The dive-bomber crash pictured above has been one of the reasons for the success of Jimmie Lynch and His Death Dodgers the last 14 years. During the 1949 season the troupe played 211 performances to well over half a million people. Earl Newberry, Jimmie Van Cise and Leo Overland, who handle the Lynch booking chores, already are at work lining up the 1950 route, while Lynch is planning still new thrills with the use of convertibles to pack grandstands from coast to coast.
What Listeners Want at 1950 Fairs

In Ohio, Indiana, Kentucky, West Virginia and surrounding areas the fair goer is most likely a WLW listener. What he wants most in Fair entertainment is to see and hear in person his favorite radio entertainer from the Nation’s Station... he prefers the personalities he knows. For top attendance in 1950, plan now to feature the favorites on one of these great shows—

“MIDWESTERN HAYRIDE” and “WLW ON PARADE”

For information write, wire or call Manager Ken Smith of WLW PROMOTIONS, INC.

CROSLEY SQUARE
140 WEST NINTH ST., CINCINNATI 2, OHIO
PHONE CHERRY 1822

THANKS!...

To all you Fair managers with whom we had the pleasure of working in ’49. In 1950 we are looking forward to an even more successful season by providing your Fair with talent that is known to our listeners—who ARE your Fair Goers.
Talent Crisis in Coast TV

Lush New Miami Copa All Set To Gun for Year-Round Haul

By Barry Gray

MIAMI BEACH, Nov. 19 - With Miami Beach beginning to take on the bluish hues of what could be a blooming season, the confusion as to whether the Copa City spot will open definitely over.

Weekmen have erected a tremendous new sign and it's lighted from dusk to dawn. In addition to the large dark title it has over-size, five-pointed stars outlined in red and blue tubing into which will be put the names of the stars and featured acts as they appear. The whole building, only 11 months old has been furnished with a coat of paint, and this is the least of the overhaul, what with the changes made within.

New Cocktail Lounge

What formerly was the broad-cast lounge, which used to have WKAT airings with four hours of start, politicians and personalities gabbing at the nine-o'clock 11:30, is now converted to a 300-seat cocktail lounge designed to provide a better view of whatever performer will use it.

Weiner plans to use the large room for an Earl Carroll-type display of color and plenty of flash. According to previous booking, one name act will be used as the draw with.

Upstairs in the lounge where Jack Eigen disk-jockeyed to a jammed room there was an equally eager mob who just wanted in. But it was a tremendous turnout, there weren't (See Durante Terrific on page 41).

Schnozz Boff:

Copa Bow Like Lush War Days

NEW YORK, Nov. 19 - The Jimmy Durante preem at the Copa cabana was the biggest black tie event of the week. The place was packed and everyone was in a happy mood.

Upstairs in the lounge where Jack Eigen disk-jockeyed to a jammed room there was an equally eager mob who just wanted in. But it was a tremendous turnout.

Incubator Snatch

NEW YORK, Nov. 19 - Maxie Rosenbloom, current at the Chantilly, started off on what he said was a new stand, and haltingly admitted he forger

Victor's Bow and Plumes

BEACH, Nov. 19 - Victor, who is definitely going to move, will begin the new season at the Surf Ballroom. The plans for the new season are being outlined by Victor, who is definitely going to move, will begin the new season at the Surf Ballroom.

Packagers Hit Hard as Names Hold Out for $400 for Buttons

No Work for Buttons

By Alan Fischer

Hollywood, Nov. 19 - Video packagers here are faced with a thinning line of available names and a new name talent, heretofore available to the films. The latter is the result of the film industry's hard times. The latter is the result of the film industry's hard times.

Zee Is Sesqui

Shows Head Midway Open

Post on Contract Basis

WASHINGTON, Nov. 19 - The National Sesquicentennial Commission forged ahead this week with plans for their 1940 Freedom Fair, announcing appointment of Allen Zee, as director of entertainment. Zee, president of Loew's Capitol Theater in New York, will be charge of the fair and pageantry of the exposition.

Bon Bon Tunnell Gets Prize

For Rallying Behind Freedom

PHILADELPHIA, Nov. 21 - That radio disk jockey for so much more than his work on the air was a hero of this week, the award of the 1,000th year for the late Jan Switt, incorporated many public service features in the program for the Negro community, and cement their relationships with the community.

While essentially a disk jockey show launched by the station August 31, the former disc jockey for the late Jan Switt, incorporated many public service features in the program for the Negro community, and cement their relationships with the community.

Bon Bon, who conducts the Bon Bon Show on the independent WDSU station here each day from 11:30 a.m. to 12:30 p.m., was selected third in a contest, the nation's radio networks. The award jury, chaired by Dr. Harold E. Stassen, president of the University of Pennsylvania, here was composed of judges, justices of the State Supreme Courts and a number of Negroes.

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In This Issue

Sale of WNEW Ends Bulova's Radio Empire

2-Mil Deal Stuns Industry

NEW YORK, Nov. 19 - The sale this week of WNEW, New York, to a group headed by William S. Cherry, Jr., of the Cherry & Webb department store in Providence, R.I., owners of WNIB, Chicago, and former head of the WNEW, New York, to a group headed by William S. Cherry, Jr., of the Cherry & Webb department store in Providence, R.I., owners of WNIB, Chicago, and former head of the WNEW, New York, to a group headed by William S. Cherry, Jr., of the Cherry & Webb department store in Providence, R.I., owners of WNIB, Chicago, and former head of the WNEW, New York, to a group headed by William S. Cherry, Jr., of the Cherry & Webb department store in Providence, R.I., owners of WNIB, Chicago, and former head of the

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AGWA Withdraws From TA

Dunne Asks Bigger Bite; Fight Ensues

Actors Are in the Middle

NEW YORK, Nov. 19.—The sudden withdrawal of the American Guild of Variety Artists (AGVA) from Theater Authority (TA) Thursday (16) and the court case that will find every actor caught in the middle.

Henry Dunne, AGVA's delegate to TA, demanded a larger share in that body of all railroad business, which is cleared, and from which it collects a 15 per cent cut. The docks collective fall here, but not on the following basis: Out of every dollar's gross business to the one are showbiz unions that make up TA. These include practically all the talent agency; the Screen Guild's AGVA's cut, which goes to its sick and workers, was approximately 5.6 per cent. Dunne demanded AGVA's cut be raised to about 19 cents on each dollar, or 3 per cent of the total available to the contributory unions.

TA at first refused and Dunne made three dramatic exits from the meeting. He was called back the first two times. The third time, the doors were closed before the grand exit, however. Dunne demanded an increase that would be equal to (See AGVA Quits TA on page 41)

S&J Icer 1926 9 Days in Cincy

CINCINNATI, Nov. 19.—Shipstald & Johnson's ice outlook this second appearance this year at Cincinnati seems to be promising. On Monday (16) and Tuesday (17), the boys closed a record-breaking business for the past six weeks, and when they opened a second (18) and third (19) it is expected that the boys will shatter all previous records.

The boys were so busy they had to have a second show every day. The second show started at 11 a.m. and lasted till 12.30 p.m. The third show started at 5 p.m. and lasted till 7 p.m.

Shipstald-Johnson Icer
At Garden for 10 Days

By Rob Francis

NEW YORK, Nov. 19.—Eddie and Roy Shipstald and Oscar Johnson lighted Madison Square Garden for their annual ice follies, so the arena will be filled with handsome blue and white ice and given over to the bladers thru November 29th. This report has sat in on most of the Shipstald-Johnson ice extravaganzas, and has never yet witnessed a bad one. When it comes to originality in cooking up an ice show, the boys never let you down. Now, Shipstald and Johnson have done this time. The newest edition to the group lives up to the standard of its predecessors—in some respects it seems a little better.

There is no show or effort that can be done on skates—by this time it seems impossible to think of anything more. But the boys have a way of combining specialties which, while a few simple props are added, become really starting production numbers. They also have a knack for dressing up ancient routines to give them a completely fresh presentation each year. This approach, plus the fact that they know the industry with the precision of a blad show croupier, results in an over-all balance of beauty, skill and comedy. This year's effort, from the opening eye-filling ballet, In a Venetian Garden, to the final number featuring those productions' cuties, the Follies, in something having to do with totem poles, is thusly an ice fan's dish.

Skaters Are Old Pros

Practically all of the featured skaters are old stalwarts. The Schottwald Twins (Jouanne and Joyce) are on hand again for precision dios and to pair with the Schmitt Twins (Ray and Roy). Roy Schmitt also has a mid-winter single program of his own. Likewise present are such blade lights as Monica Moran, Mae Mor, Ramon Ruth Take, Betty Schalow and Hazel Franklin. Harris and Phyllis Ludwig and their familiar still-skaters number and Harris solois in a dressed.

See Shipstald-Johnson on page 41

Hurock, Godfrey and Schwartz
To Review Showbiz Trends

NEW YORK, Nov. 19.—"Billing Entertainment" is the over-all title of next Tuesday's (22) November Showbiz Helps March of Dimes

NEW YORK, Nov. 19.—The community and industry drive for the National Foundation for Infantile Paralysis, which at the press of a button is known, here, is headed by Joe Horgen for the Motion Picture Equipment and Services division; Webster trim of Janssen Piano Manufacturing Company, for the Musical division; Rudy Carnoli, of United Scene Artists, for the Scenic Arts and Costume Designers Fund; David Ziegler, for Jules Ziegler Agency, for various agencies; Jerry Kernwein, of the Lyceum Theater, for the Theatrical Press Agency division; and Joseph Potash of Potash Inc., for the Theater Ticket Agencies division, and for the Theatrical Photographers division.

Lee to Burton Stable

Hollywood, Nov. 19.—Falk Stables, Inc., owner of Lea, has offered a personal management contract by which he is to manage Lee Burton this winter, marking firsthillbilly-to-juton-the-A-bable. Past was inked following a preliminary agreement as result of his Capitol waxing of Mule Train. Deal is to spot "Lee" in motion pictures currently on the fire, according to Burton.
Chi Agencies Lose Big Dough In Lever Move

CHICAGO, Nov. 9.—The Needham, Louis & Broghty and Laird agencies may lose millions of dollars in the new division of the Peoples' division of Lever Bros. Company as the result of an announcement here this week that offices of Peoples' will move to New York after January 1 as part of Lever's new activities in its new Manhattan headquarters. Charles Luckman, Lever president, has insisted that Peoples' use agencies with New York offices after the change. Whether the agencies has an Eastern branch.

Althea spokesmen for Needham and Tatham would not comment, it was learned thru reliable sources that neither would open New York offices. Althea Peoples also uses Feet, Cone & Fielding and J. Walter Thompson, it appears unlikely that they would get additional billing as well that there's no room to advertise in the potential two agencies. Where the Needham and Tatham has go could not be learned here, and while it was not made official, the decision would not be made until near Christmas.

Needham now has the Peoples' toothpaste, toothpowder and Raye shows which, if sold, would be considered an excellent business.

NBC Outlines New Policy For O. and O.'s

NEW YORK, Nov. 9.—The National Broadcasting Company, for the first time, this week had managers and execs of its owned-and-operated stations in New York for a meeting on budgets for the next year and in addition, for their cooperation to run the new operating plans for its O. and O. stations. The policy was outlined by Jim Gaines, NBC's director of owned-and-operated stations.

NBC is making a basic change in its philosophy concerning operation of the stations. The stations will be regarded as virtually autonomous operations. This includes the servicing of the network. Hereafter, if an NBC (See NBC's New Policy on page 15)

NBC May Fry Egg At The North Pole

NEW YORK, Nov. 9.—The National Broadcasting Company (NBC) is planning to stop production within the next six months or so on special events that involve the North Pole. The decision is based on two factors: One, the fact that NBC-affiliated stations at the Pole have dropped out of the air and two, the fact that this would result in loss of the North Pole newspaper nationally.

Accordingly, NBC is now lining up a crew of drifters in the drift on the side. The network's upcoming holiday schedule will be made up of such activities as flying an airplane over the Arctic Circle on Christmas Eve, and such semi-dramatic presents to Eskimos. NBC figure: the shows will pay off both by publicity and a profit in larger ratings.

Bulova's Radio Abduction Finalized by Sale of WNEW

NEW YORK, Nov. 9.—Arde Bulova, 69-year-old bachelor, who has held the last and top radio property, WNEW, for over $2,000,000, got into radio around 1938. He then got 100 watts from a device used in radio which he was manufacturing at the time. Fourteen years later, he started divesting himself of his stations, selling three of his six that year, and another shortly afterward. The remaining two, WNEW and WOV, New York, were both sold this year.

At press time, all the prices of the sales were not available. However, the Bulova sales shape up like this:

WNEW, New Haven, Conn., sold to Harry Wilder in June, 1944, for $213,000.

WOOP, Boston, sold to Cowles Bros. (Look magazine), for $252,000 in October, 1944.

WPEN, Philadelphia, sold to The Philadelphia Bulletin, now owner of WCAU and WCAU-TV, Philadelphia, in December, 1944. And since sold in $90,000 Drug claim interests. Reported sale price to The Bulletin was $620,000.

WNEW, New Britain, Conn., now WONS, subsequently sold to YIO, New York.

WOV, New York, sold to Richard O'Dea, Ralph Well and Arnold Harlow, in the 1946-1947 season.

WNEW, New York, sold in November, 1948, for $2,000,000 plus.

Most of Bulova's gross sales prices, in which partners in most cases figured only with minority interests, probably total $4,000,000.

How much less—and it certainly was considerably so—his original investment was, the decision was made by the Bulova estate.

Assuming $2,000,000 to be the WNEW price (property other than $50,000 right, not to be affected the partners), Bulova and his WNEW partners, Milton Bulow, advertising agency owner, and Vincent Dailey, New York politician, each stand to lose nearly $200,000.

Bulova, reputedly one of the wealthiest men in the U.S., is likely one of the few men of his position. The sales success his watch product is tied closely with the success story of Milton Bulow, who popularized the now standard B-1-L-O-O-A-VA timepiece. Bulova's interests spread into many other phases of manufacturing and real estate and during the war he was a major producer of war material, including fuses and oil pumps. He also designed and bought many jewels for the government and built a plant to turn them out.

His telephone and airship interests, up to 1947, amounted to about $500,000. It has him going into a Fifth Avenue hotel in New York, trying to get a room and, when unable to buy, to rent the hotel instead.

Brief and Important

Last-Minute Digest of AM-TV News

Rod and Gun Seg May Quiet Mutual for NBC

Mail Pouch Tobacco Company is reported considering a move of its "Rod and Gun" and "Robin Hood" series, now scheduled on the Mutual Broadcasting System (MBS) to the National Broadcasting Company (NBC). The show, now airing at 8:30 p.m. Thursdays, would get the 10-15 p.m. Monday time slot on NBC, following the Bill Stern sports show. If the deal jells, it will leave NBC with only 39 minutes of unsold time until December 26, NBC, scheduled for Monday slot, currently filled by the Martin and Lewis Show.

Ziv TV-Filming "Cico Kid"
The Frederic W. Ziv Company, radio and TV package, is hard at work on location, filming 53 episodes of the "Cico Kid" series for television. The outfit has set up shop at Phoenix, near Palm Springs, Calif. John Sinn, New York topdog of Ziv, has been visiting on the set, watchng production.

Sheaffer Pen To Drop "This Week in Sports"

Sheaffer Pen Company last week decided to drop "This Week in Sports" from the network after December 13, the end of its first 13-week cycle. The program, on each Tuesday evening 16-10-35, is owned by Tele-News which furnishes sports film for the show.

Lewis Gets "My Sister Eileen" Video Rights

Video rights for "My Sister Eileen," former legit and film hit, have been secured exclusively by Richard Lewis. Sale will be handled thru the Bernard L. Schubert office. Pitches to webe and agencies will begin shortly.

Watchmaker's Radio Empire Now Dissolved

R.I. Syndicate Tops 2 Mil

(Continued from page 3)

A Los Angeles syndicate that for the last few years has been over $2,500,000, and its profits, altho never disclosed, are considered sizable in view of its classy and economical operation.

End of Bulova Empire

The station's sale marks the departure from radio of Arde Bulova, who earlier this year sold his major interest in WOV, New York foreign language outlet; Bulova's radio empire at one time consisted of six properties along the Eastern Seaboard, often viewed as the nucleus of a coast-wide chain.

The sale, which eventually will bring up to $2,500,000, has been estimated $2,350,000 and $2,500,000, is regarded as strong refutation of the claim by Bulova's estate that the station was unprofitable.

The group purchasing the station, in addition to Chersy, who is president of the new company, WNEW, Inc., includes Charles F. Knowles, president of Andrew Carow and Investment banking) and Harold B. Tanner, attorney, all of Providence. In addition, Brothers, now general manager of the station, and Ira Herbert, who was Bulova's "substantial" interest in the new company. Neither of them now has any interest in the station.

Exit Blaw and Dailey, Too

Present stockholders in WNEW in addition to Bulova, who controls 70 per cent of the stock, are Milton Blaw, head of the advertising agency of that name, which owns WNEW, and Vincent Dailey, WNEW's top property, who has 10 per cent.

It is reported that the final sales price of WNEW has yet to be determined, pending settlement of certain assets. Another factor in the transaction is the WNEW transmitter (See SALE OF WNEW on page 15)

CBS Considers Sullivan, Burns For 5-Min. Spot

NEW YORK, Nov. 19.—Ed Sullivan and Bob Burns are among the talent possibilities being considered this week by Columbia Broadcasting System (CBS) for the five-minute period across the board following "House Party," when that show shifts over from American Broadcasting Company to CBS during the next coast-to-coast network broadcast only this one night of a talent panel by CBS (CBS) for the five-minute period.

The possibility also exists that Ed Sullivan may move his show to move in its move, show by a taped show featuring Vaughn Monroe and Danny Thomas (CBS) for the five-minute period. In addition, if Sullivan is used he will air Hollywood-Wide Broadcat chucks: Burns, if used, would air his boogie humor.

The Billboard 5

November 26, 1949
NAB, MPAA Form United Front on Mutual Issues

WASHINGTON, Nov. 19.—A united front for team action by the National Association of Broadcasters (NAB) and the Motion Picture Association of America (MPAA) on all mutually related legislative and governmental issues affecting the industries has been seen formally for the first time in the history of the two industries, it was announced at the creation of a joint committee by the boards of both organizations in the last week. The authorization for the new committee emerged as a major development midway through the NAB's conference this week which also sounded the anticipated death-knell for the broadcast industry as a whole when the Board of Regents (BMB) was officially dissolved, but proposed a new reorganization to take over the existing commission agency on a financial basis in which subscribers would hold stock.

The board of directors decided to retain Broadcast Advertising Bureau (BAB) activities as the legal body of the NAB for the present, but left the door open for deliberations at the board's next meeting as to whether it would be possible to determine whether the BMB is to continue to function as a separate entity, the NAB-related, status. NAB's board also moved to add two television representatives to the existing committee of the Motion Picture Association (FMA) to meet with the NAB's representatives to discuss the present rates, called for a new international radio location pact and tabled a study on the possibility of NAB appearance before various administrative agencies.

Joint Committee

The MPAA and NAB will co-operate closely not only in censorship matters, but in other fields as well, including the collection of taxes, labor-management relations and the like. The committee of five fickers and five radio representatives was appointed and charged with the task of setting up the joint committee to meet with the NAB, NAB's board dioxide.

In wiping out the BMB in its present form, NAB hopes to establish its new audience measurement agency, the NAB board stated, and to revamp the committee structure of its NAB committee. The board agreed with the committees that a basis for a new board, a new Board of Directors, had been laid. The NAB board determined that the board of directors should be comprised of representatives of advertisers, ad agencies and broadcast management, and recommended that the board proceed with research studies as determined by its executive committee.

The board voted to rescind a previous action which set up plans to discontinue the Broadcast Advertising Board and agreed that it will remain as an NAB department. The NAB board, however, abolished the BAB board and took over the direction of the BAB policy.

Anti-Social Medico Show May Hit ABC

NEW YORK, Nov. 19.—A network radio series of controversial intimacy of the Medico variety is in the offing for ABC. ABC's Medico foreign for the present, but left the door open for deliberations at the board's next meeting as to whether it would be possible to determine whether the BMB is to continue to function as a separate entity, the NAB-related, status. NAB's board also moved to add two television representatives to the existing committee of the Motion Picture Association (FMA) to meet with the NAB's representatives to discuss the present rates, called for a new international radio location pact and tabled a study on the possibility of NAB appearance before various administrative agencies.

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Colgate to Expand Radio; Will Adapt AM Shows to TV

NEW YORK, Nov. 19.—Colgate-Palmolive-Toilet, now representing 19 radio and TV networks, is making plans to increase its radio business. An important factor in its plans is the attempt to develop a new network, which will be made available to the public on any of the radio networks. The network will be called the Colgate TV Theater, and it will be broadcast for five hours a week.

The network will be aimed at the highbrow market, and it will feature plays and other dramatic productions. The network will be under the direction of producer-director Jack Warner, who has been associated with Colgate for many years.

The network will be available to any radio station in the country, and it will be distributed through Colgate's existing syndication service. The network will be broadcast five nights a week, and it will be available to any station in the country on an exclusive basis.

KLAC Topper Hails Jarvis Tel LAYOUT

"Answer to Daytime Video"

HOLLYWOOD, Nov. 19.—KLAC-TV's General Manager, Fred Fedderson, this week hailed the Al Jarvis daytime telet low (The Billboard, Nov. 19) as the "answer to daytime" and also considered his convictions by upping station rates after last year's disaster event. Fedderson backed up his move by releasing results of special Hooper and other ratings taken after show had been aired for one week.

Hooper's tally revealed maximum tune-in audience for a two-hour period-cost to be 12.0, with KLAC-TV's total audience of 86.0. Average rating for entire three hours was 9.1. In the show was 1.9 shares of which, as KLAC-TV snagged 76.5 per cent of audience.

Pulse survey showed maximum audience again of 19,000 with KLAC-TV's highest share, of 9.6. Average tuning for all three hours was 6.9 and average share of audience for quarter hour segment was 10.7.

In releasing the figures, Fedderson said that KLAC-TV's gross daytime rating now 19.3, is slightly below the station's minimum test rate. "Accordingly, we estimate the rating's probable audience 15,000, as compared to the program's primary audience of 15,000," he said. "We estimate the program to deliver to the advertiser, effective impression of 15,000.

New rate will range from $12 for 15 minutes to $60 for a half-hour, the minimum commercial, less frequency discounts. Rates first set were $13 for 10 minutes, $25 for 15 minutes and $60 for two minutes.

KLAC will now be sold by its own competition, KFIV-TV, hereafter only station airing daytime, also hired rates, effective immediately.

KFIV raised its rate from $170 to $210, half-hour rate from $90 to $120, and one-minute rates from $3 to $5. Station claimed increase in (See Jarvis Tel Layout on page 15)

AFRA's Delayed Broadcast Fees Up For Hearing

HOLLYWOOD, Nov. 19.—Right of Association of Former Employees of Radio (AFRA) to charge a fee for delayed off-the-air broadcast will receive its first test hearing when the matter is brought to arbitration within the next two weeks. AFRA has been granted a two-weeks' extension on its applicability on broadcast fees has been part of the AFRA's claims in recent years, but the union had never been contested by an employer. AFRA is instituting arbitration to avoid possible court action, and an alike Don Fee is expected to be signed.

Matter arose when AFRA asked its standard off-the-air fee ($8.25 for 15-second spot) of hearing parties. AFRA, two-a-week set aired off-the-air, was against the hearing, and demanded that it be held after its broadcast came to the East. Agency informed AFRA that it was presented by Don Fee is expected to be signed.

AFRA's claim, that it should be paid only as a percentage of the fee made on the broadcast, not as a percentage of the broadcast itself, was raised by the AFRA and the matter was referred to an AFRA arbitration commission sum of fees.

Outcome of arbitration is of vital importance to AFRA, and it stands to lose a source of considerable revenue. Money spent on the broadcast in the Straight Arrow case alone has been the $7,000 mark. AFRA claims that the broadcast fees had been part of its contractual relationship with employers, and had been never before refused.
Lum and Abner have pull

...With the critics—who call the program "indestructible comedy...socks over solid."

...With the people—13 million of them on an average listened to the program last season.

...With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

...By changing from a 5-a-week quarter-hour daytime format to a weekly half-hour program, and by moving into CBS' strong evening schedule, Lum and Abner skyrocketed in six months from a 6.0 to a 15.2 NRI rating.

...And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

CBS PACKAGE PROGRAMS
Tillstrom Changes Vacation Plans for Kukla, Fran, Ollie

CHICAGO, Nov. 19—Kukla, Fran and Ollie, Chi-originated TV show sponsored by RCA and Sealtest on National Broadcasting Company (NBC), probably will not take a winter hiatus of eight weeks, it appears. This week following conferences between Burr Tillstrom, show's owner and originator, and executives of RCA and N. W. Ayer, Sealtest's agency, both RCA, which has the show three nights a week, and N. W. Ayer are now recommending to Sealtest that they allow the show to vacation in summer instead of winter.

A few weeks ago Sealtest, which has the show two days a week, had asked that the show take a winter hiatus to allow the ice cream company to do a selling job during summer, its peak season.

Tillstrom, however, thought a summer hiatus would be better because a winter cut-off would result in loss of viewers during a normal peak TV season. Also the show that lost might be hard to get back when the program returned.

Now it is practically certain that Tillstrom will take a six or eight-week vacation in July and August. There seems to be no doubt, either, that Sealtest will remain as a sponsor, but because the company does not have a large enough TV budget, Tillstrom will pick up the third day which RCA plans to drop shortly, even though the ice cream subsidiary of National Dairies had an option on the period.

Indie TV Packagers To Meet On New Policies, Leaders?

NEW YORK, Nov. 19—The Independent Television Producers Association (ITPA) is scheduled to hold an emergency executive board meeting on Thanksgiving Day. The meeting is regarded as likely to reorganize the leadership and some of the policies of the group. The packagers' group has been virtually dormant recently because of the time spent by packagers in the past few months and the membership growing recruee over lack of unified action on pressing problems.

One of the major issues to be faced under the expected new regime will be the serious difficulties in which TV packagers now find themselves, according to the Billboard, November 12, what with networks unwilling to air packaged shows sustaining, unless an outstanding name personality is involved. Also to be considered is the expansion of the ITPA to include many top TV packagers not hitherto signed, including Frederic Ziv, Martin Stone and Wilbur Stark.

The last few ITPA meetings drew very sparse attendance, with less than a quorum showing at the most recent one. The group treasury also is said to be depleted, with members holding out for a potenial course of action before backing in. The possibility also exists that membership regulations may be changed to attract more members. It would be TV packagers rather than those already established.

AM Vs. TV, and NBC

The reorganization currently under way at National Broadcasting Company (NBC) has produced one strange commentary on the change of attitude now in effect in the industry with respect to AM and TV. For some months the general attitude was that, come reorganization, "I want to get into the new TV side." And I'm sure gonna feel sorry for the guys left in AM. They're really gonna feel the heat out of this one.

No so any more. New indications are that for far the greater feeling is to favor remaining in AM or working in NBC's AM unit. The thinking behind the NBC move is that AM is going to be paying the freight for years to come, and that NBC will virtually automated AM stations. AM will have little more say around the joint. It also means that AM will be the more stable and more secure of the two elements.

More Questioned

Another theory behind the thinking is that growing feeling that television may never be a profitable operation investor as networks are concerned and that NBC's AM stations will be virtually all of the U. S. airways— they're exciting to be with, but never make any dough. The wind-up is a sort of glamour vs. security situation.

Still another aspect of it is that in favor AM is concerned, NBC is still the heart of the TV operation. So NBC will be remaining that, or close to it, for the foreseeable future.

Remember when tele was going to run radio off the face of the planet.

Brief and Important

Last-Minute Digest of AM-TV News

Conciliator Foley Steps Into KCBS, AFRA Fuss

Federal Conciliator William A. Foley last week moved into the controversy dispute between the American Federation of Radio Artists (AFRA). Foley intervened when Harry Pollard, AFRA counsel, reported that station management had refused to consider wage increases for six announcers. The contract expired October 31.

Admiral Inks "I'd in 3 Dimensions" on KTTV

Admiral Radio, in conjunction with Hollywood and Los Angeles TV dealers, last week signed to sponsor the Mal Boyd-Robert Joseph KTTV video show "In Three Dimensions," featuring Alan Mowbray. According to Boyd, who will incorporate his interest in the weekly 15-minute program made to the Mal Paramount-Budig-Morgan-Bovd Company, negotiations are also under way for Admiral to back the show on a national basis, pending, of course, results of the local operation.

WFY Makes Counter-Proposal to Nets

The Radio Writers' Guild (RWG) last week rejected a offered of a package deal made by the nets in an effort to come to some agreement on a contract covering news and continuity staff writers at the web. Instead, the RWG has made a counter-proposal which will be considered at a joint meeting with employers Monday (21) and J. R. Mandelsbaum, the federal mediator. The RWG has already taken a strike vote.

Logan, Burnett Form Marketing, Flack Firm

Chuck Logan, former producer for Feature Productions, has joined a new marketing and public relations firm, Burnett & Logan. Burnett has been executive editor of Advertising Age and editor of Industrial Marketing. Presently with a group called The 5 WH-5BBM.

Garrowey Cuts 15-Minute Kine Audition

Dave Garroway cut an audition kine Thursday (17) for his projected new 15-minute across-the-board video show. The star was filmed by National Broadcasting Company in an effort to cement a pending deal for the show with American Tobacco Company, for Lucky Strikes. The format is understood to be considerably less elaborate than Garroway's current 15-minute show so as to bring in less with Luckies' potential budget.

Wrigley Gum Buys CBS "Luigi"

The Wrigley Chewing Gum Company last week purchased "Life With Luigi" for sponsorship by the company. This AM-TV show will be a new Chi marketing, advertising and public relations firm, Burnett & Logan. Burnett has been executive editor of Advertising Age and editor of Industrial Marketing, Presently with a group called The 5 WH-5BBM.

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Cooper To Concert CBS's "Escape" to TV Show

Wyllis Cooper's first assignment as an executive producer for the Columbia Broadcasting System's (CBS)-TV operation will be to convert "Escape," CBS radio package into a TV property. Cooper will handle some of the week's best radio shows, and the CBS TV will probably do a kine of the show first. Cooper was brought over from the American Broadcasting Company, where he produced, directed and wrote "One Volume" for video.

NAB Backs Ark. Stations' Plea on Taxes

The National Association of Broadcasters (NAB) is hoping for a better break from the Supreme Court when it looks the plans of two Arkansas stations for a rehearing on an appeal from a State occupation tax. The status was lost on its first appeal to the high court, but cited by a "friend of the court" brief from the NAB will file a new plea. NAB figures the stations are on sound ground since the Supreme Court threw out a decree in 1936 on occupation tax levied on stations by the State of Washington.
TV PX SALVATION. RESALE

Residual Rights Must Be Kept By Producers

"Football Extras" Pays Off

NEW YORK, Nov. 19.—Makers of film for TV now realize that the only way they can get good, low costs being what they are, is to retain residual rights, since they are unable to resell their product several times. This already is being done successfully in some cases, perhaps the outstanding examples being the United World shorts, filmed for Procter & Gamble, and the series of 92 dramas filmed by General Television Enterprises (GTE) Hollywood, Twentieth Century Fox and the American Broadcasting Company (ABC) also going in for resale on Crusade In Europe, the film series based on Gen. Dwight Eisen- hower's book.

The grid series by United World (UW), TV subsidiary of Universal-International films, was made originally for American Tobacco Company in 1941. The 10 shows, running five and one half hour-long episodes each, were aired last year by Landmark TV stations, with two other stations using most of the series. This year, with rights reverting to UW, the pix were put out for sale to stations and local community TV stations. Each episode is shown in 67 1/2 per cent of total potential income, inasmuch as prices are based on market size. It is expected to be bettered next year when the films will be sold the third time.

Talent Crisis in Coast TV; No More Work for Buttons

Civil War oldtimers who have been working since the 30-day limitation enables swift release action rather than after a year's wait.

Costly "Crusade"—Crusade in Motion, expensive 30-week 30-minute series which must be amortized by several showings. (See TV Pro Salutions on page 12.)

GLOSSY PROFESSIONAL 8X10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards Top-notch quality. Extremely low prices Standard sizes. Please specify. 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list. Samples, etc.

MULSON STUDIO Box 1941 Bridgeport 1, Conn.

So You Wanna Be an Actor? "Robe" Will Pay You $23

NEW YORK, Nov. 19.—With tele costs skyrocketing and with web and packages being asked for at least one web program, The Black Robe, gets its talent dirt cheap, but the average contract is $23 per show, with the non-pro talent glad to get the job. The Robe is typical of the unorthodox manner in which the program's personnel is recruited. However, once the sheep is the actor playing the judge in the mock courtroom forum, the actor is literally picked up on the streets by members of the Phillips. Lee packaging operation, A paper survey noted whose appearance is sufficiently bizarre for the type of role. The actor is handed a card inviting him to appear for a failed interview. This telecasting invitation notes that "the actors in this show are people like you, people who never have acted before.

Upon auditioning for a role potential participants are pressed by an emergency actor is needed in a hurry he is paid taxi fare as well, although sometimes cash is paid if hardship is obvious, as is frequently the case.

Orientation

Those responding to the preliminary invitation, upon arrival at the casting room, are given a handout detailing some facts about the show. The script states that the program is a court scene, night court. The general idea is based upon one of the pre-war, government-faltered false flags. The golden rule is brought out by the judge who is a kindly, fair, elderly man who scolds theIngredient to the workhouse, others excuse or gives a suspended sentence.

The instructions also state that those picked will be given the packages first to read over and then told back to the auditions. "We don't want you to steal packages," the agents are told, but "we do want you to be properly dressed as you can't dress like your own wife." They also are notified that those accepted may be called for interviews the day following the photo then is taken and the card carried. Would-be actors are paid, besides $3 for the initial audition, an additional $10 for the two rehearsal and $10 more for camera rehearsal and appearance on the show. The average fee is on the show is $23.

"20Q" May Hit 2-Web Simul On AM and TV

NEW YORK, Nov. 19.—First network simulcast is due to be held between the TV side aired on another network two Tuesday evenings, Rruston Lighthers, who bankrolls the radio version via Mutual Broadcasting System, is in pursuit of a deal with National Telecasting Corporation for simulcasts airing the video side. The package is controlled by WOR, New York, and the contract for the TV side has been seen locally on both WOR and TV.

Time period will remain the same, 8 p.m. Saturdays. First simulcast probably will come some time in December or in January. Grey Advertising is the agency.

WOR-TV Switch; Now Buying Its Pkgs. Straight

NEW YORK, Nov. 19.—WOR-TV, which switched to NBC in September, a few weeks ago, this week revealed it has changed its policy in connection with buying its packages from producers. The station, which had been buying packages in deals whereby the station and package owner shared the income, deriving from the sale of participating spots, now is buying them straight cash deals, with increases due when packages when the shows go commercial.

The station found out soon after the change of network that the old policy would not work out, because of buying preferences of sponsors. Most of the stations bought packages, covering different availabilities, rather than strict adherence to one program or set of programs. Under the new plan, WOR-TV is giving the packages from where it buys minimum guarantees, with producers still continuing as employers of the talent used in the shows. WOR-TV is also assuming the responsibility for agencies and full television facilities for TV packages and ad agencies to try and set the package, after the cease control over the packages it air.

Early in 1950 WOR-TV will allow the producer of packages from where it buys to book commercial sponsors in advance, and covers facilities for TV packages and ad agencies to try and set the package, after the cease control over the package it air.

"Blackouts" Set As First Big Sat. Night TV Show

NEW YORK, Nov. 19.—Video viewers will get their first big Saturday night program when Don Murray's Blackouts begins its career on January 7 from 8 to 9 p.m. for Budweiser. The program will be on alternate weeks is expected to cost from about $1,000,000 for time and talent.

The Columbia Broadcasting System (CBS) owns the Murray Blackouts, but it will have the comic billed as a "smoke break" and full telecasting facilities for TV packages and ad agencies to try and set the package, after the cease control over the package it air.

Murray also has a deal with the web whereby he shares in the profits of the show's network revenue. The network revenue being split among the five stations of the network. On the spot, Murray is selling to station each advertising rate, plus the fee he takes on the spot, on the promise of the heavy program budget involved.

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than the $2000 or $4000 or $6000 a week that's been budgeted. The trouble is that the long, tedious, complicated work of planning it all is done. And the people at the top have got to think about the real low of the lowest conceivable cost per sale. The paper material behind the real low of all this is the man who's spending the money and has to think about the real low of the lowest conceivable cost per sale. The paper material behind the real low of all this is the man who's spending the money and has to think about the real low of the lowest conceivable cost per sale. The paper material behind the real low of all this is the man who's spending the money and has to think about the real low of the lowest conceivable cost per sale.
We've Got LIGHTNING in the BOTTLE
In Hollywood “Everybody's” Watching

KLAC-TV
LUCKY CHANNEL 13
DAYTIME PROGRAMMING
Here's the Biggest News That's Hit Television

HOOPER RATINGS
At the Beginning of the Second Week of

AL JARVIS MAKE BELIEVE BALLROOM
The First Television Program That Dares To Be Different

HOOPER RATINGS SHOW

<table>
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<tr>
<th>Rating</th>
<th>Average Tune-In</th>
<th>Highest Two-Hour Average Tune-In</th>
<th>KLAC-TV Average Share of Audience</th>
<th>KLAC-TV highest Two-Hour Share of Audience</th>
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PULSE RATINGS SHOW

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<td>20.5%</td>
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“Everybody’s” Climbing Aboard the KLAC-TV Band Wagon

“EVERYBODY’S” LISTENING TO

KLAC
570 on Your Dial

DAYTIME PROGRAMMING

Take a Look at These Batting Averages

HOOPER RATING SHARE OF AFTERNOON AUDIENCE

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<th>Network Station</th>
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<td>5.6%</td>
<td>6.6%</td>
<td>3.2%</td>
<td>2.2%</td>
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(Latest Available Hooper Figures as of August and September)

YOUR BEST BUY IN TELEVISION AND RADIO IS KLAC AND KLAC-TV
ONLY 5 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. DEMPEWOLFF, 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 M. RAMSEY, Procter & Gamble Productions, Inc.
9. RICHARD G. RETTIG, Vice President, Whitchall Pharmaceutical Company

agencies

1. WILLIAM A. CHALMERS, Vice President & Radio-TV Director, Kenyon & Eckhardt, Inc.
2. LEE COOLEY, Director of Television, McCann-Erickson, Inc.
3. WALTER CRAIG, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
4. WICKILINFE W. CRIDER, Rotten, Burton, Durstine & Osborn, Inc.
5. GEORGE F. FOLEY, Jr., Television Director, Newell-Emmett Company
6. KENDALL FOSTER, Television Director, William Esty Company
7. C. D. GUIDEROD, N. W. Ayer & Son, Inc.
8. TOM F. HARRINGTON, Ted Bates & Company
9. FRANK B. KEMP, Assistant Media Director, Compton Advertising, Inc.
10. CHESTER McCRAVENICK, Doherty, Clifford & Sheenfield, Inc.
11. LINNEN 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 any or all):

☐ Sales Promotion ☐ Audience Promotion ☐ Public Service Promotion ☐ Audience-Sales Promotion
☐ Network (nationally) ☐ Network (regionally) ☐ Clear Channel Network Affiliate ☐ Regional Channel Network Affiliate ☐ Local Channel Network Affiliate ☐ Non-Network 500-1,000 Watts ☐ Non-Network 1,000-5,000 Watts ☐ Non-Network 5,000-20,000 Watts ☐ FM: ☐ Television ☐ New Station.

We expect to have our entry in by __________ (_____, and Please Make It as Early as Possible)

Name ____________________________
Title ____________________________ Station ____________________________
Address ____________________________
City ____________________________ State ____________________________
Famous Jury Trials

Reviewed Wednesday, (16), via WABD and the DuMont television network, 9:30-10:30 p.m. Style—Drama. Sponsored by Chevrolet. Directed by Frederick Ewald agency. Produced by John Clark for William S. DuPont, Director: Charles Harrell; Cast: Milton Herman, Guy Tano, Betty Fumrose, Eugene Tuck and others.

Famous Jury Trials was one of radio's more durable properties, but in its transition to tele also proved that a property once popular is dull TV fare. Only in the case of Jury, it so dull as to be almost comic, and so awkward in performance and general production as to be rankly amateurish. This is a case where Jury should not be quartered.

In radio, it seemed perfectly okay to have witnesses and defense attorneys fighting or defending themselves in frenzies or as prosecutors or defense attorneys might be frightened or belligerent or whatever. Such things do not look almost farcical. Especially when, as on this show, the judge is played in comic style, with the judge snapping out his lines as tho he were playing a B third to a Young Goodman. Initially, the TV version was done in a courtroom setting only, but now a flashback to the original courtroom in the help, but the general level is so hopelessly low.

Chevrolet commercials are in keeping with everything else, and consist mostly of long-winded and rather callous pitch on dealer service by an announcer. The treatment is real bright and the Chevrolet chicken is real all right.

This show was followed later in the evening by wrestling matches. Quite interesting, tho, in their own right, as the acting and writing were better than in Jury. Jerry Frankel.

Lights Out


Admiral Radio Television is not just advertising a line of Televisions but a line of Telephones, too. Its current commercial is not only a nomenclature relationship to its classic radio previous, but it is advertising its own telephone as a commercial. Basically, the fault, as evidence, began with the ad Monday (14), is that of typical commercial advertising.

But there is also a serious inconvenience on the part of the character, Joe LaRue, film heavy, who plays the part of a narrator, even tho he appears only at the open and close. In a good, moody and atmospheric opening he sets the scene for the story.

Prairie Song Parade

Reviewed Tuesday (25), 9-9:15 p.m. Sponsor—The National Broadcasting Company (NBC)-built commercial. Produced and directed by Budger Pack. Written by Lawrence Schary, Joe Pyne. Cast: Dusty Walker, Music by Paul Sells and Joe Enie. Lookers who lean to Western folk tales find here both amusements and entertainment. Simple and direct, Dusty Walker's 15-minute sketch is high on musical proficiency and not much on comedy.

Error in Concept

More important than the error in the Lights Out concept, in radio, there was no limit to the macabre the narrator's voice could carry, for radio plays to no limit on imagination. That doesn't go over in TV, as the minute an actual set and actual character, it establishes confines. Thus, the idea, the model, is doomed. But it is a model for a short story, for a novel, a story of the mind.

Admiral commercials are straight ahead, fresh, the tele stars actually and easily instatement buying. Jerry Frankel.

Crime Correspondent


Crime Correspondent is a pseudo-national paper with daily reported sounds and one of those abundant but unfertile amateur sleuths here. However, if the series were programmed as actual reporting, it would probably not be a good cops-and-robbers dash. Under listeners. Last Friday's episodes, tagged Squeeze Play, filled Larry Mitchell, crime reports against the crime itself. The sequence tied off with the murder of the gang's trump mathematician was that the lawyer had taken down the account of his murder in an attempt to get the guilty conscience. The murder was tied to a murder. The trial was on to the trial. Mitchell set out to track down a moppet pegged as the main suspect. The trial was closed when John West offered to defend him. However, how not another clue is to be the real murderer and Mitchell finally trapped him, via a handy ruse. The trial was closed. Mary opened the trial. The guilty conscience was made a poli-tically related event. Most in the cast keyed their performances to the comic strip plot and dialogue, which work when the player who young guy manages to get the story, fairly convincing. Musically the show was fair superior to its origin. The imaginative music was so good. If only it was a little less dramatic pacing.

Mary Bundy.

We the People

Reviewed Friday (11), 8:30-9 p.m. EST. Sponsored by Gulf Oil via Young and Rubicam on the National Broadcasting Company. Directed by Daniel Sanders, the Resident Director, Larry Rosson, Associate Director, Leonard Benzer, Associate Director, Joe DiClements, Co-Director; Dan Seymour, Guest, Jack Dempsey, the Inventor of the Gulf Oil, Monroe C. Nick, Jack Holt, Irene Rich, Doze Schuyler, Jimmy Durante, John McGiver, Joe E. Brown, Wilton Felder, Louise Post, Joe Mankiewicz, Jack Galvis, Gordon Douglas, Ivan Tors, Rosemary Clooney, Johnny Mack Brown, Patti Page, Marguerite Chapman, Karen Spring, William Algo, Lloyd Corrigan, Chief Executive Officer, MRS. OSCAR BRIDGES, Inc. Marketing.

Alto has the living video was quite static, action-packed film clips, complete with commercial-style narration, made the TV version of We, the People Friday night. Too much polish, too broad appeal for every Whipple.

The show featured the unusual line-up of a big-time 'people' from business, the press, movies, television, radio, music and motion pictures, political. The show featured a big-time 'people' from business, the press, movies, television, radio, music and motion pictures, political, musical, and more, with an unabashedly amiable, yet somewhat insistent, the show's performance, with a good-looking audience of entertainment. The 14-year-old English boy, brought over by a group of ex-G.I.'s, was the only real star, but he was the best performance of any part. His open, direct, and unpretentious singing of his own material was a rare and unusual performance.

"Not!" at Bastogne

A blust in plug for MGM's new war film, Private Life, is the most notable for the appearance of polished film producer Doran Baizley. But the man who was much the milder model for the film's demand for surrender at Bastogne in 1944. Considerable scenes involving the history of the show and showing of historical news photos of McMillen's private life, the tailing of the 101st Airborne Division.

In his thick speech and unexpressive face, Jack Dempsey isn't aTelevision's most obvious star. But his frank com-promise in this film is a fine, convincing. "I just forgot to go back for the other half of the box.

An unassuming Richard Rich radiated her usual ageless charm, along with the usual plug for the show. George C. Scott, a bit unsavory, was the mayor's aggrieved legatee given the role of the song, and her co-wink at the camera was out of character.

OKay

Cowboy star Jack Holt underplayed his part with Seymour and fared better in "OKay." The cowboy film actor also displayed a nice pitch for his first kiddie book, "OKay." Holt and Mimi Benzell, who tour the nation doing an imitation of the cowboy, have provided a short change of pace with a vocal duet on Tell Me, Pretty Boy. Holt displays a remarkable comic ability, and the duo will be successful for a long time. Also the stock flirtation routine was lacking.

The smooth Gulf Oil commercials were all but 100% well made. The emphasis was on the promotion of the film, and the tone is one of humor and genuine "change now" copy writing.

mankshaw brackets. As it is, tho, bank-roller is getting his money's worth from Walker.

8x10 Glossy Finish

PHOTO FINISH

$1.50 EACH 250-150-50-25-10
No NEGATIVE
1000 CHARGES OF ANY KIND & LOTS BALANCE C.O.D. QUALITY
GUARANTEED, SEND NOW FOR SPECIAL TELLED FEES!

167 Church St, New York 7, N.Y.

PHOTO FINISH

PHOTO FINISH

QUANTITY PHOTO CO. INC.

BROOKLYN 2, NEW YORK

167 Church St, New York 7, N.Y.
November 26, 1949

The Billboard

RADIO-TELEVISION

13

PROGRAM COMMENT

Utile TV News Clicks

One of the big mysteries of the Chicago television industry is why NBC's new show, "The Utile TV News," remains unsponsored, for the Monday thru Thursday night show is being telecast in over 100 stations well known for years as a local NBC or CBS radio commentator and brings in an impartial, deeply analytic style to his completely independent program.

Added are helpful slides, pictures, and charts arranged by Bill Ray's Heads-up NBC central division news desk. This is the first time in a while Utile interviews Midwesters in the area. Comments about the show have one to see to completely keep up with the news.

TV Weather Report

When the NBC central division Weather Desk put a TV weather forecast and comments show a few months ago, skeptics said the program was only going to be a "summer fling." That subject matter would be too dry and scientific. But Clint Youle proved the skeptics wrong with "The Weatherman" show, which he airs at 11 p.m. weekdays on NBC's Chicago TV station, WNBN. Youle puts on a show that has a helpful information, a conversational discussion, and important success-producing elements - informality. Altho there is no doubt about his subject, the somewhat hesitant delivery makes him appear to be as mystified about weather as the average viewer, thus creating a bond between the television audience and weather. In keeping with the aura of informality are the commercials, which have shown Youle to be free of problems and successful baking thru use of the sponsor's product, Ceresta Flower. The show's sponsor is an aggressive and straight selling messages by a professional announcer.

WRGB's 10 Years of TV

WRGB (Schenectady) program supervisor Al Zink is to be commended for putting together an integrated show to celebrate the station's 10th anniversary of commerce. In keeping with the aura of informality are the commercials, which have shown Youle to be free of problems and successful baking thru use of the sponsor's product, Ceresta Flower. The show's sponsor is an aggressive and straight selling messages by a professional announcer.

Levant Aids "Who Said?"

Oscar Levant proved a boon to NBC's "Who Said?" show when he put the show's weekly airing over NBC-TV. Previously on exhibit in the radio show, "Who Said?" in the days when which he displayed his rare collecting of records, musicals, and otherwise, he did the same thing on "Who Said?". Not even the show's more prim and proper viewers are inclined to identify by people recent quotes, stopped him. He not only asked the question, but he also read the show with wit. The show also has been saved from the usual "overkill" often produced by the participants who indulge in endless lists and stories of trivia.

Wayne King SEq S7S

Altho it started out as one of the best TV shows ever to originate in Chicago, the Wayne King show on WNBQ and a Midwestern NBC TV network has slipped in quality. There are some segments which are now considered to be too short in the program. King might be one of the best orchestras leaders in the business of radio-television, but he has a telegraphic appearance and does not have acting ability. The show was scheduled in the program floor, scenes in master control, the projection room, at the program's studio, not at all the that could be focused on. The keynote was action, with the result that speeches by General Elec- trig (GE) officials were kept to a minimum. But what was said was more than sufficient and was good for community relations. For instance, one of the officials explained that the company has been very liberal in its relation in the area, and Dr. W. R. G. Baker, general superintendent of the show, that color television was at least five years away on a national basis and that viewers could expect to see a few white-and-black sets with assurance that they wouldn't be out of date.

For the commercial and sustaining shows were on hand to demonstrate a rehearsal or a scene. Awards about the shows were introduced some time during the presentation. Touring down one of the sets proved to be more interesting and livelier than many of the staged shows.

ACTS WANTED

Western and Hillbilly Units and Artists for same. Other units and acts write. (Southern radio station.)

BOX D-265

Cincinnati 22, O.

Genuine High Glossy Photos

Write from your regular post office

In price of any price

24-HOUR SERVICE ON REQUEST

10c by Mail Post Office

For all purposes. Free rates for 100 or more.

Mail by J. K. Riegseer, The Man Who Photographs)

Photographs

Shepard St.

454-456-466

We Deliver What We Advertise

SHORT SCANNINGS

NBC cronies of George Frery, the web's director of television sales, told of his 25th anniversary with the network. Highlight was Syd Elsage's account of Frery's golf match at Greenbriar last September, with Joe McConnell, just before McConnell became NBC's president. ... George Benson exited the Mutual sales department this week.

Announcer John Tillman is pacted to air the commercials "Voice of the Stars" program, "CBS Comics on Parade," both sponsored by the News Syndicate over WPIX.

Picker actor Roscoe Karns, who recently made three Plymouth auto commercials, via TV film, for N. W. Ayer in Detroit, signed a radio-TV contract with NBC's "Special Features." His new agency will peddle the "Roscoe Karns and Inky Poo" video show around town. ... Leonard Zilmer, formerly with William Morris Joes Ted Adams, has been added to "Donkey Varieties." One takes a nine-week hiatus, beginning Friday (18). The show is slated to resume in same-slot January 21, with cast and crew intact.

John Sinn, of Ziv Productions, returned from the Coast last week, ... Ed Fishbey has joined Bill Harmon's production staff at Don Mull's "Row Center" show, ... Evelyn Lawrence, formerly with DuMont and more promotion field, has been appointed head of the Cromwell Advertising's new television department, the agency.

A flock of new starters joined WOR this month including Albert H. Jaegers, formerly NBC newsman, as news writer; Martin Kaen, WOR sales manager; Frank Snow, former director of WBS and MEN, now TV sales service assistant to Robert Marks; WOR director of sales.

ATTENTION, ENTERTAINERS

100 8x10 Prints

for $9.50

Please Postage

NO NEGATIVE CHARGE.

50c on orders under $1.00.

If you want reproductions that have satisfied customers from coast to coast from quality. We are so fine that the quality. We have been in business 23 years.

QUALITY PHOTO SERVICE

Fenves St. Bal 42

BRISTOL, CONN.

Phone 4015
TV SERVICE PACTS DOOMED?

Per-Visit Fee May Supplant Term Contract

Held Fairer to All Concerned

NEW YORK, Nov. 16.—A strong possibility exists this week that more than 3,000 independent radio and television servicemen, all operating within New York State, soon would end the practice of contract service per call. First move in this direction came when 600 members of the Association of Radio and Television Servicemen of New York (ARTSYN) agreed to accept without condition an national Machinists' material contract basis. Max Liebowitz, president of ARTSYN, said that this contract, which addition, one of the largest service companies in town declared this week that by the end of next year contract servicing would change to time and mileage rates.

According to Liebowitz, it is economically impossible for the independent contractor to make any profit in contract servicing.

Also Unfair to Set Owner

"We wouldn't do it," the set owner isn't getting a fair deal when he pays $3 per hour, or 50 per cent of the receiver's cost for service that he may not need. He is expected to lose a minimum of $1 per call for each succeeding year. If his set required a call every week, his call costs about $25. If his set requires five or more calls, then the dealer or serviceman will probably stop in and do a little free-will work, no matter how you look at it.

The large service company, doing contract work for department stores, clubs, etc., would be expected to occur again in the future, a check of dealers in this area revealed that practically none included the price of service and installation in TV sets. All agree that, during this period of concentration, there being heavy demand and short supply, there is no need for such a practice. People will buy sets at list and need no inducements in the form of hidden give-a-ways. This was general agreement, however, that more of such a practice today is an inducement for people to sell goods tough again.

In the past this practice has usually resulted in the sale of small-screen sets or receivers of little known manufacturers. Here it was used as an inducement to unload sets hard to sell.

Manufacturers were that the situation were unwarranted, in the main. Most agreed it made little difference if they wanted to demand installation and service in set prices. They insisted, however, that if and when it is done, demarcation between actual cost and allocation for extra service be highly indicated to prevent over-pricing or to hide price cutting.

Panama City, Fla., Nov. 19.—A novel twist in trade-in advertising copied that has proven an hit to the Southern Electric Supply Company, local radio, record and appliance dealer, resulted in much extra publicity and plenty of sales. The telecast announcement brought in a "bring in anything you want to trade".

Utilizing screwy copy, in keeping with the unusual offer, Southern Electric promised, "Bring in your old dog any old shoes or clothes lying around the house. We'll trade any set of tubes or box for new electrical appliances." The offer not only drew scores of letters, but many listeners actually came to the store with old furniture, vegetables, livestock and a number of pantry items dutifully evaluated and soberly accepted trade-ins.

The offer is made over the local radio station at 7 a.m. daily, Southern Electric's 

... and More Companies Termed Materially Impossible for Even Little Practice Away...
November 25, 1949

RADIO-FRAME-TV MERCHANDISING

The Billboard 13

SHORT CREDIT PUTS SQUEEZE

RMA To Ask
FCC Caution
in Color Move

Earl Freeze Lift

WASHINGTON, Nov. 19.—The
Federal Communications
Commission (FCC) will be cautions again by the
Radio Manufacturers' Assn. (RMA) at this time
for color TV, since no FCC rules are
as yet available or manpower made
for color TV. The FCC has been
asked to rule, and a hearing has
been held by the FCC on the issue.

Moore

DuMont reported net earnings for the first 40 weeks of 1948 as $255,000
interest and expense. The company's directors also declared a
preferred stock dividend of 25 cents a share and a common stock


dividend of 40 cents a share.

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STARRS IN THEIR EYES
Payola Renunciation Draws Cheers, Jeers; Tin Panners Vow They'll Never Pay Again
By Jeff Weiner
NEW YORK, Nov. 19—With the Warner Pubbies' Herman Starr leading the way, tin pan alley this week ended its campaign to pay the managers of music publishers. Starr, a music business bel-wether of renown, touched off the mass abduction of payola when he assembled his professional staff and informed them that as of date, once and for all, the firm would not countenance play-for-pay, but that any employee caught in the act would be dismissed. This dictum was dispatched to the four corners of the music publishers holding company domain, with all domain employees alerted to the new policy.

This stirring scene in the newly revived opera, Payola Must Go, enkindled the sympathies of most of the leading publishers, and they qualified to support their own production scenes of their own. When questioned by The Billboard, most of them admitted that they had had a conference, a group who claimed that it had given the cause-and-destroy order to its staff the other insisted that it had not been guilty and that no such orders were necessary.

Olmans Co-Operators
Abe Olman, head of MGM's Robins, Feist & Miller, said that he would be happy to co-operate with the Music Publishers Contact Committee, and also to agree to their drive. He had met with his professional manager and notified him that all his pluggers were to be adhered to the union rules. Gratuities in any form were to be considered "kickbacks" fees. The out-of-town reps were to be specially watched. Lester Sandy, of Santy-Joy, said: "We haven't been paying since we signed the new contract with the union several months ago."

Bernie Goodwin, Famous-Parrish's head plugger, said that he was not qualified to comment, but that the union rules would be followed. He had been paid off by the company.

Bonnie's Law SauIl Bonnier, of the Bonnier Pubbies, could not be reached for comment, but an employee said that the rule had been laid down there—no more payola to be countenanced.

Lester Sandy, of Santy-Joy, said: "We haven't been paying since we signed the new contract with the union several months ago."

Bonier was paid off by the company.

Oberstein Aims At 75c Disks
NEW YORK, Nov. 19—Blf Oberstein, general manager of Bluebird's disk business has confined his activities to low-priced wax, will go into the 75c disk field in the first place of the year. Oberstein will revivize his Hit label to handle the 75c disk business.

Oberstein claims that he has linked up with some of the most talented people in the business to secure his name in building an initial catalog for the embryonic disk industry.

Cap Holds Up "Bibbidi" Plate
NEW YORK, Nov. 18—Capitol Records has agreed to hold up the release of a disking of Bibbidi Bobbidi Boo, a tune from a forthcoming Walt Disney film, Cinderella, following the application of a December 1 ASCAP-enforced restriction date on the song. The distillery has already run off a batch of copies of the tune and shipped sales samples. But on notice from Fred Raphael, chairman of the Disney music division, the distillery had decided to wait for the court decision, and the distillery has decided to withhold the disk from jockeys and stores until the court decision. Other waxing on the tune have been made by Dinor Shore on Columbia, Jimmy Dean on Victor, and Richard Marshall on Decca. Other waxings on the tune have been made by Dinor Shore on Columbia, Jimmy Dean on Victor, and Richard Marshall on Decca. Raphael has slated the introduction of the Cinderella songs for two consecutive Club 15 shows, probably on December 1 and 2. This is the week, Raphael says, that he will start his campaign

Seek To Protect Jobs
NEW YORK, Nov. 19—The song pluggers, apparently having won the much-needed cooperation of the publishers, have begun their push against payola, are turning their attention to the large record labels, who do not pay off on 1 cent or 2 cents. "When I go bankrupt," said the indie, "I'll only get 1 cent, so why don't pay off on 1 cent?"

Levy Realigns
Leeds, Duchess Staff Set-Ups
HOLLYWOOD, Nov. 19—Levy, Leeds, and Duchess, pubbies, this week realigned national professional staff set-ups in both firms, promoting a raft of people, from say new jobs and layoffs general and further organizational. Levy will henceforth commute between New York and Hollywood, spending most of his time in the latter office.

In the Leeds org. Don Gerson will take over as general professional manager, having in Hollywood for the past year. He will be succeeded by a former-tunemaster. The latter will join the firm in the capacity of publisher of country tunes-money payable upon release of the recording of the song. The publisher in possession of the letter is leased to the now New York branch. But MPPC wants it badly. Their keen interest is associated with the fact that if this branch is not leased, then the song can be banned by the would-be buyers and replaced by a disk jockey exploitation man.

Woody Herman To Disband Ork
NEW YORK, Nov. 19—Woody Herman will disband his big band after the appearance of his second record in recent time in recent years. Herman, who has been one of the few contemporary history of big-band jazz, will give up the music of working with a six or seven-man outfit.

The small Herman unit, which will accent entertainment values and more or less the showmanship of the big-band era, hope, is virtually set to debut in a November, 1949, at a sporting $1,000 per week figure for a four-week run.
WAXERS' PUSH DANCE

RCA Hypes 45 Promosh With "Free Album"

NEW YORK, Nov. 19.—RCA Victor has hyped its 45 r.p.m. promotion by presto-packaging "introductory albums" in seven-inch, full-sized, full-color disks which will be included at no extra charge with sales of the company's self-contained player (Model 247T). The player is priced at $99.95. The value of the introductory album is $10. The new merchandising program becomes effective November 25th, in time for the Christmas trade.

Dealer Survey Shows 33, 45 Players Outshine 78's

NEW YORK, Nov. 19.—For the third successive week, The Billboard's dealer survey of phonograph and record sales indicates that 33's and 45 r.p.m. players are moving into the lead over the 78's. The results of the market for the new speed records is reflected in a production of new sales records for the new disks as compared to 78's.

Savoy Signs Blues Talent

NEW YORK, Nov. 19.—Savoy Records has signed blues singer Felix "Posey" Perkins, an assisting singer to the present blues leader, Herman Lubinsky, has inked Johnny Callison, a singer, pianist, and composer; singer, pianist, and composer, Jimmy Corral, and singer, pianist, and composer, Errol Richman.

Merchandising Pays Off:

Stone Does Well by Folk, Both on Disks and in Store

By Lee Zito

LOS ANGELES, Nov. 19.—There should be plenty of encouragement for record dealers in the fact that Cliffie Stone, Capitol Records' Western artist, has enough faith in the country record field to invest his own money in a store exclusively devoted to the realm of folk recordings. In "a way," explains Cliffie, "I'm eating my own grub. And if it's good, it's got to be good."

Cliffie Stone has been "eating his own grub" record-wise for more than a year and a half, and has found it a most gratifying experience. Stone maintains a stock of 9,000 disks, which enjoy an inventory turnover of only 25 per cent, and which Stone "aims to have always in stock". The records are pressed in separate bins in alphabetical order under each artist's name. Williams prefers this system since he finds buyers are more at ease than customers. A customer is far more likely to call for the latest Spade Cooley or Moe Arnold record than on a certain tune byname. Displaying the stock in this fashion has paid off in added sales, Williams said.

With the popularity of square dance records rising its present crest, Stone has found it more than worth-while to pull all homedown selections from his stock and display them on a special square dance corner. This section is located on the length of the store.

 hamburgers, and New Market invasion will kick off with a set of diskettes.

Capitol Shuffles Branch Leaders

HOLLYWOOD, Nov. 19.—Capitol is restructuring its branch manager ranks. Walter Pagliara, former salesman among the group, is brought in from St. Louis branch to fill the gap at the Cincy office. At Cincy, who was transferred to sales in 1937, Red Rock, Warner's move, has been closed out and will be transferred to the disktry's Hollywood headquarters.

Mike Maitland transfered from records a year ago, is now at Cincy, replacing Max Colisson, who left the Cincy office to head the disktry's fifth regional office in Cleveland.

At Latuska, former Hartford, Conn., branch manager, is promoted to the Boston branch, replacing Rich-ard Welsh, who quit. John G. War-nier has been upped from sales to manage the Hartford branch.

Decca, Capitol, Col. Following Victor's Lead

Old Glamor in Comeback

(Continued from page 3)

chief, Dave Kapp, stated that the move is a long-planned effort which will be the company's first attempt at stressing old-time "music for dancing" arrangements. Blatters will differ from the first-rate arrangements will feature "dancing" rather than vocalists or instrumental features. The platters hope to fill only a demand for terpsters but also build a new wave of bands via the disk route.

"Operation Dancing"

Decca's "Operation Dancing" will feature bands selling the red hot records, all of whom have been selected for long-range planning. Jerry Gray, Dick Pierce, Sonny Burke, Sy Oliver, Vic Schoen and several others still unsold. In addition, the platters' big selling ors Russ Morgan and Guy Lombardo will use the disk route to provide more of the familiar style of contemporary ors new features. Decca's new novelty, which will be released at the se on 78-r.p.m. platters, but tunes may later be coupled into long-playing records.

According to Kapp, disk industry has long neglected terpsters, choosing instead to build their departments around convention recording groups. Dick buyers today will be put to find new material for home dance sessions, he says. With tele and other factors keeping the need for new dance material is highlighted even further, he points out.

Catalog & Merchandising

When vocalists are used, singers will be competent, but the rcl will get top billing as these are the disktry's Dance Parade series. The disktry's material will also be augmented by the release of catalog dance records in the form of jazz, blues, and novelty numbers. Bob Crosby, Glen Gray, Jimmy Dorsey and others.

Columbia Records, according to a-and-r chief Manie Sacks, has a long time long ignored the "merchandising" bands—but from within rather than building new groups. Examples of this are the disktry's Dance Parade series, the successful Columbia disktry's "Prom Get My Love to Keep Me Warm," etc. Others now blueprint disk work for Brown, Harry James and others on the disktry's roster. With James, Sacks intends to recapture the trumpetist's old style—circa 1936—Decca Yo-Yo, of course, will be de-emphasized. Columbia is also planning an LP disk (See Waxers Push Dance on page 29)

MGM Inks 3 More In Blues Expansion

MGM Records, which began a drive to build its blues and rhythm catalog a couple years ago with the signing of Ivory Joe Hunter, this week continued to expand in this department with the addition of a trio of new artists.

The disktry completed a deal to take Roy Eldridge, his trumpet star and singer, who is working as a sideman in the Gene Krupa ork. Also inked to wear pants were the Joel Shaw and Jimmy Davis and his trio.
LOW-PRICED DISKS IN STARK

Single Pop Sales Stymied By Dealers?

By Hal Weisman

NEW YORK, Nov. 19.—Dealers re- sisted an attempt to introduce low- priced record's invasion of the pop disk market. Some key men in the $3 to 50-cent disk business admit that the price-cutting measure has hit a dud in regular retail outlets. This primarily because dealers have been able to maintain or increase their 40 percent price level in order to collect the largest possible markup. As a result, the drive made a surprising effort to steer clear of the low-priced movement.

Ell Oberstein, dean of the postwar low-price market, told The Billboard that he concluded his purchase of Majestic Records' masters and merchandising a package at $1.25 saved his Vari- tary line Oberstein pointed out that a majority of the FM Composers, with their spring and summer recording business and dealer resistance has made a serious dent in Varsity's business. And, he added, the major portion of its retail business at its outlet was in chains and department store outlets, and the greatest portion of its business today is accomplished in these same outlets rather than in the regular retail dealers outlets.

Harmony Line

Oberstein also explained that the Harmony line, the 40-cent disk which he distributes for Columbia Records, which is being merchandised through chains and to regular disk dealers, has not done well because the discs have been promoted over the counter. But, as is the case with most low-priced labels, a Harmony record once the cheaper records are put in the regular dealer againsts them and prefer to sell 75-cent interpre- tations of tunes.

Lean Pickings

Other low-price wax lines—Vor- ecan, Spotlite, etc.—all have run into serious single pop pickings for envelope packages, and these do their best business via chain, depart- ment store and mail-order outlets. Spotlite has virtually given up in the single pop field, mainly because of the low cost of the Decca-owned low-price disk, has been operating on a conservative ba- sis, and has not been able to hold there has been a profit. (See Single Pop Sales on page 39)

Mercury To Cut Capsule Operas

NEW YORK, Nov. 19.—Mercury Records has cut 16-cm. capsule runs, whereby it would obtain the Ameri- can and Canadian record rights to a series of programs recorded in Europe, made in Europe with members of the La Scala Opera Company. The first batch of recordings covers excerpts from 18 operas, with each abbreviated libretto andenco. (See Mercury To Cut Capsule Operas on page 39)

Nitery Op Uses Ad Gimmick on Tele

NEW YORK, Nov. 19.—Frank Daley is taking a flier in video, ad- vertising his Meadowbrook nitery with a WATV 8-350 p.m. Monday ad for his Nitery show. Daley phones the Meadowbrook for banquet reservations and who mention the show will get a 25 per cent discount on the tickets. The show is being advertised from a studio mimicking the Meadowbrook decor. Ed Farley's band will play a 1920's style program, which is skedded for an experimental three-week run.

London Will Release U. S. Disk Abroad

To Bear Same Name

NEW YORK. Nov. 19.—The London Disk Abroad, a brand new London label for England and the United States, will be introduced. The London label will be used for London diskings cut in the United States by American diskers. The recent re- shuffling between American and English record companies whereby London obtained the right to record here, American Decca diskings were released abroad under the label of English Decca, London's parent company.

The plan is to send duplicate masters to England to material cut here by London. Artist royalties for foreign sales will be paid out of funds furnished by the American company. The London label, in a percentage of the sales. That is, if an artist is signed by London at a hypothetical 5 per cent of the retail price of the record, he will also receive 3 per cent of the foreign sale of the record, computed in dollars at the prevailing rate of exchange and paid by the London company here.

Publisher royalties, for the most part, will be taken care of on a reciprocally basis. Most publishers have representation abroad, and it is to pay the royalties to the English publisher. In the case of occasional Ameri- can publishers without foreign repre- sentation, it will be possible to pay them from England in dollars.

Deca Schedules Platte - Theater Event in Midwest

CHICAGO, Nov. 19.—Decca Records Midwest division announced an experiment with what may be a series of open disking parties in Chicago with the "Deca Platter Concert," to be staged at the Wisconsin Theater, Milwaukee, December 11. Thorne, Decca distributer manager in Wisconsin, in conjunction with Bel- man Schulz, Midwest booking agen- ter and Decca R.P., is setting up a mirabile of six regular diskers from the Fox chain theater. Five local diskers, including Joe Antell, WMZ, WMIL, John Reddy, WJYX, and Joe Branson, will take whistles of platter spinning during the entire program. Four diskers are current on Decca releases. There will be a talent show. (See Deca Schedules Platte - Theater Event in Midwest on page 37)

Gay Secedes From AFM Over Radio Interview Tussle

WASHINGTON, Nov. 19.—Na- tional repercussions are developing between Connie B. Gay, big-time hillybilly show operator, and the Ameri- can Federation of Musicians (AFM), Local 161. Hints of a possible split between the AFM local are being aired amid talk by Gay of a possible nationwide organization of hillybilly musi- cians, whose membership would emanate from the AFM fold. Gay, outlining the issues of the fight, made a strong defense of the fact that because the union's local board of directors has barred Gay from inter- viewing hillybilly performers on Gay's radio show, "Raidio Ranch," operating under the name of "Raidio Ranch, Inc.", Gay, a former high-bracket federal official who has developed a thriving side business based on his music promotion, revealed that he has received offers of millions of dollars as a result of his investigations which staged last summer's "5 percenters" investigation, but has turned them down. Gay stands ready to help the hillybillys of the United States. Manager of the House Agriculture Committee, voiced hope that AFM Prelito would intervene to remedy the situation. On the union side, there was no comment. (Gay is in New York City on the impasse, all the New York City diskers turned formally that gay has been placed on the "unfair list.

Trade as Reflected

The controversy, Gay said, has major national implications for the entertainment and labor world inasmuch as the row here, according to Gay's analysis, is but a reflection of other metropolitan centers, including Philadelphia, Chicago and Richmond, where AFM has been cracking down on radio show inter- vening hillybilly performers. In the right, it pointed out, has been long rankling in union circles as the "dirtiest secret" of the union's stand - and line longhairs to the rise of disking. Gay said that longhairs --fearful that hillybillys are going to the right--have insisted that there is no basis for such fears.

Gay, himself a member and former treasurer of the local American Federation of Radio Artists (AFRA), estimated the creation of a separate organization of hillybilly musicians would be possible, based on a national scale, that has already been given "strong encouragement for the formation of the well-known performers." In his letter, Gay said he has since his start as a promoter of hilly- billy shows and dances in the United States, has been involved with AFM musicians exclusively, paying generous royalties and was expert in the network of AFM laws. He said his policy (See Gay Pulls Out on page 39)

NBOA Plans Terp Promosh

CHICAGO, Nov. 19.—NBOA has an all-out effort to promote dancing through country and western music. The association has decided to stage the first fall meet of the Nebraska Ballroom Operators' Asso- ciation at Grand Island (14). Following the success of the Prince Nebraskan contest last spring, in which the Cornhusker terp operators worked out contests to select the best terpers to represent the State in the Cherry Blossom Festival at Washington, the NBOA has decided to duplicate the contest in 1940. Joe Maloy, of Ponny Filly Ballroom, has been selected as chairman of a committee which will stage a contest in Nebraska. The terpists from ballrooms over the State competing in the fox trot, waltz and square dance will be admitted at the first day of the event to determine the best terp in the state for the upcoming competition. Thirty-five members of the State group attended also heard talks, including one on the important role of public school dance teachers in the promotion of dance. The group has a number of local territories, including the Nebraska Federation of Musicians, of the state. (See NBOA Plans Terp Promosh on page 39)
DECCA CONTINUES TO BRING YOU ALL THE HIT RECORDS!

DON'T CRY JOE (Jenkins)
MULE TRAIN (Crosby)
'WAY BACK HOME (Crosby-Waring)
SATURDAY NIGHT FISH FRY (Jordan)
SHE WORE A YELLOW RIBBON (Andrews Sisters-Morgan)
I CAN DREAM, CAN'T I? (Andrews Sisters)

And NOW—ANOTHER SMASH DECCA DOUBLE

ELLA FITZGERALD and the MILLS BROTHERS

FAIRY TALES

AND

I GOTTA HAVE MY BABY BACK

Decca 24813
Price 75¢ (postpaid)

ORDER TODAY!
In the early 1950s, the Billboard charts were a vital tool for tracking the popularity of records. These charts were based on reports from music stores and other sources, giving a snapshot of what was popular at the time. The charts were an important resource for record companies, DJs, and music lovers alike. As the industry evolved, so did the charts, adapting to the changes in the music landscape.
Wow! He's added ANOTHER to his stack of winners!

Just out!

**Sammy Kaye**

**ECHOES**

and

**CARELESS KISSES**

RCA VICTOR

20-3399 (47-3101*)

**Popular**

The Blossoms On The Bough
Timbales
Marta
Bye Bye Baby
The Game Of Broken Hearts
Beyond The Sunset
Norma
St. Louis Baby

**Pop-Specialty**

Oh Clara—Polka
Up In Heaven—Waltz

**Country And Western**

Nobody's Child
The Only Rose

The stars who make the hits are on...

**RCA Victor Records**

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

America's going overboard for this sensational "45" bargain!

"45" disks are moving by the million!

Here's THE disking of the big "Buttons and Bows" follow-up!

**Dennis Day**

DEAR HEARTS AND GENTLE PEOPLE

and

I MUST HAVE DONE SOMETHING WONDERFUL

RCA VICTOR 20-3576 (47-3102*)

**This Week's Release!**

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

**Popular**

FRIDAY MINTIN

20-3599 (47-3089*)

TONY MARTIN

20-3598 (47-3089*)

THE THREE SUNS

20-3599 (47-3089*)

COUNT BASIE

20-3590 (47-3089*)

**Spiritual**

No, No, Nothing Can Change Me

JUNE CARTER WITH

THE CARTER SISTERS

AND MOTHER MAYBELLE

21-0142 (48-0146*)

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

**The Certain Seven!**

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

I've Got A Lonesome Heart--Freddy Martin

Freddy Martin

A Dreamer's Holiday--Freddy Martin

Don't Cry, Joe--Roscoe Morgan

That Lucky Old Sun--Colin Morris

Someday--Vaughs Monkeys

Indiana Sunset--Bill Lawrence

Clair de Lune--Jesse Ruth

21-0143 (48-0147*)

**The Wedding Of Hillbilly Lilli Marlene**

**Homer & Jethro With June Carter**

BRETT AND BOWS

RCA VICTOR 31-0252 (48-0144*)

BABY, IT'S COLD OUTSIDE

RCA VICTOR 31-0278 (48-0073*)

**The Cattle Call**

The Nearest Thing To Heaven

There's No Wings On My Angel

I'm Throwing Rice

Just A Little Lovin'
BEST-SELLING SHEET MUSIC

Titles listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales. (P) Indicates tune has a filler; (R) Indicates tune is in high musical. (S) Indicates tune is available on records.

**POSITION**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>To date</th>
<th>Publisher</th>
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<td>12/30/49</td>
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**ENGLAND'S TOP TWENTY**

<table>
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<tr>
<th>Week Ending</th>
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<td>12/30/49</td>
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</tbody>
</table>

**SUBSCRIPTION ORDER FORM**

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

Name ____________________________

Address ____________________________

City ____________ State ____________

Payment by check or money order. 

$10 enclosed

Bill me

Mail to: The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

CHRISTMAS SINGLES

10 Favorite Carols on ONE Superb Record

"SONGS OF CHRISTMAS" • JO STAFFORD • GORDON MacRAE

with Choir conducted by Paul Weston

On Both 78 and 45 rpm - 75c each *

$1.00* 45 rpm

\[ \text{No. 79-90032 - } \frac{45}{90} \text{ rpm} \]

DEAL

Clark BENNET • Medium • "O Little Town of Bethlehem" and "Joy to the World" & "O Holy Night"

Benny SITKES • "The Merry Christmas" 78-90039

Patsy • "Here Comes Santa Claus"

Peggy WARD • "If Santa Claus Could" 78-90040

Johnny MERCER and the Pied Pipers • "Jingle Bells & Santa Claus is Coming to Town" 19004

Jo STAFFORD • "White Christmas" & "Silent Night"

CHRISTMAS ALBUMS

Tours to offer at ALL THREE Speeds 78 45 33⅓ rpm

CAROLS FOR CHRISTMAS THE STARGIERS Chorus

THE EMERALD PLAYS AT CHRISTMAS Buddy Cole

UNDER THE CHRISTMAS TREE 78-90033

CHRISTMAS ON THE RANGE 78-90044

THE ROYAL WAVERLY ORCHESTRA

23 NOVEMBER 1949

JOHNNY STROUD

CLAY ut

BUDDY LEE

CAPITOL RECORDS

HOLLYWOOD

PLUS

Two New Christmas Specials!

Screamin'ly Fun! YOGI YORKESI • "I Yust Go Nuts at Christmas"

Backed by: "Yinglo Bells"

Capital No. 57-781 78 rpm 75c* •

Superb Harmony! THE STATESMEN QUARTET

"The Santa Claus Song"

Backed by: "White Christmas"

Capital No. 57-0263 78 rpm 75c* •

FIRSt WITH THE BEST FOR CHRISTMAS!

Phone or Wire Your Distributor TODAY!

Caption: "Cash in on CAPITOL'S Star-studded Christmas Package.

CHRISTMAS CAROLS

10 Favorite Carols on ONE Superb Record

"SONGS OF CHRISTMAS" • JO STAFFORD • GORDON MacRAE

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THE EMERALD PLAYS AT CHRISTMAS Buddy Cole

UNDER THE CHRISTMAS TREE 78-90033

CHRISTMAS ON THE RANGE 78-90044

THE ROYAL WAVERLY ORCHESTRA

As to 33½ rpm records, prices shown are suggested for record, package and excise tax, complete, including state and local taxes—for all other records, add excise tax. All prices are subject to change without notice.
Gotham Gab... Fred Robbins, WOV’s jive-in’-jazz jock, is featured with Louis Armstrong on the Apollo Theater’s TV show. Robbins is also featured on many of the winning artists. Big Joe Rosenfeld had Nellie Litcher as a visitor on his WOR Happiness Exchange show last week. Rosalie Allen, WOR’s hillbilly personality, introduced a “hillbilly talent search” on the WOV Peerless Stars program. Chosen from 300 applicants, the 50 most talented hillbilly personalities will compete in the Saturday night with Rosalie. The semifinals will continue for 10 weeks. Three winners will be awarded prizes, including engagements at one of the stations at the Adams Theater, Newark, N.J., and recording dates.

Strictly from Dixie... The jock with the we-don’-believe-it moniker, Reut Tunes, stirs up the jazz and country music scene. On Ray McKinley when the baton carrier played the University of Georgia homecoming recently, Ray spun the piano role. Now, on the big band, he’s a regular feature on Richard Meyers, WESY, Petersburg, Va., features selection from The Flying Deuces Camp on his nightly stint. Greg Gregory and Tom Edwards, who have launched a new two-man disk show on WUSC, Cedar Rapids, Iowa, draw attention to a transcribed, custom-built production theme for the disk show under study. Roy Cartwright and Larry (The Cat) Regan recently at WFTM, New Brunswick, Bill Wood, WFTM, Brunswick, Ga., directed a drive to finance a documentary treatment for a local citizen. In addition to his other charge, WFTM has become the de-facto breakfast club remote and script for dramatic shows, featuring Bryant Bulpin, WFTM-Winston-Salem, N.C., has eyes on future work with the new show from the Rio Grande Valley in Texas. George Buck has taken over the 7-9 PM show on his station with a blues and rhythm shindig at WWOJ, Lynchburg, Va., has grown to a five-weeks weekly affair. His Saturday night show, jazzology, is back on the air as well. Jack Holmes, Negro jock who howed over WLOW, Morrisville, N.C., draws happy audiences in his show, which remote from the coast of the city’s Negro district.

Backfire... Ed Fisher, WHIZ, Zanesville, Ohio, in an inspired moment, decided to show a sponsor what a strong audience pull he commanded. When the temperature dropped early one morning Fisher asked listeners to call in the temperature and report whether it was snowing at their vicinity. A large increase was jammed with calls. To extricate himself, the jock, who says he’s received as many requests for the weather reports to make their weather reports to the sponsor at his home, draws happy audiences in his show, which remote from the coast of the city’s Negro district.

Eastern Beat... Johnny Drake, WNBC, New Haven, Conn., had Johnny Mercer on his afternoon show and really “quashed” the cracker by reciting the names of slaves of Mercer tunes. He also gave dates of publications and record re-releases... Charlie Houser, emcee of To the Ladies show at WMAS, Springfield, Mass., delighted his fans recently by presenting Charles Loughin in person.

Gimmik... Jeanne Dubre and Constance White, co-winners of the “Miss Gloveen of 1949” title in the annual contest sponsored by Alkhe Blake, WNTY, Gloversville, N.Y., recently went on a whirlwind trip to New York, where they were featured on the Alka-Seltzer show with Guy Lombardo at the Roosevelt, visited backstage with Mary Martin and Enzo Pinza, and got a great deal of publicity. The WABC, Fall River, W.J., has been taking 10 phone requests for listeners on Alka-Seltzer. Halloween dates, artists, instrumentalists, novelty acts, etc. On this he bases his next day’s program. Russ Barren, WABC, Fall River, W.J., recently had a statewide request from Alka-Seltzer. All, gives presents to housewives for useful houses. The dog, “Yes, Yon is Back,” had deep house tones in their proper niche, etc. Bob O’Connor, WOR, walking his campaign for local twins Betty and Barbara Lind to cop the national twins contest. After they won in...
To Disk Jockeys Everywhere!

The song that was written just for you, by Lou Busch and yours truly...

"THE DISK JOCKEY BLUES"

Decca Record 24797
by PETER LIND HAYES

appreciation of all past favors
Gratefully

Peter Lind Hayes

Exclusive Management
LOU IRWIN
Press Relations
GEO. B. EVANS
**Retail Record Sales**

**BEST-SELLING POP SINGLES**

<table>
<thead>
<tr>
<th>Record Name</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Boats and the Birds</em></td>
<td>P. Cohn</td>
<td>5</td>
</tr>
<tr>
<td><em>That Lucky Old Sun</em></td>
<td>F. Lane</td>
<td>11</td>
</tr>
<tr>
<td><em>Sweet Georgia Brown</em></td>
<td>B. Martin</td>
<td>12</td>
</tr>
<tr>
<td><em>I'll Never Stop Loving You</em></td>
<td>F. Martin</td>
<td>13</td>
</tr>
<tr>
<td><em>What's Wrong With You</em></td>
<td>B. Martin</td>
<td>14</td>
</tr>
<tr>
<td><em>A Thousand Years</em></td>
<td>M. Maron</td>
<td>15</td>
</tr>
<tr>
<td><em>As Long As I Have You</em></td>
<td>M. Maron</td>
<td>16</td>
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**CHILDREN'S RECORDS**

<table>
<thead>
<tr>
<th>Children's Record</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td><em>Don't Cry</em></td>
<td>5</td>
</tr>
<tr>
<td><em>I'm Looking For The Right Word</em></td>
<td>6</td>
</tr>
<tr>
<td><em>I'm Feeling Better Again</em></td>
<td>7</td>
</tr>
<tr>
<td><em>I'm Just A Little Boy</em></td>
<td>8</td>
</tr>
<tr>
<td><em>I'm Not Going To Cry</em></td>
<td>9</td>
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**CLASSICAL SINGLES**

<table>
<thead>
<tr>
<th>Classical Record</th>
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<tr>
<td><em>La Ci Da</em></td>
<td>1</td>
</tr>
<tr>
<td><em>Chantilly Lace</em></td>
<td>2</td>
</tr>
<tr>
<td><em>I'll Remember April</em></td>
<td>3</td>
</tr>
<tr>
<td><em>The Song of Hiawatha</em></td>
<td>4</td>
</tr>
<tr>
<td><em>The Storm</em></td>
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**POPE RECORDS**

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<tr>
<td><em>Vox Pianum</em></td>
<td>1</td>
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<tr>
<td><em>Vox Psalms</em></td>
<td>2</td>
</tr>
<tr>
<td><em>Vox Gregori</em></td>
<td>3</td>
</tr>
<tr>
<td><em>Vox Vulgaris</em></td>
<td>4</td>
</tr>
<tr>
<td><em>Vox Marian</em></td>
<td>5</td>
</tr>
</tbody>
</table>

**opies**

- **Music**
- **Garage**
- **Jukebox**
- **Country**

**MORE SPACE, MORE SALES**

- **More dealers**
- **More records**
- **More sales**

**MORE RECORDS**

- **More listings**
- **More dealers**
- **More records**

**SQUARE DISKS**

- **Square dance**
- **Square dancing**
- **Square dance music**

**VOX JOX**

- **Continued from page 24**

- **The southeastern division**
- **The program**
- **The special feature**

**PHILLY SHADDLE**

- **Philadelphia**
- **Shaddeley**
- **Philadelphia shaddeley**

**CINCY CLIPS**

- **Cincinnati**
- **Clips**
- **Record clips**

**Dealer Doings**

**MOVIE TIE-IN**

- **Movie tie-in**
- **Movie tie-ins**

**PRESENTATION**

- **Presentations**
- **Presentations**
- **Presentation**

**VOX JOX**

- **Continued from page 24**

- **The southeastern division**
- **The program**
- **The special feature**

**PHILLY SHADDLE**

- **Philadelphia**
- **Shaddeley**
- **Philadelphia shaddeley**

**CINCY CLIPS**

- **Cincinnati**
- **Clips**
- **Record clips**

**Dealer Doings**

**MOVIE TIE-IN**

- **Movie tie-in**
- **Movie tie-ins**

**PRESENTATION**

- **Presentations**
- **Presentations**
- **Presentation**
MORE MERCURY MASTERPIECES

'WHY WAS I BORN'  VICTOR DAMONE
'GALLOPING COMEDIANS'  HARMONICATS
'YOU'RE ALL I WANT FOR XMAS'  FRANKIE LAINE
'CROCODILE TEARS'  EDDY HOWARD
'CHARLEY MY BOY'  LOUIS PRIMA

Special! A New Kiddies' Series

GUS THE GOPHER and his pal TWO TON BAKER
"YOU GOTTA BE A HERO NOWADAYS"  MMP 59-79¢
"IT'S A MERRY XMAS AFTER ALL"  MMP 60-79¢

Only Mercury has the hits on NON BREAKABLE RECORDS
ALADDIN

Watch HIT CHARTS for

AMOS MILBURN
"LET'S MAKE CHRISTMAS MERRY, BABY"
"Bow-Wow!"
"REAL PRETTY MAMA"
"Drifting Blues"

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

CALVIN BOZE
"SATISFIED"
"Working With My Baby"

LIGHNIN' HOPKINS
"MORNING BLUES"

"Have To Let You Go"

"GEOLOGY RIDE AGAIN"

GENE AUTRY RIDES AGAIN

"RUDOLPH THE RED NOSED REINDEER"

- 38610
- MIV-56
- LPI-375

TOP SELLER ON...

November 26, 1949
The Billboard

Rhythm & Blues Records

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION

WEEKLY LAST / THIS

to date / Week / Week

1 3 1. SATURDAY NIGHT FISH FRY

(Chart 1 and 11)

L. Jordan

Jan 24725-
BPI

2 3 2. BLUE SKIES YOU HAVN'T AND

LOVE ME

Bill Mosrite's Kings, King 4322-
BPI

3 3 3. FOR YOU, MY LOVE

L. Demarle

Regal 3210

4 3 4. AGAIN, MY BARE

I HAVE TO DO IT ROCK

W. Harris

King 4364-H PN

5 3 5. IVY'S SONG

R. McKnight

Lond 17000-

6 3 6. BLUES FOR MY BABY

R. Wright

BPI

7 3 7. YESTERDAY'S MAN

Janet

Regal 3236

8 3 8. BROKEN HEARTED

E. Williams

Supreme 3399-
BPI

9 3 9. WHAT'S IT GONNA BE

T. Lawrence

RPM 3270-
BPI

10 3 10. I'M GONNA BE A BAD GIRL

G. White

Bethlehem 1535-
BPI

11 3 11. MISS BETSY BOOGIE

Sugar Chole Robinson

Cap 97-32071-H PN

11 3 11. MISS BETSY BOOGIE

Sugar Chole Robinson

Cap 97-32071-H PN

12 3 12. AFTER SCHOOL Blues

R. Brown-E. Condon

Atlantic 878

13 3 13. IT'S RAINING

T. Lawrence

King 4368-
BPI

14 3 14. I'LL GET ALONG SOMEHOW

L. Demarle

Regal 3238

15 3 15. IT'S MIDNIGHT

Little Willie Lusfield

BPI

16 3 16. BOOGIE BUSKETS

Mongie Silks

Miracle 145

17 3 17. GOOD BAD BOY

D. Washington

Mystery 8154-
BPI

18 3 18. BOOGIE BUSKETS

Mongie Silks

Miracle 145

19 3 19. LET'S MAKE CHRISTMAS MERRY,

BABY

A. Milburn

Aladdin 3037

Bow-Wow

WARNING!

In compiling these charts for buying purposes, readers are urged to pay particular attention to information which would indicate that a record has been on the chart and is still selling. In some cases, information may be shown in the left-hand column under the headings "Weeks to Date," "Last Week," and "This Week." If a record has had an unusually long run, or if its current position "This week" versus "Last week," a sharp drop in buyers should be used with caution.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION

WEEKLY LAST / THIS

to date / Week / Week

1 3 1. SATURDAY NIGHT FISH FRY

(Chart 1 and 11)

L. Jordan

Jan 24725-
BPI

2 3 2. BLUE SKIES YOU HAVN'T AND

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Bill Mosrite's Kings, King 4322-
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3 3 3. FOR YOU, MY LOVE

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4 3 4. AGAIN, MY BARE

I HAVE TO DO IT ROCK

W. Harris

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5 3 5. IVY'S SONG

R. McKnight

Lond 17000-

6 3 6. BLUES FOR MY BABY

R. Wright

BPI

7 3 7. YESTERDAY'S MAN

Janet

Regal 3236

8 3 8. BROKEN HEARTED

E. Williams

Supreme 3399-
BPI

9 3 9. WHAT'S IT GONNA BE

T. Lawrence

RPM 3270-
BPI

10 3 10. I'M GONNA BE A BAD GIRL

G. White

Bethlehem 1535-
BPI

11 3 11. MISS BETSY BOOGIE

Sugar Chole Robinson

Cap 97-32071-H PN

11 3 11. MISS BETSY BOOGIE

Sugar Chole Robinson

Cap 97-32071-H PN

12 3 12. AFTER SCHOOL Blues

R. Brown-E. Condon

Atlantic 878

13 3 13. IT'S RAINING

T. Lawrence

King 4368-
BPI

14 3 14. I'LL GET ALONG SOMEHOW

L. Demarle

Regal 3238

15 3 15. IT'S MIDNIGHT

Little Willie Lusfield

BPI

16 3 16. BOOGIE BUSKETS

Mongie Silks

Miracle 145

17 3 17. GOOD BAD BOY

D. Washington

Mystery 8154-
BPI

18 3 18. BOOGIE BUSKETS

Mongie Silks

Miracle 145

19 3 19. LET'S MAKE CHRISTMAS MERRY,

BABY

A. Milburn

Aladdin 3037

Bow-Wow

ADVANCE RHYTHM & BLUES RECORD RELEASES

Midnight Session

T. Hunter (Moonlight Blaces Session) 20

Miss Sadie Mae

J. Monroe (Humorist Sixth Session) 21

Moonlight Blues

J. Hunter (Moonlight Session) 20

Please Come Back Home, Baby

J. Hunter (The 7th Street) 4 Star 1376

Sailor's Boogie

Station Quarter (241 One) Cap 57-4025

7th Street Boogie

Here Joe Hunter (Oklahoma Come) 4 Star 1376

Sailor's Boogie

J. Lenore (Detroit Boogie) Session 38

Sweatin' It Blues

W. Brown (West End) Cap 57-7004

Sweatin' It Blues

W. Brown (West End) Cap 57-7004

Delta Rhythm Boys (The Laugh) Atlantic 829

Frogs

T. Rhodes (Paris 1 and 1) Session 16

The Laugh's on You

Delta Rhythm Boys (Sweetheart of Atlantic 829)

The Last of Werry

A. "Big Boy" Grimes (Rochester Lady

VJ70012-0006-1, 45050-0032

Tina Turner's Night

Big John Quartet (Rite Deux Gente 518

Enhancement

T. Gay (Trouble) M&M 0-079

Two Cents Rock

Blue Busters (Bullet With Pleasure 5394

Undecided

E. Garner (Life Sales) Report 1004

Vesuvius

G. Cross (Long Distance) 4 Star 1377

Waltz's Days

R. Wilson (White) Specialty SP 941

March 8, Oke

J. Lutcher (1st End) Cap 57-70054

Third of Werry

A. "Big Boy" Grimes (Rochester Lady

VJ70012-0006-1, 45050-0032

Tina Turner's Night

Big John Quartet (Rite Deux Gente 518

Enhancement

T. Gay (Trouble) M&M 0-079

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March 8, Oke

J. Lutcher (1st End) Cap 57-70054

"RUDOLPH THE RED NOSED REINDEER"
### Folk (Country & Western) Record Section

#### Best-Selling Retail Folk (Country & Western) Records

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Week Ending November 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SLIPPING AROUND</td>
<td>M. Whitley</td>
<td>Week 21-0358</td>
</tr>
<tr>
<td>2</td>
<td>I'M A BELIEVER</td>
<td>Pat Boone</td>
<td>Week 21-0358</td>
</tr>
<tr>
<td>3</td>
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By Johnny Sippel

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### Folk Population Charts

#### Part VII

#### Western Wax Wampum

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### Record Reviews

#### RATINGS

<table>
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<th>(100 Point Maximum)</th>
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</thead>
<tbody>
<tr>
<td>90-100 TOPS</td>
</tr>
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</table>

#### TUNES

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>MEL TORME</em> (Frank DeVol Orch)</td>
<td>Capitol 97-275</td>
<td><em>The Blossoms on the Bough</em></td>
<td>POPULAR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Torme treats a pretty new ballad in a warm, intimate performance which is complemented with a fine orchestration.</td>
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<td></td>
<td></td>
<td>83-85-82-81</td>
<td></td>
</tr>
<tr>
<td><em>THE HARMONAIRES</em></td>
<td>Family 9025</td>
<td><em>I'll Get Along Somehow</em></td>
<td>56-55-54-60</td>
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<tr>
<td></td>
<td></td>
<td>Possible vocal group treatment of an idyl which is being revived in the blues and rhythm market.</td>
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<td></td>
<td></td>
<td>48-50-45-50</td>
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</tr>
<tr>
<td><em>LOUIS PRIMA ORK</em></td>
<td>Family 198</td>
<td><em>I Can't Give You Anything But Love</em></td>
<td>69-72-66-70</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prudent use of the cubs, but Louis' gravelly throat and some of his better trumpet solos.</td>
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<td></td>
<td>50-48-45-40</td>
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</tr>
<tr>
<td><em>TOMMY CLAYTON ORK</em></td>
<td>Family 215</td>
<td><em>I Never Saw Maggie Alone</em> (Continued)</td>
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<td></td>
<td></td>
<td>Snappy folk-style rendition of the smash is patterned after the Harry Belafonte version.</td>
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<td></td>
<td>74-74-76-73</td>
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<tr>
<td></td>
<td></td>
<td>It's a good one at double the Nite rate.</td>
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<td></td>
<td></td>
<td>75-75-76-74</td>
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<tr>
<td><em>OLIVE MASON</em></td>
<td>Decca R-381</td>
<td><em>Get Rhythm</em></td>
<td>58-56-58-60</td>
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<td></td>
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<td>Ordinary, baby-recorded jazz piano, spoiled by some flat guitar.</td>
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<td>61-63-60-62</td>
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<tr>
<td><em>CHARLIE SPIVAK ORK</em></td>
<td>Harmony 1082</td>
<td><em>White Christmas</em> (Irving Berlin)</td>
<td>75-75-77-72</td>
</tr>
<tr>
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<td></td>
<td>Reissue from the earlier Columbia release. This has always been one of Sivak's best, and it's a buy at 49 cents.</td>
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<td>61-62-60-60</td>
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<tr>
<td><em>ALAN DALE</em></td>
<td>Harmony 1083</td>
<td><em>Give Me Your Hand</em> (Jascha Heifetz quartet)</td>
<td>72-72-74-70</td>
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<tr>
<td></td>
<td></td>
<td>Arranges another of his superb crossing jobs for the low-price label.</td>
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<td></td>
<td>75-75-76-73</td>
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</tr>
<tr>
<td><em>KAY KYSER ORK</em></td>
<td>Columbia 3043</td>
<td><em>Why Don't We Do This More Often</em></td>
<td>77-78-76-77</td>
</tr>
<tr>
<td></td>
<td></td>
<td>This one set list in the ASCAP-DUI shuffle a few years back, but is selling out action now, and Harry Babbitt and Gil Evans gives it a fine, appropriately-hip instrumental.</td>
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<tr>
<td></td>
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<td>67-68-66-66</td>
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</tr>
<tr>
<td><em>BOB CHESTER ORK</em></td>
<td>Capitol 101-959</td>
<td><em>A Dreamer's Holiday</em></td>
<td>64-68-60-69</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Octave jump makes Chester's biggest hit of the old, standard quality, but rendition is mild by current standards.</td>
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<td>59-60-58-58</td>
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</tr>
<tr>
<td><em>HARRY BELAFONTE</em> (Pepa Raygale Ork)</td>
<td>Capitol 97-107</td>
<td><em>They Didn't Believe Me</em></td>
<td>61-63-62-58</td>
</tr>
<tr>
<td></td>
<td></td>
<td>rendition of the lovely Kern tune is without parallel and hilarious.</td>
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</tr>
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<td></td>
<td></td>
<td>58-60-60-55</td>
<td></td>
</tr>
<tr>
<td><em>RAY ROBBINS ORK</em></td>
<td>Capitol 97-176</td>
<td><em>Bibi Biddi Biddle-boo</em></td>
<td>72-72-72-72</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tune is from the Disney film &quot;Gulliver.&quot; Babbitt and Babbitt deliver a fine, effective vocal arrangement, with some good treatment.</td>
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<td></td>
<td></td>
<td>75-76-74-74</td>
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</tr>
</tbody>
</table>

The top ranking quartet featured on Arthur Godfrey's Radio and TV Shows with their...
The Billboard Music Popularity Charts

Record Possibilities

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

The Old Master Painter:
Phil Harris.......... Victor 20-3685
Dick Reagan........ Decca 24041
Sioux Lamois with Bentley Smith Oh! - Chicago 655
Richard Pryor....... Mercury 5452
Frank Sinatra...... Columbia 38690

From tomorrow's hits will be:
1. DEAR HEARTS AND GENTLE PEOPLE. Bing Crosby - Decca 24784
2. I WANT TO GO HOME. Perry Como - Victor 20-9536
3. FOOT, FOOT, YOUTHIE. Pat Boone - Capitol 51-709
4. MY LOVE LOVES ME. Fran Warren - Capitol 51-717
5. DEAR HEARTS AND GENTLE PEOPLE. Andy Strong - Capital 51-7127
6. WHERE THERE'S NO TEARS. Janet Martin - Capitol 20-9602
7. THERE'S NO TOMORROW. Tony Martin - Capitol 20-3802

Tootsie Roll, a New York jukebox hit, has been added to this week's list.

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 them we have selected those which seem likely to sell well in the coming week.

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The Retailers Pick:
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The Operators Pick:
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Folk Talent and Tunes
(Continued from page 39)

Denver Dan Spurrier has joined KFKE, St. Joseph, Mo. . . . Bill McCauley, proxy of 4 Star records on a nationwide tour of his distributors. . . . Blackie Martin, formerly at WBT, Charlotte, N. C., is organizing a band in Washington. His Carolina Melody Boys comprise Jack Curtis, rhythm; Bob Jewell, fiddle; Curly Brandon, bass, and the leader, lead and vocals. . . . Johnny Bailey, of the Bailey Brothers, now at KTBS, Shreveport, reports that they have severed connections with King and are booking with Decca. Also appearing with them at KTBS are Shoji Jackson, Ernest Ferguson, Lizzie Don Davis, Honey and Sonny, the Davis Twins, and Sleepy Jeffers. . . . Eddie Zack and His Duke Ranchers are working square dances between shows on WHIM, Providence.

Rusty Webster, chip with Tex Miller and His Pals of the Fiskers, WCO, Greenboro, N. C., is touring with Jack Gilbertte and the Girls of the Golden West. . . . Blue Ridge Mountain Boys of WLAG, Rome, Ga., won a recent h. b. contract at the Southeastern Fair, Atlanta. Group has the Franklin Brothers, Grandpappy Meritt and the Morris Brothers. . . . Tom Dilbeck and his new Ira are now permanently settled in Los Angeles. He's the writer of "Yodelin' At Bogie" and others. . . . Howard Meagle, of WWVA, Wheeling, W. Va., reports that the annual Harvest Home Festival, recently sponsored by the station,
Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

A Cowper's Serenade
B. Crosby (I'm So Lonesome) Col 24792
A Dreamer's Holiday
A. Keister (Sing Sing) Vocalion 55078
A Thousand Violets
K. Young (Festival of) Dec 24032
Billboard-Bobdit-Bash (The Magic Song)
A. Stanford & O. Macniece (Chorus) Col 97-782
Billboard (Whenever You Please Come Home)
R. Lee (The Man) Tempo TR 428
Blow Those Daisies Away
J. Hall (Scarlet Ribbons) V71362-3603;
(45354-742-728)
Brigadoon Album—Brigadoon Orch, D. Anderson, O.
D. Brabda-M. Bell (5-27)...
(45195-C7)
Almost Like Being in Love
... V14512-0564
Come to Me, Send to Me...
... V14512-0568
Down on Mac Connelly Squares
... V14512-0067
From This Day On—Brigadoon
... V14512-0569
I'll Go Home With Bonnie Jean
... V14512-0566
My Mother's Wedding Day
... V14512-0567
Shenandoah Chorus in the Highlands—Brigadoon
... V14512-0566
The Highlander on the Hill
... V14512-0570
There But for You So...
... V14512-0568
Waiting for My Dearest
... V14512-0566

The following abbreviations are used throughout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
Trac—Tracco
Mar—March
Jan—January
F—February
All other labels will continue to be noted next month.
Where 75, 45 and 33 1/3 RPM models are noted, the same is in brackets.
If no information is supplied the record not recommended.
V(45)47-3110; (45)47-3111
58 (45)47-3111
(45)47-3111
59
(Continued on page 154)
SISTER ROSA MAE LANE & MADAM BARBARA SHAW

“It’s Jesus, Jesus Every Day”

“I Answer You This Day”

“No One Can Love Me Like Him”

“I’m Proud to Be in the Service of the Lord”

THE NORFOLK FOUR

“Search My Heart”

“I’m Bound for Higher Ground”

ABBEY RECORDS

PETER DORAIKE, Inc.

754 10th Ave., New York 19, N. Y.

Judson 6-5291

NEW ON NATIONAL'S NON-BREAKABLE SENSATIONAL SONG STYLIST EXCLUSIVELY ON NATIONAL RECORDS

JACKIE PARIS

“THE OLD MASTER PAINTER”

NATIONAL RECORD

“GOODBYE, SUE” (A Surprise Rendition)

THE BLENDEES’ First Hit:

NATIONAL RECORD

“COME BACK BABY BLUES”

“I CAN DREAM, CAN’T I!”

TOMMY EDWARDS’ Latest Release:

NATIONAL RECORD

“LOVE ME”

“THAT FIVE O’CLOCK FEELING”

FLORENCE WRIGHT—Vocal Find of the Year

NATIONAL RECORD

“DEAL ME A HAND”

BILLY ECKSTINE

His First National Long Play Record

“BILLY ECKSTINE SINGS”

8 GREAT STANDARDS THAT MADE

“THE GREAT MISTER B.”

National Record No. 21525. 10” LP record $2.85, tax included.

THE RAVENS’ Version of “WHITE CHRISTMAS” National Record No. 9062 “SILENT NIGHT”
When News Means Dollars...

...the music-record industry depends on The Billboard for full, week-to-week coverage of the news and the dollar-significance behind the news!!!

NO SINGLE NEWS story since the ban has had as much dollar-significance to the industry as the Record Evolution. Check this week-to-week chronology of the Record Evolution condensed from actual news stories in The Billboard. It's an outstanding example of tradenews reporting rarely matched in business paper publishing.

<table>
<thead>
<tr>
<th>CHRONOLOGY OF THE RECORD EVOLUTION</th>
<th>CONDENSED FROM THE BILLBOARD</th>
<th>MAY 29, 1948, THRU OCTOBER 29, 1949</th>
</tr>
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<tr>
<td>May 29, 1948: Billboard announces for the first time that RCA Victor will increase the speed of records from 45 to 78 r.p.m., starting immediately. RCA Victor's move was in response to growing consumer demand for higher-quality recordings.</td>
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<td>June 5, 1948: Billboard follows with news of Columbia Records' decision to raise the speed of records from 45 to 78 r.p.m. The move was also in response to consumer demand and was anticipated by many industry professionals.</td>
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<td>June 11, 1948: First reports on the response to the increased record speed from dealers. Dealers reported increased sales and interest in the new speed.</td>
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<tr>
<td>June 18, 1948: Columbia sales showing $3,000,000 for 3315. RCA sales expected to break records.</td>
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<tr>
<td>June 25, 1948: Columbia claims it shipped 150,000 78's for the week, with a sharp increase in sales. RCA Victor is said to have shipped 100,000 78's. Sales of 3315 records were also reported to be strong.</td>
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<tr>
<td>July 2, 1948: Billboard reports that Columbia has increased its production to meet the demand for 78's. RCA Victor is also increasing its production.</td>
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<tr>
<td>July 9, 1948: Billboard reports that Columbia has shipped 200,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<tr>
<td>July 16, 1948: Billboard reports that Columbia has shipped 250,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<tr>
<td>July 23, 1948: Billboard reports that Columbia has shipped 300,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<td>July 30, 1948: Billboard reports that Columbia has shipped 350,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<td>August 6, 1948: Billboard reports that Columbia has shipped 400,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<tr>
<td>August 13, 1948: Billboard reports that Columbia has shipped 450,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<td>August 20, 1948: Billboard reports that Columbia has shipped 500,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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<td>August 27, 1948: Billboard reports that Columbia has shipped 550,000 78's for the week. RCA Victor is also shipping strong. Sales of 3315 records continue to be reported as strong.</td>
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Use the coupon now to be sure to get your copy of The Billboard every week! You'll find THE BILLBOARD MEANS BUSINESS to the music-record industry.
GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

1924—GEORGE WHITE'S SCANDALS OF 1924
Book by George White and William K. Wells, lyrics by B. G. DeSylva, and presented by a cast that included Red Norvo, George Brackett, and the Dixie Quartet; financed by the M-G-M film corporation; Decca 5079, 5080, Capitol 2012.

1925—TELL ME MORE
Book by Fred Thompson and William K. Wells, lyrics by B. G. DeSylva, and presented by a cast that included Alexander Glazer, Philip Coghill, Emma Nigg, and Len Wolman. Orson, Inc.

1929—LUCKY
Book by Harriet E. tile and Foster Hewitt, lyrics by J. C. Hope and Minnie Pearl. Presented by the Decca Quartet; Decca 37820.

1931—G goodbye, GI
Book by Paul Whiteman and Whiting with tears in his eyes at the conclusion of the final rehearsal of Gershwin’s Rhapsody. "He thinks he can improve it." In the next six years George Gershwin was represented on Broadway by 12 musical productions that established him as the country’s most brilliant and original composer with a catalog of works that includes his lovely "Lady Be Good and Sweet Little Devil in 1924; Tell Me More, Tip-Toes and Song of the Flame in 1925; Oh Kay in 1926, Funny Face in 1927, Rosemary and Treasure Girl in 1929, and Tip-Toes and Girl Up the Band and Girl Crazy in 1930.

Then, in 1931, further honors were heaped upon him when his O1! Sing was awarded the Pulitzer Prize, the first musical in the history of that large and exclusive body to receive this highly coveted honor.

By this time any other composer would have been in a songwriter's heaven. George Gershwin often lived in a hell of his own making. He struggled to make himself reach an ideal beyond human attainment. He sought true perfection, oblivious to the fact that Ivy and Ted COOB had never talked 1,000.

If Gershwin ever enjoyed anything approaching the thrill of complete accomplishment, he got it from Poppy and Bars in 1925. It was a jazz classic—a folk opus so honestly and authentically conceived that it served as a musical canvas of Catfish with all its humor, pathos, and social satire with the masterful bold strokes and subtle shadings, thus making all other musical on record but enough caricature.

In 1935 George Gershwin transferred his high ideals from Broadway to Hollywood, where he died a healthy habitat for a knight in shining armor. He took a terrible lick-
Payola Renunciation Draws Cheers, Jeers in Tin Pan Alley

(Continued from page 16)

is a skunk, and the evil will go on. Anyone can do justice to the eight songs in a half-hour show. Almost 350 publishers have 1,900 songs they want on the air—they'll revert to payola under a new disguise. In doing this graft and rackets, it looks like a return to their old return to the payola.

Jack Robbins, of J. J. Robbins, in his characteristic邑echnological way, said: "A payola is the best way to have fun—but if you have a song, say $750 around over a couple of weeks as against the $10,000 to $15,000 it would take to get the traditional way of launching a song with a high caliber professional staff, and you'll soon know the potential of your tune. The $750 is your plug insurance. Of course, it's a vicious cycle, and it could be regulated and organized when the song begins delivering on schedule, okay. But even the payola plugs can't be guaranteed. One of the big troubles is the fact that the big advertisers on the air aren't show people.

Sheet Positions

Robbins' concluding statement had reference to a common cry among the producers. The late-hour remote, an accumulation of which is necessary to get a new song on the "sheets," are virtually all bought plugs. The producers of commercial radio shows have traditionally looked for a high ranking in the "sheets" before programming a song. It is for this reason, and not because the late shows advance the program of song and encourage sales, that publishers have been buying plugs.

According to many music men, however, dependence on the sheets is dwindling and, therein, they say, lies the true reason for the sudden reformation movement. The head men have been talking earnestly and rightfully of helping the union cut out the payola, producing a song plan to protect plugger employment of the business men, of putting the finger on chiseling orchards, the hub of the plugger clean-up is strictly voluntary. No one is forcing the feeling is growing that the expense of making the sheets is the pay-as-we-play route may no longer be justified. One veteran professional manager said: "Program producers are relying less and less on the sheets and more and more on buy-bug lists—not-played and bestselling record charts. The artists who pick their own songs are more trade-conscious and are on top of blossoming hits before they make the sheets. The hell with paying for those useless remotes from now on in."

Small Orgs Overjoyed

Meanwhile, the pluggers and the small publishers, the cynical about the apparent altruism of the move, were overjoyed at the turn of events. At least temporarily, the prospect puts all music people on an equal footing. They can now, if they payola, compete on the quality of their songs and their contact ability instead of struggling futilely against the heavy cash resources of the giant firms. One producer pronounced: "It looks like a needed for a few months, I guess, because a certain firm (and he named a know offender) has already bought its coming drives on four songs in a package deal.

Another experienced music man takes a more optimistic view: "This could be a triumphant return that the payola, the breathing spell after radio and television. When video writers get back to legitimate contacting, we'll need staffs in many originating cities. Those crises have occurred before during every important technological change in media."

MAIL-ORDER MUSIC

(Continued from page 16)

a council, the music firm in question and any others the agency procures against will find themselves in no man's land as far as the letter carrier is concerned. A mail cut-off order can be appealed in District Court, a U. S. Court of Appeals and finally the Supreme Court.

The current case is the second affecting the entertainment world to come up in recent weeks by the post office. Recently the agency put the kibosh on a radio giveaway campaign that moved into the mails, declaring the stage version a lottery and warning newspaper nerts to carry ads about it.

LEYV REALIGNS LEEDS

(Continued from page 16)

centralized in New York, with Sal Chastian running a radio department under Levy's command.

According to Levy, both publishers are very important to the sheet publishing industry in Hollywood since 80 percent of their radio contracts are centered here, but record, educational and pub activity remains in the Midwest. Reorganization came after Happy Goday, Levy's top exec, recently left to give himself.

DECCA MIDWEST EVENT

(Continued from page 16)

up a number of Decca artists who will appear.

Tickets for the event can be obtained free from the scope of 18 Milwaukee radio shows and other important radio contests are centered here, but record, educational and pub activity remains in the Midwest. Reorganization came after Happy Goday, Levy's top exec, recently left to give himself.

"Blues for My Baby"

"You Satisfy"

SAVIO RECORD COMPANY, INC.
58 Market Street, Newark, N. J.

RECORD PRESSING AT LOWEST PRICES IN THE UNITED STATES

New Material, Custom Quality, Bonded Operation.

Send us your recordings, we will do the rest—rigid and flat type records.

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Consulting engineers to the record industry.

KEN GRIFFIN
R-206 "OUR CHRISTMAS WALTZ"
Star of the East!!

For prompt delivery of your nearest dealer or direct from us.

323 S. WOOD ST. CHICAGO 12.
Jones and Wonders Build P. M. Wing
Spikes J zones and his business manager, Ralph Wonders, are creat-
ing a pm wing for their Artists, Inc., which also includes the "Musical Depreciation Revue." First act lined by the org was Homer and Jelena, Victor recording h. b. comedy duo. Latest act lined by the Jones-Wonders duo is the Nov-Ellies, comedy cocktail lounge trio, who were pacted early this month in St. Louis. The Nov-Ellies inked a five-year management pact.

Honey Dreamers Signed for Sammy Kaye TV
The Honey Dreamers, vocal group, who cut their first sides for Bluebird Wednesday (23), have been signed for the Sammy Kaye show, bowing December 1.

Dana Records Sign to LP With Polkas
Dana Records is the newest indie to swing to LP, packaging eight of their top selling numbers on an eight-inch playing-45, as products of the "Honey Polka," "Jazz Dbite," etc., with four orks contributing.

BMI Honors Miller at Luncheon
Broadcast Music, Inc. (BMI), honored Neville Miller, the firm's first per-son at a lunch Monday. Guests were BMI 10-year men-em-
ploys who have been with the firm since its inception.

New York:
Joe Higgins, artist and repertoire man at Columbia Records, took ill last week. He was taken to the Poly-Clinic Hospital here for observation and treatment. Mercury Records' Akiy, Irving Green, is in the Augustana Hospital, Chicago, where he is being treated for food poisoning. George Towne's ork returns to the Roseland Ballroom here December 23 for at least one more stay. Vic Damone is schedule for the Christmas and New Year's week at the Roxy Theater. Elliot Lawrence's crew has been inked to share the bill with Frankie Laine at the Bop City. The bill will open December 20 for a three-week engagement.

George Avakian, Columbia Records' international topper, is back from a trip abroad where he performed some artist liaison missions. Avakian arranged sessions for Italian, Greek, and Turkish, as well as for Columbia wax. Fink Elie Keller has been passing out packages of doughnuts to bally the Dana disking of "Doughnut Polka." Elle convinced the May-

JUMP CHRISTMAS PROFITS
Each Phonograph Owner Is A Prospect
You double your money on the sale of every Victor or National. We have a positive, permanent record repair service where phonograph holes have been chipped and enlarged by automatic record choppers. Add to your Christmas profits by soliciting No-Hole Rits. A nest of No-Hole Rits makes a perfect gift. Sold only direct from manufacturer to dealers. A postcard brings our complete line with catalogue and samples.

AN EXTRA SALES CLERK! A SPOT-NEWS SERVICE! A TIME-SAVER!
HONOR ROLL OF HITS
The Honor Roll is an automatic salesman that does a first-class selling job. Leading music stores and music departments use the Honor Roll service report a substantial increase in sales.

HONOR ROLL OF HITS is the weekly list of America's leading songs, determined by national surveys conducted by The Billboard magazine. The list is the entire music industry depends on. Your eye-catching, full-color 14"x22" counter card and each week receive copies of the list of hits that slip into the frame of the card. Get several. Post HONOR ROLL OF HITS displays in windows, listening booths, and through your store.

Only $2.50 a week. You get the large display frame with the first list. A new list arrives every week. You need only monthly.

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TIM GAYLE
PUBLICITY + SONG & RECORD EXPLOITATION
PUBLICATIONS + PUBLISHERS REPS.
MANAGEMENT

PUBLICITY NEVER FAILS!
"Over Dick Jackey's Performance and Publicity Contracts"

"I've Got A Fire in My Bum" (Recorded by Maxie)

"Moon Over Stompond" (Recorded by Larry Raines, Ace of the Mercury Orchestra, Conducted by Ray Dickie)

CURRENT MAIL ADDRESS
CARE HOTEL ROOSEVELT, NEW YORK, N. Y.

Co-Writer "IT'S 100 LATE NOW" (Recorded by Maxie, Rudy, Nat Lande, Pinto, Others)

"I'm All For Crazy" (Recorded by Maxie, Nat Lande, Pinto, Others)

"I'm All For Crazy" (Recorded by Maxie, Nat Lande, Pinto, Others)

"I'm All For Crazy" (Recorded by Maxie, Nat Lande, Pinto, Others)

Tillstrom Mulls Victim Pact Bid
CHICAGO, Nov. 19—Burr Tillstrom, creator of the Kubla, Prans and The Pick of the Day, has talked with his associates for a possible settlement here last week with Joe Cida, Victor a-and-r chief, regarding the possibility of offensiveness of the Kubla, key to the possibility of a pact between the Vic and Scotty, Jimmy Walker and Dusty Ellison have been added to the current vocal lot. Adna also has worked out a new arrangement with Teddy Phillips. Henry Brandson set to take his ork into one of the RKS houses here December 23, when the theater chain starts its nabe vaudeville program. Brandson has also been in talks with Jim Roberts on his part a-three month's pact (See Music—As Written on page 44)

FLES MRS. JANIS'S BOOK
NEW YORK, Nov. 18 — Ruth Blech, who wrote Shining Trumpets: A History of Jazz, and Harriet Janis, who are working on a tome titled Ragtime Days, to be published by Random House.

The book will present the history and the music of ragtime from 1897. The authors are based on the company of Circle Records, a diskery devoted solely to American ragtime and pure American improvised jazz. Mrs. Janis is also an art critic. Blech is jazz critic for The New York Times and Tribune.
Gay Pulls Out Of AFM Over Interview Fuss

(Continued from page 18)

Waxers Push Dance Bands

(Continued from page 17)

Gay Pulls Out Of AFM Over Interview Fuss

had always been to "try to cooperate with all the boards of directors of the local to every reasonable extent" and that his use of hillbilly talent has run to the point of sometimes being questionable in a single month. In addition to this, he added, "I find that I can no longer operate my business because of the lack of AFM cooperation."

The local boards of directors are expected to be called together to discuss the situation, which is expected to be decided by October 1.

Stan Kenton and Jane Russell headline the show, in local and national talent combined to help Allen and his roadsmen. The show will be produced by RCA.

There were 10 bands Besides the Bluebird label, there are also the Decca, Columbia, Mercury, and RCA labels. The Bluebird label is the one most prominent, but it's known that the other labels are also interested in using hillbilly talent. The Bluebird label currently has a low-price policy of $5.25, $7.25, and $10 for the LPs, with a $5.25 minimum fee for recording sessions.

Gay told Petillo that Local 161 "completely ruled out these interviews" and that he made a suggestion to drop the interviews. "I've stayed out of the mix," Gay continued, "provided I would employ one of his members as an advisor at a salary of $50 a week."

RCA Training Pix for Stores

NEW YORK, Nov. 19.—RCA Victor has announced plans for a training film on the sales department. The film will be used by retailers to improve sales and communication with customers. The film is designed to improve the quality of service and to increase sales.

Dealers Up Tabs

Dealers, particularly in city locations, have contributed toward bending down the low-price disk market by selling them at the "regular" prices. Victor representatives admit that there has been and is considerable dealer resistance to take on the full low-price line. They also say that the disk has been having its troubles in showing the line into chain and department outlets.

Merchandising Pays

(Continued from page 17)

COLUMBIA RECORDS

ORIGINATORS OF THE SENSATIONAL

LP LONG PLAYING MICROGROOVE RECORD

MIDWEST MERCHANTICE CO.

104 BROADWAY KANSAS CITY, MO.

Waxers Push Dance Bands

(Continued from page 17)

for dancing. Bidding will contain no bullets—in order that it might be used for home programs. Hugo Winterhalter is doing it for the diskers, and these plans for Dick Sparks, Xavier Cugat, Tony Pastor, Frankie Carle, Eliot Lawrence and others.

Capital, too, is is on a grand scale. About two months ago the diskers had an all-dance release. The disk, too, is using an old technique—falling up on a tune—that is, assigning it both to a dance band and to a singer or vocal group. A recent example is "Bobby-Dobelli-Boo", cut by Ray Ray Marks and also by Gordon Macrae. Other illustrations of the same are Cash's cuttings of "If I Need You", done by Jan Garber and Betty Hurton, Ditto Cap's Dear Gentle People, placed by Bunny Strong's band and MacRae.

When RCA Victor's 2-and-up department decided to build a dance band around Flanagan, the maestro's contribution on the Bluebird label created some stir. A-and-H chief Claye, it's known, had in mind more than the mere creation of a new artist list. He figured that by recapturing something of the style of the old hillbilly bands he might reap a great deal of interest among diskers and the general public. In turn, would they go, if Victor, other diskers and the entire band could once more in the same market, the bands who are available and under contract. Victor, for instance, has talked of such dance programs as "You, Man, and girl," "rhythm rap," "Big Band Blues," "Sassy Kaye," Tex Beneke, Freddy Martin, Count Basie, Larry Clinton, Claude Thornhill, Vaugh Monroe, Erskine Hawkins and many others.

NEW YORK, Nov. 19.—Mercury Records, in a move to capitalize on the success of the general disk drive to create a strong disk network, has hired Le Winter, who has been in the Pump Room of the Ambassador Hotel in Chicago for a number of years, to do groups of tunes in similar tempo on each LP and to date has been set to make a group of three and another of four. If any of the tunes recorded for the LP turn well then the individual diskers will be transferred to a regular 19-inch single record.
ASCAP, NBOA Frame Plans For Licensing Fee Contract

CHICAGO, Nov. 19.—Groundwork for an industry-wide music licensing fee agreement was begun in Chicago by representatives of ASCAP and the American Society of Authors, Publishers and Composers (NBOA) at a meeting between the National Broadcasters Organization (NBOA) and ASCAP's music licensing committee and reps of ASCAP. Led by chairman Tom Archer of the Archball company, the NBOA committee included: Ken Moore, Aragon-Triianon Enterprises, Chicago; Herb Markin, Kato Ballroom, Manhattan, and Morrie Pais, Pony Park, Omaha. The licensing org was represented by Joel Cohen, ASCAP general manager, and I. T. Cohen, general southern counsel for the group.

While no definite conclusions were arrived at, it was reported that primary emphasis was placed on present licensing fee assessment bases were contemplated by both groups. Utilizing the present industry-wide basis on which hotel associations operate. It's believed that such a basis would enable ASCAP to find a basis for agreement.

Since its first regional meetings six months ago, Midwest Ballroom Operators' Association, the danceay's group, has been the only one out of blanket licensing fee agreement. It was reported that the Midwest regional convention (The Billboard, October 15) that the membership agreed to such a project. Called representatives ASCAP at the convention get-together, talked to various majors in the field, it was reported that the feeling was that each operator was getting more and more involved in the business and that they themselves develop close liaison with stations, to supplement the existing one. It was agreed that the pubbers would endeavor to furnish stations with discs and orchestrations of their plug songs.

Leslie Tune To Go In Henry Ford Pie

NEW YORK, Nov. 19.—Eugene Lasker, veteran tunemith active in American Society of Composers, Authors and Publishers and Songwriters Protective Association, Inc., has been asked to prepare the musical feature for the new Henry Ford movie, Overtures, synchro rights of his Get Out and Get Under to MGM pick for a flick which will parallel the life of Mr. Ford. The tune, one of the first of the "auto" songs in the dawn of the automotive era, was written in Leslie in 1913.

Sydney Symphony For Edinburg?

SYDNEY, Nov. 19.—The Sydney Symphony Orchestra, conducted by Eugene Goossens, probably will attend the Edinburgh Festival in 1941, even the cost of the trip is estimated at £4,000. A Commonwealth government is to be approached in assisting in defraying the expense involved as the Sydney orchestra is an exportation.

Officially, the government subsidizes the orchestra to the extent of £40,000, the Sydney city council furnishing a further £10,000. The cost is defrayed by the Australian Broadcasting Company. R. J. Heffron, State Minister for Education, said he would try to interest government in paying the trip.

47 BIDS FOR AFM MEET

HOLLYWOOD, Nov. 19.—Officers of Local 47, American Federation of Musicians (AFM) this week invited union's international executive board to hold its mid-winter meeting in the new offices of Local 47's Musicans' Building, a $550,000 edifice scheduled for completion in December. Invited were the executives of Local 47, its officers, and other members of the international executive board. Arrangements were made to hold the meeting on January 5, the week after the AFM session at the New York World's Fair. The meeting will be held in conjunction with the AFM session, which will be held from January 13 to January 18, with conferences which include several coast-to-coast radio negotiations and special projects.

Joel Koenig, 16, Teener Contact, Boosts Disk Biz

NEWARK, N. J., Nov. 19.—That the disk business will continue to receive more attention is indicated by Joel Koenig, 16, an en- tertainment manager employed by All State Distributors, Long Branch and Mercury Jockey for the State Department.* That's the conclusion one would draw if all contact man is the son of one of the distributor's managers, beside the fact that he's full of all his activities within the industry.

The youthful Joel Koenig, whose father, Sidney, uncle Sherman Koenig, and Iris Russell operate the wholesale disk and record business, has been "promoting" London and Mercury records over the past few months. While his business activities consist of 3 or 4 each day, every school, he still found time between classes to organize a Vic Damone Fan Club. But to make certain, his father's film firm sold plenty of Damone platters.

In addition to personally contact- ing several Eastern and Western record librarians in Newark, Joel maintains telephone contact with radio stations throughout the country, sending out mailers and trying to get the disk and record industry to buy his father's film's paper, over the air.

The d. J. locally report that, "from our standpoint, he leaves nothing to be desired. He's a good and he knows music and records."

RCA-Victor Workers Disown UE for CIO In Riotous Session

CAMDEN, N. J., Nov. 19.—A ma- jor black day in the Western photography business, at least, was marked when contract talks were opened between CIO and RCA's Victor plant yesterday at a meeting called to determine whether Local 103 would remain with the United Record Plant (UE), which last month concluded a two-year agreement with the National Broadcasting Co. for the near-strike, or disaffiliating itself from the parent union. A vote union and a hand vote, after heated arguments, over the "pro" side, was overwhelming in favor of the CIO and against UE. Earlier in the day, a resolution endorsing a confidence in the UE was defeated by a 15-vote margin at a meeting of the night shift at the plant.

A formal statement of policy from RCA-Victor notified the charge that the company's agreement with CIO was to be observed "in both letter and spirit." The statement was signed by E. M. Torsvee, president, who stated the company recognized the right and responsibility of its employees to solve their own union problems and does not intend to force them to act in this regard.

According to the local union officials, the meeting this week was a major black day in the Western photography business, and ship meeting will be continued for the workers to decide the matter of their affiliation. CIO officers are said to be prepared for a NLRB vote.

AGVA Fines Tucker, Silvers

HOLLYWOOD, Nov. 19.—Sopie Tucker and Phil Silvers were each assessed $100 fine by local executive board of American Guild of Va- riety Artists (AGVA) for violating union's "No free benefit rule." Tucker was fined for enlisting ring- riders to pry a benefit show out of the local. Tucker and the Ritz Brothers to perform at recent opening night at Ciro's while Silvers was fined $100 for accepting a job at the Mocanini nitey during the recent vice Damone opening. Still to be dealt with are charges against Miss Green, Martin-Lewis combo and the Ritz trio, which the board will take up again.

AGVA board used its power of suspension for the first time in several years to put comie Reggie Dvorak on the shelf for the next six months. Dvorak was fined $100 for a song and $100 fine for working at Zucca's Opera House here after the club had been put on union's unfair list for using amateur talent. Earlier, a $100 fine and suspension was cut in warning to stay clear of Zuc- ca's, but when the comie repeated his stunts, the club AGVA tossed the book at him.

Bayless Heads Up Cap's Plants

HOLLYWOOD, Nov. 19.—James Bayless, who recently joined Cap's Ta- lent from RCA Victor, was named to head Cap's plants in Scranton, Pa., and Los Angeles.

He will be in complete charge of production of 78's, 33-1/3 and 45-r.p.m. platters.

Peggy Lee, Torne To Etch "Painter"

HOLLYWOOD, Nov. 19.—Peggy Lee and Mel Torne will be paired for the first time on wax, cutting Old O'Jive and "I'm Gonna Get The Phone and Mailyou a Good Time That's In You." Latter is an original Peggy Lee, Torne duet. Peggy Lee and Torne. It's Torne's first cap duet and Miss Lee's second. She originally appeared with Dean Mar- tin on an earlier duet.

That Lucky Old Sun

sung by
LOUIS ARMSTRONG
GORDON JENNINGS
Orchestra and Chorus
DECCA 24752

RUBIN'S MUSIC CORPORATION

DUDLEY RECORDS
BOX 176
DENVER, COLORADO
D-1000—The Colorado Buckaroos "Why Don't You Half Off and Love Me?"
"Cowboys Left Over There"

Distributorship Available

Record Stamping Stamps

Complete coloring — your most fast- service! All air express shipments handled in Colorado. The Charles Eckart Company 465 Santa Monica Blvd., Los Angeles, Calif. [212] 1949
AGVA Quits TA: Actors In the Middle

Still Honeymoonin'

NEW YORK, Nov. 19. - A comic who gets between $500 and $600 a week, according to the latest figures from Hollywood, is bringing an end to his-own-old-time job for $900. The agent came back from the booking office and explained that the comedian had recently married, had yet to spend any real time with his wife and girlfriend before, asked to be let out.

"However," said the agent, "I spoke to him a few minutes ago and if you make it $750 he'll let you go immediately, otherwise, take a few more shots.

In the face of this news, his new wife and former business manager are getting acquainted.

Dunne Walks Out

Dunne refused, walked out and immediately announced his withdrawal from TA, withdrawing AGVA from that body, saying that the said association has to act in the interest of everyone involved.

In the future said Dunne, AGVA will only be used for the benefit of actors and the Chaplin's, either on a benefit show or on the TA approval, without prior AGVA okay, will be brought to a stop. In response, Dunne says his purpose is to cut down on the number of jobs available for actors.

Banks Answers Negro Act Cry

NEW YORK, Nov. 19. - The demand for a line and show girls, mostly southern, will continue with the show business, with various shows now being formed by Charlie Banks.

Banks said he wanted singers, both male and female, for his new show. He places these packages in New England, where they are booked and then picked up by the New England Interstate Transportation Company, which specializes in specials between $200 and $300.

All singers, he said, are divided by the agency and can give performances six weeks.

In a U.S. W. Banks' show, Banks' company has a deal with a Mexican club, a Chicago club and a room in New York. All performers are job papers, but the AgVA is going to demand that all those clubs actors be paid, he said, adding: "It is not possible to do this unless actors and involved bodies are paid."

Philby Nitory Gets Banquets

PHILADELPHIA, Nov. 19. - To hypes' attendance the Latin Casino, the town's top notoriety, has turned to the banquet trade for the first time, making an exclusive deal with Myer Sandman, from the W. E. Leinie, and holding up a banquet department. In arranging for private parties, he did not have to go the package, as he has already added $2,000 worth of business for the remainder of the week.

With a going banquet department to arrange, he said, it is solid for Sunday nights, getting organizations around town to stage events, such as lunch, dinner, tour, and benefit, and so on. The room, which buys the top names, is doing most of its business thru the W. E. Leinie's lunch-day week basis to make the shows solid in the private affairs of the Sunday nights.

Palumbo Re-Enters Fight Biz

PHILADELPHIA, Nov. 19. - Frank Palumbo, local union chairman who sold out his stakes in the past fight business, which included the Billy Williams, will return as a boxing promoter, the promotions will be restricted to charity enterprises.

Lush New Miami Copa All Set To Gun for Year-Round Haul

(Continued from page 3)

Each show thus far has attracted the attention of Frankie Laine. The system will be whipped into shape after he leaves, who have had huge Spring City associate in the past.

Current planning calls for year-round shows with road showings of Broadway hit plays to come in the spring of 1950. The Copa will be used for higher shows, it is claimed, $300 to $1,250 per week.

Weinger claims to have grounded the opening in the opening and summer of next year.

The little doubt that Copa City is the most lavish night club operation yet built in the U. S. Where will it be? "As far as we know of it, it's not this new door charge package deal with the trend to busier, highly uncomfortable theaters.

The Copa may cost over $500,000 it is reported to have cost, with a lavish drive-in entrance, bookstore, restaurant, lounge, artist,lineup and architect's dream of a town, it is said as it will draw? Not only that, it will draw the nite that it must to pay the heavens to entice figures that many in this newly tightened entertainment business may change the entrance fright and go for nothing after that.

B&K To Try Sunday Vaude

CHICAGO, Nov. 19. - Balaban and Katz, the vaudeville interest in nate theaters (The Billboard, November 12). Balaban, with his two-weeks projects in three houses took a switch last week when it was Lear and got the chance to use the agva suspect to vaude week at the Admiral downtown, which will use both vaude will be run.

Henry Brandon and Martin Cory will be on the bills. This experiment will be closely duplicated in other buildings.

It is rumored that the vaude will be having a millionth in the theater, where the vaude for vaude will be paraded.

The music is arranged by Don Redmond and Tom Weiman.

During Terrific in Stem Return, Gets Copa Off Guide First Night

(Continued from page 3)

Name and number are maintained. Instead it was the "boys" who held down the side ringside, ordering steaks and bottles in huge quantities but not such a job. It was to show that Durante started as a kind of a job and didn't develop enough to go on for the whole song. The music is arranged by Don Redmond and Tom Weiman.

Has Stepped Up The Pace

Durante isn't a kid any more. How he'll keep up the tempo, the time, seven days a week, plus his radio show, is something to consider.

The rest of the show had Cospey and Ayres and Alan Dale in the supporting slots, with the productions remaining unchanged.

The first time we caught Dale was in the Queen's Terrace, September, 1947. At that time we characterized him as a stand-up who has a pretty good sense of humour.

He's got nothing against a laugh, but Durante is the kind of laugh that the audience will appreciate. The kid has gone places since then, and now Copper is the Cop. He's a little bit more sensitive, a little bit different, a little bit more of an audiences. Part of the fault was his. He constantly got two or three other acts playing and left them. In the case of Durante, Dale, he was able to hold them thru, the audience here don't go for that. It's a bit of a shame.

Dale has the voice, the preaching and the knowledge. There's no need to write any dramatic material for him, an attractive girl. Give them rhythm numbers and they'll take care of that.

Dale has the voice, the preaching and the knowledge. There's no need to write any dramatic material for him, an attractive girl. Give them rhythm numbers and they'll take care of that.

Cospey and Ayres did their usual routine job working in two spots. Their stylized Near East numbers, they expected to make good. Bill Smith.

Wax Names Aide, Philip Niteries

PHILADELPHIA, Nov. 19, - Philby Nitory, has named his aide, Jack Leonard, to help his business, a move in the hope that the agency will increase their market share.

Phillip Nitory, courtier, following the line of the current "philby" type, will be assistant to the midtown area manager.

The midtown area also marks the acquisition of the intimate Dutch Int, with Leor Berg taking over the operation as fellow partner. The new manager, who is also considering a move to the midtown area himself, has announced that the current "philby" type, will be assistant to the midtown area manager.

Douglas Heads San Fran AGVA

SAN FRANCISCO, Nov. 19. - George Douglas, recently a Hollywood film producer, is the new manager of the central office of the American Guild of Variety Artists. The appointment was made here Wednesday (17) by Irving Mazoel, of Los Angeles, chairman of the midwest director.

Douglas was a film producer for the past two years, coming here from the past. His new assistant manager here is Leon Gilbert.
VAUDEVILLE REVIEWS

JUDY CANOVA
AMERICA’S NO. I COMEDIANNE

Palace, New York
(Thursday, November 17)


This one moves from the opening act, the Congaroos, until the last one. Robert Roberts, of the two, the place chargers hold their spots and the key gets comedy thus to give the whole a sparkling impression.

The Congaroos, Frank Manning, R. A. King, Ted Blythe, and Ann Johnson, do a series of acro-jitterbugs, precision hoofing and chatter with a dash and gaiety that kept the audience tense.

The duo delivered to the Workmen (Dave and Dotty)—the boy on a trumpet, the girl on bells—for an interlude wasn’t too far from what they argued into their musical glasses act.

The latter was handsomely presented on the floor, with half coming up and thru the table upon which their glasses were placed. A fixture that was switched to shows bells on the reverse side, and the act went into a bell-ringing. The musical added a couple of lines in a deadpan manner that brought the good charmer a smile amid the comedy vein. For their finale the team used a tin flute, a rubber bomb, and the word bell for an amusing hillbilly number that brought appreciative mits.

Norma Loy

RIQUE STEWART, Pn.-sized boy singer, did an ok job with his old favorites and pieces. Audiences here, however, don’t go for styles, of which he tried a few. On straight music, blonde, was handled by the boy, and the Baby, Olly Old Sun, the crowd was attentive. It was then taken into a song and an intro to You’re a Come a Long Way From St. Louis, Interest noticeably died down.

Jean, Jack and Judy did a fine job with the team’s series of acro-comedy and adagio tricks. The act is smart, fast and knows how to sell. Their tricks skillfully handled, with gags warranting for their final bite, a slow clever build to bellies. Rex Weber’s dense dead-tongued singing was a big hit. His standard, Bridge over Troubled Water, was delivered with dramatic poignancy, subdued the audience until the last swig broke into restrained applause. Sporting a new skull piece, Williams, was presented with a fine headstand and had them guessing when he went into his no-nipped handstand, a trick with his wife was equally effective.

Doris a Real Hit

The Reno Boys (Ben Gandol, Joy Torino and Arthur Grabbe) were also a real hit. Miss Torino, a tiny wisp, with blonde hair, was handled by the lads as if she were a feather. The effect was of constant surprise, beauty, and grace, as well as a natural affinity performed, with the gal assuming feminine roles that added the all-around sight value of the act.

Alan Carney, next-to-closest, got the biggest assist with his corny and quickie take-offs. His biggest was his standard caricatures of pony-lipped soap opera girls, which got him belly laughs.

The last act was Robert Harbin, magician. Working in tails, Harbin made an impressive showing with his routines, a skillful light, cigarette lighting, tone newspaper and rope cutting. His biggest was "sawing a woman in half". In this case, he first used his wife, Dorothy, then later called and got her and his act continued for a repeat. In the latter, however, he used two chairs instead of a single one. Harbin, the boy, Russell J. Clinchy, Dr. Millicent Pond, Edward Fitzgerald, Al Carr, Steve Carldef, Neil Cella, Peter Lollis and Mrs. Mae Harrison.

The act was so well-timed and changed in the industry and the mgm. with Commissione Egan to report on which he was also a wmg.

Capitol, New York
(Thursday, November 17)


The new bill, featuring accordionist Dick Contino and a troupe of ama-teers from Horace Hopper’s "What is it?" show, was brick, brassy and brimful of grit, the more too talented this little group.

The amateur group, of course, is weak on big city polish and professional salesmanship. But the audience could be converted into an asset by a show-wise emcee and proper showmanship.

Unfortunately such is not the case here. Victor Steadman, the only potential big-time talent on the bill, is too recent a graduate of Hecht’s and has no-see-umf with a convincing emcee for this type of show. The band leader presented his act with a new show, should have been a better choice. It’s too difficult to understand why Hecht’s doesn’t utilize Steadman’s ability and break on build-up. Right now he opens the show cold and the initial impact of his band is not the propulsive type. It’s almost too good looking and is saddled with the fatuous tag, "the Rudolph Valentino of the accordion".

The show is a mish-mash of nifty tricks, which have been improved by the flashy technique on the square box is excellent. The dramatic Lady of Stylus, drew a good hand, and a tricky medley of "Harbin’s Meadow", did spark the bill’s best audience reaction.

Mangall Billed Second

Reedy tenor Johnny Mangall, whose mature appearance is at odds with the show’s younger policy, rates second billing in the bill, but applause-wise ran a close second. His publicity outfit, the Mystery Four and a muscular "MAN" of the same ilk, took another course. There’s vocal take-off on a variety of musical instruments was amazingly sung by the off-key musician, with a refreshing contrast to the nervous exuberance of the rest of the show.

The rest of the bill, which ran for two and a half hours on the road, opens with a bang but some lackluster. In the usual routine, including a forlorn military tap, "The Million Dollar" by Vernie Hackney; Pat Thibeault’s, vagnious banjo strumming; the harmonizing of the well-contrived Everly Sisters, who might go places with special material; Nadine Jansen, a thing of the past; and Jerry Rotnsha, who dashes around the stage playing the drums, was so much in the act, the drummers went around on a drum set, showed much enthusiasm, but were made little birds and would turn up the wrong day for the show and turn any deairing.

Pic, She Were a Yellow Ribbon.
June Bundy.

Wage Bd. Picked in Connecticut

BRIDGEPORT, Conn., Nov. 19—A nine-member board was picked today to set minimum wages in the restaurant, hotel and related occupations.

The board was picked this week by State Labor Commissioner John J. Egan. There has never been a wage customarily fixed in these industries in Connecticut.

The board includes Dr. W. R. Russell Jr., Dr. W. J. Clancy, Dr. Millicent Pond, Edward Fitzgerald, William Siedle, Richard Cass, Neil Cella, Peter Lollis and Mrs. Mae Harrison.

The board will set wage conditions in the industry and the mgm. with Commissione Egan to report on which he was also a wmg.

Orpheum, Los Angeles
(Tuesday, November 19)


Eight solid acts give current show plenty of zest. Sybil Bowan, after six-year contract absence, still packs top punch. She wallows patrons with her fast and funny take-off on shows, her solo, altering half-dar and go on stage to suit each subject. Gal "cook-off" with her marvelous versions of "The Simpsons" by Ritter, Harber and Beaufiour Lillo. Slated second to last, the leaves little audience, a channel for Jugger Sarge, their group, who flashes with his durnell twirling and a small bell-ying are well presented and deserve more than the half-hearted mits at the set. Restilling will remedy this.

Phil and Dotty Phelps kick-off the show with different balance feats performed smoothly. Pat and Patty Pogut offer a novel dancing act on a portable platform using transmitted arrangements. Cass, Owens and Tobyy injet a set with spectacular acro-bumping routines to tickle lockers.

Al Lyons, pinching for Rene Williams, bates the house out to ca capably top the acts.

Pic, Trapped. Lee Zito.

Sons-of-Fun
THE FUNNIEST TRIO YOU’VE HEARD OR SEEN

Covington, Ky.

BILL OWEENS
Genial Gentleman of Piano and Song

BILLY RICKER, Pianist

COLUMBIA THEATER

BALTIMORE, MD

BILLY RICKER, Pianist

BILL OWENS, Piano and Voice

BILLY RICKER, Pianist

BILLY RICKER, Pianist

BILL RICHARDS, Piano and Voice

BILL RICKER, Pianist

BILL RICHARDS, Piano and Voice

BILL RICKER, Pianist
Chantilly, New York

[Text continues...]

Mayfair Room, Blackstone Hotel, Chicago

Course, 155, Price policy, $3.50 minimum, all others non-applicable. Doing policy, non-exclusive, Fudin. linen, 775 cover charge. Estimated budget this show $1,500.

In short

New York:
The Blackburn Twins and Janet Blair will pair after company after they play their Ciro (Bollywood) date, January 9. The gal will do the Marvin role in the road company of "South Pacific." Meanwhile, the boys are trying to get Marilyn Maxwell or Gloria Dellaven to do the act with them after Miss Blair leaves.

Gene Marrey is doing nine weeks at the London Palladium, closing December 17. He's due at the Las Vegas Thunderbird, January 5 and is due back at the Palladium March 1... Jackie Bright is signing a contract with Adam Hats and will plug them in his auctioneer... Harry Morion, erstwhile agent-ace, will be a window disk jockey when he starts working for a Brooklyn radio store.

Dr. Jack Weinscholl, the juggler-writer, has a new practice. He and Willie Gillette are writing special copies for comic Patrice... Edith Fellows-Tommy Dix are using it. With the success of Sam Levene, the show is getting the very best in the country. Barry, the voice of MGM, is a real hog and has plenty of odd jobs. Peggy Loeb claims exclusive bookings at Cincy's Fox and Crow.

Louis Armstrong hit the financial jackpot on his European tour. He collected $7,000 in the Scandinavia countries; $5,500 in Belgium; $10,000 in France, and $18,000 in Germany. He's got six guards, but attack, at the New York Presbyterian Hospital. 

Mike Brown, current at the Ruben Bleu, and ex- Billboard staffers is furious with the Y.M.C.A. run. He's breaking in and goes next to the Buttery in Chicago's Ambassador West on a fourmonth of at least nine weeks, from London on a talent hunt... Next year's "Night of Stars," the annual benefit at Madison Square Garden, will be a paid show.

Here and There:
The city council of New London, Conn., has given the Victory Theater Operating Company, Hartford, Conn., permission to use vaude shows on Sundays between 2 and 11 p.m.
Holidays, Football, Hype Steam
To 413G; MH 148, Roxy 100

NEW YORK, Nov. 19—Armistice Day, election day and a town flooded with Notre Dame—North Carolina football fans helped to lift over-all grosses last week to $438,000 from a previous week's $383,000. Most of the heavy business, however, went to the two big presentation houses, the Music Hall and Roxy, which are concentrated for the major portion of the game.

Radio City Music Hall (6,200 seats; average $134,500) opened to a gross take of $185,000. For Christmas, Lida Bright, the Danwoods and That Forsyte Woman. The Roxy (6,000 seats; average $78,000) made it a close second when it came thru with a fine $100,000 for its preem with Tony Martin, Sally Puppet and Oh, You Bummed Me. Produced by Capito (4,627 seats; average $55,000) ended its three-weeker of Lena Horne, Skitch Henderson and Tolgjo Joe with $45,000. It opened to $81,000.

The Paramount (3,864 seats; average $73,550) dropped to $62,500. For the entire week with no policy change, the opening week's figure was $73,500.

The Strand (2,700 seats; average $19,000) started as usual on a regular note for Olsen-Johnson show and Story of Scarlett. Waxing in France (1,700 seats; average $22,500) dropped to $18,600 for its eighth week at the Kaufman Astoria picture before a previous frame of $26,000. The new show, which filled the house, has Rex Warner, Alan Carney, six other sets and Chitown of Midlight.

Kirkwood-Goodman
In MH Pact Fuss

NEW YORK, Nov. 19—The Radio City Music Hall is in the midst of a minor ruckus because the team of Kirkwood and Goodman felt out the current show.

The manager was asking the act to reimburse it for out-of-pocket expenses $599, it says it has incurred because the act didn't show when called.

It started when Lee Goodman and John Kirkwood, current at the Radio City, had a two-week visit to the Midwest. They were on a special one-way deal by Russell Markert of the Music Hall to open there November 10. A week before the preem they received the notice. One of the stipulations was that the boys sing a certain number. On a certain date, in a certain week for the Dwight Deere Wiman show, Dance Me a Song. Wiman was about to fire them from the Music Hall and threatened to cancel the contract they had.

The Upshot was the boys gave up the Music Hall date, too, they agreed to come in for a future date, and Patricia Bright was rushed in as a replacement.

Atlantic City Nomad Closes

ATLANTIC CITY, Nov. 19—Charles Goodelman, who operated the Club Nomad here for many years, closed the historic resort miller this week.

They plan to sell the club and the hotel in which it is housed at an asking price of $800,000. The Nomad was one of the resort's famous hotels, in the early 1920s.

A few years ago it was remodeled by the Goodelman's as a cocktail lounge featuring name musical units and singers.

AGVA Has 50G;
Most Attributed
To Insurance Idea

NEW YORK, Nov. 19—Despite the internal upheavals in the upper echelons of the American Guild of Variety Artists (AGVA), the org is probably in the best financial shape it has been in, in years.

Last year, this time the union was in the red. This year it is in the black. The present financial surplus of close to $50,000, most of it attributed to the insurance plan for its members, is said to be well staved in the past few weeks. Under this plan, all paid-up members get a bond, which may be turned in to raise the dough for annual premiums. AGVA has a deal with the most prominent clubs and plans to put on benefit shows of its own in key cities.

The primary spark, a revitalization of the artists' union, has come from Jack Irving, acting chairman of the board of the club, and though much to the artists' benefit, it's only been the about the only AGVA rep who hasn't tried to line down the head of his job. He held his UFA and has fussed it. Committee members, in the field, charged with finding a capable replacement to head AGVA, have suggested Irving for the job has so far taken it down.

“Follies” in Spokane
Starts Slow, Picks Up

SPokane, Nov. 19—The Empress Theatre, which recently revived circuit vaudeville in Spokane, now staging “Follies” show, is hitting its stride to be clicking. Ahto it got off to a slow start, it has continued to build up. This is the week's most satisfactory for a start,” Manager George E. Bresfield says. The show opens open Tuesdays, with Mondays dark.

The opening show was headlined by Midge Cotton with her Guy Nineteen. Artie Jaxxon emceed and presented a series of high comedy pieces, included Diane Carroll and Inn Lorraine, with specialty numbers; Ruth Moses, singer; and six-gag act billed as the Emperettes completed the show.

Jacque Wereley does the solo on the sword and Billie Dye is designer and wardrobe producer. Ravel, Dye and Wereley in the sword act will stay on all winter, under present plans, and specialties will be brought in each week through Johnnie Walker Attractions, Portland, Ore.

FRANK ALBINI

(Continued from page 38)

Music—As Written

Philadelphia:

Horace Heldt and his talent show will pitch tents at the Academy of Music Concert Hall December 9, with local auditions slated for next week. The show, called Cullen, comes from the same stable, in the Pocsons, takes over the bandstand at the Celebrity Room. ... Amos Milburn is next in at the Showboat... Judy Valentine... and others.

Benny Carter, into the Hotel Marlborough, will take up where Buddy Defrance leaves off at the 421 Club. ... Thelma Stone takes over the canary and Connie Francis the Chief... and Johnnie Huggins, the last Word writer... Steve Gibson and the Red Caps have left town for Las Vegas, Nev., and will go from there to the Coast. ... The Starlite Ballroom at the Carousel has a new look... Johnny Austin making the music. ... Charles (Speck) Wright took his drum set out of town to join Dixie Register in Buffalo, N. Y., with his band... and the Midtown Elgin Ballroom... R. L. Davis is asking for seated bids from would-be purchasers of the Midtown Elgin Ballroom.
WASHINGTON, Nov. 19—With radio stations rapidly expanding into a flood, the Federal Communications Commission (FCC) is in the process of deciding whether or not to authorize full-fledged service for the media. Pending its decision, the FCC announced this week (11) that it is cutting off all grants for special Theater-TV personnel. Continuing experimental operations of 20th-Century-Fox and Paramount in New York and Los Angeles will not be affected, however.

The commission said that to continue operation of radio-televised films, numerous exhibitions and demonstrations of theater television "might be misleading to the public and to persons contemplating investment in the proposed service," since the agency has yet to authorize Theater-TV on a regular basis. Special performances may be made but cannot be filmed; they can be carried on by means of the common carrier equipment already approved by the FCC.

Regional groups of the Theater Owners of America (TOA) are the first to file suit with the FCC against the expenditures of the Public Service Commission. They are seeking an agency to initiate rules governing procedure looking forward to the establishment of such a service. The TOA, led by Sidney Lust, owner of a string of neighborhood houses in Los Angeles, is the first to file suit against the FCC in a brief this week that he plans to file with the commission in support of education. He said he contemplates turning over his theaters to schools for this purpose. He also is a member of the National General Labor Union and believes in the use of the house for educational purposes. Thus, a single lecture, he said, could address audiences in a number of theaters thus utilized for television. The board of theater operators plans to challenge regulations before the FCC. The Virginia TAO and Walter Egan, southern Pacific, Inc., of New York, also are planning to present similar suits. They have been asked to bring their cases before the FCC on the condition that the commission approve the proposed service. The FCC will consider the proposed service, but it cannot be carried on by means of the common carrier equipment already approved by the FCC.
Lockhart Replaces Lee Cobb In “Death of a Salesman” Lead

NEW YORK, Nov. 19.—At the risk of an accusation of straddling, this reporter attempts to hold his fall. Lee Cobb has both gained and lost via the replacement of Lee Cobb as Salesman. On the night Cobb’s portrayal of Willie Loman, the bemused and frustrated Salesman, has been foremost. He also heard nothing less than superb—and it was a portrayal which is the envy of the theater world. Cobb’s approach to the character was one of high, steep praise. He made the worn-out, Listeners, a fine actor, and ideal Philip’s figure a little too much and too often. His problem was more to find something of his inner failure in the role. He did not lose sight of the character’s weaknesses, and he felt close to and sorry for his salesman—more any than he would for Hamlet or Julius Caesar, which is what will long be remembered as one of Broadway’s finest performances.

The prowl, but in its own way it is quite as excellent as its predecessor. However, that Salesman has lost a certain amount of interest since last year. And, it is a sad reflection that since Lockhart’s Willie is not a shouter, the rest of his family are not either. The problem of a family’s devotion of his wife comes thru all the more sensitively. But the scene seems more intimately detestable. The Lomans are now the family you would come right into anybody’s neighborhood.

In sum, Cobb’s performance will be a cherished memory in this ever-changing theater. Cobb’s support will have the ten customers opening woe weeping. The new cast is the old cast, with the exception of the Morocco Theater, for Salem’s as a whole takes a more personal approach. In the cast: Mildred Dunnock, Howard Smith, Thomas Chalmers, James Mitchell, Allen Reinhart and Dean Keener are as fine as—ever—and a special thanks to the “Beyond the Horizon” boys, as they have been for nine years in the same role. They are the ones who make this the long run.
OUT-OF-TOWN OPENINGS

GENTLEMEN PREFER BLONDES

(Opened November 17)
FORREST THEATER, BALTIMORE
A musical comedy in two acts and 13 scenes.

Produced and managed by Mrs. John Byrnes. Book by Joseph Fields and Jerome Chodorov. Lyrics and music by Cole Porter. Directed by John C. Wilson. Design by John E. Toothman. Costumes by Evelyn Oliver. Opened November 18, 1949. Cast included: Miss Gordon, Miss Travis, Mr. Brown, Mr. Steele, Mrs. Worthington, Miss Durand, Mr. Wyman, Mr. Tomlinson, Mr. Merrick, Mr. Webb, Miss Marlowe, Mr. Richardson, Mr. Johnson, Mr. Sam. Brokaw, Mrs. Miss, Mr. Smith, Miss Lloyd, Miss Martin, Miss Johnson, Miss Jenkins, Mr. Brown, Mr. Anderson, Mr. Jones, Mr. Taylor, Mr. Williams.

Whatever fate will eventually befall this choosing musical, the spontaneous transformation of Anita Loos's Gentlemen Prefer Blondes, it at least establishes Carol Channing as the kind of pin-up girl with more of the glitter of the stage than the stage a blaze. The mercenary man is in hot pursuit, bent on facility for mugging and a singing voice that is completely gatery and greatly appreciated, as is the far from converts this musical into a triumph. Channing, which, while a well for the box office at the Ziegfeld Theater in New York when the show takes over after a few nights of previewing here.

Show Book Like Original

The and pages of Miss Loos's original with a revue that almost became revolting as Miss Channing, the pin-up with which he is so much better, in the songs and in the acting, is a Grand Best Friend, her trip to Paris, financed by her button boy sponsor in the hope of getting her to become the star of revues arriving from the huez of her tastes. Miss Carol has seven songs to her credit in this revue, and she carries the scores most tune-lit potential with a sort of Baby Bang! As her partner in pilaging, Yvonne Aud is as Dorothy Dwan is as charming, and dancing as well as being the wise-cracking foil for Lorelei Lee, it's Miss Adair, with Eric Broder- son, her romantic interest who is a gentrification of the kind of female the so-called prefer, who helps in putting over the best musical numbers that a Just a Kiss Apart bears hitherto we see, except for the vocal and instrumental sensitivities for Broderson's song's you see. You care.

Credits' By

Agnes DeMille's bulleted, led by Helen Wood, all capture the spirit of the show. It is a work that is musically different, with full justice given to her choreographical designs in the individual acts, such as those of Trisch and Kafsik. The supplemented by the producer Oliver Smith, and Miles Withers, costume creations all rate highly, and one can be sorry to see them not to be overlooked are the lovelies in the background, particularly the six towering cornets of the special kind that gentlemen prefer.

There is music that has to be done before the run can begin, and that Card Conn the show can hardly miss. Maurice Oderer.
Plunkett Tabs
Good $ Count
On Tex. Tour

Five Weeks Remain
GRANGER, Tex., Nov. 19—Plunkett's Stage Show, currently in its 40th week on tour, has been playing to good business since entering Texas, with the exception of two towns which proved unattractive. Plunkett revealed that current plans call for the unit to remain on the road at least five more weeks.

Fuzzy and Cleo Plunkett each purchased a new car and Fuzzco (See Plunkett Taba on page 139).

Western Canada Firms Plan
10 More Drive-In Locations

VANCOUVER, Nov. 19—Drive-Ins in this area are enjoying a lively box-office season. Atico competition has increased considerably, all outdoor productions are exceeding their operator's expectations. At least 10 more drive-ins are expected to be built next year in British Columbia and about 25 throughout the three prairie provinces.

Frank Kershaw, in conjunction with Mervyn (Red) Dutton, president of Western Drive-In Theatres Ltd., is building two new drive-ins, one at Calgary and the other at Edmonton. Both are set to open in the spring. Their first two houses in the two cities opened this spring, opening May 1, and Edmonton debutting June 6. A new drive-in will open at Lethbridge, will open next spring. Other drive-ins are planned for Saskatchewan and British Columbia. Kershaw is managing-director of the firm.

Famous Players Canadian Corporation announced last week that six new drive-ins are planned for Western Canada. Three are set for Ontario, while plans for the others are still pending.

Location of the firm's drive-ins in the West, says L. I. Beard, Western Division Manager, are: Nanaimo, Moose Jaw, Regina and Saskatchewan, in Saskatchewan; Brandon, Manitoba, and Lethbridge, Alberta.

In the Eastern Division the locations thus far are: Sarnia and Toronto. The six drive-ins to be built outside the latter city. At present Ontario companies, controlled by Famous Players, operate drive-ins at Chippewa, Hamilton, London and Maidstone.

Sunday church services are being held at the Edmonton Drive-In, the first in Canada, for the benefit of an Eskimo Protestant and Roman Catholic congregation alternates on different afternoons.

Sponsored by the Western Drive-In Theatres Ltd., and The Edmonton Bulletin, the idea was enthusiastically received and several service clubs have been aiding the plan.

Ministers and priests have voiced approval of the idea and regard it as an excellent way for shut-ins to attend church. An organ, two choirs and seats are transported to the drive-in each week.

Jones Unit Skeds
Two N. C. Stands

ROCKY MOUNT, N. C., Nov. 19—Willie Jones completed plans this week for the opening Wednesday (23) of his St. Louis, all-Negro attraction, at the Community Center here.

From here the unit moves to the Mecklenburg, Elizabeth City, and the Late Cine, N. C., for a scheduled Thursday (24) showing. Famous Fuzzco is heading the orchestra, with Virginia Jones, the blue curney, Jones said.

PHILADELPHIA, Nov. 19.—A New England drive-in chain will extend its operations into the Pennsylvania territory next year. The Mid-West Drive-In Theatres, Inc., Boston, filed a petition this week for a certificate of authority to carry on the operation of outdoor theaters and concessions in Pennsylvania. Offices of the company will be set up in Philadelphia.

1949 Junket Winner for Silas Green

Route Set Until February

MACON, Ga., Nov. 19.—The Silas Green Show, long-time favorite all-Negro musical revue, which is experiencing another winning year and is slated to play its 15th season at the end of February, Manager Sam B. Warren said here.

Playing the Tabor Auditorium this week (11), the show drew a fair crowd but the local business did not match the good business for the undercanvas performances in Griffin and Fort Valley, Ga., the two preceding nights.

Owned and operated for many years by the late Charles Collier, of Macon, the Silas Green Show is now in its sixth year under ownership of Wilmer J. Jones. Show travels on a private railroad car and fleet of trucks, playing principally one-night stands in rural areas.

(See 1949 JUNKET on page 139)

History Makers

DETROIT, Nov. 19.—The Silo Players are destined to make history if plans being made by Lewis Beeson, secretary and treasurer of the Negro Motion Picture Society of Michigan, go through as set up by this group.

The group, which recently celebrated its 75th anniversary, is planning to attempt to open a Negro picture house here, the Silo Company in a group next season.

Bucking tentative will be at Albion, Mich., thru which the Silo Players plan each year, The Silo Players make their headquarters at Vermontville, Mich.
THE FINAL CURTAIN

WILSON—John Darrell, magician known professionally as the Great Darrell, November 15 at his home in Indianapolis, of a heart ailment. Survived by his widow, Peggie, who also assisted him professionally, and two sons, Jack and Buddy.

WINCHELL—Mrs. Jennie, 77, Melbourne, November 14 in New York. Another son, Al, also survives.

WYMORE—William (Bill), 43, musician for 28 years with circuses and carnivals, including Hagenbeck-Wal- lace, was director of Donkey's World Fair Shows and Rogers Bros. in Jackson, Miss., November 7. Burial November 9 in Vicksburg, Miss. Surviving are his mother, Mrs. Blanche Wymore, Ani- mule, Ohio; two brothers and two sisters.

—Edward A., 56, manager of the American National Bank of Oswego, November 6 at his trailer home near Belleon, Tex. Survived by his widow, Mrs. Brilla Yagel, Dallas; a brother, Frank, and two sisters, Mrs. Helen Oginski and Mrs. O. Yagla, Dallas. Burial in Dallas November 8.

Marriages

ANDERSON-RINGLING—Russell A., 56, of New York City, and Margaret O. Wilmot, granddaughter of the late Alta T. Ringling, daughter of John and Frances A. Ringling, founders, November 12 in Great Falls, Mont.


GREGORY-GRAHAM—Dean H. Gregory and Georgiana Graham November 10 in New York, the daughter of Mr. and Mrs. George Graham of Newburyport, Mass. Surviving are two parents in the serial act known as "Two Broke Bitches." 


JACKS-ZANUCK—Robert L. Jacks and Darrylin Zanuck, daughter of Darrylin Zanuck, president of Zanuck-Loew-Loew, in charge of production at 20th Century-Fox Film Corporation, Hollywood, in New York, the daughter of Mr. and Mrs. George Zanuck of Los Angeles. Surviving are parents in the serial act known as "Two Broke Bitches."

LOWENTHAL-GRAVES—Leon Lowenthal, impresario, and three Graves sisters, two of whom are in films in Phila-

DELL-HARRIS—Bob Markell, scene designer, and Joan Harris, radio actress, November 4 in New York.

SOLO-MISS-TED—Wendy L. Constantine, student of Soloman, assistant to color bust Danton Walker and Barbara Harris, art editor in Broadway's "Trench and Go," November 13 in Hollywood.

WEISSNER-HAMILTON—Martin Weissner, composer and pianist, and Hazel Hamilton, November 13 in Victorville, Calif.

WILLIAMS-ÁRTHUR—Gene Wil-

BIRDS

A son to Mr. and Mrs. Lou Klein, 11400 12th St., West Los Angeles.

A daughter to Mr. and Mrs. Jack Finkle, 11400 12th St., West Los Angeles.
Record Trade Show Assured; Probable Peak Attendance Seen for Outdoor Contests

All Sessions, Social Events To Be Held in Hotel Sherman

CHICAGO, Nov. 19.—A new record, exhibit-wise, and a probable high, attendance-wise, for the outdoor show conventions which open at the Hotel Sherman here Sunday (27). Space for displays in the Trade Show sponsored by the National Association of Amusement Parks and Beaches (NAAPPB) exceeds that of last year, the previous peak. All available footage was sold weeks ago, with many space applicants necessarily turned away. Record attendance of fair execs, particularly those representing annuals on the county or regional level, is anticipated. Turnouts of park men, carnival reps and suppliers of various kinds is expected match, if not top those of last year, even the the 1949 season, generally speaking, was not as profitable as 1948.

Again this year all sessions of the National, International Fair Producers’ Convention and Exhibitions (NAAPPB) at the Chicago Auditorium, with an attendance-wise, will be held in the Hotel Sherman. So will the social activities of the President’s Annual Banquet and Ball of the Showmen’s League of America and the SLA’s President’s Party.

The SLA banquet and ball, following past pattern, again will be a sell-out. Sam J. Levy, past president of the club and chairman of the committee, in charge of the event, reports. The banquet slated for Wednesday night (30) in the national meeting of the President’s Party, also in the main ballroom, to be held Sunday (2), has been booked. The Showmen’s League Memorial Service will be held at 1:30 p.m. in the Ball Tabarin.

The complete program is in the hands of the IAFE, NAAPPB and ACA appear elsewhere in the outdoor section.

D.C. Midway Post Still Open

To Operate on Contract Basis

Zee in charge of theater division—batch of key appointments announced

(Continued from page 3)

week by Edward Boykin, chairman of the seriel campaign. Other named were Milton Maybruck, of Washington and New York, a certified public accountant, as general director of the fair; Prof. Albert P. Stewart, director of music at Purdue University, La Fayette, Ind., as director of the fair’s music festival; Thomas Holland Jones, Washington sculptor, named to design a special commemorative medal for the Freedom Train; Mrs. John Wilkins, chairman of the fair; and Dr. Frank Monnahan, Washington writer and author of the Freedom Train’s The Heritage of Freedom, an

St. Louis Mayor Mulls Dufour’s Plans For Fair

ST. LOUIS, Nov. 19.—Mayor Joseph M. Darst is mulling plans personally and publicly announced by Louis Dufour, for a World’s Fair in St. Louis in 1953 to commemorate the 150th anniversary of the Louisiana Purchase. According to Dufour, the exposition would provide employment for more than 4,000 persons during the construction period, and an additional 10,000 by the fair visitors, exhibitors and concessionaires during the operating period.

Dufour estimates that $50,000,000 would be spent by fair visitors during the fair period, the largest expenditure of new money flowing into St. Louis, he said, would be supplied by the fair visitors.

Dufour, for the last 30 years, has been identified and financially interested in the world’s fairs in the United States and Europe.

Started in 1913

Starting with his World’s Fair Pacific Exposition in San Francisco in 1915, Dufour was later associated with A Century of Progress, Chicago, in 1933-34; Exposition International, Brussels, 1935; Brussels International Exposition, 1949-50; American Heritage World’s Fair, Chicago, 1953; and the World’s Fair, 1958-59; Great Lakes Exposition, 1935-37; Frontier Centennial, Fort Worth, 1936-37; Chicago World’s Fair, 1933-34; and New York’s World’s Fair, 1933-34.

California World’s Fair, 1935; and World’s Fair, 1933-34; and New York’s World’s Fair, 1933-34.

Dufour claims to be the originator of the plan for the Century-of-Progress Exposition.

Brought Sanges Here

In the closing of the Century, 1934, Dufour brought the Uganbi Sanges to this country from Africa. He bowed the troops at the Masaiaah Theater, Philadelphia. After playing a circuit of theaters, Dufour contracted with Ringling Bros. and Barnum & Bailey to take the troupe on tour. Dufour and Turner also presented the Warden Louis E. Laws Singing Show and later toured the Hilton Siamese Twins.

Dufour and Morris Green combined to present Steve & More, a comedy starring Robert Armstrong, and Questionable Ladie, a mystery comedy starring Athene Dahi and Mario Deyer.

I. J. Eagle, HASC Member, Found Dead in Kansas City

KANSAS CITY, Mo. Nov. 19—J. Eagle, 67, former owner of the printing company bearing his name, was found dead in his home on Wednesday morning. Death was due to natural causes.

Josephine Montgomery Kansas City, and Mrs. Hessel Williams Chicago, and a son, William, Tulsa, Okla.

Convention Directory

CHICAGO, Nov. 19.—Again the Billboard will maintain a directory of billboards, booking offices, attractions and suppliers which will have rooms in the hotel.

To obtain free ad space in the billboards, booking offices, etc., the participating hotels and suppliers should be turned in at the Showmen’s League of America booth in the hotel lobby. The showmen would be useful to the supervisor’s post. He was presi-

D. A. KALBUS

Alvin Kalbus, Wisconsin Fair Exec, Drowned

MADISON, Wis., Nov. 19.—Alvin W. Kalbus, 59, supervisor of county and district fairs for the Wisconsin State Department of Agriculture and former assistant manager of Wisconsin State Fair, Milwaukee, drowned Sunday (13), while fishing near by Lake Mendota.

Kalbus had been with the agricultural department since 1912, being connected with the State Fair since 1912, age 92.

(See KALBUS DROWNS on page 53)

Set 1950 Dates For Sacramento Valley Annuals

COLUMBUS, Calif., Nov. 19.—Dates for 1950 county and district fairs were announced at the annual meeting of the Sacramento Valley section of the Western Fairs Association (WFA) here.

Dates are: Thirty-Sixth District, Dixon, May 5-7; Butte County, Chico, May 25-28; Solano County Fair, Fairfield, June 14-17 (alternate dates of June 21-24); Calistoga-July 2-4; Yolo County Fair, Woodland, August 17-20; Plumas County Fair, Quincy, August 10-13; Nevada County Fair, Grass Valley, August 24-27; Placer County Fair, Roseville, August 10-15; California State Fair, Sacramento, August 21-September 16; Glenn County Fair, Orose, September 13-17, and Butte County Fair, Orland.

(See SET 1950 DATES on page 108)
November 26, 1949

The Billboard

PROVEN RIDES BY NATIONAL!

1. Kiddie Ferris Wheel . . . Favorite With the Kiddies
2. Buggy Ride . . . Made in 4, 6, 8 and De Luxe 10-Horse Sizes
3. 1950 Model Super Streamlined Kiddie Coaster Train
5. Kiddie Coaster . . . for Adults, Too
6. Famous Century Flyer Locomotive
7. Kiddie Coaster Tubular Constructed Framework
8. Kiddie Coaster Station at Pontchartrain Beach, New Orleans

We are the World's largest manufacturer and builder of Coaster's. Our factory covers 46,000 square feet of floor space and occupies an entire city block.

If you want a good Coaster, let us engineer it for you.

We also build the famous Century Flyer Miniature Train (more than 100 now in operation), Old Mills, Mill Chutes, Fun Houses, Mirror Maze, Kiddie De Luxe Buggy Ride and Kiddie Ferris Wheel.

Write for literature describing these rides

NATIONAL AMUSEMENT DEVICES COMPANY

BOX 488, VAF, DAYTON 7, OHIO
Kiddie Rides Grow in Number, Variety

Ops Offered
Wide Choice, Survey Shows

By JIM McHUGH

NEW YORK, Nov. 19—With manufacturers now offering more than 400 juvenile ride units, moguls are assured of having their desire for pint-size thrills take care of for some time to come. While a recently completed survey by Billboard shows that many of the ride units are similar, the variety is plentiful and a well-equipped kiddieland could conceivably feature 50 different units without patronage justifying the expense.

The tremendous postwar popularity of kiddie ride units has resulted in construction of numerous funspots with all equipment designed down for the youngsters. Many fairs have recognized the popularity of separate areas for kids and have created fun zones for the youngsters that more justify the cost and effort, even though the play lasts only from a week to 10 days.

Carousels and amusement parks have been quick to recognize and to take advantage of the profit-earning from a well-equipped kiddieland. The permanent spots and the rail and truck euros have added units in multiples. Railroad shows carry as many as 11 or 12 and these grouped together at fairs, with only inexpensive embellishments added, provide novel, eye-filling zones for the youngsters.

The operation of kiddie parks has been spotted as a valuable enterprise by persons with no previous experience, as well as veteran park and carnival operators. A three-unit, with the all-important Merry-Go-Round, can expected for a maximum of around $10,000. However, most units offered are in the $1,000 to $3,000 bracket. The growth of the kiddie ride market has resulted in several manufacturers who formerly limited their output to major units entering the field with scaled-down replicas of their principal products.

About one-third of the manufacturers replying to the questionnaire indicated that they will introduce new units in 1950. The acceptance was indicated, will be on modern design and portability.

The Ell Bridge Company is again manufacturing its Baby Ferris Wheel but the sturdy little rides, according to Ben O. Roadhouse, sales manager, the miniature counterpart of the Ell-Bridge Whirl, will have a streamlined engine and cars with each having only two wheels at the rear, with the front end resting on the car ahead. It will operate on 20-gauge track.

A new Steeplechase ride for youths up to 11 years is planned by Vogel Neon Manufacturing Company, Amasdanco, Tex. Owner Harold W. Vogel said that the unit will cost approximately $3,500.

Two new units are planned by Smith & Smith, of Scranton, N. Y. The Our Little Friend will have a seating capacity of 20 and one of the cars will be mounted on a trailer for easy transportation and erection.

Three new units are planned by the C. W. Parker Amusement Company of Lawrence, Kans. A bed with a capacity of 12 will sell for about $1,550. The Whirl, which will ride both inside and outside, will have a capacity of 12 to 16 with a price of $1,750. Another kiddie-adult unit, the Derby, will have a capacity of 12 to 16 and will cost for prices ranging from $1,595 to $1,750.

The Williams Manufacturing Company of Wichita, Tex., is building the Orbit Junior, a miniature of the company's major unit, Wayland. D. Keith, owner, announced. The junior version will have a capacity of 16 and sell for approximately $3,500.

A new-type kiddie buggy ride having galloping horses is now being developed by the W. F. Mangels Company, of Brooklyn, N. Y. It will be ready for spring delivery, according to W. F. Mangels, firm president.

The Big Hitch, with a capacity of 25 and costing $4,000 and up, is now being developed by the Excelsiors Ohio Company, Cleveland.

Lee U. Eyler, of the Eyelry Aircraft Company, Salem, Ore., reports that his firm is now building the MacKenzie, which features authentically designed miniature racing cars with semi-steering control, and the Kid-o-Plane, miniature jet planes with combination arm and cable suspension, elevation and reduction control.

Costable's Kiddie Rides, Fountain City, Ind., is planning a sail boat ride that will operate on runway track and feature real units, L. T. Costable announces.
Close-Ups:

Energetic Rosenthals Created
A Model Funspot in Palisades

By Jim McHugh

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

Accordingly 40 years ago Jack and Irving Rosenthal pooled their energies, of which they had an overabundance, and their resources, a meager $50 which they borrowed in partnership, to get into the fringes of the amusement park business. Today the Rosenthals own and operate Palisades Amusement Park, a model layout on the New Jersey side of the Hudson River and across from Manhattan's millions of potential patrons.

Palisades is among the prettiest, and certainly one of the busiest, funspots in the country. When the Rosenthals acquired it only 15 years ago, Irving recalls that it was "dilapidated and losing $80,000 a year." The brothers used one of their best talents, a knack for showmanship, to draw crowds to the funspot and used profits lavishly for expansion and embellishment.

Before the brothers reached their teens they were faced with making a living. There were eight children in the family and their mother was faced with their support from the time their father died the week before Irving was born.

Borrowed $50

When Jack was 12 and Irving only 10 they borrowed $50 to open a souvenir concession on Tiffany's Pier, Coney Island, N. Y. The variety of their stock was limited to pails and shovels. Merchandising had to be secured on consignment and it took first-rate salesmanship for the brothers Youth didn't necessarily bar them as

JACK ROSENTHAL

to convince jobbers that their good credit risks.

At day's end the brothers were afraid to leave their unsold merchandise on the pier. They packed the stock into cartons, bugged it home and stored it under their bed. Usually, four trips were required each night and morning.

$1,500 Profit

"We were the biggest pail and shovel sellers at the beach that year and made more than $1,000," Irving says. "It wasn't long before we figured out

CARNIVAL, PARKS, RIDE OPERATORS
TOP MONEY KIDDIE RIDES
Special. $8,000 Delivered.
COAST TO COAST MFG., CO., INC.
117 Atlantic Ave. - Manasquan, N. J.

BOOMERANG
1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT, INC.
216 Juniper St.
Brooklyn, N. Y.

36 PASSENGER
8 Wheel Drive
11 TON 3/4 (PORTABLE)
STREAMLINER
America's Finest, Fastest, Most Economical.
CLARK MFG. CO.
BRADENTON, FLA.

IRVING ROSENTHAL

how to engineer maximum sales. Two excursion boats came in daily from New Jersey. I stood at the end of the pier and handed each child a pail and shovel. Jack stood at the other end of the pier and collected five cents from the parents as they passed him. We didn't miss many sales because by the time the kids got to Jack they

(See Energetic Rosenthals, page 114)

NEW STURDY PORTABLE KIDDIE AUTO RIDE
26" dia. all steel, welded construction. Cars ruggedly built, ball bearing wheels, 50" long. Center of Ride covered with striping canvas for looks and safety. Choice of 3 types of lights available. Maximum weight approx. 2,500 lbs. and can be dismantled in 30 minutes, set up in about one hour. Details on request.

Price without tent tops: Two Car Ride, $2,200; Eight Car Ride, $7,120

WILLIAMS BROS. RIDES

BOX 212
LANSING, KANSAS

CUT YOUR TRAVEL EXPENSES!

OWN YOUR OWN FLXIBLE COACH

Economical Flxibles are now serving:
Johnny Long  Cliff Kays-Doll Lee
Rhythm Club  Merle Lindsay
Jimmy Thomas  Viking Accordions
Roy Melton  Johnny Lee Wills
Vic Schroeder Agency

Reduce those travel bills while eliminating public transportation schedules. Comfortable, easy-to-drive models are available in 21 to 37-passerger capacities. Special interiors supplied to your specifications. Convenient terms may be arranged.

Write today for Prices on New and Reconditioned Flxibles.

BUS SALES DIVISION
THE FLXIBLE COMPANY, Loudonville, Ohio

THE TVL-T-A-WHRL Ride

Now the leading Flat Thrill Ride on Midways All Over America

A cordial invitation is extended to all our many friends and customers to visit us at Booths Nos. 5 and 6, Main Exhibit Hall, during the Parkmen and Showmen convention at the Hotel Sherman, Chicago, beginning November 27.

SELLNER MFG. CO.  Faribault, Minnesota
SHOWbiz KNOW-HOW TURNS TRICK

Canvassmen Provide Top in Remote Aspen, Colo., That Licks Many Problems, Delights Musicians and Suggests Similar Usage for Other Events

"One of the greatest thrills of my life was to play music under this . . . tent which I consider one of the great successes of our times, acoustically and esthetically . . . this system should be adopted everywhere."—DIMITRI MITROPULOS, Conductor, Minneapolis Symphony Orchestra.

SHOW business know-how came to the aid of the Goethe Bicentennial Convocation and Musical Festival this summer at Aspen, Colo. It was experienced canvassmen who played a major part in devising a physical set-up to house the convocation-festival. Multiple problems were faced in erecting an adequate structure for the Aspen event. The site was remote. Moreover, its high elevation, some 8,000 feet above sea level—in a cow pasture, free of protective windbreaks—made it subject to extremely high winds, while the possibility of rainfall, normally heavy in the area, posed an added problem.

Acoustically, the tent or structure had to be designed to give flawless effects, inasmuch as many world-famous intellectuals, including the celebrated, soft-spoken Albert Schweitzer, were to speak, and Dimitri Mitropoulos' Minneapolis Symphony Orchestra was to play.

Hailed by Architects Mag

What these canvassmen devised, in collaboration with architects and lighting, acoustical and color experts, suggests more widespread uses of big tops, as the authoritative Architectural Forum points out. This magazine, in its September, 1949, issue, devoted two pages to the big top at Aspen, terming it "a demonstration of how any large, once-a-year assembly may be accommodated at a minimum cost in a home of its own." The entire physical set-up cost $55,000, including the tent which cost $15,000 and the 23 by 100-foot frame building which contains dressing rooms, toilet facilities and connecting storage space.

The United States Tent & Awning Company, Chicago, was called into consultation by the architects. Drawing upon their knowledge and experience, representatives of the Chicago firm designed a tent not unlike the one used by the Circo Atayde Hernandez, Mexico City, and the one recently completed for the Circo Razor of Havana, Cuba.

Expert on Scene

The top was made of 31 inches 1.9 twill, a specially prepared material used by many for large circus tops. The sidewalls were fabricated of 2.5 drill.

Charles (Pearly) House, a veteran member of the U. S. Tent & Awning staff, supervised the erection, maintenance and dismantling of the top. House, drawing upon his more than 30 years experience in outdoor show business, proposed and executed a highly effective method of lighting.

A semi-dark effect was desired so that spotlights could be played on the artists and speakers. House mounted five floodlights atop each of the four center poles, with their beams directed to shine thru the top canvas. This permitted enough light to penetrate the tent to enable patrons to find their seats, and at the same time giving a pleasant glow to the interior.

This method served more than the one purpose. It not only eliminated light heat under canvas, but also illuminated the area around the outside of the tent. This last proved valuable, as the parking lot and entrance gate were spotted some 300 feet from the tent, to avoid disturbing the program, and the lights mounted from the top's poles reduced the need for auxiliary parking and entrance lights.

To achieve the best sight lines between the audience and performers, the stage was built in an 8-foot deep bowl dug in the pasture. The excavated earth, piled around the lower rim, served to elevate the seats and at the same time blocked outside noises. A cluster of bushes set around the bandshell provided a restful, decorative quality and acted also as a draining system when the tent was not up. A hard floor of macadam was then laid.

The tent was erected so that only six out of 2,600 seats were blocked by center poles. Fireproofing the canvas added only 20 per cent to its weight.

Tests by acoustical experts revealed that the shape of the tent was ideal, but the canvas had a high absorption coefficient for low-frequency sounds and reverberation time in the tent would be lower than desired for orchestral music. To remedy this, a bandshell of 3/4 inch plywood was built, with a 16-foot rear wall "accordion pleated."

Tangarine sidewalls for the tent with a white top was used at the urging of color experts. This scheme contrasted with the dark green of the surrounding mountains. The wood bandshell, masts and benches were in natural color, trimmed with blue and orange.
U. S. Tent & Awning Named Sole Trade Kolite Distributor

CHICAGO, Nov. 19. — The U. S. Tent & Awning Company, this city, has been appointed sole outdoor show trade distributor of Kolite, latest development in illumination for outdoor shows, swims pools and exhibits. Appointment was made by Kolite, Inc., and Lawter Chemicals, Inc.

A showing of Kolite and the Luva-Lite fluorescent paint used in the treatment will be made by the Chicago canvas firm at the outdoor convention in the Hotel Sherman, Chicago, Sid Jessop and George Johnson, who will be on hand for the U. S. Tent & Awning Company, maintain that Kolite will revolutionize lighting for outdoor shows. They point out that Kolite displays can be seen at night from great distances and that this will prove a boon to the outdoor trade, including even circuses and ride operators.

KALBUS DROUNDS

(Continued from page 59)

President of the Wisconsin Association of Fairs for three terms.

His death came when the boat, in which he and his brother-in-law, W. F. McKillop, were fishing, was overturned by high waves. Attempts at rescue were thwarted by five-foot waves and beds were drowned.

Kalus was a member of the Madison Masonic Lodge.

Surviving are his widow, a daughter, Dolly; a sister, Ida Kalbus, and four brothers, Fred, Henry, Louis and Frank.

Weyburn Rodeo Dates Set

WEYBURN, Sask., Nov. 19.—The Junior Chamber of Commerce has set July 26-27 as dates for the 1950 rodeo.

Eyerly RIDES THE MIDWAY

The unparalleled success of Eyerly rides on the midways can be summed up in one word, engineering.

Eyerly rides are engineered for safety and crowd appeal action; for flash, brilliance, and spectacular performance; for speed, for flash, brilliance, and spectacular performance; for speed, for flash, brilliance, and spectacular performance; for speed, for flash, brilliance, and spectacular performance.

Eyerly rides are tested, proven, and engineered to meet the exacting and special requirements of the amusement world.

Order now to assure prompt delivery so that you can "cash in" on the great regiments of people who will spend their dollars at carnivals, parks, and fairs during the coming year.

Eyerly’s sensational ROCK-O-PLANE

A multi-appeal ride—combining a simple and proven money earning action with an added passenger controlled thrill action—simply a high-grossing, economical—keyed to parks and shows—has special appeal for group riders

—superbly engineered.

SALEM OREGON
there's a NEW LOOK
in TRAINS too!

Just take a look at the 1950
TOM THUMB Streamliners

TOM THUMB, Junior . . 18 passenger 14 gauge
TOM THUMB, Regular . . 36 passenger 16 gauge
TOM THUMB, Senior . . 48-60 passenger 18 gauge
(For Parks, Zoos, etc.)

A complete range of Streamliners offering attractive designs for Play-
lands — Parks — Carnivals — Outdoor Theater, Etc. Properly priced—
Durable performance—Beautifully designed.

Tom Thumb STREAMLINERS, Inc.
DEPT. B, BRADENTON, FLORIDA

Al Sweeney Sees More Auto Races At 1950 Fairs

CHICAGO, Nov. 19.—An increase in the number of auto racing days at 1950 State fairs was predicted here this week by Al Sweeney, who with Gaylord White heads National Speedways, Inc. Sweeney said several fair execs already have indicated they would give auto racing a bigger play next year since big car racing in 1949 has accounted for increased afternoon grandstand attendance.

The org presented 49 meets in 15 States under the International Motor Contest Association banner. Of these, two were stock car races and 12 were dirt dates. For the third straight year, there were no fatalities, Sweeney added.

Attendance Holds

Racing at Sedalia, Mo., Des Moines and Lincoln, Neb., this year yielded gates which topped 1948, Sweeney said. The Sweeney-White org played host to drivers, officials, newspapermen and radio men at a party in Shreveport the night following the final race meet of the season. Awards were made to leading 1949 drivers at the dinner.

Frank Luppo, Detroit, who won 36 features and set 23 new track records, was awarded the circuit trophy. Deb Snyder, Kent, O., and Bobby Grimes, Indianapolis, who finished in that order behind Luppo, were given bonus checks and Stanley Calloway, Miami, received a check as the year's most improved driver.

Sweeney and wife, Berenice, returned to Chicago this week from a two-week vacation in Hot Springs. His partner, Gaylord White, is vacationing in Mexico with his wife, but will be in Chicago for the outdoor meetings.

WE LIGHT THE MIDWAYS OF AMERICA!

Lewis Diesel—General Motors Generator Units

The Most Power Per Dollar (Compare Prices).

The Most Power Per Pound (Compare Weights).

The Most Eye-Appeal and "Flash" (Compare Appearances).

The Most Simplicity (Compare Equipment).

MORE Power for MORE Hours for LESS Cost.

Phones: Memphis: 5-6447
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LEWIS-DIESEL ENGINE CO.
MEMPHIS 2, TENNESSEE

Soft Ice Cream
-Frozen Custard
BIG VOLUME—LONG PROFITS!

Meet the taste sensations of '49 — Soft Ice Cream and Frozen Custard. Next summer cash in on the nationwide popularity of these delicious Specialties dispensed from a SWEDEN Speed Fountain Freezer. Easy to operate and keep sanitary, S W E D E N is fully automatic... completely versatile. Enables you to serve milk shakes and melts, too — all at same high speed, low foot cost. Use SWEDEN for popular products

GIVE TO THE RUNYON CANCER FUND

SALES ARE INCREASED THROUGH AUTOMATIC FREEZING.
Just awarded by U. S. Gov't 121 U. S. Army Heavy Duty 17 ft. by 33 ft. Squad Tents
Fire, Water, Weather & Mildew Proof
12 ft. High with 6 ft. 2 in. Doorway.
Slightly used, clean. Cost Gov't. $225.00
O.D. Color Guaranteed. 2 for $69

STOCK TICKETS
One Roll 3.75
Two Rolls 4.95
Four Rolls 9.95
Ten Rolls 15.00

ROLLS $10.00 EACH
Double Coupons Double Prices

THE TOLEDO TICKET COMPANY
114-116 N. E. NOW. TELL US EVERYTHING

Looking for outdoor show folk?
You'll find 'Em in Hot Springs

By Virginia Kline

HOT SPRINGS, Nov. 19, — Just
about everybody in outdoor show
business has been, or still is, here
day and night.
I left Salem, Ore., Tuesday (1) on
my trip here. I had a stopover in St.
Louis and took a quick trip up to the
International Showmen's Association
rooms to see who was around. Things
were quiet. After a few minutes there
I decided to move on. Leaving, I ran
into Mr. and Mrs. C. H. Allen. The
Allens informed me they were on a
cross-country drive to New York,
with many stops en route to visit rela-
tives and show clubs. Allen is presi-
dent of the Tent of Etruscan Troopers,
Los Angeles, and he visits every
club he comes across. We visited
Allen's at the Mayflower Grill and we talked show business all the
time.

Had your bath?
At this writing I have been in Hot
Springs about two days. It is just
long enough not to get mad when
with them. "Have you had your
bath?" Makes you wonder someti-
times if they can tell when you haven't had a bath!
The Hot Springs Showmen's Asso-
ciation is the center of everything in
sofar as the visiting show folk are
concerned. The club is centrally lo-
cated. There are plenty of com-
fortable chairs and someone around
to make you feel welcome. There is
bingo twice a week, with Harry Weiss presiding, and some new
rules of the game for the show folk.
Card tables are all around and there's
always someone to play your favorite
game, which means anything from
hearts to canasta.
Many circus folk are here. Bill
Wilcox, with Jackie's mother, Mrs.
Lucy Jackson, all here for the first
time; Mr. and Mrs. Regan and J. A.
Gephart of Dalley Bros. Circus, to
mention a few.

Bathing on hand
I saw Mr. and Mrs. Al Baysinger,
who will remain here as long as the
weather is mild and then plan to head
for Florida. Mr. and Mrs. Clayton
Holt have their daughter, Joyce, in
school so are vacationing. Mr. and
Mrs. Dwight Baines go fishing every
day with Dwight's dad. Lesa Crowe
and Peggy Reimold are in there for
dinner sessions each week at the club.
Daisy Hennessey and Viola Fairly
busy setting the kitchen ready for
the weekly feeds. John Gallagan
and Noble Fairly waiting at the club
door for Herb Shive to arrive with
fuel for more jackpots. Joe
Murphy and Chuck Moos welcomed
Dallas, representing the State Fair of
Texas, for the baths. Johnnie
and Martha Obbighorn were a fine
class of canasta.

Tony Can Scare
Tony McDonald, the shiek of Main
Street, screaming over a heart game,
with Mrs. Bertha Detcher, the big
hearted landlady of Cedar Street, tells
how she got the Chamber of Com-
merce to change all of the
cancellation conventions. . . . Bill
Naylor taking the baths and explaining
everyone with his British accent. . .
Mr. and Mrs. Charlie Weaver making
frequent appearances at the club. Weaver, with
his son, Don, have the jewelry for the
show folk. . . . Mr. and Mrs. Mar-
shall Perris enjoying every minute of
the visit with the travelers. Perris is
the club's lawyer.
Mr. and Mrs. Richard Batt, Pont-
chartain Beach, along with Mrs.
Batt's mother, represented the park
owners here. . . . Paul Farmer of
Leavenworth, Kan., is the only manu-
facturer I've seen so far.

Fairly's Welcome All
The Noble Fairly home, where I am
staying, is the meeting pot for all
news, telephone calls and meetings,
along with the regular. The Fairly
door is always open and the coffee pot
is always on. Many folks in the town
enjoyed the tour of Harry and Alice
Hennessey's home. Harry was busy
making some small reports and doing
a bit of painting when I was there.

D. M. Kerr Mfg. Co.
TENTS
154 W. GRAND AVENUE
CHICAGO 22, ILLINOIS
Arcade Feature
CHICAGO, Nov. 19.—A special feature on the outlook for the arcade field in the coming year, which will be of interest to outdoor showmen, will be found on the first Coin Machine page of this issue of The Billboard. Feature, titled "The Arcade," answers one of the most important questions in this field today, "What are the prospects for new types of arcade equipment in 1950?"

the two-year run may be conservative.

The commission’s working staff is being rapidly expanded in the headquarters at 14th Street and Pennsylvania Avenue, N. W., and it is certain that ground-breaking ceremonies for the fair will take place considerably in advance of January 1.

BARTLETT TOASTMASTER
(Continued from page 56)
Littlefield Jr., Mark Phelan, Sam Strasen, Leonard Trubek and George York.
Program committee: John Lumpart and Jack English.

The SIA President’s Testimonial Dinner will be held Sunday (27), also in the Grand Ballroom of the Sherman, with dinner served at 7:30 p.m. Tickets for members and non-mem- bers alike will sell at $5, and will go on sale at the SIA booth starting at 9 a.m., Sunday.

BUSINESS BETTER...PRICES LOWER
DAILY REPORT, Shoppers’ Risers (250 Packets).......$1.75 Now $1.50
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AIR PAPER MART, 337 Fourth St., Chicago......$1.50 Now $1.25
LOT CONTRACTS (100 Packets)...............................$1.25
SBA, 17 South La Salle St., Chicago.............$1.75 Now $1.25
Quality Printing on tough slip, paper, shipped prepaid, cash with order.

Show Business FORMS Company
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Amazing Low Price
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• Sink

200 Watts of Fluorescent Lighting (5 48-Inch Fixtures)
• Tile Back Wall
• Inlaid Linoleum Floor
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"Refreshment" Sign
*This trailer available without interior equipment for special requirements.

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WEINSTEIN 6-4754

National Ticket Co.
SHAMOKIN, PA.

November 26, 1949
The Billboard

General Outdoor
59
KIDDIE RIDE SENSATIONS

FOR 1950!

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KIDDIE RIDE AISTS Ever Put on the Market. They Have Telehne Appeal--
Will Pay for Themselves Many Times Over the First Season!

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All-Steel construction, half bored for wheels. Painted red, white and blue with black trim.

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All-steel, flashy red finish. Detachable ladder.

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Juvenile & Light Industrial WHEELS
We now furnish dozens of different types of wheels equipped with ball bearers and self lubricating bearings, and fitted with solid, non-marined tires. Standard wheels are factory painted red and yellow. But for light use and the occasional wheels are strong and light and available in popular size. They are painted and colored sheets on request.

Out in the Open

Joe and Al George, after giving their new merchandise game, Electric Tic Tac Toe, a season's work-out at a choice location on Surf Avenue, Coney Island, are putting the game on the market and have completed arrangements for its production at their plant in Brooklyn.

Max Tubis, concessionaire, and Mrs. Tubis have returned to New York after several weeks in Hot Springs.

Bill Green, tub thumper of Polack Bros., Eastern Unit, got a windfall of publicity for the show in the Utica (N. Y.) Observer-Dispatch of October 30, the paper devoting a full page to pictures of performers and household items.

Harry Stahl and Jack Dickstein, respective managers of Motor City, Eastwood, and Edgewater parks, Detroit, plan to attend the outdoor convention in Chicago November 27-30.

Norman Y. Chambliss, manager of a string of North Carolina fairs, is in New York to attend the National Showmen's Association banquet and ball. His son, Joe, head cheer leader at the University of North Carolina, will attend the convention.

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New Orleans Skeds Exhibition for '50

NEW ORLEANS, Nov. 18—New Orleans joined the nation's parade of fairs for 1950 this week, with the announcement that an event called the mid-Century International Exhibition, will be held in the Municipal Auditorium, September 15—October 15.

The fair, in conjunction with an automobile show, will have a small midway located in Beauregard Square.

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2. One seller can do the work of two.
3. A safe method of handling cash.

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"Royal motives finest cables" Designed materials for 1'1 Scot"

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To Wear and the ONE SEASON.

Now located in greatly enlarged, new, modern quarters to serve you better. MESSMORE-DAMON 1461 Park Avenue, New York, N. Y.

WIRLWIND 32 PASSENGER, ONE WAGON FLAT RIDE

SOMETHING NEW AT LAST Most Amazing Riding Device of All Time... (Pat's Pending)

No Gears No Brakes Quick Start, Quick Stop.
No Chains No Belts Speed 45 Miles per Hour.
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Nothing To Wear Out side when under way.

JUST TWO SMALL PROPELLORS DO THE WORK. EVERYBODY RIDES. A ONE STOP RIDE... ALL IN--ALL OUT

A Demonstration Now Installed at Ocean View Park, Venice, Calif.

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MINIATURE STEAM TRAINS STEAM OR DIESEL

Write for descriptive literature of our fine custom-built Locomotives and Coaches which we guarantee for a full year from date of purchase. Our 10½ inch gauge trains pull 60 children or 30 adults, and the locomotives are faithful reproductions of any famous flyers such as the "Royal Scot" or "20th Century Limited." Our prices are based on the finest materials and British craftsmanship at a figure which enables a train to earn its cost in one season.

CARLAND ENGINEERING 946 Boston Post Road Rye, New York

STILL-DATE FACILITIES

ALABAMA

Birmingham, Alabama State Fair
GRANDSTAND: 10,000, PADDOCK CAPACITY: 1,000. Plant is equipped for big car races, midget auto races, thrill shows, rodeos, motorcycle races, circus shows lot.
1949 STILL DATES: Auto races, thrill shows, motorcycle races, Wild West Show, circus. R. H. McINTOSH: Secretary, Alabama State Fair, Birmingham.

CALIFORNIA

Dixon, Solano District Fair
GRANDSTAND CAPACITY: 2,000, BLEACHER CAPACITY: 5,000. Plant is equipped for big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, circus shows lot, circus show lot.
1949 STILL DATES: Rodeo, home show.

MOUGALL-BUTLER CO., Inc.
Technical Sales Director at Hotel Sherman, Nov. 25-Dec. 2

To bring you information on America's finest line of show paints, including famous HARDCOTE all-weather gloss finishes.

MINIATURE STEAM TRAIN

Train grosses next to Cooper in three big parks. 70 Trains now in operation.

GROSS $2,500, HIRE $15,000 A SEASON Earns profit for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Train is unequaled for appeal and repetitiveness. Rides from 15 to 30 kids and adults every trip.

OTTAWAY AMUSEMENT CO.
Mfrs. Miniature Steam Trains 224 W. DOUGLAS WICHITA, KANSAS

BISCH-ROCCO AMUSEMENT CO. FLYING SCOOTERS PORTABLE -- STATIONARY -- ELEVATED Thrilling New Flying Scooter-- Middle Jet Airplane Ride-- Kiddie Trolley Street Car 5441 Cottage Grove Avenue Chicago 15, Illinois Phone: DOrchester 3-3525

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VOGEL NEON MFG. CO. Box 3182, Amarillo, Texas
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Allowing a five-month stand at San Francisco Park and Zoo, Toronto's Cockatoos and Macaws have moved into the San Diego Park.

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FOR MIDWEST
INDOOR & OUTDOOR
EVENTS ATTRACTION
TO 15,000 PEOPLE.

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COMPLETE
FOOD
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- Corn • Dogs
- Beverages • Floss

Also Novelties

R. P. Reuland
25 N. Broadway
Aurora, Illinois

and Zoo where they are booked indefinitely. ... After closing 10 weeks of nitwotc dates at the Three Deuces, Pittsburgh, Lily Marlene, is on route to Miami's Jewel Box for an eight-week stand. Lily stopped for a visit with Toni Lee on Frell's Broadway Shows and also enjoyed visits with Dimples and Georgia Vaughan.

Sam Howard and his Aqua-Thrills, currently at the Sorento Hotel, Miami Beach, Fla., recently made the unit's 1st new arrival. Included in the shots were Janet Martin, June LaRose, Tony Fernandez and Barney Cipriani.

Margaret Parkum and her lions, bears and goats have replaced the Helen Harvey Girls as the free attraction on the C. A. Stephens Shows. Her husband, Bill, who had a lion act on Shan Bros.' Shows this season, visited her at Elberton, Ga. ... Cy Bizer, who closed his season in Safford, Ariz., arrived at his home in California in time to use two of his comedy cars in the Anahiem Halloween Parade.

Tom Quincy reports that he is forming a new diving act that will feature two, and possibly three, girls.

Jean, Jack and Judy, two fems and a man in an unusual aero melange, give a circus touch to the new bill at the Palace, New York. ... Pallenberg's bears are on the eight-act vaude bill at the RKO Palace, Rochester, N. Y. ... Tony, the monkey girl, and the Novellos, novelty ladder act, after playing Orrin Davenport's Shrine Circus date at Duluth, Minn., are working the Davenport Shrine date at Rochester, N. Y. ... Marcus Troupe (5), jugglers, and the Two Adams, Danish bike act, played a three-day vaude bill at the Civic Theater in Portland, Me.

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CONCESSION TRAILERS DESIGNED FOR YOUR NEEDS!

THE DIGGER

REFRESHMENT CONCESSION

CRYSTAL COACH SR.

BE SURE TO SEE OUR EXHIBIT AT THE OUTDOOR CONVENTION

ORDER NOW!

The Calumet Coach Co.

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SEE IT AT CHICAGO

NEW COLLAPSIBLE FLOODLIGHT TOWER

RAISES TO 16-FOOT HEIGHT

equipped with

TWO 500-WATT WEATHERPROOF FLOODLIGHTS

EASILY HANDLED BY ONE MAN

Price (complete with lamps) $45 F.O.B. Boston

M. J. Leacy, Inc., 1175 Tremont Street, Boston, Mass.

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OWNERS OR OPERATORS OF SHOWS OR RIDES

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A SIMPLE YET COMPLETE BOOKKEEPING SYSTEM

Is IDEAL for the Showman who wants to know for HIMSELF what his CASH ON HAND should be and what he has MADE OR LOST. AMUSEMENT OPERATORS REPORT delivers this information from year to year. OPERATORS REPORT includes with it bookkeeping sheets, order blanks,ikon and photostatic copies of worked out examples for 50.25, CASH WITH ORDER.

Show Business FORMS Company

DALLAS 5, TEXAS

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Trailer Manufacturers Pitch To Outdoor Biz With New Unit

Trailer-built to stable and carry two horses and to provide housing for handler. Unit is manufactured by Richardson Trailer Company, Elkhart, Ind.

Kichen unit, embracing all needed facilities, is new addition to the te field. Manufacturers of unit sketched above, is the Pacemaker Trailer Comp Elkhart, Ind.

Interior of kitchen unit, manufactured by Buckingham Trailer Coach Man facturing Corporation, Chicago. Unit comes equipped with combination ice box refrigerator, two-burner gas plates, grill, steam table, warmer-over, work table, counter, canopy with exhaust fans, cabinets, drawers and shelves.

Concession unit, manufactured by Calumet Coach Company, Chicago, may be used for a variety of outdoor concessions. One possible use is indicated above.
PUBLIC LIABILITY
BONDS
AUTOMOBILE
FIRE INSURANCE

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To My Many Valued Clients

I WILL CONTINUE TO GIVE
PERSONAL SERVICE and
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See me at the Sherman Hotel,
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We deliver anywhere for 15 cents a mile one way. Small deposit will make contract. Delivery when you want it after about 30 days. Terms: Cash or ½ cash, balance payment to reliable show people.
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Sam and Mary Holman, Owners
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We are proud to present for 1950 a DELUXE KIDDEY RIDES...$1,595.00 and up
Factory Built—Sturdy—Portable—Low Priced and Fully Guaranteed

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FOR SMALL LAKE USE

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GET OUR PHOTOS-SPECIFICATIONS, ALSO PRICES, AND COMPARE BEFORE YOU BUY
WRITE—PHONE—WIRE OR VISIT

MAR-CRAFT INC.
CLARENCE, NEW YORK
ROUTE 55—12 Miles East of Buffalo, N. Y.

COMING!!!
FOR THE 1950 SEASON!!
THE LATEST IN KIDDEY RIDES
CHAIR-O-PLANE, ROCKETS, AUTO RIDES, BOAT RIDES, MERRY-GO-ROUND
WRITE FOR DESCRIPTIVE CIRCULAR AND PRICE LISTS

RIDING DEVICE CO.
321 16th St., N. E.
WASHINGTON, D. C.
Jesse Trent, formerly with Acme Riding Device Co.
Wednesday, November 29 - 2 P.M.

**Forum No. 4—Topics of Special Interest:**
Edward S. Sheek, Chairman, Summit Beach Park, Akron
Television—Norman S. Alexander, Woodside Park, Philadelphia
Kiddie Rides—Harry J. Bitt, Pontchartrain Beach, New Orleans
Thermal Precautions—Fred C. Williamson, Associated Booking Corporation, Chicago
Off-Season Activities—George M. Harton, West View Park, Pittsburgh
* Report of Membership Committee—William H. Hitzelberger
* Report of Service Awards Committee—William W. Muir
Announcements and Communications
* Penthouse Club (House on the Roof) 10 p.m. - 2 a.m.

**POOL AND BEACH ROUND TABLE DISCUSSIONS 1949**
Louis XVI Room
Monday, November 28
30 a.m.—Registration (Mezzanine Floor)
30 a.m.—Welcome—The Committee
What's New in Pools?—R. N. Perkins, Omaha
Pool and Beach Admissions vs. Income From Membership
Carl F. Jenkins, Jenkins' Pavilion, Point Pleasant, N. J.
Promotions, Taxes and Pool Admissions—John J. Carroll Sr., Carroll's Park, Baltimore
30 a.m.—Questions and Answers, by the Committee and the Audience
10 a.m.—Round-Table Discussion

Tuesday, November 29
4:30 p.m.—Special Meeting for Commercial Pools on Membership Plans
2:30 p.m.—Outstanding Pools of the World, Kodachrome Slides Furnished by Chauncey A. Hyatt, Chicago
2:30 p.m.—Pool Water Temperature Controlled—David Sternbergh, Playland, York, Pa.
1:30 p.m.—Round-Table Discussion

Wednesday, November 30
10:00 a.m.—Municipal and Commercial Pools and Their Places in the Sports World—Warner J. Bartram, Milwaukee
Reconstruction of an Old Pool, its Cost and Problems—Robert E. Freese, Lagoon Resort, Salt Lake City
30 a.m.—Round-Table Discussion

**“THE FUN SHIP”**
Now Taking Orders for Early 1950 Delivery

It's flaky and a real money maker! * Operated by one person * It rocks up and down continually * Special factory built 28 ft. Semi Trailer. All steel construction, including the front which opens to fifty feet * All inside alleys built of 1/2 inch sturdy plywood * Floor trims throughout * 2 Inside blowers * Walk around on upper deck * Complete with ticket box and lights, ready to operate.

We also build Glass Houses on our Special Built Semi Trailers. For complete details write H. NORMAN SMITH BOX 424 NORTH LITTLE ROCK, ARK. PHONE 2-1667

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LAWRENCE, MASSACHUSETTS

**THE RIDE YOUR PATRONS RECOGNIZE**
YOU CAN STACK THIS RIDE AGAINST ANY YOU CAN EVER HOPE TO OWN!!

**SMITH & SMITH**
Springville, New York

**ANNOUNCEMENTS AND COMMUNICATIONS**
Meeting, Tuesday, 7:30 p.m., Grand Ballroom. Penthouse Club (Following Banquet) in Grand Ballroom
LOOK! PARKER DOES IT AGAIN!

Prices Reduced
You Hear It Everywhere
The Finest Merry-Go-Round Anywhere

A Complete New 2-Abreast Baby "Q" Jumping Horse Carry-Us-All for Only $5,750.00 Cash.
A Complete Line of Kiddle Rides Priced From $1,250.00 Up.

Line production and buying larger quantities, along with our own foundry and lumber plant, allows a further cut on all of our products. This saving is passed on to our friends, which has always been the Parker policy. Remember, when better rides are built, Parker will build them. For particulars address C. W. PARKER AMUSEMENT CO., World's Leading Mfr. of Amuse. Devices LEAVENWORTH, KANSAS, U. S. A.

HOLD EVERYTHING!

Get details and prices on the New Williams De Luxe Flyer before buying any other train. A radically new kind of train at a surprisingly low price.

An illustration is shown, short cars are closely coupled, making a continuous flexible streamlined unit. Six cars are shown in illustration. Standard trains have from 10 to 20 cars. Each seat holds two adults or three children. Track 36 inch gauge. Stainless steel tube. Fully portable. All steel welded and tram track with quick clamp splice makes track laying easy. Cars nest together for moving. Write for circulars and prices.

We also manufacture the 15 inch gauge Silver Streak Gas Trains and the Electric Streamliner Kiddle Train. Prices reduced on all models. Prized from $100.00.

WILLIAMS AMUSEMENT DEVICE CO.
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UNDER THE MARQUEE

James Heron reports that he has added the mighty castle, which a few weeks ago received plenty of publicity in newspapers and various magazines, to his Animal Oddities Show... Joe Short, clown, who recently closed at the Detroit Zoo, is playing Kearsan Department Store in the Motor City... Floyd King, owner, King Bros. Circus, under-went a major operation Tuesday (15) in St. Joseph's Hospital, Louisville. His condition is reported good.

When Polack Bros.' Eastern Unit played Baltimore, members of the show presented Mrs. L. J. Polack with a gift in memory of her husband. Presentation was made by Dave Kind and Rafe Lewis.

H. D. Golden, owner of a circus bearing his name, reports he caught the Ayres & Kathryn Davies show at Grand Haven, Mich., this season and Mills Bros. at Allegan, Mich. Golden was out six weeks this season and plans to play a few indoor dates this winter, the first being Bailey, Mich., January 14. Next year, Golden says, he plans to have five acts of dogs, goats and birds and may show 35mm. circus films.

Larry Cowanison has a new excuse. His sled is rusty.

Harold J. Conn writes he opened Saturday (12) as a clown in Knopp's Department Store, Lansing, Mich. Conn says he and his two sons are busy building new rigging for their comedy act which they will take on the road next season... Dee M. Fong, recently discharged from El Reno (Okla.) General Hospital, where he was treated for an infected hand, the result of being clawed by one of King Bros.' Circus animals, is now at the Clague Hotel, St. Louis.

Hubert L. Mark, Guild, Tenn., member of Alhambra Shrine Temple, Nashville, writes that so far this season he has convalesced with Hoxie Bros.' and Miller Bros.' circuses and visited with Mr. and Mrs. Walt Law-risch, Winn Pertello, Robert White, Jack Lynn, Harold (Happy) Liev quit, Red Sanders, Jack Wall, Shaw and Ernie Whiel, Merk ushers at "Sharing Venities of 1949" when the show played Chattanooga under Alhambra auspices and visited with Harold Barnes and his father, Clara.

NEW RIDES ARE HERE

MR. RIDE MANUFACTURER

PROVEN METEOR RIDE
1948 Canadian National Exposition.

You can build this patented ride on royalty basis.

Other Rides Coming:

HELICOPTER, SKYDIVE, BLIND FLYER, FLYING YO-YO, and ULTRA MODERN WHEEL-Ride Operators, watch for our spring announcement where you can see rides operating.

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HAMILTON, ONTARIO, CANADA

AN AMAZINGLY PROFITABLE BUSINESS
THAT YOU CAN START WITH SMALL CAPITAL

ACORN STREET VENDORS

OFFER BIG MONEY-MAKING OPPORTUNITIES

A COMPLETE LINE OF MOBILE UNITS
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KIDDIE FIRE ENGINE RIDE

The NEW Tractor-Trailer Rock & Ladder Fire Truck you have heard about.

- Proven and Tested During 1949 Season
- No Set-Up or Tear-Down Costs
- Mobile—Operates Anywhere
- Capacity: 20 to 34

OVERLAND AMUSEMENTS, Box 2, Lexington, Mass.

AMERICAN DERBY

New 1950 Models now available! Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.

KING AMUSEMENT CO., Mt. Clemens, Michigan
Hamid Hits New High in '49; Forecast for '50 Is Bright

NEW YORK, Nov. 19—George A. Hamid, senior partner in the talent agency, George A. Hamid & Son, this week announced that the firm's 1949 business had topped its 1948 mark by a substantial margin and predicted that the 1950 season would maintain the pace set this year.

Hamid said the principal increases were registered in the South, where good weather was encountered at all annuals without exception. Northern dates, beginning in Canada, were also favored with good weather and generally registered increases, although these were nominal since the grandstand biz at these annuals can usually be counted on to approach the capacity mark.

Extra Shows Needed

It was necessary to give extra shows at annuals in Richmond and Petersburg, Va.; Winston-Salem, Charlotte, Shelby and Raleigh, N.C., and Spartanburg, Orangeburg and Columbus, S.C. The extra shows never drew less than one-half the capacity of the grandstand and the crowds frequently were of capacity proportions. At North Carolina State Fair, Raleigh, it was necessary to put on extra shows every night to take care of record crowds.

Hamid said the success can contrary to preseason predictions, but pointed out that in almost every instance the Southern annuals registered all-time record crowds. The Hamid firm's other interests, including operation of Steel Pier, Atlantic City; White City Park, Worcester, Mass., and sale of talent to amusement parks and carnivals, earned successful operations this year.

To Import 38 Acts

The Hamid firm is planning to import a total of 38 new acts from Europe in time for the 1950 season. About seven of these will be earmarked for the Hamid-Morton Circus. The names of the acts were not released because importations in (Hamid Hits New High, page 107)

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912 BALTIMORE

KANSAS CITY, MISSOURI
Dressing Room Gossip

Polack Bros.' Western

Verl Mercell is a new addition to the Roberta Dog and Pony Revue. Eddie Kohl purchased a new Buck and Dottie Ward have a new trailer, Dottie's mother is on the road.

Justin Edwards returned from Ogunquit, N.H., where he attended the funeral of his brother, Fred E. Edwards, husband, Joe and Silvers Madison had as their dinner guests Mr. and Mrs. Henry Barnett, promoters of the Oklahoma City date.

Harry Dunn and Bobby Kellogg established the "Tour of the Month Club," or what to Do on Your Layoff." On the trip from Oklahoma City to Springfield, Ill., Harry Dunn stopped off in St. Louis to visit his folks. He took Bobby Kellogg along. The Sherman brothers also stopped in St. Louis and visited Kenneth Wolfe. Wolfe is playing the Famous and Barr Store. He was there until December 24. A vote of thanks to Joe Sherman for the fine job he does as our train conductor. Richard Sidney and Toss Paul went squirrel hunting after the Oklahoma City date but returned sans game.

George Westerman, promoter of the Sheffield age-date, who has been on the sick list, is reported coming along fine. Jo Madison was laid up with a mild case of influenza.

Visitors: Mr. and Mrs. Burke; Bob Slotton, president of E.H. Kellogg Foundry Works, Oklahoma City; Mr. and Mrs. J. B. Kellogg; Mr. and Mrs. Fentich and Janie Hewitt; Betty Casandra; Kathy, Jeff and Chris Duncan; B. C. Clarke, Al and Butler Barnard, Virginia Kohl and Mickey MacDonald.

Ayres and Kathryn Davies

Everyone is looking forward to the big Thanksgiving Day dinner and the layoff.

On one move everyone had some kind of trouble. The day, Friday (4), was cold and here are a few things that happened: Tom Questa's brakes froze; Ollie Hoerlink smashed the front of his house trailer, Captain Christy ran out of gas, Harry Rawls blew a gasket, the prop truck had a series of flat tires and the writer, coming in last, burned out a clutch.

On a Sunday jump, we wound up making a much longer trip than necessary. Roanoke was the land truck got off on the right highway but in the wrong direction.

Lee Briggs is taking lion training lessons from Eugene Christie. Billy Kelley practices daily. He wants to underdine Tarran. Robert Castle has given up the idea of trying to train a fox after he was bitten on the thumb.

Harry Rawls' father visited us in Port Washington, Wis. Another visitor recently was Howard (Mullie) Musclemann, of the Kelly-Miller org. - HARRY VILLEPONTEAUX.

Gran Circo Americano

Org recently arrived at the King- ston, Jamaica, Airport. Phil Bone and Phil Jr. Brown, Russell Brothers (Bob Vinsonhaler, Kenny Leach and Earl Dean) and the Roddics made the flight, via JCA, from Miami. Ed- die Pedrero put up the menagerie and big lady Julie Allen is presenting a lion act. Late arrivals included Ernesto and Beatrice Bernal, Jose Parra, Franky Compos, Milton Pelley, Cody and his wife, Pilar Chang and son, Jose, and Artistas and Estrellas Munoz are acting as unofficial tourists agents in the city.

- JOE HODGINS

R. E. WOLHLBERG

LaPee He Striker Wks.

LAPEE HE STRIKER WKS.

Ringling-Barnum

The Carolinas gave good business despite cold weather. A Sunday in Winston-Salem was busy. The 100 Per Cent Club held its end the season dinner in the Robert Lee Hotel.

Attending were Mr. and Mrs. W. C. Concello, Henry R. North, Pat Valt, W. W. Valt, Mrs. James Kelly, Bob Reynolds, Grace Kline, Bones Brown, Fred Blanion, A. Sumner, Harry and Mild Thomas, Ira and Ruth Millhunter, Martha Sir, Joe Henderson, Bill Noready, Walter Reardon, Annie and Willie Roques, Rubin Newman, Mayme Ware, John McFarland, Jack and Fie Begin, Mark and Mrs. Johnson, and Dorothy and Earl Thomas, Peggy Shepherd, Willie and Cameron Clod, and Gene McCarthy, Dick and Mary Jane Mil- ler, Bill Warner, Marguerite Mame, Rudy, Jimmy Ringleing, and Rose Alexander, Dick Anderson, Gusto V. Loyd, Lucietta Dunn, Paul and Elise Jung, Prince Pal- ine Burt and Mr. and Mrs. E. Gravens, Providing everything, and Willie Krause, Prince Paul, Jung, Ira Millhunter and Mac McCarthy, Larry Money, and Jimmie Scotts by Habbin Robben and Joe Pend- son. Benny Mandon and John Johnson.

Visitors: Ernide Loyal and Justino Jr. Joe Repaymey, Mrs. W. W. Barnes, Clinton Barnes, Ann Hamilton, Price O'Neil and Gene- Rice and the entire east of Skating Venue Harold Stelusan, Grace and Lee Owens and son, Billy Snyder, Ed Frank and Alfred Otis, Miss Frazi, the Valentines, David V. Friend- Carl and Claire Faust, Mrs. Poll Affler and Mrs. Rudy Bundy. - MAN JANE MILKED.

R. WALKUP

LaPee He Striker Wks.

LAPEE HE STRIKER WKS.

R. E. WOLHLBERG

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THE Manley
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THE Manley
Famous
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An ideal popcorn machine to handle big crowds. The same as the Manley Standard Model except it's twice as big...has two of everything. Two attendants can easily serve from it although a single experienced operator can double his efficiency.

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Without obligation please have a Manley Man call on me. I'm interested in information on "A Manley Stadium Model." A Manley Man will be glad to show you how to run your business. Mail this coupon for "How to Make Big Profits from Popcorn.""
This is important!

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will show 7 dramatically new pieces of Arcade Equipment. This, to our knowledge, is without comparison in the history of Arcades. You owe it to yourself to see them....

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November 26, 1949

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TICKETS

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- Roll 12 1/4" x 18" tickets...
- Price or color 15,000 tickets...
- 1000...
- Each additional 10,000...
- Same color...
- Price change...
- Color change...
- 48...

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NORTH TONAWANDA, N. Y.
Gould's '49 Season
Best in History,
Elmer Brown Says

OTTAWA, Ill., Nov. 19.—The 1949 season was the best in history for the Jay Gould Million Dollar Circus, Elmer Brown, for the last five years general agent for the org, said in winter quarters here.

Org opened the season in May and toured six States for one, two and three-day stands. In addition to circus acts, the show also carried a Slide Show and rides.

Executive staff included Jay E. Gould, owner-manager; Mrs. Gould, secretary-treasurer; Ernie Sibel, assistant manager; Elmer Brown, general agent and promotional manager.

Frank Stevens, bison hillposter; Bill Williams, transportation superintendent; Ormond Belcher, ringmaster and props superintendent.

Ringling Center Ring
Talent Set for Cuba

MIAMI, Nov. 19.—At the wind-up of the Ringling Bros. and Barnum & Bailey season here Friday (25) practically all of the center ring acts will head for Havana, where a condensed version of the Big One will be presented at the Coliseum for a run of four weeks.

Lineup of acts skedded for the Havana date are: Unus, equilibrist; Francis Brunn, juggler, the Bokaras, teeterboard; Three Marmas, frenzappers; Lillian Witnick, high school horse; Peterson's dogs, Claudio's bears and Ceti goliath penced.

Circo Santos Y Artigas and Circo Rusovac are also playing Havana, but will probably not affect the Ringling attendance seriously.

Bigger Nut Cuts Net
Of Toronto Gardens

TORONTO, Nov. 19.—Increased operating costs during the fiscal year ended August 31, 1949, cut the income of Maple Leaf Gardens, Inc., which owns the Toronto Sports Arena and the Toronto Maple Leaf hockey team of the National Hockey League.

Total revenues for the year; howoever, held up fairly well, the company showing $160,531, or $1.12 per share, against $109,398, or $1.29 a share in 1948. With additional home games skedded for this season, a bigger take is expected.

Mabel Ringling Becomes
Bride of Russell Anderson

GREAT FALLS, Mont., Nov. 19.—Mabel Ringling, daughter of Mrs. James Halsey, and Russell Anderson, a local mechanic, were married here at Our Savior's Lutheran Church November 12.

Mabel Ringling is the granddaughter of the late Alfred T. Ringling, one of the founders of the Ringling Bros. and Barnum & Bailey Circus, and daughter of the late Richard Ringling. Her stepfather, James R. Halsey, was at one time president of the Ringling Bros. and Barnum & Bailey Circus.

Ringling is an experienced equestrienne and appeared in riding numbers with the circus last year, but her show career ended abruptly when her mother tipp'd a romance with one of the show's elephant trainers by escorting her to the family home in White Sulphur Springs, Mont.

Following a wedding trip in the State the newlyweds will take up residence here.
THESE VALUES MEAN CASH IN THE TILL!!!

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Five Sixes • Boxes • Complete Line of Supplies •
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[Ad for ghost peppers]

[Ad for prosthesis]

[Ad for directory of fairs]

STATISTICAL DIRECTORY OF FAIRS

CALIFORNIA

Intermountain Fair, McArthur
TOTAL ATTENDANCE: 4,000. Operated 9 days, 3 nights.
WEATHER: Good 9 days, 3 nights; rain 3 nights.
RECEIPTS: Day grandstand total $2,000.
CARNIVAL: L. Roberts.
ATTRACTIONS: 1 day rodeo.
AID, PREMIUMS: State aid: $1,500.
Total estimated premiums paid out (excluding races), $150.
ADMINISTRATION: President, W. O. Albaugh; manager, George Ingram.

Lake County Fair, Lakeport
TOTAL ATTENDANCE: Paid $6,000. Operated 9 days, 3 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day, 1 night.
RECEIPTS: Gate (less tax), $10,156; day grandstand total (less tax), $850.
CARNIVAL: West Coast Shows.
ATTRACTIONS: Fireworks; Punchon & Marco, Inc., vaudeville: rodeo, booked thru M. W. Del Ho, Tipton, Calif.; horse show.
AID, PREMIUMS: State aid, $9,000. Total estimated premiums paid out (excluding 3 races), $16,250.
ADMINISTRATION: President, H. G. Gravard; secretary, superintendent of concessions, publicity director, C. P. Lewis.

Madera District Fair, Madera
TOTAL ATTENDANCE: Paid, 29,289; free, 1,065. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; cold 1 night.
RECEIPTS: Gate (less tax), $9,120; day grandstand total (less tax), $850.
CARNIVAL: West Coast Shows.
ATTRACTIONS: Fireworks; Punchon & Marco, Inc., vaudeville; rodeo.
AID, PREMIUMS: State aid, $9,000. Total estimated premiums paid out (excluding races), $16,500.
ADMINISTRATION: President, O. L. Baker; secretary, superintendent of concessions, J. R. O'Neal; publicity director, H. Hofmann.
1950 DATES: September 1-4.

Tri-County Fair, Manchester
TOTAL ATTENDANCE: Paid, 7,500; free, 3,000. Operated 6 days, 4 nights.
WEATHER: Good 4 days, 6 nights; rain 2 days.
RECEIPTS: Gate (less tax), $1,500; night grandstand total (less tax), $4,500.
1950 DATES: October 3-November 4.

GEORGIA

The Exchange Club Fall Fair, Augusta
TOTAL ATTENDANCE: Paid 40,000; free, 11,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 4 nights; rain 2 nights.
RECEIPTS: Gate (less tax), $2,250.00; day grandstand total (less tax), $550.00.
CARNIVAL: Halse Shows of Tomorrow.
ATTRACTIONS: Variety and acrobatics; booked thru Humes-Carruthers; Jimmie Lynn's Death Defying Tornado Afternoons; harness races 3 afternoons.
AID, PREMIUMS: State aid, $2,500; county aid, $2,500. Total estimated premiums paid out (excluding races), $4,610.00.
ADMINISTRATION: President, George B. Mclntosh; secretary, publicity director, W. J. Campbell; superintendent of concessions, Thomas Berry.

INDIANA

Indiana State Fair, Indianapolis
TOTAL ATTENDANCE: Paid 611,558. Operated 6 days, 9 nights.
WEATHER: Good 9 days, 6 nights; rain 3 nights.
RECEIPTS: Gate (less tax), $109,964.27; day grandstand total (less tax), $78,356.12; night grandstand total (less tax), $96,470.11.
CARNIVAL: Cattin & Wilson.
ATTRACTIONS: 8 days harness racing; Irish Horn, 3 performances; Spike Jones: performances; Henry Houck: performances; State Fair Poliee: 6 performances; horse show, 6 performances.
AID, PREMIUMS: Other aid, $18,179. Total estimated premiums paid out (excluding races), $16,540.
ADMINISTRATION: President, Homer F. Beatty; secretary, Carle Tynes; superintendent of concessions, F. M. Overstreet; publicity director, Roger G. Welbou.
1950 DATES: August 31-Sept. 5, tentative.

Marion County Fair, Wannamaker
TOTAL ATTENDANCE: Free 75,000. Operated 6 days, 6 nights. FREE SHOWS: September 1-4.
WEATHER: Good 6 days, 3 nights; rain 3 days, 3 nights.
RECEIPTS: Gate (less tax), $1,500. Total estimated premiums paid out (excluding races), $4,500.
ADMINISTRATION: President Robert H. Fishier; secretary, superintendent & concessions, Marion County; publicity director, C. A. Waterman.

IOWA

Buchanan County Fair, Independence
TOTAL ATTENDANCE: Paid, 4,058; free, 650. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $2,250.00; day grandstand total (less tax), $691.62.
CARNIVAL: Halse Shows of Tomorrow.
ATTRACTIONS: Variety and acrobatics; booked thru Humes-Carruthers; Jimmie Lynn's Death Defying Tornado Afternoons; harness races 3 afternoons.
AID, PREMIUMS: State aid, $2,300; county aid, $2,500. Total estimated premiums paid out (excluding races), $4,810.00.
ADMINISTRATION: President, George B. Mclntosh; secretary, publicity director, W. J. Campbell; superintendent of concessions, Tum Berry.
1950 DATES: August 1-4.

Eagle Grove District Junior Fair, Eagle Grove
TOTAL ATTENDANCE: 5,000 (free gate). Operated 3 days, 3 nights.
RECEIPTS: Day grandstand total (less tax), $200.00; night grandstand total (less tax), $350.
AID, PREMIUMS: State aid, $1,500; county aid, $1,500; other, $1,600.
ADMINISTRATION: President, W. B. McCalllough; secretary, superintendent of concessions, Gerhard Hansen.
1950 DATES: August 23-25.

(Continued on page 45)
For BIGGER PROFITS ... For TOP QUALITY EQUIPMENT... it's always CONCESSION SUPPLY CO.

**ELECTRIC CANDY FLOSS MACHINE**

MODEL #120

The only direct drive Floss Machine on the market today... no belts... modern and compact... made by the world's largest manufacturer of floss machines. Base only 18" x 10" x 16". Large 25" spun aluminum pan. Rubber mounted throughout. Sheer starts for speed and heat control. Only $275.00. We stock Rheostats, Voltage Boosters, Bands and Ribbons for all makes of machines... Cone Papers and Coloring... 604 Candy Floss Papers In white, $1.75 per M; Concession Grease Kraft, $1.22 per M, 5 M minimum quantity.

**35 QT. SUPER KETTLE**

Right big business. Can be easily motorized. 19 1/2" diameter x 13" deep of 3/32" aluminum. Quarts agitator, sturdy... Makes 15 quarts of French Fried Popcorn in a hurry! Capacity; 2 to 3 pounds of raw corn per popping —$42.50.

**12 QT. SARATOGA ALL ALUMINUM POPPER**

Lowest priced popper on the market for equal capacity and quality of construction. Bored in-line bearings. Easy to operate... dependable... don't wait! Buy now at $25.00.

**8 QT. LIFETIME POPPER**

Buy this bargain popper and profit! Solid Aluminum. Only geared 8 quart popper on the market. $15.00.

**ORIGINAL WAFFLE MOLDS**

Large 4" size of cast aluminum. Round. six-sided or scrolled, complete with wooden handles and formulas, $4.50 each. Grease tanks available. Holds 6 molds —$35.00.

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Here's a counter model that will really make popcorn in a hurry! Pop more corn in less time than many larger outfits new on the market. 1500 watt Kromak heating unit with three different heats. Can also be used for a grill. 1 quart popper pop 1/2 pound of raw corn at a time. All aluminum storage case has stainless steel bottom and glass on three sides. Full price —$99.50.

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You can follow the crowds to any event, with the new Concession Portable Popcorn Factory. Has plenty of storage space for two electric poppers and revamped corn, or one 12 quart popper and storage with hopper. Complete with: 12 quart Saratoga Popper and semi-Permanent Plus on ball bearing wheels. Length 36"; width, 18"; height, 36" with legs. 18" with legs removed. All aluminum construction. Complete, $129.50; $154.50 without legs and wheels. Can be equipped with 1500 watt electric heating unit with 1 quart kettle popper. 2 ft. portable cable.

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SHERMAN HOTEL, CHICAGO, NOV. 27-30

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ATTENTION, SHOWMEN!!!

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THE LITTLE CHIEF FIRE ENGINE

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BOOTH 73—74

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FLY and HAWWOOD, Inc., Mfgrs.

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HOT DOGS BAR-B-QUED!

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

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Distributorships Still Available
KANSAS

Rook County Free Fair, Stockton
OPERATED 4 days, 5 nights.
WEATHER: Good 3 days, 4 nights; cold or cloudy 1 day, 1 night.
CARNIVAL: Schrader and Brodbeck.
ATTRraCTIONS: Grandstand attractions, bocce tour Colonel Wilbur-of-Omaha; Hollywood Thrill Show & Death Drivers, P. J. Bailey, Atchinson, Kan; WBWW Round Up Gang; from Topinka, Kan; Running room, three days.
AID, PREMIUMS: County aid, $2,500. Total estimated premiums paid out (excluding races), $2,000.
1850 DATES: August 27-31.

MICHIGAN

Pickford District Agricultural Society Fair, Pickford
TOTAL ATTENDANCE: Paid, 3,500; free, 800. Operated 2 days.
WEATHER: Good 1 day; rain 1 day; cold 1 day.
RECEIPTs: Gate (less tax), $1,750.
ATTRraCTIONS: Harrow racers 1 days.
AID, PREMIUMS: County aid, $900.
ADMINISTRATION: President, Elliott Haas; secretary, publicity director, F. Elwyn Smith; superintendent of concessions, Oliver Beacom.

MISSISSIPPI

Scott County Fair Association, Forest
TOTAL ATTENDANCE: Paid, 6,000; free, 5,000. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 4 nights; cold or cloudy 1 day, 2 nights.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), $675.
ADMINISTRATION: Secretary, publicity director, A. N. Ware; superintendent of concessions, G. Burk.

MISSOURI

4-County Fair, Aurora
TOTAL ATTENDANCE: Free 30,000. Operated 4 days, 8 nights.
WEATHER: Good 4 days, 8 nights.
CARNIVAL: Eagle & Bunge Shows.
AID, PREMIUMS: State aid, $3,015.50. County aid, $950.00. Total estimated premiums paid out (excluding races), $3,965.50.
ADMINISTRATION: President, Wayne Hughes; secretary, Charles Meade.
1850 DATES: Sept. 29-Oct. 2.

OREGON

Lane County Fair, Eugene
TOTAL ATTENDANCE: Paid, 27,000; free, 1,000. Operated 4 days, 8 nights.
(Statistical Directory on page 101)

(Continued from page 78)
Kernel Prunty Says:

"I can offer you my famous BUMU
HOUR Yellow
POPCORN
at 86.25 per 100 pounds f.o.b. St. Louis.
Com also offer White Hallass POPCORN.
Seasoned Cola, Peanut, Star Line of
POPCORN Machines, Peanut Roasters and
Food Serving Equipment. Send for Price
List of Full Line of Popcorn Supplies
Including new 10c Automatic Popcorn
Cotton and Jumbo Size Popcorn Bag.

Prunte Seed & Grain Co.
620 N. 2nd St.
St. Louis 3, Mo.
- in our 74th year -

Barlay Opens Winter
Run in Berlin Arena

BERLIN, Nov. 19.—Circus Barlay,
after winding up its season under
canvas, has brought its feature ani-
mal acts, including 100 horses, 40
ponies, 6 elephants, 5 lions, 5 tigers
and 13 bears, to Berlin for the winter
in Barlay indoor arena.

In addition to the animal numbers,
the circus is presenting a line-up
which includes the Three Lions, trap-
eze; Jairows, swinging pole; Three
Horses, wire; Rocha, magician; Mil-
ler Bros., comedy bar act; Short &
Long, equestrians; Heno Cimarro, in
a leap from arena dome into lion cage;
Gilbert's trained doves; Three Tru-
zia, musical clown, and Herman Ull-
mann, liberty horses.

Circus Barlay is playing the winter
at Leipzig, with a circus tear-jerker
named Why Do You Weep, Bambino?
Owner Cliff Barlay plays the leading
role of the clown, Bambino, and does
his slide for life.

Old girl has set in when you can no
longer find scenery on a circus route.

Tops in Audience Appeal!

Now—
NEW 8-OZ. CONCESSION
SIZE FOR . . . .

circuses
carnivals
amusement parks
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FOR INFORMATION WRITE—CONCESSION DEPARTMENT
PEPSI-COLA CO., 3 W. 57TH ST., NEW YORK, N. Y.
Program Chairmen

VERNON D. PLATT
ELMER E. FOELH, Willow Grove Park, Philadelphia, and Vernon D. Platt, Somerton Springs, Pa., are chairman of the two phases of the NAABPB convention, scheduled November 27-30 in Hotel Sherman, Chicago. Foehl is chairman of the general program and Platt is chairman of the beach and pool sessions.

Great Stanelly  
Killed in Fall

KANSAS CITY, Mo., Nov. 19—Jan Vogel, 30 trapeze artist professionally known as the Great Stanelly, died Friday night (18) in General Hospital here an hour after he fell during his act at the Municipal Auditorium.

Formerly of Amsterdam, Holland, Vogel plunged to his death when his ankle line snapped on his 90-foot daughter. He had been in this country about a year and was performing with a Shrine-sponsored circus.

Fire Razes Dance Hall  
At Lincoln Pk., Reading

READING, Pa., Nov. 19—Fire last Sunday (13) destroyed a building in Lincoln Park, three miles southeast of here but other structures in the park were saved thru the combined efforts of fire fighters from Lincoln Park and six surrounding counties, who were forced to draw water from a source nearly a mile away.

The building, which was swept by the flames, served as Lucile's for square dancing.

L. H. Weir Dead at 71

INDIANAPOLIS, Nov. 19—L. H. Weir, 71, nationally known park authority, died here Sunday (18) after an illness of two months. Weir was field representative of the National Recreation Association. Funeral services were held Wednesday (16) in Scottsburg, Ind. His widow and
Digger Pugh Ends
Sales Trip in U. S.
NEW YORK, Nov. 21 — Digger Pugh, London talent agency head, returned to England Sunday (20) after a week of visiting circuses in the United States. Pugh caught Cole Bros., Milles Bros., Biller Bros., and the Ringling show. He also visited Hunt Bros. at its New Jersey winter quarters.

Pugh said he was interested in operating his own circus, a project for which he was now doing research. He was thinking of starting a new one in Cleveland, Ohio, after the winter quarters were finished. Pugh said he would return to England in March.

Our New "Giant 3-in-1" Candy Floss Machine

SPECIAL NOTICE TO OUR CUSTOMERS:
We have an up-to-date repair shop—send your old machine in for check-up by experienced men—no charge for time and labor, only charge for new parts used—when thru, your machine will work like new—be ready for big season ahead—fastest money-makers of all times. Write TODAY.

Electric Candy Floss Machine Co.
202 TWELFTH AVE., NASHVILLE 4, TENN.

JOSE BARRERA DIES
In Oklahoma at 72
PAWNEE, Okla., Nov. 19—Jose Barrera, 72, internationally known Wild West Show performer under the name of Mexican Joe, died here November 16.

Barrera toured America with William E. (Buffalo Bill) Cody's Wild West troupe, the Miller Bros., 101 Ranch show and Major Gordon W. (Pawnee Bill) Lillie, with whom he was associated for many years. He also appeared several times at New York's Madison Square Garden.

An expert roper, he toured the globe in exhibitions and gave many command performances before royal families. He is survived by a daughter, Mrs. Clyde Hestand.

At this time of the season, the good looking Mexican dancer must consider herself a failure if she hasn't received at least 10 proposals of marriage from ticket sellers and seat butchers.

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SPECIAL PLUSH — 30 INCH ESKIMO DOLLS, JOCKEY GIRL, PANDA BEARS, MAJORETTES, ETC.

ALL 30 INCH., $40.00 DOZ. ASSORTED IF WANTED.

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POPCORN MACHINES
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HOT DOG GRILLS AND STEAMERS
FRENCH FRYERS
BEACH UMBRELLAS
DRINK DISPENSERS
NEON SIGNS TO YOUR ORDER

SUPPLIES
POPCORN—Bags, Boxes, Oils, Cones, Salt, Glassine Bags, etc.
FLOSS PAPERS—5 Colors, Flavors, Vanilla, Anise, B-Walnut, A.A. Sugar is best for Floss.
CARAMEL CORN—Glucose, Golden "C" Sugar, Butter Flavor.
SNOW CONCENTRATES—Syrup, Cups, Spoons, Etc.
APPLE STICKS—Color, Glucose.
SET & QUICK—No more sticky Apples or Caramel Corn.
PEANUTS—Raw or Roasted.

ALL PRICES F.O.B. ST. LOUIS, MO. 1/4 DEPOSIT WITH ORDER, BALANCE F.O.B. NO SHIPMENTS WITHOUT DEPOSIT.
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2020 OLIVE ST., ST. LOUIS 3, MO.
25 Years Ago

George W. Christy, owner of the Christy Bros.' and Golden Ring circuses, announced the formation of a new show and Wild West Show, with Walter McCorkhill as general agent and Jack Friedman and Ed Hines at the horse back with the show. Clyde Griffith, general manager of the National Vaudeville Exchange, signed the following for the 1923 season with M. J. Lapp American Exposition Shows: Billy Griffith, openings; Charles and El Ayotte, canvassmen; Walter Schwartz, lecturer and magician; Joe Lois, snake and alligator; John Green, three-legged man; Milly Long, gladiator; Gerry Harris, electric girl; Emma Lynch, fire-eater; Princess Tunula, Hindu wonder worker; Al Lynch, illusionists; Friendsdicks, the rat-faced boy; Beauty, six-legged sheep, and Belle Watson, sword swallow.

California State Corporation Department granted a permit to issue and sell stock in the amount of $10,000,000 to the Santa Monica Exposition.

(See Flashbacks on page 88)
November 26, 1949

CARNIVALS

Communications to 180 W. Randolph St., Chicago 1, Ill.

The Billboard

83

KIDDELAND ON WHEELS

Lawrence Org. In Barn After 36-Week Tour

Covered 3,000 Miles

NEW YORK, Nov. 18.—Eastern showsfolk arrived here in large numbers this week for a series of National Showmen's Association doings which get under way with the annual convention. Arrangements have been made with the nation's best concession managers to handle the night's activities in the clubrooms and at the club's bash at Ferncliff Cemetery and conclude Wednesday night with an impressive outdoor and ball in the Grand Ballroom of the Commodore Hotel.

Advance banquet reservations already blanketed by Bob Weinberg, club secretary, indicate that the attendance will easily reach the peak 1,500 attained on former occasions. The turn-out augurs well for a fair that is assured since top-bracket names are scheduled to attend as guests and to give the banquet. George A. Hamil, head of the book, linked himself with such top-flight entertainers as Henny Youngman, Jean Carroll, and the De-Murocches.

Herschfield Toastmaster

Harry Herschfield will be back as toastmaster for the banquet. H. C. Smith, Sen., Olm. D. Johnston of South Carolina; J. Alfred Valentine, president of the operators, and the New York State Association of Agricultural Fairs; Geo. D. Powers of the National Association of Fairs and Exhibitions, and general manager of the Herschfield Bros., are due to make a short address.

Bobby Burns and his orchestra will play for the first time the stagehouse. Joe Buil and his band will play music during the fair.

Dinner for Bergen, Sra\'

Association President Frank Bergen, general manager of the Bergen Mirth Shows, will preside at the banquet. Olympic Club of New York, by owner of the shows bearing his name, Stanley egg, S. (Bucky) Allen, Bergen concert manager and banquet chairman.

Reservations indicate that show owners will party more fairmily than ever before. Railroad opera exes will play host to fair owners from New York, Florida, and the eastern provinces of Canada.

President Bergen and James E. Price, president of the operators, will open the testimonial dinner, Monday night (21) at Leon & Eddie's, Open air band in the clubrooms Tuesday (22).

Lamb Concludes Season on Right Side of Ledger

MALVERN, Ala., Nov. 18.—Despite some bad weather and poor saee, the lamb shows at the annual season on the right side of the ledger. Lamb was safely tucked away here in quarters.

Org wound up the season at the Magnolia Fair and made the short run here in good time.

Staff remained much the same as in recent years. The staff included L. B. (Barney) Lamb, owner-manager; Mrs. L. B. Lamb, treasurer; Ernie Murray, publicity and lot manager; Whitey Galliv, electrician; Estel Barr, equipment manager, and Andrew Knight, mechanic.

Ross Sanderorne, following the close of the season, schedule, along with the kiddie rides to the Leo Bishy Shows, with Bob and Evelyn Hill in charge. Sanderorne and Lamb will attend the fair's farewell meetings and then head back south. Andrew Knight and Bob and Sue came to Lesberg, Fla. The Bros went to Iowa and Mrs. Parks and Harry Finch left for Lake Whitley Galliv and Jack went to Mille fog, Mich., Mr. and Mrs. Pieck, Broad, Bradenton, Fla.; Yellow Savage took his Iight to Dixie Avenue to Port St. Joe, Fla. for winter dates; Capt. Hall and Marion went to Tampa, Fla. In December, the Piers and Denzins to Lesberg, Fla., and Mrs. and Mr. Eugene Murray are visiting in Pensacola, Cal.

Prell & Viona Tab Fine Year

NEW YORK, Nov. 18.—Joe Prell, manager of the Prell Shows' second unit, which operated throughout the fall season, reported here this week that the fall tour was a major success. He said that the Prell route proved highly successful.

This season, which ended a week ago, saw Prell show 14 consecutive fairs. The route was through West Virginia, Virginia, North and South Carolina.

Executive chores were handled by Prell, Johnny and Morris Viona. The fair dates were the first played by the Viona org, which previously had been booked only for city shows, bus and road shows and indoor shows in New York, New Jersey, New York, and South Carolina.

Prell said that a similar arrangement has already been agreed upon with John and Jim Prell for next year. The Prell ownerships played this year are already contracted for return engagements. The South Carolina State Colored Fair at Columbia was inked prior to the current year's tour.

The Viona equipment is back in its New Jersey winter quarters.
TAMPA’S NEW CLUB—A SHOWPLACE

BACK in 1945 Gene Bernie, formerly connected with the Rubin & Cherry Shows and now a successful importer and distributor for fruit shipping and packing concerns with headquarters in Tampa, dreamed about organizing a showmen’s club in Tampa.

It took Gene some two years to arouse interest in the project, but he gave unselfishly of his time, efforts and money. Today his dream is a reality, even greater than he had thought. The Greater Tampa Showmen’s Association’s recently opened clubhouse is one of the best in the country and a show place of Tampa.

Located at Carmen and Willow streets, adjacent to the fairgrounds, the new clubhouse was built at a cost of approximately $65,000. The building, on a lot 247' by 206 feet, is 72 feet wide and 116 feet deep. The north side is occupied by the Ladies’ Auxiliary and includes offices, a board of directors’ room, general clubroom, powder rooms and a private patio, surrounded by a five-foot wall.

Building Facilities

The main meeting hall, 84 by 32 feet, is in the center of the building and will be used for dances and other entertainments. The south side of the structure is given over to the men and includes an office, library, game room with a huge fireplace, a kitchen and bar. A 16-foot porch is at the rear of the building. The entire south end is a covered patio which will be used as a men’s lounge.

The lobby, or reception room, is 24 by 32 feet with a 12-foot ceiling from which hangs an elaborate chandelier, imported from Italy. Entrance to the lobby is thru two double-aluminum-encased glass doors costing $1,100 each. The east wall of the reception room features 12-inch glass blocking. Floors throughout the building are 3/16th asbestos tile in patterns to conform with furnishings. Ceilings are acoustically treated.

(See Tampa’s New $65,000, page 100)
Casey To Build Winnipeg Park; Will Cost 150G

WINNIPEG, Nov. 10.—A new $150,000 amusement park, to be known as Joyland Park and opened here next year, by the E. J. Casey Amusement Enterprises, Ltd., according to E. J. Casey, president, and owner of two Canadian carnivals.

A 15-acre river front site has been purchased and plans called for a Roller Coaster and eight other rides, a dance pavilion, rest rooms, wading pool for children, and picnic facilities.

Co-operation of local officials has been promised, according to Casey, and the opening is set for May 24. Joyland Park will be the first amusement park here since River Park closed in 1941.

Casey will continue to operate his carnivals in addition to the plant.

Flashbacks

(Continued from page 34)

position, Inc., for the purpose of erecting an amusement park in Los Angeles to be known as Luna Park. S. W. McConnell, amusement park operator, was appointed to head the construction.

Much advance for Cole Bros.' closing was Frank P. Prescott, general agent; Charles F. Smith, brigade agent; C. E. Ferguson, boss billposter; Stanley Boal, boss lithographer; Slim Haislip, bannerman; H. T. Mac. B. E. Shaw and Al Farum, billposters.

GREETING AND THANKS FROM JAMES H. DREW SHOWS

Would like to book any major riding device that does not conflict with what we have for the 1950 season. Good opening for first class monkey show or any show of merit. Can place a limited number of Hanky-Panky concessions that work for stock only. Fair managers and commitment men in the Carolinas, Virginia, Kentucky, Ohio, Indiana, Michigan and Georgia if you are interested in one of the cleanest and most modern motorized exposition for your 1950 event, we would be pleased to hear from you now. Everybody address

JAMES H. DREW SHOWS
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WALLACE & MURRAY SHOWS

West End Avenue, Suite 11, Kansas City, Mo. Phone 3rd 4752

ANATOMICAL WAX EXHIBIT

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DUST-PROOF CASES! GLASS FRONTS

RARE (Cannot be replaced) HURRY!!

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WALLACE & MURRAY SHOWS

(Continued from page 4)

TOP MONEY GETTER on the Crafts Exhibition Show's midway at the 1949 Los Angeles County Fair, Pomona, Calif., was Velere Bros.' Sky Wheel, a double Ferris Wheel. The first portable double, the ride was built at cost of $135,000. Fair grandstand is in the background.

TOP MONEY GETTER on the Crafts Exhibition Show's midway at the 1949 Los Angeles County Fair, Pomona, Calif., was Velere Bros.' Sky Wheel, a double Ferris Wheel. The first portable double, the ride was built at cost of $135,000. Fair grandstand is in the background.

Al Sopener Legion Post, SLA, Skeds Open House Nov. 25

CHICAGO, Nov. 19. — The Al Sopener American Legion Post, Showmen's League of America, will hold open house for the post and SLA members of the Showmen's League clubrooms, 409 South State, Friday night (2). As a feature, the post officially will install John Wulf as commander. He succeeds Bernie Meisel of Chicago.

At the post's regular weekly meeting Thursday night (17) members presented a new wall of mirror, a wooden monster's pin, with a diamond setting.

A post will hold a bingo party in the SLA rooms December 2.

W. G. Wade Org Ends '49 Tour in Eaton, 0.

DETOUR, Nov. 16. — W. G. Wade Shows have established winter offices here, after closing the season Saturday (12) in Eaton, 0. Up to date is stored at the Mason, Mich., fairgrounds and the No. 2 unit at the Mellinger village is under the charge of Sam Hansen in charge of winter quarters.

Business during the season, the longest in recent years, was termed a good year by W. G. Wade, owner-manager. The org toured Michigan, Indiana and Ohio.

Wade won the annual outdoor convention in Chicago and was re-elected president of the national general representative; Mrs. M. Miller, general secretary; Cameron D. Murray, general manager; Sam G. Mandel, treasurer; and Gladys Schum, secretary of the latter unit, all of whom operate a show of his own.

Destination of personnel: Mr. and Mrs. Lloyd Burges, Mobile, Ala.; Harry Mamis, Columbus, Ohio; Harry Mamis, Ill.; Boston; Leo Mamis, Columbus, Ohio; Edward W. Eichel, chairman; Bedford, N. Y.; Jim Mulholland, Ohio; Buster Crosslands, Louisiana; Frank and Winnie Vasnick, Florida; Jack Daniels, New Orleans; K. (Stuffy) Smith, Kentucky; George Grey, Detroit; Eddie Wolfe, Detroit; Kay and George Foth, upper Michigan; John Moultrie, Galveston; New Orleans; Joe Hilton, Georgia, and Walter A. Schaler, Rochester, N. Y.

NSA Ladies Honor President Van Vliet

NEW YORK, Nov. 19. — Testimonial dinner in honor of Queenie Van Vliet, president of the National Showmen's Association, was held at Rousso's restaurant Monday night (14) and was attended by a large turnout of members and guests. At the guest tables were Max Firestone's Esquire, George D. Ortel; Jean Harris, by Ray Gruberg; Fry Freeman, Ethel Shapiro; Helen Vincent, by Mildred Ford, and Mary Rabin, by Bess Hamid.

Speaker of the evening was Dorothea Van Vliet, whose speech was laced with the highlights of Queenie's term of office and presented a testimonial of a gift from the members.

Entertainment was provided by Ben Ellis, who sang, Celeste Bonner, Wal- lie, Kitty Rausch, Dolly McCormick, Arthur Carver, Joseph E. Cook, Jack Reardon, Arthur R. Ford, Esther Fischer, Elizabeth Sold, Dorothy Packman, Ethel Shapiro, Helen Young, Theres Jangd and Helen Vincent. Bess Hamid revealed hidden talents and her act proved a highlight of the evening.

A telegram of congratulations to Queenie Van Vliet was received from members of the National Showmen's Association, and was followed by a page-long cheque, with credits due to Ethel Fischer.
INSURANCE for CARNIVALS

CLEM SCHMITZ
30 ROCKEFELLER PLAZA
NEW YORK CITY 20
LEON CLAXTON presents
HARLEM IN HAVANA
THE LARGEST AND MOST OUTSTANDING OF ALL MIDWAY ATTRACTIONS

featuring
Patterson and Jackson
George Gould and Shirley Bates
Bill Harvey and his Great Band
and many others

Now booking for our 16th season on the ROYAL AMERICAN SHOWS
The World's Largest and Most Beautiful Midway

Our Sincere Thanks to Mr. C. J. Sedlmayr Sr. & Jr. for Their Splendid Leadership.
And to the fair and exhibition officials throughout the United States and Canada for their wonderful cooperation which together made 1949 the greatest season of our career.
THE GREATEST NAME IN THE OUTDOOR SHOW WORLD

ROYAL AMERICAN SHOWS

GOOD CITIZENSHIP

Whether you be a Democrat or Republican—Liberal or Conservative or any Representative Party—be proud that you are a North American Citizen.

Support your respective Governments against these days of tyranny, renegades and treason mongers.

Above all—BE A VOTER. You have no right to complain without the proper expression of interest in your Country. All good citizens, interested in their Government's welfare, are entitled to complain about this—or that—so long as they express their complaints, likes or dislikes, as good Citizens WITH VOTES.

Good Americans and Canadians know what is going on in their Congress or Parliament.

The Members of these Bodies are YOUR lawmakers, ELECTED by YOU. Only YOU control your Country. YOU choose THEM. They are YOUR Servants—if YOU VOTE. Dictators have never been the choice of a free people.

Public Servants by YOUR VOTE—Dictators by NEGLECT of PUBLIC INTEREST.
AMERICAN SHOWS
Largest Midway

CARL J. SEDILE
General Manager
Our Sincere Thanks

To the Managers and Board of Directors of the following

FAIRS AND EXHIBITIONS

For Their Faith in our Ability

to Produce what we Promise

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Louisiana State Fair
Shreveport, Louisiana

General Offices and Winter Quarters

Florida State Fair Grounds Tampa, Florida
Lone Star Show Women’s Club
Spotlighted by Dallas News
For Its Great Charity Work

(Editor's Note: The following story appeared recently on the editorial page of The Dallas Morning News. Written by staff writer Kenneth Force, the story points out the many works of charity performed by the Lone Star Show Women's Club. It points out also the value that the same is true of all show organizations throughout the country.)

The second and third floors of downtown two-story buildings are usually used in downtown two-story buildings for store offices, storage mostly, or for area and in places.

"But 1906 is 10 victory in the United States, St. Paul, Monday nights is a place where the liveliest people, the show world—for it is the Lone Star Show Women's Club.

"One way Monday night the women meet. On every other Monday night, they give in December, the showmen and women turn out, as will the Ringling people tomorrow night, and the Memphis & St. Louis Bearers of Extravagories. But there is much more than merely chatter and food. And it is best shown by a brown-paper motto on the western wall.

"I expect to pass this life but once," the somewhat altered words of the French-bom, Quaker minister, Jonathan Greenleaf. If, therefore, there is anything good I can do, let me do it now, for that is a large part of the way again.

"After every dinner the expenses are totaled, the profit determined and some member is asked to pick her favorite charity. And a donation of $25 is voted for the month. But the gifts to the March of Dimes, Hope Cottage, the Elks' Crippled Children's Foundation, the Salvation Army, the Pyramid House at Weatherford, etc., are not the sum total by any means. These are Christmastime, the fortunate and unfortunate alike.

"Checks Go Out"

"Then there are the unspectacular but vital things of monthly checks that go to people like Dixie King in Houston, Princess Dixie, a great cat woman, the queen of the lion taming ring. And, in the same direction, Miss has been bedridden 20 years and the gifts of the show world make the difference.

"But greatest of all is Showman’s Rest.

"The club was born for such as that. You may recall that 1929 was a show year. The New Deal injections were dazing. Hitler was frightening business and in show circles distress was greatly feared. So Mrs. Margaret Pugh, wife of the late Denny Pugh, well-to-do Fair Park concessionaire who always had a hand in his pocket to get a bill for someone else, gathered 20 women, a group of Mrs. Mel Vaught, had all said who would be next, will be next himself. At the Lone Star Show, the Lone Star Showmen's Club said here would be Lone Star Showman’s Rest. So they began to buy more and more lots in that section of the cemetery. And during the administration of Mrs. Mary Ellen Lieberman they erected a $2,000, 10-foot monument amid the 200 lots they had purchased.

10 Mounds Raised

"Since the first purchase 10 mounds in all have been raised—some charity others not. And to a people who have no concern, until her husband came and in the following year Mrs. Mel Vaught who had all said who would be next, will be next himself. At the Lone Star Show, the Lone Star Showmen’s Club said here would be Lone Star Showman’s Rest. So they began to buy more and more lots in that section of the cemetery. And during the administration of Mrs. Mary Ellen Lieberman they erected a $2,000, 10-foot monument amid the 200 lots they had purchased.

"When the hungry were fed and many a bill put in an empty pocket. But one day they had a more serious and more visible need. A veteran of the show world named Jackson had died in a hospital and his body had been kept at the hospital 10 days with none to claim it. Showmen never, in their own words, have a body on the lot. They bury it.

"Raise Funeral Money"

"So Mrs. Little, the president, raised $150 for the burial, got 125 bills bearers from the Fair Park, each and asked her company, the Rev. W. W. Phares, to conduct the funeral. There were nine persons present, Mrs. Little, Mrs. Honey Vaughan, chaplain and "Lady" Denny, the owner of the club, the six laborers and the minister.

"But Mr. Phares preached a moving sermon, telling of a black, rainy midnight funeral he had conducted in his early life in a cemetery. A showman of a departing circus at the request of a woman in spangles and a clown in motley, and how the service ended when the clouds broke, the moon shone thru. It had helped him all his life, said Phares. Then he added, "I know no good, no evil of man (Jackson), these things we can say little. But who knows what some good come of this?"

"During the administration of Mrs. Aline Morency, the club decided to have a Jackson country. They made it a turkey affair. And all the show people of Dallas came. In fact the women ran out of food. But no one murmured and when it was over they had $200 profit. Then they bought a lot in Grove Hill Memorial Park so it would be ready for the next unfortunate.

Buy More Lots

"When Mrs. Sally Murphy was president they decided to buy more lots and raise money for their Jackson Fund. Each year the Texas Fair Association meets next month the showmen gather to make their dates. So the Lone Star Women's Club put on a dinner dance.

"Mel Vaught, legal adjuster for the Goodman Shows, is to come on boys, Give in: It may be you next. Maybe you. Who knows?"

"Almost instantly came word that Harold Potter, auditor of the midway shows for Pugh, Murphy & Lindsey had died of a heart attack. So the boys gave in $1,500 worth.

"Then Mrs. Potter set a pattern. She bought a lot adjoining those of the club and buried her husband under it.

"And in the following year Mrs. Mel Vaught who had all said who would be next, will be next himself. At the Lone Star Show, the Lone Star Showmen’s Club said here would be Lone Star Showman’s Rest. So they began to buy more and more lots in that section of the cemetery. And during the administration of Mrs. Mary Ellen Lieberman they erected a $2,000, 10-foot monument amid the 200 lots they had purchased.

operators of
THE WORLD'S LARGEST
SIDE SHOW ATTRACTIONS
on the World's Largest Midway
ROYAL AMERICAN SHOWS

Thanks
To the SEDLMAYR FAMILY
for another Successful Season

NOW BOOKING ACTS AND SIDE SHOW ATTRACTIONS FOR THE 1950 SEASON

Permanent Address: BOX 11, NORTH MIAMI, FLORIDA

SAM GORDON
His Staff and the Boys and Girls of the Concession
Department of the
ROYAL AMERICAN SHOWS

WISH TO EXTEND THANKS
to the
SEDLMAYR FAMILY

and
To all of our Canadian and American Friends in the
Outdoor Show World

For Their Assistance and Co-Operation in making the
the 1949 Season

GREATEST IN OUR HISTORY
Mary Bosman, wife of show physi-

cian Dr. James B. Bosman, was

given a baby shower by members of

the Endy Bros. Shows, when the org

played the Gold sabot (N. E.) Fair.

About 50 persons attended the party

sponsored by Lily Steepholz and held

in Dotty Shoemaker's cookhouse.

Belle, of Belle and Bill, side show

act, entertained, as did the doctor's

five-year-old son, Clark, an accom-

plished guitarist.

Perhaps nobody will do so much for

love and order as the wife who accom-

panies her husband to the convention.

Louis Berger, general agent of the

Cavalcade of Amusements, is back in

Chicago. . . . Dave Endy, of the Endy

Bros. Shows, was a visitor to the Windy

City. . . . Babe LaBarree, who played independ-

ent fair dates this season with his Life

Show, is now vacating at the Log

Cabin Tourist Court, St. Andrews,

Fla.

Charles S. Reed, who closed a suc-

cessful season as general agent for

F. M. Sutton's Gulf Coast Shows, has

returned to Springfield, Mo., where

he will winter. . . . Clyde (Puppy)

Graham is now confined to the

Searcy (Ark.) County Hospital, Oklahoma City, as a result of a broken

collar bone. He says he expects to

return to his regular engagements at

the end of his hospital treatment.

Phonos consists of a fair manager giving

equal weight to the promotion of two

prevaling general agents.

Phil Isser, general manager of the

I. T. and Carnival shows, last week

reported purchase of another Ferris

Wheel. . . . Fredd Bailey, concession-

naire, and not Jack Peavy, as was

reported recently, is in New-

port Naval Hospital, Sandusky, O.,

and expects to remain there indefi-

nitely. He'd like to read letters from

friends. Peavy is in the best of

health at his home in Sandusky.

Francis J. Blythe, talker on the

Charles Taylor's show on Royal

Crown Shows, is en route to Chi-

cago for the outdoor meetings.

He will report to Biloxi, Miss.,

Talla Tjofl, of Linda Lopez's Side

Show, returned recently from:

Pinkcy Pepper and Shawn Crawford.

Showmen must be extravagant undertaking

according to press agents' copy. "The

midway is now safely in the barn.

J. W. (Buck) Smilo advises from St. Petersburg, Fla., that he plans to

winter there. . . . Frank Lynch, Tom Cunningham and George How-

ard, of the Pioneer Shows, are vaca-

tioning in California, N. Y.

After closing the season with the

City City Shows in Eastman, Ga., Louis

Bright visited with Frank Long, sec-

retary, Pete Premyer Shows, before

returning to Charlotte, N. C., for the

winter. . . . Mr. and Mrs. John L.

Showman will soon meet to decide on

the new type of carrousel has to

have. . . . friends.

George (Nakli) Harris, with the

World of Birth Shows for the past

13 years, reports that he will retire

from the road. He recently com-

pleted construction of a new home

in New York. Scully F. DeLaMuller

reported earlier on the shows and has

signed Big Joe Bellinger and Stanley

Leyor as his agents for 1950.

Lili, daughter of C. H. Krug, was

discharged from Methodist Hospital,

Rochester, Maine, November 15, 1951.

Mac Matthews

RIVERTOWN PARK TRAILER SALES

2377 W. IRVING PARK ROAD

Phone: Irving 5-5555

CHICAGO 18, ILL.

SEE YOU AT THE SHERRY

THE SHOWMAN'S TAILOR

Gabardine suits, tailored to fit you, shark bellows or pearl snap, only $7.50 each; three for $20.00. Also Uniforms, Costumes, Gabardine Trousers, etc.

AGENTS USE GABARDINE CO.

3915 S. MAIN ST.

COUNCIL BLUFFS, IOWA

NEW BASEBALL STRIKER

Invented by

HARRY NELSON

"BATTER UP"

Wills his jumps on your sports pages.

Write for circular.

HARRY NELSON

1914 W. 16th St.,

Conway Island, New York
She will recuperate further at the home of her sister, Mrs. E. C. De-wees, Durlas, Minn. ... Vincent Lawrence Cistero (Chester Ford), well-known concessionaire, seriously ill in a Providence, R. I., hospital. ... Mr. and Mrs. J. A. Logan are wintering in Stillwater, Okla., with their daughter, Mrs. Emil Westman, and family. ... A recent wire advises from Gaylord, Mich., where he recently entered the radio and television repair business, that he has sold all of his ride and show equipment and has retired from the road. He's a veteran of 40 years of troupimg.

Mrs. Mitchell Lovell, mother of Mrs. Joe Karr, recently lost a purchase containing a valuable wrist watch, two diamond rings and a sizable amount of cash in Mobile's (Ala.) downtown shopping. Watch, an heirloom, has been in her family for years. ... When the Cavalcade of Amusements operated the Mobile Gulf Coast Fair, three odd-timers, Charles T. Neens and Walter B. Fox got together for a gablest. It was the first time the last named two had met in nearly 20 years and Goss was making his first visit to Mobile in 12 years.

Big question for today: Since in 50 words or less, sanding on box tops, if you would like to attend the Chi meeting at the hotel's expense?

James Stutt, general agent of the Pan-American Animal Exhibit, writes from Mobile that his show will close there December 4 and will winter at Lake View Estates in same quarters used by Bill Bur. ... Circuit last year. Pan-American will have been out 38 weeks and have covered over 3,000 miles from season ends.

Joe Scholibo, assistant manager of the Cavalcade of Amusements, who was called to Houston because of the sudden death of his stepson, returned to Mobile in time to see his big ride away for the winter. ... John F. Courtoise, who had his first show and "Outlaw" and "100 Years Ago" shows on Cavalcade of Amusements during the closing weeks of "Outlaw," is framing a new idea in shows for next season and will try it out under a big top in Southern territory this winter.

Assistant office wagon secretary who is going to get a wagon to himself is the one who pays attention when a memorandum starts talking penneages.

Betta and L. T. Constable have stored their kiddie rides and are in Titusville, Fla., for a two-month vacation. ... Detroit Notes—Jack Galagher, manager of Playland Shows, and Paul Grooley, secretary of the Michigan Showmen's Association, will attend the outdoor convention in Chicago, November 27-30. ... Sam Bird will spend the winter in Detroit. ... Sammy Sole has booked his concessions for the 1950 season with the World of Pleasure at that Detroit show.

FOR SALE—CHEAP—MUST SELL
3-Alreet Allen Herschell Merry-Go-Round, in perfect shape. 10-Car Allan Herschell Kiddie Auto Ride, in perfect shape, beautiful ride. Two 50 Kw. Lewis Diesel Light Plants, 24-ft. special concession trailer with 2 light towers on top, all in first-class shape, will sell very cheap. Several hundred feet Double O Cable, cost one dollar a foot, will sell cheap. Several Show Fronts and Tents, cheap. Accord, Everything must sell. Several Trucks and Trailers, in first-class shape.

Address F. M. SUTTON Sr., Oseola, Ark.
P.S. One 15-Horse 3-Phase Electric Motor, good as new, mounted on wheels.

FOR SALE—FOR SALE FACTORY BUILT PRETZEL RIDE AND SUPER ROLLO-PANE
Cheap for cash. Can be booked on Railroad Show for Season 1950. See me during the Convention in Chicago, or write:

JACK PUGAL
1404 WEST WALKER ST.
MILWAUKEE, WIS.

CATERPILLAR FOR SALE
1947 Model, used only 30 weeks, as good as new. Stored at our winter quarters here. Cost $14,500. Will sell for $9,500.

KING REID SHOWS
Manchester Center, Vermont

Showmen -- Concessionaires
H. C. EVANS & CO. INVITE YOU To Visit Our Complete Display of OUTDOOR and ARCADE CARNIVAL BOOTHS 104-105 National Association of Amusement Parks, Pools and Beaches

Exposition
SHERMAN HOTEL
H. C. EVANS & CO.
1538 W. Adams Street
Chicago 7, Illinois

PINTO BROTHERS
Accepting Orders Now on Our Three Most Popular Kiddy Rides
KIDDIE FIRE ENGINE RIDE
KIDDIE PONY CART RIDE
KIDDIE FERRIS WHEEL RIDE

LATE CALL BARNEY TASSELL UNIT SHOWS
FOR SOUTH MIAMI, FLORIDA, STARTING NOV. 28

FIRST week on white lot—second week an colored lot.
Can place String Game, Short Range, Cigarette Cellery, Batons Darts, Clothes Pin Pitch, Ball Games, Bonus, Basket Ball, Bowling After, Blowerr or any other legitimate Con-

RIDE NOT CONFLICTING
Wire Bobes Gable, Fla., or 111 N. E. 71st St., Miami, Fla.
Thursday services Sherman have Perrot, Post Peter in committee. Pat Sam Brody. Room. Thanksgiving On Jack Mrs. Thomson, ticket. STREAMLINE W. NAAPPB FT. DRIVE, Sign-52,000.00 F. Hoffmann D. W. Mr. (25). Mr. Miller, Tom is write an operation. Oliver to order high. Prevost, Mrs. Gowan, Mort Silvers, and man man. Mrs. Prevost, J. O. Har. and David Miller, Tom is write an operation. Oliver to order high. Prevost, Mrs. Gowan, Mort Silvers, and man man. Mrs. Prevost, J. O. Har. and David

**Michigan Showmen's Association**

**DETROIT**, Nov. 19.—Second Vice-President Marvin Keyes and First Vice-President Nat Golden abstained in the Wolverines Meeting. Attendance was large and the main topic discussed was the remodeling of the building's heating system.

Membership applications included those of Jack Flenner, Sign-52,000.00, Jimmy Rembert, Mollie Reynolds, Gabe Gephart, W. F. (Bill) Wilcox, Philip Matson, Bill Duratt, Byrd Seeley, Frank Seiler and Charles Weaver.

Following the annual meeting Sunday at 2 p.m., many members will leave for the Chicago convention.

**Showmen's League of America**

**400 S. State St., Chicago**

CHICAGO, Nov. 19.—President Bob Frey reported that all was in readiness for the November 20 event and the memorial services committee announced it would meet in the SRA booth to take care of the showmen.

New members elected were Douglas R. Wiser, Don Rivard, George P. Solleitinger and L. V. Hulme.

The Al Sopenar American Legion Post will hold open house in the club rooms Friday (20). Al Sopenar appointed to head the Christmas party committee.

On the sick list are Fred Burrows, in St. Louis; Art Briese, in Florida; Pete Perrot, in Des Moines; W. O. Perrot, W. C. Denke, Tom Vellimer, William E. Saunders and Jack Ten-kins. Mrs. Harper, brother of Mrs. Edner, underwent an operation in Jackson, Mich.

Jack Hawthorne returned from a New York trip. Frank Berger in sent for the ways and means committee. James E. Strates' Buick award netted the club $350. A new family attended their first meeting on the season were Earl Tauber, Samuel Beardslee, Harry Wonnacott, Rom Zolan, Ed Gambler, Ermitt Niss, Harold Beckall, Jack Woodruff, and Bill McDannell.

Chick Schloss, Vaughn Richardson, Sam VanDyke, Al Sopenar, John Litchfield, Pat Purcell, Harry Ferris, Paul (Moses) Miller, Tom Sharkey and M. K. Brody.

Ladies Auxiliary

Mrs. Robert H. Miller was hostess at a social Thursday (10). Prizes for the showmen was donated by Miss Ralph Glick, Viola Blake Parker and Mrs. Ann Wigginton, Ed Korda, and Harry Wonnacott, Rom Zolan, Ed Gambler, Ermitt Niss, Harold Beckall, Jack Woodruff, and Bill McDannell.

Mrs. L. M. Brunmele, past pres- ident, is recuperating in her home fol- lowing a recent illness.

The Tom Hendersons will be the hostesses for the Robert H. Millers and Mrs. Miller's niece, Joanie.

The open house and bazaar is scheduled Friday (25) in Room 110 in Hotel Sherman. The installation dinner is Tuesday (29) in the Crystal Room. Members must present their membership card in order to obtain a ticket.

**Showmen's Association**

**ST. LOUIS, N.**—Past President John Francis precipitated at the Thursday (10) meeting, with Treas- urer J. H. Smith, W. M. For- cob assisting.

William (Bill) McCray and Robert Macken were appointed co-chairmen of the orphan's Christmas party.

Members are: Ella Johnson, El- gar, Dave Prevost, John Delney, John Roth, J. M. Mil- lers, Robert Meyer, Ed Campbell; Lee Williams, Wes Schumacher, Bill Snyder, Ed Albert, and Hy Woyt."
Pacific Coast
Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 19.—The Mayors, branches of the club being presided
over by Vice-President Joe West, with Treasurer Al Weber, Vice-President
of the club, and the new Lois Hughes and Executive Secretary Al
Miss, presided on the rostrum.

Two new members, John D. Wy-  
elch, of Chicago, and Joe Ginn, of Chicago, were elected to the organization. Chia
Hughes, Past President J. E Brown and Charles Woodard present the following:
Adolph Plitt, Steve Vaughn, 
Fred Stoll, George Olive, John D. Wy- 
elch and Joe Ginn.

Joe Glazzy, chairman of the banquet and ball committee, suggested that the club
get their ticket money in early.
Joe Steinberg reported on the Home-  
Coming party scheduled for Monday
(21). Food for the get-together will be
furnished by the Ladies' Aux-
iliary. Sam Smith, Past President, fol-
lowing a long illness. Charles Sobe-
berg and John Ruttig are still in the hospital, but improving.

Larry Ferris, of Ferris Greatest
Shows, hand delivered a check of $300
for the cemetery fund which was from
the bingo game held on the show. John
Brown reported that the big bingo game
turned it over for the evening.

New faces around the clubrooms for
some time now, are John Marshall
Allman, Glenn Loomis, Harry Mer-
kel, Harry Lewis, Matt Herman, Bill
Mullen, Past President R. W. (George)
Coe, Steve Shephard, Charles Ford,
Fred Kahl and Carl Wetterau.

Ben Besso introduced 90 year-old
George Harrison, a former member from San Francisco, to the members.

The drawing was won by Ray
Hatfield.

Lone Star Show Woman's
Club of Texas

DALLAS, Nov. 19.—Regular meet-
ing was held Monday (14). Main
business was the nomination of off-
icers and the installation ceremony of the new officers. Several new auxiliaries, a new chapter was the 1949
confined to the 1949. No. 1.

The annual dancel will be held in
the Banquet room of the Baker
Hotel, Hymn Chanters' work will be
sung, and the cost is $1.00. Music will
be furnished by the club.

Kuffy Little will be in charge of the
merchandise. Date has not been
set.

Honey Vaughn, chaplain, is still
hospitalized.

The raffle was won by Lorriane
Davis and the door prizes by Beth
Anderson.

Heart of America
Showmen's Club

KANSAS CITY, Mo., Nov. 19.—  
President E. D. McCravy called the
meeting to order and assisted on the
rostrum by Al C. Wil- 
son, secretary, and George Carpen-
ter, treasurer. Thirty members were
present.

President McCravy turned over
$231, derived from a benefit on the
30th Century show. He also an-
ounced prices in the membership
drive as follows: First price, gold
membership chip card; second price,
three free meals; third price, two
year's dues, and fourth price, a one-
year's dues.

McCravy was asked to represent the
organization at the banquet of the
Showmen's League of America in
Chicago. Lem Harrington is in
charge of the transportation.

New members are John G. Schick-
ley, Dennis Felt, Frank Gaskin, J. D. Swords, William V. Culter, 
Wallace H. Brunk, Albert Marlin, 
Owens Jones and Herman 
Leboy Jones.

Sam Benjamin announced prepa-

tions were being made for the
banquet and ball to be held at the
Hotel Continental New Year's Eve.

Ladies' Auxiliary

With President Blanche Frisorne presi-
ding, 28 members attended our first
meeting of the season, Ruth
Yorke, Ill. for several years, was
with us. She reports her

dughter is Ill in St. Luke's Hospital
Denver.

Wallie Carter spun an interesting
story of her trip to North Ireland
where she visited for several
weeks with her relatives. Wallie
called at Sedalia, Mo. to attend
her mother, Nea Gilbert was elected to membership.— GRACE
McMAIN.

Arizona Showmen's Assoc.

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Nov. 19.—Presi-
dent Paul Pauls was in the chair at
the meeting attended by 10 mem-
bers.


elected were: L. Young, T. Wise, C. Johnson, Bill Sol-
g. Zarango, H. Watanabe, C. L. 
Gissinger, H. Brett and T. F. Bud-
ner, Larry Nolty, of the Larry Nolty Shows, and Pete Siebrand, of the Sie-
brand-Bros. Shows, made short talks. Report

on the benefit held on the Crafts Show at the State Fairgrounds showed a net of $45, while a party on the Club Exhibitions Shows yielded the club $15.50.

Jewel Taylor was reported on the
sick list in Mayfield, Ky. Pete Sie-
brand won the pot of gold.

Visitors to the clubrooms during the
Fair included Misses Nellie N. Crafts, 
Harold Mook, Ruth Cortes, Ed Lud-
ger, Jack Schaffer, and Mrs. and
M. N. Stone, Pat O'Toole,

Children's Shows have
been
of the Showmen's League of America, Mrs. Phil,

Ladies' Auxiliary of the Show-
men's League of America, Mrs. Phil

Jimmy Strlce, Bea Cohen and

Bernadette Denmark.

On December 21 the ladies will
hold a party at the home of members
of the NSA will be
attended. Several members also
contributed money to this fund.

Ballots for the auxiliary election,
December 14, are being printed and
will be mailed to all members. It is
necessary to fill in your’s and mail it to the club, if you will be out of town
or unable to attend the meeting.
As it is important your vote be
cast. Mail box No. 315, showmen,
Ladies' Auxiliary of the Show-
men's League of America, Mrs. Phil

Greater Tampa Showmen's
Association
Tampa, Fla.

Ladies' Auxiliary

Evelyn Slane dispensed with the
ruitment of booster books. Assisted
by Hazel Mundock, she also held a
bank night on the Royal American Shows
and realized $1,000.

Carl Young, Canadian ruffian,
donated a fur coat; for this, Pinto
Greed has turned in $53 to date on
the coat.

Rosie Hunter suffered a broken
left arm, in a car accident.

Gernell Gaugha, a member of the
Royal American Shows has


eatened in the membership. Club-
rooms in the center of the stimulation.

Meetings 2nd and 4th

Palace Theatre Building

1546 Broadway,

New York, N. Y.

Almost every one of the Eastern
smallest family is a member. Are

You are eligible to Membership in this
your membership card or call the
management. Club-
rooms in the center of the stimulation.

Write for Information

$1.00

Great Lakes, South Dakota

NATIONAL SHOWMAN'S
ASSOCIATION

GREATS YOU

Workers of the Royal American Shows have


eatened in the membership. Club-
rooms in the center of the stimulation.

Meetings 2nd and 4th

Palace Theatre Building

1546 Broadway,

New York, N. Y.

Almost every one of the Eastern
smallest family is a member. Are

You are eligible to Membership in this
your membership card or call the
management. Club-
rooms in the center of the stimulation.

Write for Information

$1.00

End of file.
Tampa’s New $65,000 Clubhouse Reflets Club’s Rapid Growth

(Continued from page 8)

Basic framework or foundation is concrete, steel and glass. The reception room will house a bar by 85 inches, as well as wall art in bronze. The plaque bears the club’s name, All members will be on the plaque are those of 100 donors.

Parking Space
Adjacent to the clubhouse proper are parking grounds, 160 by 190 feet. At the rear of the yard a large barbeque pit with facilities for feeding approximately 600 persons simultaneously is beautifully landscaped with trees, shrubs, stone tables, benches, umbrellas and portable lounging chairs.

Exterior of the clubhouse is a light pastel color. Interior of the house is paneled throughout with built-in cabinets, wardrobes, and in the auditorium two large picture windows with curtains to shut out the air every two minutes.

Show Folk Aid
How all this happened in such a short time is a story of hard work, co-operation, and the generosity of many show folks.

Once Gene Bernie dreamed of a Tampa showman’s club, he started it.

Two years later, the first meeting was held to discuss the formation of a Tampa club. A gathering was held December 25, 1947, in Eddy’s Hut, owned by showman Eddie Lamay. Eddy, who happens to be Gene, was the attendance of some new showmen. He took charge and made immediate arrangements for a charter.

A second meeting was held January 8, 1948, at the Hut. This time temporary officers were elected. Dr. Lamay was named chairman; Harry Wilson, secretary, and Gene Bernie, treasurer. Contributions of $10 each were asked and $400 was collected. Each meeting thereafter was to be a showman reporting for a meeting was elected secretary-treasurer.

The third and fourth meetings of the org were held at Ray Meyers’ Trailer Village on Tampa’s North Avenue.

Jeweler’s Generosity
The club’s first “home” became a reality through the generosity of Mickey Taylor, Tampa jeweler, who became interested in the club and offered the first piece of fully-equipped building in the 50 block on Fortune Street.

Area of the former Museum of the club, Taylor’s rent request was almost nil. The first meeting in the club was July 1, 1948. Some 150 overplus showmen attended. At this meeting a by-laws committee was named, with Edward M. Hurst, of Tampa, chairman. The first vice-chairman, Isaac Sedlmayr appointed president Carl J. Sedlmayr Jr., first vice-president, Harry Wilson, second vice-president, and Harry Wilson, third vice-president. Business continued as secretary-treasurer.

A week later, attorney Louis Schillhorn, club counsel, drew up a charter. Membership was growing and they requested 244 members of that date.

Board of Governors

With the club organized less than a month, Bernie reported $2,500 in the treasury. Ten days later that amount swelled to $3,800 and February 22 the total was $4,500.

Meetings continued to be held every Sunday night. The women climbed on the hand wagon. An auxiliary was organized and met in the clubrooms Monday evenings. They competed with the men for fund-raising honors.

First Benefit
The club’s first benefit was held at the Largo, (Fla.) Fair on the grounds of the Fair today, January 30, 1948. A total of $947 was realized.

Meetings continued through the winter months and soon, all too soon, it was time to drive the wagons back to the road. Final meeting was held March 4 and Gene was instructed to carry on at the home base.

Realizing, because of the increasing membership, that more space was needed, Gene located new quarters at 205 West Cass Street. The new location on the Cass Street location resulted in the appointment of a nominating committee to select new officers. The officers elected were C. J. Sedlmayr Jr., president; Eddie Young, vice-president (Tampa’s New $65,000, page 10).

Ferris Wheel For Sale
$2,500

35 feet high, new, fully equipped. Kids, adults on each car. Two 40%, 25% and 10% cars. Will go in any lot.

T. HUGHES
125 Promises St. San Francisco, Calif.

FOR SALE
Ferris Wheel For Sale

$2,500

35 feet high, new, fully equipped. Kids, adults on each car. Two 40%, 25% and 10% cars. Will go in any lot.

T. HUGHES
125 Promises St. San Francisco, Calif.

FOR SALE

FAIR SECREATRIES AND COMMITTEEMEN
FOR YOUR BUSINESS. A SUCCESSFUL 1949 SEASON.

Also we want to thank our employees and concession... ...who traveled with us.

NOW BOOKING FOR 1950

W. B. J. SHOWS

EXCLUSIVE ATTRACTIONS

Managed and personally directed by William B. Jones, Waterquar, Swanton, Ohio.


For Sale or Lease—4/4 Chuck Wagon and Concession-Trailer, completely furnished. Step in it and go to work. Must stay on the show season 1950.

AIR WAYS

"HONESTY IS OUR POLICY"

With this reply they extend their thanks to the following Organizations, Canvas Committees, Men and Women, Clubs and the Public for their cooperation to make 1949 a successful season. Their help is gratefully acknowledged.

Canvas Committees,----Phoenix, Cleveland, St. Louis, Detroit, Madison, Atlanta, Mobile, New Orleans, Baltimore, Nashville. Canvas Committees,----Phoenix, Cleveland, St. Louis, Detroit, Madison, Atlanta, Mobile, New Orleans, Baltimore, Nashville.

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Canvas Committees,----Phoenix, Cleveland, St. Louis, Detroit, Madison, Atlanta, Mobile, New Orleans, Baltimore, Nashville.
MINNESOTA
Jackson, Jackson County Fair
GRANDSTAND CAPACITY: 2,700.
BLEACHER CAPACITY: 700. Site of race track, half mile. Plant is rented for harness races, semi-annual shows, circus show, grandstand show, carnival show.
ANTON C. GROESCH: Rental Agent, Jackson, Minn.

MISSISSIPPI
Forest, Scott County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 600. Site of race track, quarter mile. Plant is rented for harness races, semi-annual shows, circus show.
A. N. WARE: Rental Agent, Box 224, Forest, Miss.

NEBRASKA
Central City, Merrick County Fair
GRANDSTAND CAPACITY: 1,200.
Bleacher Capacity: 600. Site of race track, half mile. Plant is rented for semi-annual shows, circus show.
STANLEY TURPIN: Rental Agent, Central City, Neb.

NEW YORK
Alton, Alton Fair
GRANDSTAND CAPACITY: 1,000.
Bleacher capacity: 500. Site of race track, half mile. Plant is rented for semi-annual shows, circus show.
1899 STILL DATES: Rodeo, harness racing, trade shows, wrestling.
FREDERICK CRANE: Secretary, Alton, N. Y.

OREGON
Eugene, Lane County Fair
GRANDSTAND CAPACITY: 8,000.
Bleacher capacity: 2,500. Site of race track, half mile. Plant is rented for semi-annual shows, circus show, grandstand show.
1899 STILL DATES: Rodeo, harness racing, trade shows.
W. J. CAMPBELL: Secretary, Eugene, Ore.

QUEBEC
Exposition Provinciale de Quebec, Quebec City
TOTAL ATTENDANCE: Paid, 245,000. Free, 50,000. Operated 4 days, 9 nights. RECEIPTS: Gates, $302,500.50; admission, $1,600.50; total, $304,100.
WEATHER: Good 4 days, 4 nights; cloudy 2 days, 2 nights.
PREMIUMS: Total estimated premiums paid out (excluding races) $9,000.
ESTIMATED ATTENDANCE: President, W. H. Pollin; publicity director, R. S. Dennys.

ONTARIO
Belleville, Belleville Exhibition
GRANDSTAND CAPACITY: 700.
Bleacher Capacity: 100. Site of race track, half mile. Plant is rented for semi-annual shows, circus show, grandstand show.
R. E. DENTEN: Secretary, 500 Church St., Belleville.

ONTARIO
Calgary Exhibition & Stampede
TOTAL ATTENDANCE: 467,964. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 6 nights; cloudy 2 days, 3 nights.
PREMIUMS: Total estimated premiums paid out (excluding races) $75,000.
ADMINISTRATION: President, J. B. Crow; managing director and secretary.
1952 DATES: July 16-18.
**M. A. SHADER SHOWS**

**BOX 1895, WICHITA, KANSAS**

**PHONE 42856**

**JOHN NAUGHTON INSURANCE**

**PUBLIC LIABILITY COVERAGE FOR CARNIVALS**

**FIRE AND TRANSPORTATION COVERAGE FOR CARNIVAL RIDES AND PROPERTY**

**MAIL**

Providence, Rhode Island

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**IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS**

You cannot operate in the State of Florida, 1949-'50, unless you comply with all State sanitary requirements and secure a license in advance for each location. Machines purchased from an approved mix manufacturer in Florida, there will be no slicing of ice cream and dipping in chocolate syrup allowed at fairs, carnivals, and such places. No slicing and dipping must be done in any licensed ice cream manufacturing place of business.

The Florida Department of Agriculture, 408 Seogle Building, Gainesville, Florida, if you plan to operate in the State.

**BEAM’S ATTRACTIONS**

25 WEEKS OF COMMUNITY CELEBRATIONS AND FAIRS


Write M. A. BEAM, WINDBERG, PA.

---

**MOTOR STATE SHOWS**

6 RIDES — 3 SHOWS — CLEAN CONCESSIONS

**NOW BOOKING FOR 1950**

**MICHIGAN — OHIO — INDIANA**

Want Reliable Rides Help for Modern, Up-To-Date Rides

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**BE WISE — TRAILERIZE**

**THANKS FOR YOUR BUSINESS**

Since 1905 we were the First for Horse Show Fairs. Latest Insurance, 6% finance. Unusual terms, and the last in Aluminum House Trailers. We will play ball with you on your cash business like.

RAYMOND SELBORN—T. W. "SLIM" KELLEY

BARAKATA & TAMPA, FLA. AND EAST LANSING, MICH.

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**ADOLF HITLER’S GENUINE PERSONAL ARMORED LIMOUSINE**

(Not one that he just rode in!)

Captured by “Five French forces” at “Bilihaninaud.” World’s most talked about car and Greatest Attraction. $2,000 paid admission at each Exhibition. Available for Fairs, Expositions, Celebrations, and Charitable Organizations. Attractive show piece on tractor-trailer. Can set up on Midway, Left, or Street, day or night. Arranging 1750 schedule. Write or wire:

**PROSPECT ASSOCIATES**

SOUDERTON, PA.

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**Tampa’s New $65,000 Clubhouse Reflects Club’s Rapid Growth**

(Continued from page 106)

President; James E. Strates, second vice-president; Nat D. Rodgers, third vice-president; Gene Barnes, secretary-treasurer; H. (Hal) Hall, recording secretary; George Ringlin, 1st vice-chairman; Harry Hahn, 2nd vice-chairman; Earl Maddox and Everett Fillingham, supporters.*


**Maps From Drive**

President Sedlmayr called for a well-planned fund raising campaign. First on this list was the purchase of a car to be raffled off. Eddie Harris, a member of the ticket committee, charged $5,000 to raise funds. Additional support came from General Hunter, who donated a magnificent show car as an appreciation of his work. The club voted the him the first gold life membership card.

Club’s first benefit show was held at the Largo Fair, January 24, on the James S. Strates midway. Some $2,000 more was raised and visions of a new clubhouse were slowly but surely coming into view.

It was at this point that President Sedlmayr emphasized the members’ goodwill towards the community. In addition, Sedlmayr stated that the community’s primary concern was its imagination. The club has more work to do.

Several plans were submitted and each plan was carefully gone over. Financial planning was also important. The construction contract was awarded E. M. Scott, Tampa contractor. The contractor has a magnate contract. The building committee estimated the cost would be around $45,000. However, with the completion of the building and the purchase of interior decorations and furniture, the final cost would be closer to $50,000.

Once the contract was let, club members knew their work was not yet done. A ways and means committee was named, with Pete Burks chairman. A benefit was held at the Royal American Shows during the Florida State Fair in February. Both Gray Rose Lee and Sally Rand appeared on the program. The largest amount ever raised at any one show, $5,285.25, was collected.

Next benefit was at the Orange Festi-

Vale in Winter Haven, Fla. On the Royal Crown Shows, “I’d Sally Rand as emcee. Thru that event $2,800 was raised.

Debentures also were sold to members of the building fund began to grow. A total of $4,300 was in the treasury.

**Ground Broken**

Ground for the new clubhouse was broken April 29, 1949, with President Sedlmayr officially turning the first spade. The ceremony were Mayor Curtis Hixson, Tampa; J. H. Dolcher, president, Tampa Chamber of Commerce; L. B. McSwain, grand potentate of Egypt Temple Shrine; George Ringlin, Gypsy Rose Lee and her husband, Julio de Diego; Norman Bink, national president of the National Bikers; Edward Hiner, H. (Hal) Hall, Nat D. Rodgers, Gene Barnes and Dick Harris.

By the end of June, showmen were returning to the road. Gene remained to watch his dream become a reality. He kept the traveling showmen informed of the progress of the club and building. He sent out club announcements over so often, titled Heads and Tales.

Gene was determined that every-thing should be done right. When the members returned. The spacious yard of the club site was covered with gray, sandy soil. Realizing it would take a year or more to grow a lawn, Gene visited out of state and Miami and purchased $8,000 blocks of turf, which were laid into two big semi-trailer trucks. Several days later a lawn, trimmed and neat, covered the ground.

With the show season over, show- men are arriving in Tampa for the winter. One of their first thoughts was to look over the new clubhouse. What they see is something they dared not even imagine two years ago. It is the fulfillment of Gene’s dream, a building built by the toil of show folks.

---

**WANTED**

**GENERAL AGENT**

For Big-Ride Carnival. Must know Illinois and Indiana. This show carries no rackets.。(Continued from page 106) First letter, salary, etc. Bill Lamberts, answer.

300 Arcada Bldg., St. Louis 1, Mo.

**22 UNIT DERBY RACE**

**SACRIFICE, $2,000**


L. A. KUEKER

2036 CLEVELAND, HOLLYWOOD, FLORIDA

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**WANTED**

**ADOLPH HITLER’S GENUINE PERSONAL ARMORED LIMOUSINE**

(Not one that he just rode in!)

Captured by “Five French forces” at “Bilihaninaud.” World’s most talked about car and Greatest Attraction. $2,000 paid admission at each Exhibition. Available for Fairs, Expositions, Celebrations, and Charitable Organizations. Attractive show piece on tractor-trailer. Can set up on Midway, Left, or Street, day or night. Arranging 1750 schedule. Write or wire:

**PROSPECT ASSOCIATES**

SOUDERTON, PA.
Phoenix Nets 10G; Gate Off 8% From '48

Crafts Midway Down 25%

DALLAS NETS HIT PEAK 496G

Phoenix, Ariz., Nov. 19.—A profit of $81,125.50 was earned by the Arizona State Fair, which closed here Sunday (13), following a 10-day period, it is expected that the commission secretary, disclosed. Attendance was off 8 per cent from 1948.

The final count showed a total of 156,679 persons paid $81,125.50 at the gate, and $1,692.50 in pari-mutuel, the commission secretary said.

Of the 1948 paying customers 26,654 were children. The plant's new 20-acre parking lot accommodated 6,769 cars and netted $1,692.50 while part-mutuels took in over $70,000 of which the State got $7,000. Revenue from advertising space in the program was $1,200, and entry fees totalled $3,300.

Jones said the total revenue would be about $100,000 and expenses were listed at $110,000, which left a Big Shows estimated midway business as being off about 25 per cent.

$65,000 Proposed To Improve Grounds At Yuba City, Calif.

Yuba City, Calif., Nov. 19.—Improvements costing $65,000 will be asked by the Yuba-Sutter Fair association, according to Secretary Manager Roy L. Welch. The money, if granted, will come from the State's share of the midway business.

Proposed improvements include landscaping of the 40-acre grounds, fencing, and the installation of a lighting system for the rodeo arena. There is also talk of concrete paving, calling for an additional 3,000 feet of four inch pipe, and surface drainage of the grounds.

Sked N. C. Meet For January 1920

GREENSBORO, N. C., Nov. 19.—An announcement was made Wednesday (16) by Dr. J. S. Horton, president of the North Carolina Association of Agricultural Fairs, that it had elected Finley Kendall, secretary-treasurer, that the annual meeting of the association will be held at the Sir Walter Hotel in Raleigh, N. C., January 19-20, 1950. Kendall is responsible in the coming meeting, to which those interested in the amusement business are invited.

Much progress has been made by various State in the way of agricultural exhibits, following an act that was passed by the last Legislature. The act provides that all fairs must secure a permit from the North Carolina Department of Agriculture in order to obtain a permit. As a result, the attendance will be greater than at any previous meeting of the association.

ST. PAUL, Nov. 19.—There will be no horse racing at the Minnesota State Fair here in 1949. The board there decided not to supply two types of auto racing and a motorcycle program. Winkley was present last night to present Capt. George Winkley. Airplane stunt, for one appearance each day of the fair.

Hamid Sole Operator of Greensboro

World of Mirth Inked

NEW YORK, Nov. 19.—George A. Hamid, this week announced he had taken over full control of Greensboro (N.C.) Fair. His action followed a meeting in his office here with Roland Daniels, president of Central Carolina Fair Association, and Walter Riddle, also a member of the board of directors, both of Greensboro.

Hamid said he had purchased a lease in his own name for one year on an option of five additional years. The statement of Norman Y. Chambles, who was served as manager of the annual for a number of years and was a partner in the operation with Hamid, was not announced. It is understood that Mrs. Clyde Kendrick, chairwoman of this year's event, will continue to serve in an executive capacity.

Improvements Planned

Hamid said numerous improvements are planned. These will include the addition of facilities, expanding the grandstand, enlarging both the midway and exhibit areas and the construction of new entrances.

Frank Bergen's World of Mirth shows closed at the New Jersey State Fair, another in mid-August was announced mid-August was announced by Hamid. The Greensboro annual will not open under the World of Mirth until after the 1948 closing of the New Jersey State Fair, also a Hamid enterprise, so that the opening at Greensboro will be able to show thru the final day of the annual. The area served by Greensboro is much larger.

While the funds needed to open the Greensboro fair were always open on a Monday night, it was necessary for World of Mirth to start tearing down Saturday night in Trenton.

Budgetary Paradox

Michigan Annual Goes "Broke" Under State's Budget System

DETROIT, Nov. 19.—The Michigan State Fair, despite setting an all-time attendance record this year, commercially is being conducted under an apparent budgetary paradox. A new budget system set up by the State Legislature at the close of the 1947 fair requires all proceeds to go into a general fund for reappropriation. While this system provides for an endowment for State departments working year-round basis, it has not worked out in the case of the seasonal fair.

As a result the fair management is unable to incur any expenditures ahead or, technically at least, have any actual fiscal existence.

Steps are being taken to close the fair offices until more funds are available. Key personnel, including James D. Friel, manager, will serve without pay, also it is planned to close the fair for two weeks each January to other State departments until the fair, which can be avoided, is put in the hands of the fans.

The major factor in causing the apparent "overdraft" was the success of this year's fair while requiring the hiring of additional help to meet the record attendance.

The expected special session of the Legislature next April will correct this unexpected result of the new budget system.

All-time high was achieved in face of increased costs, Pres. Thornton points out.

DALLAS Nov. 19.—An estimated annuity of $62,000 was earned by the 1949 State Fair of Texas, R. L. Thornton, president announced. This year's record sales of 80 cents per tag, the highest for the 64-year old event, topping by $74,000 the previous peak set in 1946.

More than $10,000,000 in increased fair record yields, expressed particular pleasure because the fair was not registered in a year when costs hit new highs and fairs generally reported lower profits. The recent exhibition, he said, fair officials privately expressed doubts that profits could be held in record, with the '49 tag gate topping the two-million mark for the first time in the event's history, hitting 2,047,540.

The fair operates as a non-profit corporation and is entirely self-sustained by the aid from fair city, county, State or federal governments.

St. 1950 Dates For Sacramento Valley Annuals

(Continued from page 56)

August 24-27 with alternate dates September 14-17, 1949.

Harvest Festival, September 14-17 with alternate dates September 21-24, 1949.

District Fair, Auburn, September 21-24.

Yuba-Sutter Fair, Yuba City, September 24-October 3.

Thirteenth District Fair, Red Bluff, September 1-3.

Judging fees for county and district fairs are $25.00. Entry fees for the WFA convention in Los Angeles, December 8-10, following a recommendation of officers of the convention.

Closed classes at county and district fairs also were made. Those closed classes feel limiting entries to exhibitors from which the fairs in question would tend to raise the quality of livestock shows.

Addressing the gathering, A. E. Snider, chief of the division of fairs and exhibitions in California, warned that fairs managers would have to watch expenditures in regard to live stock exhibits.

Carnival contracts also came up for discussion and it was recommended that the matter be taken up at the WFA convention where contracts can be worked out in advance. The state fair and travel agent, brought up between the meeting included the establishment of appearance and performance bonds and the exclusion of what the directors termed any objectionable features.

E. J. Sharpe Named To Head N. Battleford, Sask., Annual

NORTH BATTLEFORD, Sask., Nov. 19.—E. J. Sharpe was elected president of the North Battleford Agricultural Society at a meeting held here Wednesday (17). He succeeds A. J. Bate, vice-president. Vice-presidents are W. C. Craig and A. Miller Craig.

A net profit of $12,000 on the year's operations was reported. The society serves and the $12,000 in cash and bonds in reserve.
Cooke & Rose
THEATRICAL ENTERPRISES

NEW AND DIFFERENT

High Acts, Platform Acts, Thrill Shows, Rodeos and Revues with our own stage, lights, scenery available for 1950 for parks, fairs, circuses and carnivals.

Acts of all description; contact us for bookings for the 1950 season.

Wire - Phone - Write
246 West King Street
LANCASTER, PENNA.

ANIMAL, FAMILY, HIGH ACT, ETC.

FOOT PHOTOS, FULL DESCRIPTION OF ACTS AND PRICE, FIRST LETTER.

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137 South Water Wichita 8, Kansas

MULTITUDES REELED
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THREE TOP COMEDY CARS
in '49. Courtesy to agents.
1004 Walnut Ave. Baldwinville, Calif.
Ph. 1-Tommy 14216

TO GIVE THE RUNYON CANCER FUND

110th
One of New York's Great Fairs

MIDDLETOWN, N. Y.
Always During August
110 Years of Continuous Operation

Write
ALAN C. MADDEN, Secretary
Box 33
Middletown, N. Y.

San Bernardino, Calif., Nov. 19—Out of the ruins of the main exhibit hall on the National Orange Show grounds, destroyed by fire July 18, is rising a beautiful new building, modern in design and of steel and concrete construction.

The new exhibit hall will replace in part the 24-year-old 700-foot wood building and, according to the show’s secretary-manager, R. Z. Smith, will be completed before the opening of the 35th National Orange Show, March 9-19, 1950.

The fourth unit of the citrus exposition’s expansion program, begun in 1947, the new building will cost $125,800. With a steel frame and roof, the structure will be 170 feet wide and 220 feet long. It was designed by Hamilton, Harrell Harris, nationally known industrial designer.

Other new units on the Orange Show grounds are the $600,000 entertainment auditorium, dedicated at the 1949 exposition; the 300-foot commercial and industrial exhibit building, completed in 1948; and the administration building, also completed in 1948. All these latest additions are of steel and concrete structure.

The loss of the wood exhibit building, one of the largest top type buildings in California, stepped up the fair’s construction program, Mr. Smith said. The building, because of its age, had been scheduled to be abandoned and replaced by steel and concrete buildings. The structure of a former building is forming to the National Orange Show’s over-all architectural plan.

Work on the building under construction is the first step in the utilization of the floor space lost in the blaze.

“With the new unit ready for the 1950 show and the utilization of the exhibit rooms in the stadium grandstands, we will have available virtually as many feet of exhibit space as we did before the fire,” Smith declared. “A revision of our ground layout will mean a more attractive and, I anticipate, a larger show than ever before.”

France Skeds Stock Car and Motorcycle Races for Daytona

DAYTONA BEACH, Fla., Nov. 19—Bill France, stock car race promoter, announces that a doubleheader meet will be staged on the four-mile Daytona Beach course Saturday and Sunday, February 4-5. The Saturday event will be a modified meet with the Sunday races limited to late model cars.

France has also scheduled two days of motorcycle racing for the beach course on Saturday and Sunday, February 18-19. A 190-mile amateur race will be held on Saturday and a 200-mile professional race on Sunday.

Other races will be presented by France in 1950 at the Ocoeechee Speedway, Hillaboro: New Charlotte Speedway, Charlotte; Peace Haven Speedway, Winston-Salem; Bowman Gray Stadium, Winston-Nash; North Wilkesboro Speedway, North Wilkesboro, all in North Carolina, and the Martinsville Speedway, Martinsville, Va.

Oliver Dustin Elected
Middlefield, Mass., Prexy

MIDDLETOWN, N. Y., Nov. 19—Oliver Dustin was elected president of the Highland Agricultural Society at the annual meeting held here Saturday. Miss Jane Rice was elected secretary and France Pearce treasurer.

Howard Johnson, after serving as president for several years, declined to accept the post. He was elected vice-president.
THE WORLD'S GREATEST FIREWORKS SPECTACLES

Produced in Our Own Plants
By the Best Pyrotechnicians in America

FOR FAIRS, PARKS, EXPOSITIONS, 4TH OF JULY OR ANY OTHER CELEBRATION

Your special event—however large, however small it may be—can have the flashing brilliance and dazzling beauty of a Golden State fireworks display especially designed and packaged to fit your budget.

Golden State pyrotechnicians personally supervise the staging of each spectacle—on location—and their services are included in the one complete price.

Our facilities cover all territory in the United States and Canada. Your early inquiry is solicited and appreciated.

MESSAGE TO FIREWORKS DISPLAY BUYERS

PLEASE NOTE THAT WE GUARANTEE THE FULL SUCCESS AND SATISFACTION OF OUR DISPLAYS. YOUR FAIR BOARDS OR YOUR COMMITTEE AND YOURSELF WILL DECIDE IF OUR FIREWORKS PLEASED YOUR ATTENDANCE MORE THAN YOUR AND THEIR EXPECTATIONS, OR YOU WILL NOT PAY FOR EITHER THE FIREWORKS OR THE SERVICE.

THE GOLDEN STATE FIREWORKS MANUFACTURING COMPANY
SAUGUS, CALIF., AND REDONDO BEACH, CALIF. INC.

PLANT NO. 2 — PHONE FRONTIER 2-2125
701 INGLEWOOD AVE., REDONDO BEACH, CALIF.

PLANT NO. 1 — PHONE NEWHALL 241-242
MINT CANYON ROAD, SAUGUS, CALIF.
AN ARCHITECT’S conception of the new sports palace being erected in Quebec.

Construction Well Under Way On Quebec’s New Sports Palace

QUEBEC, Nov. 19.—Construction of the new sports palace at the Exposition Province here is now well under way, with completion expected early in 1950. The modern structure will replace the old Coliseum which was destroyed by fire in March this year.

The new building will measure 356 by 216 feet on the inside. The top will rise 88 feet above the ice surface, the level of which will be 19 feet below ground.

The building will seat 10,000, with provision for 2,000,000 visitors. All strung pillars will be eliminated.

Besides rinks, the sports palace will have restaurants, smoking rooms, stores, rest rooms and space for exhibitions.

Meetings of Fair Assns.

Canadian Association of Exhibitions, Hotel Sherman, Chicago, Illinois, January 24-25; J. K. Kane, Landaworne Park, Ottawa, secretary.

International Association of Exhibitions, Hotel Jefferson, Jefferson City, January 24-25; Rollo Singleton, chairman, Agricultural Department, State Office Building, Jefferson City, secretary.

Wisconsin Agricultural Fairs Association, Biltmore Hotel, Los Angeles, December 8-10; Lou Mellor, secretary, Milwaukee.

Fair Managers’ Association of Iowa, Hotel Des Moines, Des Moines, December 15-18; E. W. (Deak) Williams, Manager, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4; William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 19-20; Mrs. W. J. Deetz, Racine, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 22-24; Louis C. C. Caddo, Louisville secretary.

Michigan Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7; William T. (Tommie) Randolph, Gladewater, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11; Henry W. Beaudin, Memphis, secretary-treasurer.


Ohio Fair Managers’ Association, Deshler-Wallace Hotel, Columbus, January 11-12; Mrs. Don A. Detrick, Bellefontaine, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14; George W. Glickner, North St. Paul, Michigan Association of Fairs, Port Shelby Hotel, Detroit, January 19-20; Mrs. H. B. Kelley, Hilldale, secretary.

Georgia Association of Agricultural Fairs, Hotel Doebner, Athens, January 16; I. V. Huime, Ellijohn, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 18-19; Mrs. Fred Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18; Tom Moore Craig, secretary, Spartanburg.

Washington Fairs Association, Davidson Hotel, Spokane, January 19-20; Charles T. Meenach, secretary.

Massachusetts Agricultural Fairs Association, Hotel Welton, Greenfield, January 19-20; Robert N. Nash, 41 Tremont Street, Boston, secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20; Mrs. Clyde Kendall, Greensboro, country fairs, Greensboro, N. C., secretary.


Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24; Clifford C. Hunter, Taylorville, secretary.


Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Montana, January 22-24; Charles R. Dalton, Livingston, secretary.

Kansas Association of County Fairs, Hotel St. Nicholas, Springfield, January 22-24; Charles R. Dalton, Livingston, secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 22-24; Clifford S. Cooper, Shelby, Mont., secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, Mississippi, January 30-31; H. M. Dean, Jackson, secretary.

Reshuffle Dates At Meeting of Michigan Group

TRAVERSE CITY, Mich., Nov. 19.—A reshuffling of fair dates for 1950 was made at the annual convention of the Northern Michigan Fair & Racing Association here Wednesday and Thursday (9-10) in the Park Palace Hotel. New dates were set to avoid an extension of the fair season but to lessen the crowding of fairs into a few weeks.

Representatives from 15 Michigan fairs, with the Michigan Harness Horsemen’s Association attended the sessions of the group, organized two years ago to provide a common meeting ground for fair directors, racing commission members, and racing and horsemen.

Some 60 fairs and 20 meetings of the group can see only their own views as a fair problem, and the same thing applies to meetings of the fair group. "We recognized that out by arranging for them to sit down together, considerable progress can be made in getting them to consider each other’s problems," said Pratt.

Warms Racing Men

Prairie du Chien, Wis., Dec. 10.—Racing interests of the Wisconsin Agricultural Fairs Association, with J. P. Sharpe as vice-president; Irving L. Pratt, Scottville, secretary-treasurer; and William J. Rennie, Traverse City, superintendent of speed, were re-elected directors for the coming year. "Cabinet" Franks, secretary, was re-elected secretary, and Frank Cole, Prescott, and Carl MacKenzie, Menasha, were re-elected the board.

Represented at the meeting were officials of these fairs: Sturdivant, Big Rapids, and the Calhoun Harness Club; West Branch, Traverse City, Cress, Cress, Bad Axe, North Huron, Sandusky, Sandusky, East Jordan, Hart, Ludington and Petoskey, and the Michigan Harness Horsemen’s Association.

Speakers Listed

Principal speakers will be W. J. Ren- nie, speed expert, racing; Donald Engstrom, secretary, of the Northwestern Michigan Fair; who conducted a round table on fair problems; Clarence Bolander, chief of the Michigan Bureau of Agricultural Information; John Millman, president, Northwestern Michigan Fair; Orlo Owens, assistant secretary, of the Michigan Agricultural Fairs Association, who spoke on the benefits of racing to fairs; Charles Williams, of Cope- nham, Farm Exhibits, Inland Homes, Inc.; Carl Maney, secretary, Tusc- cobia County Fair, commercial exhibits; Dr. Eugene Keyes, former lieutenant governor, "The Importance of Cooperating," and Carl J. Fick, state director of agriculture.

Showmen attending were Henry Linder, United Booking and Protection Agency, Jack Baer, Baer Shows; Douglass Wight, Wight Shows; S. H. & H. S. Reid, Happyland Shows; R. F. Avery and Sam Levy Jr., Barnes-Carruthers Theatrical Enterprises; Curtis Ford, Detroit Sound Engineering, and J. R. Williams, Playland Shows, and president of Michigan Showmen’s Association.

Kelso Heads Littleville, Mass.

LITTLEVILLE, Mass., Nov. 19.—All officers of the Littleville Community Fair Association have been re-elected for the coming season by J. K. Kelso, president; Elmer O. Olds, secretary, and Wal and A. Bease, treasurer.
Hamid Hits New High in '49; 
Forecast for '50 Is Bright

The permanent structure will make it possible to rehearse with maximum comfort in all sorts of weather. The problem of rain was all but licked this year, Hamid said. Transparent rain coats were carried for the line and principals in all revues and this made it possible for fair managers to assure the staging of performances despite the weather. New waterproof of electric lamps, used in the footlights and otherwise exposed, worked perfectly and lasted the entire season. They had to be dropped or mishandled to break, Hamid said. Waterproof gelatin in all the necessary colors was imported from England and proved very effective.

Band Shelter a Problem
Sheltering the band was the only problem that remained unsolved at the end of this season, Hamid said. He has consulted with representatives of the DuPont Company and expressed hope that they would solve the problem thru the use of either individual or group protective covering which would not interfere with the production before next season.

Hamid, his son, and firm representative, Joe Hughes, will attend the Chicago meetings.
Made-in-Georgia Expo Suggests Similar Shows at Other Annuals

By Mike Benton

President, Southeastern Fair Association, Atlanta

The 33rd Annual Southeastern Fair at Atlanta's Lakewood Park this year introduced the first Made-in-Georgia Exhibition and I believe its success opened the door for bigger and better industrial participation at our annual and suggests similar exhibits at other leading State and regional fairs which may not have shown. In past years we have devoted considerable space to industrial exhibits but this is the first time we attempted to establish a complete industrial exposition within the fair. The main floor of the new Benton Administration Building, completed just in time for the '40 fair, was allotted to the Made-in-Georgia Exhibition, and we had 57,000 square feet of exhibit space utilized by Georgia manufacturers, processors, assembly and fabricating firms.

State Org in Support

Naturally the sale of this space was an excellent source of revenue for the fair, and it gave some 500,000 visitors a first hand picture of Georgia's industrial development.

The Made-in-Georgia Exhibition was sponsored by the Associated Industries of Georgia, its officers giving us wholehearted co-operation from the first organization meeting down thru the final presentation.

W. Kirk Sullivan, president of Associated Industries of Georgia, authored a letter, which went out on his stationery over his signature urging every member of his association to participate. His letter keyed out the possibilities of the Made-in-Georgia Exhibition, which read, in part:

"The Associated Industries of Georgia welcomes the sponsoring of this exhibit of Georgia's variety, quality and value of products fabricated in Georgia factories, which now represent an annual volume approaching three billions of dollars, providing opportunities for Georgians, and creates the wealth upon which the economic well being of 3,000,000 people rests.

"Aside from reflecting the growth and importance of Georgia industries, the Made-in-Georgia Exhibition offers a most profitable medium for expanding sales and markets for the products displayed."

The wholehearted co-operation extended by the Associated Industries of Georgia was reflected in the tremendous amount of good-will, sales, and response this exhibit received, and the number of orders it brought in.

In the exhibition were displayed thousands of products, farm and allied products, clay and brick, metal products, farm implements and machinery, office and home furniture, wood products, canned goods, insulation, plastic, beverages and leather.

Chesapeake, S., Annual winds up with 1,485 profit

YORKTON, Sask., Nov. 19-The Yorkton Agricultural and Industrial Exhibition Association, Ltd., showed a surplus for 1949 of $1,000, exceeding the previous year by about $200. President W. H. Wilkinson reported the fair has been dogged by bad weather in recent years.

B. L. Wynn retired from the directorate because of ill health after serving more than 40 years. He was made honorary president for life.

Mass. Annals set new mark in '49 with 974,999 gate

BOSTON, Nov. 19-Attendance at the annual New England fair in Massachusetts in 1949 hit 974,999 to top the 1948 mark by more than 100,000 and set an all-time record.

Eastern States Exhibition, Springdale, peak crowd of 35,000 was. Brockton drew the second largest crowd, 218,434, and Weymouth, 167,932.

Other annuals and their attendance, as listed by the Massachusetts Department of Agriculture, are: Topfield, 65,000; Northampton, 65,000; Groton, 63,946; Greenfield, 28,000; Middleborough, 13,659; Spencer, 9,708; Falmouth, 5,432; Martha's Vineyard, 2,000; Middlefield, 1,509, and Littleville, 1,180.

Western Canadians List Specifications for Booking Offices

WINNIPEG, Man., Nov. 19.-Booking offices of the Western Canada Class A Fair Circuit have to do no guessing in making their presentations for the circuit's buyers meeting here January 16-19, judging by the specifications set forth by the circuit.

Here, in brief, are the specifications:

1. Stage setting and banner line drawn in color, to be presented.
2. Alternative acts to be submitted.
3. A motion picture, in color, of acts submitted is desired. Preference numbers are to be excluded.
4. As much comedy as possible.
5. Typed copies of presentation are to contain full details on each act, with the price of each act listed, together with a price of the complete show.
6. Each booking office has its own financial standing in advance of the meeting, plus a list of fairs it has supplied.

Thompson-Rumley Tab Best Season

DURHAM, N. C., Nov. 19.-The Thompson-Rumley organization terminated its 14th year of operation in North Carolina county fairs recently. The tour this year consisted of seven boxoffice county fairs and was by far the best season the org has yet experienced, with one day being lost out of the seven weeks—that being due to bad weather conditions opening Thursday, November 12, at the Dunn-Emrinal Fair.

The line-up of fairs was the same as in previous years, with Grenville County Fair, Franklin County Fair, Mebane County Fair, Graham County Fair and the Durham County Fair.

Of all the dates the Roxboro annual was the best, followed closely by the Durham County Fair, with Gibson Hotel here. It will be the third annual management course sponsored by the Minnesota Association.

Set School Dates

MINNEAPOLIS, Nov. 19.-Dates for the annual short course in fair management sponsored by the Minnesota Federation of County Fairs, have been set for March 20-22, with sessions to be held at the Bondi Hotel here. It will be the third annual management course sponsored by the Minnesota Association.
November 26, 1949
The Billboard

FAIRS-EXPOSITIONS 109

IAFE Convention Program
Hotel Sherman, Chicago
* Sunday, November 27

2:30 p.m.—IAFE Directors' Meeting.

Monday, November 28
10:00 a.m.—Officers and Directors of State and Provincial Associations of Fairs, Crystal Room.
10:00 a.m.—Middle West Fair Circuit—Room 116.
1:30 p.m.—State and Provincial Associations of Fairs—Crystal Room.
Clifford C. Hunter, Chairman
State of the Nation
Management, Construction and Finance, G. R. Lewis, Friday, O.
Fair Publicity and Advertising, Harry Stolin, Harrington (Mass.) Fair, the Enhancing Effect of Correct Design and Color, Henry Johnson, Quincy, Mass.
Promotion and Exploitation That Have Rung the Bell, William V. Ward, Springfield, Ill.
Agricultural Fairs in a State’s Economy, Robert T. Thornburg, Commissioner of Agriculture, Jefferson City, Mo.
A Strong Youth Program Inames Future Fairs, Jack Hufford, Bellefontaine, O.

Tuesday, November 29
6:00 p.m.—Reception—Buffet supper—open to fair men, their wives and guests—Crystal Room.

10:00 a.m.—BUSINESS SESSION.
Annual Address of the President, "Wisconsin at Work; Non-Competing Exhibits by Industry Groups," Robert Exrsen, Executive Secretary, Wisconsin Manufacturers' Association.
12:00 Noon—Past President's Club Luncheon, Roy Rapard, presiding.
2:00 p.m.—Crystal Room—Young America, Villages for Children, William de L'Orbe, Dayton, O., National Amusement Device Company; Paul T. Mannen, San Diego (Calif.) County Fair; Henry Johnson, Brockton (Mass.) Fair.
Midways for Children, William H. Hitzelberger, State Fair of Texas: E. P. Green, California State Fair; Elwood A. Hughes, Canadian National Exhibition.
Rural Youth Day, William Hitzelberger, State Fair of Texas.
Woman’s World; Fashions; Shows and Exhibits, E. P. Green, California State Fair; Mrs. Karolyn Holloway, Indiana State Fair.
Steeplechase—A Unique Women’s Village, Charles A. Nash, Eastern States Exposition.
Women’s Contribution to the Canadian National Exhibition, Elwood A. Hughes, Canadian National Exhibition.
GENERAL OPERATION
Off-Season Use of Plant, Herbert H. McElroy, Central Canada Exhibitions.
Around the Grounds on Sight-Seeing Trains Raymond A. Lee, Minnesota State Fair; Jack Reynolds, Wisconsin State Fair.

Wednesday, November 30
10:00 a.m.—Crystal Room
CONCESSIONS
An Unusual Concession System, Theodore Rosequist, California State Fair.
The Carneval Owner’s Point of View, Floyd B. Gooding, Columbus, O.
GRANDSTAND SHOWS
Harness Racing—Pros and Cons, Lloyd B. Cunningham, Iowa State Fair; Jack Reynolds, Wisconsin State Fair.
Henry Knauf, President U. S. T. A.
QUIZZING THE MASTERS.
Thrill Shows and Auto Races Today and Tomorrow, Emerson—Douglas K. Baldwin, Minnesota State Fair.

2:00 p.m.—Crystal Room
PROMOTION—EXPLOITATION—CONTESTS
O. I. Farn Family Contest, Lloyd Cunningham, Iowa State Fair.
Opening Day Key Sale, William Hj Hitzelberger, State Fair of Texas.
Customer Concessions Make for Better Public Relations, Leo Merrill, Western Fairs Association.
Advance Grandstand Ticket Sales, Kenneth Stocker, Euclid, O.
Chairman,
School Promotion, Paul T. Mannen, San Diego County Fair.

PUBLICITY
Indiana State Fair Radio Campaign, Glen Smith, Gemner-Culp, Inc., Fort Wayne, Ind.
SPECIAL ATTACHMENTS
Folic Dancing to the Front, J. S. Dorton, North Carolina State Fair.
Free Entertainment, William H. Hitzelberger, State Fair of Texas.
Music and Drama, Mrs. Ruth Stewa, Ohio State Fair.
Firemen’s Ministry, George A. Hamid, New Jersey Fair.
Reports of Resolution Committees.

JAY GOULD'S "MILLION DOLLAR" CIRCUS
27th Annual Tour—''The Show You Know''
1949 OUR MOST SUCCESSFUL SEASON
We Played to 200,000 People in East Chicago, Ill.
Played 69 Cities This Year.
NOW BOOKING FOR 1950
ORGANIZATIONS—FAIRS—CELEBRATIONS THAT NEED MONEY
14 Fine Circus Acts — 9 New Rides — 7 Wonderful Shows
Clean Concessions — New Features.

Presenting
James M. Cole's Herd of Elephants
Dot Burkett, America's Greatest Foot Juggler
Gloria Sible, Sensational Aerialist
Allbright Family and Many Others.

Write Now! JAY GOULD, Owner
OTTAWA, ILL. (Phone 3117K)

AT LAST
A NEW AND UNIQUE COMEDY SENSATION IN THE OUTDOOR FIELD
TED AND ART (SMILEY) MILLER
A LAUGH RIOT PLUS Showmanly Emcees
"YOU CAN SAY THAT AGAIN"
ASK THE FAIR BOARDS WHO PLAYED US IN 1949
NEBRASKA STATE FAIR TULSA, OKLA., STATE FAIR NORTHEASTERN WISCONSIN FAIR, GREEN BAY SPENCER, IOWA, FAIR AND MANY OTHERS

FOR FURTHER INFORMATION CONTACT
BARNES-CARRUTHERS THEATRICAL ENTERPRISES
159 N. DEARBORN ST.
CHICAGO 1, ILL.

ANNUAL CONVENTION
THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS
(“A” Circuit)

DR. F. G. SALISBURY, President
MRS. LETTA WALSH, Secretary
Saskatoon, Sask., Canada

ALSO:
THE WESTERN CANADA FAIRS ASSOCIATION
(“B” Circuit)

KEITH STEWART, Secretary
Portage la Prairie, Man., Canada

Place: Royal Alexandra Hotel, Winnipeg, Man., Canada
Time: January 16th, 17th and 18th, 1950

J BAR S RANCH
Producers of Championship Rodeos
AMERICA'S OWN SPORT
Available for
FAIRS—PARKS—CELEBRATIONS
Fair Manager: We have the Show for your Fair! 12 to 20 minute Rodeo Events Produced with showmanship. Top Bucking Stock used in our Cowboy Events. Top Specialty Acts. Portable Parade Units — Portable Chutes and Arena. New booming for 1950.

BARNEY JAEGE
BOX 305, SUSSEX, NEW JERSEY

ACTS WANTED
HIGH-CLASS CIRCUS ACTS
For 1950 fairs, especially interested in Family Acts doing more than one act. Want Peso and Standardboard Act, Thrill Acts and suitable for fairs. Give full details, photos and motion pictures.

TOMMY SACCO
203 N. WASHA, CHICAGO, ILL.

OUTDOOR ACTS & ATTRACTIONS
THRILL SHOWS — RODEOS
WANTED FOR 1950
Mail Photos, Full Description and Prices to:

Mario Show Productions
Westerly, Iwa.
A Message From the President

By Harry J. Batt

I am particularly glad to extend a hearty welcome to all members and friends, attending the 31st annual convention of the National Association of Amusement Parks, Pools and Beaches. Our membership has grown from thousands of members to millions, and I think this meeting will be one of the most important in our history.

Our previous meetings have been most constructive and helpful in furthering the aims of the Association. The mutual exchange of ideas offered at these meetings have been most valuable, and I am gratified that every one agrees that this year, more than ever in the past times, we need each other's advice and experience.

The fact that I am your President, and that my executive secretary, Elmer Huedepohl, has his office on the premises, does not mean that I have given up my public relations work. I have been giving free publicity to our members and their facilities, and I think the results have been well ahead of the many other plans and ideas that have been considered by the 32nd Congress this coming year. One very important subject to be discussed at our meetings is the plan of Huedepohl, our executive secretary, to have a great move in planning the next Congress, and that many details necessary to the success of this year's convention. I think he has succeeded in this plan in the past, and there is no way to show that we all may be proud.

On the social side, it will be a great pleasure to meet all of you here. We have many parties and other planned events, conditions with our annual banquet. With John Coleman in charge of the banquet and reception committee, we are assured of the tops in entertainment. See you in Chicago.

Tom Wade Puts New Wirwind Ride on Market

LOS ANGELES, Nov. 19.—A new ride called Wirwind has been put on the market by Tom Wade. It is a 32-person, one-man car, which is faster than the Wirwind, and can be used for all types of people and other planned events, conditions with our annual banquet. With John Coleman in charge of the banquet and reception committee, we are assured of the tops in entertainment. See you in Chicago.

Wildwood Sets Up 12G Promotional Budget

WILDWOOD, N. J., Nov. 19.—A 12G promotional budget of $125,000 for 1949 promotional activities. The city will be advertising in all the major newspapers in Wildwood, 16 per cent, and on the radio. The budget is for the next year, as well as the previous year, and there are absolutely separate administrations.

The budget of $125,000 for 1949 promotional activities. The city will be advertising in all the major newspapers in Wildwood, 16 per cent, and on the radio. The budget is for the next year, as well as the previous year, and there are absolutely separate administrations.

London Shore Corp.
Grosses 707G in 1949

LONDON, Nov. 19—Margaret Cuts (Councilman), one of the largest beach concessioners and attractions in Great Britain, has reported a total income of £97,205 for its 26-week season of 1949, which was considerably lower than the 1948 season. The season's income from the sale of ice cream, soft drinks, and other products operated in June, July, and August, was £98,205, an increase of £1,000 over 1948. The councilman has reported a total take for the season was £80,154, which is 5,415 above that of 1948.
The Proof is in the Profit!

The test of any piece of equipment comes at the end of the season when you add up the results. Miniature Train’s authentic streamliners defy comparison at this point.

Ask any one, or several, of the hundreds who operate our equipment and you will get the same amazing story of rider appeal, huge capacity, freedom from burdening maintenance costs and exceptional profit margin.

Want further proof... OF THE HUNDREDS OF MINIATURE TRAIN STREAMLINERS SOLD... more than 97% are still owned by the original Purchaser. Many own more than one. THERE MUST BE A REASON.

MINIATURE TRAIN RAILROADING ACCESSORIES

Write for Free Catalog illustrating our complete line of authentically detailed Crossing Signals, Block Control Signals and Zig Zag lights.

VISIT US WHEN YOU ARE NEARBY

MINIATURE TRAIN CO.

1132 CULLEN ST. RENSSELAER, INDIANA
LONG BEACH FUNSPOT CALLED A MIRACLE

By DEAN OWENS

A MIRACLE! That's the way directors of the Long Beach (Calif.) Amusement Company describe the phenomenal growth of their operation from its inception in 1887.

Unveiled on a strip of sand 62 years ago, the only signs of life were seagulls and an occasional curio visitor from the nearby pueblo of Los Angeles. Today, in addition to a bathhouse, two theaters and a ballroom, the company has a new $1,000,000 amusement zone unveiled in 1948 with over 100 rides and concessions.

In order to make room for the park, buildings fronting the old Pike were removed and an area 340 by 340 feet was filled in and black topped. As a result, Long Beach now boasts one of the finest amusement areas in the West.

Even though the park, as it now stands, is the answer to an operator's dream, the company has further expansion plans. For several months negotiations have been carried on with the city for the acquisition of a new strip of property adjoining the present park with an area of 340 by 80 feet. Recently the okay was given for the purchase, butChub Chub broken January 2, 1900, on the new area, L. F. (Pat) Murphy, general manager of the company, reports. It is hoped the new $100,000 addition will be ready for operation by summer.

Originally called the Long Beach Development Company, incorporated at $1,000,000, the firm did business under that title until 1961 when the Americans, who owned the company, were formed. Disagreement between partners over proposed Sunday operation caused a split in 1906. A new organization, the Long Beach Bath House & Amusement Company was formed and the title was kept until this year when a change was made to the Long Beach Amusement Company.

Many Changes

Many changes have taken place since the heated salt water plunge was built shortly after the turn of the century. Incidentally, the original building and pool still are in use, having been renovated many times. The spa's real popularity was beginning to take hold by 1903 when week-ends found a sprinkling of bathing addicts enjoying the expanse of sand.

At that time the city of Long Beach, originally called Willows, had a population of 2,230. It wasn't until 18 years later, 1918 to be exact, that the world-famous Pike began to take shape, stretching north and south along the ocean front in from the bathhouse. Always one of the top amusement centers of the Coast, Long Beach also had the Silver Spray Pier at that time, with the Jack Rabbit Racer as the major attraction. Today, the pier is gone, demolished this year at expiration of a 25-year lease between the city and the Silver Spray Pier Company. All that remains is that portion of the pier where the Coaster still stands. The future of the racer is in doubt as title to the ride is now being fought out in the courts between the present operators, who have a contract with the city, and the Silver Spray Pier Company which claims legal ownership. There is talk the Coaster eventually may be torn down, a fate the operators avoided some years ago by a timely court injunction.

Officials of the Long Beach Amusement Company, Mason E. Kight, president; Dr. Frank E. Stanton Jr., vice-president; Clifton R. Hubbard, treasurer; and Murphy planned the present amusement zone at the south end of the Pike even before it was certain that the Silver Spray Pier would be dismantled. They feel that with the area's population, resort facilities, tourist attractions and the U. S. Naval Base there is more than enough business to justify the existence of a year-round park.

Proved It

This line of reasoning proved out for so far in 1948 the park has shown a better gross than was anticipated following its unveiling some months ago. Solid attractions are responsible for this, Murphy believes, together with top-notch promotion. No holiday has been allowed to pass without a double barrelled barrage of ballyhoo via papers, radio and window cards. Any stunt that will bring patrons to the Pike, Murphy feels, will add money to the park coffers.

Long range planning calls for the park to be an area enjoyed by all members of the family. Today it caters mainly to teen-agers and honeymooners, but the management is bending every effort to further the appeal for adults.

In order to lure the family trade, Murphy's plans call for the installation of a zoo which will feature a number of real animals. The animals, Murphy is in the process of looking over the field for possibilities. Included with the zoo will be an area where wild animal acts will be offered three times daily. Another feature to be installed on the new strip will be a full-sized kiddieland.

Also in the hopper are plans for a new front on the bathhouse, but remodeling will not be undertaken until the new $100,000 addition to the present amusement zone is completed. Plans also call for an Eastern type sea food restaurant, Murphy disclosed, to be housed in the office space above the plunge formerly used as company headquarters.

Lighting for the park is furnished by six 45-feet towers with revolving center pieces, 16 feet in diameter, and 16 large floodlights. More towers are ready for installation as soon as the new area is black topped.

Rides Listed

Most of the present rides have been brought in by Velare brothers. They include a double Ferris Wheel, Tilt-a-Whirl, Caterpillar, Octopus, Helicopter, Pretzel ride, and a Kiddie Ferris Wheel, Auto Ride, kiddie swings and two concessions, a knife rack and sling shot game.

The High Tide Amusement Company has a boat ride, train ride, penny pitch, bat the ball, and Mother Goose Land, the latter featuring animated figures of the well-loved nursery rhyme characters.

Other ride owners and concessionaires include Joe Glacy, Motortronus; Jones brothers, pony track; Schuyler Collins, Rockoplance; Harold Stoll, eating and ice cream concessions; Louie Cencich, fish bowl, ball game, dart game and Skee Ball, and Arthur Looy, Merry-Go-Round and horse race game.

With Virginia Park at the opposite end of the Pike from the Long Beach Amusement Company zone, the city of Los Angeles which holds the only park on the Pacific Coast with two major year-round amusement parks. All this at first glance it may seem that there are two many parks for the size of Long Beach, it should be remembered that the city has grown from 60,000 in 1910 to a present population of 274,796.

LOOKING OVER THE ARTISTS DRAWING of the recently acquired property at Long Beach are, left to right, L. F. (Pat) Murphy, general manager; Mason E. Kight, president, and Dr. Frank E. Stanton Jr., vice-president.

IN ORDER TO LURE THE FAMILY TRADE, the Long Beach org plans to install a zoo (as marked in picture) in the recently acquired strip of waterfront that adjoins the present park.
HARRY A. ILLIONS presents

Beautiful CELORON Park

ON LAKE CHAUTAUQUA
JAMESTOWN, N. Y.

Expecting Even Larger Crowds in 1950
Due to Extensive Promotion Campaigns

HARRY A. ILLIONS

NEW
LIBERTY
PARK

Union Road at Williams St.
BUFFALO, N. Y.

BUFFALO'S ONLY PARK—WATCH IT GROW!

• World's Finest Picnic Grove
• Latest Amusement Riding Devices
• Shady Trees
• Picnic Tables and Benches
• Shows and Attractions
• Games
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• FREE AUTO PARKING FOR 4,000 CARS

FREE AUTO PARKING
... FOR 6,000 CARS

• Want Concessionaire for Speed Boats and Put-Puts, on Beautiful Chautauqua Lake.
• Want Penny Arcade Operator or Concessionaire With Own Arcade.
• Want Operator or Concessionaire for Exclusive Food Stands and All Soft Drinks.
• Can Place Good Scenic Artist.

ALL ADDRESS:
HARRY A. ILLIONS
CELORON PARK
JAMESTOWN, N. Y.
Energetic Rosenthal's Created a Model Funspot in Palisades

(Continued from page 52)

Two Players Simultaneously Bowl an Exciting Match

Twin-Bowl is the only bowling game in which two players compete against each other—score individually but simultaneously and carry on a real match that gives them strikes, spares, alley balls, etc.—scored automatically for each player. It has all the thrill and requires all the skill of actual bowling!

Twin-Bowl is a double winner—delivers a highly competitive, appealing game for the players and double profits for you. One player, one coin—two players, two coins. A tested, proven, big money-maker.

International Mutoscope Corp. Established 1895
Wm. Rabkin, President
Long Island City 1, N. Y.

Amusement Park—Amusement Park... Must Sell for Any Reasonable Offer

Amusement Park
Auto Rest Park
Carmel, Maine
17 miles outside of Bangor
30 acres of land

Dance Hall (112'x66')
Square layed maple floor

Restaurant
Seating capacity 200. Beer license.

Wald Animal Zoo
( reopened in Maine)
1941 Dodge Truck

Contact
Carl Bines
11 Undine Road
Brighton, Mass.

Amusement Park Owner
Some 20 by 60 feet. Want to buy or sell for 1950 season completely equipped.
20 individual cars. Auto Kiddie Rides, green new flame-proof tires. Photo mailed upon request. For further information write
Adolph Koss, 3091 Palmsuro Street, Tampa, Florida

Rides for Sale
1947 Flying Saucer, 12 cars, $2,000; 1943 Looper, $5,000; 1941 Coney Island, $2,000; 1943 Turkey Trotter, $2,000; 1943 Flying Saucer, $2,000; 1943 Flying Saucer, $2,000

Wilder O'Brien, 15-65 Ocean Blvd., Revere Beach, Mass. Phone: Boston 9-1922

CANTERBURY
The Mechanical Horse with the Live Horse Action
Cash in on the Western Craze
Here's a Proven Money Maker for Parks, Resorts, Carnivals
Set up 12 or more CANTEROPTIES on a miniature RACE TRACK. Watch the Money Roll in. The Canterbury is portable from county to county, is an exciting money maker. It is a Patented String Action which cannot be matched. Don't be left out. The Plywood Body is equipped with a real Western saddle. 

WRITE FOR FULL PARTICULARS
Deeks Engineering Corp., Barrington, New Jersey

Wanted
Man experienced in Park Promotion and Palisades. Will be at Shriners' Revel for Chicago Convention. For interviews contact
G. D. Kincade
Joyland Park
Lexington, Kentucky

Park Bargain
For sale - Bubble Bounce
Original Bounce action that builds trade; durable, low maintenance; fine for Fraternity, College, University, University, safety device. 175 lbs. per minute. Roller coaster, flaks and roller coasters included. Complete, 1947-49, 1949, for consideration.

WILMER O'BRIEN, 15-65 Ocean Blvd., Revere Beach, Mass. Phone: Boston 9-1922
Musically...the nation is on the MULE TRAIN
BUT GAME OPERATORS...Here's your chance
to get on the GRAVY TRAIN with
the NEW SENSATIONAL
ELECTRIC TIC TAC TOE

The New Sensational Merchandise Game, ELECTRIC TIC TAC TOE, now on the production lines ready for Spring delivery. We say "Sensational" because we have just completed a season's location test, with a forty unit set-up, and shattered all game receipts in Coney Island, N.Y., this past season. This was possible because we have combined in ELECTRIC TIC TAC TOE:

1. MORE INDIVIDUAL WINNERS, at less cost per winner, than any other 5 ball game offering merchandise.
2. TOP PERFORMANCE because of our skillful workmanship and use of best materials which make for trouble-free operation.
3. TERRIFIC PUBLIC APPEAL because of the automatic features plus sixty winning combinations.

If you are in business just to be busy...then that's your business, BUT IF YOU ARE IN BUSINESS TO MAKE MONEY, THEN WRITE US OR PHONE us for full particulars.

TIC TAC TOE ENTERPRISES, INC.
Manufacturers of
ELECTRIC TIC TAC TOE
"The Nation's Newest Game Sensation"

1039 Surf Avenue Phone Coney Island 6-2719
Brooklyn 24, N.Y. Ask for Joe or Al George

P.S.: Sorry we missed the show, but we're devoting all efforts to
protecting the best money-making amusement machine possible.
FOR modern construction,


flat

ings

will

NEWEST

CONCESSIONAIRES

rental,

MR. CONCESSIONAIRE,

LONG

SUCCESS

PARKS-RESORTS-POOLS

BEACH -

SHOWS-RIDES-CONCESSIONS

Vaudeville, to

SHOWS-RIDES-CONCESSIONS

One of the

the

the

Horse Game

NU-PIKE

LONG BEACH, CALIFORNIA

SHAWNEE

EXPERIMENT.

LOCATION.

OPENINGS FOR

SHOWS-RIDES-CONCESSIONS

DISCOUNTS

CONCESSIONAIRES

60,000

PYE

1950

1950

MR. CONCESSIONAIRE

M. CONCESSIONAIRES

1950

MR. CONCESSIONAIRE

THE FAMOUS

NU-PIKE

LONG BEACH, CALIFORNIA

ADDITIONAL-

$100,000.00 IMPROVEMENT NOW

LOWER WAY TO COMPLETE OUR

GIGANTIC EXPANSION PROGRAM

THE SUCCESS OF OUR NEW MILLION-DOLLAR

RIDE SECTION DEVELOPED FOR THE PAST

SEASON WARRANTS THIS ADDITIONAL

EXPENDITURE.

— WONDERFUL OPPORTUNITY —

FOR RIGHT OPERATOR WANTING PERMANENT

YEAR-AROUND LOCATION.

CONCESSIONAIRES

Now being erected York Beach Amusement Park, the finest and most

modern construction.

14-acres on Maine's most popular and scenic

bathing beach. Catering to a radius of a population of 100,000

people. To be ready for 1950 season. Among its many features will

be free picnic groves, fireplaces and free parking areas.

Want wide-awake, financially responsible concessions. Openings

for Merry-Go-Round, Large Miniature Train, Miniature Golf,

Games, Pony Track, Kiddie Rides, Fire Engine. Space available on

flat rental, percentage or will rent from you anything good or new,

or will buy.

Contact SPECTOR BROTHERS

at the Hotel Sherman during the National Amusement Park Asso-

ciation convention, or write to Samuel Spector, 73 Devon Street,

Portland, Maine.

YORK BEACH AMUSEMENT CORP.

MR. CONCESSIONAIRES, ATTENTION

Continuing to take orders for the original Bare Horse Game known as Kentucky Derby.

Operating for over 20 years at Coney Island Park, Claymont, Ohio; Fontaine Berry Park, Rockaway Beach, N. Y.;

Philadelphi, Bingo or any other. A limited number for sale for 1950. For full particulars, prices, etc., write.

KENTUCKY DERBY

316 SHAWNEE DRIVE

LOUISVILLE 13, KY.

NEWEST AND MOST FASCINATING ELECTRICAL GROUP GAME ON THE MARKET

"THE RACES" and "TWENTY-ONE"

Over 300 pools now operating. Exclusive rights in your territory.

Special Price for orders NOW for 1950 delivery.

TERMS IF DESIRED: 5% Deposit (Bills to Pay) 55% Per Unit

Manufactured Absolutely Under Patents No. 313013 and 317953 by THE RACES MANUFACTURING COMPANY

1315 SURF AVENUE

Write for Literature BROOKLYN 54, NEW YORK

PLAYGROUND of the PACIFIC

New NAAPPB

Record Looms

(Continued from page 119)

pohl is aiming for the 600 mark.

While he isn't certain that number

will be reached, he is quite confident

that the record of 355, set last year,

will be surpassed. This year, be says,

more people than ever have made

banquet reservations for in advance

and he knows that a flood of reserva-

tions will be made the first day of

the event.

As in past years NAAPPB again

will have open house each night in

the Sherman's House on the Board-

Hours will be from 10 p.m. to 2 a.m.

Monday and Wednesday nights. The

day night, because of the banquet,

the Penthouse party will be held in the

Grand Balroom, following the

banquet and floorshow.

E. F. Poehl, Willow Grove Park,

Philadelphia, program chairman, has

arranged a strong card for the daily

sessions of NAAPPB, one that fea-

tures plenty of variety. Same is true for

Vernon D. Platt, Somerset, New

Spring, Pa., chairman of the pool

and beach sessions, held daily preced-

ing the regular meetings of NAAPPB.

Platt, in an effort to get more pool

and beach owners and operators to

take part in the discussion will

inaugurate a question and answer

period.

Mrs. Harry J. Batt, wife of the

NAAPPB's president, has arranged a

tea for the women attending the con-

vention. This will be held Sunday

27 at 3 p.m. in the Louis XVI

Room.

Here are the NAAPPB officers and

the members of the various commit-

tees for this year's confab:

Harry J. Ball, Fontantrains Beach, New

Orleans, president; John L. Coleman, River-

side, Calif.; James Hubbard, first vice-president; E. E. Poehl, Willow Grove Park, Philadel-

phia, second vice-president; W. R. Peffer,

State Fair Park, Dallas, third vice-president;

Paul H. Bucolobao, Chicago, secretary-

treasurer. Members-at-large are: Richard J. Doherty of In-

dianapolis, E. B. Smith of Denver, Mrs.

Owen B. Brown, John L. Coleman, E. E. Poehl,

George A. Halstead, W. R. Peffer, and

William B. Schloss, whose terms expire this year; Henry O. Bowden, John L. Coleman, E. E. Poehl,

George A. Halstead, W. R. Peffer, and

William B. Schloss, whose terms expire in 1950. Edith J. Carlin, Dan Dancer, William

W. Moore, Irving Rosenthal, Edward Schell and

George E. Whitney, terns expired in 1951.

Ex-officio directors are: N. R. Alexander,

E. A. George, Arnold L. Gustafson, Paul H.

Hoffman, A. W. Ketchem, A. R. Mo-

gendorff, Fred W. Pearce, Leonard B. Schloss,

and Edward L. Shehn.

Committee members:

GROUPS —

Arts, Edward Schell, chairman; N. R. Alexander, vice-chairman; A. H. Chaffee Jr., vise-chairman; Fred Mc-

Paul, Fred W. Pearce Jr., H. J. Terrill.

Business—Clarence L. Coleman, chairman; Arnold L. Gustafson, vice-chairman; Arnold B. Gustafson and

George A. Halstead, co-chairmen; Desray O. Naughton, Mrs. Max L. Brinkman, Russell J. Peterson, Mrs. A. W.

Ketchem, J. H. Schroppel, Fred W. Pearce, John L. Coleman, co-chairmen; George A. Halstead, chairman;

Location and Exhibit Arrangements—Edward L. Shehn, chairman; Edward Schell, co-chairman; George

B. W. Mohlig, Frederick D. Pearson, Robert W. Moore, Harry B. Bat, Fred W. Pearce Jr., Robert

H. O. Brown, vice-chairman; J. M. Gustafson, Paul H. Bucolobao, William W. Moore, and

Fred W. Pearce Jr.


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Mrs. Harry J. Batt, Harry O. Brown, vice-chairman; Samuel C. Cavett, Mrs. C. B. Huntington, Mrs. C.

John L. Coleman, Mrs. Muriel Kinsey, A. L. Plogman, Mrs. William White, Mrs. L. E. Jerkies, Mrs. P. M. Killian, Fred T. Lau-

ner; Mrs. C. C. Hardison, Mrs. B. W. Mohlig, and

Mrs. E. E. Poehl, Mrs. J. H. Schroppel, Mrs. H. J. Terrill, Mrs.

George E. Whitney.

Seyfert Awards—William W. Moore, chair-

man; Benjamin Kraus, vice-chairman, Fred Mc-

Paul, Fred W. Pearce, George A. Halstead, H. J. Terrill.

KIDDYLAND PARK

Baltimore's New Amusement Center, On Deal Highway, Kin Alma Park, Md.

MAKE MORE MONEY IN '50 WITH A

GRAYHOUND RACE

New Liberal Terms Available as You Go

Autton Amusement Device Co., Inc.

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NEW CONCESSIONS

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Miniature Golf Courses

Outdoors and indoors of the most scientific courses in the country, Engineered for ultimate capacity; No backrooms; Interiors and photographs gladly furnished.

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Orders now being booked for Spring Delivery

The World's First and Only

LIVE GOLDFISH RACE

The group game that can gross $30,000 and more in twelve weeks!

REAL LIVE GOLDFISH race in brilliantly colored plastic tubes, 20' long. 12 or 14 players jockey their own goldfish to a photo finish! Equipment electrically controlled and fool proof, guaranteed electrically and mechanically.

Not many group games can boast a CHARGE OF 25c PER PLAYER—AND GET IT!

For further information

SEAHORSE AMUSEMENT CO., INC.  217 BROADWAY, NEW YORK CITY

THE HYDROCYCLE

A HAND PROPELLED WATER MACHINE FOR FUN, EXERCISE AND SAFETY

Swimmers and non-swimmers can use the Hydrocycle with safety due to its sufficient buoyancy to support the heaviest man. It is not easily overturned.

Scientifically engineered, of highest grade materials, by highly skilled mechanics. The Hydrocycle is constructed mostly of aluminum, weighs about 50 pounds. All parts run in oil and are well protected.

Operator lies in prone position, hands gripping the cranks. Cranks activate propellor under stomach support. Cranks control speeds and the feet turn or guide the machine by moving them to one side or the other.

The Junior Model Hydrocycle provides ideal exercise for crippled children, especially those crippled in the lower extremities as they can lie on the stomach support and get good arm, shoulder and back exercise with safety, as well as concentrating on their crippled legs and moving and kicking them all they are capable of doing.

Recreation  Life Saving
Health Builder  Swimming Instruction

PRICE— Adult Model . . . . . . $235.00
         Junior Model . . . . . . 210.00
TERMS: 1/2 WITH ORDER, BALANCE C.O.D. FACTORY

RING HYDROCYCLE CORP.
402 SO. FAIR ST.  OLNEY, ILLINOIS

You need a good ride to make money today

Put that OBSOLETE EQUIPMENT out to pasture. Be Ready at the 1950 Starting Gate with—the REAL THOROBBRED of the AMUSEMENT WORLD.

A NEW LUSSE AUTO SKOOTER

Which is in top form and eager to make a real winner for you.

IT'S TIME TO ORDER YOUR LUSSE SKOOTER FOR '50

Lusse Bros., Inc.

2809 N. Fairhill St.  Philadelphia 33, Pa.
Lusse Bros., Ltd., Sardinia House, 52 Lincoln's Inn Fields
London W. C. 2, England

GAME TESTED AND PROVEN on the STEEL PIER in ATLANTIC CITY at 25c per player.
Plan Labor Group Tie-In

Kiddie Ride Manufacturers (Continued from page 59)

<table>
<thead>
<tr>
<th>FIRM NAME</th>
<th>UNIT NAME</th>
<th>CAPACITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orbit Manufacturing Co.</td>
<td>Orbit Jr.</td>
<td>12</td>
<td>$3,500</td>
</tr>
<tr>
<td>614 Stanley Blvd.</td>
<td>(22-foot Aerial Ride)</td>
<td></td>
<td>(approximately)</td>
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<tr>
<td>Wichita Falls, Tex.</td>
<td></td>
<td></td>
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<tr>
<td>Overseas Amusements</td>
<td>Kiddie Fire Engine</td>
<td>32</td>
<td>$9,200-$9,500</td>
</tr>
<tr>
<td>P. C. Lewis Co.</td>
<td></td>
<td></td>
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<tr>
<td>Lexington, Mass.</td>
<td></td>
<td></td>
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<tr>
<td>C. W. Parker Amusement Co.</td>
<td>22-foot Merry-Go-Round</td>
<td>32</td>
<td>$5,950</td>
</tr>
<tr>
<td>Lawrence, Kan.</td>
<td>22-foot Merry-Go-Round</td>
<td>32</td>
<td>$5,950</td>
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<tr>
<td></td>
<td>14-foot Fairy Wheel</td>
<td>24</td>
<td>$3,700</td>
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<td></td>
<td>18-foot Ferris Wheel</td>
<td>12</td>
<td>$3,150</td>
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<td></td>
<td>Fairy Swing</td>
<td>12</td>
<td>$2,750</td>
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<tr>
<td></td>
<td>Ferris Wheel</td>
<td>12</td>
<td>$2,750</td>
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<td></td>
<td>Reclinger</td>
<td>12</td>
<td>$2,750</td>
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<td></td>
<td>18-foot Cart Ride</td>
<td>8</td>
<td>$3,160</td>
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<tr>
<td></td>
<td>22-foot Cart Ride</td>
<td>8</td>
<td>$3,850</td>
</tr>
<tr>
<td></td>
<td>Auto Cars</td>
<td>12</td>
<td>$3,175</td>
</tr>
<tr>
<td>Philadelphia Toboggan Co.</td>
<td>Kiddie and Juvenile Roller Coaster 25 to 30 feet high with 700 to 1,300 feet of track</td>
<td>$15,000-$25,000</td>
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<tr>
<td>180 E. Duval St.</td>
<td></td>
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<td>(approximately)</td>
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<tr>
<td>Philadelphia 44</td>
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<tr>
<td>Pretzel Amusement Ride Co.</td>
<td>Circle Ride</td>
<td>24</td>
<td>$3,650</td>
</tr>
<tr>
<td>17 New Street</td>
<td></td>
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<tr>
<td>Bridgeton, N. J.</td>
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<tr>
<td>Ride Mfg. Co.</td>
<td>Kiddie Chair Plane</td>
<td>24</td>
<td>$850</td>
</tr>
<tr>
<td>1901 W. 4th St.</td>
<td>Kiddie Airplane</td>
<td>16</td>
<td>$950</td>
</tr>
<tr>
<td>Miami</td>
<td></td>
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<tr>
<td>Smith &amp; Smith Co.</td>
<td>Kiddie Airplane</td>
<td>15-20</td>
<td>$2,450</td>
</tr>
<tr>
<td>St. James, Mo.</td>
<td>Kiddie Chair Plane</td>
<td>20</td>
<td>$3,185</td>
</tr>
<tr>
<td>1900 Main St.</td>
<td>Kiddie Barge</td>
<td>20</td>
<td>$3,185</td>
</tr>
<tr>
<td>Springfield, N. Y.</td>
<td>Kiddie Barge</td>
<td>20</td>
<td>$3,185</td>
</tr>
<tr>
<td>Stacy Johnson Amusement Ride Co.</td>
<td>Junior Airplane</td>
<td>20</td>
<td>$2,100</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Kiddie Airplane</td>
<td>15</td>
<td>$1,750</td>
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<tr>
<td>3600 E. W. 4th St.</td>
<td>Kiddie Airplane</td>
<td>15</td>
<td>$1,750</td>
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<tr>
<td>Miami</td>
<td>Kiddie Airplane</td>
<td>15</td>
<td>$1,750</td>
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<td></td>
<td>Kiddie Fairway</td>
<td>14</td>
<td>$2,650</td>
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<td></td>
<td>Kiddie Ferris Wheel</td>
<td>8</td>
<td>$2,650</td>
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<tr>
<td></td>
<td>Little Dog</td>
<td>24-32</td>
<td>$2,250</td>
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<tr>
<td></td>
<td>(boar ride)</td>
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<tr>
<td>Sunshine Mfg. Co.</td>
<td>Boat Ride</td>
<td>24-28</td>
<td>$1,500</td>
</tr>
<tr>
<td>2130 N. Charles St.</td>
<td>Kiddie Train</td>
<td>16-30</td>
<td>$1,900</td>
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<tr>
<td>Tampa, Fla.</td>
<td>Kiddie Ferris Wheel</td>
<td>8</td>
<td>$950</td>
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<td></td>
<td>Wilderness Express</td>
<td>18</td>
<td>$1,900</td>
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<tr>
<td></td>
<td>Jeep Ride</td>
<td>16</td>
<td>$1,900</td>
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<tr>
<td></td>
<td>Whit-Wind Train</td>
<td>16</td>
<td>$1,500</td>
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<tr>
<td></td>
<td>Bucking Horse</td>
<td>2</td>
<td>$500</td>
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<tr>
<td>Thornton Miniature Railways</td>
<td>Little Train</td>
<td>36-50</td>
<td>$5,000</td>
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<tr>
<td>2840 Second Ave.</td>
<td></td>
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<tr>
<td>Des Moines</td>
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<tr>
<td>Traver Enterprises, Inc.</td>
<td>Jeep Ride</td>
<td>6-12</td>
<td>$1,970-$2,075</td>
</tr>
<tr>
<td>84 Richmond St.</td>
<td>Kiddie Auto</td>
<td>6-12</td>
<td>$1,970-$2,075</td>
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<tr>
<td>Palatine, Ill.</td>
<td>Horse and Buggy</td>
<td>6-12</td>
<td>$1,800-$2,000</td>
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<td></td>
<td>Kiddie Bus</td>
<td>6-12</td>
<td>$1,800-$2,000</td>
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<tr>
<td>Vogel Neon Manufacturing Co.</td>
<td>Kid-E-Kruise</td>
<td>36-20&quot;</td>
<td>$2,500</td>
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<tr>
<td>Box 2183</td>
<td>Jeepster</td>
<td>24</td>
<td>$3,000</td>
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<tr>
<td>Atico, Tex.</td>
<td>(approrximately)</td>
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<tr>
<td>Wagner &amp; Son</td>
<td>Miniature Steam Railroads</td>
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<tr>
<td>612 Lockport St.</td>
<td>Electric Steamliner</td>
<td>14-18</td>
<td>$1,500-$2,150</td>
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<tr>
<td>Plainfield, Ill.</td>
<td>(12-foot gauge)</td>
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<td></td>
<td>Silo Express (2-gauge)</td>
<td>18-30</td>
<td>$2,250-$2,700</td>
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<td></td>
<td>(3-gauge)</td>
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<td></td>
<td>Deluxe Flyer</td>
<td>20-36</td>
<td>$3,250-$4,800</td>
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<td></td>
<td>(5-gauge)</td>
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<tr>
<td>Williams Amusement Device Co.</td>
<td>Kiddie Auto</td>
<td>2</td>
<td>$650</td>
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<tr>
<td>2829 N. Spier Blvd.</td>
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<tr>
<td>Denver 11</td>
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<tr>
<td>Williams Bros. Rides</td>
<td>Box 212, Larngton, Kan.</td>
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<tr>
<td>630 1/2 &amp; 3/4 Mile</td>
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<tr>
<td>William de l'Horbe Jr.</td>
<td>Kiddie Auto</td>
<td>2</td>
<td>$650</td>
</tr>
<tr>
<td>Box 468 YAF</td>
<td>(3 adults and 3 children)</td>
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<tr>
<td>Dayton T. O.</td>
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<tr>
<td>Miniature Speed Boats</td>
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</tbody>
</table>

**New Rides Planned**

The Jitterbug ride will be modernized and the Jitterbug and Chair Car will be eliminated. A new roller coaster will replace the one used the past season. A small roller coaster, about 45 feet high, is planned. Four spotlights, making a total of 10, will be added. A television camera will be constructed with plenty of seats so that patrons will be able to get off their feet and relax; a new walk-thru also is included in the refurbishing plans.

The Rockanuts, which are proved popular this year, will be enlarged by cutting down the dining room area. The kitchen will be expanded, also.

An estimated $75,000 will be spent on free acts and bands. With a view to attracting more kids patronage, platform acts featuring animals will be used extensively, Irving said.

All new advertising paper with the emphasis on 24-sheets, will be used in 1950, Irving said. The new paper will feature only one column on each sheet, such as the pool, fireworks, band, etc., Irving said. This may result in using twice as much paper as previously, but the plan results from the belief that people move too fast to read and absorb more than one item of interest. The 200-foot painted board on Broadway used this year will be utilized again in 1950,Irving said that the results more than justified the $8,000 cost.
Polack's Date
In Baltimore
May Set Mark
Matinees Prove Big

Baltimore, Nov. 19.—Polack Bros., Eastern Unit, which winds up its eight-day stand here tonight, will chalk up a record attendance for a Baltimore date.

Opening here in the Fifth Reg-
ment Hall, Monday (12) under auspices of the Baltimore Polack org, found business slow the first day but made a good show but it built to sellouts from there on in. The Matinees, especially, were big, due to a unique invitation of the Che-

tent-Teachers Association, which fea-
tured reduced prices and ticket sales in schools.

Improve Band Locations
An innovation which promises to raise the standing of the band to a platform high over the center exit, amid a general applause, was made by Jack Harris, of the Flying Wards. Band's location was spotted in a
corner.

Date here also was strengthened with the inclusion of the Aerial Or-

dinations, swing pole; Elly Arldey, head balance; Miss Toller, single trapeze and the Bruno Zacchini repeating cannot act. Additions to down alley were Carl Carlson, Jimmy Sines, Tony Alcro, Bozo and Alfred Ward and Bill England, but the latter was out of action two days with an injury.

Other acts included Kinko, contor-

tlion; Billy Barton, cloud swing; the Lead Eagle, (12);aying; Dwight Moore's
dog; the Mustang, sand balance;

Marie Deilboz, fox juggling; Dime Mike; Ottie Ford and Maisie Pez; Dawn Hanneford family, riding; Hubert Casey, Nitri and Pepo Borz;

alo, Melitta Dettico, and the Diabolo;

Serial; Malikau, high wire; Gardner's elephants, presen-
ted by Irene Lafferty; Mabel Stark-
tigers; the Orton, swing pole; Toche's
elephant; Jim and the Saloons; Adolph and Clara Deilboz, dancing horse; Charley and Adrian, trampolines, and Flying Wards.

Members of clown alley included Ed Ingram, Jack Ostrowski, Jack Klippep and Dennis Stevens, along with those mentioned previously.

Date was promoted by James Osborne, Bill Green, Polack's son and chief on the Eastern unit, plans to use the outdoor convention in Chicago, and the Flying Wards leave to

play a date in Peoria, Ill.

Baltimore, Nov. 19.—James Rison, who handled the Shrine Circus engagement here for Polack Bros. Circus, Eastern unit, run up a 1,000,000 gross in the Production number, making an all-time high for the year in Baltimore.

The total gross on the eight-day
drainage, ending tonight, will reach a new record of approximately $155,000, according to Sam T. Polack, manager of the Eastern Unit, third year here for the Polack or-
ganization.

The Eastern unit goes next to Bur-

lington, Vt; then Newburgh and

Baltimore, Md., where it winds up the 1949 tour.

Americano Biz Drop
In Kingston, Jamaica

Kingston, Jamaica, Nov. 19.—Jerry Wilson's Gran Circo Americano was ordered here to good last business by the stars, but not quite as liberal at present, due to the de-

rained in of the English currency.

John North Back,
Is Mum on Talent
Booked in Europe

New York, Nov. 19.—Among
arrivals on the French liner, Le
France, which docked here Thursday (17), was John North, presi-

dent of Ringling Bros., and Barnum & Bailey Circus, who slipped into town here and fast, as yet, has
done no announcements as to how many or what act he signed for next season during his 12,000-mile

viant hunt in Europe.

New to New York in mid-July

and was in France by Umberto Schichtholz-Redini, European rep-

resentative of the Ringling Bros. and Barnum & Bailey Circus, Jim, who held the contract, is a native of

the Ringling-Barnum & Bailey, and after his settlement up to his promise, he will be back in New York in

all probability North, or his agent, have penciled in quite a programme of engagements in the Atlantic area.

Frank Miller, concessionaire of the Ringling shows, on the other hand, hopes to join the show at Jackson-

dale, Fla., to assist in the wind-up of the season.

Biz for R-B
Impression
Trek in South

Durham, N. C., Nov. 19.—Busi-

ness in recent days for Ringling Bros. and Barnum & Bailey has improved, with full houses, especially at night, the rule.

Playing here Wednesday (16), the Ringling Bros. and Barnum & Bailey engaged an unusual capacity matinees and a full one at night. Same was true in Greensboro, N. C., Tuesday (15), Greenville, S. C., played Friday (11), gave with a light matinee but filled the house for the full night show.

Charlotte, N. C., proved one of the busier single-day stands of the season. Aided by ideal weather, the Big One registered overflows at both matinee and night shows.

Atlanta proved a disappointment, getting only a light matinee but a strong night attendance.

Atlanta Date
Gives H-M
Record 1006

Shrine Earnings 50G

Atlanta, Nov. 19.—A record $100,000 gross was in the till today for the Hamilton-Morton Shrine-spon-

sored circus which concludes its 14-

performance run here tomorrow night (30). The opening performances sched-

uled for today and tomorrow's show-
gows were sold out well in advance and not even the 1,000-room is available, Col. Robert H. Morton, man-

ager, said.

The Shrine will net $50,000 for its cause, according to Mr. Morten, the gross last year was $40,000. Morton announced.

The take is remarkable in view of the fact that the Municipal Auditorium, where the show was staged, seats 7,000.

Business in the South generally has been excellent, Morton reported. The demand for reserved seats for the even exceeded the demand for general ad-

mission pews.

Biller's Final
Dates Account
For Spotty Biz

Portland, Me., Nov. 19.—The Picke 12th annual charity circus, pro-

duced by Frank Wirth, opened here Monday (14) for a week's stand. Among the acts was a group of blind people from the region, who were guests of the local Elks.

The acts produced by Wirth include Wincie Colleman, Robert Nickson, novelty bike; Eidonna, aerial thrill; Johnson and Owens, bar-room fish; Orlando, aerialist; Fox, Trio, dance; Laddie Lamont, ladders; Noodle, aerialist; Art, aerial dancer; Wol-


ford's dachshunds and Loyd's dogs.

Reading clown alley are Hip Ray-

mond, Ben Jackson and Frank Cream-

son.

Performances are given twice daily, with general admission 50 cents for the matinees and $1 for adults. 

Dressed in costume, and cause a Ford car, which will be awarded at the final show.

Charlie Lenz Buys
Robbins Equipment
He'll Dispose of It

St. Petersburg, Fla., Nov. 19.—Charles Lenz, well known in outdoor show business, has announced his retirement, activities, and said here this week he has purchased the equipment of Robbins Bros. "Circus, in a sale at Davieville Ill.

Kelly Abbott, Lenz's representative here, speaking for Lenz, said:

"I want it emphatically mentioned that Lenz has no intention of entering the operating side of show business. He will dispose of the equipment."

Thrill Show
Grosses 1286
In St. Louis

Event Runs Nine Days

St. Louis, Nov. 19.—The nine-

day St. Louis Firemen's Relief Circus in Kiel Auditorium here November 5-13, played to more than 100,000. Gross admission figures were good with a net of $106,650. Prices were $1.00, Dickie Andrews, the ma-


chair included. Matinees were held Saturdays and Sundays only.

Show again was produced under direction of T. Pack, with Bill Nelson Luck and C. W. (Bud) Hoerner, assistant directors. Pack is in charge of properties and Phil Knoblock arranged the show.

Acts included Hapogam Constable, the Cristiani-Troupe, Gretana Family, Zacchi dogs, the Flying Zacchini, the Flying Dowsers, Bill Burrow's barefoot dogs and ponies, Tom Parks' ele-

phants, the Hollywood Sky Rocket and Masamulino Truzzi.

Ready Radio Package
On Beatty's Adventures

Hollywood, Calif., Nov. 19.—A radio

package, based on the life and ad-

ventures of the late Charles L. F. Beatty, is being here by Commodore Produc-

tion. The story, "Beatty's Adventures," will be a 15-minute radio extrav-

a in the Balaban and Katz circuit.

In addition to the radio series, con-

tracts are being drawn up for a techni-

color film, sponsored by the Balaban and Katz circuit. Deals were negotiated by Nor-

man Carroll, personal representative for Beatty.
ATTENTION ACTS!
Am now contracting Acts for my 1950 Fairs and Circuses
ERNIE YOUNG
203 N. Wabash, Chicago, Ill.

NOW ON SALE
1949 ROUTE BOOKS
$1.00 postpaid
L. C. Kelly-Miller Bros. Circus
ART MILLER
Hugo, Ola.
(Also want Billers for 1950 season.)

WANT
NOVELTY, THRILL OR HIGH ACTS
for INDOOR DATES
OPENING DECEMBER 13
Send literature, photos, price, etc.
Will book gadgets, tricks, photo, jewelry, gymnastics, 1rascals, or what have you?
NO SHIFT.
ALL SPONSORED DATES.
CHARLES A. SALTER
1717 Hotel Bahnhausen, Calif.

10 Weeks-Fireman, Sterzo, Polka-50 Weeks
PHONEMEN
WANT
FOR INDOOR CIRCUS AND STREET DATES
For Year Book and Ticket, 10% on Advance Sales.Tickets.
Send letter of acceptance to:
L. C. KELLY-MILLER BRES. CIRCUS, TROY, OHIO.
Third Ave. Hotel, Rome, Ga.
Phone $1771

WANTED
Ask for Indoor Circus and Vaudeville Shows. For dates during Jan, Feb, March. Want shows that can be closed, at lowest prices. Open Dates and Prices in first letter.

ALLIED PRODUCTIONS
140 N. L. SALLEY ST.
CHICAGO, ILL. June 20th-Att: Harold Oortmexy

WANTED
Intelligent, sober and experienced trainer for Chicago and Kansas for Gorillas. Permanent Position. CLEVELAND ZOOLOGICAL PARK CLEVELAND, OHIO

SILKOLENE TIGHTS
by KOHAN
17 EAST 16 STREET
NEW YORK 3, N. Y.

PONY ACT AT LIBERTY
For Indoor Dates and 1950 Season.
MORRIS' PONIES
COLUMBUS STATION, OHIO

WANTED

ACCOUNTANT-AUDITOR
Senior Accountant, graduate of a Master's degree in Accounting. Formerly with Reckinger and Co., Chicago. Address: BERNARD KOHL
105-A North University Peoria, Illinois

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100 Clancy Photos—post card size. Tattooed
Circus.—3-Legged Man.—4-Legged Woman.—
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Women—Midgets—Ghants and many, many
Here is an item for you! Sail for 25c picture.
Pack of 14 photos matches a picture in a set.
Only $1.50 per set—1 Sets for $5.00.
Sets #1 thru #4 now ready by numer
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100 mica views of old time Parades.
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Circus Wagons, Carved Figures.
Address: B. F. KLING
207 D. Street, St. Louis, Mo.
Carnivals, Fairs and Celebrations that booked our concessions for a successful season in 1949
Parents and Teachers Going
To School—at Curvecrest;
Aimed at Selling the Sport
Round-Up Clicks; Kids Prep for City Competition
MUSKEGON, Mich., Nov. 19.—Aimed at securing greater co-operation from parent-teacher groups by demonstrating the type of recreation provided, the discipline enforced at the rink and the progress made by those who are making skating a study in addition to a recreation, Perry B. Giles, chairman of the board of Curvecrest Roller Rink here, announced that a parent-teacher session has been designated the November project of Curvecrest Skating Club.

To be held Tuesday (29) at Curvecrest in cooperation with the management, parents and teachers of the community are being invited to attend either as spectators or skaters.

Skaters representing 13 out-of-town rinks attended the first skaters’ meeting held Saturday at Curvecrest, said Giles. In a drawing to determine the locality of the sexuality affair scheduled for December 12, Fieldview Rink, Allegan, drew the plum spot. Western Michigan rink operators are sponsoring the events. Also present for the affair were: Alfred and Doris Dahl, Elizabeth, N. J., who flew to Muskegon to spend the weekend with Mrs. and Mrs. Giles.

Curvecrest skaters are preparing for the sixth annual city competition, to be held at the rink in December. It is expected to be a closely contested event, with the competing teams eligible for permanent possession of the trophy, having won it twice previously.

A preliminary club competition will be held the first week in December, in which only skaters who have never been in competition may participate.

URO Biz Probe
At Div. Meets:
Open to Trade
MUSKEGON, Mich., Nov. 19.—In accordance with action taken at the annual meeting of the United Rink Operators, Inc., July, regional URO meetings will be held during December. It was announced this week by Perry B. Giles, URO president. The meetings are to be open to all interested operators. Giles emphasized, being held solely for the purpose of general discussion and exchange of ideas for the promotion of business.

The following meetings were announced:

INTERNATIONAL ROLLER SPEEDWAY
Wishes to inform all of their former skaters and any other, experienced men and women speed skaters that try outs will be held February in Los Angeles for their usual world tour. Send particulars concerning yourself immediately.

NORMAN MILLEN, 6404 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIFORNIA

NOTICE
For over a year now ill health has prevented me at times from taking care of business and filling orders of my customers promptly. This causes me to offer for sale my 34x24, two story shop, material, equipment and processing of impregnated wood.

FRANCIS J. BALDWIN
812 W. Spruce St.
Ravenna, Ohio.

Too Successful
BRONX, N. Y., Nov. 19.—The first of four roller skating parties planned this season by Cardinal Hayes Boys High School at Fordham Palace proved too much of a success. Held Monday night (7) when the rink is normally shuttered, such a crowd showed up that it took a dozen policemen to help turn away over 1,000 boy and girl skaters who could not be crammed in after approximately 1,400 had been admitted. Tickets had been sold at Hayes and at nearby girl schools as well as at the box office, but Hayes officials never realized how large the crowd had been at the female institutions.

Denver Features Hawkins
DENVER, Nov. 19.—Mammoth Garden, the Irving Jacobs roller rink here, went all out Saturday for bachelor girl trade Friday (18) with a big Sadie Hawkins night party. The night has its origin in Al Capo’s comic strip, L’Ili Abner, and features a chase in which any boy caught by his girl has to "merry" her.

The First Best Skate
RICHARDSON BALLEARING SKATE CO.
Established 1894
3215-3217 RAVENNA AVE. CHICAGO, IIL
THE BEST SKATE TODAY

MANLEY INC., KANSAS CITY, MO.
"The Reliable Name in Popcorn"

ROLLER SKATING RINK

JACKSON M. POTTER, INC.
29 State Street
Auburn, N. Y.

SKATING Gillsh Boots
FIS AGAIN
Watch for Our New Design Patent 149,139
GEORGE GILL SHOE CORP., Fitchburg, Mass.

SPECTACULAR Rink Lighting Effects
NEWTON
253 W. 14TH ST.
NEW YORK 11, N. Y.

AT LIBERTY ROLLER RINK MANAGER
Marvin, Joe, can past bond. Safe of debtors or personal. Guarantees to produce or would issue Dance Hall or Skirt outfit. Topman Temptations, T.A.B. Monroe, Box 356, Ottawa, Ill.
BINGO
Specials
(Large Size)
$1.75 Per M.

HEAVY CARDS
(Sets to 6,000)
In any color or combination of
colors. Single, double or triple cards.

WINNEBAGO, IOWA

COIN-OPERATED MACHINES, SOFT DRINKS

PARK MEN and CONCESSIONAIRES

WYNN DISTRIBUTORS

101 Fifth Ave., Dept. 9, New York 3, N.Y.

BANNED—MARKERS FOR SALE
MEETING HALLS, BARRACKS, MILITARY BASES,
CAMPUS, SCHOOLS, GARDEN HALLS, ETC.

White and Red, Special Order

1A FRAME, 3 BILLS

$5.94

DOZENS IN COLORS

$7.20

In Dozens, lots

GIANT Christmas VALUE!
A long-lasting, helpful toy for
every child. Low cost. Supplied
carried in stock. Sell on the
floor, in grades, in colors. Send for
book. 1 dozen $2.25, 2 dozens
$4.00, 4 dozens $7.00, 8 dozens $10.00.

AMINALS, BIRDS, PETS

WE-SAY-BANKS HOMER'S COAT
White, Army Coats, Bell Bottoms, etc.

IN COLORS

Philadelphia 49, Pa.

12 x 18, 21 x 27, 24 x 36

$2.00

CLOTHES-GRABBERS

$3.50

In Cloth Covered Grabbers

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101 Fifth Ave., Dept. 9, New York 3, N.Y.
HOLIDAY SPECIALS

No. 4527—BABY DOLL
Unbreakable head, sleeping eyes and lashes. Composition nose, hands, legs. Body filled with soft kapok. Beautifully dressed in fine muslin. Legs trimmed, bonnet to match. Has rubber panties, white shoes and stockings. Crying voice. Overall length 17 in. Each $2.75
Per Dozen.............. $30.00

No. 4658—PANDA BEAR
Per Dozen.............. $35.00

No. 2239—SADDLE HORSE ELECTRIC CLOCK
Hand Cast Metal beautifully highlighted in two-tone Gold, Silver or Bronze finish. Rich looking 10 in. Western Saddle Horse with "Session Electric Clock." Box 17"x12" in. Clock movement fully guaranteed by manufacturer. Each to box.

Each $8.50
DZ.... $96.00

SPECIAL PRICES
DOLLS—TOYS—METAL HORSES
F. O. B. EASTERN WAREHOUSE
WHEN ORDERING IN DOZEN OR MORE OF AN ITEM

SOT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET
$4.72 Packed 30 to Case

EACH $2.90
Less Than Case Lots, $3.00 Each
Include 25¢ Postage for Sample Order.

No. 4557—SLEEPING EYE DOLL
Unbreakable head, with eyes shut; upper ears set with teeth, tongue, and curled Mohair wig. Body filled with soft kapok. With rubber panties, rayon silk stockings and shoes. Felt inner soles of legs and feet heavily stuffed with colored floss trim. "Jumps" represent sequences. Dressed of same material and trim. Crying voice. Overall length 22 in. Each to box.
Each $5.50
Dozen.............. $60.00

No. 4714—DRUM MAJORITE
Each $4.00
Dozen.............. $40.00

No. 5529—BRONZE SADDLE HORSE
Height 4½ in. Packed 1 dozen to carton.(2) Packages to carton.
Each $1.25
Per Dozen.............. $14.00

No. 4411—MECHANICAL STATION WAGON
12½ in. long, 4½ in. high. An exact replica of 1897 Chrysler Town and Country Car.Legs erect on stand with 2 plastic bags, wheels adjustable so that car can go in circles. Has long winding spring motor, 3 color combinations, packed in 3 color lithographed box, 1 dozen to carton.
Each $1.50
Per Dozen.............. $12.00

No. 4400—PLASTIC MECHANICAL TAXI-CAB
12½ in. long, 4½ in. wide, in gleaming 3 color combination. Yellow affixed body with height red and silver trimmings, door red and silver trimmings, wheels black and silver trimmings, with corrugated paper windows and rubber tire. Packed 1 to box, 1 dozen to carton.
Each $1.25
Per Dozen.............. $12.00

No. 4432—PLASTIC MECHANICAL FIRE-CHIEF CAR
With bell in gleaming bright red plastic with silver trimmings. Bell rings when in motion. 12½ in. long, 4½ in. wide. Wheels are adjustable for instant driving. Equipped with corrugated windows and rubber tire. Packed 1 to box, 1 dozen to carton.
Each $1.25
Per Dozen.............. $12.00

WESTERN BRONZE SADDLE HORSES
Our line of Western Saddle Horses has been specially modeled and designed to give the value and big eye-appeal for the money. All of our horses are beautifully bronze plated, polished and highlighted to a superior finish. Numbers listed can be sold in gold or silver-plated finish. Also in gift box.

No. 5525—Bronze Saddle Horse
Height 10 in. Packed 1 to box, 1 to case.
Each $3.60
Per Dozen.............. $42.00
No. 5527—Bronze Saddle Horse
Height 8½ in. Packed 1 to box, 1 to case.
Each $1.65
Per Dozen.............. $19.50
No. 5532—Bronze Saddle Horse
Height 9 in. Packed 1 to box, 1 to case.
Each $2.00
Per Dozen.............. $24.00

NEW NO. 59
CATALOG
NOW READY
STATE NATURE AND BUSINESS
IN FIRST LETTER.

WISCONSIN DE LUXE CO.
1902-12 N. THIRD ST.
MILWAUKEE 12, WIS.
GOOSEY LUCEY
A Bigger and Better Hit Than the "Buzzy Biddy Chick"

$3.90 DOZ.
2 dozen to display box.
Minimum order 1 dozen.

SANTA CLAUS MASK

NOW 12 CENTS OF RUBBER,
SAMPLE
ADORABLE.

BARGAINS

NOW YOU CAN BUY DIRECT FROM ONE OF AMERICA'S LARGEST SUPPLIERS OF GUARANTEED RECONDITIONED WRIST WATCHES

MEN'S STYLES

$0.95
With brilliant Rhodium Metal $1.75

Additional Styles

J. ENCEL & SON
59 E. Madison
Chicago, Ill.

BARGAINS
SAVE UP TO 50%-
Cedar from Longleaf, Pines, cypress, Doug.- fir.
Gloves, Leather, Nails, Sills, Screens, Plastics, Adhesives, Jewelry, Notions, Perfumes, Seals, etc.
Beads, Beads, beads.

RELIABLE JOBBERS
311 N. Michigan Ave.
Chicago, Ill.

Dealers-Agents Wanted
Best wholesale discount on now watchclock
BULova Longines
Automatic-Weatherproof.

Also nationally advertised Silverware, Chinese Litters (all models), Parker Pen Sets and Elim American Combination Radios.

(Continued on page 128)
Every Day... Everywhere...

BIG PROFITS
Are Being Made Selling Famous
MARCO
Super-Weight Aluminum
COOKWARE SETS
DIRECT TO THE CONSUMER

Here's a line that houseswives buy on sight. It has plenty of flash... bright, shining aluminum that catches everyone's eye... and there's a printed guarantee of quality and performance behind this attractive front! The line is complete, every type of utensil for every cooking purpose, so there's bound to be some items that appeal to everyone. The aluminum is high gauge, your prospect only needs it to be convinced of its high quality, and the design is more modern than anything on the market. It's fast moving merchandise and if you have people, you'll make a big sale. Selling direct with the manufacturer gives you good margins, and you get immediate delivery, too. Quick delivery, quick profits... it's an ideal setup... start getting your share of this business today!

FREE! You Make More Money Selling Direct
WRITE FOR FULL DETAILS DIRECT TO MANUFACTURER

MARDIGIAN CORP. 1130 W. GRAND BOULEVARD DETROIT 8, MICHIGAN

Amazing Slot Machine Bank!

A SENSATIONAL NEW ITEM THAT WILL HIT THE JACK POT!
This amazing SLOTT MACHINE BANK works just like the real thing! Send for the complete story and order direct today.

Samples: $4.98 each

LARKAY COMPANY, Dept. BT65
315 N. 7th St.
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Complete Assortment of Jewelry

JEWELRY—That's Our Business
We have everything for
JEWELERS  ENGRAVERS  DEMONSTRATORS

All Orders Shipped Same
Day Received

ELVIE MANUFACTURING CO.
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BIERLE—LEVINE
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CHICAGO, ILL.
Price Reduced! Regular $8.95 Wool
RONCO ROBE
60°x70° $7.50

AN IDEAL PUSCHARD ITEM!

Trimmed with bucking bronze on-
ments and matching fringe. Comes
completed with suit 1½"x1½" plastic
stoppers and hanger. Can also be
used as a pillow. A wonderful Xmas
item for board operators.

Terms: Not 10 days to rated ac-
counts. All others 25% down with
order, balance C.O.D.

GARSHER NOVELTY CO.
22 S. 4th St., Minneapolis 1, Minn.

BOARD OPERATORS SINGO!
PREMIUM USERS!

NATIONALLY ADVERTISED
CIGARETTE CASE &
LIGHTER COMBINATION

FULLY AUTOMATIC
FAIR TRADED AT $7.50 EACH

Priced elsewhere at over $3.50
OUR PRICE ONLY

$210 NET

SABE 50%
AND MORE!

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ONLY Lb.

Regulalr FULLY
Order All

MUSICAL INSTRUMENTS, ACCESSORIES
HAMILTON ORGAN-MORRIS PATOVOX, 2
 Registrars, Eola 335, and Wallace, 1st
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TRIPLE OCTAVE

PERSONALS
WANT TO MING LEARN TO READ—2 SPES-
television machines for 10c apiece.

PHOTO SUPPLIES DEVELOPING-PRINTING
DIEM PHOTO OUTLINES CHEAP—ALL SIZES,
time and no prep. James T. Reagan, 322
HOLYoke, Mass. Who can do better
DIRECT POSITIVE PHOTOGRAPHY—WE

SALESMEN WANTED
A. M. SELL OVER 40—MAKE A FORTUNE; NO
investment and sales promotional advertisement.

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ATTRACTIVE 15 BLATT LETTERHEAD AND
COLOR GAIN ON A. C. C. D. W. A. BASE.

LONDON, THE NEW EASTMAN DOUGLAS, WEIGHT
and no prep. James T. Reagan, 322

RUBBER STAMPS, 200S, LINES, $1.00
POSTPAID. Order Must Be For Over $10.

THE M.F.M. PRINTING CO.
1630 BOND LETTERHEADS, HALF-SEIZE, AND
1000 BUSINESS CARDS—1200 CALENDAR ON

TATTOOING SUPPLIES
ALL FELICIAN PRODUCTS INCLUDING CON-

WANTED TO BUY
ARMISTEAD MNO-TRADE 155 ACRE IN-
FORMED, good buildings; real orcs re-

WANTED—YOUNG EXPERIENCED MAN

CHESTs & CHOCOLATES
Immediate Deliveries—50% Deposit
Merry Chef & Dovetail, 1230 Main St.
Maple Chef (Intruder) in Lids & Lb. ...

CHEAUS $7.50

DE LUXE SALES CO.
Columbus Blvd.
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Sensational ACTION LAMP
She Swings and Sways!

So Amazingly Real and Lifelike
She Almost Lives and Breathes

* It's a sales sensation!
  Hand-painted porcelain-like finish, realistic, lovely, lifelike!

* Perfectly scaled to exact proportions—an exquisite work of art
  that adds beauty and color to any room, office, club or lobby.
  Cash in on the Big Demand.

The Hit of the Year! A new and exciting novelty, fast seller and big profit maker for you.

金融机构 Certified Balance C.O.D.
F.O.B. Chicago Terms to Retail Firms.

JOBBER: Write for quantity prices.
WE ARE T & E MANUFACTURER

LEVORE COMPANY
108 W. LAKE ST., CHICAGO, ILL.

Cash in on the biggest novelty hit in years!
ICE CUBES WITH REAL BUGS INSIDE
$4.32 doz. $46.80 gross
or send for sample 75c

These plastic ice cubes, with a real bug buried deep inside each, look enough like the real thing to fool your most sober customers. They'll sell to every prankster who's eager to fool his celebrating friends and pass companions. Fast retail at 75c each in your order or cases and get in on the big holiday volume.

JOBBER: Write for special discounts.
THE ORUM CO.
614-818 W. National Ave.
Milwaukee 4, Wis.

November 26, 1949

JUST OUT

THE MOST BEAUTIFUL HORSE CLOCK ON THE MARKET TODAY—AND AT A LOW PRICE THAT IS WITHIN REACH OF EVERYONE.

You can place your order now for immediate delivery to cash in on the big Christmas trade. $ $ $

MODEL
SIZE
# 711
17" x 12"

DEPENDABLE SELF STARTING SESSIONS GUARANTEED ELECTRIC CLOCK. BEAUTIFUL, ARTISTICALLY HAND RUBBED MOLDED BASE IN SWEDISH MODERN OR MAHOGANY FINISH, WITH FELT FEET. THE CLOCK AND HORSE ARE MADE OF WHITE METAL WITH A VERY HIGH LUSTER SILVER TWO-TONE FINISH.

TERMS: 25% DEPOSIT, BALANCE C.O.D. OR CHICAGO FOR RESELL ONLY—IF NOT FOR RESELL, ADD FEDERAL TAX.

JAY-KAYE PRODUCTS COMPANY
1835 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Humboldt 9-1680

Last Minute "Kano Originals" Xmas Numbers

Dangling Santa Claus
No. 600

Here is a most colorful toy that will sell on sight. Comes complete with Santa's belt, spring and elastic cord. Made of bright red plastic. Santa has genuine beard. Car is trimmed with white fluffy fur. Packaged: 1 oz. (5 lbs.) and 1/4 oz. (1 lb.).

RETAILS 25c

ORDER IMMEDIATELY!
KAYE NOVELTY CO., INC.
377 HUDSON AVENUE
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BEST "BUYS" in TOWN

Men's & Ladies' WRIST WATCHES
Complete with RHINESTONE DIAL

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Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week’s Issue

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ACROBAT, MOSTLY COMEDY KNOW, about, do some straight routine 100
SCREAMING, Edward Harrington, 4348 Huntington 13
CIRCUS NELIXBAND—EXPERIENCED, for
WOOLCO EMPLOYMENT with
horse and miscellaneous Rep Cat. 1330 S. 2nd St., Colorado Springs.
20.
FISHERMAN, really knows how to

MISCELLANEOUS
VERNON SHIRT: FEMALE IMPRESSIONIST.
Great group, 13 girls, 3 boys, 3 dogs. Manager, Mrs. J. "Singer" Dung, available January, Ver
COSMOPOLITAN—WATCHES.
1.99.
Auto. CLARINET—BEAT, TUNE, INTONATION.
Commercial dance or show work. Only $8.00. Will work anything. C.O.D., Chicago 46, 507
AVAILANBLE IMMEDIATELY—STRING BASS,
RHYTHM—GOOD,拨弦, staccato, legato.
BASS—BOTH PIANO AND STRING BASS,
Forte, legato, staccato, portamento. Location, Box C-48, Chicago 18.
DRUMMER IMMEDIATELY—PLAYS
road, not out, about 20 years last band, and club work, Drummer and Snare, 1521 W. 4

VAUDEVILLE ARTISTS
AT LIBERTY—BLACK FACE SINGING, TALK
ACTING, CROWNING TRICKS. Will work anywhere.
ATTENTION, TALENT SCOUTS, MOVIES, CIRC
ES; would like to have an agent.

HAMMOND ORGANIST, WITH ORGAN, GREAT COUNTERTOP
HAMMOND ORGANIST—UPNIGHT, TOP
HIGH, looks like a boy, can sing, two voices, hotel Magee, 2311 S. Halsted, Chicago 14.
HAMMOND ORGANIST OR PIANIST—EXPERIENCED
43 years old, one and a half years in Calif., 203 W. 2nd St., San Francisco, Calif.

MUSICIANS
ACCORDIONIST—SWING OR JUKE BOX
can run a swing band. Small outfit available Dec. Tel. Weir or write for rates. 2013 North
13.

HARANGUING, BAND LEADER—EXPERIENCED; will
play in Wall or St. Louis, 4600 S. California, Chicago 13.

BIG PROFITS
Own your own novelties, toys, premiums, etc., on consignment to you. Free samples and full
information.

BUNG0
Bingo
Heavy Cards, Cabinets, Cages,
Blowers, Transparent Markers.
Write for Bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

GEM SALES CO.
DEPT. K-335, WOODWARD AVE.
DETROIT 19, MICH.

RODEO TRUTH LAMP
Corbel in addition to aheim in if. Rich golden wood finish. Hand painted and
enamel. Complete with shade. "Truth" dime stamp on base. $7.60

TIES Exclusive Patterns
Direct from Manufacturers
Optional in dozen to "A" stores or direct. Finest fabric, made to order. Sold in dozen.
$2.50 each. 3 for $6.50, 10 for $20.00, 50 for $80.00. Write for prices. Sales on these. Other Items
Empyre Cravats
468 Broadway, New York 3, N.Y.
Doll is 7" tall—Henmce Hair—Hand made—Dress and Accessories—Mother of Metal and Wicker Finish—Different Varieties—\$1.50 each—NIKETTE, No. 328, NIKETTE, Young Girl, Flower Girl, Gypsi, Bride with Veil and Bridegroom, Bride with Veil, Bride with Gown, Bride with veil, Blue, Pink, Gold, Green and white combinations. Also exquisitely boxed with Papier mache cabbage portraying linie, can he displayed in box without selling doll. 35% Deposit Balance C. 0. D. Jobbers Write for price.

Siegfried Doll Mfg. Co. 305 Fifth Ave. NEW YORK 1 NEW YORK

Buy Direct From Manufacturer

The King of Them All

- Precision
- Flash
- Quality

FANCY CAPS
Beautifully hand embroidered or pre-cut, pieced net. Hooded point made to fit the unusual mechanical pencil and fountain pen. Available in 40 sizes in all colors. Cabbage wrap,.

Sample Price.

$4.50 1 dozen
$6.00 1 gross

MODERN PEN MFG. CO. 305 Broadway New York, N. Y.

CARNIVAL AIR GUNS

FOR SHOOTING BOOTH PROFITS!

Model 15 Lever Action

Made from same sporting material. Beautiful hand engraved walnut finish, waxed oak wood. Free engraving, nickel finish top, lever, chain, etc. Includes 16mm cartridges, 300 rounds, 3 clips, 1 hundredload, 2 cases, 100 rounds each.

Sample Price.

JUST LIKE "THE REAL THING" Standard German and German Warwol. Superbly made to shoot Parris-Dunn Carnival Glass (as illustrated) mounted on metal base, removable saddle with red felt blanket.

No. 108—Bronze or Silver 16½" diameter Western Herne Clock, Hands quality and finish. Metal base.

Our special Christmas circular free upon request.

CONVENTIONEERS!

Be sure to come in and see our salesmen while you are in Chicago for the convention.

M. K. BRODY

1116 S. HALSTED STREET CHICAGO, ILLINOIS

Serving the trade for over 34 years

PITCHMEN: DEMONSTRATORS!

Chicago's largest line of Boy's and Girls' Knitwear and Novelty Underwear.

Our 3-PIECE PEN SET SELLS ON SIGHT!

It is the Flashiest set in the country. Write for catalog and prices. We also have the Flashiest pen set on the East Coast.

OUR 3-PIECE PEN SET SELLS ON SIGHT!

It is the Flashiest set in the country. Write for catalog and prices. We also have the Flashiest pen set on the East Coast.

SAMPLES

BRAND NEW DURABLE LONG-LASTING

FUR COATS

JACKETS—CAPES

LOWEST FACTORY PRICE

MINIMUM SELLING PRICE

Supreme quality. All furs are genuine, at point of manufacture. All furs are genuine, at point of manufacture. All furs are genuine, at point of manufacture.

S. ANGELI & CO.

Manufacturing Jewelers

FAMOUS-MAKE COSTUME JEWELRY

LOW WHOLESALE PRICES

DIRECT FROM MANUFACTURER

Special Sample Offer

$10.00 per dozen at least

25% deposit with order balance C. O. D.

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180 Forsyth St. New York 2, N. Y.

ORDINATE TRADING CO.

Dept. P 3 59 W 37th St. New York 1, N. Y.

CUTTLER & COMPANY, INC.

79 Broad., New York 10, N. Y.

"Acres and Acres of 'Em!"

The greatest laugh item of them all . . . a Bachelor's Bath Mat of fine sized, flesh colored sponge rubber faucets. Ideal as a gift, raffle item, premium or for use on den or bathroom floor. BIG PROFIT ITEM . . . these mats sell themselves in bars, barber shops, fraternity houses . . . any man or gentler they go like hot cakes.

National Territories Open

Our company is in the process of appointing sales distributors and dealers to handle big demand created by national advertising. Write for details. Order your sample bath mat and colorful brochure today!

SEND JUST $5.00 --- If not completely satisfied after 15-day trial, return mat for full refund.

Mats are available with 6, 8, 12, 16 or 24 faucets. Each mat is planted in a dust-proof plastic envelope and is mailed to you in a plain package.

Bachelor's Bath Mat Co., Box 262, Dept. BB-D, Los Angeles 34, Calif.

MERCHANDISE OUTLET STORE

Has the best location on the World's famous TIMES SQUARE, N. Y.

Tourists, Shopping and Theatrical Center for 20,000,000 People. Approximately $0,000,000 spending power passed this point daily.

SPACE AVAILABLE NOW

For men's and ladies' wear, toiletries, candy, radio, electrical appliances, linens, infants' wear, fine jewelry, or what have you.

Ideal for merchandising on a year-round location doing business 16-18 hours daily.

RENTAL BASIS ONLY

Write, Wire or Call in Person

OSCAR BUCHWALD

MANUFACTURER'S BAZAAR

NEW YORK 19, N. Y.

CHRISTMAS TYPE MERCHANDISE FOR FAST PROFITABLE SALES

LOWEST PRICES

No. 1098C—Horseshoe 8" Horse and Clack (as illustrated) mounted on metal base, removable saddle with red felt blanket.

Price:

$8.75 each

No. 108—Bronze or Silver 16½" diameter Western Herne Clock. Hands quality and finish. Metal base.

Price:

$10.00 each

25% deposit required with order balance C. O. D.

OUR SPECIAL CHRISTMAS CIRCULAR PRICE FREE UPON REQUEST.

CONVENTIONEERS!

Be sure to come in and see our salesmen while you are in Chicago for the convention.

M. K. BRODY

1116 S. HALSTED STREET CHICAGO, ILLINOIS

Serving the trade for over 34 years

PITCHMEN: DEMONSTRATORS!

One of the biggest pre-war salesmen now available for immediate disposal. Complete with Holder, Bib, Sets, Chips, Plate, Small Matt, Mounted Crosses, Half 25p, and Half 25p Set. Simple set $1.00. Cash with order.

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HARRY NOVELTY CO.

1015 Arch St. Philadelphia 7, Pa.

Phone No.: Market 7-1945

FUR COATS

JACKETS—CAPES

LOWEST FACTORY PRICE

MINIMUM SELLING PRICE

Supreme quality. All furs are genuine, at point of manufacture. All furs are genuine, at point of manufacture. All furs are genuine, at point of manufacture.

S. ANGELI & CO.

Manufacturing Jewelers

FAMOUS-MAKE COSTUME JEWELRY

LOW WHOLESALE PRICES

DIRECT FROM MANUFACTURER

Special Sample Offer

$10.00 per dozen at least

25% deposit with order balance C. O. D.

VIETRE

180 Forsyth St. New York 2, N. Y.

ORDINATE TRADING CO.

Dept. P 3 59 W 37th St. New York 1, N. Y.

CUTTLER & COMPANY, INC.

79 Broad., New York 10, N. Y.

"Acres and Acres of 'Em!"

The greatest laugh item of them all . . . a Bachelor's Bath Mat of fine sized, flesh colored sponge rubber faucets. Ideal as a gift, raffle item, premium or for use on den or bathroom floor. BIG PROFIT ITEM . . . these mats sell themselves in bars, barber shops, fraternity houses . . . any man or gentler they go like hot cakes.

National Territories Open

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SEND JUST $5.00 --- If not completely satisfied after 15-day trial, return mat for full refund.

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Bachelor's Bath Mat Co., Box 262, Dept. BB-D, Los Angeles 34, Calif.

MERCHANDISE OUTLET STORE

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Tourists, Shopping and Theatrical Center for 20,000,000 People. Approximately $0,000,000 spending power passed this point daily.

SPACE AVAILABLE NOW

For men's and ladies' wear, toiletries, candy, radio, electrical appliances, linens, infants' wear, fine jewelry, or what have you.

Ideal for merchandising on a year-round location doing business 16-18 hours daily.

RENTAL BASIS ONLY

Write, Wire or Call in Person

OSCAR BUCHWALD

MANUFACTURER'S BAZAAR

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HARRY NOVELTY CO.

1015 Arch St. Philadelphia 7, Pa.

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LOW WHOLESALE PRICES

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180 Forsyth St. New York 2, N. Y.

ORDINATE TRADING CO.

Dept. P 3 59 W 37th St. New York 1, N. Y.

CUTTLER & COMPANY, INC.

79 Broad., New York 10, N. Y.
**LETTER LIST**

Letters and packages addressed to persons in care of: *The Billboard* will be advertised. This has been done. Two times only. If you sent a letter or e-mail addressed to us in care of: "The Billboard" to: 2160 Patterson St., Cincinnati 22, O. and the letter was listed in following week's issue, mail must return to New York, Chicago, or Los Angeles by Wednesday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Anna, Mrs. Andrew
Glazer, Doro.
Covell, Mrs. M. (L.C. Enf.)
John, Robert
Harlow, Earl, Lea.

Barlow, Fred
Barlow, Fred, Jr.
Barrett, Elmer, Joh.
Barrett, Frank, Jr.
Bartlett, Fred, Jr.
Bateman, William
Bateman, Henry
Bates, Mrs. Charlie
Bates, George
Bates, Emma, Minn.
Bates, John
Bates, Minnie
Bates, Luther
Bates, Maud
Bates, Sam
Bates, William

Braithwaite, Joseph, Jr.
Bray, Mrs. W. T.
Brown, Mrs. H. L.
Brown, W. O.
Brown, Mrs. E. M.
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November 26, 1949

MERCHANDISE 133

THE BILLBOARD

Credit: P. O. Box 2861

CHICK IN EVERY EGG!

- Brand New Novelty
- Chick
- Every Egg
- $3.00 per Doz. Bags
- 12 bags to a Display Card

WHIRL-A-GIG

- A brand new novelty item hotter than the Whirl-A-Gig. Sticks to window and other objects. Spins 2,500 RPM. A real sensation. Per gross $18.00

OTHER NOVELTIES AT LOW CLOSE-OUT PRICES

- BUSY BIDDY
- BALL POINT PENS

-clair-a-gig

- The little cozy body. Lays eggs and it's no joke. While limited supply lasts. 2 dozen to box. Per gross $12.00
- Closing, per gross $7.00

ORIGIN BOUNCING BIRDS

- You know about this popular item. One dozen to display box. While they last, per gross $17.00

- Parker "Hot Spot" Close-Out
- Statuette CIGARETTE LIGHTER

- For fun on the "Lighter" side. It's America's favorite, limited supply. Each lighter individually boxed. $15.00 Per dozen, only

- All quotations F. O. B. Kansas City. Mo. 50% deposit must accompany order. Balance C. O. D. Expedite delivery by including postage with each remittance.

PLATINER COMPANY, Inc.
2406 McGee Street
KANSAS CITY, MO.

"YEP, IT'S THE NEW"

PIXIE FLASH
- $7.95 LIST
- $5.95 INC. TAX

- Takes Color and Black and White. 14 Frame Mag
- Load Uses Sylvania Press 25 Lamp

A-M-C PHOTO SUPPLY
- DIV. OF AUTOMATIC MACH. CORP.
- BOZEMAN, MONT.

STATE YOUR BUSINESS—DIST., DEALER, ETC.

There Is No Depression With the

SELECT SHAKER

- Sales Increasing All the Time
- Big Discounts—Volume Sales—Sample List
- New Devices—The Select Tool Kit Ruler
- The Select Tool Kit Ruler
- The Select Tool Kit Ruler, 14385
- Also Fall and Christmas Gift Selections and other items

The Select Shaker Co.
2123 36TH STREET
Durst, 8-11
OAKLAND, CALIF.

Credit: P. O. Box 2861

GIVE TO THE DAMON RUNYON CANCER FUND

DISTINCTIVE JEWELRY CREATIONS
- SOUTHERN DIVISION
- 1254 HEMPHILL
- FT. WORTH, TEX.

This is It!

TERRIFIC SALES APPEAL


THE BILLBOARD

Credit: P. O. Box 2861

GIVE TO THE DAMON RUNYON CANCER FUND

DISTINCTIVE JEWELRY CREATIONS
- SOUTHERN DIVISION
- 1254 HEMPHILL
- FT. WORTH, TEX.

This is It!

TERRIFIC SALES APPEAL

LETTER LIST

(Continued from page 133)

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arnot Building
St. Louis 1, Mo.

Parcel Post
Rush, 8th & Delaware, M. J.
Charter, 14th & Pennsylvania, A.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

SCOOP - SENSATION!
LOWEST PRICES IN
14-KT. GOLD-PLATED RINGS
LADIES' Dazzling Solitaire and 5-Stone Wedding Band in Match
$4.00 per dozen
$3.75 per gross
No. 107
No. 207
or sold separately
No. 107 (salute) $1.15 dz.
No. 207 (individual) $1.25 dz.
$1.29

MEN'S GORGEOUS THREE STONE RING
with ruby colored side 14-KT. Gold Plated
No. 405
$3.00 per doz.

Only $3.00 per gr.
Minimum order-1 dozen any style. Send 10% with order, balance C.O.D.
Free Catalog Available
STERLING JEWELERS
44 East Long St.
Columbus 16, Ohio

QUICK PHOTO INVENTION!
PDQ CHAMPION Photomaster
Finishes Photos in 5 minutes. Takes 20 or more photos at once, with one exposure. Available in a complete kit. Get details about this new Photomaster today at your nearest PDQ Camera Co. outlet.
PDQ CAMERAS CO.
1931 N. Orleans Ave.
Chicago 10, Ill.

CHRONOGRAPH WRIST WATCH
$4.00
(6 or More)
Brand New - Not Reconditioned
Women's jeweled wrist watch, loaded with all the features of a high grade watch. The movement is winding, stem wind. The case is heavy gold filled with a glass back and glass cover. The whole watch case is a handsome accessory. A limited number of 10% Deposit - Bal. C.O.D.
BURTON SALES CO., Dept. B-25
809 W. Madison St.
Chicago 7, Ill.

BINGO SUPPLIES and EQUIPMENT
IMMEDIATE DELIVERY!
Electric Flash Boards
Electric Bingo Bowers
Wire or write for Catalog
John A. Roberts 
507-823 Broadway, Newark 4, N. J.

CLEANUP
With Plastic Rayon Towels
Powerful Quick Demonstration. Instantly removes stencils from glass in cold water. Use over and over. Package holds 6 18" x 30" Towels. Sells for $5.00 per dozen; 10 Cents, $1.00. Send $1 for sample package. 6 Towels. Big profits every sale. All orders 20% deposit. C.O.D.
SUNBEAM PRODUCTS
701 3rd Street, S. Petersburg, Fla.

DIRECT FACTORY DEAL

3 PC. PEN SET
New Jewel Color!

$64.80
PER GROSS

$62.00
Per Gross

$64.80
in 2 Gr. Lots

$5.75
in 20 Cents.

Four Gorgeous Jewelite colors. Embossed price tags. Special Christmas Box. Every set unconditionally guaranteed. Terrific flash and quality! You must agree this set is far ahead of any other, or we'll refund your money!

Same day shipment from 1,000 gross stock.

ALL GOLD METAL SET

$84.00
Gross

$82.00
in 5 Gr. Lots

10% Deposit - Balance C.O.D.

HILRAY PEN CO.
215 West 19th St., N.Y.C. 11, N.Y.

JOBBERS-DISTRIBUTORS
ORDER CHRISTMAS STUFFED TOYS NOW DIRECT FROM MANUFACTURER

Prewar Prices

Christmas 75¢ High Grade Ravel Plush assorted.

Pre-war Exclusive, C. 892, $2.00.

33¢ 1/2 oz. in 5 oz. lots $30 oz.

Write for Special Price List for Quantity Buyers and of Closeouts.

State nature of your business in first letter.

SALESMEN: Choicest Territories still open.

35% Delay, Rem. C.O.D. if not satisfied.

Send for beautiful catalog of over 100 year round sellers.

Ace TOY MFG. CO.
120-30 W. 27th St., New York.

HOTTEST PUNCH CARD DEAL

In the East

$6.95 For Every Punch Win!

YOUR COST 25c.

FOR 12 TIES

TEXAS TAKES IN $6.25

Sample deal. $2.97 cash allows limits or more, 28c P. D. O. S.

HURRY! Limited supply

HURRY! Limited supply

S & S SALES INC.
6th & 8th, St. Louis 3, Mo.

LONGINES

Hand and Pocket Watches

Every Size and Style

1500 N. Michigan Ave.
Chicago, Ill.

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Send for Your FREE Copy Today!

Your new 1949 Mail Order CATALOG contains a complete line of Novelty and Prize Goods, Electrical Appliances, Display, Aluminum and Plastics, Plastic and Tin Toys, Stamps, Jewelry, Make-up, and a host of other similar items suitable for Salesmanship and trade promotion.

GELLMAN BROS.,Inc.
19 North Fourth Street
Minneapolis, Minn.

MERCHANTISE You Have Been Looking for


Catalog Now Ready - Write for Copy Today

ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.
A SCIENTIFIC DEVELOPMENT!
PLASTICIZE is not a mere discovery—
it is a CERTIFIED Order of Works
which has been carefully WORKED
out in the most recent laboratories
and is now made available to the public.

NOT AN OIL—WAX OR PAINT—No—it is
not anything gummy or fatty—it is
designed to prevent oil, dust, dirt, grime, and
grease. When coated—simply wipe or
wash off.

NO RAINSPOTS—FINGERMARKS—
STREAMS OF MUD—ALL MARKS
will not spot, and wiping will not
smear PLASTICIZE.

LONGEST LASTING! In the hottest
sun and coldest winter blasts, you will
marvel how PLASTICIZED surfaces
will save you many long hours of
cleaning and polishing work and save
the most revolutionary and practical product ever produced.

BORN 90 DAYS AGO
This amazing new revolutionary product, the successor to wax, is being sold to service stations,
harbor docks, boat yards, hardware, drug, and chain stores. Tried and proved—no
trouble from waxing job. Miami auto
dealers have purchased PLASTICIZE to the tune of a
$100 a day without risking a penny. You can be your own boss and make $20 an hour selling
the most revolutionary and practical product ever produced. No investment required. No
charge has ever been presented on such a pure the product. You can't miss, it sells like
ambio planning materials and unnecessary.

UNBELIEVABLY HARD, LONG-LASTING,
SAVES TIME AND MONEY! THE
GIVING HARD, SOFT PLASTICIZED
SURFACE—also newly applied
will save you many long hours of
polishing materials and unnecessary.

GLAD HANDLES for $5.00 per
F.O.B. Miami, Fl.

$36.00

TERMS
Sample orders of one dozen or less, cash with the order. Remit by postal order, checks.
Cash in advance. Be Wise PLASTICIZE guaranteed to contain no harmful ingredients which may be
leached into the paint. Sealing the surface with PLASTICIZE will preserve and protect the finish,
doing away with dust, dirt, and scratches which cannot be removed with this new
protective coating for paint, wood, metal, glass, or any surface.

Our Money Back Guarantee Was Born in 1923.

GUARANTEE
PLASTICIZE is guaranteed to contain no hazardous ingredients which may be
leached into the paint. Sealing the surface with PLASTICIZE will preserve and protect the finish,
doing away with dust, dirt, and scratches which cannot be removed with this new
protective coating for paint, wood, metal, glass, or any surface.

J. A. WHYTE & SONS
Division of PLASTICIZE, LABORATORIES, INC.
Little River, Florida

Pipes for Pitchmen

By Bill Baker

GEORGE BASSITZ . . .

 вполне one of the

best pitchmen and

sheet writers in the

city. He is now

living in Asheville,

North Carolina. He

Says the

Jaime size,

is the

latter is

the

only

thing

I know is, that

it is

tougher out here than it ever

has been because they have

closed all parking lots. I'm

working in the Kress stores

until November 23, and

then

for

a

Christmas

if

I'm

impossible,

I'll

probably

East. Let's have some

pitches from Dave Reow and

Jack Young. That's doing

in

the

area, I hope.

Thank

for

the

thoughts.

May

be

able to

write

again.

In a few weeks you'll be able
to determine if that added

years

experience has been

beneficial.

HERE'S THE LATEST
dope on the Beeville Rodeo and

Lawn Show in Florence, South

Cumberland from Beeville, Tex. .

"Cecil, the Balloon Man, pitching off

Duluth, Bros. Circus, blew in just as the

parade opened and stole the tip by

selling the big Mickey Mouse with

inflated ears, at two for a quarter or

better bring it with them, as one can

get them便宜 in the store. I've been

working astrology in the stores and

that is the only thing I know.

It is

tougher out here than it ever

has

been because they have

closed

all parking

lots. I'm

working in the Kress stores

until November 23, and

then

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Christmas

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Thank

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May

be

able to

write

again.

In a few weeks you'll be able
to determine if that added

years

experience has been

beneficial.
November 26, 1949

The Billboard

MERCHANDISE 137

ORDER DIRECT FROM MANUFACTURER! . . .
YOUR TOP PROFIT ITEM!

MAJORETTE CLOCK*

* Loading the Way to Big Money for You! Immediate Delivery - Win your Xmas Sales!

- Majorette twists baton for flash and action! She's a golden-finshed beauty mounted on a rich, contrasting two-tone golden-bronze base. The famous Sessions Electric Clock that accompanies her is mounted in a novel miniature figure. Smart styling, great eye appeal and two high-quality motors make this a truly outstanding number!

$1295 EA.
$1495 EA.
1/3 Deposit, Balance C.O.D., f.o.b. Westfield, N. J.

LAWRENCE MFG. CO.
526 NORTH AVE.
WESTFIELD, NEW JERSEY

WESTFIELD 2-6770

NEW FAST MOVERS!

FOR CHRISTMAS MERCHANDISING

$5.95 Box CAMERAS
ONLY $12.00 DOZ.

A "QUICK PROFIT" SALES NATURAL THAT SCOPS THE MARKET FOR VALUE!

FAMOUS name makes - half-price sell for $5.95 and we've only got 5000 surplus all new to go at this price. Metal case with leather grip and belt loops. Unbeatable 120 or 820 film - gives 12 pictures per load, 2 1/4x2 1/4, inches. Precision metal and plastic craftsmanship - a true gadget. All in original cartons - ready for profitable setting. It's an unbeatable value. Sample $1.50 or a full dozen for only $12.00, f.o.b. Houston. Same day shipment.

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

WRITE WIRE PHONE

AERO PARTS SUP.

MUNICIPAL AIRPORT

Dept. 88

HOUSTON 17, TEXAS
AGENTS * PITCHMEN
HAIR WORKERS
CONCESSIONERS

Here is your chance to score with a classic—the new item you have been looking for!

The Original
STYLE
COMB BRUSH

Combos and Brushes at the Same Time. Carls with a Twist of the Wrist! The Only One of Its Kind!

Combines Niren Bristles are removable for easy cleaning. Choice Comb comes in 4 colors: Pink, Light Blue and Clear White.

Packed in a rubber bag, with full instructions how to style hair. Send $1.00 for sample.

Write, wire or telephone to
LETEL COMB BRUSH CO.
509 Fifth Ave., New York, N. Y.
VA 6-6890

Attention, All Crew Hat Workers

If you want the best in Crew Hats and Novelty Headwear see the JOWALL CAP WORKS line. Acclaimed by sewing machine operators to be the best in the market for style, quality, workmanship, service and quotations. Manufacturers of quality headwear for 50 years.

We stock solid colors and two tone colors. Packed 1 gross to the carton, assorted sizes.

Write, wire for Samples and further information. Prompt attention given to all orders.

JOWALL CAP WORKS
Est. 1900
298-300 Harrison Avenue
Ha 6-4224
Boston 16, Mass.

JAX'S SPECIALS FOR EARLY 1950

The Moulded Rubber Mask that Caused A Sensation. $1.25 doz.
Blonde in Bathrobes ($2.00 each)
Free Gift: Cold Finish Cap Price List on request. Sample. $1.00.
ARGO PEN-PENCIL CO.
125 Broadway, New York, N. Y.

COLLECT AND GROW RICH!

Army Air Force Post Office and Air Mail Offices are always on the lookout for stamps and coins of all kinds. They will pay well for a wide variety of material, including old stamps, new stamps, covers, post cards, letters, and even coins. It's an easy way to make money.

Flash! New Three-String Set
8 Peacock Pen & Pencil & Roller-Point Pen sets styled with Cold Finish Cap Price List on request. Sample. $1.00.

RHINESTONE BRUSHES

The Brush that will prove a valuable asset to any shop. They are constructed of the best quality materials and are sure to sell. Write for samples today.

JAX SALES CORP.
NEW ORLEANS 16, LA.
SHE MOVES...SHE STRIPS...IT'S NEW...nothing like it in America!

THE NEW SENSATIONAL Animated Strip-Tease

Here it is, the hottest item since the Chicago fire! At the touch of your finger she goes into her dance...she条s...she strips...she条s...she条s...at a touch!

IDEAL PUSH CARD OR PUNCHBOARD ITEM! CAN BE IMPRINTED FOR ADVERTISING GIVE-AWAY! TAILOR-MADE FOR CARNIVALS, FAIRS.

Beautiful jobbing and distributing territories still available...LIBERAL DISCOUNTS. Inquire today!

SEND FOR SAMPLES 2 FOR ONLY $1

3216 S.E. Newhome Ave. PORTLAND 15, OREGON Phone W. c. 7581

COMIC GREETING CARDS! THE HOTTEST THING IN AMERICA!

Still Time for Big Christmas Profits! Everyday Cards, too. Steady Repeat Business Year "Round.

This is the "different" line of greeting cards that make people laugh out loud! Everybody wants them...Everybody loves 'em. Sell to Tobacconists, Drug Stores, Newsstands, Trink and Joke Stores, Variety, etc. Write for FREE samples but STATE YOUR BUSINESS OR TYPE OF SALESMAN YOU ARE.

NOVO Products, Dept. 25 1757 N. Park Ave., Chicago 14, Ill.

RINQ DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE

No. 10. 642 W. 15th St., Chicago 7, Ill. (Established 1910)


The offer is free. Use what you need for Department and Drug Store Bulletin Ring Sales. Don’t wait—Fancy! Box Name—Fancy Name—Address.

Prices from $1.00 each up.

HARRY MAHER, RING CO.
Red and White Stone Combination. $1.00 Doz.

MANUFACTURED EXCLUSIVELY FOR BORK DISTRIBUTING COMPANY

WASHINGTON, D. C.

NOVO Cards outsell all others!

ASSOCIATED PRESS

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE
Universal Manufacturing Company, Kansas City, and Bee Jay Products, Inc., Chicago, are turning out more new ticket and salesboard deals this fall than ever before. Joseph Berkowitz, president of both firms, reported last week. Berkowitz is now on the West Coast introducing some of these new items to the trade and relays word that initial acceptance has been greatly gratifying. Henry Guentrez, recently appointed sales manager for Universal and Bee Jay, has just returned from a sales trip to Texas. He is currently planning a trip through Louisiana, Mississippi, and Texas to stimulate sales in those States.

Jerry Scanlan, Chicago, just back from a Denver trip, announces that his firm's deal-in-ticket salesboards, tickets and counter games is moving upward on the operator-acceptance level. The Sky High ticket deal especially is showing signs of great promise, Jerry says, with some of the larger operators betting on the number as a "good thing." Scanlan, who took off on a duck-hunting trip last week, is planning to drive to Texas December 1, contacting the trade in Louisiana and Missouri also. Mervyn Cyrkin is the new Scanlan sales representative covering the Southeastern States, joining the firm about two weeks ago.

Gardner & Company, Chicago, turns in word that its famous line of non-coin (salesboards, tickets and counter games) has moved upward on the operator-acceptance level. A trio of new numbers that are taking the sales and play jackpota Red Hot Dough, 81 Nick, The Dice, 25-cent play, and Tick-A-Prize, 5-cent punch, according to Joe Robinson. Meanwhile, a steady stream of new design ideas are coming off Gardner's drawing boards and being transformed into high-play numbers to keep the sales-flames well fueled.

Jack Morley, vice-president of Consolidated Container Corporation, St. Louis, reports that Capt. Charles Gay has just joined the sales force, and should represent the firm in the New England territory. Jack states the firm has been quoting Gay, a retired army officer, will bring a new type of interest to the industry. Bill Stone, who has been with Gay in the West on his initial sales tour, has also come from customers in Los Angeles, Chicago, and Pittsburgh. Jack has taken off for the West Coast.
USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATES—12¢ a Word
Minimum $2

Remittance in full must accompany all ads for publication in this column.

No charge accepted.

Forms Close Thursday for the Following Week’s Issue

SALESBOARDS JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALER IN BOXES
BINGO TICKETS—RED WHITE BLUE
LUCKY 7—SPINDLES—REPLACEMENTS

We carry a complete stock on hand for immediate delivery. All orders shipped F.O.B. day as received.

WHITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmina, N.Y.

SALESBOARD 300 or 340 Kuter Kelso $1.40
400 Bucks $0.45
1000 Charity Charley, thin $1.25
1000 Jackpot Charley, thick $0.85
1200 Texas Charity $1.10
1200 Cheerful Charity $1.10
1200 Lucky Oh, Etc. $1.12

25% deposit with all orders—balance C.O.D. All orders paid for in advance will be shipped prepaid—minimum order $10.00.

TIC TOC MFG. CO. 712 NO. 85TH ST., OMAHA, NEBRASKA

A REAL SPECIAL!!!

SALESBOARDS

WHILE THEY LAST—

Profit $1.79 25¢
25¢ 25¢ CHARLEY
50¢ 25¢ 1000 HOLES $1.90
50¢ 25¢ 1000 Coca-Cola Maps $1.75

In Dosen Lots $1.20 Assorted. 25¢ Deposit on All C.O.D. Orders.

WILLES SALES COMPANY
OMAHA, NEBRASKA

CONSOLIDATED CONTAINER

STILL LEADS THE FIELD

JUST Released

NEW 16 PUNCH QUICK! ACTION! QUICK! QUICK! DIFFERENT! NEW SYMBOLS!

Write for Details

CONSOLIDATED CONTAINER CORP.
1825 CHOUTEAU AVE.
ST. LOUIS, I., MISSOURI

SALESBOARDS

� FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS
10% your giving immediate delivery on used stock!

LEGAL SHARE SALES

1200 NORTH HOMAN AVENUE
CHICAGO 33, ILLINOIS

SALESBOARDS

FORM NO. 2003S-C (ONE PIECE)
3000 R. M. HOLES—MIN. 5¢ PLAY
Takes In: $100.00
Pays Out: $95.00

FORM NO. 2003S-A (THREE PIECES)
3000 R. M. HOLES—MIN. 5¢ PLAY
Takes In: $100.00
Pays Out: $95.00

PROFIT (EXCLUDING COST OF MERCHANDISE)

FORM NO. 1001S-B

FORM NO. 2003S-A

STANDARD MACHINES

STANDARD MACHINES

TAKES IN: $100.00
PAYS OUT: $95.00

PROFIT (EXCLUDING COST OF MERCHANDISE)

HARLICH CORPORATION

1455 HOMAN AVENUE
CHICAGO 33, ILLINOIS

THE BEST MERCHANDISE BOARD ON THE MARKET AVAILABLE FOR ONE, TWO OR THREE MERCHANDISE PRIZES. ALL SEALS GO—FOUR ON LAST SALE.

FORM NO. 2003S-C (ONE PIECE)
3000 R. M. HOLES—MIN. 5¢ PLAY
Takes In: $100.00
Pays Out: $95.00

FORM NO. 2003S-A (THREE PIECES)
3000 R. M. HOLES—MIN. 5¢ PLAY
Takes In: $100.00
Pays Out: $95.00

PROFIT (EXCLUDING COST OF MERCHANDISE)

TAKES IN: $100.00
PAYS OUT: $95.00

PROFIT (EXCLUDING COST OF MERCHANDISE)
SEE 1950 NOTTY FOR ARCADES

New Equipment, Penny Play Trend Hilites Planning as Industry Looks to New Year

1949 Grosses Varied According to Local Conditions

CHICAGO, Nov. 19—With downtown arcades now rolling into high gear for their traditionally busy season and two of the leading producers of arcade equipment putting on new lines to be introduced at the annual National Association of Amusement Parks, Pools and Beaches (NAAPBP) Trade Show, there is growing evidence that all phases of the trade are in for a gradual upsurge during the coming months. This is not unusual to be the best postwar year for the arcade field. The industry just completed what is usually its slow period, manufacturers and distributors of arcade pieces report they have been receiving requests for equipment and information at the fastest pace in the past three years. Moreover, a fair percentage of the inquiries have been obtained by newcomers to the field. There is always an encouraging sign.

Reports emanating from all parts of the country indicate that with many families to curtail their expenditures, against whom there are people turning toward co-op operated amusement pieces for a greater part of their diversion. Noting this trend, merchandisers of arcade equipment have kept pace by equipping most all new equipment with penny and nickel mechanical chutes. This set-up was influenced by operators in the field who have found that in many cases it is better to get in a few pennies quickly than to wait around for a lot of slow nickels and dimes.

In Chicago, arcade owners report they are running slightly ahead of "See 90 NOTTY on page 187".

NAAPBP To View New Machines

Coin Units Bow at Show Nov. 27-30

Exhibit 7 Pieces

CHICAGO, Nov. 19—New co-operated amusement equipment will be one of the prime features of the annual National Association of Amusement Parks, Pools and Beaches (NAAPBP) annual trade show scheduled in conjunction with the outdoor convention at the Hotel Congress here November 27-30. Among the firms which have announced show lines is the Fidler Supply Company which will debut seven new arcade pieces (for separate stories on Edelco and Scientific preparations look elsewhere in this section).

Exhibit Supply will introduce Khayyam the Mistle, a fortunetelling machine; a new rotary merchandiser; a new foot vender; an electric car vender, a three-gaited horse, a (See NAAPBP on page 172)

CMI Aids "Kids" Campaign

CHICAGO, Nov. 19—Veering from its announced policy, established at the conclusion of last year's Damon Runyon Cancer Fund drive, to limit the association's public relations activities to matters within the industry, Harry Williams, president of the Coin Machine Institute (CMI), this week urged industry members to contribute funds to the fund drive. Written by Jimmy Fidler, Hollywood columnist, the following is an extract from the radio script:

"The National Kids' Day Foundation, Inc., is a non-profit organization, which has created an annual "Kids' Day" to aid underprivileged and crippled children and to establish boys' and girls' clubs, youth organizations, and to do whatever is possible to help American children. Kwan's International's, 3,050 clubs will carry on these activities for the National Kids' Day Foundation."

Make Exception

"Our industry has had an urgent appeal for assistance from Jimmie Fidler, one of the founders of the National Kids' Day Foundation. After the CMI's board of directors decided, after the Damon Runyon Cancer Fund Drive, to limit CMI's public relations work on behalf of the industry, we feel that we must make an exception in this case. Billions of dollars are being spent annually for many worthy causes; I know; however, it appears to me that no need is more necessary than the children of our country. The manufacturers in this industry will do their part. However, we know that you, too, would like to support the cause. Therefore, I recommend to you that you forward to the National Kids' Day Foundation anything you feel you can afford—from $1 to a day's receipts."

Jennings Bows Sweepstakes, New Chief Product

CHICAGO, Nov. 19—Following a series of wide-spreads of comprehensive tests on location, O. D. Jennings has placed its sweepstakes chief product in production, S. C. Martin, president of the firm announced this week.

A chrome front unit, the Sweepstakes Chief features the combination of several major awards: without cutting down the number of victory points. Among the high points in the mechanism of the new Jennings product are the direct feeding of every ninth play to the major award area (See Jennings Bows on page 172)
SENSATIONAL ADVANCEMENT
IN BULK VENDING MACHINES
Northwestern

SPECIAL 49

BOOSTS OPERATORS' PROFITS TO AMAZING BIG TOTALS

Entirely different from any other vending machine ever made, the sensational new Northwestern 49 Special is breaking all records for popularity and profits. Results: Thousands are being rushed to every corner of the country as operators rapidly realize the extra EXTRA value of these revolutionary vending machines.

It makes no difference what product you use, sales in any location shoot up as soon as a 49 is installed ... and stay there! Eye-catching beauty, sales appeal, tempting merchandise display, clean, sanitary globes ... all combine to sell the 49 and its merchandise to the public. But more than that!

The exclusive new SANI-CARRY Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse ... by inexperienced help if you want it. That means twice as many machines serviced per day per man ... servicing costs cut in half ... amazingly increased profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assures more accurate accounting, tighter control.

NEW LOW PRICES

Best of all ... thanks to vastly increased production, more favorable material prices and our determination to give all operators the greatest value for their money ... prices on the new 49 Special have been reduced to remarkably low figures that are within the reach of everyone. See special offer described at right.

ON DISPLAY AT THE N.A.M.A. Convention BOOTS 508-510

SEE FOR YOURSELF

Don't take anyone's word for it. Now ... without any risk ... you can see for yourself how the 49 Special will bring more money and save hours of hard work. As an introductory, get-acquainted offer ... we will send you 5 of these 49 Specials, including 5 extra SANI-CARRY Globes and 5 Carrying Caps for only $69.00. Put them on your route for an actual test. If, within thirty days, you are not entirely satisfied, return them to us prepaid and undamaged, and your money will be refunded. Could you ask for more? Okay. Then use the coupon below and send in your order today. You can't afford to wait.

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST., MORRIS, ILLINOIS

Enclosed is $69.00. Please RUSH to me by express collect 5 of your 49 Specials, including 5 extra SANI-CARRY Globes and 5 Carrying Caps

Name __________________________
Address _________________________
City ____________________________
State ____________________________
ABC Brand Covers Keen Ages Year's To High Traffic In NY

Biscuit Larry Sunshine with men low. duty subway Stockmen, cash to ed capacity To With on of the meet of the many stops, the booths will be open by January 135 this week. Already, machine, machines, and the machines are being displayed at the convention's location. NAMA has adopted the idea of vending machines in all locations.

Statler Sets Biscuit Units in NY Subways

Feature Flash Appeal

NEW YORK, Nov. 19.—Statler biscuit vending units, designed for a flash appeal and ease of servicing in high-traffic stops, started moving into subway stations today at the recommendation of Larry Reis, head of Statler, reported dealers in some of the new units to Interborough News Company, which operates all but drink machines in these stations.

To meet the special needs of undergrown service, the Statler set up a small, compact unit on a roomy base in which 600 packs of Nicks may be stored. Stockmen will visit each vendor once or twice a week to fill the base with biscuits. Thus, service will not be required to carry large quantities of Nicks with them. The unit will hold 16 cases and will be easily moved.

With as many as 1,200 biscuit machines expected to be placed in the subway stations within the next six months, according to Reis, this division of duty is aimed at keeping servicing costs low.

The subways venders also sport new IBM, vending machines. Included in the machine's features are red and green lights, which are easily distinguishable to the eye of the hurring subway rider.

National Readies New Changermaker

DETROIT, Nov. 19.—In February of this year, National began production of its new 550, a machine manufactured by the company. This machine is designed to fit into the existing equipment of vending machines. It is equipped with a new mechanical chopper, which allows for more flexibility in the operation of the machine. The new chopper is capable of handling a wide variety of products, including fruits, candies, and beverages. The machine is also equipped with a new electronic control system, which allows for more efficient operation and maintenance. The new chopper and control system together provide a more reliable and user-friendly experience for vending machine users.

National plans to continue to invest in research and development to improve its existing products and develop new ones to meet the changing needs of the vending industry. The company is committed to providing quality products that are safe, reliable, and easy to use. National is proud of its long history of innovation and is committed to continuing to lead the industry in the development of new and improved vending machine technology.
CHICAGO, Nov. 19.—A new service to aid vending machine operators to understand their costs better and show a better net profit at the end of each year will be described at the clinics for candy, gum, nut, biscuit operators, cigarette, cup beverage, Little beerage and penny machine operators. A representative of the nationwide accounting firm will attend these sessions to describe briefly the service and answer questions. This representative will be available, at times and places to be designated later, to answer individual operator’s questions regarding the program.

Mail Forms

Forms will be mailed to all members of the NAMA membership asking for cost figures. By comparing the composite figures to be reported by Mr. Ernst & Ernst to those participating in this survey, each operator will have:

1. Yardstick to measure operating efficiency.
2. A spotlight on weak spots in various operations.
3. Necessary facts to make operators cost, sales and profit conscious.
4. Facts upon which to base present and future planning.
5. Indication of trends in different types of operations. This added service of NAMA, according to Mr. Ernst, during, executive directors, "is only the starting point of our campaign. After this has been done, should become invaluable to operators in their desire to build their businesses more soundly and to show a satisfactory profit."

NEW YORK, Nov. 19.—Ice vending stations are becoming an increasingly important method of distribution to ice manufacturers, industry spokesmen declared this week, and already account for a sizable tonnage sales. At the convention of the National Association of Ice Industries (NAAI), it was reported that about 70 per cent of all cash-and-carry ice sales now were available from vending stations.

Several manufacturers of ice vending equipment exhibited units at the week-long show, which closed at the Commodore Hotel Friday (18). Two companies introduced new ice pick venders. National Reptators, Inc., used the convention to unveil its latest coin mechanism, specially designed for outdoor ice vending stations.

Refrigerator Owners Buy Ice

A survey conducted by NAAI this year revealed that almost half of all owners of home mechanical refrigerators were also buyers of ice. Highlighting the potential for ice vending, the survey showed that 97 per cent of these customers bought ice from outlets to which they must carry the ice home. In an address to the convention, Millward W. Young, of National Ice, San Francisco, stressed that convenience and service to the public were the prime factors behind expansion of the ice vending field. "Vendors will sell tonnage that cannot be sold otherwise," he added during a session on automatic ice distribution.

Companies Called Best

While the standard practice today is to operate company-owned vending stations at stations, as well as stations, have food and produce markets, Young claimed that leasing arrangements were far more the rule than the exception. Under this system the markets stock carry their own merchandise, with an additional profit, assets and have a financial interest in promoting greater sales. He stated that leased, usually more accessible, stations, when compared to company-owned vending stations, did almost three times as much business.

Nevertheless, a company-owned vending stations were said to be profitable adjuncts to normal sales. It was claimed that they return as much as 20 per cent annually on capital investment, and industry spokesmen predicted that the number in operation would double next year.

Price Range

Vending stations, completely assembled and ready for operation, were offered by the Refrigeration Engineering Company, Minneapolis, at $1,400, and $3,500 for standard units. For size and versatility, Thermo Cuber Company, Inc., Chicago, listed its automatic machines at $7,000. The company also offered vending assemblies at $405 to $1,500 for individual stations, equipped with S & S vending mechanisms, were described by F. B. Dickinson & Company, Des Moines. S & S vending mechanisms carried price tags ranging from $724 to $1,083.50.

National Reptators’s variable sales assembly for ice venders incorporates a newly-developed electric accumulator, according to Fred Walling, research engineer. Owners of various settings at 5 cents thru $1.95, in nickel steps. The device accepts nickels, dimes and, or quarters. The entire mechanism is fixed to a cast steel base and a heavy-gage, welded steel cover. A small hood protects the coin entry from snow or rain. Ice pick vending units were shown by the Index Coupon & Supply Company, La Porte, Indiana, and the United Ice Supply Company, Boston. Both had capacities of 28 picks and were fitted for dime ice vending machines dispensed pick and handle assembled. It is claimed that the machine offered by Index vend a assembled pick and carried a $16 price tag.

Harrison Develops Java Concentrate

NEW YORK, Nov. 19.—The Harrison Company, suppliers of coffee to the vending industry, announced a new concentrate said to provide greater “cup for cup” flavor uniformity, George Harrison, president, stated that the new concentrate will be demonstrated at the meeting of the National Automatic Merchandising Association convention, March 4 to 8.

By use of a lower coffee-solids content, it is claimed the concentrate may be dispensed in a wider range of valve settings. Since previous concentrated coffee is used entirely for coffee, slight variations in the amount dispensed will have less effect on the finished cup, according to Harrison.

The flavor of the new concentrate has also been improved, its use in a new blend, he said. This new blend is said to enable the coffee flavor to “carry thru the weighty influence” of evaporated milk. Price of the new concentrate will be proportionately reduced to correspond with the smaller quantity of coffee solids contained, Harrison noted.

GET INTO THE POPCORN BUSINESS

COIN MACHINE MEN

Develop your present locations. Get added revenue for practically no investment, $3.50 profit per week from each location.

You Need Something New!!!

SEE US AT NAMA BOOTH 205

Write A.B.C. POPCORN CO., Inc.

3441 W. North Ave.
Chicago, Ill.

WATLING

Manufacturing Company

4650 W. Fulton St.
Chicago 44, Ill.

NEW NORTHWESTERN MODEL 49 SPECIAl OPERATOR NET PRICE LESS THAN $10.00 EACH

With each Model 49
Special ordered during this sale at $9.75 each, will
include at no cost:
1 Grade Peanuts.
Model 49 Special with
3 pecks, 14 lbs. $17.10

$9.75

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDORS

DISTRIBUTORS WANTED

$2,500 down payment and $2,000 per 24 inch wide.
Court Decides Against N. Y. Coin Wash Ops

NEW YORK, Nov. 19.—Twenty-one coin washer operating companies and 118 individuals have agreed to refrain from alleged price fixing on machines used in apartment houses after State Attorney General Daniel L. Goldstein was granted "anti-monopoly" injunctions in Supreme Court.

The injunctions were issued by the court following a three-month investigation of the coin washer industry. The attorney general claimed an industry pattern of 30 per cent wage load, had set as a result of the activities of the Coin Washer Machine Operators Association (CNWMOA).

Irving Gottlieb, CNWMOA president, countered the charges. He claimed his organization represented only 3,500 washing machines, about 10 per cent of the number believed to be in operation here. Gottlieb added that prices actually varied from 10 to 25 cents.

Chalex Corp. Effects Sales Program on Audit Recorder Unit

CHICAGO, Nov. 18.—Chalex Corporation announced this week that following 20 months of field tests of its Sales Audit Recorder, a sales arrangement has been effected with the Durant Manufacturing Company, Milwaukee, maker of the recorder.

Under the new sales system, Durant will handle direct sales in 27 cities through its established agencies.

Prior to the Durant arrangement, Chalex did not have a sales organization for its recorder. Sales were managed by President Harry W. Alexander. Firm, which was established in 1945, continues active development of its own other diversified products.

Durant has been manufacturing and selling production audit counters since 1879.

Bramham To Head New Philly Route

LANSDALE, Pa., Nov. 19.—Jack Bramham, former sales manager of the American National Dispensing Company, has been named manager of the placement and service division for the Philadelphia area. It was announced here this week by Lewis M. Lewis, Jr., vice-president of the coffee machine manufacturing firm, said Bramham's new job will be to organize the wild vending operation.

Paul Zimmerman was recently appointed sales manager of American National (The Billboard, November 12).

EPPY

would like to see you at the Marlborough-Blenheim Atlantic City at the N.A.M.A. Show

LaRue International

1st IN AMERICA WITH IMPORTED CHARMS! AND NOVELTIES! Exciting! Different! 1st IN AMERICA WITH CALIFORNIA "T-NEE" ALMONDS! Smallest vending almonds over grown!

WRITE NOW TO BE PLACED ON OUR MAILING LIST! Best SELLER at Prices Anywhere!

LaRue International, Inc. 540 HAYES ST. SAN FRANCISCO, CALIF.

GIVE US AT THE SHOW! RMS 1526-7

DONALD DUCK RITZ CARLTON HOTEL MICKEY HOUSE ATLANTIC CITY

SEE SAM AVEDON CHARACTER CHARMS, INC.
Firms Show Keen Interest
In Units; Special Session
Covers Members’ Problem

Attendance, Buying Off; See Huge Jump in Vender Sales

(Continued from page 144)

...ution excluding all types of bulk drink equipment. A number of other vendors, however, actually represented competition to bottlers.

Officers Re-Elected

Truman Gll, Beverly, Tex., was re-elected president of the American Bottlers of Carbonated Beverages. Also re-elected at the ABCB convention this week in Detroit were Alvin Beaman, Nashville, vice-presi- dent, and Joseph LaPride, Balti-
more, treasurer.

...committee of the executive board for a three-year term were E. Robert Anderson, Rochester, Minn.; H. Edwin F. Wagner, Madison, Ill.; James C. Leo, Birmingham, R. Barbey, Los Angeles, W. R. Robertson, Washington, was elected to fill a one-
year vacancy.

Over all, this year’s convention ran behind last year’s attendance and buying interest in vending ma-
cine—cup as well as bottle despite the fact that cup equipment—was keener. Executives of national soft drink siup residence reported in larger numbers this year that they have developed programs for approaching the vending machine market or are in process of working out such pro-
grams.

Leaf Open Session

Coca-Cola bottler John F. Leary, of Newburyport, Mass., opened the vending machine meeting with the statement that the discussion and questions should be confined to bottle and coin-operated equipment. The major portion of the discussion was limited to six questions which Mr. Leary said ABCB had received from its membership. The questions were put by a man-panel consisting of Wagstaff, William A. Kelley, Ideal Distributing Company, and E. A. Connors, Vanhul, General Vending Machine Corporation.

Summary of the questions and answers follows:

Q. Could you recommend contracts when a machine is sold or rented to an outlet? What should be included?

A. (Wagstaff) If a machine is sold outright, no contract is needed, but if the sale is on a time-payment plan the agreement should be in writing. Whenever a machine is placed on a lease or rental (commission) basis, Wagstaff said, contracts are vital. The important. Wagstaff said he was unable to elaborate on the points which should be covered but stressed that a contract should provide owner-
ship of the equipment.

Q. Is it advisable for an independ-
ent bottler to install vending ma-
chines? If so, what pieces of the bot-
tler put in his most popular flavor or his least popu-
lar flavor?

A. (Kelley) Assuming he has financial responsibility, an independ-
ent bottler might install vending ma-
cines to increase his volume. Kelley cited one instance where 200 bev-
erage vendors were installed in an area and boosted total drink volume in the area by 1/4 percent.

Obviously, Kelley commented, the bottler would put his leader brand in vendors if he uses single-flavor equipment, but would use all or most of his bottler’s product if he operates selective vendors. The bottler should always

lead his vendors with respect to the popularity of the flavors, Kelley con-
tinued.

Q. Is there a place for a single and multi-flavor machines? In some types of establishments do you think there is a place for them?

A. (Terhune) There is a place for both types. One-flavor machines go in larger stops. The demand is so great that more than one drink machine will be installed. Multi-flavor machines, Terhune said, are coming more and more in demand because they offer additional outlets for the bottler.

Q. How can a small bottler with a limited numbers of machines handle the vending machine service problem?

A. (Kelley) It is preferable for the bottler to set up his own organization provided he has sufficient machines to make this practical. Otherwise the bottler will have to use the local refrigeration service company which plans service at his time of need.

Cola Changes

Q. Does the addition of a coin changer to the vending machine add the cost?

A. (Wagstaff) It is impossible to answer yes or no if it depends on the outlet and the price of the changer. In many cases, addition of a changer has increased volume 15 to 30 percent while in others there has been no appreciable change. By and large, however, the changer pays for itself in added sales.

Q. Considering sales costs and operating expenses, what is a reasonable monthly fee to charge for a vending costing $300 and selling 15 cases a week?

A. (Terhune) Determination of the factor of the bottler in depreciating his equipment on an older basis, he needs 14 cents a case on a single basis, 20 cents a case; on a two year basis, 27 cents per case.

Terhune then went on to explain how the bottler should set up his depreciation to arrive at a proper measure of costs and income. Only by this method can the bottler fig-
ure liquidation cost, the change.

Q. How can a small bottler with a limited a number of machines handle the service problem?

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CHARMS MAKERS
Now Selling Direct

NEW YORK, Nov. 19—The Plastic Process Corporation, which formerly
manufactured charms only under contract
for other concerns, will now dis-
tribute its line directly to the vending
trade. Bill Falk, owner, announced this
week.

ATTENTION
25c & 30c COINS CONVERSIONS
Silver, Quarter or combination Nickel-
Dimes. Guaranteed Parts.

CIGARETTE MACHINES
NATIONAL ELECTRIC, 9 Cols. $185.00
UNEEEDA, 8 Cols. 110.00
UNEEEDA, 6 Cols. 100.00
ROYE PRESIDENT, 10 Cols. 100.00
Royal, 10 Col., 400 Pack Cap. 95.00
Rowe Imperial, 8 Col., 240 Pack Cap. 70.00
DeGuerin Model W, 9 Col., 100 Pack Cap. 62.50
DeGuerin 6 Col. 32.50
Special 8 Col. Clip. Vendor 35.00
Special 4 Col. 100 Pack Cap. 27.50
Special 4 Col. 50 Pack Cap. 20.00

SALE
$75.00
Unnea Candy Vendor

CANDY MACHINES
NATIONAL 9-15, 9 COL., 152 BAR CAP
NATIONAL, 6 COL., 152-BAR CAP
ROWE, 120 Bar Cap. 85.00
VENDIT, 150 Bar Cap. 57.50
Candyman, 72 Bar Cap. with Case 65.00
S-Select-10 35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEE
EQUIPMENT ADHERED TO—BALANCE C.O.D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
106 GLYMER STREET
EVEGREEN 7-4638 BROOKLYN 11, NEW YORK

No other Ball Gum Vendor like it!

Operator usually nets $75 out of every $1
the "Hunter" takes in!

It's A "Gold Mine"
It's easy to understand why! Look! No coin return. No gum dispensed
unless the player wants it. And how many money box players ever
have a game of skill which the "Hunter" hates?

So a net of $75 out of every $1 played is nothing unusual. Here's a
real money maker you won't want to lose out on. Only $45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information
and illustrated literature.

SILVER KING CORP.
622 DIVERSITY PKWY.
CHICAGO 14, ILLINOIS

MR. OPERATOR!

DID YOU KNOW?
There are less used or rebuilt VICTOR
MACHINES offered than any other make.

DID YOU KNOW?
That you can buy TOPPER as low as $10.00
in lots of 100 or more.

DID YOU KNOW?
You can buy 100 TOPPERS for less outlay
of cash than you would expect to pay for 25
other machines.

BETTER WRITE FOR
TIME PAYMENT PLAN
ROY TORR
LANSDOWNE, PA.
November 26, 1949

Earn BIG Profits
AKUNO
St. GUM AND CANDY
VENDOR
Capacity: 250 Packages of Gum or 516 Packages of Candy or Any Combination of Both.
MODEL 500
Metal Cabinet and Base, Ht. on Base, 40°(S)-8°, Wt. on Base, 54 Lbs.
WRITE FOR NEW REDUCED PRICES!
Shipment Immediate. In Green, Blue or Tan.
Write for Catalog of Gum, Candy and Vending Vendors.
AKUNO & CO.
3200 Commercial Bldg.
NEW ORLEANS, LA.

AGRICULTURE DEPT.
Sees High Coffee Prices, Up Demand
WASHINGTON, Nov. 19.—Operators going into the coffee dispensing field are likely to find high prices and short supplies for some years to come, according to a report from Agriculture Department. At the same time, however, prospective coffee operators will profit from a steadily increasing demand for the beverage.

The department stated that current world coffee production averaged 29,000,000 bags (of 1,125 pounds each) and that coffee consumption in importing countries is averaging 32,000,600 bags. In the previous year production ran ahead of consumption by about 4,000,000 bags annually.

U.S. consumption of coffee, which accounts for almost 40 per cent of the world total, has increased 50 per cent since before the war, rising from 14,000,000 bags a year in prewar years to 21,000,000 last year. During the war period, U.S. population increased only 12 per cent.

New York spot prices for green coffee jumped almost 50 per cent October 1. The result of the trifecta, the interplay of the demand and supply situation, according to Agriculture.

Bulk Milk Unit
Production Set After H. D. O.K.
NEW YORK, Nov. 19.—A new bulk milk unit, through which milk may be sold to the consumer, has been received location clearance by Health Department officials, will shortly be placed in production, it was learned this week. The unit, still unnamed, will be manufactured by the Food Engineering Corporation of Manhattan, N. Y. Simple machines have been shown privately here.

Backers of the vendor claim that health and public authority objections have been overcome by restricting the use of dispensing parts to those not re- planned on or located on floor.

The view taken by health authorities on the properties of type-unit milk machines has stymied the use of such machines to date, affto a number are in the process of having passed the experimental stage.

In the Food Engineering machine, the entire dispensing mechanism is designed as an integral part of a special cover to a standard milk can. In use, this cover will be sealed to the milk can at the dairy. No pumps or lifting devices are used in bringing the milk to the delivery tube. The dairyman pours the milk into the can, with the milk dispensed by gravity feed.

10 Operation
The complete interior of the insulated cabinet is refrigerated. Inside are two standard cup dispensers. After a cup is filled it is automatically cleaned and the lid is raised by an automatic mechanism which, in turn, opens a panel, normally closed by a plain window. While the demonstration show, however, were adjudged for strong nickel operation, it was indicated that such a mechanism would be.

Changers would be supplied as optional equipment, Vendor capacity 800 cups.

Because of sanitary requirements, the operation of the unit will probably be the responsibility of a dairy function, and a close affiliation between the operator and the milk producer. Among those shown the other were several large local dairies.

Julia G. Beers, a public relations consultant, who represents Food Engineering here, stated that several machines are being tested on location in Manhattan.

Nickel Nut Ops
To Benefit by Record Harvest
CHICAGO, Nov. 19.—Operators of the "nickel nut" vendors will see better, supply cost-wise, during coming months with the nut price picture undergoing a downward revision. Details in a feature news story in November Vend, the "clasp" nut is examined, type and price-wise, with the chief reason for the lower prices revealed as stockpiling of domestic harvests.

Almonds and filberts, especially, have been harvested in abundance and supply. Prices for shelled almonds have dropped from a dollar a pound lower at the wholesale level than at the same time last year; filberts have declined between 50 cents and $1 per bushel. Growers have befiled that even further price cuts are in the offering.

On the pecan front, while supply is not quite as plentiful as in 1944, prices are expected to remain stable. In the major producing areas in the South and Southwest, growers counter shortage talk with assurances that prices will not rise, with some predicting a drop in January. Unhappily, however, pecan prices increased from averages of 35 cents a pound in 1948 to the current 85 to 95 cents at wholesale levels.

Given as the reason for the high prices of pecans is the crop tonnage for the two years. In 1948 seedlings and paper shell varieties totaled 1,900,000 bushels, while this year's crop is approximately 49,400,000.

Reasons for Surplus
Undertaking the surplus production of most other crops native other than pecans, are the extensive crops and the storage of the war. This action was taken when United Nations officials, plus the return of high-level imports of almonds, filberts, and pine nuts. For example, the only surplus is the downward trend price did not come as a surprise to many operators.

Just as each packer charged the salesmen 55 cents per pound early last year for shelled and graded nuts, today's prices range from 82 to 85 cents according to variety. Recent quotations are 87 cents a pound for 400-500 count, up to 88 cents for 700 count. This season's figures are the best in many years, the largest ever produced.

Rifflert Prices
For filberts, the 1948 price for quality Jumbo Barcelonas ran up to 33 cents a pound compared to 21 cents last year. One show like drops, with the average up 1 cent per pound in the last year.

The total filbert crop for 1949 is about 42 percent greater than the 1948 production. At the marketing restriction will bring the like growth, however, pecan prices have sharply dropped. Pecan prices are the result of heavy production, sales, and adverse buying conditions.

To the pecan nut front, however, price news has not taken a like course. For the first time in 8 years, the price of 2 cents a pound over the past two years and up another one-half cent this year, during recent months, downward trend is in sight.

FIT Screes Parking Meter
Conference for Nov. 26
WASHINGTON, Nov. 15—Federal Trade Commission (FTC) will hold a conference with the parking meter industry November 26 at the Federal Trade Commission Building. The purpose of the conference will be to talk to representatives of the parking meter industry about various problems associated with the operation of parking meters. The conference will be held at the Federal Trade Commission Building.

In preparing for the conference, the Federal Trade Commission will consider the following issues:

1. The current status of parking meters and the factors affecting their operation.
2. The role of the Federal Trade Commission in regulating the operation of parking meters.
3. The relationship between parking meters and the public interest.
4. The potential for further growth of the parking meter industry.

The conference will be open to the public and will be held in the Federal Trade Commission Building, 400 15th Street NW, Washington, DC. All interested parties are encouraged to attend the conference.
Reuco Tops 1000 Mark on '49 Vender Output

DEERFIELD, Mich., Nov. 19—Reuco, Inc., reported this week that a recent shipment of ice cream vendors climaxd the completion of the 1,000th vender for 1949.

Production is continuing at a good rate, Robert Stutzman, official, declared.

Okla. Cig Tax Income Up

OKLAHOMA CITY, Okla., Nov. 19.—According to Joseph Whitaker, vice-chairman of the State Tax Commission, Oklahoma's cigarette smokers paid the State nearly $62,900 more in tax money in October than they did in the same month of last year.

Last month, Whitaker stated, the State earned $71,396 from the 5-cent-a-pack tax. In October, 1948, the total was $657,396. Whitaker says he is expecting an even bigger take this month.

"Our cigarette collections since July have shown a monthly gain between 8 and 9 per cent over last year," he added. "But with this new federal law, we may take it in up to $3,000,000 more a year than we have been." Whitaker said he based his estimate on cigarette sales in Texas and Kansas. The new law requires out-of-State shippers to send customer invoices to the State tax collector.

N. Y. Cig Op Ups Sales 12 Per Cent by 'Couponing' Packs

CHICAGO, Nov. 18—Sam Yolen, New York cigarette manufacturer, figures he has increased over-all business 12 per cent thru the use of coupon packages over a nine-week test period. The complete story of this operation, Modern Tobacco Company, is carried as an operational feature in the November Vendar.

Using the program developed by Pin Money Exchange, Inc., Chicago, Yolen states he is able to apply coupons to 10 cigarette packages at a time at a cost of about 20 cents a case. This figure is added to the cost of the coupons, supplied by Pin Money at one-half cent each. He estimates that the 12 per cent sales volume increase covers the added expense of coupons and labor. Reaching this break-even point recently, Yolen reports that his sales curve is still rising and he predicts it will not level off until a 25 per cent increase has been realized.

Locations Give Okay

Declaring that there is no problem in "selling" the location on the coupon idea, Yolen explains that "they like it because it offers them something for nothing—ups sales and their own commission checks." Sending the location a few coupons via letter, with an explanation of the program, paved the way for personal presentation of the plan. And with the companies carrying illustrations of available premiums, further incentive is offered the location operator who has a head start with his first free coupon.

Yolen has found that after a few weeks customers are conditioned to receiving coupons with their cigarettes and would complain if their source of supply (the vender in the location patronized by them) were cut off.

The coupons are said to be worth about 1 cent on the retail price. Premiums are supplied by the large Chicago gift ware firm, John Plain Company.

Eppy Has Viewers For Bulk Vender

NEW YORK, Nov. 19—Samuel Eppy & Company, charmers manufacturer, this week introduced a series of miniature viewresses to serve as bulk vender sales stimulators. The viewers, said to vender perfectly, are aimed directly at the juvenile market.

Thirty different Wild West action shots comprise the series, said Eppy. Viewers measure one inch inside and contain a magnifying lens. When opened for focusing they are almost two inches long. They come in assorted brilliant colors and list at $1.25 a thousand, according to Eppy.
BUY SILVER KINGS
KING OF VENDORS
Nut and Ball Gum, Candy, Charm Vendors,

Biscuits, Cracker Jars, Tins, and Sepia are on
offer with Silver Kings or 'Charm King'
Ball Gum Vendor
Vendors. Ask for sales literature or appeal to
us at $100.

At all the Best Dealers—also Write,
Ask About the New "Masterer."
SILVER-KING CORP.
435 Diversey Park.
CHICAGO, ILL.

WANTED
Leath PX10 col.

CIGARETTE MACHINES
Tell us what you have to offer in this model. Lights,
color or accessories not important. Give us the rock-
bottom price you will accept.

WRITE TODAY
Easton Automatic Sales Co.
2418 Park Ave.
Easton, Pa.

SEE US AT THE SHOW!
RMS 1526-7
KIMBO

RITZ
CARLTON
MOTEL
ATLANTIC CITY
SEE SAM AVERY
CHARACTER CHARMES, INC.

POPPOCRN
MACHINE OPERATORS AND
DISTRIBUTORS
SPECIALIZED IN VENDING
EXCELLENT BUSINESS OPPORTUNITIES
CALL Collect Today
Dwight Hamlin Co.
5958 BAUM Blvd. • PITTSBURGH 6, PA.

LOGAN DISTRIBUTING COMPANY
2330 N. Milwaukee Ave., Chicago, Illinois

3 Readily Installed Pop N' Soda, $110.00
Large capacity automatic popcorn machine.
Holds 120 106 bags of popcorn.

IT'S Sidmor FOR VICTOR!

Bottlers See Six New Units
At ABCB Meeting in Detroit

(Continued from page 114)

increased to the outside-cabinet dimensions.
In its eight racks, the new 70-B accommodates approximately 80 bot-
tles (depending on size), with an-
other 80 in pre-cool. The vender is 32 inches high, 27 inches wide, 36 inches long, and weighs 375 pounds. It carries a list price of $325. (The
Bantam lists at $150 and the larger one, at $350.)

Standard equipment on the 70-B, and the production of the other two
models, includes a weatherproofed coin unit with stainless steel working parts and a stainless steel striping across the top face of the vender and improved fin-
lishes. All three models are available
in baked glass enamel, white, pany orange, and orange.
The 70-B will go into production shortly and deliveries will begin after
January 15, 1939.

Rowe

A newcomer to the soft drink field,
but long a leading automatic mer-
chandise manufacturer, Rowe Manu-
facturing Company of New York
gave bottlers their first look at the
Rowe twin-flavor bottle machine.

The vender is essentially the same
unit as the milk machine Rowe has
developed for its own operations.

Fully automatic, the machine de-
livers two vending levels, comes
with two separate coin mechanisms and
is so designed so that both sides of
the vender may be used simultaneously.

The vender stands 72 inches high,
41 1/2 inches wide and 32 inches
in depth. Equipped with a one-third hp. Ke-
vinalor sealed unit, insulated with
2%-inch thick Fiberglass

On each of its vending levels the unit
holds 88 12-oz. bottles or 84 six-
zealots, giving it a total capacity
of 176 large bottles and 192 of the
smaller variety. The pre-cool cham-
ber stores another 84 bottles.

No delivery date has been set for
the Rowe soft drink machine, but
official present said the vender would
sell for approximately $500.

General Vending

To complete its line of single-flavor
and selective bottle machines, General
Vending Corporation, Chicago,
introduced a very automatic vender which
accommodates up to 23 different flavors.

Priced at $135, the new Se-
lecto model was designed for average
size locations to supplement the com-
pany's single-flavor Leader and twin-
flavor Chieftain.

Without adjustments, the Selecto
vender various size bottles from six
to 12 ounces. The customer makes
his choice by pushing a button on
the face of the machine. When
the button is depressed, bottles in
the vending chamber move in a continu-
ous circle behind a small glass open-
ing. All flavors are identified from
crowns.

As each flavor comes into
vending position, a light turns on
automatically. The customer moves
the lever he wants into vending po-

ried. He pays his nickel and gets
automatic delivery.

General has placed all three models
in production and is offering imme-
rate delivery.

Master Corporation

Announced last month, but shown
to the trade for the first time at ABCB
was the Master Twin-automotive
bottle vender developed by the
Master Corporation of Little Rock,
Ark. The machine lists at $435, has
a capacity of 182 bottles in the vend-
ing racks, 44 in pre-cool.

The Venden is 69 inches high,
40 inches wide, 24 inches deep, weighs
575 pounds. It will be delivered
prepared with either Serve or Gen-
eral Electric sealed refrigeration
units and incorporates a nickel, dime
and quarter coin changer. At ABCB,
the Master Corporation showed units
with both National and Guardian
collectors.

No definite delivery date for the
machine was announced, but it was
understood that when the machine
goes into production it will be manu-
factured for the Master Corporation
by the Yoder Company, Cleveland.

S&S-Bevo

Both S & S Products, of Lima, O.,
and the Bevo Company, of St. Louis,
displayed models of the selective bot-
tle vender developed by National Re-
frigeration, Inc., which has licensed
the two old line cooler manufacturers
to produce the equipment.

The machine has a vending capacity
of 105 bottles in seven racks, comes
with a nickel, dime and quarter Na-
tional coin changer and is expected
to list for approximately $800.

WRITE FOR FREE CATALOG
On milk merchandise, gum, mint,
chewing gum, ball machines, games,
Conservatism Will Keynote December Plans; Equipment Being Liquidated Steadily

Business Seen Improving After Annual Xmas Slowdown

CHICAGO, Nov. 19.—Operators throughout the country have reported that despite the price strike and the unutilized coal situation, grosses have been holding fairly well. However, with the effectiveness of the coal situation being felt in industrial plants, the operators report they will hold to conservatism for the remainder of the year. Traditional operators, who are most spending at the part of the year is confined to Christmas gifts, and jute box receipts consequently suffer, operators are now setting up their record picture and stock favors; and many say they will hold those records to those of a seasonal nature.

Most manufacturers report they are moving new machines at a rate about steady rate. AMI sales, for example, have been on the upgrade for months and the recent financial report issued by the Rudolph Wurlitzer Company (The Billboard, November 19) reveals that the firm has maintained its position.

January Pick-Up

Most phases of the industry look for a pick-up in the coming month...shortly after the first of the year...despite the fact another coal strike looms. In addition, it is expected that the new year will find the public, having slowed by heavy Christmas spending will want to turn to new purchases.

Operators see practically no television competition from January thru mid-April when the baseball season starts, thus they will again pick up the lush income during the Friday and Saturday nights. Some operators are planning to continue evening hours in some areas, Sunday afternoon hours lost to football season. Scheduling of stronger fight cards via video from the East on Wednesday and Friday nights are being planned. This can mean a dent in jive income these nights in other areas, while practically all local operators are continuing their jive income eliminated from the public locations.

Palmer Named By Wurlitzer To Exec Post

NORTH TONAWANDA, N.Y., Nov. 19.—The Rudolph Wurlitzer Company has announced the appointment of A. D. Palmer Jr., as advertising and sales promotion manager. The appointment is immediate. Palmer will be responsible for the phonograph advertising programs and sales promotional activities.

Long active in the advertising, promotion and graphic arts field, Palmer was for 10 years, starting in 1935, director of advertising and public relations for Curtis-Wright Corporation's airplane division, with headquarters in Buffalo. In 1946, Mr. Palmer joined the Dowling Adams agency in Montclair, N. J., and New York City, as an account executive. Late in 1947 Palmer returned to Buffalo to assume the editorship and become, in addition, business manager of the monthly AAA magazine. Recently he has established a public relations consulting service for Western New York industrial firms.

Op's See January Biz Spurt

Baltic Ops in Promotion Deal With Disk Jockey, Record Store

BALTIMORE, Nov. 19.—The Amusement Machine Operators' Association of Greater Baltimore (AMOB) has inaugurated a new record promotion program designed to stimulate sales on the part of its members. Designed as a Record of the Week campaign, the program is closely tied in with Hugh Wanka, disk jockey heard over Station WBT with, and the Fred Walker Music Company, one of the largest record retailers in the area.

With operators placing the selected plug tune in the No. 1 slot for their respective accounts, the record will be promoted via Wanka's daily programs, and in advertising placed in newspapers and on the radio by the record store.

Trans-Vue Name Illinois Rep; N.Y. Regional Mgr.

CHICAGO, Nov. 19.—Trans-Vue Corporation, manufacturer of home and commercial television systems, this week announced the appointment of Sutton Distributing Company as exclusive distributor in Cook County, Ill., and Irving B. Shurack, president of Sutton, Inc., also announced as regional manager in the New York metropolitan area. Both appointments become effective immediately.

Sutton Distributing is headed by George Shurack, long associated with the coin-operated phonograph industry. Sutton formerly was assistant general sales manager of the phonograph division of the Rudolph Wurlitzer Company, later becoming distributor for that firm, maintaining offices in Chicago, Indianapolis and Louisville.

Shurack has been associated with the radio and television industry in the past, having acted as production sales manager for Philco, and special representative for the Emerson Corporation.

See Music Dept. For This Info

Among the stories of interest to the coin machine industry to be found in the pages of Billboard are:

LOW-PRICE DISKS IN ROUGH. Dealer resistance threatens to slow the low-price disk campaign. KEYS BACK ON WAX AFTER 10 YEARS. The vocal-instrumental unit returns to waxing via the London label. NIGGLES IN BLUES EXPANSION. Continuing his blues and rhythm push, the diskery signs three more artists.

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to merchandise and technical developments in the business—The Radio-Phono-TV section.

Merchandising Clinic:

Hirsh de La Viez Shows the Way To Increased Phono Grosses Via Promotion, Op Co-Operation

WASHINGTON, Nov. 19.—A veteran Washington music operator looked at one of his jukes the other day, "Sometimes I think we ought to call these things Hi-Fi boxes," he declared. The operator's comment indicative of the way Hirsh de La Viez is regarded in the city's juke circles. President of the Hirsh Coin Machine Corporation, Washington's largest operator of juke boxes, and founder of the Washington Music Guild (WMG), the smallish, gray-haired Hirsh is chiefly responsible for the high position enjoyed by jukes in the capital's entertainment scene.

Hirsh, who claims he has one of the most prolific music routes in the country, carries on his operations on the basis of a three-point-platform—public relations, organization and cooperation. At the apex of his platform is public relations, not only on behalf of his own firm but on behalf of the juke industry in general.

Forms WM

Some three years ago Hirsh pushed and proraded other operators to form the WMG, a civic-minded group to work out promotions for the benefit of the juke business. Early in its history the Guild made a name for itself with its unusual method of promoting its jukes.

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Point-of-Sale

It was Hirsh who pounded away at the "Monday Night" idea, for the Guilds' benefit. The Guilds are proraded to sell the top hits of the week's record sales and to push them as the Guild's specialty, a tagline that has worked well for the Guilds.

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the greatest phonograph
VALUE on the market today

Compare prices—quality—appearance—play appeal—tone—economical operation—long life—high resale value. Then you will know why the Wurlitzer 1100 is the most underpriced phonograph on the market today.

Perhaps never again will you be able to buy so much for so little money.

For earnings this year, next year and for years to come, step up your route with the Wurlitzer 1100—the phonograph that is still as modern as next year's automobile.


SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING,
TRADE-IN ALLOWANCES AND DELIVERY DETAILS

Active Amusement Machines Co.,
660 E. Broad St., Philadelphia, Pa., Penn.
Alfred Sales, Inc.,
155 N. Main St., Buffalo, N. Y.
Angell Distributing Co., Inc.,
2118 Puritan Ave., Detroit 27, Mich.
Broudy Distributing Co.,
322 S. Truman St., Charlotte, N. C.
Brandt Distributing Co., Inc.,
1809 Olive St., St. Louis, Mo.
Bush Distributing Co.,
184 N. W., 3700 St., Manila, Pa.
Cahill Distributing Corp.,
503 Madison, Jacksonville, Fla.
Cobra-Carlito-Mats Co., Inc.,
Miami, Fla.
Columbus Distributing Co., Inc.,
1537 Central Ave., Kansas City, Mo.
Craig Distributing Co., Inc.,
3181 N. E. A., Chicago, III.
Cross Distributing Co., Inc.,
193 Virginia St., Champaign, Ill.

Dreyer Sales Company
2003 West Alameda Ave., Denver, Colo.

Emery Distributing Co.,
246 South St., Los Angeles, Calif.
F.A.E. Distributing Co., Inc.,
1318 Euclid Ave., New Orleans 18, La.

1722 Pennsylvania St., Columbus, 5, C.

304 Ivy St., N. E., Atlanta, Ga.

North Distributing Co.,
306 Hobart Ave., W., Seattle 99, Wash.

W. Arthur Henneman Co., Inc.,
252 Central Ave., Alhambra, III.

Southern Music Distributors, Inc.,
248 High St., Des Moines 1, Iowa

Sunglow Music Company, Inc.,
100 North 3rd East, O., Utah

Siegel Music Company, Inc.
1100 Chicago Ave., Minneapolis, Minn.

Sitterson Co.,
117 East Seventy-sixth St., New York

Stang Co.,
404 Central Ave., Los Angeles, Calif.

The Steeple Distributing Co.,
3230 Larchmont Blvd., Santa Monica, Calif.

Sterling Service
800 E. automobile, Denver, Colo.

United, Inc.
4227 W. 4th St., Milwaukee 8, Wis.

Walkin Sales Company
2401 York Ave., El Paso, Texas

Williams Distributing Co., Inc.,
1520 Union Ave., Nashville 5, Tenn.

The Winters Distributing Co.
1709 North Ave., Baltimore 15, Md.

Young Distributing, Inc.
333 W. 40th St., New York 18, N. Y.

O'Neal Distributors, Inc.,
3232 W. 3rd St., Richmond, Va.

Rafel Distributing Co.
289 Dawson St., Abilene 14, Mo.

Sitting, Inc.
1421 Central Park Ave., Cleveland 14, Ohio

Stein Distributing Co., Ltd.
207 Yancey St., Toronto, Ont., Can.

Powell & Womack, Inc.,
1230 W. 8th St., Los Angeles, Calif.

Southland Distributing Co.
1112 S. Coronado Blvd., Los Angeles 6, Calif.

Stein Distributing Co.
3230 Larchmont Blvd., Santa Monica, Calif.

Sterling Service
800 E. automobile, Denver, Colo.

United, Inc.
4227 W. 4th St., Milwaukee 8, Wis.

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The Winters Distributing Co.
1709 North Ave., Baltimore 15, Md.

Young Distributing, Inc.
333 W. 40th St., New York 18, N. Y.

Copyrighted material
LESS DEPRECIATION MEANS
MORE NET PROFITS!
SELECT-O-MATIC 100

Yes, collections take a big jump when you offer 100 different song titles instead of the usual few. But there’s extra profits in the Select-O-Matic 100. Your equipment “write-off” takes a nose dive with Select-O-Matic’s slower depreciation.

Every week—month—every year—you can keep more net profits when you invest in the “100.” No complaints about “out-date” equipment. No need to buy a “latest model” every year. The current Select-O-Matic 100 will be a “latest model” in 1950, and Seeburg contemplates no yearly model changes.

SHAFER-SEEBURG
Get our liberal trade-ins allowance from your nearest Select-O-Matic多彩缤纷，音乐无界！
Is Service a Major Advantage?

Not if you operate the AM—its rarely stops playing and then for something that can be fixed in a moment!

Is your music operating a "one-sided" program?—20 records, 10 selections

In your record store the AM—rarely stops playing and then for something that can be fixed in a moment! This is because one-sided records are not designed for easy repairs. They are made with materials that cannot be replaced or repaired. Their design and construction do not allow for the replacement of parts or the repair of damaged areas.

Profits come from all "sides" with EVANS' 20 RECORD 40 SELECTION CONSTELLATION

If you want to increase your profits, you need to consider the advantages of EVANS' 20 RECORD 40 SELECTION CONSTELLATION. This package offers a variety of sounds and styles that cater to different tastes and preferences. The variety in the collection helps attract customers who are looking for fresh and engaging music experiences.

Evans' records are designed with high-quality materials, ensuring durability and longevity. They are also engineered to provide clear and crisp audio, making them a popular choice among music enthusiasts.

Contact your Evans distributor or visit the factory direct for more information on how EVANS' 20 RECORD 40 SELECTION CONSTELLATION can enhance your business operations.

November 26, 1949

THE BILLBOARD

MICRO MACHINES

155

H. C. EVANS & CO.

1529 W. ADAMS ST

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 177
Shuffle Future Focused on Ops

Have Shown They Can Hype Play and Circulation; Mfrs. Revise Earlier Thinking

Purveyor Prez Says Firms Must Help Ops Make More $$$

CHICAGO, Nov. 19.—With stabilization keynoting the shuffleboard industry at the manufacturer level, the operator is rapidly becoming the focal point upon which building and maintaining a business of sufficient size and the growing proof that operators in many areas, especially rural, are finding shuffleboard a long-term source of steady and profitable income, caused them to devote more and more of their time in this part of their over-all operations and consequently of the sport at the manufacturing plants.

Less than one year ago most manufacturers were of the opinion that the coin machine operator would be the logical person to provide the widest possible circulation for shuffleboards in the shortest period of time. There had been little contact in the types of locations where it was felt the game would prove most popular, i.e., taverns, restaurants, industrial plants and clubs. But the manufacturers felt that once the circulation was achieved, the operator's role was ended. It was even felt by some that he would disappear from the picture entirely.

During the spring, summer and fall of 1949, however, the operator's role became significant, as the manufacturers developed a better understanding of his responsibilities.

Time Is Short

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, their promotions have proven to be a plus for the operator and the location as they grow.

Leagues play is completely unknown in many areas, and only slightly in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, The Billboard has prepared a special booklet entitled Here's How To Set Up A Shuffleboard League. In this booklet are suggested rules, constitution, league set-ups and promotion ideas which can be adopted by any operator to his location.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 119th St. & Halstead Ave., Chicago, 11, Attention, Coin Machine Department.

Write for your copy today. The time is getting short, the supply is almost gone.

Start Adjuster Patent Test

Rock-Ola Suit vs. American Seeks 4756

National Also in Picture

NEWARK, N. J., Nov. 19.—The first step in what may develop into a three-year legal battle to test patent rights of shuffleboard top adjusters was taken here this week as Rock-Ola Manufacturing Company served the American Shuffleboard Company with a suit demanding more than $75,000 in damages.

The suit, filed a week ago in U. S. District Court, alleges American's patent claims on its Cematic Adjuster are invalid and demands American compensate for the alleged public threatening of Rock-Ola customers with infringement suits if they continue the use of the Chicago product.

Paul Cusano, American's president and holder of the questioned patent, denied the charges and同时 dated a counter suit.

The National Shuffleboard Company also figured in the dispute. In trade paper ads this week it promised to serve a complaint against the Manufacturers Associatory, assuring any legal tangle arising out of the use of National's adjuster.

Rock-Ola's suit, filed here November 9 by attorney Howard B. Rook, charges first of all that Cusano was granted last August, is invalid. For (See Shuffle Future, page 158)

American Set Cincy League

CINCINNATI, Nov. 19.—American Shuffleboard is funneling leagues throughout the Greater Cincinnati area in its new Mercury convertible, a two-year-old league distributed by the American League here and is heading registration teams. Teams will include 10 players each, it was noted, and rules and regulations set up by American will be followed in the competitions.

Puck Patter

Chicago: Dean Douglass, executive director of the Standard Shuffleboard Congress of America, is back in Chicago after a five-week tour. Douglass has reported organized play on the upsurge in all parts of the country. He was able to visit most of the cities in the East before turning his attention to the Midwest. His tour took him to 40 cities, and he filled in all parts of the country. His tour took him to 40 cities, and he filled in most of the states.

Douglass has been in charge of the Congress for three years and has been instrumental in building up the league's membership and in strengthening the organization. He is planning to visit other states in the future.

Douglass's tour was successful in strengthening the league's membership and in encouraging more people to take up the game. He plans to continue his tour in the future and to visit more states.
MONEYMAKER

TURN DIMES INTO DOLLARS FOR . . .

Greater Profits WITH . . .

CALIFORNIA SHUFFLEPINS

The original shuffle type Bowling Game

- Plays and scores same as bowling
- Tremendous play appeal . . . proven on location
- Quiet and efficient operation
- The only shuffle game suitable for league play . . . 1 to 4 players play at once
- Extremely profitable in even the smallest locations
- Furnished in 2 lengths, 9 ft. long and 12 ft. long
- Beautiful in appearance

COMING EVENT!

for delivery soon . . . a brand new game that has everything! Watch for announcement. Be first in your territory to profit from this Sensational new game.

We do not appoint distributors on a national basis. A few choice territories open to live-wire distributors.

CASH IN on CALIFORNIA SHUFFLEPINS, the new table-model bowling alley that's proven on location. Wire, write or phone

U. S. WOODCRAFT CORPORATION

Originators of the world's most copied amusement games

Phone: MAin 8252
PATENT INFRINGEMENT NOTICE

Carmine Decepoli is the inventor of several shuffleboard wax compositions covered by United States Letters Patent, the first of which was granted on November 1, 1949, and is No. 2,478,926. His compositions contain plastic beads and result in a wax of pronounced friction reducing properties. Mr. Decepoli will fully protect his rights by prosecuting all parties who make, sell or use infringing compositions.

Many infringing compositions under various trade names and private labels have recently appeared on the market termed "new," "improved" and "high speed" waxes, and their continued manufacture, sale and use will invite legal action even though heretofore such manufacture, sale or use was in ignorance of Mr. Decepoli's patents.

Compositions licensed by Mr. Decepoli to be made, sold and used will be identified on their labels by the legal notice of the pertinent patent number or numbers.

Information with respect to procuring a license may be secured by addressing the licensee named below.

CARMINE DECEPOLI

Licensor

Sun-Glo Shuffleboard Supplies, Inc.

115 Heckel Street

Belleville, 9, New Jersey

TIME FOR A NEW TOP! Replace Now with MONARCH SOLID MAPLE SHUFFLEBOARD TOPS

ALCOHOL-RESISTANT, PEEL-RESISTANT FINISHING

SMOOTHEST/FASTEST/FINEST ON THE MARKET

Cost You Less in the Long Run! Write for Information.

MONARCH Deluxe

"ALL PLAY" SCORING UNIT FOR ALL SHUFFLEBOARDS

Location Tested! Proven

Guaranteed Finest!

Scores Frames and Points for Regular Size, Horseless and Baseball

With or Without Frames. Insist On MONARCH SHUFFLEBOARDS - 22 FT.

"SHUFFLEFETTE" REBOUND - 8 FT.

BOARD EQUALIZERS AVAILABLE. SCIENTIFICALLY DESIGNED

Monarch Shuffleboard Inc.

1545 No. Fairhaid Ave.

Chicago 22, Ill.

November 26, 1949

SHUFFLEBOARD SALE

LIKE NEW

1. American 12 ft. Side Board.

$75.00


$77.50

3. American 17 ft. Side Board.

$78.00

4. Olympic 12 ft. Side Board.

$195.00

5. Olympic 13 ft. Side Board.

$210.00


$255.00

Olympic Shuffleboard Dist's

112 W. 6th St.

Chicago, Ill.

THE BILLBOARD

158

(Continued from page 156)

Start Adjuster Patent Test; Rock-Ola Suit Seeks 475C

"It is very apparent that Rock-Ola's maneuver is for publicity purposes. It is my opinion it is an attempt by Rock-Ola, using the infringing adjusters, . . . to nullify the claim that its equalizer was an 'outright' copy of the climatic adjuster. He also stated that he would file a counterclaim and "in due time take affirmative action against all persons dealing or manufacturing adjusting mechanisms which infringe upon my patent."

Cusano added that a sample adjuster submitted to American by National did not infringe. He also stated that subsequently he learned of other National boards being installed with infringing adjusters, but he never entered into the field of investigating this matter. He concluded, however, that there was none (patent infringement).

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Ops in Spokane
Ask New Hearing

SPOKANE, Nov. 19—Attorneys for two local operators have started preparing a petition for a rehearing on the legality of pinball games here following an adverse decision handed down by the State Supreme Court last week. The ruling was made on the appeal of Spokane city officials from a Superior Court decision enjoining them from enforcing a city ordinance prohibiting the operation of the amusement games.

The injunction suit was brought by Gerald Miller and David Caudill. Both are leaders in the amusement field here and Miller is president of the Eastern Washington Amusement Association. They asked the injunction after a petition had been submitted for a referendum on the city ordinance.

Attorneys for the operators are now seeking a rehearing before all nine justices of the State Supreme Court. The previous decision was the unanimous judgment of five members of the court. Counsel for the operators has indicated that the case will be taken to the United States Supreme Court if necessary.

If the State Supreme Court decision is upheld, the city stands to lose a substantial amount of revenue. In the past two years $1,174,687 has been collected in license fees from pinball operators. Thus far this year $74,546 has been collected.

SHUFFLEBOARD DISTRIBUTORS

A leading manufacturer of shuffleboards has several territories open for alert distributors.

Address Box 302
s/a Billboard Publishing Company
132 W. Randolph St.
Chicago 1, Ill.

State Tax Calendar

Alabama
December 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers and jobbers report due.
December 15—Income tax fourth installment due.
December 16—Sales tax report and payment due.
December 31—Property tax return and payment due (Excl. Esc.).

Arizona

Arkansas
December 15—Compensating (use) tax report and payment due.
December 20—Gross receipts tax report and payment due.

California
December 5—Real property tax semi-annual installment due.
December 15—Personal income tax third installment due.

Colorado
December 14—Sales tax report and payment due.

District of Columbia
December 20—Sales and use tax report and payment due.

Florida
December 10—Agents and wholesalers' cigarette tax report due.

Georgia
December 10—Cigar and cigarette wholesale dealers' report due. December 20—Property tax due (last day).

Idaho
December 15—Cigarette wholesalers' drop shipment report due.

Illinois
December 15—Cigarette tax return due. Sales tax report and payment due.

Indiana

Kansas
December 15—Compensating tax report and payment due.
December 20—Sales tax report and payment due.

Kentucky
December 20—Cigarette wholesalers' report due.

Louisiana
December 1—Soft drinks tax report due. Tobacco tax report due.

Michigan
December 15—Sales tax report and payment due.
December 20—Cigarette tax report and payment due.

Mississippi
December 15—Income tax fourth installment due. Sales and use tax report and payment due.

Missouri
December 31—Income tax fourth installment due. Kansas City merchants' and manufacturers' license expires. Soft drink manufacturers' report and payment due.

Montana
December 1—Movington picture theater licenses issued and tax due.

Nebraska
December 31—Cigarette distributors' license expires.

Nevada
First Monday—Property tax quarterly installment due.

New Hampshire
December 1—Property tax due.

New Jersey
December 12—Cigarette distributors' tax report and payment due.

New Mexico
December 1—Property tax semi-annual installment due.

North Carolina
December 15—Income tax fourth installment due. Sales tax report and payment due.

North Dakota

Ohio

Oklahoma

Pennsylvania
December 10—Soft drinks tax report due.
December 15—Employers' return of tax withheld at source under Philadelphia income tax due. Philadelphia income tax payment and withholding return and payment due.

Rhode Island
December 15—Sales and use tax return and payment due.

South Carolina
December 15—Income tax fourth installment due.
December 31—Property tax installment due.

Tennessee
December 20—Sales and use tax report and payment due.

Utah
December 15—Excise (income) tax fourth installment due.

Virginia
December 5—Individual income tax due. Property tax due (last day).

Washington
December 15—Wholesalers' cigarette drop shipment report due.

West Virginia
December 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wyoimg
December 10—Cigarette wholesalers' and manufacturers' report due.

BUY the BEST at LOWEST PRICE

Best Maple or Masonite Top
Best Hard Wood Cabinet
Best Made

SHUFFLEBOARD SPECIALISTS

1114 S. MICHIGAN AVE. \- 6-9705-6-7 CHICAGO 5, I11.

"Nation Wide" NOVELTIES, INC.

4315-17 S. KATE STREET
CHICAGO 9, ILLINOIS
PHONES KENWOOD 6-5632 or Kenwood 6-5639

SHUFFLEBOARD

Choice of finest Maple or Masonite Playing Fields
Modern design cabinet made of finest woods. Beautifully finished by our export cabinet makers. Built to compete with the best.

"Nation Wide" OFFERS THE BEST DEAL IN AMERICA TO DISTRIBUTORS AND OPERATORS

"Nation Wide" NOVELTIES, INC.
Hartford, Conn.: Connecticut Tax Commissioner Dennis P. O'Connor has issued a statement to clear up a misunderstanding that has arisen about cigarette taxes. He declared that there is no prohibition against cigarettes. The only Connecticut tax is the cigarette tax of 3 cents a pack. Hartford has a sales and use tax on cigars, tobacco and cigarettes, which is a tax not to exceed 24 cents. On sales from 25 to 74 cents, the tax is 1 cent, and on sales of 75 cents to $1.24, it is 2 cents. The Connecticut state tax law now requires producers to collect this tax from the customer and turn it over to the state.

Elna Cigarette Sales, Inc., New Haven, Conn., holds the franchise for all Ohio cigarette manufacturers in that state of New York territory. Sugar users have been hearing that a possible merger of the American Tobacco Company and other commercial sugar companies is being considered. Mr. O. H. Hurlbut, secretary of the 7 Up Bottlers, Inc., Springfield, Mass., has denied the possibility of such a merger. He said that "housewives are beginning to join soft drink manufacturers and other commercial sugar users in their concern over the sugar supply."

The program, which specifies the total amount of sugar which may be distributed to United States consumers, is voluntary. In the case of soft drink manufacturers, sugar users have been holding our supply so tight that a shortage could develop almost overnight, if shipping schedules were interrupted," he declared.

MacNaughton attended the 31st annual convention of American Bottlers of Carbonated Beverages at Detroit November 14-15.

Cincinnati: The Automatic Phonograph Owners' Association held its regular meeting last week at the Hotel Gibson. Plans for a Christmas party were discussed and a committee, comprising Mr. O. H. Hurlbut, Nat Bartfield and Bill Harris, was appointed to handle the details. There are a large number of operators who are on hand to discuss industry problems.

Bill Woody, of the Ohio Specialty Company, has been re-elected president of the association. Those who have been named Karen Elsley, treasurer; and William Gilmore, who was associated with Ohio Specialty, is off on a week's hunting trip. The association has scheduled a board of directors meeting for Tuesday (29) at its headquarters.

Chicago: News of successful reception of its cheese vender continues to come to the attention of Al-Dere Company, Inc., Al Dere, president, and Nick Angelus, sales manager, team up to tell of the Al-Dere vending machine's different type of equipment. Basically, the new model is a modified version of the firm's cooled candy bar machine; difference is that only the larger size candy bars pockets are used to accommodate the specially packaged cheese brick in the machine. The result is to date the "upper class" tap locations have proved most successful. The program appears to be a steady cheese-vender customer.

Kimball Candy Company officials last week finally pointed out the trophies won by firm's soft ball team recently. Kimball's "Smacks" team took the Western Regional Amateur Championship, the St. Louis City Championship and the St. Louis Park District Championship. It is played by player-manager Bernie Leonard. Kimball representatives: Abel E. Hume, vice-president and manager of Bondent Manufacturing Company, Inc., reports financial representation of firm's two, three and four-column pan candy venders. A console type model has a pan coated with the new form of pan vender pockets involves using an old Holli-Ware Manufacturing Company, of which Hume was an official.

Bert Mills, major domo of The Bert Mills Co., has barreled program of attack on the higher supply cost for candy operators. Currently introduced is a hard candy cream concentrate to save up pennies for this item, and then followed in the candy line by a cup-capped container of an extensive experimentation with cold candy. In the matter of the hair savers, an operator can still serve a nickel cup of coffee in spite of the high sugar prices these days, he states.

Norwood Veatch, Central Distributors, St. Louis, and Sam Taras, Taras Distributing Company, Detroit, manufacturing venders last week. Taras was in town for Lady Torce's funeral, following which he went to the Twin Cities. On his way back, he made a stop at the wholesale sales of the company in Minneapolis.

Shuffle Alley from Billy DeSelm. The Shuffles' new machine program points out that Shuffle appears to have started a new era in amusement vending equipment, "It's been made up of exclusively skill shots," he says, "it has won legal sanction in every state in which it is installed."

Los Angeles: Al Weymouth, of Weymouth Service, had a showing of Electors last week at the Hollywood Theatre. It was sponsored by officials of the F. Lourdard Company, including Barney Hughes, district sales manager, and Mr. and Mrs. Burt Pollock. Oฮисоп operators, were in town for the film, but no distributor raise their rate. After dinner the music ops will elect a full state of officers and directors.

A highlight of the meeting will be the presentation of the new Joker box, designed by Atlantic New York and Runyon Sales. Proceeds from the sale of this box will be used to defray the cost of the convention and housing in Israel. Denver, Los Angeles and New York, with their raising committee, made the following statement this week: "We extend our sincere thanks to Harry Rosen and Meyer Parickoff, of Atlantic, and Barney Sugarman and Abe Green of Runyon, for their generous donation of a Seeburg, 100-record, Selecto-Matic and AMI model II.

Members of the committee who aided Denver in the charitable work include Sidney Levine, Max Weiss, Harry Zane and Mike Munves. Denver may not have run a three-belfinger for awhile. Next Monday (28) he reports to Supreme Court for jury duty.

George Seedman and Bernard Berman were among the Rowe Corporation's representatives who attended in Detroit last week. The firm showed a bottle vender, which appears to be a milk machine. "Lou Brown, " Coin-viduals will announce the showing in the COIN MACHINES (NEW YORK on page 10).

Washington: Mrs. Elsie Taylor, bookkeeper at Day Service Music Company, is va-ant the health of her cousin, William C. Bramham, of the same company is back at work after a sojourn of illness. His cousin, a recent graduate of American Business College, is employed at Day Service, reports that Frankie Lander "is rid- ing the trail." The company also has a lot of requests for disks by George "Lilac," the company's newest and most popular amusements.

Both the pinball and juice box business is running steady here now, according to the observations of William Culver, owner and operator of the Philadelphia (Spring) (MD) op. He said he conducted a short trip to Philadelphia and plans to change his vending device from box to machine when he can buy 50 machines. All of the machines are built by manufacturers definitely in quality. He is planning a new one for the salesmen shortly after the first of the year.

James S. Macauliff, of neighboring Montgomery County (MD) police force, recently made an arrest on complaints by a manufacturer that persons are prohibited from playing pinball machines. As a result, a new ordinance has been adopted by the county and purchased a few new machines.

Indianapolis:
Mr. and Mrs. Peter Stone, Indiana Automatic Pinball Machines, Inc., and their distributors, are taking a vacation trip south of the Mason and Dixon line. The couple have been away about two weeks. . . . Paul Burch, Plainfield, Ind., owner, is on coin row last week. . . . James H. Holppin has presented Emmrich Machinery Co., of Terre Haute, with a Rock-Ola phonograph, purchased from the Indiana Automatic Sales Company. . . . the Alco-Deree Distributing Company has been appointed as the representative of the Philadelphia Distributing Company, according to Frank Banister, head of the concern.

Sam Weinberg and his wife have been visiting their relatives in the Southern section of the country.
"SWEEP STAKES"
A NEW JENNINGS
SENSATION
5 DIFFERENT
JACKPOT SYMBOLS
ONE LARGE SUPER JACKPOT!
SMALL HITS GALORE!
A WINNER EVERYWHERE!

Here is the perfect blending of many
Jackpots and lots of small hits! "Sweep
Stakes" offers 5 different Jackpot symbols
instead of the usual one.

"Sweep Stakes" has the world famous,
reliable Jennings one-piece "Chief" mecha-
nism which is known to have "fewer out-of-
order calls"!

Also as standard equipment on Jennings
"Sweep Stakes" is the new mechanical
innovation which sends 1 out of every 9
coins played directly from the Escalator to
the Jackpot... giving you double assurance
that your Jackpot reserve is always filled!

Your players will find new entertainment
in "Sweep Stakes." They'll be reluctant to
release it to the next player, and why not!

Location field test reports on "Sweep
Stakes" show bigger play and better earnings
than regular models.

We are booking orders on "Sweep Stakes" today so
that you can have this machine for holiday play.
Write or wire us now! Or see your local Jennings
Distributor.

O. D. JENNINGS AND COMPANY
4307 WEST LAKE STREET - CHICAGO 24, ILLINOIS - TELEPHONE MANSFIELD 2612
See 1950 Nifty for Arcades: Penny Play Highlights Trend

(Continued from page 142)

last year principally because of the type novelty games which have won local sanction in the past two months. Actually, the old stand-by arcade pieces, like voice and photo machines, card venders, peak units and roll arcade pieces are bringing in play on a par with last year with most arcade owners looking for increased business now that the steel strike has been settled. They say that not only did they lose direct trade because of the steel situation, but many patrons who expected to be eventually hit by the work stoppage took a cautious view and limited their amusement spending.

News from Exhibit Supply Company indicated that the firm expects a good first quarter in 1950 for arcade pieces for almost a half cent. The exhibit has just announced that it will debut seven new items at the forthcoming NAAAPB trade show at Chicago. In the condition, the plant is producing the contemplated pinball machines in quantity which has already proved itself in arcade and other amusement fields.

Chicago arcades on South State Street near Beach Avenue, Chicago, Clark, which represent some of the oldest in the city, say that business has been somewhat slow during the early part of the year, but in the past week business has picked up and owners of these spots now feel that traffic will run at a high level for the next few months. They feel that the New Year will hit the market will help the overall arcade business.

Los Angeles

Altho business in general has shown a decided drop, particularly in the entertainment fields during the past 12 months, arcades in Southern California will wind up 1949 business increase of from 10 to 12 per cent over 1948. Although of course generally believed due to elimination to some extent of lengthy vacations during the year, and due in part to the decay of home where money would go otherwise. An economic is that John Public has been forced to seek amusement in the purchase of penny machines.

Arcade business is up per cent in Wasilla Arcade, Bally's, according to Harold Hammond. He purchased this year by Al Anderson, amusement operator. A number of breakdowns in equipment with "every penny" machines, and prices in the way the Andersons turn up the arcade's success. Thru long experience about the "transient" coin business and the "out of order sign on too much equipment at one time" and drive patrons away. As a result the arcade management keeps the games in top shape at all times.

More penny coin machines have been installed on machines this year, which accounts for. At the present time Anderson believes. 39 machines are still in the nickel 49 machines. Good up-to-date pin marble games are a good draw here, the management having replaced an old model. Another good draw are the Dale Guns, manufactured by Elden Dale.

Museum Pieces

Museum pieces, such as coin-operated violins, and pianos bring in a good share of the money, Oldsters go for these due to the nostalgic angle. Despite the fact that these machines will be in operation before next summer mainly because they will be tried out for future holders. Another innovation to be tried out next year will be exhibits, to be held at the Arcade. Each pinball machine will be a separate exhibit, and the pinball machine, altho not growing as much as machines, Ryan recently achieved a complete set of between 2,000 and 5,000 items at all times. Business in the pinball machine is still growing, and was better in 1949 than in the previous year. Ryan feels that pinball business should be even better this year, due to a number of new machines, which have been introduced in the market.

During the winter the arcade is being completely renovated and remodeled to prepare to receive new equipment.

One of the largest arcades in the country catering to mopeds is run by Frank Zambrano and Rudy Jollins. This operation is completely satisfied with the 1949 games. Zambrano has proven very successful business annually 15 per cent. In view of his policy appealing to the kids, Zambrano has kept most of his machines at a penny. In order to keep the patrons coming back Zambrano buys approximately 20 large machines per year.

A feature of the arcade is its irregularities. Keep the place clean and rodent free, it is a thing to do. The arcade was very successful during the summer. Jack Ryan, manager of Badger Sales reports, but the place slowed to a walk. Nice grill given winter sports headquarters, on opened a new arcade field in the nearby mountain resorts where Badger does the bulk of their business.

The Arcade Industry's general operators of arcade equipment here at one time the general let-down of business has turned a bad situation to a good one for the decline in the phase of the business. Business is good and ready to buy their own equipment in the last few years, instead of depending upon operators for supply.

Detroit

Contradictory trends in local arcades are partly explained by the seasonal nature of an important segment of players, amusement parks and resort areas. In the latter instances, business was generally down this summer, particularly towards the latter part of the year, due in part to the impact of the steel strike and the consequent uncertainty in the automobile industry, which seriously hampered the growth of amusement spending, even though the resort areas were not affected.

Typical reaction to questions about conditions was that of a staff member at Harry Swinford's Playland Arcade, "What business? Here it was cited that the four weeks ahead had been the worst since January. While the previous calendar years business days have dropped drastically.

Prior to the recent slump general business levels were satisfactory, the not expected to decline too much about even to last year in arcades.

New Equipment

A general trend among manufacturers is that they are turning out the right type of new equipment for new arcades. It is expressed, they are more convinced that not only is the market for new arcades wider, but in coming months is more likely to be satisfied with new and developed equipment.

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Bally De Luxe Draw Bell, $1175.00 Each

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Unimatic Shuffle Alley — all the thrill of the shuffle Alley for immediate delivery. It is terrific. Writes back with help. Please mention Coin Op Reports.

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Phone: 4-5671
November 26, 1949  The Billboard

COIN MACHINES

168

Center, commented: “I believe competition will correct the equipment situation in a year or so.” He, like many operators, is delaying planning to buy new equipment for next season.

Belle Isle Big Up

The Belle Isle Center, incidentally, showed a curious reversal of the usual pattern by having its best year this year running 3 per cent ahead of last year. It was found that the arcade opened at 11 a.m. and closed at 11 p.m., three hours earlier than usual. General reaction at the arcade was favorable, with showmenlike front also helped to draw a patron business. At this particular center, the showman has been working since, while it is a year-round operation, it will be four months, operation seekers going to the city-owned Belle Isle Park for this business. With the serious drop in park attendance after the opening of school, the arcade business really started up.

DeMolakoos constructively criticized the use of nickel play for some types of games. He thinks there should have been designed for arcade operation. A number of factors, emphasis upon the penny-spender being placed by arcade men, return on investment principles and the possible situation aimed at gaining mass spending was discussed, was talking about slot machines, penny play and a wide choice of arcade devices.

He stated the present uncertainties and low business levels, a widespread, altho cautious optimism, over prospects and the increase in arcade operators in this territory.

New York

Arcade business reports in the New York area were mixed. The arcades themselves, mostly located along the nick trying to keep up a stepped-up business, but that is a seasonal adjustment.

Max Levine, head of Scientific Machine, reported that while his predecessor had made a complete and detailed survey of the New York market, since July turning out Official Q-Ball, a coin-operated developer department has been running. Based on his expectation of a good sales potential, Levine plans to place an order for several new pieces in the spring. There were a few sales of the firm’s Pokerino, a new roll-down, Tic-Tac-Toe and Bingo, and a few machines delivered especially to a well-known street dancer called Jungle Joe. Emphasis will also be placed on the firm’s Sk-Bowl which was introduced earlier this year but not marketed to any great extent.

Supplier Report

From the supplier viewpoint, Mike Munves, one of the largest in the country, reported that the last season had been his best, sales-wise, since the war. While old equipment was moved satisfactorily, Munves, unlike some distributors in other areas, attribute their sales rise this season to the introduction of new and appealing equipment early in the year. Munves covers the March thru June period, but he is currently handling coin-operated machines, and while some of his customers did not realize much from new equipment they purchased this year as they anticipate the mid-summer slump and by mid-summer had much to do with this situation.

Smaller Crows

Max Schaffer of Schock and Schaffer, who operates several of the largest arcades in town reported that he made 5 per cent last year and was able to move 20 per cent from last year. He believes that the drop is attributable to mail order, sales of Chrome and coin-operated entertainment, coming to the mid-town area from uptown预订s. His observation is that each person coming in spends a lot, but there are not just less people. The low-cost movies that line both sides of 42nd Street, between Seventh and Eighth avenues, where he has two arcades used to attract many more people and most importantly, family groups, than

Hirsh de la Viez Shows Way to Big Phono $$$

(Continued from page 152)

have dwindled almost to the vanishing point. "It does not get together every now and then and do things peacefully," says Hirsh, "but it is a disagreement from becoming a fight.

Urgent Co-Operation

Hirsh urges every community in the country to form its own co-op. "Co-operation pays off and pays off big," he declares. He has had a lot of mail from operators in other parts of the country asking for details and FM offers to forward each one, and usually ends his letters by saying "form your own guild.

The Hirsh Corporation occupies its own building on New York Avenue. It is staffed by Hirsh, his right bower, Bill Schwarts, and several assistants and service men. A large warehouse is right in front of office, while Hirsh’s own office is decorated with some autographed pictures of entertainment personalities.

Hirsh, who has a little card on the card is the weekly record of grosses. A glance at the card and Hirsh knows where his location is paying or not. Top-paying spots get the new jurors. Older jurors move down the paying scale. Those boxes no longer needed in a location are frequently peddled off at any price, even to a juke for a game room. Every now and then Hirsh revises the list for sale thru the classified ads of the local papers.

BOWLING IS THE CATCHY NEW NAME FOR "ECOBOWL"

In any one direction, thereby scoring a lego.

Most unusual feature is that the game can play three nickels at a time. The lower the prices are, the higher is the demand. The scores are electrically recorded contains three illuminated playing sections. A player may use the selector before starting to determine which of the boards he will play. Any one, two or all three may be played simultaneously, using the same ball, the three balls dropped in their holes to record on any board in action. Thus a player could score a 10 on each board at the same time and thus feature doubles his chance to win.

The Miami Pastime is designed especially for parades, concessions and carnivals, and has been tested, according to Isidor Edelman, founder of the company, in location batteries of 6 to 15 machines. This feature makes it an attractive item for park or other crowd locations.

Introduce last year as "Ecobowl" by the Electric Boat Company, the name of this sensational bowling game has now become entrenched to easy-to-remember "BOWL-O," and a separate company, Sulphen Products Corporation, has been formed to devote itself 100% to serving the bowling and amusement game industries. The testimonial quoted above is just one of many reports on big BOWL-O earnings. We will gladly send you names and mailing addresses of operators interested in the Masse.

Vender Plug

HARTFORD, Conn., Nov. 19. — "There's still plenty of plug- ging going on for vending machines. The latest is the story of the little Hartford girl who went to the store for her mother. The salesman had been young, so she might have a candy bar with some of the change. On returning, she was asked what she purchased. "Well," the little girl replied, "there were only four pennies left and the man said I couldn't buy anything for that, so I weighed myself four times!"

Heath Distrib Gets Mercury Line in Ga.

MACON, Ga., Nov. 19—Ed Heath, Heath Distributing Company, announced that his organization has been awarded the exclusive franchised distributorship for Mercury coin-operated machines. With two salesmen on the road, the firm is prepared to handle all orders promptly, Heath says.

In addition to the Mercury line, Heath is also pressing "jazz-waiting jump" records of his own on New Orleans label. After 15 years as a juke box operator, for the last five years his firm has been distributing all types of coin machines, records and extra parts.

$ If YOU'RE LOOKING FOR BIG EXTRA PROFITS

READ THIS

"BOWL-O" IS THE CATCHY NEW NAME FOR "ECOBOWL"

The take-off of this game has been phenomenal. The first week it grossed over $200,000, and although it was installed at the tail end of the bowling season, March 8, 1949, its present gross is $2,039.00.

"The game is the one in contact with hundreds of coin-operated machines and the BOWL-O is the best built, the best money maker and the most interesting game in the coin machine business. I haven't the slightest doubt that the take of this machine will be over $500,000 annually."

Written by a prominent New York bowling alley proprietor. Write upon request.

EARNING CAPACITY $4.00 PER HOUR

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DISTRIBUTORS—SALES AGENTS—OPERATORS!
COINMEN YOU KNOW

Chicago:
(Continued from page 160)
ied any type of coin amusement
games. It also has brought in a lot
of much needed new blood in the
industry. Who the production line
managers are hummimg full blast at
United Billy adds, the popularity of
the game in all sections in such a
way that the main problem is to keep
orders filled.

Jimmy Johnson, head man at
Globe Distributing, is back on
his feet again after a several weeks bout
with the bug. Doctors at the hospital
in Los Angeles once more and is ecitally
glad-handing all visitors to his Cali-
ifornia Avenue domain. . . Joseph Kaden,
of Kandy Kit Company, states his firm has ups Iur
vender soft drink operation by some
500 per cent since it placed the first
drink equipment in operation in about
spring of 1947. Beverage machines
are all being placed in firm's indus-
trial locations, where it also operates
candy vendors.

Frank Menzuci, Exhibit Supply, is
certain to earn some new pieces for
the NAAPB Trade Show will win a 10
of followers for the annual outdoor
event at the Hotel Sherman
here. Meanwhile, Silver Bullets the
twin gun game is now being pro-
ceded and delivered in quantity.

Chicago, Illinois Avenue
Les Rieck, manager of H. C. Evans
Company, division, H. C. Evans
Constellations are now coming at a
stepped up rate.

R. A. Bloemquist, president,
Metropo[len Amusement Company, off
on a hunting trip to "No Dee" Hunt-
ing Camp, Trout Lake, Mich. . . .
Ed Bloemquist, right-hander to
boss R. A. is in for a rib, according
to Lillian Gribb, the company's secre-
tary, who reports— "a customer called
and asked 'I don't see why my juke box is just like
Ed.' "How's that?" asked Helen.

Not working" was the reply. . . .
Servicemen Bob Proctor and Charles
Kols sporting a new Pencina station
wagon and 60 0k.. . . Ed Bloemquist
is singing praises for chirper Les-
barbour, who is being groomed by
Jimma Martin for a top vocalist
on the discs. The little "five-foot-
toppers" sang for operators at the
Tri-County Amusement Association
party at River Forest recently. Lois
Steele, pianist and arranger and Mercury's
Two-Tone Baker also entertained the
group. Frank Pedalla, the major-domo
of Melody Music, reading an old
parts department . . . Rene Pirard is
shop manager in charge of "Dixie Dribble
1945" party. . . . Sam Faragia,
senior to Frank, was fited recently
for his music wizardry of making up
developed programs that ring the
Melody juke box collections . . . Joe Pelleledo, serviceman, is
Remember the paper boy. . .

Cassie, mainline, packs a mean
and fro on his back. . . Servicemen Al
Anderson, Tom Minola, Bob Burmab,
Lemuel Smith and Joe Russo all
sporiting new cars.

HOYLMAN QUARTET
(Gene Collins)
Ronco 207
72-70-70-75

SARAH VAUGHAN
(Huge Winterhal-
ter orch)
Globe 395.90
76-80-75-72

HUGO WINTERHAL-
tER ORK
(johnny Thomp-
sen)
Globe 395.90
77-80-78-72

FRED LOWERY
Globe 3891
60-60-60-60

KAY STARR
Globe 395.90
75-70-68-68

BOB ZERKE
Globe 395.90
65-62-55-55

KAY KYSER ORK
(Genet Wood)
Michael Douglas
Globe 395.90
47-3092
10572

FRANKIE LAINE
119-90
119-90

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2 Ways to Win Jackpot—6 Ways
In a Win "10" Payoff. Up to be
In three T's, in addition to Jack-
In standardized Awards. Write for
details.

JACK McLEAN ORK
Globe 395.90
66-65-66-66

TOMMY TUCKER
ORK
Globe 6197
119-70-70-70

NELSON EDDY
(H, Winterhalter)
Globe 3646
76-73-70-70

TEX BENEKE ORK
Vita 477-4799
71-79-75-75

LISA KIRK
Vita 477-4799
71-79-75-75

PATTI PAGE
HISTORY 2316
62-60-62-64

CHICAGO COIN REBOUND SHUFFLEBOARD, 9 FT.
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otropic MINTS! 21 BELL
SLOTS Repairated
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MILLS 5c, 10c or 25c Prower Bonus Bell.
Mills 10c, 25c 1948 Bonus Bell, Enc. 8.75.
Mills 10c, 25c French Bell, Enc. 7.75.
Mills 10c, 25c Columbia Bell, Enc. 8.50.
Mills 10c, 25c 1947 Black Cherry, Enc. 8.50.
Mills 10c, 25c 1947 Gold Top, Enc. 9.50.
Mills 10c, 25c 1947 Jewel Bell, Enc. 15.00.
Mills 10c, 25c 1949 Black Cherry, Enc. 15.00.
Mills 10c, 25c 1950 Round Top, Enc. 16.50.
R.L. E.
Mills 10c 1948 Club Royal, Enc. 100.00.
Jennings 5c Standard Chief, Enc. 140.00.
Jennings 5c TecTopo, Enc. 129.50.
Jennings 5c or 10c Chief Concord, encase.
Jennings 5c or 10c Deluxe Life-Up, Enc. 119.50.
Pause 5c or 10c, 1947 Bronze, Enc. 15.00.

UNITED SHUFFLE ALLEY...$345.00
BALLY SHUFFLE BOWLER...$395.00
EXHIBIT DILE GUNS, LATEST TRIPLE SWITCH MODELS...
$149.50

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4113-43 ARMITAGE AVENUE...CHICAGO 39, ILLINOIS

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AT NO
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WURLITZER
ROCK-OLA
SEEBURG
WEIMAR

734

PRO-FOSTER

290

COMANCHE

BROOKS

371

PACKARD

20

TWO 5

26

616

STANDARD

AUXILIARY

(Continued from page 161)

Terms: 1/3 deposit with order, balance c.o.d.

We specialize in export trade.

Record Reviews

(Continued from page 161)

ARTIST

SAX GILL ORK

Glorious G-220

RHYTHM & BLUES

Snapeo

Sappy and itches a series of hackneyed riffs with rhythm support.

Rhythm Fantasy

Group attempts an exotic effect, with bary and tom-tom

fused in accompaniment to "tactile" rhythm.

FLOYD DIXON

EDDIE WILLIAMS

AND HIS BROWN BUDDES

Supreme 1546

You Need Me Now

Wurlizer Diane and the Williams group do a blues in the manner of their latest, "Ruskola's Annual" style.

This follow-up doesn't attain the high-minded feel of the 45.

Prairie Dog Hole

Group tackles a Western-styled novelty with doubt-

ful result.

JIMMY WITHER-SPoon

Supreme 1545

How Long

Williams' blues really gets him into the feel of the old blues, with any McCloud's 64-drag highlighted in the effective mood effecting. Airgun action across the board.

Skid-Row Blues

A social blues about the sad effects of hard times and the blues of being a blind artist.

AMOS MILBURN

AND HIS ALADDIN CHICKEN-SHACKERS

Supreme 1549

Real Pretty Mama Blues

Milburn should have rung jump blues, with combo topping properly in the back. Should soon be in all de-

positories.

Drifting Blues

Heartful, telling warbling of the great Three Blazers' blues.

"LIGHTNING" HOPKINS

Supreme 1530

Morning Blues

Deep South blues charting and capturing projects in the authentic primitive style.

Have to Let You Go

More of the same.

COUNTRY AND WESTERN

TENNESSEE ERNIE

Capitol 87-0528

Mule Train

Ernie does a powerful, robust treatment of the "Mule" in the Western idiom, with extra-expressive work in the life urking, with wailings and echo-effects.

Anticipation Blues

Humor and vitality in this rhythm-blues saga about an emotion, when the true story is extricated.

What a Fool, What a Fool

Unusual side here: tune is a pop rendition of "Why Republicans." price is string-setting, without singing in a blues style reminiscent of Ella Fitzgerald. Odd combination only here because finding its market.

Farewell Baby Blues

Typical strong and attractive on a boogie-heat blues with country-blues backing.

MELRO TRAVIS-EDDIE KIRK-TENN.

NESSIE ERNIE

The powerpower of country-blues delivers a power-

song, tune has caught up with the essence of country-

fusing. This waging should eliminate any question of doubt.

Blues Stay Away From Me

Sally Goodlin'"

In a square dancer, but tone is more con-

sidered, being a blues wrestler with making the words carry clearly. It's effective. Dance in "Ring the Bell"

Bill Cheatham

Man starts with a fine beat, but the words are less...displayable here. Dance is a "Mississippi Moon Down."

Please, Please, Please

"Nothing distinctive in the rendition of an empty solo.

The Moment I Found You

George and the Flamingos, and this is a hopeful ear-

ning.

Louisiana Boogie

Country-style boogie, with strong beat and jazz
grooving, also some work in Ceylon pressing.

The question is "Why?"

Sidewalk Waltz

Sort of classy, but there's not much more that makes mention here.

Wednesday Night Waltz

Swaying Waltz with some very good jazz.

Confidence Blues

Gray, driving beat and tight arpeggi behind swing get-

nguitar makes for a suave instrumental slice in the Western swing strain.

Red River Valley

Teutonic harmonies get off a rich, resonant, execu-

tive rendition of the cowboy classic.

Santa Fe, New Mexico.

Group goes pop here with a pleasant Broadway Western.

I'm Startin' Sweetheartin' Again

Rip-off of the rhythm quickly gets a corded perfor-

mance.

Always In My Heart

Guitar piece, with this being the best.

HOT JAZZ

YOUNG MAN's BLUES

Young Man's Blues, Part One

Tender deep clearly, with an expert little group spicing Eddie's solo's keyboard creates a deep feel.

Part Two

Tender better lines on this side. The small crew helmed here maintains the blues mood.

CHET ATKINS & His

GUITAR PICKERS

Victor 45 48-042

STANDARD RECORDS

(Continued from page 161)

ERNESTY HOGGE

Victor 45 48-042

ROYAL RECORDS

(Continued from page 161)

ERICA HOGGE

Victor 45 48-042

ROYAL RECORDS

(Continued from page 161)

ERICA HOGGE

Victor 45 48-042

ROYAL RECORDS

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ERICA HOGGE

Victor 45 48-042

ROYAL RECORDS

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ERICA HOGGE

Victor 45 48-042

ROYAL RECORDS

(Continued from page 161)

ERICA HOGGE

Victor 45 48-042

ROYAL RECORDS
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<td>In a Sentimental Mood</td>
<td></td>
<td>54—58—54—50</td>
</tr>
<tr>
<td><strong>JACK SURRELL TRIO</strong>&lt;br&gt;Sensation 18</td>
<td>Old Fashioned Love</td>
<td></td>
<td>55—55—56—50</td>
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<tr>
<td><strong>MILT JACKSON ALL STARS</strong>&lt;br&gt;Sensation 19</td>
<td>Autumn Breeze</td>
<td></td>
<td>54—58—54—50</td>
</tr>
<tr>
<td><strong>ALVINA AMERICAN</strong>&lt;br&gt;Los 370</td>
<td>Robin 'With Robin'</td>
<td></td>
<td>54—58—54—50</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>77—78—76—76</td>
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<tr>
<td></td>
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<td>74—74—76—76</td>
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<td>58—56—58—60</td>
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### Coin Machines

#### Coin Machines

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<tr>
<th>Artist</th>
<th>Tunes</th>
<th>Label and No.</th>
<th>Comment</th>
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<tr>
<td><strong>ROY McGINNIS CO.</strong>&lt;br&gt;1101 MARYLAND AVE., BALTIMORE 16, MD.</td>
<td></td>
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<td>18</td>
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### Operators' Information on Request

<table>
<thead>
<tr>
<th>Card Type</th>
<th>Information</th>
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<tbody>
<tr>
<td>Elite cards</td>
<td>8—99—99</td>
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<tr>
<td>Celebrity cards</td>
<td>74—74—74</td>
</tr>
<tr>
<td>Show card</td>
<td>99—99—99</td>
</tr>
<tr>
<td>Rival card</td>
<td>99—99—99</td>
</tr>
<tr>
<td>Golden card</td>
<td>99—99—99</td>
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<tr>
<td>Silver card</td>
<td>99—99—99</td>
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<tr>
<td>President card</td>
<td>99—99—99</td>
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<tr>
<td>King card</td>
<td>99—99—99</td>
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<tr>
<td>Queen card</td>
<td>99—99—99</td>
</tr>
<tr>
<td>Jack card</td>
<td>99—99—99</td>
</tr>
<tr>
<td>Joker card</td>
<td>99—99—99</td>
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### Parts for Dava Counter Games

<table>
<thead>
<tr>
<th>Part</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>We stock</td>
<td>PARTS FOR DAVA COUNTER GAMES</td>
</tr>
<tr>
<td></td>
<td>WRITE! WRITE! PHONE!</td>
</tr>
</tbody>
</table>

---

**BUY WITH INSURANCE!**

**GENCO'S "GLIDER" UNITED'S "SHUFFLE ALLEY"**

**NOW DELIVERING**

**MARVEL AND AMERICAN EAGLES**

**WORLD'S GREATEST COUNTER GAMES!**

**NOW AVAILABLE IN 2 MODELS**

1. Non-Coin Operated, 1c or 5c Pay
2. Coin Operated, 1c or 5c Pay

**NOTICE**

WE CONVERT COIN OPERATED MARVELS AND AMERICAN EAGLES TO NON-COIN OPERATED MODELS

**CUB AND ACE**

**SMALL IN SIZE—BIG IN MONEY MAKING POWER!**

**BUDDY**

1c Play Featuring Cigarette Reels. Dave's famous Coin Divider and 2 separate cash boxes.

**WE STOCK**

**PARTS FOR DAVA COUNTER GAMES**

---

(Continued on page 168)
WHY CALIFORNIA SHUFFLEPINS TAKE IN THE MOST MONEY!

ONE TO FOUR PLAYERS CAN PLAY AT THE SAME TIME; THEREFORE, YOU GET ONE TO FOUR DIMES AT A TIME.

A FEW TERRITORIES STILL AVAILABLE.

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AMUSEMENT SALES CORP.

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[Image of a page from a newspaper]
For Steady PLAY...
For Steady PROFITS...
Operate
Williams Games

DON'T
SCRAP YOUR KILOYS or HAVANAS
Modernize them at LOW COST!

WE REVAMP YOUR GAMES COMPLETELY
WE MUST HAVE YOUR COMPLETE GAME BECAUSE WE REFINISH ENTIRE CABINET

ELMER
REVAMP FROM KIROY

SWEET SUE
REVAMP FROM HAVANA

FEATURES
- SUPER HIGH SCORE
- REFINISHED PLAYFIELD
- BANG BUMPER

All broken and missing parts replaced at nominal cost.

$75 EACH GAME

$100.00 deposit required with each game. Customer proposes freight.

AUTOMATIC FRAME SCORING ELECTRIC OVERHEAD SCOREBOARD

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Due to the fact we have been able to increase production, we are now in position to appoint a few more distributors. Write Wrist Phone Today!

THE ORIGINAL SUFFLEBOARD SCOREBOARD

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New Nasco Conversion Kit Service

We have had so many requests from operators for Conversion Kits to be used on games for their MARGINAL locations that we have finally decided to produce Nasco Conversion Kits. Now under one roof you can get full service—the FINEST COMPLETE Conversions in the nation AND for those marginal 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
Conversion for TRADE WINDS

Includes: Multi-Colored Rack Glass, New Style Bumper Caps, 3 Score Cards

Only $15.00

1/3 Deposit, Balance C. O. D. Result in Full and Save C. O. D. Charges

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Three Newest and Hottest PROFIT BUILDERS!

- CHICAGO COIN BOWLING ALLEY
  - Designed for competitive play, 2 or 3 on each. New overall design which disappears when not in use. Looks like and feels like real bowling. Immediate Delivery!

- WILLIAMS QUARTERBACK
  - Everybody loves football. Player controls action. Puts himself in backfield for running, passing, kicking plays to advance 2 dimensional ball carrier across gridiron. Nine-hole chute adjustable to 8 plays for 8. Immediate Delivery!

- EXHIBIT SILVER BULLETS
  - Only target device ever created for street competitive play. Playing appeal never dials because coming up with the right flipper is the challenge. Player appeals. Immediate delivery!

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Reconditioned and Guaranteed.

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DELUXE DRAW BELL $1.95
DRAW BELL, Reg. U. S. Patent 186

KENT
TWIN BONUS SUPER BELL, D.D. $2.95
SINGLE BONUS SUPER BELL, E. $2.00
SUPER BELL, E. $2.00

JENNINGS CHALLENGER, 5-20, $2.95
MONTE CARLO, Mr. Write MILLS DUPLEX, 5-92, $2.95

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SHUFFLE ALLEY
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SHUFFLE BOWLER
CHICAGO TWINS
BOWLING ALLEY

Don’t miss the ball—order now!

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All reconditioned as new.

MILLS BLACK EXHIBIT, S. 913, $2.00
Fast, Fun, Last Longer

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Super CeCe Bell, S. 342, $7.00
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Exhibit SHANTY TOWN
Keeney BAND LEADER
January RIP SHOOTER
Chicago Coin TAHITI

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ROLL DOWNS

Gnome TOTAL ROLL, Lots of 12 each. $2.00
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BALLY ONE BALLS

5 BALL FREE PLAY GAMES

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NEW GAMES

CATALINA, P. P. $7.50
CONTACT, P. P. $7.50
CRAZED, P. P. $7.50
FIVE STAR, P. P. $7.50
JUPITER, P. P. $7.50
PACIFIC, P. P. $7.50
SEASIDE, P. P. $7.50
STRAND, P. P. $7.50

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DOUBLES, U. P. $7.50
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DRAW BELL, M & A, WRITE
HANDBALL BELL, M & A, WRITE
H. HANDS BELL, M & A, WRITE

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ARCH CHALLENGER, 1.00
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See Keeney's BAND LEADER

PLAY IT! CASH IN ON THIS FASCINATING 5-BALL NOVELTY GAME WITHOUT DELAY

5 KICKOUT HULLS: 4 at top good for 10,000 each; one at center of field good for 50,000.

4 ACTION BUMPERS count 10,000 each until hit, then good for 100,000 each.

ONE FREE GAME BUMPER when hit good for one free game when hit.

2 FLIPPERS & 6 ROLL-OVER SWITCHES: 5 good for 10,000 each when hit, one good for 50,000 when hit.

TOP SCORE: 9,400,000. It's Fast! Tremendous Appeal!

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ONE THIRD DEPOSIT, BALANCE SHIP DATE ON C. O. D.
**NEW ACTION! NEW EXCITEMENT! NEW PROFITS!**

The NEW Spectacular

**GENCO RIP SNORTER**

Scores in the Millions

14 DIFFERENT WAYS TO GET REPLAYS

WRITE! PHONE! WIRE! YOUR DISTRIBUTOR—

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**SENSATIONALLY NEW! CASINO BELL SR.**

**SENSATIONALLY NEW: CASINO BELL SR.**

For Lasting Appeal... Dependable Earnings. Rely on these EVANS' Features:
- Accepts 5c and 25c Coins on Same Play, Pays Out Nickels or Quarters. According to Coin Played. Evans' Nonpareil 5-Coin Head! 5 Players! Greatest Improvement in the History of the Industry!
- Jackpots with Reserves!
- Individual Payout Cups!

**SCIENTIFIC TO BOW NEW LINE IN SPRING**

(Continued from page 143)

nickel inserted gives the player 20 shots from the slot, with an addition of 20 shots given automatically if a perfect score is made.

The marquees aim at an electric eye on a shield carried by Jungle Joe, a painted camouflaged viciously enganged in a war dance. If a hit is scored the cannabin's eyes, flash red, as do his companion's, crouched near him and stirring a bolling cauldron. At the same time, the fire belches forth red flames.

Tic-Tac-Toe, one of Scientific's new rolldowns, combines the play elements of that old parlor game and Pokerino. Five rubber balls are rolled at a series of holes on the playing field, each carrying a poker card and/or a single letter of Tic-Tac-Toe, the game's name. On the back-glass illuminated poker hands and a Tic-Tac-Toe-Toe square are pictured. Coupons, redeemable for merchandise, are awarded for rolling certain poker hands or completing a Tic-Tac-Toe line. The game, with a nickel coin mechanism, is the same as Pokerino.

Playing on other Scientific rolldowns to be introduced next spring, is a group game. Non-coined, it is played on its playboard. Four colored bingo cards are pictured on the front unit's back-glass.

Levine said the new Pokerino model would be unchanged mechanically, but would be finished in different color scheme from the games produced to date. It will be flashier in appearance, he said, and carry modified back-board design.

Installation of the new feature will not affect the output of Official Q-Ball, the coin-operated pool table manufactured by Scientific for the American Q-Ball Corporation, according to Levine. He company has assigned most of its production facilities to the pool table during recent months.

---

**NAAPPB To View Machines; Coin Units Bow at Chi Meet**

(Continued from page 142)

hockey game and goat getter, and a reflex control game with a principle of condition similar to the Fortune Tinters, introduced at last year's trade show.

The fortunetelling unit is highlighted by an animated Egyptian seer. After coin is inserted, the seer holds his hands over a crystal ball and tells the patron about his future. When he finishes, the voice of a foreign accent, the patron heard the sound of a typewriter and a card is vended when the typical sound stopes. The card tells the patron their lucky stone, number and day of the week. The special set-up in Exhibit's show booths will permit the seer to tell falll show visitors as they pass by the fortunetelling machine.

**Merchanised Game**

Frank Mencuru, manager of Exhibit Supply's division, explained that the new rotary merchandiser was designed after the firm had received numerous requests for this type of machine. A coin inserted in the machine sets the merchandise tray revolving, followed by an animated finger which pushes merchandise toward a center delivery chute.

The used vibrator has a compact cast aluminum cabinet. Besides giving feet a gentle stimulation, the vibrators feature flowered plastics which create a brilliant light effect.

**Card Vender**

The electric card vender has an all steel cabinet and delivers a card instantly after patron places a coin in the unit's drop chute. The entire front is designed as a door, which makes servicing comparatively easy. Even the coin box is covered by the door, placing both with no danger at tampering. The new card machine has two versions and each one can be dealt with as a separate unit. If one part needs to be removed for repair, the other stack is able to function.

Exhibit's mechanical horse is made of steel. The new model is available in two sizes during the NAAPPB trade show. One size is for small children to ride. The three speeds on this model can be governed by the parents with a foot. The larger model is for older children, feature can control the speed of the horse by the reins. Purpose of the horse is to simulate riding at different speeds.

**Hockey Game**

The hockey game is a two-player cabinet simular to an amusement game, by the use of numerous flippers each player has to score goal on his opponent. Player making three goals first wins. There is no time limit on this unit.

Goat getter uses a lift pointer as its hub. The Player's object is to advance a simulated goat up a series of steps. This is accomplished by the player placing the pointer against a light representing the goat. If the player pushes the pointer to touch the sides of the goat, the goat drops back one notch. Each accurate hit gives the goat with the goat advances it one step.

1-5-10-Cent Operation

Exhibit Supply recommended that the fortunetelling game, the rotary merchandiser and the hockey game be used on nickel play, the foot vender for penny operation and the mechanical horse for either a nickel or dime play. The card vender can be set for one or two-cent play by simple adjustment.

In announcing the new arcade line, Exhibit officials pointed out that the equipment is so designed that all requests by operators in the care. Altogether 21 items were mentioned by operators, the groups were selected only after careful study of all requests.

**JENNINGS BOWS**

(Continued from page 143)

and refinements designed to keep servicing at a minimum. Play appeal ideas introduced on Swestake Chief include a light-up feature which flickers on and off as the reels move. Then, the bell and horse symbols, besides the regular three-bar symbols, result in major awards. The unit gets its name from a special award, known as a swestake, made when the reels stop on three horses and the light remains on. In this case the major award plus a token of a value of $18 drops into the award receptacle.

Other liberal scoring machines. Chief includes 18 units for two bell symbols, one for two horseshoes, one for two horses and double red and 13 units for two plums plus any symbol on the last reel. It is available with coin boxes ranging from a nickel to a dollar.

---

**FOR SALE**

TWO DELUXE MUTOSCOPE PHOTOGRAPHIC MACHINES

Latest models, perfect condition. Good.

$425.00 Each

HERMAN WOLFF
2956 W. 25th St., Chicago, Ill. N. Y.
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CALL ANY TIME

MUST BE SOLD IMMEDIATELY
Endorsed... by Banner

UNITED'S
SHUFFLE-ALLEY
WITH ALL THE THRILLS
OF ACTUAL BOWLING
AND IT'S MIGHTY
POWERFUL EARNINGS
MERITS
THE
DISTINCTION
OF OUR
ENDORSEMENT

BANNER SPECIALTY COMPANY
Endorsing Only The Best Since 1917

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UNIT: ARROW BALL, Twin Mesquite, $149.50
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      ROYAL DIAMOND, $149.50
      EVANS SANTOS, $149.50
      JESSIE CHALLENGER, $149.50

NEW VENDORS

ACORN VENDOR, 5.25c, Cents
      DAVE, 5.25c
      CHICAGO, 5.25c
      MUNI, 5.25c
      CHAMP, 5.25c
      IRON P.O.

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      CHICAGO, 5.25c
      MUNI, 5.25c
      CHAMP, 5.25c
      IRON P.O.
ADVANCE ANNOUNCEMENT
OF THE NEWEST IN SHUFFLE BOARDS-
The SHUFFLE-MITE
Coin operated play control
eliminates all supervision; 10 ft. long, 9-ft. maple playing field, beautifully designed.
Two or four may play at one time same as large board, Unique scoring device.
Price to operators less than 1/3 of large board.
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Manufacturers of the Quizzer
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MILLS' NEW 1949 BELLS

MILLS' NEW QUEST BELL

Operates on 1-5 Mystery Payout. A "Pony-Size" Bell, Weighs only 25 lbs. System, 2c Play. $45.00. WRITE FOR QUANTITY PRICES.

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2c-10c 25c-50c PLAY. WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

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Treasure Chest 17.00 Mexico $27.00
Banana Split 15.00 Excesco 27.00
Sonic Spin 15.00 Tropicana 25.00
Blue Bell 12.00 Ript Flapper 32.00
Star Play 12.00 Radio City 32.00
Lucky Star 11.00 State Fair 30.00
Deluxe 10.00 State Fair 30.00
Gatling 10.00 Silver Platter 25.00
Star Play 10.00 Millionaire 25.00
Blue Bell 9.50 Millionaire 25.00
Da Vinci 8.50 State Fair 25.00
Stage Door 5.00 Star Play 22.00
Step Up 5.00 Star Play 22.00
Gay Lady 5.00 Star Play 22.00
Rocket 4.00 Star Play 22.00
Tobacco 4.00 Star Play 22.00
Titan 4.00 Star Play 22.00
Oriental 3.50 Star Play 22.00
Italian 2.50 Star Play 22.00
Mexicato 1.95 Star Play 22.00
Minnie 1.75 Star Play 22.00
New Dan Stands. Single, Double and Triple Safes for All Bells.

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Citation $31.75 Longspur $30.00
Roll O Bells $49.50 Deuce Whirl $26.00
Para-Bellum $59.50 Dust Whirl $22.30
Striking $65.00 New Pay $19.50
Gold Pan $146.50 Pimlico $22.10
Daily Bells $175.00 Tournay $20.00
666 Bells $215.00 Century $20.00

CONSOLES

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Mills Token Bell is a beautiful machine finished in brilliant colors—aquamarine, jade, gold and black—with an unusual and very dominant circular Jackpot coin display. Token Bell does not pay off an automatic Jackpot, but instead issues an attractive token, the value of which is posted beforehand by the location. It allows location to set up its own Jackpot amount, prevents misunderstanding, counting of coins and allows the principle of a guaranteed Jackpot to work out correctly. Mills Token Bell is a tried and proven money-maker. Write for more details.
HERE'S THE BEST COIN-OPERATED ITEM SINCE THE WAR ... OR BEFORE! ITS EARNING POWER IS SIMPLY TERRIFIC, BECAUSE YOU GET 10 OR 20¢ A GAME INSTEAD OF 5¢ PER GAME ... WHICH MEANS THAT YOU GET YOUR INVESTMENT BACK IN A HURRY, PLUS A DANDY PROFIT FOR A LONG TIME TO COME WHEN THE MACHINE HAS PAID FOR ITSELF!

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HERE'S THE REAL LOW-DOWN ON THE BIGGEST THING THAT WE'VE EVER HAD THE CHANCE TO OFFER YOU!

Genuine Player Competition! Two can play at the same time! No waiting until your opponent has completed his entire game. You compete frame by frame—matching your skill with your opponent's toss by toss—now you're ahead—now he's ahead! Each score totals separately and completely automatically! Exciting, thrilling! Jam packed with all the kick of real bowling! Strikes, spares, splits and railroads!

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25¢ Blue or Brown Fronts 79.50
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10¢ Black Cherries 104.50
25¢ Black Cherries 114.50
50¢ Jello Balls 135.00
50¢ Standard Clubs 149.50
10¢ Standard Clubs 159.50
25¢ Standard Clubs 169.50
50¢ Mills, O. T. A-1 175.00
5¢ Mills, O. T. A-1 189.50
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COLUMBUS 15, OHIO

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Frisbee Bells, A-1 59.50
New Chi. Coin Reelsounds 545.00
Leaves, A-1 99.50
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New United Shuffle Alleys 249.50
New Geno Gilders 375.00
4 Bulkley Treasure Isles, Jiggles 399.00
Sky Fighters 79.50
Skew Surrender 79.50
Skew Surrender 79.50
Size Alleys, P.B 89.50
Martini Club Gongs 115.00
Set a Ball Jr., New 49.50

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NEW BALLY TRIPLE BELLS, 61952 279.50
NEW ARROW BELLS
KEENEY TWINS, S-1, P.P., P.O. $95.00
KEENEY SINGLES SUPER, P.P., P.O. 90.50
NEW BALLY RESERVE, TV, TV, TV $119.50
EVANS WINTER BOOK, P.P., P.O. 392.00

PHONOGRAPH

Write

NEW 1949 WURLITZER 1100 $695.00
NEW 1949 WURLITZER 2200 $795.00
NEW 1949 M. A. M. MODEL 1650 395.00
NEW 1949 WURLITZER 500 $495.00
NEW 1949 BONAS-COLA MODEL 1350 $750.00

CHRISTMAS WURLITZER BONUS BELLS

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DOUBLE BELLS, 5¢ 10c, 3¢ 1¢ $995.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $1195.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $1595.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $1995.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $2295.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $2595.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $2895.00
NEW BALLY BELLS, 5¢ 10c, 3¢ 1¢ $3295.00

BADGER'S Bargains

LOS ANGELES BURLINGTON MILWAUKEE

CARL HOPPEN

ARCADE

CHICAGO COIN PISTOL $149.50
CHICAGO BOWLING BALL $49.50
BALLY BOWLING BALL $49.50
HILL JUMPER, P.P.S. 99.50
BUCKLEY TRACK ODDS 99.50
BALLY CLUB BELL, P.P.S. 99.50
BUCKLEY KICK BELL $109.50
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BUCKLEY KICK BELL, TV $109.50
BUCKLEY KICK BELL, TV $109.50
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Say the JONES BOYS

ALL NEW HOLLYCRANE

COMPLETELY REENGINEERED

DIRECT OPERATION

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UNBREAKABLE

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CLOSED OR OPEN

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PLAY MODELS

COMPLETE LINE

OF MERCHANDISE

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FOR BIGGER

CHRISTMAS

BONUS PROFITS.

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ROUTE STARTED

NOW!

YOU'LL BE THANKFUL TOO, FOR THE

NEW RE-ENGINEERED HOLLYCRANE

Now's the time to invest in a steady high income route of Hollycranes, to augment your present operations, and at the same time increase YOUR profits! The Jones Boys have a reputation for handling only quality merchandise — and we're proud to endorse 100% the all new Hollycrane! Wire, phone or write us immediately — shipments are rolling!

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SCORES EXACTLY LIKE BOWLING
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AT START OF GAME
RETURNS TO PLATER AUTOMATICALLY

WEIGHT LOCKED WITHIN GAME
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GREATEST NOVELTY GAME
OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
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