The Ravens, one of the nation's top quartets, have launched a new enterprise—a large turkey farm in Marlboro, Md. The boys, who record exclusively for National Records, are shown with some inviting samples of their merchandise. The farm is to be operated co-operatively by James (Rickey) Ricks, Warren Suttles, Leonard Puxey and Maithe Marshall, the four who make up the vocal group. Odd man in the picture is arranger-pianist Bill Sanford. The Ravens hope their new venture, christened Ravenswood, will parallel the group's professional career under the guidance of Universal Attractions, National, which has recorded the Ravens in such hits as "Ol' Man River," "Summertime," "Write Me a Letter" and others, has currently released "Once in Awhile," backed by "September Song," "White Christmas" and "Silent Night" is a re-release due to heavy disk sales last year.
“RCA Victor ‘45’ is here... and here to stay”

“RCA Victor ‘45’ is here... and here to stay”

“RCA Victor ‘45’ is here... and here to stay”

“It’s what’s on the record that counts!”

THE BIG NAMES ARE ON “45”

Licia Albanese  Eddy Arnold  Count Basie  Tex Beneke  Cab Calloway
Marian Anderson  Eddie Cantor  Giuseppe di Stefano  Mindy Carson  Larry Green
Sir Thomas Beecham, Bart.  Ralph Flanagan  Mischa Elman  Eddie Fisher
Jussi Björling  Alexander Brailowsky  Perry Como  Juanita Hall  Al Goodman
First Piano Quartet  Heifetz  Vladimir Horowitz  Eddie Fisher  Phil Harris
Jose Iturbi  Denis Day  Dorothy Kirsten  Larry Green  Homier & Jethro
Serge Koussevitzky  Vladimir Horowitz  Eddie Fisher  Spike Jones  Homer & Jethro
Wanda Landowska  Robert Merrill  Juanita Hall  Wayne King  Isa Kirk
Mario Lanza  Nathan Milstein  Robert Merrill  Wayne King  Isaac Kirk
Jeannette MacDonald  Jose Iturbi  Nathan Milstein  Wayne King  Lisa Kirk
James Melton  Pierre Monteux  Robert Merrill  Bill Lawrence  Lynn Kirk
Yehudi Menuhin  Charles Munch  Robert Merrill  Ray McKinley  Benny Martin
Robert Merrill  Charles Munch  Fredy Martin  Tony Martin  Bill Lawrence
Nathan Milstein  Charles Munch  Tony Martin  Vanya Monroe  Lynn Kirk
Jan Peerce  Charles Munch  Tony Martin  Jane Pickens  Benny Martin
Artur Rubinstein  Charles Munch  Jane Pickens  Andre Previn  Benny Martin
Robert Shaw  Charles Munch  Andre Previn  Roy Rogers  Benny Martin
Leopold Stokowski  Charles Munch  Richard Rodgers  Tommy Dorsey  Louis Armstrong
Gladys Swarthout  Charles Munch  Tommy Dorsey  Al Goodman  Tom Forrest
Ferruccio Tagliavini  Charles Munch  Tommy Dorsey  Juanita Hall  Al Goodman
Arturo Toscanini  Charles Munch  Tommy Dorsey  Juanita Hall  Al Goodman
Leonard Warren  Charles Munch  Tommy Dorsey  Juanita Hall  Al Goodman
Whittemore and Lowe  Charles Munch  Tommy Dorsey  Juanita Hall  Al Goodman

ALREADY MORE THAN 2000 TITLES ON “45”

New releases out every week! For Bach or boogie... for show tunes or ballads or wonderful albums for the kids... America's best listening is now available for the system of the future. New complete catalog out soon.

“45” record sales up 260% in last 90 days—now over 1/2 million records a month!

Factories working 3 shifts still can’t meet demand!

In just six months the proof is in! In just six months, America has recognized “45” as the system of the future. Not just a new speed, not just a new groove, but a wholly new idea.

Now music lovers, musicians and music critics agree that the “45” sounds better, plays easier, saves you real money!

Already the “45” outsells any other automatic changer on the market—by far! Now over 50,000 sales a month!

It’s the success story of 1949. And vastly increased production is planned for 1950!

“The ‘45’ system is destined to lead the phonograph field, both in players and in records. I vigorously declare that ‘45’ is here to stay... and let there be no doubt about it!”

Frank M. Folsom, President
Radio Corporation of America
FCC BLUE ON COLOR VIDEO

Notre Dame Game Floods N.Y.
Niteries With Lush Spenders;
Biggest Week in Many Moons

"Ought To Subsidize Frank Lehny," Says One Op

NEW YORK, Nov. 12—Practically all clubs in town are hopping in glee at the sharp pick-up in business this week, attributed in large part to the Notre Dame football game. One club said it had the biggest week in its history. Another said it was turning down reservations for the first time in a year.

Lou Walters said his Latin Quarter showed a net of $32,792 for the first five days of the week, as against $2,972 for the first five days of the last week. Walters was open Friday and Saturday and expected another $17,098 for the two nights alone.

"Tuesday night," said Walters, "was business as big as before the war, but we couldn't close our doors.

The Copacabana said it was running about $4,000 a night last week than it had the week before. Jack Entwistle, Cop manager, said that with a good attraction the spot ran on an average of $4,000 a night weekly. On the new encouragement, this business now is expected to reach new heights. Though Entwistle said he couldn't say what the final take would be, "We are already running at capacity," he said.

The East Side rooms, particularly the better known ones, were equally cheerful about the week. The Blue Angel, Versailles, Cuban Hien and (Windfall for Stem Clubs on page 42)

SAG Lands 1-2 Punch On Four A's

Good Reasons, Says Guild

HOLLYWOOD, Nov. 12—Screen Actors Guild (SAG) last week landed two blows at the Associated Actors and Artists of America (Post) TV Any Television Authority (TA). (1) SAG ignored a special Four A membership meeting held on Oct. 26; (2) SAG refused to permit Four A reps to attend its annual membership meeting held Sunday (13).

According to the Guild, the double-punch was not without reason. Guild refused to attend the Four A meeting because (1) Time and place of the meeting were picked without first asking SAG; (2) by scheduling Four A's meeting so near to the Guild's which was set for the same time and place, the Guild was forced to sabotage attendance of the SAG meeting—actors won't attend more than one meeting a week; (3) Gild refused to permit Four A membership at its last meeting to discuss demands of the industry and Guild, and also recommended that a series of junior meetings featuring young artists be sponsored.

Bebop Deplored
As The Curse of Young Generation

ATLANTIC CITY, Nov. 12—Bebop and jazz were rapped as being the "national music of youth today" at a meeting of the New Jersey Federation of Music Clubs last week at the Broad Hotel here. Fitting in the beevopers and such was Paul Gara, conductor of the New Jersey Philharmonic Orchestra.

The whole generation born in the Depression years is a lost cause," bemoaned the maestro. "Their entertainment is television, juke box and radio. They can be staggered nowhere where there is a fine program, but their low cultural level is pretty well ingrained. If we are going to have a generation of musically illiterate people we must start teaching them in the schools.

Describing the young people of today as "self-styled" while culturally in Garnsbury, upholding the fed's decision that a show about raising the music level and recommending that activity be encouraged, 13-year-old J. Fried also recommended that a series of junior concerts featuring young artists be sponsored.

Truman Needle To Help Sesqui

Prez Picking Biz Bigwigs to Back D.C. Fair

Midway Plans Speeded Up

WASHINGTON, Nov. 12—Altho showbiz plans for next year's Sesquicentennial are already zipping along at a lively rate, the project will get a big boost shortly when President Truman will invite some of the nation's biggest industrialists and business men to serve on an official advisory committee to the Freedom Fair, it was learned this week. Former President Hoover made the personal invitation.

Meanwhile, the National Capital Sesquicentennial Commission (NCSC) announced that work will begin in

(See Truman Picking Biz on page 52)

Genaro's 'Heart'
Lis's With BMI; Skylar's, ASCAP

NEW YORK, Nov. 12—Clawee Supercigar Star and Peggy Genaro this week took opposing stands on the performing rights of the hit you're breaking my Heart. Supercigar went on record with the claim that the tune is an American Society of Composers, Authors and Publishers (ASCAP) work. Genaro said that from where the tune is broadcast, Inc. (BMI) non-exclusive, and can use the song without royalty, regardless of his symphonies lie. Genaro this week sent a telegram to ASCAP asking for membership and signed with BMI as a songwriter.

These developments climax a series of feel-em-out maneuvers involving the sameemal ASCAP, BMI and Bobby Mellin, publisher of the song. To date ASCAP has not officially gone on record claiming the song exclusively

(See Skylar, Genaro at Odds, page 15)

NBC To Tape Summer Show In the Winter

New 'Deep Freeze' Technique

NEW YORK, Nov. 12—The National Broadcasting Company (NBC), under its program director Tom McCay, is working on plans whereby, starting shortly after the first of the year, it will record a slew of shows every week, then hold to 'em cold storage' until summer replacement time comes around. NBC hopes that under such an arrangement it will both cut the sales average it scored this past year, an average which was increased its commercial value as Dragnet, Screen Director, Playhouse, Hall's of Ivy and others.

NBC, according to McCay, believes that thru its "deep freeze" idea it (See NBC "Deep Freeze" on page 5)

74% of Video Bankrollers Buying Spots

NEW YORK, Nov. 12—Seventy-four per cent of all television advertisers are using spot commercials, as opposed to continuous programming, according to an analysis of TV commercial conducts published last week. The survey showed that the same big advertising names of radio appear on the TV roll. Among the spots, heads the list with spots on 40 stations, followed by Oldsmobile, 36; Anheuser-Busch, 24; Brown & Williamson, 21; American Cigar & Cigarettes, 20; Band's, 20; Burns time spots, 24; Pioneer (Polaroid) 21; Kaiser-Frazer, 16; Philip Morris, 15; Ford, 14; Simmons-Mattress, 13, and Peter Paul Candy Co., 11.

RCA Victor tapped local dealer activity with spots on 25 out of 43 stations, and in the dealer classification included, Chev.
For British have the Provinces handling the matter. December 20 will lie on the shelf for at least another two years, despite a resolution adopted by a special committee in Geneva, Edward Persons, chief of the United Nations News Council, told The Billboard this week.

Persons, who was a U.S. delegate to the recent meeting of the advisory committee on salaries and professional workers, said that concrete action on a pact must wait the next meeting of the committee, two years hence.

The committee did approve a resolution declaring that "appropriate action should be taken in accordance with an international basis to secure adequate production of all radio performers" in broadcasting, telecasting and canned music, and calling upon the General Assembly to take action on the latter's studies in the field of radio performers.

The resolution will be passed upon by the ILO board of governors at its meeting next spring and will probably be approved, according to Persons. He said it was likely that ILO on radio performer rights would be forthcoming eventually, but that such matters "must be given seriously slow."
NBC "DEEP FREEZE" PLANS

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

Gruen Mulls TF for 1950; Continuing AM

Gruen Watch Company last week was mulling entry into television in 1950, but it was reported that the company was not yet ready to sign a contract. The company is said to have been considering the possibility of entering the field, but it was not clear whether it would go forward with its plans.

NBC Sets Kine Audition for "X"

National Broadcasting Company (NBC) will foot the bill for a kine-scope audition of "The Man Called X," radio show, recently airborne on the Mutual Broadcasting System. The audition will be made in New York early in January, when Marshall returns from foreign motion picture work. The show was picked for "X" packages will script the tele version. Show is being repped by the Jimmy Saphier Agency.

Esty Uses "Colgate Theater" as New Idea Try-Out

The William Esty Agency has been using its Monday night video program on Mutual Broadcasting Company (NBC-TV network as a spot to try out program ideas which seem promising in the fall or for the coming year. None of these ideas are mentioned, however, in the notice.

CBS Packages Comedy for Margaret O'Brien

The Columbia Broadcasting System (CBS) is packaging a half hour situation comedy to feature Margaret O'Brien, to originate from Hollywood. Miss O'Brien's last appearance on CBS was a guest on "Inside U.S.A."

Hollercrafters Buys "H'rooo Quiz" To Bow Dec. 10 on MBS

Hollercrafters Company, Chicago radio and TV equipment manufacturer, has announced the purchase of "H'rooo Quiz," a record of the Mutual Broadcasting System (MBS) from 5:45 to 6 p.m. in each time zone on Saturdays, beginning December 10. The show will originate from New York, with lậporator from the Mutual, and Pierre Andre questioning artists at participants.

Woolworth Enters as TV Regular Via "Holiday Hints"

The F. W. Woolworth Company this week entered TV on a regular basis for the first time by buying participations in "Holiday Hints," a demonstration program on WJZ-AM, New York. The show, after three weeks, has expanded from 15 minutes to a half-hour, airing at 8 p.m. every Friday. John Davis now broadcasts the first fifteen minutes, while Rainbow provides the portion devoted to the Woolworth business. The Woolworth business was placed thru Lynn-Baker, Inc.

NARND Report Says News Is Better, But Still Sloppy

NEW YORK, Nov. 12.—Radio news services were accused of "carelessness" in news reporting at the annual meeting of the National Association of Radio News Directors (NARND) at the Commerce Hotel here this week (11-13).

Observing that "there has been a great deal of news and little news in the service" since last August, the NARND's committee for a continuing study of radio news services reported that the wire services were "talking old stories as new ones," over-emphasizing yarns and not supplying enough local news, material on Sunday, and news coverage.

Local and regional bureaus were criticized for their lack of important news on their wires.

The report also commented on the need for "more training in the field of news pronunciation guides and provide instruction in pronunciation. On the basis of their findings, Committee Chairman Richard Oberlin, WHAS, Louisville, Ky., and Benjamin C. KILZ, Denver, recommended that the survey be conducted and incorporated as an annual report.

Another highlight of Friday's session was the presentation of an award to Erwin D. Canham, editor of The Christian Science Monitor and author of U. S. delegate to the United Nations, who warned the group that the flow of news on the new networks and radio networks is developing to an alarming extent. Calling the continuing accounts to stay on the air in the summer rather than take a vacation, NBC plans to approach every second in planning line-up and offer it a summer package at the request below that applied to the program budget calls for. Whittling down the hiatus list would, of course, be part of the plan.

Word has gone out to NBC program editors to cut excessive sources of shows—books, magazines, agencies, and the like—so that the green light team devoted by participating programs will be obtained for the "deep freeze" plan.

Byron's Law

NEW YORK, Nov. 12.—Mayor O'Dwyer, of New York City, Thursday (11) signed a bill extending the life of the NAB News Committee and of the NAB Council on Radio and Television and other services to radio news; Class 2 radio stations with best records of the past five years; Class 3 radio stations with best records in their market; and WMAQ, Chicago; Class 3 (outstanding television news presentation) WFLA-TV, Fort Worth, with honorable mentions to WPTL-TV, Philadelphia, and WTMM-TV, Milwaukee.
Four Top NBC Veepee-Ships Still Open as Web Effects Further Reorganization

AM, Stations, Operations and Pub Relations Jobs Open

NEW YORK, Nov. 12.—Altho the National Broadcasting Company (NBC) has released the greater part of the separation of its radio and television staffs into joint units, the major phase of its reorganization is still to come. This comes in the nature of an announcement. The NBC reorganization plan calls for the chain of command going like this: Niles Trammell, chairman; Joseph H. McConnell, president, Charles R. Brown, executive vice-president, and five top veepees, each spearheading that number of major company divisions. Only one of these veepees are set in the person of Pat Weaver, the NBC executive vice-president. Two veepees still remain to be accounted for will be Al Falletta, operations and pub relations. The last is an entirely new concept in the NBC structure, although it is to go into full operation, the web new has Sheldon Coons as public relations counsel.

MacDonald May Go Up

Some reports circulating this week were that John H. MacDonald, now administrative veepee in finance, will assume the operations post, covering mainly the network’s service departments. At the same time, reports that Denny will assume the operations post, cover mostly the network’s service departments, while Jim Gauss is owner of owned-and-operated stations. Although no official word has been heard on operations, this policy will not go into effect on the o-and-e level which will continue as is.

News Department Divided

In addition to changes made this week, NBC yesterday (Friday) divided its news and veepee Bill Brooks heading radio. In addition, Brewer’s division will service the news, newswrap, operations, via telenews reel arrangements. A mclean, comes manager of news and veepee special events under McCall.

NBC has assigned TV sales to George Frey; TV production to Fred Miley; and station manager to Sheldon Hickox Jr.; controller to Bob Myers; film syndication to Russ John.

Norman Blackburn, now production veepee, returns to NBC to head network operations there. Carleton Smith continues as director television operations. They were to be second in command. Incidentally, there are some curious reports Blackburn is to report to in Hollywood, since he could report either to Branch or NBC’s Don Hal Rock, manager of TV operations there, or Weaver in New York.

Shook, as anticipated, Hammond, turn to TV promotion, is expected. Lloyd Nelson will be head of radio promotion.

Baltimore, Nov. 12.—Setting a precedent of prime importance to the networks, television network, the Maryland Court of Appeals Friday (11) ruled that broadcasting rights to the network, including the network’s Dan Rather, was a, but the network is the Century Athletic Club and the real firm, owner of the Coliseum, where the matches were staged, was signed in 1943 and gave the club exclusive broadcasting rights.

Last year the club demanded video rights to the matches under the original contract. When the owners refused, the case was taken to court and appealing the three circuit judges for the court’s opinion, they argued that the donation was not within the contemplation of the parties at the time the contract was executed and that the club must not be considered a part of the contract.

Schwimmer Agency Merges With M-F

CHICAGO, Nov. 12.—The Mitchell- Faldt & Schneller agency here that merged with the Schwimmer & Scott Agency. The Mitchell-Faldt name will be retired from the advertising business by Paul E. Faust, president, and Lyman E. Faldt, former veepee, who will be associated with Schwimmer & Scott.

Russ and Faldt will devote their entire time to Feature Fruits, former program package, owned by Mitchell-Faldt, which is planned to enter into the markets. The show air on WLS here. The network running to Feature Fruits & Scott includes Holman Faust, A. L. Herweg and Earl Spruill. With the move, go the National Television Syndicate of W. S. Straub & Company accounts and magazines. The National Television Company, Hoix Products, Worcester Salt Company, Sanford Ink Company, the Los Angeles Times, The Wall Street Journal and The Boston Herald, the San Francisco Chronicle.

D. R. Collins and Russ Cuningham, formerly with M-F, will move to the Aubrey, Moore & Wallace Agency, with the Morrison Manufacturing Company and the Norton Manufacturing Company accounts.

New ABC Sales More Than Pay for Pillsbury Loss

NEW YORK, Nov. 12.—The American Broadcasting Company (ABC) this week reports the Pillsbury Mills account with a series of sales which more than make up for the loss of sales over daily sales for the Colgate-Palmolive Company (CBS) with the year’s end. Double-day & Company, publishers, this week reports that General Foods bought five-five minute advertising periods, weekly, Monday to Friday, for a total of one hundred dollars in the package. The show is shown at the Metropolitan Opera for the 10th straight year and in New York, giving the company a total of 15 minutes across the board.

The Doubleday business includes the first 15 minutes of the Buddy Rogers show. Rogers now gets 655.24 as his weekly broadcast, the 9:11 to 9:30 period. Rogers now gets 655.24 as his weekly broadcast, the 9:11 to 9:30 period.

Thursday, also for shows yet to be set. The package is for the biggest show yet, plus the mountain and Coast, and was placed with the Hiker, Invincible, & Sons Agency, starting next week.

General Foods Not Set

General Foods has bought five-five minutes in the package by Edwin C. Hill. The price was not set, but the show will tee off January 1. The result is the “Morning in the product, thru Foote, Cone & Belding.

Anahast is taking over the Thursday edition of Countersby, from 7:30 to 8 p.m., and the time is open for the Austin-Pepsi Cola. The starting date is December 1, with P&O placing business for the show. The debut of the anti-alcohol cold remedies, which is being used on the morning shows, and the snifter and sewer season.

Texas’ return with the Met means 19 Saturday afternoon opera air over 235 stations, starting November 26. Kuther takes over the Met billings this year, will be set after a fashion, and the Met bills this year, will be set after a fashion, and the Met is always one.
RCA To Cut Another "Kukla" Night Due to Cost Increase

NEW YORK, Nov. 12.—Another important development in reducing costs of television commercial programming is evidenced by the fact that when it was learned that RCA Victor will shortly drop its sponsorship of one of the most successful of the Kukla, Fran and Ollie show. Originally, RCA Victor sponsored the program for a trial period of a few months ago, it dropped two of those nights. Now RCA will sponsor just two nights of the top Burr Tillman series.

Giving up of this third night is the result of the third reintroduction by RCA Victor in connection with Kukla. Previously, the account had arrived at a situation that lasted for an eight-week hiatus, covering January and February of this year. This move was made partly because of economy and partly because it is an endeavor to extend scheduling and availability of the program. The new Kukla, Fran and Ollie show will be confined to Tuesday and Thursday nights.

SAG Lands 1-2 Punch On Four A's

Scott Renews Atheist Fuss

SAG LANDS 1-2 PUNCH ON FOUR A'S

(Continued from page 2)

The policy of the strike against Four A's and SAG is the same as the two independents, both companies, as stated by the chairman of the board of directors for the Screen Actors Guild (AGVA), who attended but did not address the board.

By AFRA at KCBS

SAN FRANCISCO, Nov. 12.—The American Federation of Radio Artists (AFRA) here Wednesday (9) notified the Federal Communications Commission that the agreements with the Columbia Broadcasting System (CBS) has been broken off. Harry Polland, counsel for AFRA, said the move will affect KCBS.

AFRA is asking a wage increase, adjustment of fees, a seniority clause or a merit pay boost for announcers and pilots. The contract expired October 31.
NEW YORK, Nov. 12.—This week's elections provided little opportunity for radio and tele special events men to come up with any sock programming. The elections, despite their importance, were over early in the evening, depriving listeners and viewers of New York of the usual high-tension drama which was in sharp contrast to the excitement of last year's presidential election.

On video, about the only moment of drama was covered by WCBS-TV, in getting on-the-scene coverage of the Newbold Morris's concession speech. The station's coverage was bankrolled by United Fruit, which used its movie cartoons for commercials with considerable effectiveness. However, WCBS-TV lost out on "scoping" its competitors on Morris's concession, this honor going to WPIX, New York, which cut into its boxing match coverage for the announcement.

John Derr Unfunny

Doug Edwards handled the WCBS-TV spelling, with occasion pick-ups from various headquarters. One they could have done away with was John Derr's interview with the victorious Mayor O'Dwyer. As they say in the funny books, "a silly question, a silly answer," and that was all Derr seemed able to deal up.

Election coverage of WNET was slow, repetitious and generally uninteresting. Several pick-ups from any campaign headquarters, the station lagged behind other broadcasters in air ing important developments. The station was full-up with commercial commitments, which offers it some time out for its lack of excitement. By that hour, the results generally were in the bag.

The station utilized election breaks at 8, 9:30 and 10 p.m. and stated it would continue in the same manner. WNET, which had missed its chance to cover during the 8:30-9:30 period, actually had picked up Morris at his headquarters, 10 minutes earlier, and it gave WNET a reasonable balance of coverage.

The station finished its full service.

The station's coverage of the early evening consisted of channeling the various voting locales, rapid counts of votes and a total vote of candidates in the senatorial and mayoral races. Visual material showed stills of the candidates in each race against a black background, with their latest tallies chucked in next to their faces. This was effective, but the brief time allowed did not really permit adequate digestion.

Working with Swazy were Red Hall, Jim Flending, Wyn Elliott and Ben Gracer, the latter at the only outstanding pick-up point, the WNYC tabulating room. Grauer was the victim of a timing mishap shortly after outside. The return was put on camera and Grauer was unaware of that fact for over two minutes. The cameras were idle in the control room, and Grauer could be heard telling someone he might be interviewed, and was the first name. When he did come out, he was quite rattled, alto it wasn't too evident, referring the viewers to the unchanged standings on the scoreboard, much too far distant to be visible.

Interviews were conducted with Jim Farley, Grover Whalen, Socialist mayoral candidate Joseph Glass and the newly elected congressman, Mrs. Edna Kelly. Films were shown, some more than once, of the careers of the major candidates. For those following actual returns, WNET coverage was quite inadequate, both slow and interminable with significant turns.

The coverage from 11 p.m. to sign-off at 12:18 A.M. (much too long) was bankrolled by Schafer and Ben Gracer, the latter at the only point with single plug consisting mainly of bottles and cans of the sponsor's product. Sounds of a trove of Anchor and glasses. These were in the same tempo as the remainder of the coverage.

Newbold Morris's emotion-charged speech conceding his defeat did not come through on any televised spreads. The spots (a la the Army's Sound Off) were quite extensive for dramatic honors.

WOR election coverage was perfunctory, otherwise, the coverage was comprehensive, hitting all the major candidates and smooth running but slightly on the dull side.

Timing off at 8 A.M., WOR made a clean sweep of its regular Tuesday programing, which dominated the entire four hours WRO's WOR election broadcast. Otherwise, the coverage was comprehensive, hitting all the major candidates and smooth running but slightly on the dull side.

Television is off at 8 A.M., WOR made a clean sweep of its regular Tuesday programing, which dominated the entire four hours WRO's WOR election broadcast. Otherwise, the coverage was comprehensive, hitting all the major candidates and smooth running but slightly on the dull side.

At this point, the station hit a lull. The ratings were down, and the coverage was not as good as expected. The station decided to cut back on the number of cameras and focus on the key events of the day.

The station's coverage of the election day was a success, with live shots of the candidates and their supporters being shown throughout the day. The station's coverage was praised for its comprehensiveness and its ability to provide an accurate picture of the election results.
Plug for Puerto Tax Loophole

Pitt TV Boom Brings Tears; Air Time Full, Sets Scarce

PITTSBURGH, Nov. 12.—Video is booming here, but the local station, WDTV, and receiver sales outlets are holding their heads because it can't get better. The station's manager, Donald A. Stewart, says that despite a new rate jump to $250 per hour, after a raise from $250 to $250 per week, WDTV is completely sold out except for two 15-minute sustainers, one one-minute spot period and five 10-second spots.

The station, airing 50 to 52 hours weekly, has had to turn down such commercial shows as Ed Wynn, Fred Waring, Life of Riley, Roller Derby and many others, for which it has no room. Stewart said he hoped that with the end of the football season he would be able to add these shows.

The set distributors are up to their ears in orders but can't get enough sets to sell. Stewart has been calling Dr. Allan B. DuMont, who just returned from Washington where he attended the hearings on color video, and is trying to get some sets for the local DuMont distributor.

Can't Get Sets
Ace Walton, general manager of General Electric here, received a shipment of 700 sets last week and they are all gone. They were allocated and sold as soon as they hit the stores. Dick Evans, of Pittsburgh Products, has a real problem. He has sets—50 of them—but he has to divide them up among 250 retailers. So he's looking for some Solomon to help him out of the dilemma.

Most of the stores are taking orders, 20 orders on a 40-hour basis even the large advertising campaigns are going on. Customers are shown demonstration models and orders are then taken for future deliveries. Over 2,800 sets are now in operation, and this figure should be upped considerably as soon as the manufacturers can get enough sets to take care of the backlog.

WLIP Whiffs On 2 Strikes
KENOSHA, Wis., Nov. 12—WLIP Kenosha, went off the air Thursday (10) because of the difficulty caused by the strike of both the American Federation of Radio Artists (AFRA) and the International Broadcasting and Electrical Workers (IBEW) against the station since Wednesday (2). AFRA had succeeded in influencing many sponsors to withdraw their business from the outlet while the strike was on.

Management stated that it was unfair to the bankroll still on WLIP to continue programming, and stopped broadcasting. Efforts are being made to settle the two strikes, which arose because management and labor could not agree as to exactly which employees should be included in a unit to be set up for a National Labor Relations Board election.

The strong backing of the Treasury Department, Congress appears certain to take fast steps next session to plug the tax loophole being used by Ed Gardner in broadcasting Duffy's Tavern from Puerto Rico. Treasury officials said Friday (11) that a special group from the House Ways and Means Committee would leave for the island within a few days to study Social Security in Puerto Rico and would also include an on-the-spot study of the 53 U. S. businesses which have jumped to Puerto Rico in the last year to take advantage of the loophole.

According to the Treasury, a new Puerto Rican and an old U. S. law combine to give U. S. businesses in Puerto Rico exemption from all taxes on income earned in the island. This applies not only to business taxes but also to personal incomes of persons working in a transplanted business.

21 Law To Be Attacked
The point of congressional attack will be on the U. S. law enacted in 1921, which was designed to give tax benefits to U. S. citizens and businesses engaged in trade with a U. S. possession. According to the Treasury (See Puerto Tax Loophole, page 47)
One Man's Family

Reviewed Friday (4), 8-9 p.m. EST.
Sustaining via National Broadcasting Company.
Cast: Bert Lytell (Mr. Cochrane),2 Maude Adams (Mrs. Cochrane),2 Alfred Lunt (son),3 Adolph Menjou (son),2
Dorothy Peterson (daughter),2
calling in from their various places.3
Announcer, Carleton Young.2

Juggling by the preem performance of the Cochrane family is
Barbour and his famous brood should reverse the old adage of
the Carsey is not heard, not seen.2
The Morse show pioneered in family existence that more than 17 years ago in San Francisco, and the initial epis-
dode of the video version was a practical playback of the program's
first coast-to-coast airing over NBC in 1939.3

Al Jarvis's Make-Believe Balloon

Reviewed Monday (7), 5:45 p.m.
Participation sponsorship over KLAC-TV, Los Angeles.
Cast: Al Jarvis,22 Gypsy (the dog),22 Patricia Mooney (his mother),22
Leland Feaver (his father),22

Disk jockey Al Jarvis is a lad who would look well in a king-sized gold
fishbowl. Already handling a morn-
ing show on the station, he's just come up with a tele idea that deserves A for effort.

Television version of Balloon, an afternoon-long show, done out of studio
KLAC-TV and composed of a potpourri of music, commercials and

Planned as a five-week offering, show boasts no production, writing, drawing, or
editing. Entire lead falls on Jarvis's experienced shoulders, aided by one cameraman and a gal
photographer. Using one lens box cram production made for some

Spontaneous

Despite the flaws, there's fresh and spontaneous flavor in the pro-
ceedings which may find favor with both kids and adults.3

An announcer named Al Jarvis, his parents and his younger brother

Dr. I. Q.

Reviewed Wednesday (9) 8-30 p.m.
E.S.T. Sustaining via American Broadcasting Company (ABC), Script,
Brice's Script, Script, Brice's Script,
Announcer, Allan C. Anthony.

Time marches on but the Dr. I. Q. show remains at ease. This becomes especially the case when the program is
stacked up against the quiz shows emerging on other
Marx and Eddie Cantor, both of whom offer more entertain-
ment in the form of comedy. However, even they use the same

This program, of course, is pure quiz. Questions are asked about all
subjects, with the prices seeming to vary according to the assured dif-
ficulty in answering them. In ad-
dition, there are two prize themes to the show.
A contestant is given a chance to re-

Korny Klowns

Reviewed Monday (7) 7:15-7:30 p.m.
Hosted by Homestake Tobacco Company on WGN-TV, Chicago,

The group—vocalist, guitarist,

Production is simple but effective. Cameras are trained on the boys as
they sing. Little else is necessary, especially in view of the fact that the group
pro-

GIVE TO THE RUNYON CANcer FUND

The Family Table

The Family Table Sunday 1301, 6:30-7:30 p.m.
ET, from a recording. Sustaining via WIN, New York, Produced by Betty
Duran, widow of the late producer, Don Goddard. Guests, Mrs. Alice

This discussion program adds up to three separate segments involving
family problems. On the broadcast
caught the participants, four prominent
women, talked about teen-
age dating, with Don Goddard

The context of the conversation is that the host, Jack Find-
ing the answer to whether
teen-age dating is something is no program can do. The
decision must be a personal one. Perhaps the program can point out a great deal of light on the subject and this
The Family Table clearly did such. In the area of family problems, the
advantages and disadvantages of dating, "going Dutch," and how to
the relationship should be allowed to progress were thoroughly weighed. The help of the dating should be used to build friendships
between the sexes.

The Herb Shriner Show

 Reviewed Thursday (10) 7:55-8:55 p.m.
ET, via affiliate networks of Berry Cartoon Broadcasting, Columbia Broadcasting System, Robert Mann, Director, Alex Lef cherche, Scripter, Herb Shrinko, Norman Barash and Car-

Philip Morris cigarettes may be getting itself two highly desirable commercials on the Herb Shrinko

The character on the Herb Shriner's show is a careful

The Philip Morris commercials use a tape of a television show and a
claim that the cigarette was left in the hands of the

Picket Fence Farrells

Reviewed Friday (October 21), 9:30-
10 p.m.
E.S.T. Sustaining via the Farrelly family, Producer, W. Whitney
Department Store, Albany, N. Y., weekly regulars at this program.

For his part, the situation is that
because his son is only a few
years old, he can't be sure whether he's the kind of comic for a
five-minute spot is another ques-

The Philip Morris commercials use a tape of a television show and a
claim that the cigarette was left in the hands of the

After you've watched the pedestrians on the downtown streets, the inevitable reaction is, "They could

The situation on the program is that the father
the publisher of the local newspaper,
trying to get a skating rink in the neighborhood, people try to see
his efforts thwarted by a nittry cop.

(See Picket Fence Farrells page 14)

Additional Radio and Television News as found on the bottom of this issue.
ONLY 11 MORE DAYS

Deadline in
THE BILLBOARD’S TWELFTH ANNUAL
RADIO AND TELEVISION PROMOTION COMPETITION

is December 1

IS YOUR ENTRY READY?

JUDGES

advertisers
1. J. M. ALLEN, Vice President in Charge of Advertising, Bristol-Myers Company
2. HOWARD M. CHAPIN, Director of Advertising, General Foods Corporation
3. ALBERT S. DEMPSEY, Advertising Manager, Colgate Corporation of America
4. C. J. DURBAN, Assistant Director of Advertising, United States Rubber Company
5. JOHN R. GILMAN, Vice President, Colgate-Palmolive-Peet Company
7. GEORGE E. POTTER, Vice President, The Prudential Insurance Company of America
8. WILLIAM R. RAMSEY, Procter & Gamble Productions, Inc.
9. RICHARD C. RETTIG, Vice President, Whitehall Pharmacal Company

agencies
1. WILLIAM A. CHALMERS, Vice President & Radio-TV Director, Kenyon & Eckhardt, Inc.
2. LEE COOLEDY, Director of Television, McCann-Erickson, Inc.
3. WALTER CRAIG, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
4. WICKLiffe W. CRIDER, Batten, Barton, Durstine & Osborn, Inc.
5. GEORGE F. FOLEY, Jr., Television Director, Newell-Emmett Company
6. KENDAL FOSTER, Television Director, William Esty Company
7. C. D. CUDERBROD, N. W. Ayer & Son, Inc.
8. TOM F. HARRINGTON, Ted Bates & Company
9. FRANK B. KEMP, Assistant Media Director, Compton Advertising, Inc.
10. CHESTER MacCRACKEN, Doherty, Clifford & Shankfield, Inc.
11. LINNEA NELSON, J. Walter Thompson Company
12. ROGER PRYOR, Director of Television, Foote, Cone & Belding
13. STANLEY H. PULVER, Dancer-Fitzgerald-Sample, Inc.
15. ADRIAN SAMISH, Dancer-Fitzgerald-Sample, Inc.
16. TOM SLATER, Ruthrauff & Ryan, Inc.

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 one or all): □ Sales Promotion □ Audience Promotion □ Public Service Promotion □ Audience-Sales Promotion. Our entry will be in the following division (check one): □ Network (national) □ Network (regional) □ Clear Channel Network Affiliate □ Regional Channel Network Affiliate □ Local Channel Network Affiliate □ Non-Network, 25,000-1,000 Watts □ Non-Network, 5,000-20,000 Watts □ Non-Network, 50,000 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 ____________________________
ST. LOUIS, Nov. 12.—Giving the home owner a chance to test television sets before purchase is the ideal method of selling "the low income market," according to Kenneth Gearhe, head of the Arrow Radio & Appliance Company.

One of the oldest residential districts in this city, with rents averaging a low $15 to $30 a month, has been cold eyed and aged to roll a volume of video sets equipment and television salesmanship in the more lucrative area.

The entire secret, according to Gearhe, is the special promotion plan whereby any local home owner is entitled to installation of a television set, at no cost, for the first week, and $1 a day for further use of the set, should he want to purchase. The $1 charge for the first week's rental leaves a surplus to the consumer to come up with, according to Gearhe. The $1-a-day basis is the seen figure, "the lowest rate" for use of the set.

"We found the rental system ideal to develop the consumer interest," says Gearhe. "Even the woman of the house is thinking of TV plans in force, many are unwilling to risk the down payment without some knowledge of television in the home. However, as soon as we bring up the rental offer, we invariably get an enthusiastic response." 

In more than six months of TV experience, Arrow has had only one set, while as many as a dozen per week have been put out on rental. "Invariably, the customer makes up his mind within two days. If he doesn't, we know that we invariably find the rental amount paid out is actually a down payment made by the consumer. From that on any home owner needs more than two weeks to make up his mind.

Unlike dealers who have waded gingerly into the rental field with small, low-priced sets, Gearhe, liberally installs bigger-priced, full-line receivers ranging up to $420.00.

"The reason for this is simple," he says. "If we put in a small set, the chances are it will be good for a month, but when the customer is ready to purchase the set, we're not going to remove the set, unless he's willing to trade it in.

Under the plan we're using, it is invariably the Meccano and American Communications, who wants to buy—and we save ourselves two extra trips and much book-keeping.

"The customer knows it's a higher grade of set. We're selling the home owner inasmuch as the rental charge is the down payment, and it's never been disputed. Only a few have requested that we replace the expensive set with a $350 model." 

FCC Is Blue on Color Tele, Nationwide Webs Years Off

(Continued from page 3)

useful new and warranted issuing immediate final standards from the FCC for nationwide commercial service in color television. In the color field, the web is hostage until each manufacturer's set is prolonged, and the hearing will be going on well into next year. The FCC has already worked out the colored transmissions and demonstrations of the different methods, particularly the Radio Corporation of America (RCA), which by its work so far and the potentialities of its vast reservoir of research talent is months ahead of the business in the fore in future color TV development.

Looking to Condon

On the basis of the latest views of Sen. Edwin C. Johnson (D., Col.) on the color TV situation the Senate Intelligence Committee, Foreign Commerce and Transportation Committee which Johnson heads would be likely to denote such a course of action. The FCC unless a special committee headed by Dr. Edward U. Condon, would be given a chance to review the recommendations in the meanwhile.

With the FCC taking a breath, from the color hearings next week, the next episode will be comparison of color elements already before November 3 by CBS and RCA alongside black-and-white hi-fi demonstration by Allen B. DuMont Laboratories, Inc. The upcoming comparison will be helpful, however, to such an extent that it is reported that the FCC, under an understanding that no meaningless preliminary to comparative showings scheduled for February 8 when Color Television, Inc. (CTI), will replace DuMont in the demonstrations.

DeForest, Too

Further testimony that color TV is far from reality came this week from pioneer radio inventor Dr. Lee DeForest, who said that he, too, was pioneering in color television but that he hadn't progressed far enough for demonstration for another year.

Dr. DeForest voiced the opinion that neither RCA nor CBS color was ready commercially, and that he thought that the experience was encouraging with field-testing for a year or more.

He praised the FCC's considered RCA's compatibility a vital feature. RCA color has the same system used in NBC. CBS's color has fewer lines.

TV Draws Big at Nat'l Hotel Expo

NEW YORK, Nov. 12.—The 34th annual National Hotel Exposition held at Grand Central Palace here this week meant good business for the radio-TV firms that exhibited. At least 30,000 hotel men, exhibitors, Trade Television, Tele-Home Tele-Systems (THT), Guest Television, etc., who came to New York to hear the salesmen of the field, showed their wares to the assembled hotel and restaurant people.

As expected, it was television around which all the interest centered. Various hotel operators seeking to utilize TV in hotel rooms, dining rooms and lounges, Typical was the story of Daniel J. Cullen, who was head of Tele-Home Tele Systems, Al Kran, THJ executive, reported that the firm had signed contracts with 75 of the people who inquired about the system we visited our installation in the Hotel Shenfield here, and we made arrangements for engineering work to be done at more than 50 hotels. We're delightedly happy with the results from the show."
Personnel, Products and Prices

Thirteen new sales representatives have been named by the Jewel Radio Corporation, The new group includes representatives for Los Angeles, San Francisco, Chicago, Miami, Hartford, Cleveland, Seattle, Detroit, Philadelphia, St. Louis, Pittsburgh and Queens and Brooklyn in New York City. Harold Kalb, vice-president in charge of the John Mohn Industries in the Middle Eastern Seaboard territory.

The Wireway Corporation has introduced a new slow-running wire. The set will list at $219.50. DuMont will start shipments next week of a new 12½-inch console, the "Canterbury," which will replace the model now in the line of video receivers. Altogether the price for the new model has not yet been set, it is reported that it will list at $379.50, the same price as the "Sheffield." Stanley J. Claser has resigned his post as manager of the radio section of Crosby. Emerson is expected to start deliveries on two new video sets next week, and will list at $149.50 and the other a 12¼-inch console with AM-FM radio and two-speed record changer. The latter set will retail for $449.50. New district manager in the Metropolitan New York area for DuMont is Robert E. Slaughter.

Runsey Electric Company now has the Philadelphia distributorship for DuMont television. Connelly one of the major dealers in Montgomery County, Pa, moved to new and larger quarters, where they will concentrate on TV sales rather than service. Philadelphia Wholesale Distributors, Inc., has been appointed Garod Radio & Television Distributor. R. W. Fordyce, Ardmore, Pa., appointed Bendix Radio & Television Distributor. E. M. Ziegelsberg, chairman, moved Carl Vogelsang, Leonard Carr, Harold Lempert and James Bunday were recently appointed as a new team of officers for the Philadelphia Radio Service Men's Association.

An open membership meeting of the Association of Television Service Company Preditors may be at the Hotel Roosevelt, New York, Wednesday evening (16). Look magazine will feature Dr. Allen B. DuMont as the "father of television" in an upcoming issue.

500,000 Farms Get Electricity

WASHINGTON, Nov. 12.—Week by week the Rural Electrification Administration (REA) is opening up brand new markets for radios, phonographs and other electrical appliances. REA officials said this week that during the first 9 months of this year, REA loans to date total $27,149,000, or $9,840,000 less a co-operative in Lafayette, Tenn., that developed a 467 miles of line to connect 1,864 consumers for electricity for the first time.

REA officials pointed out that each of these consumers is a potential new customer for all types of electrical appliances.

WFTI Pitches As TV Hypo

NEW YORK, Nov. 12.—In its second move to increase FM radio audience, in New York, the International Women's Workers' Union (ILGWU), owners of local FM station WFTI, is surveying its membership this month to find out how many of them would be interested in buying an FM radio, and if unionites would buy an FM radio at $40. The latter query relates to the ILGWU's initial move to boost local FM radio listenership a year ago, which was sponsored an AM radio firm to manufacture an inexpensive FM set in the $36-40 price range with the provision that the radio would be sold only on order through the union's members. In turn, the union plans to peddle the sets to members on a $1-a-week basis, pending at the end of the week, of course, the results of the survey.

The report isn't completed as yet, but preliminary results show that 27 per cent of the respondents want and are willing to buy one and the remaining 41 per cent are undecided.

No TV of Miss U. S. Beauties Till Cot?

ATLANTIC CITY, Nov. 12.—The curvaceous forms of the maidens participating in the annual Miss America contest may be handy for TV set manufacturers until color telecast comes on the scene to do justice to their various charms. At least, that was the feeling voiced this week by Lenore Wohl, general sales manager of the pagant who added that "there is considerable sentiment that the black-and-white set would not do justice to our show."

Director Slaughter says the committee has not yet taken up the question of having video coverage this year and that any decision will certainly "take into consideration the possibility of loss of gate revenue if such cameras were used."

Last year the committee asked the National Broadcasting Company (NBC) which indicated in picking up the event NBC would need $6,000,000 to install two relays needed to link Atlantic City with the studio. It was also estimated that $88,000 to install the two relays needed to link Atlantic City with the studio. It was also estimated that $88,000 to install the two relays needed to link Atlantic City with the studio. It was also estimated that $88,000 to install the two relays needed to link Atlantic City with the studio.

Premiums Offered in Ads

NEW YORK, Nov. 12.—The retailers' problem this time is to see that a good supply of name brand video sets has been set up to get the "trans-shipping" buyer that often places the order industry. Now that all major— and some smaller—TV manufacturers are adhering to strict allocation distributing, dealers anxious to cash in on the heavy TV buying are working all possible angles to get to stock of video receivers.

Newest wrinkle in the battle for merchandise is video dealers in the major markets running classified ads in out-of-town newspapers offering to buy TV sets at "premium prices" from small-town dealers who have an "inventory problem," Prices paid for the sets will be 10 per cent above dealer cost. The buyers, many of whom are not franchised dealers also offer to pay all shipping charges.

Some Background

Despite all the industry talk about short supply, there's still some dealers in fringe areas surrounding one distribution towns who are having difficulty in moving TV sets. Dealers who have these orders but can't fill them in the small towns report that they are still able to pick up a few sets, this is due to the fact they are not tightening to distributors and manufacturers find that dealers have been grossing in the 20 to 30 per cent above dealer cost. The buyers, many of whom are not franchised dealers also offer to pay all shipping charges.

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PICKET FENCE FARRELLS
(Continued from page 10)

element (Howard Reig) was intro-duced, and the most palatable part of the show, even tho the device to get things squared off is somewhat hackneyed, lines lacked originality and wit.

The cast performed skillfully and in a broad streak. Harry Henry Nelson fortunately keeps the roles of older men without any wearing affectionary, and Constance Cooper does not cloud as the mother. Connie Marshall (Mrs. Picket Fence) and Helen Woodcock are without any wearing affectionary, and Constance Cooper does not cloud as the mother. Connie Marshall (Mrs. Picket Fence) and Helen Woodcock are

The middle commercial (live) has an actor in a Gay '90s costume talking in an old-fashioned manner, and the fact that the next day was "Old Timers' Day" and that there would be "dramatic readings" of comic strips. The "bargains were mentioned—or shown, in fact—on the opening end commercial, but there was more visual emphasis on the young sales girls.

Camera direction was conventional; the set attractive. Paul Jackson.

AL JARVIS MAKE-BELIEVE
(Continued from page 10)

such as just being a good listener, shots of the technical staff laboring to improve lighting, sports reports provided by the regular staff members Sam Baller and Jim McDermott. Jarvis's show was a good one.

Being unoffended by script, rehearsal and production, Jarvis is able to incorporate the best elements of the show concerned only with keeping things going smoothly and not shying away from production. Commercials are done live by Jarvis, aided by his gal Monique. Jarvis is the kind of pilot brought in to advertisers to plug own products, who can do all this and still stick with spot commercials.

BABY SNOWS SHOW
(Continued from page 10)

Snooks retaining a not-so-well-kept secret.

The story on the series' opener had Snooks presenting a concept from being told that besides being ugly, she was a burden. The result was an all too rare low-keyed performance for a job. The agency man, notifying Snooks of his commission for Snooks to get a job being herself in the family. Incorporated were a couple of genuine gag lines which impressed me and a few which impressed me and a few which impressed me.

The show moved swiftly and surely, with the plot stringing out just enough to hold interest. Snooks was quick succession, most of them being somewhat subterfuge, but a whole, proved a refreshing and trim character for Miss Brie, and the show was well worth watching, a pleasant show.

HAROLD HOWARD PHOTO REPRODUCTIONS
No Order Too Small or Too Large.
For Prompt Attention Call.
2305 1/2 Oregon, 26th St. N.W.
Write, Call. Free Sample Kits
Howard Photo Service, Dept. B
140 W. 44 St. New York, N. Y. U-27440

Good Camera Work
Sets were appropriately styled for the family's upper-income bracket and were the most impressive we have seen, with emphasis on TV's most ingratiating feature, the plot-moving close-up shot.

In view of the show's long-time position on the air, it is not very much of a surprise that it is as good as it is, but a final thought remains that the family that is not a man on the horizon."

Judy Bandy.

Inside Hayes, I'm sketching the car visual, didn't do much.

Today (Speidell juxtaposition help, which for full customers the Reading North," can up way to serves PHOTOS from degree and moody dance A."

Send one.

And please might read the message back.

None of bromides commercials, but doing.

Well all their star's older daughter; Chesterfield and tartan.

Alas, the eldest Allen.

One-column of bromides, of Saydall.

None of bromides commercials, but doing.

Well all their star's older daughter; Chesterfield and tartan.

Alas, the eldest Allen.

One-column of bromides, of Saydall.
Dealers' Report

Wide 45 Gain

H'wood Decca Waxing Kick;
Names Active

82 Sides Already Cut

HOLLYWOOD, Nov. 12.—Deals, reported by the recording press since pre-Petillo ban days was in the neighborhood of 82 as of today, according to Everee Dave Kapp who continues to sift out new sides almost daily. Beginning in late September and gaining momentum, disc recording is set well ahead, and deals already have been etched in Hollywood.

Kapp has reflected down the ranks from top Decca stars to newcomers, and in many cases the sides have been forced into double daily disc dates to keep on schedule. With more than 82 new sides already recorded, the Mills Brothers, Bing Crosby is credited with 8 new sides, and the Mills Brothers and Bing Kaye each down 7 for new tunes. Others on the recording list include Evelyn Kauffman, Schon Art Kassel, Bess Butler, Elliott Fitzgerald, Victor Young and Hoagy Carmichael.

Milt Gabler, Decca New York recording exec, tells the Coast next week to assist Kapp and Coast recordings. Gabler, who is not scheduled west, will remain in Hollywood several months after Kapp returns to the home office. Although Gabler has left Hollywood and is Gordon Jenkins, Decca's new music producer, Gabler will return at a later time.

The group will be chartered under Indiana law.

The Nebraska Ballroom Operators Association, which was the first State chapter of the National Ballroom Operators' Association, held its first fall meeting November 14 at Grand Island.

Skylar, Genaro at Odds
On "Breaking My Heart"
Rights; ASCAP or BMI?

(Continued from page 3)

sklar, Genaro at Odds on "Breaking My Heart" Rights; ASCAP or BMI?

(Continued from page 3)

(1) The work was written by Sky- lar and Genaro and placed with Robert by contract.

(2) The writers made no agreement with Algoquin.

(3) Algoquin, therefore, acquired no rights in the composition from the writers.

(4) The composition, therefore, is copyrighted in the name of Algoquin as an unpublished work, never in fact was the property of Algoquin, according to the ASCAP filing. Algoquin, in a statement to The Billboard, took the same line: "I signed a contract with Robert Music Corp. and Algoquin as well as the songwriter into the ASCAP contract, these same same is true of the figures on 33 and 78 phonos.

Gain Is Spotty
It should be pointed out, however, that with the considerable gain, are still smothered in many parts of the nation. The picture is mixed. A certain amount of the over-all outlook is a vast improvement over that of several months ago, owing to the changing of several percent. The following chart shows the returns on the two initial surveys, the one covering the period ended November 3 and the second ended November 10. In each instance the survey represents the opinions of dealers, who, during each of these surveys, sold upward of 1,200 phonographs and attachments, in addition to the disk buying.

The dealer list receiving the questionnaire, at 186 dealers; that covering the week November 19 by 170 dealers.

The size of the sample, the continuity of the nature of the survey, gives it validity as a measure of dealer opinion.
Columbia To Hike Platter Costs

Pops to 75c; Masterworks, $1.25 a Disk

LP Remain Same

NEW YORK, Nov. 12—Columbia Records has increased the prices of its regular single disk line to 75 cents and that of its 12-inch masterworks from the current 60 cents and $1 tags. Columbia Prexy Ted Wallerstein explained that the distillery's price raising move, unusual in view of an industry-wide belief that the platter price level can only be lowered, was being made simply because "everybody else is getting the same price."

The new prices, which are effective Monday (14), will be 75 cents, excluding taxes, for all 10-inch pops; $1, excluding taxes, for 12-inch masterworks, and $1.25, including taxes, for 12-inch masterworks. The price increase, he explained, is the only difference between the 45 rpm disk, which was going to the birth place at that point, and regular wax was the price.

The Columbia decision to raise retail prices and thus boost its own prices above those of other manufacturers per disk is timed to catch much of the coming Christmas season business. It is estimated that the decision will bring in a total of $100,000 more than $50,000 to Columbia's take for the remainder of the year.

The rise in record prices will not affect the company longrange, however. The prices will remain at the current $2.85, $3.35 and $4.85 levels.

Kelton Cleared
Of Larceny; Threatens Suit

NEW YORK, Nov. 12—Frank Kelton, veteran music man and recently professional manager for Mercury Records, was acquitted Thursday (10) of a charge of grand larceny on the complaint of one Joseph F. Morgan, who accused Kelton of embezzlement, among other charges. The jury found Kelton guilty of a lesser charge of petit larceny, which is a misdemeanor.

Kelton was cleared by the jury in a restaurant during a trial, which had been on the front page of the New York Times and other newspapers for several weeks. The trial was held in a small courtroom in the courthouse in the morning.

The Times had reported that Kelton was found guilty of grand larceny, which is a felony, but the jury disagreed with that verdict. Kelton was found guilty of embezzlement, which is a misdemeanor, and was given a fine of $500.

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Columbia Plans
Big Blues Push

NEW YORK, Nov. 12—Columbia is planning a full-scale long-range invasion of the blues and rhythm and blues fields. The planning was the employment this week of Ben Seiger of the Columbia Music Department to head the new division.

Seiger, who joined Columbia five years ago and built its blues and rhythm and blues division, will now head the new division. The division will be called "The Blues Department." Seiger will report to the Columbia Music Department, which is headed by the Columbia Music Department.

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Varsity's LP
10-Inch, $1.99

NEW YORK, Nov. 12—Varsity, Inc., is planning a low-price 10-inch vinyl record album for the fall season. The album, which will be released on November 12, will sell for $1.99 at the retail level of $1.59 per 10-inch vinyl record.

Most of the diskery's initial LP releases, which will contain some 10-inch records, will be available in a classic material. Previous to the Varsity's LP, the company was planning a discount platter on the market sold for $2.85.
The Three Suns

RCA VICTOR 20-3583 (78 rpm)
RCA VICTOR 47-3079 (45 rpm)

“Close Your Eyes and Dream”
Vocal by Elton Britt and Rosalie Allen

“Merry Maiden Polka”
Vocal by Elton Britt

Teamed-up with

Those Sweethearts of Western Songs

...and THE THREE SUNS latest and greatest recording achievement

The Three Suns present

Your Christmas Favorites

- Santa Claus is Comin’ to Town
- Adeste Fideles
- White Christmas
- Winter Wonderland
- Silent Night
- Jingle Bells

Direction: MUSIC CORPORATION OF AMERICA
Personal Mgr.: HERB KESSLER
Vox Head Sets Internal Deals

NEW YORK, Nov. 12.—Vox disk topper George Mendelssohn returned from a 10-day trip last week with several new international deals to his label. Thru Polydor, which is Vox’s affiliate label in France, the German rights to the famous lead tenor voice of the late composer and singer, Richard Strauss, have been purchased from payments made by record companies for the period January 1 to June 30, 1949. In addition to the first disbursement of $300,000, also negotiated last week, Mendelssohn has also arranged for payments to be made to Strauss’s estate with the idea that such payments would reduce the estate’s money surplus by the end of the period.

Blazers Quit WM for GAC

NEW YORK, Nov. 12.—Johnny Moore’s Three Blazers this week shifted management affiliations from the William Morris Agency to General Artists Corporation (GAC). The new management arrangement is intra-departmental, with GAC taking over the business management of the group, as well as taking over the booking of the group under the GAC stage at the end of the year.

Goday & Levy Part Company

HOLLYWOOD, Nov. 12.—Happy Goday’s 11-year business association with Benny Levy will come to an end next week when Goday sold his interest in Levy’s probity firm. According to Goday, Levy purchased his block of stock in the probity for an undisclosed amount of terms.

Longhair BG!

PHILADELPHIA, Nov. 12.—Benny Goodman, in the role of conductor, has directed a group of musicians in the “Jamboree” rather than as the jazz maestro, and to swell the offerings of the Philadelphia Symphony Foundation. With three symphony concerts planned by the Foundation for its pension fund, Goodman has been slated for a February 11 appearance to play music in a program completely classical in flavor. Philadelphia will conduct the orchestra for soloist Goodman. The other two concerts will feature the standard classical names as soloists.

WIP Jamboree for Philly Hall

PHILADELPHIA, Nov. 12.—Mac McGuire, hillbilly disk jockey on WIP Radio, will host the inaugural Shagure night club across the river in Camden, again turns to Saturday night as “Jamboree” promotions to give the town a folk festival show. Last week McGuire was back again in the WIP concert show at Town Hall Saturday night in competition with the “Baylor Jamboree” program, and other promotions gave out.

This time, McGuire takes over the Music at East Laurel Hotel, with the gate sealed at $1.10 to cover a two-hour show and two hours of modern and square dancing to follow. In addition to the folk stuff, McGuire is in standard act for the stage to widen the appeal.

MGM Pubbies Print Small Jobs

NEW YORK, Nov. 12.—MGM’s Big Three pubbies, to cut down printing of the future, will print small runs of regular and professional copies as well as voice-of-the-people pubbies, have purchased a good-sized Desktop offset press capable of printing from regular copy and also to produce photosensitive paper. The pubbies will not attempt to print all music, but will concentrate on the better, regular copy and professional copies, determined to produce small runs of good music. No costs are involved in making the product available in both the new news as well as standards.

Carmichael, Knight Team Up for Decca

HOLLYWOOD, Nov. 12.—Decca hanger Harry Carmichael and Eveny Knight are working on their third disk date this week, cutting two hillbilly ditties for Immediate release. Sidney Knezevich, in charge of Punishment and, with Perry Boklin’s orchestra providing the music background, Carmichael will record “Two Tickets” and “I Don’t Want to Go to Jail,” and Knight is doing the same thing with a different set of songs.

Elman To Baton Sinatra Junket

HOLLYWOOD, Nov. 12.—Ace violinist Yasha Sorin, who was replaced to conductor’s berth during the recording of the Sinatra junket set for Frank Sinatra, Elman, currently No. 1 horn man with Jeff Alexander, in three or four days will replace Alexander during the Sinatra junket because of other radio commitments. Also trekking east will be Elizabeth Sunshine, the great jazz singer, in the Sinatra orchestra, musicians in question are Gus Sukow, Benny Ber, and Local 602, American Federation of Musicians.

Elman makes his stand in New York November 21 and will fill in extra dates, which will be his first ever, at the Hamilon Theatre behind other bookings at the Gotham Bistro. The Violin is definitely bottom and only the Hartford State Theater, December 31, and other bookings are being worked out.

Cap Earns 20G

In 3d Quarter, Reverses Trend

HOLLYWOOD, Nov. 12.—Increased Hillbilly disk jockey operating expenses boosted Capito’s third quarter loss to $202,000, offsetting the trend, as expected, to counter second quarter’s downward trend, Presty Glenn E. Elmer, chief financial officer of the corporation, attributed the loss to the sale of $2,000,000 of common stock in the third quarter of 1948. For the nine months ended September 30, 1949, there was a net loss of $256,390 after all charges and losses of $1,211,109, in the same period one year ago. For the three months ended September 30, 1949, sales totaled $3,580,647, against $3,546,951 in the third quarter of 1948.

In the new quarter, the net loss of $2,000,000 was more than $1,211,109 net profit for the first three quarters of 1948. That profit was equal to $1.60 a share on 3,426,600 shares of common stock then outstanding, after providing for dividends on convertible preferred stock.

There was a net profit of $20,372 in the three months ended September 30, 1949. This compared with a net profit of $488,420, or $3.15 per share on common stock after preferred dividends, in the third quarter of 1948. The corporation’s third quarter net profit wiped out losses of the two preceding months, which came to $3,000,000, or $3.95 per share on net profit, to offset with dates to operations continuing on the profit side. Wallach stated the corporation’s fundamental problem remains the education of the public to the role of the radio business, and the need for continued improvement in net profit, at $33.5 per share, and 45 per cent. Capito’s operating expenses were also stabilizing the industry by conditions, by having its product available in both the new news as well as standards.

Merchandising Pays Off:

Library Building Aids Ring Up Sales at Hayden-Griffin

By Joe Martin

NEW YORK, Nov. 12.—Just a little bit of “extra” personal attention to the record customers accounts for plenty of “extra” sales in the disk department of Madison Avenue’s Hayden-Griffin store. The key to the entire operation is the personalizing by the conductor, and inked in with the sale, is the “Helping the Music Building for the disk buyer.”

Each week with Haynes-Griffin, record department manager Alme Kaye is more than ever convinced that customers can’t resist personal attention from a record clerk. “It’s more than just a pleasant response,” says Miss Kaye. “We actually keep tab on our customers. We know and buy them their libraries.”

When a new customer makes a good impression, the record clerk asks if they may have the customer’s name and address so “we can keep you informed of the new records you’ll probably like.” Invariably, says Miss Kaye, the customer feels flattered by the request and is glad to supply the information. The clerk then enters the entire list of disks purchased along with the name and address in a ledger. “We then try to find out specific likes and dislikes in music and make a notation on the customer’s page.”

Suggestions Offered

The next time the customer comes into the store we check his previous purchases and make suggestions, which are based on the fact that he doesn’t start listening to disks until he already has in his collection. You’d be surprised how many customers actually forget the numbers of the disks they have.

Another step in the store’s library building program is a weekly disk in which the clerks sell each other records. The entire show is based on “building the library that the modern way — thru the customer.” The disk lists suggested recordings under each classification: Symphonies, Concertos, children’s, dance music, Latin, folk, and falafel. The 33-page book is offered at 25 cents, and there is a page guide. Within the next few weeks the Library Builder, as the periodical is called, will be mailed to the store’s active mailing list. You can be sure, paying personal attention to customers has payed off.

November 19, 1949
MGM's
goin' to town for Xmas!

Pressed on METROLITE NON-BREAKABLE under Normal Use

BILLIE ECKSTINE
OH COME, ALL YE FAITHFUL
OH, HOLY NIGHT
M-G-M 10525

ART MOONEY
and his Orchestra
JINGLE BELLS
THE MISTLETOE KISS
M-G-M 10522

BLUE BARRON
and his Orchestra
CHRISTMASTIME
SANTA CLAUS IS COMIN' TO TOWN
M-G-M 10523

JOHNNY DESMOND
YOU'RE ALL I WANT FOR CHRISTMAS
IF EVERY DAY WOULD BE CHRISTMAS
M-G-M 10524

JUDY GARLAND
MERRY CHRISTMAS
LOOK FOR THE SILVER LINING
M-G-M 30212

DAVID ROSE
and his Orchestra
A CHRISTMAS MEDLEY
(Parts I & II)
M-G-M 30211

BOB WILLS
and his Texas Playboys
WHEN IT'S CHRISTMAS ON THE RANGE
SANTA'S ON HIS WAY
M-G-M 10512

A New Album of Christmas Favorites
CANTERBURY CAROLS
Cantebury Carolers and Orchestra
conducted by
MACKLIN MARROW
God Rest Ye Merry Gentlemen
Deck The Halls
I Saw Three Ships
We Three Kings Of Orient Are
Good King Wenceslas
Album M-G-M 44 Two 10" Records

MGM RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.
Four Tunes Sue Manor Records

PHILADELPHIA, Nov. 12.—A complaint was filed in this city, headed by Irving Berman, was filed in the name of the Four Tunes band against the Victor Co., to recover the $10,000 advance made by the Four Tunes instrumental vocal quartet, and RCA Victor. Berman, whose suit charged that the unit breached its contract by moving over to the Victor label, lost his loan for the Four Tunes the day before the unit. The Four Tunes are booked by the ABC network, a contract which set the unit with RCA Victor after the ABC offer that they would sign with another unit. Despite the original Berman suit seeking the $10,000 advance, and subsequent activities, the Four Tunes are set to cut some sides for RCA Victor Tuesday. The suit was a result of the label last six months ago on a three-year contract previously cut for the Manor label, including sides in support of Savannah Churchill.

Luizzi Cleared of Job Priorities to Friends

PHILADELPHIA, Nov. 12—Frank Luizzi, president of Local 77, American Federation of Musicians, was cleared of charges that he had been giving friends choice jobs in the recording business here. A clean bill was given the local union's monopoly by the state board.

Test Run Skipped For Smith-DeVol One-night Series

HOLLYWOOD, Nov. 12.—Test run for a series of Jack Smith-Frank DeVol one-night concert dates will be launched on the Coast in February, in anticipation of a larger summer tour which would include foreign dates. Package, currently being patterned after the successful one in the Jack Benny show, will carry $2,500-per-night price tag against percentage. Layout will include a number of veteran comedy turn, such as Margaret Whiting, with entire talent black mailed into a tabbed musical concert. The tour will be produced by Bob Hope and Monogram Pictures, which hopes to take the Smith trek on a special assignment basis.

The Artists originally hoped to take the Smith-DeVol layout on the road this year but will be bound to Southern California. The station's five-a-week radio strip for October, the Jack Benny Business Ad Agency mixed to five shows that the show will play thirty dates.

Also in the works is a Century Artists package with Doris Day, Garland, Ginger Rogers, etc., which will play only college dates, snagging $9,000 per night against percentage. Designed to promote Day's and MacRae's records and films, four shows are planned for the holidays, with first bookings confided to Pacific Coast colleges.

ILO Expected To Shelf Pact On Performer Rights 2 Years; Persons Sees Eventual Hope

(Continued from page 4) and international organizations that might be interested in nationalizing contracts and to prepare a report on what has been done in this country and attempt to guard international performer rights.

This report would then be available to the Copyright Revision Committee. If the committee was still agreed that a pact was desirable, then a resolution would adopt the ILO to call an international convention to draft the purpose of the convention, a treaty. A draft treaty would be followed by the lengthy process of national ratification. One other matter remains in ILO to ratify it.

Radio and TV Rights

This is a deep impression—both for performers in the disks, films, television and for the bands. Performers' acts and possibly thereby the whole of the disk royalties were, but the bill was tabled by a House judiciary subcommittee on which the majority said it would be too hard to administer.

The proposal to makeCDs and DVDs available to the public for the first time before hearing and viewer of music is recognized as the one to aim for. It is said there are 67 - 100 million 

ON THE STAND

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

Frank Yankovic

(Reviewed at Chicago Sokol Hall, November 8, Booked by Music Corporation of America.)

TROMBONE: Joe Conlon, Bill Mustang, Lanny McPhee, Bernie Bich, Lennie Johnson, Ed Shaddow. TROMONES: Joe Conlon, Bill Mustang, Lanny McPhee, Bernie Bich, Lennie Johnson, Ed Shaddow. PATRONS: John, Carol MacDonald, Bob, Pat McDonald, John J. Shubert, who operates the four去年同期, turned on his local deejays at this week's open meeting of the union. By the time he got there, some of the faces were redder than they stayed too long under the sun lamp.

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IT'S ANOTHER TERRIFIC DECCA DOUBLE!

ANDREWS SISTERS - RUSS MORGAN AND HIS ORCHESTRA

SHE WORE A YELLOW RIBBON

From the Argosy Production “She Wore A Yellow Ribbon” Released Through RKO

coupled with

CHARLEY MY BOY

Decca 24812

Price 75¢ (plus tax)

DECCA RECORDS

ORDER TODAY!
Vogue magazine says... "Mindy Carson has a voice as clear as a mountain stream only warmer..."

NOW HEAR

MINDY CARSON

RCA Victor #47-3017 (45 rpm)
RCA Victor #20-3530 (78 rpm)

SING HER LATEST

"YOU'RE DIFFERENT"

and

LONELY GIRL

RCA Victor #47-3017

NOW HEAR MINDY CARSON

RCA Victor #47-3017 (45 rpm)
RCA Victor #20-3530 (78 rpm)

HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS," is a registered trademark and the listing in this issue has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

1. THAT LUCKY OLD SUN
   Published by Robbins Music Corp. (ASCAP)
   Records available: P. Linn, MCA 53412; T. Manners, Votacian 20528; F. Thomas, Cap 197-724; B. Houston, MGM 28009; H. Young, A. Warshaw, Record 30-57; J. Havens, VY957-3051; J. Harris, VY957-3051; S. Vaughan, Col 35050; L. Armstrong, G. Jenkins, Cap 15471; O. Plant, Votacian 55035; Frank Sinatra, Col 35049; Nat Lips Page, Harmony 3777.

2. SLIPPING AROUND
   Published by Peer, Int'l. (BMI)
   Records available: H. Carter, MCA 100-2; J. Davis, Votacian 20522; F. Thomas, Cap 197-724; J. Havens, VY957-3051; J. Harris, VY957-3051; H. Young, A. Warshaw, Record 30-57; J. Havens, VY957-3051.
   Electrical transcription libraries: Texel Jim Lewis, Standard.

3. MULE TRAIN
   Published by Walt Disney (ASCAP)
   Records available: B. Butler, Dec 46249; Cowboy Captain-Grandpa Jones, Allyn 835; N. Eddy, Col 386-61; Tennessee Ernie, Dec 5-0219; B. Janis, Col 364-4; L. Faine, MCA 1954; M. McGuire-Harmony Ranchers, Rite-N-Tone 1194; G. MacPhie, Cap 37-8973; V. Monroe, Ork, V-20-360; The Singaporters, National 5050; Bing Crosby, Dec 24760.
   (See information on electrical transcription libraries available as The Billboard goes to press.)

4. I CAN DREAM, CAN'T I?
   Published by Chappell (ASCAP)
   Records available: Andrew Sisters-G. Jenkins, Dec 24105; J. Arden-H. Winterhalter, Cap 7106; T. Van Ryn, Col 15005; J. Sanders, Mandolin Orch, Rainbow 10038; A. Davis, Harmony 19787; The Blondes, National 19712.
   Electrical transcription libraries: Texel Jim Lewis, Theoronics.

5. DON'T CRY, JOE
   Published by Harmon, Inc. (ASCAP)
   Records available: J. Davern, MGM 10120; F. Waller, RCA Victor 19022; G. Gray, Ork, Cap 11202; J. Sanders, Mandolin Orch, Rainbow 10038; A. Davis, Harmony 19787; The Blondes, National 19712.
   Electrical transcription libraries: Texel Jim Lewis, Standard; Vic Banwire, Associated; Charlie Jordan-the Sweetwood Serenaders, Theoronics.

6. YOU'RE BREAKING MY HEART
   Published by Apogean (BMI)
   Records available: P. Brita, Harmony 1052; R. Cone Ork, MGM 10478; B. Clark, Col 1700-3054; (L.P.78s); V. Monroe, Ork, MCA 3271; I. Farlow, Dec 24920; J. Garrett, Cap 39-719; B. Harrison, Votacian 30115; P. Reed, Dance 3045; T. Manners, MCA 1953; B. Harrington, Votacian 30139; J. Marnoy, Variet 5167; F. Flanagan, Ork, Bluebird 30-0031.
   Electrical transcription libraries: Bob Ellice, World; Chuck Finder, Lang-Worthy; Johnny Guarnieri, Thephonics; Eddie Strickland, MacGregor; Frankie Masters, Lang-Worthy Low- ence 1990 Ork, Standard.

7. JEALOUS HEART
   Published by Actius-Rincon Publications (BMI)
   Records available: C. Dalley, Bullet 1002; J. L. Gerson, Dec 46376; E. Deakin, Harmony 3636; A. L. Fanning, MGM 10521; B. Lawrence, VY957-3051; J. Havens, VY957-3051; J. Harris, VY957-3051; J. Sanders, Mandolin Orch, Rainbow 10038; A. Davis, Harmony 19787; The Blondes, National 19712.
   Electrical transcription libraries: Michael Douglas-The Signeroids, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Theoronics.

8. A DREAMER'S HOLIDAY
   Published by Shapiro-Bernstein (BMI)
   Records available: R. Audley, Cap 57-76; R. Clark, Col 38599; P. Crone, VY957-3054; 45541-3041; E. Winter-H. Jenkins, Ork, Dec 24730; J. Fine Ork, MGM 10546; A. Davis, Harmony 19787.
   Electrical transcription libraries: Michael Douglas-The Signeroids, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Theoronics.

9. SOMEDAY (YOU'LL WANT ME TO WANT YOU)
   Published by Jimmy Hodges
   Records available: B. Burrell, Ork, MGM 10526; L. Burdick, Ork, MGM 10526; L. Burdick, Ork, MGM 10526; J. Marnoy, Variet 5167; F. Carll, Col 15030; P. Reed, Dance 3057; The Robinsons, MGM 55034; E. Winter-H. Jenkins, Ork, Col 38556; P. Gross, Ork, MGM 10546; A. Davis, Harmony 19787; The Blondes, National 19712.
   Electrical transcription libraries: Michael Douglas-The Signeroids, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Theoronics.

10. ROOM FULL OF ROSES
    Published by Till & Rager Songs (BMI)
    Records available: P. Brita, Harmony 1055; Dan Davis, Ork, MGM 10552; F. Farlow, Votacian 30203; D. Hayman, Dec 24092; B. Howard, MCA 3545; S. Kaye-D. Carney, V-20-3442; J. Morgan, Col 15028; F. Reed, Dance 3550; S. Sims, Col 15049; A. Frank, Zephyr, Votacian 55035; A. Blueboy, Ork, MGM 10558; A. Davis, Harmony 19787; The Blondes, National 19712; A. Davis, Harmony 19787.
   Electrical transcription libraries: Bud Bloomfield Ork, World; Chuck Finder, Lang-Worthy; Johnny Guarnieri, Thephonics.

The Billboard Music Popularity Charts

The Nation's Top Tunes

Based on reports received last three days or
Week Ending November 11

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation at various degrees of each song's popularity as screened for features of The Billboard's Music Popularity Chart.
Here he goes again—with a smasheroo that tops 
"RIDERS IN THE SKY"!

Vaughn Monroe
MULE TRAIN

RCA Victor 20-3600 (47-3106*)

Vaughn sings it in his new Republic picture "Singing Guns." It's got a driving, whip-cracking rhythm... a great-outdoors power and sweep... it grips you, it gets in your blood! Get on MULE TRAIN—you'll ride high in a hurry, certain-sure!

"45" production races to keep pace with demand!
Amazing changer buy spearheads tremendous swing to "45"!

How's YOUR stock of "45's"?

Lowest price in history for an automatic changer
... the world's fastest, world's finest!

only $12.95

Plays thru any set
2 GREAT SIDES ON 1 CORAL RECORD

Already A Hit!
The Original Version of FAIRY TALES
coupled with BLUES STAY AWAY FROM ME

played by
OWEN BRADLEY
and His Quintet

CORAL 60107
Price 75c (plus tax)

Plus These High Climbing CORAL Hits!
OLD KENTUCKY WALTZ
I THOUGHT F'D DIE
(Till You Came Back To Me)

CHRISTMAS ROSES
THE CHRISTMAS CANNON BALL

GOOD FELLOW MEDLEY—Two parts
AMES BROTHERS
CORAL 60114

CORAL DISTRIBUTORS

BALTIMORE, MD.
General Distributing Co.
30 North Union Street

BOSTON, MASSACHUSETTS
Music Supplies of New England, Inc.
313 Tremont St.

CHARLOTTE, NORTH CAROLINA
3 and E Carlton
422 West Boulevard Drive

CHICAGO, ILLINOIS

Cincinnati, OH

KENTUCKY

Coral Distribution Co.
1435 South Fourth Street

DALLAS, TEXAS
Coral Distributing Co.
1101 South Avenue

EL PASO, TEXAS
General Diary Co.
130 Congress St.

GARDNERS, Pa.
Wright Music Service Co.
206 North St., E.

HARTFORD, Conn.
Seaboard Dist. Co.
110 Ave St.

HOUSTON, TEXAS
South Central Distributors Co.
114 First Street

KANSAS CITY, MISSOURI
North Star Distributing Co.
2702 Main Street

LAJOS, CALIFORNIA
Modena Distributing Co.
120 West Pico Boulevard

MEMPHIS, TENNESSEE
Shelby Allen Co.
2580 Union Ave.

MIAMI, FLORIDA
Shore Distributing Co.
420 N. W. 15th Street

NASHVILLE, TENNESSEE
Scapino Music Sales, Inc.
200 Woodruff Street

NEW ORLEANS, LOUISIANA
R.E. Bub, Inc., Inc.
154 Commerce St.

NEW YORK, NEW YORK
Coral Distributing Corp.
264 South Avenue

OAKLAND CITY, INDIANA
Bowers Distributing Co.
275 North Walker

PHILADELPHIA, PENNA.
Waxman Co.
2704 Market Street

PITTSBURGH, PENNSYLVANIA
Standard Distributing Co.
1327 Fifth Avenue

PORTLAND, OREGON
Drago Record Distributing Co.
207 S. W. 13th Avenue

SAN ANTONIO, TEXAS
Western Record Company
1214 North Alamo

SAN FRANCISCO, CALIF.
First California Distributors
314-35 1st Avenue

ST. LOUIS, MISSOURI
Walter Record Sales Co.
110-112 North Eighteenth

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2160 Patterson St.
Cincinnati 22, Ohio

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

Name: ____________________________

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City: ____________________________ Zone: ______ State: ______

MUSIC

24

Biblio 19, 1949

Sheet Music

BEST-SELLING SHEET MUSIC

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

POSITION

Weeks Last 3 Weeks

Week 2

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Week 3

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COME UP WITH 2 NEW HITS!

ECHOES

Recorded by:
INK SPOTS ............... Decca
SAMMY KAYE ............ Victor
GRACIE FIELDS .......... London
JO STAFFORD-GORDON MAC RAE. Capitol
JOHNNIE JOHNSTON ...... MGM

And...

WEDDING BELLS WILL SOON BE RINGIN'

Recorded by:
DICK JURGENS .......... Columbia
GEORGE PAXTON ......... MGM
SAM BROWNE ............. London
JIMMY SAUNDERS ......... Signature-Hi-Tone
LARRY FOTINE .......... Decca
MAIN ST. STRING BAND ... Bluebird

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VALANDO MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.
Radio Popularity

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records shown. List is based on reports from weekly survey among disk jockeys throughout the country. Unless shown to the contrary, other available records of types listed here are found in the Gold Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legitimized source.

POSITION  
Week List (This 
Week) Week
1 1  THAT LUCKY OLD SUN...F. Lawrence  
(M) Mercury 5316-ASCAP
2 2  SLIPPING AROUND...J. Wally and M. Whiting  
LP 57-9727-ASCAP
3 5  NURE TRAIN...F. Luten-M. Miller(Ork 5935-ASCAP
4 4  DON'T CRY JOE...G. Jenkins Ork
5 6  I CAN DREAM...A. Robbins-G. Jenkins Ork
6 7  THE LAST MILE HOME...J. Stafford  
LP 57-310-ASCAP
7 3  YOU'RE MESSING UP MY LIPS...HEART  
QX 7170-507-ASCAP
8 20  DON'T CRY JOE...F. Fiskum Ork
9 22  I'VE GOT A LOVING...B. Stockton Ork  
(LP) 71-315-ASCAP
10 24  JEALOUS HEART...A. MacGowan  
QX 7170-507-ASCAP
11 19  ENVY...F. Warren  
QX 7170-507-ASCAP
12 21  WHY WAS I BORN...V. Dannee  
QX 7170-507-ASCAP
13 20  JEALOUS HEART...B. Lawrence  
QX 7170-507-ASCAP
14 13  WHISPERING HOPES...J. Stafford G. Warner(Ork 57-9727-ASCAP
15 1  I CAN DREAM, CANT IT H. Winton Ork  
QX 7170-507-ASCAP
16 2  DON'T CRY JOE...J. Hall  
QX 7170-507-ASCAP
17 16  MULE TRAIN...B. Croce-P. Bobbit's String Band
18 27  CANADIAN CAPERS...Dick Day  
QX 7170-507-ASCAP
19 5  MAKE BELIEVE...S. Vaughan
20 23  DEAR HEARTS AND GENTLE PEOPLE...D. Shore  
QX 7170-507-ASCAP
21 30  THAT LUCKY OLD SUN...S. Sinatra  
QX 7170-507-ASCAP

1 2  I KNOW, I KNOW...F. Weston  
QX 7170-507-ASCAP

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

10. If You Were Mine (R), F. O'Bannon  
11. All About You (F), B. Campbell  
12. Tell Me Why (F), J. Renada  
13. True Love (F), S. Carter  
14. Street Scene (F), E. Davis  
15. The Road We Take (F), F. Millard

The Billboard

Radio Popularity

NEWS

WESTERN WAXHILL...

DEEDEE Ken Sheeler, Jack Wolfe and Lewis Wertheimer, WYME, Canton, O., in an all-out Community Fund push, showed shoes and baby buggy for their listeners. As an added gaffe they even had themselves arrested for shining shoes without licenses; their fans paid the fines, which went into the fund...Bill Wood, KODY, North Platte, Neb., is known in town as the man who turns up the heat in winter and the volume in summer on the city's civic symphony orchestra. It's prestige for the station and publicity for the city, says_tok...

GOTHAM CAB...

Ed Donner, up from a New York office, is now heard back at WJMJ. ..Ed's first guest was band leader Gene Willioms...Ted Husing celebrated the third anniversary of his deejaying career here last week...Nellie Lutterer visited with WMGM's Bea Kaiman at Buffalo's restaurant last week...Sportscaster John N. Keating, of the WIPX Smaller Time TV show, formed a junior record jury from the young performers on the show to pick the best new kiddies.

RURAL RHYTHMMAKERS...

Frank B. Motion has added a 60-minute afternoon Western show to his WGN program...Wayne Walker, 17-year-old spooner at KFNY, Benton, Ill., is scheduled for a novarounds show, as well as a chance to audition listener requests. Bonnies Lou and Blesil Baxter have joined the Eddie Hill group at WMAR, Memphis, Tenn. "Cousin" Richard Embry will be the good-night social at WJMJ, 10:30 to 11 P.M., making his appearance in his new program as director at WIPX. Alton, Ill. In an effort to reach the market area of WKBW, Oyster Bay, L.I., is now professional with the Western Jamboree show at KEGG, Catterline, N.Y. In the early months of his program, the WIPX small time TV show, a feature of the radio and television, will be broadcast...Enterprise, Maryland, is now program director at WFAQ, Mount Airy, N.C., using the Hillery R Ferrone format he practiced at WFXK, Charleston, S. C., where he operated an Uncle Uly.

EASTERN BEAT...

Jerry Strong, wack-upper for WINX, Washington, mentioned over the phone that he would like a cake for his birthday. He received 200 cakes of various types and flavors, which he took to the Children's Hospital party, ice cream and other extras were furnished by his friends. A program manager for Monaghan has resigned at WKBW, New Britain, Conn., and a new director is being announced. The Federal Communications Commission is now program director at WAFQ, Mount Airy, N.C., using the Hillery R Ferrone format he practiced at WFXK, Charleston, S. C., where he operated an Uncle Uly.

(Continued on page 28)
We Apologize

WHAT WITH BREAKING MY HEART, ROOM FULL OF ROSES, MAYBE IT'S BECAUSE, TELL ME WHY, LUCKY OLD SUN, AND NOW MULE TRAIN KICKING UP SUCH A STORM, WE NEGLECTED TO TELL YOU ABOUT THE OTHER UP AND COMING HITS. THEY'RE ALL WINNERS!

Eddy Howard  
"CROCODILE TEARS" 5325
"EVERYTHING THEY SAID"

Vic Damone  
"WHY WAS I BORN" 5326
"LONELY NIGHT"

Frankie Laine  
"NOW THAT I NEED YOU" 5311
"MY OWN, MY ONLY"

Lawrence Welk  
"A LITTLE MORE LOVE" 5340
"YOU CAN'T LOSE A BROKEN HEART"

Louis Prima  
"CHARLEY MY BOY" 5338
"MANUELO TARANTE" 5339

Patti Page  
"DEAR HEARTS AND GENTLE PEOPLE" 5336

Richard Hayes  
"MABUHAY" 5333
"WILL YOU REMEMBER"

Rex Allen  
"OVER THREE HILLS" 6214
"ALONE WITH THE CROWD"

Kitten Kallen  
"A MAN WROTE A SONG" 5327
"MAD ABOUT YOU"

Jerry Murad's Harmonicats  
"GALLOPING COMEDIANS" 5331

Watch these two  
"BLUEBERRY HILL" ... Red Caps  "SATISFIED" ... Golden Gate Quartet

Only Mercury has the hits on NON BREAKABLE RECORDS
MUSIC

November 19, 1949

Retail Record Sales

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top ten volume retail record stores. List is based upon the Billboard's weekly survey among the 1,460 largest dealers concerning every important market. Survey returns are weighted according to size of market area. Records are listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION

Weekend Last / This Week
Wknd /(transform to past tense)

Singles

1. "That Lucky Old Sun," J. Laine...Got Sentimental Over Nanking...Columbia (70414-16). 34481
2. "Nightingale," J. McHugh...Weaver's Song...RCA (3405-1). 34556
3. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
4. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
5. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
6. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
7. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
8. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
9. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556
10. "In the Still of the Night," J. McHugh...Weaver's Song...RCA (3405-1). 34556

CHILDREN'S RECORDS

Records listed are those records selling best in the nation's music record stores (exclusive of dealers' own labels). Records are listed according to greatest sales.

POSITION

Weekend Last / This Week
Wknd / (transform to past tense)

Singles

1. "Little Toot," Del Villano...The Stalkers...Cap (58451-14). 34556
2. "Bugs Buny in Storyland," The Stooges...World...Cumberland 23062-12
3. "Bozo at the Circus," Alvin Lindeman-Vance...Cap (58451-14). 34556
4. "Bozo and the Birds," The Stooges...World...Cumberland 23062-12
5. "Woody Woodpecker and His Talent Show," Woody Woodpecker...Cap (58451-14). 34556
6. "Woody Woodpecker," The Stooges...World...Cumberland 23062-12
7. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
8. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
9. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
10. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
11. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
12. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
13. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
14. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
15. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
16. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
17. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
18. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
19. "Three Little Pigs," The Stooges...World...Cumberland 23062-12
20. "Three Little Pigs," The Stooges...World...Cumberland 23062-12

CLASSICAL SINGLES

1. "Clair de Lune," Jose Iturbi...VST 1118-0527. 34556
2. "Business Brand," Rex Allen...VST 1118-0527. 34556
3. "Chopin's Polonaise," Jose Iturbi...VST 1118-0527. 34556
4. "Lullaby of the Spheres," Jose Iturbi...VST 1118-0527. 34556

POP ALBUMS

1. "South Pacific" (Seven Record) Mary Martin-Erwin Popp...Capitol (56004-16). 34556
2. "Jolson Sings Again" (Four Records) Al Jolson...VSD 11001-16. 34556
3. "That Midnight Kiss" (Six Records) Tony Martin...VSD 11001-16. 34556
4. "Kiss Me Kate" (Six Records) Tony Martin...VSD 11001-16. 34556
5. "Story of a Song" (Seven Records) Tony Martin...VSD 11001-16. 34556
6. "Silver Linings" (Three Records) Andy Williams...Capitol (56004-16). 34556
7. "Square Dances" (Four Records) Andy Williams...Capitol (56004-16). 34556
8. "Starlight Serenade" (Three Records) Andy Williams...Capitol (56004-16). 34556
9. "Merry Christmas" (Four Records) Bing Crosby-Andy Williams...Capitol (56004-16). 34556

DEALER DOINGS

VIA TELEPHONE...The Harris-Warden Music Hall, Las Vegas, Nev., is using a unique telephone promotion idea to sell disk and juke box operators. Chronic patients or special customers can call in at any time and the store will play a record for them over the phone. "A preto recorder is connected with the store's whole records and a juke box operator on duty. We phone the juke box operators when we receive shipments of new disks, and the boys just pick out what they want over the wire. In the business we've never had a customer who would not order from us, and the playbacks are a novel gimmick for the club and musicians who frequent them. Right now, though, we don't want to tell too many customers about it because we don't want to stop them from calling in at the store."...Paul H. Jackson, manager.

PLATTER AUCTION

In blues, rhythm and jazz disks, Seymour's Record Shop, Chicago, has made effective use of collector's items' auctions. The auction idea has been used in jazz magazines, Owners of Bolivia and Seymour have brought the gimmick in a record shop, George Hoessler, jazz critic and columnist, for the Schwab brothers, acts as auctioneer. "The records are auctioned not only on a par by par basis, but sold on a brokerage basis, with collectors submitting their bids for auction at a 20 per cent fee. Our public address system gives the collector a chance to bid on the disks played, with the highest outbidding the others. Publicity for the first of the auctions was well planned, with emphasis on heavy weeks by various disk shows over WFTL.

DISPLAYING SINGLES...Willie H. Ford, the Record Rack, Buffalo, N. Y., has sent up disk racks for single disks with tie-in in the disk and sheet music. It was this way, explain Ford: "For a simple and effective way to title the single records in these merchants, just place a par by par (of the same record) behind the record in the sleeve. It is very neat, eye-catching, and makes the name of the various types and uses of the music, easy to read. This type of titling is also easy to change as new disks are released. A word in passing new hits as well as tests."...Henry Ford, M. Ford, and Associates.

DISKS AND STROBLODES...Strawbridge & Clothier, Philadelphia department store, has set up a special sales booth for 4.r.p.m. disks right near the 50-cent records display. Stroblogues are ad-

VOX JOX

(Continued from page 26)
Now runs from 8:30 to midnight on Saturday. George Lawrenz, the new spinner at WJDL, Niagara Falls, N. Y., with John G. W. has a few jock, Mary Dilmore, who calls her Saturday night show "The Who 'n It With JDL, show is filled with a lot of new hits, as well as a selection of the old favorites, including the winning entry. Not an award."...Vincent Schramm, manager.

GIMMIX...Ray Robinson, KCQM, Palm Springs, Calif., is experimenting a jockeys giveaway with trackers required to buy a certain amount of product in order to get a crack at the big one. Prizes put up by sponsors. "We have a local platten sponsor, Joe Bungor, who has been giving disc jockeys for disc jockeys to listeners for a long time and this season we moved 10,000 records in 13 days." Turner writes. "Can anybody on a 250-watt station sell off a 1,000-disk box of anything when he has this kind of thing on his line? None to junct, shows no at KXOK. Swett, WAXQ, all have a similar program around the "something old, sweet, new, blue, theme"...And Dave Mahr, WTH, South Johnsville, N. Y., is doing a similar thing: Falls, rivers, qux's names, moon. etc. "Listeners have been on quite a kick with these," he writes. Bill Dorn, Tom M. at WHN, Charleston, S. C., has run a listener contest for kids as far as the circulation with the Charleston County Fair. Best answer to the question, "Why don't we win a boat?" wins a book of rides and show passes daily, with a king and queen of the fair. to choose from all the entries at fair's end."
Another Exclusive Capitol Smash!

"The Sun is always shining"

Margaret Whiting

with Frank DeVol and his Orchestra

Haunting melody . . . unforgettable lyrics!

Backed by: "SORRY" Recently discovered among the works of the late, great Richard Whiting

Capitol No. 57-776
Now available on 78 rpm; due for early 45 rpm release.

Phone or wire your distributor TODAY!

Capitol Records Hollywood
### Music Popularity Charts

#### 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 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same title. Unless shown in this chart, other available records at times listed here will be found in the issuer's list of titles.

**Music Popularity Chart, Part 1**

| Position | Record Label | Title | Artist(s) | Composer(s) | Songs Available | ASCAP
|----------|--------------|-------|-----------|--------------|----------------|-------
| 1        | RCA Victor  | "Shame on You" | Lisa Kirk |          |                |     
| 2        | RCA Victor  |     |          |             |                |     
| 3        | RCA Victor  |     |          |             |                |     
| 4        | RCA Victor  |     |          |             |                |     
| 5        | RCA Victor  |     |          |             |                |     
| 6        | RCA Victor  |     |          |             |                |     
| 7        | RCA Victor  |     |          |             |                |     
| 8        | RCA Victor  |     |          |             |                |     
| 9        | RCA Victor  |     |          |             |                |     
| 10       | RCA Victor  |     |          |             |                |     

**Juke Box Record Plays**

Based on reports received last three days of Week Ending November 11

- **Most-Played Juke Box Records**
- **Music Popularity Charts**
- **Warning:** In utilizing these charts for营业 purposes, readers are urged to pay particular attention to information listed under "ASCAP." This information shows the length of time a record has been on the chart. Whether a record's popularity has increased or decreased is shown in the chart. Readers should use this information under the assumption that if a record is titled "this week" and there is the current position information this "week" versus last week shows a drop down in popularity readers should buy with caution.
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"

One of the most outstanding and consistent best-sellers of Gospel Songs on

DECCA RECORDS
Special Holiday Release

"SILENT NIGHT"
"WHITE CHRISTMAS"

Other Great Recordings

"DOWN BY THE RIVERSIDE"
"UP ABOVE MY HEAD I HEAR MUSIC IN THE AIR"

"EVERYBODY'S GONNA HAVE A WONDERFUL TIME"
"THIS TRAIN" & "DIDN'T IT RAIN?"

SISTER ROSETTA THARPE

AMERICA'S SENSATIONAL GOSPEL SINGING FAVORITE

SISTER
ROSETTA THARPE

EXCLUSIVE MANAGEMENT

TAPS AGENCY
1619 BROADWAY, N.Y. COLUMBUS 5-1566
ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Crockette Tears
J. Carter-Carter Sisters-Mother Maplegrove (Grandma McCull.) V780719-0141; (4518$0-0146

Cowboy Tears
T. Williams (The Water) Cap7742-0253

Darling, Why Are You So Mean To Me
H. R. (Brazos Valley) V780719-0254; (4518$0-0255

I Don't Want To Be President
Cowboi Daie Sanders (Carlton Brothers) V780719-0257; (4518$0-0258

My Baby Back
F. J. Tilton (The Water) Cap7750-0259

I'll Never Pass This Way Again
S. Whitman (Birmingham) V780719-0261; (4518$0-0262

I'm Gonna Kill That Woman
S. Lee (Cowboy Tennis) V780719-0263; (4518$0-0264

I'm Losing You For Tonight
Tennessee Valley Boys (Mag) V780719-0265; (4518$0-0266

I'm So Lonesome I Could Cry
H. Williams (My Bucket) MIB7954-0267

I'm So Bored From The Country Land (The Country Girl's Turn) W. Ray (Rayne Big Band) V780719-0268; (4518$0-0269

THREE DAYS IN A WEEK
The Folk (Country & Western) Records Section

Based on reports received last three days of Week Ending November 11

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITIONS

Weekly List: This week's records.

1. 1. SLEEPING AROUND. . . , M. Whitley-W. J. Walker. Capitol 57-40214-4-MIL
2. 2. LULLABY. . . , M. Whitley-W. J. Walker. Capitol 57-40215-4-MIL
3. 3. SLEEPING AROUND AGAIN. . . , M. Whitley-W. J. Walker. Capitol 57-40216-4-MIL
4. 4. SLEEPING AROUND AGAIN. . . , F. Tillman. Capitol 57-40217-4-MIL
5. 5. I'M THINKING OF YOU. . . , E. Arnold. Capitol 57-40218-4-MIL
6. 6. I'M THINKING OF YOU. . . , E. Arnold. Capitol 57-40219-4-MIL
7. 7. SWING SWING SWING. . . , E. Arnold. Capitol 57-40220-4-MIL
8. 8. SWING SWING SWING. . . , E. Arnold. Capitol 57-40221-4-MIL
9. 9. SWING SWING SWING. . . , E. Arnold. Capitol 57-40222-4-MIL
10. 10. SWING SWING SWING. . . , E. Arnold. Capitol 57-40223-4-MIL

DECCA RECORDS, INC.
50 WEST 57TH STREET
NEW YORK 10, N. Y.

OFFICE OF THE VICE PRESIDENT
IN CHARGE OF RECORDING

DECEMBER 1, 1949

DEAR RED,

YOUR FIRST CHILDREN'S RECORD "THE PRETTIEST SONG IN THE WORLD" IS A GREAT STEP FORWARD IN YOUR CAREER. WE ARE ALL VERY EXCITED ABOUT YOUR WONDERFUL PERFORMANCE AND WE FEEL SURE THE RECORD WILL BE A BIG HIT. THANK YOU FOR YOUR EFFORTS.

CONGRATULATIONS!

Mr. RED FOLEY
NASHVILLE, TENNESSEE

DECCA RECORDS, INC.
MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Slipin' Around</td>
<td>J. Waley and M. Whiting</td>
<td>Cap 57-00224</td>
<td>BMI</td>
</tr>
<tr>
<td>2</td>
<td>Why Don't You Mail Off and Love Me</td>
<td>L. Priney</td>
<td>King 791</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>Lovesick Blues</td>
<td>H. Williams and H. Dobbs Cargo</td>
<td>MGM 10379</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>Bigger Stay Away From Me</td>
<td>D. Wilson-Brothers</td>
<td>King 630</td>
<td>BMI</td>
</tr>
<tr>
<td>5</td>
<td>I'll Never Slip Around Again</td>
<td>M. Ashely-W. Ward</td>
<td>Cap 57-00224</td>
<td>BMI</td>
</tr>
<tr>
<td>6</td>
<td>Wedding Bells</td>
<td>H. Williams and H. Dobbs Cargo</td>
<td>MGM 10401</td>
<td>BMI</td>
</tr>
<tr>
<td>7</td>
<td>Slipin' Around</td>
<td>J. Waley and M. Whiting</td>
<td>Cap 57-00224</td>
<td>BMI</td>
</tr>
<tr>
<td>8</td>
<td>I Never See Maggie Alone</td>
<td>K. Roberts</td>
<td>Columbia 61619</td>
<td>ASCAP</td>
</tr>
<tr>
<td>9</td>
<td>I'm Throwing Rice at the Girl</td>
<td>E. Arnold</td>
<td>Columbia 90182</td>
<td>ASCAP</td>
</tr>
<tr>
<td>10</td>
<td>You Don't Mail Off and Love Me</td>
<td>H. Williams</td>
<td>MGM 10397</td>
<td>BMI</td>
</tr>
<tr>
<td>11</td>
<td>Bigger Stay Way From Me</td>
<td>D. Wilson-Brothers</td>
<td>King 630</td>
<td>BMI</td>
</tr>
<tr>
<td>12</td>
<td>I Wish I Knew</td>
<td>V. Whiting-J. M. McRae</td>
<td>CRL 97026</td>
<td>BMI</td>
</tr>
<tr>
<td>13</td>
<td>Cry Easy Heart</td>
<td>V. Whiting-J. M. McRae</td>
<td>CRL 97026</td>
<td>BMI</td>
</tr>
<tr>
<td>14</td>
<td>Leave Hayride</td>
<td>V. Whiting-J. M. McRae</td>
<td>CRL 97026</td>
<td>BMI</td>
</tr>
<tr>
<td>15</td>
<td>Jealous Heart</td>
<td>K. Roberts</td>
<td>Columbia 7525</td>
<td>BMI</td>
</tr>
</tbody>
</table>

WARNING!

In interpreting 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, decreased, or remained the same. Such information is shown in the left-hand columns under the heading: Weeks to Date, Most Week, and This Week. In using the charts, readers should buy with caution.

FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the second week of the November poll of the nation's Western disk jockeys, 122 spinners named Jimmy Wakely and Margaret Whiting's "Slipin' Around" (Columbia) as their most requested number. Following in order were: "I Love Your Way" (MGM) by Johnnie Wright; "Blues Stay Way From Me" (King) by Tennessee Ernie Ford; "Mule Train" (Columbia) by Wayne Raney; "Why Youain't Got No Love For Me" (King) by Eddie A. Stovall; "Blues Stay Way From Me" (Columbia) by Delph Guest; "I Never See Maggie Alone" (Coral) by Gene Autry; "I Wish I Knew" (Victor) by George Morgan; "Take My Hand" (Columbia) by Floyd Tillman; and "Jealous Heart" (Columbia) by Frank Laine's "Mule Train" (Murray). The remaining eight in the order named were Stuart Hambleton's "I'll Go Chasin' Women" (Columbia), Homer and Jethro's "Tennessee Border No. 2" (Victor) and Charlie and Doc Williams' "Goodbye Lonely Girl" (MGM), "Buddy Lee" (Columbia) by Bing Crosby; "Mule Train" (Decca), "My Way From Home" (Columbia), and Eddie Arnold's "Crazy Heart" (Columbia) and "Jealous Heart" (Columbia). The Western Wax Waumpum is the most requested number.

Artists’ Activities: Ensign Nettles, 14-year-old son of Bill Nettles (Mercury), KMLB, Monroe, La., is set to play bass with his dad's band at the end of the next school term. The youngest picker upped the difficult instrument on his own, and Sally and Ash Taylor, of Sally's Ann Park, Kurtzton, Pa., played host to Billy Wilson, of Billy Wilson and Benny Bell, October 15 when Wilson celebrated his birthday. Bubby Cole and the Mellow Men, with narration by Ann Whiffleford and with words by Cottonseed Clark, Walker's itinerary includes: The Grand Ole Opry NBC ses. November 15, with Margaret Whiting; Fox Theater, Detroit, 15-21, and a two-weeker at the Thunderbird Hotel, Las Vegas, Nev., opening November 24. Dick Thomas (Decca), participating in the Tobacco Bowl Festival October 15 at Richmond, Va., played the last session in Cincinnati, with "Foolish Tears" and "That's My Life" as his next releases.

Steve Stebbins, of Americas Corporation, reports that the Maddox Brothers and Rose (4-Star) drew a record 5,673 admissions at $1.20 in San Diego, Calif., late October 23. They broke a house record at the Hometown Jamboree at El Monte, Calif., doing 883 admissions, while they did 5,070 at Ventura, Calif., which is 80

Continued on page 26)
**ARTIST**

**LABEL AND NO.**

**COMMENT**

**ROGER COLEMAN**

**Circus 1215**

Under a Symphony of Stars

Pop king, enlisting an extended ballad and a boy singer with considerable grace in the purchase of the **TUNES**

You Remind Me of Someone

Guitar damaged on a semi-differentiated cut out from a****

**JANETTE DAVIS**

**Harmony 1084**

You're All I Want for Christmas

Miss Davis waxes the ballads, which sounds a hit-

**DICK ROBERTSON ORK**

**Vanguard 5810**

The Very Christmas Polka

Sadly Resorting the tune which should make a Christmas hit. Should do plenty hit at the low price.

**TWO TON BAKER**

**Mentor 5294**

This Story of Annie Laurie

Tales of a current record, which hasn't yet materialized.

**EDMUNDO ROS ORK**

**London 499**

I Want You To Want Me

Harrington since the move-revised alone simply in a tangle position. Forty ninety makes this an effective low-ball price.

**LUKE LOMBARDI**

**Deca 19776**

Now That I Need You

So-harmless tune on the ditty from the "Bad Man and Black" Ruth.

**KAYCEE TRIO**

**Warren Durrall 31335-6**

I Want You for Christmas

There'll be little bases for such tricks as this on the crowned Christmas market.

**DEE MOLEHROTH**

**Eugen 10002**

I Want You

Another escape with a pleasant two-beat but which will be left in the current Christmas market despite the low price.

**CARL RAVAZZA**

**Deca 24782**

You Better Run

Sweat and, in a suit of blackness, 100 per cent for that ditty.

**JO ANN TALLIS**

**Warren Durrall 31335-8**

The Wedding Samba

Tune has been known in the hoarse theme as "The Samba Dance."Could be sold for a fair price.

**ELLA FITZGERALD-**

**OLIVY ORK**

**Deca 24785**

You Can't Touch That Move in My Rumba Boat

One must make here but foggy calypso-style vocal work will.

**BILLY SATTA**

**Chicken Round Square Dance**

Sugarfoot Mountain Square Dance

Guy makes like a Midwestern farm band with this confection and jumps at first a few bars. Has work with gnu.

**MILO GUMBROD**

**Deca 24779**

Too Much Temps in My Rumba Boat

One must make here but foggy calypso-style vocal work will.

**RICHARD KRAPF**

**Saxon 13090**

Talk, Fast. My Heart, Talk Fast

Ella's special fans will eat up this little display of her boyish charm and a few bars. Has work with gnu.

**JO ANN TALLIS**

**Warren Durrall 31335-8**

Talk, Fast. My Heart, Talk Fast

Ella's special fans will eat up this little display of her boyish charm and a few bars. Has work with gnu.

**PETER TODD ORK**

**Coral 46112**

The Birds and the Bees

Old boy short-haired, and Smith effects a silly voice in a silly ditty. Despite the title, this is kid stuff.

**BOB MORRIS**

**Joe Buhklin Trio**

**American 3098**

In the Same World

Waltz, balanced for band, does this ditty in country style. Range and harmonization are thrown in for some reasons.

**ALFRED WEINBERGER**

**Hersch 24579**

Don't Tell My Heart

Parlor tune and song do a pleasant enough harmonization but are a pretty tune.

**GIL DANCENIS**

**Gala 271**

It's True, It's True

Waltz, balanced for band, does this ditty in country style. Range and harmonization are thrown in for some reasons.

**BOB WEINBERGER**

**Joe Buhklin Trio**

**Amercan 3098**

South of the Border

Old renewed Valkyrie waxes itself up, but, the late great murderer in fine form and even sings a rhythm change.

**PETE MECHE**

**Coral 46112**

If What You Say Is True

For Clark's entertainment.

**STUART WATTS**

**Prairie Wind**

Starlight Waits

Prairie Tune. The group plus vocalist offers a pleasant rendition of an old-fashioned waltz, Products and price are mismatched.

**AARON HAFNER**

**Vanguard 549**

My Hearst Report

For Clark's entertainment.

**PAUL MORTON**

**Claar 341**

My Hearst Report

For Clark's entertainment.
Record Reviews

ARTIST
ABEL AND NO.

TUNES

COMMENT

RACIE FIELDS (Bob
London 52)

Ain't Misbehavin'

POPULAR
Only a Class of Champagne

80--82 80--78

Evil is let in, and Al Capone
with tongue-in-cheek enamor. Mightily entertain-
ing the story, careful study may be required.

She Fought Like a Tiger for Er' Oncor

80--82 80--78

Miss C. make this same year's age for Libby
Must Shoe kids. English music hell favorite makes
for good disk entertainment.

You Broke My Heart With Be-Bop

65--72 64--60

Knotty, first showed several minutes back via Rosi
Carryl's wazoo, could serve as an occasional jazz
special.

John Atta, My Pasion

65--66 65--64

Prima-type melody utilizes a tentative rhythm.
Ritualistic breaks would make more in Italian wide.

I'm Just Looking For a Thrill

75--76 75--73

Warrior tells tales between Lots and Bill Dorval supple-
tively. Moderate rhythm rendition could do some
rhythm business.

Baby, But Match

75--76 75--73

Fine, tasteful rendition of self-conscious novelty
material. More like this are promised here and
soon.

VAUGHN MONROE

ORK
Vicor 30-3650

Mule Train

87--88 87--87

Vaughs' version of this stick hit, which is in his
'Singing Game' movie, is inferior to competition
But the production and Hicks power should
still plenty of coats.

Singing My Way Back Home

88--88 88--88

Over a period of time this Western saddle, also
from Victor field, could mean much more to the
public. It's Vaughn at his most released in a
'Cool Victor' dual.

THE STARDUSTERS

Decol 24781

Through a Long and Sleepless Night

67--70 65--65

A stunning performance and late release of a beau-
tiful tune from the "Come to the Statue" flick.

Wouldn't It Be Fun

60--60 60--60

Rhythm corn which seems to have been started in
the 90's. The group treats the song pleasantly.

SHANANIGANS

Mooney's crew skillfully dives out a musing Irish-
father to his "Hop Scotch Polka" hit. Sounds
like another big mule-grabber.

The River Saline

88--88 88--88

It takes the music works a little bit to get to
the rest of this variety, gay, but this may make
little difference. The song's got plenty of
hit potential.

My Love Loves Me

87--89 87--85

Fred Vector is emerging on wax. She sing this tune
basically, an adaptation, with a maximum of warm-
and swing. Tasty background.

This Is Where Love Walks Out

78--80 75--78

Show-opening type material works to use up brown
by Fred. Solidness will last, Orgy helps keep
the whole thing organized.

TOMMY DORSEY

ORK
Vicor 30-3348

Shake That Tree

73--75 72--75

Jack Deffy lead, heat and personality to a cute
rendition nicely while the Dorsey band cuts in a
swing dense arrangement.

Hollywood Hat

67--70 65--65

An unimportant instrumental original by Bill Fire-
 dare and prairie, spark and kick ensemble
by the Booky T. B. outfit.

GOT YOU RIGHT WHERE I WANT YOU

65--70 60--65

Inefficacious, tune rhythm distasteful to the best Bach
and Wfia Show is song reasonably well by Ritz Patton,
Orfyn is interacting, has a beat and is clean.

Your Life Is My Life

62--65 60--60

(Randy Rockwell)

Pretty Thrills-like hard sound and Lawrence's
later keyboarding give this side some credence.
Mous and dry bundle is on the world side.

MARRY BABBITT

(Buddy Cole)
Vocalion 5504

Silent Night

67--70 65--65

Preadapt rendition of the Christmas hymn. Babbitt
rarely has any better. Cole's organ work gives
the discing a big sound.

White Christmas

69--70 68--68

Symphonies shining by Babbitt with effective Cole
organ background. Pairing is a low-pitched Sargnon
but the competition on the songs is tremendous.

BINGO WENT MY HEART

40--40 40--40

Bingy bearing on our time that compared favor-
with the bingo scene. More noon than bingo.

The Man in the Moon

50--50 50--50

Through once a rare bundle adequately.

MERRY CHRISTMAS POLKA

87--88 86--86

Bright, happy winking of the most promising of this
year's seasonal song crop. One of the best readings.

Your Kiss

70--70 70--70

Disappearing dash of a not unpleasant bundle. Good
dance making. Also, Gramm's vocals are a decided
asset.

THE JOLLY OLD MAN IN THE BRIGHT RED SUIT

80--82 80--78

Worse and his organization takes a Christmas
Wreath. Ditty has some charm, and old Ersu Tumah
rally up with festive, picturesque manner.

Auld Lang Syne

84--85 83--84

This is the standard of the New Year's favorites
should get plenty of play when the wassail bowl
is full.

ELLA FITZGERALD

Decca 24779

A Man Wrote a Song

80--85 80--75

A classy treatment of a classy song.

Foolish Tears

83--83 81--85

Thlush shows her great versatility in a backwarming
intonation rendition of a promising novelty hit.

(Continued on page 94)
BEASLEY SMITH  
Composer of "THAT LUCKY OLD SUN"
Conducts His  
NEW HIT!
Song by SNOOKY LANSON

THE BILLBOARD PICKS:  
In the opinion of The Billboard music staff, records listed below are most likely to become popular as determined by recent hit selling, most played or most heard features of the chart.

1. DEAR HEARTS AND GENTLE PEOPLE  
   Slim Whitman  
   Victor 20-3586

2. DEAR HEARTS AND GENTLE PEOPLE  
   Bing Crosby  
   Capitol 20-3600

3. THE LONELY PREACHER  
   Perry Como  
   Capitol 20-3733

4. THE RINGS OF TEARS  
   Louisiana  
   Capitol 20-3737

5. DEAR HEARTS AND GENTLE PEOPLE  
   Bing Crosby  
   Capitol 24748

6. A THOUSAND VIOLENS  
   Tony Martin  
   Capitol 24749

7. SHE WORE A YELLOW RIBBON  
   Eddie Miller  
   Capitol 24750

8. TELL ME WHY  
   Gordon Jenkins  
   Columbia 24751

9. Toot, Toot, Toosie  
   Art Murray  
   MGM 38605

10. WHY WAS I BORN?  
    Virginia  
    Mercury 5326

THE DISK JOCKEYS PICK:  
Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those who what these disk jockeys think tomorrow's hits will be:

1. STAY  
   Paul W. Davis  
   Columbia 57-794

2. I WANT TO GO HOME  
   Perry Como  
   Victor 20-3586

3. FURRY FOOTSTEPS  
   Carmen Cavallaro  
   Columbia 57-797

4. SORROW  
   Art Lund  
   Capitol 20-3600

5. PACK TRACK HOME  
   Bing Crosby  
   Capitol 24749

6. DEAR HEARTS AND GENTLE PEOPLE  
   Bing Crosby  
   Capitol 20-3600

7. PLEASANT  
   Margot Norrish  
   Capitol 20-3733

8. CROCODILE TEARS  
   Gordon MacRae  
   Capitol 20-3737

9. PLEASANT  
   Les Brown  
   Columbia 20-3737

10. TENDERLY  
    Jack Teagarden  
    Columbia 20-3738

THE RETAILERS PICK:  
Records that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those who think tomorrow's hits will be:

1. DEAR HEARTS AND GENTLE PEOPLE  
   Slim Whitman  
   Columbia 57-795

2. DEAR HEARTS AND GENTLE PEOPLE  
   Bing Crosby  
   Capitol 20-3600

3. DEAR HEARTS AND GENTLE PEOPLE  
   Bing Crosby  
   Capitol 20-3600

4. A THOUSAND VIOLENS  
   Tony Martin  
   Capitol 20-3733

5. SHE WORE A YELLOW RIBBON  
   Eddie Miller  
   Capitol 24748

6. TELL ME WHY  
   Gordon Jenkins  
   Columbia 24751

7. SHE WORE A YELLOW RIBBON  
   Eddie Miller  
   Columbia 20-3737

8. TOOTSIE  
   Art Murray  
   MGM 38605

9. FURRY FOOTSTEPS  
   Virginia  
   Mercury 5326

10. WHY WAS I BORN?  
    Virginia  
    Mercury 5326

FOLK TALENT AND TUNES  
(Continued from page 33)

short of the all-time peak.  
   Slim Whitman (Victor) is now doing  
   a daily show from Nashville over Mutual for Bucruse Mills, with  
   the show known as "Slim Whitman and the Lightcrust Doughboys."  
   Whitman and his featured lead guitar man, Harold Bradley,  
   just returned from the State Fair of Texas, Dallas, where they worked  
   for personable October 8-22.  
   Marge Engel, of WJTL, Toledo, is organizing a  
   Junior Jamboree Saturday afternoon at Memorial Hall to encourage  
   and teenge-agers in i.h. music. Acts from her  
   "Maumee Valley Jamboree" will be featured.  
   Arthur (Guitar)  
   Smith (MGM) and Crackerjacks opened November 2 at the Pall  
   Mall Room of the Raleigh Hotel, Washington, for d.j. Connie B. Gay,  
   of WALT, Arlington, Va. Texas Jim Robertson (Victor) is on the  
   same bill.

Jesse Rogers (Bluebird) and steelman Billy Williamson and  
   PeeWee Miller, once with the Sleepy Hollow Gang, are working the  
   Club Argyle, Newark, N.J.  
   Cherokee Sue, of WPDX, Clarksburg,  
   W. Va., reports that Bland Smith, of WHVA, Richmond, Va., has  
   several promising sides for Dome Records.  
   WALTER RICHARDSON, of  
   KINS, Denver, Tex., reports that the Ten-Beans have a new disc  
   under Bullet. They will go to San Antonio in late November to work with  
   Floyd Tillman.

Please address all communications to Johnny Sippel, The Billboard,  
   168 W. Randolph St., Chicago 1, Ill.
The Billboard
MUSIC POPULARITY CHARTS
Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

A. Denver's Holiday
B. A Date (Columbia Harmony 1000)
C. A New Star Is Shining In Hawaii
D. Uncle (Pickwick Records) Harmony 1079
E. Airsula Comin' Out
F. Ford (Cugo Black Crystalite) CR 812
G. All Ears
H. McGee (All Crystalite) CR 617
I. All of Me
J. When (Ferd's Crystalite) CR 618
K. Always My Heart
L. A Kaiser (Or Starlight) C 26440
M. Back Up
N. Hurry-J. Raggles Try (Whee Kness American) C 26470
O. Begin the Beguine
P. Pueblo (Jax OD) Route 578
Q. Best Loved Christmas Music Album—R. Block OD 1079
R. Signature 5-3
S. Best Sound of the Season
T. Three Sunk-R. Allen-E. Brit (The Game) TH 120-1299
U. Jofin-3107
V. Bibiodt-Bobbie-See
W. Blue Christmas
X. Halloweener Ork (You're All) C 36535

The following abbreviations are being used throughout the list of Advance Record Releases:
Cap.—Capitol
Col.—Colombia
Mel.—Mercury
V.—Vanguard
All other abbreviations will continue to be used on the charts as they have in the past.

Blues Stay Away From Me
Body and Soul
D. Zuke (Vivian's My Crystalite) CR 635
Brinna and Saiko
F. Lowry (My Will) C 38633
Bing's Your Buddy
G. Sherrill (Sophisticated Lady) Sony 718
Bing's Daily
H. Marion (I'll Be Missing You) C 38634
Carry Me Back to Old Virginia
J. Law (Mule Train) M 3145
Charlie, My Love
K. Kirby (Carol) C 219-3911
Charity Boy
L. Price (My Will) M 3138
Charlie Boy
M. Venus (I Don't) Crystalite CR 620
Chickenfoot, 'Spook-a-Whoop, Howley and Buter
A. D. Russell (Chine Ork) Cap 377-799
Circle Around the Moon
C. Bobbie Como Encore Album—B. Clark (12-30)
Country Back to Back Boys
C 133 (CL) G 6583
Come Back Baby Blues
C. The Blues (Old号码) National 4924
Copin' Canary
D. Brewer-D. Wayne ('Way Back) London 562
Dear Heart and Gentle People
D. DeWitt and Gentle People C 38635
Duet Heart and Gentle People C 38636
Duet Heart and Gentle People
F. Pope (The Game) M 3346
Did You Ever See A Dream Walking?
G. Stuff (The Dill) London 555
Don't Do Something to Someone Else (That You Wouldn't Want Done to You)
M. Fomme (The Rundown) Cap 57-779
Dream
H. The Harmonizers (Ill) Gett) Variety 5025
Dreamers' Holiday
G. Orin Ork (The Good) Varsity 276
Dreams of Old Times
H. McClorey (Hawaiian Sunset) Variety 228
Give Me Your Name
I. Ada J. Dreamers' Harmony 1800
Good Daddy Blues
J. Washington (Glick) Guy M 8134
Gracie County Bachelor
K. Jims (Hit) Travel CR 3644
Ha
L. Ventura (High V) C 210-1094
Hawaiian Sunset
M. Madame Ork (Variety) Variety 218
High on an Open Road
N. Ventura Ork (What) V 20-3994
Hitchhiker Sweetie
O. Ventura Ork (Ill) Michael 1 Michael 2
Hawk Little Differ'
K. Kyr (Seven) C 36534

I Can Drive, Can't I
A. Dave (There's No) Harmony 1078
I Can Drive, Can't I
B. The Bowlers ('Come Back) National 6192
I Can't Give You Anything But Love
C. Price Ork (There's Al) Varsity 195
I Cry for You
D. Noor (Charlie Day) Crystalite CR 626
I Don't Know Why
E. Montana (Charlie Day) C 36630
I Got The Blues
F. M. (Tremont) Rondo 201
I Never See Mama Alone
G. Clinton Ork (Whispering Hope) Variety 318
I Must Have Done Something Wonderful
H. D. (Dad's Heart) V 17351-1956; C 3647-3219
If I Were You (I'd Fall In Love With Me)
I. Tucker Ork (The Word) MGM 10172
If You Want Some Love
J. O'Neill (Monkey) M 8218
I'll Get Along Somehow
K. The Harmonizers (Drum) Variety 8035
I'll Never Slip Around Again
L. Your (The Game) C 36437
Illusion I Love You
M. Holmes Ork (Chickenscratch) Mutual 1
I'm Sweetheartin' Again
N. Don't (Always) Ork C 26404
I'm the Man With the Dreams
O. Beemo Ork (They Say) V 20-5993
I'll Get a Lovely Branch of Clematis
P. Blue Ork (Forty) C 37-1290
Jackson Ray
Q. Hoyman Quartet (Sire By) Rondo 207
Judge of the Brassy Parade
R. Oscarine Quartet (Cutty Around) Mutual 2
Just a Kiss Apart
S. Atlantic (AT) Ork CR 617
Just a Kiss Apart
T. Pete Peters (Dandyfull) V 20-5992
Kit Kat Polka
U. Nick (Christmas) Ork M 3345
Love for Christmas
V. Burns Ork (You Don't) Savoy 729
Martin (Rambles Home of the Williwows)
W. Martin (Hey Baby) C 219-1596; C 3647-3914
Morsley Waltz
X. Polkia Ork (Words Off) Route 174
Merry Christmas Polka
Y. Webb (Kill) Max 335
Money On
Z. Erfell (If You) M 3138
Mother Prizer
AA. Orin (A) (Here) Harmony 1079
Mule Train
BB. Edy (Williams TI Y V-V-V) C 3644
Maine Train
CC. See (Green County) Ork C 3644
Maine Train
DD. Law (Charlie Way) M 3345
Maine Train
EE. Mackay (Dear Heart) C 57-7790
Maine Train
FF. Mcllory-McIlroy Harmonies (The Pretty) Rick 487
Maine Train
GG. The Squirrelmen ('Phone Aval National 949
HH. Wild Irish Rose
II. Lowrey (Theta) C 38635
Mask of Romance
J. Patrick Ork (Begin) The Rondo 178
Nanamkia
K. Brown Ork (St. Louis) V 17832-3601; C 4549-3017
October Moon
LL. Chisler Ork (Someday) 20th Century 2C 80-40
On Cuva
MM. Butcher (Up Up) V 17832-1142; C 4549-3017
Philadelphia
NN. Travis E. Kirk-Emo (Blue Slap) Cap 15926
Robert Gay in the Grassyard
OO. Washington (Good Doggy) M 8134
'S Wonderful
PP. The Pink Pigeons Lost A) V 20-1092
St. Louis Baby
QQ. Ork (Humber) Variety 1782-3601; C 4549-3017
State of Eve
RR. Crusier Ork (Someday) 20th Century 2C 80-40
Surf City
SS. Butcher (Up Up) V 1782-1142; C 4549-3017
Swinging
TT. The Funky Farmers (They) Ork C 3644
Tipton Train
UU. Mcllory-McIlroy Harmonies (The Pretty) Rick 487
Maine Train
VV. The Squirrelmen ('Phone Aval National 949
W. Wild Irish Rose
XX. Lowrey (Theta) Ork C 38635
Xyle of Romance
YY. Patrick Ork (Begin) The Rondo 178
Zermatia
ZZ. Brown Ork (St. Louis) V 17832-3601; C 4549-3017
October Moon
AA. Chisler Ork (Someday) 20th Century 2C 80-40
On Cuva
BB. Butcher (Up Up) V 17832-1142; C 4549-3017
Philadelphia
CC. Travis E. Kirk-Emo (Blue Slap) Cap 15926
Robert Gay in the Grassyard
DD. Washington (Good Doggy) M 8134
'S Wonderful
EE. The Pink Pigeons Lost A) V 20-1092
St. Louis Baby
FF. Ork (Humber) Variety 1782-3601; C 4549-3017
State of Eve
GG. Crusier Ork (Someday) 20th Century 2C 80-40
Surf City
HH. Butcher (Up Up) V 1782-1142; C 4549-3017
Swinging
II. The Funky Farmers (They) Ork C 3644
Tipton Train
JJ. Whistle's Ork (Till) Smart OD 1002
KK. Times a Week (And Twice on Sunday)
LL. Kyr Ork (Twist Little) C 36434

(Continued on page 101)

TERESA BREWER
AND
BOBBY WAYNE'S

Sensational Duet

COPPER CANYON

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No. 562

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"R-176"

"MERCURY WALTZ"

"WORDS OF LOVE"

Don Pablo & His Orchestra

MUSIC

The Billboard

November 19, 1949

THE CATEGORIES

1. Production Idea

2. "Turnout" Chart

3. "Name Value"

4. Caliber of Manufacturers

5. Manufacturers' Distribution Power

6. Evaluation Chart

7. Record Quality

8. Manufacturers' Promotion"
It would be reasonable to assume that George Gershwin was a musical prodigy. In the light of his accomplishments, he should have been a master of the piano at the age of six, and acquire the terms with Beethoven and Brahms. But he wasn't.

Music was for sissies, according to George Gershwin. Schroeder was rollin' in 1904 on the streets of his home town of Brooklyn, and the only Wagner he knew anything about was the bow-legged Hans who played shortstop for the Pittsburgh Pirates.

One afternoon George dropped into a Jersey Arcade and heard a recording of Rubenstein's Melody in F, and he didn't like it. With the music the Dodger bats made in a game-winning rally, and when he was nine he fell in love with a girl because she could sing. This may have been the tip-off to what happened a year later when George Gershwin fell under the spell of Maxie and his violin. Suddenly he lost all interest in baseball, and when he met some of his old friends to Bach and Grieg as Maxie told him of the Immortals of music and unfolded the mysteries of melody to him.

Gershwin also found he had hidden magic in his fingers when he sat down at a piano for the first time in the home of a friend. But the chords he struck were true. And when he had a piano of his own an 11-ocken few had to be imposed on it, and the rest of the Gershwin family could have some sleep.

The lady in red
Satinin' away around.
SOMETHING ABOUT LOVE
Lyrics by Ira Gershman.
LOOK WHO'S HERE
SOMETHING SPECIAL, SORT OF SONG
Lyrics by Schiller Green.

1920—ED WYNNE'S CARNIVAL
Staged by Ed Wynne.
SONG TO LOVE YOU BY
Lyrics by Louis M. Pales. 
WAITERS FOR THE SUN TO COME OUT
DARE MANE
Lyrics by Irving Caesar.

1921—THE PERFECT FOOL
Staging Ed Wynne.
WE CAN'T KEEP HOME
Lyrics by Irving Caesar and B. G. DeSylva.

1922—GOODNESS SAKE
SOMETHING SPECIAL
SOMETHING
Lyrics by Arthur Jackson, TRA-La-LA.
SOMETHING SPECIAL
Lyrics of 1922.

1922—THE FRENCH DOLL
Staging Irene Bordoni.
ALL IN ONE NIGHT
Lyrics by R. G. DeSylva and R. G. DeSylva.

1925—NEFFIE OF 1923
At half past seven
Lyrics by R. G. DeSylva.
BASKIN NIGHTINGALE
Lyrics by R. G. DeSylva.

1926—LITTLE MISS BLUEBIRD
I'M A WALK ON JILL
Lyrics by R. G. DeSylva and Arthur Jackson.
SUNSHINE TRAIL
Lyrics by Arthur Jackson.

1929—AMERICANA
A reprise in which Charles Burrell made his Broadway debut. THAT LAST BAMBOO CHORD
Lyrics by Richard Rodgers.

1931—LA LA LUCILLE
Burl Ives and Adele Anderson, lyrics by R. G. DeSylva and Arthur Jackson. This was a spoof on the Gershwin, and starring Jack Wrather and Janet Veale. Harry, Inc.

THE LADY IN RED
Starring Adele Round.
SOMETHING ABOUT LOVE
Lyrics by Ira Gershman.
LOOK WHO'S HERE
SOMETHING SPECIAL, SORT OF SONG
Lyrics by Schiller Green.

1918—WHEN YOU WANT 'EM YOU CAN'T GET 'EM
A New York Winter Garden revue. MAKING OF A STAR
Lyrics by Harold Arlen, G. Schirmer, Inc.
O.K. YOU
Lyrics by Irving Caesar.

1919—MORRIS GEISS'S MIDNIGHT WHIRL
LIMEHOUSE NIGHTS
Lyrics by Irving Caesar and Popularlad.
PAPYRRHON
Lyrics by Irving Caesar.

THE CAPITOL REVUE
Starred at the Capitol Theater, New York.
COME TO THE MOON
Lyrics by Lou Palsy and Ned Wagoner.

1920—SUNBAN
A Winter Garden revue starring Al Jolson.
SWINGE
Lyrics by Irving Caesar and R. G. DeSylva.

1921—GOOD MORNING, HUGGE
Starring Maile and Charles King.
I WAS SO YOUNG
Lyrics by Irving Caesar and Alfred Bryan.

GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

UNLESS OTHERWISE NOTED, ALL OF GEORGE GERSHWIN'S MUSIC IS PUBLISHED BY FISHER-DUBIN AFFILIATE, NEW WORLD MUSIC CORPORATION.

Pertinent data on songs and songwriters:

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1922 or before) have no publisher credit.

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

He improvised tunes and showed them to his musical mentor, Maxie. The last time George told you he had no musical talent, an appraisal that not only proved false, it took him all-time high, for unmistakation but to spurn Gershwin on to master the piano as Maxie did the violin.

No music teacher ever had a more willing and enthusiastic pupil than George Gershwin, who reported an hour early for his lessons and never looked at the clock or at the kids playing in a nearby lot once instruction had begun. He started to explore the compositions of the old masters with the zeal of an archeologist, sifting buried civilizations, and when he heard Jerome Kern's F Round That You Know and Irving Berlin's Sunny Side Bond for the first time his goal was set. He became determined with this aim to make ragtime, the true and primitive music of the New World, as outstanding in musical concept as the classics of the Old World.

In 1910 George sold his first song, but he kept telling you that "I Can't Get 'Em, For $5, but three years later he was writing songs, piano solos, and a revue called at the Winter Garden, stopping the show nightly with Gershwin's first big hit, Piano Jammin' in suit.

During the next half-decade—from the premiere of George White's annual Scandals, with lyrics by his partner, in which the pseudonym of Arthur Jackson because he wanted to make the grade under his own power instead of depending on George's momentum—

The pelvis was usually songs ahead of era when they were collaborating on a score.

(To be continued next week)
Mariners Cut Godfrey Theme; Blaine Sings "Deep Night"

The Mariners, vocal group on the Arthur Godfrey show, have cut "Be the Good Lord Willin'," Godfrey's sign-off theme, for Columbia. "Jiminy Blaine" will follow later this year. The group also made a recording of "Deep Night," on the video version of "Stop the Music" Thursday (17). Henderson produced the ABC show.

"Jack the Bellboy" Upped at WJBJ

Detroit deejay Edmond T. McKenzie, better known as "Jack the Bellboy," has been promoted to assistant general manager of WJBJ and WJBJ-TV. McKenzie has been with the station since 1949, and served as chief engineer, then chief announcer, before starting his jazz career in 1944. He will continue to host "The Bellboy," sides his added duties as aid to general manager Richard E. Jones.

Whiting-Wakely "Opry" Date Drags 4,000

Margaret Whiting, first pop artist ever to appear in the hallowed hillbilly hall of the "Grand Ole Opry," and Jimmy Wakely, with whom Whiting last week made the hop to Nashville, drew record crowds at that city's Ryman Auditorium. According to Capitol Records, 4,000 persons jammed the auditorium, while thousands milled about outside.

Autry Aboard "Mule Train," Too

Altho Gene Autry bought "Mule Train" for a Columbia picture of his own, the Vaughn Monroe Republic picture will get at least a 30-day head start on Autry's production, according to an agreement between the two flickers. Reason, aside from being gentlemanly and tactful, is that the Republic pie has already been completed, while Autry has as yet to start cameras rolling on his "Train" treatment.

Exito Boxes as First Low-Price I-A Label

The first low-price label devoted exclusively to Latin-American waxings was introduced in New York last week by Sidney Siegel, president of Sema Records. The label, Exito, is to be sold thru Seeco's present distributors in the U.S. and Latin-American territories.

SMC Records Slices Two LP's

SMC Records, Latin line produced by Gabriel Oller Jr., has sliced two long-playing discs for release before December 1. Both feature the 39-year-old Spanish concert pianist, Jose Cortes, recently featured on Broadway in the Spanish lepque revue, "Caballista." One 10-inch platter will feature 17 numbers from that show. The other will carry 10 platters by the noted Spanish classical composer, Enrique Granados.

Fields, Bloom Form Crest Pubber

Irving Fields has formed the Crest Music Company, a pubbery in partnership with Benny Bloom. Initial efforts will be directed toward "Mexican Hot Foot" and "Kiss Polka."

New York:

Disk Jockey Records has leased two masters by Jimmy Rejection orchestra to Rondo Records. Titles are "Fireman's Swallow Polka"... Jose Curbelo and his rumba crew are leaving the CBS affiliate for the Mutual network. Ralph Font and His Maracass Band is replacing Curbelo's... Al Norris Trio and man's Melody Room in Harlem Friday (11).... Chippy Joan Barton went in the Park Avenue Theatre to City's (4).

Leonard Schwartz is no longer affiliated with the Ballen Reoss Company, manufacturers of Gotham, 20th Century, Apex and D. C. records. Harry Fister has been appointed road man and has left on tour thru the Southern areas. Frank Manhes is handling sales promotion, advertising and disk jockey exploitation.

Oscar Hammerstein II and Richard Rodgers, noted show writers and collaborator on "South Pacific," were awarded LL.D. degrees by Drury College, Springfield, Mo., November 3. The ceremony was attended by Charles Henderson's "This is the Dickey show."

Mickey Katz, Jewish comic, was inked by Capitol Records, following expiration of his Victor disking pact. Katz, an ex-Spokese Jones shoofer, decided not to renew with Victor inasmuch as latter label restricted him to only Yiddish comedy sides, while he wanted to try his hand at a more English material as well. With Capitol, he will do both.

The Roseland Ballroom here, which has for many years employed a relief band on Monday nights, when the regular band is off, will try a new policy beginning Monday (28). For the first time, the terpary will employ a polka band, in addition to the usual rumba crew. The outfit selected for the experiment is that of Ted Maksynowich, who records for Dana disks.


Southern Music's serious music department, headed by Wladimik Lakond, has inked composers Charles Ives, Arthur Cohn and Ned Rorem... Four Budd School Records. Music has recorded all six Bela Bartok quartets for Columbia. They will be available on Labelkraft, the group is doing the four Arnold Schoenberg quartets in the course of a regular concert cycle... "Liberty Records," of Henry, V, has been inked by Dee C. Stand. The disckery will specialize in string band and hillbilly waxings.

Three distributors, Dobbs of Dallas, Radio Supply of Richmond and Music Suppliers of New England, in Boston, all used a similar stunt plug Blue Barron's waxing of "Send Ten Pretty Flowers to My Girl..."
November 19, 1949
The Billboard

MUSIC

Tennessee." Boston managed a tie-in with deejay Bob Clayton, of WHDH, Boston, which was held the Theater.

As a result of the recent publicity attending the Laurits Melchior traveling with his band, the Korn Kohler band got a spot on "We, the People" for Monday (41). Apollo Records signed Willis Jackson, hardbopper tenorsax with Count Teeds.

Guitarist Art Ryerson is forming a novel instrumental group. The combo will consist of four electric guitars, a bass fiddle and a drum. Miss Melody Jones, a new talent included in the lineup, will take the role of the color computer displays in "Pursuit of Happiness," is also composing a work for ballad singer. J.J. Johnson, to be performed by Burt Ives in the latter's appearances with symphonies next season.

Jay Calkins, formerly pianist with the Les Brown orchestra, has opened as a single in the Byline Room. Newly formed Liberty Records, Chicago, is specializing in hillbilly disks. First release is "Why Did We Ever Leave the Country" by "Blue Ridge Waltz." Orchestr Teddy Phillips, recently linked to an exclusive London disk pact, opens at the American, Tokyo, Tuesday (10). He closed at the Rose Ballroom here last Thursday (6). Art Freeman, held for Decca, was on a soloist tour last week on a deejay promotion trip thru the Midwest and Atlantic seaboard. Bill La Mott, until recently manager of the Manor Records, is handling the La Mott Brothers Orch, composed of himself and his five brothers. Group, which specializes in Calypso material, recently cut sides for the new disc of "The Something Dreamers are in the Chicago to appear in "A Salute to Cole Porter" at the Hotel New Yorker, November 17.

Chicago:

Nelson King, winner of The Billboard's first Annual Hillbilly Disk Jockey Poll recently, has been named an advisor to the King Records artists and staff. Besides being a well-known country music. Besides selecting new talent and tunes, King will handle disking sessions for the Cincinnati label. He can return to his home over WCKY, Cincinnati, nightly, at 11, Miller's manager, is currently making a nationwide canvass of the company's 30 branches. Jack "(Johnston Rag)" Peters, leader of the Byline Recording Trio, leaves for the west coast this week. The tempos, composed of ballfoursome, have been added to the WGN and WGN-TV studio musicians. Lena Spencer, of the MCA, and GAC freelance group, in town as p.m. for Jan Garber and Leighton Noble, Colleen Holster, local fiddle, and Virginia Wicks. Gotham promotion agent, have worked out a reciprocity deal, with each handling the other's attraction in their respective territories. Leighton Bailey, MCA location booker, became the father of a daughter November 8. Pastel Record label has been organized by Jim Scherman, exec of Fostervale Sales. Detroit, salesman and Jimmy Saunders, blues and rhythm artist. Saunders' quartet and Bill Dunn and the Dunn Dots are from the Cleveland firm. Carl, Detroit, and Saratoga, Baltimore, are first distributors. Alice McMahon, op. of the Indiana Root, Indianapolis, lost her mother three weeks ago.

Cincinnati:

Al Grant, King Records disk cutter, and his manager, Dewey Borgman, were honored guests at cocktail parties thrown for them at the Ohio River Hotel. Decca's Harry Carlson's photos used in the Sunday afternoon (5) prior to Grant's two-week break-in date at the Lookout House, Covington, Ky. Grant recently etched several tunes clotheed by Carson for the King firm. Local newspaper, trade paper, radio and recording execs were guests at the parties.

Philadelphia:

Eddie Heywood is taking in a return trip to Lee Guber's Rendevous, with Harry (The Hipster) Gibson coming back November 21 and Ronnie Greener, Quicksilver, December 12. locally locates his unit at the Little Rathskeller for the early evening hours so as to avoid the school, he's on the air three times a week for an early evening television show on CBS-TV. The Click will provide the first local dance stand for Artie Shaw, who opens December 12 until making way for us. On December 26 and 27 Artie will head the War Memorial Building there December 2. "Johnny Lynch, who has had several "hits" with Gillepsie and Andy Kirk, brings his own band to the Paradise Club. Jean Blaine and Sid Onflick, local tunesmiths, get Joe Grayson on the Coral label to introduce their "How Long Must I Long For You." King Records, one of which local record distributor Elliot Wexler is president, has been admitted to ASCAP.

Harford, Conn.:

An extensive sales promotion campaign was handled in this area by Leo Pollitt, exploitation representative for Columbia Pictures, and James Robinson, manager of the local Elgin Company, Harford area distributors for Decca Records, in conjunction with the opening of the Columbia motion picture, "Jolson Sings Again" at Leo's Thresher. A follow-up advertising campaign included advertising in the Record Shops, downtown retail record stores; listener contests, offering Decca prize tickets, aired over local radio stations; a screening held at midnight at the theater for area music men and press, and a display of record player, featuring the film's tunes, in the theater lobby.

Admiral Debs With Disks in 3 Categories

NEW YORK, Nov. 12—Admiral Records, a new diskier incorporated here by Lefty Gomberg, Inc., turned out shortly with releases in the pop, blues, and kiddish categories. The first airy charted "No Big Deal" by Scotty Col, which broadcasts over WINS here daily, sold, incidentally, is managed by the Advertiser Company.

Officers of the outfit are Nicholas B. Carrano, president; Rees J. Di Lorenzo and Dr. Walter B. Nicora, vice-presidents; Jerome Lipskin, secretary, and James J. Carrano, treasurer. Lipskin, former manager of the Decca and the Capitol, is the only exec with previous connections in the music business.

Lipskin is engaged in lining up new talent for the label. Plans call for monthly releases on vinyl-plied unbakable pressed diskings with artist's pictures on all labels.

Cap Mystery Wax Hitting; Herman Latest To Clock

HOLLYWOOD, Nov. 12—Capitol is continuing its policy of mystery releases, i.e., the decline of one of its regular artists under an assumed name. Latest to assume a nom de guerre is Woody Herman, whose Dixie-type music appeared under the Chuck Thomas tag. Platter is attracting considerable attention, and if it continues on the up grade, newly born Chuck Thomas will continue to thrive. Cap's mystery name fuss began with a Jo Stafford's click as Cinderella G. Stump on Red Jingle's Tim-Tay-Shun and has flourished since. Some have flashed off, and as suddenly, disappeared, but others have been continued, depending upon buyer acceptance.

Marcel Laurence, originally cloaked in the mysterious robes of a Persian organist, is actually Hammond-man Buddy Cole, who decided to split his wax personality for Ken Griffen type console knucking. Reason for name change is twofold: (1) Artist would like to try his hand at a type of music with which he is regularly not associated.

THE GREATEST SONGS OF THE '30S & '40S

NOW EXCLUSIVELY ON NATIONAL RECORDS

THE YEAR'S GREATEST SONGS

NOW ON SALE

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YOU'LL NEVER SEE MAGGIE ALONE

ART MOONEY

THE BURNE INCORPORATED

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ART MOONEY

THE BURNE INCORPORATED

1001 MICHIGAN AVENUE, CHICAGO, ILL.
New Sure Fire "MIRACLE Hits!"

M-140 (INSTRUMENTAL) EDDIE CHAMBERLAIN

M-141 (VOCAL) BILL SAMUELS TRIO

M-142 "SWEET and LOVELY" SAY ME! SAY ME! SAY ME!

M-143 "NOBODY LOVES ME" SONNY THOMPSON

M-144 "DIE for YOUR LOVE" DREAM a LITTLE DREAM

M-145 "IF I BREAK a Heart" I'LL MOURN a LONE STAR

M-146 "THREE STAR" GIVE ME a STAR

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BILLY WRIGHT
"You Softly"
Blues for My Baby

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TODAY'S METROPOLITAN

Clicking—New Release by Buster Doss

The Arkansas Playboys

"Graveyard Boogie"

Star Talent Records

GIVE TO THE RUNyon CANCER FUND

Dealers Report 45 Sales Gain; Splurge Follows RCA Drive

(Continued from page 15)

 eased dealer opposition. Currently, however, the diskery is operating on a more optimistic peak. In the past few weeks formal releases from RCA have stated that production and sales are going on at record-high in the盘 players and disks. Prior to The Billboard survey, however, no attempt was made to analyze general dealer reaction and check that reaction against the RCA claim. RCA, currently, admits that results of its campaign are not constent, especially in the south where high sales are more uniform compared to sales in the north. Some of its distributors, says RCA, are doing as much as 50 per cent of their distributors' lines. In other words, the dealers, according to RCA, feel that 45 customers are selling.

Survey Finds 85% Of Students in U.S. Are Buying Records

NEW YORK, Nov. 12.—According to a survey recently concluded by the Student Marketing Institute of New York regarding purchasing habits of high school and college students, the phonograph record industry has bounced back into national popularity. The survey, which analyzed buying practices of 18,000 students in 44 schools and colleges, indicates that 85.5 per cent of today's generation of high school and college students are regular buyers of records in age groups ranging from 14 to 20.

Popularity of disks is greater among girls and young women than among boys and young men, according to the survey. Of the female respondents, 61.7 per cent indicated that they were disk buyers, as against 52.2 per cent of the boys and young men who were interested.

Alto pop music accounts for approximately 75 per cent of all phonograph record production, it is stated, and tastes for other types of music are in direct proportion to their age. As young men and women gain in age, according to the survey.

In musical taste and reputation of the disks, taste is chief factor in determining choice of records, the survey found. The effect of a new hit disk is a new unexplainable, according to the survey. In support of this the survey points out that often a new hit disk is formed by a comparatively unknown artist, becomes a top seller.

Music

MALCOLM THOMPSON

TODAY'S METROPOLITAN

Clicking—New Release by Buster Doss

The Arkansas Playboys

"Graveyard Boogie"

Star Talent Records

GIVE TO THE RUNyon CANCER FUND

MUTUAL'S NEWEST SMASH HITS!

JUST OUT

"I WANT THE WORLD WITH a FENCE AROUND IT"

"YOU TAKE IT TOO MUCH FOR GRANTED"

"CIRCLE the ROUND THE MOON"

"JUDGE THE BEAUTY PARADE"

"HUCKLEBERRY SWEETHEART"

"ILLINOI, I LOVE YOU"

SURPRISE

It's the fabulous "around the world"

"Liddle Murphy"

"LOVE ME ALONE"

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"My Hillbilly Liddle is a Dillie"

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Clicking—New Release by Buster Doss

The Arkansas Playboys

"Graveyard Boogie"

Star Talent Records

GIVE TO THE RUNyon CANCER FUND
AGVA Gets OK To Collect Bonds in Fla.

**Out-of-State Booking?**

NEW YORK, Nov. 12.—The American Guild of Variety Artists (AGVA) will be free to collect bonds in the State of Florida, it was ruled yesterday (11) by the Florida attorney general. Under the Florida Employment Agency Law, amended last year, cash bonds required from employers would have to be collected by the Florida Industrial Commission and could not be sent out of the State. With this in force it meant that AGVA would not be in a position to ask cafe owners in Miami, or other spots in the State, to put up bonds. Such bonds, the sometimes collected by the AGVA in Florida, were held to send to the national office in New York.

Morroll, of AGVA's national office, said that the attorney general, Altho, spent some time in Tallahassee with his AGVA counsel and got a legal ruling that was the law on the collection and payment of cash bonds out of State.

What has not been determined, however, was how the new law would affect the parties to the out-of-State sit-uation with the Florida Industrial Commission information regarding ownership in the State, etc. However, the AGVA buys its agents from a Florida-licensed agent, the agent must have on file certain information in his own office, while the bond need not file with the commission.

**Booking Outside?**

Legal authorities claim this law is discriminatory and unconstitutional because it gives the State the power to control the free movement of commodities (in this case agents) from one State to another. However, until such a case is heard they have no direct interest in the law. It will be up to agents, possibly, to form the American Guild of Representatitives' Association (AGA), to seek to put AGVA under the law and how it applies to performers and their agents.

Meanwhile the big offices, William Morris, Music Corporation of America (MCA) and General Amusement Corporation (GAC), are booking acts doing business with Florida spots on the same old basis. Insiders say it doesn't seem likely (See AGVA GETS OKAY on page 46).

---

**“Scandals” in San Francisco**

**Pitches for Big Vaude Appeal**

S AN FRANCISCO, Nov. 12.—The new George White's Scandals of 1950, which opened at the Geary Theatre Tuesday (8), is angled for wide audience appeal. With Fred Astaire's tap wood fame, is the featured performer and is ever present as a man of all plays. The program, which is an outgrowth of a few ingenious gadgets. The chorus line was well selected, particularly the extra dancers, and marked all of George White's revues.

Jimmy Vey executes a tap dance and clay lead stringing it on and emphatically in one of the Scandals' new hits. The show has its share of equal numbers; a few bag bobs. What the Scandals Jack is the lavishly in production and up-to-date costumes. And what is marked all of George White's revues.

**Miami Beach May Lift Ban On Hotel Acts**

MIAMI, Nov. 12.—The latest attempt by the Miami Beach hotel men to change local laws to permit them to use shows will probably bear fruit, well-informed sources say, as a new amendment to a former law prohibiting the use of acts and machines from beyond the city limits. The law was originally part of a zoning ordinance and when enacted was based on the idea that when they came under the law in the past few years hotels and other establishments, in regulation the regulation in a half-hearted fashion by putting shows on stage and then moving them into town the following morning. The past year has shown that particularly the beach-front places, have gotten together and have tried to use the shows. It was their idea, but the law not enacted. Nitty acts, likely to be affected by such competition, objected and did some of the hotels. The latter came mostly from the downtown hotels which didn't have large budgets and acts. (See Miami Beach Ban on page 82)

---

**Palace's Aligning Show Tough; Acts Need Cuts, Selling Helps**

NEW YORK, Nov. 12.—Booting, putting together and routing an eight-act show at the Palace frequently presents terrific obstacles. One reason is that many of the acts would prefer to come through town. They can have no experience or can't sell what they have. The Palace's policy is to object to changes which both Dan Friendly, chain booker, and Dave Leonard, general manager, do not like. The basic fault for actors' shortcomings is their heavy cafe experience and lack of stage experience. In a cafe a performer is frequently required to take five numbers in 15 minutes. He didn't have that much time, he stretched his act until he made it. With constant use the actor has paced himself to stay on the allotted time and frequently milk a little to try to stop a show. The same actor coming into the Palace has to cut his time down to about eight to 12 minutes, no milk. There are bowes—two bows and get off. Time and again acts have to cut 10 or 15 minutes, simply don't know how and what to cut. At this point we're not too bad, Dan Friendly or Dave Beamish, takes the act aside and starts pruning. Many who know the Palace trade—what it will take and what it won't. Acts with no experience of 10 or 15 years, simply don't know what to cut or how to cut. At this point we're not too bad, Dan Friendly or Dave Beamish, takes the act aside and starts pruning. Many who know the Palace trade—what it will take and what it won't. Acts with no experience of 10 or 15 years, simply don't know what to cut or how to cut. (See Palace Acts Need Help, page 81)

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**Fans! Such a Bore**

HOLLYWOOD, Nov. 12.—Walter Pidgeon and Betty Hutton are being sought in front of the National Broadcasting Company's building chart with an agent. Nobody approached or gave them a second glance. Still, in front of the building, the agent's shed and pointed.

There, coming toward them around the corner, hugging the side of the building, was a guy wearing king-size dark glasses. "What's the make-up for, Dick? you're hiding from?" they asked.

"Aw, you know how it is, The fan club," said the agent.

All three opened-mouthed as Dick Haymes fired his chilling stare and went into the building.

---

**Biggest Week In Long Time For Most Ops**

**Notre Dame Game Does It**

By Bill Smith

(Continued from page 3)

Some of the smaller spots were all for the Irish football fans. The 52d Street spots were varied, and Leon and Eddie's said they had more customers, with Southern fans while they'd never heard before.

The hotels were equally busy this week, aloha for different reasons. The Pierre, Sherry-Netherlands, Plaza, Warwick and St. Regis public rooms were jammed. Cover charges didn't seem to stem the flow. Some hotels were closed in a standing in front of ropes which had long hung to the side.

The big clubs had a sharp upturn came from the Notre Dame-North Carolina football game, the hotel note-cavers hybrid plus holidays, election day and Armistice Day.

**Subsidize Leaky?**

Clubs admitted that many of the phone reservations came from voices with Southern accents. One club owner said, "We ought to subsidize Frank Leahy and his Notre Dame team, if that's the kind of business they bring to town." Another club owner said the football game business was as good as it was in the two weeks ago from the Army-Columbia game. One explanation is that a game in town between two out-of-town teams will bring bigger business.

---

**Mindy Carson Going to Roxy**

NEW YORK, Nov. 12.—Mindy Carson will go into the Roxy on or about December 2. This will be her first Broadway date since she entered at the Copa several months ago.

Originally the singer was penciled for the Roxy, but the deal was never closed. She's been from one club to another and will take advantage of the idea.


A Complete New Show Every Year

Staged by GAE FOSTER

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For Future Bookings Write

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November 16, 1949

Capacity, 6,500.

Price policy, 85 cents.

Number of shows, four daily.

House band, Dave Barlow.

Concert, 1,700.

Price policy, 85 cents.

Number of shows, four daily.

House band, Dave Barlow.

All shows played by Paul Ash house band.

No one acts can count on here.

Top production. Every act works.
NIGHT CLUB REVIEWS

Lookout House, Covington, Kentucky

Capacity, 250. $5.00 minimum.

This is a town that is known for its lively nightlife, and the Lookout House is no exception. The club has a cozy atmosphere with a live band playing every night. The drinks are reasonably priced, and the service is friendly. Overall, it's a fun place to spend an evening out.

Blue Angel, New York

Capacity, 150. $3.00 minimum.

The Blue Angel is one of the oldest and most famous nightclubs in New York City. It has a dark and moody ambiance, with dim lighting and a bar that's always crowded. The music is a mix of jazz, blues, and other classics, and the vibe is relaxed and intimate. It's definitely worth a visit if you're in the city.

The room, once an ultra carriage trade spot, is as handsome as ever, but now does a big business from the running clubs. It apparently hit upon a good box-office method; judge from the spenders present.

The show consists of Francine White, singer, and Edwards and Diane, ballroom team. Miss White, a big brown-eyed little caryatid, tried to sell a collection of double entendres. She registered only partially because she punched too hard and overdosed nearly every line. Her lyric is provocative and they will sell better via an innocent stare and demure look. If they're not, knowing looks serve to make them too obvious.

Edwards and Diane have been caught too many times to need a full dress review. They dance smoothly, work well together and have an unusual number of eye-catching looks, getting enthusiastic hands.

Dick Gaspare's act cuts the show fittingly. La Playa Sextette does the Latin beats with sound and fury sufficient to jam the floor.

Bill Smith.

Al Dvorin Agency

54 W. Randolph St.

Chicago, III.

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THE CURTAIN NEVER FALLS
by Joey Adams

Conn. Strand Circuit Starts Vaude Value

HARTFORD, Conn., Nov. 12.

Strand Amusement Company, an independent theater circuit operating several movie houses in Connecticut, has launched a new vaudeville policy at its Strand, Theater, Torrington, Conn. It is using six vaude acts, Sunday only, at a 75-cent tap. Bookings are handled through independent agents.

In recent months the trend toward strong local vaude houses has picked up momentum in Connecticut. The Strand theaters now utilize fresh one or two days a week. Houses now using acts are the Lyric, Bridgeport; The Catskills, Waterbury; Victory, New London; Capitol, Middletown, and Palace, New Britain.

PALACE, NEW YORK

(Continued from page 44)

three groups with the same middle as understudy for excellent sight values. The hand-to-hand antics ending in pyramids were particularly well done.

Zepher's standard slow-motion hoisting seguing into a comedy cap-shooting and light routine didn't do too badly. However, Uncle Tom routines (both lads are Negroes) are no longer of much interest when the boys finished the result was apathy.

The final act was the Schaller Brothers, who just did two weeks at the Latin Quarter. The two boys are very scrappy in their joint doing comedy, winding up the act.

Pic, Deputy Marshall, the bill. Bill Smith.

CELEBRITY ROOM

(Continued from page 45)

Dracula's furnace for singing rumba rhythms and Al Small's three-some keep the music continuous.

Maurice Grodenker

ACVA GETS OKAY

(Continued from page 43)

that any of the big offices with major properties will book any of the acts thru Florida, and in order to make it easier for cafe ops. There have been a few Florida bookings, but with the exception of the Cocktail Lounge, the bookers don't see the worth of the talent offices trying to make a deal.

In the future they were told nothing.

IN SHORT

The song, "Love," done well by Lena Horne at the Capitol Theater, was also handled by Hugh Martin who was the first singer to open at La Rue. The spot which had never had shows before. That marine who ran amok in the Building owed his out of the ag.

Sam Levinson has been moved up to the Capitol. He'll go on early January on the Ink Spots show. . . Wally Wanger line will be on the Desi Arnaz show at the Strand next bill.

Line buyers Donn Arden and Wally Wanger both complain about inability to get girls. There's little work in town, but plenty out of New York.
PARIS, Nov. 12.—The number of American tourists to this city last season (1948-1949) was almost nil, without a single sold success. But in the present season, the Theatre Corporation, and Tennessee William's "Streetcar Named Desire," at the Ed-ward Lewis Theatre, and the Billet London at the Bofor House in the principal roles. Also Katherine Doby of whom was already a tour of the Parisian Capital, and the project to produce "Thou Shalt Not" early in 1950.

**Runyon Fund To Get Nicely “Picty”**

**The Broadway Show of the Times**

### ROUTES

#### Dramatic and Musical

**Scenes from St. Louis**

*Source: The Billboard*

**"All My Sons" and "Streetcar"
Are Sold Hits on Paris Stage**

**Mayor's Group Recedes; Tix Brokers Coded**

**NEW YORK, Nov. 12—It will take at least another meeting of Mayor O'Dwyer's Theater Committee to get recommendations on the Commission of Investigation on John M. Murtagh's offers to enforce-ment in New York.**

**BROADWAY SHOWLUG**

**Performances This Evening, Nov. 12, 1949**

**DRAMAS**

*Source: The Billboard*

**"As the Girls Go,” Does the Dough; Thugs Steal 15G**

**NEW YORK, Nov. 12—Two thugs, evidently happy to theater practice, dented up the box office of the Broad- way Theater Thursday (10) to the theater via a side door at 110 minutes escaped into the Sen. The robbery was timed to take place during the head- ing customer at the window and with the payday roll made up in the b. The pair entered the box office thru a door which, unfortunately, had been left unlocked, con- sidered General Manager Benny Stein, Treasurer Louis Stein, and Assistant Treasurer Louis Melnick not to turn around.

"Who's the skate box?," she de- manded.

However, he saw the wooden box in the pay roll and grabbed it before anyone could answer.

"Ach, well be safe, you know?" he said.

**Stage Mgrs. Re-Elect Ross and Two Others**

**NEW YORK, Nov. 12—The Stage Managers' Club has re-elected William Ross as proxy for another year.**

**ICE SHOWS**

*Source: The Billboard*

**COMING UP**

*Source: The Billboard*

**Show by Lighthouse**

*Source: The Billboard*
OUT-OF-TOWN OPENINGS

WINTER KILL
(Opened Wednesday, November 9)
LAMPS, PALMOLY, HOLLYWOOD
A play by Sam Wagstaff. Directed by Lee Straussberg. Produced by Richard Low and Lam Palmolive Production, with the support of the Equity Library Theater. With Robert Alda, O. Z. Whitaker, Robert Virgin, etc. Plays from November 9 to December 1.

KNOX, BROWN
The theme is murder. Knox has written an absorbing and well-acted psychological drama that must be more clinical than entertaining. However, to those who like their theater heavy, and who relish the suspense that can and ought to be created by the continual presence of a potential homicidal maniac, Closing Door will be their meat.

The Equity Library Theater (ELT) has baptized its new permanent home with a fine production of G. B. Shaw's Pygmalion. The cast is relatively well known and well become as the spot where good talent can be found.

The ELT is a very well-produced company, and those who are new to the game will find it as satisfying as the best of Shaw's plays. The company is of a high standard, and the work is done in a competent manner.

One of the most interesting aspects of the show is the fact that it is a completely new production. The actors have been given the freedom to make their own interpretations of the roles, and they have done so with great success.

The cast is led by Knox and Nolan Shine, who play the parts of Henry Higgins and Eliza Doolittle. Their performances are outstanding, and they bring a fresh and exciting dimension to the classic play.

The setting is also beautifully designed, with a mix of traditional and modern elements that work well together. The costumes are also excellent, and they help to create a sense of period.

Knox and Nolan Shine
Alexandria Knox and Nolan Shine have just arrived in Pittsburgh, and they are both ardently and demanding. The play calls for their continued presence in the main thrust and emotions that lend them the kind of authority that is necessary to keep the show going.

The play is a humorous and light-hearted depiction of the lives of the characters, and it is well-paced and entertaining. The audience is kept involved throughout the performance, and it is a great success for the ELT.

The Equity Library Theater (ELT) has a great deal of talent and a well-produced show. The cast is excellent, and the production is well worth seeing. The ELT is a great asset to the Pittsburgh theater community, and it is sure to continue to produce many fine productions in the future.
Canadian Junket Flop for Bragg; Plans Ohio Trek

POTTSADAM, N. Y., Nov. 12—Bragg's Family Show, owned and operated by George M. Bragg, entered New York State here recently following what Bragg termed "one of the most fruitful six-week tour of Canada." He said the show came in anticipating a 50 per cent drop in last year's record business in the State only to find that the State troopers had closed nearly all halls because they do not comply with the new building code. Bragg said that since he has worked New York ever and off for several years with every kind of roadshow, he won't be gun-shy on the territory this season even though there are a few places to be played. He is mapping plans to invade Ohio by possibly line up hall dates in Indiana and Illinois for the winter. For the past three seasons Bragg has been running one-man shows with his family stagehow in New York State halls. He now plans to return to work stands if possible. These shows billbillly novelty and variety acts.

RE EOK ROLLING ROCKETY DOLLS! Your charming and agreeable, sun-lovin' money-makers, No rent, Assigned To Varnish For You back on over again over again.

ART FILMS: 100 ft. 56.00; 200 ft. $12.50. Complete Editions, $22.50. In Single Editions, 100 ft. 39.75; 200 ft. $11.75. Complete Editions, $22.50.

NATIONAL CO. 16MM. GLAMOUR FILMS: 1600 ft. 2500 ft., 10.00. Scant, free, 2.00.

SOUND: 100 ft. 57.00; 200 ft. $11.50.


MANHATTAN PHOTO Supply CO., 113 East 25th St., New York City.

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The March of the Dimes

JAN. 16-31

Canadian Junket Flop for Bragg; Plans Ohio Trek

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150 N. Ely St. Tel. 4647 Florence, S. C.
ABDALLA—Michael, 65, a retired Palace Theater, New Brunswick, N. J., operator for Oskar Angell, died October 1 in that city. His widow survives.

ALLEN—Lester, veteran comic, New York, N. Y., was pronounced dead of a heart attack sustained in a traffic accident. At the time of his death he was appearing in the Ben Abbott's Robin Hood Stage. Before going to Hollywood he was with the Ziegfeld Follies. Survived by his widow and two sisters.

HAEZLEWOOD—Mrs. Shelton F., former manager of Spivey's in Cleveland and for many years a popular dancer in various circuses, died recently in San Antonio, Texas. Survived by her two sisters.

JACKSON—Charlie, veteran showman, 71, a past director of the Chicago National Association of Showmen, and a member of the Chicago Opera, died recently in Chicago. He was a traveling agent before managerial field for Loew's some twenty years ago. His widow and son survive.

KEDNEY—Jack, 62, veteran circus clown, in Chicago November 5. (Details in Circus Department.)

LATOMORE—Franklynn H., son of the late Fred and Agnes Lawton, boss of the 27-Line in Los Angeles, died recently in Portland, Ore. He leaves his widow and a son, David, of Portland. Burial in Glenwood Cemetery, Houston.

LEVINGTON—Mrs. Garrett H., 53, an important member of the Chicago Chicago Publishing Company, November 11 in Chicago. For many years associated with the Northwestern University Drama Department, he was also the author of a book and a teacher of many years at University.


MARTIN—Lowell, former booking agent in Sioux City, Ia., with the B. M. R. M. Office in that city.

MAYS—Ray, 38, auto race driver, November 6 of injuries sustained in an accident at the Del Mar, Calif., track. Survived by his widow and two children, Rex Jr., and Billie. (Details in General Outdoor Department.)

MITSON—Ed, circus musician and opera singer, November 5 in Springfield, Mass. Survived by his widow, 73, and two daughters.

WEEMS—Charles Allen (Bert), former rodeo rider of Dearborn, Mich., suddenly November 7 at Detroit, Mich. He was rated top cowhand in the New York Madison Square Garden rodeo in 1927 and later worked in rodeo activities around Detroit for 10 years. The widow and six children survive.

Marriages

DOLL-LOMBARDO—James Doll, WCAE staff, and Bila Lombard, November 5 in Pittsburgh.

MARSH-FRAGER—Paul Marsh and Ruth Frager, both publicists, November 6 in Los Angeles.


STEFFEN-POWELL—Geary Steffen, Jr., former ice skating star, and Jane Powell, actress, November 5 in Beverly Hills, Calif.

Births

A son to Mr. and Mrs. Andrew Wiswell, November 13, in New York. Father is a s. and r. rep for Muzak; mother is the former Mary Hall, legit radio actress.

A son to Mr. and Mrs. Joe Kirk November 4 in Los Angeles. Father is a comedian.

A daughter to Mr. and Mrs. Mat Linden November 2 in Hollywood. Father is a radio writer.

A daughter to Mr. and Mrs. Robert Shilkrent recently in Detroit. Father is assistant sales manager of WWJ TV.

A son to Mr. and Mrs. Mason Knabe November 5 in Philmont, Va. Mother is Jean Waile, former carnival show owner and 1943 Miss Liberty.

A daughter, Susan Catherine, to Mr. and Mrs. Thomas Weiser November 9 in Hollywood. Father is the band leader.

Divorces

June Hone, actress, from Jackie Cooper, actor-member of the road show cast of Mr. Roberts, recently in Los Angeles.

"I'm Winning Because of You"

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January 16-31

The National Foundation for Infantile Paralysis

FRANKLIN D. ROOSEVELT, Founder

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Truman Picking Biz Biggies To Back Washington Sesqui

(Continued from page 3)
a few weeks on the fair's new amphitheater which, in the opinion of the showman, far outclasses the novembre stands that have conformed with sesqui officials here this week. There will be no better seat in the country, with the exception of the best seat in the World's Fair. And the roomy arena will accommodate 15,000 people.

IN THE AIR

Bally Under Way

Entertainment features of the fair should greatly expand in keeping with blueprinting other similar activities at the fair. Preparations are under way by personnel relations program, which includes preparation of attractive, descriptive brochures of all parts of the land. The brochure will describe the five major fair buildings, the midway, the parade and highlights of the sesqui program, which may run two or three weeks.

HORAN HELL DRIVERS

WIND UP OK SEASON

TRENTON, N. J., Nov. 12.—The heavy equipment of the Irish Horan Hell Drivers has arrived at winter quarters. Most of the sedan cars have been reconditioned and are already on their way. New models will be purchased for the 1950 tour.

Irish Horan announced that he will again feature the biggest act of veteran thrill show drivers of the current season, the Toomey, Whitey Reese, Bill Horton, and D. L. Robinson group. Fred Fanning, Bob John, W. H. Stover, and R. J. Foy will also be present.

Horan is working on an innovation this year that is said to be a novelty. The show will be constructed, and the circus will be a feature of the show. Actual tests have been made during the past month to determine the feasibility of the plan.

The show has a most successful season, and next spring will be several weeks longer than originally planned. According to Horan, the revenue of the show is more than expectation. Early exit date route, in which rain was temporarily too close behind for a number of shows, was a disappointment and no exit date route. This is the first time in the history of Horan's circus that an exit date will be set after the start of the fair season, will be considered next year.

The show's pictorial booklet will again be published as it was well received and the goal of 100,000 for the season.

Mills Draws Two Full Houses in Columbia

COLUMBIA, S. C., Nov. 12.—Mills Bros.' Circus, which opened in Columbia on November 9, will close for the season on Tuesday. The show has been in the city for the past nine days by Biller Bros. The Mills was sponsored by the local Optimist Club. The show will be closed for the season on Tuesday, and will be in Columbia for at least one more week.

As Lights Fail During Act

Joe Dobas, a member of the percy act with Mills Bros.' Circus, suffered a broken arm last week when the show failed to finish the show lights flickered out for a moment, causing concern among the audience.

Annette Dobas, his wife and partner, moved him to Moore Clinic, Columbia, and his arm was operated on under the extent of his injuries.

1949 American Big Top Talent Set for British Holiday Shows

(Continued from page 4)
den; Four Artorus, comedy high wire; Seven Ashtons, Rider act; combined Lai Foun-Moy Long troupes of (10) riders, a circus and various acts, comedy legger; Jacky Lupescu, legger-wire; Maurice and May, French trapeze; Stan Sforest, elephant act, handled by Ginda; Hella and Herbert, glide act from Knie's Swiss Circus; several European magicians, including large clown act headed by Ledley; and several smaller acts.

At London's big Harringay Arena, former greyhound race track, Tom Arnold's third magnificent circus will get under way December 21 and run for 22 weeks. Advance ticket sales are said to have passed the $100,000 mark to date.

Adele Arnold, America which will be in the line-up of Tom Arnold's circus are the wire-walking Almamas, featured with the Ringling circus; the horse and rider acts with the Chicago, iron- Jaw, who have been with the Hamid-Morton circus; the Kin-Tan aerial act; and the Norberty aerial novelty, both of which have proved popular with the public, and are still a favorite.

Other acts set for Arnold's show are the big Clyde Beatty, the Ringling and a number of the celebrated exotic and stage performers.

Good Luck Fails To Save Jersey's Baby, Juve Expo

JERSEY CITY, N. J., Nov. 12.—A chance for the baby son of the American Automobile Association (AAA) was saved today. Baby has just been advertised on the front page of the local papers, and the child was delivered at the New Jersey Hospital for Children in Jersey City. The child is in critical condition and will be operated on as soon as possible.

DePalma To Manage Garden Speedway

GARDENA, Calif., Nov. 12.—Management of the California Speedway has been turned over to DePalma, track officials announced.

Plans call for a series of winter races under the California Automobile Association (AAA) banner on the Garden Speedway. The meetings will be held at the Garden Speedway, which was built in 1949, and will be opened to the public on November 20.

The track will be a half-mile oval, with a capacity of 10,000 spectators. The races will be run on a weekly basis, with a total of 12 races scheduled for the season.
Close-Ups:
Rube Liebman Predicted Public Address System as Ballyhoor

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

ERNST (RUBE) LIEBMAN is one of the rarest characters in all of outdoor show business. He has made his presence heard—no not felt—wherever he has traveled and he has traveled pretty in his nearly 35 years in the business. Always big-hearted and likable, the hard-working, seemingly tireless Rube can and does break loose with strident insistence which ruffles some of his closest friends and sometimes gets the butterflies fluttering in the mid-sections of his business associates.

Rube, as his many friends know, is nothing if not intent upon each chore that falls his way. He gives to his full capacity, to that of selling Midwest fair and amusement parks, to that of combination. Rube clown-ballyhoo man, he has made good money. "I'm just as happy, however," he al- lows in discussing his chronically low financial state.

His friends, too, well knows that the low ebbs his finances sometimes hit are caused by Rube's inability to be anything but soft touch to anyone in need and also to his never-flaunting desire to be a lavish host, particularly to his customers.

His prime objective is to sell attractions and he will enclade that sometimes he goes overboard in entertaining his customers, most of them low-budget buyers, and thus whittles down his commission to a narrow point. This reflects an interest which also shows up in his other activities.

Voice 'Made Him'

Rube's voice is his chief character- istic and the thing that "made" him. Probably his greatest claim is of the pre-public address system years he spent as a Rube clown-ballyhoo man when, equipped with a megaphone, he served as a one-man p.a. system at many of the major Midwest fairs.

In those years, Rube worked the grandstand of such annuals as Iowa State and Minnesota State. It was his job, apart from clowning, to do some on-ground work as well as down-town ballyhooing, and then shift to the grandstand, where he roamed up and down its full length, announcing each event and giving the results of each horse race.

Even then, the stands were so long, Rube recalls, that by the time he had stopped his way from one end to the other, giving the results of one race, (Rube Liebman Predicted, page 61)

**3000 BINGO**

No. 1 Cards, navy white, stock back, 6" per card, 5 for $1.00; 10 for $2.00; 25 for $5.00; 50 for $10.00; 100 for $19.50; 250 for $49.50; 1000 for $195.00.

Light weight cards. Per set of 100 cards, 100 cards, 250 cards, 500 cards, 1000 cards (No. 1, 2, 3, 4), $1.00 per set. No. 5 and No. 6, $2.00 per set. No. 7 and No. 8, $3.00 per set. No. 9 and No. 10, $4.00 per set.

**3000 KENO**

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Faribault, Minnesota

November 19, 1949

The Billboard

GENERAL OUTDOOR

Page 53
Ray Norwood, owner of Norwood's Recreation Center, Columbia, O., developed a new hand-operated ticket machine. John Logan Campbell, Baltimore, insurance consultant, was recently appointed manager of a new kind of amusement park.
Talent Topics

Frank Panisko, clown, has a new cap out fit, complete with a white spotlight star. Panisko has clown ed at several football games in Montana this fall. . . . Rita Krebs, a member of Nate Eagle's midget troupe, is back in Sarasota, Fla., for the winter. . . . George Cortezlo and his dogs will be with Ernie Young's revue during the 1949 fall season. He will present his comedy act, "Hollywood Scandals." . . . The Scheller Bros. trampoline, are doubling over the Latin Quarter night club and the Palace, New York. . . . Don Francisco, slack wire, is on the. vaudeville bill at the Olympia Theater, Miami. . . . Albert Powell, wrestler, is heading for Sarasota after several weeks in New York.

Thaloi Dechert, who performed on the vaudeville circuit with her mother and Charles Brewster Ross before she was five years old, is editing a circus column lagged, Big Top Review for the Hobby Herald magazine. She's also a staff feature writer for the Lady Guide and Penfriends Post of London. Thaloi was the subject of stories in the August issue of Totem Pole, Hobby's October edition, and the August issue of Hobbycraft, and Swapper. . . . William Shilling, New York theatrical producer, has opened a branch office in Caracas, Venezuela, S. A., with George Gray as manager.

Circo Flamante Concludes Season: TensorFlow to Mexico.

TUCSON, Ariz., Nov. 12—Circo Flamante, which cut its Southern California route and moved into Arizona because of light business, closed here Sunday (12) and moves into quarters here. Most of the performers will go to Mexico City to fill dates with Circo Beut and Atalyde. Herbert and Castilla Weber plan an extended Mexican tour in search of new talent. Al Connors joined with his wagon wheel and juggling act and Lee Carr and Jack Estrade joined the band.

Vienne Units Combine To Show Under One Top

VIENNA, Nov. 12—Circus Konrad, which has been playing the suburbs of Vienna and Circus Rehberg, which since the end of the war has pitched its big top near the center of the city, have merged and are using the Rehberg tent. Performances are given nightly, with matinees on Wednesdays and weekends.

New combination is embarking to join part of the large Stock Exchange Building, a section of which is adapted to exhibit purposes and shows, for use this winter.

Omaha Stadium Nets 456 Profit for First Year

OMAHA, Nov. 12—Omaha's Municipal Stadium made a first-year profit of $45,928, according to John Robinson, public property commissioner.

He estimated profit for the next 12 months will be $20,000. One of the main income features is a three-year contract with the Omaha baseball team.

ALL OUTDOOR SHOWMEN ARE CORDIALLY INVITED TO SEE ALL THAT IS LATEST AND BEST IN DEVICES, EQUIPMENT, GAMES AND SUPPLIES FOR AMUSEMENT PARKS, PIERS, POOLS, BEACHES, CARNIVALS AND FAIRS AT THE BIG 31ST ANNUAL CONVENTION AND OUTDOOR AMUSEMENT EXPOSITION Sponsered by the NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES

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Where Are You Wintering?
Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Title of Show
Kind of Show
Owner
Manager
Winter Quarters Address

Office Address

Flashbacks

25 Years Ago
Free attractions at Arizona State Fair, Phoenix, Arizona: The Flying Cordonas; Cigar Tassels with Price; Flying Giraffes and Sea Circus; Tem Mills, trick cyclist; Ad Topperman, exhibition rifle shot; Tommy Douglas and his educated male, and Tunstall Bros., Flying Circus. Showing at Kortes & Smith World's Museum in Las Angeles were: Mike Doyle and his orchestra; Prof. Usher, magician; Odaliska Forrest, dancing lady; Abonia, Nubian giantess; Dr. McKay and Electrical Mrs. Ruth Anderson and her white wonders; Walter C. Cole, living skeleton; King Dodo, African man; Nana Christine, bearded lady; Barney Nelson, armless wonder; Four Tom, human; Athia, Aztec monkey girl; Prof. Rice, human heart; Prof. Parker, tattoo marvel; and Mrs. Tessie Faulkendorf, spirometer.

Ahner K. Kline took over the Pacific Coast Shows from C. W. Parker; E. A. Harrington moved his calliope factory to Kansas City, Mo.; J. W. Swisher retired from carnival biz to enter the produce business at Bluefield, W. Va.; construction of the Dome Pier started at Ocean City, Md.; F. H. White was signed as traffic manager of the 101 Ranch Wild West Show, LeMar Society Circus, was organized in Rochester, N. Y.; James S. Cochran and Leslie Martin, ex-Brothers, were named general agent of the Hagenbeck-Wallace Circus. . . . M. B. (Duke) Golden, general representative of the Glick-Smith-Golden Bernardi Shows, signed agent for the 1928 season; Mayor Ben D. brickhouse, Little Rock, was elected president of the Arkansas State Fair Association.

Frank B. Zoering, of The Billboard, received a commission in the C. C. Geyser was re-elected in East St. Louis, Ill. The Tom Atkinson Circus announced it would end its road all winter, starting in Mexico and Southern California. Members at the Anderson (R. C.) Fair were the Flying Lavanis, Lil Kerslake's educated pigs; Billy Finlay, in the Lavanis’ Trapeze Show. The Original Nelson Family, aerialists, signed team with Ringling-Barnum for 1928. Deathes: B. F. (Doc) Allen, circus doctor; Pete Clark, circus worker; William J. Gillispe, confectionary; Joseph Loose, ride operator; Ethel M. Hamlin; Auguste Truchon; Frank J. Tammen, circus official.

10 Years Ago
Following action in the Circuit Court by the attorney-general of the State of Florida for the appointment of a receiver for the $23,000,000 estate of John Ringling, County Judge Forrest Chapman signed an order denying the petition which was filed by Assistant Attorney-General John Graham and specifically passed for the appointment of John Ringling North and his mother, Ada Ringling North, on the grounds that they had managed the assets of the Ringling estate. Judge Chapman also signed an order denying the State's efforts to require the executors of the estate to post a cash bond in the amount of $300,000 or release the bond.

Acts at the Charlotte (N. C.) Food Show and Exposition included: the wonder of the world, the audience of Mexico, the great man's faith, the audience of New York, the audience of the Corn State, and the audience of Ohio.

Two top orks, Henry Busse's and Joe Boger's, were signed for the National Showmen's Association Banquet and Ball in New York.

Walter B. Fox, for three years general agent of Wallace Bros.' Shows, resigned. Jack and Irving Rosenthal, operators of Pullisades (N. J.) Park, formed a road construction business. "Effy Bros." Shows, signed the Great Wilno, cannon act, for the third year. Ernie Young signed with the Barns-Carruthers Fair Booking Association. . . . Edward L. Schott and re-elected president of the Columbus, Ohio State Fair, Columbus, reported the first profitable season in years. Deathes: Joseph W. triple, park operator; George E. Gill, fair official; Frank Kissel Sr., circus performer; Joseph F. McDonald, outdoor showman, and G. Sedgwick Meikle, circus official.

Profit's Galore
$5 to $50 Daily Earnings!

Get in the popcorn business now and CLEAN UP!
Where can you make more money than in selling Popcorn Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clean profit.

Popcorn earns extra money to pay for anything. And here's the opportunity of your life to get in now._

Lowest Priced Popper on the Market Pays for Itself in a Few Weeks!
Popcorn is low in price—easy to get. Your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous business.

Salesmen Write for Proposition

Florida Bound
Over 1,000 people have their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. . . . Deaths until you have an accident? Penalty rates would then apply.

Cheese-Corn is Red Hot
Cash in on its popularity—call POPPERS today about supplies and equipment (which you can use for all types of candied popcorn!). We have everything both wholesalers and retailers need to make and sell popcorn and candy apples.


Cheese-Corn Popcorn, Candy Floss, Candy Apples

For the most complete line of supplies but these items at money-saving prices, get in touch with your 1949 catalogue with us upon request to those in this business. Kid's and curiosity.

Gold Medal Products Co. 316 S. Third St. Cincinnati 2, Ohio

Cheese-Corn Popcorn, Candy Floss, Candy Apples

For the most complete line of supplies but these items at money-saving prices, get in touch with us upon request to those in this business.

Cheese-Corn Popcorn, Candy Floss, Candy Apples

For the most complete line of supplies but these items at money-saving prices, get in touch with us upon request to those in this business.
The advance crew of Bigler Bros. Circus hit for various locations when the organ closed the season in St. Louis Sunday (5). Aided by ideal weather, the show drew a capacity crowd at first sight.

Three other Mississippi spot weeks were opened: one in Moline, Ill., the 18th; another in St. Louis, Mo., the 19th; and the third at a Chicago, Ill., location two miles from the heart of the town. Org drew only two half houses at York City Sunday (1).

Show had a fair appearance crowd at each location, and was greatly aided by the unusual weather, a three-quarter evening.

Emery Barnhardt, 20, was electrocuted in the lightning rod framing for the Side Show Barns. His body was taken to Greensboro, Pa., for burial.

English Acts Set To Tour With Boswell in So. Africa

LONDON, Nov. 12—Several circus acts left here during the past two weeks to open a year's engagement with the South Africa. Acts are set to join up Thursday (17) at Johannesburg. Among the acts are: Colonel & Mr. and Mrs. Manz, Chico and Lopez, South American acrobats; Ben and Mike; Flying Blackbirds, aerial; and the amazing均为 and his three men assistants, notably set.

UNDER THE MARQUEE

L. D. (Dee) Hall, Biller Bros.' general agent, spent several days recently in the Big Smokey Mountains with his circus. Last week's run for the Macon Shrine Circus there November 21st... King Lima, ex-Tiger, who has been touring Europe this season, was back at his office after spending several days in his native country. The Big Top of Co-Owners Ben Davenport and Harry Hammond for the Company is headed by Reynolds, wire performer, visited friends in Macon, Ga. and Charlotte, Thursday afternoon.

At the recent Chicago World's Fair the most amazing acts included the Planisphere, a balloon in a balloon, and the Willa and Fred Schlotz, world famous indoor street performers. The Schlotz's new act is an elaborately costumed artist, in which they appear as living statues.

Jack Kennedy, veteran clown, is dead in his home here Thursday (5). Masonic funeral services are to be held at 2 p.m. Saturday (7) at the Holiday Club, where Mr. Kennedy has the program for the Macon Shrine show.

Circus entertainment recently was staged by the Columbia Historical Society in the Salt Lake County Auditorium and the Lodi, Calif., Free Terminal. Dr. William H. Manz, director of the Washington Zoo, presented "The Clowns" (See Under the Marquee on page 87)
Dressing Room Gossip

Orrin Davenport

Saturday (6) we paraded on the downtown streets of Houston. Line up of acts this year includes the Kin- cim, contingent, the Wallendas, Hannencrofts, Joe Walsh, Harold voice and Freddie Valentine, flying acts; the Chamberluckys, the Franco Family and Doloras, the Shyertons, Jack Meyaud and Company, Sonny Moore, Al Fleish- harry and Hugh Kang, the Kelly-Miller horses and bulls, Yacopi, Wen delta and Cendell troupe. Clown almony includes Earl Shipley, Everett Hart, who recently came out of the act; Al Hudson, Red Barrett, Oscar Wallenda, Brownie. (See Orren Davenport on page 61.)

ATTENTION ACTS!

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1949 ROUTE BOOKS

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Also Guy Wires, Drop Wires, Pole Guys and Aluminum Poling Bulldog. Any size.

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16 linxhts tent, brand new 7 high, back curtains, 35 tent poles, 13 men 150# blanks, 27 ton cover, almost new, frame good, roll rail, 7 sections front door, canvas under, heavy canvas for reserved seats, blue and white stripes, cup- burgundy and blue seats.

Get E. ERNIE WHITE, 14111 Doubt Ave., Chattanooga, Tenn.

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SHRINE CIRCUS

Book Banners—U.P.C.'s. Go to work right.

GERMAN CIRCUS

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SWAY POLES MADE TO ORDER

Write for Suggestive Fomula.

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RICHARDO

ADEL, IOWA

Ringling-Barnum

Cold weather was with us through the 5th, but the St. Louis crowd filled the ring on Thursday and Friday evenings. The weather was clear and refreshing and the seats were crowded. In fact, the weather was better than the weather in the city. The city had high temperatures and this was not the case in the ring. The weather was warm and comfortable. The weather was not the case in the ring.

Keeping Faith

The following lead paragraph of an editorial in the Vancouver (British Columbia) Sun needs no further comment.

"Circuses—with such notable evolutions as the Polack Bros. show sponsored at the PNE by the Shrine—seems to be falling into public disrepute. Amid the rising tide of complaints, the praiseworthy Shrine show stands out as a good deed in a naughty world. What accounts for the warm welcome it gets here each year?"

2 GREAT SHOWS

EASTERN COMPANY

Baltimore, Md.-Nov. 12-19

Burlycuits, Nov. 16-24

W. B. MILLER

SOUTHERN CIRCUS

Burlington, N.L.-Nov. 25-26

Some Open Time in 1950

WESTERN COMPANY

Springfield, Ill.-Nov. 16-20

Pearl, Ill.-Nov. 21-27

Booked Sold for 1950

POLAC KS, BROS.

CIRCUS

193 N. Wabash Ave., Chicago 1, Ill.

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DAILY BRO.

Recent visitors included Roy Barrett, the George Hanneford family, Michael and Helen King, Barron, Maurice Gebhart, Joe and Eva May Lewis, John Andrews, and mothe- rson, Hutchinson, Sheriff Kridler, Mr. and Mrs. William, and Johnnie McNeal, with Butler Eva; Mr. and Mrs. Brenner Cardon and Maxine and Mrs. and Mr. Ira Watts, en route to Mexico City.

Here are the winter destinations of persons.

Rex and Barbara Williams, Red Fogata, Streamline and Mary Kay, zell, Butch Cohen, Dave and Millie Curtis, Kid Cummings, Bertha Drake, Ray Morrison, Bert Rickman, Joe Petty, millo, Walter Schuyler, Harold and Helen Dales, Riley Huggins, Dennis Jones, Paul Fyle, Nonna Davenport and Razed King, all to Gonzales, Tex. Henry Robling, Poplar Bluff, Mo.: Amelia Martinez and her mother and danes, John and Anna Dales, Julia teria Vasquez and daughter, Eva; Teresa Barragan, Eddie and Eva Cameron, Tom Elena, Consuelo and Pippo Rolon, Milko and Re- bella; Robert Holmes and Evelda Mar- ton, Manuel and Eloise Barragan, Haden Ramos, Aurelia Anderson, Paul and Paula Gaona; Vicente Barranga; Gustavo, Dingo and Alfredo Martinez; Filiberto Corse, all to Mexico City.

Wylla Davis, Bogalusa, La.: Hask (See DAILY BROS. on page 61)

LIVE WILD ANIMALS!!

GET AN OUTSTANDING ATTRACTION NOW!

We have in stock ready for immediate delivery

HIPPO

Full grown but less than 1/2 size of common kind—$3500.00.

SMALL GIRAFFE

Young Giraffe, enough to grow into full size. Handled by billed or truck—$5000.00. Also Kangaroo, Antelopes, Chimpanzees, Monkeys, Elephants, Cheetahs, Birds, Reptiles. Send for our free "animal list".

MEEM'S BROS. & WARD, BOX C, SPARKILL, N. Y.

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CALLIOPE PLAYER—Must be reliable. Give full information, former acre, age and experience. Address CIRCUS RECRUITING OFFICE, CARNIVAL BORO. (Cape Animals), BAIL AND TRAMPOLINE acts to open in March. Contact immediately.

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Rain Nicks Crowds

At Sumter, S. C.

SOMTER, S. C., Nov. 12—Rain spoilt Governor's Day, Mitch-ter County Fair here Wednesday (11), but J. Clift Brown, executive secre- tary, predicted good crowds for Fri- day (11), when Sumter-Chesite high school football game was to be played.

On opening Tuesday night (8) an estimated crowd of 20,000 was on hand.

Cetlin & Wilson Shows, having just completed a county engagement at Pee Dee Fair in Florence, were regist- tering only fair biz here. Some of their hit events will be turned to winter quarters in Peters burg, Va.

Meetings of Fair Assns.

Canadian Association of Exhibtiions, Royal York Hotel, Toronto. November 24-25, J. K. Clarke, Lansdowne Park, Ot- tawa.


Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, November 7-8. Rosleton, (c/o Missouri Agricultural De- partment, State Office Building, Jefferson City), secretary.


Indiana Association of County and District Fair Managers, Hotel Indiana, Indianapolis, January 3-4. William H. Clark, Frankfort, secretary.


Kentucky Association of Fairs and Expositions, Hotel Louisville, Louisville, January 5-6-7. (Doc) Cassady, Louisville, secretary.

Utah Association of Fairs and Expositions, Baker Hotel, Great Falls, Montana, January 7-7. William T. (Tom) Koontz, great falls, water, secretary.


Minnesota State Fair and Min- nesota Federation of County Fairs, Hotel Minneapolis, January 12-14. George Wolter, Minneapolis, secretary.


Eastern Canada Association of Exhibitions, Exhibition Hotel, Hotel Winnipeg, January 16-18. Mrs. Walter, Whitchurch, secretary.


Mississippi Agricultural Fairs Association, Hotel Wel- dington, Jackson, Mississippi, Robert P. Trask, 414 Trent St., Brownsville, secretary.


Rainbow Fairs Association of Fairs, Rainbow Hotel, Great Falls, Montana, January 24-25. Carl F. Smith, Great Falls, secretary.


COLUMBIA, S. C., Nov. 12.—South Carolina annually generally had the biggest postwar state fair season, drawing nearly 600,000 persons thru the turnstiles.

The fair business smashed all previous marks, with 260,000 persons attending only Anderson County of the larger five-fair state, registering a decided drop from last year.

Orangeburg County Fair pulled 100,000 patrons during its week's run, and South Carolina State Negro Fair here broke its previous attendance record with an announced high of 70,000 persons.

Newberry County Fair drew 50,000 persons, and Pawley County Fair, pulled 30,000.

Weather Hurts Florence

But the Weather Bureau said the Florence, November 1-5, but no figures were available for Florence. Weather came in midweek, but chilly temperature kept attendance down.

No attendance figures were available for Florence, but a break in the weather, with little change in temperatures ranging from around 80 degrees in the afternoon to 60 at night.

The fair here drew the largest single-day crowd on its annual fall Thursday. The University of South Carolina-Clemson football game drew 34,000 spectators and the single-day crowd attended this game, chanced up a 7,500 gate Thursday.

The new N.C. Interracial Fair reported good business, but gave out no attendance figures.

Greenwood Crows Good

Greenwood County Fair found attendance good, also, according to secretaries Mrs. Marion and Manning (Chreden), found crowds disappointing.

Sumter County Fair opened Monday (7) to brisk but fair weather. Greenwood County Fair crowds to be good, but only on past with last year.

Big Shows Now again are signed for the State Fair here, and Jacksonville, Fla., signs with a crowd to Grangeburg. Straths found York County Fair, Rock Hill, too small for the top performers. Celia and Willy Shows, seeking better stands in the future, are expected to draw fair crowds to good, but only on past with last year.

FAIRS-EXPOSITIONS

IAFE To Study Kiddie Attractions

(Continued from opposite page)

O, The Carneal Owner's Point of View

Lloyd B. Cunningham, Iowa State Fair; Jack Reynolds, Wisconsin State Fair; and Henry Knauf, president of the U.S. Trotting Association, will discuss Th- Pros and Cons of Harness Racing.

Another panel, consisting of Robert Shaw, of the Gas Sun Booking Agency, Springfield, O.; Sam J. Levy, Barnum & Bailey Circus; George Engesser and Chicago, and George A. Hamid, of the New York book office booking office this name, will discuss The Grandstand Stand—ABC's of a Good Show.

Douglas K. Baldwin, Minnesota State Fair, will preside at what is termed Quizzing the Masters in which auto race promoters and three show operators will discuss the present and also the future shape of fair fields.

The final session, Wednesday afternoon, will be opened by Lloyd Cunningham, Iowa State Fair, who will speak on the G. I. Fair of the future. Other. speakers and their topics will be Hitzelberger, who will discuss both Opening Day Key Safe and Free Entertainment; Lou Morris, Western Fairs Association, Country Fair Ingredients Make for Better Public Relations; Kenneth Bucklech, O. Associate Grandstand Ticket Seller and Mannen, who in his second appearance, will talk on School Promotions.

Other speakers and their topics will include Glen Smith, of the Ohio State Fair; Alba Hump, Fort Wayne, Ind., Indiana State Fair Radio Campaign; Jack Ferril, of North Carolina State Fair, Folk Dancing to the Front; Mrs. Ruth Steva, Ohio State Fair, and George A. Hamid, New York book organizer and operator of the New Jersey State Fair, Firemen's muster.

ATTENTION!

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NO SHOW TOO LARGE OR TOO SMALL

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SUITE 1007

See Us At The Chicago Convention, Sherman Hotel
Polio Scare Nixes Record At Palisades
Biz Still Pars 1948

NEW YORK, Nov. 12.—Palisades Amusement Park was well on its way to registering an all-time record gate for the day until the public became polio conscious, according to F. R. Huedepohl, president of the firm which operates it, who reported here this week.

The Rosenthal's spot, together with all other metropolis' area resorts, watched attendance and grosses drop sharply today. H. R. paralyzis cases became Page 1 news and held a top spot in the multiple area newspapers, blanketing the area.

Promotion No Aid

Polio took its toll, business at Palisades was down considerably ahead of 1948, and there was every reason to believe that a host of new records would be set, particularly in view of the fact that lucrative August business was already closed.

The grosses piled up during the first half of the season enabled all amusement operators to break even, as a par with 1948, final audits being made. Even under the conditions encountered some concessionaires reported grosses in excess of their 1948 totals.

Top Attractions

When the fear of crowds started affecting park business, the operators immediately stepped up their advertising-promotion campaign, offering free admission to each of the parks in the form of major prizes and cut rate tickets. The publicity helped the parks continue to exert the greater influence.

As expected, kid patronage suffered most, as the pool. Enough adults continued to attend a spend to hold grosses to the 1948 level.

A. C. Luxury Tax
Returns Trail 1948

ATLANTIC CITY, Nov. 12.—Local luxury tax collections, best index of business activity at this resort, continue to trail those of 1948. September receipts from the luxury tax continued to run about 45 per cent below those of last year. During September $15,159.88 was collected from hotels, liquor, cigarettes and amusements, which was $12,146.29 collected in September, 1948.

Elmer Foei! Asks
Ops To Bring Film
To NAAPBP Meet

CHICAGO, Nov. 12.—Elmer E. Foei, Willow Grove Park, Philadelphia, chairman of the convention program committee for the National Association of Amusement Parks and Beaches (NAAPBP), in Hotel Sherman here, November 27-30, requests that members bring advertising material used throughout the year, such as full sheet posters, programs, car and bus cards and car bumper cards. These will be distributed in the meeting room and will give members a chance to exhibit their other park doing is the way of advertising.

Trade Show Line-Up Includes Everything From Bumper Plates To Sun Tan Lotion Dispenser

CHICAGO, Nov. 12.—In addition to get-together features, such as outdoor show business equipment, those attending the annual Trade Show at the Hotel Sherman, November 27-30, sponsored by the National Association of Amusement Parks and Beaches (NAAPBP), also will get variety.

Paul H. Huedepohl, NAAPBP executive secretary, comes up with the information that this year’s show will have a difference in hosts.

The line-up of exhibits includes everything from bumper plates to suntan-lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turntables, 3; skates, 1; seats (folding, etc.), 1; shooting galleries, 1; snow cones, 1; suntan lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turntables, 3; skates, 1; seats (folding, etc.), 1; shooting galleries, 1; snow cones, 1; suntan lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turntables, 3; skates, 1; seats (folding, etc.), 1; shooting galleries, 1; snow cones, 1; suntan lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turntables, 3; skates, 1; seats (folding, etc.), 1; shooting galleries, 1; snow cones, 1; suntan lotion dispenser, 1; tickets and registers, 2; timing devices, 1; trade weeklies, 1; trailers and cars, 2; turntables, 3; 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Rube Liebman Predated Public Address System as Ballyhooper

(Continued from page 52) another already was under way.
Rube was born in Mannheim, Ger-
dany, in 1870, came to the U.S. in 1912, and obtained a job as a ship-
ping clerk in Detroit. Wanting more
money, he quit after a year and be-
came a salesman. As such, he worked
in practically every hotel in Detroit
and was "hired and fired" almost con-
tinuously, Rube recounts.

He finally concluded he would seek
other pastures, went to Schenectady,
worked in an auto manufacturing
plant, then shifted to General Elec-
tric as a time-keeper and remained
with GE for more than two years, during
which time he built up to what
he termed "a nice salary."

Teurs to Show Biz
It was at this juncture that Rube
turned to outdoor show business as
a roughneck for the Six and Conklin
Shows in New York State. He re-
mained with that org for a year.
Dakota Max, owner of a Wild West
show, then touring with carnivals,
talked him into putting on chin
whiskers and becoming a Rube. He
has been a Rube ever since.

That year, 1917, when Dakota Max's
Wild West Show went with the John-
ny J. Jones Exposition, Rube with
whiskers on his chin and an adver-
sesment on his back, worked down
town streets, dancing ballyhooing
and general clowing. On the lat he made
openings for the Wild West show. He
continued with the Jones show, off
and on, for about four years.

At intervals, he also worked for
Mabel Mack's male show, which also
was on the Jones show then. It was
when the Jones org went to North
Dakota, preliminary to jumping into
Western Canada, that immigration
authorities, pointed out to Rube that
inasmuch as he had yet to become a
citizen, they "could guarantee his
entry into Canada but that they
might not assure him of re-entry into
the U.S."

Ballyhooper
Rube played it safe. He left the
Jones show and went to Portland
for the fair. The late Fred Barnes
laid him a job as ballyhooper for the
grandstand show. Barnes was much
impressed with Rube's ability to build
up grandstand crowds by his
shillings and Rube remained with the
Barnes revue at $125 (good money
then). Rube points out over the major
Midwest fair route, which at the
time included Dallas, as well as St.
Paul and Des Moines.

Rube enjoyed the days when
megaphone in hand, he worked the
grandstand, then came p-a systems.

Meanwhile, the, Rube had nurtured
the ambition to become an attraction
salesman. Fred Barnes gave him his
first chance. He remained with
Barnes for two years, then went with
J. C. McCaffery, now a biggie in the
carnival business, who was then
manager of the Western Vaudeville,
top-notch agency of the early '20s. Rube
was with McCaffery two years, then
shifted to sales rep for Elmo Rol-
son, who was active at the time in the
fair booking business.

Jobs Barnes-Carruthers
In 1926, Rube rejoined the Barnes
organization (Barnes-Carruthers
Theatrical Enterprises) and has been
with that org ever since, selling
to Midwestern annuals, many of them
in the small to fair-sized class.

His shift to selling attractions did
not stop Rube from being a bally-
hooper. He not infrequently takes to
a fair's public address system and
breaks loose with his tingled pitch, which invariably
ends with his chanting of "T-I-I-E
W-O-I-K-S."

Rube responds to ribbing like a
frogmen to a 3-11 alarm and has been
on the receiving end of many ribs.
Commercials 
In the episode in even the
explosive Rube, is inclined to fuff
it off with a relative mild comeback.
"Compete for business of the small
is at best no soft touch. Trips many
and often come at the winter's worst.
Budgets of the small backs are small, but Rube passes up few
bets and, if duties call, he's at the
road, even the the roads may be
nearly impassable. There have been
aces when Rube has over-calculated his
ability to get there. On one such occasion in Friend,
Neb., of all places, his car was
trapped by snow and he had to struggle
alone in deep snow to the village.

Competition Tough
For the contracts for the attraction
business of small back Maddocks
reaches great heights and there is
little love between competent and
contract-bid salesman. One year Rube,
in company with a rival agent, was
day-caching it from Cicago, Il.,
Rockwell City, la. En route,
they had to change trains at
Macon City, la. Rube dozed off, with his ticket
stub in his hat and secure in the
be the be
in the hands of the
the conductor at Mason City. So, in
this, he reckoned wrong. The
(See Rube Liebman Ring on page 69)

Deto Zoo Closes
DETROIT, Nov. 12—The Detroit
Zoo closed for the season Sunday (4-2). Season's attendance was 1,600,000,
increase of 100,000 over 1945.
Alabama State Fair Contract To McCaffery

Other Major Changes Loom

CHICAGO, Nov. 12.—The 1959 midway contract for Alabama State Fair, Birmingham, has been granted to a co-operative of showmen of the South, headed by J. C. McCaffery, part owner in Dodson's Imperial Shows and general agent for Hennies Bros. Shows.

McCaffery declined to disclose which showmen. The Imperial Hennies Bros.—will fill the date. Dodson's 14 midway shows are supplied for the 10 days midway at the Birmingham annual this year, following Hennies Bros. Shows, which had held the spot in the years following World War II.

McCaffery is a former owner of the Birmingham fair plant. He has his associates sold the to the city which has operated it in recent years, with McCaffery assisting the new management, particularly with respect to midway concessions.

Dodson Imperial Shows at the Birmingham fairgrounds this year in cover-outs to the annual road show, and it hit much rain and ended up at an early hour.

The shifting of the Birmingham midway contract is the first change made since the close of the '49 fair season in the bookings of Midwest road shows to the Birmingham season. Others are expected to follow.

Michigan State Fair, Detroit, will provide a road show, inasmuch as James Friel, now as managing agent, favors in line of showing a railroad show before the '59 event was held, but after Dodson's concessions had been made by a previous fair administrator. And, besides, this year were supplied by Floyd E. Gooding, plus shows booked by Ray Massey, it can be said that the line-up doubled a record-breaking gross.

All-Maritime Plans Addition of 2 Rides

ST. JOHN, N. B., Nov. 12.—The All-Maritime Shows are planning to add two rides to the line-up next season, and build a new entrance.

Present plans call for a tour of Nova Scotia, Prince Edward Island and possibly some of Newfoundland next season. Since starting on their tour, Ray Massey, the show's chief, has handled by Len Dryden, has limited his operations to New Brunswick.

Dryden announces a contract has been signed by his show to furnish the additional rides for the 1959 Gagetown (N. B.) Fair.

Gallup's Trailer, Truck Demolished in Auto Crash

CHARLESTON, S. C., Nov. 12.—An auto crash that carried a truck carrying equipment for his Stars on Parade, was demolished in an accident, 28 miles north of here this week.

Another car crashed into the caravan. The trailer crashed into the car owned by Jerry and Wernie Cole, which was following the truck and trailer. Occupants in all cars escaped serious injury.

Wagon Bros. Busting Circulating—A Century of Profit Show

By Starr De Belle-

Copied November 12, 1949

Dear Editor:

This stuff we've been reading about shows close? Pete Ballyhoo doesn't get it. It is really possible for showmen to close down and have their loyal employees on their own? This sign is good, we are the truck show, not the midway. But the midway. It has been proven that carnival can open without having a continuous dish out to rodeo halls, huar, huar, huar.

Here's the way the boys happen winter troupings. If farmers, dairyman, sharecropper and others can work thru cooperative associations, the carnival industry can do likewise. So when we close our wagon, not the season, our midway becomes a "co-op." Why shouldn't our con- cessions be entitled to the benefits of our co-operative plan by getting free privileges for merely moving the train and paying the lot rent? Fud, they are no free people, but we know they never got nothing free, and they have all the privileges and liberties that come under the head of a winter troupings. Why shouldn't everyone who has an interest in the show have the lot be allowed the privilege of protecting his investment and have the same protections that the bankman of a winter show?

No big or little shots on our winter tours. If you have more dough you can spring for, you merely "honor" your customers. We, including the salaried help, every member of the show, is a member of the co-operative association, and each car's ticket, card and sealed by Pete Ballyhoo. That's how we can keep those cards by merely swearing to support the midway thru thick and thin, to do anything other than shut the spring the, do not depart. The card can also double as a marriage license. In beautiful owl English letters the card carries slogan, "A licence, and all winter out," The card entitles its holder to the hospitality of all shows, one card by merely paying the club's initiation fees and dues.

The co-op card is free to any member, who may pay for its printing, a small amount of $4. The co-operative set up makes it almost impossible for a member to sue himself for salaries. The shows made their first stand under the co-op policy here. Our cookhouse operator was the only one who carried the passengers, and refused to serve meals to members in return for their washing their own dishes. He did, however, go along with them by giving double value for the club's subscription to meal instead of three-pply meat tickets. Because our concessionaires usual trucks to pull the wagons from the train to the lot there was no hauling to hill and because we played under our own auspices, the Showmen's Winter Association, everybody chipped in to buy the Diesel fuel.

Opening to closing night crowds pushed the gala shows and miles capacity business. A high evening on any given date, is impossible to give figures to the press or an accounting to our brokers. This year's winner, Treasurer Pete Ballyhoo, who keeps his eye out for bargains, put his vest pocket, lost both in the west lining.

Researcher Forecasts Control Of Polio ‘Within Our Lifetime’

WASHINGTON, Nov. 12.—Research promises control of polio ‘within our lifetime’ by 1959, Dr. Thomas H. Weaver, research director of the National Foundation of Infantile Paralysis, said today. It is estimated that the average general manager the past season, has been re-engaged in that capacity for his work. In his new framing plans for an early opening in the spring, will have eight rides, five shows and four light towers.

Charlie Jackson Dies In La.

HOT SPRINGS, Nov. 12.—Hot Springs Showmen's Association con- sultant services here (Uncle Charlie) Jackson, veteran showman, died recently in Loui-

Va. Greater Season Ends

SUFFOLK, Va., Nov. 12.—Following wind-up in Virginia’s Great Show Circus, a successful run wind up their season, shows will be quartered in different states, instead of at Tidewater Fair- ground this month. The season nowColt and the Caroli-

Wallace Bros, Wind Up Tour 20% Over ‘48

JACKSON, Miss., Nov. 12.—Wallace Bros. Shows, closed the season Saturday (5) at Clarksdale, Miss., Fair, have moved into winter quarters. Season was closed October 28 and the showmen said the season was highly successful for this year’s gross being 20 per cent ahead of 1948.

In addition to Farrow, show's executive includes: Leroy Girard, Manager; Margaret Miller, secretary; Jack Oliver, general agent; Coin Edwards, billetter, and L. M. Higgs, lot man and concession mana-

Show closed at Clarksdale with 10 rides, 10 shows, light towers Diesel plants and 50 concessions. Show will close its 54-truck line-up.

Shows already have inked contracts for 1959 in Memphis at the annual show, in Asheville, N. C., at the Imperial’s show, in Aberdeen and Canton, Miss.; Cape Girardeau, Mo., and Macon, Ga. in Negro fair at Jackson, Tenn., and Jackson, Miss.

Leroy Girard, Jack Oliver and Higgs plan to attend the outdoor exhibition in Chicago, November 27-30.
out next week!

The Billboard

Annual OUTDOOR REVIEW
CONVENTION ISSUE

featuring the CAVALCADE OF FAIRS

The Biggest Reference Issue and Buyers' Guide
of the Year for Outdoor Showmen

2 Big Sections

• Big Statistical Directory
• Fair Ground Facilities
• Special Feature Articles
• Lists
• Up-to-the-Minute News
• Over 300 Pages of Vital Information,
  Interesting Features and Current News of
  the Entire Outdoor Industry

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do two things AT ONCE.

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2. Send complete copy instructions Air Mail—Special Delivery
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better still, wire instructions for us to repeat any of your ads that ran
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It's the Original!

Mrs. Arthur E. Sullivan has received Proctor's Broadway Shows with a new duck pond while awaiting her husband's return from Boston. On hand are two of them: truck business. Althea Sullivan has been in the carnival business for years, this is his wife's first venture.

Midwest interest is the kind movies take in blowoffs.

Jimmie Cavanaugh, who was straight man for comic Billy Reed with the Wilson show on WCAU, is house vocalist at the Hudson Theater, Union City, N. J. His wife, Jeannie, also a member of the Raynell revue, is a showgirl at the Hudson.

Ruth Reaves, well-known show painter, is confined to St. Elizabeth's Hospital, Richmond, Va.

Holding out money on concessions by agents may be lucency—but logical.

Georgie Spears Jr., contortionist and iron-jaw performer, is with Lew Allen at Reading, Pa. He closed his season on the Jack Perry Shows.

Henry M. (Pep) Patterson and Helen, the languageفهم، shows, are animation on their business.

Rita Raye recently made delivery on a new Lincoln car.

Dudley Thompson, with the Brodbeck & Schrader Shows with jugglers, has taken delivery on a new Ford. He is en route to his home in Alabama...

Minnie Simmons has left the city and gone to Florida to visit her daughter in Cleveland until the Chicago convention.

Bartfield's have contracts in the city and do not expect to be home until Christmas.

Belong boro never kept a show from moving or its help from saving money.

F. O. (Taran) Banks advises from Norfolk that he and his brothers have refurbished their apartment building at Ocean View after storing their show, which is for the winter. They are building a new layout which he hopes to present at least leading downtown shows after the Christmas holidays. He says that he again will have his Noah's Ark Wild Life Show at Ocean View next spring.

Carnival Shows for 1950...

Mr. and Mrs. E. O. Douglas, owner of the Douglas Greater Shows, and two hunting companions, were returning to their home in California after a trip to the Dakotas.

Christian, who were the subjects of a three-page photo in a recent issue of The Seattle Post-Intelligencer when each bagged the limit in ducks and while hunting at Summer Lake, Ore.,... Charles S. Noell, general agent, United Exhibition Shows, has been vacationing in Hot Springs since closing the season in Green-

Manager shouldn't worry about his broken hobo being in bars without doubt they are safer there than he'd be.

William X. Reno recently spent his 51st birthday visiting Kenneth Peck, who is in Rines (IL) General Hospital.

Peeck has been a concessionaire for many years. Capt. R. V. Nelson and Mr. Agnew, motor coroner; and other retired from business in an order's doctor's order, is operating the Super Auto service station at River Rouge, Mich. Detroit suburb.

But they are not in the Chicago game. On the O. C. Back Exhibition Shows, will attend the Chicago meetings beginning this month. Mr. Some new rides and rolling stock will be added for the 1950 season.

Phil Cook, Showmen's Association, is in New York to attend the National Showmen's & Co. Association banquet.

Midway king is a funny one in which to be a true heart's toy, 'T'll be with it for years. Give me a break to get entwined up.

While Inland Shows were playing Bassett, Ark., recently, the personnel owner took a surprise birthday party upon his Mrs. from Missouri where he purchased in stock with his wife.

Included were Mrs. N. E. Davis, Mrs. Leona C. Sheedy, Mr. and Mrs. Charles Pierce, Mrs. Dalmay and granddaughter, Mrs. Ann Jr., and Mrs. George Davis, Mr. and Mrs. Jehovah. Mrs. Curly McPhydd and Ted Hatfield, Col. H. G. Coffey advise us that General, Goo, that he has closed his season and will winter in

LARGEST SELECTION OF TRAILERS IN TAMPAMIDWAY CONFAB

See the 1950 Suburban Royal Mansion—30 feet Sportman—1950 M-System all aluminum cables—23 to 35 feet—new American Distributors—and the selection of used trailers priced from $395.00—long tons if desired.

Tampa's Finest Trailer Park—$12.50 Monthly.

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Tampa's Finest Trailer Park—$12.50 Monthly.
UNDER THE MARQUEE

Carnival season is in full swing, and the weather is perfect for enjoying the great events that are taking place all across the country.

CARNIVAL-SHOWS-RODEOS

If you are planning an Eastern Homestead Contact GEORGE F. ALMOND

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The longest Post in Massachusetts in a city with 112,000 population.

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BARNEY TASSELL UNIT SHOWS

Booking new for week Nov. 28, South Miami, Fla., white lot; week Dec. 5, colored lot, South Miami.

Can place Rides, Shows and Concessions of all kinds, Fun House and Penny Arcade. Write this week, Belle Globe Colored Fair, Belle Globe, Florida.

ROLL TICKETS

PRINTED TO YOUR ORDER

Kentucky Ticket Co. Shomakin, Pa.

Keystone Dept. B

Cash With Order. Stock Tickets, $1.00 per 100.000.

MADRID UNITS

(Continued from page 58)

Danish Kingston; Four Argonias, Denver fan Después; Thirty-Sayita, Dutch, have at 4.00 P.M. The Lemanian German equilibrist, and the Four Aths, French gymnasts. The act has also several good Spanish acts, such as the Two Garzinos, jugglers, and the Four Henny, perch and plus a big clown ally and a 16-foot long band under the baton of Emilio Esteve.

WINTER SHOWS

Various winter shows are also on the way, including the committee's annual winter carnival, which is expected to be a success.

One advantage of the shows is that they are popular with the local communities, attracting a large number of people to the area.

Leonard Gold, who played a number of shows in the Majestic Greater Shows No. 2 Unit has returned to Detroit. Mr. J. W. Wade, owner, Joyland Midway Attractions, is placing the shows in winter quarters at Houghton, Mich., after playing a final week-end of the season for the Wind Hill School Parent-Teachers' Association, Detroit.

...and for the Minnesota State Central Committee meeting. The elephant was also at the Lyceum Theater and on the mezzanine floor of Hotel Nicollet.

There is no limit to the unpaint work a tramp can get into by merely walking on a ladies dressing room.

Concessionaire Frank Miller, a New York visitor for the past week or so, will return for the Ringling Barnum circus before it closes in New York. John Ringling, Big Show proxy, is due back in New York Wednesday (16) after a lengthy hospital trip. The circus travels on the Continent, which ended last week in Paris, totaled about 12,000 miles. . . . Mr. and Mrs. Glen Tracy, Cincinnati artists and circus fans, left for Florida last week with a trailer full of Tracy’s circus equipment. They are headed for Miami Beach, Fla., where Tracy plans to exhibit his works during December and January.

Membership on a show staff is considered something where one can get away from the everyday, but it has been proved that it usually doesn’t last long enough to constitute a career.

Laurence Cross, with the Clyde Bently show all season, is working with the Fair Department, Moline, entertaining moppets visiters who enjoyed the show at the Yonker store. . . . Frederick B. Dowens, who will be ambassador of the Ringling circus, is back in New York after finishing the season, working with the display and a part of the Big One.

Most modern approach to perpetual motion is a circus moving on all o’er and up and down.

Alexander Marrell and A. Morton Smith, of the Gainesville Community Circus, and Mr. and Mrs. Arthur Henry of Gainesville, were guests of Manager Bob Stevens on the closing day of the 1940 season of Stevens Bros. Circus in Leonard, Tex., Sunday (6).

Those who say that they are glad the season is gradually coming to a close so the tramp can get away from the devil should know how owners feel about it.

That city...Jack Peavey, veteran carnival trouper, is seriously ill at Naval Hospital, Sandusky, O., and expects to remain there indefinitely...Edward and Edith Carter, circus concessionaires on the West Texas Shows, advise that they again will winter in Southern Texas.

At fair meetings hosts often make use of these two bits together and especially as the gravy on their dinners isn’t worth lifting today.

Line-up of Tex Dubose’s Carnival Ride Show on Orange Street, includes Jack Adam, inside lecturer, Fred Martin, ticket; Professor Blaiser, magic; Eva, electric and atomic lady and implantation tattoo; Tex Lee, fence; Terechy Lee, sword box; Dubose, human ostrich; Roxanne, annex attraction, and Sailor W. D. B. and his open tent, Bill and Lois (Flame) Emery recently concluded a successful tour with the Line-up Shows, were on display, also by circus model builders.

Circus weather expert is one with a clear mental picture of what he reads in newspaper weather reports.

William Morris, of the Kelly & Davis Circus, advised that his show recently purchased a liberty act and six Palomino horses from Mrs. Iva Mathers, Mason City, Ia., Morris recently took the show’s baby elephant, Dewy, to the Minnesota State Central Committee meeting. The elephant was also at the Lyceum Theater and on the mezzanine floor of Hotel Nicollet.

Probably the best way to be opposition free is to find enough empty spaces and build your own sites.

Jack Taylor, Cole Bros. Circus, was confined to his New York hotel last week with a virus infection, but has been on his feet since the middle of the season since the berg was put in the barn in Miami... Raymond Scott and his horse were playing the Lake Club, Springfield, Ill., and for five years with Polack Bros. Circus, has signed a six-month contract to appear with the Harlem Glove Trotters, pro basketball team.

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LAUGH IN DARK RIDE
eight cars, lots of shouts, new front, new back drop. Too track, actors, cars, platform, all in good condition. Framed to go on any size show and command respect of audience. Price $25.00, can be used up over the top money rides on show where operated. A high class ride at a reasonable price.

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To the LADIES' AUXILIARY of the Showmen's League of America's
31st Annual
OPEN HOUSE AND BAZAAR
Room 110, Sherman Hotel, Chicago
November 25 to November 30
Installation Dinner, Tuesday, November 29
Crystal Ball Room, 6:30 P.M.
MRS. A. L. FILOGRASSO, Chairman of Bazaar

LAUGH IN DARK RIDE
Eight cars, lots of shouts, new front, new back drop. Too track, actors, cars, platform, all in good condition. Framed to go on any size show and command respect of audience. A high class ride at a reasonable price.

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American Library Shows
Out All Winter
Hunting for Books?
Come to the American Library Show and see the works of
such Authors as
Anita Boden, Mark Twain, Theodor Seuss Geisel, A. A. Milne, etc.

Owner & Manager
David A. Semick

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President's reception will be held at the Commodore Hotel Wednesday night. All members are invited to meet the guests at the time.

Showmen's League of America
400 S. State St., Chicago

CHICAGO, Nov. 12—Past President James C. McCaffrey presided at the meeting Thursday (10) and introduced Walter F. Driver, Secretary Joseph Compton and President Arthur Most, also on the roster.

New members are Jack Rubin, Harry Brodsky, Donald Scallon, Michael Galichio, Harry E. Stech and Walter Wardell.

Sam Kassow, the banquet chairman, reported reservations indicate a sells-out and J. C. McCaffrey, co-chairman of the banquet board, November 27, reported everything as expected to be ready for the banquet.

W. Johnson announced he would open the registration booth in the Sherman Hotel on the second floor.

The American Legion Post has sold a get-together for Friday (25) and plans a dance Saturday, November 24.


December 17. LADIES' AUXILIARY At the regular meeting Thursday (September 1), Mrs. Ethel K. Milne was in the chair. Also on the rostrum were Mrs. A. L. Filograsso, Mrs. Ethel Weir, Mrs. Jennie C. Koske, Mrs. Austin B. Kassow, Mrs. Ray Lawren-

The regular meeting was held at Mrs. Ethel Weir's home. Banquet dinner set for the Crystal Ballroom, November 26. Tickets to the latter availability for the banquet will be available at the hotel, 404 N. Dorr Street, Chicago.

Patricia P. Bonta was elected to membership.

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Welcome---
To the LADIES' AUXILIARY of the Showmen's League of America's
31st Annual
OPEN HOUSE AND BAZAAR
Room 110, Sherman Hotel, Chicago
November 25 to November 30
Installation Dinner, Tuesday, November 29
Crystal Ball Room, 6:30 P.M.
MRS. A. L. FILOGRASSO, Chairman of Bazaar

LAUGH IN DARK RIDE
Eight cars, lots of shouts, new front, new back drop. Too track, actors, cars, platform, all in good condition. Framed to go on any size show and command respect of audience. A high class ride at a reasonable price.

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FIELING GRAHAM
5049 East 32nd St.
Kansas City, Mo.
Michigan Showmen's Association
3153 Case Ave., Detroit

DETROIT, Nov. 12.—The annual meeting of the Board of Directors of the Michigan Showmen's Association (6), Father Thomas Kane, of St. Francis de Sales, Detroit, gave the invocation and Carmine DeGiovanni was called to order. President Jack Gallagher spoke, representing the Palace, and Edward B. Bennett, President of the National Showmen's Association, representing the Baker Hotel, and George E. Harris, representing the Palace, were also present.

The nominating committee includes George E. Harris, of Detroit, and Edward B. Bennett, of Chicago. The meeting was conducted in a businesslike manner.

Miss Helen Lebin, of the Hotel, gave the chairman, Miss Helen Lebin, a present of a beautiful watch as a token of appreciation for his fine work in the interest of the Michigan Coney Island Association.

Mr. H. A. Dymond, of the Capitol, gave the address of the evening, and the meeting was adjourned.

LONE STAR SHOW WOMEN

Club of Texas
Campbell Hotel, Dallas

DALLAS, Nov. 12.—Regular meeting was held Monday (7), following a business meeting, a social was held. Miss Peggy Brown, of the Hotel, gave the program, which was a dance, and a social was held in the Buffalo Hotel in January, were discussed. Louise Hickman, chairman of the committee, reported that the Texas Room has been engaged for the dance at the convention.

Honey Vaughn is a patient in Parkland Hospital.

Both campground and the former are named in the interest of the Boy's club in the city to establish a boys' club in the city.

Joseph Taylor and Myron Williams are members.

The committee of five have included Jim Gallagher, Sam Soloff, Sam and Louise Maltin, Adam Spitzer, William Blumberg, and Robert Brown (Paddles) Reimer and Sam Soloff.

Lone Star Show Women's Club

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 12.—Regular meeting was called to order by E. F. (Bo) Williams, third vice-president, with Secretary Al C. Wil- lson and Treasurer George Carpenter also present.

Sam Benjamino, chairman of the banquet committee, reported that The Kansas Cittians will furnish the music for the event.

The guests of honor committee, under chairmanship of F. Harold Elliott, is working hard on the concert, which is the banquet and ball program.

Tattoo Artists Wanted

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Henderson, Ky.
NEW YORK, Nov. 12.—Organized amateur roller hockey got off to a flying start Tuesday night (8) at Jamaica Arena, with the Washington Tophats defeating the New York Rockies, 9 to 7, in the first All America League game. A near-capacity crowd of over 1,000 spectators watched the game. As the game got under way, it was on its feet cheering exciting plays, bone-bruising body contacts and one free-for-all fracas which developed from a disagreement between two rival players. Protective barriers were erected around the entire arena; end zones were protected with white goals and all equipment were offi- cials. The referee, Ken T. Man, wore a black hockey outfit; ice rules were generally in effect, and the game consisted of three 20-minute periods with provision for a 10-minute over- time, should the game be "bitten to death," in case of a tie.

Between periodic artful exhibitions at the opener were skated by Kenneth Duncan and Sherry Rapp, of the New Dreamland Club, Newark, N. J. The new Dreamland club had already set a precedent for the chain in its inter-city roller-racing league. The season's games started from January 1 on, and the number of contestants to date reached 24 on one club. The Hackensack (N. J.) club already has a quota and has established a waiting list for the contests.

The latest league standings show the Twin City Club of Elizabeth leading with 3,367, followed by Hackensack, 1,177; Flor- ida, 787; and Somerville, 787. The New York Metropolitan Center 46; Capitol Arena, Trenton (N. J.); and. and Boulevard, Bayside, N. Y. (J.) are Southern division is led by National Arena, Washington, with 186 points, followed by Alexandria (Va.) Arena runner-up with 21.

Debut of Speed Rings the Gong For F'ham Park

ELIZABETH, N. J., Nov. 12.—The debut of racing at F'ham Park (N. J.) Rink Saturday (5) brought the largest crowd in the history of the sphere. According to Jack Edwards, director of the F'ham Park, the box office grossed 50 per cent above the figure for the preceding Saturday, which was $300. The $300 gross was due to Jack Edwards, director of the F'ham Park, the box office grossed 50 per cent above the figure for the preceding Saturday, which was $300. The $300 gross was due to the admission of 2,500 skaters, the largest crowd ever to skate in the F'ham Park.

On the season's programs announced from AOW, headquarters here, racing has produced a 14 per cent gross gain for the chain in comparison with the corresponding period of last season. This enthusiasm is high, reports, with plans made to close the league out between January 1 and to limit the number of contestants to 24 on each club. The Hackensack (N. J.) club already has a quota and has established a waiting list for the competitions.

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New Eng. RSROA Led by Richland

WOONSOCKET, R. I., Nov. 12—Robert S. Little, past president of the Hartford (Conn.) Skating Palace, was elected president of the New England Roller Rink Operators Association at a chapter meeting held Tuesday night at Edwards' Ferris' Joyland. Mr. Ferris is here.

A thorough discussion of entertainment ideas and the formulation of plans for competitive events in New England featured the six-hour meeting.

Richland succeeds Edward H. La Venture, operator of the Richland Park Rink, Fitchburg, Mass., president of the body. La Venture served a two-year term. The membership also elected Ernest Young, Riverside Roller Rink, Natick, R. L., vice-president; Charles Santoro, Rolland, Norwood, Mass., treasurer; and re-elected Ben Morey, Eli Skating Club, New Haven, Conn.

Upon completion of the meeting members gathered at the Townhouse Ballroom as guests of Mr. and Mrs. Ferris.

 Death Claims John A. Shook

DETOI., Nov. 12.—John A. Shook, 47, assistant manager and head instructor at Arena Gardens at 1320 South Delaware Ave., in Henry Ford Hospital. He is sur- vived by his wife, Lucey, and a daughter, Mrs. Nancy Watters.

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New, one-story fireproof building, 70x170; steam heat, Hammond Organ, 500 Rink Skates, all models. No smoking anywhere. Land spanned with street. Kitchen, suite, etc. Elderly owners wish to go to Florida, must sell. Offers. Write, address confidential.

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Let this colorful direct mail sell
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Send your postman $9 on delivery plus
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ATTENTION POSTPAID ADDRESS OPER- ATORS. Will furnish punchboard, on which to work, and a little start on a new line. Send one cent on request, or give want ad number and your address, and you will be furnished with all the necessary information to start as soon as you can.

WANTED—LOADED FLASK AND COM- PANY. Location 300 W. Main, in all cities. Must pay full price. Check required. Write Box 122, Chicago, Ill.

TERITORIAlI BANK WANTS MUSICIANS, all instruments; state experience and salary required. Remit orchestra Agency, Brubl, Chicago, Ill.

BIG BEAUTIFUL PRINCESS DOLL
50c TALL
Wins the heart of every child who sees her for the first time. She is wearing a dress, with real eyes, and has a very pretty dress. She is made with axes arms and box, pictured. Send for catalog. Mail order departments only.

AT LIBERTY—ADVERTISEMENTS
5c a Word. Minimum $1
Remittance in full must accompany all ads for publication in this column.

DRAMATIC ARTISTS
THEATRICAL-SHOWMAN DESIRING TO PRO- MOTE TALENT IN YOUR CITY. For particulars write, 514 Broadway, New York City.

CIRCUS AND CARNIVAL
FEES AGENT AND PROMOTER—15 years stage experience. Excellent results in all lines. Box 251, Utica, N. Y.

WANT MOTORBORDE WORK FOR 1919 SEA. Will answer all. George Aitkens.

MISCELLANEOUS
JAN LEE—THE MOST EXCITING FEMALE IMPRESSIONIST IMPERSONATOR. A perfect laugh. Can sing, dance, play, work with canaries, birds, etc. Send proof: Box 2098, Chicago, Ill.

PALMETT —AGE 19, EXOTIC AND ENCHANT- ING. Can dress up as any character from both farce comedy with split, Phone: 4932, Ross Ave, Dallas, Tex.

RECORD COMPANIES—AGGRESSIVE, PER- FECTIONIST Salesmen to travel. Musicians college graduates in sales, write Box 1013, Chicago, Ill.

WANT—PART TIME WORK OF ANY NATURE. In Chicago, Ill., 6724 West, 16th St.

MUSICIANS
ACCOMMODATION, FIRST CLASS. VERY MD.oro, double piano, voices, comedy, violin, with flats, etc. Great view of Western or hills. Thomas Matthews, 42 Tonn- ave Ave, Jersey City, N. J.

DRUMMER ($32 IMMEDIATELY—SOCEITY work, and much, and good money. Four years manager and drummers. Church 1114 N. Market St., Memphis, Tenn.

ELECTRIC STRING GUITARIST, VOCALIST, desires position in commercial combo; real singing, good playing. Will travel. Box 1248, Billings, Mont.

VAUEDALLE ARTISTS
MIDGET GIRL—YOUNG, attractive, with thousands of followers. Would look good in club, in sideshow, or dime museum, or in any combination. Address: Box 259, Chicago, Ill.

VAUEDALLE ARTISTS, MANDELICH- NERS—An act with trained artists; plays other instruments, sings for parties, available for engagements. Box 1247, Chicago, Ill.

RADIOS
MECK RADIO, 4 Tube AC-DC operation. Compact set containing all new modifications, 5 pm special, black plastic cabinet measuring 7 1/4x6x9 inches.

$8.70 List $11.95
1/3 Deposit, Balance C.O.D.

OHIO SPECIALTY CO.
29 WEST COURT STREET CINCINNATI 2, OHIO

DIAMONDS
An Opportunity to Cash in Without Investment

The Sensational SPINNING CLOCK
PAYS FOR ITSELF IN ONE DAY FOR TAVERNS, CLUBS, CIGAR COUNTERS
SPINS EVERY THIRTY SECONDS, CLOSE AT $3.00

$60.00 POSTPAID PORTLAND, OREGON

IT-RO INDUSTRIES
423 N. 22 Ave. Portland, Oregon

CHEAP! WANTED—LOADED FLASK, OFFICE, DOLL, COSMETIC CASE, PAT- TIER CASE, DESK,PIPE, ETC., FOR OSS. WILL PAY 10c FOR EACH ITEM PAID. ADDRESS BOX 7, DEER PARK, W. VA.

HURST-JONES FIREWORKS
406 W. 2nd St. Los Angeles, Calif.

CHINESE FIRECRACKERS
#1176 (125) $1.15 in. Firecracker (86 c per bundle) 5c 1, 50c 20. Cash with order. P. O. Box, Backet A, Cane.

GAIN Extravagant Screen W. D. H. Y. $1.50

WOW! EM! FOUR DRINKS OUT OF A CIGARETTE PACKAGE! These are not fakers. If you sell them you will get $3 per case. Write for details.

BURNETSALES CO., Dept. B-25
809 W. Madison St. Chicago 7, Ill.
MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

MAIL ON HAND AT ST. LOUIS OFFICE
190 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
Cuban, Charles E.

No. 191-H
MEN'S IMIT.
HEMATITE
Gold Finish
SIDE
$3.25 per doz.
$36.00 per gr.

No. 191-C MEN'S
DOUBLE HEAD
IMIT. CAMEL
With Gold Finish
$3.50 per doz.
39.00 per gr.

Free Catalog. Minimum order, one dozen. Over 50 cents per dozen.
Shipped under cover. Send 25c for Catalogue.

SLOAN JEWELRY COMPANY
41 Fulton St., New York City 7, N. Y.

RODEO TROPHY LAMP

$2.70

Sample

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.

191-H
Price
S.00

CARNIVAL WATCH

February

LOW

SERVICE

af

77


t

BINGO

Heavy Cards, Specials, Cages,
Blowers, Transparent Markers.
Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.
Pipes for Pitchmen

By Bill Baker

Believe in your product and you'll sell it.

They tell us that St. Regis, old-time sheet-
writer of note, is back on the sheet but that he still has his four horse bowel going great
guns.

Fresh, smart-writing, pitch-
crews keep many a tip from buying their
merchandize.

P. R. Cole

blasts from Burlington, N. C., that business had been good on the sheets in the last
few past six weeks. "My circulation manager had raised it up," says Cole.

"Why should I be on the move when I'm doing well enough in this town of
20,000 population? Heard that Brown-
field and Bruce have teamed up again. If they have, my advice is to not tail
them because they got most of the
orders when you arrived. Called Brownfield's thirty years ago and the old man didn't
miss many bets when he could meet a
man.

Conduct your business in a business-like
manner.

RALPH MORGAN

rambled into San Francisco last week
from Los Angeles, where he had
briefly after returning from Hawaii where he says he had a good season with pens and
gadgets. He plans to remain in San Francisco for about a week or two, then head for Miami for
the winter. Speaking of his travels, Morgan says he "went over to the Copper
town Livestock Exchange and saw
the Cow Palace, San Francisco, where Pat Trainor had the novelty and it was just
a fine sight for him. These sheet
boy's were there doing plenty of selling and a lot of these novelties. Among them was Fred Mosher, with
Western Livestock Journal; G. (Bob) Langford, Los Angeles, American Horseman; Harry

M. CAMPBELL

shoots the following from Wilson, N. C., while working the tobacco market.

Here I sized a JCL with a stand and
three wheels which he pulls with a walking cane and which is called the Walking Cane
Watch. He is an old timer and has
many parts. I'm working with Dean
Brown on these parts. Let's have some pipes from Doc Miles.

Duty and loyalty to one's business is
highly important. What can you do about it?

"I was pleased to read the pipe from my old friend, Ken and Greta Reynolds, wire
experts." Letters K. J. Horst from Nash-
ville.

"Next spring I plan to be in the vicinity of Put-in-Bay and hope to enjoy a
day trip with them. (See PIPES on page 80)"

BELL'S GINGERS

A complete line for Riders, Caravans, Home
Trucks and Indoors Use

MEDICINE MEN

Write today for new wholesale catalogue
on Medicine Men. 29 Old Slip N. Y. N. Y.

Extremely good John's Quack

SHIPFITTINGS, INC.

29 Old Slip N. Y. N. Y.

Actual Size
Troy: 5Lb x 4 oz
Box: 4Lb x 3 oz

Immediate Delivery
15% deposit with order

D. ROBBINS & Co.

322 Broadway
New York, N. Y.

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A complete line for Riders, Caravans, Home
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322 Broadway
New York, N. Y.
MERRCHANDISE ADVERTISERS

Get those last-minute CHRISTMAS ORDERS!

The Billboard Annual OUTDOOR REVIEW Convention Issue will go ON SALE NOVEMBER 21 a full month before Christmas

To enable us to take care of your ad in this Big Result Producing Issue, two things are necessary:

1. Wire or phone a reservation direct to Cincinnati TODAY.
2. Send complete copy Instructions Air Mail-Special Today, or better still, wire instructions for us to repeat any of your ads that ran previously in The Billboard.

THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST.
CINCINNATI 22, OHIO

Merchandise You Have Been Looking for


Catalog Now Ready-Write for Copy Today

To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

BERT THE SQUIRT FROG
CREATING A SENSATION WHEREVER SHOWN!

BOX OF 36 $4.50
WILL PAY POSTAGE AND POSTAGE CARD.

ACME SATISFACTORY SALES
1024 E. 10th Ave.
Los Angeles 20, Calif.

AGENTS—SALES FOREMEN—WAGON JOBBERS
NEW MIRACLE LATHER LEAVES
Here is a new repeat item of merit, with good sales appeal to both men and women. It is easy to carry—sidewalk sales, or direct to houses or stores, can be made. Over 500,000 cases prepared in U. S. A. Can be put out in very special offers. Can be made a line, including 945 colors. Complete detail can be sent you by return mail. By ordering them within 3 or 5 days, full refund will be made. AC HAWKINS & CO., 602120, Sioux City, la.

ATTENTION
GIFT SHOPS—SOUVENIR STORES—JEWELRY—NOVELTY AND DEPARTMENT STORES
HAND TOOLED LEATHER GOODS
BUY DIRECT FROM FACTORY

Send for Free Circular and Price List

W. S. 514 Western Streamline Special Discount to Jobbers
MUSKOGEE LEATHER CRAFT COMPANY
1157 N. YORK ST.
MUSKOGEE, OKLA.

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

EA. $2.90
Less Than Case Lots, $3.00 Each. Include 25c Postage for Sample Order

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

1905 NO. THIRD ST.
MILWAUKEE, WIS.

BEST "BUYS" in TOWN

Men's & Ladles' WRIST WATCHES
Complete with RHINESTONE DIAL

Price

$7.75

Two watches in assorted styles. Retail price guaranteed 15-Jewel, $8.95 17-Jewel, $12.95

WRITE TODAY FOR OUR NEW 54 PAGE XMAS CATALOG

MIDWEST WATCH CO.
pipes
(continued from page 78)
So many of the old-timers seem to be out of
the picture, then up pops a pipe from them. I'm still writing
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this season. Reports from most of
the boys and girls I've met indicate
that they've had rather poor seasons,
but they see good holiday business in
the offing. Let's have more pipes
from Ken and Greta and Morris
Bluestein, Horseback Meyers, Pug
Tent Scotty Brooks, Gene Krieg,
Johnny Jacobs and Ed and Ethel Hill.
Come on in with some pipes and let
us know what's cooking in your part
of the country."

When we went our products
moved from our shelves we'll take
a pitchfork every time.

this COLUMNER...
never lost the doubled the integrity of
any of the boys or girls in the pitch
profession. However, it again be-
comes our painful duty to ask why
some pitchers take such great de-
light in reporting that a certain per-
son is in one spot when he knows that
what he is reporting isn't true. All
we ask is that you give us the facts.
It takes no more of your time to re-
port the truth than it does to shoot
in a false report about one of your
contemporaries. Let's all work to-
gether on this point. We don't be-
lieve that it's actually cricket for you
to send in such reports to this pillar,
which, after all, must take your word
as to what's going on in the pro-
fection.

Get within the law and you'll have no
difficulty returning to any city to ply
your wares.

This long-winded essay on pipe
smoking is brought to you by
Buck Brothers, Portland, Me.

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SALESBOARDS
Communications to 189 W. Randolph St., Chicago 1, Ill.

SALESBOARDS SIDELIGHTS

Consolidated-Contained Corporation, St. Louis, announced the appointment of Bo-Ma Sales Company, Baton Rouge, La., as Mid-South area distributor for its line of boards. Martin Terrich and Ed West, heading up Bo-Ma Sales, were visitors at the St. Louis plant recently. Ivy Sax, sales director, is on midwestern tour, while Chester Sax has just wound up a jaunt covering Texas, Louisiana, Alabama and Georgia, seeing the store lines during fall and winter lines. Jack Morely, vice-president, tripped to the West Coast on his recent jaunt. Jack has been out of the home office a good deal lately, traveling with salesmen, as have been every member of firm's executive branch, he adds. Traveling activity has been included non-sales personnel, as with fancy superintendent Bill Stone's Eastern trip.

Another famous Gardner girl-board!

Order as:

No. 1000 Skipper
Takes in: 1000-24
Price: $50.00
Pays Out: 22-64
A.K. Profit: 15-30
Max. Profit: 1.00

Now ready! A complete line of Gardner girl boards in all types of play

Write for circular

Most complete line of boards for every need—leading punchboard mfr. for over 40 years

GARDNER & CO.
2222 S. MICHIGAN AVE.
CHICAGO, 16 ILL.

SALESBOARDS—JAR TICKETS

New low prices

All orders shipped same day received

Holes Play Description

311 LUCKY BURR, THICK
312 KURTZER HOLLOE, THICK
313 HILL CHARLES, THICK
314 HILL CHARLES, THICK
315 TAKE A CHANCE THICK GIRL BOARD
316 REGINA GIRL BOARD
317 UNO LUCKY SEVEN
318 BINGO TICKETS

Jar tickets. Red, white and blue

Please send for our latest illustrated price list

SALESBOARDS

Galenty's jeans products

JAR DEALS!

PHONE 3-1961

GREAT WHOLESALE "NET" PRICE BULLETIN

NEW LOW PRICES—GIANTS ALWAYS SELLERS

10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P.O. BOX 86-E Ph. Lexington 6-2198
HUNTINGTON BEACH, CAL.

DISTRIBUTORS-JOBBERS

BUY SALESBOARDS DIRECT FROM FACTORY

Complete line—Low Prices—Player Appeal—Profit for Everyone.

WRITE FOR CATALOG.

Phone: Harrison 7-1977

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FREE! Try our "New Wholesale 'Net' Price Bulletin"—New Low Prices—Giant Always Sellers

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Complete line—Low Prices—Player Appeal—Profit for Everyone.

WRITE FOR CATALOG.
**BIG CHAMP**

Here he is, folks!

A champion tried and true

He'll make profits

A-pleasure for you

Another hit from

"JAR-O-DO"

TAKES IN 1600 TICKETS @ 5 FOR 25c

TAKES IN 72 PULLS @ 5 FOR 25c

12 PADS TAKE $21.00

13 PADS PAYOUT AVERAGE 100.44

**BIG CHAMP** will make you

another scrapper

"LITTLE CHAMP"

WITH 160 TICKETS—ONLY 72 PULLS @ 5 FOR 25c

**USE TODAY FOR FREE DESCRIPTIVE LITERATURE AND FACTORY PRICES**

**UNIVERSAL MANUFACTURING CO., INC.**

"The World's Foremost Mfr. of Jar Cans"

405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

"THE WORLD'S FINEST"

WHEN YOU'RE IN CHICAGO

Visit our factory branch office at 1213 W. Randolph St. You'll be amazed at the complete line of Jar-O-Do Ticket Decks and Rig O Jars Board on display there. Brenda Kise, vice-president and district manager, will be on hand to welcome you and serve you.

**UNIVERSAL MFG. CO. FACTORY BRANCH**

1213 W. Randolph St. Chicago, Ill.

**A Winner: Big Prize**

The best merchandise board on the market available for one, two or three merchandise prizes. All seals go—four on last sale.

**Form No. 2000A-C (One Prize)**

2000 R. M. M. 100,000 pulls—Thin, 5c Play

2000 R. M. 101,000 pulls—Thin, 5c Play

2000 R. M. 102,000 pulls—Thin, 5c Play

Profit—$8.37

Cost of merchandise—$10.00

**Form No. 2000B (Three Prizes)**

3000 R. M. 5,000 pulls—Thin, 5c Play

3000 R. M. 6,000 pulls—Thin, 5c Play

3000 R. M. 7,000 pulls—Thin, 5c Play

Profit—$8.37

Cost of merchandise—$10.00

**Form No. 2000C (Two Prizes)**

3000 R. M. 4,000 pulls—Thin, 5c Play

3000 R. M. 5,000 pulls—Thin, 5c Play

Profit—$8.37

Cost of merchandise—$10.00

**FOR SALE**

**Ticket Business**


$87,500.00

KEITH C. VAN VUREN

SEYMOUR, WISCONSIN
November 19, 1949

The Billboard

COIN MACHINES

Communications to 188 W. Randolph St., Chicago, Ill.

SEE STABLE EXPORT MARKET

So. American Export Scene Varies for '50

BRAZIL, COLOMBIA PIE BRIGHT

WASHINGTON, Nov. 12.—Prospects for increasing exports of coin machines to Brazil and Colombia in 1949 are seen highly favorable, although prospects for shipments to most of the other Latin-American nations are considered not as good. Also included in an evaluation of general export conditions is the report by the Commerce Department.

Scanty coffee price rebenefits both Brazil and Colombia. Fewer restrictions on imports have also succeeded in improving the precarious situation in Brazil. By summer, said Commerce, it may be possible for Brazil to ease restrictions which presently bar nearly all types of coin machines.

Colombia’s foreign exchange is built almost entirely on coffee receipts and they are expected to enable Colombia to continue high.

The country has built up its foreign exchange built up to $673,000,000 in April and Commerce expects this to continue.

With more exhibitors showing their products this year, Raeder said the exhibit hours would be extended 6 and 4 hours and minutes. Official show hours followed the following schedule:

Sunday (17) 10 a.m. to 7 p.m.
Monday (18) 10 a.m. to 11 a.m.
Tuesday (19) 9 a.m. to 6 p.m.
Wednesday (20) 9 a.m. to 6 p.m.
Thursday (21) 9 a.m. to 7 p.m.
Friday (22) 9 a.m. to 7 p.m.
Saturday (23) 10 a.m. to 7 p.m.

The 1949 show included 137 booths with 73 exhibitors. The 1949 show was the largest of at least 133 booths, including a special four-room display in the showroom. A total of 33 exhibitors have not been determined.

Coin Machs. Target of Petty Burglaries

AMARILLO, Tex., Nov. 12.—Coin operated machines in this area have been the target of petty burglary over the past month to the tune of about $1,000, local law officials reported.

According to Captain of Detectives Robert Marshall, coin machines have been potted, almost on a nightly basis, at filling stations and taverns.

DAVAL FOUNDER HELFENBEIN, 72, DIES IN CHICAGO

CHICAGO, Nov. 12.—David Helfenbein, one of the founders of the Coin-Operated Machine Co., known as Daival Products, died here Wednesday (19).

Born in Ohio and Russia, 72 years ago, Helfenbein spent more than 25 years in the coin-op business, first with S. A. Douglas in business prior to that time, Helfenbein and Douglas manufactured some of the leading amusement game machinery in 1930, a venture which didn’t prove successful. A major part of the firm’s early success was gained in the counter field, also by 1937 they were also known for their table products. One of the units was the U-Top-It automatic popcorn machine which placed on the market in 1937. Postwar products of Daival included the game, Free Play, and a stamp vending known as the Daival Postmaster.

Services for Helfenbein were held Thursday (19) at Florist’s Northvale Funeral Chapel. Survivors include his widow, Rosa; a daughter, Mrs. Rosalin Kane, and two granddaughters, Donna and Rita.

KEENEY NAMES NEW DISTRIBS

CHICAGO, Nov. 12.—J. H. Keeney & Company announced the appointment of two associate distributors this week to handle its entire line of equipment. New firm is the Adam Thistle, Grand Rapids and Detroit, Michigan, to handle the line for all Keeny equipment except the cigarette vendor (Detroit area only), and Sicking, Inc., Los Angeles, the cigarette vendor.

Exchange, Columbus, Ohio, formerly distributing Keeney’s full line in Southwestern, with a cigarette vendor representation only in Kentucky in addition to the two areas, now handles the full line for Kentucky. It was also announced the management of the company has two traveling representatives, David B. Bouchard and Bernie Shaw, covering the assigned areas, concentrating on Keeny products according to W. N. Keeny, president.

BURRAS REJOINS JENNINGS STAFF

CHICAGO, Nov. 12.—O. D. Jennings & Company has announced the appointment of Hugh Burras, as representative, effective immediately following the trade show, at the same firm in 1925 and had advanced to sales manager when he resigned recently. He was manager of Western Equipment & Supply Company, left Western a year later, as manager of the coin manager of Adavaltograph Corporation. Before entering Burras was a key figure in sales and advertising work not connected with the coin machine industry in Chicago.

In his new post Burras will concentrate his activities in the Eastern States, working out of Columbus, Ohio, where he makes his home.
**Coffee Op. Cat**

**Supply Cost by Using Cold Cup**

**CHICAGO, Nov. 12.—In a move to further reduce the hot coffee operator's supply costs, the Bert Mills Co. has announced the successful use of lower-priced wax-insulated cold cups which are being sold at a 60-cent savings per cup. Bert Mills, president, reported that tests in this type cup, made over two weeks, using above normal temperatures, proved the acceptability, both taste and strength-wise.

Use of the wax-insurged cups increases the cup capacity of the fast-moving items, boosting it from 500 to 600. While all new Coffee Bar s are being delivered with slightly all cup dispensing mechanisms to accommodate the different type cup, Mills stated that adjustment was made approximately a month ago. Tests have been made to handle the lower-priced cup, Latters have worked out so well that they will be standard on all Mills' vendors in the future.

The availability of the two makes of wax-insurged cups has been escalated, Mills said.

17-0.6 Dixer and 765-E Lilly Tulip cold cups, which has been prepared by the Johnson Fare Box Co., so that vendors already having horizontal machines or are scheduled to handle the lower-priced cup, will have worked out so well that they will be standard on all Mills' vendors in the future.

The availability of the two makes of wax-insurged cups has been escalated, Mills said.

**New Stamp Unit Bows in N.Y.**

**NEW YORK, Nov. 12.—A new postage stamp vendor was introduced at this year's National Vending Convention by the Vending Company, a recently organized firm with offices at 532 East 116th Street here. Production has already begun, according to Russell C. Harris, company president, and units will be sold.

The machine has been designed for the use of units, that will handle the recent increase in stamp costs, and will be available for purchase.

**Field Test New Jenson Changer**

**CHICAGO, Nov. 12.—Initial production of pilot models of its new Jenson changer build-up was announced last week by the John- son Equipment Co., manufacturer of the Jenson changer. B. H. Grismer, sales-coordinator, stated that the improved unit, called the Jenson Changer, will be thoroughly field tested before being offered to equipment manufacturers.
RECORD CANDY SALES TO OPS

Com'erce Dept.
Annual Report
Reveals Hike

WASHINGTON, Nov. 12. — Direct sales from manufacturers to vendors rose to an all-time high of 3.2 percent of all bar distribution last year, Commerce Department reported this week in its comprehensive annual report on the candy industry. In 1947, 2.9 percent of all candy went direct to vendors, the first year such a break-down was made.

Bar goods represented 75 percent of total candy sold by manufacturers last year—the first in which sales hit the $1,000,000,000 mark. Package goods climbed to second place with 20.6 percent, while bulk goods sales slumped to 11.1 percent. Nickel and dime specialties made up 7.9 percent, and penny good 8.6 percent of the total.

Chief 1948 trends in the candy market, according to Commerce, were: Strong competition among producers of various kinds of bars; Price factors of mounting importance in the package good field; Great expansion in the field of low-priced package goods; Higher prices than in 1947 for most chocolate goods; Prices closer to 1947 for non-chocolate confectionery. Gradually increasing production of penny items.

Chocolate Dominates

Of bar goods sold last year, chocolates were the dominant item, although their proportionate share of the market was less in 1948 than in 1947. Molded or solid chocolate bars were a growing line, accounting for about one-fourth of the poundage and one-third of the dollar sales of bar goods. Non-chocolate bars included about one-tenth of the bar goods sales and a slightly higher fraction of bar good poundage.

Penny goods were reported made by 98 manufacturers last year as compared with 73 in 1947, while the value of sales was up from $13,000,000 to $21,000,000 and quantity was up from 88,000,000 pounds in 1947 to 100,000,000 pounds in 1948.

NEW VENDING STAGE MECHANISM
FOR MILLS CUP TYPE DISPENSERS

The Mills safety Vending Stage mechanism is standard equipment on all new cup type beverage dispensers. This new stage prevents forcing of gate when Fountain is not vending and is absolutely tamper-proof. In addition, the new Vending Stage has a special embossing on gate which prevents syrup from getting into mechanism. Easy operation is assured by rollers on delivery mechanism which are spaced far enough apart to avoid sticking. Unnecessary servicing is eliminated by this improved stage. Unexcelled sanitary conditions and greater Automatic Fountain satisfaction are realized.

MILLS INDUSTRIES, Incorporated
4100 Fullerton Avenue • Chicago 39, Illinois

AUTOMATIC FOUNTAIN
Fully Automatic with Coin Changer

TAMPER-PROOF

The Mills safety Vending Stage mechanism is standard equipment on all new cup type beverage dispensers. This new stage prevents forcing of gate when Fountain is not vending and is absolutely tamper-proof. In addition, the new Vending Stage has a special embossing on gate which prevents syrup from getting into mechanism. Easy operation is assured by rollers on delivery mechanism which are spaced far enough apart to avoid sticking. Unnecessary servicing is eliminated by this improved stage. Unexcelled sanitary conditions and greater Automatic Fountain satisfaction are realized.
Plans Completed For NAMA Meet
(Continued from page 84)

The vending industry thus it's efforts in the field of visual communication. The nature of the award and its recipient will not be revealed until then.

Three additional exhibitors have signed contracts for space in the 1949 exhibit. They are H. A. Bruntlen Company, Minneapolis (popcorn machines); Babcock Alarm System, New York (electric warning systems), and the Cadbury-Fry Company, New York (candy). Practically all the exhibit space is sold, Bernard N. Gold- mond, NAMA's director of special activities, reported.

In keeping with the keynote of the convention "salesmanship," the National Sales Executives Club (NSEC) will maintain a booth on the exhibit floor of Convention Hall. NAMA members will be given an opportunity to discuss with a NSEC representative the aims and purposes of the club.

Likewise, a booth will be set up on the exhibit floor by the National Fire Protection Association. The association will at that time explain to interested members the value of various insurance services. Exhibit hours for the four-day meeting have been set up as follows:

Sunday (27)—1 p.m.-5 p.m.  
Monday (28)—12 noon-6 p.m.  
Tuesday (29)—3 p.m.-9 p.m.  
Wednesday (30)—12 noon-5 p.m.

Convention sessions will include clinics for cigarette, gum, candy, cup, beverage, bottle beverage, nut, biscuit and penny machine operators. Plans for 1950 NAMA activities will be formulated at the annual board of directors' meeting scheduled for Monday afternoon.

To date more women have indicated that they will be part in the ladies' program than during all of the previous NAMA conventions.

Gift Donations

Sixteen firms have donated valuable prizes that will be awarded at the bingo party, scheduled on the ladies' program for 8 p.m. Monday, November 28, at the Claridge Hotel.


Sedman stressed that those who intend to be present at the convention and the City check their transportation plans and make sure that you arrive in Atlantic City before noon on Sunday, November 27. After all, you want to miss the grand opening of your 1949 NAMA exhibit—at 1 p.m.—and many other important Sunday features.

Thatcher Glass Co.
Sales Reach Record

ELMIRA, N.Y., Nov. 12.—Thatcher Glass Manufacturing Company reported last week that its dollar sales for the third quarter were the second largest in history, surpassed only by the first quarter in 1947.

President Frank P. Pollock reported that for the 12 months ended September 30, sales totaled $18,305,946. This was an operating profit of $1,847,013 and net profit of $805,000.

For the same period ending September 30, 1948, total sales were $15,751,327, with an operating profit of $500,815 and net loss of $60,607.

100 Mas 1st Three Window Vendors

Will sell lot @ $75.00 or $5.00 each in lots of 10. Used only 25 days and in A-1 condition.

G. M. VENDING COMPANY

570-17 W. GRAND AVENUE, CHICAGO 30, ILLINOIS

"The Magazine of Automatic Merchandising"

"May I offer my congratulations upon your wonderful magazine and its careful and stimulating articles.

"You have presented the vending field in the proper manner, namely, that vending is a continuous job, both in supplying the machines and in public relations and in the attitude of the vendor."

QUEBEC VENDING MACHINE CO.
M. Polansky

VEND

2140 Patterson St.

Cincinnati 22, Ohio

Please enter my subscription to VEND Magazine for One Year for which I enclose $3.

Name

Address

Here's the New, Latest, World's Finest Vendor

ALKUNO CRACKER VENDOR

Four columns with capacities of 20 boxes each of any size cracker or similar size snack food. Ideal for a snack food store or any similar site needing a snack food. Has large, attractive advertising sign and can be used for any pop, corn or candy.

MODEL 700

Metal Cabinet and Base, 48 Lbs. on Base, 44 Lbs.  
Wt. on Base.

NEW REDUCED PRICES!

Immediate Delivery in Green Metal or Wood Finish.

Write for CATALOG OF COMPLETE LINE

ASK FOR OUR "POP" CORN SEZ,  
VENDOR VERSATILE FOR both new and reconditioned.

POP CORN SEZ, INC.

703 PENNSYLVANIA AVENUE
Monroeville and Delafield Aves.  
Upper Darby, Pennsylvania

ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original POP CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed—original originated by POP CORN SEZ, our ingenuity, is designed for you.

Write for details! Ask about our "POP" Corn SEZ Vendor Vendors—both new and reconditioned.

"POP" CORN SEZ, INC.

M. P. PENNY KING COMPANY

415 Neptune St.
Pittsburgh 2, Pa.

CHARM BASEBALLS

% INCH SIZE:

Copper Plated $ 8.00 per M  
Silver Plated  10.00 per M  
Gold Plated  15.00 per M

The above balls are embossed with college names.

% INCH SIZE:

Copper Plated $ 5.50 per M

Walt Disney

They increase sales 500%!  
They make more money!

Available in 16 Walt Disney characters!  
Now! Copper, silver, gold and color plated finishes!

Your "FAYE" Value for your Charm Dollar.  
Operators, contact your distributor!  
Distributors, contact us!

CHARACTER CHARMS, INC.

1607 E. 16th St.

Los Angeles 21, Calif.

get More VALUE for your Charm Dollar.  
Operators, contact your distributor!  
Distributors, contact us!

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Get More "FAYE" Value for your Charm Dollar.  
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Get More "FAYE" Value for your Charm Dollar.  
Operators, contact your distributor!  
Distributors, contact us!
NAMA's Open House Plans Set

(Continued from page 14)

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vendor and filled globe attached in a jiffy. Result: Servicing time and costs cut in half. Profiles boosted to new highs. Write, wire or phone for complete details!

The NORTHWESTERN CORPORATION
816 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

THE NORTHWESTERN LINE
CAN BE PURCHASED ON "RAKE" 24-PAY PLAN—IMMEDIATE DELIVERY. Write for Circulars and Price List. WE TAKE TRADES—LIBERAL ALLOWANCE.
RAKE Coin Machine Exchange
RAKE Coin Machine Agency
409 Spring Garden Street
Pitltsburg, Pa.

Like Money In The Bank!

EPPY'S NEW PIRATE COINS

- Duplicates of old coins... to real-looking you can almost spend them! Yet they can't be used as slugs!
- They'll make your machines look rich and inviting as a treasure chest!
- Plus plenty of variety for kids to collect and trade!

GET PIRATE COINS IN YOUR MACHINES. THEY'LL KEEP THEM LOOKING NEW!

$7.50 per M.
IMMEDIATE DELIVERY
F.O.B. Richmond Hill, L.I., N.Y.

You'll Strike It Rich With KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR

You needn't buy a thing, not even a coin. Simply immerse nickel in key and watch as 8 oz. of fresh, hot Koffee comes through in a moment. Full accord with license. Small, light, easy to install. In stock now. Write or phone for details.

For a free catalogue of vending machines, write to the Manufacturers Association of North America, 51 E. 42nd St., New York 17, N.Y.
Alkuno Names Meeks To Top Selling Post

NEW YORK, Nov. 12.—Hal Meeks, active in the vending industry since 1925, has been named sales manager of the vending division, Alkuno & Company. Meeks, who has long had a sales agency for the Mills penny gum machine, will continue to represent that line, in addition to taking on his new duties at Alkuno.

Meeks said his major assignment in the next few weeks is to set up a national sales organization. While he has several salesmen who work under his direction, he will allocate a number of territories to distributors.

To get his new program started without delay, Kuno E. Hamann, president, and Meeks have scheduled a special showing of the new Alkuno cigarette vender for next Thursday and Friday (17-18). To be held at the Alkuno plant, 408 Concord Avenue, the show is also to acquainting prospective distributors with the new machine.

The cigarette vender, a four-column unit, has a capacity of 100 packs (The Billboard, October 23.) Built much on the ground of the firm's biscuit machine, the unit will be plugged for moderate-heavy locations.

Hamann disclosed that he has developed a penny-match assembly that can serve as an auxiliary to the cigarette vender, or be used in separate installations. It will sell for about $9, he said.

Agreement Department To Hear Sugar Report Nov. 30

WASHINGTON, Nov. 12.—Agreement Department's consideration, all together for the purpose of hearing testimony on domestic sugar requirements is slated for November 30. Soft drink makers, candy manufacturers and other industrial sugar users are expected to present strong arguments for a hefty boost in the sugar quota. Briefs on requirements will be received by the agency until December 12.

Because of the recent increase authorized in the 1949 quota, distribution through October ran ahead of year-to-date figures. For the first 10 months of the year, the amount reached 4,498,605 tons as compared with 3,230,450 tons for the same period.

RECORD CANDY SALES

(Continued from page 6)

year, an increase of about $2,600,000 over 1947. After declining from a prewar rate of about 1 per cent of sales to a low of .8 per cent in 1944, the industry's allowance for returned goods increased in each subsequent year. The 1948 rate of returns was 10 per cent above 1947 and the highest since 1941.

A report released by Commerce, 1948 sales amounted to $1,600,000, a gain of $45,000,000 over 1947.

OCCUPATION OF A LIFETIME

If you are looking for an investment that will guarantee better than 50% profit, get into the Automatic Pop-Corn Machine Business.

Due to a decline in our sales organization we will dispose of 50 MINT-POP Automatic Electric Popcorn Machines at a ridiculously low price. Most of these machines are still in the original packing crates, others have been out on demonstration, but all are like new. Ideal for small retail, fairs, fairs, schools, industrial plants, etc. If interested, contact:

DRAPER AUTO SALES
517 S. Wash., Marion, Indiana Phone 799
Blevins Announces Findings On
'More Volume' Popcorn Research

NASHVILLE, Nov. 12.—A research program on how to get greater volume from a given portion of popcorn, conducted by Blevins Popcorn Company’s laboratory here, has turned up some important popcorn facts, firm officials told The Billboard recently. Operators who have their own popping equipment can increase profits by getting the most out of their corn, often serving one or two bags more per pound of corn processed for their vendors.

One of the significant discoveries to come from Blevins’ research is the importance of using plenty of seasoning oil. To answer the “how much is enough” question, laboratory technicians conducted a series of volume tests and conclusively determined that four ounces of seasoning oil produced a greater volume of popped corn from 12 ounces of raw corn than any other proportion. The standard proportion generally accepted has been three ounces of oil to 12 ounces of corn.

While the exact reason behind the more volume from the four ounces of oil per 12 ounces of corn was not definitely established, it was logically explained in this way: The increased use of oil furnished an ample bath to every grain uniformly, which means that only was there better distribution throughout the batch, but after the majority of grains have popped and absorbed their share of the oil, there was still some left for the remainder.

Using more seasoning oil is also important for another reason, Blevins stated. The popping volume of top quality hybrid popcorn continues to rise year after year, and as more and more volume is grown and processed into corn more oil must be added to the kettle to pop it in, a fact that operators must be certain to grasp, he was pointed out.

The most important factor in the answer to how to get more volume per pound of corn is a highly commercial one. Blevins claimed. It depends largely on the popping machine being used. Officials state that one machine now on the market, manufactured by a 65-year-old firm, in actual tests popped out an extra bag per pound over its closest competitor.

W. Va. Wholesaler Challenges Federal
Mail-Order Cig Law

HUNTINGTON, W. Va., Nov. 12.—The recently enacted federal law (October 19) designed to help States collect retail taxes on mail order cigarettes was challenged last week by a large tobacco distributing firm here, American Sales Agency. The firm sent 10 telegrams to its branch offices instructing them to ignore the new act, which requires them to turn over the names of buyers to the various State tax departments.

Nicholas J. Tweel, president of America Sales Agency, declared his firm plans to test the constitutionality of the act. Meanwhile its branch offices have been advised to “welcome orders from customers with the assurance that their names and orders will not be revealed to any source.” The federal law provides penalties of a $10,000 fine or six months in jail or both.
WASHINGTON, Nov. 12 - The mounting increase of 1949 sugar distribution over last year is a direct result of the increased sugar quota, Agriculture Department has found. Distribution thru October amounted to 6,375,977 tons as compared with 6,003,845 tons for the same 1948 period.

ABC Convenes In Motor City
(Continued from page 84)
Monday afternoon will be given over to technical meetings, and a movie, The Crystal of Energy, will start things off at 2:15 p.m. At 3:30 p.m. the ABCB executive board will go into session at the Statler. The exposition will remain open thru 10 p.m.

Opening of the 31st annual ABCB convention is scheduled for 10:30 a.m. Tuesday, with the featured speaker scheduled to be Charles E. Wilson, president, General Motors Corporation. Convention business will continue thru 12:45 p.m. when the session will adjourn. The exposition will open at 1 p.m., and will remain open until 6 p.m. Panel discussions, including the vending machine session, will take place Tuesday afternoon. At 7 p.m. a dinner meeting of the ABCB executive board will be held in the English Room of the Statler, and the nominating committee goes into session at 7:30 p.m. At the ABCB ball and entertainment will start in the Grand Ballroom of the Book-Cadillac Hotel.

Wednesday's activities will center on the second convention session in the morning, and dinner on the afternoon, with the evening set aside for exhibitors' parties and open-house meetings. The resolution committee will be the only official body to meet in the evening, convening from 8 to 10 p.m.

Final session of the convention will get under way at 10:30 a.m., Thursday, when the ABCB executive board will meet Friday morning, and the convention committee will also convene, the sessions continued on a wide tour of industrial centers in Detroit Friday.

Florida Cig Ops Face Double Tax Problem
TALLAHASSEE, Fla., Nov. 12—Vending machine operators and the state of Florida may be required to pay two State occupational license taxes, according to Attorney General Bigelow F. Jr.

Rinvin said one State law levies a $3 tax on all coin-operated machines (but provides this fee will be $2 when unit is located where a license already sold to sell merchandise), while another law levies a $2 tax on each cigarette under $1.50. It is located in a place of business not already licensed to sell cigarettes. Second tax law was enacted by the 1949 Legislature.

Thus, Evin declared, Florida has two laws providing for licenses to sell cigarette venders and the "mere fact that a later statute relates to cigarettes only, does not cause the prior statute to be void." Therefore, he said, license may be required under both sections of the law.

Champs—Proven Sales Boosters
Sensational New
Helmets
FOOTBALLS

24 TEAM NAMES

50" TREASURE BALLS
With Tetons $12.50
With Key Chain $12.00
With Balloons $10.00
With Display $7.50

#494 ANIMAL CHARMS
$0.49 Bright Plastic $0.57 M
#494 Color Silver $1.75 M
#494 Color/Plated Silver $1.75 M

500 Metalic Plastic Bronzes or Silver $3.25 M

KARL GUGGENHEIM, INC.
33 Union Square
New York 3, N. Y.

Mills Famous
DISPLAY PENNY GUM VENDER
Dispensing Dentynec, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chicles.

SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.

HAL R. MEKES
National Distributor
83 W. 42nd STREET NEW YORK 18-N. Y.

YOU'LL MAKE A PILLOW OF DOUGH WITH KOFEE KING
New Futurec Gey Coffee Vendor

ATTENTION — 25% & 30% Conversions
Silver, Copper or combination Nickel Dime, Guaranteed Parts.

CIGARETTE MACHINES
NATIONAL ELECTRIC, 9 Cols. $185.00
UNEEEDA, 8 Cols. 110.00
UNEEEDA, 6 Cols. 100.00
ROSE PRESIDENT, 10 Cols. 100.00
Royal 10 Col., 690 Pack Cap. 92.00
Rowo Imperial, 8 Col., 240 Pack Cap. 70.00
DuCorder Model W, 9 Col., 320 Pack Cap. 62.50
Special 8 Col. Cig. Vender $30.00
Special 4 Col. 100 Pack Cap. 27.50
Special 4 Col., 80 Pack Cap. 20.00

SALE $75.00
Unnea Candy Vendor
105 Bar Capacity, Floor Model

SALE
CANDY MACHINES
NATIONAL 9-15, 9 Col., 142 BAR $100.00
ROWE, 120 Bar Cap. $5.00
VENDIT, 150 Bar Cap. $7.50
Candyman, 72 Bar Cap. $6.50
U-Select-It $85.00

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDER BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET
BROOKLYN 11, NEW YORK

YOU CAN TRUST THE BECKER VENDING SERVICE
REPAIRS & RECONDITIONING AT THE BEST PRICES

NEW NORTHWESTERN '49 Special
Cuts Costs and Servicing Time in Half
Less than 25 $13.75
Less Than 100 13.55

NEW PRICE REDUCTIONS on the NEW
SILVER KING
CHARM KING
2 GREAT VENDORS

VICTOR TOPPERS $10.75 Each
24 or More 10.25 Ea.
20 or More 10.25 Ea.
Victor Universal $9.50 Ea.
Victor New Double Topper

"RAKE" 24 PAIL LINER
24 Full Automatic Pail Loader, 20 Cases
24 Full Automatic Pail Loader, 24 Cases
24 Full Automatic Pail Loader, 32 Cases
Per case 24.00 Ea.

BECKER VENDING SERVICE
15108 105th St. S.W. NEW YORK 10114

NEW COUNTER GAMES
Silver King Target King 45.00
Silver King Target Junior 25.00
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A.T.B. Target Skill 47.50
A.T.B. Balancing Act 47.50
Kicker and Catcher 27.50
Kicking Spikes 27.50
Ball Bounce 27.50
Buddies, 1 & 2 Cip. Roll 19.95

Genuine Leaf Rainbow Bubble Gum
New Miracle Bubble Gum
New Miracle Bubble Gum

FOR COMPLETE DETAILS WRITE FOR SPECIFICATIONS

NEW AND USED COIN OPERATED MACHINES OF ALL TYPES
WE TAKE TRADE-INS
LIBERAL ALLOWANCE
1 L.O.P. in Bank Venders Over $300.00
Full Payment Hot Accountancy All Items

STOP IN TO SEE US
Rake COIN MACHINE EXCHANGE
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PHILA., PA. 23-2676

Rake Coin Machine Agency
2110 Fifth Ave., Pitts., Pa. 320 M.
Distributors of Coin-Operated Machines and Machines-Operated Center.

CHAMPS—PROVEN SALES BOOSTERS
Sensational New
Helmets
FOOTBALLS

24 TEAM NAMES

50" TREASURE BALLS
With Tetons $12.50
With Key Chain $12.00
With Balloons $10.00
With Display $7.50

#494 ANIMAL CHARMS
$0.49 Bright Plastic $0.57 M
#494 Color Silver $1.75 M
#494 Color/Plated Silver $1.75 M

500 Metalic Plastic Bronzes or Silver $3.25 M

KARL GUGGENHEIM, INC.
33 Union Square
New York 3, N. Y.

Mills Famous
DISPLAY PENNY GUM VENDER
Dispensing Dentynec, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chicles.

SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.

HAL R. MEKES
National Distributor
83 W. 42nd STREET NEW YORK 18-N. Y.
Leroy Johnson Proves Paying Attention to Details Can Be Important Road to Op Success

(Continued from page 84)

care of the demand.

That was then, this is now.

Check every unit on location at stated intervals, sometimes as often as once every 2 weeks, if you want to check the nut vender.

When was it sterilized last? The date is on the wrench loses in this rule calls for a
sterilization job of at least once every 12 weeks. How about the glue in the machine?
Clean? No cracks? No dirt or grime on the unit? Make sure; make the equipment slick and span so that it will attract trade.

That, too, is a detail. And Johnson stresses it for you. When he first went to work for the Auto-
matic Canteen Company in Chicago he learned about these things.

And since coming to the Twin Cities in 1941 he has enlarged upon his knowl-
dge, introducing a few innovations of his own. This undertaking with what is recognized as perhaps the outstanding
cigarette-candy-nut-soda-gum-cup dispenser in the world.

The Canteen Company of Minnesota boasts 100 employees, 16 of whom are route men. Company operations are
concentrated in industrial plants.

Johnson has worked out various forms showing sales records for each individual location. His object is to prove his machines are as sales as to ap-
peal to the greatest number of persons employed in the plant.

Each machine is studied carefully to determine type of industry, average age of personnel and other pertinent
information to assist the route men in

giving the stop the best service. It is

also a fact that no two machines in another survey is taken to determine what the problem is and where, if
at all, there has been a change in the picture.

Sales Forms

Machines aren’t just placed anywhere,
where a new location is opened, but are
fully to determine just where a unit
will be placed to give the most service.

Another “detail” for Johnson is the
periodic inspection of company trucks to

make sure that they are in

their best running order. Routemen’s uniforms are

examined and see that they are clean

and neat. The men get the once-over
daily from the company operations
supervisor or the division super-
tendent. He looks to see that the

route men are shaved, that their shoes are

shined, their hands and face clean, no

grime underneath their fingernails

Salesmen

WASHINGTON, Nov. 12. — Per-
capita consumption of peanuts during
the year ending June 30, 1949, was 6.6
pounds, Agriculture Department has
reported. This is one-tenth of a pound below the previous year average and

well under the peak reached in 1948 when price paid by consumers amounted to 9.9 pounds.

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 Toppier as low as $10.00 in lots of 100 or more.

DID YOU KNOW?

You can buy 100 Toppers for less outfit of cash than you would expect to pay for 25
other machines.

Better Write for Time Payment Plan

Roy Torr

Lansdowne, Pa.
NOVEMBER VEND
120 PAGES... Jam-packed with new machines, interesting and profitable editorial material... info on NAMA Conclave OFF THE PRESSES and on the way to SUBSCRIBERS

Play This Game With Us... If You Don't Know the Answers...

YOU NEED VEND

QUESTIONS FOR ALL OPERATORS
1. How can you be sure that you, and only YOU, can open the cash box on your vendor? (See page 10.)
2. Is your route man worth his pay? Does he need improvement? How can you help him? (See page 27.)
3. How do you rate on maintenance equipment and inventory control? (See page 41.)
4. Are your location-owner customers happy? Do they know you? How can you personalize your approach? (See page 62.)
5. How safe are your checks from forgers? How can you protect yourself from swindlers? (See page 73.)
6. Is penning an automatic parking absolute? Can you sell for odd prices with any vendor now on sale? (See page 108.)
7. Can you increase the number of stops which each route man makes? Can you sell on an automatic accounting system for each machine, know exactly what your collection should be? (See page 112.)

QUESTIONS FOR COFFEE MACHINE OPERATORS
1. Are coffee machines an all-year-round profitable proposition? (See page 28.)
2. What cup-machines give 100 drinks to the gallon? (See page 36.)
3. What cup vendor dispenses hot drinks, cold drinks, carbonated and still drinks simultaneously? (See page 45.)
4. What's the beverage bottle doing to increase his distribution via vendors? (See page 76.)
5. There's a new 3-flavor cup beverage vendor. Whose? (See page 72.)
6. Hot coffee and hot chocolate from the same vendor. Whose? (See page 78.)
7. A new low-priced cup vendor for non-carbonated drinks is to be shown at NAMA. Is it suitable for use by the great number of non-carbonated associations who are looking for vending distribution? (See page 81.)
8. A new rice, which has been established in another industry, has announced the first of a complete line of vending machines. The first announcement is on a hot coffee and soup machine. (See page 89.)
9. What well-established single-flavor cup vendor manufacturer is announcing a selective two-flavor machine? (See page 93.)

QUESTIONS FOR BEVERAGE OPERATORS
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QUESTIONS FOR CANDY OPERATORS
1. What chocolate-coated bar is tops in vending machine sales? (See page 6.)
2. Did you ever vend French Fries thru your candy vending? (See page 21.)
3. Who's introducing a new double unit bulk vendor? (See page 120.)

QUESTIONS FOR TOBACCO OPERATORS
1. Are cigars a profitable item to vend? (See page 12.)
2. Should you convert to 25c operation on cigarettes? (See page 20.)
3. There's a new cigarette console in either electric or manual. Who's got it? (See pages 59 to 62.)

QUESTIONS FOR ICE CREAM OPERATORS
1. What ice cream vendor handles both bars and ice cream sandwiches? (See page 23 thru 27.)
2. What sort of auxiliary equipment do you need for ice cream vendor operation? (See page 66.)
3. A new high capacity cup ice cream vendor is on the market and was designed by a nationally known designer. Whose? (See page 82.)

QUESTIONS ON MECHANICAL FEATURES FOR ALL OPERATORS
1. Who has a new mechanical 5c-10c-25c coin changer for non-electric machines? (See page 49.)
2. How can you increase sales 20% to 30% by making coins available? (See page 58.)
3. Coin pay meters dot the ads of our newspapers to merchandise everything from jewelry to clothing, appliances, etc. What well-known coin-parts house has a new coin pay meter? (See page 97.)

QUESTIONS FOR SERVICE MACHINE OPERATORS
1. Who has a new shoe-shining machine? (See page 90.)

You can't know the answers to all of these questions... because much of it is being disclosed for the first time in the pages of November Vend. IF YOU ARE A VENDING OPERATOR... You're slipping if you don't get Vend every month so that you know all the answers! IF YOU'RE THINKING OF GETTING INTO THE VENDING MACHINE FIELD... you need Vend to learn what's going on and how you can become a more successful operator. WHAT CAN YOU DO ABOUT GETTING ALL THE ANSWERS?

Subscribe now . . . .
Lindy Force Dies Suddenly; AMI Names Caldron Chi Head

CHICAGO, Nov. 12—At an emergency meeting held this morning, Lindy Force, officials of AMI, Inc. appointed Joe Manning of Chicago, general manager of sales and service, to succeed Force, who has resigned because of ill health.

Force had been general manager of sales and service of AMI, Inc. for the past 10 years, and had been at the helm since 1930, when the company was founded by his father, Mr. Force, and Joseph Miller, Jr., and had continued to manage the company since his father's death in 1943.

Force had been associated with AMI since 1925, when he joined the phonograph division sales staff of the company, which was then known as Mills Industries. This staff

Diversification Proved Profitable As Music - Video Competition Cuts Down Gross

The Billboard

November 19, 1949

N. E. OPS WED JULES, CIG. MCIS.

Electric Units Move in With Plush Locations' Okay

BOSSON, Nov. 12—An increasingly large number of coin machine operators are turning to cigarette vending machines in this area, and a good portion of the new are recruits from the video and video games industry. Many of the ops who were sorely pressed for pin games have added pin games along with cigarette machines, because with increased costs of operation and the constant increases in rents over ops are hard pressed.

Compensated is the cigarette vending field, which is at an all-time high, and new ops are finding it a profit center. All kinds of new locations have been opened up to the new ops, and the unusual developments created by the new juke box-cigarette machine companies have added a new dimension to the gambling aspect of the machine.

As an example of the situation in the cigarette vending field, the J. P. Manning Company, wholesale vending dealers, has re-entered the field.

Fifty Detroit Ops Form New Industry Org

DETROIT, Nov. 12—Organization of a new vending association here to be known as the Music Merchants' Association (MMA) has been confirmed by G. M. Patton, president of the association, who has been named acting chairman of the organization, and who stated that "we have no connection with any other association," Patton said that the new association, which has 80 members in the MMA, is a definite "split" with the older trade association (Michigan Automatic Photographic Owners' Association) and that there is a feeling among the members that there is adequate room for two associations.

Offices have been opened at 313 Fox Theater Building. Organizers include:

Fifty Detroit Ops Form New Industry Org

No Split With MAPBA

Washingto

WASHINGTON, Nov. 12. — The color TV quibble being aired before the Federal Communications Commission (FCC) is expected to prove a boon to juke operators in many sections of the country by slowing TV expansion to a virtual standstill. With a handful of exceptions, operators in present non-TV areas will be free of television competition until well into 1951 at the earliest.

The oil, new areas into which TV can advance for more than a year a year are San Antonio, Phoenix, Ariz.; Ames, la.; Kalamazoo, Mich.; Indianapolis, Ind.; Lansing, Mich.; Norfolk, Va.; Seattle, Wash.; and Birmingham and Utica, N. Y.

These areas are the only new ones left for which construction permits have been filed, but the FCC has already announced that new TV areas will be free of television competition until well into 1951 at the earliest.

Washingto

Color TV Quibbling Seen As Aid to Juke Box Ops

said, "This situation is beneficial to juke box operators because it will give them more time to develop their business and prepare for the advent of color television."

Jersey City To Get Jukes After 19 Years

JERSEY CITY, Nov. 12. — Early placement of several hundred juke boxes in Jersey City this week was predicted to become a reality this week in trade circles as a result of Tuesday's (8) elections results. Such placement may follow as a result of the successful outcome of a 16-year-old ordinance prohibiting dancing in restaurants serving liquor.

The ordinance, passed in 1933, is being challenged at the instigation of Frank Hague, who opposed the legislation. The ordinance is expected to be upheld by court action by Local 538, American Federation of Musicians. But sucesso was not won until the unusual development was created by the new juke box-cigarette machine companies have added a new dimension to the gambling aspect of the machine.

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Manning Story

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Wurlitzer Sets Distributor in Cleveland, Columbus

NOITONAWANDA, N.Y., Nov. 12—Formation of Northern Music, Inc., with H. E. Herb Wedewen, pioneer music man, serving as president and treasurer, and the appointment of the firm as Wurlitzer distributor in the Cleveland—Columbus area, was announced this week by Edward R. Wurgler, general sales manager for Wurlitzer Records.

Northern Music will open sales and service headquarters at 891 Euclid Avenue in Cleveland, and in Columbus.

Wedewen, after many years in various phases of the music industry, joined the Wurlitzer firm in 1937, serving from that year until the outbreak of the war as representative in Texas and Denver.

Indie Diskery Goes Plastic as Op Aid; Cuts Pops as Oats

LA GRANGE, Ill., Nov. 12—Harvard Phonograph, Inc., have announced this week that, as a “more play, less breakdown” move for juke box operators, it will release all future records on plastic. Hal Hartmann, diskery head, stated that firm’s the second “follow the trend” move, initiated recently, was meeting with good operator reception.

According to Hartmann, diskery has been issuing popular tunes with a hillbilly interpretation, using such groups as its own Prairie Pioneers. “With so many popular tunes breaking as hillbilly numbers, and vice-versa, we will be in a position to cover each song, where at all possible, in both manners,” he said.

Record Reviews (Continued from page 35)

ARTIST
HARRY RABBITT
LARRY FOTINE ORK
DORIS DREW (Judd Conlon Quintette—Early Hagen Ork)
BILLY ECKSTINE
TONY MARTIN-FRAN WARREN
SAXY KAYE (Condon-Laura Leslie-The Kaye Ork)
LARRY GREEN ORK
HARRY WHAM ORK
GRACIE FIELD
CHARLIE SPIVAK
CHARLES PAUL
EVELYN KNIGHT-JEFF ALEXANDER CHORUS
MILLS BROTHERS

LABEL AND NO.
Victor 50537
Deca 24778
Mills Bros. 7027
Victor 20-5373
Victor 65-3702
Victor 20-5373
Crest 324
Victor 41-3704
London 514
London 254
Victor 55047
Victor 55043
Deca 21764

TUNES
My Two Front Teeth
A New Kind of Love
A Baby's Arms
Love

RECORD REVIEWS

Wurlitzer

POPULAR

80–81–80–79
77–77–77–75
64–63–59–48
70–71–68–71
66–65–65–65
79–59–58–60
85–90–80–84
80–80–80–80
81–80–82–82
87–86–86–86
77–77–77–77
86–86–86–86
85–85–85–85
72–72–72–72
72–72–72–72
73–73–73–73
73–73–73–73
73–73–73–73
72–72–72–72
73–73–73–73
85–84–84–86
84–84–84–84
84–84–84–84
76–76–76–76
82–52–56–56
54–52–56–56
75–70–70–70
65–64–66–66
72–72–72–72
88–89–87–87
82–82–81–81

COMMENT
One of the best of the competitors for Spike Jones theories. A bargain at the low price.
Here Comes Santa Claus Simple and delightful waltz of nother of last year’s Christmas hits. Billboard record was well shown him to be one of the best boy singers.
Another way how Hard Off and Love Me! Better polite conception of the moving and sensitive anything. A peculiarly definitely-flavored effort.
Waxing and Winding Will Soon Be Ringin’ Marilyn Monroe and Johnny Goslight join for a bright, light as a promising Benjamin-Walths rhythm effort.
Altemativ the new thorium improves mildly with her singing of an evergreen. Most resentancial group backing.
This I wish I Had A Baby’s Arms Best unpretentious whacking of a purely ordinary sort of rhythm.
You’re in Paradise Edsels in tag form for this lovely Billie Holliday. Could be Billie’s big hit in record-column, and should enjoy healthy B & R business. Dusty Baker has a generous one.
You’re Wonderful Billie shies win again, this time on a new slick piece of much merit. Piel Republic supplied the proper recording.
Hush Little Darlin’ Country tunes with boss style, with this pretty Talley, with the harmonies hinging in back.
I Wanna Home The cover is due from his usual ballad well with a delightful, sensitive, nobody. His chit-chat with the feature, lends it a part, sappy assurance in this light-hearted production.
Speak a little more Love The Martin and Wawer voices blend attractively on a melodie, and the team mates it with a triple Elizabethan appeal.
Remember The national success is delirious on the British standard, and should receive wide attention.
Herman Comes Santa Claus Bright, joyfully barking dog with this prettily, with the harmonies hinging in back.
I Want To Wish You A Merry Christmas Christmas love song isn’t especially distinguished. The Knox show treatment gets the most out of it, however.
Our Christmas Waltz More archly for a downy Christmas waltz ballad, with Downs changing the Green piano and giving again a lovely mood.
Follow the Swallow To Hind: 2-Way A new and different production.
Littles quite ballad gets a pleasant sticky producer.
Let’s Go Places And Do Things Passable rhythm tune gets an augmented big-oral-while small group plays jum-styke backing, indifferent pop live.
El Chocolat Changing rendition of a dance on the pipe organ.
Daisy Fields’ vocal seems to mean either other than the song.
Happy Valley A bright, gay, happy-face song with a simple, repetitive lyric and a relative melody gets a warm music-hall rendition from thrush and chorus.
There’s No Tomorrow The Sphinx here finds the ork with a fine, dense rendition of the Fin-Pan-Angels “Q O Sole Mio.” Bold sound is first-rate here, as is moody-groove stuff.
Mad About You Interior London does exceedingly well with the lyric, while the set displays the Sphinx quality of yore.
Oh, Little Town of Bethlehem Harmonic group rendition of the title done in molding, meditative fashion.
Adventures of O & O, Come, All Ye Faithful Two more sentimental numbers for the Christmas season get the booked, reverent treatment.
Joy To the World The hooky head renews is done in a charming baroque style. Thrush, male group and Victor Vox solos make a fine turn.
The First Nowell More good production on a time-hallowed Vule song.
Love’s a Precious Thing Typical tongue twister melody—of the hilsh rhythm song with fragile chorus. She does it well, the side is notable of “Little Bird” style.
If I Ever Love Again Warming-blooded rendition of the turner.
On This Christmas Eve The veteran harmonizers end with a good Christmas pop with a hooked lyrical quality.
My Christmas Song for You A happy, happy January song cut done handsomely by the smooth singing group.

(Continued on page 102)
N. E. Ops Wed Jukes, Cig Machines; Plan Profitable

(Continued from page 92) company operators, and also made each location buying the machine an operator, subject to a $100 a year license fee. The company contended that they could be cloned as operators, subject to a $100 annual fee, but that the locations buying the machines were subject to only a $1 per year fee under the State law. After several hearings before the tax board, the Manning Company dropped out of the cigarette vending picture.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA'S ON A BIG H'WOOD RECORDING SPREE. With 62 sides already cut, the distro murky-planes aim to star- top star disc cutting.

COLUMBIA PLANS BIG BLOWS PUSHER. The discro- sets up a special department for long-con- ventional and coin-operated.

CAP CONTINES POLICY OF MYSTERIOUS RELEASES. Analysts suggest noh's for the disko-ny's new platters.

CARMICHAEL, EVELYN KNIGHT TEAM UP FOR SIDES. The artists turn out hillbilly duets, Crocodile Tears and Crime and Punishment.

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to new technology and mechanical developments in the business—Radio-Tv-TV Section.

Washington Music Guild In Youth, Direct Mail Drives

WASHINGTON, Nov. 12.—Four Juke boxes, each with 1,000 records and a supply of needles, will be given to the Washington Music Guild (WMG) at its November meeting last week. In addition, the association will present a record player to the new Metropolitan Police Boys' Club camp for colored youngsters slated for next summer and another one to the white boys' camp.

Stern Abramov, of Leonard Music, Inc., was appointed chairman of the WMG tuberculosis fund drive for this season. Guild members agreed to place 6,000 collection receptacles in taverns, restaurants, and other locations throughout the Washington section.

In addition to the anti-VD fund, The S. O. T. P. I. of Nea, a co-operative, and Harry Tzitzian, in co-operation with the District Health Department. The latter disk was originated locally.

Mail Promotion

Ten thousand WMG mailing pieces will be sent out to local restaurants, taverns, and other logical spots for jukes, guild members were told. One item is a folder containing a gray, white, purple and black, describes the ideals of WMG, points out the advantages of having a juke box, and lists member names, phone numbers, and addresses.

The other is an oversized post card urging patron to contact WMG offices for good equipment and service.

In other actions, the Guild voted to join the D. C. Business Association, decided to send copies of the bi-monthly news letter to employees of guild members, and gave a vote of thanks to its editor, Bill Schwartz, of Hirsch Coin Machine Company.

50 Detroit Ops Form New Org

(Continued from page 52) include Clyde Sarras, Circle Music Company; Frank Alford, Frank's Music, Detroit; Sheriff, Sarno Music, and Vince Meli, Melitone Music.

Key objective is to have a "trade group which would promote the highest standards of fair practice competition in the industry, stabilize the industry and bring together persons in the same line of business for the purpose of settling each other's accounts for their mutual benefit and well being, and to achieve by such an organization and mutual endeavor the improvement of the social and economic positions identified with the coin-operated phonograph business."

Patton summed up the purposes and objectives of the group saying, "There is an urgent need for an organization in the industry that can meet and solve some of the grave problems facing all the operators in the industry. It is hoped that by the co-operative effort of all these people, a more stable and profitable business will result and a greater service rendered to the public."

Bradley's specials—coin-operated radios

The best buys in the country from the country's leading distributor of coin-operated radios. Limited quantity...prices subject to change...

ORDER TODAY!

LOOK at these VALUES. LOOK

TRADIO

All radios & tube stereophonic, all-metal, coin-op, make & operate on day for one of two hours your choice.

ORIGINAL price...$14.95

NOW...$29.95

Like New

LAVOIE

with coin rejector

Original price...$99.50

NOW...$39.50

New in original carton

CORADIO

All radios sold on money-back guarantee, tubes totally guaranteed for 90 days, zero maintained.

NOW at Bradley's...

$33.50

Like New

RCA

All radios sold on money-back guarantee, tubes totally guaranteed for 90 days, zero maintained.

NOW at Bradley's...

$33.50

Like New

Both Radios come complete and have service available for all types of coin-operated radios. Let us know your needs.

Solid Oak Table

Machynag Finish

$6.50 ea.

All prices F.O.B. Chicago. ½ deposit, balance C.O.D.

WRITE... WIRE... PHONE

BRADLEY ASSOCIATES, INC.

1653 N. Damen Ave., Chicago 15, III.

Phone Alembic 6-3175

40 SELECTION constellation

MUSIC MAKES MORE MONEY for Operators of EVANS' 20 RECORD 40 SELECTION constellation

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILLINIOS

SEE OUR COIN MACHINE AD ON PAGE 112

NOVEMBER 19, 1949

THE BILLBOARD

MUSIC MACHINES
Biz Moves Toward Stabilization

Hit-and-Run Manufacturers Weeded Out; Promotion To Keynote Industry in 1950

Firms Reported in Agreement on Formation of Trade Org

CHICAGO, Nov. 12.—Stabilization of the shuffleboard industry at the manufacturing level, and concentrated on the operator-player levels, marked the major improvements to be made in industry development. The report of the manufacturers, that is in most cases, quality of the product is being stressed rather than quantity. A survey of the floor shows that of the three manufacturers active in shuffleboard, less than 30 remain in the field today. And in practically every instance, these firms are financially stable.

Most significant trend seen for 1950 is a growth in the number of companies which will be placed on promotion by all phases of the industry, including manufacturer, distributor, operator and locations.

At the other end of the scale, the larger manufacturers have carried the promotion load on their own. Those who have not carried the strain, have either worked with the manufacturers, formed their own associations, or continued in their own way. The leagues and tournaments will be the principal outlet for the shuffleboard industry, interest to the point where entries in the 1949-50 season are expected.

The associations are being organized under the umbrella, the number that participated in competition this year. Along these lines, operators were even in the development of the position. The shuffleboard manufacturer was the first to accept an invitation to be a part of the organization, and the association is now growing in size.

Individual Leaders

Sommer's, competing in nine matches, has racked up a total of 114 points, for an average of slightly less than 13 points per game. He is closely followed by A. Grueter and J. Rosser, who have 123 and 115 points respectively. Next are Frank Carroll, of Cahill's, and R. Fischer, who have 110 and 105 points and are definitely in the race for individual honors.

The players are shooting for both team and individual awards. The winning team (1) will have a cup, to be awarded to the home purchased where necessary. With orders for shuffleboards now on the increase, according to Cosgrove, Penn is running slightly behind in deliveries. Black Beauty tops all accounts for 90 per cent of the firm's production, he said, with the company still supplying maple tops on order.

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, these promotions have proven that they can make money for their operators and the location as the play of a few individual stars.

Elec Cosgrove Councilman in W. Chester, Pa.

Cosgrove, head of Penn Shuffleboard, was elected councilman here Tuesday (8) in a walk-away contest. The shuffleboard manufacturer was the only candidate for the position. Cosgrove is known as a man of the people and interested in the well-being of the community.

Shuffleboard Goes On Radio; Plan Play-by-Play Seg

ELMWOOD PARK, Ill., Nov. 12.—Moving up to vie with baseball and football, the shuffleboard board now has gone on the air as a regular segment of the weekly program of a sponsored public service program on Station WLEY-FM here, called Chicago's Sports. The new program, which is broadcast in play-by-play descriptions of shuffleboard matches, is carried as an extension of a long broadcast, aired nightly except Sunday. The program is already heard from 9 to 10 p.m.

Other portions of the program consist of live interviews, late news reports, and recorded music. Show is directed and produced by Bob Carroll, and is winning a growing audience of local shuffleboard enthusiasts, in addition to making non-players shuffle-conscious.
AN OPEN LETTER To NATIONAL's Customers

NATIONAL SHUFFLEBOARD COMPANY... The Largest Shuffleboard Manufacturers

32 CLEVELAND STREET • GRAND RAPIDS, MICH.

Dear Customer:

Our attention has been called to advertisements and letter threatening to stop or to put pressure on persons using shuffleboard equipment allegedly infringing on the patent granted to Paul Custace.

We wish to clearly state our position in plain and unmistakable language:

1. Our National Tru-Top Adjusters do not infringe. This was confirmed as a matter of record on October 19, 1949, between our firm and his attorneys. In answer to the last direct question as to what infringement existed, we were told there was none, and that our equipment was further confirmed that letters were sent to several of our customers because of misunderstandings furnished free. He also agreed that these letters should have been removed.

2. We will watch back of our National Tru-Top Adjusters 100%. In this event any infringement charges are brought against the users charged infringement, we will defend such suit at our sole expense and will promptly admit any loss.

Do you really believe these riders are sincerely endeavoring to protect the property of non-users of a beneficent improvement commonly used by the property owners and tenants? We have our own opinion on its use to the public

We will watch National Tru-Top Adjusters and all our products, on their merit and sincerely believe that they are the best in the market.

Yours very truly,
National Shuffleboard Company

PAT. APPLIED FOR

AVOID SHUFFLEBOARD MANUFACTURER
Logan To Handle National Coverage Of Big Jax Game

CHICAGO, Nov. 12. — Logan Distributing Company here has been appointed national distributor of the counter game, Big Jax, Jack Nelson Jr., general manager, announced this week. The game has been on test location for several weeks and an immediate delivery schedule based on quality production has just been established.

In Big Jax up to three coins may be played simultaneously. Some of its features are skill trigger controls, five large pocket awards, winning traps, 100 percent mechanical operation and its accessibility for servicing. It weighs 20 pounds and measures 16 by 10 by 11 inches.

Nelson said that area distributors now being appointed and that some territories are still open.

N. E. Ops Wed Jukes Cig Machines; Plan Profitable

(Continued from page 95) The Appellate Tax Board recently ruled that the Manning Company was an operator subject to the $108 fee but location owners buying machines were subject to only a $4 a year fee.

At the time of the controversy, 4.1 percent of Manning Company's own 1,600 machines in the Boston area and they were branching into New Hampshire and Connecticut.

Much has happened since that time, and all the tobacco company is back in the field, ops are not up over it. They point out that they have garnered new locations that wouldn't use the type of machine the tobacco company is pushing.

On Locations

Locations on general refer to are restaurants, cafes, snackeries, candy and soda shops, doing a heavy volume annual business, which have requested to take their manual cigarette selling entirely.

These restaurants and eating places have been sold by cigarette ops, and thus the ops that are going for it every day. They feel their machine has sped, customers are happier and profits are heavier when their cashiers can throw in a plug to make cigarette sales. These locations favor the more mechanically operated cigarette machines.

Some of the bigger eating places which get a heavy daily flow of traffic in downtown Boston, use two electric machines, one on each side of the counter. As well trained as the customers become that hardly anyone bothers to ask the cashiers for cigarettes anymore. The machine is around for a machine.

Locatil Dreers are pleased with the development. They point out they don't make money on cigarettes, but have to carry them for customer's pleasure, and that the service is sometimes hardly worth it. Cigarette machines are the present trend, the customers becoming the purveyors of satisfaction, all they say. No fuss, no bother; all they have to do now is point to the cigarette machine.

Lindy Force Dies Suddenly

(Continued from page 92) company, a machine tool manufacturing concern, died in war production.

In February, 1948, Force became assistant sales manager of the company, rose to the key post of manager of general sales in April, 1947. At that time the firm was beginning a far-reaching program brought on by extended commitments to a wholly owned subsidiary marketed to the music fluid industry. Since Force assumed the executive reins, the company has grown and regained its position as one of the leaders in the field.

Among many trade dignitaries who were on hand to pay final respects to Force were Leo Weinberger, Southern Automatic, Louisville; Sam Tarun, Taran Distributing, Miami; Jack Nelson, Bally Machine; Oscar Ovitz, Automatic Coin; Dave Gottlieb, D. Gottlieb & Company; Vince Shay and Mike Ryan, Belt-o-Matic; Mike Spagnola, Automatic Distributor, of Mangan and Buck Eklund; of Mangan & Eklund, and O. O. Mallek, all Chicago. Also the following from AMI: John Hudson, president; Miss Cavanaugh, executive secretary, and M. D. Bud Jackson, Chicago.

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Forc eis survived by his widow, Pauline, a daughter, Jack; a daughter, Jack; a daughter, Lorraine, and a granddaughter, Susan Marris; and a daughter, Sally, both of whom were consecrated on the North Side Chapel, Chicago, Wednesday (9), followed by interment in Ridgewood Cemetery, Des Plaines, Ill.
**COIN MACHINES**

**November 19, 1949**

**A Colorful Group of Washington Musicians is Marking a Tie-Up of the Coin-Operated Machine Industry**

**Chicago:**

Tho the one-ball reply Champion Manufacturing plant, Jack Nelson, general sales manager, points out that every coin-operated amusement game in production. These include Champions such as the Kentucky; Spot Bell and Clover Bell, designed for console fans; Chutes, the popular Bally model; and the Coleco products for the home market. Nelson says that with this set-up, the firm has one of the most complete lines of the coin-operated amusement field.

**Howie Freer, Empire Coin, says his company's company, which he is calling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a look at his show, is telling all visiting ops to take a 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Lowest 5-Balls in Country!

Chicago: (Continued from page 60)

Jerry Jennings, general manager of the Chicago Coin Machine Corporation, claims that new ball games are being developed with a variety of new features, but combines this setup with a high percentage of small awards as well.

Jack Nelson Jr., Logan Distributing general manager, claims his Big Jack machines have been doing a steady business in St. Louis. The new machine has a large number of coin meters, and each coin is worth a certain amount of money. Nelson claims that this new machine is doing a splendid job in St. Louis.

Morris Neeb, distributor of the Paterson Coin Machine in St. Louis, claims that he has been doing a steady business with his new machine, the Paterson. He claims that this machine is doing a splendid job in St. Louis.

Bradley Harrer, manager of the Bradley Distributing Company in St. Louis, claims that he has been doing a steady business with his new machine, the Bradley. He claims that this machine is doing a splendid job in St. Louis.

G. F. Frantz Manufacturing Company is being eyed for possible purchase by a number of leading Chicago coin machine manufacturers. Interest is widespread and is appealed to the public.

W. G. Parrie, Inc., which operates penny machine manufacturers, is said to be assembling about 1,500 machines per week. The company is a multiple column manufacturer and is the only company operating under one common cover.

Ralph Mils, chairman of the board at Mills Industries; President Vincent L. Blower, Automatic Coin Machine & Supply Company, and Mrs. Joe Hart, Northwestern Sales, Seattle, and A. F. Nelson, Automatic Coin Machine & Supply Company, are back from a deer and pheasant hunting trip in South Dakota.

Exhibit Supply is golden all out in its promotion of the forthcoming NAAPEB trade show at the Hotel Sheraton. From a division manager, points out that the groundwork for this show has been laid out over the past months. He explained Exhibit has kept a record of repeated requests for new arcade pieces and decided to produce several which the trade believe will be the talk of the town. The new numbers will be arcade pieces which the trade believes will be the talk of the town. Charlie Pieri, sales manager for Exhibit, says that the show is the most satisfactory and worthy successor to the Dale automatic shooting gallery which gave the trade a shot in the arm earlier this year.

We Need Room

Bally Champions 40 cents each

Bally Jockey Special 80 cents each

Bally De Lux Draw Ball 25 cents each

United's Shuffle Alley— all the thrills of bowling—order once and immediate delivery is the rule.

FRANK SWARTZ SALES CO.

515-A Fourth Ave., N., Nashville 10, Tenn.
Phone: 4-5871
WILD BILL MOORE  

**RHYTHM & BLUES**  

53-56-53-50  

Football Boogie  

Tuba line of Jerry's No. 1, with rhythmically loud,  

bubbling bass notes. Bouncing in to the claps and  

minor, but not distracting.  

Blue Journey  

Bob Miller  

While not a Galaxy classic as "Surrender Dear."  

Moonlight Blues  

A melody, "Blackthorn" type, off a purposeless  

walking, blue social obit, and a fine,  

unison,闭口沿间也对 the one for across-the-board action.  

Midnight Session  

Chops, perfectly set-off, with embellished solos.  

Burnin' Hell  

A bare-chord for the southern trade. Hooker's primitive  

chording and perscrupulous guitar, and a harmonica  

an echo in back add to an impressionistic, breathless  

harmonica sound.  

Miss Sadie Mae  

A pleasing, undisturbed touch in the  

cotton-topped tradition.  

How Long  

Tuba line of the pretty, standard-blues in able fashion.  

An accompanying trio offers sympathetic backup.  

I Know  

Strictly second rate is the Tinkers job on this familiar  

bass, all too obvious in the strings.  

Teardrops, Parts 4 & 11  

Two ill-judged, but offering a reason to the other  

side for the title is mystifying. On one side is a shine  

instrumental deal which spotlights Rhodes also doing  

an Elgin-Luh-wood model. On the other is a shuffle  

blue tone. Johnson scoring a nice-tipped burlap  

material and some attractive rhythm.  

It's the second side which should have the ingredients  

for the B.B. play.  

**ANDY TIBBS**  

Acrobatic 1946  

I'll Never Be Free  

That's first for the new label could be a winner. She  

gives a gal, slyly tenderly with nice group chording  

in back, and fine instrumental support by the Post  

House.  

Get Yourself Another Guy  

Rounding out job both seems enough.  

Give Her the Number One  

Wester gets off an effective coryth on an appraising  

powerful piano.  

I Wanna Settle Down  

Birds join chorus on well-refined a stimulating  

unusual style.  

**THE SYNCPATATORS**  

National 1945  

These Are Things I Want to Share  

With You  

Conventional note quartet with the usual tender lead  

rhythm, over an easy ballad in infectious fashion.  

Mule Train  

Guaranteed the flat-shank note in lively style but  

without originality. Will hardly compete with the motor  

version.  

I Can Dream, Can't I  

Attempt to get a blues and rhythm version of the  

Juke box revival raises fickle fire in a studdy, unfailing  

melody rendition.  

Come Back Baby Blues  

Shuffle rhythm line in a Ramon's format, including a  

bass lead. Nothing like the class of the Ramon's  

performance.  

**IVORY JOE HUNTER**  

4 Star 1976  

Please Come Back Home Baby  

Every time a wins a blues of his own (I've got a  

*... in her own way, many solo breaks surprise.  

7th Street Boogie  

 Ease, up-tempo change tempo, with effective Hunter  

chinking and instrumental solo.  

**Cecil Cane Trio**  

4 Star 1977  

Long Distance  

O'ert gets off a fine one here, as he champs an  

easy rock blues with intimately and feeling, helping  

himself to some effective blues phrases along the way.  

Vibology  

A juggling rhythm solo on "Flying Home," with piano  

and bass making the rhythm.  

**MILLY ESTES**  

Dec 1949  

COUNTRY & WESTERN  

69-70-68-68  

Seems Like Yesterday  

For most of the band a solid representation of their  

western material. Trilling guitar helps some.  

The Waltz I Walked With You  

Canny, romantic waltz is wanted warmly and easily.  

Big Blue Eyes  

Fine, well-refined rendition of a pleasant poppin' ditty.  

They're Digging My Grave  

Riding in the back, when the lead doesn't attain the  

impact intended in its title.  

This Cold War With You  

Poor-hitting in song with warmth and cheer by Day.  

I'll Never Stop Around Again  

An appealing umo with the line of the "Digging  

American" rhyt. Day does the slower song quite  

satisfactorily.  

**GENE AUTRY**  

Columbia 2638  

The Cowboy's Trademarks  

An honest, old-fashioned country ballad in waltz time  

gets heartfelt, sympathetic warbling from the hard- 

core duo.  

Riders in the Sky  

Autry's version follows the others—the choir, the  

nose, the frankly guitar lead. Extremely late, but it  

may well to his fans interest.  

(Continued on page 104)
**COINMEN YOU KNOW**

**New Yorks**
(Continued from page 99)
new location on 10th Avenue, is doing biz with ops despite the handicap of minor robbing and dust clouds. The store is undergoing major remodeling, . . . Louis Rosenbaum of Ar- row Amusement, is adding new shuffle-type units to his game route.

Anthony Caruso, active head of C-Eight Laboratories now that his father, Mario, is in Italy, was in town last week for a confab with New Jaffa, Eastern Electric veepee. They discussed sales plans for 1950. It was agreed that no changes would be made in the console cigarette vender that can't easily be incorpo- rated in earlier models. This has been company policy since the for- mation of C-Eight.

Sam Sacks, head of U-Need-A Shine Company and Acme Sales, had the only booth at the Hotel Show last week where shoe-shin- ers were shown. Particular interest was given his shoe remover by hos- tellers. They seemed to like the idea of a device to remove snow and slush from patrons' overcoats before tracking up hotel carpets.

Julius Berens, who handles public- ity for E. L. Jacobs, bottle vendor manufacturer, is representing a new vending company here. The firm, Food Engineering, has developed a bulk milk vender. . . . George Harri- son, whose coffee concentrate is used by many cafes in this city, will unveil a new preparation at the National Automatic Merchandising Association next week.

Russell Clifford, formerly assis-

**Washington**
(Continued from page 99)
section during mid-October. The coin boxes operate from 8 a.m. to 6 p.m. daily except Sundays. On Var- dent Street, however, they are effective from 8 a.m. to 9 p.m. The city council has imposed a $1 fine for each violation.

Even the army's playing pin balls — the "Service Stripe" of Walter Rotary Equipment Hospital recently pub- lished a story about "Archie the Agg- ressor," who is "the pinball wres- tier." Archie, it seems, has "a great propensity for beating pinball machines." Throngs of service men watch Archie's efforts at the local Castle Inn. Archie, incidentally, at- tributes his success to experience.

Eddie Gallaher was guest columnist in WNG's News Letter of November 1. The WTOP disk jockey pointed out that during the past year, he picked 48 hits out of 52 platters he had closed as "Record of the Week." His most recent selections were Dinah Shore's "Dear Hearts and Gentle People," "Mule Train" by Frankie Laine, and Bing Crosby's "Way Back Home."

vided with a stamp machine manu- facturer here, has formed his own firm, the Stamp Machine Company, in the Bronx. He will soon market a new two-column appara- tus, by Robert Klein, Interna- tional Mutoscope sales man- ager, plans to be in Chicago to attend the Park Show later this month. Muto's Twin-Bowl will be featured at the company's booth.

NASCIO-CÅVÁLEEN OF HîTS

**JUMBO** Converted from TRIPLE ACTION
**FILM CAVALÉE Converted from**
**Manhattan**
**CLEOPATRA Converted from Tropicana**
**MARLENE BUTTERFLY Converted from**
**Singapore**
**BEACH CLUB Converted from Lucky Star**
**CENTERFIELD Converted from Playboy**
**LARIAT Converted from Nevada**
**ALOHA Converted from Hawaii**
**BAZAR Converted from Mexico**

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

We have had so many requests from operators for Conversion Kits to be us- ed on games that their ORIGINAL locations that we have finally decided to pro- duce NASCO Conversion Kits. Now under one roof you can get a full-service—THE COMPLETE BUNGIE IN THE NATION AND FOR those many locations THE FINEST Conversion Kits. Both will make money for you. Ask any operator who has bought a NASCO product and you’ll understand why! They’re great profit producers.

**OUR FIRST CONVERSION KIT**

**MANDALAY**
Includes: Multi- Col- or Back Glass, New con- gent Style Bumper Caps, 3 Score Cards Complete 1/3 Deposit, Balance C. D. 15.00

Get on Our List for Future Nasco Conversions and Kits

NATE SCHNELLER, INC.
427 North Broad St., Philadelphia 22, Pa., N. Stevenson 2-0242

**Record Reviews**
(Continued from page 103)

**COUNTRY & WESTERN**

**TEX FLETCHER**
Vocalion 50653
**Why Don’t You Make Up and Love Me**
**FREIGHT WORKER**
**66--67--65--67**

**RUDY ARNOLD**
Voice (40) 63-0127
**You’ll Never Know What I’ve Been**
**FREIGHT WORKER**
**76--78--75--75**

**BILLY BOYD & HIS COWBOY RAM-**
BLERS
**沉积 (25)**
**72--72--71--73**

**EDDY ARNOLD**
**C-H-I-E-S-T-T-M-A-S**
**86--87--87--85**

**RALPH RASMUSSEN & H. NEBRASKA**
**CORNHUSKERS**
**84--84--84--88**

**BRAID KING & HIS**
**DUDE RANCH GANG**
**65--65--67**

**TEXAS TOP HANDS**
**Eversort C-102**
**65--65--67**

**BILL LISTER-DEL**
**DUNBAR**
**C-113**
**60--60--58--62**

**FLOYD TILLMAN**
**Conclusion 6H162**
**63--63--61--61**

**DOVE LANDERS**
**MGM 19551**
**56--56--54--58**

**HANK WILLIAMS**
**MGM 40580**
**55--55--54--58**

**DOCK PEPPERS**
**Crystal 219**
**52--52--49--59**

**BECKY BARFIELD**
**Crystal 214**
**51--51--50--54**

**Mama and Daddy**
**68--68--68--68**

**THE TEXAS TOP**
**HANPS**
**Eversort C-181**
**62--62--60--64**

**CLIFF WARR**
**(Tony Rosenau & The Bandwagon**
**Buddha C-183**

**Yodelin’ Freedom**
Crazy, up-tempo yodel dill is projected with momentum.

**Swing To My Yodel**

Tune, really a weak pop, doesn’t ring true under the vocal delivery.

Copyrighted material
**Record Reviews**

**ARTIST**

- **THE JOLLY POLKATS**
- **CASADEI ORK**
- **LESLIE CHABAY**
- **JOE BIVIANO**
- **AL HAIG SEXTET**

**LABEL AND NO.**

- Capital 77-9001
- Vee Jay 77-7259
- Vee Jay 77-1256
- Vee Jay 77-5004
- Vee Jay 77-5004

**INTERNATIONAL**

- **Tunes**

**Comment**

- The Jolly Polka Polka
- Instrumental in the popular Slovenian-American style, with accordion, organ, etc. A fine,ouncy dance tune.

- There Is a Tavern in the Town
- Eddie gets Slovenian polka treatment, with excellent results. Dance vocal in English.

- Sottobro (Waltz)
- Old-fashioned Italian Waltz gets old-fashioned waltzin and appeal will be limited to old-fashioned folks.

- Radiofuntuna (Polka)
- Orin is included vision, harmonica, and guitar. It's an old-style novelty with an easy polka beat.

- **Crun Ist Die Heide (Green Is the Meadow)**

- The lyrics come from the folk-tunes has one rare whose appeal should go far beyond German subles. Beautiful song with poise.

- **Rosmarina**

- This rare wound is a thing of rare beauty. Selection is a pleasant light standard.

- **Vintages Kken Vals**

- Admiration, charming, melodic and rhythm perform a melodic Scandinavian Waltz is danceable. Ensemble works well on music.

- **Septembervals**

- Gulls Oj Bipstei. This was cut in Europe. Tempo and beat are more than flippin and melody has a strong conttential flavor. Also dinner-dance music.

**Buddy De Franco Sextet**

- Capitol 77-749

**Dizzy Gillespie Orx**

- MUS 1556

**Chubby Jackson Orx**

- Columbia 35623

**Coleman Hawkins Orx**

- Mercury 8069

**Flip Phillips Orx**

- Mercury 8068

**Bud Powell Trio**

- Blue Note 556

**The Tadd Dameron Sextet**

- Blue Note 554

**Errol Garner Trio**

- 3000-9253

**Al Haig Sextet**

- M 1

**Additional Notes**

- **Flip**

- Built on a storm on his tenure which wits like the latter portions of the tune when he moves into familiar territory of the morris which he excels and pulls through.

- **Cookie**

- Flip and Frank Miller, both of whom have great fans.

- **You Go To My Head**

- Pieces plus some extremely fast footwork improvisations on the standard.

- **Symphonette**

- Swing time piece sounds towards Wardell Gray, another ex-tenorist and an all-important saxophonist, and turk who works like them.

- **I Mean Yes**

- Theoren Monk Quartet

- Unlimited foot exercise is executed with some facility and some showmanship by a group which highlight what Milt Jackson and pianist, Monk.

- **Earth's Engineering**

- Another fine, thorough performance of a simple swinging composition. "Monk" is a new one doing put out by Harry Lime, well-noted jazz recording expert.

(Continued on page 106)
AMERICA'S BEST REBUILT PHONOGRAPHOS

Unconditionally guaranteed... Extra Charge...

WRITITZER 1100 $479 Seeburg 145ML $479
WRITITZER 1080 $319 Seeburg 147M $319
WRITITZER 1015 $399 Seeburg 146M $399
WRITITZER 1017 $269 Seeburg M246M $269

These Prewar Phonographs Available With
\* Mechanism Overhauled \* Worn Parts Replaced \* Time Hand Reserved \* Unconditionally Guaranteed

For an Additional $35.00

Wall Boxes

Seeburg 3SW-2 LS, 6y, 3 Wing $29.00
Seeburg 361-1 LS, 6y, Wireless 27.50
Seeburg Prowr, Sr, 3 Wing 12.50
Seeburg WR-12, 5/10/22, Wireless Biomax 19.00
Seeburg 3S1-12, 5/10/22, Wireless Biomax 19.00
3wing Biomax 19.00

These Prewar Phonographs With
\* Mechanism Overhauled \* Worn Parts Replaced \* Time Hand Reserved \* Unconditionally Guaranteed

Placement NOW!

Terms: 1/3 Deposit with Order, Balance C.O.D.

We Specialize in Export Trade

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DAVIS

738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-1914

Branches in Buffalo, Rochester, Albany

IT'S TERRIFIC!

FIVE JACKS

Greatest Penny Counter Game Ever Built!

\* NEW— ORIGINAL! \* STREAMLINED! \* FOOLPROOF!

\* 1, 2 or 3 Coins Played at a Time! \* Fast Action—Big Appeal!
\* Skill Trigger Controls Coins! \* Steady Long Life Play!
\* Winning Taps! \* Tremendous Suspense!
\* Large Award Pockets! \* 100% Mechanically!
\* Each Pocket Continuously Being Refilled! \* No Service Required!
\* Amazing Earnings! \* Hundreds of Locations in Every Territory!

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DISTRIBUTORS—WRITE FOR SPECIAL DEAL!

MONARCH COIN MACHINE CO.

1843 N. FAIRFIELD AVE. (PHONE Armstrong 6-1634) CHICAGO 32, ILL.

Record Reviews

(Continued from page 105)

ARTIST

TUNES

LABEL AND NO.

COMMENT

ERROL GARNER TRIO

3 Decca 254

Again

Does a beautiful job in his 68-pin of the recent much hit song.

Goodbye

Even more handsome is the Garner conception of the very beautiful Gershon Jenkins song.

ERROL GARNER

Applaud 297

Lover Man

Jacket has been cut open, Garner, the harpist, accompanied by his usual excellent rhythm section, turns out a pretty thing of the jazz ballet.

What Is This Thing Called Love

An old recording on the, yester year master somewhat dulls an excellent Garner rendering of the standard, different from his more recent three source label rendition.

TYRRE GLENN ALL STARS

Alley 5061

Surly Serenade

Great music here. Gennett makes an efficient but unexciting jazz riffs solo, with a typical Ellington waltz.

Dutiful Serenade

Singh slower riffing featuring Glenn's voice is youthful.

BILLIE HOLIDAY

Harmony 1079

It's A Sin To Tell A Lie

A previously unissued side with the Teddy Wilson band. Fine, relaxing, Billie: more for collectors than for the public.

Wherever You Are

Another hit from the same era, probably from the same date.

AL HAIG QUINTET

Tens 10-213

Skull Buster

Some great solo work on "original" in the cool manner, with Getz reedy and Maxie highlighting.

Al Haig Quintet

Ten 10-214

Ponies From Heaven

Cinco bold stemmed 4 in 6s; easy tenor solo on the good side. Relaxed, fluffy, boy, here.

Pool Deck

More sunny playing, Gert, with a dash of the attractive blue notes.

AL HAIG SEKTET

Rl 2

Short P., Not LD

Ponch bop solo in the Ventures vein with vocal horn blend here and Falchi sandblasting Stan Getz's tenor, Kai windings and Maxie's piano.

Be Still TV

Sung by the Ventures-styled take-off on "You Call It Madness" - playing the same vocal-horn deal and the same piano.

AL ROLL GARNER

Applaud 289

Rollel Garmner in Paris

Fine jazz origina by Garner is tackled in his distinctive style. Another worthwhile piano solo in the are.

These Foolish Things Remind Me of You

Modified recital and extremely musical albittet, not strictly commercial. Garner pushes this side into the collector's drawer.

RICHARD TUCKER

Col. 1353-259

O Sole Mio

Rollo in this plotter are station folklore re-er-ried getting home pop play. This one is "There's No Tomorrow," and the Maxie tenant's rendition of the original is a good experience in the LD 238 type.

Mattinata

Rik's "Your Breaking My Heart," and Tucker's interpretation is a stirring, ringning bit of tendering.

VIENNA PHILHARM. MONIC ORK. HERBERT VON KARAJAN, COND.

Col. 1355-258

Mozart's Masonic Funeral Music in C

81--82--80--NS

One of the great master's little-known works, this has received an excellent recording intended for recognition outside the Master's Order, of which he was a devoted member. The music is profound, sensitive and has much of the religious quality of the work "Reges," an extremely worthwhile piece, beautifully played and recorded.

WILMA LEE STONEY COOPER

Col. 250--256

What's the Matter With This World?

86--66--66--64

This is a masterful solo work that deals with the condition of universal man. Good Sunday-night at.

Thirty Pieces of Silver

83--84--83--82

Miss Lee tells this song of Delilah's betrayal. Touching and effective.

Search Me, Lord

81--84--80--80

Searcher and rhythm of spiritual and gospel music has been rarely been performed and explored so successfully on wax. A wonderful record.

Wont Wonder About Him

81--83--80--80

Finn lead voice and a big swinging choir driven up lots of inspired excitement with a sounding spiritual.

The Little Wooden Church on the Hill

87--67--68--67

Sax solo and rhythm probing but not much else that is serviceable.

Jesus Is the Only One

66--66--66--66

Not much in the way of spiritual effort.

The Roberta Martin Singers of Chicago

Applaud 214

Only a Look

A fast song, strongly with much feeling and beat, and wails as the harpists moralize of the side solos. First-rate; now little if not the fine discus.

How Much You Can Bear

81--83--80--80

Excellent recording showing Roberta Martin to be one of the finest spiritual vocalists. She barely her singer's in an inspired diques.

CLASSICAL

RICHARD TUCKER

Col. 1353-259

81--82--80--NS

One of the great master's little-known works, this has received an excellent recording intended for recognition outside the Master's Order, of which he was a devoted member. The music is profound, sensitive and has much of the religious quality of the work "Reges," an extremely worthwhile piece, beautifully played and recorded.

WILMA LEE STONEY COOPER

Col. 250--256

86--66--66--64

What's the Matter With This World?

68--70--70--68

This is a masterful solo work that deals with the condition of universal man. Good Sunday-night at.

Thirty Pieces of Silver

83--84--83--82

Miss Lee tells this song of Delilah's betrayal. Touching and effective.

Search Me, Lord

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MACHINe 3056

November 19, 1949

The Billboard

COIN MACHINES

10c

ATOM

Write for Prices

Record Reviews

ARTIST
SELAH JUBILEE SINGERS
ELDER BECK & HIS RELIGION IN SHOE HYMNS
ROYAL HARMONY SINGERS
SAMUEL PATTERSON
JAMES AND MARTHA CARSON
FAMOUS WARD SINGERS
CLAURA WARD
THE CORINTHIAN SINGERS
THE SINGING CRUSADERS
ISABEL POWELL-WYNW TALBOT CHOIR
THE CHUCK WAGON GANG

LABEL AND NO.
Guthrie G-639
Apex AP-1119
Guthrie G-622
April 216
Savoy 4013
Savoy 4012
Loop 406
DC 8907
WMH 1054
 Salvation Dv-186
Columbia 20630

TUNES
I Cried Holy
Looking for a City
My Jesus Is All and All
Just Over the Hill
God Looked Down From Heaven
There'll Be a Great Day
I Want Jesus To Walk With Me
When the Saints Go Marching In

COMMENT
The Selah group knows its way with a spiritual and shows it on this side.
Effective spiritual chusing, begun solo by Brush and joined for a fast chorup by harmony by another.
From gosp- and spiritual music to an appealing one here.
A gangsta's staccato, impassioned phrasing is impressive on this side.
A standup: 'tis a beauty.
Maiden group done very well, with very good melody.
A devotional religious number.
As above.
Excellent spiritual group raising a big be$t and creates the proper feeling for the spiritual material.
Another off-the-beaten track spiritual, very well built and nicely.
A provocative etching which is well done.
A fine sacred recording.

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FACTORY REBUILTS
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NEW FUTURAMIC HOT COFFEE VENDORS

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EXPERIENCED JUKE BOX AND PIN BALL MECHANIC
Must Be Honest and Serious. No Drifters.
TEED KEY AMUSEMENT CO.
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Write for Complete List of Other Games
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
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715 W. 7th St., Cincinnati 2, Ohio
230 Jefferson St., Lexington 2, Ky.
603 Linden Ave., Dayton 2, Ohio
5111 E. Main Ave., Ft. Wayne 4, Ind.
315 N. Illinois St., Indianapolis 4, Ind.

WATCH FOR THE GRAND OPENING WE ARE NOW IN OUR NEW LOCATION STOP IN AND SEE THE MOST MODERN SHOW ROOM IN PENNSYLVANIA

WILLIAMSPORT AMUSEMENT COMPANY
233 West Third Street
Williamsport, Pa.
South American Export Scene Varies; Brazil Picture Is Bright

(Continued from page 83) over the $80,000,000 of July. Coin machines fall among the import items "discussed" by Colombia at present by a host of prior regulations. Continued high income from coffee in the few months may result in a relaxation of import curbs, Commerce says.

Peru Status Quo

There appears little chance that will revise its import controls within the next year. Food, medicines, farm tools and industrial machinery and the only U. S. goods that Peruvians are permitted to buy. Peru's foreign exchange consists chiefly of gold and silver, and her dollar supply is reserved solely for essential imports from the United States.

Coin machines are not banned to Uruguayan buyers, but the government there has worked out an exchange plan to restrict such purchases. On necessary items, the exchange rate is set at 10 pesos to the dollar. For nonessential commodities the rate is 2.45 pesos to the dollar. This means that the Uruguayan importer who wants a coin machine must pay about 50 pesos for an identically priced essential commodity. Comparison of advances little for a change in the next year.

The exchange situation in Argentina is extremely tight, and the immediate outlook for any type of U.S. exports to that country is very unfavorable. Commerce attributes this following the general depression in Latin America. Argentina suspended all imports for a two-week period and then set up a new import list. The list for which the Argentine Central Bank will issue exchange permits does not include coin machines. With an exchange permit no Argentine importer can purchase any commodity, so the absence from the import list of any items amounts to a ban on imports of such items. The Bolivian situation is in closely with the outlook for tin, which supplies the nation's only foreign exchange. World tin prices are on the downside at present, and Bolivia's foreign balance is shrinking.

Coin Machine Executive
August, 1949

Aunt Price On Used Game Soars to $143

$372.69 for 46 music boxes and 36 vending machines. Third of the 3,000 in stock, the list were Japanese coin mills. the coin machine in 15 new machines, $1,128,100 for dispensers and $3,622 for joker.

Six other nations purchased vend-

ers in August in addition to Vene-

zuela, Cuba and Japan. They were Mexico, the largest purchaser of au-

tomobiles, Philippine Republic, and Hong Kong.

Also, European coin shipments contained small dollar-wise coin in the amount of $497,356 for the third month. Swiss operators bought one new music box and 25 used games. British coin men ac-

counted for three jukes and a Ger-

man operator purchased one new music machine.

Since most of the music sales were exported in used jukes and vending machines, the situation is somewhat less acute. Both the British and the Swiss have reduced these two departments declined. Music boxes brought an average price of $27.50 per ton, while while Venezuela coin men spent an average of $38.10 for 219 refurbished jukes. July prices of coin machines varied from the $772 for the new Canadian machines to the $61 per machine spent by Mexican vending interests for 197 dispensers or several classifications. Game prices, however, continued to improve, with the August average of $1,076 per unit, over July sales at $1,101.

August totals brought the first rise in new sales to $1,094,372. A breakdown showed that $723,000 was taken by the coin market, vendors brought in $252,000 and games sales accounted for the remaining $129,300. For the year as of August a total of $1,494,372 was brought in, or an increase of $8,000,000 over 1948. Several favorable conditions prevailing could bring the complete figures for 1949 near the $2,000,000 mark. There is only a remote chance of sur-

prize. Most types of merchandise, including coin machines, may be imported into Bolivia, but the Uruguayan coin is also used by the government. None of the above may be paid for only with exchange obtained at the free market rate, which is now running about $1.1 per official rate.

The outlook in Chile is also poor. The Chilean budget was doing nicely until this past May. With an increase in the national chief export, broke. This resulted in import restric-

tions which act not only on machines except vending machines and these are limited by the usual exchange gimmick.

Effect of the general European de-

valuations has not yet been sufficient to make possible an analysis of the Latin-American market yet. Commerce said. The effect, however, is more likely to be unfavorable than favorable to U.S. goods, the department predicted.

The inconvertibility of various cur-

rencies is having a favorable effect on U.S. sales in the Latin-American market, Commerce stated. In previous years it was usually possible for a Latin-American country to convert its goods in the European market to dollars on sale on U.S. goods. This would have been much more difficult to accomplish today because of the universal shortage of local money. Giant sums must now generally be spent on goods which can be bought with pounds.

The long-term effect of the present bonanza trade Latin America is worrying the Commerce Department more than the immediate effect. Exporters fear that the dollar board will build up the habit of trading with Europe in preference to any other buying source with this country since the South Americans are recovering from their exchange shortages.

Nut Crop Estimates
WASHINGTON, Nov. 12. - The Agriculture Department has predicted that the 1949 production of oranges, walnuts and filberts will be smaller than the record 1948 crop. Prices may be no lower than in 1949, however, and may even be the lower. Agriculture said. A price decline seems certain, especially if there should be relatively larger imports of lower priced nuts. The 1949 crop of tree nuts is estimated tentatively at a record $50,000 tons, slightly larger than the previous record in 1948. 

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Why worry about someone else taking your profits when you can install ACE Locks on your equipment?

No other lock offers you all these safety features: ACE 7 pin-tumbler locking mechanism with over 80,000 key changes. ACE round keyway that prevents insertion of forcing tools into the lock. ACE round key that makes unauthorized duplication virtually impossible. ACE round key blank that is never sold uncut to anyone. Changes registered in your name so that you can get duplicates from the factory.

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Sensationally Different! EVANS' BLACK DIAMOND OUTPLAYS ORDINARY REEL CONSOLES 2 TO 1!

Here are the outstanding features that are setting amazing new records for appeal and entertainment: Fascinating new eye-catching symbol, entirely different from conventional fruit symbol. High awards on single coin played. From 2 for 1 to 20 for 1. Guaranteed jackpot on single coin play. $10 on 5c play! Jackpot payable in tokens. No extra coin build-up required to win high award and guaranteed jackpot. 5-coin head—5 individual payout cups. Available in straight play—straight 3c play—combination 5c/6c and 2/5c flat play. Special club payouts available.

Beautiful cabinet in American Black Walnut and Golden Maple. custom designed and made by Evans.

Get Evans Black Diamond on your reel machine locations now for the absolute top in profitable action!

Begin Quality Output on New Gottlieb Game

CHICAGO, Nov. 12.—Following extensive field tests, the five-ball game Basketball was placed in quality production this week by the Gottlieb Company, of Chicago, director of advertising for the D. Gottlieb Company, announced.

Setting all the action of a regular basketball game to five-ball play, the new Gottlieb product covers a regulation field goal and foul shot scoring of the sport and high score, thus giving patrons the chance to win replays. Players making hits on the game obtain points, beginning with a 10,000 points on each hit. After each has been completely contacted it counts as a one ball, when the game bumpers jump to 30,000 points. After the fifth ball has been turned around, two special kickout points and one roll-over switch give free play on the board. High score runs to 5,000,000 points.

On the game's other scoring set-up, players hitting the field goal scoring one point basket area register two points as in regulation basketball and also gives a single point for each foul shot. This part of the scoreboard registers up to 39.

One of the new principles introduced on Basketball is a volley bumper which will automatically bump rubber bumpers placed together with the top one inverted. Balls guided to the volley bumper rack up many extra points on the main scoreboard. Other highlights on the game include an animated scoreboard and a hit ball, equalizer which gives players an comparatively low market, at the end of the fourth ball extra chances to win on the last ball.

New Service By Schneller

PHILADELPHIA, Nov. 12.—Note Schneller, Inc., novelty-game conversion house, introduced a new service which it heralds as the only of its kind on the market a conversion kit designed for operators use. The kit, first of a series, will convert the game Travel to Mandally, included in the kit are a multiple back play, bumper caps and several score cards.

Schneller: has confined its activities almost to the complete refinish and conversion of games in its plant here. It will meet the needs of operators desiring to modernize games for marginal-income slots, for which the cost of complete refinish is deemed unwarranted, according to firm officials.

French Vend Exec Here on Bus Tour

NEW YORK, Nov. 12.—Paul D. Chayla, a director of one of the largestering operations in New York, has arrived here last week to make a two-week tour of American amusement and game-insuring equipment and operation practices. Connected with the Society of Chicago, Chayla plans to visit equipment manufacturer in Chicago, and in Chicago, he plans to be made to get French import permits for U. S. vendors suitable for use in American arcades.

Chayla's company operates all vendors in the Paris subway system. He will spend part of his time here comparing this operation with the method followed in similar operations in the many machines in the city subways. He remarked that 25 per cent of the time is spent by the agency managing the Paris subway, that Chayla's company itself supplies machines and merchandises for use in French railway stations. But these machines are serviced by station caretakers, he said.

Twin-Bowl Set For Debut at NAAPB Show

NEW YORK, Nov. 12.—The competitive-play bowling game, Twin-Bowl, has been placed in production by the International Shuffleboard Corporation, Bill Rahmert, president, announced this week. The game, an improved model of the unit shown almost a year ago at the Machine Institute convention, will be introduced to the trade at the Park show, to be held in Chicago, November 27-30.

Two players can compete on Twin-Bowl at the same time. Using wooden balls, each bowls five frames. Scoring is the same as in standard bowling, with players rolling two per frame and extra balls for strikes and spares. The balls are delivered automatically to each player, one at a time, thus separate alleys. High scores are broken by the second player in skill pockets at the rear of the game. Each player is registered individually.

Major changes to the game, from the unit shown earlier, include re-positioning of the scoreboard and alteration of over-all dimensions. The scoreboard can be extended to and to the rear of the playing field. Twin-Bowl is 11 feet 3 inches long, 20 inches wide.

$10.00 and COVEN ALL EQUIPMENT IN A-1 SHAPE THE FINEST AVAILABLE CITAINE $299.00 JOINT $149.00 CUBS, REG. $199.00 COVER EXHIBIT EXHIBIT DOLLAR $199.00 275$ CLOVER BELT 55 DOLLAR 195.00 CLOVER BELT 25 DOLLAR 195.00 SHUFFLE ALLEY 50 DOLLAR 195.00 FIVE BALLS Trinidad $49.50 Gold Ball $10.00 Indianapolis $49.50 Winslow, Ind. $49.50 Jersey Shore $49.50 Myrtle $15.00 Manhattan $49.50 Chicago $49.50 Milwaukee $49.50 $59.50 $69.50 $79.50 $89.50 $99.50 $109.50 $119.50 $129.50 $139.50 $149.50 $159.50 $169.50 $179.50 $189.50 $199.50 $209.50 Coven Dist BITING CO., 3111 ELSTON AVE., CHICAGO, ILL. ATTENTION — FOR SALE nearly new 25 cent machines, wired inside set-up, including record racks, spare equipment, most recent models. Any reasonable offer will be considered.

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<thead>
<tr>
<th>Slot Machines</th>
<th>Prices</th>
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</thead>
<tbody>
<tr>
<td>Silver Bullets</td>
<td>$399.50</td>
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<tr>
<td>Silver Bullet</td>
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<tr>
<td>Wurlitzer 1015</td>
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<tr>
<td>Wurlitzer 750</td>
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<tr>
<td>Alcom 400</td>
<td>$275.00</td>
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<tr>
<td>Alcom Fiesta</td>
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<tr>
<td>Alcom Deluxe</td>
<td>$75.00</td>
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525 S. HIGH ST.

PHONOGRAPHS

<table>
<thead>
<tr>
<th>Phonograph</th>
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<tr>
<td>Seeburg 47M</td>
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<td>Seeburg 46M</td>
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<td>Wurlitzer 1015</td>
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<td>Wurlitzer 750</td>
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<tr>
<td>Alcom Coronet 400</td>
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<tr>
<td>Alcom Deluxe</td>
<td>$75.00</td>
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All Phonographs and Games clean, ready for location. 1/3 deposit, balance C.O.D. We will buy for cash F.P. Cansoles.

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Two machines on one base. New LAGE capacity globe holds 350 MORE balls of gum. Sample unit (2 masts.) $22.50

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<tr>
<th>Item</th>
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<tr>
<td>Coin Counters</td>
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<td>Brackets, Each</td>
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<tr>
<td>Stands, Each</td>
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<td>Leaf Ball Gum</td>
<td>$.28</td>
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<tr>
<td>Boston Baked Beans, Per lb.</td>
<td>$.25</td>
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<tr>
<td>Charms, Mixed</td>
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<tr>
<td>Silver and Copper, Per M.</td>
<td>$5.75</td>
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<tr>
<td>DOUBLE CROSS BAR, Each</td>
<td>$1.75</td>
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<tr>
<td>TRIPLE CROSS</td>
<td>$2.00</td>
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<tr>
<td>PARTS FOR ALL VICTOR MACHINES, MODEL &quot;V,&quot; UNIVERSAL AND TOPPER</td>
<td>$65.00</td>
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</table>

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VICTOR TOPPERS

<table>
<thead>
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<th>Model</th>
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<tr>
<td>ST-10 Toppers</td>
<td>$10.75</td>
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<tr>
<td>#1 Toppers</td>
<td>$10.00</td>
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</tbody>
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With plastic globe 50c extra each machine ad-val.
One of the most pleasant sounding words in the dictionary is B-O-N-U-S. Everybody loves a bonus, likes to hear the news that one is coming to them. Bell machine players like a bonus, too; that is the "extra something" they receive when B-O-N-U-S appears in the upper window on front of machine. This is achieved by the spelling out of the word as the letters come up in correct sequence on first reel. Bonus Bell gives the player his regular Bell awards plus that "extra something."

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