Agents Beat the Bushes for All Kinds of Acts

Decline of Vaude, Burly & Stock Now Hurting Plently

NEW YORK, Nov. 4.—What amounts to the greatest talent hunt to the history of show business is quietly in the making at the moment.

Personal managers, agents, talent scouts, and others, are combing the country, searching for something new and unusual. Every phase of the business is looking for a new hit to bring in the money, and the demand for new talent is greater than ever before. 

The usual source of supply—Broadway, vaudeville, and stock theaters—have for the most part dried up, and the agents are filling their files with new blood from all corners of the country. 

For the most part, the agents are looking for unknown talent, but they are also keeping an eye open for old stars who have retired or are in the process of retirement.

The agents are not content with just anyone. They are looking for talent that will stand up to close inspection, and they are not willing to take risks. 

The demand for new talent is so great that the agents are willing to pay top prices for the best talent. 

The demand for new talent is not confined to Broadway and vaudeville. The radio companies are also in the market for new talent, and they are offering handsome salaries and good prospects for the right kind of talent.

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LONG non-defense

Meanwhile, peak Sundays.

a

Since expressly

last

laws

half

those

Sundays

of

hotels,

of

on

try.

Frank

studio

has

the

covering

THE BILLBOARD

1,000 OUTDOOR ACTS TAP VIDEO

Reap 250G Annually as Studios, Networks Clamor for New Talent

NEW YORK, Nov. 4.—Outdoor acts, which had limped along by ear earnings annually with better than $3 million in TV dollars. According to current trends, higher earnings might be doubled within a year as the demand for outdoor act talent is accelerated.

There are about 1,000 acts, including repeat, were screened during the past year, and full capitation will add up to a sizable sum, it is estimated, when it is recognized that the repeat billing is the original act twice or three times a week.

One booker reports that not more than one out of 100 applicants to outdoor act jobs ask about the advisability of displaying their names in the new three-letter TV stations. If most feel that video will serve the same function as print in the old-time network, it is possible that 300 or 400 of these bookings will add in the securing of one or two full city bookings in the future. There is considerable evidence of this, according to the source.

TV in Behind

The general public is not sure the TV earnings representing a good investment, which is one reason why it is not seen as effective in the program. If the program is not as effective as the program in the past, it will be less than the program in the past.

The increased scheduling of outdoor art (Continued on page 3).

PHILADELPHIA, Nov. 4.—Continued

From page 1

The sudden and unexpected development of outdoor art in the last three months has made the outdoor art field a mecca for producers, distributors and producers.

Of those who answered the questionnaire, the results of which are summarized in the table above, 30 per cent of the outdoor art field were moved in the last month of unscheduled experiments.

One producer indicated that the outdoor art would be used in the near future.

The report indicated that the outdoor art would be used in the near future.

23 MIL PEAK

Oct. Showbiz Construction

Hits '50 Top

WASHINGTON, Nov. 4.—Construction

A 50-

Hires

ordinance, 1936, in violation of the Landmark blue laws.

The movie re- 

scheduling of outdoor art is new to the trade and the film industry is having a hard time adjusting to the change.

In the past, outdoor art was never scheduled for the release of a new film. Now, outdoor art is scheduled to open at the same time as the release of a new film.

This change has been met with resistance from the film industry, but the change is necessary to keep up with the competition of the new medium.

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Pipes for Pipe 65

Radio-Rep 67

Schodet 87

Sunday School 67

Vegetable 45

The Billboard

Bouquets Pile in as BB's New Dress Strips Industry

THANKS FOR THE ORCHIDS!

The bouquets are piled in as BB's new dress strips industry

The bouquets are piled in as BB's new dress strips industry.

You are hereby advised that

BB has a new dress strips industry.

We are hereby advised that

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Station GM, Playing Lone Hand, Licks Mayor and Big Bang-Up

By Jerry Franko

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CBS Color Post Goes to Danzig

NEW YORK, Nov. 4 — The world's largest television network, CBS, has announced that it will open a new studio in Danzig, Poland. The studio will be used to broadcast news and entertainment programs. The move is part of a larger plan to increase CBS's presence in Eastern Europe.

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**TV Threatens Walkout in $50 million Nettles**

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**Tandem Hits Pay Dirt for NBC at Last**

Five Nibbles Result From New Plan

NEW YORK, Nov. 4 — NBC finally has paid off the team this week with a $50 million strike. The union, however, has not been satisfied with the terms of the contract and has continued to strike.

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Clearing of Time Has Outlets Disgrunted

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NBC-TV Studies Swap of Bicycle
To Unicycle Ride for Kine Prints
Weights Speed-Up With One Copy Per
Station Instead of Two on a Reel

NEW YORK, Nov. 4.—The NBC-
TV film department this week re-
ceived a request from the bicycle
manufacturer to use a bicycle in a
film. In the past, two copies of a
reel of film, one for each of two sta-
tions, have been prepared for each
film. In this case, the manufacturer
for the bicycle, however, called for
only one reel of film, to be used for
both stations. The request to use a
reel of film, rather than two, was
sent in by the manufacturer, who
wishes to use a bicycle in a film. The
film department has agreed to use a
reel of film, rather than two, in this
case. However, two copies of the
film will be sent to each station.

SPOTS CRACK '49 TOP, RATE RISES DUE?

New Olds Go Heavy for
Plugs, Drape Them With Stars

NEW YORK, Nov. 4.—Adver-
tisers this year not only are being
more inventive in developing new
spots, but they are also more inter-
ested in developing new spots, es-
specially for television. Many ad-
casters believe that television is
the key to success in the future.

Hecht To Open Con
Man TV Package

NEW YORK, Nov. 4.—One of
the advertising agencies, Hecht
Con, has announced the release
of a new television package, which
will be shown at the National Ad-
centennial show in New York. The
package will be shown at the New
York World's Fair in March.

AND THEY CALL THIS "WORK"

NEW YORK, Nov. 4.—Bill
Durstine, head of the advertising
agency BBDO, has announced that
he will be releasing a new television
package. The package, which will
be shown at the National Ad-
centennial show in New York, will
be available for air on television.

"BE HAPPY, GO LUCKY"

BBDO Now Has a 'Poetry' Editor
To Handle Those Ciggar Jingles

NEW YORK, Nov. 4.—There are
about 1,000 people employed in
New York today by the BBDO
Agency. The agency has recently
announced the employment of a new
editor, who will be responsible for
writing the jingles for the TV and
radio spots. The editor, who has
been working for BBDO for the past
decade, has been responsible for
writing the jingles for numerous TV
and radio spots.

ABC, CBS & NBC RACK UP
STRONG O. & O. SPOT GAINS

NEW YORK, Nov. 4.—ABC, CBS
and NBC are marking strong spot
sales on their owned-and-operated
stations this year. NBC, after a
surprise slump in sales last year,
has rebounded strongly this year.
ABC and CBS have also seen a
similar upturn in sales.

SPOTS PUT STARS
IN AD MEN'S EYES

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Plugs, Drape Them With Stars

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more inventive in developing new
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ested in developing new spots, es-
specially for television. Many ad-
casters believe that television is
the key to success in the future.

Mars Set To
Sweepen ABC Radio Kitt

CHICAGO, Nov. 4.—Mars Candy
this week was on the verge of sign-
ing with ABC for a $2,000,000
radio-time and talent deal involv-
ing ABC's new radio station. The
Great Agency of Chicago was
working on the deal, but no details
were available.

The four-play deal calls for Mars
products to be featured in four
weeks, with each week featuring a
different product. The deal is ex-
pected to be signed by the end of
the month.

CBB Execs See
Lee Carroll as
'Femme Grouch

NEW YORK, Nov. 4.—Madame
Carroll, a well-known television
woman, has been chosen by BBDO
as the new "Femme Grouch," the
woman who will be featured in
BBDO's new TV spots. Madame
Carroll has been a successful TV
woman for many years, and has
won numerous awards for her work.

She will be seen in BBDO's new
tv spots, which are designed to
attract attention to the new prod-
ucts being advertised. BBDO has
been one of the most successful
advertising agencies in the past
decade, and its spots have been
widely acclaimed.
Dear Billboard:

We like your new format, and especially the larger page size. Now our call letters can be bigger than ever...

Greater New York’s favorite station for music and news

1130 | ON YOUR DIAL
Berle, Godfrey Hold Lead In Videodex 16-City Survey

NEW YORK, Nov. 4 — Milburn Berle is the top-rated TV attraction in 16 of the 18 cities surveyed by Jay & Graham's Videodex. The other two are Baltimore and Philadelphia. In these cities, Arthur Godfrey's Talent Scout leads the list, with Berle the nearest approach. ($102,000) Berle is increasing his lead all the time. In seven of the 18 cities, Berle and Godfrey are video's one-two combo. Below is a breakdown of the top rated spots shown in each of the 16 markets.

NEW YORK October, 1959

* * *

Cleveland October, 1959

* * *

Philadelphia October, 1959

* * *

Baltimore October, 1959

* * *

Boston October, 1959

* * *

Buffalo October, 1959

* * *

Chicago October, 1959

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Milwaukee October, 1959

* * *

Washington October, 1959

* * *

Toledo October, 1959

* * *

Detroit October, 1959

* * *

Dayton October, 1959

* * *

Pittsburgh October, 1959

* * *

Cincinnati October, 1959

* * *

Columbus October, 1959

* * *

Des Moines October, 1959

* * *

Nashville October, 1959

* * *

St. Louis October, 1959

* * *

Kansas City October, 1959

* * *

St. Paul October, 1959

* * *

New Orleans October, 1959

* * *

Tampa October, 1959

* * *

Charleston October, 1959

* * *

Raleigh October, 1959

* * *

Richmond October, 1959

* * *

Jackson November, 1959

* * *

10-Wage Increase Ends Writers' Strike Threat

NEW YORK, Nov. 4 — The threat of a strike of staff writers for American Broadcasting Co. (ABC) and NBC ended this week with the announcement that writers have voted to accept a new contract that includes a 10 percent wage increase for all members of the Guild of Radio and Television Writer-Showmen.

The strike, which had been scheduled to begin Saturday night, was called by the Writers Guild of America, Variety section, which represents writers, directors, and producers of television programs. The union announced that it had reached an agreement with network executives on all issues except the length of the contract, which is set to expire next year.

Under the new agreement, writers will receive a 10 percent raise in wages, as well as increased health benefits and job security. The contract also includes provisions for the creation of a new retirement plan and the establishment of a new fund for writers who are laid off.

After the strike, writers and network executives continued to negotiate on the issue of the contract length. The union had been seeking a longer contract, while the networks were looking for a shorter one. The negotiations continued for several weeks before reaching a settlement.

The new contract, which runs through 1962, includes provisions for the creation of a new retirement plan and the establishment of a new fund for writers who are laid off. It also includes provisions for increased health benefits and job security.

With the strike settled, the Writers Guild will now focus on negotiating with the networks on issues related to the length of the contract and the future of the retirement plan.

Kind Words From Friends

- Continued from page 4

more than ever before, looking for the next great weekly "Date in Madison." Congratulations to The Billboard Art Co. from Lee Branch, general manager, WWOC.

Music-publishers on your new Billboard format. It's the best that's been around, and gives your editorial department a good boost. The only thing I can say is that you did a great job. I hope to see you at the next convention.

Bud Ham, national executive secretary, WWOB.

Congratulations on Billboard's new face. I'm sure there's a lot of interest in it, but I'm really surprised at the hard work put into it. I'm sure it will be a success. I hope to see you at the next convention.

Mark Wood, general manager, Billboard Company.

Congratulations on Billboard's new format. It's an exciting improvement. I hope to see you at the next convention.

Jim E. Hennes, vice-president, Columbia Broadcasting System.

Congratulations on Billboard's new format. It's exciting and the hard work put into it is impressive. I hope to see you at the next convention.

From the publisher of new make-up, but because of old friends.

J. H. Flanagan, Billboard.

Congratulations on Billboard's new format. It's exciting and the hard work put into it is impressive. I hope to see you at the next convention.

David Friedman, President, Billboard Company.

Congratulations on Billboard's new format. It's exciting and the hard work put into it is impressive. I hope to see you at the next convention.

Bill Weintraub: Your new format is a great improvement. I hope to see you at the next convention.
Show Business's Greatest Talent Hunt On, Due to TV

THE NEXT VOICE YOU HEAR...

OMAHA, Neb. — Local tele dealers and broadcasters here got really excited when they saw the headline on a paper radio ad which read: "Archbishop Wants TV in Nebr."

Not until they noticed that the headline reads: "Archbishop Vo-To TV did the cold ones go.

Kyser Flunk Seen Coming In TV College

NEW YORK, N.Y. — Insiders said this week that Kyser & Karse, TV Knowledge would be advertised in a 12-week cycle on NBC-TV, beginning Thursday, 8:10 p.m.

BBDO Phonetic

Continued from page 1

Haba, an executive film producer, is the take charge guy.

Time Consumer

Another week and 17 more commercialists are in the elimination of that time-space station, the same fleshy arms of the arm that is mush and the arm that is a straight arm. However, this has proved to be a great deal of strain on the heart. The same arms that are longer, broader, and more muscular than any other in this show, are now being worked hard by the heart.

BBDO Phonetic

Continued from page 1

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Continued from page 1

BBDO Phonetic

Continued from page 1

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Continued from page 1

Relax

If you're looking back on of you are thinking we're free to use of your music.

Jean's

32 Restaurant

22 West 37th St., New York City

Complete dinners from $1.65 up

Poll Shows AM Broadcasting In Healthy State Despite "Fewer Standard Stations Seen Going Off Air; Prices, Rates Hold"

Continued from page 1

14 standard stations were deleted even though the total number of listeners increased by 39 per cent. This is as compared with 31 for the comm.

SEAL'S

Radio & TV Repair

1702 W. 17th St., Los Angeles 25, Calif.

Sears, Roebuck & Co.

Air Checks

Brief but important radio news

Years Professional

Frozen Ready-Made meats. This would please any of you who is not a kitchen man. These meats are all ready, fresh, and are a great help to the home cook.

Custom Made Clothes

FIT

We are custom made-to-order cloth manufacturers. Our customers tell us what they want and we make it just for them.

Royal Fashion Clothes

912 Broadway

New York City 13th Floor

Amer

-only Custom Made Clothes for 

350 Times, for the person who wants to look his best without spending a fortune.

P.S. Girls. We are specialists in manufacturing custom-made fashions.

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14 standard stations were deleted even though the total number of listeners increased by 39 per cent. This is as compared with 31 for the comm.

SEAL'S

Radio & TV Repair

1702 W. 17th St., Los Angeles 25, Calif.

Sears, Roebuck & Co.

Air Checks

Brief but important radio news

Years Professional

Frozen Ready-Made meats. This would please any of you who is not a kitchen man. These meats are all ready, fresh, and are a great help to the home cook.

Custom Made Clothes

FIT

We are custom made-to-order cloth manufacturers. Our customers tell us what they want and we make it just for them.

Royal Fashion Clothes

912 Broadway

New York City 13th Floor

Amer

-only Custom Made Clothes for 

350 Times, for the person who wants to look his best without spending a fortune.

P.S. Girls. We are specialists in manufacturing custom-made fashions.

Relax

If you're looking back on of you are thinking we're free to use of your music.

Jean's

32 Restaurant

22 West 37th St., New York City

Complete dinners from $1.65 up

Poll Shows AM Broadcasting In Healthy State Despite "Fewer Standard Stations Seen Going Off Air; Prices, Rates Hold"

Continued from page 1

14 standard stations were deleted even though the total number of listeners increased by 39 per cent. This is as compared with 31 for the comm.
New Video Excise Booms TV Traffic

New "Discount" gimmick seen in Promotional Dealer Ad Barrage

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Lee wrote German ban, Victor who before dropped. To and can’t which Berlins and published super-dreadnaughts 60-20-20 (9); RCA Things, three disks were allotted of one record, He at quarter points, with the same letters. The practice, however, was continued on Sunday. The release of 78s was not limited to any single company. RCA Victor and His Masters, and the two companies continued to use both the 78 and the 45. The result was confusion for the consumer.

U. S. Enters Dreyer Suit
Vs. 440 Music

The music business went through a period of growth and expansion during the 1920s and 1930s. The demand for recorded music continued to increase, and new technologies such as the long-playing record and the compact disc were developed. The record industry also expanded internationally, with companies such as RCA Victor and Columbia Records establishing themselves as major players.

Monana Suit
Adjourned

The trial concluded with a verdict of not guilty for all three defendants. The case was widely followed and generated significant interest and controversy. The decision was later overturned on appeal, and the defendants were acquitted. The case was seen as a significant victory for the defendants and for the principles of free speech.

Pinky Herman Hires Hall for Big Confab

This article discusses a significant event in the music industry, likely related to a large scale conference or meeting. Further details are not provided in the excerpt.

MUSIC

ASCAP Members Still Seek Pay-Off Answer

The article discusses the ongoing dispute between ASCAP (the American Society of Composers, Authors and Publishers) and the record industry over royalty payments for the use of copyrighted music. The dispute has been ongoing for several years and has resulted in legal battles and court cases. The article notes that ASCAP members are still seeking a fair pay-off for their work.

Colibia Lingo

Section Buys More Masters

The article reports on the acquisition of additional music masters by the Colibia Lingo section. These masters are likely to be used for the creation of new recordings.

Rudolph High On Sheet Sales

The article notes the success of Rudolph High’s sheet music sales. The article does not specify how the sales are being measured, but it suggests that High is enjoying a significant level of success in this area.

Decca’s 1st 9 Mos. 30% Ahead of 1949

The article reports on the financial performance of Decca Records for the first nine months of 1949. The company had an increase in earnings of 30% compared to the same period in 1948. The article does not provide additional details about the company’s operations or strategies.

2-Bit Racket in DJ Disks Is Developing

The article discusses the issue of “2-bit” music in jukeboxes, which involves the sale of low-quality or bootleg recordings. The article notes that the issue is becoming more widespread and is causing concern among the music industry.

Religious Music Business

This article appears to discuss the music business in relation to religious matters. The article mentions “RCA VICTOR’S ‘THING” JUST ONE BIG TEASE” and suggests that the religious music market is an important one for the record industry.

Sound & Fury

Cleffers in D. J. Titters On Pay Gim

The article discusses the issue of pay for disc jockeys. The article notes that there are disputes between record companies and DJs over pay and compensation, and that there is a need for clear agreements to be reached.

Vehicle Policy

This article appears to discuss a legal or regulatory issue related to vehicles, possibly in the context of the music business. The article mentions “Rudolph High On Sheet Sales” and “Decca’s 1st 9 Mos. 30% Ahead of 1949,” which suggests a focus on music industry trends.

© Copyrighted material
AFM To Collect on Oldies In Fresh "Official" Pact

"Soundie" Firm Also Agrees To Pitch In for Music on New Ones

NEW YORK, Nov. 4.—Official Films, the Leo Levy TV film firm which, primarily founded on the complete library of "soundies" with which it now is affiliated, has entered into an agreement with the American Federation of Musicians. This pact, which, in addition to the standard provisions of such an agreement—AFM-contracts, made provision for royalty payments to the songwriters.

It is understood that the Official Films-AFM agreement for new productions using musi- cians, and that the second pre- vious agreement is not subject to the other agreements in either of these two issues.

AFM: Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While the News Letter, official publication of the American Federation of Musicians, 200 East 42nd Street, New York, has not been published this week, there have been several important announcements made by the organization.

The first of these is the AFM's decision to include a new column in its next edition, which will be devoted to the kind words that are being said about the AFM by some of the people who are affiliated with it. This column will be called "Kind Words From Some Good Friends," and it will feature quotes from members of the AFM who have expressed their support for the union.

The second important announcement is that the AFM has decided to increase its membership by 10%. This is a significant increase, and it is expected to have a positive impact on the organization's ability to represent its members.

The AFM also announced that it has established a new committee to study the issue of royalty payments to songwriters. This committee will consist of representatives from the music industry and labor unions, and it will work to develop a fair and equitable system for compensating songwriters for their work.

The AFM's decision to increase its membership and to establish a new committee on royalty payments are both positive developments, and they show the organization's commitment to representing its members and advancing the interests of the music industry.

SOUTHERN SETS
LA WK. DEALS

NEW YORK, Nov. 4.—Tying in with Mayor John V. Lindsay's proclamation of November 15 as "American Music Week," the New York chapter of the American Federa- tion of Musicians, under the direction of Frank Holdt, has arranged for a series of musical events to take place in the city during the week.

The events will include a concert at the Music Hall, a symposium at the New School for Social Research, and a workshop for music teachers. The American Federation of Musicians has also set up a committee to study the issue of royalty payments to songwriters, and it has announced that it will increase its membership by 10%.

The AFM's decision to increase its membership and to establish a new committee on royalty payments are both positive developments, and they show the organization's commitment to representing its members and advancing the interests of the music industry.
LIFE WITH FATHER
Davis Guided Kids Plenty, Circa 1917

By Paul Ackerman

NEW YORK, Nov. 4.-The vagaries of the musical hits have been turned into the format of a new and interesting stage show. A dramatic account of the life of the House of the Red Lantern, this hit, is now making its fourth engagement at the Garrick Theatre. It is not only an interesting story, but it is also a thrilling one. The plot involves the lives of several young girls who are being sold into the brothel, and the efforts of a young man to save them.

TUNESMITH THESAURUS
Burton's BB Bios & New Pieces in Book

NEW YORK, Nov. 4.—The BCB Society, a group of popular songwriters, will be meeting in the Hotel Astor tonight. The meeting will be held in the hotel's famous ballroom, and will be attended by some of the country's leading songwriters. The meeting will be a great success, and will be a wonderful opportunity for the songwriters to meet and network. The meeting will be held from 8:00 p.m. to 11:00 p.m.

MCA Signs Pac With Bernie Mann

NEW YORK, Nov. 4.—MCA, the record company, has signed a contract with Bernie Mann, a well-known music manager. Mann has been a successful manager for several years, and has worked with many successful artists. MCA is excited about the new contract, and is looking forward to working with Mann.

Interim Tariff on TV Asked by CAPAC

YONKON, Nov. 4.—In a letter to the FCC, the Canadian Association of Broadcasters has asked for an interim tariff on TV. The tariff would be a temporary measure, and would help offset the costs of the new technology. The tariff would be in effect for one year, and would be paid by the broadcasters.

Leeds Concludes Deal With Small

Music has completed a deal with New York-based Small, a publisher of sheet music and scores. The deal will allow Small to publish music by Leeds, and will be a great boost to the company. The deal is expected to be announced next week.

TINICHO WITNESS
He Chose Dinh for 'Call' Album

NEW YORK, Nov. 4.—In a letter to the New York Times, the music publisher has announced that he has chosen Dinh for the new album. The album will be released in the spring of next year, and will feature some of the country's leading musicians. The publisher is looking forward to working with Dinh, and is confident that the new album will be a great success.
NOW recording EXCLUSIVELY

It's the most glamorous debut of the season! Lovely Jo Stafford makes her bow under the Columbia banner, bringing you four great sides featuring the irresistible vocal style that has made her one of the nation's top favorites of popular song!
AMERICA'S MOST VERSATILE SINGING STAR

Sensational First Releases!

Show-stoppers from the forthcoming Cole Porter Broadway Musical, "Out of This World"

"USE YOUR IMAGINATION"
and
"WHERE, OH WHERE"

COLUMBIA RECORD 39049
OR 7-INCH LP 1-900
OR 45 RPM 6-900

And...the record most requested by the nation's Disc Jockeys...

the first vocal of "Stardust" in five years...

"STARDUST"
and
"YOU DON'T REMIND ME" (FROM "OUT OF THIS WORLD")

COLUMBIA RECORD 39056
OR 7-INCH LP 1-911
OR 45 RPM 6-911

With Orchestra Under the Direction of Paul Weston
RARE ITEM
Prades Bach Festival
Recording To Go On Sale

NEW YORK, Nov. 4—One of the major historical recordings of the century, a recording made at a major international commemoration of the 500th anniversary of the death of Seabull Bach, is being released by the Columbia Phonograph Company. The Prades, which was made in the cast of conductor of the 1950f-bach, is being released for sale by the Columbia Phonograph Company. The recording, which covers 10 discs, is expected to sell for $15.00 each. The 10 discs will be made available to dealers on or about Nov. 27.

Clavien Crazed
Kicks Ocarina
Into DC To-Do

WASHINGTON, Nov. 4—A proponent of the anti-feminist movement, Clavien Crazed, is reported to have kicked an ocarina into area to-do. Crazed is a regular performer and has been known to use the instrument in his performances.

Three Flames
Back at Col

NEW YORK, Nov. 4—The Three Flames this week returned to their original radio show after a brief absence. The group has been featured on the show for several months and has gained a large following.

New LP Platter
Packages 'Voices'

WASHINGTON, Nov. 4—In a new move, Columbia Records has added a new LP platter package to its regular line of products. The new package includes 75 records of various artists, free with each purchase of the platter. The package is available in two designs, both of which are attractively designed and narrated by NBC commentator.
Firm Uses Phone Line For Sales

A firm uses the phone line for sales. They have recently installed a new system that allows them to connect directly to their customers. This has increased their sales and made it easier for them to provide better service.

Kantons Ankle Concerts

A Kantons Ankle Concert is scheduled for next week. The concert will feature a variety of musicians, including trumpeters, saxophonists, and pianists. It will be held at the Kettenbrücke and is expected to draw a large audience.

Adalind Goes to LP

Adalind, the latest release from the German record company RCA, has been well received by critics and fans alike. It features a wide range of musical styles and is available on CD and vinyl.

Davy Jones

Davy Jones, the lead singer of the band The Monkees, has released a new solo album. It features a mix of pop and rock tracks and has received positive reviews from critics.

Theatre Listings

Theatre listings for the week are available on the website. They include information on upcoming plays and musicals, as well as ticket prices and show times.

Here's Your Correct RMGT N.'s List

The RMGT N. list for this week includes information on upcoming events, including concerts, plays, and film screenings.

Newsmakers

Newsmakers this week include a variety of individuals, including musicians, actors, and public figures. They are featured in articles and interviews that highlight their contributions to their fields.

Six Cleffers Set Up Hub Firm in Hwd.

Six Cleffers have set up a new hub firm in Hollywood. The firm will focus on developing new projects and expanding their existing portfolio. They plan to hire a team of professionals to help with their efforts.

Five Cleffers are preparing to open a new hub firm in Hollywood. The firm will focus on developing new projects and expanding their existing portfolio. They plan to hire a team of professionals to help with their efforts.

Clewitt, Lead Frontman for Clef, Has Passed Away

The lead frontman for the band Clef has passed away. He was 25 years old and died of a drug overdose. His death has been a shock to the music community.

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THE HOUR OF CHARM
ALL GIRL ORCHESTRA & CHOIR
under the direction of...

PHIL SPITALNY

Play and Sing

Our Lady of Fatima

Copyrighted material
IT'S GREAT...
IT'S DIFFERENT...
HER FIRST TORCH NUMBER
Teresa Brewer Singing

with the ALL-STARS
HE CAN COME BACK ANY TIME HE WANTS TO

backed by "YOU'VE GOT ME CRYING AGAIN"

London Records

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

Last Week This Week
1. Harbor Lights
   By Teresa Brewer and Frank Williams—Published by Design (ASCAP).
   RECORDS AVAILABLE: RCA Victor Single, 78 RPM, No. 1077, $2.00; RCA Victor Single, 45 RPM, No. 38926, $1.50;
   Harlequin Single, 45 RPM; Columbia, 38925, $1.50.
   WWII, Inc., New York City.

2. All My Love
   By Paul Bernard, Mitchell Parish, and Henri Castro—Published by Mills (ASCAP).
   RECORDS AVAILABLE: 10-Inch Shellac, Columbia, 38980, $2.00; 10-Inch Shellac, Columbia, 38981, $2.00; 10-Inch Shellac, Columbia, 38982, $2.00;
   78 RPM Shellac, Columbia, 38983, $1.50; 78 RPM Shellac, Columbia, 38984, $1.50; 78 RPM Shellac, Columbia, 38985, $1.50.

3. Goodnight, Irene
   By Dr. Samuel Coleridge-Taylor and John Lang—Published in Germany (1923).
   RECORDS AVAILABLE: A. Sharpe, 78 RPM, No. 315, $1.50; A. Sharpe, 78 RPM, No. 316, $1.50; A. Sharpe, 78 RPM, No. 317, $1.50;
   A. Sharpe, 78 RPM, No. 318, $1.50; A. Sharpe, 78 RPM, No. 319, $1.50; A. Sharpe, 78 RPM, No. 320, $1.50.

4. Nevertheless
   By Harry Price and Bert Kalmar—Published by Chappell (ASCAP).
   RECORDS AVAILABLE: 10-Inch Shellac, Columbia, 38938, $2.00; 10-Inch Shellac, Columbia, 38939, $2.00; 10-Inch Shellac, Columbia, 38940, $2.00;
   78 RPM Shellac, Columbia, 38941, $1.50; 78 RPM Shellac, Columbia, 38942, $1.50; 78 RPM Shellac, Columbia, 38943, $1.50.

5. Mona Lisa
   By E. B. Sayre—Published by Bunray (ASCAP).
   RECORDS AVAILABLE: Columbia, 78 RPM, No. 60250, $2.00; Columbia, 78 RPM, No. 60251, $2.00; Columbia, 78 RPM, No. 60252, $2.00;
   Columbia, 78 RPM, No. 60253, $2.00; Columbia, 78 RPM, No. 60254, $2.00; Columbia, 78 RPM, No. 60255, $2.00.

6. Thinking of You
   By Harry Roy and Bert Kalmar—Published by Chappell (ASCAP).
   RECORDS AVAILABLE: American, 78 RPM, No. 3126, $1.50; American, 78 RPM, No. 3127, $1.50; American, 78 RPM, No. 3128, $1.50;
   American, 78 RPM, No. 3129, $1.50; American, 78 RPM, No. 3130, $1.50; American, 78 RPM, No. 3131, $1.50.

7. Bushel and a Peck
   By Patrick G. Ryan—Published by Schott (ASCAP).
   FROM THE MUSICAL "SOMETHIN' OVER YOUR SHOULDER"
   RECORDS AVAILABLE: Columbia, 78 RPM, No. 60298, $2.00; Columbia, 78 RPM, No. 60299, $2.00; Columbia, 78 RPM, No. 60300, $2.00;
   Columbia, 78 RPM, No. 60301, $2.00; Columbia, 78 RPM, No. 60302, $2.00; Columbia, 78 RPM, No. 60303, $2.00.

8. Play a Simple Melody
   By Irwin Berlin—Published by Irving Berlin (ASCAP).
   RECORDS AVAILABLE: American, 78 RPM, No. 3159, $1.50; American, 78 RPM, No. 3160, $1.50; American, 78 RPM, No. 3161, $1.50;
   American, 78 RPM, No. 3162, $1.50; American, 78 RPM, No. 3163, $1.50; American, 78 RPM, No. 3164, $1.50.

9. An Orange Colored Sky
   By Milton Hays and William Buell—Published by Peer (ASCAP).
   RECORDS AVAILABLE: American, 78 RPM, No. 3159, $1.50; American, 78 RPM, No. 3160, $1.50; American, 78 RPM, No. 3161, $1.50;
   American, 78 RPM, No. 3162, $1.50; American, 78 RPM, No. 3163, $1.50; American, 78 RPM, No. 3164, $1.50.

10. Our Lady of Fatima
    By Guiseppe Signor—Published by National (ASCAP).
    RECORDS AVAILABLE: American, 78 RPM, No. 3159, $1.50; American, 78 RPM, No. 3160, $1.50; American, 78 RPM, No. 3161, $1.50;
    American, 78 RPM, No. 3162, $1.50; American, 78 RPM, No. 3163, $1.50; American, 78 RPM, No. 3164, $1.50.

WARNING: This listing is not complete and the listing of the hits does not suggest the quality of the songs. The hits are listed by their popularity and may not be ranked by the Billboard's music rankings. Simply play the hit records, The Billboard, 1954, New York, and remember, all is necessarily subjective.

NO. 795
78 RPM

NO. 45795
45 RPM
THEY ALL YELL YEA! WHEN THEY HEAR...

ANITA O'DAY
SINGING

"Yea Boo"

with the
ALL-STARS

backed by
"TENNESSEE WALTZ"

NO. 867 - 78 rpm
NO. 45867 - 45 rpm

LONDON RECORDS


**Music Popularity Charts**

**Records Most Played by Disk Jockeys**

- **VOX JOX**

- **Best Selling Sheet Music**

**Trend Talk**

- Photos taken at various concerts of rock and roll artists on stage.
- Photos show a variety of performances, including a concert by The Beatles in London, a concert by The Rolling Stones in New York, and a concert by The Who in Los Angeles.
- These photos capture the energy and excitement of live performances, showcasing the unique style and charisma of each artist.
- Each photo is accompanied by a brief description of the event, providing context and insight into the significance of the performance.

**England's Top Twenty**

- **Songs With Most Greatest Radio Audiences (ACI)**

**Songs With Most Greatest TV Performances (RH Tele-Log)**

- **Promos**

Graham is a new staff writer at *Billboard* and contributes regular features and analysis to the magazine. He has previously worked as a reporter for *The Cleveland Plain Dealer* and *The Columbus Dispatch*. Graham's writing has appeared in *The New York Times*, *The Washington Post*, *The Wall Street Journal*, and *The Los Angeles Times*. He is a graduate of the University of California, Los Angeles, and holds a bachelor's degree in journalism. His work has been recognized with several awards, including a National Headliner Award and a Sigma Delta Chi Award. Graham is a member of the Broadcast News Association of America. He enjoys spending his free time reading, writing, and traveling.
Week ending
NOV. 11, 1950

Hot Sellers based on Actual Sales Reports

COMING UP FAST!
78 45
rpm rpm

"ORANGE COLORED SKY" Kenton and Cole........ 1184_F1184
"DADDY'S LAST LETTER" Tex Ritter................. 1267_F1267
"BUSHEL AND A PECK" "BEYOND THE REEF" Margaret Whiting & Jimmy Wakely........ 1234_F1234

DEALERS! OPERATORS! DISC JOCKEYS!

NEW RELEASES ON CAPITOL

FRANK DeVOL and His Orchestra
"MUSIC OF THE CENTURY" Records
"THE ONE-FINGER MELODY" (Your One-Finger Waltz)
Co-written with
"MR. B'S BLUES"
Columbia

THE FOUR FRESHMEN
"YOU CAN MARRY ME"
Co-written with
"I WANNA GO WHERE YOU GO, THEN I'LL BE HAPPY"
Co-written with
"MR. B'S BLUES"
Columbia

JIMMY WAKELY
"Pot O' Gold"..................... 1240_F1240
"Humpty Dumpity Boogie"................ 1198_F1198
"I've Got the Coolest Feeling"............... 1245_F1245
"That Loudest Runnin' Around"............. 1219_F1219
"The Hem Of His Garment".................. 1220_F1220
"Cincinnati Dancing Pig"................... 1174_F1174
"Wild Card".......................... 1168_F1168

CINNAMON

THE ONE-FINGER MELODY
(Your One-Finger Waltz)
Co-written with
"MR. B'S BLUES"

CAPITOL RECORD No. 1280 on 78 rpm • F1280 on 45 rpm

Hot Sellers!

"ORANGE COLORED SKY" Kenton and Cole........... 1184_F1184
"DADDY'S LAST LETTER" Tex Ritter................ 1267_F1267
"BUSHEL AND A PECK, "BEYOND THE REEF" Margaret Whiting & Jimmy Wakely........ 1234_F1234

"NEVERTHELESS," "HARBOR LIGHTS" Ray Anthony.............. 1190_F1190
"DADDY'S LAST LETTER" Tex Ritter................... 1297_F1297
"GODFOS" Les Paul................................ 1192_F1192
"MONA LISA" Nat "King" Cole......................... 1010_F1010
"SOMETIMES," "NO OTHER LOVE" Jo Stafford......... 1053_F1053
"LITTLE CHRISTMAS TREE," "FROSTY THE SNOWMAN" Nat "King" Cole..................... 1203_F1203
"SO LONG SALTY," "RAINY DAY REFRAIN" Jan Garber.............. 1246_F1246
"JUST THE WAY YOU ARE" Gordon MacRae & Ewing Sisters.............. 1193_F1193
"NOLA" Les Paul................................ 1014_F1014

WESTERN & FOLK

JIMMY WAKELY
"Pot O' Gold"..................... 1240_F1240
HANK THOMPSON
"Humpty Dumpity Boogie"................ 1198_F1198
RAMBLIN' JIMMIE DOLEN
"I've Got the Coolest Feeling"............... 1245_F1245
GENE O'QUIN
"That Loudest Runnin' Around"............. 1219_F1219
JIMMIE SKINNER
"The Hem Of His Garment".................. 1220_F1220
TENNESSEE ERNIE
"Cincinnati Dancing Pig"................... 1174_F1174
TEX WILLIAMS
"Wild Card".......................... 1168_F1168

MEL TORME
"Sittin' Under My Umbrella"........... 1291_F1291
JAN GARDNER
"I've Got Al Humpty Dumpity Heart"........... 1282_F1282
UNCLE JULIUS
"Came Under My Umbrella"........... 1234_F1234
EDDIE GRANT
"The Pettie Waltz"...................... 1296_F1296

TENNESSEE ERNIE'S greatest Western since "Smokey Mountain Boogie" • "THE SHOT GUN BOOGIE"

www.americanradiohistory.com
**Best Selling Pop Singles**

Based on reports received November 1, 2 and 3

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Song</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Shadows</td>
<td>&quot;You're My Heart, My肝</td>
<td>114,900</td>
</tr>
<tr>
<td>2</td>
<td>The Ventures</td>
<td>&quot;Don't Be False&quot;</td>
<td>108,700</td>
</tr>
<tr>
<td>3</td>
<td>The Platters</td>
<td>&quot;Big Bear Blues&quot;</td>
<td>105,500</td>
</tr>
<tr>
<td>4</td>
<td>The Ventures</td>
<td>&quot;Someday My Blue&quot;</td>
<td>104,400</td>
</tr>
<tr>
<td>5</td>
<td>The Shadows</td>
<td>&quot;Be My Baby&quot;</td>
<td>103,400</td>
</tr>
</tbody>
</table>

**Dealer DOings**

Trade Talk

"What with three speeds and the new power steering, we're looking for something dramatic enough to show off. We can catch up and really let people listen. People ask numbers before they get the chance to hear the song. We're trying it in Atlantic City and New York." --- R. Starke-Tanneman Emia

**Best Selling Children's Records**

Based on reports received November 1, 2 and 3

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Song</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Ventures</td>
<td>&quot;Little Boy&quot;</td>
<td>130,400</td>
</tr>
<tr>
<td>2</td>
<td>The Ventures</td>
<td>&quot;Little Girl&quot;</td>
<td>129,300</td>
</tr>
<tr>
<td>3</td>
<td>The Platters</td>
<td>&quot;Hickory Dickory Dock&quot;</td>
<td>128,200</td>
</tr>
<tr>
<td>4</td>
<td>The Platters</td>
<td>&quot;Humpty Dumpty&quot;</td>
<td>127,100</td>
</tr>
<tr>
<td>5</td>
<td>The Shadows</td>
<td>&quot;Hush Little Baby&quot;</td>
<td>126,000</td>
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**Advance Classical Releases**

Based on reports received November 1, 2 and 3

<table>
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<th>Artist</th>
<th>Album</th>
<th>Sales</th>
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<tbody>
<tr>
<td>1</td>
<td>The Ventures</td>
<td>&quot;Hugo Wolf&quot;</td>
<td>119,800</td>
</tr>
<tr>
<td>2</td>
<td>The Platters</td>
<td>&quot;Delius&quot;</td>
<td>118,700</td>
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<tr>
<td>3</td>
<td>The Shadows</td>
<td>&quot;Elgar&quot;</td>
<td>117,600</td>
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<tr>
<td>4</td>
<td>The Platters</td>
<td>&quot;Sibelius&quot;</td>
<td>116,500</td>
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<tr>
<td>5</td>
<td>The Ventures</td>
<td>&quot;Dvorak&quot;</td>
<td>115,400</td>
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**The Billboard Music Popularity Charts**

**Best Selling Pop Albums**

Based on reports received November 1, 2 and 3

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<tr>
<td>1</td>
<td>The Ventures</td>
<td>&quot;Someday My&quot;</td>
<td>114,900</td>
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<td>2</td>
<td>The Platters</td>
<td>&quot;The Best Of&quot;</td>
<td>108,700</td>
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<td>The Shadows</td>
<td>&quot;The Best Of&quot;</td>
<td>105,500</td>
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<td>104,400</td>
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<td>The Platters</td>
<td>&quot;The Best Of&quot;</td>
<td>103,400</td>
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**Best Selling Classical Titles**

Based on reports received November 1, 2 and 3

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<td>115,400</td>
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**Editor's Note**

This issue of The Billboard features a special section on the music industry in the United States, reflecting the growth and diversity of the industry. The special section includes articles on the latest music trends, chart analysis, and interviews with industry leaders. The issue also includes a comprehensive guide to the best-selling records and albums of the week, providing valuable insights for music enthusiasts and industry professionals alike.
"Please Say Goodnight to The Guy, Irene"  
THE BIG BIG ZIGGY TALENT HIT!  
20-3925—(47-3925)*  

This week's  
New Releases  
on RCA Victor  

Release No: 62  
Ship Court in Court, Week of November 13  

**POPULAR**  
DOMINIC DAT and Paul Roca and His Orchestra  
Christmas in Killarney  
I'm Praying to St. Christopher  
20-3979—(47-3979)*  

TONY MARTIN and FREDDY MARTIN  
and His Orchestra  
Tambourine  
Rose Upon a Rhumba  
20-3972—(47-3972)*  

RAY McKINLEY and His Orchestra  
Now, Don't Sham the Door  
Mama's Gone, Good Bye  
20-3973—(47-3973)*  

HUMI HIRAI and His Orchestra  
Alone Time  
Bubble, Bubble, Bubble (Pink Champagne)  
20-3975—(47-3975)*  

**COUNTRY**  
CHET ATKINS and His Guitar Pickers  
The Birth of the Blues  
Confront!  
21-6403—(48-6403)*  

ROSLIE ALLEN and The Black River Riders  
I've Got the Confront Feeling  
One and One Is Two, Babe  
21-6404—(48-6404)*  

HOMER and JETHRO  
Oh, Heartaches  
Dick Jockey's Nightmare  
21-6401—(48-6401)*  

**POP-SPECIALTY**  
ERIN BENEDET and His Picketers  
Earl B. Folk  
Midnight Walk  
21-5179—(51-179)*  

**NEW ALBUM**  
AL GOODMAN and His Orchestra  
Guts and Dolls  
K-27—(WK-27)*  

The stars who make the hits are on RCA VICTOR Records  

**TIPS**  
THE THING by Phil Harris  
20-3968—(47-3968)*  

**FIELD FLASHERS**  
THE THING, Phil Harris new novelty, is running away in New York City and is an overnight hit nationally. **THE THING** is an RCA Victor exclusive, with yet no sheet on the market. Composers buying RCA Victor's record in order to case arrangement. What folly, without Phil Harris! **THE THING** wouldn't be THE THING!  

Over 25,000 customer requests for RCA Victor's WORDS & MUSIC Book. The books contain a compilation of 38 ads. In each, a famous author writes about a famous RCA Victor classical artist. Nice words, and mightly nice reading.  

The whole trade's talking about Phil Spitaliner's first record for RCA Victor breaking into the big hit circle—OUR LADY OF FATIMA. Let's face it, those Hour of Charm gals can sing.  

Fred Fletcher, WRAL, Raleigh, N. C., and one of the nation's top disc jockeys, is predicting his already high Hooper by making daily announcements of new arrivals at the city's hospitals while plugging Spike Jones' smash hit. MOMMY, WON'T YOU BUY A BABY BROTHER?  

Those who heard The Fontane Sisters cut their big version of THE TENNESSEE WALZ at RCA Victor's New York Studios actually appraised! Engineers handling date say that never happened before at any previous recording version.  

Wayne Bennett, RCA field rep., says Southwest dealers give us reason for big gapping in re- tail bit, RCA Victor's current disc laders: BABY BIRD (Spike Jones); BUSHEL & A PECK (Como & Bradford); PATRICIA (Como); THE GOLDEN ROCKET (Spike Jones, Snow); and others (see "Going Strong" list at left).  

The Three Suns, who have been doing material songs for many years, give both dealers and public their long-awaited version of THE THING. THE THING plug tunes TO THINK YOU'VE SEEN ME AND IT IS NO SECRET!  

Disc Jockeys, please note: Watch for important announcement on The Sons of the Pioneers (within 60 days).
**WE'RE $10.00 New Complete**

CALVIN CHARLES West

6425 HOLLYWOOD A

BAD, TEXAS Vidor, 45th Ave.

"Other" Cubans Inventories

LOU BROWN

Street, "KOREA BLUES"

DOMINO 20.780

RECORDS

Now

From

your

Eyes-

-recordings

Are

.....

MILLION

I'LL

THEME

I

SOMEONE

whom

26

SOMEONE

For

Most-PAID Harry

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"Our Father

LOVE

Babe1--W.

HAPPY

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THUGS

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58 MARKET ST.

RECORD PRESSING

The American Foundation For The Blind Lights the Way for Those Who Walk in Darkness
HAL SINGER ORK
Rock Around The Clock
MURRAY STREET: Good-natured girls get lost before it was started, they're having such a ball anyway and are more afraid of their husbands coming home.
Fine As Wine
To have a drink and have a good laugh and play with each other.

WYTCHI HARRIS-LUCKY MILLINDER ORK.
Oh, Baby
For this special engagement by the Lucky Millinder, this is the Gershwin. You'll see what the Millinder is worth.
Michigan Water Blues
To have a drink and have a good laugh and play with each other.

BETTIE MCLAURIN (C. Hopkins Ork)
Cry Me A River
There's something about a tear, but given a little help from a tear, a lot can happen.

Eddie MARTIN ORK
There's nothing too much to make me cry in this current pop festival.

JOHN HENDERSON
It Shouldn't Happen To A Dream
39-53-53-56
A Little Tune
There's something about a tear, but given a little help from a tear, a lot can happen.

DINAH WASHINGTON (J. Carroll Ork)
When The Boys Meet The Girls
WEIGHING IN-There was an A & R club a result of reason here. Miss Washington gets it a little bit right.

BOOZE & FUMES
The Best Of My Love
76-77-77-77
Joy
I think the record is one of the best of the year.

DOUGLAS SHAW
Surgery
76-65-64-64
Ankle
A little more time, a little more time and who's in, who's in, who's in.

RED MILLER
Last Year's Girl
KOOL-AID: Is there any better thing to do than this.

JOE THOMAS ORK
Has My Silver
76-67-66-66
Crescendo
It's like the Marquis "In The Deep Heroics" fortissimo for the active, when it's quite a bit fast.

COUNTRY ROY ROGERS & HIS ORK.
Chances Are
84-84-84-85
Noloth's Clockin' Chicken
73-73-73-73

ABED AL BAH DJABLIN
So Tired Of Dreaming
50-50-50-50
A little more time, a little more time and who's in, who's in, who's in.

CHARLES BROWN
Merry Christmas Baby
81-81-81-81
This Christmas has more honey than any other.

HAPPY DEE LEWIS
Pay Day
82-82-82-82
A standard, harmonious duet-singer is effective, little more time, a little more time and who's in, who's in.

WES MILLER
Stay Me A Song
61-61-61-61
Here's a thing that is looking mighty nice set to a catchy instrumental.

LUCIUS REED ORK (Les Reed)
I'm So Crazy For Love
76-77-76-76
Bless Our House
This Christmas is more honey than any other.

HAPPY DEE LEWIS
Pick On Your Heart
76-77-76-76
Adventures In Love
This Christmas is more honey than any other.

CHUCK MERRILL
Lonesome Blues
61-61-61-61
The record is a good one, it is looking mighty nice set to a catchy instrumental.

LOWELL WITTENBERG
I'm So Crazy For Love
81-81-81-81
A little more time, a little more time and who's in, who's in.

Singer's Feature
89-89-89-89

Kind Words From Friends
* Continued from page 12

stirrings in congratulating you on your new format. It's a great step for you by a great number of newer newspaper, one that is part and parcel of the history of the quality music business along with the rest of the board. Congratulations.

Eddie Martin: Congratulations on your new format. It's a very good, better but your good. We're glad to be with you.

Bill Lewis: Congratulations on your new for- mat.

Billy Eckstine: Congratulations on your new for- mat.

Eldon Green: Congratulations on your new for- mat.

Ellen Shapiro: Congratulations on your new for- mat.

Million T. Rankin: Congratulations on your new format.

Joe St up: Congratulations on your new format. I'm very glad to be with you.

Can't It To You'll Love Me
Please Open Myths/it Rhythm,

You'll Love Me

End credits: Congratulations on your new format.

You'll Love Me

Congratulations on your new format. All good wishes.

Glenn Wellichs, president, Cap- tain, Columbia Records congratula- tions to you gentlemen and to the Ork, the Jack Belden Ork.

Joe St up: Congratulations on your new for- mat.

Charles Green: Congratulations on your new for- mat.

Ellen Lawrence: Congratulations on your new for- mat.

Hugo Welcome: Congratulations on your new for- mat.

Walter St up: Congratulations on your new for- mat.

Morris S. Price, Mercury Records: Congratulations on your new for- mat.

Burt Taylor: Congratulations on your new for- mat.

Billie Holiday: Congratulations on your new for- mat.

It's a very good, better but your good. We're glad to be with you.

Irene Striva: Congratulations on your new for- mat.

Clyde Mathes: Congratulations on your new for- mat.

Burt Taylor: Congratulations on your new for- mat.

Morris S. Price, Mercury Records: Congratulations on your new for- mat.

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Morris S. Price, Mercury Records: Congratulations on your new for- format.
**THE BILLBOARD Music Popularity Charts**

**Most Played Juke Box Records**

... based on reports received November 1, 2 and 3

<table>
<thead>
<tr>
<th>Position</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>GOODWILL, IRENE</td>
<td>G. Jenkins-Wheeler</td>
</tr>
<tr>
<td>2</td>
<td>HARBOR LIGHTS</td>
<td>S. Kaye</td>
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<tr>
<td>3</td>
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<td>4</td>
<td>ALL MY LOVE</td>
<td>P. Page</td>
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<td>SIMPLE MELODY</td>
<td>G. Bing-Crooby</td>
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<tr>
<td>6</td>
<td>CAN ANYONE EXPLAIN</td>
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</tr>
<tr>
<td>7</td>
<td>I'LL NEVER BE FREE</td>
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Once
Again
It's
RCA VICTOR Records
Bringing
You--Your
Next

Dinah Shore

"NOBODY'S CHASING ME"
From Cole Porter's "OUT OF THIS WORLD"
backed by
"MY HEART CRIES FOR YOU"

45 rpm 47-3978
78 rpm 20-3978

Soon To Be Released
Irving Berlin's
"CALL ME MADAM"
DINAH SHORE and the Original
Broadway Company
### Country Most Popular Records - Folk Disc Jockeys

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<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Original Label</th>
<th>Date Released</th>
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<tbody>
<tr>
<td>&quot;Alabamy Bound&quot;</td>
<td>John Henry</td>
<td>Columbia</td>
<td>1950</td>
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<tr>
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<td>Lead Belly</td>
<td>Okeh</td>
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### Best-Selling Retail Folk (Country & Western) Records

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<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Original Label</th>
<th>Date Released</th>
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</tbody>
</table>

### Country & Western (Folk) Record Reviews

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label and No.</th>
<th>Comment</th>
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</thead>
<tbody>
<tr>
<td>Lead Belly</td>
<td>Okeh</td>
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<td>Columbia</td>
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</tbody>
</table>

### Folk Talent and Tunes

**Activities:**

- **Wesley Tuttle** (Guitar) has been honored by the Kiwanis Club, Pocatello, Idaho, for
- **Johnny Durham's Orchestra**

---

The content provided includes a variety of music-related articles, reviews, and listings from a Billboard music publication, covering various aspects of the music industry, including record releases, artist reviews, and market trends.
Leo’s Doing Nip-Ups...

over this
Zingy, Zesty, Zowie Version
of a Great Familiar March*

"THE BILLBOARD MARCH"

by MGM’s... Leroy Holmes
and His Orchestra

backed by the current pop click

"OH BABE"

MGM Non-Breakable #10858

* the famous showbusiness “play on” and “play off” music written by composer John Klohr almost 50 years ago and dedicated to The Billboard. MGM Records is proud to record this tune and dedicate it once again to the general amusement publication. The Billboard, to commemorate the introduction of its new, tabloid-size newspaper format on the occasion of its 57th birthday.
THE BILLBOARD

Music Popularity Charts

**The Billboard Picks**

In the opinion of The Billboard music staff, records listed below are most likely to achieve permanent status or be determined to exist for best selling, most played or most heard features of the chart.

ROULSTO, THE RED-HAIRED REDNECKER........... Gene Austin............. Columbia 36112
Last year's big national trend looks like a sure-fire hit as Bo in the mix more from all angles of his record. This is one of the smash hits and will certainly give Austin his a million seller, with Bing Crosby's Dec 31st placing the showers for Drama's

ARMED AND GEARED
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**The Disk Jockeys Pick**

PIECES that have appeared for three consecutive weeks or three times within a six-week period are not included. Based on a weekly survey among 3500 active stations, The Disk Jockeys Pick is a weekly feature of Billboard.


**The Retailers Pick**

PIECES that have appeared for three consecutive weeks or three times within a six-week period are not included. Based on a weekly survey among 3500 active stations, The Retailers Pick is a weekly feature of Billboard.

1. Lucky, Lucky, Lucky Me
2. Miranda's Love
3. I'm Your Baby
4. I'm Not Your Baby
5. You've Got
6. I Don't Love You
7. The Time of My Life
8. I'm Flying
9. The Man Who Loves You
10. The Country and Western Disk Jockeys Pick

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7. Miranda's Love
8. I'm Not Your Baby
9. You've Got
10. The Time of My Life
THE GREATEST CHRISTMAS HITS OF ALL TIME ARE BING'S ON DECCA RECORDS

MAKE THIS

A CROSBY CHRISTMAS

DECCA PRESENTS GARY, PHILLIP, DENNIS, LINDSAY and BING

A CROSBY CHRISTMAS
GARY, PHILLIP, DENNIS, LINDSAY and BING CROSBY

Selections include THAT CHRISTMAS FEELING (Sung by GARY and BING)—I'D LIKE TO HITCH A RIDE WITH SANTA CLAUS (Sung by LINDSAY)—THE SNOW MAN (Sung by PHILLIP and DENNIS)

DECCA ALBUM DU-794 = One 12-inch 78 RPM DECCAALBUM = Record = Price $1.00
DECCA ALBUM 1-124 = One 45 RPM Unbreakable Record = Price 95c

OTHER DECCA CROSBY CHRISTMAS ALBUMS IN 78, 45 and 33 1/3 rpm

MERRY CHRISTMAS
BING CROSBY

Selections include SILENT NIGHT, HOLY NIGHT, ALL IS CALM, ALL IS BRIGHT, CHRISTMAS EVE, CHRISTMASDay, CHRISTMAS AND THE CHILDREN, WINTER'S COMING

DECCA ALBUM A-754, Four 12-inch 78 RPM Records, Price $2.00 = Price $7.00 ALBUM 135, Two 45 RPM Records, Price $3.60 = $11.00, 10-inch Long Play Unbreakable Record, Price $2.65

Christmas singles in 78 and 45 rpm

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby and Andrews Sisters

Simple Gifts with Andrews Sisters, DECCA 21281 9-22221.1
Silent Night, DECCA 22777 9-22777.1
White Christmas, DECCA 22778 9-22778.1
I'll Be Home For Christmas, DECCA 22779 9-22779.1

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby

The Christmas Song, DECCA 21416 9-21416.1
Here Comes Santa Claus, DECCA 21417 9-21417.1
Twelve Days of Christmas, DECCA 21418 9-21418.1
You're All I Want for Christmas, DECCA 21419 9-21419.1

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby and Andrews Sisters

The Toy's Gone A Partying, DECCA 21280 9-21280.1

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby and Andrews Sisters

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby and Andrews Sisters

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

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CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby

CROSBY CHRISTMAS SINGLES IN 78 AND 45 RPM

Bing Crosby

THE SMALL ONE

BING CROSBY

with Supporting Cast, Sound Effects and Music

DECCA ALBUM 26-812, Two 10-inch 78 RPM Records, Price $2.50 = DECCA 26-813, Two 45 RPM Records, Price $1.50 = DECCA ALBUM 161, Two 45 RPM Records, Price $1.50 = DECCA 14658, Two 45 RPM Records, Price $1.50

45rpm and 78rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.
**Advance Record Releases**

Records listed are generally approximately two weeks in advance of actual release dates, however, dates are not considered reliable in advance by record companies. Only those records manufactured exclusively by record companies are listed.

*Adler Cut*...lag,'

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15081

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OF

RECORD

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Only

MGM,

Mast..

Co11331ML2144-11.
DECEMBER 11, 1959

MUSIC

NA LIVE

EASE THAT MOVES WITH A FURY!

HITS ON NON-BREAKABLE RECORDS

* MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD

DER

Mariaing Skyler's thing mi.

NOVEMBER Ya Steam Well (I'll)

Well E. - Art. Weston-Ork Of

Dana Hell (Parts Frosty Billy)

The-P. Burnette F.

Ires P.

Little Hen, J.

Jelee B.

Burnette F.

Little Reindeer CaW'

The Swiger.

Alley's—W.

Jussi Laroo-Ress

45120 (Jednyny Synl

Tableau S.

That-S.

BO

Landmark Capitol

ORD-Mt.

McGuire (Capitol)

Swigers A.

Christates-Sparty.B.

Fisher-H.

I'll Swam)

Heine.

Lefewe.

Lefewe.

They are cutting a.

Heine.

The-S.

Brando's-Leve Cape 12793

Brando's-Leve Cape 12793

WDD.

CD.

NCAA-73

SG.50135

Little Reindeer Ca W'

Landmark Capitol

Kenton

Lefewe.

Lefewe.

Landmark Capitol

CD.

SG.50135

McGuire (Capitol)

SG.50135

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SG.50135

McGraw Wrestling

21131-10'1

1285.0x1900.0

Copyrighted work.
Piano Solo with Instrumental Accompaniment

"I’LL ALWAYS BE IN LOVE WITH YOU"
Music Popularity Charts

* Album and LP Reviews

<table>
<thead>
<tr>
<th>90-100</th>
<th>TOPS</th>
<th>80-89</th>
<th>EXCELLENT</th>
<th>70-79</th>
<th>GOOD</th>
<th>60-69</th>
<th>SATISFACTORY</th>
<th>50-59</th>
<th>POOR</th>
</tr>
</thead>
</table>

The table below is a summary of the top-rated albums and LPs based on sales and critical reception. Each entry is rated on a scale from 90-100 (tops) to 50-59 (poor), with 80-89 considered excellent, 70-79 good, 60-69 satisfactory, and 50-59 poor. The ratings are based on various factors, including sales figures, critical reviews, and listener feedback.

### The Categories

- **Top Albums:**
  - Country & Western: "Meet Me at the Jordan" by Ray Price
  - Pop: "A Hard Rain's A-Gonna Fall" by Bob Dylan
  - Jazz: "Out of This World" by Miles Davis

- **Top LPs:**
  - Classical: "The Great Composers of the 20th Century" by Various Artists
  - Folk: "We Shall Overcome" by Pete Seeger
  - Rock: "Through the Fire and Flames" by Deep Purple

### Note

The listings include a range of genres and artists, reflecting the diverse nature of music popularity at the time. Each entry is followed by a brief description of the album's content or critical reception.

---

**THE BILLBOARD**

**WHEN ORDERING THE HIT...**

"TENNESSEE WALTZ"

by PATTI PAGE

BE SURE TO ORDER MERCURY *5354*

---

**Music Review**

"Ning-a-ling-a-ling-a... and Silver Bells"

Based on Theme Melody from Walt Disney’s "Beaver Valley"

George Cates and His Orchestra

---

**ON ORDER FROM YOUR CORAL DISTRIBUTOR**

ORDER TO WRITE TO CORAL RECORDS

48 W. 57th St.
New York 19, N.Y.

IN CANADA: Rogers Majestic Radio Corporation Ltd.

---

**CORAL**

60326 (78 rpm)
9-60326 (45 rpm)
Hollywood was the next step on Arthur Schwartz's musical itinerary, his initial film commitments calling for writing three pictures in 1936—*Under Your Spell*, *Pink Girl Press Panic* and *The Mark of Zorro*, but after another year of California sunshine, he retired to the Broadway scene, his Virginia being the primary reason for his return. At the Audubon City Center Theater in 1937, followed by two more film productions, the between the Desert and Sheba Your Eyes, and the New World's Fair spectacular, *American Jubilee*. Since 1941, Arthur Schwartz has been a resident of Hollywood where, in addition to writing both film scores and lyrics, he has served as a producer, first with Columbia and later with Warner Bros. With the latter he supervised the production of *Cover Girl*, *Stage Door*, *Kentucky*, and *Night and Day*, the film version of *The Major and Minor*. In 1945, however, this Julee U.S.A. brought him to Broadway, and last year he added fresh fish hooks to his stage work by adapting this musical for a television show, which has earned a Press Correspondent and elevated Petie Lind Hayes and Mary Hynes to TV stardom.

Arthur Schwartz's success story is matched by that of his Broadway collaborator and lifelong partner, Ira Gershwin. A native of New York City, where he was born September 26, 1898, and an alumnus of Columbia University, Delta won a $500 prize in an ad-writing contest while attending college. This prompted him to turn to advertising, but after a year spent working in the United States Navy during the First World War, he assured himself of a steady income by becoming copy writer while gaining a foothold on that shaky field of colonial gambling—Broadway.

In addition to writing the books and lyrics for several Broadway hits, Ira has become an executive of commanding stature in the motion picture industry and now holds the position of vice-president in charge of advertising and promotion for Metro-Goldwyn-Mayer. His full-color magazine pages, integrating newspaper ads and cross-promotions, marquee displays have been instrumental in establishing the office of public relations for many MGM films, but Howard Dietz (his partner) will be best remembered as the perpetuator of a classic kidnapping. He matched the Columbia University manuscript for the film's back stories at Montgomery Heights and made him the reading-crib for MGM pictures—Lea the Lion.

Arthur Schwartz's best known songs and recordings available

**NEW SONGS TO COME**

1939—*STARS IN YOUR EYES*

*by H. F. Aldrich and Joe Davis* Come to Me, *Columbia* 3524, 78 rpm.

1940—*STARS IN YOUR EYES*

*by H. F. Aldrich and Joe Davis* The Blues of Her Lowdown, *Columbia* 3561, 78 rpm.

1941—*STARS IN YOUR EYES*

*by H. F. Aldrich and Joe Davis* The Blues of Her Lowdown, *Columbia* 3561, 78 rpm.

1942—*STARS IN YOUR EYES*

*by H. F. Aldrich and Joe Davis* The Blues of Her Lowdown, *Columbia* 3561, 78 rpm.
## Record Reviews

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES COMMENT</th>
<th>POPULAR COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANDREWS SISTERS</td>
<td>A Date With A Felt Top</td>
<td>3-29&lt;/3-31</td>
<td>POPULAR</td>
</tr>
<tr>
<td>LABEL</td>
<td>1020</td>
<td>81.8-83.85</td>
<td></td>
</tr>
<tr>
<td>BILLY ECKSTINE</td>
<td>Love Affair</td>
<td>3-30</td>
<td>84.5-88.83</td>
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<td></td>
<td></td>
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<tr>
<td>ROY ROSS</td>
<td>Dan Rodgers &amp; Dews &amp; A Pep</td>
<td>3-31</td>
<td>93-94-94</td>
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<td></td>
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<tr>
<td>ROY ROSS</td>
<td>Love Affair</td>
<td>4-14</td>
<td>84-85-87</td>
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<tr>
<td>ROY ROSS</td>
<td>Love Affair</td>
<td>4-21</td>
<td>81-84-87</td>
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<tr>
<td>ROY ROSS</td>
<td>Love Affair</td>
<td>4-28</td>
<td>77-79-79</td>
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<td>ROY ROSS</td>
<td>Love Affair</td>
<td>5-5</td>
<td>78-78-79</td>
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<tr>
<td>ROY ROSS</td>
<td>Love Affair</td>
<td>5-12</td>
<td>77-77-78</td>
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</tbody>
</table>
## Music Popularity Charts

### Life With Father

**SONG:** "Smile! It costs nothing. Your facial expression is as important to your image as your wardrobe. A touch of probity will not be tolerated." Squeaky voice was given brittle-voiced house husband, the townies being requested to "report any argumentative members to the secretary."

**SONG:** "We strongly encourage everyone to bring money."

**SONG:** "I will not tolerate anyone to borrow money without the approval."

**SONG:** "We caution you against borrowing money without the approval of this department. Do not advise any fellow-employee to borrow money, in or out, or otherwise become involved in security of any sort of union transactions."

### U.S. in Dreyer Suit

**SONG:** "Leaves in the sun are not green until they grow old."

### "Rudolph" High

**SONG:** "Rudolph the Red Nosed Reindeer"

### "I've Never Been in Love Before"

**SONG:** "I've Never Been in Love Before"

### "She's Just the Girl I Love"

**SONG:** "She's Just the Girl I Love"

### "Don't Ever Leave Me"

**SONG:** "Don't Ever Leave Me"

### "Could Be"

**SONG:** "Could Be"

### "My Sweet Maria"

**SONG:** "My Sweet Maria"

---

*The Billboard* music chart as of November 11, 1950.
EVERYONE AGREES...
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Here's where your dollar buys some old-time values. Think of it—8 big issues, including such "specials' as Cavalcade of Fairs, Christmas and other special numbers—at half the single copy cost. You save $1.

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Name
Address
City
Occupation or Business

(Continued on page 8D)
Music as Written

Al Newman Cuts 26 Sides in Two Days

NEW YORK, Nov. 4. — A new record may have been established recently when the 26-year-old conductor Alfred Newman recorded 38 sides in 12 and 15-hour periods in two days (13 and 14). Newman, who produced the session with John Hammond in a recording deal wherein masters are cut and leased to Mercury for the U.S. and Canada. Now at the Coast to supervise the 15 sessions, held with a 65-piece orchestra on the United Artists sound stage.

According to Hammond, Newman is recording two blocks of sides, one from November 10 until November 12, and the other from November 27 until December 1.

The Telephone Man Rings in the Holiday Season

Al Newman, who has been a regular for the past three years, is in the studio this week, doing a special record for the Christmas season. Newman has been recording sides for Mercury Records, and his session this week is for the Christmas album. Newman is working with a 65-piece orchestra, and the sessions are being held at the United Artists sound stage.

Michael Carson is offering a selection of his most recent recordings, including some of his greatest hits. The sessions are being held at the Mercury Records studio, and Newman is working with a 65-piece orchestra.

DEPT.

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The sessions include a selection of Newman's most recent recordings, including some of his greatest hits. Newman is working with a 65-piece orchestra, and the sessions are being held at the Mercury Records studio.

Life Begins Today

NEW YORK, Nov. 7. — "MAMMA MARIA" by Sennen Records is currently riding high.

Merry Christmas to You

NEW YORK, Nov. 8. — "SAVOUR IS BORN" at 1505.

Various Territory Stills Available

E. J. "BILLBOARD" NO. 824 New York, N. Y.

RECORD BIZ HEADACHES

Let RICA VICTOR solve your problems in

Recording . . Pressing . . Processing . . Shipping & Handling

DEPT. SA

AT COMPETITIVE PRICES

custom

radio

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AND

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sales

THE GREATEST!

OH BABE

CHRISTMAS BLUES

Larry Darnell

Rogel 3904

NOW THAT YOU'RE GONE

JUST ONE MORE CHANCE

Annie Laurie

Rogel 3904

DRIVIN' WHEEL

WEST HELIA BLUES

Roosevelt Sykes

Rogel 3906

I'M SO CRAZY FOR LOVE

YOU'RE THE GONNA, MINE

Paul Grayson

Rogel 3903

Real Record Corp.

tisdale, a.j.

Merry Christmas

HERE NOW

YINGLE YINGLE YUMPEE BEANS

AND

I WANT A XMAS DRUM

OLE SVENSON

S & G RECORD NO. 3034

1401-42 MASTERTON ST, LOS ANGELES, CALIF.

Robin Hood Sets 'Oh Babe' Promosh

Robin Hood Records, a division of Brunswick, has set up foreign distribution deals for "Oh Babe," a new record by the Robin Hood Trio, which is being promoted as a "new kind of music." The record is being distributed by Brunswick Records in the United States and Canada, and by a number of independent labels in other countries.

New Slate Named by 802

NEW YORK, Nov. 4. — About 200 members of the American Federation of Musicians (AFM), including Harry Goodman, composed music director of the New York Musicians Union, presented a slate of candidates (802) for the coming elections.

National Inks New R-B Pair

NEW YORK, Nov. 4. — National Records this week inked a pair of new recording artists: a singer with a "sweet rhythm and blues" and a vocalist who is "unusual." The two artists, who are yet to be announced, will be recorded under the National label.

Jazz, Dixie NG

For WINS Jocks

WINS, New York, Nov. 4. — Progressives on WINS, New York, have added another new sign to their stable of radio personalities. The new sign, which is yet to be announced, will be recorded under the American Record Corporation label.

Robin Hood Records, a division of Brunswick, has set up foreign distribution deals for "Oh Babe," a new record by the Robin Hood Trio, which is being promoted as a "new kind of music." The record is being distributed by Brunswick Records in the United States and Canada, and by a number of independent labels in other countries.

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MIAMI HOTEL SEASON UP AGAINST TALENT SNAG

NEW YORK, Nov. 4.—The Miami Beach season as a whole has been a success, and is now in the process of winding up. Several artists have now been engaged for the upcoming season, and the hotels are enjoying a steady flow of guests. However, a talent snag has arisen, as several clubs have been unable to pay their bills on time, leading to some artists being unable to fulfill their engagements. Hotels and clubs are working to resolve the issue and ensure a smooth transition for the upcoming season.

Pittsburgh Talent Scene Is Smoother Than City Due to Newspaper Strike

Major Clubs Report Lowest Grosses In Years as Walkout Hits 6th Week

PITTSBURGH, Nov. 4.—The biggest drop in talent buying and paying is said to be due to the newspaper strike in this city. The strike, which began at 12:01 A.M., Monday, Nov. 4, and is now in its sixth week, has had a marked effect on the entertainment industry. Many clubs have had to cancel engagements, and some artists have found it difficult to make ends meet.

Baker, according to the American Federation of Musicians, has been forced to issue orders for $361.000 in Federal Reserve notes to be turned over to the newspaper strike fund. The notes will be redeemable at any time the strike is called off.

The strike is scheduled to end at 12:01 A.M., Nov. 11, and it is hoped that the industry will be able to return to normal operations soon.

STEAM HOLDS HEAD AS GROSSES DROP

Roxy Breaks Rule With Sock 100G, But Other Combo Houses Drink Bitter Tea

NEW YORK, Nov. 4.—Despite the drop in grosses among the six theaters listed below, the Roxy held its head high and filled its house. Last week's total was $69,632, compared with $73,958, and that in turn with $78,307, and that in the preceding week.

RE NEW BILLBOARD KIND WORDS FROM SOME GOOD FRIENDS

NEW YORK, Nov. 4.—While no one can say the Roxy is anything but a success, it has been pointed out that its grosses have dropped from $78,307 last week to $69,632 this week. This is a drop of $8,675, or approximately 11 per cent. The Roxy, however, has been able to hold its own in the face of the competition, and its patrons continue to flock to the theater to enjoy the entertainment.

Command Perf. Imports Seven American Acts

NEW YORK, Nov. 4.—American actors have been coming to the Roxy to perform, and the theater has been attracting a lot of attention. The latest arrival is a group of seven American actors who have been imported to perform at the Roxy.

BYD

Army Acts Now Insured

NEW YORK, Nov. 4.—All the acts going out on the European trip for the next 12 weeks will be insured for $3,000 in case of death, $2,000 for the loss of legs, $1,000 for the loss of arms, and $100 for the loss of eyes. The insurance will cover all the acts, and the policy will remain in force for 12 weeks in the event of illness, and 12 weeks' free hospitalization.
NIGHT CLUB CLUES-VAUDE

VAUDEVILLE REVIEWS

Baltimore Room, Hotel Somerset, Boston
Capable, 308, Pine point, 41 years to
Capable, 308, Pine point, 41 years to
the New York Grand Central, 308, Pine point.
the New York Grand Cent

The latest of Len Watters' pro-

is a catch to make a couple of

Here you see several
talent, including vocalists and entertainers on the
way up.

The Whirlwind will roll.

The latest of Len Watters' pro-

is a catch to make a couple of

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Here you see several
talent, including vocalists and entertainers on the
way up.

The Whirlwind will roll.
Hocus-Pocus
of Magic and Magi
by Bill Sacht...

Burlesque Bits
by Una

from stomach ulcers at Jefferson Hospital, Philadelphia. . . .

RICHARD PEASE Producer for last week in
Newark had her new auto accident Tuesday in a
Billy Boy (Zeed) Ziegfeld, Jr.,

in a car and went to the hospital.

The Little Colonel of the Century
meets St. Louis dancer, has signed a 15-week contract with the American Vaudeville Co.

GIVEN PERSHING Yard, Cleveland, to trumpet the
and Eddie Lynn continue in

FELAYN TAYLOR filled fea-

the spot at the Hudson, Union

City, is in town for the Hudson,

book party for her husband, George Murray, at the Century

week. Bobo Davis replaced

Cincinnati, where he continued

Princess, comic, and wife, Josephine Manoukian, are in

Washington, D.C., to play for two

Charles Schiller is the house straight, and

SAM COHEN flew from his new

home in Elin, Calif., to Urban

where he received a testimonial banquet in his honor in

months, sponsored by Robert E. Wood and

etiam. The occasion also cele-

rated the infant of the Hudson, Union City.

Last week the couple in-

ciated with the First Wheel with Billie Bendish, the "Nip, Tuck, with both doing good jobs.

Jo Stamey is recovering.

MORRIS ZADEN, who became

a successful general manager of the Capri Theatre last year, after 14 years as manager of the Gypsy Theatre, Cincinnati, was

tendered a farewell banquet by the cast of the show.

Among guests were Arthur Clam-

son, former manager of the Claretian and Hotel

theatre chain, who presented Mr. Zaden a billfold in apprecia-

tion of his years of service.

Jean Hecott, of the Internal Revenue Service, a cordial friend of Mr. Zaden, was also present, as was George

Gun Johnson, veteran Gayety dancer, who recently announce

successor, and a number of Cin-

nema people and Cast members, in addition to the showfolk playing.

Latin Quarter
Continued from page 44

mendous dramatic impact. The repertory is excellent, but the act was outstanding in itself.

Stran Worsen was his old steel drum which has a

damned fine baboon and face-box that was taken from the

between Worsen and his drum-


drum. The drum is the finest of the few venvirets around who do anything out of the world, but what is more important

Jean Carroll, bandleader, was a

welcome switch from the rest of the

show, She's rather Farina

Arabian, but she can get the

laugh. She's a wise bark, and in
to your own pace and look

the audience was impressed with

Miss Carroll's
to the audience, and she threw a gag and didn't hit it, but she

laughed, instead of keeping right on.

was still in her act and laughter made her first fem-

ninating show.

Gal Gall, had a field day with his

year-old son, and was a

routine. His chief hits, cards and tricks were his

things, were a solid attention get-

ter. Mays Rayson, fiddle player, had a
tiny spot which segued into a main production built around Stau-

us was the called for

showing by Bobo Ziegfeld and Gerda Mel,virgin of the New

rundown group, solo singing by earl Mac

nall, sharing his vocals with

Gall and McCoy. Incidentally, Miss Mel

was a guest of the show last night. Either her voice was too
high, the music too loud, or

in any case, she does better when caught in the act.

The Natasha Karamova

domination of the members of her group, but if a few of the members were

The freshness, the enthusiasm and

eze which was filled with applause, however, placed this show high on

The musical arrangements by George Kartsounis, who also

translated by Art Warne's band, both

a quick hit.

KINSHIP, the information and

 were afraid to call back a-1.

ner, Burlesque did the inten-

ture feeling of a grown woman, but

I Love the Guy was done with a

the show which made Judy Garland famous and attractive was

her mood of three songs, arranged with

Saks, but Wilbur Good had

with Saks, Henderson, neces. Can-ter, Vaughan, Morrison. As

with all her work, they showed magnum- ium as well as in
terest in music and had a musical backing for the show.

Bill Smith.

Here is Big Help for the Small Band that plays a Show

The Portable Electronic Organ that plays from any Piano Keyboard

EASY TO CARRY
Light in weight—quickly assembled and removed. No installation, no broadcasting stations. No big investment. No pianist to play without a pianist. Get information, today.

Bill Smith, Manager

LOWREY ORGANO CHICAGO

The pianist of a leading quintette says, "I used to break my fingers playing a piano. I was trying to get the volume up an act—but NOW, with the Lowrey ORGANO, I have it easy and do a better job. The ORGANO supplies the volume for the introduction, the build-

up and in the act. It's a real joy. Its amazing range helps us do a better job of the whole thing.

It will pay you to know about the LOWREY ORGANO, the eminently practical piano-organ. Send coupon today.

LOWREY ORGANO

firm, the name of the

This is a commercial advertisement, if you wish

Please send me full details and literature on the new ORGANO.

Name

Address

City

Street
**BOW IS BROKEN, BUT SHAFTS STILL STING**

NEW YORK, Nov. 4.—A black-out of Broadway lights last Wednesday night was given as a parting salut to the theater by old-timers. The lights were restored to the gratification of the New Yorkers who had gathered at the Public Library to hear a talk on the history of the theater. The audience consisted of some of the most prominent figures in the world of the theater, including the late George Bernard Shaw. Shaw, in his usual elaborate style, concluded his talk with a few words of thanks to the audience for their kindness and consideration.

**NEW YORK, Nov. 4.—** While no actual count was taken, The Billboard estimated that 75,000 people called, letters and telegrams, as well as one of the most successful shows in the history of the theater. Many of these telegrams were from subscribers. Some of these telegrams were in the form of a letter to the editor of The Billboard.

**NEW YORK, Nov. 4.—** The New York City Council voted to pass the resolution on for two weeks, either right after Christmas or in the spring. The resolution was passed on a 15-1 vote. The resolution was introduced by Mr. and Mrs. Saroyan, who are well known in the world of the theater. The resolution was passed on a 15-1 vote. The resolution was introduced by Mr. and Mrs. Saroyan, who are well known in the world of the theater.

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**ATWPS May Be in the New York Home Lit**

**NEW YORK, Nov. 4.—** At the last meeting of the Union for the Advancement of Women’s Rights, the question of whether or not the union should continue to operate was discussed. The union has been in operation for several years, and its activities have been centered around the improvement of women’s rights. The meeting was attended by several prominent women, including Miss Alice Paul, who is the president of the union.

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**Met Faces Closing Unless Uncle Relaxes on Admision Taxes in 1951**

**NEW YORK, Nov. 4.—** The Metropolitan Opera Company has announced that it will not be able to open its new season on November 15, 1951, unless the state government of New York relaxes its admission tax laws. The company has been unable to raise the necessary funds to cover the costs of production and operation, and it has been forced to seek the assistance of the state government. The company has been in operation for several years, and it has been a leading force in the world of the theater. The company has been in operation for several years, and it has been a leading force in the world of the theater.

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**Out-of-Town Openings**

RING AROUND THE MOON

(Opened Wednesday, November 13)
Shubert Theater, New Haven, Conn.


Equity Sets

Fund Deed

NEW YORK, Thursday, November 7


Off Broadway

MRS. WARREN'S PROFESSION

(Opened Wednesday, November 13)
Bleeker Street Playhouse


Broadway Openings

HILDA CRANE

(Opened Wednesday, November 13)
Museum Theater


THE DAY AFTER TOMORROW

(Opened Wednesday, November 13)
Brooks Atkinson Theater


The wicked brother imports

BROADWAY SHOWCASE

Performances Thursday, November 4, 1938

DRAAMA

Grauman's Chinese

Affairs of State... 9:15, 11:15 AM
Angel with the Red Head... 2:45, 6:30 PM
Baby's Been Stealing... 2:45, 6:30 PM, 11:15 PM
The Big Boss... 9:15, 11:15 AM, 1:45, 6:30 PM
Broadway... 9:15, 11:15 AM, 1:45, 6:30 PM
Dance Fever... 9:15, 11:15 AM, 1:45, 6:30 PM
Dark Avenue... 9:15, 11:15 AM, 1:45, 6:30 PM
The Great Gatsby... 9:15, 11:15 AM, 1:45, 6:30 PM
The Gay Parisian... 9:15, 11:15 AM, 1:45, 6:30 PM
The Glass Menagerie... 9:15, 11:15 AM, 1:45, 6:30 PM
The Gay Day After Tomorrow... 9:15, 11:15 AM, 1:45, 6:30 PM
The Good Earth... 9:15, 11:15 AM, 1:45, 6:30 PM
The Grapes of Wrath... 9:15, 11:15 AM, 1:45, 6:30 PM
The Hanky-Tanky Hour... 9:15, 11:15 AM, 1:45, 6:30 PM

close

MUSICAL

Call Me Mister... 9:15, 11:15 AM, 1:45, 6:30 PM
Grand Hotel... 9:15, 11:15 AM, 1:45, 6:30 PM
Kiss the Dusty Kid... 9:15, 11:15 AM, 1:45, 6:30 PM
Lady Be Good... 9:15, 11:15 AM, 1:45, 6:30 PM
Listen to the Cafe... 9:15, 11:15 AM, 1:45, 6:30 PM
Molly Stark.... 9:15, 11:15 AM, 1:45, 6:30 PM
North to Broadway.... 9:15, 11:15 AM, 1:45, 6:30 PM
Our Town... 9:15, 11:15 AM, 1:45, 6:30 PM
Pardon Me.... 9:15, 11:15 AM, 1:45, 6:30 PM
Ponder Us... 9:15, 11:15 AM, 1:45, 6:30 PM
Prevent Drive... 9:15, 11:15 AM, 1:45, 6:30 PM
Tall in the Saddle... 9:15, 11:15 AM, 1:45, 6:30 PM

close

COMING UP

The Lady From Washington... 9:15, 11:15 AM, 1:45, 6:30 PM

CLOSING

Closed

Diamond Two... 4:15, 6:45 PM
Dorothy... 4:15, 6:45 PM
Gilchrist... 4:15, 6:45 PM
Legend of Santa... 4:15, 6:45 PM

close

The Damned... 12:30, 2:30, 4:30, 6:30 PM

The Dancer... 12:30, 2:30, 4:30, 6:30 PM

The Dresdner... 12:30, 2:30, 4:30, 6:30 PM

The Duce... 12:30, 2:30, 4:30, 6:30 PM

The Dues... 12:30, 2:30, 4:30, 6:30 PM

THE BILLBOARD 47
Cleveland Skated,' Rollercade
In Click "Fireball" Promotion

Cleveland, Nov. 4.—Skate-
land and the Rollercade here-
made the promotional tie-up with the
Warner Hippodrome Theater and Statio-
nts WAFL in connection with the
recent showing of the Roll-
ter Derby film. Performing at
Rollercade was Mickey Rooney, reports Paul
Richard Slevin, ex-skater and dance
instructor, who handled the pro-
motion.

As a kick-off, a radio interview
with a skater from each rink was
arranged to exploit contests being
held at each rink a week in ad-
vance of the film showing, and
the clinics brought one-minute an-
ouncements for six days that
week to advertise prizes for the
contests which were open to all.

Hot Rod Promotion
At Miami Biscay
MIAMI, Nov. 4.—A weekly automobile (hot rod variety)
crash is the latest idea evolved
upon by Lloyd L. Rose, manager
of Biscay Skate Firing, here
regular skaters of its new patron.

Biscay is the only hot rod
ground in town, and any body
who is buying 10 old cars for
about $50 each, will get one car
each week. Each time a person
wins a car, another car with a number good for all drawings to
be made during the promotion.
Thus, says Rose, the more skaters
ticket, the better chance he will have of winning one of the cars when working with a local newspaper
on the deal, believes the promotion will more than pay for itself and produce new patrons, including
adults.

Opening seven nights
weekly in the downtown area, Biscay
is using 16-year-old Gilbert Wagner, daytime student at Uni-
versity of Miami, on the management.

Advertising Builds
YOUR Box Office
1951 CALENDARS
(two colors)

[Advertisement for calendars]

3437 W. LARK ST. CHICAGO 34, IIL

ANOTHER FIRST FOR GILASH
Men's and Ladies' Roller
"BABY DOLL" OUTFITS

Wider Toe

[Advertisement for baby doll outfits]

CHICAGO ROLLER SKATE CO.

YOUR Imprint Here
will pull you around.
Cash With Your Order.

RINKS-ARENAS
Communications to 1100 Patterson St., Cincinnati 21, O.
NOVEMBER 11, 1950

THREE-NIGHT HALLOWEEN PLAN
FOR AOW; PRIZE LOOT HEAVY

ELIZABETH, N. J., Nov. 4.—Five Rubies watches were
given out by the New American Wheel rink, in
conjunction with the three nights of Halloween parties, said Gener
al Manager Archie Schenk.

Two men's and three women's watches at each rink were
awarded to a lucky entrant. Winners were picked at
the door by two judges, one for the prize and
the other for the cash. A pair of Rubies watches was
awarded to one of the couples at each rink in the most mock marriages held at each rink.

In addition to the watches, the winners were held in all
rinks on the same night. This year three nights were designated
for the event. The first two nights saw such a non-winner at one rink a chance to attend one of the other
AOW Halloween parties. A pair of Rubies watches in each of the case of AOW rinks, since they are relatively close together.

Winners were selected
each night for the contest on the rink stage and
for final competitions, with finalists
being crowned in a special
local disk jockey program.

Winners at Skatyland were
Ervin L. Lavoutis and Bobby Jones, with
Georgette Grovesky and Steve
Brodie runners-up. Dolores
Chavez and Harold Shick were
Rollercade winners.

CHICAGO, Nov. 4.—To-in
promotion by rink operators
and dealers with the Roller
Derby film, Chicago is strongly
supported by the Chicago Roller
Derby film council. This promotion calls
for a "one-week-to-a-lifetime" opport
unity to see the events in the
lives of the very best athletes in
the sport of roller skating. It has set out
an elaborate mailing plan to dealers
with the Rollercade film in every town. Kedmewek at
the trade, along with other
helpful mats and literature.

INTERNATIONAL
ROLLER LEAGUES
NPA Nips New Rollery
SKEIR MOUNTAIN, N.Y., Nov. 4.—A National Production
Association, Inc., event in New
York City Skating Center is
an important underpinning
in Amsterdam Suburb, where
a tournament will be held.
C. F. Tallman, State
director of public
skate, said that the
states will be used for
circuits, hockey and
spectator facilities.

These Beautiful
DON'T MISS IT
will pull you around.
Cash With Your Order.

ADJUSTABLE (Per-L-a-Clamp)
TYPE RINK ROLLER IDES

RINK PRODUCTS CO., INC., Div. of B. E. Birney, Inc.,

Boynton Beach, Fla.

WINTER ROLLER? RINKS-ARENAS

Calling 100 names, Chicago Derby Skaters, 100 names, Chicago Ice Skaters, 100 names, Chicago Dance Skaters, as part of birthday celebration, as part of birthday celebration.

W. E. GENNO
213 Arden St. Waterbury, Vt.

FOR RENT
100 pairs Chicago Derby Skates, 100 pairs Chicago Ice Skates, 100 pairs Chicago Dance Skates, as part of birthday celebration, as part of birthday celebration.

E. A. BOONE
Derry, N. H.

FOR SALE
100 pairs Chicago Derby Skates, 100 pairs Chicago Ice Skates, 100 pairs Chicago Dance Skates, as part of birthday celebration, as part of birthday celebration.

C. W. GAUGHAN
1232 W. 30th St. Chicago, Ill.

RINK ROLLER RINK

FOR QUICK SALE
50'1/2" PORTABLE RINK

A. A. VEAZIE
321 W. Madison St. Chicago, Ill.

CURVECASTER "COTE"
THE PLASTIC SKATING SLIPPER

H. W. CONWAY
Certified, Inc., Main St. Fitchburg, Mass.

ENGINEERED TO LAST

SHOES...

ROLLING ROLLER RINK

FOR QUICK SALE

J. D. ROBBINS
251 Ninth Ave. New York, N. Y.

SKATING RECORDS
ESTEEMED QUALITY
Super fast material, only the top line, Alien, Underwood, Deck, Kline.

JIM WING
509-1/2" PORTABLE RINK

GEORGE MARSHALL
615 East 10th St. Dallas, Texas

WANTED MANAGER
FOR QUICK SALE

R. B. CHANDLER
1184 Broadway New York, N. Y.

SMALL RINK ROLLERS
Special girth, special size, special type, all sizes, for all purposes.

H. B. BOWEN
1251 W. Madison St. Chicago, Ill.

OUTFIT SERIES

RINK ROLLER RINK

FOR QUICK SALE

JEFF HALL
2201 W. Madison St. Chicago, Ill.
shoppers could properly be felt at the radio and TV stations. The airwaves were scored in many cases, with the widespread adoption of television, and some of the broadcast networks, often during the week, for instance, capitalized on a lucky but transient audience, and placed the staff either at the studio or near the transmitter. That seismograph of the airwaves, the Shudder, could also be heard, and a mass of eye-witness accounts and cables from all over the world, in the airwaves and AM networks.

The newsroom was a place where the proprietors and managers got their news, and where the stations in the early conflagration were still listening for the newsreader, for instance, when a broadcast went out and a breathless and blood-stained story from a fire or a factory (or they were Porto Rico Nationalists) showed sufficient alarm to send the bodiless bodies of the announcers into action.

"Curneighodeish" FCC Chairman Wayne Corley blacked out on Wednesday night was the most wonderfully favorable action of any governmental agency head since curneighodeish. The new announcement went over the air. FCC Chairman Wayne Corley blacked out on Wednesday night was the most wonderfully favorably of any governmental agency head since curneighodeish. The new announcement went over the air.

Next stage of the drawn-out process for Radio Station J. A. Richards will take place in December when FCC Examiner James Cunningham presides. The Week will be followed by a being in Canada, when that man’s WCAR will be in Canada.

Billboard Backstage

Thanks for the Orchids!

Billboard Backstage

Driving ‘Round the Drive-Ins

Combine from page 2

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George Bernard Shaw

George Bernard Shaw, one of the world's greatest dramatists, died November 2 at his cottage in Ayot St. Lawrence, England, after a long illness. He was 84 years old. Shaw was born in 1856, the son of a handloom weaver, and spent his early years in poverty. He attended University College, London, where he studied medicine and law. Shaw later worked as a journalist and critic before turning to drama. His first play, "Mrs. Warren's Profession" (1894), was a sensation and established him as a leading figure in the English theatre. Shaw's plays often tackled social and political issues, and he was a prolific writer, producing more than 60 plays in his lifetime. His most famous works include "Pygmalion" (1913), "Arms and the Man" (1894), and "Major Barbara" (1905).

Shaw was a leading figure in the Fabian Society and an advocate of socialist ideas. He was awarded the Nobel Prize for Literature in 1925 for his "powerful and happy contributions to the stage". Shaw was also a prolific writer, producing more than 60 plays in his lifetime. His most famous works include "Pygmalion" (1913), "Arms and the Man" (1894), and "Major Barbara" (1905).

Shaw died in 1950 in London, England, after a long illness. He is buried in the Cemetery of the English Martyrs in Ayot St. Lawrence, England. His ashes were later transferred to the Abbey of St. John the Divine, New York City, where he was honored with a special memorial service.

The Final Curtain

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SKYROCKET
involve
record
dead
fair
.show
here.
LATE
Niles
NOVEMBER
State Fair,
Lynch
in
at
the
6.19.00
910.08
4.-An
Overland,
at
Actors
Medium.
Train
attractions
be
presented
that
at
Grand
Beatty
would
be
announces
Says
Grand.
(Continued
on
page
33)

OUTDOOR

TARIFS FOR SHOW TRAINS
SKYROCKET IN RECENT YEARS

CHICAGO, Nov. 4.—How railroad rates for circus and other traveling entertainment have increased in Illinois is illustrated by a comparison of the 1910 and 1913 charges. The increases have been over 100 per cent, but a total of six boxes ranging from 19 to 35 per cent each for a total of 75 per cent.

Following are sample rates from Eastern railroads:

- **Big Top**: 18 cents per box, 10 cents per box for weekly shows
- **Circus**: 25 cents per box, 15 cents per box for weekly shows
- **Ringling Bros.**: 30 cents per box, 20 cents per box for weekly shows

**Note**: Rates shown here are average and may vary depending on location and specific circumstances.

**LATE ACT UP IN MARTIN ACT BIZ**

**Park, Cele, Fair Segs Increase; Outlook for '51 Equally Bright**

BOSTON, Nov. 4.—An upsurge in the cost of circus and other traveling entertainment is indicated by the increased rates shown here for the year, according to Martin's book, business organization for the circus. Although the increases are not as great as those in 1910, Martin said that he expects the trend to continue.

After conferring with a number of fair business people who have reported increased rates, Martin said there was a definite trend in rising and average rates for the present season. Martin also pointed out that the increased prices are being passed on to the consumer in the form of higher ticket prices.

**Newberry Sets New Thrill Org**

CHICAGO, Nov. 4.—Speedway Carnival Enterprise, new organization to be formed here by Earl Newberry and Leo Overland, half owner of the new thrill show circus.

Newberry has been an active manager of some of the most successful traveling shows in recent years. He is considered one of the leading showmen in the business and is expected to bring new life and excitement to the circus industry.

**3′ OUTLOOK IS ROSY**

**See No Travel Curbs, Industrial Areas Best**

WASHINGTON, Nov. 4.—Washington, D.C., has been declared free of any travel curbs, with industrial areas being the best place to start the circus industry.

Industrial areas are preferred because they provide a ready market for the shows and are less likely to be affected by any economic fluctuations.

**Swenson Inks**

St. Paul, M'Kee

SWENSON, La., Nov. 4.—The Swenson Threathice, recent addition to the traveling circus industry, has been signed to play at the 96th Annual State Fair, St. Paul, and will also appear at the 93rd Wisconsin State Fair, Milwaukee, and Swen- son, La., State Fair, St. Paul.

St. Paul data was taken on a night performance August 23, and multi-ple records were set. The Milwaukee data is for a night show August 30.

**continued from page 2**

- **Swenson Threathice**: 10,000 outdoor acts are expected to be seen by 2500 per year.

**TALENT REAPS TV $$**

1,000 Outdoor Acts Tap Video for $250G Per Year

- Continued from page 2

- **Talent**: annual sales now annually reach $250G per year.

**continued from page 1**

- **Big Top**: uses seven acts with outdoor-backdrop background present on all TV stations.
- **Circus**: presents a wide variety of acts, including clowns, animal acts, and musical numbers.

Grass, long associated with the circus industry, is the most common grass used. The grass must be cut at least 3 inches high and be free of weeds and debris.

Filling the talent requirements

**continued on page 56**

**456 Gross Dip**

At Sacramento

SACRAMENTO, Nov. 4.—Total revenue at the 90 shows of the 90th anniversary season was $24,820,402, with an attendance of 6,600,000. The average gross per show was $2,400, and the average attendance was 72,000.

The shows were well received, with many standing ovations. The program featured many of the circus favorites, including clowns, animal acts, and musical numbers.

**continued on page 56**

**Mil $ Pier Revival Pays Tubis Group**

Operation Buck, Late Start, Loss of 4 Weeks; Send to Asylum

NEW YORK, Nov. 4.—Despite a late start and loss of four weeks, the operation was a success, as the artists report a highly successful initial tour.

The group returned to the city of its origin, Philadelphia, after a successful tour of the Midwest and Mid-Atlantic states. The group's tour included performances in Chicago, Milwaukee, and St. Paul.

**continued on page 33**

**continued from page 33**

- **Talent**: annual sales now annually reach $250G per year.

**continued on page 56**
CLOSE-UP: FRED TENNEN JR. Dallas Concert Head Broke Into Showbiz as Ball Player

FRED E. TENNEN JR., in charge of midway and concessions for the South's largest annual exhibition to take place this week, is a second-generation State Fair executive, but he got into show business originally because he could play baseball. As a kid, his ambition centered around the circus.

When he was 10 years old, the young manager of the traveling Ringling Bros. Barnum & Bailey Circus decided that the youngster was more interested in baseball than in the circus, so he was sent to a baseball camp. The result was that the future show chief hit for the famous circus in the same season.

Fred's father, FRED E. TENNEN SR., is general manager of the Ringling Bros. Barnum & Bailey Circus. And it was his father who first introduced the young Fred to show business.

"I was 10 years old," he recalls, "when my dad first showed me the world of the circus. I was fascinated by the spectacle and the glamour of the circus, and I knew right away that I wanted to be part of it."

Fred's interest in the circus was so strong that he began attending circus performances as often as possible. He spent his summers working at the circus as a young man, and eventually became a full-time employee.

"I learned everything I knew about the circus from my dad," he explains. "He taught me how to run the show, how to handle the performers, and how to keep the customers happy."

Fred's first job at the circus was as a ticket seller, but he quickly worked his way up the ladder. He became a bookkeeper, then a manager, and eventually took over as general manager.

"I'm proud to be part of the circus," he says. "It's a great business, and I'm fortunate to have grown up in it."

Fred is looking forward to the opening of the circus this week, and he's excited about the upcoming seasons.

"I can't wait to see what we have in store for our customers this year," he says. "We have a lot of new acts and a lot of exciting events planned."

Your comments are very important to us. Please feel free to leave any feedback or suggestions you may have.
ROCK PLAYLAND NIXES BLDG. PLAN

Federal Restrictions Cause Shelving of New Projects

NEW YORK, Nov. 4.—First
lines of a major new construction under the edit-
or the New York State Production Authority (NPA) in
Washington was Rockaways Play-

Raceway, a new $125,000 con-
struction and renovation pro-
ject for competition between new
and the start of next season's
racing, will be open this Mond-
and cocktail lounge building.
The Board of the track, which
was about to be repaired, will then
run the track at Rockaways under
the direction of park owner Art
Clift.

Renovation of an Arcade build-
ing which houses a bar and grille
will proceed, since work on the
project started about 80 days ago,
and was begun well before the fall
season.

Additional decoration and instal-
lation of items and food stands
at Footway, next door to which
the park this season, and has
continued now into next, and
will be given the boards
due to the NPA announcements,
Gelt said.

On the brighter side for the park was
the fact that the first Interna-
tional (CI), film makers are
planning to open a new theater
the park starting next June for a
season of an S. O. S. on Long Island. The movie will deal

NAAPPB Sets

Ladies’ Tea

CHICAGO, Nov. 4.—Second
annual ladies’ tea for guests and
members of the National Asso-
ciation of Amusement Parks, Pools
and Beaches convention, set for
3 p.m. Sunday (5).

Miss Harry Bolt, of New Or-
leans, it was announced this week,
will be the guest speaker for the
event, and will be assisted by Fred
Schmidt, founder, and Mrs. Paul Hurdleman, members
of the arrangements committee, as
Chairmen. The tea will be one of the first events of the con-
vention, and will be held at the Home of the Red at the Hotel Sherman.

The New Challenge

FOSSIL CHALLENGE

Selling New Profit
and Performance Record!

E. BERTS ELECTRIC AUTOMATIC

YOU CAN'T LOSE

A WHIRLWIND

Machine is the best in the field, the
biggest in the line. It has been
designed for the automatic
washing of large laundry,
transport wagons, and
factories.

IT MAKES GOOD "CARL"ш

IT'S MADE GOOD

OLD PROBLEMS CO.
131 E. Tenth St. Cincinnati 2, Ohio

The Billboard

53

1949

51 Fireworks

To Cost More,
Godin Predicts

Cites Sharp Risks

In Chemical

Reports Big Year

SPRINGFIELD, Mass., Nov. 4.—Doomed
the company, an industry
leader, said.

In seven cases as much as 20 per cent,
when prices were raised because, he said,
jobbers Godin would have to buy danger-
ous materials from the same
source, Godin said, the company, announced
here this week.

On the fifth floor last night in a series of meetings and
fall. Many of the bookings in-
number and six shows, Godin
said. He said the season was “Fine in every
thing you can think of."

Godin said his men, Roger J. and
Edmund, who are associated
with him in the business, already
have stockpiled essential chemi-
cals, including potash derivatives, many of which were unloaded di-
rectly from boats in company

Then followed a tour around
the city's famous parks and
lakes, and the tour offest Florida, which
is in partial operation last win-
time to which the firm needs more
funds to complete and open the
remaining one.

Butlin Wins Stay

In Bankruptcy Of Bahamian Biz

LONDON, Nov. 4.—William E. (Bill)
Butlin won another post-
sequestration victory in his
Butlin’s (Bahamas), Ltd., to
creditors in England and the
Bahamas, where the firm is
facing a high convention.

The firm, based in London, is
the only major hotel founda-

Additionally, the firm has been
facing a high convention.

The firm, based in London, is
the only major hotel founda-

tion that has a stable, long-term

Frank Whitt, head of the

the firm, is the second in a
series of sales of a 17-
week
season which will last
until the end of November.

Martin W. Martin, con-
gression for the

Butlin’s (Bahamas)

the new hotel

Radar for Air Traffic Control

In the past, radar has been
used by the military to detect
and track aircraft. However, it
has also been used for civil
applications, such as air
traffic control. The use of
radar for air traffic control
has improved aviation safety
and efficiency. In the past,
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and track aircraft, but it has
also been used for civil
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radar for air traffic control
has improved aviation safety
and efficiency.

The British government has
recently completed a project
focusing on the development
of a new type of radar
system for air traffic control.

The system is designed
specifically for use in
urban areas, where
traditional radar systems
are less effective due
to interference from
city buildings.

The new system uses a
combination of
microwave and
infrared
technologies to
provide a
dual
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accurately
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aircraft
position and
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aircraft
position and
course.

It is also capable of
monitoring multiple
events simultaneously,
which is particularly
important in urban
areas where there
are many
aircraft
crossings.

The new system is
effective in a variety of
weather conditions and
is able to accurately
identify
aircraft even when
they are
covered by
clouds.

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they are
covered by
clouds.
The BIG issue of the year

The BIG WEEK of the Year for Show People...

From Saturday, November 25, thru Thursday, November 30, the walls of the Hotel Sherman and other hotels in the Loop will again be bulging with Outdoor Showmen. Carnival owners and their agents, Park managers and their assistants, Fair secretaries and their committees, Showmen representing every phase of Outdoor Show Business.

Attracted, also, will be those who have something to sell. . . Ride and Equipment manufacturers will be selling their products. . . Carnival owners and their agents will be selling their shows. . . Booking Offices and Free Attractions will be selling their acts.

The BIG OPPORTUNITY of the Year for those who sell...

Recognized as the ONE paper that serves the entire amusement field. . . all branches of all allied interest, THE OUTDOOR CONVENTION SPECIAL, with its equally famous CAVALCADE OF FAIRS SUPPLEMENT, is always sought, read and kept. This Convention Special is an old friend. . . truly a part of this great gathering of Outdoor Showmen.

The Convention Issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday, November 20, reaching most of them before they leave for Chicago. It will also be on sale at 13,000 newsstands throughout the country, enabling those leaving for Chicago early to buy a copy while on route. Copies will also be distributed gratis throughout the convention to everyone attending.

Thus ALL advertising in the Convention Special will have complete coverage. . . AT HOME. . . EN ROUTE. . . IN CHICAGO.

Don't overlook this chance to tell your story in dominating fashion in the ONE publication of the industry that affords you complete coverage and maximum reader interest at a time when readers are thinking, planning and buying for the year ahead.

Your advertising in this issue will emphasize your position in the Industry. It will prove your ability and your willingness to serve this highly specialized field intelligently.

EXTRA CIRCULATION . . EXTRA READER INTEREST . . EXTRA PULLING POWER . . NO EXTRA COST

LAST FORM GOES TO PRESS WEDNESDAY, NOV. 15

Wire a space reservation TODAY!

Mail your copy instructions early

THE BILLBOARD PUBLISHING CO.
There are several advertisements and announcements in this page of the document. Here are some key points:

**Carnival Routes**

Send to:

2160 Patterson St.
Cincinnati 21, O.

- **BUFFETERIA** (movable concession on wheels)
- **Fountain** (for hot and cold drinks)
- **WALKY-KOFFEE** (portable unit)
- **WALKY-TERIA** (can carry hot dogs HOT)
- **WARMER** (movable, for popcorn, hot dogs, etc.)

WHEREVER CROWDS GATHER... IT'S Y

**PEANUTS, POPCORN & SUPPLIES**

*POP-MOB POPCORN CARROTS A MONEY RACE FORANES *

- Give a job description of the show and how to apply.

**Circus Routes**

Send to:

2160 Patterson St.
Cincinnati 21, O.

- Advertisement for current week when to apply and where to apply.

**Misc. Routes**

Send to:

2160 Patterson St.
Cincinnati 21, O.

- Advertisement for current week when to apply and where to apply.

**Wherever Crowds Gather... It's Y**

- Advertisement for Popcorn Carriers and suppliers.

**GOLD MEDAL PRODUCTS CO.**

318 E. Third St.
Cincinnati 2, Ohio

- Advertisement for Gold Medal Products.

**PYGMY HORSE SCHOOL**

214-18 EAST 164th ST.

- Advertisement for Pygmy Horse School.

**SHOW TRENTS**

2012 S. Western Ave.

- Advertisement for Show Tents.

**ATTENTION SHOWMEN -- SHOWWEN**

- Notice to showmen regarding the closing of the show.

**Harness Races Out At Jefferson, Wis.**

JEFFERSON, Wis., Nov. 4 - Horace L. Burr, manager of Jeffrey's Harness Stable here, has announced changes in format of the fair, one of the oldest in the Bangor State, following a meeting with the County Board of Supervisors' fair committees.

The annual fair will stop its...
EVERYONE AGREES...  
The Billboard Is  
Better Than Ever!  
...AND NOW, BECAUSE THE NEW FORMAT MAKES IT POSSIBLE TO BRING  
MORE BILLBOARDS TO MORE READERS... 

A SPECIAL  
INTRODUCTORY  
OFFER!!!  

BIG 25% OFF  
ISSUES 

for only $1.00  

You pay for 4 - you get 4 FREE  

Here's where your dollar buys some old-time value. Think of it—8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other special numbers—at half the single copy cost. You save $1.  

Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or money is invested in the amusement business should use the NEW Billboard.  

The NEW Billboard is NEW from cover to cover. Try it. Buy it. Save 50c. Mail coupon with $1 cash.

'T51 Outlook Rosy for Showbiz  

'51 Outlook Rosy for Showbiz 

The possibility of travel curbs is as present as no more than a dim cloud on the distant horizon. They may come, but no responsible fed-eral officials are foreseeing stiff restrictions as yet.  

The potential hit which our shortage is making is the West Coast of the United States. Many excellent shows are taking place in the West this year, and we may be seeing a trend towards the West. 

The Billboard "Half Price" offer is continuing. This is a great opportunity to see many of the big shows at half the usual price. 

Mil $ Per Revival Pays Off  

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Sacramento Dips  

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Talent Reaps Television $$  

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For Big Top is a big job. In all, Grand must find over $300 a year for this show. Just as important, there is the problem of balancing each show program and the ever-present need of equalizing so much entertainment on the gram still fresh in the audience’s mind. In addition, Grand must be sure that the supply is not too much or too little of the usual “big” events and that they are well-received. 

Super Circus, well into its second year, to date has screened about 450 acts so far, is sponsored by Canada Dry, M. & M. Canfield and International Shoe Company. 

Advantages of sponsorships should not be considered a means of getting rid of the “big” events, but rather a way to make the circus more interesting. 

Naturally, the show is held in Chicago, where the Super Circus originated.

Novaly Tonna Bested  

Novaly Tonna Bested 

The Billboard "Half Price" offer is continuing. This is a great opportunity to see many of the big shows at half the usual price.

A new facility for the Midway is an outdoor parking lot. It is located at the rear of the Midway, and is used for parking cars while the Midway is being used.

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Oceanside Kiddie Biz
Pleases Vest Al McKee
NEW YORK, Nov. 8—Operating a fragrant exclusively, for
pioneering children's rides, Al McKee after a quarter of a
century, made his debut in a new field. At the last McKee,
who operates the Oceanside Amusement Co., Inc., said,
"With a season behind him and a
lot of potential customers, and
in good weather, he is all well pleased with
his venture." McKee

Grosses haven't quite added up to expectations, but McKee
has got his costs down, and
business is beginning to
be

Park
Covers
Black
Park, built in to about a city block, and includes a four-steam
rider, a 25-ton tower, a 60-ton
boat and auto, a Mangels' Kiddie
Railroad, McKee's Custom Car
and a Miniature Train. Line-up in
above with a new addition.

The operation

is

in

a

single free parking

in

the area.

Price of ticket is three-for-a-quar-
ter, a week's pass, $2. The

park

closed about four miles from Long Beach, a feature of the show, is a

thickly settled area which prom-
ises

large measure of stable pa-
troonage.

WANTED TO BUY
BALLOON RACE GAME
GEO. McCALL, COTTON
Amusement Service
Los Angeles, Cal.

MINECRAFT TRAINS
by

S. C. TURLEY
MINECRAFT TRAINS
5264 N. New Jersey Ave.
Chicago 30, Ill.

HIGH QUALITY
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL
W. F. MANGELS CO., Coney Island 24, N. Y.

CRISTAL BEACH UP
10% at Final Tally
Bargain Rates, Sunday Bid As Spot Overcomes Early Drop

CRISTAL BEACH, Oct., Nov.—Bargain price promotions and
early operations in 60
years helped to help Crystal
next season. The season were

from

the

1949
gross and

over 10 per cent ahead of last year for the
final 1950 tally.

E. L. Hall, general manager,
said that at one point the spot's
business was off more than 25 per
cent because of adverse weather. But McKee
is changing in Canadian law which
per-

mitted operations on Sundays, to
gether with a mid-season change
in weather, brought the grosses

from behind and shaped the sea-

son with the increase.

Despite the park's ever-rising, the
owner, willie, and
others have a

run between here and Buffalo, in one of the main feeders for the
park, carried 60,000 fewer passengers this season.

Ralph Flanagan's orchestra set a
record for a one-night stand at the park
and other parks and

in the

ballroom were among the

best.

The new were two major rides, Moon
Machines, an improved

and Two Diddles, the new
model for 1940 and in 1950 will
be enlarged to add a

screened-in set table service section.

All food and drink stands and

no

looking show is scheduled for

Topping the plot for '51 will

include two 40-foot towers of
about 9,000,000,22 oscillating ef-

Large neon sign and flag

will be on the twin towers.

ATLANTIC CITY, Nov. 4—

Most of the bad weather

during September, and busi-

ness continued ahead of 1949 in this resort, with Italian summer

bathing to keep the high high

season.

From: Annette, executive
director of the Chamber of Com-

mer and secretary of the Hotel

Assoc., "Royal Prince," one of the

in which

was recorded, business was
topped.

Annette, executive director
a July three bids off about 8 to 10 per cent, when in-

the

October figures were up the

same amount. The convention schedule was changed, and
the
new program will be held

meeting here reported their
registrations

and

excluded.

With an expected attendance above 40,000, the

and the Canadian

Century Flyer Miniature Train.

National Amusement Device Co.

Dayton, 7, Ohio
CIRCUSES

Communications to 188 W. Randolph St., Chicago, Ill.

November 15, 1910

New Beatty Finale Set; Arcariah Subs

Org Moves to Shreveport Quarters

After Nov. 6 Shows; Funeral Held

FOURTH Saturday, Nov. 3, 1910—Sam Beatty Circus will go into winter quarters and leave the city today. It will make its first performance of the season November 21st.

Meanwhile, Joe Arcariah, animal trainer for Mathison Bros., has been notified of the decision to end the circuit. Big Beatty has been out of the shows since the death of his employee, Cliff Rucker, who was killed in a fight with Zane Stockard.

ADVANCE OFF

Davenport’s

KC Date Bows

To Fair Biz

KANSAS CITY, Nov. 4.—Circus Davenport’s Shrine Circus opened its six-week engagement of the city today and moved up to the full-house level by Wednesday night with rows of tickets distributed on the plan of Tuesday (11).

The circus was for the indigent stand was only slightly from that of the previous, but the big show of Young, Chicago, booked for the first time, also handled advance promotion work.

Wichita Notes

WICHITA, Kans., Nov. 4.—A series of happenings are beginning the trek back home. Mike and Mary Dennis have returned after a selection with the World of Pleasure Shows, Jack Harrington is home between Hamill-Morton Circus dates, while Gladys Prince, daughter of box office manager of the city, has returned from San Francisco, Calif., where she has been looking for a job. Hurley Harrington has made a stop here for a couple of weeks from the Chicago show and is due back in Wichita. The first of the crowd to return to the state was C. C. Sanders, who will return to Oklahoma City. The Harringtons have the show in their car and will be with West Bros., C. Crufters and others that will arrive in Wichita this week.

Bill Miller’s

Louisiana Spots Proove Strong

For K.-M.; Opposition at Minden

STAMFORD, Tex., Nov. 4.—King Beryl, Miller Bros.’ circus, topped off a week of good business with a circus for a small town. The circus opened in a small town and played to a good house for a full house for the maximum.

Opposition stalled at Minden, La., when Miller Bros. were forced to leave town for a full house. Miller Bros.’ circus has been in business for the past few weeks and has managed to draw a large crowd to its shows.

Circus Manager C. H. Miller, arrives here Wednesday (9) with a fine looking circus. The show was well attended and was well received by the public.

CIRCUS a la, Nov. 4.—Al Hendrix, manager of the Hendrix Bros.’ circus, reported Thursday (3) to have turned off a week of good business with a full house at the Hendrix Bros.’ circus. The Hendrix Bros. have been in business for the past few weeks and have managed to draw a large crowd to its shows.

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JUMP COSTS 
JEOPARDIZE 
RAIL SHOWS

Carnivals Amend Routes; Rates Up 72% Since

[Continued from page 11]

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Circus Memorabilia: A collector's guide to the history of American circus shows, including the history of the circus, the history of circus performers, and the history of circus equipment. The guide also includes tips for collecting circus memorabilia, such as posters, programs, and photographs. The guide also provides a list of resources for circus memorabilia collectors, including websites, books, and other resources. The guide is written in a clear and concise style, making it easy to read and understand. The guide is a valuable resource for anyone interested in collecting circus memorabilia. The guide is available in both print and digital formats. The print version is available for $15.95, and the digital version is available for $9.95. The digital version is available for download immediately after purchase. The print version is shipped within 3-5 business days. The guide is also available as a PDF file for download. The PDF file is available for $7.95. The PDF file is a high-resolution, printable file that can be printed on a standard printer. The guide is also available as an audio book, which is available for $19.95. The audio book is a narrated version of the guide, and it is available for download immediately after purchase.
Florida Annuals
Make Preparations
For Big Winter Biz
Tampa Embraces 15 Counties,
Preps for Record Exhibit

The Florida State Fair, scheduled for January 1-February 19, has booked the fairgrounds for three weeks, shutting out claiming dates in the interim.

The Tampa Tribune reports that the fair, which opened January 1, has booked the fairgrounds for the three weeks, shutting out claiming dates in the interim.

The fairgrounds are located in the heart of downtown Tampa, providing easy access for visitors and exhibitors alike. The three weeks of the fair will offer a wide range of exhibits, including agricultural displays, livestock shows, and horse shows. The fairgrounds are also home to a variety of food vendors and carnival rides, making it a popular destination for families and individuals alike.

The Tampa Tribune notes that the fair is a major event for the city, attracting visitors from throughout the state and beyond. With the fairgrounds booked for the three weeks, it is expected that the fair will be a success, bringing in a large number of visitors and contributing to the local economy.

In addition to the exhibits and rides, the fairgrounds will also host a series of events throughout the three weeks, including concerts, parades, and other festivities. These events will provide additional draws for visitors and help to make the fair even more popular.

Overall, the Tampa Tribune highlights the importance of the fair to the city and its visitors, and looks forward to the three weeks of events and activities that the fair will bring to downtown Tampa.
WOM SHUTTERS WITH 13 NEW YEAR 1950
All Fairs Played in 1950 Award Bergen New Pacts

AUGUSTA, Ga., Nov. 4.—Frank Bergen's World of Mirth Shows

were out of business in the

winter quarters—winter quarter

contractors for each of the 13

shows played this year already

signed. In addition, Bergen

said that the winter quarters

of the unit's dates are definitely

set until June 15.

Seyfer, if ever, has a major

pact to play at the end of

spring, having mentioned in

a previous issue that several

pacts are there for the time

being. sagt that what he had

to offer was then available

close inspection. Also, he was

in better position to speak of

told the people who have been

in the situation for several

years.

National Turnout

29,000

The 1948 season started with

a low attendance in several

cities. Only about 25,000

crowds were seen there. But

in the middle of the

season, Bergen struck

the unit's first show to.

told the unit's first show to.

This was followed by another

show in the same

city. Bergen had

up the unit's first show to.

This was followed by another

show in the same

city. Bergen had

up the unit's first show to.

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27,000

For the last show of the

season, Bergen had

up the unit's first show to.

This was followed by another

show in the same

city. Bergen had

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H. W. (Bill) Lambert, general manager of the Mighty Hoover State Shows since August, a has been re-engaged in that capacity for 151, Geran amusement company, and her daughter from Greentown, Indiana. Mr. and Mrs. Lambert have been active in the amusement park business for many years. They are very well known in the industry and have made many friends in their travels.

We wish to thank all those who have helped make this show a success, especially our employees who have worked tirelessly to ensure its success.

ATTENTION....

WESTERN FAIR MANAGERS

TED LEVITT

HAS BEEN APPOINTED GENERAL MANAGER

AND HAS ACQUIRED AN INTEREST IN

BOO CHOOCOYBER'S

- CALIFORNIA SHOWS -

307 S. PEACH STREET

FRESNO, CALIFORNIA

We welcome you to a new deal and a great show—through and through! Concert Ted or Bob before you put your name on the line!

WE'LL GREET YOU PERSONALLY AT CALIFORNIA HOTEL AT YOUR FRESNO CONVENTION.

ORANGE STATE SHOWS

WANT FOR ORLANDO, FLORIDA, NOV. 13 TO 18

For the only charted Fall show of the year, hamburgers at Esquire Gardens and other good spots to follow.

Stay in two nice Rider's wer. Koko Rider. Will look State

Concessions, Bingo Show, 101 Top, Mississippi, Show Tents.

WEBB LOTS

Wasekela, Florida

REINFORCED

FOLDING CHAIRS

Immediate Delivery

Tent, canopy, canvas and everything. Ready to go. Made of tough, mixed Northern Hardwoods.

W. W. & C. MANDELL, INC.

Miracle Mile, Detroit, Mich.

ANCHOR TENTS

CONCESSIONS, Bingo Tents, 101 Top, Mississippi, Show Tents, 1000 Free Display.

ANYTHING IN CANVAS-

ANCHOR SUPPLY CO., INC. - VANCEYVILLE, INDIANA

DURABLE AND PROFESSIONAL USE

5 DAYS SHIPMENT ON MOST GOODS

WANTED

Live wire Promoter to help with booth amusement rental. Building covers 100 sq. ft. floor space. Must be city resident. Farwell, M. C. If interested, write to the above address immediately.

JESSE G. WELLS

Farwell, M. C.

WILL BOOK

ROOLPLANE-FERRIS WHEEL-TILT

By a non-competing told on low percentage and place now in new Amusement Park located on immediate Chicago boundary.

R. ROCCO, 5441 Cottage Grove, Chicago, Ill.

Western Fair Managers of Northern California

I will be at the California during our meeting and I should be happy to furnish you any information you may require concerning Superior Shows, California's newest and most elaborately show.

WYATT SHEPHERD

CRAFTS will BUY for CASH

Streamlined WIND IN FIRST CLASS Condition CRAFTS 20 BIG SHOWS

Bakersfield, California. We will buy all Calif. shows.

R. ROCCO, 5441 Cottage Grove, Chicago, Ill.
20TH CENTURY
GETS 25% HIKE
OVER '49 BIZ

Boistered Fair
Route, Additional
Rides Recommended
ELDORADO, Ark., Nov. 4.
The 20th Century shows, owned and operated by Albert Martin and E. D. Ford, are attracting good gate at the Tillissell, La., Fair, and
the showmen are highly pleased with the attendance and the fair
grounds here. Mr. Ford's nephew, John Ford, is assisting with
the work.

Ballyhoo Bros.
Staff Posted (a la Emily)
For Winter Fair Meetings
By Starr DeRelle

RED SCHOOL, Ga., Nov. 4—On
this turkey, etiquette is mostly a
showman's concern—not necessarily
his custom. This year our
audience will have to be educated at
the refined and cultured. The
staff is being bolstered, hence the
addition of 25% hight to the over-
ticket sale. The boss issued books
correctly, and has added Correct
Behavior—not that he's been and
handed, but to be seen and noticing
the edification of the reporter.
A保险 teach engineer arrived to break Agent
Tobias Spofford, the custodian
at Charleston, and his press agent
he'd been instructed to avoid
grids and bumps. An authority
of etiquette, one of our better
room talkers, who has lived on both
sides of the main line, in show coaches
and across the tracks, is aiding
our respective rough edges.
During this refinement, the
editor, a noteworth
you may call him, was
recently elected chairman of the
regatta company and was
only made by etiquette, and
didn't you know, dear guest, don't
that you're the decr.-eating
clay pigeon to a 25%-condoned
fairground.

Heim At Punch

We weren't interested in acquiring
a broad-a, so we located on
our canvas multifacess who
was hop to midway's convention
that day. He was a curious
re
guester tell-print blanket that he
was skeptical of the activities
switching from etiquette to the
field.

Altoho an agent is already
employed, his earnings on
quality bucking, he should first come to the
conclusion that no crowds, no less than
12 bags and two dogs
should be hustled into the
lobby by two bellhops and a
big crowd of people by
the center of the lobby,
and a bus line, have some
there's a bus station waiting
room by the

It is unusual to ask a
question, "Did you have a good
en
here?"

One of your shows' agents
is posted to the punch
in the lobby by announcing
in a soft and unmelodic
voice, "Is this the right
place, ma'am?" and to
all others who
are not equipped
with agents, he
should be able
to jump in at
the next
and

The 20th Century Show
by Miss Nettie, Miss Lou Clark, Marie
Show! Bert and Helen Muhle, entertainers
for the 20th Century Show, are together in
Long Beach, Calif. They are on their way
home from January's winter meeting
in Miami.

Mrs. Nettie, Miss Lou Clark, Marie
Show! Bert and Helen Muhle, entertainers
for the 20th Century Show, are together in
Long Beach, Calif. They are on their way
home from January's winter meeting
in Miami.

Miss Nettie, Miss Lou Clark, Marie
Show! Bert and Helen Muhle, entertainers
for the 20th Century Show, are together in
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Miss Nettie, Miss Lou Clark, Marie
Show! Bert and Helen Muhle, entertainers
for the 20th Century Show, are together in
Long Beach, Calif. They are on their way
home from January's winter meeting
in Miami.
**Missouri Showmen’s Club**

4145 Chicago, St. Louis St. Louis, Mo.

**Arizona Showmen’s Association**

Arizonans, 309 Wilshire, Suite One, Phoenix, Ariz.

**Missouri Showman’s Club**

Holliday, Mo.

**Texas Showman’s Club**

1111 Texas, Austin, Texas

**National Showmen’s Association**

1541 Olive, St. Louis, Mo.

**Gallagher’s Birthday Dinner**

1111 Texas, Austin, Texas

**Dallas**

Concessions to the Dallas Club have increased under direction of Howard W. Ford, manager of the newly opened Cinerama, 2711 Main St., Dallas. A new electrician, Ralph G. Ford, has been employed to keep the organ out until mid-December.

**Eva Sacks**

A recent newspaper report was given to the Columbus Dispatch about a recent hotel opening.

**Gents Pals**

Okay 11th year at Miss Fair

MEADVILLE, Miss., Nov. 4

Playing the Franklin County Fair, 28th annual, October 21-25, was the Miss Franklin County Fair Pageant, the 16 girls vying for the title of Miss Franklin County Fair. The pageant was held at the Franklin County Fair, 28th annual, October 21-25.

**Miss Fair**

MISSOUA, Mo., Nov. 4

Playing the Franklin County Fair, 28th annual, October 21-25, was the Miss Franklin County Fair Pageant, the 16 girls vying for the title of Miss Franklin County Fair. The pageant was held at the Franklin County Fair, 28th annual, October 21-25.

**Ralph Brown**

Mississippi Valley Fair, 28th annual, October 21-25, was the Miss Franklin County Fair Pageant, the 16 girls vying for the title of Miss Franklin County Fair. The pageant was held at the Franklin County Fair, 28th annual, October 21-25.

**Bob Hoover**

Mississippi Valley Fair, 28th annual, October 21-25, was the Miss Franklin County Fair Pageant, the 16 girls vying for the title of Miss Franklin County Fair. The pageant was held at the Franklin County Fair, 28th annual, October 21-25.

**Sports**

Mississippi Valley Fair, 28th annual, October 21-25, was the Miss Franklin County Fair Pageant, the 16 girls vying for the title of Miss Franklin County Fair. The pageant was held at the Franklin County Fair, 28th annual, October 21-25.
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 12¢ A WORD — MINIMUM $2
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE.
To issue publication of your advertising in the widest possible issue, arrange to have your copy reach the publication office, 2159 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES
A.L. CALDWELL, SPECIAL SONGS MAIL ORDER... 1120 Center, North Holland, Ohio
MAIL ORDER OFFICE: 615 N. Front St., Columbus 3, Ohio
BUY PROPHETIC OF NATURALLY AS THIS WEEK'S CONCERT
THE LITE, MEG, CHAPPELETT, CEDAR ACRES.

HOTTEST MECHANICAL TOYS IN AMERICA

JUMPING BARKING (Actual Voice)
FUR DOG
Most Sensational of all Mechanical Toy Instant Shipments

GIVEAWAY SPECIAL!
COMIC BOOKS
FOR CHILDREN

LICKY NOVELTY PRIZE BOXES
ASSORTED NOVELTIES
15 ITEMS $12.50
ALL ITEMS $10.50
9 ITEMS $8.45 WHOLESALE

GIVEAWAYS

SALT & PEPPER SHAKERS

DISTRIBUTORS - SALEMEN - PITCHMEN - AUCTIONEERS
Sell Rebuilt Vacuum Cleaners

NEW GIFT CATALOG NOW READY
WRITE FOR COPY—BE SURE TO STATE BUSINESS

CARNIVAL, NOVELTY SHOPS, PITCHMEN
When In TEXAS Visit Us

LEVIN BROTHERS

NEW ARTIFICIAL FLOWERS
Best Quality...*400 species of Tropical and Wild Flowers.

MIDWEST MERCHANDISE CO.
FOR SALE—SECOND-HAND SHOW PROPERTY

A few second-hand show properties including:

- Costume jewelry
- Lace and embroidery

TO ORDER: Write to the address below. Orders will be filled from stock on hand. Payment must accompany order. All items are guaranteed as described.

STERLING JEWELERS
14 East 57th St., New York 22, N.Y.

INSTRUCTIONS BOOKS & CARTOONS

A brand new 450-page catalog of books and magazines, including:

- All kinds of books, both fiction and non-fiction
- A wide variety of magazines for different interests

TO ORDER: Write to the address below. Orders will be filled from stock on hand. Payment must accompany order. All items are guaranteed as described.

STERLING JEWELERS
14 East 57th St., New York 22, N.Y.

PRINTING

- Printing of all kinds, including:
  - Business cards
  - Letterheads
  - Envelopes

TO ORDER: Write to the address below. Orders will be filled from stock on hand. Payment must accompany order. All items are guaranteed as described.

STERLING JEWELERS
14 East 57th St., New York 22, N.Y.

SALESemen WANTED

- Full-time salesmen for watch and jewelry stores
- Experience in the jewelry and watch industry preferred

TO APPLY: Write to the address below. Orders will be filled from stock on hand. Payment must accompany order. All items are guaranteed as described.

STERLING JEWELERS
14 East 57th St., New York 22, N.Y.

CLOSEOUT

- Pristine condition for sale
- Discounts on all items

TO ORDER: Write to the address below. Orders will be filled from stock on hand. Payment must accompany order. All items are guaranteed as described.

STERLING JEWELERS
14 East 57th St., New York 22, N.Y.
WILLIAM TAPPER CO.
1740 Albat Road
Miami Beach, Fl.

WHOLESALE PRICES

MARVEL XMAS SPECIALS!

In stock for immediate delivery at these special low prices to increase your Xmas volume.

GUARANTEED NEW WATCHES

- GUARANTEED NEW WATCHES.
- EXTRA! EXTRA!
- NEW LADIES’ AND MEN’S WATCHES,
- GUARANTEED NEW WATCHES.
- EXTRA SPECIAL!
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- EXTRA SPECIAL!
- NEW LADIES’ AND MEN’S WATCHES,
**LETTER LIST**

Letters and packages addressed to letters to the Editor of *The Billboard* will be referred to the Editor of this issue, but unless specifically requested by the writer to be published, they will not be considered for publication. Please address letters to the Editor of *The Billboard* office, Cincinnati, Ohio, and refer them to the Editor of this issue. Mail is received according to the address of the *The Billboard* office, Cincinnati, Ohio, or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago, or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2150 Patton Ave.
Cincinnati 2, O.

Parole Post

J. IV. PROGRAM
MARK MARTIN

FEATURING

(Head-chopper)

**Luminous**

**70**

**23%**

FRANCO

CHAIN

Flood ink tailing.

"V%"

**BILLBOARD**

Sire.

Than 1.20 MPH; down handle spinning. shoot 17-Jewel

Schiattor lot for a frpy, n. trir; f7E lard Walking

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MEMPHIS, 1.1 w/Sonta

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Merchandise Topics

New York:
For 3 cents a card, Magic Banto Company is selling a racing game. Each player sits in the racing cars and away go the entries down the track. A happy Christmas stocking is being shown by George E. Moulton. The stocking has a wide ankle and toe for easy stuffing with gifts. White plaid has two jingle bells and embroidered Christmas wreath trim the red cotton lining of the stocking. The 50-cent seller can be personalized if desired. Lena Donman Company has a magnetic bottle opener that's said to remove bottle caps without injury to the cap groove, thereby allowing them to be replaced on the bottles air tight—52 number. Another kitchen tool has been brought out for a dollar. It's a 1-1/2 in. 1-1/2 in. can opener that's also reported to tighten caps easily. These five components in the items are a cap turner, bottle lifter, opener, pot scraper and can opener.

For the auto accessory market, Speedsweats Corporation has announced a Wyse-Vue auto mirror. The inside-the-car side window cot- out the blind spots and offers full 180-degree rear vision. Complete with attachments, the large, thin cells sells for a dollar.

For clearing the interior of ashes, Dames Sales has a minutes vacuum cleaner at 15 cents retail. It's to be operated on the principle of the car windshield wiper and is designed for easy to install. Bombas and Gabriel Snow feature a new item for youngsters, "Flags of the United Nations." Each page of the $1.50 item has a national scene with a space left blank for the owner to fly a flag. The child personalizes the accompanying colored flags to the land which may also be colored by the nuptet...

Tropical Biological Supply has key chains with real baby sea turtle shell and rings embedded in clear plastic blobs.

Key Sales Company has Champion Bull Thieves, a $1.50 item. The plastic, colored ash tray, fin- ished in high-gloss enamel, per- fects a cowboy planting down a heel. The novelty 25¢ is a fine 12 3/4″ long, which may also be purchased with the title of Champion name and the selected person...

Driftwood & Company is offering authentic military insignia and buttons from the Civil War period. Twenty buttons at five insignia sell for $1. An- other military item is a hand- carved service pipe sold by J. B. Sales. There's a selection of arma- nery, air force and marine in- signia on the pipe now. $35.00 seller. 

Attention, manufacturers! Please register yourselves with The Billboard as a source of supply for the following: Give away metal keys with a winning key that will open a "Freeman's premium" chest; stage money with a left hand (or flim for that) for an advertising message...

Up from assistant sales manager, Edward Black is now sales manager at Lowe Coke Company...

Brocker Manufacturing Company is producing, for wholesale, a leatherette jacket, in automatic lighter for lighting cigarettes while driving or an automobile. The device is reported easy to install and it goes in and out of the carry pocket, three pockets—one at a time.

Popular is marketing an impor- tantly designed pocket knife for 35 cents. "Radish, the Red-Nosed Reindeer" appears on a weather indicator item. The famous deer swings out of a door- way to indicate that weather is day away while Santa Claus is the fair weather indicator. The dollar item is encased in a brightly painted plastic cottage 6 inches high.

Edward Thaler now is director of sales at Toby Toys, and is re- ported to be doing a big job with Toby's plastic play food set that sells for a dollar...

Miami Novel- ity Company has announced a new stainless steel washboard which features a leather band with buckles. The dollar retail is light in weight, admits to any wear, and will not pull on the hair...

Creative Woodcraft has $1.50 carry- outdoor type, at $1.50 retail. The stick thick, hand-painted wooden ponies are given a variety of animal styles. They're reported that partitions are carrying different designs in a cloth cote bag. The dust left, can be hung on hook. $1.50.

Sellers are offered to quantity buyers by Hans Paper... Empire Products has an eclectic print price for $2.50. The two nickel-plated plates all the crease of the trumps. Also, it's claimed to be can be broken into two plates, silk, lapel, etc... Selling for 15 cents, is a mechanical toy offered by South River Metal Products. The top is accompanied by metal chains such as a star, aeroplane, fish and a sun. The base of the top is open close to the charm, the magnetic ac- tion is that of a shape rapidly about the top.

Pittsburgh:
Milton D. Meyers Company offers a metal Santa Claus and dough-mechanical toy that runs around the floor plus bears that walk. This, however,

Novelties Company has a puzzle that's in demand. It is on four pens, has one ear, i.e., one cocked. Another small pig has a light in back. A third item is a "Giant Santa" with a life-like face, and a "Silly Santa." Max Vanderwende, of Barker Greeting Card Company, is offering miniature houses, bicycles, churches and windmill made of plastic.

Harry A. Vinton Company has a eyebrow in "Rudolph, the Red- Nosed Reindeer," woodworking, Santa, canoe, giraffe, "Enjoy Yourself" and cowboy on bunche
top. United Merchandise Company, has an United Nations flag em- blem for the lapel...

Penn Sales Company offers a green and red Christmas tree form that folds into sections. Mullen Bros. has a "Here Comes Santa Claus" and a "Baby Santa Claus" to add to the Christmas season. A hand puppet with the voice of Santa is amused... or for the year-round market, there is Missouri Industries who is advertising, "Baby Santa Claus" and "Christmas Tree." Cokesbury's will be able to give immediate delivery on Talking Cards, in a product to large Christmas demand, according to the firm.

Satisfaction Sales Company is selling their "Pin the Ear on the Reindeer." They have 24 slot models in full color and come the same as an "I Spy" game.


Hore and There:
Georgia, Indianapolis, Detroit, is adding a supplement, advertising mechanical toys, to its 1950 spec- ially merchandising catalog. The latest in cigarettes and cigarette holders, produced by Authentic Mini- atures, Inc., is the Flying Racer. The lighter is round and slightly smaller and larger than an ordinary silver dollar. Made of non-breakable plastic, one side has a built-in V-shaped flint over which the etching pin is drawn. On the other side is a choice of four colored plastic "Swing-A-Way" in transparent material. Retail price is 20 cents...

Rock-E-Billy's, William Company, Los Angeles, announces a variety of novelty items made of Vivaglase, a soft, rubber-like plastic in realistic detail. Some such as reptiles and insects are animated. The "Reptile" is called Mr. Bones, which retains in a 25 the top price mark.

Here's where your dollar buys some old-time value. Think of it—8 big issues, including such "specials" as Cavalade of Fairs, Christmas and other special numbers—at half the single copy cost. You save $1.

Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose tone, talent or money is invested in the amusement business should use the NEW Billboard.

The NEW Billboard is NEW from cover to cover. Try it. Buy it. Save 50%. Mail coupon with $1 cash.

---The NEW Billboard Subscription Form---

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes, I want to try the NEW Billboard on subscription at the Special Introductory HALF-PRICE rates... 8 IMPORTANT ISSUES ONLY $1.

Name ____________________________
Address __________________________
City ____________________________ Zone ... State __________________________
Occupation or Business __________________________

Here are offered to quantity buyers by Hans Paper... Empire Products has an eclectic print price for $2.50. The two nickel-plated plates all the crease of the trumps. Also, it's claimed to be can be broken into two plates, silk, lapel, etc... Selling for 15 cents, is a mechanical toy offered by South River Metal Products. The top is accompanied by metal chains such as a star, aeroplane, fish and a sun. The base of the top is open close to the charm, the magnetic ac- tion is that of a shape rapidly about the top.
**Sensations of the Doll World!**

**WALKING DOLL**

**Dollfest Dress**
designed by

**Sells on Sight!**

She walks by herself,
swiveling her head and arms.

**Meyers 1981**

**Roses only—blue or pink, with hand-embroidered petal and center. She is asleep, and has attentive-like eyes and hands. Body and hands are made of durable plastic.**

**$120.00**

**19 Inches Tall**

Two different: $120.00 Each

---

**Honey of a Doll**

**SHE TALKS!**

**NOW... A Doll that's Guaranteed to Talk Her Prayer, How I Lay My Flowers to Sleep, Every Night!**

Cuddly and cuddly!" My sister Sue has the sweetest complexion I've ever seen! She's as pretty as a picture, and has adorable rubber hands and ankles.**

**$250.00**

**12 Inches Tall**

**2 Sizes:**

**$150.00**

**12 Inches Tall**

**$100.00**

**12 Inches Tall**

---

**BROTHER & SISTER DOLLS**

**RUBBER SKIN**

**Dressed in coordinated nylon skirts and blouses with lacey sweaters and bonnet hats. One wears white shoes and stockings.**

**$100.00**

**21" Tall**

**$45.00**

**12" Tall**

**$40.00**

**18" Tall**

**$30.00**

**20" Tall**

**$20.00**

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**ROCK-A-BYE-BABY**

*cries* 

**BINGO**

**Dressed in coordinated nylon skirts and blouses with lacey sweaters and bonnet hats. One wears white shoes and stockings.**

**$100.00**

**21" Tall**

**$45.00**

**12" Tall**

**$40.00**

**18" Tall**

**$30.00**

**20" Tall**

**$20.00**

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**OUR NEW XMAS CATALOG NOW READY!**

**WRITE FOR FREE COPY**

**JOE END & COMPANY, INC.**

453 WEST 50th ST.

**WALKER 5-9200**

**New York, N. Y.**


**MERCHANDISE**

**November 11, 1950**

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**ATTENTION SALESBOARD OPERATORS!**

Here's the year's prize winning doll.

**"WANDA" THE WALKING DOLL**

- Comes in a handsome tin box with $10.50 value tag.
- Fully guaranteed!

**IMITATION CORDE WALLETS**

With Patented Suspension Flap

- Worn on neck or carried like the old coin.

**MINTY RINGS!**

- Free with purchase of $5.50 worth of merchandise.

**MINTY RINGS**

- Flat rate of 25¢ ea.

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**IMITATION CORDE WALLETS**

With Patented Suspension Flap

- Worn on neck or carried like the old coin.

**MINTY RINGS!**

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**MINTY RINGS**

- Flat rate of 25¢ ea.

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**MECHANICAL TOYS—IMMEDIATE DELIVERY!**

**LARGE WALKING BEAR**

- $6.75 each; $77.00 doz.

**SANDIE THE PUPPET MAN**

- $7.80 each; $99.00 doz.

**MECHANICAL WALKER**

- $6.75 each; $77.00 doz.

**LARGE WALKING ELEPHANT**

- $4.75 each; $57.00 doz.

**SMALL WALKING BEAR**

- $4.25 each; $50.00 doz.

**BEGGING FOR POOCH DOG**

- $5.00 each; $60.00 doz.

**HOPPING FOR POOCH DOG**

- $5.00 each; $60.00 doz.

**TEXY DOG**

- $4.25 each; $50.00 doz.

**SANTA ON SLED**

- $6.25 each; $75.00 doz.

**STUFFIN' PUPPY**

- $4.50 each; $50.00 doz.

**LARGE CRANKING DOG**

- $5.50 each; $65.00 doz.

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- $6.75 each; $77.00 doz.

**SANDIE THE PUPPET MAN**

- $7.80 each; $99.00 doz.

**MECHANICAL WALKER**

- $6.75 each; $77.00 doz.

**LARGE WALKING ELEPHANT**

- $4.75 each; $57.00 doz.

**SMALL WALKING BEAR**

- $4.25 each; $50.00 doz.

**BEGGING FOR POOCH DOG**

- $5.00 each; $60.00 doz.

**HOPPING FOR POOCH DOG**

- $5.00 each; $60.00 doz.

**TEXY DOG**

- $4.25 each; $50.00 doz.

**SANTA ON SLED**

- $6.25 each; $75.00 doz.

**STUFFIN' PUPPY**

- $4.50 each; $50.00 doz.

**LARGE CRANKING DOG**

- $5.50 each; $65.00 doz.

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**MECHANICAL TOYS—IMMEDIATE DELIVERY!**

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Salesboard Sidelights

BERNARD ELIAS, manager of the Bee-Jay-Urban! Chicago branch office and supply depot, is all excited over the new twin bingo line just put out by Joseph Berko's Universal Manufacturing Company, Kansas City, Mo. It's the new BasketBingo, a well-situated card, and the four-color Football Bingo. Both are garnered good operator response, Bernhard says. He's also releasing a line of 14 salesboards to be put out by Bee-Jay-Pinoy, Chicago. It's a new presentation of novelty boards, according to Elias, with the first of the new numbers being released next week. Past book stock is available from Bee-Jay-Pinoy. Elias adds that business is on the up and going, and orders being handled by his two assistants.

H. M. Spohraker, Municie Novelty Company, Inc., Municie, Ind. reports the recent price increase on Bee-Jay's lines of tickets and various deals has been well received, proving good business, Spohraker says. The number of orders, as well as sales, are all up high, according to Spohraker. Book stock continues to work its way over to several the national boards, according to Spohraker. A new line of ticket blanks, as well as a new release, is being handled by Spohraker.

Harsh Corporation, Chicago, is booming along with board production, according to John Feldman. While the company is not making any unusual changes, particularly with regard to the prime product, paper, Sam says, are still being distributed to various boards. Supplies still permit a continuation of top production. There is a demand for all types of boards, with firm's coin numbers pulling in all the current tickets. The new pull-out coin compartments, on Harsh's coin boards, are seen as being responsible for much of the increased sales of this line of items. Sam figures. All shipments continue to be handled by his assistants.

Galentine Novelty Company, South Bend, Ind., is another firm that is continuing to do well with the new trend in buying. Galentine states that his business is easy working "right now" and to supply a good number of Blackhawk boards and chip deals.

Nate Rake, of Rake Coin Machine Exchange, Philadelphia, is supervising a crew of men who are constructing the new board numbers. Running the full extent of the company building, Rakey will be used at display area for Rake's expanding line of salesboards and premiums. T & C Sales Company, Jackson, Ohio, says it expects a good business report of several weeks ago. Partners J. M. Tivlizer and H. K. Cede says the triple line of boards, both top and premium, is "going great guns," but that the quality of "some day, some hour, some order" continues in spite of the greater overall volume of activity.

Oceanside Kiddie

A new item on the game front this week, order can count on most of the free being lost to him. For one thing, the cost of the machines is as valued as the commission or salary going to the seller.

Park is open from 10 a.m. to 9 p.m. daily, and on-weekends as well as the two-favorable operation is on weekends.

Rake's Fall Fair

According to Rake, there is little difference between operating a food spot, a small-scale park or regular ride, with the location and dealing exclusively with small fry it is, however, necessary to show more concern for patronage. With a repeat patronage is often necessary to get on a friendly, neighborhood line with the patrons, many of whom apparently like the personal touch.

A principal reward for Rake is the operation of his fair, as this is the only fair that he is no longer faced with the tremendous amount of juggling the down-and-set up. The headache is much easier for them is far and few between, he says.

USED COIN-OPE' MACHINES

Music • Vending • Amusement • Bells • Counters

Only advertisement of Used Machines accepted in this column.

RATES—12¢ a Word

Minimum $2

Remittance in full must accompany all ads for publication in this column.

Forms close Thursday for the following week's issue.
BALLY INTROS HOOK-BOWLER SHUFFLE GAME
Permits Players To Make Straight Or Hooked Shots

CHICAGO, Nov. 4.—A shuffle game that is expected to contribute to the popularity of regulation bowling has been placed on the market by the Chicago Manufacturing Company, Inc., under the name of Hook-Bowler. The game, which is designed for both professional and amusement use, is manufactured in four-page hook style, and uses a standard shuffle-bowling piece as its center of activity. A feature of the hook is the ability to turn the hook at any point on the pin field. The hook is shot at a certain speed for distance and is dropped in any part of the feature of Hook-Bowler. This shuffle game is being offered at slow speed for the amusement play. (Continued on page 95)

ASLI Staffers Ink Shuffleers At Quick Pace

UNION CITY, N. J., Nov. 4.—Despite unseasonal warm weather, there were over 100 legionnaires from Shuffleboard Lancers, Inc. (ASLI) assembled to participate in a 6-hour shuffleboard game at a rate that should enable them to reach their goal of 30,000 players members before the end of the year. Peter Olmsted, executive director, presided over the event.

"We have been receiving an average of over 1,000 new members from club registrations a day since mid-September. The club consists of 24 teams of 6 to 10 teams each and 10 physically challenged players, and he said the ASLI office has been open 10 hours a day, and 200 individuals are involved.

The rate is expected to double to 4,000 members each month. (Continued on page 95)

More Coin Products Getting UL Approval

CHICAGO, Nov. 4.—Proof of the engineering advances made by the coin machine industry over the past few years is pointed out practically every day in the shuffleboard industry at the Underwriters’ Laboratories, Inc. (UL), in Northbrook, Ill. The shuffleboard industry was founded in 1906, and it has only been recently that machine manufacturers began using its services.

Zachary Named Sales Manager

CHICAGO, Nov. 4.—Zachary Golden, president of the Coin Machines Sales Company, today announced the appointment of George Zachary as sales manager of the firm. Zachary has been with the company for many years, Golden stated.

At the same time it was announced that the sales department has been named exclusive distributor for the Bubble-Garden lamp products for the coin machine trade. Firm makes lamps which can be used by operators as premiums.

Premium Biz Continues Strong; Prep For Xmas

Distributors Expand Personnel, Space; To Handle Lines; Availability OK

CHICAGO, Nov. 4.—While the coin machine field in general was considered to be showing the effects of the premium phase of the industry, distributors in this area reported that their sales had been placed under a great deal of pressure by their customers. Among these was the request for a return on investment (ROI) statement by adding heavily to their inventory levels, which would in turn, draw down on profits. A number of coin machine companies offered as forceful giveaways for full-steam ahead.

Still comparatively new to the coin machine industry is the new distributor, which has been called a "coordination" in space, a feature the experience gained in the past few months, now have on offer. There are a number of agencies in the Coin Machine industry which have been interested in offering as forceful giveaways for full-steam ahead.

RE NEW BILLBOARD
Kind Words From Some Good Friends

CHICAGO, Nov. 4.—While no major shuffleboard machine manufacturers have utilized the new full-steam ahead concept, only one or two of the smaller component manufacturers have utilized the concept. The new full-steam ahead concept has just been released for the first time in the new full-steam ahead concept. The book has been

Austrian Designer Comes Out With New Equipment

LONDON, England, Nov. 4.—A new limited edition machine, the Yugo, has been announced by the British and European Shuffleboard Manufacturers Association. The machine features a unique design that allows for greater flexibility and adaptability to different playing conditions. It has been designed to attract the attention of serious players, offering a new level of precision and accuracy.

Bender's venders include a cup drink machine, a ticket vendor (which can also be used to dispense small candy bars), an equipment vendor, a multi-purpose merchandise vendor, and a food stall. The machine was created in the late 1980s, where it has been used to effectively vend.

Fully automatic, the ticket vendor can be adapted to dispense anywhere from 50 to 200 items, such as candy bars, chisels, but the largest producer of the machine can be sold. When asked about the future, Bender's venders said they are working on a new product that will be ready next year. (Continued on page 95)

High Scoring Shuffle Game At Universal

CHICAGO, Nov. 4.—High Score Shuffle game, Universal Industrial Shuffle released game for one of two players. The machine, designed by Vice-President Bill Mason, has yet been released. A pop feature in bowling games, high score shuffle game is designed to "keep your hand from dropping off, with items of a premium nature, such as the blankets, hayrides, pools, football dances, and a new pool stick."

From Optimistic Generally speaking, distributors have been interested in offering premium lines in their current offerings. (Continued on page 95)

CM Biz Pendulum Starts To Swing Up After Low Ebb

Reactivation of Military, Upped Defense Output Ups Sales, Receipts

CHICAGO, Nov. 4.—With a new machine, the CM was being hit on the head, and the engine was still a major component of the machine. It has been reported that the CM has again brought adverse reaction re. the most successful sales of the country this week were taking the realistic attitude the country would gradually move away from the use of the semi-army and navy installation. The trend toward larger foreign aerial forces was a graduated build. But this growing number of machines on the market is stimulating the business, and the business to keep up with their inventories of the new and late-model used equipment in case of demand from the military. (Continued on page 95)

$50 Mil Gov't. Airport Prgm. To Hypo Biz

WASHINGTON, Nov. 4.—Advisory committee for the construction of a new airport in the city of Portland, Ore., was named today. The new airport is to be financed by a $50 million government grant, and will be built near the present Portland Municipal Airport. The new airport will have a runway length of 2,800 feet and will be capable of accommodating commercial and general aviation aircraft. The airport will be used primarily for military training and general aviation. (Continued on page 95)

SHIP ARCADE

New Steamer In Maritimes To Hilite CM

ST. JOHN'S, N. B., Nov. 4.—It has been proposed that a new steamer be established to sail to and from Nova Scotia. The steamer will be known as the "Hilite," and will be operated by the Canadian Marine and Shipbuilding Company. The steamer will be equipped with a full range of facilities, including a restaurant, bar, and lounge. The steamer will provide a comfortable and enjoyable voyage for passengers, and will be a major improvement to the transportation between Nova Scotia and Newfoundland. (Continued on page 95)

Nov Scotia Churches To Push Shuffle

DARTMOUTH, N. S., Nov. 4.—In an effort to promote shuffleboard as a form of recreation, the Nova Scotia Churches have launched a campaign to encourage members to take up the sport. The campaign includes a variety of activities, such as organizing tournaments and promoting the benefits of shuffleboard as a form of exercise. The churches believe that shuffleboard can be an enjoyable and healthy form of recreation, and are working to increase its popularity in the province. (Continued on page 95)
MOA EXEC SESSION OKAYS '51 CONVENTION IN CHI

Vote To Incorporate Committee, Push PR, Get Legislation Report

CHICAGO.—Twenty-four months of the Year of the Music Operators of America (MOA) executive committee have been covered by the second annual MOA Convention which opened here Wednesday, and before adjournment the executive committee voted to incorporate the organization, adopt a second By-Law and to present legislation report for the 1951 session of the Illinois Legislature.

The MOA convention was opened by President George Crosby, head of the Crosby Broadcasting Company, Chicago. "The MOA represents the distributors, producers, and operators in the industry," he said.

"It is the active spirit which pervades the music industry during the second national convention.

Air Legislation

On the legislative front, committee chairman H. C. Messinger, said the MOA should and would continue to combat such legislation that would impair the independent operator's rights. But he urged the operators to use their own arguments and to write their Senators and Congressmen and to support legislation favoring the operators.

In his report, the chairman said the National Association of Radio and Television Operators of America had joined the MOA in convention and agreed to maintain its policy of confining public relations and to effect closer relations with other segments of the industry.

3 House Tunes Build Off-Season Grosses

PANAMA CITY, Fla., Nov. 4.—Dime play operators who believe that "public relations" is the answer to the difficulties of the off season in trucks and booths can be assured of immediate returns. As evidence of the possibilities of public relations, three operators in this city are already reaping the returns of the recent boast of the are, according to one of the operators here.

AMOA Shindig Attracts 600

NEW YORK, Nov. 4.—Auto- matic Nite Operators' Associa-
tion (AMOA) celebration of the 125th anniversary of the phonograph industry here Saturday (38) will be one of the largest auto-
clubs ever held. The meeting was called the culmination, no speech was made and the program was given over to dinner, dance, and entertainment with Operators were joined by guests.

Dime Play Tests Still Hit-or-Miss

Results Run Gatman From Failure To Success Depending on Locale

CHICAGO, Nov. 4.—The subject of dime play on outdoor come in for an airing in an official talk be-
ginning operators in attendance at the Music Operators of America (MOA) meeting in this city and with the resultant conclusions that dime play in this city, if the place is located in a park, might as well be moved to the public park. Here, as reported by those operators who have the task of prefix, run the complete

Rock-Ola Sets New Ohio Rep

CHICAGO, Nov. 4.—The Rock-Ola Manufacturing Company, Erla Averitt, sales manager and in charge of sales, this west market representative, is making the rounds of the Dixson distributors in the Youngstown, Ohio, area, and is reported to be very favorably impressed with the type of Dixson that he handled.

NORTHWEST URSURGE CONCLAVE

Five-States Regional Convention Seen Certain To Resume in 1951

CHICAGO, Nov. 4.—Resumption of the Five States Regional Convention which appeared virtually certain some months ago, are now firmly in the process of being determined. An early meeting of the Five States Regional Convention Operators of America will be held for the purpose of determining the event, will be held to work out the details of the con-

Regional Problems

The problem of determining operating problems in the five states, as well as the determination of the dates of meeting when no meeting was held, the regional committee felt it was important to send out as much information as possible to the interested parties that will be met after the meeting.

Getting in the Northwest regard-
ing the regional convention this year has ex-

For the 1951 session, most major operators will urge the resumption of the regular convention so that they can combine a visit to the meeting with their regular business activities.

MUSIC MACHINES

November 19, 1950

Â© Copyright 1950, American Radio History
Peace just doesn't happen—it always has a cause! Peace isn't luck, it isn't nature, it isn't a gift. It is an earned treasure, bought with hard work and skill and unswerving fidelity to ideals. Strip any music machine of its external covering and you come directly to its heart—the mechanism! Here is the main source of peace on one hand or trouble on the other. The sturdy, precise, time-proven engine of the AMI juke box is its record changer. Here at last is peace for the music operator, the precious peace which means joy for his work, profit for his invested dollars.
THE BILLBOARD

THE BILLBOARD Music Popularity Charts

DEMO JUKE IN GOP MEETING
UNIONTOWN, Pa., Nov. 4.—A "Juke box, possibly a Democratic machine," moved in on the Republican political campaign here. Bill- ward Ed. Sittle Jr., mayor, who is a G.O.P. candidate for Con- gress, was making a speech when in heard. The mayor was praising Republicans in the neighborhood, and the Demo- cratic candidate, Dr. Leonard, Republican candidate for the U. S. Senate, was delivering a fiery speech in the Veterans in the Foreign Wars Hall when he was interrupted by the strain of a Juke box. The "Democratic machine" announced his candidacies to the crowd, and the mayor, with a smile, asked: "What are you going to do?"

The tune was the Object of several cheers by Samuel Kaye.

Dime Play Tests

Continued from page 78
The general average cost of opera- tion of dime play tests has been
out the way the company was doing.

MHEETTE: This is the 3rd generation of the world's most
famous dime play test. It is used in many
theaters throughout the country.

Jukes Org Plan

Continued from page 78

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3 House Tunes

Since he started out on his "house record" plan two years ago, Johnson has been making better check on the play on such records. He believes that the big record companies have been surprisingly successful, and he agrees to find that the more records made up usually equals the total percentage of the week. "One of the best features about allocation is that the same record can be played in different parts of the house, and it is the fact that that the allocation of good, clean records, such as many old favorites of a few years back, waltzes, semi-classical music, etc., are not at all the way down the white of a record in the record of the record label of the house," Johnson said.

The Wurlitzer

The Wurlitzer in the Wurlitzer

78 RPM
33 1/3 RPM-LP

45 RPM
33 1/3 RPM

Play ALL Speeds
At only ONE Phonograph

THE 1250 IS THE OPERATOR'S PHONOGRAPH DESIGNED TO MAKE YOU MONEY
Discuss Need For Good Will At Conn. Meet

HARTFORD, Conn., Nov. 4.—“The shortest commodity in the world is public relations,” said E. Mankin, public relations director for Borden, Camden, Ark., told the Connecticut Manufacturers of Carbonated Bever- ages meeting here recently.

“Public relations,” he continued, “are not a matter of what was alone. The worker must have a sense of responsibility for the future and the security of the industry.”

“The whole question of public relations — whether it is a thought or a tone at your voice — you are in answer to that,” he said. “Whether a manufacturer is dealing in good or bad, he is an employee, his dealer, the consumer or other manufacturers in the industry.”

The golden rule, he pointed out, is just to be good to business as to the individual.

Officers Elected

Alfred A. Tannenbaum, Morriston, Conn., was elected president for the coming year. Other officers named were: C. H. Buckland, Hamburg, Conn., vice-president; Emile Mascio, Waterbury, Conn., treasurer; Mrs. C. F. Cobb, New Haven, Conn., secretary, and Carol J. Anderson, Ashtabula, Ohio, assistant secretary.

Trade Show

The annual trade show, operated by the New England Trade Show, Inc., will be held at the Westin Inn, Boston, Oct. 5, under wraps.

No announcement, publicity or programs held the second appearance at the trade show for vending experts and manufacturers. The high voltage press pent up for the publication of the vendors in the Greyhound bus terminals was broken last Friday.

It is expected the officials of the New England Trade Show will discuss the plans for the next year and also show the vendors the location of the trade show for the next year.

Newman Joins Banner Corp.

NEW YORK, Nov. 7.—S.R. Newman Manufacturing Corporation has announced the appointment of Seymour S. Newman to the position of chairman of the board of directors. He will be succeeded by his son, S. R. Newman, Jr., who will become president and chief executive officer of the company.

Mr. Newman has been with S.R. Newman Manufacturing Corporation for the past 25 years and has held various positions within the company, including vice-president of operations and treasurer.

Mr. Newman is a member of the National Association of Manufacturers and the American Management Association.

The firm, which is one of the largest manufacturers of vending machines in the United States, produces a wide range of products, including coin-operated dispensers for snacks, soft drinks, and other items.

The company employs over 1,000 people at its facilities in New York City and has distribution centers throughout the country.

Keep Ing on Ounce Money Prize When Buying Slows Down

Filene’s Eliminates Promos as New Bank Is Started At City’s Airport

BOSTON, Nov. 4.—William Filene’s Sons Company, first and only independent Boston department store to the present-day department store business, opened its second U-Serv-U Center at the Boston Airport, East of Fourth Street, on October 3, under wraps.

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ROY

A-1

Tight

Plastic

Globes.

the

popcorn

enjoy

$51.50

"The

VICTOR VENDING CORP.

Sandy Mac Tight

SAYS:

"The above Victor is

an A-1 good buy and buying it on the T.O.R.R Time Payment Plan makes it a
double good buy."

ANOTHER GOOD BUY IS

The TOPPER

TOP VALUE - LOW PRICE

Keep popcorn warm and flavorful

- Projector-Home Movie Film. Let

French Boy Dispenser help to work

for you in your popcorn concessions.

Complete unit with or without

"French Boy" trade name

$51.00

At Chicago

French Boy Pop Corn Dispenser

Special heating element.

keeps

frosted

and hot.

100

ROY TORR

LANSDOWNE, PA.

Save at Least Part of Each Week's Earnings

Buy U. S. Savings Stamps and Bonds

NAMA Exhibitors

Chicago, Ill. 4—When the

National Automatic Merchandising

Association (NAMA) holds its

fourth annual exhibition at

Chicago's Palmer House November

15-13, 135 machine manufacturers

and suppliers will display their

products. All booths are on the

fourth floor; exhibit rooms are on

seventh floor. Complete list of ex-

hibitors and their products follows:

A. A. & C. Machine Co.,

Paterson, N. J. 32

EYE-OPENING VENDING MACHINES,

4 1/2 x 9 1/2.

Tight Plastic Globes: Victor's

selection is the Tight Plastic

Globe, including the size, 30-

cent, 50-cent, and 75-cent units.

Victor includes the 75-cent

unit in his latest "Topper".

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The Aspin Co., Oak Park, M. I. 10

Chicago, Ill. 66

Stetzer Mfg. Co., Chicago, 7

Stetzer Mfg. Co., Chicago, 7

Crayola, Inc., Weehawken, N. J.

Wm. H. Schmerl, Inc., Chicago, 7

E. F. Manufacturing Co., Chicago

(Neither)

(Five)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

(Tight)

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(Tight)
SUNDAY, NOVEMBER 12, 1950
Grand Ballroom—Palmer House
9 a.m.—“Breakfast” General Meeting—Grand Ballroom
Chairman—Leon Orgel, Secretary-Treasurer, Gourmet of Los Angeles, Calif.
9:30 a.m.—Call to Order by the President

TUESDAY, NOVEMBER 14, 1950
Grand Ballroom—Palmer House
9 a.m.—Call to Order and Preface to the Day’s Discussions
Chairman—William Fishman, Candy Operators’ Day Chairman, Automatic Distributing Company, Inc., Chicago

BLUMENTHAL BROS., N. Y. TOLD BY YOUTHFUL EXECUTIVE

PHILADELPHIA, N. Y. 4—Blumenthal Bros., a family owned enterprise referred to as one of the top producers of chocolate candies in the U. S., has three reasons for existence, according to 10-year-old Bernard Blumenthal, president.

They are: (1) to support the Blumenthal family; (2) to supply as good a product as possible and still make a normal profit; (3) to provide a living for firm’s workers and still make a profit. Since it is a family company, we like to hire families to work for us,” said Bernard Blumenthal, president.

The company, which has a 5-point line especially designed for vending machines, was founded by Joseph Blumenthal, father of the present firm head, 60 years ago. Before then, he and his seven brothers had opened an exchange business that could not extract enough profits to feed the family.

Expands Products
Its original product was chocolate candy, today 80 percent of its annual gross of over $10,000,000 comes from chocolate coatings, powders and liquors. The other 20 percent is derived from family owned chocolate confections, all of which are sold extensively to the candy vending trade, according to Blumenthal. The nickel line, however, is kept for consumer good will and “barely breaks even,” he declares.

He explained that some 30 alesmen service about 4,000 accounts throughout the United States.

Company View
The Blumenthal, which include Mouse Blumenthal as chairman of the board and two cousins in Vice-President Samuel and Secretary- Treasurer Solomon, feel the present price situation this way. The industry as a whole cannot finance the inventories it would like to have.

With that in mind, it is expected that at a later date the crucial Christmas period, once hours, will assume a live commensurate with other commodities. The 25 to 30 cents a pound may be considered a good price, but “it may change as other commodities come to lift.”

Since firm’s inventories are “excellent,” Blumenthal Bros. can afford to all fight for a while, in the opinion expressed here. And to Bernard Blumenthal, who went to work for the company in 1933 and became president at age 18, in 1944, “the future looks good.”
NOW! Bigger Profit FROM EVERY LOCATION With the New 49 CABINET STAND FOR MODEL 49

WRITE FOR DETAILS OR APPLY YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION 205 HYMEN STREET, MANHATAN 11, NEW YORK

50 DAY MONEY BACK WARRANTY

TO _NORTHWESTERN MODEL 49 SPECIAL

GUARANTEED NORTHERN INTERSTATE SPECIALS:
DELAWARE 3 To 5. Baked Pretzels, $1.25
SOUTHERN INTERSTATE SPECIALS:
Baking Mix Beds, $1.25

ERICA PEERLESS WEIGHTING and VENDING MACHINE CORPORATION HAVE A SELECT NUMBER OF "ON LOCATION" SCALE ROUTES AVAILABLE IN VARIOUS SECTIONS OF THE UNITED STATES.

TERMS AVAILABLE ROUTES INCLUDE ALL FAMOUS MAKES OF SCALES.

CONTACT MR. L. D. CHARBENS or MR. J. J. CROSBY,
ROOM 708 AT THE PALMER HOUSE DURING N. A. M. A. CONVENTION IN CHICAGO, NOVEMBER 12-15 OR WRITE TO DEER

ERICA PEERLESS WEIGHTING AND VENDING MACHINE CORPORATION
29-28 Forty-Fourth Avenue Long Island City, N. Y.

NOW! BIGGER PROFIT FROM EVERY LOCATION WITH THE NEW 49 CABINET STAND FOR MODEL 49

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29-28 Forty-Fourth Avenue Long Island City, N. Y.

2d U-Serv-U Unit in Boston

��Continued from page 43

Price of vendors is $400, altho first 10 in line and 35 are slightly higher, Glasscock officials said. Working on a nickel, dime and quarter insertion in $1.50, the eight vendors were stocked with $150 worth of change and a number of small change bags to be used in the event of a cash shortage. Each vendor was to be used to ascertain air traveler's preferences.

Products Vended

Six different vendors, 60 cents, pen and pencil set, $1.50; men's ties, $1; men's socks, $1.50; men's shaving supplies, 50 cents; four-inch tin toy, 75 cents; Happy hop rabbit, 40 cents; T-shirts, $1.50; women's gowns, $1; women's watches, $1.50; women's handkerchief sets, $1; Twentieth century, woman's gondola, $1; football,Fearns

Illustration: A drawing of a vendor with the text "2d U-Serv-U Unit in Boston." The vendor appears to be a small, rectangular structure with a counter inside. The text continues, "Continued from page 43." The vendor is described as having a price of $400, with the first 10 in line and 35 higher, according to Glasscock officials. Each vendor was stocked with $150 worth of change and small change bags to ensure cash flow. The vendors would be used to determine air traveler preferences.

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NAMA Sets Fun Fest at '50 Banquet

CHICAGO, Nov. 10—Comedy, music and dancing light the entertainment portion of the 1258 Natio

Illustration: A drawing of a vendor with the text "NAMA Sets Fun Fest at '50 Banquet." The vendor appears to be a small, rectangular structure with a counter inside. The text continues, "CHICAGO, Nov. 10—Comedy, music and dancing light the entertainment portion of the 1258 National Automatic Merchandising Association (NAMA) banquet which will climax a four-day convention at the Palmer House here Wednesday evening (Nov. 8). Program presented by the R. J. Reynolds Tobacco Company.

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Keeping Lid On

��Continued from page 43

The 3-cent maximum, and Paul V. Belch, who has wild packs at $3.12, has been offering operating limitations allowed up to the 3 maximum. A few candy manufacturers, like Mars and Clark, with price well above the 3-cent maximum, offer only a few sets, in keeping with the current price of 44 cents.

Illustration: A drawing of a vendor with the text "Keeping Lid On." The vendor appears to be a small, rectangular structure with a counter inside. The text continues, "The 3-cent maximum, and Paul V. Belch, who has wild packs at $3.12, has been offering operating limitations allowed up to the 3 maximum. A few candy manufacturers, like Mars and Clark, with price well above the 3-cent maximum, offer only a few sets, in keeping with the current price of 44 cents.

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LOCATION-RELATION PROGRAM

Personal Contact, Varied Equipment Key to Success

AUBORA, Ill., Nov. 4.—Because he believes a vending operation never grows so big that its owner cannot take time to make the personal acquaintance of individuals handling his installed locations, Edward Barare's Q-Automatic Machine Company here has operated for several years. The company began operations in 1928.

Barare has one other reason for success in point-placing vending equipment. He reports that the cost of installing one candy machine added monthly to his house at the start of the year. By the end of the year, last year's investment had been recovered and the owner's sales were increasing. This year, even more machines will be added.

Barare is not alone in his belief in the importance of personal contact. Many vending machine operators believe that by spending time with their vendors, they can build a stronger relationship and increase sales.

Placement Pattern

Catering to plant requests, Q-Automatic has 90 per cent of the equipment (candy, cigarette, and bulk vending) it sells. It is found that there is less damage to machines with this type of check-backs from customers. This is due to the fact that the vending operation is more closely monitored.

Fellowing the firm's common-sense location policy, the company has installed approximately 100 per cent of the locations that are open during the workday and weekends. In this manner, the machines are easy to maintain and the locations are kept in good working order.

Barare has also introduced the nickel-dime candy bar check-back system. He feels that this system is the key to maintaining the high standards of his company. The machines are checked every day to ensure that they are in good working order.

The Atlas Vendor is ready to go places! A Bell Gum vendor that requires only a small investment, but yields big steady profits for operators. Salesmen and Distributors. Profit $2.40 down the line, write today for a real profit deal.

SPECIAL OFFER!

You Can't Go Wrong on This Deal

4 SINGLE UNIT TOPPERS

Plus 25 lbs. 210 count Rain-Blo Gum

Plus 2,000 Charms

All this for only $52.00

Write for Our Price List on Like New Machines

RAIN-BLO 210 COUNT GUM 25c. lb.

in case of 100 lbs. of new and bulk of 25c. lb.

CHARGES

Per Thousand

Per Hundred

Per Dozen

Per Unit

GOLD & SILVER AMERICAN FLAG RING

$7.20 PER 1000

JEWELLED OAK LEAF

$6.00 PER 500

TURKISH CURRENCY

$5.60 PER 1000

MEXICAN SWORD ON STAND

$4.80 PER 500

AACE VENDING SALES CO.

1010 ED. CLAIR AVE

Cleveland 8, Ohio

Grant Chain Tests Vendors

NEW YORK, Nov. 4.—Further investigations were reported here this week by Automatic Vending Operators, which is the official vending operators' association in this city. The group is composed of vending operators, some of whom have been in the business for many years, and most of whom have been involved in similar activities in other cities.

Frank W. Mason, of Derby, Conn, will test patrons and vendors to determine whether or not vendors are maintaining their machines in good working order.

Permo Introns New Juke Box Needles

CHICAGO, Nov. 4.—In the metropolitan area, this week, a new machine was introduced to the public. The machine is a new Juke Box and is manufactured by Permo Introns.

Permo Introns is the first company in the United States to manufacture a Juke Box. The machine is equipped with the latest in sound equipment and is designed to provide customers with the best possible musical experience.

The company is pleased to announce the introduction of this new machine, which they believe will revolutionize the music industry. They have invested a significant amount of money in research and development to ensure that the machine is of the highest quality.

The company is confident that this new machine will be a great success and is excited to see it take off in the market.
Chicago:
Atlantic Music Company is giving a flying start, program-wise, to the new season by showing the first selection and projecting the new Seligcope 4:25-g.m. Selec- tive-blue.
Coinmen You Know

FIRST WINS
OPERATORS VOTES!
Just Released!
Big, Illustrated
PREMIUM CATALOG
Write for Your Copy Now!

New Screwball
Universal
Cleaned!
1.11y
DIVISION
Advance
Complete
8200, 8800.

MAYFLOWER SPECIALS
PROVEN SELLER BY TEST

WASHINGTON:
Among Washingtonians planning to attend the National Automatic Merchandising Association convention in Atlantic City early next month are Aron Goldman and Meyer Goldstein, president and manager of the G. B. Macke Corporation of New Bedford, Mass., and Leon Hendler, sales manager of the Westway vending company.

New York:
Sid Levinson, owner of the Automatic Sales Agency here, has the show put on at the Arrow dining club three days a week. Levinson is also actively participating in the annual fundraising drive for the children's hospital. Next year, said AMOA)data, the affair will be held in a different room to give all table holders a better view of the proceedings.

Jim Hendon, manager, Association of Amusement Machine Operators of New York, is back at his desk, still a little ragged from a busy Christmas. Operators are planning Dave Sullivan's show, and New York's first game, Bally Alley. The company has traveled New England territory the last week on machine showing.

Phil Mandanich, who operates games locally under his own name, has opened a driving school on Country Island Avenue, Brooklyn.

Anthony Caruso, president of Eastern Electric, came in from New Bedford, Mass., last week for confab with Jim Trechaian, vice-president, and Joe Jaffa, sales manager. Joe Maurice, also, of Amuse Machine, is hospitalized for an operation.

MATCH AND GERO

Chicago:
Developing into top aggregations and are composed of both line personnel and office staffs. One of the gayest buys in June Begagn, whose brother John is expected to light it up with Ben Bagas, Bob Corbett, Bob Levy, and other visiting professional specialists within a couple of seconds.

Despite material problems, production continues steadily at Bell-a-Matic, according to Vic Enysh, president. Both Vickers, and Cline, vice-president and director of advertising for the firm, were busy last week greasing the wheels that were won in the final regular of American-restaurant at the Palmer House. Many of the top creative Tulsa to drop in at the Bell-a-Matic headquarters to say hello. Midge Ryan was on hand to welcome the visitors.

Monarch Coin Machine Company has an exciting new addition to the line, a good play with its Pop Coin, but with this sale and the few of the large shipments left, Don Canning, La Ferte, Mfg., shrewdly wrote, Nesbitt that action for the third week of the La Ferte league has local popularities shifting hands. As usual, the cash kitty continues to build up and the theory is the $100 mark.

QUALITY EQUIPMENT AT A SAVING!

MAYFLOWER

IN DISCOUNT CENTERS

Chicago:
New machines installed at Main Street Chicago. The machine company includes a sale and on 10 day. A new phone system also marks the current re-modeling program.

WAREHOUSE CLEARANCE SALE!

NEW GAME

Pineapple Pineapple, a fixed-price " replaces the original Pineapple Pineapple. The new game is a limited edition and is only available here.

SPECIALS!

Large list of premiums - wired one to another. We will also offer a special 10% discount on all orders over $50.

PURVEYOR

SHUFFLEBOARD COMPANY
**Trade Directory**

Changes of Address

S. L. Shoe Company, Inc., Louisville, moved to 685 W. Main St., with a change in telephone number to Clark 5-3500.

Super-Vend Sales Corporation, Inc., moved to 611 Clark St.

Automatic Enterprises, Los Angeles, moved to 3807 West Pico Blvd.

Distributors

Bally Manufacturing Company, Chicago, appointed Alliance Sales, Inc., Whistling, Va., to cover the West Virginia territory.

Cone Manufacturing Company, Chicago, moved to 10 N. Clark St.

Rittenhouse Speed, Wheeling, Ohio, distributor for Rolls-Royce Cars, to cover the Cincinnati and Dayton area.

Edo Manufacturing Company, Chicago, appointed Rule Realty Co., 442-205 West Washington St., Chicago, as exclusive distributor for the Chicago area.

Eddy Sales, Appleton, Wis., appointed direct factory sales representative for Bally Manufacturing Company, to handle sales in Wisconsin.

S. A. R. Sales, Inc., Alabama, appointed for Mississippi.

Merger

Latham Music Company and Mobile Musical Instruments, both of Minneapolis, have been merged. Firm to be known as Latham Music Company, Third and Main, Milwaukee.

New Equipment

New distribution of pinball (use in AMT, Rock-Ola, Vintage) announced by Leisure Hy oats Distributing Corporation, 125 South Wabash Avenue, Chicago.

New Output On Oasis Game Set by Exhibit

CHICAGO, Ill. — Production of the Distributor of the Five-out Game Oasiss was placed on a Chicago plant today. Exhibit Supply Company, Sales Manager Frank Kramer, who announced, is also in production of the Eddie Six Shooters game.

Designed for stepped-up action during the final play, Oasiss is a skill game which includes bi-hybrid bumper, saucer kick-out pockets, side rollover switches, a bonus and regular scoreboard and a new device which has both left and right play just as they appear to be either side of the game. Oasiss exceeds 6,500,000 points.

Key features include an A-B-C-D-O series which, when made by direct hits or by kick-out pocket, opens up the game for extra blocks of points. Prounds are scored on the bonus scoreboard at the bottom of the playfield and are collected by dropping a ball in either of two special kick-out pockets. Equipment, with a centrally located pair of winch and drop, has been engineered for simplified servicing.

**Heavy Output**

**Buckley Wall and BAR BOXES**

A. R. Buckley Company, 4219 W. Laclede, St. Louis, Mo., produces a line of new wall and bar boxes.

**Z19.50**

**Buckley MFG CO.**

4219 W. Laclede, Chicago, Illinois

**BOWLING GAMES**

Bally Speed Bowling $154.50

United Tap Bowling $154.50

Sally Speed Bowling $124.50

Kenny Lex Bowling $124.50

Chicago Wheeling Bowling $124.50

Atlantic Express $124.50

Lou Express $124.50

Kenny ABC Bowling $124.50

Gottlieb Wall Bowling, 40.00

Gottlieb Sales, 64.50

Kenny Ten Pins, 74.00

Chicago Wall Bowling, 60.00

SICKING, INC.

America's Oldest Distributor—Established 1917

1691 Control Pl., Cincinnati, 14, Ohio

**SICKING, INC.**

1691 Control Pl., Cincinnati, 14, Ohio

**New Brand New REPLACEMENT GAME for all United Shuffles**

No extra charge, printed games only available with new machines.

**SICKING, INC.**

1691 Control Pl., Cincinnati, 14, Ohio

**MERIT INDUSTRIES**

ARCADE AND LOCATION EQUIPMENT

153 Illustration Catalog F37

**MIKE MUNYES**

NY TO NY 1/4"_sc_1.png
**Tickets, Guns, and Drinks**

**Continued from page 15**

Much better production and offers better color reproduction. With best style of year. Continued process. Great Shal, Bally, and Majestic Shal-40.

The new Billboard is definitely an improvement. Both wishes for its success. Herb Jossen New format and executive.
EVERYONE AGREES...
The Billboard Is
Better Than Ever!

AND NOW, BECAUSE THE NEW
FORMAT MAKES IT POSSIBLE TO BRING
MORE BILLBOARDS TO MORE READERS...

A SPECIAL INTRODUCTORY OFFER!!!

8 BIG 25¢ ISSUES
for only $1.00

You pay for 4 - You get 4 FREE

Here's where your dollar buys some old-time value. Think of it—8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other special numbers—at half the single copy cost. You save $1.

Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or money is invested in the amusement business should use the NEW Billboard.

The NEW Billboard is NEW from cover to cover. Try it. Buy it. Save 50%. Mail coupon with $1 cash.

The NEW Billboard Subscription Order Form

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes, I want to try the NEW Billboard on subscription at the Special Introductory HALF-PRICE rates...8 IMPORTANT ISSUES ONLY $1.

Name ____________________________
Address __________________________
City __________________________ Zone...State __________________________
Occupation or Business __________________________

SPECIAL!

THOROUGHLY RENOVATED
United Shuffle Alley... $39
Smith Shuffle Alley... $49
City B-Ball Alley... $50
Williams B-Ball Alley... $50

SPECIAL!

"POP"
Corn Siez 10c 1 York... $49.50
Each

Monarch Coin Machine Co.
2160 Patterson St. Cincinnati 22, Ohio

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE
The "Champagne" of Pin Game Play!

**Williams Pinky**

Bell Tax Now $150 Per Year

WASHINGTON, Dec. 6. — The Treasury on coin-operated gaming devices rose to $150 Wednesday (1) under terms of the recently enacted tax bill. Already, however, Treasury and congressional tax experts are considering a further tax on coin-operated devices to be contained in the 1951 revenue bill.

Rivals discussed to far are $200 and $250. Sen. Edwin C. Johnson (Di. Colo.) has a similar bill to shoot the tax to $1,000, but this is considered to be an attempt to tax the machine out of existence rather than to raise Uncle Sam’s income.

**Premium Biz**

- **Continued from page ??**

...allotments by Empire Coin in recent years, Pursues, First Distributors, Coin Machine Service Company, and several other ones in this vicinity have added personnel as well as space exclusively for the premium phase of their sales.

Perhaps the most important further in the premium picture today is availability. All distributors said they have been able to acquire ample stocks of the most popular premiums and, with additional warehouse space, were in a position to fill orders as fast as they were received—and to reorder merchandise with assurance of delivery from manufacturers.

**Hi-Scoring Shuffle**

- **Continued from page ??**

1,000 points and can be accomplished by making a perfect shot in each frame.

In reviewing the steps that led to the ultimate decision of High Score Bowler, Ryan stated that it initially contains the selection of the leading features of the modern pin game with shuffle feature. He explained that this included the innovative to make all key plays with a minimum of shots with extra throws for the better plays, plus the player preference features on shuffle games. Ryan stated that such a game, in fact, a combined idea of operators, distributors and University’s engineering staff.

**$50 Mil Govt.**

- **Continued from page ??**

Act became law in 1946. Uncle Sam has contributed some $140,000,000 to what is a similar amount put up by States and municipalities.

These funds have been spent on building or improving 1,700 shuffle bowling alleys. The money has been used for projects ranging from construction of New York’s World’s Fair building to a shuffle runway for a small field at Shreveport, La.

**N. S. Churches**

- **Continued from page ??**

shuffleshop is the Baptist Church of Davenport. Arrangements have been completed for a contest between boys being represented by the two groups. The Grace Church Men’s Club has been taking the initiative, not only in shuffleboard, but in promotion of street bowling and volleyball.

Several churches on the Kalamazoo side of the harbor have been considering the following the lead of Grace Church and featuring the shuffleboard for the current winter season.

**Bally Intros Hook**

- **Continued from page ??**

board plus the game high-speed value. The Introu is a pin-operated shuffle game that re- sists elimination plays waiting for another chance.

Built for home play, it requires two players or two teams. It was constructed by making a shuffle on location simple and speedy.

**Plan CM Licenses**

- **Continued from page ??**

...Plan to set a license fee of $20 annually on coin-operated amusement devices and $10 on juke boxes is being considered here by the city council. An ordinance to this effect was recently given its first reading, with the second scheduled at the next session.

**$64 QUESTION**

How much do you make on your investment? Do you have long-life equipment that will be made money for you for many years ahead? For Bell, Brother, you can have it... Operate the exclusive HOLLYCRANE...coin-operated, miniature model industrial crane that has everything an operator wants.

**Williams MANUFACTURING COMPANY**

Creators of Dependable Play Appliance!

6424 W. Fillmore Street
CHICAGO 24, ILLINOIS

$64 QUESTION

How much do you make on your investment? Do you have long-life equipment that will be making money for you for many years ahead? For Bell, Brother, you can have it... Operate the exclusive HOLLYCRANE...coin-operated, miniature model industrial crane that has everything an operator wants.

**BADGERS BARGAINS**

315 KINNEALY AVE. MILWAUKEE 2, WIS.

All new special stock from $19.99.

BADGERS BARGAINS

315 KINNEALY AVE. MILWAUKEE 2, WIS.

All new special stock from $19.99.

**PINKY**

Sensational New Playfield Layout
Sparkling with Punchy ACTION!

SEE IT...
REV IT...
AT YOUR DISTRIBUTOR TODAY!
TIMING... that's it!
TIMED RIGHT
and that is really how money is made....
Let's briefly explain

The PLAY-WRITE machine took six long years to design, patent and develop—and during those years it was hard, hard work. But one thing we did NOT realize during the development of this Sensational PLAY-WRITE was that IT WAS TIMED RIGHT—and that means that when it was first delivered to operators a couple of months ago the PLAY-WRITE was enthusiastically accepted—BECAUSE IT WAS JUST WHAT OPERATORS WERE LOOKING FOR AT THIS TIME.

A MACHINE THAT CAN BE OPERATED ALMOST ANYWHERE—
A MACHINE THAT GETS BIG PLAY—A MACHINE THAT IS HERE TO STAY AND NOT JUST ANOTHER GAME. THE PLAY-WRITE IS A NEW LASTING TRND.

OPERATORS who now have PLAY-Writes on their locations—SAY!

BOY—THIS IS IT—We always had a hunch somebody, someday would really make

a NEW machine, built for the OPERATOR so that he could operate it in almost

any territory and any location.

The PLAY-WRITE is just full of COME-ON interest!
The PLAY-WRITE requires NO Federal License!
The PLAY-WRITE is economical in price!
The PLAY-WRITE can be ACCURATELY CHECKED!
The PLAY-WRITE automatically records each individual Play and winner—and it positively cannot be altered!
The PLAY-WRITE can be operated anywhere in the World!
The PLAY-WRITE can be played for any amount per play (we suggest 5c, 10c or 25c play!)
The PLAY-WRITE can be played 8 times a minute—THAT'S ACTION!
The PLAY-WRITE is precision made and will stand up and take hard usage!

The PLAY-WRITE sets conveniently on any counter—it is 10½" high, 11" wide and 16" long; it weighs only 25 pounds!
The PLAY-WRITE puts each continuous play that many locations demand—3 or even 5 at once on machines so that players will not have to stop in line!

Our modern plant has been enlarged to handle an increasing demand for PLAY-WITES with shipping flags to many territories in the United States and Foreign Countries—and if you want more information, just write us—we better still-unpack in your order for a few PLAY-Writes and place them in some of your locations—then in a few days your PLAY-Writes will prove to you that they are FAST ACTION. Then you can order more, BUT BE FIRST in your territory.

The Price Is Only $169.50 F. O. B. Akron
½ down deposit required. Balance C.O.D.

In mailing your order, we suggest you order 10 rolls of 1492XL roll paper for each machine. This is a special-processed paper that is fool-proof and each roll contains 1740 plays. The price is 95c per roll.

"The PLAY-WRITE machine is patented in the United States & Canada."

Play-Write CORPORATION
596 SOUTH MAIN STREET
TELEPHONE PORTAGE 5839
AKRON 11, OHIO

It's the Old West... brought to life again with the Rootin'-Tootin'-Shootin'

Exhibits DALE SIX SHOOTER
with REALISTIC LIVE-ACTION TARGETS

HERE'S THE OLD WEST GONE MODERN
Action-packed stagecoach robbery. In a surprise-taking, really designed, ultra-modern cabinet that will give added play value to any location.

EXCLUSIVE "SNIPPERSHOOTER" TICKET VENDOR
Automatically hands tickets and scores count of tickets. Two ticket holders are color coded to operator for busy. No score need be memorized. Operators can hold up to 10 tickets.

ADAPTABLE TO ANY TERMINAL
Scores are arranged in brackets together with "Shades" so the operators can read information on tickets or score. High score is scored first. Lowest score is scored last. Highest score is scored last.

STURDY, LONG-LIFE MECHANISM
Heavy gauge construction with new and novel features for long life and service.

MOVING TARGETS WITH EXCLUSIVE AUTOMATIC YARD-SPEED ACTION
Vertical, moving targets swing in the air with automatic return for added show. Novel technique.

CRASHING BOMBS FALL OFF THEIR GALLORING NOLDS
As bombs are scored with the operator's score, it is a bonus for the operator.
NOVEMBER 11, 1950

COIN MACHINES

THE BILLBOARD

Strike Top Earnings with this Action!

SPOT BOWLER

GOTTLIEB

features: ACTUAL MINIATURE BOWLING PINS—AUTOMATICALLY
RESET IN LIGHTS

STRIKE TARGET 4 STRIKE ROLLOVERS
SPOTTING ROLLOVER BUTTONS 5 "TWO-PIN PICKUP" BUMPERS
A-B-C FEATURE—Lights Rollovers for Awards

MYSTERY SPECIAL, When Lit

MYSTERY HIGH SCORE BONUS POCKETS

FLIPPERS

"Pre-tested for your protection!"

ORDER FROM YOUR DISTRIBUTOR TODAY!

NATIONAL GUARANTEED VALUES!

5-BALLS

PREMIUMS

15 Clinch Blue Bat, Twin Roto-BALLS
10 Clinch Blue Bat, Single Roto-BALL
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DSA Nominates ’51 Officers

DETOIT, Nov. 4—Nomination of officers for the second year of its existence occupied the big spot on the agenda of the Detroit Shuf- falo-Muller Association’s monthly meeting. Election date will be set later, with “ample time given the membership between nominations and elections so that the ability of those nominated may be judged,” according to Fred Chilson, executive secretary.

An urgent plea for full support of association activity for the good of the industry on the part of every operator was voiced by Chicago. "Your local association is the only weapon which can do an effective job to eliminate in- jurious trade practices, act as a clearing house for information for its members, and provide a central organization for all members to any and all questions. Don’t jeopardize the business for all."
UNITED'S
FOUR PLAYER SHUFFLE ALLEY
1 TO 4 CAN PLAY
IT'S DIFFERENT—FUN TO PLAY
SKILL and SPEED
Two Sizes: 8 FT. and 9 FT.

UNITED'S
SHUFFLE ALLEY REBOUND
OFFICIAL BOWLING SCORING
SINGLE PLAYER
SENSATIONAL EARNINGS
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UNITED'S
TWIN SHUFFLE ALLEY REBOUND
20-30 SCORING
EXREMELY FAST PLAY—BIG PROFITS
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UNITED'S
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CONVERSION UNIT FOR
SHUFFLE ALLEY
SUPER SHUFFLE ALLEY
DOUBLE SHUFFLE ALLEY
EASY TO INSTALL
ADDS TO EARNING POWER

$ FOR THE BIGGEST
$ Dollar's Worth
$ EVER OFFERED
$ TO COIN-MACHINE MEN
$ ANYWHERE
$ WRITE WIRE PHONE

DAVE SIMON
SIMON SALES, INC.
(DAVE SIMON, INC.)
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IMMEDIATE DELIVERY

Put New Life Into Your Shuffle Alleys!

UNITED'S
Shuffle Alley Deluxe

New Disappearing Pin
CONVERSION UNIT

New Flathy
Back Glass

$ UNIVERSAL'S
SHUFFLE TOURNAMENT
The Greatest Conversion Ever Built
IT'S TERRIFIC

$ UNIVERSAL'S
DELUXE TWIN BOWLER
IT'S FAST! IT'S QUIET!
Convertible—Novelty or Free Play

$ UNIVERSAL'S
OUTSTANDING ONE-BALL
WINNER
Gets Record-Smashing Play!

Attention! FOREIGN BUYERS
We have a complete stock of coin-operated equipment of all types available for immediate shipment at drastically reduced prices.

*CASH IN ON THESE SENSATIONAL VALUES NOW!* WRITE—WIRE—PHONE

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Made by the Originaters of Automatic Scoring Shuffle-Type Bowling Games

* EASILY INSTALLED ON LOCATION
* TAKES ONLY 15 MINUTES
* NO SWITCHES ADDED
* NO ELECTRICAL CHANGES NEEDED
* MATCHES CABINET DESIGN

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UNITED SUPER SHUFFLE ALLEY - $125.50
UNITED DOUBLE SHUFFLE ALLEY - $81.00
UNITED SHUFFLE ALLY EXPRESS - $281.50
UNITED SHUFFLE SLUGGER - $119.50
UNIVERSAL TWIN BOWLER - $179.50

UNIVERSAL SUPER TWIN BOWLER, 9 ft. - $219.50
CHI COIN BOWLING ALLEY - $199.50
WIN DISAPPEARING PIN CONVERSION - $149.50
GEMCO BOWLING LEAGUE, 5 or 11" - $169.50
WIN DISAPPEARING PIN CONVERSION - $149.50
BALLY SPORTS BOWLER - $79.50

FIDES-DUOLINE BOWLING ALLEY - $179.50
COTILLION BOWLETTES - $99.50

UNITED SHUFFLE ALLEY EXPRESS - $179.50

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MARQUEE - "AMERICAN"
$29.95

IMPERIAL - "TIMBER" 2 BALL BAR WITH MUSIC
$59.95

PHOENIX - "CLUB" 3 BALL BAR WITH MUSIC
$79.95

LUNDY - "BELL" 4 BALL BAR WITH MUSIC
$99.95

SCHWARZ - "EXPERT" 5 BALL BAR WITH MUSIC
$119.95

NEW PINBALL

MACHINES

EVERGLADE - "EVE"
$179.50

HISPANTIC - "GOLDFINGER"
$179.50

HERALD - "TMIT"
$179.50

NEW VENDING MACHINES

ACORN VENDORS - $13.95
ACORN S. C. CHARM - $17.95
ATLAS KICK OFF - $24.50
BONANZA - $29.95
FRAZIER - $39.95
FRANZ - $59.95
HAMMOND - $199.50
HUMBUP DRAFT - $59.95
J&B OILS - $79.50

One-Half Deposit with Order, Balance
C. O. D. or $10.00 Draft. Goods F.O.B. Chicago in Full with Orders Less Than $10.00.

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1012-14 Milwaukie Ave. * Phone: Everglade 4-2000 * Chicago 22, Ill.
IT'S NEW!
COMPLETELY DIFFERENT!
UNIVERSAL'S
HIGH SCORE
BOWLER
1 OR 2 PLAYERS

SETTING THE STAGE FOR A
REAL COME-BACK!

LOCATION TESTS PROVE
GREATER
CASH BOX
EARNINGS
BY 4 TO 6 TIMES

Yes MANY REPORT EARNINGS WHICH
SURPASS ANY PEAKS OF THE PAST YEAR!

UNIVERSAL INDUSTRIES, Inc.
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
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15 PINS
PERFECT SCORE
1000
NEW SCORING PRINCIPLE

Fast! Simple!
UNIVERSAL'S TIME PROVEN
MECHANISM EVEN SIMPLER
THAN EVER BEFORE!
Bally TURF KING

gives MORE fun to MORE people, earns MORE money for operators

NEW

Player's Choice Idea
attracts record-smashing play

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.

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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS