with the possibility that it will be expanded to include Pennsylvania, West Virginia and Kentucky.

2-for-1 Party
At Bal-A-Roue

MEDFORD, Mass., Nov. 5.—Bal-a-roue Rollerway's two-in-one night roller skating and dancing for the price of one admission), held October 11, was an unqualified success, according to operator Fred H. Freeman, with more than 500 patrons crowding the floor. Seldom, the management declared, has a promotion brought such quick public reaction, the rink receiving dozens of phone calls within 24 hours after the event from people wishing to learn when the next such promotion will be held.

The evening session began at 7:30 with the regular skating program, but from 9:30 until 1:30 skaters were cut away for dancing to the music of Frank Fisher at the organ. Pros Connie Umbach and Emily Melville took over the mike to enliven novelty dances, balloon events and the awarding of door prizes.

Membership in the Deb Rollers, a club made up exclusively of women employees of the John Hancock Insurance Company of Boston, is growing rapidly. Making Bal-a-roue its skating headquarters, the club organized last year with 25 members has grown to 83, sparked by an intensive membership drive. Officers are striving to make the club the largest of its kind in existence.

November 25 will be a big day at Bal-A-Roue, seventeen two units of Girl Scouts of Medford and Somerville, Mass., hold skating parties. Some 500 Medford girls will take the floor from 10:30 a.m. to 1 p.m., followed by the same crowd from Somerville skating from 1:30 to 3:30. They are coming in on a party rate.
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The Best Skate Today

Twin City Tops AOWN.Division

ELIZABETH, N.J., Nov. 5.—Winning five first places in the October 22 America on Wheels inter-rink race on their home floor here, Twin City defeated the speedsters, with a season's total of 93 points, took over first place in the Northern division of AOW's inter-rink racing league. The upset marked the first time ever that the favored Hacken- sack (N.J.) Arena team was ousted from the top spot, said Jack Ed- mondson, the AOWA director of a speed.

The latest standings (Northern division): Twin City 93; Hacken- sack 91; Paterson (N. J.) Recreation Centre 85; Florkham (N. J.) Rink (non- AOWA) 83; Boulevard Arena, Bayonne, N. J., 18, and Capitol Arena, Trenton, N. J., 13; Southern division: Roosevelt Park, New York, 186; Alexanius, Vsa. Arena 21; Bladens- burg (Md.) Arenas, 0.

The latest race program drew the best Saturday night attendance at Twin City since early 1945, said Mr. Edmondson. He reported that many older people were among the spectators, attributing the increase in adult patronage to publicity given roller rac- ing on television.

The next inter-rink meet will be held November 5 at Florkham Park. An open meet is scheduled for No- vember 7 at Boulevard Arena.

Rollel Hockey Set For Jamaica Arena

NEW YORK, Nov. 5.—Roller- hockey teams to New York Tuesday night (8) with a match between the New York Rockets and Washington Topaths at Jamaica Arena, Queens. The clash will mark the debut of the nation's first all-Ameri- can roller hockey league, which plans to play at Jamaica every Tuesday and Thursday evening through the normal hockey season.

Contests will be according to profes- sional ice rules, with wooden rinks and AOWA and AOWA director of a speed.

The building is of concrete block and brick engineering, the in- terior finished in enamel brick to a height of six feet. This makes the interior more sanitary by making washing easier. The use of attract- ing colors enhances the appearance, Martin said, with the tilt de- sign carried over and around each window. This construction makes it possible to install drag or trim on the window, thus providing an operating economy.

Phoenix Drome Bow Draws Gate of 500

PHOENIX, Ariz., Nov. 5.—The Drome here, operated by Marge Noguchi and Ed Hendon, began its third season October 29 with a re- opening party that attracted about 500 skaters. Special entertainment included skating rou- ters, Rink Kings, and Rink Queens, "regulars" and eight-year-old Boys Kohl, who did a tap dance on skates. Also, M. G. Hendon, who has been floor manager since the Drome opened in November, 1947, has been appointed manager. Mr. and Mrs. Howard Balder, also began their second season as Drome owners.

The building, of concrete block and brick engineering, is of enameled brick to a height of six feet. This makes the interior of the rink more sanitary by making washing easier. The use of attractive colors enhances the appearance, Martin said, with the tilt design carried over and around each window. This construction makes it possible to install drag or trim on the window, thus providing an operating economy.

TOLEDO ROLLERCADE Debuts New Floor

TOLEDO, Nov. 5.—The Rollercade, operated by Mr. and Mrs. E. M. Logan, has been reopened following installation of a rotunda-type skating floor. The floor, laid in a 100 by 200-foot space, is patterned in circular style, designed to take ad- vantage of the cross section of former patterns. It makes skating more fluid, Logan said to last longer, thus proving an ultimate economy.

Opening of the rink was high- lighted by the attendance of Patricio Martino, 10-year-old American Junior hockey champion, and members of the rink's Roller Skating Rink Operators' Association, at the press conference. The rink's director, Fred Nolte, presented a freestyle exhibition, accompanied by Joseph Hulin and Uchio Gondo.

B'port Skatelnd Reopens

BRIDGEPORT, Conn., Nov. 5.—Holland's Skatelnd here opened recently for its eighth season. The club has doubled the building, decorated all newskating Surfaces and added an ice rink to the original. The rink was opened on Wednesday night and Tables from 8 to 11. Matines are held on Sundays and holidays from 12:30 to 4:30.

AOW Bladensburg Nov. Bow

WASHINGTON, Nov. 5.—The scheduled opening some time this month of the new Bladensburg Arena in near-by Maryland will bring to three the number of rinks in this area operated by America On Wheels Inc. Already operating are National Arena here and Alexandria (Va.) Arena across the Potomac River.

Roller Rumbling


Carey's Circus Garden Rink, Phila- delphia, staged a Halloween party, Tuesday, October 28, with cash prizes for best costumes.

Roller Dome Club of Chicago scheduled a bus trip September 28 to the Detroit Arena for a game of Roller-Rink, Michigan, Ind., to sample the rink's plastic floor, which has been laid on Masonite, re- ports Joseph Wolk.
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**GROSS** $9.00

**SPECIALTY MFG. CO.**

207 Bailey Ave., Philadelphia 34, Pa.

And for orders of 25 or more, send for our new price list.

---

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 85 in this issue.

**COSTUMES, UNIFORMS, WARDROBES**

**FINISHED FLUORESCENT Fixtures**

The largest stock in the world! 315-535.

**Lowest Prices**

Direct from Merchandise

Write for Catalogue

**BELNORD PRODUCTS CORP.**

Manufacturers, Distributors, Wholesalers of Fluorescent Fixtures

514 Oregon St., Pit., Pa. (Dept. 7779)

Manufacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry

Lavalier & Earring Sets

With genuine imported Czechoslovakian crystals, Jet, Rhinestones, etc. Makers of famous brand "Aurora Borealis". Sample Assortments Available. Write for further information.

**Sundridge**

Apply circular of your own Fancy Pins & Earrings with your own name or your own design. No minimum. Do-it-yourself Jewelry. Write for Free List.

**Star Import Novelty Co.**

**GUMBALLS**

575 W. 13th St., N.Y. 6, N.Y.

**GUMBALLS ONLY**

Highest quality. Made from the finest ingredients. For sale under license. Write for your Mother's Day Buzzing Gumball List.

American Chewing Products Corp. Fourth and M. Pleasant Ave., Newark, N. J.
"Acres and Acres of 'Em!"

The greatest laugh item of them all . . . a Bachelor's Bath Mat of life sized, flesh colored sponge rubber faces. Sold as a Gift, gift item, premium or for use on den or bath room floor. A BIG PROFIT ITEM . . . those mats sell themselves in bars, butcher shops, fraternity houses . . . any place men gather they go like hot cakes.

National Territories Open

Our company is in the process of appointing sales distributors and dealers to handle this demand created by national advertising. Write for details!! Order your sample bath mat and colorful brochure today!! SEND JUST $5.00 . . . if not completely satisfied after 15-day trial, return mat for full refund. Mats are available with 6, 8, 12, 16 or 24 tassles. Each mat is sealed in a dust-proof plastic envelope and is mailed to you in a plain package.

Bachelor's Bath Mat Co.
- Box 202, Dept. BB-B, Los Angeles 14, Calif.

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
Eq. $2.90
Less Than Case Lots, $3.00 Each.
Include 25c Postage for Sample Order
1949 No. 59 Catalog
NOW READY—WRITE

WISCONSIN DELUXE CO.

BUY WITH CONFIDENCE FROM JOSEPH BROS.

All Joseph Bros.' merchandise is guaranteed
written today for their NEW 56 PAGE
XMAS CATALOG on Watches, Rings, Jewelry
Web, etc.

GUARANTEED
MEN'S WATCHES
- ELGIN
- BENRUS
- RUSSIAN
- BULOVA
- Rhinestone Dial, $2.00
- 10 Kt. Yellow R. C. P. case, modern design new
- Reconditioned and return
- Guaranteed like new.

JOSEPH BROS.

GELLMAN BROS., INC.
16 North Fourth St.
MINNEAPOLIS, MINN.

GIVE TO THE DAMON RUNYON CANCER FUND
HELP WANTED—ADVERTISEMENTS

RATES—12c a Word
Minimum $2

Remittance in full must accompany all ads for publication in this column.

Forms Close Thursday for the Following Week’s Issue

No charge for advertising.

ACCORDIONIST, DOUBLE PIANO, SOME VOCAL WORK—Cali. Editorial
Office, Variety, 215 W. 4th, Indianapolis, Ind., $5 weekly, $500 deposit.

MAGNETIC BEADS—Excellent opportunity for graduate in science. Ashley's, 2922 N. State St., Chicago, Ill.

NO LISTENERS!!—No more complaints. Music strong, no complaints. 224 S. State St., Chicago, Ill.

AMERICAN ASSOCIATION, 101 S. Washington, Chicago, Ill., desiring pianists for London. Replies to be sent in 10 days.

WANTED—PIANIST OR PIANO TECHNICIAN—Better than $300 per year. Write for details.

EASTERN CITIES—Excellent opportunity for good violinist. Write for details.

WANTED—PIANIST FOR MAJOR THEATERS—Excellent opportunity. Write for details.

GUARANTEED 1-YEAR sweep second hand. Test and order size No. 153 Gold Filled

STERLING JEWELERS
46 East Long St.
Columbus 13, Ohio

$35.25.

30 NEW NUMBERS
For Engravers
Ideal for Christmas Sales and Promotions

For Sample Advertisement, which includes the best selling numbers.

Our items are a must!
Immediate delivery—All shipments C. D. O.

Send deposit with all orders. Sorry, no catalogue.

SLOAN JEWELRY CO.
41 Fulton St.
New York City 7, N. Y.

CHRONOGRAPH WRIST WATCH

$4.00 ea.
(6 or More)

Brand new—Net Reconditioned two-year warrant, hand or forms or clocks of clock and watch manufacturers, including Westclox Expansion Band. Six or more, 50% less. Pack original boxes and instructions. Returnable and replaceable. Also in gold. Bill in advance. Instructions included. Returnable and replaceable.

The Sensational SPINNING CLOCK

PAYS ITSELF IN ONE DAY FOR TAVERNS, CLUBS, CIGAR

SPINS EVERY THIRTY SECONDS
FULLY AUTOMATIC
$6.00 POSTPAID
PORTLAND, OREGON

IT-R-E INDUSTRIES
433 N. E. 22 Ave.
Portland, Oregon

VACUUM CLEANER MEN
SALES LIKE HOT Cakes!
NATIONALLY KNOWN
$99.00 Up

For 30 years the BIG PROFITS are in selling Vacuum Cleaners!


MERCANTILE

November 12, 1949

The Billboard

PROFIT MORE with These Great Values!
MEN'S
Gold
Plated
MASSIVE
SOLITAIRE
$35.25 doz.
$36.00 gr.

No. 153
Gold
Filled
SOLITAIRE
$9.75
doz.

No. 153 costs you 50¢ more! As a result, you'll sell more and earn more. Today, men are demanding gold plated jewelry. The beautiful, high-quality finish makes your jewelry more attractive. Send for our sales folder today. Guaranteed to bring $1.00 more per piece. Please mention "The Billboard."

STERLING JEWELERS
46 East Long St.
Columbus 13, Ohio

Peiler & Maxam
Original Manufacturers of Complete Rubber Toy Products

Now Selling Direct for the First Time

New Low Prices
Stock up For Xmas

9 1/2" LIZARD, reptile green, Doz. $1.50
Gross $14.40

6" LIZARD, life-like. Doz. $.75
Gross 7.20

Monster Teeth, white, spooky, eerie. Doz. $.75
Gross 7.20

17 1/2" snakes, green and brown. Doz. $3.00
Gross 28.80

Giant Lizard, 32" long. Each. $5.00
Dozen $40.00

Medium Lizard, 29" long. Each. 2.25
Dozen 24.75

Mice, gray. Will fool a cat. Doz. $1.80
Gross 14.40

Squid Tentacles, glass eyes. Each $ .50
Dozen 4.20

All prices F. O. B. Gardner, Calif. 25% with order, balance C. D. O.

Peiler & Maxam Mfrs. of Rubber Products
1561 W. 125th St., Gardena, Calif. Phone: Mena 4-5374

At Liberty—AdvertiSements
5c a Word. Minimum $1
Remittance in full must accompany all ads for publication in this column.

No charge for advertising.

Forms Close Thursday for the Following Week’s Issue

Agents and Managers

GENERAL BUSINESS TEAM FOR HILLYARD MUSIC, 518 N. State St., Chicago, Ill. Wanted: Salesmen; janitor and janitoress.

Tenor saxophone, new, M.S.

Band & Orchestras

Tenor, Bass, Clarinet—Experienced,综合整治, commercial, export, has very good reputation as well as with the United States.有机会, can accompany any arrangement. Please locate your nearest National Music Co., Box 39, Indianapolis, Ind.

Circus and Carnival

At Liberty—Floors Operator, will work partners if you can furnish them. Appreciates working with a good partner. Write for details.

Bass, tenor, baritone, trombone, trumpet, available.

Available for excursion—Scales, "The Flying Pig Book"; with Open Port. or Plan's Sheet on the World of Music, during 1949 season. Good attraction; can book for small to large shows. Write for details.

Press agent and promoter—15 years experience should produce results for you in Roanoke, Va. Will work anywhere.

Candy for sale, 136 Broadway, New York, N. Y.

Miscellaneous

Glamorous and Fabulous "Jan Lee", of Fashion and Fashions, Jan Lee, 354-475 Pennsylvania Ave., Washington, D.C. (Adults only), $50 to $125.


Mary Lou, 50 Broadway, Chicago, Ill.

Sensational

Christmas Corgies

Hunters can't miss a large Christmas bank roll with this NEW fast selling Xmas item. Each $1.00. Send $1.00 for samples and particulars.

Dealers-Agents Wanted
Best wholesale discount on new watches

Budova

Longine

Automatic synchronous watch

Original Advertised Silverware, Boston Savorys call or write. Fuster; Penn Ave., and Bigelow Dr. 12-2910

BINGO

Supplies and Equipment

Immediate Delivery

Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & Co.

1917-823 Broadway, Newark, N. J.

Quick Photo Invention

PDQ Champion Photomaster

Makes finished photos in 2 minutes. No selling, no advertising, no difficulties. Size 10 x 12. In time for photo show. 30¢. PROFIT. Write today for details about this new money maker.

PDQ Camera Co.

1151 N. Cleveland Ave.
Chicago 19, Ill.

Peiler & Maxam Mfrs. of Rubber Products
1561 W. 125th St., Gardena, Calif. Phone: Mena 4-5374

Quick Photo Invention

PDQ Champion Photomaster

Makes finished photos in 2 minutes. No selling, no advertising, no difficulties. Size 10 x 12. In time for photo show. 30¢. PROFIT. Write today for details about this new money maker.

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Makes finished photos in 2 minutes. No selling, no advertising, no difficulties. Size 10 x 12. In time for photo show. 30¢. PROFIT. Write today for details about this new money maker.

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Makes finished photos in 2 minutes. No selling, no advertising, no difficulties. Size 10 x 12. In time for photo show. 30¢. PROFIT. Write today for details about this new money maker.

PDQ Camera Co.

1151 N. Cleveland Ave.
Chicago 19, Ill.
DONT put this in your follow-up file —
next week will be TOO LATE!

NOV. 16
is the deadline

The Billboard
Annual OUTDOOR REVIEW (Convention Issue)

Featuring THE CAVALCADE OF FAIRS Supplement

This special issue will go on sale a full month before Christmas and is therefore one of the best result-producing issues of the year for

MERCHANDISE ADVERTISERS
rush your advertising copy
TODAY!

THE BILLBOARD PUBLISHING COMPANY

NEW YORK 19, N. Y.
1564 Broadway, Plaza 7-2800

CHICAGO 1, ILL.
185 W. Randolph St., Central 6-8761

CINCINNATI 22, OHIO
2160 Patterson St., Dunbar 6450

ST. LOUIS 1, MO.
390 Arcade Bldg., Chestnut 0144

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd., Hollywood 9-5831

DETROIT 1, MICH.
1007 Fox Theatre Bldg., Randolph 1100
Pipes for Pitchmen

By Bill Baker

DOC McROY...old-time med show operator, is working the mines in Kentucky.

KENTUCKY LEE...appointed to be working for Bill Swalls.

WHAT HAS BECOME...of Harry Woodruff, veteran pitcher of note?

FRANK ROBERTS...married. He is said to be moving to Florida.

JOHNNY REICK...told us himself, it is reported to be getting the lucky working med in Winston-Salem, N. C.

LORD (BUNTON) LEE...he is said to have been offered good returns in Asheville, N. C.

FRANK EARLE...and Bob Holmes worked sheet to good results at the South Carolina State Fair, Columbia.

CARL E. (POP) EVANS...is reported to be working in a neighboring sheet area, are working the trades to big business in Hendersonville, N. C.

BILLY WILLIAMS...and wife passed thru Jasper, Tex., recently en route to Beaumont, Tex., to work in some utilities.

WINDY JIM LEWIS...scored with peelers at fairs in Knoxville, Chattanooga, Pensacola, Fla., and large shows in Ala. He says plans to go to Kansas City, Mo., stores a whirl in Kansas City.

ABBE COHEN...and Sol Castle successfully purveyed sheet at the Anderson, S. C. Fair, and are making their first trip south since the war.


R. F. FORKER...is remembered in his cookhouse at the Tuscaloosa, Ala. Fair, has been working sheet a few days a week around the Tuscaloosa, Ala. Fair, and has been heard to report that business has been okay.

HORACE BRAZIEL...letters from Miami, Fla., that Virginia wasn't what he thought it was. He figures to be so he's planning to play the seashore country in South Georgia and Alabama.

MORRIS SPAZKUDNIK...propelled himself into the Lone Star State and has been purveying sheet there. His reports have been very good and since he has been working ballrooms and novelty vans, he figures to be paying off many of the small towns to good returns. He's told me to read pipe news from Pup Tent Bros. in Kaighn's orders.

JAMES (KID) CARRIGAN...has left his familiar Los Angeles haunts and is working auction sales out west. His reports are very good...he figures to be splitting time with D. R. Kruger. The Kid says that Los Angeles is a cheap town to live in, but definitely that there's no place to work. He says he plans to work some more in the Northwest.

EARL (FATS) PALMER...well-known balloon and novelty wagon operator in Chicago and some other serious counters. He's working the Columbia Hospital, Columbia, S. C., where he has been a patient since suffering a stroke a week ago and has been in a coma since then. George M. Fair, who reported Palmer's illness, says that he has been unable to locate any relatives. Fair, however, believes that Palmer has a sister. He asks that anyone knowing whereabouts have her contact Miss Brooker, social worker, Columbia Hospital, Columbia, S. C.

GEORGE L. LUNSFORD...rambled into Winston-Salem, N. C., last week after a successful run of farms and small towns. He is said to have paid a call on a number of the more prominent dealers, particularly Doc Schneider, Jack Wilson, Toby Hudson, Ralph Myers and others. He states that business is excellent, and that business is good thus far. Lunsford would like to read pipe news here from some of the boys in the flower sections of the country, particularly Doc Schneider, Jack Wilson, Toby Hudson; Ralph Myers and others. He also states that business is excellent, and that business is good thus far. Lunsford would like to read pipe news here from some of the boys in the flower sections of the country, particularly Doc Schneider, Jack Wilson, Toby Hudson; Ralph Myers and others.

PITCHDOM was shocked by the news of the death recently of T. F. Stanley, widely known pitcheroo and carnival performer in the Carolinas. This column received the report of his death last week via a clipping from the Spring Hill (T. L.) Journal sent in by Doc H. J. Clayton. "It was with great surprise and suddenness," the clipping states, "that the death of T. F. Stanley was reported. I have known Tom thruout the years as we were about the same age and virtually grew up together. I met him last year while he was with the Great Sutton Shows. He was a man of good build and a man who had a concession. I had not heard of or from him in recent months until reading this report of his death in Jacksonville, Ill. Tom was well known to the clergy and he built and framed many stands around carnivals.

OZARK MED SHOW...which opened its season last April and has been on the road ever since, reported a profitable 1949 tour, Fred C. Landrus, manager, from Swannanoa, N. C. Landrus caught the show at Wadley, Ga., where he was doing an 8-week program at the Wadley High School. The four-person unit, Landrus-manages, includes Doc Eads, another man who also is known as the Health Evangelist; Helene Bronzer, accordionist; and W. O. Sullivan, vent, and cartoonist, and Virginia Singer, a ballet and contortionist. Landrus says the unit has such a much material for three-week stands and adds that the show is given to patrons what they want and holding the crowds. Gould, according to Landrus, is his dream to remain open to the end of the season. He is working with his schedule taking him thru the Carolinas, South Carolina, Georgia, and Florida.

ACE WIRE WORKERS...Ken and Greta Reynolds blast out the following from Columbus, O., about being on a "sabbatical leave" here doing some operating which is believed to be one of the largest gift shop and arcade layouts in the Lake Erie Islands. Their spot measures 5,200 square feet. After Labor Day they hit the road with the Old Tent Show and met many old timers on our tour of Southern Ohio. They admit that they Kwight and Elizabeth; Port and Geronimo. While this is king is a companion to the jewelry exponents of Cincinnati; Ed- dus and Ellel Hill, jewelry purveyors of Dayton, O., and the Bremer Purveying Co., with their punch needle, jewelry and ink stick purveying in Ohio and New York. The Landrus and the Castillo Family, Jewelry exports of Sandusky, O.; Hallie and Celine Carter, jewelry purveying in Ohio, with their boys and wagon days; Bill Razar, who has been purveying for many seasons at the Columbus Centennial Celebration; Mr. and Mrs. Ripple and Bill Leavio, photos. A companion to the above, was taken by Bill Squire McGe, former locator at Butler, Pa., and now ill in the County Home, Hamilton, O. We have a report that he is doing business for the year. We recently purchased a large quantity of concrete and you may be interested in our offer for this reason. We recently purchased a large quantity of concrete and you may be interested in our offer for this reason. We recently purchased a large quantity of concrete and you may be interested in our offer for this reason.

HURRIPS you this latest word which has come thru from our list of Told Tellers. You may take credit to your first order thru our offices and all material so far before supply is depleted. For your information we are glad to announce our "Centennial" list of Told Tellers. We have received a number of requests for these items and it is our intention to fulfill all orders. The list is limited and will be available only on approval. Please write for a copy of this list. For your information we are glad to announce our "Centennial" list of Told Tellers. We have received a number of requests for these items and it is our intention to fulfill all orders. The list is limited and will be available only on approval. Please write for a copy of this list.

"TRIX" FAST SELLERS

CRANDAL, N. Y. (T. L.) - "Trix" sales are on the increase, and we are happy to report that "Trix" are selling like mad. We have a lot of orders for this product, and we are doing our best to fill them. We are happy to report that "Trix" are selling like mad. We have a lot of orders for this product, and we are doing our best to fill them. We are happy to report that "Trix" are selling like mad. We have a lot of orders for this product, and we are doing our best to fill them. We are happy to report that "Trix" are selling like mad.
November 12, 1949

The Billboard

HOT CHRISTMAS BANKROLL NUMBERS

STREETMEN

PITCHMEN

SALESBOARD OPERATORS

BILL

Merry Christmas

Sewing Machine Operators:

Don't miss these Pinked Edge Feeds, Tuned Christ-
mas Boots, etc. with top quality. $36.00 Per Gr.

"KIMCO" Gold Capped Three
Piece Pen Sets. Beautifully
boxed with guarantee and gold
embossed price tag. $64.80 Gr.

Also good for souvenirs. Names
can be written on Boot with
White Gold Inks.

[Illustration of a Christmas character]

Here's November 12, 1949.

Sewing Machine Operators:

Don't miss these Pinked Edge Feeds, Tuned Christ-
mas Boots, etc. with top quality. $36.00 Per Gr.

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Also good for souvenirs. Names
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White Gold Inks.
**SALESBORDS**

**IMMEDIATE DELIVERIES—3% DEPOSIT.**

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<th>Model</th>
<th>Name</th>
<th>Profit Price</th>
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<td>J. P. Charles X</td>
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**SALESBORD SIDELIGHTS**

Gardner & Company, Chicago, continues its issue of optimistic reports of increasing tempo of orders, matched by record-breaking streamlining production. Another sign of the definite change for the better in the business picture is the steady stream of local and out-of-town customers who are coming in to Gardner's conveniently located showroom on South Michigan Avenue, where the entire broad line is on full display. Jub Robinson, one of Gardner's crew of boosters, stresses that the showroom boast comfort and a friendly atmosphere where custom award are given expert assistance in choosing the right merchandise. Salesmen in the adjoining Bar are another pleasant feature, he says. Firm's Charles B. Leedy, sales manager, sounds in word from the Southwest that business continues on the up-train.

Roy Galletine, Crown Products, South Bend, Ind., relays word that Miss Burden's, firm's former Southern route man, is now out in Idaho where he has entered the tavern business in the Chicago Place of Harold Gerring, who is doing a big volume with Crown, according to Roy. Crown reports good operator acceptance on its envelope ticket deals and is backed up by its office and sales force.

Irving Sax, sales director for Consolidated-Container Corporation, St. Louis, sends the news that the firm has doubled its Silver Front board stock.

**BIRTHS**

(Continued from page 58)

Delphine, Mother is Valerie Parks, burlesque headline.

A daughter, Ravel, to Mr. and Mrs. James Bull recently in St. Louis, is in the EKQ0 news department.

A son, Wesley Eugene, to Mr. and Mrs. William King, recently in Good Samaritan Hospital, Lexington, Ky.

A son to Mr. and Mrs. Jack Aldridge October 6 in Jackson, Mich. Father was formerly Officer face

A daughter to Mr. and Mrs. Alon Copeland October 11 in Los Angeles. Father is a member of the Modernists, a bar band.

A son to Mr. and Mrs. Lian Gann October 1 in Dublin. Parents are actors.

A daughter to Mr. and Mrs. John Dandstrom October 11 in Burbank, Calif. Father is a actor in the film industry.

A daughter to Mr. and Mrs. Milton V. Putnam October 10 in Chicago. Father heads Universal Records.

A son to Mr. and Mrs. Ed Scott October 7 in Chicago. Father is a WBMM announcer.

A son to Mr. and Mrs. Russell Bennett October 6 in Chicago. Father is a salesman at WBAM.

A daughter to Mr. and Mrs. Edward Hinkle October 22 in Beverly, Colo. Father is a radio program director. Mother is Metope soprano Josephine Antoine.

A son, James William, to Mr. and Mrs. Joseph Thompson, recurrent in Springfield, Mo. Mother is a dancer, formerly with Johnny J. Jones. Father is a musician, formerly with Billy Bishop and Bud Waples orchestras, and now he's heading his own trio in Fort Worth.

**DIVORCES**

Patricia Ellis, former model, from David Play, radio announces, in Los Angeles October 10.

A daughter, singer, from Frank Taylor, Chicago, theatrical agent, October 7 in Chicago.

Josephine Bristorren fromEvel Stronh from East Stronhern, legist producer, in Fort Lauderdale, October 24.

Lorraine Nickerson from Albert C. Nickerson, saxophonist with the film colony, in Atlanta, October 24.


**SALESBORDS**

**JAR TICKETS**

ALL ORDERS SHIPPED SAME DAY RECEIVED

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<th>Model</th>
<th>Description</th>
<th>Price</th>
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<td>RED, WHITE AND BLUE</td>
<td>$1.25</td>
</tr>
<tr>
<td>1000</td>
<td>LUCKY TICKET</td>
<td>$1.00</td>
</tr>
<tr>
<td>1100</td>
<td>TEXAS TICKET</td>
<td>$1.25</td>
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</tbody>
</table>

**LEGALSHARE SALES**

P. O. BOX 86-E, 202 S. HUNTINGTON BEACH, CALIF.
He sugar station burleyed doesn't blame with a head full of head-hes and upside-down drinking at the beer hall near his on either. They want to do his own thing, get some material or drop it entirely.

Florence Ann, pint-sized Korean mother, is generally conscious of a commercial routine and an audience. She came on with Night and Day with a show voice quality with a sparkling Garcia form. Her name is My Hero for big hands. The girl is a good bet for sight and ear values at close. With a high ticket.

Eddy Arnold's a standard circuit trained act, a series of one-handed stands (no hands), using a ladder and also a chair sit on the top, topping it all with a head stand, for a big finish and a great mite.

The three dancers were nervous when caught, missing some tricks, but their formulas make plenty of interest. They play well, and boys and two girls, all costumed in white, were good. Arnold's talent cradle for trick combos. The toeboard is used as a catapult for shouldering.

Miss Olga was doing the Ridley. Their last trick was a stand in a three-high standing shoulder, following a catch and hold, was outstanding.

The Six Cycling Paige, billed for the bill, met with an accident to an automobile side of Stroudsburg, Pa., when their stage car crashed. In addition, Otto Paige was fatally injured. Ple: Mary Ryan, Detective.

Bill Smith.

OASIS LOS ANGELES

(mode from page 45)

celeted as Super Hill musical, a five-girl line with the property of being highly:

Clyde Alme and Johnson's jive skirt.

Sole white entertainers is Larry Stevens, the air show crooner. Stevens' song style and sometimes perfection on the nailing crumbs dreamy kinds. His rhythm ditty is injected, with the rhythm of the tone as a ballet dancer at a hootenanny.

His hand-clasped rendition of Because, My Heart only spurces conversation again. It came for the five and gals. Lad's piper a lot of music for six men and capable backs show and provides dance music.

PARAMOUNT, N. Y.

(Continued from page 43)

of Dancing in the Dark was perfect attitude, and his novelty The Hot Canary dance enthusiasm big applause.

The best best hand went to com-
dian Jackie Green. He opened cold with his impersonation of Roses, but his likable personality and mimicking of Eddie Cantor, Al Jolson and The Turkey was hand. If Green sold his own material as a showMAN, he's a great plot lines he might develop into a showmaker of like caliber. The visibility is

In the opening spot the Piero Brothers had a break, better than they drew. The


ATTENTION, POP CORN OPERATORS: Here's the joke. Have you tried with the factory? Export. Is it right to bar it down at the factory? Write, wire or phone.

COIN-OP R.A. RAY, MINIMUM $2.

FOR SALE—USED PHONOGRAPH, PIANO, and Counter Canadian cash or terms. Rubin Alexander, Denver, C. 0.

FOR SALE—12 COIN RADIOS. ORIGINAL OR REPRODUCED. IN PERFECT CONDITIONS WITH LESS THAN ONE YEAR IN SERVICE. 150$ FOR ALL. Address, Bill Gregor, 115 W. 4th St., Oklahoma, Okla.

JUST OFF LOCATION—ADVANCE D RALPH H. KEECY, 1231 Wisconsin Ave., Chicago, III. 1250.

OPPOSITION BOOKING (Continued from page 45) and comes back to play the opposition. Whether will he be able to get enough strong acts for real, is another story.

Agency topers admit that there is some justice to Altman's bolts. But as a rule the agents need the actors and their personal managers.

"We can urge actors to play certain jobs, but we can't make them do it. Reps admit that Altman, with his one-week policies, is a major talent buyer. He uses the highest priced talent in all fields and builds solid shows around it. Actors, however, say agents, aren't impressed with Altman's complaints. They're so sure they think they can get the best deal, agents notwithstanding management. Personal managers say they can see Altman's complaints. If we have a property that's hot we'll make as much out of it as we can. We have to pick our spots and play them accordingly. Our problem isn't how to make the man's. We have to worry about the over-all picture," said one manager.

Don't forget to get back to personal managers, Altman refused to play some of their lesser properties because they sold their attractions away from him. This tended to increase the bitterness without knowing anything. Agencies who want to do business with Altman are trying their best to keep the peace. They don't want to fight, but he won't be impressed and wants and wants his attractions you rep, the size of his operation and buying power entities.

Actors in demand say, "Talk to my manager.

Managers say if a theater manager comes up with enough time in new territory at money, we'll take it and deal but Altman stew. "We don't want to hurt Altman," is the consensus. "That we want to protect ourselves.

The good looking Latin lad displayed the hot Middle Easterns and their buckaroos were surprisingly expert.

The anniversary whoop-de-do, organist George Wright made a seafall pitch for the audience to vocalize before the stageband started. The lyrics were projected on a 10-foot grid and the resultant din proved a fine contrast to Stafford's dulcet tones.

Jane Bundy.
**NOVELTY GAMES HYPER TIPS**

**Open Up New Areas, Revive Player Interest and Attract New Operators to Industry**

Play Divided Between 5-10 Cents; Supply Below Demand

CHICAGO, Nov. 5.—It is now a firmly established fact that a good portion of the improvement in general business conditions enjoyed by all the Novelty games manufacturers is due to the fact that the days of the so-called "feeder" games has swept the country. In addition to stepping up production, many Novelty manufacturers have brought in much needed new blood resulting in new blood types of novelty games in quantity production. This same basic game which started the trend was one which combined leading elements of bowling and shuffleboard. This is Bally's new "Novelty of the Week," Alley, which is available in almost every country.

**Hot-Rods Game Rolls at Bally**

CHICAGO, Nov. 5.—Hot-Rods, a new type five-ball game, is now in full production at the Bally Manufacturing Company, announced this week.

**Shuflepins Wins Chi Court Okay**

CHICAGO, Nov. 5.—The straight novelty bowling game and shuffleboard company, Shuflepins, is legally operating in Chicago under a license from the Superior Court of Cook County, No. 11. Game is now nationally distributed by Amusement Equipment Corporation. California Shuflepins combines the action of bowling and shuffleboard and can be played by players from one to four. The game consists of five balls which are thrown at targets. The object is to knock down the highest number of targets. The game is played on a 16-foot board and the player earns a new ball on the first strike. The game is played by players from one to four. The game is played on a 16-foot board and the player earns a new ball on the first strike.

**Begin Shipment Of Chi Coin's Bowling-Alley**

CHICAGO, Nov. 5.—Chicago Coin's Company thru Sam Ginsburg and Company, has announced the shipment of its first shipment of the new Chicago Coin's bowling game. The game is known as the "Chicago Coin's Bowling-Alley" and is being shipped to distributors throughout the country. The game features a novelty game which combines elements of both bowling and shuffleboard. It includes both a bowling lane and a shuffleboard area, allowing players to enjoy both games in one setting. The game is designed to attract new players to the industry and is expected to be a popular addition to the growing market for novelty games.
NEW YORK, Nov. 5.—As the first step in what may develop into a widespread effort to fix tax-stamp display standards for cigarette vendors, officials of New York and Connecticut early this week cautioned equipment manufacturers to make certain that machines are available for viewing State tax stamps thru vending display panels. If this is not done, three carbonal certificates may be barred from locations. All the Connecticut action was taken to implement an amendment to the tax statutes passed by the Legislature recently. The New York action followed close on the heels of a meeting of State and federal tax officials. The formation of this committee by the National Tobacco Tax Association (NTTA) was seized as heralding similar action by other State cigarette venders in all available locations to give the specific duty of checking closely cigarette vender construction.

The New York warning was issued by James L. Mott, assistant director of the State Tax commission in letters mailed to all equipment manufacturers. The letter stated that cigarettes retailed here must be so displayed that the State tax stamps are visible to the purchasers.

"Cigarette vending machines which do not have a show window or certain other means thru which the cigarette tax stamps affixed to the packages may be seen," read the letter, "do not comply with this requirement and (See Tax Solons on page 48)

L. A. Cup Vending Training Course Ends; 100 Graduate

CHICAGO, Nov. 5.—With its program geared to the joint theme of salesmanship and the operator, the National Automatic Merchandising Association (NAMA) convention program this year is one of the strongest in its history. The pre-convention luncheon for regional chairman and the State legislative chairman will be held Saturday November 28, at the hotel, Atlantie, City, and the official tea-for-the convention will take place at 1 p.m., Sunday (27). Convention visitors, who will convene on Atlantic City for the convention immediately following Thanksgiving, will face four strenuous days, packed with special sessions designed to improve salesmanship. Operators and operator matters in all phases of the automatic merchandising field.

A NAMA First

CHICAGO, Nov. 5.—Honor of being the first NAMA operator in the country to file an advance convention registration with association headquarters went to Victor B. Neiswanger, candy and cigarette operator in Elgin.

George Seedman, convention chairman, emphasizes that when making transportation arrangements, "make sure you're going to arrive in Atlantic City before noon Sunday (27) so as not to miss the grand opening of the 1949 Exhibit at 1 p.m.

Daily Skeds

Doors of the mammoth Convention Hall will be opened at 1 p.m. Sunday, and exhibits will be open from 9-5 p.m. that day. The Old Gold party, honoring state directors, will start (See NAMA Meet on page 49)

SuperVend Gets Union News OK ForSWLocations

CHICAGO, Nov. 5.—The increase in the coffee price, bringing the per
gallon peg on liquid concentrates up from $6 to $7 and over powdered concentrates from 1.92 to 2.69 a pound, has set supply cost reduction in motion by all vending manufacturers. In an effort to main
tain operator profit margins in the light of the increase in costs, counter measures range from enriching cream so as much savings can be made per gallon to lowering of cup price.

If such supply cost cut-backs prove out, the operator could continue to take the blame. The theory would be to raise the price to a dime, which is considered a good level generally. Those operators favoring dime sales say they will delay, however, until they see what the lunch counters do. If counters go to a dime or 7-cent vending, in many instances will go to straight dime sales.

Last week Rudd-Melikian operators were told by liquid concentrate maker Standard Brands that deliveries would be frozen until this week, at a time a 1 1/2 percent increase in price would go into effect. And Standard warned that this would be only the first boost. Two weeks (See Coffee Costs on page 94)

CTA Offers Vender Contracts

Coffee Cost Rises; Vender Firms Seek Supply Saving

Triple Play

CHICAGO, Nov. 5.—Bernard Kiefer and John Fielding, operators and partners heading Airport vending Service, have set up a "balanced location installation" program of operation. With hot, cupped dispensed coffee, milk, cookies venders complementing each other, they add extra profit sustainers during the different seasons, firm turns a "tie-hold" location into a full-fledged vending stronghold by placing one machine of each type in a common vending area for customer convenience.

New System Starts Jan. 1

CHICAGO, Nov. 5.—Bids for four phases of vending operation in Rapid Transit Authority (CTA) stations and for the installation of vending equipment in State of Illinois Department of Conservation contract forms will be made available at that time at the office of the purchasing agent, 175 West Jackson Boulevard. A fifth. contract covering sanitary equipment, will be let in a later session.

New contracts will go into effect January 1, 1949, following the expiration December 31 of the blanket contracts for the sale of vending Machines.

Sanitation contracts will be offered, including two for soft drink (See CTA Asks on page 80)
Tax Solons Up Cig Vender Standards in N. Y., Conn.

(Continued from page 87) will be barred from use by cigarette vendors in this State. It concludes by suggesting that manufacturers at the last new models to the commission for approval before production is begun.

The possible effect of the State's action on old machines already on location was clarified by John J. Purcell, assistant director of the Miscellanenous Tax Unit in Albany. He said The Billboard Friday (14) that some old machines may have to be modified to improve tax-claim visibility. Each considerable feeaway will be exercised in the matter of aging units, however, he indicated. In general, appeal to vendors will be given by tax inspectors if one machine in a column is visible and shows the tax stamp.

Purcell, a member of the six-man NTTA committee, said the group was appointed October 20. Authorization for the committee was voted by the association's last national convention. With its prime function the creation of standardization, un stamped packs out of vendors, the committee will report to the national group next fall. At a meeting probably to be held in Omaha, according to Purcell. Recommendations will be made to the uniforming State practices in this connection, he added. Meanwhile, the committee is under tight contact with manufacturers. Producers will be urged to consult with committee members before putting new machines on the production line. Members of the committee, in addition to Purcell, are W. E. Chase, of Maine, chair; E. B. Atkins, Alabama; Warren Peterson, Arizona; William D. Dailey, Ohio, and Ames Tillen, New Jersey. Tillen and Purcell plan to attend the forthcoming convention of the National Automatic Merchandising Association convention.

New Florida Cig Tax Cuts License Fees

TALLAHASSEE, Fla., Nov. 8.—Florida's new 2-cent-perpack cigarette tax has revoked the $3 retailer license. While both must still be licensed, there is no fee. Formerly, collections were both on this fee and about $100,000 annually to the State.

Philip Morris Biz Rise

NEW YORK, Nov. 8.—Philip Morris & Co., which reported an increase of $16,900,621 for the six months of the current fiscal year, ending September 30, of the same period last year. Sales for the first half of the fiscal year amounted to $125,547,106, a 15.2 per cent increase over sales of $110,400,845 in the corresponding period during 1948. Officials also reported an estimated net profit in the first half of $28,690,000, a common share, this compared with net income of $31,500,000, or $2.89 a common share earned in the six months ended September 30, 1948.

Movie Venders

CHICAGO, Nov. 5.—Importance of vending machines in theater operation was accentuated last week with the opening of the new Telenews Theater at Rush and Oak streets here, equipped with vending machines of functional equipment to the complete entertainment. The movie house was an exercise of names of equipment and building firms that had a hand in the undertaking of the theater. Carried in illustrated acknowledgment along the border of the almost full page ad in the Chicago Herald-American (October 30) was a picture of a soft drink vender with the name of the vending firm, United Beverage Company. The vender occupied space with illustrations of all equipment as a machine, air-conditioning system, pressurizing, sound equipment, etc.

Ad and illustrations called attention to the equipment deemed necessary for the "perfect entertainment" of a theater patron.
NAMA Meeting Agenda Themed To Better Sales
(Continued from page 87)
promptly at 5 p.m. at the Shelburne Hotel, and will continue on into the evening.

On Monday (28) convention business will start in earnest with the opening session, called "Salesmanship," starting at 8:30 a.m. in Convention Hall. Pen K. Doster, Tulip veepee in charge of sales, is chairman of the session, which will feature Zero Marketing merchandising director, Philip Morris & Co., Inc., and I. H. Houston, Speck's, Inc. Because it is one of the most important sessions of the convention, no other meeting will be scheduled for Monday morning. Exhibits will open at noon and will remain open thru 6 p.m. Exhibitors will hold open house in their hotel suites Monday night starting at 8 p.m.

Tuesday Agenda

Tuesday (29) morning will mark the start of clinics devoted to specialized operations. At 9:30 a.m. the Cigarette Operators' Clinic will get under way in Room "A" at Convention Hall with E. C. Chambers, Rowe Service Company, Los Angeles, acting as moderator. In Room "B" of Convention Hall, the Cap Beverage Operators' Clinic will start at 9:30 a.m. with Richard Hoffield, Spor-eb-Exen, Inc., Maplewood, N. J., as moderator. At the same time a third session is on the book for the Machine Operators' Round Table, will convene in sessions "C" under the direction of Fred L. Brandstrader, NAMA's legal counsel. The three sessions are scheduled to adjourn at noon.

NAMA will take over the Convention Hall restaurant after starting at 12:15 p.m., when the round-up luncheon for operators, manufacturers and suppliers is scheduled.

The Exhibit Hall will open at 3 p.m., Tuesday, and close at 9 p.m.

Final Arricements

On Wednesday (30), the final day of the convention, two special sessions are scheduled for the morning. Tuesday Candy, Confectionery and Biscuit Operators' Clinic opens at 9:30 a.m. in Room "A" under the direction of Jack LeFever, Automatic Canteen Company of Cleveland, and the Bottle Beverage Operators' Round Table convenes at the same hour Room "B" under the direction of R. Schriner, editor of Verd, acting as moderator.

Exhibits will be on display for the last time Wednesday from 12 noon thru 5 p.m., and convention activities continue to close with the annual banquet and entertainment scheduled for 7 p.m. in the American Room of the Traymore Hotel.

Women's Program

As has been the case in past NAMA conventions, a special program has been worked out for the wives. A hospitality center will be established at the Claridge Hotel, which will be open at set hours throughout the convention dates. An open house will be held at the center the day (27) from 12 noon to 5 p.m.

A ladies' luncheon and business session has been set for Monday at 1 p.m. in the Ocean Dining Room at the Claridge, presided over by Mrs. Kronenberg. At 8 p.m., Monday a bingo party will be held at the hotel.

The women will gather at 10 a.m. Tuesday (29) for a trip to the Rountal Winery at Egg Harbor, a trip sponsored by the hotel from the hotel. At 8 p.m. a card party will be held at the Claridge.

For the final day of the convention, a fortune tea, complete with fortune tellers, hand writing analysis, etc., will be set from 3 to 5 p.m. in the West Room at the Claridge.

Mr. Operator!

DID YOU KNOW?
* There are less used or rebuilt VICTOR MACHINES offered than any other make.

DID YOU KNOW?
That you can buy TOPPER at low as $10.00 in lots of 100 or more.

DID YOU KNOW?
You can buy 100 TOPPER for less outlay than you would expect to pay for 25 other machines.

Mr. Operator!

Better Write for Time Payment Plan

ROY TORR
LANSDOWNE, PA.
CTA Asks Bids
On Four Types Of Installations

(Continued from page 87)

vending equipment which will be a "first" for CTA. The present contract for news, concession and candy, gum, nut, service machine and drink vendors (latter added in May this year) permits subcontracts to be offered by Union News for the vending operations. These are now held by Transit Sales, Inc., for candy, gum and nut machines and by Mechanical Merchants, Inc., for cup-type soft drink vendors.

Separate Parts
Under the new system, CTA will offer separate contracts on (1) newsstand operation; (2) penny and nickel candy, gum and nut units and scales; (3) soft drink equipment. Latter will be a broad contract, so as to make possible operation of other types of nickel-and-juke vend- ers, equipment, with the exception of candy, gum, nut and penny weighing units.

A further subdivision will be made for public (stations) and shop and office vendor operation. Two contracts will be offered for candy, gum, nut and scale operation and soft drink vendor operation in CTA shops, offices. Thus, it may be possible that the drink installations, for instance, in stations and shops will be made by different firms.

Polland revealed that CTA's commis- sion for 1948 on candy, gum, nut and scale operation amounted to over $50,000. The news concession returned $70,000 in revenue. The drink vendor operation, broken down by months, returned $175,001 for the last week or so in May (from the original nine machines); $894.56 during June; $1,045.41 during July; $1,600.87 for August (from about 17 vendors) and approximately $1,000 for September from 38 drink vendors.

The CTA contracts will call for operating firms to exert special effort to expand and promote operation of vending equipment in rapid transit stations, both in the subway and EL platform. Polland stated that while the principal stress has been placed on installation of equipment in subway stations, installations of vendors on EL platforms and in EL stations will be emphasized in the coming months. First move in this direction has already been made by Mechanical Merchants, which has placed a drink vendor on the Wilson Avenue EL platform. This unit will be moved indoors for the winter, it was reported.

WALT DISNEY Character Charms

MANUFACTURER OF WORLD FAMOUS CARTOON CHARMS

Available in 16 Walt Disney Characters! Novel Copper, silver, gold and color plated finishes!

ACTUAL SIZE

Mickey

They increase sales 500%! They make more money!

Donald

Finds perfectly with all gum and bulk merchandisers!

Disney character decals available in full color!

Get More "Face" Value for Your Charm Dealer!

Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC.

1607 E. 16th St.
Los Angeles 21, Calif.
Cigarette Machines
National Electric, 9 Cols. $185.00
Unedea, 8Cols. $110.00
Unedea, 6Cols. $100.00
Rove President, 10 Col. $100.00
Royal, 10Col., 450 Pack Cap. 95.00
Rove 10 Col., 240 Pack Cap. 65.00
DuCenier Model W, 9Col., 300 Pack Cap. 62.50
Special! 8Col., 100 Pack VEND. 39.50
Special! 4 Col., 100 Pack Cap. 27.50
Special! 4 Col., 30 Pack Cap. 20.00

Candy Machines
National 9 col., 162 Bar $100.00
Rove, 120 Bar Cap. $85.00
Rove, 240 Bar Cap. $75.00
Vendit, 150 Bar Cap. $57.50
Candyman, 72 Bar Cap. with Base... $65.00
Special! 6Col., 100 Pack VEND. $35.00
Silver... $65.00

Top Equipment—Unconditionally Guaranteed
One-Third Deposit with Orders—Balance C. O. D.
Parts and Mirrors available for all makes and models.

Unedea Vending Service
"The Nation's Largest Distributor of Vending Machines"
166 Clymer Street
Evergreen 7-4558
Brooklyn 11, New York

Charm's Proven Sales Boosters
Sensational New MAMMOTH
Approximately 1/4" PLASTIC—
6 Bright Colors ($ 5.00 M)
Copper Plated (8.00 M)
6-Gold or Silver Plated, 10.00 M
Brown Plastic (3.75 M)
Gold Plastic (3.75 M)
Gold or Silver Plated (7.00 M)
Copper Plated (6.00 M)

New $500 Charm
$495 Bright Plastic (3.00 M)
$500 Metal Plated (5.75 M)
$500 Color Plastic (5.75 M)
$500 Silver Plated (6.75 M)
$500 Metallic Plastic Bronze or Silver (8.25 M)

Buy Now at Small Price

Karl Gugenheim, Inc.
33 Union Square
New York 3, N. Y.

FRANCHISE SALESMAN
An exceptional opportunity for a high grade man with a record of earnings upward 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, 1584 Broadway, New York City 19.
After all, there's only one place where you can

all

MEET THE PEOPLE

who know 
the most there is to know
about your business—the vending machine business.

Naturally, that's

N.A.M.A.'s 1949 CONVENTION and EXHIBIT
ATLANTIC CITY, N. J. NOVEMBER 27-30

If you haven't made
(1) your hotel reservations and (2) your
travel arrangements, you'd better hurry!
For last-minute (and we really mean this)
details, write, wire or phone N.A.M.A. at
7 South Dearborn St., Chicago 3, Illinois—
Financial 6-0370.

Auto. Service
Opens Offices
In Los Angeles

LOS ANGELES, Nov. 3—New offices of the Automatic Service Supply Company have been opened here at 5670 Wilshire Boulevard, according to Frank Huesman and Kirk Mueller, officials of the firm. The company specializes in automatic merchandising machines and is now on the lookout for new items. Huesman said.

The firm was one of the first to locally the vending of Kleenex pocket-pack tissues. A tie-in with the Vend-Itle Manufacturing Company, manufacturers of vending machines, was effected by Huesman some months ago at which the negotiations were started with the International Celulocotton Products Company for permission to market their product thru vending machines. The deal was closed recently, Huesman said.

Automatic Service Supply Company also will soon introduce another machine to vend a national product. Readex for market is a cabinet-type coin-operated six-tube radio with magazine and newspaper racks in the lower part of the cabinet.

The firm recently opened offices in Dallas, with Oliver Aubrey as district manager and in Seattle, under District Manager Ted Lee.

At present the company is concentrating all efforts in the 11 Western States and Texas, according to Huesman.

100 Graduated
From LA School

1/2 Required With All Orders—Balance

![Image of vending machines and dollar bills]

Ask About The "RAKE" 24 PAY PLAN

1. ACORN

$145.00
each

2. LEAF GUM

13.95 Ea.

3. WALT DISNEY

$13.95 Ea.

AMERICAN DISTRIBUTORS

1455 Fifth Ave., Pittsburgh, Pa.

1210 Fifth Ave., Chicago 6, Ill.

111 W. Columbus Drive, Toronto, Ont.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM QUANTITY PURCHASERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

COLUMBIA DOUBLE JACKPOT BELL

$145.00 EACH

Used $95.00

Changeable right on location in 15-30 minute time to 1-100-500 play. 15-30 minute time to 1-100-500 play.

BRAND NEW IMP'S

Either 1st or 5c Play

Cig. or Fruit Eggs

$21.50 Ea.

MILLS VEST POCKET BELL

Pay Out Automatically

$65.00 Ea.

USED - $45.00 Each

Brand New
ABT CHALLENGERS

Special Price

$47.50

Reconditioned $19.50

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Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM QUANTITY PURCHASERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.
New Equipment
Band Leader—five-ball—J. H. Keeney & Company, Chicago.
Collection box—M. H. Rhodes, Inc., Monarch Coin Company, Hartford, Conn.
Cashier chief—O. D. Jennings Company, Chicago.
Five Jacks—counter game—Auto Bell Novelty Company, in conjunction with Monarch Coin Machine Company, Chicago.
Model D. Junior—cup, dwarf drink vendor—Bradley-Edlund Corporation, Cincinnati.
Quarterback—straight novelty—Williams Manufacturing Company, Chicago.
Shuffle seerer—all-plastic—Suntrust Supply Company, Inc., Belleville, Ill.
Silver Bullets—straight novelty—Eclipse Supply Company, Chicago.

Change of Address
Mills Automatic Merchandising Corporation moving to 4481, 11th Street, Long Island City, N. Y.
New Offices
Monarch Shuffelbo opened a branch office at 2988 Grand River Road, Detroit.

Personal
Ken Ferguson, Stillwater, Minn., resigned as co-ordinator of the Five States Photograph Convention.
Fred S. Eubanks, general manager of the Pepsi-Cola Metropolitan Bottling Company, Pittsburgh, has named president of the Keystone Bottlers Association. Other officials elected were Morris Levin, Philadelphia, first vice-president; Wesley Long, New York, second vice-president; E. H. Brownling, New Castle, third vice-president, and George Derry, Philadelphia, treasurer.

Purchases
Essex Wire Corporation, Fort Wayne, Ind., purchased all machines and equipment of Goodfellow Company.
Joe Kalliah, head of U-Need-a-Service & Parts, Union City, N. J., acquired control of New York Vending Machine Exchange, and has formed New York Vending Exchange at 107th Avenue, Brooklyn.

Distributors
AMI, Inc., Grand Rapids, Mich., announced the following distribution: Hermitage Music Company, Nashville, to cover central portion of Tennessee; Miller-Newmark Distributing Company, Grand Rapids, Mich., to cover entire lower peninsula of Michigan; Movie Music Company, Dartmouth, N. C., to cover North and South Carolina.

Sales Org. Set
By Futuramic

For New Mach.

Breger To Head Agency
NEW YORK, Nov. 5.—Charles Breger, president of Futuramic Machines, Inc., announced this week the formation of a new company to handle sales of the firm's operated coffee vending machines. It is the National Vending Corporation, the new company will be formed to separate functionally sales and production activities of the enterprise, he said.

Jack Breger, named president of the new agency, says that sales policies to guide the distribution of the Koffee King machines were not being outlined. With a new model due for introduction to the trade at the National Automatic Merchandising Association convention later this month. Breger indicated that sales thru authorized regional salesmen and/or to franchise vendors were being considered.

Operators' Supplies
To aid operators in placing equipment, the firm is now blueprinting a promotional campaign that will include institutional advertising and printed sales aids, according to Breger. Also to be supplied Koffee King operators are accounting charts. These will enable them to keep an accurate record of each machine's earnings, he said. The distributing agency also plans to act as a clearing house for operational data gathered from the field. This information will be supplied operators at periodic intervals, so that they may compare their route earnings per day with those of other operators.

Breger, a former owner of a vending machine industry, was formerly connected with the Underwood Corporation in a sales capacity. Other members of the Koffee King National Distributing are Milton Tan, secretary-treasurer, and Charles Gondolfo, vice-president. Offices are maintained at 20 East 36th Street here.

Expense Parking

CRAWFORDSVILLE, Ind., Nov. 5.—"That's gold in dollars for parking meters," city officials here are again saying, after some glittering evidence to prove their statement, too. In the form of a $2.50 gold piece that was discovered in one of the meters.

SACRIFICE

20 Tele-Juice Fridg Machines. Original price $550.00 each; my price $251.00 each. Fast air freight.

HARRIS VENDING

Coffee Cost Rises; Vender Firms Seek Supply Saving

(Continued from page 57)

ago the concentration was selling just under 80 cents and was recently quoted as 77$ per gallon last week in the former $6 peg. Harrison claims it would have increased the price still further but they “wanted to see the shock.” However, it definitely will be to $8 a gallon, commerce officials, and probably still higher later. Development of a lower-priced product, however, was under way, they said. In Chicago The Bert Mills Corporation

Spacarb’s Hot, Cold Vender Set For Early Bow

(Continued from page 57)

serve, dispensing for a period of requirements. It will vend carbonated beverages, still drinks, hot chocolate, root beer, and out of the cup unit. On the other hand, the choice of model variation permits the use of a machine to concentrate on vending one or more of the permissible selections.

Any Standard Cup

Provision also is made to allow the use of any standard cup between the 6 and 10-ounce ranges. With smaller cups the machine will dispense the 1,000 drinks. A capacity of 600 drinks is obtained if larger cups are used. The temperature of hot drinks is said to be rigidly controlled so that the cold, not cold cup may be used regardless of the beverage dispensed.

With cost accounting still under way to fix the selling price of the 4-D-51, Houston said the list of the basic machine would be disclosed at a later date. He did indicate, however, that the cost of the model variations would differ somewhat.

Despite its versatility, the new unit is smaller than its predecessor. It measures only 30 by 24 inches and stands 66 inches high. To conform with health department regulations, casters have been eliminated, the machine resting flush on the floor.

Special Tubing

The stainless steel tubes used are said to be of a new design and to have increased price beauty and provol. They can be disassembled on location and cleaned in a matter of minutes. Internal tubing is out of the refrigerated mechanism has been shortened to insure the delivery of a cold drink akin to the machine may have been inoperative for many months, according to the Spacarb president. The same use of short tubing lengths to dispense syrup and hot chocolate is said to enable the machine to dispense the “first” cup at an approved temperature.

The unit incorporates an improved refrigeration mechanism, with vent openings on both side panels and the top and bottom of the rear wall, aimed at improved air-flow efficiency. This steel cabinet is colored green with the front panel finished in two colors. For display purposes a number of different square mirror panels will be offered for insertion near the top of the front panel. These will be “edge lighted” and call attention to the display of drinks dispensed in the different model variations. Some of these will carry three-dimensional design patterns. This coin button on all models has been relocated far down the front panel, the coin-return receptacle. Coin changers will be offered as extra equipment, the vendor being allowed for straight nickel operation for all drinks.

The basic model, equipped to serve

DISTRIBUTORS WANTED
See your ad on page 58 in the general outdoor section. This machine is a Territorial franchise and is available in the entire U.S.A. Write, wire, phone, or telegraph.

BODMAN CO., INC.
1250 S. California Blvd.
Pittsfield, Ill., United States

75 IMPERIAL IRON CLAW MACHINES
FOR SALE
In good condition. 30 cents each. P. O. Box 39 New Orleans, Louisiana

ARCADIAN AMUSEMENT CO.
1606 Carondelet St., New Orleans, La.

MORT SIMON
1470 N. W. 36th Street
Miami, Florida

ANOTHER IN THE GREAT FAMILY OF ELECTRO DISTRIBUTORS...

ABT CHALLENGERS USED-
GOOD CONDITION
$17.50

10 OTHER MACHINE BARGAINS

1: Peanut, 350.00
1: Silver King, 95.00
1: Champagne, 105.00
1: Spacarb, 145.00
1:不得转载, Game
1: Gas

EASTERN ELECTRIC VENDING MACHINE CORP.
GENERAL MOTORS BUILDING.
NEW YORK, N. Y.
A PRODUCT OF C.I. LABORATORIES

TOPPER $10.00 EA.

24 to 40, $10.50 ea.
4 to 20, $10.25 ea.

FLORIDA, GREAT LAKES DISTRICTS, INC.
972 W. Roosevelt Rd.

R. H. ADAIR COMPANY

Every Day Will Be Christmas
With KOFFEE MING
NEW FUTURISTIC HOT COFFEE VENDOR

WE WILL BEAT ANY PRICE OR SERVICE PROMISE OF ANY COMPETITOR.

COFFEE MING

350 W. WASHINGTON ST.
CHICAGO, ILL.

1156 W. BROADWAY, #2
ST. LOUIS, MO.

SUBSCRIPTIONS.

1 yr. $6.00
2 yr. $10.00

11 S. WEBSTER
CHICAGO, ILL.
Upswing in Biz 
A Day Punct to Op Celebration

NEW YORK, Nov. 5.—With phonograph record business here reported on the rise during the past month, following 250 strikes over the past year, 540 members and friends of the Automatic Music Operator Association (AMOA) gathered at the Astor Hotel last Saturday (29) for their 12th annual dinner-dance. The event was set by the organization, no AMOA business was discussed, no speeches were made, and the affair was given over to informal social contact between operators, talent, juke box manufacturers, record producers and necessary workers. At Denver, president of the AMOA, said that all local officers of the yearly events was designed to make for better understanding by all members of the automatic music industry of their over-lapping problems.

Denver noted then, the affair that AMOA had suffered some membership losses during the year. Until recently this revenue had dipped down to a point where the inefficient operator could not yet enough profit and his business was being run off by the wayside. But the "more seasoned operator" could cut corners, lend himself to the management keep his route profitable.

DALLAS, Nov. 5.—A new Dallas Disco Distrub, Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), as well as to insure against the appearance of unscheduled talent, long a feature of the org's affairs.

New Dallas Disk Distributors

DALLAS, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, Nov. 5.—Gramophone Equipment Co. (GEC), Dallas, No...
DADDY KNOWS BEST!
Yes, and as daddy of the coin-operated hotel radio industry we are still turning out TRADIOS at the same old stand and in larger numbers than ever. The motel field keeps begging for TRADIOS, so take a tip and get your share of the 1949 Gold Rush. You are deal-
ing direct with the factory when you become a TRADIO operator. And you make more because you get more of the best, for less. We'll tell you how if you'll ask us on a postal.

TRADIO ASBURY PARK NEW JERSEY

SOUTH WIND TONE ARM

WURLITZER and SEEBURG PHONOGRAPH UNIVERSITY OF THE EASTERN ASSOCIATION

No Record Wear, No Scratch, Long Life
PERFECT REPRODUCTION
WURLITZER (except counter models and P-111)...

SEEBURG M-Tones... 

$11.95
9.95

Earlier SEEBURG Models

"Sentry's Model When Ordining." 

PHILLIPS MFG. CO.

1814 Aldrich Ave., So., Minneapolis 5, Minn.

Open House Staged By Shaffer in Col.

COLUMBUS, O., Nov. 6-Shaffer Music Company opened new offices here Sunday, October 29, with an open house from 12 to 6 p.m., at-tended by a large number of music machine operators, employees and their families from the Cincinnati area.

Ralph C. Hall, local operator, won the door prize, a $995 Seeburg Select-O-Matic 100. In a drawing made by Karen Sue Hobbs, daughter of Harvey Hobbs, manager of the Shaffer office.

Shaffer Music is distributor for Seeburg coin-operated and industrial music systems with main office here. Sales and service offices are located in Indianapolis and South Bend, Ind., and Wheeling and Charleston, W. Va.

CPMA OBSERVES
(Continued from page 95)
up the best is given the nod as Hit Tune of the Month, and is distributed to the 3,000 juke boxes in the Cleveland area. Special title strips are prepared and the CPMA lies in a publicity campaign with the selection. Two or three of the runners-up in the location and disk jockey tests are named Hit Tune Extras, and also are put in the 3,000 machines and given adequate publicity.

With the selection of the monthly plug tunes given so much attention the CPMA has come up with tunes and have which have made the national Hit Parade lists and, resulting, have added many extra plays to the photograph featuring the songs. Among those which were picked up were "Hit Tune of the Month," and then moved into national prominence were: You're Breaking My Heart, Lucky Old Can, Gateway Bay, Thoughtless, Cruising Down the River, Deep in the Heart of Texas and Tooie Colie Doolie.

ALBUM REVIEWS
(Continued from page 37)

SQUARE DANCE DANCE PARTY—Burt Hilton
(D-100)

This would be laughable. First, by special permit, this is the only album I have heard in D-100. Second, this is a very special album. This is a collection of square dance tunes, arranged in a very special order. The square dance caller is not just playing music, he's calling a dance. This album is a perfect example of how a square dance caller can use music to make his dance more interesting. The caller is in control of the dance, not the music. The caller is the one who decides when the music will change, not the caller. The caller is the one who decides where the dance will go, not the caller. The caller is the one who decides what the dance will look like, not the caller.

SQUAREDANCE TONIGHT—Paul King and Bob Dougan
(P-257)

This album is a perfect example of how a square dance caller can use music to make his dance more interesting. The caller is in control of the dance, not the music. The caller is the one who decides when the music will change, not the caller. The caller is the one who decides where the dance will go, not the caller. The caller is the one who decides what the dance will look like, not the caller.

CALL YOUR OWN SQUARE DANCES—Carole Minkoff and His Paulmier Valley Boys
(12-11)

This album is a perfect example of how a square dance caller can use music to make his dance more interesting. The caller is in control of the dance, not the music. The caller is the one who decides when the music will change, not the caller. The caller is the one who decides where the dance will go, not the caller. The caller is the one who decides what the dance will look like, not the caller.
America's largest selling phonograph

Just as there are more Wurlitzer Phonographs on location than all other makes combined, so, too, there are more Wurlitzer 1100s in operation than any other current model. Today the Wurlitzer 1100 is America's largest selling phonograph. Here are the reasons why: Top earning power this year, next year and for years to come. Outstanding quality — modern appearance, play appeal, tone, economical long life operation, high resale value!


Add this all up and you will know why
NO OTHER PHONOGRAPH WILL GIVE YOU SO MUCH FOR YOUR MONEY

SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING, TRADE-IN ALLOWANCES AND DELIVERY DETAILS

The Wurlitzer 1080 Personalized with location name at the top at no extra cost to you. Lowest priced quality phonograph on the market.
Reaching Top
No Bed of Roses
(Continued from page 93)
well over 100 spots. Some were good and some were poor ones.
"The time arrived when equipment was hard to buy, but during the war I managed to keep my business intact and reap a good return. After the war, I managed to weed out some poor locations and placed the best pieces of equipment in many of the good spots. Today I have 110 locations.
"I have seen many operators come and go. However, I was very cautious and was one of those who managed to survive. Today I have a well-equipped record shop that is doing a splendid business. We advertise in the daily papers and some community papers and I am well pleased with the results.
"Clarence Hohman is my manager and looks after the condition of the equipment and things in general, and he sees to it that my orders to the help are properly executed. I keep in close touch with all the complaints, answer all telephone calls when I am in my office, and see that my customers are taken care of. In fact, I know just what is going on at all times. When a location wants new equipment and that spot deserves it, a change is made without question. I am able to finance my business and pay cash for all new equipment.
"Mrs. Janes is fond of traveling and on several occasions has taken extended trips. It is her way to relax. While she is away, Hohman directs her affairs. She employs two clerks, two servicemen, a clerk in the record shop, and her manager. She is a member of the Music Operators Association of Indiana, a forum of musicians and name known orchestras, it takes an active part in civic affairs.

BEYOND A SHADOW OF A DOUBT
40 Selections
Outetain All
Conventional Play!

Intensive continuing studies in all kinds of locations prove positively that Evans' 20 Record—40 Selection Conventions command more frequent play, with more profitable revenue
Ask any Conductor Operator...then see your Evans Distributor or write Factory direct!

EVANS' 20 RECORD
40 SELECTION
CONVENTION
with Full Selectivity on 6 Pages for 25c
Evans Powerful New Play Stimulator!

H. C. EVANS & CO.
1528 E. ADAMS ST.
CHICAGO, ILLINOIS

FOR SALE
10 MODER "A" 1947 AM PHONOGRAPH
at $395.00 EACH
These machines are A-A and first
GEOGETOWN AMUSEMENT COMPANY
Roy R. Harrelson
Georgetown, South Carolina

ADVANCE MUSIC CO.
1464 GRAND
KANSAS CITY, MO.

LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records

Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
One Thousand Wisconsin Ave., N. W.
WASHINGTON, D. C.

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10 MODER "A" 1947 AM PHONOGRAPH
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LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records

Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
One Thousand Wisconsin Ave., N. W.
WASHINGTON, D. C.
EXTRA LONG LIFE
PFANSTIEHL NEEDLES

These two types of well known PFANSTIEHL Needles have been used to play literally billions of records. They have been used and recommended by experienced operators everywhere because of their extra long life, their kindness to records and their reliability. They have always sold for more than other brands of needles, and have been well worth the small additional first cost. Penny for penny, they give more value for the money, and they will continue to be available for those operators who demand long, trouble free needle life.

OPERATOR PRICES

For coin machine pickups weighing more than 1 1/2 oz.

Less than 100...39c
100 or More...37c
1000 or More...35c

For light-weight Crystal pickups 1 1/2 oz. or less.

USE THIS COUPON TODAY

PFANSTIEHL CHEMICAL COMPANY
Waukegan, Illinois

Have the nearest PFANSTIEHL Distributor send me regular
PFANSTIEHL Coin Needles and PFANSTIEHL SPECIAL Coin Needles @ each via.

NAME
ADDRESS
CITY & STATE
Preferred Distributor:
His Address

NOW! A new low-priced PFANSTIEHL Coin Machine Needle

The PFAN-TONE Coin Machine Needle

LOW OPERATOR PRICES

Less than 100.................. 29c each
100 or More.................. 27c each
1000 or More.................. 25c each

PFANSTIEHL announces the PFAN-TONE Coin Machine Needle. A new LOW-PRICED needle for use in pickups of any weight that use a conventional needle. PFAN-TONE is a needle of long-life that will be kind to your records...a quality product that is in many ways comparable to famous PFANSTIEHL standard Coin Machine Needles. A needle we confidently believe to be unequalled at the price. Use the handy coupon below to place a trial order today.

USE THIS COUPON TO SAVE!

PFANSTIEHL CHEMICAL COMPANY
Waukegan, Illinois

Have the nearest PFANSTIEHL Distributor send me PFAN-TONE Coin Needles @ each via.

NAME
ADDRESS
CITY & STATE
Preferred Distributor:
His Address
The Billboard

SHUFFLEBOARDS

101

Foreign Leagues Being Formed

Leagues Mean $$$

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other individuals) who wish to start this type of promotion, The Billboard has prepared a special booklet entitled ‘Here’s How To Set Up a Shuffleboard League.’ In this booklet are suggestions and ideas for organizing, handling and promoting ideas which can be adopted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

Write for your copy today.

Philly Locations Opening Up as Player Demand Grows

PHILADELPHIA, Nov. 5—Shuffleboards, almost foreign to local locations, are beginning to take hold in taprooms and restaurants here. Since pinball machines are not permitted in locations where liquor is sold, amusement machine operators have been seeking new fields where, since the taverns were investing in television sets for the first time, the shuffleboard is not likely to live in public demand. Since the shuffleboards are growing money-makers, across the river in New Jersey, where pinball machines are prohibited in taverns, locations here have been calling for shuffleboards. Local fans playing shuffleboard in New Jersey, particularly at the seashore resorts during the summer, have created a demand for the game here that is growing.

"The shuffleboard has become a conversation piece," said Sam Kane, operator of the Beverfield Tavern, and I doubt that it could be dispensed with." Mary Valone, who has been operating the American Legion for about 17 years, says shuffleboard has become quite popular. At the Am-Don Club in Bala Cynwyd, Zall's Cafe, observes that customers play shuffleboard and watch television between drinks. Shuffleboards also get a big play at the Cottage Inn, according to proprietor R. Gil and, in a dozen or more places similar testimonials were given. The feeling is pronounced now that "shuffleboard is an attraction that we in the tavern business have to have, same as television and darts."

TV Promotion

BALTIMORE, Nov. 5—Table shuffleboard came under another promotion here and in Washington October 28 when television station WAMU and WTTG carried a video-eye view of the rapidly growing sport. Eastern Distributing Com- pany installed a full-size Amer- ican Shuffleboard Company model in WAMU, and recruited several local shuffle players to participate in a nightly television show. The players demonstrated their game, and showed how easy it is to play the game. In addition, the method of scoring and close-up shots of the scoring areas were shown.

Operators in Canada, Cuba, Puerto Rico and Mexico Ask Advice From Manufacturers

HINT INTERNATIONAL TOURNAMENT NEXT SPRING

CHICAGO, Nov. 5—League and tournament play this fall is moving into the international phases for the first time. In Canada, Cuba, Puerto Rico and Mexico turning to the competitors in those areas to build the sport in their respective areas.

While this phase is necessarily restricted at this time, especially in Canada where the import situation has cut down the number of shuffleboard leaders in their areas.

In Canada, Cuba, Puerto Rico and Mexico there is a lacking in the trend toward league and tourney play in the foreign markets is becoming increasingly evident as operators seek information from U. S. sources on methods of establishing leagues and running tournaments.

Meanwhile, manufacturers here are watching the development of shuffleboard with interest. There is a distinct possibility that an international tournament of a free crop of players, with customarily after the proposed national championship has taken place in this country under the auspices of a group of manufacturers.

Cleve Shuffle Congress Sets '49-'50 Exes

Ross Elected President

CLEVELAND, Nov. 5—The Cleve- land Shuffleboard Congress (CSC), which is currently conducting a due to be held in 100 locations throughout the city, this week elected new officers to serve during the coming year.

James Ross was elected president, Tom Miller vice-president and Wilbur Harrison secretary-treasurer. Named to serve as members of the board of directors of CSC were Ben Mart, J. B. Muxie Company, and George George, of the Monroe Coin Machine Company.

All officers and directors assume their new duties immediately.

Steaks at Stake in Moose League

MONTEREY, Calif., Nov. 5. — An amateur shuffleboard league of workers at the American Can Company, and members of the Loyal Order of the Moose, No. 876, is in progress at the local lodge here.

Larry Youngman, lodge secretary, and Armand J. Schauler, one of the founders, organized the league. They call it an amateur league because the winning team is competing for a steak dinner. The competition will continue six weeks with play scheduled for Monday nights. As an added feature the losing team will dine with the victors but will be served hamburger.

Each team has 10 players and doubles without partners who get what dinner. The winners will have the double distinction of meeting the champions of the Monterey Centennial Shuffleboard Tournament who were crowned several months ago.

Youngman reports that thus far the attendance at the matches has been surprisingly high and that if it continues to hold up other teams will be asked to join in as a result of the first two league nights the competition has picked up considerably and there is every reason to expect the development of an interest in this respect. Penn and America are two other firms which have been active in this phase of the game.

The idea of the shuffleboard that gained its present stature in such areas as Chicago, Springfield (where Lipkin (See Beating the Bushes on page 101)
Puck Patter

Chicago:
With the Purveyor Shuffleboard Leagues now in full swing, Herb Perkins, firm head, reports a definite program on the part of the company to enlarge its sales scope. With Bill Tucker as the chief scout, firm is investigating the many areas where shuffleboard is still practically unknown, and will appoint distributors in these areas to help the operators get started in shuffle operations. Meanwhile Perkins says sales are continuing their upward trend, and that the firm's production plant in Michigan is meeting its schedules, assuring immediate deliveries.

This city may soon have a number of teen-age shuffleboard parlors, lo-
(See Puck Patter on page 104)

MONARCH Deluxe "ALL PLAY" SCORING UNIT FOR ALL SHUFFLEBOARDS Location Tested! Proven! Guaranteed Finest!
SCORES FRAMES AND POINTS FOR Regular, Mixed, Homemaker and Baseball.
With or Without Frames.
Insist On MONARCH SHUFFLEBOARDS-
22 FT.
"SHUFFLETT" REBOUND-
8 FT.
BOARD EQUALIZERS AVAILABLE. SCIENTIFICALLY DESIGNED

Space-saving MINIATURE CHAMPION SHUFFLEBOARD

This is what the public has been waiting for!

Now! Small bars and clubs can install a miniature CHAMPION Shuffleboard! Only 11 feet long—it's a sure attraction for winning and holding customers!

CHAMPION takes the lead in introducing a superior shuffleboard. Saves space. Weighs less, costs less. Gives a challenge to everybody who loves the game. Requires as much or more skill as standard size shuffleboards. Skillfully constructed for beauty, for durability. Made entirely of kiln-dried hardwood. Playing surface all maple.

First users report:
"My CHAMPION brings me $25 a day!"
"My CHAMPION is the biggest improvement ever made in my place. It has increased my business 20%"

Beating the Bushes

(Continued from page 101)

staged a successful State-wide tourney this spring), Milwaukee, Toledo, etc.

In each, while the end results were successful, the preliminary work in setting up the leagues and tournaments took weeks, in some cases months. And at that rate, it can easily be seen that to cover the entire country would take years of man hours, and thousands of dollars. Smaller manufacturers can not undertake this type of a program because of the money involved. To date, therefore, the few big companies have carried the load, with the smaller manufacturers confining their efforts to their immediate vicinity, patterning their programs after the leaders.

Solution

If the operator is to successfully handle his role in the shuffleboard picture, and provide the circulation for boards which will greatly increase the number of fans necessary to make this a national sport, he will need the help of the manufacturers in setting up the right kind of competitions.

Because only a few of the manufacturers have league and tournament-promotional facilities (men, money and know-how), the operator in the hinterlands must necessarily wait for many months before he can receive personal help from these league and tournament experts.

Cognizant of this fact, many operators, off the beaten path, watched with interest when manufacturers met in Chicago several months ago to set up an association which had as its chief objective the pro-
motion of shuffleboard. Many have waited these past few months to see if an association would be formed, and now, with no official word forthcoming, are looking to competing products as a source of reve-

If manufacturers are to successfully beat the bushes a vital ac-
tivity if sales scopes are to be enlarged, they must offer some mea-
sure of assurance they will help the build shuffleboard leagues and tournaments in their areas, no matter how distant they may be from metropolitan centers. The manufacturers' conference established the nucleus of a group which could accomplish this job, with all manufacturers helping to pay the bills.

Within a few weeks the manufacturers are scheduled to again meet, and either set up a permanent org, or let matters continue as they now stand. This meeting will get first-hand reports from men who have been traveling the byways in recent weeks, and who can offer first-hand proof of the need for op aid in those areas. Then it will be up to those present to decide how they can best accomplish the job.
PENN SHUFFLEBOARD

backed by 21 years of experience

CONTINUES TO MANUFACTURE

only the best of

MAPLE TOP BOARDS

as well as the famous

BLACK BEAUTY

with the exclusive, patented Cosolite top

TODAY, Penn offers operators a shuffleboard to fit their every need with

* PENN MAPLETOP
For locations and territories requiring the finest laminated maple surfaces.

* PENN BLACK BEAUTY
For operators preferring the advantages of the only shuffleboard manufactured today that is unconditionally guaranteed against warpage for two full years.

MAKE YOUR CHOICE TODAY!

DIVISION OF COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

FOR twenty years Penn produced exclusively maple top shuffleboards of the finest quality possible, designed for maximum player enjoyment and long-time location satisfaction... all at the lowest price consistent with the high standard of workmanship and materials that go into Penn boards.

A little over a year ago, following extensive research and thorough testing, Penn developed Cosolite, the patented warp-free play surface used in Penn's Black Beauty.

Penn SHUFFLEBOARD CO.
West Chester, Penna.

Please send me information on

☐ Penn Black Beauty Shuffleboards
☐ Penn Maple-Top Shuffleboards

Name
Address
City
State

I am an ☐ Operator ☐ Distributor
PUCK PATTERN

(Continued from page 102) grafted near high schools and churches and sponsored by civic groups, if talks now being held between opera-
tors and civic officials jell. Sugges-
tion has been made that ops open up
the parlors, and kids of high school
age be allowed to join the center, pay-
ing a small fee. Vending ma-
chines would supply the refresh-
ments. Program is being discussed
in the hopes the kids can be given
amusement centers which will keep
them off the streets, and provide
them with a competitive game which
will keep them interested.

Nation Wide Novelty's Fred Spon-
ter reports the firm's Canadian af-
fliate is stepping up its output. .
John Moss, in charge of Monarch
Shuffleboard's Detroit office, is mak-
ing steady progress with the new
line which includes a shuffleboard
(equipped with a mechanical coin
slot) of the drop chute variety. Mero
Industries Frank Carroll says that
the second week of play for

League I proved that players have
improved considerably since last
year. Almost every match was a nip
and tuck affair and remained unde-
cided till the final puck was played.
... Some trade observers feel that
club leagues will make progress this
season especially at ex-service-men's
posts in smaller cities.

Mid State Company, headed by
Phil Ruby, reports increased activity
on its wall-mounted and over-top
boards. One of its wall models is
shown here for locations which op-
erate on the pool system exclu-
sively. Coin Machine Service
claims the wax it distributes na-
tionally. "Rita," with pit not
scratch or mar the finish on any
playfield. . . Seymour Golden, firm
vice-president, says the product is
affected by changing weather condi-
Mich., was a visitor at several loca-
plant sites last week.

Ted Rubenstein, who heads Mid
State's New York City branch, re-
ports the firm is now pushing its elec-
tric scoreboards. Firm, which pioneered
in the shuffleboard field, has
been expanding steadily. Bruno
Kosieck said: "Three salesmen have
been added in recent weeks and are
now traveling for the firm. Mid
State features a point-only scro-
gue, and a combination point and frame
board.

Shuffleboard Specialists last
week called a deal whereby they will
be using butt walnut wood in their
shuffleboard cabinets. Julian Crum,
firm owner, says, the "low cost line"
that is finest available, and will be used in
all models of the company's 1950
deluxe model. Crum reports busi-
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while production in the shuffleboard field,
Check these money-making features:

- Double-faced score panel
- Coin-control box
- Play credit light
- Game-selector dial
- Game indicator light
- Game control switch
- Frame scoring
- Point scoring
- Frame advance button
- Baseball or horsecollar
- Easily serviced

**Model 877**
Scores: Frames, points—horsecollar or baseball.
Players can choose the game they want, thus meeting any and all player trends.

**SHUFFLEBOARDS**

SHUFFLEBOARD LEAGUE, INC.
200 W. Chicago Avenue, Chicago 13, Illinois

Please forward information on ROCK-OLA Universal Standard Scoreboard
Name: __________________________
Address: _________________________
City: ____________________________ State: ____________

Send Now!
Chicago:
Walter Young, Jennings vice-presi- dent, of the Pennsylvania Railroad, (31) to handle the showing of the C. A. Reynolds incursion at the Western kiddie week. Robinson was ap- pointed a distributor of Jennings productions throughout the West Fullerton, one of a seven constellations has been sold, and was already one in Southern Cali- fornia for the bell man. Following the opening of the Robinson Reno office, Young will make a brief swing west the West Fullerton, launched west a belief will be an effective sales campaign for California Shuff- pins and at the same time tried to assist in the recording of a re- modeling job on the reopened show- rooms and office. His firm is non- bottle-curtain vender indicated the straight novelty game which com- bines bowling and shuffleboard ac- tion.

Sam Stern, Williams Manufacturing vice-president, reports Quar- terback in sixth and final quarter now in full production and that in- quiries are being handled as rapidly as possible. Williams is try- ing to match the advantages of having a game production line in a one- steiner. His firm has a cabi- plications relations director for the National Coin Machine Distributors Association (NCDMA), reports mounting interest in the trade org based on the increased inquiries since the annual meet.

Tom King and Paul Crisman, heading King & Co., are plan- ning a major campaign from December 19-20, to officially announce and intro- duce for production-line supply, the 'line of venders. Affairs, offer- ing free refreshments to all comers, will be held in their Lake Street off- fices and shop.

Howard Aylor, head of Hamilton Scale Company, Toledo, was in town last week, and was here again this week, and to meet with Robert Alexander, of Aylor & Sons, New York. Aylor and Alexander are agreed on promoting the new Hamilton scale- stacks, which they state covers both for all types of equipment. At any rate, the number of such combina- tions as ball bearings, wheels, and stamp operation, following the first success of the National Ap- portal Airport terminal building recently completed.

Walter Ashton, general manager of Searles Manufacturing Company, rep- ports that current wind-up field testing of the improved Kalva 3-Way Machine is proceeding smoothly. Ashton states that the man- duction will come December January. With the present design and components for the vending and coin mech- anisms, Ashton says the unit has proved its worth in long run term test operations and is qualified for production. Dick Cole, Cole Products Com- pany, keeps busy promoting factory's Cole Spa cup vender, theater man- duction in a number of cities is back of placing of the unit in following the initial. Dick relayed

Vital Statistics

Births

A daughter, Robin, to Mr. and Mrs. Len Goldstein, of the exter. Her birth was recorded in Cincinnati, November 2 in that the Goldstein children also is a girl.

Los Angeles:
S bounds Knapp drove in from No- gates, Ariz., to check on some new games ... W. C. Gordon, Brawley-rod, was in last week, along with his partner, Abraham, who is now on the Coast with C. A. Reynolds incursion. "He was noted by Fred Miller left his Bakersfield op- eration long enough to pay a visit to the offices of the Los Angeles Times, where he sold a number of his machines, he said. Mary Solle, chief record dispenser at the station and a young lady who says she is trying to keep track of the many versions of "Mule Train" now being heard.

William R. Happel Jr., of Hap- pel's,30. Galen, took a trip to Palm Springs over the weekend for confabs with Harold Murphy and James Huns. Indi- cidentally, he's waiting for the first shipment of Keene's Band Leader. Buy is not due in this area until the middle of the month. The Coinman E. E. Rasmussen left from San Diego to gander some new equipment ... Ditto for Edwin Gaffke, who operates in Rialto, Cal.

Export business has really taken an upswing according to Joe Duarte, who heads up that department for快乐公司. Says was in from his San Bernadino headquarters to renew acquaintances on Pico Street.

Twin Cities:
Matt Engelm, of Mayflower Ne- w York, has been in Chicago this week keeping the staff active. Shuffle Alley and Shuffle Bowlare have been getting lots of attention, from operators who are ordering numerous units for their locations. Jack Stirling of Silent Sales Company, reports his firm is traveling on distribution of the California Shufflepin, . Besler, Lieberman Music Company, is well pleased with the manner in which the line is doing and going of late. Back from his month-long trip to Fort Stearns, of Hy-G Music Company, re- turned last week to find business in full swing. Things are looking good.

J. H. Porter, of Woodward, okla., a local coin machine vender, is visiting distributors here the past week and reporting business in his area is sure good. Porter is a well known and respected thing in the coin game business.

Cincinnati:
The Automatic Phonograph Owners' Association (APOA) will hold its regular monthly meeting Tuesday (9) at the Hotel Gibson. Session will convene at 8 p.m. The APOA members are urged to attend to go into session one hour earlier.

Dallas:
Bill R. (Dick) Kendrick, sales manager of SuperVend Corporation, was all smiles last week when he delivered the 100th sale of vender's individual cup vender. Cit- ing one industrial machine in Fort Worth, a member of the sales vender will operate the Mrs. Ballendine's on the Sumter Av- enue. The machine will be a direct sales outlet for the county, and with new accounts having opened every few days, Kend-rick declared.

New York:
Herb Ostinger, United Manufac- turers, was in from Cleveland last week. Neill Mitchell, sales manager of Lehigh Foundry, Vendor Divis- ion, was in from Milwaukee for a confab with W. G. Fitzgerald, of In- diana Foundry. Several of their sub- confrs on National Automatic Merchandising Association (NAMA) business, which was held in the NAMA nominating committee.

George Seedman, Rowe secretary, insists he won't be drafted again as well as before. "Let someone else have the honor next time," he says. Jack Mill, Rowe representative in Detroit, has returned from Columbus, O., where he visited the "manufacturer's" con- fab. Dick Gluck, who holds an East- ern sales post with the cigarette machine firm, showed the Rowe con- sole to Philly ops last week.

Mel Graham and Bob Deutsch are new additions to Spacari's executive staff. Graham, a production engi- neer trained at the Massachusetts Institute of Technology, is supervis- ing technical work on the firm's new drinker (see separate story). Deutsch, an old-timer at the Electric's sales staff, ran a C-Eight circuit up state thru the Rock of the Shirey Bar Banks, plastic vending ma- chines at the opening of the Children's Hospital for Christmas, introduced at the Strawbridge & Clothier department store.

For the first nine months of this year, Receiver of Taxes W. Frank Mitchell reported a decrease in amusement taxes and coin machine levies over a similar period last year.

Detroit:
Harold J. Feldman, manager of the Central Coin Machine Exchange, made a business trip thru the State of Michigan. The National Bowling Association has sus- pended its regular schedule of meet- ing in the face of the campaign fund. The question is, will the city of the Eisenhower have, on display for a week at the Supplee- town, at 2020 E. Eighth, which realized was turned over to the Eu- gene Beck Fund being raised for the stricken life-savers.

Arthur Brown, operator of a music route in the Flint area, was a local vender looking over new equipment ... Frank J. Londy Jr. and Harold W. Londy are teaming up to form the Londy Brothers & Sons Vending Machine Operators, located on the 2400 tomorrow. They are going to be a force in the industry ... Carl Angott, and Irving B. Ackerman are incorporating the Michigan Machine Operators Association. New firm has a capitaliza- tion of $10,000.

Glenn Young, formerly with the Atlantic Music Company, has joined the Miller-Newmark Distributing Company, AMI reports ... He will have charge of music ma- chine sales here.

Carl Hill, of the Hill Vending Service, has been on the road cont-acting operators in Southeastern states ... William A. P. Sauer & Company, also has joined the firm to take charge of the amusement game sales.

Another casualty here is Simon Romano, who is the Midwest Au- tomatic Machine Company. He is con- fined to the hospital after undergoing a major operation. He was discharged the past four weeks before being discharged.

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Calendar for Coinmen
November 7 and 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.
November 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maebeees Building, Detroit.
November 13—North Dakota Music Operators' Association (NDMOA), annual meeting and exhibit, Dakota Hotel, Grand Forks, N. Dak.
November 14-17—American Bottlers of Carbonated Beverages (ABC), annual convention and exposition, Convention Hall, Detroit.
November 16-18—New York State Department of Labor (New York State Department of Labor), official inspection and exposition, Convention Hall, Atlantic City.
November 27-30—National Association of Amusement Parks, Pools & Beaches (NAAPBP), annual trade show and outdoor convention, Hotel Sherman, Chicago.
November 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles, Calif.
November 30—Michigan Miniature Bowling Association (MMA), monthly meeting, Jericho Building, Detroit.
December 1—Florida —Vending Machine Operators' Association (FAMOA), monthly meeting, Washington.
December 1—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

(Continued from page 86)

Novelty Games Hypo Ops $; Players' Interest Is Revived

Washington:
Starting with the November 1 issue of Billboard, a new section will be devoted to the reports of various trade papers. This section will include a new feature, the "Report of the Week," which will cover the most recent developments in the industry. The first report will deal with the sale of the "Hypo Op," a new type of novelty game that has been introduced by the company.

The Hypo Op is a unique game that combines elements of both slot machines and pinball machines. It features a large display screen with various images that change randomly. Players have to shoot at the images that are displayed on the screen, and each successful shot earns them points. The game is designed to appeal to a wide range of players, from casual gamers to serious collectors.

The report in the issue of Billboard will cover the history of the Hypo Op, its features, and its potential for growth in the industry. The report will also highlight the efforts of the company to market the game effectively.

Vending Sales Corp.

Look To The GENIAL LEADERSHIP
America's Cleanest, Finest
RECONDITIONED GAMES
ONE BALL GAMES

- Special Entry: $75.00
- Victory Special: $45.00
- Bonus Game: $25.00
- Bigger Bids: $15.00

Write for our complete line.

FROM NEW YORK CITY


Detroit Report

The prevailing trend toward novelty games has been slow in getting started this year. However, it is clear that there are virtually no machines in the stands or on the shelves of most of the leading department stores. The trend is almost universally spreading across the country, and it appears that the future for these games is bright.

Shufflepins First

California Shufflepins, now being nationally distributed by Amusement Sales Corporation, actually precede the other shuffle novelty games, but they have not yet caught on as strongly as their counterparts. The game has been introduced in several cities, but it is still in the early stages of development.

New York

The shuffle novelty games began arriving in New York City soon after a license was granted for the games in September. When they were proven to be 100 per cent skill amusement pieces, distributors in New York City began to ship them to other cities. The new blood with the shuffle-type games, veteran operators started to take another look at the new machines.

Main reason why the experienced operators showed little interest in the new-type games was that re-bound shuffleboard table sales in September were not very exciting. Following the success of the new blood with the shuffle-type games, veteran operators started to get back their investments in this type equipment.

In the case of Shuffle Alley, which introduced dime play, are still at that level, and experienced coin managers will continue to draw well.

Arnold also reports that the shuffle novelty games are getting heavy play. One of the points operators are making is that some similar games now being introduced will have on the over-all picture.

These have a shorter average playing time and are set for nickel operation.

Hartford, Conn.

(Continued from page 86)

A. Morton Thomas, of Bethel, was appointed director of the Montgomery County (Md.) Department of Inspection and Licenses, and W. M. Thompson, formerly operator of the Hartford-Oxford Amusement Company, is now in that capacity.

The Washington Coca-Cola Bottling Works, Inc., and Terminal Refrigeration Works, are both listed as members of the National Symphony Orchestra, in this year's symphony programs.

Jack Kaplan says that his Music Supply Company would like to see a few really good tunes right now, for, as he puts it, they are not in the business of selling novelty games. However, he is not entirely against the idea of promoting new products, if they are of good quality and appeal to a wide range of customers.

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**Novelty Games Hypo Ops' Players' Interest Are Revived**

(Continued from page 107)

The chief thing about this new novelty," Engel explained, "is that it doesn't replace any machine but has an attraction of its own. True, some games are going to drop off of their own level, but as the public investigates these shuffle bowling devices, I don't think we'll need any new machines to make the others obsolete. As they level off into their own territories, they become more peculiar to themselves and the other devices will continue to attract their usual type of patronage."

League bowlers have taken to this new application of game action quite consistently, operators report. The units located in bowling alleys and small shingle stands, report service bowlers, they claim.

The new games haven't as yet attracted any new men into the coin machine business, with the regular operators in this territory using the devices for their own locations. And once an operator, an attitude with Killers and just can't keep up with the demand."

**Twin Cities**

Six weeks ago Minnesota coin machine operators were wondering what to turn to next to help pick themselves up out of the doldrums, known to them as the great Minnesota Doldrums, the drop-off in shuffle games, and the decline in juke-box business.

"Today they've got the answer and are upping the high gear in capitalizing on the new novelty-type games," stated Engel. "The action is still to be had in this area with Shuffle Alley." 

Mayflower Novelty Company is represented here by Herman Parten, with Matt Engel as sales manager. Four machines are sold in ground floor area with Shuffle Alley distribution and they have its line augmented with Bally's "Shuffle King." Engel is quick to admit these two new units have made the difference this business has been looking for. Business has begun to turn around again. He estimates that over 200 such games will be sold in operation in Minnesota, with his firm unable to meet all the orders that are coming in.

"Only this week Silent Sales Company, Minneapolis, took the exclusive distribution in this territory of California Shufflepins and, accordingly, our previous experiment, the game caught on immediately."

At Lieberman Music Company Minnesota was also introduced with Coin's new Bowling Game is expected, and if the success of Coin's similar, Jonas Bollin sales manager for Lieberman, believes this new unit will be a success here, too.

**Games Legal**

As Engel described, the games are legal in Minnesota and can be operated on the "State Capitol steps." He is well aware of all amusement game licenses as set in the communities in which they are located.

Engel stated in operation here are dime play machines. Engel said that he has been many good reports about gross incomes from the games with one operator taking solenoms each week. That same operator, working on location one of his machines grossed $56. Engel is only now starting to look into some form of entertainment and will keep his eyes open for any new unusual grosses to hold up. Average income runs from $35 to $75, depending upon location.

**Rural Locations**

Most of the games, according to the operators, are located in small and smallish areas, with a strabible number in op-erational and Minneapolis. Principal location in the large cities is the tavern, but in the country the game is placed in the country where they can get in, he said.

"Removing to the northern sections of the state five lines followed in each community on pin games and juice boxes. In the southern territory division is 60-30 while in the country area the operators are 70-30 and gives the location 40 per cent."

**Skim Skill Games**

One of the more interesting of the novelty games in Chicago is that some locations have set up leaves on the territory on the lines. Players find that the skill games offer a change in play, and are convenient to their own homes. Some units have gone in, and other top players in a competitive set-up and this affords added interest. The novelty of combining the game with the league idea will spread but currently limited to clubs that start specific off days such as Monday night report their over-all trade has increased and they are all for the organization.

One veteran Chicago operator, who (See Novelty Games on page 111)}
Blue Barron Ork (The Bluebones) 

Gemco Gliders—Write

United Shuffie Alley

Shuffled bases, severe, sudden, blunt, on the head, heavy. Find me for any game. From me to your players. Carnival, publicly.

Jennie and Mills $250.00 for Operators' Price.

MSS SLOTS

10% Perfect

Recommended and Published

2 Mounts, 100-6"x3" Bases, 1007 Nos. 1-225 cards. Also 48 and 4 cards. 1000 targets. Apparent 300 ft. length. No skill required.

Victory Derby, P. O.

Guaranteed Perfect Less Than $1100.00

WRITE

TERMS/2 DEPOSIT, BALANCE C. O. D.

Write for Price

NEW ONES BAILS

United Shuffie Alley

Shuffled bases, severe, sudden, blunt, on the head, heavy. Find me for any game. From me to your players. Carnival, publicly.

Diamond Declares Dividend

New York, Nov. 5—Match Company directors declared a regular quarterly dividend of 37½ cents per share and an additional dividend of 50 cents a share on its common stock this week. A participating dividend of 50 cents per share on preferred stock was also declared. All dividends are payable December 1, 1949, to stockholders of record November 10, 1949. They will bring an annual total paid this year on each class of stock to $2 per share, the same dividend as was paid in 1947 and 1948.

New Pin Games

Chicago Coin Tami, 1268 N. Damen Ave.

Bally Bowler


Immediate Delivery!

EXHIBIT

Silver Bullets

2-Games, 2-Machines, 1 & 1-bowl pin set, 2 pin sets, 1 bowl set. Apparent 40 ft. length. 5 targets. Apparent 300 ft. length.

Write for Operator Price

GENCO GLIDERS

Semi-automatic, Automatic. Pinsumme-Shiuffleboard. Uses Any number up to 8. $25.00 Deposit (Continued on page 110)
HARTFORD OPERATIONS

(Continued from page 95)

continued handling only music and vending machines for the past few years, reports that the shuffle games have proved profitable even in locations which he had been working at marginal spots. "Oddly enough," he explains, "some of my better locations for a game like Shuffle Alley are spots which had dropped off so much that they could not support music or vendors."

GREENSTEIN SEESES

(Continued from page 95)

and that it was working determinedly to provide the newcomers with the necessities of life.

He said miracles are being wrought in what has been considered an andar land, that the Israeli, long considered a non-agrarian people, are making the land grow as no where else in the world. The people there have proven themselves to be excellent farmers, and visitors from all over the world are studying their methods, he said.

MARRY'S POP-UP

Reconditioned

The Counter Game

That is Legal

Accurate, Competitive

Skill Scores.

$1.45

Each

6 for $8.45

A MONKEY MACHINE

COLUMBUS DOUBLE JACKPOT BELL

FAMILY RECONDITIONED

NEW

SPECIAL

$75.00

FOR NEW COLUMBUS VENDING PRICES

Cash paid on trade in of "Postmaster" (30 days)

time to 1-800 for

DIAL

 machines.

ABC NOVELTY CO.

1950 W. IOWA ST.

CHICAGO, ILL.

FOR SALE

100 WESTERNVILE MODEL 33

GUM VENDING

Used only a few months, like new. Will sell for $450.00. $5.00 cash in lots of 10. Write to dealer.

DAVE ENGEL

195 Tamiami Canal Road.

Miami, Fla.

Phone 44-3227

MASSACHUSETTS, INC.

112 E. BROADWAY

TUCSON, ARIZ.

ATTENTION—FOR SALE

All machines not in working order, will sell for cash. Scales must be a complete set. No trade in. Sell for $50.00.

KEOKUK SUPPLY CO.

KEOKUK, IOWA

MUSICAL INSTRUMENTS

REPAIR

SERVICE

1725 TAYLOR AVE.

DEADWOOD, S.D.

RATING RATING CREATE REWRITE

HAWKSHAW

HAWK

802

ZEKE CLEMMENS

MGM 1332

AXRTHUR (GUITAR) ROODIE SMITH

MGM 13555

HAWKSHAW

HAWK

802

RED PERKINS

King 823

AZRBUYE GASS

Capitol 57-1093

LONZ&OSCAR

Capitol 57-1072

COWBOY DIXON

Talent 277

EVELYN GEORGE & HER BLUES BAND

Master 1012

HAL HART

Star 1378

MADDOX BROTHERS & ROSE

A & R 3549

RILEY CRABTREE

Talent 115

CHARLEY & BONNIE BEARY

Bullet 4/6

COUNTRY & WESTERN

I'M KISSING YOUR PICTURE COUNTING TEARS

WANTED A NICKEL

MATERIAL IS STRONG, AND HAWKSHAW MAKES THE MOUNT OF IT. SHOULD APPEAR ON A BROAD AREA.

GIRL THAT DONE ME WRONG

TONE HAS A CUTTY QUALITY, BUT NOTHING TOO CONTRASTING HERE.

LOUISIANA

PURPLE HUE HAS COLOR AND HEAT, AND LYRICS WITH LOCAL INTEREST.

I never see Maggie Alone

Somuchislike withthealbumthatwillstillpick

up color in some areas, or wherever his guitar is a hit.

Be Bop Rag

No he top line, just some good razor-pass-me-tune with a country break.

Too Long

PARKER'S HANGS HONESTLY FROM A SENTIMENTAL WALTZ

AND GIVES HIM SOME WRAP.

I Know Better Now

TONE MAKES HIS MATERIAL SOUND BETTER THAN IT IS.

I'd Like To Find A New Friend Every Day

Brother, lullaby style. Should appeal strongly in the territory.

Carolina

"Honors" song gets a spirited resolution from the tenor.

Don't Be Afraid To Call Me Darlin'

Composed particularly for a country Western, but the loan is makeable.

Headin' For Heartaches

More rendition here.

Dear John

A straight-laced, unsusceptible rhythm tune, unusually

warped, with fine background effects from harmonica

and unusual washing of reeders. All done to an infectious beat.

Gee But I'm Lonely Tonight

Pulsar sounds in the chorus. As Cass sings a soft wafted

ballad, with finely tuned, listened to, but not marring the

tenor. Toned in slightly rather than truly.

I wonder Why She Almost Drives Me Wild

This is a fine spot of the current hillbilly bite, quoting from the couple who were off on the leader, with the second phrases cleverly woven into continuity. Smoothly done.

Two Little Brown Shoes

Forward looking and the child doesn't carry much

weight, nor is the rendition especially wonderful.

I'll Never Have A Chance With You Again

Parker waxes a hi-fi ballad with driving plasticity.

Everybody Wants My Picture

Up to date backing and scoring music. Western style

of a light, lively, jolly. Showing positively by lumps or

tricks.

My Love Again

Wearing out of a routine country ballad.

Your Love Is Worth More Than

Then shrills a laudable ballad weekly. Staying on

the rise and long.

I'll Have Another's Name

Another interesting try, not one that will turn on a switch

the "One Has My Name" idea.

Something Old, New, Borrowed and Blue

An effectively written song over the common romance

theme gets an appealing, sub-titled washing. Melody

rhetorical.

Tie a Little String Around Your Finger

Rather basic pop green ballad doesn't register.

Why Don't You Howl Off And Leave Me

Here, the performance of Seibert. Seibert's getting a bit

off, but tone balanced of the stick, with vocal ensemble

from the base on up. An engaging job, but a bit last.

Congo Playhouse Song

Congo simple vocals jump lines in the "Tennessee

Saturday Night" group. pop green country swing job from here and a jumping string arm.

I For Texas

Getting a standard Western blues effectively.

T. B. Blues

Atmosphere below with yodeling rather genuine in

texture but is done with air of folk authority.

John L's Contract Time

A country tune that shows fantasy featuring has some

touring lines and some true folk feeling but lacks commercial punch.

COOPER'S MILLING CO.

6511 S. 13TH ST

COLUMBUS, O. 43206

GEMCO GLIDER

$295.00

UNITED SULLA

$345.00

Purveyor Distributing Co.

322-24 N. Western Ave.

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NASCO'S CAVALCADE SINGLES

* JUMBO Converted from
* TRIPLE ACTION
* FILM CAVALCADE Converted from
* MANHATTAN
* CLEOPATRA Converted from Tropicana
* MADAME BUTTERFLY Converted from
* Singapore
* BEACH CLUB Converted from Lucky Star
* CENTERFIELD Converted from Playboy
* LABIAT Converted from Nevada
* ALOHA Converted from Hawaii
* BAZAAR Converted from Mexico

NASCO conventions are unsurpassed. They are proven HITS and MONEY-MAKERS wherever they are LOCATION and TESTED and ACCEPTED. Use with any of the NASCO conveniences. They put life into dead equipment—maintain the play—and Pravly Themsele With rofits Comparable to New Conunent! 

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WE ARE EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
7 BRAND NEW MILLS MODELS—7
21 BELL • BLUE BELL • BLACK BEAUTY
TOKEN BELL • JEWEL BELL • MELON BELL • BONUS BELL

GUARANTEED FINEST!
Reconditioned-SLOTS Repainted—
AT NEW LOW RAPPORT GINESS

MILLS NEWEST!
21 BELL
3 Ways to Win Jackpot—4 Ways to Win "10c" Paaved. Up to $50 on three "10c", in addition to jack pot and standard Awards. Write for details!

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JACK-IN-THE-BOX
Safe Brand for Bars
WRITE FOR PRICE

IMMEDIATE DELIVERY!

RECONDITIONED ONE-BALLS AND CONSOLES
Victory Castle P.O. • $7.00
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Buckley Track Odds (No Odd) • 187.80
Roulette Track Odds Double Yoke Model $144.80

EXHIBIT DALE GUNS
Overhauled and Refinished Like New
$149.50

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COMING SOON! LIMITED PRODUCTION BRAND NEW
MILLS VEST POCKET BELLS WRITE

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPH, PARTS
WRITE FOR PRICES ON VARIOUS ITEMS

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Dept. BSS, C. 00.

NOW AT AMERICAN COIN MACHINES & SUPPLY CO.
CAPITOL PHONE 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

COIN MACHINES The Billboard November 12, 1949

Record Reviews

(Continued from page 3)

COUNTRY & WESTERN

RED FOLEY
judie MARTIN

12.77—75—77
Our Christmas Waltz
Foley's last novel is a solo show as well as a duet with Melody Martin. For Christmas.

KENNY ROBERTS

12.77—75—77
The Christmas Cannon Ball
The thrilling Mr. Roberts does a Christmas item of some note on the familiar melody. Should pick up country hits for Xmas.

CURLEY WILLIAMS

12.81—81—84
Barbecue Rag
Williams' last number is a moderately paced rag-nan-tay-
ner instrumentally. Plenty of fiddle on a danceable side.

LATIN AMERICAN

TROPICANA ORK

12.68—70—76
De Mi Despede
McLean, Florid group have a Latin number with a good melody and a fine dance pattern. A Capital cutting.

DANIEL SANTOS

12.69—70—76
Ma Reire
The Cuban chorister registers one of his own tunes in a dance fagga with full band. Nothing special here for the domestic market.

DON PABLO ORK

12.74—75—76
Qua Pederia
Santa's most stylish number serves better in this moderate guauau.

LOR

12.72—73—77
Los
De Mi Despede (bolerito)
Puerto Rican group have a Latin number with a good solid style and a good melody and a fine dance pattern. A Capital cutting.

DON PABLO ORK

12.69—70—76
Qua Pederia (guauau)
Another more unusual style serves better in this moderate guauau.

DON PABLO ORK

12.70—74—77
La Enredadera (cancion)
Gutiérrez-Mann group have a very fine piece of Latin music with all the colorizations and all the interest. A Capital item.

DON PABLO ORK

12.69—70—76
Don Cosimio (son montuno)
McCullough plays the tambor in a very nice manner. Good music, as always.

MOSCOVIT

12.74—76—76
Bocon (guauau)
A fine Latin item from a very popular group in Mexico.

ERNESTO

12.73—74—77
Moscoso
The Mexican band has a very fine cut of this type.

YEYO

12.77—74—77
Te Me Amo (bolerito)
A Mexican number with all the colorizations and all the interest.

PEDRO D. CASTILLO

12.73—74—77
Ya Son Las Doce (bolerito)
A Mexican number with all the colorizations and all the interest. A Capital record.

YEYO

12.77—74—77
Suaiva (guauau)
A fine cut of this type from a Mexican group.

Pedro Castellon (guitar)
A fine Mexican number with all the colorizations and all the interest.

SMILIN' EDDIE HILL

12.79—74—77
Afraid
This is a very attractive number with all the colorizations and all the interest.

YEYO

12.77—74—77
Yah Yada Yalore (guauau)
A Mexican number with all the colorizations and all the interest.

EMILIO DE LA MORA

12.79—74—77
Rex (bolerito)
A Mexican number with all the colorizations and all the interest.

NERUDA

12.77—74—77
No Te Me Amo (bolerito)
A Mexican number with all the colorizations and all the interest. A Capital item.

YEYO

12.77—74—77
Sera (guauau)
A Mexican number with all the colorizations and all the interest.

YEYO

12.77—74—77
Cancion Ranchera (bolerito)
A Mexican number with all the colorizations and all the interest. A Capital item.
**Record Reviews**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LATIN AMERICAN</strong></td>
<td>I Thought I’d Die (Till You Came Back to Me)</td>
<td>84-85-83-84</td>
</tr>
<tr>
<td>Tommy Sosebee</td>
<td>Another impression of his plosive wording of a high铬 grade country ballad which could be a center.</td>
<td>75-76-72-76</td>
</tr>
<tr>
<td>Old Kentucky Waltz</td>
<td>Peaceful tune (em) by the warm and good taste of Tosebee’s vocalizing.</td>
<td>75-76-75-75</td>
</tr>
<tr>
<td>Pronto, Pronto</td>
<td>Don Deke’s “Hurry, Hurry, Hurry” in Spanish sounds like the accent of a folk tune.</td>
<td>78-80-78-77</td>
</tr>
<tr>
<td>Los Bigotes (Guaracha)</td>
<td>Light, right tuneful with a bit intimate, flavorful treatment by the Mexican craver.</td>
<td>71-74-70-70</td>
</tr>
<tr>
<td>Noche Y Dia (Night and Day)</td>
<td>Fox Trot country worker and feel Brit turn in a warm, if not too-well balanced version of the Cole Porter classic in Spanish months.</td>
<td>80-8-78-79</td>
</tr>
<tr>
<td>Plenilun (Bolero)</td>
<td>The tune tastifies in more available hues. Number is a standard-type serenade. Unlikeably to do much here.</td>
<td>68-72-68-66</td>
</tr>
<tr>
<td>El Patito (Pareo)</td>
<td>The Mexican nearly steers with trio and big band helping out, turns in another of his entertaining sides.</td>
<td>80-83-78-78</td>
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<tr>
<td>De Buen Humor (In the Mood)</td>
<td>Fox Cuban jazz in a warm mood but with dancer looking for the follow-up to its small ‘Hey Baby’ rivals this.</td>
<td>73-74-73-72</td>
</tr>
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<td>Dajome Trunquillo (Bolero)</td>
<td>Male vocal group, with guitars and rhythm, tune itself while harmony on a pretty-enough ballad.</td>
<td>79-79-70-70</td>
</tr>
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<td>Que Te Pasa No Se Tu Ve? (Bolero Rímico)</td>
<td>Hardly harmonizing, with perfect diction, on a typical ballad, dense rhythm is especially good.</td>
<td>74-74-77-73</td>
</tr>
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<td>Si Te Vi No Me Acuerdo (Bolero)</td>
<td>The honey-dipped refrain line continues to click up danceable stuff that fits mighty easy on the ears.</td>
<td>69-69-70-69</td>
</tr>
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<td>No Has Casa (Bolero)</td>
<td>Some in bloom, but in a drowsy degree.</td>
<td>69-72-70-66</td>
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<td>Copla de Espana (Paso Doble)</td>
<td>Wild flamenco which has lost its usual impact when backed by full orchestra, but there’s priggit stuff here.</td>
<td>70-70-70-71</td>
</tr>
<tr>
<td>Victoria De Los Reyes (Zamba)</td>
<td>Happy of future in this spring offering. Man shows he pants yet.</td>
<td>79-79-80-78</td>
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<td>El Directivo (Guaracha)</td>
<td>Tropical gait in-rhythm vocal group turns in a sturdy side for romances. Full of native flavor.</td>
<td>77-77-77-76</td>
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<td>A Santa Barbara (Rumba)</td>
<td>Brit side is also dullish-flavored, but rhythm is more welcome in situation.</td>
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<td>Dorsote El Debole Febe (Merengue-Guaracha)</td>
<td>Musical element available with the “merengue” can use this as a sombrero or fast rumba. Simple rill is rendered by Santos and chorus. String band, sharp brass, a bulk.</td>
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<td>En El Callejito (Bolero)</td>
<td>Santos works the bolito on his usual pungent style. Band keeps things danceable, but side is of medium.</td>
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<td>Vuelve (Bolero)</td>
<td>Another harmony in tropical-tropical style is set by a steady, easy-going beat. Rhythms, guitars and trumpet lines are very prominent and danceable.</td>
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<td>La Novia Blanca (Bolero)</td>
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<td>Martin El Leo (Guaracha)</td>
<td>A scintillating romba side by the Cuban shouter and his band make a most animated danceable number. Santos satisfies more with his wild voices.</td>
<td>69-70-70-68</td>
</tr>
<tr>
<td>Vencido (Tango)</td>
<td>Smoothier than the usual Argentine tango, this work’s Vencedo is limited by an over-dramatic vocal. Danceable.</td>
<td>70-68-70-66</td>
</tr>
<tr>
<td>Pampa (Tango)</td>
<td>Excellent side for following or dancing. The Argentine tango keeps this gypsy-style tune as an instrumental.</td>
<td>72-72-72-70</td>
</tr>
<tr>
<td>Que Si, Que Si (Bolero)</td>
<td>Classic turnabout was this intense hot bar and the Latin Croby owns it brilliantly with piano accompaniment.</td>
<td>77-75-77-78</td>
</tr>
<tr>
<td>Pena, Penita (Bolero Son)</td>
<td>Wonderful warm, limp,豫Ingredients by Vargas. Tune has much color and charm.</td>
<td>89-82-84-83</td>
</tr>
<tr>
<td>Soy Felix (Bolero)</td>
<td>Arden Begun has been a prize melodic here. The St. Regis Hotel roster-leader and his conjuntos make it a hit.</td>
<td>70-70-70-70</td>
</tr>
<tr>
<td>Corre, Jacinto (Rhumbon)</td>
<td>The Hank Yoke was this intense hot bar and the Latin Croby owns it brilliantly with piano accompaniment.</td>
<td>76-76-77-73</td>
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MORE
ANY WAY YOU LOOK AT IT!
WITH SEEBURG
Select-o-matic
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CONEY ISLAND
Conversion for
Robin Hood

BEBOP
Conversion for Screwball

CONVERSION KIT INCLUDES:
BACK GLASS—15 colors. NEW STYLE BUMPER
CAPS. 3 DIFFERENT SCORE CARDS. With Each Kit.
Each complete Kit. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $15.00

The Billboard
November 12, 1949

Record Reviews

(Continued from page 113)

ARTIST

TUNES

LATIN AMERICAN

Nestor Chayres

Citamilla (Paso Doble)

73--74--74--70

Rico (Paso Doble)

68--69--67--67

Robby Escoto

Cantigas (son alba)

78--78--77--77

Danza Española

63--63--64--63

Carlos Piantini

Macatinas (guaracha mambó)

77--77--77--77

(Sherry Colón)

Excellent bright number for rumba-mambo fans. Excellent
rhythm and excellent driving orchestra. Side solids alone.

Enrique Sánchez (mambo)

66--66--66--66

Quien Quiero

71--72--70--70

Trío Sacu

Cuatro Palomas (bailero mambó)

71--72--70--70

More for natives.

Silver Bell Ork

Silvia 25--2222 (Polka)

74--74--74--74

(Chubacca)

Ruba.

International

Beto Polka

79--81--77--77

Triple-tongued trumpets don't exactly boy, but Walter
Zemula's neon polkas are probably what's re-
ferred to as Excellent virtuoso Polish polka.

Chodo Turi's Djaj Ducks

78--80--77--77

(Traditional "Chu Polka") Gets a likely rendition

Maurice Chevalier

Victor 25--2244 (French)

75--75--75--77

Chevalier light Chevalier show material.

NILO OSSAN

Victor 25--2223 (Italian)

75--75--75--75

Nilo's Vocalism.

Vált Taverne

Musetto Columbia 12424-F

75--75--75--75

Irene's vocalism.

Vált Soledor

Columbia 12425-F

75--75--75--75

Valentino's vocalism.

Rameike Yanovick

Columbia 12426-F

75--75--75--75

Polka Town

Rameike's vocalism.

Kerrich Brothers

Columbia 12427-F

61--62--62--60

(Heinisch)

Accurate and moody color on the playing here. Some
recalling of the solemn gypsy material makes its
memory comfortable.

Mö Crosse Ned Col

65--64--65--65

Amazing Yankee novelty has Balkanica impres-
sonation. May have trouble fitting its market
because of its hybrid nature.

Bedrich Smeagel

Oknavia P-1169

55--55--55--55

Cute Young Widow Polska

Essential trinkle polka has an incorporable voice
by a serious high dry

Waltz of the Fairies

Eleanor compact polka has the same vocalisation,
but is a deeper design.

Eddie Gravenet

Columbia 12428-F

77--80--77--77

The Flying Red Horse Polska

Frisby virtuoso polka performance takes off from the
familiar sense of the gypsy commercial. Fact, world
rule is featured.

A Girl, A Boy, A Dream

72--72--72--72

El Pasanito

El Pasanito

85--86--85--84

Dolcemaria

89--80--79--78

Deep polka on its own label. Beautiful, intense rhythm
should be big in Italian society.

For a complete list of all Polish Polkas available, please
write...

ROY MCGINNIS CO.

3320 Glenmore Avenue

Ulmont, Ohio

Established 1912

The Billboard
November 12, 1949
**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 $250.00 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.
- Nonpariels 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 Roll-Hi, Black Diamond, Casino Bell, Bang Tails, Gallipating Dominoes

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

**DELUXE & UNIVERSAL REVOLV-A-ROUND Cabinets and Stands**

Complete Protection for Any Location

Priced within reach of every operator, these handsome cabinets and stands are designed in attractive colors that enhance even the finest interiors. Their solid construction and up-to-date locking devices resist all tampering. Safeguard your machines, income, and locations this way, convenient way.

Write at once for literature, prices and name of nearest dealer.

**PROMPT DELIVERY**

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**Scott-Crosse Co.**

1423 Spring Garden Street
Philadelphia, Pennsylvania

Rittenhouse 8-7712

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**PACE'S NEW 4th REEL SUPER JACKPOT BELLS**

5c-10c-25c-50c-$1.00

ALL REEL COMBINATIONS

Mys. 3-5, One Cherry 2-5, One Cherry 3-5, Criss-Cross. Operators or Club Type.

**HAROLD'S CLUB, RENO, HAS JUST INSTALLED A BATTERY OF THESE NEW PACE MONEY MAKERS (THE NOW HAVE OVER 400 PACE BELLS). WHAT FURTHER PROOF DO YOU NEED OF PACE SUPERIORITY?**


---

**HAROLD'S CLUB**

Don't Delay-Wire or Write for Prices Today

PACE MFG. CO., INC.

2909 Indiana Avenue
Chicago 16, Illinois

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**COIN MACHINES**

The Billboard
November 12, 1949

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November 12, 1949

The Billboard

COIN MACHINES 119

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

M & T SALES CO.
2849 Fullerton Ave.
Chicago 28, Ill.
Distributors for All the Leading Manufacturers

Will Accept
In Trade!

Ehibit
DALE GUNS
for
The Sensational Target Game
"Swingin' Monk"

Write, Phone or Call
to Best Deal

Cinemex
1346 Racine St.
Chicago 12, Ill.
Cleveland 2-0312

LATEST MODEL (Triple Switch)
EXHIBIT
DALE GUNS
Completely Overhauled and Refinished
Like New!
$149.50

AUTOMATIC FRAME SCORING
NOW AVAILABLE WITH NEW AND IMPROVED
ELECTRIC-OVERHEAD SCOREBOARD

Attention Distributors
Due to the fact we have been able to increase production, we are now in position to appoint a few more distributors. Write! Wire! Phone Today!

M & T SALES CO.
2849 Fullerton Ave.
Chicago 28, Ill.

Every Minute
of the Day!

Yes, every minute of the day there's a quarter dropped into a CORADIO Coin-Operated Radio someplace in the United States! Only CORADIO gives this action -- only CORADIO is built to take this action!

CORADIO, INC.
Phone Enfield 3-0038
212 Broadway
New York 7, N. Y.

Want for South Africa

CORADIO MACHINE MECHANIC with knowledge of Park, Wright and other Models.

F. O. Box 364
Port Elizabeth, South Africa
2 GAMES SO SENSATIONAL
THAT I DO NOT HESITATE TO OFFER THIS 10-DAY
MONEY-BACK GUARANTEE

Bally

has again produced two games so sensational in earning
power that the strongest kind of guarantee is in order.
Try one sample HOT-RODS and SHUFFLE-BOWLER. If you
are not one hundred per cent satisfied, you may return either or
both games within 40 days of shipment for full refund and no
questions asked. For quick delivery, order your
samples today.

(Signed) Chris Christopher
CHRIS NOVELTY COMPANY

IMMEDIATE DELIVERY
CHAMPION, KENTUCKY
CLOVER-BELL
SPOT-BELL

CHRIS NOVELTY COMPANY
806 ST. PAUL ST., BALTIMORE, MARYLAND
Phone: MULBERRY 8722

HOT-RODS
Played with fastest 5 balls in history.
1 to 7 Selections per game, 1 to 7
coins!

CLEANING HOUSE!
PHONOGRAPH GR HE RALORE—
AND LOOK AT THESE PRICES!

SEEBURG

CLASSICS

MISCELLANEOUS

TALK YOUR

RENT:

SINGING

FOUR

TOWER

SOMETHING

AM FRI DAY...

TOWER

SOMETHING

1/2 Deposit.
Balance C. D. D.

$79.50

$99.50

Boxes

WIZE

WIZE

WIZE

$12.50 each

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

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Terms:

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TOM SMALLWOOD
IDAHO FALLS, IDAHO

NAVAGO

Lates and Best Money Maker
Takes Pennies, Nickels and Foreign Coins.

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WASHINGTON—STOW SALES CO.
1259 FIRST AVENUE, NEW YORK, N. Y.
\nONTARIO—NAVAGO ASSOCIATES
P. O. Box 1967, Great Falls, Montana

ILLINOIS and ILLINOIS
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418 East Vandalia, Edwardsville, Ill.

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P. & M. Sales Co., 2933 Main St., Dallas, Texas

WRITE US FOR STATE DISTRIBUTORSHIP. Samples $14.50. Cash With Order.

CAUDLE & McCORKY MFG. CO.
116 WINTERS RDG., 39 W. ADAMS
P. O. BOX 4623—PHONE 2-7423
PHOENIX, ARIZONA

K. C. SPECIALS
BULLY SHUFFLE BOWLER WITH LONG
UNITED SHUFFLE ALLEY & LONG
Call for prices
CONSOLES-CHECKED,
PERFECT

Arrow Head, 8s-
Kenney Benefit, 8s-
Brother Benefit, 8s-
Brother Benefit, 9s-
Railroad, 8s-
Railroad, 9s-
Mill & Be Black Cherry
Mill & Be Black Cherry
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TERMS: 1/3 DEP., BAL. C.O.D.
K. C. NOVELTY CO.
419 Market St.,
Des Moines, Iowa
106-1.3.

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Your Advice Answers The Question
When you buy a Pinball Machine, you are buying a
piece of entertainment equipment. The Pinball
Machine is an expensive piece of mechanical
equipment. It has thousands of parts that
work together to give you a life-long
of entertainment. Use this guide to
buying your next Pinball Machine.

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piece of mechanical equipment. It
has thousands of parts that
work together to give you a
life-long
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YOU BUY THE BEST

BEST OFFER ACCEPTED!

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PREMIER DARREL ROLL, 9 FT.
FIRESTONE SUPER SKEE ROLL
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Another First! Our Newest 5-Ball Wonder!

Chicago Coin's Tahiti

With the New and Original Extra Bonus Feature!

Chicago Coin's "BOWLING ALLEY"
8 FEET LONG - 2 FEET WIDE! 1 OR 2 CAN PLAY!

MICHIGAN'S NEWEST AND LARGEST DISTRIBUTORS

Proudly Announce Their Exclusive Distributorship of

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And in addition are featuring the following for Immediate Delivery:

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EXHIBIT'S NEW SHOOTING GALLERY "SILVER BULLETS," WILLIAMS "QUARTER BACK." UNITED'S "SHUFFLE ALLEY."

Also on Hand and Ready To Go, All Current Types of SHUFFLEBOARDS, SCOREBOARDS and the LATEST IN GAMES.

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5 Seeburg 8800 Lowtones $119.50 39 Rock-Ola's, Ea. $5.95
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All Used Equipment Clean and Ready for Location. Certified Deposit, Balance Sight Drift.

2 Offices To Serve You

MILLER-NEWMARK DIST. CO.

GIVE TO THE DAMON RUNYON CANCER FUND

IT PAYS "TO GET ACQUAINTED" with ALBENA
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10 - Advance Bitts, Completely Reconditioned, 4 X... $25.00
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NEW FUTURAMIC

NOT COFFEE VENDOR
A MONEY MAKER you'll OPERATE 2 YEARS from NOW!!

SILVER BULLETS
Exhibit's NEW GREATER!
PISTOL SHOOTING GALLERY
A COMPETITIVE GAME
2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the Recoil and GUN KICK with each shot.

EIGHT TARGETS to AIM AT:
MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

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EXHIBIT SUPPLY CO. (EST. 1900) 4218-40 W. LAKE ST., CHICAGO 24, ILL.

LAKE CITY Specials
HOLD EVERYTHING! BALLY DOES IT AGAIN! BALLY'S SHUFFLE BOWLER
REAL BOWLING THRILLS! BE FIRST WITH THIS (SCOP)! ORDER TODAY FOR QUICK DELIVERY!
COME AND SEE THE MOST EXCITING BALLY CRANE!
SENSATIONAL MONEYMAKER!

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EVEN "FREE SWEEP" 175.00
Bally "FREE SWEEP" 250.00
Bally "FREE SWEEP" 225.00
RHOX BELL 225.00

BELL

EVENING SILVER CHICK 15c 69.50
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Golden Polish 2/5 25c 139.00
Black Cherry 5/10 15c 105.00
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RHOX BELL

Mystery Dumpy 45.00
Bally "FREE SWEEP" 100.00

Shuffle Bells

SPECIALS

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RECONDITIONED BALLY ONE BALL

Retro Special

BALLY'S LATEST BELL

BLACK BEAUTY 1B Bell
BLUE BELL Token Bell
YANK'S T. T. BALL
BALLY'S LATEST—WRITE

COVEN ELL CHAMPION

IT'S TERRIFIC! WILLIAMS QUARTERBACK! IT'S ALL AMERICAN!

$1.50 Each: Reels, Surf, Surf, Supercross, Fast Ball, Nudie, Kinky.
We will meet or beat all advertised prices in this area. 1/2 Deposit, Balance C.O.D.

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NEW SALES POLICY 1949 MODEL
QUIZZER
Write-Wire-Phone Phone: Warwick 8-8480

TRAINING DEVICES, INC.
1469 Electric Ave. Manufacturer Lincoln Park 25, Michigan

TRIMOUNT's Now Delivering
GOTTIEB'S
BASKETBALL
IT'S BETTER THAN COLLEGE DAZE
Another Great Game by Gottlieb

Remember: in New England it's Trimount

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-5460

THE COUNTER GAME PROFIT-LINE

WINGS 5-Reel Cigarette Machine
POK-O-REEL Straight Poker Game
YANKEE with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.
KLIX "21" BLACK JACK
KLIX, WINGS, POK-O-REEL and YANKEE equipped with 4¢ divider, straight penny combination penny and nickel or straight dime play.

WRITE FOR PRICES
GROETCHEN Tool and Manufacturing Co.
126 N. Union Ave Chicago 6, Illinois
Phone: RANDolph 6-2807

COIN MACHINES 123

November 12, 1949
The Billboard
Console type Bells are making rapid strides today in meeting public favor. In clubs and the finer type locations, consoles add a distinctive touch to the surroundings. The Mills Duplex, a Bell console, is a beautiful piece of furniture, attractively designed, and it would do justice to any nice spot. Also, and this is highly important, it is a very fine money-maker. People like to play Duplex; operators who own them say so very emphatically. Write for descriptive literature.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
NEW GENCO
RIP SNORTER
14 Ways to get Replays
More appealing than SCREWBALL, more
sensational than CAMEL CARAVAN, this
fascinating, fast-action game promises to
be among the top hits of the year.
Scores in Millions
The Gold Mine Line for 49

Genco
2621 N. ASHLAND AVE., CHICAGO 14

EXTRA GOOD QUALITY

REBUILT PHONOGRAPH

The unusually heavy demand for Select-O-Matics has left us with a large stock of excep-
tionally good quality rebuilt phonographs. These machines were in excellent working order
when traded-in...and we have gone over them top to bottom. Order your needs now while you can take your pick.

ARCADE EQUIPMENT

EXHIBIT DALE GUN...$129.50

VOICE-O-GRAPH

Wurlitzer "Grip Scale"...29.50
A.S.T. Challenger...24.50
"Pop Up...7.50
"Skill Time...13.50
"Pop Hem... 10.50
"Mercury Athletic Scale...29.50

CONSOLES AND SLOTS

5¢ Super Bonus Slot...$200.00

WALL BOXES

W-1-250 Wireless WOM...$32.50
W-1-250 WOM...12.50
W-22 Wireless WOM...15.00

PHONE-WIRE-WRITE

S-SAVER-SEABURG

SALES-SERVICE STATES

SHAFER-SEABURG

SHAFER MUSIC COMPANY

Cincinnati, Ohio
2332 Gilbert Ave.
Charlton, W. Va.
1219 W. Washington S.

Indianapolis, Ind.
130 Bannister Ave.
Indianapolis, Ind.
761 S. High St.
South Bend, Ind.

Columbus, Ohio
602 S. High St.
602 S. High St.

Write, Wire, Phone, ADAMS 7254

CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO

THE BILLBOARD
LINE UP ON THE WINNING SIDE!

Williams
ALL-AMERICAN
QUARTERBACK

"ROSE BOWL" ACTION!
3-Dimensional "Ball Carrier" is advanced
across gridiron... Forward Passes — End
Runs — Field Goals — Touchdowns!

PLAYER CONTROLS ACTION!
Puts himself into the "backfield" for
running, passing, kicking plays!

NEW PLAY STIMULATOR!
ADJUSTABLE TO 6 PLAYS FOR 25c!

SEE IT—

- 5c, 10c, 25c Slug Proof Single Entry Coin Chute
- Credit Unit Records Advance Payments
- Novelty or Replay

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS
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
LICENSED IN NEW YORK CITY

EQUIPPED WITH NEW DROP CHUTE

APPROXIMATE SIZE
8 FT. WIDE X 8 FT. LONG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Not King for a Day but Always

ORDER NOW!
IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR
Fastest play and fastest profits in years! Played with 5 balls... but actually rivals one-ball games in earning power. Player selects 1 to 7 Selections, depositing a coin for each selection. Then a flip of the ball shooter... and all 5 balls are shot to top of the board, where they swirl and scramble... then race wildly down the field with all the spine-tingling suspense of real "hot-rod" cars roaring down the last lap. Winner scores indicated Odds, which change for each coin played. Free play... but a gold-mine in all territory, all types of locations.

Try HOT-RODS today!
It's a smart substitution when PHOTO-FINISH "carries the ball" to win top money for operators!

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