

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 17, 1949



Pictured 'neath the mistletoe is June Christy with the Johnny Guarneri Quintet, all neatly wrapped for Christmas in another Thesaurus program package. Highlighting again the Thesaurus under the RCA banner, the show, titled "Here's June Christy," is a transcribed library feature program scheduled for release early in January. This Christy-Guarneri package is another in the series of Thesaurus all-star programs featuring such name artists as Fran Warren and Claude Thornhill's ork. Miss Christy, of course, is the former Stan Kenton thrush who in the past several months has done some fancy stepping as a single attraction.

# OUR PAINS ARE YOUR GAINS

## SOMETHING NEW HAS BEEN ADDED

### "Country and Western Records Most Played by Folk Disk Jockeys"

is the latest addition to The Billboard Music Pop Charts.

Everyone, or almost everyone, whose time, talent or money is invested in music as a business knows about the famous Billboard "Pop Charts," but not everyone knows how these charts are compiled.

Take the "RECORDS MOST PLAYED BY DISK JOCKEYS" chart for instance. Only 30 records are listed. Yet, to get this chart, questionnaires are mailed EACH WEEK to more than 5,000 disk jockeys. Disk jockeys write in the five "MOST PLAYED" tunes in the order of importance plus the NEW RELEASE which, in their opinion, will be a hit within the next few weeks. A pre-punched tabulating card is "pulled" from a "tub file" for each song listed, vote values assigned and sorted and tabulated. All this is done with latest modern equipment which sorts cards electrically at the rate of 425 a minute.

So now The Billboard gives you a companion disk jockey Country and Western record chart. Special Folk questionnaires are mailed each week to over 500 additional selected Folk Disk Jockeys. Watch this chart. Juke Box Operators, Record Dealers as well as Record Manufacturers, Distributors and Artists and others depend upon it.

So when we say "Our Pains Are Your Gains" we hope you will take a look at the new Folk Disk Jockey chart and see for yourself. Judge by comparison. And, by the way, judge methods, too, when comparing results of Billboard charts and surveys with any other hit tune prognosticating service.



## SUBSCRIPTION ORDER FORM

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

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

Name .....  \$10 enclosed

Address .....  Bill me

City ..... Zone ..... State .....

Occupation ..... 12/17



The  
Billboard

THE WORLD'S FOREMOST AMUSING WEEKLY  
2160 PATTERSON STREET  
CINCINNATI 22, OHIO



# WAX BOOM MAY GO TO SPRING

## Drum-Beating for Capital's Sesqui Starts With Breaking Ground for Outdoor Theater

Interior Sec. Chapman To Keynote: "Showbiz Sans Bias"

WASHINGTON, Dec. 10.—Paving the way for a scheduled mid-January ground-breaking ceremony (*The Billboard*, December 10) for the Capital's Sesquicentennial Exposition, Secretary of the Interior Oscar L. Chapman will join with show world representatives in a formal dedication Saturday (17), with the start of work on a big amphitheater to operate next

year in conjunction with the exposition.

The National Sesquicentennial Commission has arranged an elaborate ceremony for the amphitheater ground-breaking in the hope of drawing nationwide attention. Stage and screen stars have been invited to share the limelight with Secretary Chapman, who will deliver the principal address of the ceremony which will begin at 10:30 a.m. at the amphitheater site in Rock Creek Park.

### To Keynote Theme

The theme of the Freedom Fair will be keyed by Chapman in his address. The cabinet member will emphasize the importance of maintaining "a free theater for free Americans," and he will cite the exposition (*See DEC. 17 START on page 50*)

## RKO Fighting "Yellow Ribbon" In Piracy Suit

NEW YORK, Dec. 10.—Jerry Vogel Music Company, Inc., filed suit in United States District Court this week against RKO Radio Pictures charging infringement of its renewal rights to the tune, "Round Her Neck She Wears a Yellow Ribbon (*For Her Lover Who Is Fur, Fur Away*). The action also charges unlawful use of the title and asks for \$100,000 damages, an injunction and an accounting of profits derived from alleged unlawful use.

According to the complaint, "Round Her Neck" was composed by the late George A. Norton prior to 1917. The defendants allegedly infringed on the (*See RKO Fighting on page 14*)

## Cantor To Troupe Colleges in Spring

NEW YORK, Dec. 10.—Eddie Cantor will return to his old hoof-and-warble routine next March and April, when he will undertake a tour of 22 colleges. Cantor is planning a lecture series titled *Show Business—Forty Years*.

He will illustrate his thesis with singing and dancing demonstrations for the edification of the younger set.

## Cooking for Vets

NEW YORK, Dec. 10.—Radio and film stars have joined to wax spot announcements, plugging sale for \$1 of a cook book, *What Cooks in Hollywood*, on behalf of the Disabled American Veterans' Service Foundation. All profits from sale of the book, containing fave dishes of 106 stars, will go to the vets' org. Among those on the 50-second waxings are Dorothy Lamour, Gene Autry, Dan Duryea, Rod Cameron, John Lund, Dana Andrews, Milton Berle, Bob Hope and Zachary Scott. Promotion on the campaign is handled by Jack Egan.

## Diskers Sure Xmas Rush To Outlast Winter

Maybe Best Postwar Biz

By Hal Webman

NEW YORK, Dec. 10.—The record industry is likely to enjoy its biggest boom since the war during the winter and spring of 1950, according to the current trend of thought among bigwigs in the wax business. The general feeling is that the current giant pre-Christmas business will be carried into the first part of the coming year primarily because the so-called "battle of the speeds," accused of causing industrial chaos, has bred a general public understanding of the mechanical developments in the industry. Consequently, it is felt that the public is ready to open its pocket-book for each or any of the three available types of records and phonographs now that they know what it's all about.

The anticipated RCA Victor adoption of the 33 1/3 long-playing system, it is believed, will further aid the elimination of speed confusion. And the fact that the Victor phono line will include the long play turntable, as well as its own 45-r.p.m. system, (*See Wax Boom May Go on page 14*)

## N. Y. Now Airs 29 TV Dramas; 6-Mo. Gain: 18

Comedies Also Up; Kids Off

NEW YORK, Dec. 10.—The current video season finds dramatic fare running far ahead of last spring both in number of shows on the air here and in amount of time devoted to this type of programing. This was revealed this week by Ross Reports in a special survey of programs by category in New York City. Along with the boost for dramas, the survey noted a concurrent drop in children's and musical programs.

Straight dramatic shows have in- (*See NEW YORK AIRS on page 8*)

# Tab Shows Oust Stem Grind Pix

## Brandt's Chain Will Use Short Legit Revivals

Thesps Must Go AGVA

NEW YORK, Dec. 10.—Tab versions of various dramatic and comedy hits of past years will start rolling at various Brandt Theaters in the next few weeks. The first capsule will go on at the Selwyn, now a 42d Street grind double-feature flicker house. The tee-off will bring on *The Respectful Prostitute*, set to preem on or about December 23.

Theater ops have other houses on the list to open with these boiled-down oprys. It plans to use the Gotham, the Star, the Beacon and its string of houses on the Subway Circuit. Among the plays it has tentatively scheduled are *Sailor Beware*; *Up in Mabel's Room*; *Getting Gertie's* (*See Tab Shows Oust on page 41*)

## Showbiz Stocks Double 1939's

WASHINGTON, Dec. 10.—The average market value of amusement stocks in September was double that registered in 1939, the Securities and Exchange Commission (SEC) reported this week. The rise of approximately 98 per cent over the last decade placed amusement corporations third in the nation's industry groups with respect to increase in stock value.

During the month the amusement stock index varied between a low of 190 and a high of 205, averaging 198. The September average for all stocks was 123. Only airline stocks, with an average index of 200, and paper industry stocks, with a September index of 227, topped the amusement industry.

## Album Fever On Musicals Grips Waxers

They Go for Pre-Bow Options

NEW YORK, Dec. 10.—The stiff diskery competition for the original cast album recordings of Broadway shows, which zoomed anew as a major factor in the sales structure of the disk industry as the result of the tremendous success of the *South Pacific* and *Kiss Me, Kate* packages, (*See Diskers Go To Options, page 16*)

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Labor To Sink Plenty Moo in Radio for 1950

WASHINGTON, Dec. 10.—The coming year will see organized labor's most extensive use of radio in history, radio execs here declared this week. Not only are labor unions operating their own stations, but additional time is being bought by labor on other facilities. One of the biggest potential swag-bags for the broadcasters is the \$16,000,000 which the American Federation of Labor (AFL) thru Labor's League for Political Education (LLPE), is seeking to raise for use in the 1950 elections. A large chunk of whatever finally gets into the war chest, thru \$2 contributions from the AFL's 8,000,000 members, will be used to buy time on local stations on behalf of AFL-indorsed candidates.

AFL already has contracted with the Mutual Broadcasting System (*See Labor to Splurge on page 8*)

## In This Issue

Burlesque .....	45	Music Machines .....	87
Carnival .....	62	Music Pop Charts .....	20-38
Circus .....	58	Night Clubs .....	41
Classified Ads .....	69	Parks and Pools .....	56
Coin Machines .....	78	Pipes for Pitchmen .....	76
Fairs & Expositions .....	60	Radio-Television .....	5
Final Curtain .....	49	Repertoire .....	48
General Outdoor .....	50	Rinks and Skaters .....	67
Honor Roll of Hits .....	20	Roadshow Films .....	48
Leakimate .....	46	Routes .....	55
Letter List .....	74	Salesboards .....	77
Magic .....	45	Shuffleboards .....	90
Merchandise .....	69	Vaudeville .....	41
Music .....	14	Vending Machines .....	79

The Billboard Main Office: 2180 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

# Delay on Puerto Tax Dodge Cases

## Treas. To Wait For March 15 Tax Returns

### "Duffy's Tavern" Did It

WASHINGTON, Dec. 10. — Final pronouncement by the Internal Revenue Bureau as to whether *Duffy's Tavern* has managed to get around the tax laws by broadcasting from Puerto Rico will not be made until after examination of tax returns due next March 15, tax officials told *The Billboard* this week.

Bureau legalists have examined carefully the recent Puerto Rican law granting tax exemptions to new businesses in the island as well as the U. S. law recognizing tax legislation passed by U. S. possessions and have come to the tentative conclusion that a loophole exists. However, until the income tax blanks of the show's personnel are examined, the bureau will be unable to pass judgment, it was stated.

*Duffy's Tavern* is only one of more than 100 U. S. businesses which have jumped to Puerto Rico with the expectation of tax savings, bureau spokesmen say. Each case "probably will" be passed upon independently by the tax agency, they add.

### Apparent Loophole

The law was put into effect by Puerto Rico with the idea of encouraging the formation of new businesses by providing tax amnesty in order to increase the island's general income. However, it was apparently so worded that U. S. firms can move to the island and continue to do the major part of their business with the United States without paying any sort of taxes.

A subcommittee of the House Ways and Means Committee has been in Puerto Rico to study the advisability of extending Social Security to the possession. Following the first official disclosure of the apparent tax loophole by Rep. Noah Mason (R., Ill.) just before Congress's adjournment, the subcommittee hastily revised its agenda to include an investigation of the situation.

If it is eventually concluded that the loophole actually exists, the odds are that a bill will be enacted next session authorizing the Revenue Bureau to slap the usual U. S. tax on businesses which have moved to Puerto Rico.

### Windsor Blue Law Repeal May Cut Detroit Sunday Biz

WINDSOR, Ont., Dec. 10.—Repeal or amendment of the ban on Sunday professional entertainment in Windsor was voted Wednesday (7) in the first blue law election in this area in several years. The vote was 13,939 to 10,981. The action was on a petition to ask the provincial government for local option on the Lord's Day Act which governs such entertainment.

One consequence of the long standing Canadian ban on Sabbath shows has been that Windsor residents have been crossing the border to attend Detroit shows.

### INCOME TAX INFO

WASHINGTON, Dec. 10.—Show-folk confused over income tax complexities can get information on tough points from the Internal Revenue Bureau's best-seller, *Your Federal Income Tax*. The 1949 edition of the 138-page book went on sale this week at the Superintendent of Documents, Government Printing Office, Washington 25. The price is 25 cents.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
MULE TRAIN
- No. 1 Sheet Music Seller  
DREAMER'S HOLIDAY
- No. 1 Most Played on Disk Jockey Shows  
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk via Dealer Sales  
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Disk in the Nation's Juke Boxes  
MULE TRAIN, F. Laine, Mercury 5345
- No. 1 Most Played Juke Box Country and Western Record  
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record  
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Country and Western Records by Folk Disk Jockey  
MULE TRAIN, Tennessee Ernie, Cap 57-40258
- No. 1 Most Played Juke Box Blues and Rhythm Record  
SATURDAY NIGHT FISH FRY, L. Jordan, Dec 24725
- No. 1 Best Selling Retail Blues and Rhythm Record  
SATURDAY NIGHT FISH FRY, L. Jordan, Dec 24725
- No. 1 Sheet Music Seller in England  
YOU'RE BREAKING MY HEART

Loading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 38.

## Move Afoot To Substitute 2% Bite on All Products, Kill Showbiz Excise Taxes

### NAM Board Backs Bills Pending in Congress

WASHINGTON, Dec. 10.—Support is growing in the nation's capital for a manufacturer's tax to replace all existing excises except those on liquor and tobacco. Bills providing for such a tax are pending before the House Ways and Means Committee, which is expected to take a look-see at them when it goes into the excise situation early next session.

Such a switch in tax procedure would make little difference in the federal government's net income but would be of great advantage to the entertainment industry. Backed this week by the board of the National Association of Manufacturers (NAM), the scheme calls for the abolishing of excises on admissions, cabarets, ballrooms, disks, radios, phonos, perfumes, furs, light bulbs, and the rest of the long line of excise levies.

Substituted would be a tax levied on the end products at the manufacturing level. The NAM board failed to recommend the amount of the new tax, but congressional bills, in general, place it at 2 per cent. Every manufactured product, from a bobby pin to the kitchen sink, would be subject to the tax. The fee would not be obvious to the general public, since it would doubtless wind up as one of the hidden taxes levied directly on the manufacturer but passed along to the public. Food and food products would be exempt under present proposals.

The manufacturer excise proposal meets the chief objection made by the Treasury Department to any changes in the excise tax structure, by providing a substitute for the loss of revenue to be incurred if excises are reduced or eliminated. A 2 per cent levy on manufacturers would

### SABIA JOINS SPECIALTY

HOLLYWOOD, Dec. 10. — Ben Sabia, formerly with Hill & Range, joined Specialty Records to assist Prexy Art Rupe in the disk line as well as to handle Specialty's subsid pubberies, Greenwich Music and Venice Music.

bring in about \$4,000,000 a year, according to congressmen favoring the idea. That is approximately equal to the annual excise take at present.

A manufacturers excise would apply to radios, phonos, TV sets and disks, but the 2 per cent rate talked about is substantially less than those now in effect.

## WDET Card at Bargain Rate; \$1 Buys Spot Time

DETROIT, Dec. 10.—Radio time has hit the bargain basement level with the issuance of a new rate card by WDET, operated by the United Automobile Workers (CIO), with prices starting at \$1 per announcement. The new low level, available on quantity time purchases only, is made possible by the inclusion of station break spots for the first time. The previous rate structure had the one-minute commercial as the minimum, starting at \$3.50 for the lowest bracket, but the new classification gives the station a strong selling argument directed to the economy-minded time buyer. Other rates remain unchanged in the new card.

The sales talk of this station, which operates on FM only, is being aggressively directed to promote the union ownership angle, based upon the statistic of 350,000 members of the union's million membership located within the Detroit area, representing, according to station manager Ben Hoberman, 50 per cent of the homes in the Detroit area.

WDET is reminding its prospects that sponsors on the station get the advantage of station promotion thru union publications and other sources friendly to labor, plus the natural reaction of union members to patronize sponsors on their own station. In addition, a list of the 19 sponsors regularly on the station is being circularized in releases by the promotion staff.

## Senate To Study Effect of Plugs On Food Prices

WASHINGTON, Dec. 10.—An investigation to discover how much of the tab for radio and TV advertising by food processors is being passed on to the consumer in the form of higher prices is being undertaken by a senate subcommittee, Sen. Guy Gillette (D., Ia.), chairman of the group, disclosed this week. The probe encompasses all types of ads by processors but is centering on radio and TV.

The subcommittee, a division of the Senate Agriculture Committee, is making the study as part of its general investigation into the causes of the large price spread between the farmer and the consumer in food products.

Senator Gillette said the subcommittee is also highly interested in finding out whether heavy ad expenditures by food processors result in uncovering additional markets for farm goods or whether they "merely channel demand to a particular firm."

The subcommittee may make available to the public its over-all ad findings, Gillette said, but will not disclose ad expenditures of individual companies. The group has asked several large processors to submit their advertising expenditures but has made no attempt to canvass the whole industry.

Figures compiled by government statisticians place the total spent on network ads by food processors at approximately \$55,000,000 last year. Since that amount is based on gross billings before discounts, actual expenditures were smaller. For national magazine plugs, food processors spent around \$71,000,000 in 1948.

### Sensation Tries Classics

DETROIT, Dec. 10. — Sensation Records, local independent label which has hitherto specialized in the race field, made its venture into the classical adaptation territory with the release this week of Anitra's Jump by Todd Rhodes and His Toddlers. The number is a version of Grieg's Anitra's Dance.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.

William D. Littleford

E. W. Evans, Pres. & Treas.

Lawrence W. Catto, Secy.

Editors

Roger S. Littleford Jr., Editor in Chief

C. R. Schreiber, Coin Machine Editor

Herb Dotten, Outdoor Editor

William J. Sachs, Executive News Editor

(Cincinnati)

Dick Armstrong, Executive News Editor

(New York)

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati

Main Office & Printing Division

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUmbar 6450

W. D. Littleford, Gen. Manager Eastern Division

1564 Broadway, New York 19, N. Y.

Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division

188 W. Randolph St., Chicago 1, Ill.

Phone: CEntral 6-8761

Sam Abbott, Gen. Manager West Coast Division

5000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOllywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division

390 Arcade Bldg., St. Louis 1, Mo.

Phone: CHestnut 6443

C. J. Latscha, Advertising Director

K. Kemper, Advertising Mgr., New York

M. L. Reuter, Advertising Mgr., Chicago

B. A. Bruns, Circulation Manager

Main Advertising, Circulation & Printing Offices

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUmbar 6450

Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes Vend, the monthly magazine of automatic merchandising.

# WMCA'S 'DEPT. STORE' GIM

## Trammell Plans Caucus To Keep Harris on NBC

HOLLYWOOD, Dec. 10.—National Broadcasting Company (NBC) chairman of the Board Niles Trammell and Phil Harris, are expected to huddle early next week, to work out a deal which will keep Harris glued to NBC and end current attempts to entice the Harris-Layne airtimer to the Columbia Broadcasting System (CBS) Sunday night line-up. Altho Trammell would make no comment on the purpose of his current Western trek (tied up with renewal of the KFI affiliation pact), close sources indicated that Harris would be offered a long-term minimum guarantee deal regardless of whether the show is aired commercially or sustaining. In essence, the pact would be similar to deals worked out earlier this year for Jim and Marion Jordan (Fibber and Molly) and Eddie Cantor, among others.

According to Harris, no personal negotiations had been started either by NBC or CBS at press time. Harris made it clear, however, that he wasn't itching to leave NBC, nor was his sponsor, Rexall Drug Company, pitching a shift at this time. Harris's two-year pact with Rexall expires next June and no renewal talks have yet begun.

Harris spiked all reports that he was definitely moving, declaring: "I am very happy right now and very partial to my 7:30 time slot. Naturally I would like it better if I didn't have to compete with Amos and Andy, but we're doing well despite competition, so I'm happy about it all. Nobody has approached me from (See Trammell Plans on page 8)

## Trammell, KFI Owner To Talk Renewal Pacts

HOLLYWOOD, Dec. 10. — Niles Trammell, National Broadcasting Company (NBC) board chairman, arrived on the Coast this week to personally handle the negotiations for renewal of KFI's affiliation pact. Trammell is skedded to meet with Earle C. Anthony, KFI owner, shortly in Palm Springs to discuss terms and length of the affiliation pact.

Sources close to Anthony predicted that the pact would be renewed with a minimum of hassling, discounting reports that KFI would deliberately drive a hard bargain since the KMPC-NBC purchase deal fizzled out leaving NBC out on a limb. KFI's only important demand will be a firm two-year deal, since Anthony feels that anything less would be insecure.

Rumors that Trammell would make another offer to buy out KFI were likewise discounted. Understood NBC approached KFI indirectly after the KMPC blow-up but was told again that the Anthony stations (KFI and KFI-TV) were not for sale. Insiders point out that if Anthony refused to sell out to NBC when latter was pitching for KMPC, station op will certainly not sell now that the picture is changed and he is virtually assured of continued NBC affiliation.

Contracts may be inked this weekend, after which KFI will resume its promotional campaign on behalf of NBC shows. Station was running a \$1,200 weekly newspaper drive which was summarily canceled when NBC announced KMPC negotiations.

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

### P&G May Double "Beulah" on NBC's TV

Procter & Gamble, which sponsors "Beulah" across the board on Columbia Broadcasting System (CBS), is interested in doing a video version of the show as well. The likelihood is that it will be done as a once-a-week half-hour stanza in tele, produced on film in Hollywood. Hattie McDaniel plays the lead and the program is handled by Dancer, Fitzgerald & Sample.

### Babbitt Cleanser To Drop "Harum," Go Full Net

Now on the Columbia Broadcasting System 3-3:15 p.m. daily with a split network with "David Harum," Babbitt cleanser will drop its present program sometime in January and go on full CBS network sometime in January. The Babbitt replacement program isn't known. This makes the second CBS sponsor in two weeks to go for the full CBS web facilities, "Gangbusters" (General Foods) being the first. Duane Jones is the agency.

### FCC Calls for Decision on WINS and WHOM

Il Progresso, the Italian language paper, last week was ordered by the FCC to make up its mind whether it wants to buy WINS, New York, from Crosley Broadcasting Corporation or to move WHOM to New York from Jersey City. FCC pointed out that both pending bids could be considered, since they both seek facilities in the same city. WHOM is licensed to Atlantic Broadcasting Company, which the FCC said is a wholly owned subsidiary of the paper.

### General Mills To Drop "Modern Romances"

General Mills, which has been bankrolling the second quarter-hour of "Modern Romances" on American Broadcasting Company (ABC), will bow out of that show around the first of the year. The show, which airs from 11 to 11:30 a.m., across the board, was picked up by the sponsor only a few weeks ago. The major competition is Arthur Godfrey on Columbia Broadcasting System.

## WM Agency Plots Chico Marx for TV

HOLLYWOOD, Dec. 10.—Entry of Chico Marx into the tele field is currently being plotted by the William Morris Agency Coast exec George Gruskin, who this week acquired the radio-tele rights to a family series written by George Panetta, noted novelist and author of *Ride the White Donkey*. Series will be a situation comedy epic dealing with exploits of an Italian-American family, with Marx in the title role. Show is being cast for early audition here with a combination AM-TV deal contemplated.

## WSAI Off the Block; Plans Improvements

CINCINNATI, Dec. 10.—WSAI, on the block for some time, removed its "For Sale" sign this week because no satisfactory offer had been received, according to the station's general manager, Robert Sampson.

With the station removed from the market, Field Enterprises, Inc., headed by Marshall Field, plans a program of improvements for WSAI, Sampson said. No action will be taken on the plans until a meeting next month of the Buckeye Broadcasting Corporation, operators of the station, Sampson stated.

The plans under consideration would "improve the stature and prestige of WSAI," the report says.

## Ace in 4G Biow, Morris Cig Suit On "Ruthie" Pay

NEW YORK, Dec. 10.—A suit for \$4,000 by Goodman Ace against his former sponsor, Philip Morris Company, Ltd., and the Biow Company, advertising agency, was disclosed this week when Philip Morris moved for an examination of Ace before trial.

Ace, in his action in New York Supreme Court, claims that the sponsor owes him \$4,000 for the hiring of additional talent for his five-minute TV show, *Ruthie on the Telephone*, which signed off November 5.

Philip Morris seeks the examination before trial, it was reported, in order to show that neither the Biow Company nor Philip Morris had requested the change of format of *Ruthie*, which necessitated the hiring of additional performers.

The contract of last August providing for the sponsorship of the program stated, according to Philip Morris, that the script was to be written by and the program be produced under the direction of Goodman Ace at a fixed sum each week. Under the agreement, the motion further claims, it was understood that there would be no increase in the price for additional persons in the cast and that after a 13-week period Philip Morris could cancel.

P. H. Gorman, advertising manager for Philip Morris, claims in an affidavit that the show did not prove satisfactory, and they canceled after 13 weeks. Gorman's affidavit also states that he has been advised by the Biow Company that no one representing them had requested the additional performers.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Plans Home Demos and Sales Pitches

### Answer to Video

NEW YORK, Dec. 10. — WMCA, New York independent, is working on plans which, should they materialize, would literally establish the station as a sort of "radio department store." WMCA is cuing its plans to the home demonstration technique which have been used with considerable success in selling television receivers via radio.

WMCA's thinking on the subject, as outlined this week by Norman Boggs, its general manager, is that there is a multitude of items which can be sold via the demonstration gimmick. Boggs declared that this technique permits a retailer to get into a potential customer's home, thus permitting a maximum sales pitch under optimum circumstances, preferable even to creating store traffic.

It is also pointed out that to some measure at least, home demonstration is radio's answer to TV's sight factor. One of video's big edges over other media is that it permits merchandise demonstration. Now radio, Boggs feels, has a like selling device. The home demonstration routine is credited to Earl Muntz, currently rated about seventh in TV receiver sales.

### Plug Appliances

Boggs declared that at the outset WMCA will concentrate on home appliances. One account, Dynamic Stores, is already planning to pitch home air conditioning equipment. The account is now using WMCA time for International Harvester's, whose dealers are using this method on other New York stations. WMCA also is investigating the advisability of installing its own battery of telephones. (See Dept. Store Gim on page 8)

## Maloney May Take Along Newell Accts.

NEW YORK, Dec. 10.—The question of what accounts might leave the Newell-Emmett (N-E) Agency at the end of this year, as a result of the agency's reorganization this week, was a top trade discussion item this week. Tom Maloney, who merged his own agency with N-E seven years ago, is reported planning to reorganize his own company on the basis of several accounts which, it is anticipated, may travel with him.

These accounts are said to include Autolite, Graphlex Camera and Spilex Wallpapers. N-E's top account, Liggett & Myers, will undoubtedly remain with the outgrowth of the N-E reorganization, to be known as Cunningham & Walsh, Inc. It is also known that Decca Records, now handled by N-E, will not shift agencies.

### Ax for 28

Reports Friday (9) were that N-E had dismissed around 28 employees, including staffers in the production, media, art, research and accounting departments.

N-E is currently represented in radio and TV principally by its numerous Chesterfield Cigarette shows, including Bing Crosby, Perry Como and Arthur Godfrey.

## NBC Offers Helbros 26-Week On-Ag'in, Off-Ag'in Twist

NEW YORK, Dec. 10.—Tightening competition for the advertiser's dollar, which has been the root cause of an increasing number of strange radio deals, this week had a highly unusual proposition in the works, submitted by National Broadcasting Company (NBC) to Helbros Watch Company. The bankroller, which recently dropped *Quick as a Flash* on Mutual Broadcasting System (MBS), has been dickering for the *Richard Diamond* whodunit show for the 5 p.m. Sunday slot on NBC. The NBC pitch calls, in part, for Helbros to sponsor only alternate 13-week periods of the Dick Powell show, with the web sustaining the stanza in the in-between cycles.

NBC has assured Helbros that it will spend a minimum of \$100,000 to promote the time period, in a battle to wean away listeners from the MBS Sunday line-up. Opposing *Richard Diamond* would be MBS's potent show, *The Shadow*. It is believed that the talent rap would be around \$3,000 weekly.

Helbros is understood to be planning to budget only some \$250,000 for a new web radio show next year. This amount would support the *Diamond* show only for a maximum of 26 weeks. If the blueprint works out

## Nebraska Bans Air Giveaway As a Lottery

OMAHA, Dec. 10.—A radio feature called *Tun-O* has fallen victim of the anti-gambling drive in Nebraska, with Attorney General James H. Anderson ruling it a lottery.

It was played thru pamphlets distributed free by groceries. The leaflets list the titles of 250 songs, all numbered. The player then tuned his radio to the *Tun-O* program, tried to identify the melodies played. Winners called in and received prizes.

Anderson held that a "consideration" was involved because the players were compelled to visit stores for their leaflets, even tho they need not make purchases. He also ruled that the element of chance existed.

## TONY MARTIN



"My favorite is Schenley", says this famous singing star. "It makes any drink taste richer." For mellow taste and rare quality millions specify Schenley, as Tony Martin does. Rare blended whisky. 86 proof. 65% grain neutral spirits. Schenley Distributors, Inc., N. Y. C.

as skedded the watch company probably would take over the show for three months in the spring, drop out during the summer, and return for the three-month pre-Christmas periods. Helbros has been offered a five-year deal. The web would be free to sell the unsponsored cycles.

Helbros, meanwhile, is looking around at other properties. One of these is the *Philip Marlowe* detective stanza, airing Saturday nights on Columbia Broadcasting System.

## Authors' League Calls January Huddle on TV

NEW YORK, Dec. 10.—An attempt to settle the dispute over jurisdiction of TV writers will be made at a conference to be called in January by the Authors' League. The league council, in an effort to come up with a solution, called for the meeting Wednesday (7). The dispute involves the Radio Writers' Guild (RWG), the Television Writers' Guild (TWG) and the Screen Writers' Guild (SWG).

The league council meeting also instructed the Television Writers' Guild only to call itself the television writers' group until some sort of solution is reached on the problem.

### Prolonged Hassle

The TWG's bid for admittance into the league was spiked last July by the RWG's opposing vote. It was hoped that the creation of the National Television Committee (NTC) by the league to co-ordinate contract demands and handle negotiations would settle the writers' problems. However, the hassle has continued. Complicating the situation is the fact that the SWG, a league affiliate, also wants TV scripting jurisdiction. The organization of the Hollywood video writers is being handled out of the SWG office.

The picture is now that the TWG cannot become a member guild of the league without an okay from the RWG, but just the same it can continue organizing scripters in the visual medium. The TWG has already refused the offer of an equal partnership made by the RWG. Backing the TWG in its fight for TV jurisdiction is the powerful Dramatists' Guild, which feels that many theater scripters will eventually write for video.

## Colo. Broadcasters To Form State Assn.; Sesac Offers Huddle

SALT LAKE CITY, Dec. 10.—Colorado broadcasters, meeting here during the course of a District 14 meeting of the National Association of Broadcasters (NAB) this week, moved to organize a Colorado State radio association. A five-man committee, Rex Howell, KFXL, Grand Junction, chairman; Jim Russell, KVOR, Colorado Springs; Al Meyer, KMYR, Denver, and Robert Ellis, KGHF, Pueblo, was named to draw plans for the new group. A State-wide meeting will probably be called shortly after the first of the year.

The District 14 meeting was highlighted by public announcement by Sesac, Inc., that it would meet with broadcasters to discuss per-program licensing agreements. Broadcasters have sought such an agreement, rather than straight blanket deals, for some time.

Attending broadcasters also recorded wholehearted support for the Broadcast Advertising Bureau (BAB). They voiced this approval in a resolution urging that the BAB (See *Colo. Broadcasters* on page 8)

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

### Miles Buys "Family" for AM, Gets TV Option

In buying the veteran "One Man's Family" for AM on National Broadcasting Company (NBC) last week Miles Laboratories also acquired first refusal on video rights to the show. The program, an NBC package, has been airing separate AM and TV versions sustaining since the radio version was dropped by Standard Brands earlier this year, after 16 years of sponsorship. Miles starts sponsorship February 5. Carlton Morse will continue as writer. Miles agency is Wade. The sale brought particular pleasure to NBC, marking a successful pitch on another house package, other recent sales including "Dragnet," "Screen Directors' Playhouse" and "Halls of Ivy."

### Kellogg's Drops "Mother Knows" for New Show

Kellogg's has dropped "Mother Knows Best" on CBS to assume sponsorship of "Mark Trail," a 15-minute across-the-board series. Kenyon & Eckhardt will agent the program. The network has not been set yet.

### "Home Journal" Story on Films for ABC-TV

The Curtis Publishing Company will sponsor a special TV series of five-minute films, based on a story in the January, 1950, issue of *The Ladies Home Journal* during the week of January 2 over three American Broadcasting Company affiliate stations, WJZ-TV, New York; WENR-TV, Chicago, and WMAL-TV, Washington. The deal was set by Batten, Barton, Durstine & Osborn, Inc. It is *The Journal's* first TV venture.

### "Air Forum" To Use Readers' Digest Material

Theodore Granik, owner of "American Forum of the Air," has set a deal with Reader's Digest to use some of the mag's articles and authors on his NBC radio-television forum once a month, beginning January 29. The initial simulcast will feature a debate between Harold Stassen and Sen. Claude Pepper about Stassen's article "Do We Want Health Insurance in the U. S.?" The mag will pay off via plugs for the Stassen-Pepper debate on the "Forum" simulcast.

### Irving's "Wonderful Guy" Set on ABC-TV

The Charles Irving comedy package, "That Wonderful Guy," has been set for an early TV debut on American Broadcasting Company (ABC). The show, featuring Neil Hamilton and Jack Lemmon, was projected for web execs via a kine audition which impressed the brass enough to finalize the deal. The show originally was pitched at ABC as a radio stanza, but was converted to TV at the web's suggestion. Starting date and hour will be set shortly.

## Dunn'ger, Winchell Properties Split Up

NEW YORK, Dec. 10.—Young & Rubicam this week decided to split the recently canceled Dunninger-Paul Winchell program into two video properties in hopes of selling them to two of its clients. A program starring Dunninger is being pitched at Cluett-Peabody, while the advertising agency is attempting to interest Borden in sponsorship of another featuring Winchell.

The plan has two virtues. It would put two house accounts into TV, and each program naturally will cost much less so that it becomes easier to peddle. Insiders also feel that the Dunninger-Winchell combo was bound to split, since it was the only video show featuring stars of equal stature. This sometimes led to difficulties when they would disagree as to the amount of time each was to have on the show.

## MGM Air Shot Success Cuing Off Expansion

HOLLYWOOD, Dec. 10.—Success of the Metro-Goldwyn-Mayer (MGM) transcribed radio shows, and continued ownership of local FM station KMGH should cue off the pixery's expansion in radio and possibly television. Openly elated at having peddled the radio plattered shows to over 100 stations, MGM execs are mulling additional ways of making profits from its radio subsides.

The extent and direction of radio expansions is still undertermined, altho MGM has made two unsuccessful pitches within the past 90 days. One was for a tie-up with the *Los Angeles Times* telestation, KTTV, which would have replaced the *Times-CBS* deal. The other was for purchase of KLAC and KLAC-TV, Hollywood (See *MGM Air Shot* on page 8)

## "Mr. D. A." Going Live; Byron Says Tape Not for Drama

NEW YORK, Dec. 10.—What is believed to be the first defection of shows airing via tape recording took place this week when Mr. District Attorney dropped out of the tape classification and made plans to go back live. The show will resume airing non-recorded January 4, winding up 13 weeks on tape.

The return to in-person broadcasts developed thru the insistence of Ed Byron, Mr. D. A.'s producer. Byron's principal reason was his discovery that dramatic programs do not lend themselves as well to recording, unlike comedy and dramatic shows. He attributes this to psychological reasons; it seems actors can't work themselves into the required fervor

when aware that the performance they are giving is not directly for human ears but only for "a hunk of tape."

It's also reported that Byron's regard for tape, as well as that of his troupe, lessened somewhat last week when the taping of the show broke during broadcast, with a brief but nevertheless uncomfortable interruption in the show. Byron's attitude now is that he will use tape only for vacation-time programs in the summer, the question of recording the show being left entirely to the producer by his sponsor, Bristol-Myers.

The agency is Young & Rubicam.

# CUBAN THREAT STRONGER

## Non-Sked Airlines Fly High In New Radio Loop-the-Loop

NEW YORK, Dec. 10.—The saturation selling technique in radio advertising, which garnered fabulous results for used-car dealers a few years

ago, is now being applied to the unchartered airline business by ex-secondhand auto operator Tony Holzer, "The Smiling Irishman." The saturation technique is best defined as high-pressure selling via as many separate spots or programs a day as possible. Holzer, who at one time, along with Earl (Madman) Muntz and Like Kin, spent \$300,000 annually for radio time in New York City alone, has set himself up here as a booking agent for a group of non-scheduled airlines and is now buying \$1,700 worth of time on WMGM here every week to push his new business moniker, "The Flying Irishman." He's also negotiating to set similar saturation campaigns in motion on other New York stations.

Meanwhile Ed Tabor, former West Coast radio announcer, launched a similar time blitz on WNEW last month to plug another unchartered airline service, Sky Coach. Tabor is spending \$5,000 weekly on WNEW right now and hopes to shell out \$100,000 annually in radio during the coming year. He's following the same time saturation policy on radio stations in other cities, including Chicago, Miami, Philadelphia, Los Angeles, San Francisco and Boston.

Holzer's and Tabor's new booking services should prove a definite boom to the unscheduled airlines since it enables them to bring off a blitz ad campaign on a collective basis that none of them could have managed individually. Individually the smaller airlines have very small ad budgets, but on a pooled basis they can afford much more air time.

## R. Q. Lewis Set As Godfrey's Summer Filler

NEW YORK, Dec. 10. — Altho the summer of 1950 is more than seven months away, Robert Q. Lewis already has been signed as the Arthur Godfrey radio and TV summer replacement on the Columbia Broadcasting System (CBS). This will include the morning radio program sponsored by Gold Seal, Wildroot, National Biscuit, Chesterfield and Pillsbury, the nighttime simulcast sponsored by Lipton's Tea and the hour-long Chesterfield TV show. The early pacting of the comedian came as the result of the fine job he did last year during the Godfrey 10-week hiatus which may be lengthened to 13 weeks in 1950.

CBS execs are also busy pitching a new Robert Q. Lewis daytime radio show at prospective sponsors. While the format of the show has not been definitely set, it is certain that Robert Q. Lewis will not go on as a sustainer. The net also expects to have the bespectacled comedian on video in a half-hour revue by the first of the year. He also auditioned last week as emcee of an hour simulcast called *The Show Must Go On*.

## B&B Pushes Radio Thru Pic Theaters

HOLLYWOOD, Dec. 10.—Benton & Bowles (B & B) will use film theaters to sell radio in a novel film spot campaign on Procter & Gamble's (P & G) *Perry Mason* daytime strip over Columbia Broadcasting System (CBS). Gimmick is a one-minute capsule mystery film, made by Pyramid Productions for distribution to all CBS affiliates.

Stations in turn will make reciprocal deals with local theater ops, giving free air plugs in return for theater showings. Same film will also be used on television, altho video deal will probably be on a straight spot time purchase basis.

A similar drive was made successfully last year by B & B in promoting the *Welcome Travelers* air show.

## NARBA Flop Imperils Top U. S. Stations

### Montreal Meet Collapses

WASHINGTON, Dec. 10.—While the U. S. and Cuba prepare to go into a huddle over Cuba's demand for use of extra AM channels, the North American Regional Broadcasting Agreement (NARBA) is headed for cold storage for at least the next five months. State Department officials told *The Billboard* yesterday (9) following a recess until April 1 of the NARBA meeting at Montreal.

After the U. S. flatly refused to agree to let Cuba operate on a dozen U. S. frequencies, Federal Communications Commissioner Rosel Hyde, head of the U. S. delegation, moved to recess the hearing. The motion was carried unanimously. Next session will be at a place in the United States to be determined later.

### Bilateral Talks

Cuba and the United States agreed to send delegates to Havana for bilateral talks beginning February 1. Unless settlement of the dispute is reached at that time, it appears likely that the April resumption of the general NARBA meeting will be called off. Conclusion of the Montreal meeting leaves the North American Continent without a broadcast treaty in operation. The U. S., Canada, Haiti and the Bahamas agreed to abide by the provision of the expired NARBA on a reciprocal basis. However, Cuba refused to enter the arrangement, and Mexico also remains outside any broadcast agreement, because that country was represented at Montreal only by an observer. Partly in and partly out of an unofficial continuation of the (See Cuban Threat Gains on page 9)

## Heller Maps Peace With SAG on Tele

NEW YORK, Dec. 10.—One of the first missions of George Heller, the newly appointed head of Television Authority (TA), will be to make peace with the Screen Actors' Guild (SAG). It is believed he is now mapping out a campaign to accomplish that end, details of which will not be revealed for several weeks.

Heller and TA will also start coordinating material for forthcoming negotiations with the networks and stations in order to get a pact covering performers in TV. The first move will be to call a meeting of the Associated Actors' and Artistes (Four A's) members working in video in New York, Chicago and Los Angeles to get their views on wage demands and brief them further on the union.

Heller's appointment was long expected, since he had been one of the principal mentors of the new labor org, a role he had similarly played in the formation of the American Federation of Radio Artists (AFRA).

## Brief and Important

### Last-Minute Digest of AM-TV News

#### ABC Reported Reviving "Ethel and Albert"

"Ethel and Albert," much-lauded domestic situation comedy, is reported set for a radio rebirth on the American Broadcasting Company (ABC). The show is being readied as a weekly half-hour program, instead of its previous 15-minute across-the-board format, and web execs are said to be highly optimistic over its future in the new set-up. Tentative time is 8:30 p.m., Tuesdays, starting either December 27 or early next year. The show would be a joint package of ABC and Ethel Lynch, with Henry Jaffe representing Miss Lynch in current negotiations with the web.

#### NBC and WM Agency Dicker Over Earle Gardner

Negotiations for radio rights to the Earle Stanley Gardner magazine feature, "Court of Last Resort," were begun last week by National Broadcasting Company (NBC) Coast programing chief, Homer Canfield, and George Gruskin, radio topper for the William Morris Coast office. Series has been a monthly feature of Argosy magazine, dealing with documentary material on alleged miscarriages of justice. Preliminary meetings between the author and network were held prior to formal inking of an exclusive deal.

#### CBS Plans Kine of Joan Davis AM Show

The West Coast video programing division of Columbia Broadcasting System (CBS)-TV will produce a kine version of the Joan Davis radio show. If Miss Davis is not successful in a video copy of her AM situation comedy, the web plans to build a variety show around her.

#### CBS Restores Christmas Bonus; TV Getting Out of Red?

Columbia Broadcasting System (CBS) this Christmas will give a one-week salary bonus to all employees who have been with the web a year. Last year was the first time in many years that CBS personnel did without a bonus. Insiders feel the restoration may be indicative that CBS-TV at long last is getting close to the breaking-even point.

#### "Peppermint Lane" Pitched by Materna, Smith

A new kid TV fantasy package using live characters instead of puppets is now being offered to nets and agencies in Chi by Ted Materna and Nellene Smith, indie writers and producers. Title of show, designed as five-a-week, 15-minute ainer, is "Peppermint Lane." Series will be built around a mythical candy town and inhabitants.

for profitable selling **INVESTIGATE**

<b>WDEL</b> WILMINGTON DELAWARE	<b>WGAL</b> LANCASTER PENNSYLVANIA
<b>WKBO</b> HARRISBURG PENNSYLVANIA	<b>WRWA</b> READING PENNSYLVANIA
<b>WORK</b> YORK PENNSYLVANIA	<b>WEST</b> EASTON PENNSYLVANIA
<b>WDEL-TV</b> WILMINGTON DELAWARE	<b>WGAL-TV</b> LANCASTER PENNSYLVANIA

and

STEINMAN STATIONS  
Clair R. McCollough, Managing Director  
Represented by **ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

## Labor To Splurge on Air in '50; AFL Sinks Mil in MBS Alone

(Continued from page 3)

(MBS) for an across-the-board commentary by Frank Edwards, with about \$1,000,000 being poured into the show during the next year. The Congress of Industrial Organizations (CIO) is not doing anything so ambitious, but will use some air time, as will individual unions such as the International Ladies' Garment Workers' Union and the United Auto Workers. Both operate their own stations, but will also buy occasional time on others. CIO officials told *The Billboard* that the union would be active chiefly thru participating in the webs' sustaining pubserv offerings.

### PAC Fund Drive Expected

However, in preparing for the coming election campaign, the CIO's political arm, the Political Action Committee, is expected to start a fund-raising drive shortly. The money will be used to buy spot time to urge everyone to vote, as well as to print pamphlets and voting records.

The AFL's LLPE plans to enlarge its current activity in providing free e.t.'s to stations. It bowed into this work last April, when it got some 50 stations to carry canned interviews with congressmen and other politicians. Currently, 189 stations use the 15-minute waxings each week. In 1950 LLPE plans special web broadcasts

## COLO. BROADCASTERS

(Continued from page 6)

be given at least \$250,000 annually and that the NAB discontinue its 12½ per cent dues rebate, applying the restored amount to the BAB's operation.

### Confab Features

District 14 held three full days of meetings, by-passing the usual social luncheons. Features included an all-day session by Maurice Mitchell, BAB director; Dick Doherty's talk on operation costs; NAB President Justin Miller's discussion of NAB activities and Carl Haverlin's report on Broadcast Music, Inc. (BMI), activities. Hugh Terry, KLZ, Denver, district director, presided, serving that job for the last time, since his term expires next April.

Rather than thanking Miller via the usual resolution routine, District 14 members went to town, presenting him with an engraved gold wrist watch.

WATERVILLE, Me., Dec. 10.—Frank Hoy, general manager of WLAM, Lewiston, Me., was elected president of the Maine Broadcasters' Association (MBA) at the group's meeting here last week. Other officers chosen were Harold Glidden, WAGM, Presque Isle, vice-president, and Gordon Lewis, WIDE, Biddeford, secretary-treasurer.

Guest speakers included Bud Barry, American Broadcasting Company (ABC) vice-president, and Harold Fellows, Columbia Broadcasting System (CBS) vice-president. All but one Maine station sent representatives to the session.

WATCH FOR

**EDDY  
ARNOLD**

ISSUE

NEXT WEEK

of speeches by AFL and government toppers.

### Exit Gaeth

One labor show which is exiting, however, is Arthur Gaeth's commentary for the United Electrical Workers over American Broadcasting Company. The union has been forced to cancel the weekly 15-minute show because of its recent expulsion from the CIO and its need to marshal all resources for the struggle with the new CIO union in the field.

## KTTV Kicks Off With B. Keaton

HOLLYWOOD, Dec. 10.—Tele's doors open to another showbiz old-timer with the KTTV kick-off on the *Buster Keaton Show*, shedded for 9:30-10 p.m., December 28. KTTV, jointly owned by Times-CBS, will syndicate the show independently of its web affiliation, making nine versions available to all stations. Keaton will be supported by Alan Reed, Leon Belasco, Ben Weldon and Dick Elliott. Script will be by Clyde Bruckman, who penned many of the original Keaton, Harold Lloyd and Abbott and Costello films. Show is packaged by Ben Pearson.

Keaton seg is one of a series of shows to be produced by KTTV for the station's own syndication. Among tele packages currently being peddled thru KTTV is *Pantomime Quiz*. Negotiations are currently under way between the station and Capitol Records, KTTV's landlord at its Melrose Avenue studios, for the record company to take over sale and distribution for its tele program product. Feeling is the diskery's chain of branch offices in the major markets could handle job.

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

### New ABC Co-Op To Feature Jackie Robinson

Jackie Robinson, baseball flash of the Brooklyn Dodgers, will be featured in a co-op show over American Broadcasting Company (ABC). The new sports stanza will tee off January 22 in the 10:30 to 10:45 period Sunday nights.

### "Time" Joins Ranks Offering AM Cuffo Tearsheets

Time magazine last week joined the growing list of national publications offering radio stations advance tearsheets of articles and features on a cuffo basis for use. Magazines currently conducting this service include Reader's Digest, Coronet, Cosmopolitan, Good Housekeeping and United Nations World. All figure on publicity payoffs.

### Scenic Artists, RWG Settle Web Disputes

Two labor disputes in the radio and TV industry were settled last week. The United Scenic Artists (USA), on strike since Wednesday (23), settled with the video networks and stations Wednesday (7). The settlement provided for a small increase in salary for designers and scene painters. Also during the week the Radio Writers Guild (RWG) came to an agreement with the webs on a contract for staff and continuity scripters. Tho no hikes were arranged, the RWG did achieve a grievance machinery in the pact which offers staffers greater job security.

### Thompson Agency Makes Thomas a Time Buyer

William Thomas has been named a time buyer at the J. Walter Thompson Agency under Linnea Nelson. He replaces Winnifred Steil. He has been in the department for many years.

### Mack Sennett for Morgan Radio Series

Raymond Morgan Agency last week acquired radio rights to a new series featuring veteran film maker Mack Sennett. Pic pioneer will participate in the 15-minute layout featuring human interest tales of Hollywood and reflections on Sennett's career. Audition platters will be cut here next week for submission to agencies and bankrollers.

### Abraham & Straus To Air 2-Hour Circus on WNBT

Another department store took the TV plunge last week when Abraham & Straus agreed to sponsor a two-hour video circus show on WNBT December 25, Christmas Day, between 3-5 p.m. Jack Reber will produce. Gimbels and Saks are currently in the TV swim, locally.

## KFI-TV Launches Sales Experiment

HOLLYWOOD, Dec. 10.—A new sales experiment in tele was launched this week by KFI-TV, local video indie, coincidental with the station's entry into morning telecasting with a 9:00 a.m. to 12 noon layout featuring Bill Welsh. Instead of pitching participation spots on the informal, ad-libbed layout, the station offered entire morning block for sale to one bankroller at bargain rate of \$300, including production, time and talent costs.

Economy deal was snagged immediately by six local bankrollers and others were on the hook at press time. Deal is tentatively limited to pre-Christmas period only, with post-holiday season selling to revert to straight spot participation deals only, at \$25 per plug. Welsh, formerly stellar KLTA sportscaster and interviewer, will be cut in for a share of the profits in a deal similar to the recently launched Al Jarvis afternoon layout over KLAC-TV.

## TRAMMELL PLANS

(Continued from page 5)

CBS and if I did move I'd only go if I could remain in the 7:30 slot."

Harris's insistence on keeping the 7:30 slot may preclude any move, even if other factors are right, since CBS has its own *Amos 'n' Andy* airer as a :30 post-Benny fixture and neither network nor bankroller would relish a shift. The otherwise crowded Sunday night line-up likewise restricts a possible squeeze play to include the Harris-Faye line-up, making for a delicate if not impossible artists' relations situation.

CBS, meanwhile, was making no secret of its effort, declaring that it was hopeful of wooing Harris successfully. At press time it appeared that another Trammell-Paley war of maneuvers was shaping up and traders observed that "if Trammell is here, can Paley be far behind?"

## New York Airs 29 TV Dramas; 6-Mo. Gain: 18

(Continued from page 3)

creased in number from 11 airing over Gotham outlets last May to 29 now on the air. In quarter hours the jump was from 30 to 70. A similar rise was noted in situation comedies, from seven in May to 11 now, with an increase from 16 quarter hours to 63. Combining the two groups, the total shows 40 programs and 70 quarter hours now, against 18 shows and 46 quarter hours in May.

### Moppet Segs Sag

Moppet segs, in the same period, have declined from 29 shows and 147 quarter hours to 19 shows and 125 quarter hours. Musical shows have dropped from 35 shows and 114 quarter hours to 29 shows and 103 quarter hours. Other shows to fall off were talent, interview and exposition airers. Giveaways also dropped off slightly, with WABD and WPIX virtually abandoning them.

Remaining pretty much as is were six categories. These included comedy-variety, forum, religious, news, sports remotes and sports news. Films have increased a bit over last May.

Despite the additional programming which arrived with the opening of WOR-TV, there are now fewer programs on the air than previously, altho a slightly higher amount of time is consumed. There are currently 251 programs totaling 1,093 quarter hours weekly now as against 253 shows and 1,053 quarter hours in May. Among the reasons for this situation are the elimination of Monday and Tuesday shows by WJZ-TV, dropping of WNBT's daytime sked and the non-broadcasting by WOR-TV on Sunday and Monday. This has cut deeply into the WJZ-TV sked, with 32 shows now on the air as against 49 last May.

WNBT also has fallen off from 73 shows and 209 quarter hours in May to 60 shows and 268 quarter hours now. However, addition of the United Nations broadcasts to the WCBS-TV sked has upped its total with 59 shows and 253 quarter hours now compared with 50 shows and 240 quarter hours last spring.

## MGM AIR SHOT

(Continued from page 6)

properties owned by Dorothy Schiff. Both deals fizzled during early negotiations, leaving MGM's radio thirst unquenched.

Meanwhile, the flickery continues to operate its FM station, KMGH, in Hollywood, altho the outlet has been in the red since its inception in 1948. Reason for holding on to the station is said to be the hope that the film firm can pick up a local AM property at a bargain to tie in with the FM operation. Several attempts to snag small local stations have fizzled because of price demands, but some studio execs are interested in "the right" property at any price. Most insistent pitches have been made to buy KLAC at a price well over a million dollars, since studio execs feel the station's position in the local market is worth the investment. Stumbling block has been views of Loews, Inc., execs in New York who are maintaining a tight grip on check books and are unsold on local radio or tele.

## DEPT. STORE GIM

(Continued from page 5)

rather than having outside answering services take the calls.

WMCA's general manager admitted that the home demonstration business must be carefully policed. One reason is that it may attract would-be per inquiry accounts, Boggs insisting WMCA does not and will not handle that type of account. Another is that announcers, in trying to prove effectiveness, may get into excessive selling.

## Cuban Threat Gains Strength

(Continued from page 7)  
 NARBA provisions is the Dominican Republic.

State Department officials said the country agreed to abide by NARBA except for one station which has been operating in violation of the treaty for some time. A spokesman said, however, that the outlaw station "doesn't appear to be causing anyone any trouble."

The State Department is hopeful that some agreement over Cuba's demands for rights on U. S. priority channels can be reached in the February confabs. If not, Cuba might go ahead and move in on U. S. channels anyway, and there would be no international law to prevent it. U. S. officials are uneasy over Cuba's refusal to agree to follow NARBA provisions in the interim period. Asked whether the refusal might mean that the island is preparing to use any channels it desires, a spokesman said: "Nobody in this country knows what Cuba is going to do."

The Cuban proposal which resulted in a break-up of the Montreal conference was for use of an additional 11 frequencies including those now in use by top-power stations WNBC, New York; WBBM, Chicago; WJR, Detroit; WBT, Charlotte, and KPRC, Houston. Under old NARBA provisions, those frequencies are exclusively for the use of U. S. domestic stations. Cuba, however, claimed that the channels assigned it are insufficient to maintain an adequate broadcast service.

The Montreal confab was called in the expectation of drawing up a new NARBA to replace the interim agreement which expired last year. The huddle, however, was imperiled at its start three months ago when the unreconciled difference between Mexico refused to send a delegation. Cuba and the United States put the finishing touch on the session.

## Long-Range Script

NEW YORK, Dec. 10.—An unusual situation whereby scripting for a network TV show will be done via the mails will be extant hereafter for *The Aldrich Family*. Clifford Goldsmith, originator of the show, who does the scripting for the TV version, left this week for Tucson, Ariz., after visiting in New York long enough to get the show rolling on the air at National Broadcasting Company (NBC). Goldsmith made a particular study of the sets, which went thru considerable rearranging up to this point, so that in turning out the scripts from Tucson he will have the set and camera placement clearly in mind.

## CBS Has Several Bankroller Nibbles

NEW YORK, Dec. 10.—The Columbia Broadcasting System (CBS) this week had several sponsors interested in purchasing time on the web for various programs, two of which are CBS packages. Richard Oil and an anti-cold tablet, reputedly Anahist, are reported interested in *Escape*, the CBS Tuesday evening sustainer. Anahist also is looking at several Mutual Broadcasting System (MBS) whodunits.

Meanwhile the Ted Bates agency has recommended to the Colgate-Palmolive-Peet Company that it sponsor either Steve Allen, a West Coast disk jockey, or Garry Moore over CBS, with Allen its first preference. But the William Esty agency which also shares the account with Ted Bates also is pitching daytime shows at the prospective sponsor.

## Ad Lib TV Remarks Can Be Slanderous, Says U. S. Judge

NEW YORK, Dec. 10.—The first decision holding that remarks made during the course of an ad lib television program may be regarded as slander was handed down this week by Judge Edward A. Conger in the U. S. Circuit Court of Appeals for the Southern District of New York. Judge Conger's decision came in connection with the \$100,000 suit filed by William Remington, government employee, against the National Broadcasting Company (NBC), General Foods and Elizabeth Bentley. Remington charges that he was damaged, either by libel or slander—a matter the court is to decide—by her telecast statement that he was a Communist. He has since been cleared by a loyalty board and reinstated in his Commerce Department position.

Judge Conger's decision came in connection with a move by the defendants to dismiss the suit, a motion the court refused to grant. NBC and the other defendants had claimed that Miss Bentley's remarks were not libelous nor slanderous per se. This last is a fine distinction of especial importance to telecasters. Slander per se implies slander under one or more of four classic grounds—namely, to accuse a person of a crime, of having a loathsome disease, of damaging one's standing in a trade or profession or in the case of women, accusing them of unchastity.

In this case, the defendants had claimed that Miss Bentley's attack was not under one of these four aspects and consequently unless Remington sued alleging special damages, the case should have been dismissed. Judge Conger's opinion declared that to charge a government employee with being a Communist, or to charge an economist with being a Communist, could be held as slander per se. As a result of Judge Conger's ruling,

the case now goes on the docket of the same court for final adjudication. Richard G. Green is Remington's attorney.

## DL Clears "Name" For Coast Theaters

HOLLYWOOD, Dec. 10.—What's the Name of That Song, Don Lee Broadcasting System's top Coast radio-teevee property, has been cleared for theater dates and will play its first vaude stint in several years beginning December 28 at the Hollywood Pantages Theater. Long a prime feature of the Coast net, the radio version will play one-night stands on broadcast evenings from theaters. It is set for seven consecutive weeks at the Pantages. Film house is offering vaude attraction as customer bait, altho this theater normally plays straight film fare. Show is owned by Rita Williamson, widow of the late Dud Williamson, original creator of the program.

## CBS To Scan Live Version of 'Carmen'

NEW YORK, Dec. 10.—TV viewers will get a chance to see a live production of *Carmen* on the Columbia Broadcasting System (CBS)-TV network January 1, from 4 to 5:15 p.m. Produced by Barry Wood and directed by Byron Paul, the cut version of the opera will star Gladys Swarthout and Robert Merrill with narration by Lawrence Tibbett.

If the program clicks it will be the first in a series of TV operas to be presented by the web. The package is owned by Henry Souvaine and Tibbett.

# he puts a fuse on the news!

WOR's Lyle Van takes a headline — Oh, let's say "Boy Loses Cat" and wraps a fuse around it. Then he lights it with a spark of dramatic and colorful words. He doesn't exaggerate, mind you. No, the story's the same, but he gives it a feeling of immediacy and warmth that stirs the hearts of thousands upon thousands of WOR listeners every weekday evening at 6:00 PM.

And who is this man Van? He's the reporter who makes people sit up and listen. One day, he'll voice the depth and wanting in a child's eyes and the majority of 36,000,000 people in 430 counties in 18 states suddenly see, feel and want to help that child. Call it people-propelling power if you wish, but it's just such an approach as Lyle Van's that made WOR the most listened-to station for news for over a quarter of a century.

Gentlemen, the fact speaks for itself: for over a year Lyle Van's "News On The Human Side" has been the highest rated show aired by any major New York station at 6:00 PM.\* And the cost is thumb-size.

\*Pulse New York reports.

that power-full station  
 at 1440 Broadway, in New York

# WOR



Winston Television Stores

Reviewed Friday (2), 11-12 p.m. EST. Sponsored by Winston Television Stores via Columbia Broadcasting Company. Producers, Scheck, Dahlman & Black, Director, Alex Leftwich, Emsee, Henny Youngman. Cast: Milton Berle, Esy Morales and his orchestra, Vincent Lopez, Johnny Downs, Supreme Court Justice Beldock, others. Announcer, George Carson Putman.

CBS set television back 10 years Friday night (2) via this show-paced variety remote from a Winston television store in Brooklyn. The intentions of all concerned were laudable, but the results were sheer chaos due to faulty mike pick-ups, slipshod staging and insufficient re-hearsal.

In the first place, the rowdy audience had plainly gathered to see Milton Berle and made no bones about their discontent when the "king" didn't show until the last few minutes of the program. The disgruntled onlookers sparkled only when the camera turned on them at the opening and closing of the show.

Tough on Henny

Emsee Henny Youngman tackled his impossible task in heroic fashion ("Next week I'm playing a meat market"), but he aged visibly under the strain of trying to reach his tough, unresponsive audience and whip up some crowd enthusiasm for the other acts. Second only to Youngman on the bravery score was Esy Morales and his orchestra. The Latin maestro has an excellent band, but it was so badly set up for sound that it sounded like a third-rate circus outfit on the air. In spite of this acoustic handicap, tho, Morales and his entire company played the lengthy show with admirable showmanship and good humor.

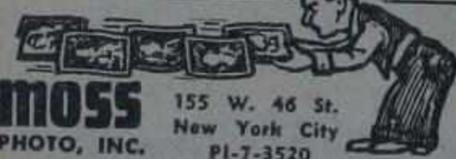
The audience accorded lukewarm applause to the local talent and an incongruous kiddie-styled art session, but they were stone cold to Brooklyn- (See Winston Television on opp. page)

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10", 3¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples and price list B-5



MOSS PHOTO, INC. 155 W. 46 St. New York City PI-7-3520

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price lists, supplies, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

**PHOTOS IN QUANTITY**

New fully automatic equipment assures faithful REPRODUCTIONS of highest quality and uniformity.

**FAST DEPENDABLE SERVICE**

LARGE-QUANTITY PRICES — ON — SMALL-QUANTITY ORDERS

**EACH 6¢ IN LOTS OF 100**

Still Lower Prices in Larger Quantities

Send for FREE SAMPLE and Price List

**REPRODUCTO** P.O. BOX 1861-Dept C NEW HAVEN, CONN.



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Twenty Questions

Reviewed Saturday, 8-8:30 p.m. Simulcast over WNBT, WOR-TV, MBS. Sponsor, Ronson Art Metal Works; agency, Grey; producers, Roger Bower, Gary Stevens. Cast: Bill Slater, Fred Van Deventer, Florence Renard, Herb Polesie, Johnny McFee, Wendy Barrie.

Twenty Questions appears likely to develop the same loyal following and success in video as it has in radio. Its tele version is scarcely more than direct camera treatment, plus a revision of the seating arrangement of the five-man panel. They used to sit at one table; now they sit in tiers of three and two. The permanent board still consist of the champs, Fred Vandeventer and his wife, Florence Renard; Johnny McFee and Herb Polesie. The guesster this show was Wendy Barrie, who invariably lends a touch of charm, looks and vivacity to a video show.

The pleasure derived from Questions stems purely from its audio appeal and the speed and uncanny avvy its experts exhibit in identifying anything from Vandeventer's left ear to the saddle on Paul Revere's nag. That means, in effect, that it doesn't need much sight appeal—it's that much fun as it is. Bill Slater, as quizmaster, adds considerably via his deft treatment of the board's answers.

The show is heavy with direct and indirect commercials — direct via straight announcements and film spots; indirect via cuing in every question with a Ronson lighter award and the trademark emblazoned on the front of the section whereat the board sits. Thruout, tho, the commercials are

Eloise McElhone

Reviewed Tuesday, 7:30 p.m. over WABD, New York. Sponsor, Lydia Grey; agency, Federal; producer, Lester Lewis; writer, Richard Golden; commercial writer, Pat Bartell. Cast: Eloise McElhone and guests.

This is a straightforward interview show, devoid of any pretense at being anything else. This, of course, means that its interest will vary in direct ratio to its guests, on this show actor John Beal, actress Denise Darcel and designer Robert Carson. Sessions with each are brief and on this program moderately interesting. It's tough to make interviews sparkle and these don't.

Miss Darcel (*Battleground*) exhibited considerable charm, a fetching French accent and other interesting features. Beal discussed his Actors Hobby Market in Beverly Hills, and Carson gave an account of the placement of the Christmas tree in Rockefeller Plaza, New York. Carson also offered reasons for painting the tree entirely white, a liberty which has distressed many New Yorkers. Miss McElhone seems to read her question from a small notepaper "tipsheet"—a desk contrivance might be a bit more palatable.

Commercials are effective, plugging Doeskin tissues and making good use of an animated trademark figure and an off-screen voice.

Jerry Franken.

palatable and don't interfere with the show's hefty entertainment quota.

Jerry Franken.

SHORT SCANNINGS

Priscilla Kent has inked for her third year as scripter for "The Second Mrs. Burton" soap opera series. . . . Al Garry's "Magic Clown" renewed for 13 more weeks on WNBT for Bonomo Turkish taffy by Gold Medal Candy Company. . . . Martin Stone, TV producer, is back from 10 days in Nassau. . . . Jane Rydstrom upped to producer-director status at WAAM-TV, Baltimore.

Al Foster, who last week was appointed vice-president in charge of television for the William Esty Company, planes to Hollywood Tuesday (13) to take over the Ed Wynn TV show for Esty's client, Camel Cigarettes, and supervise the kine of Wynn's preem program under the cig firm's sponsorship December 24. Ruth Jordan and Harold T. Bers, former copy supervisors at Esty, have also been upped to vice-presidents. . . . Jack McTigue, ex-ABC special events man, is now production manager of WINS, New York, succeeding Joseph Tery.

Skee Wolff, writer-producer at WBBM, Chicago, has written a war novel which will be published April 15 by Crown Publishers. . . . Wahilla Lahay, N. W. Ayer press agent, and Ruth Borden, who scripts "Helen Trent" and "Back Stage Wife," head west this month (22) to spend the holidays with Miss Lahay's family in Oklahoma. . . . Howard G. Barnes, director of Dorland, Inc.'s radio and TV division, has been upped to newly created post of vice-president in charge of radio and TV. . . . The American Television Society meets Thursday (15) night to hear a panel discussion of TV programing and production. Speakers skedded are Henry White, World Video prexy; Tony Miner, CBS-TV; Burke Crotty, ABC producer; James Caddigan, DuMont TV program director, and Charles B. Brown, of Masterson, Reddy & Nelson.

Ed (Hillbilly) Byron, producer of "Mr. District Attorney," last week became an apple-knocker, when he bought a house in Westport. Byron moves out to his new abode this week, near "D. A.'s" scripter Bob Shaw's home. . . . Lord & Taylor will sponsor a three-hour public service performance of Handle's "Messiah" over WQXR on Christmas Day for the second consecutive year. . . . Nat Eisenberg has replaced Roger Bower as director of "Get Together With Gambling" on WOR-TV. He'll also continue as director of "Old Knick Music Hall" on the same station.

La Verne Minge assumed sole ownership of the "Tele-Log" Detroit video log and gossip sheet, following the withdrawal of his partner, Wayne White, to join the Campbell-Ewald Agency. Beginning next month, the paper will be published on a fortnightly basis. . . . Mark Hawley, director of "Versatile Varieties," NBC-TV, and Maggie Bride, daughter of the late Maj. Gen. Henry Gibbons, were married last Monday (5), following a 13-day courtship. . . . Walter Miller, former manager of WGAL, Lancaster, Pa., and more recently with WDEL-TV, Wilmington, Del., has joined Frederic W. Ziv as an account executive. He'll headquarter in Detroit. . . . Frank ("Bring 'Em Back Alive") Buck is readying a network TV show tagged "Treasure Hunt," which will be based on interviews with famed fortune hunters. Woodruff Associates, New York, is packaging.

Everyman's Story

Reviewed Tuesday (6), 7:30-8 p.m. Sponsored by the Federation of Jewish Philanthropies. Producers, Himan Brown, Joe Mogelescu. Script, Millard Lampell, Story supervisor, Mort Levin. Director, Scott Buckley. Music, Milton Katims. Cast: Luis Van Rooten, Edwin Bruce, Gilbert Mack, Charles Mullin, Amy Sedell and Berry Kroeger.

This program, an example of radio drama at its finest, reveals that radio certainly can help deepen people's understanding of each other. Called *The Shadow of a Child*, the show caught dealt with the rehabilitation of an emotionally disturbed boy. When Danny Miller arrived at the progressive reform school he was skeptical, taciturn and unmanageable. By the time he left, with the aid of psychiatry and sympathetic guidance, he was ready to take his place in the world.

The quality which made the script superior and not just another *Boys-town* was the insight the audience received into the workings of the boy's mind—what made him steal, why he always had to give the stolen articles to his mother and what was at the root of his guilt feelings. The listeners, incidentally, learned a great deal about the practical workings of psychiatry.

Luis Van Rooten was a gentle and reassuring head of the group of boys at the school. And as Danny Miller, Edwin Bruce really made the difficult transitions demanded of the part and left the audience with the full impact of his characterization.

Sponsored by the Federation of Jewish Philanthropies, the program gives hope that society is doing something to rescue its human resources.

Leon Morse.

Cliffie Stone's Hometown Jamboree

Reviewed Saturday (3), 7:30-8:30 p.m. Remote from Legion Stadium, El Monte, Calif. Sponsored by Gold's Furniture Company via KLAC-TV, Hollywood, thru Allied Advertising Agency. Produced by Cliffie Stone and Milt Hoffman. Directed by Joe Landis. Cast: Cliffie Stone, emsec' Tennessee Ernie, Eddie Kirk, Harold Hensley, Herman the Hermit, Bucky Tibbs, The Armstrong Twins and Patsy, Billy Liebert, and Speedy West.

*Hometown Jamboree* is par for the hillbilly course. Talent-wise, the show is loaded with top Western artists, and the hour-long airtel features plenty of palatable folk music, a generous helping of corn and enough variety to please. Lacking, however, are sparkle and smoothness.

Stone make a likable emsec. He sings well, fronts the ork smoothly, doubles at stooge and straight man, and handles audience interviews with warmth and sincerity. He also does t' e commercials.

Tennessee Ernie carries most of the comedy chores ably, as well as handling several vocal selections. Others featured include Eddie Kirk, singer Bucky Tibbs, fiddler Harold Hensley, Billy Liebert and the Armstrong family. It's Ernie and Stone who keep things humming.

With such talent, *Jamboree* should click. That ' misses fire in spots is the fault of the producers and Stone, (See CLIFFIE STONE'S on page 13)

ATTENTION, ENTERTAINERS

100 8x10 Prints

for

\$7.50 Plus Postage

NO NEGATIVE CHARGE.

50% Deposit, Balance C. O. D.

If you want reproductions that have satisfied customers from coast to coast order from QUALITY. We are sure to please you.

QUALITY PHOTO SERVICE

Parkins St., Box 42 BRISTOL, CONN. Phone: 4013

**Pettycoat Party Line**

Reviewed Tuesday (6), 3-3:30 p.m. Sustaining over WLW-TV, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O., originating from WLW-TV. Features Ramona, singing-pianist, assisted by John Reynolds, announcer. Style—combination song requests and quiz.

Featuring the former Paul Whiteman star, Ramona, singing-pianist, who got her pro start on WLW back in 1932, this one hits the housewife at the mid-afternoon rest period. While there's nothing particularly original about the opus, Ramona's piano and song work is highly entertaining and excellently sold. Her personal and informal style also projects well with the ladies.

Program format has Ramona playing and singing requests received by mail from lookers-in, each request being punctuated by a bit of homey banter tossed by Ramona to the letter-writer who is presumably looking in. In addition, on each program two phone calls are made to the hausfrau with the usual routine question of the day. The housewife automatically gets two ducats to her local theater and if she correctly answers the question she is awarded "a suitable present from Mr. Hummel, presumably a local jeweler, altho at this look-in it was never explained who is Mr. Hummel.

Assisting Ramona in making phone connections and opening the mail is John Reynolds, announcer, whose last name or identity was not given during the show. In addition John and Ramona exchange small talk which, unfortunately, is too small, and on this occasion John was asked to tell a story on how he met his wife, which would have been better untold. Without a punchline it meant nothing.

Program's appeal could be vastly hyped by some sounder crossfire material and by a dash of imagination into the camera work. For the most part it's straight forward head-and-shoulder shots of Ramona, with an occasional peak at her keyboarding. Varied and assorted angle shots handled in showmanly fashion could make this pleasing seg infinitely better. *Bill Sachs.*

**WINSTON TELEVISION**

(Continued from opp. page)  
born band leader Vincent Lopez's piano solo. Space-wise, the dancers on the bill were at a complete disadvantage, with the sole exception of a hip-swinging senorita who didn't need much room for her specialty. Incidentally, the latter attraction drew the only solid hand of the evening.

Cagey Berle, who flew in from Boston to receive a public service award on the show from Supreme Court Justice Beldock, played it smart and refused to perform, pleading the "serious" significance of the citation. He worked in a sizable plug for his NBC-TV show, tho, which must have floored the CBS engineers.

The commercials, which were almost as numerous as the entertainers, utilized a congratulatory telegram gimmick to plug various set models on the floor. These sessions were dull and unimaginative and it's difficult to understand why the producers didn't use the home-ground setting and have Winston's own salesmen assist on the pitch. *June Bundy.*

**The Arthur Lesser Show**

Reviewed Friday (2), 7:30-8 p.m. EST. Sustaining via WOR-TV, New York. Producer, Arthur Lesser. Director, Spencer Case. Music, Sylvan Levin. Emcee, Arthur Lesser. Cast, John Beal, Mary Hatcher, Sarah Berner, Billy Daniels, Marilyn Jackson, Rolly Beck, Johnny Conrad.

Once the rough production kinks are ironed out, the Arthur Lesser Show should shape up as one of WOR's best programing efforts to date. Talent-wise it's already good television, but right now the acts work in front of the band, and the jumble of musicians and instruments in the background is distracting.

Producer Arthur Lesser has plenty of television know-how and performs his emcee chores in a warm relaxed fashion. The hit of the show, tho, is Billy Daniels, a regular on the bill. The personable singer sells as well on video as he does in night clubs, and judging from the studio audience response to his throaty-voiced rendition of *Bye Bye Baby*, he might prove a good draw with a 15-minute TV stanza of his own.

The show itself, which is patterned along Godfrey's *Talent Scout* lines, spots three fairly well-known entertainers who chat with emcee Lesser about their own activities and then introduce a talented protege to the teleaudience. Last Friday legit flicker actor John Beal presented blond warbler Marilyn Jackson, who looks better than she sounds. Petite musical comedy star Mary Hatcher brought on comedian Rolly Beck, and radio dialectician Sarah Berner introduced dancer Johnny Conrad. Beck is a likable pixie with a thoroylegic routine of pantomimic impressions of silent movie action techniques, while Conrad's ingenious use of his hands and his effortless terping sparked a lively pace for the entire show. *June Bundy.*

**Maisie**

Reviewed Thursday (8), 7:30-8 p.m. over WMGM, New York. Sponsored by Sales Affiliates, Inc., for Zotos Fluid Wave thru Getchal & Richards, Inc. Produced on transcription by Raymond Katz; director, Tom McKnight; writer, Arthur Phillips; music, Harry Zimmerman; starring Ann Sothern; narrator, Jack McCoy; local announcer, Bob William.

The radio adaptation of Ann Sothern's successful film series, *Maisie*, falls considerably short of the mark. The show uses hackneyed material, unimaginatively written. The humor of the pix was lacking on the show caught, which attempted to read some fun into what was basically a whodunit plot. Miss Sothern labored to wring a few laughs out of the script, but even the isolated bits which might have merited mirth fell flat because of lack of studio audience and poor timing on the part of the thespis.

The yarn concerned Maisie's need for a job and her taking on a truck driving chore for a lad whose wife was about to have a child. In the course of a tortuous plot, she got mixed up with a gang of warehouse crooks. A radio message which she sent out on a transmitter stolen by the gang brought the cops in the nick of time. Her ability to drive the truck and work the radio was attributed to a hitch in the WAC. If this sounds messy, it's because it was.

A fair sample of the humor came in the crook's hideout, when Maisie commented that she didn't like the brown paint on the wallpaper. Quoth the gang chief: "That ain't brown paint, that's dried blood."

Commercials, inserted locally in the transcribed show, were for Zotos hair wave preparation, which the sponsor stressed was not available at retail outlets. Getting back to the home wave bankrollers, Zotos emphasized that its product was only applied by operators in beauty salons, declaring that "professional care is best for the hair." *Sam Chase.*

**PROGRAM COMMENT**

**Hit the Beach!**

What could be a reasonably impressive tele show, the weekly series presented by DuMont based on contents of Newsweek magazine, is utterly loused up by floundering, clumsy and inexcusably bad production. The program Saturday (3) suffered, from about start to wind-up, from a series of needless camera miscues which, after a while, became downright irritating. In a toy display, for example, *John Lardner* and an F. A. O. Schwarz man would be talking about one toy and the camera showing another. In the closing moments, when the mag staffers are called on for their perioscopic predictions, the camera showed one editor while another spoke. The most lamentable part of it all is that despite the interest-compelling nature of most of the show's talk, the directional miscues wore at a viewer's patience until the temptation to tune out became well-nigh irresistible. The ill-at-ease attitude of most of the editors is another element that transmits itself to the audience. The show is emceed by *Ernest K. Lindley*, Washington bureau chief for the mag, and while he shares the general stage fright, his tag lines closing the various interviews serve as sharp fillips. Various interviews are cued in, thru showing of the Newsweek departmental index, with the particular department taking the spotlight shown in bolder type.

**Too Much for Georgie**

Addition of *George Jessel* as "permanent celebrity" on "Hollywood Calling" may be a last gasp effort on the part of National Broadcasting Company (NBC) to pump adrenalin into a dying giveaway, but it's unlikely to be enough. *Georgie* was effervescent enough on his opening sally Sunday (4), working with guest *Celeste Holm*, but it would take the efforts of *Jessel*, *Eddie Cantor* and *Al Jolson* combined to make a real dent in the show, entertainment-wise. *Jessel* and *Miss Holm* combined in warbling some parodies of pop tunes as clues to some of the questions, but these showed no great feats of writing.

The questions asked the telephoones on identification of movie stars would have been simple enough without the added prompting which virtually put the answers in the contestants' mouths. The "movie film of fortune" hocus-pocus, however, for the jackpot award, remains a toughie. The program still suffers from over-length, above all, the full hour seeming to drag on interminably.

**Montgomery's Confusion**

The confusion inherent in the conflicting testimony over who, if anyone, was responsible for sending atom secrets to Russia, and how important any such material might have been, headlined *Robert Montgomery's* commentary show this week. *Montgomery* did a thoro job of quoting the papers to point up the conflicting testimony, and he noted that the deeper one dug the more mixed up the story proved. He pointed out that Congressional action already is taking on the aspects of a side-show and called upon Washington officials to forget their penchant for going after headlines in seeking the facts of the case.

The second half of *Montgomery's* commentary dealt with the workings of *Frank Costello*, alleged leader of a national crime syndicate. *Montgomery*, who has previously lashed into crooked politics tied into crime, read off a list of cities into which *Costello* is said to be spread-

ing his tentacles. He has called upon local officials and cops who know of any nefarious goings-on to talk to him, on or off the record. The show maintains hard-punching, well-delivered material, delivered at a sensible pace.

**Cuckold's Revenge**

Taut writing and punchy production underlined "The FBI In Peace and War" this week. The story line dealt with a husband and wife who worked for the government, with plot thickening when the gal fell for a smooth-talking real estate operator who lusted for rapid accumulation of coin. This laddie induced her to sniff about hubby's secret map file for the location of some property which the government was about to buy for construction of housing projects. Once he had the dope, he told the poor husband that he had no use for the gal in the first place, and had no intention of taking her from her spouse. Whereupon friend husband, presumably out of pique, leveled the boulder with a few quick slugs from a handy gat.

The FBI, in this particular airer, took a rear seat. It was close to the villain, but never got the goods on him. It was only the bad temper of the cuckold in the case that brought the bloodhounds to their quarry. The show was smoothly done, but probably served to lower the hopes of many weary husbands who might have had faith that some day their burden might be lightened. A comic touch came from the sponsoring *Lava Soap*, with a singing jingle sounding like the chant of Zulu warriors.

**Mystery in the Air**

"I Love a Mystery" is a program for listeners who like their mayhem in short doses. However, its daily 15-minute length proves a handicap because not enough plot seems developed to sustain the interest of the listener. The hijinks during the (See *Mystery In Air* on page 13)

**RADIO**  
**STAGE**  
**Honey Dreamers**  
**TELEVISION**  
HOTEL NEW YORKER  
K. KYSER'S TV SHOW—NBC  
RCA VICTOR BLUEBIRD

WATCH FOR  
**EDDY ARNOLD**  
ISSUE  
NEXT WEEK

**GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA.**  
Made from your negative or photo. Unsurpassed in quality at any price.  
NO NEGATIVE CHARGE—NO EXTRAS  
24-HOUR SERVICE ON REQUEST  
8x10's: \$7.99 per 100; \$55 per 1000  
Fan Mail Photos (5"x7") \$36 per 1000 - Postcards \$23 per 1000  
Mounted Enlargements (30x40): \$3.85  
(No Negative Charge on 2 or more)  
Made by J. J. Kriegsmann, The Man Whose Photographic Grace Billboard's Covers  
Copi-Art Photographers  
PLAZA 7-0233  
165 West 46th St.  
New York 19, N.Y.  
WE DELIVER WHAT WE ADVERTISE

# TELE FAIR TRADE TEST PLAN

## NARDA Sets Chicago Area As Location

### Pitch for All Manufacturers

By Cy Wagner

CHICAGO, Dec. 10.—A committee of 13 top radio and TV retailers in this area is being appointed by the National Appliance and Radio Dealers' Association (NARDA) to carry out a fair trade testing plan approved by the association's board of directors here a few months ago. Purpose of the committee is to meet with manufacturers thruout the country, get them to agree to setting up of fair trade pricing policies in a Greater Chicago area of six counties and then supervise the test.

Need for action stems from the price cutting which has hurt retailers in the past. In recent months, during the period of set shortage, practice has not been so prevalent, but NARDA is looking to the future and trying to eliminate the practice.

In commenting on the situation, a spokesman for the association stated, "The wave of discount selling, industrial and back-door selling that has gripped Chicago (as well as many other areas in the nation) has driven a larger number of legitimate merchants to a dangerous economic point. Majority of them are competent retailers willing to face good merchandising competition but also decidedly unwilling to continue nurturing the wave of price selling competition."

Eight members of the 13-man committee have already been named. Rest are expected to be picked in the next few days. Appointed were Edson M. Brock, vice-president and general manager of Lord's, Inc., Evanston; Dean Barelli, Barelli's, Inc., Hammond, Ind.; John Beranick, Emergency Radio & Appliance, Chicago; Leroy Robbe, Teletronics, Inc., Chicago; William Maltby, Central Appliance Company, Joliet; Art Becker, Becker's Appliances, Evanston; Art Hershberger, Hershberger's Store, Libertyville, and M. S. Dreyfus Dreyfus Appliance & Furniture Company, Gary, Ind. Six counties to be used as test area are Cook, Lake, Will, Kane and Dupage in Illinois, and Lake County in Indiana.

The committee expects to have its exact plans set in a couple of weeks and hopes to be meeting with manufacturers and distributors within 60 days. It will meet with major manufacturers here and in the East and will try to get them to set up fair trade price policies for distributors and dealers in the six-county area. Actual fair trade test is expected to be under way sometime during the first quarter of 1950.

NARDA has pointed out that if manufacturers set up fair trading for the test area it will not have to affect selling elsewhere. All that will be necessary will be manufacturer notification of distributors of dealers, that fair trade will be established in the counties and after that full legal ramifications of fair trading will become applicable.

The association hopes that the test will be so successful it will prompt many manufacturers to establish national fair trade practices.

## Personnel, Products and Prices

L. H. Conlen's Sons, Inc., has been organized in Philadelphia to manufacture and deal in television sets and radios as well as a full line of electrical appliances and floor coverings. . . . Capeheart joined with Huskey's, Philadelphia dealer, to mark the opening of new showrooms in the building housing the dealer. . . . John Stimson, sales and service engineer of the Hickok Company, gave an educational lecture and demonstration on TV alignment and trouble shooting before the Philadelphia Radio Servicemen's Association. . . . Morgan A. Greenwood, radio and television advertising manager for Philco Corporation, Philadelphia, sent out 7,500 window display kits last week to dealers thruout the country featuring the Philco Christmas theme. Point-of-display holiday material will also be the basic theme for 24-sheets, newspaper and magazine copy—all built around a slogan: "And Best of All, a Philco." . . . Philadelphia dealers joined last week in sponsoring a Philco television week, giving an \$11.50 Sessions electric clock free with each sale of any Philco TV receiver. . . . Its RCA-Victor plant presented gold watches to 67 employees for 25 years of continuous service.

General Electric announced a new table model radio-phono combination that will play all three speeds of records and has a dual stylus. The set will list at \$89.95. . . . Seattle Radio Supply Company has been named Western Washington distributor for the Capehart line. . . . Garod started deliveries last week on a new series of 12½, 16 and 19-inch video sets. The new 19-inch receivers use the DuMont metal tube and retails at \$495. . . . Webster-Chicago declared an extra common stock dividend of 10 cents and increased the regular quarterly dividend from 15 to 25 cents. . . . Ben Clark, Richard L. Hoffman, Mark Crum and Gordon Wright are new district managers for Magnavox. . . . Crosley is reported to be negotiating for the production of video sets in Canada. . . . Admiral declared a quarterly common stock dividend of 20 cents. . . . Deliveries have started on the new DuMont Wellington set, which includes a three-speed record changer. . . . Starrett has set up a special division to handle video entertainment to veteran, social and educational organizations. Captain Fred W. Piper will head the new division. . . . The annual Christmas luncheon of the Advertising Club will feature the Jack Carter show, with the entire stage, 50 feet by 20 feet, being a replica of the DuMont Rumson model table video set. . . . A new slate of officers and directors of the Association of Radio and Television Servicemen of New York will be elected at the organization's December 21 meeting. . . . DuMont is making available to all franchised dealers a new Christmas display made of pressed wood, which depicts two children and a dog. The suggestion is for dealers to place the display in front of a TV set.

Stewart-Warner has named the Frank Edward Company, San Francisco, as distributor for Northern California. . . . Tele-Tone appointed the H. U. Guenther Company, Pittsburgh, as distributor in Western Pennsylvania, Eastern Ohio, Northern West Virginia and Western Maryland. . . . Two Buffalo newspapers, tied-in with Sylvia, are offering free television sets in drives for increased Christmas donations for the needy.

Transvision is sponsoring the hour-long "MGM Theater of the Air" program over WMGM, New York. The same station has sold the three-a-week 15-minute "At Home With Lionel Barrymore" program to Front Stores, who will promote the Capehart line on the radio series. . . . Starrett is expected to announce its entry into the air-conditioning field. . . . Added to the board of directors of the Television Dealers' Association, New York, were Jack Berlin, William Bouie, Philip Geth, Harry Hirschfeld, Emil Krauss, James McLaughlin, George Perry, Nat Rosen and Leo Shepard.

## Mfr. Holds Up Mercury's TV

CHICAGO, Dec. 10.—While still shooting for a date in February or March for announcing to distributors a complete line of television sets, Mercury Records' plans in that direction are still not set, it was disclosed this week by Art Talmadge, vice-president in charge of sales. The disk manufacturer appeared to have set a deal with one TV outfit recently, but the latter couldn't come thru with complete production plans. Mercury can get other manufacturers who will turn out the wanted sets but only with round-faced tubes, and the diskery wants only rectangular tubes used in the contemplated line of sets.

Thus far, Mercury has been unable to get a manufacturer to give them a commitment on when rectangular tube sets can be delivered in any quantity. Mercury's alternate plan for doing its own set assembly is also running into a snag. The component parts manufacturers are unable to come up with a reasonable delivery schedule.

When Mercury finally starts to market its video line, most of the sets will be 16 or 19-inch models, tho 12-inch sets, competitively priced, may also be included. Prices for the

## \$105 British TV

WASHINGTON, Dec. 10.—The cheapest British TV receiver on display at the recent radio-TV exhibition in London was a nine-inch set selling for approximately \$105, according to a report from the Office of International Trade. The average selling price for all TV sets was 65 pounds, which amounts to about \$143 at devalued pound rates. The sets, however, average \$260 to the Britisher, who receives no advantage from devaluation.

## RADIO PRICES DROP 2%

WASHINGTON, Dec. 10.—A decline of about 2 per cent in the average price for radios between mid-September and mid-October was noted by the Bureau of Labor Statistics (BLS) in a report this week on the consumers' price index. The price decrease was attributed by BLS to fall clearance. The average price was at about 185 on the index, with the average for 1935-1939 figured at 100.

new sets have not yet been set, but Talmadge said that the discount structure would be comparable to that of other manufacturers.

## Dept. Stores Hurt Industry -- Goldberg

### Small Shops Okay

NEW YORK, Dec. 10.—The selling of television sets by department stores is detrimental to all segments of the video industry, according to Isador Goldberg, president of the Pilot Radio Corporation. "They don't sell automobiles," he said, "and cars are less complicated than television sets. Manufacturers who franchise department stores are injuring themselves, as well as the smaller radio-television dealer, who has always been the backbone of the industry."

The interdependence of the various departments of a large store is the basic reason for the stand taken by Goldberg. He explained: "Plenty of department store television buyers have been stopped from placing needed orders by division merchandise managers who suddenly discovered that the white-goods or record departments were behind in sales or profits—even tho the TV section is showing steady increases."

"What's more, department stores—and many large chain stores—are too apt to 'dump' television sets if they've been on the floor for more than a month or two. My 41 years in business has taught me that the local, small retailer can do the best job for both the manufacturers and the consumer. Under Pilot's new distribution policy we will not sell sets to either department or chain stores."

### Dealer Pacts

Goldberg disclosed that he had "disbanded an excellent dealer organization in California because we don't want to make shipping promises that we can't keep." He said that his company was now delivering video sets to dealers in the Boston to Washington area only.

Despite a heavy backlog of orders, Goldberg said that Pilot would not expand greatly in the future because "a small manufacturer has to stay small in order to remain in a solvent position." Goldberg also stated that his company was concentrating all its effort in television. "I'm very bearish on radio," he said, "because television is replacing AM radio very quickly."

## Crosley Acquires Carrollton Firm

CINCINNATI, Dec. 10.—John W. Craig, vice-president of the Avco Manufacturing Corporation and general manager of the Crosley division, this week announced the acquisition by Crosley of the Carrollton Furniture Company, Carrollton, Ky., which since 1946 has been a subsidiary of Avco engaged in the production of television and radio cabinets for the Crosley division.

Craig pointed out that direct operation of the Kentucky plant will facilitate closer co-ordination of Crosley's television manufacturing operations, with consequent advantages for the Carrollton factory. Currently the Carrollton is producing cabinets for the 1950 line of Crosley television sets, which were recently introduced to the company's retailers at regional dealer conventions in 20 cities.

# RCA TO UNVEIL NEW TV SETS

## Distributors See Terrific Biz For Early '50

### New Sets Ready

NEW YORK, Dec. 10.—With such major set manufacturers as Admiral, Bendix, Hallicrafters, Philco and RCA Victor scheduled to unveil new TV models between Christmas and February 1, most distributors and retailers are now fully in agreement with manufacturers who have been talking about "terrific" business for the first quarter of 1950. No one, however, is willing to make any retail predictions beyond April of next year.

RCA Victor and Hallicrafters are already set to show their new video sets to dealers (see separate stories) and Philco and Admiral have scheduled distributor meetings for the early January period during which the International Home Furnishings Market will be held in Chicago's Merchandise Mart. DuMont, however, will probably keep going with present receiver models, altho the company originally intended to introduce several new sets in January.

Several manufacturers who are being particularly secretive about their plans will probably show at least a few new models during the Chicago furniture meetings. Most of the trade talk centers around reduced prices, rectangular tubes and newly styled cabinets. Admiral, scheduled to convene its distributors in Chicago next month, is expected to introduce some rectangular tube models, reduced prices and several new all-plastic cabinets.

## 11 Hallicrafter Tele Sets To Be Unveiled At Chicago Confab

NEW YORK, Dec. 10.—The new Hallicrafters television line scheduled to be unveiled in Chicago Thursday (15) will consist of 11 new models, most of which are 16-inch tube consoles, it was learned this week. Company officials refuse to comment on previous reports and rumors. Prices of the new sets are understood to be lower than comparable receivers in the company's 1949 line.

Of the 11 new video sets, only two are said to be table models. One set will be a three-way radio-phonograph combination. The first showing of the new line to dealers in the New York area is scheduled to be held "between Christmas week and New Year's Day." It was also reported that dealers in this territory will start receiving shipments of the company's new 19-inch set, which lists at \$545, within the next week.

### CLIFFIE STONE'S

(Continued from page 10)

neither of whom have realized the talent's variety potential. Staging could be smarter and camerawork needs improvement. Consistent use of longshots were annoying and limited the appeal and performance of artists. Brief stint interviewing members of the audience was okay, altho roughly handled.

Show's most objectionable factor was the commercials. While the bankroller is entitled to plug the pitches were overdone with five hard-hitting plugs (averaging four minutes each). Alan Fischler.

## Retailers in All-Out Adv. Drive Despite Bullish Market

NEW YORK, Dec. 10.—Despite the heavy consumer demand for radio-phonograph and television sets, coupled with a "shortage" of sets for immediate delivery, promotion-wise retailers are still firing away at consumers with large ad campaigns. In some cases even price-cutting is in evidence, tho it's confined mostly to off-brand sets or superseded models.

As recently as two weeks ago, one of the higher-priced set makers, who maintains a strict dealer franchising program, was having trouble with dollar-hungry retailers who prefer to make a fast dollar via trans-shipping or price-cutting on fair-traded merchandise. In general, while the "20-off" era is in the past, consumers can still get discounts on even the top-demand sets from a few dealers.

### Classified Bargains

It's the classified ad columns of the daily papers that offer the best buys for consumers who are willing to shop for the right price on a TV receiver. Local papers are still carrying classified ads from dealers who offer discounts on name brand receivers.

Legitimate dealers who probably over-bought during the spring and summer months, or even a year ago, are still trying to move dead stock. Last Sunday (4), Hecht Brothers, Baltimore, took a full page to advertise a "stock reducing sale." The store offered "\$38,000 worth of brand new models, floor samples and demonstrators for \$27,000," headlining the ad, "Save 16 per cent to 56 per cent." Among the sets shown were Sentinel, Philco, Motorola, GE, RCA Victor, Bendix, Airmaster, Tele-tone, Olympic and Zenith models.

### Co-Op Ad Budgets

Sets that are known to be in short supply are also being heavily advertised and promoted by dealers who are taking advantage of the manufacturers' co-operative advertising programs. Dealers are using co-op ad budgets to promote store names. "Television is still my biggest traffic builder" said the advertising manager of one of this city's biggest appliance chains. Manufacturers are also willing to go along in the pre-Christmas ad campaigns in order to keep their brand names in the public eye in preparation for the slimmer days to come.

Several manufacturers have devised gimmicks for use by retailers in mak-

## 8 Panels Set Up For NARDA Confab

CHICAGO, Dec. 10.—The three-day annual meeting program of the National Appliance and Radio Dealers' Association (NARDA), scheduled for January 15-17, will include eight panel discussions in which dealers, distributors and manufacturers will participate, it was announced this week. In addition the assembled dealers will be addressed by such industry names as W. A. Brees, Crosley vice-president and general sales manager; J. F. Nance, president of Hotpoint, Inc., and Joe Meek, manager of the Illinois Federation of Retail Associations.

Of particular interest to radio-TV dealers will be the panel on "selling TV-radio profitably" in which the participants will be Antony Wright, chief engineer for Magnavox; Harry Estersohn, Jerrold Electronics; Tim Alexander, Motorola's service manager, and Mort Farr, the Philadelphia area's top video dealer.

ing sales on sets that are not available. DuMont, attempting to assuage the feelings of set-hungry dealers, is promoting the gift certificate idea for television. Admiral has been telling consumers to "wait a few more weeks" and to visit the local dealer, where "you receive a numbered certificate which entitles you to a priority."

## AM-TV Sales Gains Are Tops

WASHINGTON, Dec. 10.—Radio and TV stores are posting greater business gains over last year than any other retail group in the country, according to a report by the Commerce Department this week.

Sales showed a sharp upturn in October that sent total receipts for the first 10 months to 7 per cent above level for the same 1948 period. In comparison with last year, all types of retail business are averaging a 2 per cent decrease.

October business for radio-TV retailers was up 16 per cent from September and 17 per cent from October, 1948. In contrast, the national average was up only 2 per cent from September and was down 6 per cent from the preceding October.

Commerce Department experts are attributing most if not all of the 1949 gains for radio-TV stores to the soaring sales of television receivers. They expect the year to post the all-time high for the radio-TV business and anticipate an increase in 1950 as more television markets open up.

## Camden Firm Shaves TV Price \$30 in Year

CAMDEN, N. J., Dec. 10.—About \$30 was shaved off the price of television sets by the Radio Condenser Company this year, according to R. E. Cramer Jr., president of the firm.

"In July of this year we offered television manufacturers a variable tuning-head for \$7.50," Cramer said. "Up until that time, the cheapest satisfactory tuning device for television sets cost between \$14 and \$16, and the cost of a component part multiplies four to five-fold by the time the television set reaches the consumer."

Cramer reported that since the original assembly lines were set up, the company had increased production schedules 1,000 per cent. "And we have received assurance," he added, "enough manufacturers will incorporate our tuning-head in their 1950 models to warrant our planning a further four-fold increase in production schedules for spring."

## TV Investment Fund Growing With Video

CHICAGO, Dec. 10.—Reflecting public interest in television investments and financial growth of TV manufacturers, net assets of Television Fund, Inc., have increased almost \$2,000,000 in the past year, annual report of the Investment Trust revealed this week. In its first full year of operation the Fund has increased from \$274,983 to \$2,777,795.

Number of shares of the Fund has increased from 30,158 to 297,980, and net asset value per share has increased from \$9.12 to \$9.33.

In commenting upon the growth of the Fund, Chester D. Tripp, presi-

## New Stylings, Finishes; Tube Sizes Remain

### Projections Included

NEW YORK, Dec. 10.—The new RCA Victor TV line will contain several additions in new cabinet stylings and finishes at slightly higher prices than present models of comparable tube sizes, according to trade sources. Among the new console models will be maple, antique maple and provincial styles. It is also reported that the line will include several projection sets. In addition, there will be 10, 12, 12½ and 16-inch receivers with a newly designed inter-carrier chassis at prices "slightly lower than the 1949 sets." One 12½-inch table set will retail at \$229, and a 16-inch model is reported to be priced at \$299.

Repeated rumors that RCA also would introduce at this time a "19 or 21-inch direct view set" were met with a denial from a company spokesman, who said that nothing larger than a 16-inch direct view telet set "is in this new line that we are going to show." One trade source, however, did say that he had seen a model of a "21-inch set" which, he was told, would contain a metal-coned, rectangular tube, "larger than the 19's now on the market."

### Larger Tubes?

The general trade feeling on the possibility of RCA making video sets with a direct view screen larger than 16-inch size seems to be that the company would first have to set up a tube production line to make the larger size. It may take three to six months for such a production line to be installed and operating. At present, RCA does not make any cathode ray tubes larger than the 16-inch size.

RCA Victor distributors are this week being shown the entire new video line. The sets will be introduced to dealers at a series of distributor-held meetings scheduled for the first of the year. This is the first time that RCA has presented a completely new television line at one time. The previous company policy called for the introduction of one or two new models at a time which replaced existing sets.

Philadelphia dealers will probably get the first look at the new RCA sets December 27, 28 and 29 when the Raymond Rosen Company, RCA Victor distributor in the territory, will hold a dealer showing at the Penn Sheraton Hotel.

### MYSTERY IN AIR

(Continued from page 11)  
episode caught (WOR-Mutual Broadcasting System (MBS) concerned an ingenious malefactor called the Maestro whose hobby was turning women into wolves. The modern three musketeers, Doc, Reggie and Jack, took him on, but by the end of the show the Maestro seemed to be playing a death dirge for Jack. Even with its cliffhanger technique, MBS may find that adults are not interested in across-the-board mystery shows between 7:45 and 8 p.m. when so much else is cooking.

dent, traced the rise of the TV industry and attributed the upsurge in demand for television sets to lower prices and increase in stations and areas served.

# WAX BOOM MAY GO TO SPRING

## Diskers Sure Xmas Rush To Outlast Winter

### Maybe Best Postwar Biz

(Continued from page 3)  
should hype disk sales of all types, according to industry leaders. This is because RCA Victor is the leading mass volume set manufacturer in the industry and its 1950 three-speed line should help create new disk customers for the new speeds as well standard wax products.

In addition, the diskers feel that they have shaken off the remnants of the lethargic merchandising tactics of the lush war years and that they now are rolling on full-gear sales promotions which will continually keep the public's interest focused on records. It is generally agreed that smart promotion is the key to accumulating plus business in the disk industry today. Top examples of the potency of promotion and advertising are the successes of the Columbia long-playing drives of the past year and the Victor 45-r.p.m. push of the past six months. In a smaller way, such drives as the Decca promotion on its current Club 15 album via the Campbell soup airer and co-ordinated radio-distrib-dealer-publisher-diskery pushing serve to sell not only the individual item but wax of all types as a key form of home entertainment.

## McAllister and Wilson Boosted At Columbia

NEW YORK, Dec. 10.—Jeff Wilson and Ken McAllister, Columbia diskery execs, this week were hiked to key posts in the firm's merchandising set-up. Wilson was appointed to the newly created position of general sales manager, while McAllister was named director of advertising and promotion. Both were appointed by Paul Southard, veepee in charge of merchandising.

Wilson will be in charge of all distributor and district manager activities and will also be responsible for chain store and export selling. Wilson has been with Columbia since 1940 and most recently has been manager of distribution and merchandising.

McAllister will supervise merchandising activities and personnel as well as advertising, promotion and publicity. He has been with the firm since 1941 and most recently was manager of distribution and promotion. McAllister also was co-ordinator of the firm's long-playing record activities.

## Receipts Pick Up

WASHINGTON, Dec. 10.—October receipts of musical instrument and piano stores showed a pick-up of 5 per cent over September, but the first 10 months of the year lagged 8 per cent behind the same 1948 period, the Department of Commerce estimated this week. October sales were off about 2 per cent from October, 1948.

## Tunesters, Licensers, Diskers, Pubs Mix It Up Over 'Half Heart'

NEW YORK, Dec. 10.—A tune tangle involving three songwriters, two publishers, two licensing organizations and two diskeries cropped up this week and in all likelihood two attorneys will eventually enter the picture.

The principals are songwriters Al Morgan, William Walker and William Rives, the Pemora and Alamo publishers, the American Society of Composers, Authors and Publishers (ASCAP); Broadcast Music, Inc. (BMI), and the London and Mercury waxeries. According to Pemora, a BMI firm run by Jose Morand, it has possession of a writers' contract signed by Walker and Rives for their tune, *Half a Heart*. Alamo, a non-affiliated subsidiary of Hill & Range, the Jean-Julian Aberbach BMI firm, has a contract signed by all three writers, admittedly made subsequent to the Pemora contract. The two clefters who had signed with Pemora had, meanwhile, notified Morand that they did not intend to consummate the agreement and later returned their contract to him along with uncashed advance checks. Further, it develops, in returning the contracts, they neglected, "by error," to detach their signatures therefrom. Alamo reportedly has a statement from them that they did not intend to carry thru their Pemora agreement and were canceling it to turn over the tune to Alamo.

### ASCAP-BMI Tangle

An added mystery is the fact that BMI understands that it is getting the licensing rights in the song despite Alamo's rumored intention to clear the tune thru ASCAP.

Despite the fact that neither Pemora nor Alamo has issued a recording license on the song, Mercury has an Eddy Howard dinking on the market this week. The London etching, done by Morgan, is being rushed out because of the appearance of the Howard job. Both companies say that so far as they are concerned, and until they are informed otherwise, they understand Alamo to be the publisher. Alamo has set a February 1 release date, but this has gone the way of all release dates of recent vintage.

To date, neither side has started litigation, but both claim the song.

CHICAGO, Dec. 10.—Another release jumping episode came to light here last week when Al Morgan, video and London recording ace, reported that he had notified his attorney to investigate whether or not Mercury Records here had received a license from Hill & Range Songs, Inc., pubbers of his tune, *Half a Heart*, to wax that ditty with Eddy Howard's ork.

Morgan said that he turned over the tune, which he wrote with Bill Walker, local orkster, and Tubby Riales, nitery comic, to Hill & Range six weeks ago. In giving Julian Aberbach the tune, Morgan said that he specified that he was to make the first waxing of *Heart* in December, with no other records to be licensed until February 1.

Upon learning that Mercury had the Howard dinking on the street

here last week, Morgan said he called Aberbach, who informed him that Mercury had cut the tune without a license. Morgan said that if his attorney ascertains that Mercury cut *Heart* without license, he intends to start suit for damages. Morgan cut his rendition of *Heart* here Wednesday (7), with London expected to have the disk on the market next week.

## RKO Fighting "Yellow Ribbon" In Piracy Suit

(Continued from page 3)

tune and title by producing and distributing the film, *She Wore a Yellow Ribbon*. The movie incorporated the tune, *She Wore a Yellow Ribbon*, which Vogel charges is an infringement of Norton's tune.

Vogel recently filed an infringement suit against Regent Music for allegedly recording the tune without permission. The action claims that the title has acquired a secondary meaning.

### RKO's Retort

An attorney for RKO Radio Pictures, informed of the Jerry Vogel suit, told *The Billboard* that the defendant is preparing documentary evidence to the effect that the disputed song is in reality a folk song dating back to 1838, at which time, he said it was known as *'Round His Hat He Wore a Yellow Ribbon*. The defendant also claims that the disputed song was a popular college song about 1900, at which time the tune was known as *'Round Her Neck She Wore a Purple Ribbon*. RKO also will argue there is evidence that the tune thru the years has been a military song in various wars and has been a ditty traditionally used in connection with the Royal Canadian Mounted Police.

## Bluebird Adopts Regular Releases

NEW YORK, Dec. 10.—RCA Bluebird disks, which heretofore had been released on a "special" basis—that is, at unspecified intervals and in varying quantities—will be sent out along with the regular Victor weekly release beginning with the first week in January. One, or possibly two, Bluebird disks will be released each week.

The reason for adopting a regular release pattern, according to Victor, is that the lower priced label is now sufficiently established to have an identity, and in some cases, to have created a demand on its own. Until this had been attained, Bluebirds released with the regular Victors "might have got lost in the shuffle."

## Levy Seeks 85G In Commissions From M. Melcher

HOLLYWOOD, Dec. 10.—Charges and countercharges were hurled this week by Lou Levy, manager of the Andrews Sisters, and Marty Melcher, agent and part owner of Century Artists, Ltd., booking agency. Long simmering dissention exploded this week-end when Levy filed action in Los Angeles Superior Court, seeking to break Melcher's booking contract and recover over \$85,500 in commissions paid out. Levy charged breach of contract by Melcher for failure to pay stipulated \$150 weekly fee which Levy claimed was due under the terms of the deal set up when Century firm was organized.

Spokesman for Levy said he was owed more than \$17,500 in back salary, dating from November 20, 1944, at which time the Andrews Sisters began a radio show for Nash-Kelvinator and including the current fees under Campbell soup radio deal. Dough was pledged in return for money advanced to put Melcher in the booking biz. Levy now claims that the booking contract is null and void by virtue of Melcher's refusal to pay \$150 weekly fees.

Charges were refuted by Melcher, who disclosed he would sue to collect more than \$8,000 in back commissions on the Andrews Sisters radio show. Melcher claimed that he had promised to give Levy \$150 weekly subject to "board of directors' approval," but the fees were never turned over to Levy because of undisclosed contract breaches on latter's part. Meanwhile, Melcher charged, Levy has held out Century's commissions on the soup show for the past 12 weeks. Melcher wants not only the back commissions but also the right to continue radio representation of the Andrews trio under original deal.

## Kenton Concert Tour Set Feb. 9

HOLLYWOOD, Dec. 10.—Stan Kenton will launch his production concert tour February 9 in Seattle, taking his newly formed 40-man aggregation on a nationwide four-month trek. Originally, plans were to kick off the tour in San Diego, but the itinerary favors a Northwest debut. Also, the band was to record a complete album prior to embarking, with disks released in advance of the tour. However, a last-minute strategy change calls for the album release after the tour. Idea is to create curiosity in Kenton's new product to insure top attendance. If new scorings were released before the p.a. trek, feeling is the disks might take the edge off interest in the new Kenton conceptions.

Rehearsals will get under way January 15, with many of the former Kenton key men in the new ork's ranks, including Kai Winding, trombone; Chico Alvarez, trumpet; Bob Gioga, bary sax; Bob Cooper, sax, and June Christy on vocals. Kenton is negotiating with Shelly Mann and Eddie Safranski. Scoring will be by Kenton, Pete Rugolo, Neal Hefti and Johnny Richards. Tour route lists more than 50 dates with but a few gaps still to be filled before the crew takes to the road.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Disk Price War Clouds Gathering

## Darwyn Files Suit For 4G Vs. Spotlite Over Can. Rights

NEW YORK, Dec. 10.—A suit has been filed in Federal Court here against Spotlight Records by attorney Lew Dreyer for Charles Darwyn, Canadian disk distributor and publisher. The suit, asking \$4,200, alleges that Jack Berman, Spotlite head, broke a contract with Darwyn giving the latter exclusive rights to the Spotlite label for Canada. Under the agreement, beginning with February of this year, Darwyn was to have received masters from Spotlite and paid royalties on pressings, accounting to the waxery each month. After the second month, Spotlite withdrew from the deal, giving the Canadian rights to another distributor.

Spotlite's answer, thru attorney Howard Sheldon, alleges that Darwyn had breached the contract by failing to account as agreed and by not carrying thru his declared intention of building production facilities to press the records. Further, Spotlite says, Darwyn could not deliver the country-wide distribution he had promised. The waxery has filed a counter-claim for \$5,000.

## RCA Expanding Hollywood Plant

HOLLYWOOD, Dec. 10. — RCA Victor's Hollywood plant, for some time handling only custom pressings and manufacture for other labels, is being expanded to start pressing its own product. Heretofore, Victor's Coast orders had been filled by the Indianapolis plant, but a biz boost plus need for faster delivery has necessitated the shift to the local plant.

Need for rapid, on-the-spot delivery was spotlighted during the recent fast-breaking *Mule Train*. Last week Paul Barkmeir, general manager of Victor, arrived here, and after surveying the situation called for further expansion of the plant. Two presses are being added immediately, with more to come if needed.

Victor here handles pressing for Capitol, which is supplementing its own local plant; Horace Heidt and other labels, in addition to custom work.

## Cap Forges Deep Into Int'l Mart

HOLLYWOOD, Dec. 10. — Capitol forges deeper into the international market in starting to press its Telefunken wares in Latin America. Diskery similarly launched its Telefunken catalog in Canada recently, timing its releases with the Dominion tour of Erna Sack, top Telefunken seller in the U. S. According to Alec Porges, head of Cap's international department, Coast major's product is slated to enjoy an ever widening distribution in the international field.

Cap's products are distributed in England and British possessions via English Decca deal, while the product is handled in most of non-Communist Europe thru the Telefunken channels. In Latin America, Capitol's wares are being distributed in Mexico and Brazil via licensing deals with diskeries in those countries. Capitol is the only U. S. diskery to retain its label identity in foreign markets while assuming foreign label tag.

## Merger Links Two Agencies In Windy City

### Mutual Absorbs Billboard

CHICAGO, Dec. 10.—After being in the hot-and-cold state here for six months, a merger of Mutual Entertainment Agency and Billboard Attractions, Inc., was worked out last week. Consolidation of the two indie talent skedding offices will make for the largest indie booking office in the Midwest. The consolidated business will be known as Mutual Entertainment Agency, Inc. Personnel of the two offices, both of which were located in the 203 North Wabash Building, will occupy the Mutual Entertainment quarters on the 16th floor after January 1.

Welding of the two indie booking offices will link approximately 35 attractions, previously booked by Billboard Attractions, and 90 attractions, previously skedded by Mutual Entertainment. Talent is mostly of the lounge and small band type, with Mutual Entertainment having a number of vaude and nitery acts. No big bands were involved in the switch.

Under the new combined set-up, J. J. (Bookie) Levin will be in charge of locations, with Milo Stelt, formerly of Billboard Attractions, in charge of all music talent, being assisted by Eddie Hall, Rudy Shell, Sid Morse, of Billboard Attractions, and Jack Brown, of Mutual Entertainment. Because of the heavier lounge and small band booking personnel, Jack Russell and Bill Vidas, of Mutual Entertainment, will swing their attention to full-time coverage of video, radio and recordings. Russell will also be in charge of developing new talent for the office. Sid Harris will continue to head the act department, while Johnny Jones remains as club-date chief. Mutual was formed in April, 1944, while Billboard Attractions was formed by Stelt, Hall and Shell, all former Frederick Bros.' personnel, two years ago.

First deals following the merger included the inking of a three-year pact with London label for the Nov-Elites, cocktail combo formerly on Universal and Sharp Labels, and the re-signing by Russell of the Art Van Damme Quintet, Capitol recording unit, to a five-year management pact. Office is also currently dickering with MGM Records over a pact for Betty Chapel, vocalist on the Dave Garroway video stanza.

### Merchandising Pays Off:

## Cincy Shop Rings Sales Via Proper Ad, Display, Planning

CINCINNATI, Dec. 10. — Doing heavy disk business during the Christmas season is no feat of great sales ability and, according to the record department of the H. & S. Pogue Company here, it's not very difficult to do a heavy business all thru the year. A. E. Demick and Mary McDonald, of the local department store, say it's just a matter of proper planning and concentration—no tricks.

Proof that Miss McDonald's advice is good are the sales figures racked up in the early part of 1949, when the disk business was generally in a slump. Pogue's record department

## Longhair, Bop Join Hands for Parker Mercury Platter

NEW YORK, Dec. 10. — Norman Granz and Mercury Records juxtaposed the finest in bop talent with the tops in classical and concert performers this week when they recorded Charley Parker with a group of outstanding longhairs.

Playing behind Parker was the following line-up: Frank Brieff, conductor and viola soloist; Mitch Miller, oboe; Frank Miller, National Broadcasting Company (NBC) Symphony cellist; Bronislaw Gimpel, concert violinist; Max Hollander, NBC Symphony concert master; Milton Tomask, Pittsburgh Symphony violinist; Minneapolis Symphony harpist Myor Rosen. The rhythm section was made up of orthodox jazzmen: Stan Freeman, Buddy Rich and Ray Brown. Sides were six standards arranged in "straight" style by Ray Carroll, with Parker's bop alto featured in front.

## Canadian Outlet Set by Mercury

CHICAGO, Dec. 10. — Mercury Records last week completed its deal with Al Siegel, Wurlitzer distributor for Canada, to start peddling Mercury wax thruout the Provinces and extended its coverage to the Cuban territory. Morry Price, Mercury sales manager, and Siegel completed the last link of the Mercury Canadian coverage in inking an agreement with Maritime Accessories, Halifax, N. S., to cover the Northeastern portion of Canada. Siegel's Wurlitzer outlets in Toronto, Vancouver and Montreal will handle Mercury for the remainder of Canada. Siegel's pressing facilities at New Market, Ont., will be known as Mercury Recording Company of Canada, while the distributing points will be known as Mercury Music Sales. Disks will now drop from \$1.05 to 79 cents, because Siegel is pressing the biscuits in Canada. Previously Mercury shipped the completed platters into Canada from U. S. pressing facilities. Price also appointed Radio Centro of Havana to handle the Cuban territory.

## Retailers Seek Out If Nixed On Franchise?

### Cut-Rates Appearing

NEW YORK, Dec. 10.—The threat of a retail price war after the first of the year loomed heavy over the local disk business this week. Several distribs and large retailers had been casting about the country for distribs who would be willing to play ball with trans-shipping and price concessions in the event their franchises were canceled by their regular New York suppliers.

During the last couple months one large department store, which, as a matter of policy defies being undersold, has been known to beef about various cut-rate disk ads several shops have been running in nationally circulated publications. More than one major distrib in the area has attempted to check the cut-price activity by suspending dealer franchises, but somehow these dealers have been able to obtain a steady supply of new items.

Altho it is generally conceded that controls on shellac sets have virtually dissolved, several of the long-playing (LP) lines are price-fixed under the Feld-Crawford and other State fair trade acts. Tradesters are watching with interest to determine what course, in the light of such restrictions, the master cut-raters will take. According to the local State laws, even non-franchised dealers must abide by established prices.

### Warnings Issued

The possibility that RCA Victor's price line on its forthcoming LP's may cut below the current tags, plus the feeling that everybody will get his normally during the Christmas rush, is holding up any radical action for the time being, but some manufacturers have already issued warnings to out-of-town distribs to keep hands out of the New York barrel.

During the past year many distribs have become TV-happy and have come to regard the record business as a penny affair. Altho some would like to hold on to their disk franchises and some have to carry disks to get TV sets, the inclination has been growing to dispose of disks in volume wherever the money is fast and good, even if it means selling below the regular wholesale level. Several major distributing franchises were (See Disk Price War on page 18)

The  
Billboard  
DJ  
Monitoring  
Service

Week  
of  
December  
1-7

Monitored Leading  
Jockeys in

NEW YORK, MEMPHIS,  
CINCINNATI, DES MOINES

This service is available by subscription in 13-week periods. For further information write Miss Charlotte Summers, The Billboard, 1564 Broadway, New York 19, New York.

# Diskers Go to Options on Musicals

## Album Fever Heating Brows Of Big Waxers

### Decca May Do 'Li'l Darling'

(Continued from page 2)  
has given rise to new tactics in bidding for waxing rights.

The most recent wrinkle in the show album diskery competition involves the purchase of an option to record a show prior to its Broadway unveiling. Decca Records, at one time the leader in the show album field, has put down a sum reported at somewhere between \$1,000 and \$5,000 as an option on the original cast waxing of *Texas, Li'l Darling*, which debuted on the Stem last week. The diskery has not yet decided whether to do the recording of the show's score, but in the event the firm decides against making the album, Decca will lose the option money. The diskery obtained the option when the show went into rehearsal some months ago.

### Victor on Long Range

RCA Victor, anxious to grab its slice of the show album market, is doing its bidding on a long-range basis. The diskery approached *Lost in the Stars* composer Kurt Weill direct and made a deal whereby it would obtain the recording rights to Weill's next show, which is not even in the formative stages. Weill's current show, *Stars*, was inked by Decca.

The heavy competitive bidding over the show recordings has led to a state where diskers have become what is tantamount to minor investors in musical productions because of the lucrative potential of original cast waxings. It is recalled that the last heavy disker putsch in the show album business culminated in the Victor procurement of *Brigadoon* for recording a couple of years ago for a fabulous advance of over \$15,000 plus a royalty deal which was reported at 10 per cent of the retail price of the album.

## King Assumes 24 Fred Miller Tunes

NEW YORK, Dec. 10.—King Records this week took over 24 unreleased masters from orkster Freddy Miller and will release sides beginning next January. The sides, mainly originals and standards, had originally been cut for Signature, but were returned to Miller as part of a settlement between him and the diskery.

King also signed Miller to a recording contract.

## MADJ Party

NEW YORK, Dec. 10.—The MADJ, the Metropolitan Association of Disk Jockeys, is holding its second annual Christmas party Tuesday (20) at the Baroque Room of the Belmont Plaza Hotel. The association is inviting all metropolitan area spinners, whether members or not, record company execs and whatever recording artists are around at the time. A live ork will lend tone to the bash, which is being chaired by Bill Taylor, of WOR.

## ASCAP Gives Full Story in New Booklet; 2d Printing Needed?

WASHINGTON, Dec. 10.—Amid its negotiations with the TV industry and its confabs with the Justice Department, the American Society of Composers, Authors and Publishers (ASCAP) turned a smiling face to the public this week by putting into distribution 35,000 copies of an attractive new brochure entitled *The ASCAP Story*. The booklet was prepared by Arthur Newmyer and Associates, a topflight Washington public relations firm, which has been counseling ASCAP since last spring (*The Billboard*, April 2). Authored by Merle Colby, whose current novel, *It's a Secret*, hit the best-seller lists, the ASCAP booklet does an adroit job of telling ASCAP's story in an understandable, tactful and non-controversial manner. Copies of the booklet are being distributed thruout the music and entertainment world, including radio and TV stations, musical organizations, ASCAP members and the press. It is anticipated that a number will be sent to members of congressional committees concerned with legislation affecting ASCAP, and it is seen likely that a second printing beyond the first edition of 35,000 copies will be necessitated.

### History of ASCAP

The booklet marks a departure from ASCAP's usual policy of reticence and is viewed as an effective public relations gimmick. In reviewing the organization's practice of collecting royalties, *The ASCAP Story* recounts that the function of ASCAP as a "performing rights society" to carry out "under modern conditions" the original intent of the constitution was necessitated by the development of the techniques of the phonograph, radio, TV and movies. The booklet points out that radio stations originally were allowed to perform their music free but that when advertisers began sponsoring programs and paying high fees, "ASCAP asked the rapidly growing new radio industry for a small share of the income resulting from the performance of its members' music.

"Like the cabaret owners of an earlier day, the representatives of radio maintained that their performances should not be construed as 'public,'" continues the booklet, which went on to explain that the courts finally decreed that "broadcasting is performance for profit and that it was just and reasonable for radio stations to pay for performances."

"Again in the 1940's, when the young television industry was going thru the laboratory stages, ASCAP accorded it free use of its members' music," continues the booklet. "However, in 1949, when it became apparent that television was not only technically feasible but widely popular, ASCAP requested compensation for its composers, authors and publishers."

### Importance Cited

The booklet then relates that music rights were extended so as to avoid inconveniencing the public and that agreements were reached in the fall, whereupon "composers and authors, like engineers, actors and musicians, at last began to be compensated for the use of their talent by this great new medium." The booklet, which runs to 14 pages and is attractively illustrated, describes ASCAP's public service, objectives and organizational structure. In citing the Society's importance to music users, the booklet states that radio in a recent year reported 31,674,225 single separate uses of ASCAP members' music over the

music use by some 2,000-odd indie stations, 33 additional networks, some 20,000 hotels, restaurants, bars, dance halls "and other places where music is publicly used for profit."

Membership in ASCAP has grown from 188 in 1914 to 2,028 writer (composer and author) members, 170 of whom are women, and 342 publisher members.

Pointing out that the job of "standing guard" over the use of ASCAP members' products is "extremely complicated," the booklet states that "to obtain a complete survey of all the millions of performances given annually by ASCAP's 20,000 licensees might well cost more than the total income received by the Society.

## Finkelstein Is ASCAP Attorney

NEW YORK, Dec. 10.—Herman Finkelstein, who for the past seven years has been serving as resident counsel for the American Society of Composers, Authors and Publishers (ASCAP) this week was appointed ASCAP's general attorney.

An announcement by Fred Ahlert, ASCAP president, added that the firm of Schwartz and Frohlich would continue to serve as general counsel.

Finkelstein in recent years has played an increasingly major role in drawing up and negotiating ASCAP contracts with radio and TV interests.

## Gale Renews Jacquet Pact

NEW YORK, Dec. 10.—Illinois Jacquet this week inked a renewal management contract with the Gale Agency. The tenor saxophone-orkster has been with the agency for several years and was rumored leaving Gale with his last paper expired some weeks ago. The re-signing spikes erring reports.

## Tho the Thought Is There, Pub's Xmas Gifts Will Be Light

NEW YORK, Dec. 10.—Santa's sack is going to be light this year when he makes his round of the music business.

Publishers, established by hallowed tradition as the donors of lavish yule emoluments, especially to performers and record company personnel, will be sparing this Christmas. Leading pubbers, discussing the matter on an off-the-cuff basis with each other, find that almost all of them are in agreement—with erratic disk sales, lowered sheet music activity and general curtailment of income, few of them can afford to spread seasonal cheer as had been the custom in the past. This will apply not only to the a. and r. people, recording artists and performers with air time, but to professional staffs as well. Bonuses, from current indications, will be lean, tho employers have been known to make this particular threat in the past and then relent around carillon time.

## Crystal Fuss May Indicate Salable Copy

### Borne Starts Action

NEW YORK, Dec. 10.—A determination of what constitutes a salable copy of sheet music may emerge from a hassle between songwriter Hal Borne and the Crystal Music Company of California, with the Songwriters Protective Association (SPA) taking up the cudgels for Borne.

Borne, who had placed five tunes with Crystal, maintains that the company had failed to live up to the SPA contracts covering the songs in that it failed to publish a salable copy within the specified time. The pubbery then produced copies of each of the songs, which it alleged were salable and could be purchased thru regular trade channels. SPA, upon examining the copies, held that they are professional copies and were unobtainable in stores. The association then designated attorney Nathan Freedman, of Los Angeles, to act for Borne and to institute arbitration proceedings.

SPA, which does not ordinarily take a hand in cleffer-pubber quarrels, is acting in this matter because a general principle, rather than a specific issue, pertaining to its contracts is at stake.

## Fight in Local 802 Over Racial Issue

NEW YORK, Dec. 10.—Two local 802 musicians, Sully Childs and Allan Kimmel, expelled from the union recently on charges of fomenting racial hatred, have dropped an appeal to the international executive board of the American Federation of Musicians (AFM) and are appealing to the local membership for reinstatement. They hope to have the toolsters reinstated by membership mandate at the local's next membership meeting (12).

Their expulsion came after they had circulated a leaflet accusing local Prexy Dick McCann of supporting British Foreign Minister Ernest Bevin's alleged anti-Semitism. The accusation, taken out of context from an article by McCann in the September *Allegro*, the union local's journal, attacked McCann for terming Britain's Israel policy as "short-sighted, short-tempered." The Childs - Kimmel broadside called this "excusing away" the alleged Bevin anti-Semitism.

"If calling England's Palestine policy short-sighted and short-tempered is an encomium in those fellows' eyes, they and I must be speaking different languages," an irate McCann told *The Billboard*. "They've just used a dirty, below-the-belt trick to discredit the administration. My record on fair play and tolerance speaks for itself." McCann has been active in UJA and Histadrut (both Jewish organizations) affairs, and in the hottest of intra-union political dog-fights of recent years, has never before been accused of anti-Semitism.

## Right, Left, Right

BRIDGEPORT, Conn., Dec. 10.—In an effort to create more interest in dancing and to build up attendance the Ritz Ballroom here, which plays name bands on Sundays and holidays and territorial bands during the week, is now giving free dancing lessons to their patrons on Saturday nights. Instructors are Vincent and Florence La Rossa, of the Arthur Murray Studios here.

## Tootlers' Union Fines Melis in Radio Dispute

DETROIT, Dec. 10.—The long-standing difference between the Detroit Federation of Musicians and some local radio stations over the non-employment of talent by the stations broke into action this week when the union slapped \$50 fine on Jose Melis for an appearance at WJBK without sanction of the local. Melis, as a traveling band leader, now fronts the band at the swank Book Casino.

George Clancy, secretary-treasurer of the Detroit local, emphasized that the union officials had nothing personal against Melis, but that it was a routine action required when he violated a standing rule. Under this rule, both traveling and local band members are prohibited from appearing at a station for either interviews or to play, unless they get a special approval from the local. Notices to this effect are being sent to all licensed booking agents, incidentally.

Citing the reasoning back of the stand, Clancy said that "there are several stations and other places in this jurisdiction which refuse to employ musicians. And we refuse to give such places the prestige that the personal appearance of recognized artists would lend."

Clancy stressed that it was not the intent of the ruling to "stifle legitimate publicity for the artists," but said that each case would be taken up on its own merits.

## Woolery to Bourne As Sales Manager

NEW YORK, Dec. 10.—Pete Woolery, former Robbins Music and J. J. Robbins staffer, has joined Bourne, Inc., as sales manager. He'll also serve as assistant to Lee Finburgh in production at the pubbery.

This week the Bourne standard department is issuing the first selections in a new modern accordion solo series arranged by J. H. Sedlon, noted Cleveland teacher. Initial titles are *One Night of Love* and the currently hot *Charley, My Boy*. Six other standards will follow within a month.

Saul Bourne left last week for an indefinite stay on the Coast.

## MGM Inks Eldridge; Little Jazz Pub Stet

NEW YORK, Dec. 10.—Trumpeter-maestro Roy Eldridge has signed a new recording pact with MGM Records. He formerly cut for Decca, and as a featured member of the Gene Krupa crew waxed for Columbia prior to that.

Meanwhile, the Little Jazz publishing firm, owned by Eldridge and Frank Verniere, will remain active and maintain its New York office. The firm recently assigned its selling rights to Nat Tannen's Keys Music outfit.

## VA Entertainment Hits Music Peak

WASHINGTON, Dec. 10.—More than 300 musical artists, plus two dozen instrumental and vocal groups, will take part in the winter season of concerts for patients in Veterans Administration (VA) hospitals, the VA said this week. This marks the highest number of entertainers ever to take part in the Artists Veterans Hospitals program, which was organized by vocalist Jean Tennyson in 1947 with 20 artists.

About 200 of the best-known names in music took part in the program last year, according to VA.

## Long Song?

NEW YORK, Dec. 10.—Harry Link, general professional manager at Feist, is working on a tune that may well have the longest title in recent song history. According to Link, the full and exact title of the tune is *I've Got Tears in My Eyes From Lying on My Back in My Bed While I Cry Over You*, and that's how it's going to read on the title page.

Feist acquired the tune from Commonwealth Music, whose owner, Harold Barlow, clefted the ditty.

## Mellin Issues Dellon Catalog

NEW YORK, Dec. 10.—Bobby Mellin this week bought out the Harold Dellon Music catalog, also acquiring renewal rights in some 25 tunes written or co-written by him and published by other firms. Mellin made the deal in Cleveland, where the Dellon firm, a Broadcast Music, Inc., org is located, buying the catalog and renewals for a reported \$5,000 from Mrs. Dellon, widow of the clefter-pubber.

There has been some trade interest in the Dellon catalog of late because of the tune *Take a Chance With Me*, with several pubbers making efforts to snare the song, one of 75 in the catalog. The tune, written by Guy Lombardo, Al Lewis and Dellon in 1927, reportedly has made a stir via a small-label dinking.

## Capitol Wooing Juke Box Trade

HOLLYWOOD, Dec. 10.—Capitol Records is currently mapping an all-out drive for a greater share of the juke box op trade. Its strategy has not been revealed, but according to indications, diskery's drive will equal the campaign it had long and successfully waged for disk jockey favor (Cap has won many top honors in *The Billboard's* annual disk jockey polls). First move to indicate Cap's budding romance with the ops is a special Christmas greeting disk saluting the music machine men. This is the first time in Cap's history to distribute a yule platter to ops, heretofore limiting recorded greetings to deejays and dealers. Next step, to be launched after the first of the year, will be a special monthly newsletter, to be prepared for and distributed to the operators. Other plans are still in the works, but indications are that no action will be taken on further steps until after the next regular quarterly regional managers' meet, to be held early in 1950.

## ABC Records Drop 39-Cent Disk Line

HOLLYWOOD, Dec. 10.—ABC Records, recently launched local indie plattery, has given up its 39-cent disks to sell plattery products at 79 cents. In dropping the item, diskery topper Gordon Burge said that experience had shown that both dealers and record buyers resent low-priced merchandise, with dealers putting up the stiffest resistance to a low-profit disk.

What brought about the change was disclosure that dealers in Cleveland and Dallas were peddling the firm's *Levi Plaid Shirt and Spurs* for 79 cents despite a fixed (but not 39-cent retail price because of demand for the disk, which features tarzan Jeannie McKeon. New price structure will apply to all merchandise heretofore peddled at 39 cents, with no change in quality of the vinyl pressings.

## Juke Makers Eye "45" Wax; Availability Is Chief Factor

By Norm Weiser

CHICAGO, Dec. 10.—While all manufacturers of coin-operated phonographs have given much thought to the new 45 r.p.m. speed players as potential mechanisms for their machines, they are agreed that record availability is the major factor to be considered in planning any future moves. Similar to the J. P. Seeburg Corporation analysis of the situation last week (*The Billboard*, December 10) are the reactions of other major producers of coin-operated music units.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., has studied the new speed for more than a year. Engineers have visited RCA's plant in Camden, N. J., in order to get first-hand information on the mechanism. For some time the firm's officials have been working on an analysis of the situation, and this is expected to be finished shortly. However, like most manufacturers, Wurlitzer is also chiefly concerned with record availability.

### Rieck Speaks

Lester C. Rieck, phonograph sales manager, H. C. Evans & Company, Chicago, speaking in behalf of that firm (manufacturer of the Constellation), believes that 45 r.p.m. mechanisms and records will at some future time have a definite influence on the manufacturing of coin phonos. Rieck reported: "As is typical of all other coin-operated phonograph manufacturers, H. C. Evans & Company has been giving considerable thought to the future of the 45 r.p.m. records relative to our industry. There is no doubt in our minds but that it will have a definite part some time in the future in shaping the manufacture of coin phonographs. To what extent this part will develop is, of course, contingent upon several determining factors.

"The advantages of the new 45 disk should be apparent to everyone. Smaller in size and unbreakable, they lend themselves admirably to the construction of coin-operated phonograph mechanism which can be correspondingly smaller in size, thereby effecting economies in manufacturing costs.

"The major factor in the future use to which the 45 r.p.m. is put to will be determined almost entirely by its availability. If this record is universally accepted and adopted by the record-playing public, then without a doubt a large library of selections will be made available. When this time comes, then and only then, will the 45 r.p.m. record prove to be a money-maker for music machine operators. No one knows better than the operator that his job is selling music to the public. Without the "merchandise" to sell, a successful job can surely not be accomplished.

"When the 45 record has successfully proved that it is the record for the future of the coin-operated phonographs, Evans' phonograph equipment will incorporate its use. We do not feel that this problem can rightfully be decided on in the immediate future. It is going to take time, possibly years, to outmode completely the playing of 78 r.p.m. records."

### Rock-Ola Opinion

Over and above record availability, according to J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Company, are other difficulties which will have to be solved before the new speed will be adaptable to the coin phonos. Bacon reported as follows:

"We have given this matter a lot of serious attention. We started to consider the 45 r.p.m. records almost as soon as they were released, but have run into so many difficulties in adapting them to our phonograph

that we have just about shelved the idea for the present.

"One of the objections to be overcome is the fact that the records are so light that even a small amount of vibration, such as might be caused by people dancing or the thumping of chairs, seems to distort the tone or make the tone arm jump on the record."

Bacon stressed that the firm had checked into the situation thoroughly before arriving at a decision to shelve the 45 r.p.m. idea until new developments come along.

### 45 Here To Stay

Quite the contrary is the outlook expressed by Bernard D. Craig, general sales manager, Aireon Manufacturing Co. (See *Juke Mfrs.* on page 87)

## MGM All Out On Xmas Wax

NEW YORK, Dec. 10.—MGM Records has geared for a larger-than-expected demand of Christmas disks. The company earlier this month put presses at its Bloomfield, N. J. plant to work almost exclusively on production of current Christmas sellers. For several days all other production at the diskery was strictly limited to necessary pressings of current best-selling MGM pop hits and to filling pressing commitments on orders farmed out from other firms.

These moves were the result of high sales on four single platters and one album included in the MGM 1949 holiday release. Singles include Billy Eckstine's *Oh Come All Ye Faithful* and *Holy Night*, Blue Barron's *Christmastime* and Art Mooney's *Jingle Bells*. The other single is the folk item, Bob Wills' *Santa's On His Way*. The album which is moving well is *Canterbury Carolers*.

## Simon & Schuster Scrap 1st Attempt At Miniature Pop

NEW YORK, Dec. 10.—Simon & Schuster, book publisher and producer of Little Golden kiddie records, this week made a vain initial attempt to hit the 25-cent miniature disk field with a piece of popular material. The tune was *Mule Train*, in a version aimed at the moppet market, but cut by pop warbler Dick Byron. Mitch Miller, music director for this label as well as Mercury, personally provided the whoops and whip-snapping for the date, only to have the master hit the discard heap. The reason was failure of the diskery to obtain a special publisher royalty rate commensurate with the 25-cent tag and low-profit margin per disk.

According to Arthur Shimkin, general manager of the S & S disk wing, the label will pursue the idea further, bringing out the two pop tunes from Disney's *Cinderella* cartoon flick in its first 1950 release.

In addition to this backing, the Little Golden release, to hit the market in February, will include new Mickey Mouse and Donald Duck disks, plus four new platters embodying material from the Little Golden book line. According to Shimkin this return to the original policy of using the pubbery's literary property for disks has been dictated by the chain, drug and toy outlets that handle both books and disks. Talent employed in the diskings includes the Sandpipers (actually the Texaco TV quartet), radio actor Danny Ocko, Gil Mack and thrush Anne Vincent (Lloyd).

# Eckstine Hits 500G for Year; Pic Bow Next, Stem for Easter

NEW YORK, Dec. 10.—Billy Eckstine has cracked into the big time and is gathering in half a million bucks for his year's take. The most unusual aspects of the Eckstine success story is the fact that the credits for the singer's rise has been handed to his waxings. Actually, Eckstine never has had a smash hit waxing. He is, however, one of the most consistent catalog disk sellers in the business, as his first half statement of \$66,000 shows. This figure represents about 2,200,000 records for the six-month period.

The finishing touch to his general public acceptance is the tremendous amount of magazine and newspaper coverage which is currently in preparation. He is skedded for the covers of half a dozen national mags, beginning with February issues. He also has spreads coming up in four top slick and other stuff in leading metropolitan dailies.

## Hollywood Bound

Eckstine is bound to an MGM movie deal and heads West after the first of the year for the groundwork of his first film, *East of Broadway*. He will head back East for the Easter show at the Paramount Theater, where he will headline at \$7,500 a week. He completed an 11-day

engagement at Bop City here a couple of weeks ago and played to 18,000 in that period.

Eckstine has become a \$5,000 to \$7,500-a-week nitery attraction, draws \$7,500 to \$12,500 weekly in theaters and does a minimum of 125,000 disks, no matter what the grooves may hold. His \$500,000 this year compares with \$80,000 earned in 1948, \$68,000 in 1947 and a loss of \$19,000 in 1946.

## Columbia Seeks 25G On Insurance Policy

BRIDGEPORT, Conn., Dec. 10.—Columbia Records, Inc., filed suit in Superior Court here this week against J. C. Bradley & Sons claiming damages of \$25,000 in connection with a dispute over an insurance policy.

Columbia alleges that it paid Bradley & Sons a premium of \$12,195.47 for a policy insuring against damage because of an accident to machinery or equipment. On August 20, 1948, the complaint continues, a pressure line broke and flooded part of the second floor of Columbia's factory here.

Payment of loss was refused by the defendant, it is claimed. Columbia admits that the loss was not in fact covered by the policy issued by Bradley & Son, but says the defendant did not issue the type of insurance agreed upon.

## DISK PRICE WAR

(Continued from page 15)

put on notice recently when the distrib neglected disks for TV. As a result, a large quantity of major line platters have been circulating at special prices. Some indie manufacturers aware that certain transshipping retailers pay better, and even service out-of-town markets better than their regular distributors, have made their catalogs available to these parties at approximately distributor prices, then shut their eyes to what followed. Naturally, the retailers have been able to cut prices and still come out well over on the profit side of the ledger.

## Sydney Ork Gives Boff Free Concerts

SYDNEY, Dec. 10.—Last year open air concerts held in the Melbourne Botanical Gardens were an outstanding success. Late in November the idea was tried again in Sydney when the Sydney Symphony Orchestra, under the conductorship of Eugene Goossens, held a concert in Hyde Park. Some 25,000 people attended. The success will possibly mean that a regular series of these concerts will be held by the symphony orchestra on Sundays interspersed with band recitals by some of the many city bands. No charge is made for these concerts in Melbourne or Sydney.

# Cincy Shop Rings Sales Via Proper Ad, Display Planning

(Continued from page 15)

windows, school windows or furniture windows.

## Order Is Necessary

"However," says Miss McDonald, "advertising and displays can do nothing if the department itself is not in order. The first rule of our shop is cleanliness and orderliness. That is because we know that customers like to browse. If merchandise is jumbled, then they lose interest. We also concentrate on keeping the department as colorful as possible. Changing displays at least once a month and displaying new releases and hit albums are both musts.

"We have put into practice literally dozens of ways to accomplish this. In our classical section we have tried for eye-appeal by working out special color arrangements with album covers. Another means of classification consists of choosing a favorite composer, then building an entire rack around this composer's works. This can also be done with artists, symphonies, concerti and so on."

Popular albums are grouped differently—sometimes grouping nothing but new releases—a row for each major company. By watching the local papers, the store is also able to arrange displays to take advantage

of movies and personal appearances of artists in local theaters or night clubs. Whenever a recording artist gets some special publicity, the store sets up a display of the artist's disks.

## Buying Guide

On the record counter the store keeps a 12-inch size record merchandiser for the classical disks most in demand. This, according to Miss McDonald, is also a good spot for clearing out overstock on various items. Three 10-inch counter merchandisers are also used for current hits.

Popular albums are always grouped by company and numerically arranged on the shelves. Classical album stock, however, is arranged alphabetically according to composer and then further broken down again for concerti, sonatas, symphonies, etc.

Customer-wise, the department's staff is trained to make each potential buyer feel like an honored guest. "There are thousands of ways to show the customer that you care," says Miss McDonald, "but to sum them all up, I would say, treat him as you would like to be treated if you were the customer. So far this policy has proved to be successful. There's no reason why, in the future, we

# Music—As Written

## Cornell Quitting Kaye; To Wax for Victor

Warbler Don Cornell steps out of the Sammy Kaye band beginning with the new year to work as a single. Cornell has been signed to a term recording pact with RCA Victor.

## Frontalini To Bring Italian Accordion Troupe

Alfredo Frontalini, Italian accordion manufacturer, returned to Europe Saturday (10) with arrangements virtually set for bringing his 28-piece accordion symphony here next March. Purpose of the tour, which S. Hurok will book, is to introduce the new-type Frontalini accordions emulating various orchestral instruments. Two Carnegie Hall concerts have been planned for March. Cetra-Soria will import records cut by the outfit in Italy. Musical material scored for the instrument will be sold here thru Leeds Music. Frontalini expects to drop \$20,000 on the tour itself.

## Esoteric Makes Schoenberg Disk With Mitropoulos

Esoteric Records, a new longhair indie, last week obtained the services of New York Philharmonic conductor Dimitri Mitropoulos for a special waxing marking the 75th birthday of modern composer Arnold Schoenberg. Special releases for Mitropoulos's services were granted by the Philharmonic and by Columbia Records, to whom he is under contract. The work recorded was the "Serenade for Septet and Baritone voice (1923). The conductor has been a special "sponsor" of the work, having also presented it last month at the Museum of Modern Art in New York.

## Troob Buys Plastic-Ware Plant

The Plastic-Ware record pressing plant, New York, has been purchased by Lester Troob and will henceforth be operated as Windsor Record, Inc. The six-press indie produces plastic disks exclusively, including long-playing platters. Troob is also an exec with Young Peoples' Records.

## Apex Studios Expand To Meet Indie Demands

Apex Recording Studios, New York, servicing a flock of indie labels, has expanded its space and facilities. The move was necessitated mainly by demands of many indies for tape and microgroove recording. The outfit has added a new studio and now operates on a 'round-the-clock, seven-days-a-week basis.

## Valdez and Ramirez Back With Victor

Miguelito Valdez and Carlos Ramirez, Latin-American artists, have returned to the RCA Victor artist roster after an absence of several years. The concert bary, Ramirez, who formerly recorded for Victor Red Seal disks, will cut exclusively for the Latin department under the supervision of Herman Diaz. Valdez, now at the New Hilton Hotel, San Juan, with his own crew, cut for the label some years ago as featured member of the Xavier Cugat and Casino De La Playa orks.

## New York:

Nat Shapiro, Mercury flack, will marry Vera Miller, doctor of philosophy in sociology, December 30.

The New York Philharmonic Symphony Orchestra will play the Roxy Theater here sometime early next summer with its regular conductor, Dimitri Mitropoulos, at the helm. . . . Victor thrush and "Kiss Me, Kate" feature, Lisa Kirk doubles into the Persian Room of the Hotel Plaza beginning December 29. . . . Mrs. Billy Eckstine underwent an operation here last week at Jewish Memorial Hospital. . . . The Three Flames were inked to an MGM recording pact. . . . Mr. and Mrs. Lou Weiss, he's an agent with the William Morris Agency, have a new son, Jeffrey Gordon, born November 18.

Milton Shrednik, pianist-arranger-music director of KOA, National Broadcasting Company (NBC) affiliate in Denver, was in town vacationing last week. . . . Fred Montilla's Discos Cafamo label will now be known simply as Cafamo. The Latin diskery topper returned from Cuba last week with 10 new sides featuring Los Universitarios, Myrta Silva and Sonora Matancera. . . . Horace Bloom has joined Lincoln Records as sales manager. . . . Gene Gold, former Eastern sales rep for Rondo Records, has left that diskery to join Sy Newton in Cobra Records. Gold is father of a new baby girl, Kathryn Ellen. . . . Hot Lips Page and his band go into the Apollo Theater the week of December 16.

Margo Record Company, Latin American disk producer, has been purchased by Estaban and Jaime Taronju. . . . Marion Bruce, star of the "Front Row Center" DuMont-TV show, opened a limited engagement at the Blue Angel December 2. . . . Warbler Tony Valentine, a Godfrey "Talent Scouts" winner, has signed a non-exclusive pact with the new Perri Record Company. He cut six sides for the label recently. Valentine has been signed to a five-year personal management deal by Eddie White.

Les Brown has signed to do transcriptions for the World Broadcasting System; the first release goes to World subscribers in January. . . . Sally and Marvin Clark, who wrote and warbled the "Game of Broken Hearts" sleeper on Dart Records, have been signed by London, for which they etched four sides. . . . Joe Liebowitz, formerly with De Luxe, has started his own label, to be known as "Original," out of Linden, N. J. . . . Regal Records has inked Doc Sausage and Betti Mays. . . . Al Freedman, formerly Coast rep for Porgie Music, has replaced Chick Kardale, Chicago man for Hill & Range.

Booker Jack Archer has cut out of Ed Fishman's Federal Artists Booking outfit to go back into the personal management field, with the Three Brown Buddies among his first clients. . . . Sister Rosetta Tharpe drew 7,000 into Ryman's Auditorium, Nashville, Thanksgiving Day. . . . Sonny Dunham will reorganize and do a series of dates for the Christmas and New Year's season. . . . Lucky Millinder and his show are skedded for the Apollo Theater here for the week beginning December 9. Nellie Lutcher will do her first one-nighters on a tour which will tee off at the beginning of April. . . . Tommy Turk, upcoming jazz trumpeter, sliced

**DECCA**  
*Presents*

**THE ORIGINAL CAST ALBUM**  
of Broadway's Big New Musical Hit

*The Playwrights' Company*  
Musical Production

# LOST IN THE STARS

MUSIC BY  
**KURT WEILL**

WORDS BY  
**MAXWELL ANDERSON**

DIRECTED BY  
**ROUBEN MAMOULIAN**

WITH  
**TODD DUNCAN**  
and members of the New York Production

**Selections include:** THE HILLS OF IXOPO—THOUSANDS OF MILES—TRAIN TO JOHANNESBURG—THE LITTLE GREY HOUSE—WHO'LL BUY?—TROUBLE MAN—MURDER IN PARKWOLD—FEAR—LOST IN THE STARS—O TIXO, TIXO, HELP ME—STAY WELL—CRY, THE BELOVED COUNTRY—BIG MOLE—BIRD OF PASSAGE.



DECCA ALBUM DAU-738  
Six 10-in. Deccalite® Records  
Price \$6.75 (plus tax)  
\*Unbreakable under normal use  
DL 8028 • 12-in. Long Play  
Unbreakable Record  
Price \$4.85 (Incl. Fed. Tax)



**NOW available in 2 speeds!** 78 RPM 33 1/3 RPM

Fran is the "ENVY" of most singers!  
LOOK Magazine

VICTOR'S  
VERSATILE  
VIBRANT  
VOICE . . .



FRAN  
**WARREN**  
Singing  
"THIS IS WHERE  
LOVE WALKS OUT"  
RCA Victor Records  
78 rpm  
20-3587  
45 rpm  
47-3086

The Billboard MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART I

Based on reports received last three days of Week Ending December 9

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of degree of each song's popularity as measured by survey features of The Billboard's Music Popularity

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week Last Week

- 1. MULE TRAIN** 1  
By Hy Heath, Johnny Lange and Fred Glikeman  
Published by Walt Disney (ASCAP)  
From Republic's "Singing Guns"

Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 895; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Culpeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399; Val Tino, Dana 2059.  
[No information on electrical transcription libraries available as The Billboard goes to press.]
- 2. I CAN DREAM, CAN'T I!** 2  
By Irving Kahn and Sammy Fain  
Published by Chappell (ASCAP)

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; I. Benke Ork, V178120-3553; (45)47-3046; G. Gray Ork, Coral 40106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092.  
Electrical transcription libraries: Tex Benke, Thesaurus; Leith Stevens Ork, Standard
- 3. A DREAMER'S HOLIDAY** 6  
By Kim Gannon and Mabel Wayne  
Published by Shapiro-Bernstein (ASCAP)

Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V178120-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070.  
Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World
- 4. SLIPPING AROUND** 4  
By Floyd Tillman  
Published by Peer, Intl. (BMI)

Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581; (33)2-216; E. Tubbs, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505.  
Electrical transcription libraries: Texas Jim Lewis, Standard.
- 5. DON'T CRY, JOE** 5  
By Joe Marsala  
Published by Harms, Inc. (ASCAP)

Records available: J. Desmond, MGM 10518; J. Hall, V178120-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55058.  
Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.
- 6. THAT LUCKY OLD SUN** 3  
By Smith-Gillespie  
Published by Robbins Music Corp. (ASCAP)

Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57-726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V178120-3533; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.  
Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.
- 7. RUDOLPH THE RED-NOSED REINDEER** 7  
By Johnny Marks  
Published by St. Nicholas (ASCAP)

Records available: G. Autry, Col178138610, (33)1-375; P. Wing-R. Case Ork, V (A/B) V-3531
- 8. DEAR HEARTS AND GENTLE PEOPLE** 7  
By Bob Hilliard and Sammy Fain  
Published by E. H. Morris (ASCAP)

Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V178120-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757.  
Electrical transcription libraries: Kay Armen, Associated.
- 9. THE OLD MASTER PAINTER** 10  
By Bessie Smith and Haven Gillespie  
Published by Robbins (ASCAP)

Records available: P. Harris Ork, V178120-3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Larson, London 559; J. Paris, National 9094; F. Sinatra, Col 38650.  
[No information on electrical transcription libraries available as The Billboard goes to press.]
- 10. JEALOUS HEART** 9  
By Jennie Lou Carson  
Published by Acuff-Rose Publications (BMI)

Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence V178120-3539; (45)47-3029; A. Morgan Ork, London 500; J. Owens, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nabel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 44021; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255.  
Electrical transcription libraries: Bob Crosby, Standard; Johnny Guarnieri, Thesaurus.

NOTE: The following Christmas standard which should have been included in the "HONOR ROLL OF HITS" was omitted due to the temporary nature of its popularity and in order to allow for the inclusion of regular popular hit tunes: "White Christmas"

# Out now! Disney's new "Cinderella" hits —by RCA Victor top names!



## PERRY COMO

The film's big song! All America will hum it!

### A DREAM IS A WISH YOUR HEART MAKES

Backed by a Cinderella "language" hit—  
the "Mairzy-Dotes" of 1950!

**BIBBIDI-BOBBIDI-BOO** (The Magic Song)  
RCA VICTOR 20-3607 (47-3113\*)

## VAUGHN MONROE

Waltz-time love song of Cinderella and the Prince!

### SO THIS IS LOVE

RCA VICTOR 20-3606 (47-3112\*)



Cinderella's original film voice signs with  
RCA Victor BLUEBIRD Records!

## ILENE WOODS

2 great Cinderella sides...  
BLUEBIRD-priced for quick turnover!

**BIBBIDI-BOBBIDI-BOO** (The Magic Song)

and **SO THIS IS LOVE** BLUEBIRD 30-0019 (54-0014\*)

Coming soon! **THE FONTANE SISTERS**

**THE CINDERELLA WORK SONG**

The stars who make the hits are on...

# RCA Victor Records

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

### THIS WEEK'S RELEASE

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

#### POPULAR

- |                          |                                      |
|--------------------------|--------------------------------------|
| Copper Canyon            | LISA KIRK                            |
| Confidentially           | 20-3610 (47-3116*)                   |
| Wedding Samba            |                                      |
| Theme from The Third Man | IRVING FIELDIS<br>20-3611 (47-3117*) |
| Melissa                  | WAYNE KING                           |
| Come Dance With Me       | 20-3612 (47-3118*)                   |

#### COUNTRY AND WESTERN

- |                                    |   |
|------------------------------------|---|
| Mommy May I Take My Doll To Heaven | ROY ROGERS  |
| Little Hula Honey                  | 21-0148 (48-0152*)  |
| The Day Of Wrath                   |   |
| I've Got A Home Up In Glory        | THE CARTER SISTERS<br>AND MOTHER MAYBELLE<br>21-0149 (48-0153*) |

#### BLUES

- |                         |                                 |
|-------------------------|---------------------------------|
| I'll Find My Way        |                                 |
| That's Her Own Business | TAMPA RED<br>22-0057 (50-0041*) |

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



### THE CERTAIN SEVEN

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

- A DREAMER'S HOLIDAY — Perry Como 20-3543=47-3036\*
  - I'VE GOT A LOVELY BUNCH OF COCONUTS — Freddy Martin 20-3544=47-3037\*
  - THERE'S NO TOMORROW — Tony Martin 20-3582=47-3078\*
  - MULE TRAIN — Vaughn Monroe 20-3600=47-3106\*
  - THAT LUCKY OLD SUN — Vaughn Monroe 20-3531=47-3018\*
  - C-H-R-I-S-T-M-A-S WILL SANTSY COME TO SHANTY TOWN — Eddy Arnold 21-0124=48-0127\*
  - CLAIR DE LUNE — Jose Iturbi 11-8851=49-0176\*
- \*Also Available on 45 RPM

Sleeper of the year zooms up!  
**THE 3 SUNS**  
CLOSE YOUR EYES AND DREAM  
20-3593 (47-3079\*)

Blues hit booms ahead!  
**TAMPA RED**  
WHEN THINGS GO WRONG  
Just out!  
I'LL FIND MY WAY  
22-0057 (50-0041\*)

Over 50,000 of these changers moving every month... over 50,000 new record-sales opportunities every month! How's YOUR stock of "45's"?

THE "45" MARKET IS BOOMING—WITH THE  
WORLD'S FASTEST, LOWEST-PRICED AUTOMATIC CHANGER!

ONLY \$12<sup>95</sup>

Plays thru any set!



FIRST SHIPMENT...  
**SOLD RIGHT OUT**  
**SAMMY KAYE**

**"ECCLES"**

**RCA VICTOR RECORDS**  
 78 rpm 20-3595 45 rpm 47-3101

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Sheet Music**  
 PART II

Based on reports received last three days of Week Ending December 9

**BEST-SELLING SHEET MUSIC**

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

POSITION			Song	Publisher
Weeks to date	Last Week	This Week		
9	1	1	A DREAMER'S HOLIDAY (R)	Snapiro-Bernstein
1	—	2	RUDOLPH, THE RED-NOSED REINDEER (R)	St. Nicholas
3	12	3	WHITE CHRISTMAS (R)	Berlin
10	2	4	I CAN DREAM CAN'T I? (R)	Chappell
4	7	5	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
3	—	6	HERE COMES SANTA CLAUS (R)	Western
16	4	7	THAT LUCKY OLD SUN (R)	Robbins
1	—	8	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
10	3	9	DON'T CRY, JOE (R)	Harms, Inc.
6	5	10	MULE TRAIN (F) (R)	Walt Disney
1	—	11	WINTER WONDERLAND (R)	Bregman-Vocco-Cohn
2	16	12	ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH (R)	Witmark
10	6	13	SLIPPING AROUND (R)	Peer, Int.
2	14	14	THE OLD MASTER PAINTER (R)	Robbins
13	12	15	HOP SCOTCH POLKA (R)	Cromwell
1	—	16	MERRY CHRISTMAS POLKA (R)	Alamo
1	—	17	YOU'RE ALL I WANT FOR CHRISTMAS (R)	Porgie
15	8	18	JEALOUS HEART (R)	Acuff-Rose
22	9	19	YOU'RE BREAKING MY HEART (R)	Algonquin
3	15	20	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell

NOTE: Due to the appearance on the Popularity Chart of Christmas Standards, we are listing more than the usual 15 popular songs.

**ENGLAND'S TOP TWENTY**

POSITION			Song	English	American
Weeks to date	Last Week	This Week			
8	1	1	YOU'RE BREAKING MY HEART	Chappell	Algonquin
3	3	1	HARRY LIME THEME	Chappell	Chappell
3	7	3	HOP SCOTCH POLKA	Leeds	Cromwell
16	2	4	I DON'T SEE ME IN YOUR EYES ANY MORE	Connelly	Laurel
15	4	4	CONFIDENTIALLY	Chappell	*
28	5	6	FOREVER AND EVER	Francis Day	Robbins
3	15	6	SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	Al Gallico
3	9	8	I'LL STRING ALONG WITH YOU	Feldman	Witmark
16	8	9	LEICESTER SQUARE RAG	Norris	*
12	6	10	WEDDING SAMBA	Leeds	Duchess Music
5	12	10	MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
9	14	10	ROSE IN A GARDEN OF WEEDS	Box and Cox	Leeds
12	10	13	SHAWL OF GALWAY GREY	Connelly	*
2	20	13	DECEMBER	Bradbury Wood	*
21	10	15	CARELESS HANDS	Edwin Morris	Melrose Music
2	20	16	IS IT TOO LATE?	Kastner	*
3	19	17	KISS IN YOUR EYES	Bosworth	*
36	16	18	HOW CAN YOU BUY KILARNEY?	Peter Maurice	Leeds
20	—	19	WHILE THE ANGELUS WAS RINGING	Southern	Charles K. Harris
22	12	20	ECHO TOLD ME A LIE	Chappell	Chappell

\*Publisher not available as The Billboard goes to press.

**SUBSCRIPTION ORDER FORM**

**The Billboard**  
 2160 Patterson St.  
 Cincinnati 22, Ohio

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

Name .....  \$10 enclosed  
 Address .....  Bill me  
 City ..... Zone ... State .....

Sweet... sentimental... the sort of song that sets 'em singing!



# Jo STAFFORD sings

A NEW, BEAUTIFUL BALLAD IN LULLABY MOOD

# "Scarlet Ribbons (FOR HER HAIR)"

With Vocal Group and Paul Weston and His Orchestra

## "HAPPY TIMES"

Flipover:

From the Warner Bros. Picture "Inspector General" Capitol No. 57-785  
78 rpm

### Other Great Stafford Hits

- "The Last Mile Home" and "Ragtime Cowboy Joe" . . . . . Capitol No. 57-710
- "If I Ever Love Again" and "Red River Valley" . . . . . Capitol No. 57-742
- JO STAFFORD with GORDON MacRAE "Echoes" and "Bibbidi-Bobbidi-Boo (The Magic Song)" . . . . . Capitol No. 57-782
- JO STAFFORD with JOHNNY MERCER "(Yodel Blues) They Talk a Different Language" and "It's Great To Be Alive!" . . . . . Capitol No. 793



First with the Hits from Hollywood!

The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Based on reports received last three days of Week Ending December 9



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Position	Weeks Last	This Week	Title	Artist	Label
5	1	1	MULE TRAIN	F. Laine-M. Miller Ork.	Mercury 5345-ASCAP
10	2	2	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork.	Dec 24705-ASCAP
13	3	3	SLIPPING AROUND	J. Wakely and M. Whitling-Cap	57-40224-BMI
5	5	4	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
16	4	5	THAT LUCKY OLD SUN	F. Laine	Mercury 5316-ASCAP
10	7	6	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036-ASCAP
12	6	7	DON'T CRY, JOE	G. Jenkins	Dec 24720-ASCAP
8	24	8	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368-ASCAP
4	12	9	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
6	9	10	DON'T CRY, JOE	R. Flanagan Ork.	Bluebird 30-0007-ASCAP
1	—	10	THE OLD MASTER PAINTER	R. Hayes-M. Miller Ork.	Mercury 5342-ASCAP
4	10	12	MULE TRAIN	V. Monroe	V 20-3600-ASCAP
3	22	13	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
5	8	14	I CAN DREAM, CAN'T I?	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377-ASCAP
2	15	15	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby	Dec 24798-ASCAP
7	14	16	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork.	V(78)20-3554; (45)47-3047-ASCAP
11	11	17	DON'T CRY, JOE	F. Sinatra	Col(78)38555; (LP)1-315-ASCAP
12	13	18	THAT LUCKY OLD SUN	V. Monroe Ork.	V(78)20-3531; (45)47-3018-ASCAP
4	20	18	I WANNA GO HOME	P. Como-Fantone Sisters	V(78)20-3586; (45)47-3082-ASCAP
4	29	20	I CAN DREAM, CAN'T I?	T. Beneke Ork.	V(78)20-3553; (45)47-3046-ASCAP
5	20	21	A DREAMER'S HOLIDAY	R. Anthony Ork.	Cap 57-761-ASCAP
9	23	22	ENVY	F. Warren	V(78)20-3551; (45)47-3044-BMI
4	15	22	MULE TRAIN	G. MacRae	Cap 57-777-ASCAP
7	17	24	A DREAMER'S HOLIDAY	B. Clark	Col(78)38599; (LP)1-353-ASCAP
18	18	25	SOMEDAY	V. Monroe	V(78)20-3510; (45)47-2986-BMI
17	26	26	WHISPERING HOPE	J. Stafford-G. MacRae-P. Weston Ork.	Cap 57-690-ASCAP
1	—	27	I MUST GO NUTS AT CHRISTMAS	Y. Yorgesson	Cap 57-781
1	—	28	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col 90049-V
3	26	29	THE OLD MASTER PAINTER	S. Lanson	London 555-ASCAP

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, December 2, 8 a.m., and ending Friday, December 9, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Dream Is a Wish Your Heart Makes (F) (R)	Walt Disney-ASCAP
A Dreamer's Holiday (R)	Shapiro-Bernstein-ASCAP
A Thousand Violins (F) (R)	Paramount-ASCAP
Ain't She Sweet? (R)	Advanced-ASCAP
Bibbidi-Bobbidi-Boo (F) (R)	Walt Disney-ASCAP
Bye, Bye Baby (R)	J. J. Robbins-ASCAP
Crocodile Tears (R)	Johnstone-Montel-BMI
Dear Hearts and Gentle People (R)	E. H. Morris-ASCAP
Don't Cry, Joe (R)	Harms, Inc.-ASCAP
Envy (R)	Encore-BMI
Happy Times (R)	Harms, Inc.-ASCAP
Hop Scotch Polka (R)	Cromwell-ASCAP
Hush, Little Darlin' (R)	Michael-BMI
I Can Dream, Can't I? (R)	Chappell-ASCAP
I Never See Maggie Alone (R)	Bourne-ASCAP
I've Got a Lovely Bunch of Coconuts (R)	Cornell-ASCAP
Jealous Heart (R)	Acuff-Pose-BMI
Last Mile Home (R)	Leeds-ASCAP
Merry Christmas Polka (R)	Aiamo-BMI
Mule Train (R)	Walt Disney-ASCAP
River Seine (R)	Remick-ASCAP
Room Full of Roses (R)	Hill & Range-BMI
Rudolph, the Red-Nosed Reindeer (R)	St. Nicholas-ASCAP
She Wore a Yellow Ribbon (F) (R)	Regent-BMI
Slipping Around (R)	Peer, Int.-BMI
Stay Well (M) (R)	Chappell-ASCAP
That Lucky Old Sun (R)	Robbins-ASCAP
The Old Master Painter (R)	Robbins-ASCAP
You Told a Lie (R)	Bourne-ASCAP
Younger Than Springtime (M) (R)	Williamson-ASCAP
You're Breaking My Heart (R)	Algonquin-BMI

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugh accord ing to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial in strumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

(F) indicates tune is from film; (M) indicates tune is from legiti mate musical; (R) indicates tune is available on records.

Week of December 2 to December 8

Songs	Publisher	Tot. Pts.
A Dream Is a Wish Your Heart Makes (F)	Walt Disney	102
A Dreamer's Holiday	Shapiro-Bernstein	140
A Thousand Violins (F)	Famous	95
Be the Good Lord Willing	Blossom	66
Bibbidi-Bobbidi-Boo (F)	Walt Disney	82
Dear Hearts and Gentle People	E. H. Morris	142
Don't Cry, Joe	Harms, Inc.	218
Envy	Encore	75
Festival of Roses	Witmark	69
Hop Scotch Polka	Cromwell	74
Hush Little Darlin'	Michael	70
I Can Dream, Can't I?	Chappell	175
I Never See Maggie Alone	Bourne	139
I've Got a Lovely Bunch of Coconuts	Cornell	100
Jealous Heart	Acuff-Rose	77
Mule Train (F)	Walt Disney	161
River Seine	Remick	99
Rudolph, the Red-Nosed Reindeer	St. Nicholas	116
Santa Claus is Comin' to Town	Feist	128
Slipping Around	Peer, Int.	129
Stay Well (M)	Chappell	89
That Lucky Old Sun	Robbins	107
The Last Mile Home	Leeds	96
The Old Master Painter	Robbins	92
Way Back Home	Bregman-Vocco-Conn	66
White Christmas	Berlin	179
Winter Wonderland	Bregman-Vocco-Conn	78
You're Breaking My Heart (M)	Williamson	71

Vox Jox

STRICTLY FROM DIXIE . . . Robin Bright has moved from WKLO, Louisville, to WIRE, Indianapolis. . . . Jeff Davis triples at WSFT, Thomaston, Ga., as jock, sales rep and scripter. . . . Jerry Richardson, KVOW, Littlefield, Tex., writes that his big trouble is securing latest releases. There's no record shop in his town and he "has to scour all over Texas." . . . Jonny Williams is preaching the pop gospel at WSFT, Thomaston, Ga., but says it's tough making inroads against the established hillbilly tastes of the listeners. . . . Jack Moran has taken over Gerry Condon's slot at WMON, Montgomery, W. Va. . . . Bob Murphy, WJMR, New Orleans, salutes a different section of the city daily on his *Hi, Neighbor* show. He also awards cash prizes to listeners called on the phone who correctly identify the sponsor being plugged at the time. . . . Dick Richmond piloted the ceremonies for the opening of the new WJBW studios in New Orleans. . . . Don Evans has switched from WGKV to WCHS, Charleston, W. Va.

WESTERN WHIRL . . . Maury McGill

WLIO, East Liverpool, O., has been traveling around taping interviews with names visiting that part of the country, including Billy Eckstine, Three Suns, Nat Cole and Woody Herman. . . . Jerry Kirby, WKBB, Dubuque, Ia., has been co-ordinating programs with movie promotions on *Jolson Sings Again* and *Red, Hot and Blue*. . . . Bill Silbert, WXYZ, Detroit, reports that Sam Levene, Lynn Bari, Alang Young and June Christy quessed on his show in one week. . . . Bob Maxwell, WWJ, Detroit, emcee for the annual Goodfellows' Benefit Show, reaped a harvest of 42 radio sets when he read an appeal from a hospital patient. . . . Chuck Maxwell, formerly with KFDX, Wichita Falls, Tex., now with WREN, Topeka, Kan. . . . Len Allen, KLO, Ogden, Utah, and Al Warden, sports editor of *The Ogden Standard Examiner*, are carrying on a friendly feud. . . . Bob Burch, KGHF, Pueblo, Colo., is garnering plenty of newspaper space in appealing for a diet for an alligator sent to him from a friend in Florida. . . . Betty Nickel, WHK, Cleveland, used transcribed interviews with Ray Perkins, Dinah Shore, Betty Garrett, Larry Parks and Johnny Desmond to fill in her show when she made a mo'or trip to the West Coast. . . . Bob Morrison, formerly musical director at WSUI-KSUI, Iowa City, Ia., is now a staffer at KBUR, Burlington, Ia. . . . Brooke Taylor, formerly with WJW, Cleveland, is now program director of WJMO, that city.

PUBSERV STINTS . . . All the jocks at

WTMN, St. Johnsbury, Vt., recently teamed up on a three-hour spin for the USO and the local youth athletic fund. The participants, Dave Mohr, Ted Crowley, Paul Paulsen, Ken Mudgett, Don Thurston and George Peterson, raised \$320 in the stunt. . . . Bob Elliott, WTOD, Toledo, has listeners send a gift to a shut-in; he sends a similar gift in return to some other shut-in. . . . Sid Dickler and Pat Haley, WMCK, McKeesport, Pa., are skedding three Saturday night live talent shows, proceeds to go to *The Pittsburgh Press's* "Old Newsboy" campaign for underprivileged kids. Dickler's four-year-old son will help his dad and "Uncle" Pat in their drive by asking for donations over the air. . . . Tom Colton, Ware, Mass., had people from each of the groups benefiting from the local Community Fund make station-break spots on why listeners should give to the fund. . . . Andy Andrist, marathon mahout of a six-hour 45-minute Sunday stint at KNGS, Hanford, Calif., recently devoted the last three hours of the show to the local and national TB association, featuring a live commercial every 15 minutes followed by e.t.'s of celebs urging purchase of Christmas seals, and interviews each half-hour with local fund officials.

MOUNTAIN MUSICKERS . . .

Hank Penny, King Records artist, runs a platter session, country style, from Los Angeles' Riverside Rancho over EGIL, San Fernando, Calif. . . . "Sherty," folk jock at WIMS, Michigan City, Ind., reads exchanges of news and views with other rural record riders on his show. . . . Ramblin' Lou, WJIL, Niagara Falls, N. Y., plunks a guitar and warbles between disks; also has his own hillbilly band and emcees a Saturday jamboree featuring live name country talent. . . . Howard McCurry is mcurrying local favor for his hillbilly show at WSTP, Salisbury, N. C., by using "a southern drawl with a Cornish accent" in his patter, so he tells us. . . . Hank Harrel, program director and chief announcer at KSEL, Lubbock, Tex., does a program of live Western and folk tunes as "Hank the Cowhand" in addition to daily folk platter programs. . . . Blake Tabor, the "Kernel Korn" of KISD, Madison, S. D., says he's strictly hillbilly because "that's my bread and butter." He bemoans the indifference of the majors to his disk needs, and says he'll stick with the indies if the big companies need no plugs. Dale Dwelley and his spouse Janet do a Mr. and Mrs. Western platter show Saturday nights under the monicker "Tandala's Hokey-lake Jamboree" at KSUE, Susanville, Calif. . . . Jack

*everybody raves when*

# MINDY

# CARSON

*sings*

Currently  
**ROXY**  
New York



**NBC**  
Mon., Wed., Fri.  
11:15 P.M. E.S.T.

## "All The Bees Are Buzzin' 'Round My Honey"



### RCA VICTOR RECORDS



78 rpm 20-3602

45 rpm 47-3108

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending December 9

PART IV



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last	This to date	Record Title	Artist	Label
6	1	1	MULE TRAIN	F. Laïne-M. Miller Ork	Mercury 5345-ASCAP
13	2	2	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork	Dec 24705-ASCAP
14	3	3	SLIPPING AROUND	J. Wakely and M. Whitling	Cap 57-40224-BMI
15	6	4	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720-ASCAP
9	7	5	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543, (45)47-3036-ASCAP
17	4	6	THAT LUCKY OLD SUN	F. Laïne	Mercury 5316-ASCAP
5	3	7	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
3	11	8	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38610, (LP)1-375-ASCAP
6	9	9	THERE'S NO TOMORROW	T. Martin	V(78)20-3582, (45)47-3078-ASCAP
3	18	10	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
2	24	11	I YUST GO NUTS AT CHRISTMAS	Y. Yorgesson	Cap 57-781
21	11	12	JEALOUS HEART	A. Morgan Ork	London 500-BMI
18	13	12	WHISPERING HOPE	J. Stafford & G. Mac-A Thought In My Heart	Cap 57-690-ASCAP
8	8	14	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554, (45)3047-ASCAP
4	10	15	MULE TRAIN	V. Monroe Ork	V 20-3600-ASCAP
1	-	16	THE OLD MASTER PAINTER	R. Hayes-M. Miller Ork	Mercury 5342-ASCAP
13	15	17	THAT LUCKY OLD SUN	V. Monroe Ork	V(78)20-3531, (45)47-3018-ASCAP
1	-	17	CHARLEY, MY BOY	R. Morgan Ork	Dec 24812
1	-	19	YINGLE BELLS	Y. Yorgesson	Cap 57-781
9	20	20	CANADIAN CAPERS	Doris Day	Col(78)38595, (LP)1-353-ASCAP
7	27	21	DON'T CRY, JOE	F. Sinatra	Col(78)38555, (LP)1-315-ASCAP
4	18	22	A DREAMER'S HOLIDAY	B. Clark	Col(78)38549, (LP)1-360-ASCAP
1	-	22	JEALOUS HEART	J. Garber Ork	Cap 57-759-BMI
11	16	24	JOHNSON RAG	J. Teter Trio	London 501-ASCAP
1	27	24	THE OLD MASTER PAINTER	D. Haymes	Dec 24801-ASCAP
3	-	24	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605, (LP)1-368-ASCAP
2	-	27	DEAR HEART AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24793-ASCAP
1	-	28	THE LORD'S PRAYER	P. Como	V(45)52-0071
3	-	29	I CAN DREAM, CAN'T I?	T. Beneke Ork	V(78)20-3553, (45)47-3046-ASCAP
12	27	30	HOP SCOTCH POLKA	G. Lombardo Ork	Dangerous Dan McGrew
7	14	30	I'LL NEVER SLIP AROUND AGAIN	J. Wakely	Cap 57-40246-BMI
1	-	30	WHITE CHRISTMAS	B. Crosby	

CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last	This to date	Record Title	Artist	Label
6	7	1	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38610; (LP)1-375
10	2	2	BOZO AND THE BIRDS	P. Colvig-B. May Ork	Cap DBX-3033
16	3	3	BUGS BUNNY IN STORYLAND	Mel Blanc-A. Livingston	Cap DBX-3021
10	1	4	WOODY WOODPECKER AND HIS TALENT SHOW	M. Blanc-B. May Ork	Cap DBX-3032
79	5	5	LITTLE TOOT	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
3	6	6	RUDOLPH, THE RED-NOSED REINDEER	P. Wing-R. Case Ork	V Y-353
2	9	7	NIGHT BEFORE CHRISTMAS	M. Cross-RCA Victor Ork	V Y-20
79	4	8	BOZO AT THE CIRCUS	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
2	8	8	LITTLEST ANGEL	L. Young-Ken Darby Choir and Ork	Dec DA-399
35	13	8	JOHNNY APPLESEED	Dennis Day	V P-368
37	-	11	SO DEAR TO MY HEART	Walt Disney-A. Livingston	Cap BD-124; Cap DD-109
31	14	12	PECOS BILL	Roy Rogers-Sons of the Pioneers	V Y-375
37	-	13	BAMBI	S. Temple-Chorus; P. Smith, director	V Y-395
22	14	14	THREE LITTLE PIGS	W. Disney-Don Wilson	Cap DBX-3013
56	-	15	BOZO SINGS	Alan Livingston-Vance "Pinto" Colvig	Cap(78)DBS-84; (45)CBSF-3002

CLASSICAL SINGLES

215	1	1	Glaïr de Lune	Jose Iturbi	V(78)11-8851, (45)49-0176
29	1	2	Bachianas Brasileiras	B. Sayao	Col 71760-D
161	3	3	Jalousie	Boston Pops Ork, Arthur Fiedler, conductor	V-12160
156	4	4	Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863, (45)49-0252
14	-	4	Ave Maria	Marian Anderson	V-15425
2	4	4	Sleigh Ride	Boston Pops Ork, Arthur Fiedler, conductor	V 10-1484

CLASSICAL ALBUMS

4	2	1	Beethoven: Symphony No. Three in E Flat Major, Op. 55 (One Record)	The Philharmonic Symphony Ork of New York, B. Walter, conductor	Col(78)MM-858, (LP)ML-4228
1	-	1	Memories of Caruso (Three Records)	Enrico Caruso	V DM-1929
4	1	3	Beethoven: Symphony No. 9 in D Minor, Op. 125 (Eight Records)	The Philharmonic Symphony Ork of New York, B. Walter, director; I. Gonzalez, E. Nikolaidi, R. Jobin, M. Harrell, The Westminster Choir	Col(78)MM-900, (3)5L-156
108	3	4	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, conductor, Philadelphia Ork	V 1020
28	-	4	I Can Hear It Now (Five Records)	Edward R. Murrow, Narrator, Col MM-800; ML-4095	
5	-	4	Offenbach: Gaité Parisienne Columbia Symphony Ork (One Record)	E. Kurtz, conductor	Col(LP)ML-4233

POP ALBUMS

31	1	1	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (LP)ML-4180
5	2	2	MERRY CHRISTMAS	Bing Crosby-Andrews Sisters	Dec A-550
3	7	3	TWAS THE NIGHT BEFORE CHRISTMAS	F. Waring and His Pennsylvanians	Dec A-480
15	3	4	JOLSON SINGS AGAIN	A. Jolson	Dec(78)716; (LP)DLP-5006
2	10	5	CHRISTMAS GREETINGS	Bing Crosby	Dec DA-715
6	4	6	THAT MIDNIGHT KISS	Mario Lanza-RCA Victor Ork	V DM-1330
3	5	7	YOUR CHRISTMAS FAVORITES	Three Suns	V P-250
2	9	7	CHRISTMAS HYMNS AND CAROLS	R. Shaw and Choir	V MO-1077
43	6	9	KISS ME, KATE	A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200; (LP)ML-4140
3	8	10	PERRY COMO SINGS MERRY CHRISTMAS MUSIC		

Dealer Doings

PHILADELPHIA . . . The Jumpin' Record Shop takes a half-hour program Sunday nights on WHAT, featuring spiritual spinnings and called Music of the People, to promote spiritual recordings. . . . A group of radio and TV dealers are setting up a fan and program television magazine to hit the stands early next year. . . . Lit Bros. set up a special window for the Metropolitan label's Just an Old-Fashioned Christmas, the department store promotion handled by Scott-Cross, local disk distributor, and Gary Stevens Music Publications, Camden, N. J. . . . Empire Record Shop is giving free albums with quantity purchases of singles. . . . Independent Music Company is putting up its \$30,000 record stock at 50 per cent off. . . . Treegood's staging a special sale offering 50 per cent off on all albums. . . . H. Royer Smith Company is taking advantage of the observance of Modern Foreign Language Week in the public schools, emphasizing its foreign language record department, particularly the album sets for self-learning of a foreign language. . . . The 10 Woolworth five-and-dime shops in the area lined up by Raymond Rosen & Company, local RCA Victor distributor, to promote the \$39.95 package of a 45 record player and a \$10 kit of records. . . . Snellenburg is putting on a special campaign for the line of "kiddie land" album sets.

FREE TIX . . . Two reserved seat tickets to a two-hour Vaughn Monroe concert were given away by Super Music Stores, Washington, with each purchase of an RCA "45" changer at \$12.95. The concert itself was sponsored by the three-store chain at Constitution Hall December 15 in one of its more ambitious promotions. Periodically, Super has been promoting shows at the small Turner's Arena, featuring spiritual singers. According to Manager Irving Feld these shows have helped build a large market for spiritual disks.

GRIPE DEPT. . . . The Louis E. Dean record-radio-music shop, Hyannis, Mass., complains that a good but inexpensive three-speed record player is sorely needed to hype disk sales. Says Mrs. Dean: "We found a few that sell for \$34.95 that were fine items, but they, too, were scarce. We have been selling a lot of 78-r.p.m. players, tho, and a batch of kiddie phonos. But we sure wish the manufacturers would make a combined announcement on their production of records in all three speeds. We hear plenty of rumors, but what we dealers need is a definite announcement so that we can get going again."

PREDICTION . . . "In the future there will be fewer record stores, but those who hang on and stock the new speeds will enjoy a better volume of business than ever before. Also each store will be able to carry a more complete catalog. Altho it means buying your stock all over again. I still think it will be well worth it."—Charles H. Hicks, Knight Radio and Electric Company, Los Angeles.

VOX JOX

(Continued from page 24)

talker at KEPO, El Paso, Tex. Saddler says he learned the worth of the rural stuff when he did an Armed Forces show on Guadalcanal as "Texas Jack."

SWITCHES . . . Bill Dorn, from WGBR, Goldsboro, N. C., to WHAN, Charleston, S. C. . . . Jerry White, prewar emcee of the Kelly's Stable jam sessions in New York, to WLOF, Orlando, Fla. . . . Scott Douglass, from WFCL, Providence, to KGIL, Sherman Oaks, Calif. . . . Tom Harvey to WVCH, Chester, Pa., to fill the spot vacated by George Kent. . . . Dave King, from WFDF, Flint, Mich., to the program director's slot at WBPZ, Lock Haven, Pa. . . . Dennis Brown to the jock spot vacated by Dale Smith, who was upped to commercial manager, at WLBB, Carrollton, Ga. Smith continues one platter show, a daily rhythm and blues stint.

JAZZ JOX

Charlie Harris, WJHP, Jacksonville, Fla., who is offering albums and an LP player for the best letters completing "I think jazz is America's own music because—" reports that the bulk of jazz fans don't come from the "frantic fringe." "So far, 40 to 50 per cent of the entries have been from housewives," he writes. . . . Charlie Cash, WTIC, Durham, N. C., whose jazz poll shows a strong response for bop, uses a mystery voice gimmick on his show—the voice of a fave jazzman. . . . Johnny Hutchinson, WGAU, Athens, Ga., sends along a revealing communique: "Sol Abrams, our nighthawk, and I have learned the hard way about bop. As long as we spin it and don't tag it bop, progressive, etc., the listeners love it. If we do tag it, we get showered with indignant calls and cards to stop blowing bop. Oh well." . . . Ted Chandler, WCAX, Burlington, Vt., expects to have a straight jazz show, fea-

**FIRST AGAIN!**

**HERE IT IS!**

**THE SMASH HIT WE'VE  
ALL BEEN WAITING FOR**

By

*America's Most Consistent  
Record Seller*



*Eddy  
Howard*

**AND HIS FAMOUS ORCHESTRA**

*"Half A Heart"*

**Has Every Indication Of Being Another "To Each His Own"**

**MERCURY NON-BREAKABLE 5349**

**COMPLETE DISC JOCKEY COVERAGE... THE DJ'S AGREE IT'S "IN"**

Only *Mercury* has the hits on **NON BREAKABLE RECORDS**

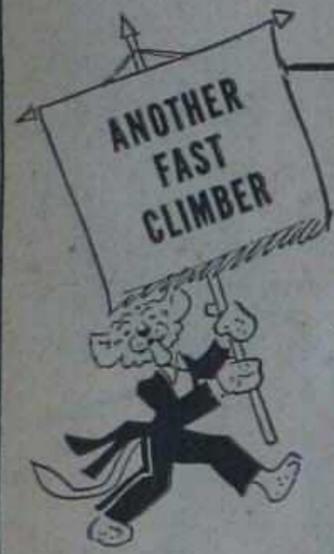
**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
 Based on reports received last three days of Week Ending December 9

PART V



**IVORY JOE HUNTER**

*Sings and Plays*  
**I ALMOST LOST MY MIND**  
**IF I GIVE YOU MY LOVE**  
 M-G-M Non-Breakable 10578



**ART LUND**

*Sings*  
**COPPER CANYON**  
**THE THREE RIVERS**  
 M-G-M Non-Breakable 10585



**JOHNNIE JOHNSTON**

*Sings*  
**YOU'RE DIFF'RENT**  
**FOOLISH TEARS**  
 M-G-M Non-Breakable 10582



**MEL TORMÉ**

*Sings*  
**GONE WITH THE WIND**  
**A COTTAGE FOR SALE**  
 M-G-M Non-Breakable 10584

PRESSED ON  
**METROLITE NON-BREAKABLE**

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT  
 300 N. W. 42nd St., New York 19, N.Y.

**MOST-PLAYED JUKE BOX RECORDS**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
5	1	1	1	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345-ASCAP
14	2	2	2	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224-BMI
12	3	3	3	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters	Dec 24705-ASCAP
15	4	4	4	THAT LUCKY OLD SUN	F. Laine	Mercury 5316-ASCAP
5	6	5	5	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
12	5	6	6	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720-ASCAP
10	7	7	7	A DREAMER'S HOLIDAY	P. Como	V(78)20-3543; (45)47-3036-ASCAP
7	9	8	8	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246-BMI
					(J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)	
15	10	9	9	JEALOUS HEART	A. Morgan Ork	London 500-BMI
13	8	10	10	THAT LUCKY OLD SUN	V. Monroe Ork	V(78)20-3531; (45)47-3018-ASCAP
6	13	11	11	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
					(C. Ravazza, Dec 24782; G. Spivak Ork, London 554)	
6	20	11	11	JOHNSON RAG	J. Teter Trio	London 501-ASCAP
					(A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hayman Quartet, Rondo 207; J. Dorsey Ork, Col 38649; C. Thornhill Ork, V(78)20-3604; (45)47-3110; P. Bailey, Harmony 1088; G. Moore, MGM 10589)	
7	11	13	13	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047-ASCAP
					(F. Martin Ork, V 20-3554; P. Scala, London 449; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; M. Blanc, Cap 57-280)	
2	19	14	14	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
3	14	15	15	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
2	23	16	16	MULE TRAIN	V. Monroe	V 20-3600-ASCAP
2	-	17	17	SLIPPING AROUND	E. Tubb	Dec 46173-BMI
2	-	18	18	CANADIAN CAPERS	Doris Day	Col(78)38595; (LP)1-353-ASCAP
					(A. Mooney Ork, MGM 10446; T. Weems Ork, Mer 5287; G. Lombardo & His Royal Canadians, Dec 24624)	
2	-	18	18	DON'T CRY, JOE	F. Sinatra	Col 38555-ASCAP
1	-	18	18	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38610; (33)-1375-ASCAP
3	20	18	18	A DREAMER'S HOLIDAY	B. Clark	Col(78)38599; (LP)1-360-ASCAP
13	18	22	22	JEALOUS HEART	J. Owens	Dec 24711-BMI
1	-	22	22	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107-BMI
					(Curly Kinsey & the Tennessee Ridge Runners, Mer 6196; M. Travis-E. Kirk-T. Ernie, Cap 57-4025; Cousin Wilbur-Blondie Brooks, Bullet 691; Delmore Bros., King 803; Eddie Crosby, Dec 46180; Fat Man Robinson Quintet, Dec 48125; S. Burke Ork, Dec 24832)	
2	28	24	24	THE OLD MASTER PAINTER	D. Haymes	Dec 24801-ASCAP
1	-	24	24	I'LL NEVER SLIP AROUND AGAIN	Wakely-Whiting	Cap 57-40246-BMI
8	25	26	26	WHISPERING HOPE	J. Stafford and G. MacRae-P. Weston Ork	Cap 57-698-ASCAP
					(T. Clayton Ork, Varsity 215; R. Flanagan Ork, Bluebird 30-0008; Andrews Sisters with V. Schoen Ork, Dec 24717; J. Taylor-The Radio Ranch Hands, Mer 6166)	
2	14	26	26	SHE WORE A YELLOW RIBBON	E. Miller Ork	Rainbow 80033-ASCAP
					(T. Tucker Ork, MGM 10572; J. Blaine, London 552; J. Culpener, Vocalion 55074; Andrews Sisters-Russ Morgan, Dec 24812; R. Flanagan Ork, Bluebird 30-0009; J. Wayne, Col 38653)	
1	-	26	26	A DREAMER'S HOLIDAY	E. Wilson-G. Jenkins Ork	Dec 24738-ASCAP
2	23	29	29	DON'T CRY, JOE	R. Flanagan Ork	Bluebird 30-0007-ASCAP
1	-	29	29	WHITE CHRISTMAS	Bing Crosby	Dec 23778-ASCAP
					(C. Spivak, Harmony 1082; R. Black Ork, Signature Hi-Tone 250; The Ravens, National 9062; Ames Bros., Coral 60113; H. Babbitt, Vocalion 55036; R. Flanagan Ork, Bluebird 30-0009; H. Paar, Horace Heidt 45-1010; Sister Rosetta Tharpe-Rosetta Gospel Singers, Dec 48119; E. Tubb, Dec 46184)	

**WARNING!**

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

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Rhythm & Blues Records



Based on reports received last three days of Week Ending December 9

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
6	2	2	2	FOR YOU, MY LOVE Lost My Baby	L. Darnell	Regal 3240
3	3	3	3	LET'S MAKE CHRISTMAS MERRY, BABY Bow-Wow	A. Milburn	Aladdin 3037
10	—	4	4	SNEAKIN' AROUND The Gal I Love	R. Render	London 17000—BMI
5	8	5	5	BLUES FOR MY BABY You Satisfy	B. Wright	Savoy 710—BMI
5	7	5	5	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
4	9	7	7	ANGEL CHILD Nobody Loves Me	Memphis Slim	Miracle 145
8	—	8	8	SO LONG It's Raining	R. Brown-E. Condon	Atlantic 879
12	11	9	9	NUMBERS BOOGIE After School Blues	Sugar Chile Robinson	Cap 57-70037—BMI
3	13	9	9	HOMESICK BLUES Let's Have a Ball	C. Brown	Aladdin 3039
2	—	9	9	DON'T PUT ME DOWN Nite Life Boogie	J. Liggins	Specialty SP 339
5	10	12	12	FORGIVE AND FORGET So Much	The Orioles	Jubilee 5016
7	4	13	13	WHY DON'T YOU HAUL OFF AND LOVE ME? Is That All I Mean to You	Bull Moose Jackson	King 4322—BMI
12	11	14	14	IT'S MIDNIGHT Midnight Whistle	Little Willie Littlefield	Modern 20-686—BMI
2	—	14	14	LANDLORD BLUES Guess Who?	Ivory Joe Hunter	King 4306
1	—	14	14	CALDONIA	Sugar Chile Robinson	Cap 57-70056

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

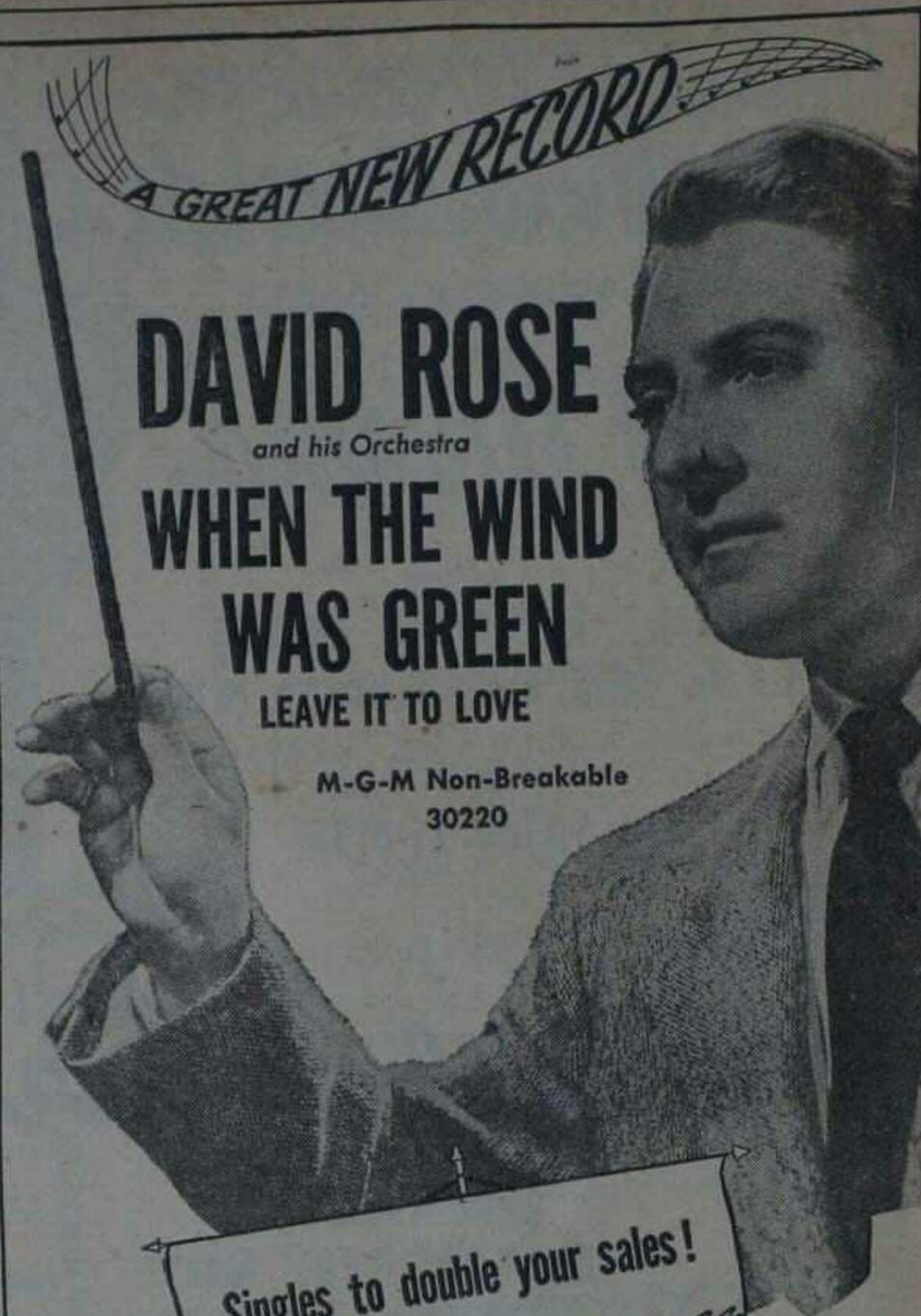
POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	1	1	1	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BMI
6	4	2	2	JEALOUS HEART	Ivory Joe Hunter	King 4314—BMI
4	12	3	3	BOOGIE AT MIDNIGHT	R. Brown	Deuxe 3300
5	—	4	4	DON'T PUT ME DOWN	J. Liggins	Specialty SP 339
6	2	5	5	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322—BMI
3	8	6	6	HOMESICK BLUES	C. Brown	Aladdin 3039-1523-1
5	12	6	6	ANGEL CHILD	Memphis Slim	Miracle 145
8	—	6	6	LONG JOHN BLUES	D. Washington	Mercury 6148—BMI
2	—	6	6	CUTTIN' OUT	A. Laurie	Regal 3235
3	5	10	10	FOR YOU, MY LOVE	L. Darnell	Regal 3240
4	8	10	10	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236
11	8	10	10	RODGING HOUSE BOOGIE	A. Milburn	Aladdin 3037—BMI
3	—	10	10	GUESS WHO?	Ivory Joe Hunter	King 4306—BMI
8	—	14	14	IT'S MIDNIGHT	Little Willie Littlefield	Modern 20-686—BMI
5	—	14	14	SNEAKIN' AROUND	R. Render	London 17000—BMI
1	—	14	14	MISSISSIPPI BLUES	F. Dixon Trio	Modern 20-700

ADVANCE RHYTHM & BLUES RECORD RELEASES

Baby Lovin' Blues  
J. Licks (New Orleans) Regal 3239  
Believe I'll Settle Down  
Memphis Slim (Country Girl) Swingmaster 1010  
Big Fine Girl  
J. Witherspoon (No Rollin') Modern 20-721  
Big Heart  
J. Witherspoon (The New) Swing Beat 158  
Blues Before Sunrise  
Maxim Trio (How Long) Swing 178  
Blues Stay Away From Me  
Fat Man Robinson Quintet (My Bucket's) Dec 48125  
Bounce Pie Wee  
Joe Wee Clayton (Dix Fashined) Modern 20-719

Broken Hearted  
J. Morris Ork (Lowdown Baby) Dec 48126  
Country Girl  
Memphis Slim (Believe I'll) Swingmaster 1010  
Finze Baby Blues  
J. Simon (Runnin' Blues) Phoenix 018  
For You My Love  
G. Jones (They Call) Dec 48129  
Furniture Man Blues  
Johnson & Williams (It Feels) Harmony 1087  
Going Back to Texas  
S. Hall (I Want) Specialty 342—BMI  
Got To See Her Every Night  
W. Davis (Santa Claus) Buffet 321

(Continued on page 89)



DAVID ROSE

and his Orchestra

WHEN THE WIND WAS GREEN

LEAVE IT TO LOVE

M-G-M Non-Breakable 30220

Singles to double your sales!



ROSE McGILLICUDY The Photographer And The Stenographer	BLUE BARRON BILLY ECKSTINE	M-G-M 10575 M-G-M 10562
FOOL'S PARADISE You're Wonderful	ART LUND	M-G-M 10542
SO BLUE Bye Bye Baby	MACKLIN MARROW	M-G-M 30221
GALLOPING COMEDIANS CANCAN	ART MOONEY	M-G-M 10564
SHENANIGANS The River Seine	BILL FARRELL	M-G-M 10519
YOU'VE CHANGED And It Still Goes	HANK WILLIAMS	M-G-M 10560
MY BUCKET'S GOT A HOLE IN IT I'm So Lonesome I Could Cry	GEORGE SHEARING QUINTET	M-G-M 10426
SEPTEMBER IN THE RAIN Bop, Look And Listen	TOMMY TUCKER	M-G-M 10572
SHE WORE A YELLOW RIBBON If I Were You		

PRESSED ON

METROLITE NON-BREAKABLE

M-G-M RECORDS  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 19, N.Y.

# Operators special on RCA Victor Records...

ORDER THESE AT ONCE!

## Eddy Arnold



Just Released

### "YOU KNOW HOW TALK GETS AROUND"

Written by FRED ROSE (ASCAP)

on

RCA VICTOR 21-0134



## June Carter

Just Released

### "GRANDMA TOLD ME SO"

Written by MAYBELLE and JUNE CARTER (BMI)

on

RCA VICTOR 21-0142

## Hank Snow



Just Released

### "NOBODY'S CHILD"

Written by MEL FOREE and CY COBEN (ASCAP)

on

RCA VICTOR 21-0143

DON'T WAIT—PLACE YOUR ORDER NOW  
WITH YOUR VICTOR DISTRIBUTORS



WE DO NOT SELL RECORDS  
SHEET MUSIC AVAILABLE

*Acuff-Rose*  
PUBLICATIONS

2510 FRANKLIN ROAD  
NASHVILLE 4, TENNESSEE

# The Billboard MUSIC POPULARITY CHARTS

## Folk (Country & Western) Record Section

PART VII

Based on reports received last three days of Week Ending December 9

### BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
15	1	1	SLIPPING AROUND Wedding Bells	M. Whiting-J. Wakely	Cap 57-40224—BMI
7	3	2	I'LL NEVER SLIP AROUND AGAIN Six Times a Week and Twice on Sunday	M. Whiting-J. Wakely	Cap 57-40246—BMI
14	2	3	BLUES, STAY AWAY FROM ME Goin' Back to the Blue Ridge Mountains	Delmore Brothers	King 803—BMI
4	6	4	MY BUCKET'S GOT A HOLE IN IT I'm So Lonesome I Could Cry	H. Williams	MGM 10360—BMI
4	4	5	MULE TRAIN Anticipation Blues	Tennessee Ernie	Cap 57-40250—ASCAP
21	10	6	WHY DON'T YOU HAUL OFF AND LOVE ME? Don't Know Why	Wayne Raney	King 791—BMI
2	13	7	RUDOLPH, THE RED-NOSED REINDEER If It Doesn't Snow on Christmas	G. Aulry	Col 78738610, (LP)11-375—ASCAP
4	10	8	C-H-R-I-S-T-M-A-S Will Santa Come to Shanty Town?	E. Arnold	V(78)21-0124, (45)48-0127—BMI
2	13	9	WILL SANTA COME TO SHANTY TOWN? C-h-r-i-s-t-m-a-s	E. Arnold	V(78)21-0124, (45)48-0127—BMI
2	—	9	BUT I'LL GO CHASIN' WOMEN Let's See You Fix It	S. Hamblen	Col 78720625, (LP)2-351—ASCAP
3	7	11	BLUE CHRISTMAS White Christmas	E. Tubb	Dec 46186—ASCAP
1	—	11	THERE'S NO WINGS ON MY ANGEL You Know How Talk Gets Around	E. Arnold	V(78)21-0134, (45)48-0137—ASCAP
3	—	13	I LOVE YOU BECAUSE I Link in the Chain of Broken Hearts	L. Payne	Cap 57-40238—BMI
2	15	14	HERE COMES SANTA CLAUS An Old-Fashioned Tree	G. Aulry	Col 78720377, (LP)2-392—ASCAP
1	—	14	I LOVE EVERYTHING ABOUT YOU Cry Baby Heart	G. Morgan	Col 78720627, (3)2-358—ASCAP
1	—	14	SUNDAY DOWN IN TENNESSEE Every Step of the Way	R. Foley	Dec 46197—ASCAP

### WARNING!

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

### ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- A Cat Has Nine Lives  
H. Thompson (Give a) Cap 57-40264
- A Vision of Mother  
The Stanley Brothers-The Clinch Mountain Boys (Have You) Col 20647
- Address From Heaven  
Floyd & Lloyd (Alabama Baby) Four Star 1386
- Alabama Baby  
Floyd & Lloyd (Address From) 4 Star 1386
- An Unsigned Valentine  
J. Collett (Mary, the) Cowboy YCR 1601
- Bear Creek Hop  
Texas Tophands (Moonlight Waltz) Everstate 112
- Blue Grass Stomp  
B. Monroe (The Girl) Col 20648
- Cow Poke Boogie  
Whippersnappers (You Waited) Crystal 250
- Cowboy Call  
B. Lee (Fool's Paradise) Horace Heidt MX 1017
- Don't Let Someone Else Take My Place  
T. Faile (There Ain't) Cap 57-40266
- Fool's Paradise  
B. Lee (Cowboy Call) Horace Heidt MX 1017
- Give a Little, Take a Little  
H. Thompson (A Cat) Cap 57-40264
- Go On Little Girl, Have a Cry  
S. Yaney (Ozark Valley) Col 20649
- Have I Got a Chance With You  
B. Woods (Trusting You) Modern 20-1020
- Have You Someone  
The Stanley Brothers-The Clinch Mountain Boys (A Vision) Col 20647
- Haymakers' Shuffle  
Howington Brothers (Hillbilly Wolf) Loop 4113
- Hillbilly Wolf  
Howington Brothers (Haymakers' Shuffle) Loop 4113
- I Can't Forget You  
S. Whitley & The Texans (I Wish) Everstate 1003
- I Gotta Have My Back Back  
D. Denney (My Bucket's) V(78)21-0147; (45)48-0151—BMI
- I Wish  
S. Whitley & The Texans (I Can't) Everstate 1003
- I Wonder Why I Worry Over You  
S. Nichols (You're So) MGM 10579
- If I Could Buy Your Love  
Texas B. Strength (Please Don't) Four Star 3176
- If I'd Only See'd You  
Dude Rangers (Wait, I) Command 5006
- I'm Gonna Shoo the Blues Away  
Texas "Hill" Billies (Unt) Heaven) Enterprise 416
- I'm Sending Daffydills  
Maddox Brothers and Rose (Mule Train) 4 Star 1399
- I've Got Beans in My Jeans  
B. McCoy (Sailing on) Taken 100
- Mama Don't Allow It  
J. Irby (Memory of) MGM 10580
- Mama and Daddy Broke My Heart  
E. Arnold (Take Me) (78)21-0146; (45)48-0150—BMI
- Mary, the Prairie and I  
J. Collett (An Unsigned) Cowboy CR 1601
- Memory of a Rose  
J. Irby (Mama Don't) MGM 10580
- Moonlight Waltz  
Texas Tophands (Bear Creek) Everstate 112
- Mule Train  
My Bucket's Got a Hole in It
- D. Denney (I Gotta) V(78)21-0147; (45)48-0151—BMI

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending December 9

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
21	1	1	1	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
7	4	2	2	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
4	8	3	3	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
3	—	4	4	MY BUCKETS GOT A HOLE IN IT	T. Texas Tyler	Four Star 1383—BMI
8	2	5	5	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
20	9	6	6	SLIPPING AROUND	Ernest Tubb	Dec 46173—BMI
2	5	7	7	MY BUNNET'S GOT A HOLE IN IT	H. Williams	MGM 10560—BMI
1	—	8	8	SUNDAY DOWN IN TENNESSEE	R. Foley	Dec 46197
1	—	9	9	BLUE CHRISTMAS	E. Tubb	Dec 46186
10	9	10	10	WHY DON'T YOU HAUL OFF AND LOVE ME?	M. Shiner	Dec 46178—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
2	1	1	1	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
2	2	2	2	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
2	9	3	3	ANTICIPATION BLUES	Tennessee Ernie	Cap 57-40258
2	4	4	4	I LOVE EVERYTHING ABOUT YOU	G. Morgan	Col(78)20627, (LP)2-358
2	6	4	4	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
1	—	6	6	BLUE CHRISTMAS	E. Tubb	Dec 46186—ASCAP
1	—	6	6	SLIPPING AROUND	F. Tillman	Col 20581—BMI
1	—	8	8	I WISH I KNEW	D. Hewitt	V(78)21-0104, (45)48-0107
2	7	9	9	BLUES, STAY AWAY FROM ME	E. Crosby	Dec 46180—BMI
1	—	10	10	C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124, (45)48-0127

FOLK TALENT AND TUNES

By Johnny Sippel

**Disk Jockey Doings:** Johnny Williams, of WSFT, Thomaston, Ga., is high on the possibilities of Cecil Storey, new singer who just joined the Melody Ramblers on that station. . . . Lloyd Bell, ex-WNOX, Knoxville, guitar-vocalist, and Shorty Hickson, guitar-vocalist from WWNC, Asheville, N. C., have joined the Smokey Mountaineers at WGAC, Augusta, Ga., according to Ed Tacy. . . . Frank Porter, of WLEE, Richmond, Va., reports that Clyde Moody (King) is moving to WLEE from WHHT, Durham, N. C., as is Smiley Wilson and the Range Partners, formerly at WRAL, Raleigh, Va., and KWKH, Shreveport, La. Stanton is putting a push on for new artists. The troupe will work Friday and Saturday night shows at the Atlantic Rural Exposition Grounds, with Porter as emcee. . . . Cowboy Charlie St. John, of KCNC, Fort Worth, was presented with a gold loving cup as the result of winning a listener poll conducted recently in that city. The poll was run by Fort Worth disk jockeys. . . . Homer (Cactus Chuck) Mason, of KXLY, Spokane, reports that Slim Copeland, of the team of Clyde and Slim, is recovering from pneumonia.

Johnny Hicks, of KRLD, Dallas, reports that the "Big D Jamboree" is touring three nights per week, with future plans calling for tours outside of Texas. Dewey Groom has just cut four sides for Imperial. Bill and Joe Callahan, also on the Big D show, are soon to ink with Columbia. . . . Bill Meyer, of WLDS, Jacksonville, Ill., acted as emcee for a WMOX, St. Louis, talent troupe, which worked the local high school November 9. Acts included the Lucky Penny Trio, Dave Landers and Skeets Yaney and Frankie. . . . Gene Bollinger, WEGO, Concord, N. C., reports that two local groups have recorded for Fox label. They are the Hobbs Trio and the Hinson Bros. . . . Jimmy Smith and the Ridge Runners have switched from WKPT, Kingsport, Tenn., to WROL, Knoxville, where they are working with Eddie Parker. . . . Sid Gervais, of KATL, Houston, was married recently and has just returned to work after a honeymoon thru the South. . . . F. Bostwick Wester, of KSDO, San Diego, Calif., and his Country Cousins have cut for a small indie and report that one side "The Gal From Abilene" is going swell. . . . Dick Jones, of KULP, El Campo, Tex., reports that Fuzzy Whitener and his Bluebonnet Boys have joined the station. . . . Paul Simpkins, of WAPF, McComb, Miss., is handling program director duties in addition to a heavy d. j. slate. . . . Leon ("I Love You Because") Payne (Capitol) is a blind songwriter. Marge Tillman, of KLEE, Houston, Floyd Tillman's wife and a Columbia recorder, reports he is going great in her territory.

Jerry Leighton, of WKIC, Hazard, Ky., and George Davis (Rich-R-Tone) have written a special arrangement of "Mule Train" and are (Continued on page 34)

RAINBOW

RECORDS ALWAYS A HIT!

New Releases

DICK TODD

Daddy's Little Girl  
Who'll Be The Next One  
To Cry Over You

No. 80088

EDDIE "PIANO" MILLER

with rhythm acc.

Oh, You Beautiful Doll  
Tool, Tool, Tootsie

No. 80055

She Wore A Yellow Ribbon  
(vocal)

No. 80033

Part-Time Sweetheart

Music, Music, Music  
(The Nickelodeon Song)

No. 90053

Pagan Love Song

I Surrender, Dear  
(From MGM Picture—Battleground)

No. 90022

ALL HITS

Derby

RECORDS

(You Can't Lose With Derby)

• New Releases • Hits Only

FREDDIE MITCHELL ORCH.

Indiana Express

No. 725

Pony Express

Auld Lang Syne Boogie

No. 723

Jingle Bell Boogie

JAMES QUINTET sings

I'm Just A Fool

No. 726

Paw's In The Kitchen

BOB MITCHELL with orch

Standing On The Corner

No. 727

You Said She Wouldn't

ALL HITS

Phone or Wire Your Distributor Today!

RAINBOW RECORDING CORP. • DERBY RECORD CORP.  
767 Tenth Ave. New York 19, N. Y.

# GETTING THOSE NICKELS! going up up up up!!!

## AMOS MILBURN

"LET'S MAKE CHRISTMAS MERRY, BABY"

"Bow-Wow"

Aladdin 3037

"REAL PRETTY MAMA"

"Drifting Blues"

Aladdin 3038

## CHARLES BROWN

"HOMESICK BLUES"

"Let's Have a Ball"

Aladdin 3039

Watch These Hit the CHARTS!

## CALVIN BOZE

"SATISFIED"

"Working With My Baby"

Score 4008

## LIGHTNIN' HOPKINS

"MORNING BLUES"

"Have To Let You Go"

Aladdin 3035

## SAUNDERS KING

"STORMY NIGHT BLUES"

"Unfaithful Blues"

Aladdin 3040

## RED SAUNDERS

"4 A.M."

"Take It Upstairs"

Score 4009



KEEP YOUR EYES  
ON THE

# NEF-O-LAC PROFIT BOOSTERS

Break resistant, Vinylite or Synthetic, the Nef-O-Lac record compound line is designed to keep you ahead of the times. Investigate the profit possibilities today. Learn how to build a constantly growing business with the line that has you in mind.

There's a

## NEF-O-LAC COMPOUND

FOR ANY RECORD REQUIREMENT

A Request on Your Letter-head Will Bring You Sample Biscuits of Any Type

NOTE:

We do not press records commercially nor are we "Label Owners." We manufacture compounds only.



BINNEY & SMITH CO., 41 East 42nd Street, New York City

Exclusive Sales Agents for U. S., Canada, Central and South America

# The Billboard

## MUSIC POPULARITY CHARTS

PART VIII

### Record Reviews

RATINGS  
(100 Point  
Maximum)

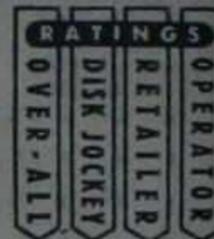
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

#### How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for approval within the market.

#### The Categories

Point listings are maximums. Song caliber, 15; Interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.



ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
MARGARET WHIT- ING-BOB HOPE Capitol 57-783	<b>Ain't We Got Fun</b> Pleasant dueting of a most attractive oldie could conceivably grab some action. Hope's a great comic but not much of a singer tho he upholds his end of the duet well enough.	82--85--80--80
	<b>Lucky Us</b> This duet's from Hope's current "Great Lover" flick. The performance lacks an incisive bite.	79--83--78--75
XAVIER CUGAT Columbia 38642	<b>Latin Magic</b> Pretentious tune with suitably exotic setting is sung well by Toni Arden.	72--75--70--70
	<b>Goombay</b> Lightweight novelty is treated in the best Cugat style and with much zest while Jimmy Saunders does the best he can with the lyric.	74--75--74--73
MARJORIE HUGHES Columbia 38643	<b>A Dream Is a Wish Your Heart Makes</b> Miss Hughes does a competent if not distinctive job with the lovely ballad from the forthcoming Walt Disney "Cinderella" flick score.	74--78--72--72
	<b>Crazy He Calls Me</b> Classy ballad is done straightforwardly with little style by Miss Hughes. Spinners should like the song. A distinguished virtuoso vocal job could send the song zooming.	73--78--70--70
KAY KYSER ORK Columbia 38641	<b>Altar in the Pines</b> Very lovely production on a most attractive ballad spots soloist Michael Douglas and a choir. Religious note of the song could be cashed in via the coming Christmas.	86--86--86--86
	<b>I'm Startin' Sweetheartin' Again</b> Douglas and Gloria Wood do a delightful duet with a slight rhythm ditty.	73--75--70--75
FRANKIE LAINE Mercury 5332	<b>Don't Do Something to Someone Else</b> Laine's hot on wax at the moment. Tho this is hardly up to the par he has set for himself, it should do okay on the strength of his box office. It's a slight rhythm bit cast in fancy camp meetin' trappings.	85--86--85--84
	<b>Waiting (at the End of the Road)</b> Laine does a straight first chorus on this Irving Berlin item and then proceeds to belt it out in the second chorus.	82--85--80--80
PEARL BAILEY Columbia 38660	<b>Not Tonight</b> Miss Bailey relaxes here for an easygoing ballad performance.	67--69--67--65
	<b>Saturday Night Fish Fry</b> (Pearl Bailey and Jackie Mabley) Great spirit in this side, as the gravel-throated Jackie Mabley teams with Pearl for a fly, jive rendition of the click Louis Jordan novelty. Should do poo as well as b & r biz.	85--85--85--85
DINAH SHORE Columbia 38659	<b>Bibbidi-Bobbidi-Boo</b> Delightful rendition of the "Cinderella" nonsense ditty. Thrush's candid delivery is cleverly augmented by elfin production effects.	90--90--90--90
	<b>Happy Times</b> Tune, from the forthcoming "Inspector General" flick, is a telling ballad in the "Over the Rainbow" manner. Thrush sells it effectively.	85--86--85--84
RAY NOBLE ORK Columbia 38658	<b>It's Delightful Down in Chile</b> Boy-gal treatment of typical music-comedy Latin production number from "Gentlemen Prefer Blondes." No great wax appeal.	65--68--65--62
	<b>Come Dance With Me</b> Cinderella at the ball, told in waltz time. Pleasant but not striking.	63--65--63--61
CLAUDE THORNHILL ORK RCA Victor 20-3604	<b>The Iowa Indian Song</b> Heap big hokum about Iowa. Thornhill's braves and squaws make big production, but unlikely to fetch wampum.	64--66--65--62
	<b>Johnson Rag</b> Thornhill tries hard for a commercial side here. The high-flying oldie has the maestro playing a tonky piano, with group and band working in solid rhythm. Should get some play.	75--75--75--75
THE OZZIE OSBORNE QUINTETTE Mutual 2	<b>Circle Around the Moon</b> Boy-gal duet on a standout waltz tune. Singing group's country-styled backing is okay—and thrush displays fine quality.	62--62--62--62
	<b>Judge of the Beauty Parade</b> Feeble novelty ditty ball.	30--30--30--30

(Continued on page 95)

**WHAT A RECORD!  
PRIMO SCALA  
ON 2 SOCKO SIDES!**



**"BRIGHT EYES"**

AND

**"OUT OF A BRIGHT BLUE SKY"**

Banjo and Accordion Band, and the Keynotes

**LONDON**  
RECORD No. 550

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
PART IX

**THE BILLBOARD PICKS:**

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

CLUB 15 ALBUM ..... Dick Haymes, Evelyn Knight, Andrews Sisters, The Modernaires, Jerry Gray Ork..... Decca 744

Outstanding in every respect is this four-disk set featuring the artists who are the regulars on the daily "Club 15" 15-minute Campbell Soup-CBS ailer. The package, which also is available in Decca's long-playing line on a single 10-inch LP platter, spots five new and previously unrecorded tunes, a couple of tunes from current Broadway show scores and one standard. Highlight sides are the Haymes-Knight duet of "I'm In Love," a frivolously high-hearted song with show-tune overtones, and Haymes and Patti Andrews duet of a hunk of nonsense called "Why Won't Ya." Each of the disks in the album will be available as singles as well as in the package. Catalog numbers run from 24808 to 24811.

THERE'S A LOVELY LAKE IN LOVELAND.. Art Mooney Ork.....MGM 10588

Mooney and gang have come up with another scintillating hunk of tune and he gives it the full-blown production treatment. The pleasant, lilting opus is in waltz time, with some polished scoring for the band, and the usual enthusiastic unison gang vocal. Standout feature here is an airy humming chorus by the ensemble.

THE BLOSSOMS ON THE BOUGH..... Andrews Sisters.....Decca 24822

The gals project this soulful ballad with a plaintive sweetness that has the same ear-arresting effect as their previous excursions into the blossom department—"I'll Be With You in Apple Blossom Time" and "Apple Blossom Wedding." This one also could blossom.

**THE DISK JOCKEYS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. BIBBIDI BOBBIDI BOO ..... Jo Stafford-Gordon MacRae ..... Capitol 57-782
2. THE OLD MASTER PAINTER ..... Dick Haymes.....Decca 24801
3. MARTA ..... Tony Martin.....Victor 20-3598
4. THE OLD MASTER PAINTER ..... Frank Sinatra.....Columbia 38650
5. ECHOES ..... Sammy Kaye.....Victor 20-3595
6. BLOSSOMS ON THE BOUGH ..... Mel Torme.....Capitol 57-775
6. ECHOES ..... Jo Stafford-Gordon MacRae..... Capitol 57-782
8. THE OLD MASTER PAINTER ..... Phil Harris.....Victor 20-3608
9. BLUE CHRISTMAS ..... Hugo Winterhalter.....Columbia 38635
10. SORRY ..... Margaret Whiting.....Capitol 57-776

**THE RETAILERS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. THE OLD MASTER PAINTER ..... Frank Sinatra.....Columbia 38650
2. MARTA ..... Tony Martin.....Victor 20-3598
3. THE OLD MASTER PAINTER ..... Snooky Lanson.....London 555
4. ECHOES ..... Jo Stafford-Gordon MacRae..... Capitol 57-782
5. BIBBIDI BOBBIDI BOO ..... Jo Stafford-Gordon MacRae..... Capitol 57-782
6. ECHOES ..... Sammy Kaye.....Victor 20-3595

**THE OPERATORS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. MARTA ..... Tony Martin.....Victor 20-3598
2. THE OLD MASTER PAINTER..... Snooky Lanson.....London 555
3. CARELESS KISSES ..... Sammy Kaye.....Victor 20-3595
4. THE GALLOPING COMEDIANS ..... Harmonicals .....Mercury 5331
5. THE OLD MASTER PAINTER ..... Phil Harris.....Victor 20-3608
6. MERRY CHRISTMAS POLKA ..... Andrews Sisters-Guy Lombardo... Decca 24748
7. CHARLEY, MY BOY ..... Andrews Sisters-Rita Morgan... Decca 24812

**THE COUNTRY & WESTERN DISK JOCKEYS PICK:**

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I GOTTA HAVE MY BABY BACK..... Floyd Tillman.....Columbia 20641
2. ANTICIPATION BLUES ..... Tennessee Ernie .....Capitol 57-40258
3. THE GAME OF BROKEN HEARTS ..... Doris Day .....Columbia 38637

**FOLK TALENT AND TUNES**

(Continued from page 31)

asking for 5,000 requests before they do it on their live show. They got 2,000 requests in the first 10 days. . . . Marty Roberts, WJZ, Tuscola, Ill., has a new disk release on Hart-Van label. . . . Texas Bill Strength (4 Star) is also doing a d. j. shot over WGYV, Greenville, Ala. His show includes the Greenville Bucheroos, Andy Williams, the Midnight Ramblers, the Camellia City Ramblers, Cousin Wilbur and Charley and Honey Lou. . . . Dave Miller, WAAT, Newark, N. J., reports that Loretta Allen, now appearing at the Village Barn, New York, is the sister of Rosalie Allen and a great singer. . . . Sally Starr, of WJMJ, Philadelphia, reports that Pee Wee Miller has joined her hubby, Jesse Rogers (Bluebird). . . . Smilin' Eddie Hill, of WMPS, Memphis, reports that Bonnie Lou and Bashful Buster (Mercury) have joined his troupe. . . . Tom (Tennessee Tom-Tom) Brennen, of KXLA, Pasadena, Calif., reports that he and Descon Moore, of the same outlet, are doing a weekly video shot over KECA-TV. . . . Kenn Davis, of KRNO, San Bernardino, Calif., reports good promotion from a co-operative set-up between his shows and the local square dance clubs. He daily features news of square dancing in the vicinity.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

# *Tony* MARTIN

*the*  
MAGNIFICENT  
*Hit after Hit*

# "MARTA"

(Rambling Rose  
of the Wildwood)"



# "There's No TOMORROW"



78rpm  
20-3582  
45rpm  
47-3078

RCA VICTOR RECORDS

78rpm  
20-3598  
45rpm  
47-3104



WALT DISNEY'S  
**CINDERELLA**

a GREAT PICTURE with a GREAT SCORE by

MACK DAVID - AL HOFFMAN - JERRY LIVINGSTON



A DREAM IS A WISH YOUR HEART MAKES

BIBBIDI-BOBBIDI-BOO

SO THIS IS LOVE

THE WORK SONG

CINDERELLA

OH SING SWEET NIGHTINGALE

**WALT DISNEY MUSIC COMPANY**

1270 Sixth Avenue, New York

FRED RAPHAEL, Vice Pres. - Gen. Prof. Mgr.

JACK SPINA, Prof. Mgr.

CHICAGO, Paul Salvatori

NEW YORK, Mickey Glass

HOLLYWOOD, Jules Lasch

No Competition on  
These Items For Xmas  
and Year-Round Sales!

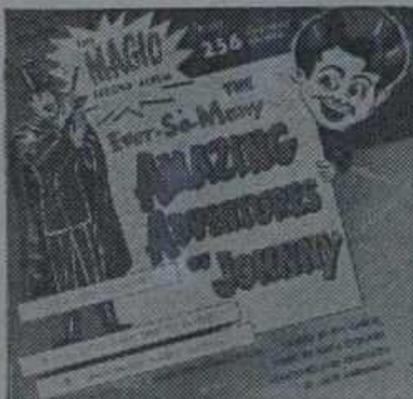


The Hauntingly Beautiful

**THIS IS MY BELOVED**

From the famous love poems by Walter Benton. Narrated by John Dall. Music by Vernon Duke.

No. 312-5 3 Shellac 12" Records—\$5.50 List.  
No. 110 LP One 10" LP Record—3.85 List.



The Exclusive, Unique

**MAGIC RECORD ALBUM**

"The Amazing Adventures of Johnny." 256 different stories for children on only two records!

No. 311 Two Unbreakable Records in Album \$2.35 List.



The Party in a Package

**SQUARE DANCE PARTY**

With complete instructions and calls by Burt Hilber. New longer playing 5 min. records.

No. 310 Three 10" Unbreakable Records in Colorful Envelope—\$2.37 List.

**ATLANTIC RECORDS**

208 WEST 54TH ST. • NEW YORK, N. Y.

The Billboard

**MUSIC POPULARITY CHARTS**

PART X

**Advance Information**

**ADVANCE RECORD RELEASES**

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

**POPULAR**

- A Dream Is a Wish Your Heart Makes  
L. Welk (Bibbidi-Bobbidi-Boo) Mer 5347  
(There's Something About a) Home Town Band  
A. Mooney Ork (There's a) MGM 10588
- Abrazame  
S. Mosley Ork (Could It) Penguin 0860
- Angel Child  
C. Payne Ork (Block Buster) Dec 48127
- Are You Pretending?  
Sokach-Habat Ork (I Knew) Dec 45086
- Art Raymond Mambo  
E. Morales (Flight of) Dec 24818
- Avalon  
J. Petrak (Fiddle Fiddle) Swingmaster 1002
- Band Marches by Spring Garden Band Album—  
Spring Garden Band (3-7")  
V(45)WP-204  
Fearless . . . V(45)47-3099  
Gladiator March . . . V(45)47-3098  
Grandiose . . . V(45)47-3097  
Hands Across the Sea . . . V(45)47-3099  
Purple Pageant . . . V(45)47-3098  
Sabre and Spurs . . . V(45)47-3097
- Be the Good Lord Willing (I'll See You in the Morning)  
D. Haymes (Scarlet Ribbons) Dec 24829
- Bibbidi-Bobbidi-Boo  
D. Shore (Happy Times) Col 38659
- Bibbidi-Bobbidi-Boo  
L. Welk (A Dream) Mer 5347

The following abbreviations are being used thruout the list of Advance Record Releases:

- Cap—Capitol
- Col—Columbia
- Dec—Decca
- Mer—Mercury
- V—Victor

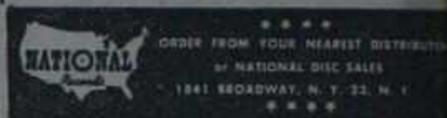
All other labels will continue to be spelled out.  
Where 78, 45 and 33 1/3 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- Big Movie Show in the Sky  
B. Barron Ork (Mr. Disk) MGM 10594
- Block Buster  
C. Payne Ork (Angel Child) Dec 48127
- Blue Memories  
S. Mosley Ork (Couldn't You) Penguin 0859
- Blue Ribbon Gal  
J. Wayne (Send Ten) Col 38661
- Blues Stay Away From Me  
S. Burke Ork (Quarantine Sign) Dec 24832
- Bright Eyes  
E. Howard (Put Your) Mer 5321
- Cafe Mozart Waltz  
F. Dietschmann (The Third) MGM 10593
- Can I Canoe You Up the River  
T. Beneke Ork (Mother Prairie) V(78)20-3616; (45)47-3122
- Come Dance With Me  
W. King Ork (Melissa) V(78)20-3612; (45) 47-3118
- Come Dance With Me  
R. Noble Ork (It's Delightful) Col 38658
- Concert Album—C. Cavallaro Ork (4-10")  
Dec 687  
Anitra's Boogie . . . 25461  
Brahm's Hungarian Dance No. 4 . . . 25461  
Chopin's Polonaise . . . 23791  
Concerto . . . 25272  
Concerto No. 2 in C Minor (I & 2) . . . 18863  
Intermezzo . . . 25272  
Warsaw Concerto . . . 23791
- Confidentially  
L. Kirk-H. Rene Ork (Copper Canyon) V(78)20-3610; (45)47-3116
- Copper Canyon  
L. Kirk-H. Rene Ork (Confidentially) V(78)20-3610; (45)47-3116
- Could It Be Love  
S. Mosley Ork (Abrazame) Penguin 0860
- Couldn't You Could  
S. Mosley Ork (Blue Memories) Penguin 0859
- Cry-Baby Heart  
B. Lawrence-H. Rene Ork (In My) V(78)20-3615; (45)47-3121
- Did Anyone Ever Tell You, Mrs. Murphy?  
J. Powers (Little Man) Moonlight 102
- Dixie by Dorsey Album—J. Dorsey Ork (1-10")  
Col(33)CL6095; (78)C-196
- Don't Do Something to Someone Else (That You Wouldn't Want Done to You)  
G. Jenkins Ork (My Foolish) Dec 24830
- Enjoy Yourself (It's Later Than You Think)  
G. Lombardo Ork (Rain or) Dec 24825
- Everybody Get Together  
T. Brannon Ork (Felix the) Regal 3241
- Fairy Tales  
The Fontane Sisters (The Cinderella) V(78)20-3621; (45)47-3127
- Faithful Forever  
A. Tracy (Marta) Dec 24833
- Felix the Cat  
T. Brannon Ork (Everybody Get) Regal 3241
- Fiddle Fiddle  
J. Petrak (Avlon) Swingmaster 1002
- Flight of the Bumble Bee  
E. Morales (Art Raymond) Dec 24818
- Gus the Gopher  
Two Ton Baker (Oogoo the) Mer 5346
- Happy Times  
D. Shore (Bibbidi-Bobbidi-Boo) Col 38659
- Have I Told You Lately That I Love You  
B. Crosby (Quicksilver) Dec 248247
- Have I Told You Lately That I Love You  
T. Martin-F. Warren-H. Rene Ork (I Said) V(78)20-3613; (45)47-3119
- Home Town Band  
F. Martin Ork (Let's Put) V(78)20-3614; (45)47-3120
- I Dream of Heaven  
J. Dees (Little Dirty) Crystal 253
- I Knew From the Start  
Sokach-Habat Ork (Are You) Dec 45086
- I Know What I've Got  
L. Jordan (School Days) Dec 24815
- I Must Have You  
R. Vallo-H. George Ork (Roman Guitars) Apollo 1152
- I Said My Pajamas  
T. Martin-F. Warren-H. Rene Ork (Have I) V(78)20-3613; (45)47-3119
- I'll Never Be Free  
L. Millinder Ork (Journey's End) V(78)20-3622; (45)47-3128
- I'm Tired Crying Over You  
B. Johnson (It Was) Dec 24817
- In My Little Red Book  
B. Lawrence-Hamrene Ork (Cry-Baby Heart) V(78)20-3615; (45)47-3121
- It Isn't Fair  
S. Kaye Ork (My Lily) V(78)20-3609; (45) 47-3115
- It Was Swell Knowing You  
B. Johnson (I'm Tired) Dec 24817
- It's Delightful Down in Chile  
R. Noble Ork (Come Dance) Col 38658
- Itty-Bitty Polka  
The Merrie Musette Ork (Pretty Girl) V(78) 25-2145; (45)51-0045
- I've Been Living for You  
S. Gibson (Petunia) Mer 8157
- Johnson Rag  
G. Moore (Latin Magic) MGM 10589
- Journey's End  
L. Millinder Ork (I'll Never) V(78)20-3622; (45)47-3128
- Just One More Polka  
J. Vedral Ork (You In) V(78)25-1144; (45)41-0044
- La Vie En Rose  
V. Young (The River) Dec 24816
- Latin Magic  
G. Moore (Johnson Rag) MGM 10589
- Let's Put Out the Lights and Go to Sleep  
F. Martin Ork (Home Town) V(78)20-3614; (45)47-3120
- Little Dirty Face  
J. Dees (I Dream) Crystal 253
- Little Man  
S. Allen (Did Anyone) Moonlight 102
- Lost in the Stars  
D. Haymes (Thousands of) Dec 24828
- Man With a Horn Album—R. Brooks-B. Hackett-L. Armstrong-R. Eldridge-B. Butterfield-M. Spanier (3-10")  
Dec A-719  
Hesitating Blues . . . 25441  
More Than You Know . . . 25439  
Star Dust . . . 25440  
Sweethearts on Parade . . . 25440  
The Man With the Horn . . . 25439  
What's New . . . 25441
- Margie  
E. Farley's Ork (The Jazz) Delvar 114
- Marta  
A. Tracy (Faithful Forever) Dec 24831
- Mays' Haze  
B. Mays (Slow Rock) Regal 3243
- Melissa  
W. King Ork (Come Dance) V(78)20-3612; (45)47-3118
- Mr. Disk Jockey (Play Our Love Song Again)  
B. Barron Ork (Big Movie) MGM 10594
- Modern Music for Clarinet Album—A. Shaw-F. Hendl (4-10")  
Col MM 865
- Morpheus  
S. Jones & His City Slickers (Wild Bill) V(78)20-3620; (45)47-3126
- Mother Prairie  
T. Beneke Ork (Can I) V(78)20-3616; (45) 47-3122
- My Foolish Heart  
G. Jenkins Ork (Don't Do) Dec 24830
- My Lily and My Rose  
S. Kaye Ork (It Isn't) V(78)20-3609; (45) 47-3115

(Continued on page 88)

**NEW Non-Breakable HITS**

- 9094—JACKIE PARIS  
"The Old Master Painter"  
"Goodbye, Sue"
- 9062—THE RAVENS  
"White Christmas"  
"Silent Night"
- 9090—FLORENCE WRIGHT  
"The Game of Broken Hearts"  
"Deal Me a Hand"
- NLP-2001—BILLY ECKSTINE SINGS  
33 1/3 RPM. 8 Great Standards on 1 Great LP
- 9095—THE SYNCOPATORS  
"River, Stay Away From My Door"  
"These Are Things I Want To Share With You"
- 9092—THE BLENDERS  
"Come Back Baby Blues"  
"I Can Dream, Can't I?"
- 9091—TOMMY EDWARDS  
"That Five o'Clock Feeling"  
"Love Me"



**Victor-Columbia-Capitol  
Decca-MGM, etc.**

Available at 5c over wholesale  
30% off on albums, LP's, etc.  
**WE SHIP ANYWHERE**  
**LESLIE DISTRIBUTORS CORP.**  
(RECORD WHOLESALERS)  
752 10th Ave. • New York 19, N. Y.  
PLaza 7-1977-8-Y  
Cable Address: EXPORECORD

**TEMPO**  
"SKELETON AT MIDNIGHT"  
(Dance Macabre)  
**TR #416**  
**JOE VENUTTI'S**  
Red-Hot Violin  
**BOBBY MAXWELL'S**  
Swing Harp  
MADE TO ORDER FOR THE BOXES!  
**TEMPO**  
**RECORD CO. OF AMERICA**  
8540 Sunset Blvd., Hollywood 46, California

**IT'S A HIT!!**  
**WHIRLPOOL**  
By the CABINERS  
ABBEY 3003

**THE NEW**  
**ABBAY RECORDS**  
**PETER DORAINE, Inc.**  
(National Distributors)  
754 10th Ave. • New York 19, N. Y.  
UDion 6-5291.

**ZOOMING TO THE TOP!**  
Savoy No. 720  
**FELIX GROSS**  
The Sentimental Blues Singer!  
"LOVE FOR XMAS"  
★ "DON'T LOVE ME" ★  
**SAVOY RECORD COMPANY, INC.**  
58 Market Street Newark 1, N. J.

The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album and LP Record Reviews



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points...

THE RATES

Table with 2 columns: Rating (1-100) and Description (poor to excellent)

THE CATEGORIES

Table with 2 columns: Category (1-9) and Max. Pts. (1-15)

WERNER JANSEN CONDUCTS-W. F. BACH; SINFONIA: R. STRAUSS; SERENADE; W. DENNY, OVERTURE FOR STRINGS...

65

Album explores esoteric musical byways—and renders a fine service to the collector who not ever be able to obtain these offerings here. It is also sound sense on the part of artist people, who apparently see no use competing with the major companies in re-standard repertoire.

JUKES Not suitable. JOCKS Recodite spinners can score a beat with this.

BEETHOVEN: CONCERTO IN E FLAT MAJOR (1784) FOR PIANO AND ORK MAJOR (1784) FOR PIANO AND ORK...

78

As far as we have been able to ascertain, this is the only recorded version of this concerto, said to have been composed by Beethoven at 14. The work was not discovered until 1890, and was not finally reconstructed until 1943.

JUKES Not suitable. JOCKS For the recodite spinners.

BEETHOVEN: SONATA NO. 21 IN C MAJOR, OP. 53 ("WALDSTEIN")...

75

Acquits himself with brilliance on this challenging virtuoso piece. He meets its tremendous demands not only with powerful technical equipment but with the sense of line and continuity makes a physically superior performance an experience.

JUKES Not suitable. JOCKS Classical spinners can use.

SCHUMANN: FANTASIA IN C MAJOR, OP. 17—Rudolph Firkusny (1-12")...

80

Rudolf Firkusny, who makes his wax debut here for Columbia, performs an exquisite job. The Fantasia, one of the landmarks of romantic piano music, and considered Schumann's masterpiece of keyboard composition, runs a gamut from the tenderest poetry to the most fiery forebodings.

JUKES Not suitable. JOCKS A long work for most shows.

MAHLER: REQUIEM, VOLS. I and II—The Pasani Choir and Ork-Jean Fourcand, conductor (2-12")...

85

Indisputable is the word for this recording, scored for 300-voice choir and four brass bands in addition to a full orchestra. This, the only recording of the work, was recorded in France during the recent war, and recorded with the full instrumental and choral complement called for in score.

JUKES Not suitable. JOCKS Separate sections especially for religious holiday play.

MAHLER: SYMPHONY NO. ONE IN D MAJOR—Minneapolis Symphony Ork-Dimitri Mitropoulos, conductor (1-12")...

70

An outstanding wax performance of several years back has now been made available in this single LP disk. Interest in Mahler has mounted recently, mainly thru the efforts of such protagonists as Bruno Walter, and in this first, and perhaps most successful symphony, he shows himself to be a profound master of the form.

JUKES Not suitable. JOCKS A strong, unusual longhair feature.

STRAUSS: TILL EULENSPIEGEL'S REISE; PRANKS and R. STRAUSS: JUAN—The Cleveland Ork-George Szell, conductor, and Pittsburgh Symphony Ork-Reiner, conductor (1-10")...

85

An LP natural: two of Richard Strauss' popular tone poems back-to-back. The contrasting moods of the two works make for interesting diversification. The picaresque "Till," and bombastic, with its emphasis on quite another dish from the deeply emotional "Don," in which soaring strings dominate.

JUKES Not suitable. JOCKS Sure shot fare for longhair shows.

PROKOFIEV: ALEXANDER NEVSKY CANTATA, OP. 78—Philadelphia Ork-Eugene Ormandy, conductor-Jennie Tourel, Westminister Choir-Dr. John Finley Williamson, conductor (1-12")...

70

The composer reveals himself here as the master craftsman. The epic work, which stems from his original film score, is necessarily descriptive, and as such may be compared with Tchaikowsky's popular "1812 Overture," which dealt with another period in Russian history.

JUKES Not suitable. JOCKS For LP - equipped longhair spinners.

Announcing

the opening of The Most Progressive Record Distributors in the Midwest

AMERICAN RECORD DISTRIBUTORS, INC.

2011 S. Michigan Avenue Chicago 16, Illinois

Phone: DANube 6-6454

Manufacturers who are interested in financially responsible representation, please contact us immediately.

Arthur Sheridan

Evelyn Aron

A GAY Smash HIT!

FIESTA IN OLD MEXICO

by Ted Mossman and Bill Anson

Recorded by CAMILLE HOWARD Specialty Record #322 BUDDY GRECO London Record #558 THE HEADLINERS Kappa Record #118

And More Coming

GREENWICH MUSIC CO., Inc. 8505 Sunset Blvd. Hollywood 46, Calif.

NOW! SIMPLIFIED BOOKKEEPING FOR DANCE BAND LEADERS!

Designed by a professional accountant-bandleader

NO TECHNICAL BOOKKEEPING KNOWLEDGE REQUIRED

This new system enables you to easily, accurately:

- 1. Record ALL musical income and outgo, week-by-week for one year. 2. Quickly prepare quarterly Federal and State pay roll reports.

Complete handy system in spiral-bound book form, 8 1/2 x 11, leatherette cover, with instructions, will save you many times its low cost. Only \$3.50 postpaid, no C. O. D.'s. Start 1950 right, order yours now.

JUNO PUBLISHERS 934 Bellflower Ave., S. W. Canton 10, Ohio

NEW YEAR'S PARTY FAVORS

Table with 2 columns: Number and Per Hundred. Lists items like Paper Hats, Noisemakers, Miniature Hats, Confetti, etc.

WRITE FOR OUR NEW CATALOG NO. 51 Be Sure and Mention Line of Business

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

COLUMBIA RECORDS

ORIGINATORS OF THE SENSATIONAL NEW LP LONG PLAYING MICROGROOVE RECORD

Advertisement for 'Tell Me Lies' by Reggie Goff & The Velvetones, featuring a 'Hit is Born!' graphic and B & B Music Co. logo.

Advertisement for Eddy Arnold's 'Watch for Eddy Arnold Issue Next Week' with decorative border.

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
XIIThe Honor Roll of  
Popular Songwriters

By Jack Burton

## No. 44—RICHARD RODGERS (Part II)

The trophy room at Columbia University is filled with cups, footballs and other mementoes of the Lions' athletic prowess. The authorities, however, have overlooked a corner in the gymnasium that should be marked with a commemorative plaque. It's the spot where Herbert Fields introduced Dick Rodgers to Larry Hart and started a musical partnership as distinguished as Gilbert and Sullivan.

This meeting took place in 1920 when Hart was 25 and Rodgers 18. Both were New York boys, one with a gift for writing smart and sophisticated verse and the other an accomplished pianist who had composed his first song *My Auto Show Girl*, two years before.

Larry Hart, who stood a scant five feet in his elevator shoes, was a self-ordained Columbia alumnus, having left the cloistered halls on Morning-side Heights in his sophomore year to translate and adapt German plays for the American stage, while Dick Rodgers was a freshman who had just written the score for his first varsity show and was looking around for a lyricist.

That's why Herbert Fields brought them together, and they clicked from the moment they first shook hands. The Columbia varsity show of that year, *Fly With Me*, which was staged in the Hotel Astor ballroom, was the

"nuts" in the opinion of undergraduates and alumni alike, and the newborn team of Rodgers and Hart had visions of seeing their names in lights on Broadway.

It took five long years, however, before that dream came true — five heartbreaking years in which they wrote scores of songs Tin Pan Alley rejected. In this time they worked on 25 musicals all of which but one, the fairly successful *Poor Little Ritz Girl*, on which Sigmund Romberg collaborated, were produced by amateur groups without a penny's return in royalties. They even tried their hand at writing a play without music, *The Melody Man*, but that was a flop. Then in 1925, when Hart had decided to become a play translator again and Rodgers was seriously thinking of learning the children's underwear business at a starting salary of \$50 a week, the Junior Group of the New York Theater Guild asked them to write the songs for the *Garrick Gaieties*, a revue to be staged to raise money to buy tapestries for the new Guild Theater.

It was just another one of those charity jobs, and Rodgers and Hart already had had their bellyful of them. The show, too, was only going to run for one night! But the urge to write for the theater—any theater, prevailed. And it is well that it did, not only for Rodgers and Hart but the American stage as well.

## PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

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

The *Garrick Gaieties* opened on a Sunday night without fanfare or ballyhoo. It didn't close for a year and a half later and ran into a second edition. After reading the rave reviews, Broadway producers suddenly decided these two Columbia kids had something the public was anxious to listen to and willing to pay for. And these entrepreneurs of the Gay White Way were right—right as the umpire is when he calls a fair ball hit into the bleachers a home run.

In the next 18 years Rodgers and Hart provided the music and lyrics for 21 musicals that earned them top rating as America's No. 1 songwriting team. Six of these had librettos by Herbert Fields, son of Lew Fields, the comedian, brother of Dorothy Fields, the lyricist, and the Columbia senior who had brought them together.

The death of Larry Hart in 1943 ended a musical partnership as brilliant as any in the history of the theater, and yet in temperament, Richard Rodgers and his collaborator were as far apart as the two poles. Rodgers, for example, is married and the father of two children, likes grand opera and home life, has an orderly mind and works on schedule and at incredible speed.

When asked how long it took him to write *Oh, What a Beautiful Morning*, he replied in all seriousness, "How long does it take to play it?" He composed the music for *June Is Bustin' Out All Over* during a 20-minute

interval while his wife was driving their daughter to the movies and returning home.

Larry Hart, on the other hand, was a confirmed bachelor, who found his diversion in night clubs, mislaid the scraps of paper on which he scribbled ideas and refused to work unless he was in the proper mood, which was often. He was a genius for finding reasons for not working, often telling Rodgers he was going out just to buy a cigar and apparently taking several days to get one. In the later years of their collaboration Rodgers took Hart to his country home in Connecticut in the hope that Larry would concentrate on songwriting when removed from the distractions of Broadway. Instead Hart bribed Dick's daughter to hide him in her playhouse, located in a maple tree and completely hidden by the foliage after swearing her to secrecy.

In their craftsmanship, however, Rodgers and Hart were as close as two seconds since Hart's lyrics are as fresh and ingenious as Rodgers' music is invigorating and original. They quarrelled at times over musical phrases and rhymes and meter as Rodgers lit one Corona after another and Hart chain-smoked a carton of cigarettes, but they had three things in common:

A rare facility in writing, a sure knowledge of what the public wants in a popular song and the magic touch that makes for success in Tin Pan Alley and on Broadway.

(To be continued next week)

## RICHARD RODGERS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

## Stage Musicals

## 1920—POOR LITTLE RICH GIRL

With Sigmund Romberg. Book by Herbert Fields, lyrics by Lorenz Hart, and presented by a cast headed by Lulu McConnell, Charles Purcell, Florence Webber and Andrew Tombes. Harms, Inc.

MARY, QUEEN OF SCOTS  
LOVE WILL CALL  
YOU CAN'T FOOL YOUR HEART  
WHAT HAPPENED NOBODY KNOWS  
ALL YOU NEED TO BE A STAR  
LOVE'S INTENSE IN TENTS  
THE DAISY AND THE LARK

Sigmund Romberg contributed the following songs to this production:

POOR LITTLE RITZ GIRL  
PRETTY MING TOY  
I LOVE TO SAY HELLO  
WHEN I FOUND YOU  
MY VIOLIN

IN THE LAND OF YESTERDAY  
THE PHANTOM WALTZ  
THE BOMBAY BOMBASHAY

## 1926—GARRICK GAIETIES

Lyrics by Lorenz Hart, and presented by a cast that included Sterling Holloway, Romney Brent, Betty Starbuck, Elizabeth Holman and Phillip Loeb, with Richard Rodgers directing the orchestra. Edward B. Marks Music Corp.

ROMANTIC YOU AND SENTIMENTAL ME  
MANHATTAN  
(Available on RCA Victor record K (45-0018) in K-4.)  
YOU YOU LOVE ME  
GO ON WITH THE DANCE

SONGWRITERS  
COMING UP!

RICHARD RODGERS (Part III)  
In Subsequent Issues The Billboard  
Will Present:

VINCENT YOUMANS  
SIGMUND ROMBERG  
HARRY RUBY (with BERT KALMAR)  
ARTHUR SCHWARTZ (with  
HOWARD DIETZ)  
JIMMY McHUGH  
HARRY M. WOODS  
DUKE ELLINGTON  
J. FRED COOTS  
HOACY CARMICHAEL

## 1925—DEAREST ENEMY

Book by Herbert Fields, lyrics by Lorenz Hart, and co-starring Helen Hart and Charles Purcell. Harms, Inc.

HEIGH-HO, LACKADAY  
WAR IS WAR  
I BEG YOUR PARDON  
CHEERIO  
BYE AND BYE  
HERE IN MY ARMS  
(Available on Decca record 24034 in A-1925, Basil Fomere orchestra.)  
FULL BLOWN ROSES  
THE HERMITS  
I'D LIKE TO HIDE IT  
WHERE THE HUDSON RIVER FLOWS  
OLD ENOUGH TO LOVE  
SWEET PETER  
HERE'S A KISS

## 1926—GARRICK GAIETIES

Lyrics by Lorenz Hart, and presented by a cast that included Phillip Loeb, Sterling Holloway, Bobbie Perkins, Jack Edwards, Betty Starbuck and Lester Cole. Harms, Inc.

MOUNTAIN GREENERY  
(Available on RCA Victor record K(45-0018) in K-4.)  
WHAT'S THE USE OF TALKING

## 1926—THE GIRL FRIEND

Book by Herbert Fields, lyrics by Lorenz Hart, and co-starring Eva Puck and Sam White. Harms, Inc.

HEY, HEY  
THE SIMPLE LIFE  
THE GIRL FRIEND  
(Available on the following records: Columbia 7482-M, Andre Kostelanetz Orchestra; Columbia 35380 in C-11, Richard Rodgers orchestra; Decca 24036 in A-1925, Marlene Fingerle and Arthur Schutt, piano duo.)  
GOOD-BYE LENNY  
THE BLUE ROOM  
(Available on the following records: RCA Victor P(27651) in P-93, Collins H. Driggs, now-chordist; Columbia 35380 in C-11, Richard Rodgers orchestra; Columbia 36746 in C-105, Eddy Duchin, piano, with rhythm section; Decca 24036 in A-1926, Fingerle and Schutt, piano duo; Decca 23134 in A-112, Hildegarde with orchestra.)

CABARETS  
WHY DO I  
THE DAMSEL THAT DONE ALL THE DIRT  
HE'S A WINNER  
TOWN HALL TONIGHT  
GOOD FELLOW MINE  
SLEEPYHEAD (CREOLE SPOONING SONG)

I'D LIKE TO TAKE YOU HOME  
WHAT IS IT

## 1926—PEGGY-ANN

Book by Herbert Fields, lyrics by Lorenz Hart, and presented by a cast headed by Helen Ford, Lulu McConnell, Betty Starbuck and Lester Cole. Harms, Inc.

Hello  
A TREE IN THE PARK  
HOWDY, BROADWAY  
A LITTLE BIRDIE TOLD ME  
CHARMING, CHARMING  
WHERE'S THAT RAINBOW THEY TALK  
ABOUT  
IN HIS ARMS  
CHUCK IT  
HAVANA  
MAYBE IT'S ME  
GIVE THIS LITTLE GIRL A HAND

## 1926—BETSY

Book by Irving Caesar and David Freedman, lyrics by Lorenz Hart, and starring Belle Baker in a cast that included Al Shean, Jimmy Huxsey, Dan Healy, Bobbie Perkins, Evelyn Law, Allen Kearns and Borrah Minneville and His Harmonica Rascals. Harms, Inc.

THE KITZEL ENGAGEMENT  
MY MISSUS  
STONEWALL MOSKOWITZ MARCH  
ONE OF US SHOULD BE TWO  
SING  
IN OUR PARLOR ON THE THIRD FLOOR  
BACK  
THIS FUNNY WORLD  
FOLLOW ON  
CRADLE OF THE DEEP  
IF I WERE YOU  
LEAVE IT TO LEVY  
BIRDS ON HIGH  
SHUFFLE  
BLUE SKIES  
Words and music by Irving Berlin, and introduced for the first time by Belle Baker in this production.  
TALES OF HOFFMAN  
By Irving Caesar and Al Segal.

## 1927—A CONNECTICUT YANKEE

Book by Herbert Fields, lyrics by Lorenz Hart, and presented by a cast headed by William Gaxton, William Norris, Nana Bryant and Constance Carpenter. Harms, Inc.  
A LADY'S HOME COMPANION  
MY HEART STOOD STILL  
Written after a wild taxi ride thru the streets of Paris, and inspired by the remark of a girl companion who exclaimed as the cab took off: "Gee, my heart stood still!"

(Available on the following records: RCA Victor M(10-1039) in M-935, Gladys Swarthout; RCA Victor P(27398) in P-64, Joe Reichman, piano, with rhythm section; Decca 24041 in A-1927, Bob Grant orchestra; Decca DA-23312 in DA-367, Connecticut Yankee Orchestra; Decca DA-23313, Dick Foran and Julie Warren; Decca 23133, Hildegarde; Columbia 7480-M, Andre Kostelanetz orchestra; Columbia 36437 in C-76, Fred Feibel, arranger; Columbia 35379 in C-11, Richard Rodgers orchestra; Columbia 36476 in C-80, Wladimir Selinsky and his salon orchestra; Capitol 10016 in CD-5, Dennis Day; Capitol 20115 in BD-51, Margaret Whiting.)

THOU SWELL

(Available on the following records: Decca 24041 in A-1927, Bob Grant orchestra; Columbia 35379 in C-11, Richard Rodgers orchestra; Columbia 35665 in C-29, Bix Beiderbecke with orchestra; Capitol 20116 in BD-51, Margaret Whiting.)

ON A DESERT ISLE WITH THEE  
NOTHING'S WRONG  
I FEEL AT HOME WITH YOU  
EVELYN, WHAT DO YOU SAY

## 1926—PRESENT ARMS

Book by Herbert Fields, lyrics by Lorenz Hart, and starring Charles King in a cast that included Florence Leffert and Joyce Barbour. Harms, Inc.

TELL IT TO THE MARINES  
YOU TOOK ADVANTAGE OF ME  
This was the favorite song of the Prince of Wales while he was courting Wallis Simpson. One night in a London night club he asked Merton Downey to sing it nine times. In the light of subsequent events, culminating in his relinquishment of the British throne for "the woman I love," the title was truly prophetic.

(Available on the following records: Decca 18117 in A-201, Benny Berigan orchestra; Decca 24045 in A-1928, Basil Fomere orchestra; Columbia 35379 in C-11, Richard Rodgers orchestra.)

DID I HEAR YOU SAYING "I LOVE YOU"  
(Available on Columbia record 35379 in C-11, Richard Rodgers orchestra.)

A KISS FOR CINDERELLA  
IS IT THE UNIFORM  
CRAZY ELBOWS  
DOWN BY THE SEA  
I'M A FOOL FOR YOU  
BLUE OCEAN BLUES  
HAWAII  
KOHALA WELCOME

(To be continued next week)

# Top Promotion About To Bust For 'Reindeer'

NEW YORK, Dec. 10.—Altho Columbia's Gene Autry dinking of Rudolph the Red-Nosed Reindeer seems well-established as one of the top hits of 1949, Times-Columbia, local distributor, has the biggest part of its promotion coming up this week. Arthur Kenn, advertising manager for the distribber, several months ago discovered a Max Fleischer color cartoon flick on Rudolph made last year for Montgomery-Ward to promote various Rudolph products. M-W agreed to hand Kenn the national promotion rights to the film, and supplied him with 300 copies at no charge.

Kenn in turn has made a deal with RKO, and starting December 17 Rudolph will play simultaneously at the 37 RKO theaters in the metropolitan area. The rest of the reels have been loaned out to other distribbers and will blanket the Eastern States. The Roxy Theater here is also showing it during the three weeks preceding Christmas. With each showing the theater has tied up with a neighborhood disk shop. Sixty thousand Rudolph balloons, each with the name of the local shop, are to be given away free to kids attending the theater. Prizes, about 2,500 so far, will also be given away in various contests. All have been provided by manufacturers of various Rudolph products such as books, records, dolls, etc. The theaters are to set up lobby displays and play the disk in the lobbies and with screen trailers.

Gertz's Department Store in Jamaica, one of those tying in, has fabricated a talking reindeer, but the Montgomery-Ward store, just a few blocks away, countered immediately with a real live reindeer borrowed from the zoo.

# Domino Blues Firm Revives, Inks Talent

NEW YORK, Dec. 10.—Domino Records, local blues-rhythm diskery formed early this year, has been reorganized and reactivated. H. B. Graham, one of the founders, has pulled out, and Seymour Goldblum, former manager of the Chubby Jackson band, has taken over as general manager. Other partners, with Goldblum, are Jimmie Robinson and Lloyd G. Newton. Rene Hall is music director.

Artists featured in the diskery's first release under the new set-up include blues singer Max Bailey and rocksters Eddie (Lockjaw) Davis and Buddy Tate. Bailey is signed exclusively with the label.

# Marks and Hosiery Org in Disk Tie-Up

NEW YORK, Dec. 10.—Thru more than sheer leg work, the Edward B. Marks pubbery this week effected a tie-up with the Valcort Hosiery Company to promote Tony Martin's Victor waxing of the Marks tune *Marta*. The promotion, dreamed up by Marks back Seens Hamilton, has Valcort naming a new shade of nylons "Marta Rose," with 2,500 pairs of the same being presented to the publisher for distribution among jocks and reviewers throughtout the country. The hosiery firm is preparing streamers for department stores touting both the disk and the hose, and Victor is also tying in with disk shop streamers mentioning Valcort.

The pubbery, in conjunction with Victor, has had Martin cut personal transcriptions for a number of key jocks for their use in introducing the disk.

# Music—As Written

(Continued from page 18)  
four sides for Mercury's Jazz at the Philharmonic hot music series, with drummer Buddy Rich and tenorist Flip Phillips among his support. . . . Veteran thrush Florence George etched an album of waltzes by Johann Strauss, Franz Lehar and Oscar Strauss for Decca.

With Bernie Wayne, WHOM deejays Ray Carroll and Willie Bryant have penned "Would I Still Be the One in Your Heart?" Publisher is Brenner Music, the firm of colleague Paul Brenner, of WAAT. . . . Charlie Sherrill, pianist formerly at the Weylin and the Rainbow Lounge here, has opened at the Peter Stuyvesant, Buffalo, for a limited stay. . . . Hot Lips Page went into the Hotel Senator, Philadelphia, December 5.

The Shadows, new vocal quartet, open a week at the Apollo Friday (16) on the strength of their first dinking on the Lee label, launched by Herb Zebley and Ed Levy, owners of the major distribber. . . . John Desmond is in town from Chicago to cut four e. t. d shows for his Ronson series. . . . Knickerbocker Music acquired pubbing rights to "Sentimental Me" from Autograph Records. . . . The Golden Gate Quartet was received by President Truman last week; they presented him a special etching of songs they sang at the 1940 and 1944 inaugural festivities. . . . Johnstone-Montei took over "Say It Isn't the Night" from Cavalier Music. . . . Ray Bloch cut some pop sides for Dana last week. Dana also pacted the Vincent Justynski Ork to a term contract.

Patti Page has cut a trick record for Mercury in her "Quartet" rendition of "With My Eyes Wide Open." The thrush warbled four successive parts dubbed on top of each other for the quartet effect.

Dick Linke left the Sammy Kaye organization last week to set up his record-promotion and publicity stable. Linke, former Eastern promotion chief for Capitol Records, is currently negotiating for office space in New York. . . . Desi Arnaz's drummer, Isadelo Ernestomarrero, has prepared an illustrated method, "drumming the Latin-American way," which E. B. Marks Music is publishing this week. . . . Todd Rhodes and His Toddlers cut four sides this week for Sensation Records, including two instrumental ballads and two jump numbers.

## Chicago:

Irv Green, Mercury Records prexy, has returned to work following a two-week hospital stay. . . . Ernie Simon, WJJD discomedian, married Pat Lyons, non-pro, December 28, while John McCormick, WBBM, and Wilma Meeks, non-pro, expect to merge before Christmas. . . . Fred Lowery, the whistler, has replaced Dorothy Rae, his singing partner who married in June, with Claire Stewart, formerly of WFAA, Dallas. . . . Irene Rosenberg, young pianist, will guest with the Chi Symphony December 17.

Shuffle in the officer set-up of Barthel, Inc., indie record label, has put Nick Wayne into the prexy's post, with Paul Cwik as v.-p., and Larry Anzalone as secretary-treasurer. Firm has Johnny Hill, ABC vocalist; Allan DeWitt, vocalist with Frankie Masters; Delores Janis and Toni Rami, chirps, as its first talent. Jack Barthel, pubber, is out of the organization. . . . Georgie Reuss and associates have formed the G. M. Reuss pubbery, Naperville, Ill. . . . Zenith Radio Distributing Corporation, MGM record distribber, has taken six 15-minute stanzas per week on each of three radio stations, WJJD, WCFL, and WIND, with Howard Miller to handle d. j. duties. . . . Lawrence Welk did 300 people at \$1.75 (including tax) each at the Prom Terrace, Fort Wayne, Ind., November 30.

## Philadelphia:

Arthur Warren, last here in 1946, takes over the Hotel Warwick bandstand for the holiday season. . . . Royal Oaks in suburban Ambler, Pa., adds dancing for the diners, with Pat Riley getting the musical call. . . . Cats and the Fiddle are back in town, this time at Club Del Rio. . . . Hot Lips Page is making his first local stand with his own band at the Rendezvous, which normally reserves the music stand for recording singers. . . . Pete Rubino takes over the bandstand at Chubby's at near-by North Collingswood, N. J., where Patti Page is making a return.

Norman Black, former WFIL maestro, was signed by the Philadelphia Arena to serve as pit conductor for all shows coming in requiring music. . . . William B. Richter used a local river for the inspiration of his latest song effort in penning "Down on the Delaware." . . . At near-by Atlantic City, Hotel Chelsea has brought in Johnny Goodman, with Angie Merrendino getting the call at the Hotel Senator's Sun and Star Roof. . . . Lester Young, next in at the 421 Club, with the Orioles plus Slam Stewart following, is first-timing it at a location stand in town by taking in a turn at the Click in advance of Artie Shaw's opening next week. . . . Una Mae Carlisle is hospitalized in New York for an emergency operation. The Loumell Morgan Trio opens for her at the Club Del Rio. . . . Paul Hildebrand, local nitery owner, turns dance promoter to stage a New Year's Eve masquerade ball at the Broadway Hotel, with Joe Frassetto making the music.

# Joyce Sets Pub, Disk Deals on Coast for Ranch's Expansion

PHILADELPHIA, Dec. 10.—Jolly Joyce, head of the local Jolly Joyce theatrical booking office, has negotiated music publishing and recording deals for his Ranch Music Company, a West Coast firm in which he is a partner with Lou Herscher, Hollywood music publisher and songwriter. Joyce is now on the Coast. The deal was made with George Auberbach, of the Hill & Range Music Company, to handle the performing rights for some of the songs in the Ranch Music catalog, made up entirely of Western and hillbilly tunes. In addition, the deal was also made with Leo Mesner, of Aladdin Records, for the race songs added

# Gents Prefer Tix

NEW YORK, Dec. 10.—Buddy Robbins, of the J. J. Robbins pubbery, which is publishing the score of *Gentlemen Prefer Blondes*—a show enjoying an advance sale comparable to that for *South Pacific*—was asked this week by a music business acquaintance if he was "getting any calls." This is trade parlance for sheet music sales. "Thousands of 'em," Buddy replied. "All for tickets, none for copies."

to the Ranch Music catalog. As a result of the record deal, Ranch Music will branch out in the race song field.

ALL THE HITS ON ANY LABEL IN ANY QUANTITY AS YOU NEED THEM . . .  
(at 5c above wholesale)

**TERRIFIC SPECIAL**  
**"AULD LANG SYNE"**  
BY TINY HILL & ORCH.  
COLUMBIA 38048  
35c each — \$30 per 100  
Order immediately  
Records will be shipped C.O.D.  
Special Delivery, Parcel Post

**RAYMAR SALES CO.**  
84-32 164 Street Jamaica 3, N. Y.  
Jamaica 3-2248-9560—Republic 9-7908

**MUSIC BOURNE TO LIVE**

**"CHARLEY MY BOY"**  
by **JIMMY DORSEY**  
COLUMBIA 38649

**BOURNE, Inc.** 100 7th Ave. N.Y. 10 N.Y.

**Climbing Fast . . .**  
**THE MARINERS'**  
Hit Recording of  
**"LEPRECHAUN'S LULLABY"**  
and  
**"ON THE ISLAND OF OAHU"**  
COLUMBIA #38624

**DON PABLO'S ORCHESTRA**  
R-178 "Nite of Romance"  
(Noche De Ronda)  
"Begin the Beguine"

**Bondo RECORDS**  
329 S. WOOD ST. CHICAGO 12

**RECORD PRESSING**  
10-Inch Quality Shellac or Plastic.  
Complete Service—High Quality.  
Masters—Processing—Labels.

**HARDMAN RECORD COMPANY**  
2434 E. Fifteenth St. Tulsa 4, Oklahoma

RELIABILITY — QUALITY  
**RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat Pending)

**Research Craft Co.**  
4912-14 SANTA MONICA BLVD  
LOS ANGELES 27, CALIF.

the same  
low price  
since 1938



LONG LIFE...  
KIND TO RECORDS...  
DEPENDABLE...  
ECONOMICAL...

More Permo Needles Sold Than All Other Longlife Needles Combined

**PERMO, INCORPORATED**  
6415 North Ravenswood Avenue Chicago 26

**"OOO-OH RICKEYEEE!"  
RICCI VALLO**

(Apollo's Romantic Baritone Discovery)  
sings

"ROMAN GUITAR"  
"I MUST HAVE YOU"

Apollo 1152

Order from your nearest distributor  
or direct from

**APOLLO RECORDS**  
457 W. 45th St. New York, N. Y.

**JOHNSON RAG**

recorded by

- PEARL BAILEY.....Harmony
- GENE COLIN.....Rondo
- JIMMY DORSEY.....Columbia
- RUSS MORGAN.....Decca
- ALVINO REY.....Capitol
- JACK TETER TRIO.....London
- CLAUDE THORNHILL.....Victor

MILLER MUSIC CORPORATION

A  
HIT  
IS  
BORN!

Memo  
To Disc  
Jockeys  
Are You  
Playing

**"TELL ME LIES"**

Metro No. 8011  
JANET LORD with Johnny  
Dell's Orchestra

**B & B MUSIC CO.**  
Hollywood Detroit  
Happy Spinings

WATCH FOR  
**EDDY  
ARNOLD**  
ISSUE  
NEXT WEEK

**ON THE STAND**

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

**Wayne King**

(Reviewed November 22 at the  
Marine Dining Room, Edgewater  
Beach Hotel, Chicago. Managed by  
Music Corporation of America.)

SAXES: Fred Reid, Ray Schultz, Harold  
Gilbert, Burke Bivens.  
VIOLINS: Al Muenser, Emil Vandas, Charles  
Sindelar, Rigo Mellgren, Earl Schwaller, Jay  
Grace.  
TRUMPETS: Jules Herman and Tommy  
Fitzsimmons.  
TROMBONE: Harry Hill.  
RHYTHM: Ernie Bergman, drums; Hugh  
Anderson, bass; Paul Mack, piano.  
VOCALS: Harry Hall, Nancy Evans and the  
12-piece Don Large Chorus.  
ARRANGERS: Warren Knoble and Vic  
Hodgren.  
LEADER AND ALTO SAX: Wayne King.

Hotel is utilizing a new policy for  
its smart Marine Dining Room in  
bringing in the Waltz King and his  
ork and chorus and dropping its 10-  
gal line and a bill of variety acts.  
Judging by the excellent response  
given the show caught, experiment is  
working out well because of the ver-  
satility and appeal of the leader. All  
the ork needs to do a 100 per cent  
job is the insertion of a heavy comedy  
number somewhere in the program.

The King ork, which has been do-  
ing only concert work the past three  
years, is doing its first location job  
here since before the war. King him-  
self hasn't lost any of his touch. In  
fact, he's doing even a better job  
than his prewar days. His sincere in-  
troductions and talk between num-  
bers are a perfect pace for the lei-  
surely styled King melodies.

The band itself is as flawless as  
the Hope diamond, consistently giv-  
ing out with a danceable beat on ar-  
rangements that stress the beauty of  
the melody. Band's book is varied,  
with plenty of the standard Victor  
waltz hits, current pops, a little Latin  
American and some up-tempo novel-  
ties for the younger set. King's side-  
men work the entire evening without  
the hint of a klinker.

During his planning for his current  
sponsored NBC video stanza, King  
came up with the Don Large Chorus,  
a dozen wholesome-looking gals and  
guys who fit the ork's format like a  
book. Group's harmony work adds a  
great deal visually as well as aurally  
to the band. Harry Hall, young bar-  
itone, sparkled on solo assignments  
generally, but should stay away from  
stylized numbers like *Lucky Old Sun*,  
where another has made his name  
with the top interpretation. Nancy  
Evans, veteran King chirp, possesses  
an amazing range that enables her  
to handle almost any kind of assign-

**Vince Brundo Quartet**

(Reviewed at Frank and Theresa's  
Anchor Bar, Buffalo, November 19.  
Booking, non-exclusive.)

GUITAR-LEADER: Vince Brundo.  
ACCORDION: Russ Messina.  
BASS: Tommy Rizzo.  
DRUMS: Dick Fadele.  
VOCALS: Tommy Rizzo and Dick Fadele.

This unit, which was organized  
only last July, has already shaped up  
as the slickest local article since the  
Soft Winds launched their career at  
the Hotel Stuyvesant here about four  
years ago. It's composed of ace studio-  
transcription men who know their  
way around a pop, rumba or show  
tune, all of which they serve up in  
highly danceable style, with an extra  
portion of good taste.

In this popular club, where the at-  
tractions have ordinarily been hot  
jazz and Italian dishes, Brundo's crew  
caters to all factions, including so-  
phisticates and rumbaddicts, and  
manages to keep the floor crowded  
at all times. Practically all numbers  
are arranged, and obviously the out-  
fit is looking for that special gim-  
mick that could transform it into a  
national attraction. Since the empha-  
sis at the spot is on dancing, instru-  
mental specials such as *Malaguena*  
and *Saber Dance* are essayed infre-  
quently, but get a solid hand.

Brundo is a warm, congenial front,  
and his solos, like Messina's, offer  
enough jazz ideas to keep the offer-  
ings well-spiced, but never extreme.  
Biggest attention-getters are Rizzo's  
personality-packed, Laine-derived  
vocals, and the whispered bop par-  
odies on pons and standards by the  
four voices. Drummer Fadele sur-  
prises with well-phrased choruses in  
a Torme timbre.

As it's presently constituted, the  
combo could fill the bill with dis-  
tinction at any of the country's inti-  
mate dance spots. When it manages to  
piece together some special routines  
suitable for diskings, it could find it-  
self in demand as a show attraction  
as well.  
Bill Simon.

ment capably. While King has long  
fronted a top-notch musical group,  
the addition of this capable lyric  
staff has revitalized the entire band.

King has garbed his men in vari-  
colored jackets which, when mixed  
with the gowns of the gal singers,  
makes the bandstand look like some-  
thing from a technicolor musical.  
Emil Vandas doubles capably as show  
conductor when King takes the mike  
Johnny Sippel.

ON BILLBOARD'S BEST SELLING  
RHYTHM AND BLUES CHART...

**MERCY DEE'S  
"LONESOME CABIN BLUES"**

AND  
"Baba Du Lay Fever"  
SPIRE 11-001

WATCH FOR: Mercy Dee's "TRAVELIN' ALONE BLUES"  
11-002

Sonny Parker's "ROCKIN' WITH G. H."  
11-003

FOR DISTRIBUTORSHIP INFORMATION, CONTACT:

**SPIRE RECORDS, LTD.**  
1520 TULARE ST. FRESNO, CALIF.

LONG PLAYING & 78 R.P.M.  
UNBREAKABLE 10 & 12 INCH

**RECORD PRESSING**

IN OUR OWN MODERN PLANT

RECORD MFG. CORPORATION OF AMERICA New York Office  
505 Fifth Ave.

**HITTING BIG EVERYWHERE**

KING 803

BLUES STAY AWAY FROM ME

backed by

GOIN' BACK TO THE BLUE RIDGE  
MOUNTAINS

by the

DELMORE BROTHERS

KING RECORDS INC. DISTRIBUTORS OF  
**KING DE LUXE**  
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

WHERE  
ARE  
YOU,  
BLUE  
EYES!

A  
RUSS  
MORGAN  
FLASH  
OF A  
NEW  
DECCA  
SMASH

CASH \$ CASH \$ CASH  
**DECCA-24819**

**Merry  
Christmas  
To Everyone**

From

**RONDO RECORDS**  
and the  
**RONDO ARTISTS**

**WANTED**

USED OR NEW  
HILLBILLY OR WESTERN RECORDS

Top prices paid. You get the best deal  
from Chicago's largest distributor of used  
records. Don't hesitate. Send us your  
records today.

WRITE TO Tony Galgano, USED  
RECORD EXCHANGE,  
4142 W. Armitage Ave., Chicago 39, Ill.  
Tel. Dickens 2-7040

WE PAY FREIGHT.

**VARSIITY'S**  
Long Playing  
Low Price  
Large Profit  
RECORDS ARE HERE!

Varsity Record Corp.  
47 W. 63rd St. N. Y. C.

**"Shackles & Chains"**

By Riley Crabtree  
Write

**STAR TALENT RECORDS**  
3313 Oakland Dallas 15, Texas

# TAB SHOWS OUST GRIND PIX?

## Vaude Returns To Cincy Albee; Signs AFM Pact

CINCINNATI, Dec. 10.—Albee Theater here relights its vaude stage December 29 with an eight-act bill, it was announced Wednesday (7), after a contractual impasse since September between RKO and Local 1, American Federation of Musicians, over the number of weeks of guaranteed work for musicians. The new agreement runs until December 29, 1950.

Contract terms were not disclosed by the theater, and Oscar Hild, in charge of negotiations for Local 1, was not available for comment. The old pact called for a guarantee of 20 weeks' work. Trade sources believe the new contract represents a compromise, possibly a 10-week increase.

Announcement was made by Emil Groth, RKO Midwest division manager in charge of theater operations, after a phone conversation with Maj. Leslie E. Thompson, New York, RKO labor relations chief.

## EMA & VBA in Philly Merge for Next Year

PHILADELPHIA, Dec. 10.—The Entertainment Managers' Association (EMA) and Variety Bookers' Association (VBA), which have acted as a joint body on matters affecting the entire booking industry, will merge into one org for the new year.

Bob Brown has been named temporary president of the combined associations, with Joel Charles, temporary secretary-treasurer. EMA takes in the club date bookers, with the nitery bookers comprising the VBA. The combined membership takes in almost all of the State-licensed bookers here.

# New Gimmick To Book Names

## McCarthy Pays Em Off in Oil To Get 'Em In

### Long-Range Profit

NEW YORK, Dec. 10.—The latest booking lure, one calculated to make the top names come out, now offers them a wack at oil-well profits, in addition to giving them their standard salaries plus various percentages. The gimmick is now being used by Glenn McCarthy, owner of the Houston Shamrock Hotel, who also has heavy oil interests in Texas and other States. The first name to come under the new plan is Edgar Bergen, who opens New Year's Eve on a two-weeker, followed by Frank Sinatra due late in January. Among other names being dickered to come under this oil-well plan are Dinah Shore, Tony Martin and Betty Hutton.

The advantage of getting stock in going venture, rather than immediate cash, has certain tax advantages, besides a chance to make real dough if the venture pans out. A straight salary is subject to a big tax. Payment is made in stock and the

## IN SHORT

### New York:

RKO will start its next eight-act show on the route starting January 25. . . . Juanita Hall has signed with MCA. . . . Kitty Kallen and Herb Jeffries have re-signed with MCA. . . . Hildegard's Nicollet Hotel (Milwaukee) job has been set by MCA, even tho the gal is now booked by the William Morris Office. The latter says it's an old commitment but old or new, Jack Bertell's screaming he wants his cut.

When Sam Levenson goes into the Capitol and the Latin Quarter he'll have permission to do club dates, radio and TV jobs. . . . Miami's Copa City was just told to up its bond to 10G or no show. The spot had \$8,500 up and that covered only the Olsen and Johnson show. . . . A performer has just suffered cancellation of 12 weeks because of his political beliefs. AGVA says it is ready to proceed against the spots that canceled if the actor makes a complaint.

Lou (Morris Office) Weiss is a father again. His second son is Jeffery Gordon. . . . Sophie Tucker's changed her mind. She's going back to Ned Schuyler's Beachcomber, Miami Beach, in March. . . . Leon Leonidoff gets a plaque from Yeshiva University for his "long years of service to the university" and many other communal causes.

Lisa ("Kiss Me, Kate") Kirk will double into the Plaza's Persian Room, starting December 27. She'll do one show nightly. Jimmy Savo, also on the bill, will do two shows. . . . Doc Harris wires that the Sinatra-Harvey Stone show broke all records at his Hartford State Theater. The Sunday (4) take was \$11,385.

### Miami:

Pre-season heat's on again against gambling, tho the Green Acres, Sunny Isles and some books are operating in Miami. The Beach is still quiet. . . . The Miami Morning Mail will start rolling December 14. . . . Lenny Kent is coming back to double with Jackie Miles late this month. . . . Mammy's Restaurant is thinking of doing a disk jockey show from 65th and Collins.

### Here and There:

Montreal's Normandie Roof will have a line for the first time in its history. The May Johnson office, booking the spot, is looking for a line that can do ballet. . . . Vic Damone has signed with 20th Century-Fox, and so has Paul Villard.

The two big wheels at the Latin Casino, one of Philly's top niteries, have set up a new talent agency in town. The new agency is a partnership of Myer (Spike) Shandelman, banquet manager for the Latin Casino, and Harry Dobbs, music maestro for many years at the nitery. Dobbs has been a licensed booking agent for some years, while Shandelman is a newcomer to the percenting field.

## Brandt's Chain Will Use Short Legit Revivals

### Thesps May Go AGVA

(Continued from page 3)  
Garter and five or six others still in the dickering stage.

George Brandt, now huddling with stagehands, has already signed with the American Guild of Variety Artists (AGVA) on the following basis. All performers will get an \$85 minimum for 30 shows a week when working on the Stem. Off-Stem dates will call for a \$90 minimum, with 23 shows weekly. Stem jobs will probably give actors more than \$100 because shows will exceed the 30 permitted and actors will be paid pro rata.

There was a mild rhubarb between AGVA and Equity as to jurisdiction. Equity claimed it, but AGVA insisted that Equity sloughed it off when *Make Mine Manhattan* and *High Button Shoes* played vaude houses, thereby admitting its lack of jurisdiction. Furthermore, AGVA said that tab shows which run less than 1½ hours belong to AGVA.

In any case, Equity was told that AGVA was willing to put the dispute before the Equity council, but Equity toppers refused. AGVA claimed that if Equity rules apply, performers would get less money because shows would come under stock company provisions. A show playing Broadway, even tho a watered-down version, is not a stock company, AGVA said.

The whole idea is an experiment. Meanwhile all Equity card holders hired for the jobs will have to join AGVA.

## Cincy Patio Eye On Young Trade

CINCINNATI, Dec. 10.—The Patio, 'neath the Hotel Netherland Plaza here, makes a pitch for the younger spenders beginning December 15 when Pee Wee Hunt and His Dixieland Band, plus Cory Robbins, WLW radio and tele singing pianist, move in for a three-week stand. Plans are to bring in other traveling combos, if the local musickers' union holds still for it. The Hunt-Robbins booking was arranged by Joe Higgins, of the local GAC office.

With the advent of the 20 per cent cabaret tax, the Patio tossed out its act policy and since has been operating with local bands, save for a brief period when an outside Latin combo held sway. Hunt ork will play dinner music from 6:30 to 8 and for dancing from 9 to 1. Miss Robbins will hold forth at the piano from 8 to 9.

### Fire Guts Club Hillbilly

WASHINGTON, Dec. 10.—Fire destroyed the shuttered Club Hillbilly in near-by Prince Georges County, Maryland, this week. The nitery was operated for several months by hillbilly impresario Connie B. Gay, who abandoned it after difficulties over liquor regulations.

## Curfew Gimmicks

PHILADELPHIA, Dec. 10.—Nitery ops are devising gimmicks to overcome the earlier New Year's Eve shutterings due to a midnight curfew. Most places, for example, have advised that they will refuse admittance to anybody bringing their own liquor.

Hardest hit will be hotel rooms, which have to stick closer to the law. As a result some are offering various plans for the holiday celebration. The Benjamin Franklin Hotel, for instance, is quoting the regular "\$12.50 per person" for dinner and noise-makers in the Garden Terrace, and this—according to copy on the announcement—"includes a special New Year's Eve supper and a single bedroom with private bath and \$9.50 for a second person sharing the same bedroom." Thus, \$34.50 for two suppers and double bedroom with private bath. "Amusement taxes," the notice reads, "are not included."

new holder retains it for six months or longer his tax would be a lot smaller. Of course if the stock declines in value that'll be a different story. Still it's a good gamble and a chance to get in on something that may really pay off big.

## Baltimore Hipp In TV Gimmick

NEW YORK, Dec. 10.—The Hippodrome, Baltimore, will begin a new stage policy January 5, using Jean Carroll and five acts to be billed as TV discoveries.

The idea cooked up by General Artists Corporation (GAC) will call for productions and for Miss Carroll to work thruout the show as comedienne emcee. The supporting acts have not been chosen, but production will be handled by Harry Anger, of GAC, who does most of the heavy tab and package show production work for the office.

If the show registers, GAC expects to submit it to other theaters and cafes, pacing it for running time depending on where it works.

The idea of incorporating TV on a stage show is novel, because most theaters slough off TV or forbid their acts to mention the medium on stage.

**EARLIER CLOSING**  
**December 31 and January 7 Issues**  
On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.  
Get your NEWS and ADVERTISING in Early.

## Palace, New York

(Thursday, December 8)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five, week-ends. RKO chain booker. Dan Friendly. Show cut by Don Albert's house ork.

Maybe the audience was just looking for a place to sleep or to get in out of the cold, because whatever it came in for it wasn't to applaud. Every act on the bill worked hard, did a job and worked up a sweat, but few of them got any recognition until almost the end of their acts.

The show opened fast enough with Phil Lawrence and Mitzi, a pair of young personable hoofers doing a smart toe and heel job. The kids looked good, had a nice clean act and sold in okay style, getting good walk-off hands.

Ted Lester, on in two, costumed in a cape, top hat and all the trimmings, went thru a half dozen instruments, wind to strings, for tepid hands. The Smoothies (two boys; one girl), started off with a lot of promise in a three-part harmony of *St. Louis Blues*, with the pit trumpet coming in for a solo. They kept at it with *You're An Old Smoothie*, but then proceeded to slip with comedy built around radio programs calling for take-offs. The kids proved one thing; they're excellent singers, not comics.

Lewis and Ames struggled to get started and finally made it in the last few minutes of their act. Peggy Ames was a good straight woman, tho Artie Lewis's feeding could stand improvement. Actually, their material could stand modernizing. Still some of their rankest corn is what finally got them.

Deval, Merle and Lee showed a real comedy adagio act. They began it straight, gradually injecting undertones of farce which slowly penetrated the apathetic eyes out front, finally drawing some timorous giggles which at long last grew to yocks.

Sid Gary worked beautifully. His big voice and key changes clicked all the way, with his *Old Man River* drawing a big mitt.

Lee Davis, an emcee type, had heavy going. The fact that he also sang (and following a fine singer too) didn't help him. At one time, exasperated, Lee threw out, "Come on, these are the jokes," a line with almost fatal results. It wasn't until he did his philosophic poem, full of schmaltz 'n' stuff, that he got co-operation.

The Jim Wong Troupe, four boys, did the same standard Risley, hand-

## VAUDEVILLE REVIEWS

## Fox Theater, St. Louis

(Thursday, December 17)

Capacity, 5,050. Prices, 60-75 cents. Number of shows, two weekdays, four on week ends. House booker, Doc Howe. Frank Panus's house band backs show.

The current bill at this 5,000-seater moves at a neat clip. The curtain-raiser, the Four Strongs, rope spinners, showed plenty of dexterity and manipulation.

On in the No. 2 spot was Hal Menkin and Madlyn. Menkin is a smooth tap hooper who picks 'em up and lays 'em down cleverly. He did some tricky stair routines, Madlyn, a shapely blonde, around chiefly for decorative purposes, was okay for sight stuff.

Minda Lang offered a whistling routine and got a nice hand from the payers. The girl is attractive and sells to good results.

Edwards Brothers (3) did some plain and fancy acro work and presented some amazing feats of tumbling and hand balancing. One of the boys had had polio when a child and the theater brought in groups of polio victims as guests of Edwards. The promotion was intelligently handled.

## Appletons Score

Fastest act on the bill, by far, was the Three Appletons, adagio act, consisting of Charles Appleton his wife, Mitzi, and blond Virginia Tribbet. The hecticly paced act had the crowd on edge of seats and closed to a terrific mitt.

The hefty gal, Aunt Jemima, did songs in Sophie Tucker style, and garnered plenty chuckles with her dancing bits.

Undoubtedly one of the biggest laugh-getters on the show was Steve Evans. His take-off on a Polish drunk was excellent.

Closer was Bela Lugosi. He did a scene from *Dracula* with his wife playing the part of maid. It got a nice hand from the horror fans.

Pic, Brimstone. Abie L. Morris.

to-hand and balance tricks as when it was the late Jim Wong act. His nephew Lum now heads the act.

Pic, Bodyhold. Bill Smith.

## Radio City Music Hall, New York

(Thursday, December 8)

Capacity, 6,500. Price, 50 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show played by Alexander Smallen's house ork.

Now in its 17th year, the theater's 1949 Christmas show is better than ever. Smoothly executed via a series of elaborate sets, richly costumed and reverently presented, the show blends the best elements of past pageants. Paired with a box-office flicker *On the Town*, the new Santa Claus spec should do big business.

The traditional Nativity opener was, as always, impressive and beautifully staged with clever lighting effects. Soprano Cathy Mastice was outstanding with a clear, sweet-voiced interpretation of time-honored Christmas hymns.

The lighter half of the bill, *Good Cheer*, teed off with the colorful terping of the Music Hall's Corps de Ballet, featuring Bettina Rosay. For sight values this number topped the bill. The well-rehearsed line was costumed in fluffy, red ballet skirts, while Miss Rosay appeared in green spangles. A gigantic red candle dominated the blown-up-Christmas-card setting.

Stepping up the pace, the show segued into a *Sentimental Sleigh Ride* act, via a Currier and Ives-type drop and a group of choral singers costumed in period garb. Miss Mastice, the canary who figured in the Milton Berle-Dorothy Kirsten dispute, scored again with her warbling of *That Lucky Old Sun*, and Earl Lippy turned in an okay vocal job on *The Old Master Painter*. However, the best selling on the bill was Eddie Peabody. The veteran banjoist pulled the best hand of the evening with his excellent musicianship and flashy technique on a nostalgic medley of Stephen Foster tunes and an up treatment of *St. Louis Blues*.

## Steeplechase for Kids

Applause-wise, Gautier's Steeplechase, a standard dog and pony act, was second only to Peabody and, if the kids had their way, the turn would probably be first. Patterned after a miniature circus (the canines ride bareback), Gautier's troupe was a perfect choice for this particular bill.

Surprise Package with the Rockettes, tho, was just the well-worn wooden soldier number again all wrapped up in a fancy tag. However, the gals' unison precision routine was excellent.

The Tong Brothers, a talented but slow-paced acro-balance act, rounded out the bill, and the finale number *Happy Holiday*, of course, brought on Santa Claus himself with his sleigh, reindeer and a neon message of good cheer from Radio City Music Hall. June Bundy.

## Capitol, New York

(Thursday, December 8)

Capacity, 4,627. Prices, 55 cents-\$1.50. Number of shows, four daily; five on week-ends. Loew chain booker. Sidney Piermont. Show played by Shep Fields band.

Marquee-wise the current stage bill won't drag 'em in, but those who catch the show will come out with a "worth-the-price" feeling. There's just enough music, dancing, vocalizing, comedy and hoke to make for a good package.

The Joey Adams act, with Tony Canzoneri and Mark Plant, used Pupi Campo in the songwriter bit, bringing him on from out front, and Campo, well-rehearsed in his deadpan part, did a great job. The Canzoneri-Adams face slapping and "how now brown cow" bits drew plenty of laughs, as did the Adams-Plant heckling bit. The act sold big, after the first few warm-up minutes. (See Capitol, New York on page 44)

## Olympia, Miami

(Monday, December 5)

Capacity, 2,100. Prices, 82 cents to \$1.30. Number of shows, four daily. House booker, Harry Levine. Show played by Les Rohde house orchestra.

Bob Sydney is the extra-added on this bill, but gets star returns over the advertised headliner, Sonny Tufts.

Sydney, who doubles here as emcee, plays it straight for intro to a nifty acrobatic act, the Parker Brothers. A duo, they draw good returns with their grips and groans.

Dellans' boxing cats follow, with a miniature ring, gloves, et al., in which a tawny tom mixes it with a white, while the fem in the act referees and Dellan calls the punches. It gets very big yocks. After three rounds, which make up the act, the yocks turn to screams. It's funny stuff.

## Beckley and Company

Paul Beckley and Company fill the next spot. It's an arty act, with Beckley and the fem attired in berets, blouses and flowing ties. He wields the brushes on canvases 4 by 5, at the rate of a minute apiece, turning out a waterfall scene, a wintry landscape, and a tropical isle. Beckley's no Picasso, but he's different, and besides, what did Picasso ever do in vaude?

Bob Sydney is on next to closing with a lot of standard stuff, delivered personably and well. His impresarios of Churchill, Heatter and Bogart are standouts in spite of the fact that Heatter and Bogart have been done before. With better material Sydney has the makings of a bigger name. He was received very well and had to beg off to make way for the headliner, Sonny Tufts, who fell short a mile.

Tufts swaggered on, smiled, and opened his mouth to sing. During the next two minutes he accomplished something that has rarely been done before. He managed to hit every note in *Donkey Serenade* flat. He next tried *Dolores* and did it as tho it were a blind date. A recitative bit, designed for plaintive whining in a Western mood was next. It was plaintive, but it didn't quite make the West. Sounded closer to Jersey City.

Pic: *Easy Living*. Barry Gray.

# Skating Vanities 1950

## \$1,000,000 OF SPECTACLE

### A Complete New Show Every Year

Staged by GAE FOSTER

The 8th Edition NOW BREAKING ALL RECORDS

Huge Success in Paris, London and Zurich Last Year.

Sailing April 5th for Return Engagement for 4 Months.

#### ATTENTION ARENAS

For Future Bookings Write

HAROLD STEINMAN, Owner-Producer

SUITE 608—GENERAL MOTORS BLDG.

1775 BROADWAY

NEW YORK 19, N. Y.

#### SEASON'S GREETINGS TO ALL MY FRIENDS

## VAL EDDY

Presenting

"A Symphony on Wood"

Currently OLYMPIA THEATRE Miami

Thanks to Harry Levine and Henry Frankel

Personal Management: M. L. Greenwald and Bobby Bernard  
1650 Broadway, New York

### The Cirque, Seattle

(Thursday, December 8)

Capacity, 400. Price policy, cover 50 cents to \$1. Shows at 10 and 12. Booking policy, non-exclusive. Manager, Frank Ackerman. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

One of the more lush rooms in town, with good floor and visibility, the Cirque is feeding the customers a comic named Bryce Santry, whose up moments are up and whose down moments really hit bottom. Backed by a well-tailored combo, the Embassy Four, Santry opened with some gag oldies, careened into a mouth trumpet version of *Goodie Goodie*, winding it up with a grunting handstand. He finally started to hit with a take-off on the Red Cross lady interviewing the amnesia victim. The high spot of Santry's turn was a glittering description of a ski trip, with the basic things left in and the basic words left out. Santry is no top-notch wit but is a personable comic (with acrobatic sauce) who times his audience with amused Irish roughness, and he has the rare gift of knowing when to stop.

The Embassy Four prefaced Santry with a vevy treatment of *Bundle of Joy* followed by Bud Hamilton's warbling of *Where Are You?* and *River of St. Marie*. The string-skinn-orn-ivory outfit really hit strong, specially in segues from straight arrangements into vamp.

Wil Stevens.

### Spinning Wheel Cabaret, Seattle

(Thursday, December 8)

Capacity, 300. Shows at 10 and 12. Booking policy, non-exclusive. Owners-operators, E. L. McGulre and M. A. Sandercock. Estimated budget this show, \$400.

Highlight here for the service trade and the really noisy cutter-uppers is Bob Braxton, a Negro vocalist still hampered by the liability of inexperience, but nevertheless gathering solid mits for almost every tune touched. Sax in a year-old outfit headed by Elmer Gill, Braxton doubles as vocalist and on floorshow chores, plus an emcee load. On night caught the boy showed sock baritone delivery on such heavies as *I Wonder Where My Love Has Gone* and *Lucky Old Sun*, contrasting for good paddy-ake with *Fine, Mighty Fine*. Braxton's arrangements suffer from too much production occasionally, but his billing as "Seattle's Billy Eckstine" is not unwarranted. He's better than good.

The floorshow caught was a shortie featuring the tap team of Chicken and Gilbert, and *I Used To Work in Chicago* type renderings by Deedee Hackett.

Wil Stevens.

**NORM DYGON**  
and "JR."  
**PIANO NOVELTIES**  
IN Duplicate  
Currently  
ON TOUR  
Midwest

Exclusive Management  
**BILLBOARD ATTRACTIONS, Inc.**  
203 NO. WABASH AVE. CHICAGO, ILLINOIS

America's No. 1  
Versatile Comedian and Mimic  
**JIMMIE COSTELLO**  
HELD OVER—Gatinsau Country Club  
Ottawa, Canada

Write  
Wire  
Phone  
WAlnut 2-4677  
WAlnut 2-9451

**JOLLY JOYCE**  
Earle Theater Bldg.  
Philadelphia 7, Pa.

Laugh with  
**BUDDY DURHAM**  
"Comedy Impressionist"  
Address Care Billboard,  
Cincinnati 22, O.



## NIGHT CLUB REVIEWS

### Havana-Madrid, New York

(Wednesday, December 7)

Capacity, 320. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Owner-operator, Angel Lopez. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$3,000.

A 20-person Cuban importation, labeled *Las Muletas de Fuego*, is one of the fastest shows caught in this spot in a long time. The six-girl and two-boy line dances with an abandon and exuberance that is exciting to watch. The featured spots are competently filled by Oscar Lopez and Canelina.

Lopez, a fattish lad, has a real set of pipes, but what is more important, he's a seller. He showed a couple of walk-off bits that were masterpieces of timing and milking. Canelina, a chunkish dame, is another real song seller. The customers who savvied the lingo went crazy about her.

For the non-Spanish audience, it was the dances that were terrific. The kids, apparently well rehearsed, performed with such fiery zeal and almost complete abandon that they brought goose pimples. A "Shoeing the Mare" act made the same bit done by other performers, caught by this reviewer, seem teoid in comparison. Everybody doubles in the show and everybody works hard, including a couple of bongo beaters.

Pupi Campo's new ork blasts it out for the rumba mad mob in expert fashion.

Bill Smith.

### The Nightcap, New York

(Tuesday, December 6)

Capacity, 100. Price policy, no cover, minimum and the house absorbs the 20 per cent tax. Show policy, acts start at 11 and keep going till closing. Operator, Matty Simmons. Publicity, Don Simmons. Estimated budget this show, \$600.

This late spot in the fashionable 50's does a fairly good business, tho there's little action before midnight. The new singer, Ann Hathaway, who opened Monday (5), is working better than ever. Her blues are deep and melodious and her bright numbers have a sparkle that is appealing. What she needs is a better choice of where and when to use certain numbers. Opening with a series of heavy blues to a sparse house is unimaginative showmanship. An audience has to be receptive to slow stuff before it can be fed it in heavy doses. But disregarding her choice, the fact remains that she's a fine singer. She has a voice, a heart and phrases competently.

Dell Parker does an okay job in her vocalizing spot. The gal apparently does business to judge from her friends.

The Darrell Twins, piano and guitar, do outstanding two-part vocal harmonies. Some day somebody will pick them up and come up with something that will make a real buck.

Gene DiNovi does a solid piano playing job.

Bill Smith.

### Cotillion Room, Hotel Pierre, New York

(Tuesday, December 6)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking policy, non-exclusive with Stanley Melba buying. Publicity, Nola Luxford and Don Coplin. Estimated budget this show, \$1,200. Estimated budget last show, \$1,500.

The hotel went all out for this one, putting on one show instead of the customary two. It used all the lights, and every table was jammed. The show consisted of two acts, Alan and Blanche Lund, ballroom team, and Mimi Benzell, a soprano out of the Met.

The Lunds, doing their first Stem date, showed a fresh youthfulness and an originality that made them outstanding. The boy, a handsome lad, wore the conventional dancer's costume; the girl, pretty and charming, wore a white ballerina skirt and her

(See Cotillion Room on page 44)

### Vine Gardens, Chicago

(Thursday, December 8)

Capacity, 200. Price policy, \$2.50 minimum. Shows at 8:30, 11:30 and 1:30. Exclusive booking, Paul Marr. Publicity, Felen Weiss. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

Current revue has good entertainment thruout, but combination of pre-Christmas lull and the fact that headliner Wally Vernon hasn't worked a nitery here in over five years has cut down patronage. At dinner show caught, there were 11 patrons.

Vernon, a featured bit player in Hollywood, worked up excellent response from the handful present. Guy's ad libs about the off house and after a gag had failed to connect were a continual high spot. Vernon has a substantial amount of material, most of which is much better than average. He works a comedy range that includes top-notch soft shoe and buck and wing dancing, zany impressions and some standard comedy routines. His aping of Fanny Brice's rendition of *My Man* pulled the biggest mitt of the evening. A blond foil, Ginger Kinney, worked only two minutes with him, too short a time to evaluate her worth to the act.

Foley Miller, a well-packaged cleater, opened the show smartly with some excellent, varied routines, including a straight rhythm number and a classic tap bit. She closed to a nice mitt after a spicy Cuban shake tap.

Doris Abbott, blond lyric soprano, has an amazing range, handling difficult assignments like the *Laughing Song* from *Der Fliegender Holländer* with relative ease. She combines her amazing piping with an easy sales delivery. Unlike most gals who possess a classic voice, Miss Abbott runs the gamut of song, doing comedy specialties and pops, with the serious thrown in to show off her voice.

Johnny Sippel.

### Mother Kelly's, Miami Beach

(Friday, December 2)

Capacity, 175. Price policy, no minimum, no cover. Continuous entertainment. Booking, non-exclusive. Estimated budget this show, \$1,400.

Headliner here is Milton Ross, who was imported to bolster a bill already being supported with the Tune Toppers, a musical five reminiscent of the Vagabonds. Ross, a comic, also has a pretty fair pair of pipes. He should decide which he wants to do, sing legit or do comedy. On the show caught his material wasn't funny enough to get screams, or serious enough to get rapt attention. A good-looking guy, he needs more funny talk stuff to stay in the laugh league or should forget the prospective yocks and belt 'em with *Glory Road* sung legit.

Elsa Valladares, a Cuban soprano, precedes Ross to the over-the-bar stage and does all right.

The Tune Toppers, held over, do well. Four males and a fem named Gloria Gale, they show neat musicianship and close vocal harmony. They sell for good returns.

Frank Still, at the 88, accompanies Ross and Miss Valladares.

The spot should do well as the Beach season grows stronger. It's a natural for the late trade.

Barry Gray.

**JOHNNY BARNETT**  
HIS  
TUNE-FULL PIANO  
AND SONGS  
Held Over  
**ANDRE'S**  
Chicago

Exclusive Management  
**BILLBOARD ATTRACTIONS, Inc.**  
203 NO. WABASH AVE. CHICAGO, ILLINOIS

WE'RE A WEE  
BIT PROUD OF...

**BONNIE  
BAKER**

NOW IN HER 2nd  
BIG WEEK

**ORIENTAL  
THEATRE  
CHICAGO**

Special Material by  
**BILLY ROGERS**



Personal Management

**FRANK TAYLOR ASSOCIATED BOOKING CORP.**

203 N. WABASH AVE., CHICAGO, ILLINOIS



**SELAN'S**  
World's Largest  
Creators of  
**HAIR STYLED PIECES**  
Write for  
**FREE CATALOG**  
Our Hair Goods are  
all expertly made of  
the finest first qual-  
ity **HUMAN HAIR**.  
Write for our **FREE**  
**CATALOG** and  
**WHOLESALE**  
**PRICE LIST** on lat-  
est style Hair Pieces.

**SELAN'S**  
**HAIR GOODS CO.**  
32 N. State St.  
Dept. 1  
Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Toupees
- Braids
- Top Curls
- Trans-formation
- Wigs

**COMEDY MATERIAL**

For All Branches of Theatricals

**FUN-MASTER**

"THE ORIGINAL SHOW-BIZ GAG FILE"

Nos. 1 thru 35 @ \$1.00 each

(Order in sequence only)

**SPECIAL—FIRST 13 FILES FOR \$10**

**ALL 35 FILES FOR \$30**

- 3 BKS. PARODIES, per book .....\$10
- All 3 different books for \$25—
- **MINSTREL BUDGET**.....\$25
- **"HUMOR-DOR FOR EMCEES"**.....\$25
- 3 **BLACKOUT BOOKS**, each book.....\$25
- All 3 different volumes for \$50—
- **"HOW TO MASTER THE CEREMONIES"** (reissue), per copy...\$2
- NO C.O.D.'s

**PAULA SMITH**

200 W. 54th St., Dept. B, N.Y.C. 19

**STROBLITE**  
LUMINOUS COLORS GLOW IN DARK

**SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!**

**STROBLITE CO.**  
Countless, intriguing ef-  
fects can be attained with  
U. V. Blacklight. For  
stage, night clubs, theatre  
decorations, advertising  
displays, etc.  
Dept. B-1, 35 W. 52d St., New York 19

**SENSATIONAL SONG PARODIES**

Original material, written by an established  
writer who specializes in good, solid nite  
club parodies. Over 150 to select from. Dif-  
ferent situations, socko and funny endings.  
Current and standard tunes. Can be used  
anywhere. Free lists on request.

**MANNY GORDON**

819 W. North Ave. Milwaukee 5, Wis.

**GIRLS WANTED**

Chorus, Specialty, Exotic or Strip Dancers in  
any line. Can give immediate work in Balti-  
more's famous Piccadilly Club. Can use any  
acts passing thru also.

**PICCADILLY CLUB**

115 W. FAYETTE ST. BALTIMORE 1, MD.

**SCENERY**

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,  
Operating Equipment.

**SHELL SCENIC STUDIO** 581 S. HIGH Columbus, O.

**Pre-Xmas Pall Drops Stem To 320G; MH, 101; Cap, 30**

NEW YORK, Dec. 10.—The pre-Christmas pall has started to spread to the deluxers to the extent that last week's take for the six Stem houses declined to \$320,000 from the previous week's \$396,000.

Radio City Music Hall (6,200 seats; average \$134,500) wound up its four-weeker with the Danwoods, Patricia Bright and *That Forsyte Woman* with \$101,000. The bill started at \$148,000 and went to \$118,000 and \$125,000 for the succeeding weeks. The new show (reviewed this issue) has Gautier's Steeplechase, the Nativity spectacle and *On the Town*.

Roxy (6,000 seats; average \$78,000) did \$60,000 for its first week with Mindy Carson and *Dancing in the Dark*.

Paramount (3,654 seats; average \$73,250) fell back to \$66,000 from its previous and opening frame of \$82,000. The bill has Red Buttons, Sarah Vaughan, Claude Thornhill and *The Great Lover*.

Capitol (4,627 seats; average \$55,-

000) went down to \$30,000 for its third and final inning with the Dick Contino show and *She Wore a Yellow Ribbon*. The new show (reviewed this issue) has Joey Adams, Yvette, Shep Fields ork and *Red Danube*.

Strand (2,700 seats; average \$22,000) slipped back all the way to \$45,000 from the previous week's opening take of \$65,000. The bill has Desi Arnaz's Latin show and *Always Leave Them Laughing*.

Palace (1,700 seats; average \$22,000) did \$18,000 for Johnny Burke, Keye Luke, six other acts and *The Threat*, against the previous week's \$19,000. The new show (reviewed in this issue) has Sid Gary, Lewis and Ames, six other acts and *Bodyhold*.

**New Yorker's New Policy**

NEW YORK, Dec. 10.—Hotel New Yorker will try a new policy of a name, or semi-name singer, a comic, a novelty plus a band with some reputation, starting January 12.

First show under the new plan will headline Patti Page. Roger Ray will be the comic, and ballroom-ologists Hootor and Byrd will round out the bill. The band will be Johnny Long.

The show, a General Artists Corporation (GAC) package, will be in for four weeks. If it does business the hotel will continue using the formula.

**COTILLION ROOM**

(Continued from page 43)  
hair loose like a teen-ager rather than the usual sleek hairdo. Tho the couple showed some remarkable lifts, it wasn't that which sold them so well as it was their slow grace, their on-the-button precision, their highly imaginative routine and a "like-me" quality that projected with super-plus values. Both kids apparently have had ballet training and know stage-craft; their routines showed it. Their equal facility in routines that switched from the conventional to the highly imaginative was a thrilling revelation. Based on their showing here, they can work any spot in the country, or anybody's TV or musical, and be the same smash they are here in the Cotillion Room.

**Miss Benzell Clicks**

Mimi Benzell came on from the steps in a spot, warbling a longhair piece to almost an ovation. Resembling Hedy LaMarr, the girl showed a powerful voice both on and off the hand mike. After her opener she gave with *Embraceable You*, followed by another flasher, and aria from *La Traviata*. Miss Benzell showed a real act, mixing them up for consummate effects. From longhair she went to specially arranged semi-bounce stuff on standards then a cute *Lo the Gentle Lark* with trick cadenzas, ending with a medley of very old oldies to a wildly applauding house.

But tho Miss Benzell can sing, her floor demeanor hardly smacks of showmanship. Her chatter was at times, condescending to the point of irritation. There was little attempt at graciousness in her work. Her final curtain speech was an example. After thanking the management, she turned to Melba and said, "I'm glad to be here after being coaxed by Stanley Melba for two years to come in."

Incidentally, both acts had some wonderful and exciting musical arrangements which Melba's ork played beautifully. Bill Smith.

**Follow-Up Review**

SHELburne LOUNGE, NEW YORK: Juanita Hall, doubling from South Pacific, headlines the current slate, with the African folk-singing couple, Josef Marais and Miranda, also spotlighted. Miss Hall was at her best when rendering earthy blues and somewhat weaker in taking on torch ballads, *Don't Cry, Joe* and *Am I Blue*. Her deep delivery of *Love Can Hurt You* and *The Eagle Flies on Friday*, both in the Kansas City blues tradition, silenced even the noisy sophisticates, who broke into her numbers with constant calls for *Happy Talk*, with which she rounded out her set.

Marais and Miranda offered a change of pace with their folk duets, all standards in their repertoire and well known thru their radio, TV, record work and cafe dates. Continuing on the bill are the Cy Coleman Trio, Patricia Bright and Norman Wallace. Sam Chase.

IN PHILADELPHIA, PA.  
**CLINTON HOTEL** 10th BELOW SPRUCE  
200 OUTSIDE ROOMS from \$2 DAILY  
SPECIAL WEEKLY RATES  
HOUSEKEEPING APARTMENTS  
New Tile Baths  
Beautiful Air Conditioned Cocktail Lounge  
WALKING DISTANCE OF ALL THEATRES

**CALLING ALL COMICS**

Radio, Stage, TV professionals write your act... perfect continuity... ready to perform! Forget gag-files... get complete comedy acts! ONLY SERVICE OF ITS KIND IN THE WORLD! Introductory Prices for Standard Acts.

Act	Price
M. C.	\$20.00
VENTRILQUIST	15.00
SONG PARODY COMIC	15.00
STORY TELLER	15.00
DIALECT (Specify)	15.00
MAGIC (Comedy)	20.00
BURLY SKITS	20.00
COMEDY DOUBLE	20.00

Band Novelties and special music for acts.  
\* Special Material Written to Order \*  
Inquire About Disk Jockey Comedy Service Rates. C. O. D.'s Accepted.

**SCRIPT WRITERS**  
**COMEDY WRITING SERVICE**  
c/o **FRED WOLFE**  
1450 BROADWAY, N. Y.  
Room 601, Suite 4 CO. 5-0533

ROOMS WITH BATH REASONABLE RATES  
**MINER & CARLE**  
**Hotels**  
COAST TO COAST

**PLAZA HOTEL** Rates \$1.75 to 3.25  
DES MOINES IOWA  
ON THE BUSIEST CORNER IN IOWA  
5TH and GRAND

**EXCLUSIVE THEATRICAL HOTEL**  
The Smart **PARK Lido** IN THE HEART OF EVERYTHING  
2216 PARK AVE. MIAMI BEACH  
50 ROOMS All With Private Baths  
• ATTRACTIVE LOW RATES •  
ONLY 1/2 BLOCKS FROM OCEAN

Preferred by America's Major Music Makers...

BROADWAY THEATRES NIGHT CLUBS AMUSEMENTS RADIO CITY

**A Hearty Welcome at the heart of New York**

All the wonders of New York for your neighbor at the Hotel President in "The City of Timesquare — Everybody's Hometown"! 400 airy rooms with private bath, shower and free radio. Television, if you wish.

Leon Buch Managing Director

**HOTEL President**

MADISON SQ. GARDEN 48th St. • JUST WEST OF BROADWAY

RATES FROM \$3.00 for one \$5.00 for two  
Air-conditioned Restaurant  
Cocktail Lounge  
Adjacent Garage

FIFTH AVE. SHOPS

Special Rates for Performers and Bands!

# Magic

By Bill Sachs

**G. RAY TERRELL** is in the midst of a two-weeker at the Sheraton-Biltmore Hotel, Providence. New Orleans magi are mourning the passing of one of the most popular members of the city's magic fraternity, **Joe Borrello**, who back in the '30s made quite a reputation in New Orleans radio circles as a comedian under the name of **Tony Bacigalupi**. Borrello, who at the time of his death, December 1, was president of Ring 27, International Brotherhood of Magicians, New Orleans, also had the distinction of being the first magician to appear on television in the Crescent City. . . . **Fred Schwartzkopf**, city clerk at Bridgeport, Conn., who for years has been building precision magic for pro magi in the area, has just completed a factory in that city to enter the magic-making business on a wider scale. . . . **Harry Lorayne** and **David Walker** have teamed their magic to play Florida resorts. After a week in Tampa, they are current in Miami Beach on the same bill with **Danny Lewis**, comic. . . . **Frank Amand**, who is set for a long stay at Maybury Sanitarium, Northville, Mich., would welcome a line from magic friends. . . . **Stewart Judah**, Cincinnati wizard, is slated to hop into Detroit soon for a demonstration and lecture session under auspices of **Roy Hall**, of the Hall Magic Company, that city. . . . **C. A. George Newmann**, mental-magic pioneer, postals from Minneapolis: "Recently had the pleasure of accompanying 12 acts to Minnesota State Prison, near Stillwater, for a special entertainment for the inmates. The affair was organized by **Merle Potter**, of The Minneapolis News, and, needless to say, the inmates attended en masse and gave the show a rousing reception. **Randy Merriman**, of KSTP, emceed. **The Great Roy** and **Mme. Helene** stopped the show with their fast-moving magic and mental routine which was brought to an uproarious finale by the unexpected production of a living, kicking skunk from the warden's inside pocket. Handled by **Al Sheehan**, Twin Cities booker, **Roy** and **Helene** have been playing numerous club and banquet dates hereabouts."

**BIEL NEFF** has just placed on the market, thru **Percy Abbott**, an advanced rope restoration nifty which he originated some 15 years ago. "Its been puzzling well-informed magicians from coast-to-coast for years," Neff typewrites, "and several dealers have tried to get me to release it. It is to go at only \$2, as Percy believes in quantity sales." . . . **Sam J. Collins**, the Hillsboro, O., magic enthusiast, is back in Clearwater, Fla., to sop up the sunshine for the winter. . . . **Frank the Magician** infos that he's set for 10-minute stint daily for the next six weeks over WTTV, new TV station at Bloomington, Ind. "You can tell the fellows," writes Frank, "that TV won't be a gold mine for the magi. The stations are operating in the red, and magi working television probably will be doing it for experience and advertising. However, the advertising thus gained should net one a number of extra pay shows on the outside." . . . **Jack Taylor**, Bucknell University student, who during the

# Color Video Battle Bristles 'Twixt Jones and Raibourn

WASHINGTON, Dec. 10.—The battle over color TV is exploding on a new front as the result of a bristling exchange of letters this week between Federal Communications Commissioner Robert F. Jones and President Paul Raibourn, of Paramount Television Productions, Inc. Jones, in a letter to Raibourn yesterday (9), demanded to know what Paramount, which has an interest in Allen B. DuMont Laboratories, Inc., is doing to encourage color TV, and he hurled a bitterly worded charge that certain vested interests in the industry are ganging up against color TV.

Jones's letter was written in reply to one he got from Raibourn in which the Paramount TV prexy objected to a query made by Jones during the color hearing concerning the absence of members of the former National Television Standards Committee (NTSC) from the color hearing. Raibourn, who was a member of the old NTSC, insisted that Paramount, thru its general counsel, has filed comments at the hearing. Jones, however, strongly urged Raibourn to appear in person when the hearings next resume, and he added: "I assume it will not be necessary for me to urge the Commission to issue a subpoena to bring with you tangible evidence of such encouragement as you can submit for the record consistent to the recommendation of the former NTSC. . . ." Jones reminded Raibourn of a comment the commissioner had made during the hearing in which Jones raised the question whether the formation of organizations such as NTSC or the Radio Manufacturers' Association (RMA) or the Joint Technical Advisory Committee (JTAC) is nothing more than representation of "economic interests" within the industry.

### What Vested Interests?

"I hope," wrote Jones, "you will not join the parade of those similarly connected with this or prior proceedings of the Commission who seem to be shining a shillelah to club the head of anyone who dares to have a different view than the vested interests, whether such vested interests are speaking thru such flexible if not nebulous pseudo-entities as JTAC, RMA, the former NTSC and any other pseudonym of the radio manufacturers who are here today and gone tomorrow as swiftly and seemingly as purposefully as the proverbial pea in the carnival shell game."

"Rather, I hope," continued Jones, "to see someone like you connected for so long with an industry which does not have a color television system of its own, divorce himself from his balance sheet astigmatism to put his shoulders honestly and sincerely to the wheel in the public interests to give the American public a break when the hearings resume in February, 1950."

"In closing may I say I am glad

school season operates in and around Lewisburg and Sunbury, Pa., with his own magic unit, is slated to play the New Year's week-end at the York Theater, York, Pa., where the troupe clicked so handsomely on Thanksgiving Day. During the school vacation period, Taylor plays fairs, parks and special events in the Pennsylvania sector. Assisting him are **Steve Kindig**, **Bud Myers**, **Jean Singley**, **Gloria Naylor** and **Ann Singley**. . . . **Virgil the Magician** chalked up an enviable record recently at Corvallis, Ore., a town of less than 5,000, when he grossed \$1,754.40 in two matinee and one night performances under auspices of the Kiwanis. "We hit larger grosses than that," says **C. A. Frank**, Virgil's manager, "but not as a rule in the rural sectors." Virgil is now heading toward California and will spend the holidays in San Francisco.

this is a rule-making proceeding, closely akin to the legislative process, in which I sit as a quasi-legislator commissioner. As such I have taken more liberty in these proceedings and in this letter likewise as a quasi-legislator. At one point in the proceedings there seemed to be a misconception that this was a quasi-judicial proceeding. In order to avoid any controversy which may arise as a result of this exchange of letters, I thought it might be well to call your special attention to the nature of the proceedings we are discussing."

Jones reminded Raibourn that "Paramount has been found by the Commission to have control of Allen B. DuMont Laboratories, Inc.," and he attached significance to testimony given by Dr. DuMont at the color hearing in which, according to Jones, Dr. DuMont was unable to recall encouragement given to color TV by Raibourn.

# Semi-Pro Talent, Native, Popular in Maritime Provinces

ST. JOHN, N. B., Dec. 10.—Theater and nitery ops thru the maritime provinces are turning to native semi-pro talent, as well as touring Western and hillbilly troupes. Theaters which had been showing straight flickers have found them poor box-office draws and are using flesh to hypo takes.

The Empire Theater, for many years showing films only, now uses five local acts for the final three days of each week. On some bills house also has a three-girl line plus an emcee. Latter changes with each program.

At the Strand Theater, Sydney, N. S., five vaude acts picked up on Cape Breton Island are used each week-end. At the Gaiety, "Halifax, N. S., local vaude and package units are booked in for one and two nights.

Imported vaude acts were booked into several maritime theaters, but the quality proved unsatisfactory. It was found that acts accustomed to playing clubs around Boston and Montreal were unacceptable in the maritimes, either in theaters or night spots, at the boosted prices. The semi-pro performers are said to be ringing the bell and, with the transportation only a small fraction, it permits lower price scales and more margin for the theater and nitery operators.

# Palmer House Hosts March 6-8 CTC Meet

CHICAGO, Dec. 10.—Official date and place of the second annual conference of the Chicago Television Council were announced this week. Conference will be held March 6-8 at the Palmer House.

According to George Harvey, president of the club, conference will have a grass-roots, how-to-do-it, money-making theme and will not have any abstract speeches or blue-sky talk.

Eleven panel discussions covering all phases of TV activity have been scheduled. In addition, there will be three luncheon meetings featuring addresses by industry leaders.

# Burlesque

By UNO

**CARRIE FINNELL** is slated to open in a new revue early in January at the Lido on the Champs Elysees in Paris, operated by **Pierre Louis Guerin**, whose producer is **Rene Fraday**. . . . **Billy Hagan** returns to the Troc, Philadelphia, as house comic December 25. . . . **Folly**, Kansas City, Mo., recently supplanted its chorus with vaude. . . . **Charlie Robinson** has concluded 12 weeks at the Roxy, Montreal. **Walter Brown** is his replacement on a five-week-five option contract. **Sharon Roberts**, strip-straight, finishes 25 weeks there December 15 and **Bonnie Blue** has followed in **Princess Lahoma** as feature. The Five Stevens Models, who closed there recently, are due for a return of 10 weeks January 13. . . . **Lana Barry** opens December 18 as feature at the Hudson, Union City, N. J., where **Maxine Rose** is a new dancer in the **Jack Montgomery** line. . . . **Jean Raye**, wife of straight man **John Head**, and **Leah Wynn**, both talkers and strips, are newcomers in the **Ainsley-Lloyd** unit on the **Hirst Wheel**.

**BARBARA BLAKE**, (Mrs. **Herbie Faye**) a shut-in at Hotel Belvedere, New York, because of arthritis, continues to spread cheer to other shut-ins with her donations. . . . **Billy Foster**, comic; **Heather English**, **Jo Ann Michaels**, **George Ross** and **Lizette** are current at Dolly's Bowery nitery, Los Angeles. . . . A deal for the transfer of the stagemusic policy from the Avenue, Detroit, to the Gayety in that city, was signed by **Sam Carver**, exec of the Independent Theater Owners of Michigan, with **Arthur Clamage**; **Morion Jacobs**, son-in-law of the late **Charles Rothstein**, and **Jay Hornick**, of Philadelphia, representing the Detroit Amusement Company, owners of the property. . . . **Jack Hayes**, who recently sold his interest in an eatery at Ocean Park, Calif., is doubling as comic and operator of a small burly house, the Third Avenue, in Portland, Ore., where other principals are **Betty Dickson**, **Toby O'Dare**, **Pat Conway**, **Barbara Riggs**, **Elaine Forrest**, **Marie Zincara**, **Frank Newman**, straight, and **Chris Stewart**, dancer. . . . **Marie Manners**, contortion dancer, is a new extra attraction in Hirst houses. . . . **Lotus Wing**, featured; **Leon DeVoe**, **Bon Bonne**, **Eddie Ware**, **Colette**, and **Sheri Lambert** are at the **Follies**, Los Angeles.

# Rambeau Pilots Reno Hotel

CINCINNATI, Dec. 10.—Clay A. Rambeau is the new manager of Hotel Golden, Reno. In his new post Rambeau will direct the floorshow and band policies of the hotel's 250-capacity nitery. He has been manager of the Club Cal-Neva there since last September and formerly piloted the Lookout House, Covington, Ky., and the Vernon Manor Hotel here. He also managed the local La Normandie Restaurant and prior to the war was assistant manager of the Hotel Alms here.

**WANTED**  
Exotic Dancers and Strips  
For Theaters and Clubs from  
MAINE to CALIFORNIA.  
Be a Booster for  
**MILTON SCHUSTER**  
127 North Dearborn St. CHICAGO 2, ILL.

**WANTED**  
Burlesque Performers.  
Specialty and Semi-Nude Dancers. Write  
**PRESIDENT FOLLIES**  
San Francisco 2, Cal. E. SKOLAK, Mgr.

# Santa Claus Costumes and Accessories

CIRCULARS FREE  
MINSTRELS—COSTUMES—CLOWNS

For all other occasions. Get in touch with

**THE COSTUMER**

238 STATE ST.

SCHENECTADY, N. Y.

# —MAGICIANS—

HERE IT IS

GREATEST COIN GADGET EVER INVENTED  
ONE HAND, FINGER TIP COIN VANISH

Non-magnetic, not a hook coin, no elastic, pull, thread, hair or wax used. EASY TO DO. A borrowed half dollar held at finger tips instantly vanishes—Hand shown back and front, coin reappeared at any desired place. Full photo instructions and apparatus complete, nothing else to buy. ONLY ONE DOLLAR; our usual guarantee of satisfaction. Dealers, write for Wholesale.

**EUREKA MAGIC CO.**

P.O. BOX 345

SOMERVILLE, N. J.

### Mayor's Tic Group Huddle Postponed

NEW YORK, Dec. 10.—The mayor's theater committee failed to meet at the Hotel Astor Thursday (8) to deliberate final recommendations to Mayor O'Dwyer for municipal enforcement of the Theater Ticket Code. A previous postponement of the get-together had been made, due to an auto accident injury suffered by Commissioner of Investigation John M. Murtagh.

The commissioner only returned from hospitalization in Charleston, S. C., Thursday (8) and will not attempt to resume official duties until next week. The committee decided to wait until he would be able to sit in on its deliberations. It is possible that such a meeting may be held next Thursday (15), but probabilities point to another week's delay.

### Apples Plug Seattle Show

SEATTLE, Dec. 10.—They're feeding the customers apples these nights at the Seattle Repertory Playhouse. The gimmick, dreamed up by Warren Deasy, press relations chief of the rep, has been worked thru the Washington State Apple Commission to plug the December 29 opening of John Forrest's musical, *Johnny Appleseed*.

## Theaters Want Chunk of Tax

NEWARK, Dec. 10.—A proposal that the theater industry be permitted, thru a national organization, to spend a portion of the federal amusement taxes which it collects was among resolutions adopted Sunday (4) by the Eastern Theater Conference at conclusion of a two-day session at the University of Delaware.

Other resolutions, to be presented to the National Theater Assembly at Washington next spring, called for founding a national theater with government support.

The reference to the amusement tax asked that "a national foundation be established within the national theater to receive and disburse a portion of the entertainment tax on our own activities." It was pointed out that school and community theaters, as well as commercial theaters, would be included in the national program.

Earlier, the conference heard Clarence Derwent, president of Actors' Equity, call a national theater the focal point of renewed theater development. He predicted that it would be followed by the establishment of State theaters thruout the country. The calling for a government appropriation to launch the national theater, Derwent said it must become self-supporting thereafter, and proposed that theater craft unions, of which Equity is one, should "release some of their gains rather than stand in the way of the national theater's perpetuation after its founding."

## ANTA In New Bid For D. C.'s Belasco

WASHINGTON, Dec. 10. — Latest move to revive the legitimate theater in Washington was launched this week by the American National Theater and Academy (ANTA), which submitted a new bid to the Public Works Administration (PWA) Thursday (8) for leasing the old Belasco Theater. This time the chances are seen as better than even that ANTA will get a go-ahead.

ANTA's prospect to get its bid accepted by the PWA is considered vastly improved, tho earlier in the year the PWA rejected an ANTA-proposed contract. ANTA, it was learned, has deleted from its latest bid a provision for reimbursement which PWA had earlier found objectionable. In the rejected contract, ANTA had included a stipulation for reimbursement if the federal Treasury Department, which owns the Belasco property, happened to take back the property within the 10-year duration of the proposed contract. In deleting that provision from the latest proposed contract, ANTA is assuming that congressional leaders will keep a gentlemen's agreement to enact special legislation for the reimbursement if subsequently needed.

Altho the Sesquicentennial Exposition which gets under way next year will give the nation's capital a summer outdoor legit theater, the ANTA effort currently represents the sole and thus far most promising move to restore legit on a year-round basis in Washington. ANTA would operate on a non-segregation policy. Agitation for restoration of the legit stage has been afoot ever since the National Theater went over to movies rather than bow to an Actors' Equity demand for abandonment of Jim Crow policy.

## BROADWAY OPENING

### GENTLEMEN PREFER BLONDES

(Opened Thursday December 8)

#### ZIEGFELD THEATER

A musical. Book by Joseph Fields and Anita Loos. Music by Jule Styne. Lyrics by Leo Robin. Staged by John C. Wilson. Dances by Agnes DeMille. Settings by Oliver Smith. Costumes by Miles White. Musical director, Milton Rosenstock. Musical arrangements, Don Walker. Vocal direction, Hugh Martin. Company manager, Alex Cohen. Stage manager, Frank Coletti. Press representatives, Richard Maney, Frank Goodman and Peggy Phillips. Presented by Herman Levin and Oliver Smith.

Dorothy Shaw ..... Yvonne Adair  
A Steward ..... Jerry Craig  
Lorelei Lee ..... Carol Channing  
Gus Esmond ..... Jack McCauley  
Of the Olympic Team:

Frank ..... Robert Cooper  
George ..... Eddie Weston  
Sun Bathers ..... Pat Donohue, Marjorie Winters  
Lady Phyllis Beekman ..... Reta Shaw  
Sir Francis Beekman ..... Rex Evans  
Mrs. Ella Spofford ..... Allee Pearson  
Deck Stewards ..... Bob Burkhardt, Shelton Lewis  
Henry Spofford ..... Eric Brotherson  
An Olympic ..... Curt Stafford  
Josephus Gage ..... George S. Irving  
Deck Walkers ..... Fran Keegan, Junior Standish  
Bill, a Dancer ..... Peter Birch  
Gloria Stark ..... Anita Alvarez  
Pierre, a Steward ..... Bob Neukum  
Taxi Driver ..... Kazimir Kokle  
Leon, a Valet ..... Peter Holmes  
Robert Lemanteur ..... Mort Marshall  
Louis Lemanteur, His Son ..... Howard Morris  
A Flower Girl ..... Nicole France  
Maitre d'Hotel ..... Crandall Diehl  
Zini ..... Judy Sinclair  
Phil ..... Hope Zee  
Coles and Atkins ..... Themselves  
The Tenor ..... William Krach  
Policeman ..... William Krach  
Headwaiter ..... Kazimir Kokle

SHOWGIRLS: Pat Donohue, Anna Rita Duffy, Fran Keegan, Annette Kohl, Junior Standish, Marjorie Winters.

SINGING ENSEMBLE: Angela Castle, Joan Coburn, Ellen McCown, Candy Montgomery, Judy Sinclair, Lucille Udovick, Beverly Jane Weston, Hope Zee, Bob Burkhardt, Jerry Craig, William Diehl, William Krach, Shelton Lewis, Bob Neukum, Curt Stafford, David Vogel.

DANCING ENSEMBLE: Susanne Ames, Florence Baum, Nicole France, Pauline Goddard, Patty Ann Jackson, Alicia Krog, Mary Martinet, Caren Preks, Evelyn Taylor, Norma Thornton, Polly Ward, R. Ward, Helen Wood, Charles Basile, Bill Bradley, Rex Cooper, Robert Cooper, Crandall Diehl, Aristide J. Ginoulas, Peter Holmes, John Lavery, Eddie Weston.

SONGS: "It's High Time"; "Bye, Bye, Baby"; "A Little Girl From Little Rock"; "I Love What I'm Doing"; "Just a Kiss Apart"; "It's Delightful Down in Chile"; "Sunshine"; "In the Champs de Mars"; "I'm A'Tingie, I'm A'Glow"; "House on Rittenhouse Square"; "You Say You Care"; "Mamie Is Mimi"; "Coquette"; "Diamonds Are a Girl's Best Friend"; "Gentlemen Prefer Blondes"; "Keeping Cool With Coolidge"; "Button Up With Esmond."

In transition from novel to stage Anita Loos's gold-digger epic of the Turbulent Twenties has become a glittering, loud musical—frequently much too loud when its singing ensemble goes to work. From this pew it must be reported that *Gentlemen Prefer Blondes* does not altogether live up to the huzzahs echoing from its out-of-town break-in. Far better musicals have been and will be again. In fact there are moments when the tale of Lorelei Lee and her boy friends (and the novel's plot is rigorously adhered to) simmers to languor. Jule Styne's tunes are anything but off his top composition shelf and with one or two amusing exceptions Leo Robin's lyrics carry scant distinction.

However, *Blondes* has assets which, if not of smash caliber, should at least keep it in the upper competition bracket. John Wilson has staged it with lavish opulence. Oliver Smith has designed delightful sets, and Miles White has dreamed up body drapings—and undrapings—such as have not been seen hereabouts in a long time. Agnes DeMille shows an unsuspected versatility in her dance patterns which are superb. And in the midst of this is one of the most engaging pieces of casting on view in many seasons—Carol Channing as the six-foot, baby-faced gold-digger. Miss Chan-

(See *Gentlemen Prefer*, opp. page)

### METROPOLE

(Opened Tuesday, December 6)

#### LYCEUM THEATER

A comedy by William Walden. Staged by George S. Kaufman. Setting by Edward Gilbert. Costumes by Biana Stroock. General manager, Ben Boyer. Stage manager, Randall Henderson. Press representatives, Nat Dorfman, Reginald Debinhola. Presented by Max Gordon.

Fanner ..... John Glendinning  
Miss Merriam ..... Frances Waller  
Stumm ..... Henry Jones  
Frederick M. Hill ..... Lee Tracy  
Mrs. Killian ..... Jane Seymour  
Curtis ..... Reed Brown Jr.  
Lola Dantine ..... Jean Carson  
Miss Harrington ..... Edith Atwater  
Carpenter ..... Burton Lewis  
Mr. Young ..... Gavin Gordon  
Crowell ..... Reynolds Evans  
Ellington ..... Royal Dane  
Carolyn Hopewell ..... Ariene Francis  
Furniture Movers ..... George Cotton, Lee Parry

No matter how successful are the last-ditch efforts of make-believe editor Lee Tracy to save his mag, *Metropole*, on the Lyceum's stage, neither he nor his assistants can likely do the same by William Walden's play.

It is easy to understand how Tracy could have become intrigued with a comedy focused on a volcanic, editorial guiding genius of a sophisticated New York weekly. Since the whole play revolves around a figure who is precisely up the Tracy screwball characterization alley, the part is practically custom-made for him. However, *Metropole*, while it is about scribblers, is anything but another *Front Page*, and Tracy's Frederick M. Hill has nothing of the outrageous impudence of a more youthful Hildy Johnson.

Actually, author Walden appears to be primarily interested in scripting a satirical, biographical portrait of an editorial colossus, and for all this reporter knows, it may be a bang-up job. In any event, his plot is too skimpily mediocre to build a three-act comedy around, and *Metropole*, thereby, despite an overlay of gags and forced situations, is still thinly spun-out going. His editor's efforts are concentrated on a fight against the competition set up by a divorced wife and a business manager whose lack of financial foresight loses his best staffers to the opposition. The circumvention of these intramural difficulties can be stretched just so far, so a dumb night club singer and an actress who specializes in libel suits have been stirred in for additional elasticity. Likewise are included various staffers of the mag, who are amusing or not, as the case may be. The potpourri still doesn't add up to a fast, full evening.

#### Tracy Is Tops

Tracy turns in a wonderfully balanced performance, as may be expected of him in such a part. Arlene Francis, likewise, has another of those acidulous assignments which she does so well, as a turbulent actress, and Jean Carson is fine as the great man's moronic little gal friend. There isn't much for Edith Atwater in the role of the ex-wife, but she manages to make it passably believable. Reynolds Evans adds some delightfully amusing moments as a prissy, intellectual sub-editor and Henry Jones as many more as a dim-witted ditto. Reed Brown is properly noble as his boss's loyal supporter. But from the importance of the chore a reporter suspects that so good an actor must have just joined up with *Metropole* for the ride. And finally a particular bow must go to George Cotton for turning a furniture moving bit into a real production.

Over all, in spite of George Kaufman's artful gagging-up of the proceedings, a brilliant stellar performance and considerable excellent support, plus a fine atmospheric set from Edward Gilbert, *Metropole* just hasn't got what it takes. It's a promising first stem try for a new playwright. But that's all.

Bob Francis.

Closed Wednesday (7). Printed for the record.

## BROADWAY SHOWLOG

Performances Thru December 10, 1949

### DRAMA

	Opened	Perfs.
A Streetcar Named Desire... (Barrymore)	12-3, '47	815
Born Yesterday... (Henry Miller)	2-24, '46	1,618
Death of a Salesman... (Morosco)	2-10, '49	348
Detective Story... (Hudson)	3-22, '49	300
Diamond Lil... (Plymouth)	2-5, '49	142
I Know My Love... (Shubert)	11-2, '49	46
Mister Roberts... (Alvin)	2-13, '48	420
Montserrat... (Fulton)	10-29, '49	49
Shake Hands With the Devil... (Blackfriars' Guild)	10-20, '49	45
That Lady... (Martin Beck)	11-22, '49	23
The Closing Door... (Empire)	12-1, '49	12
The Father... (Cort)	11-16, '49	29
The Madwoman of Chaillet... (Royale)	12-8, '48	337
Yes, My Lord... (Booth)	10-14, '49	79

### MUSICAL

As the Girls Go... (Broadway)	11-13, '49	380
Gentlemen Prefer Blondes... (Ziegfeld)	12-8, '49	4
Kiss Me, Kate... (Century)	12-30, '48	394
Lend an Ear... (Broadhurst)	12-16, '46	412
Lost in the Stars... (Music Box)	10-30, '49	48
Miss Liberty... (Imperial)	7-15, '49	171
Regina... (46th Street)	10-31, '49	48
South Pacific... (Majestic)	4-7, '49	284
Texas L'il Darlin'... (Mark Hellinger)	11-25, '49	19
Touch and Go... (Broadhurst)	10-13, '49	88
Where's Charley?... (St. James)	10-11, '48	488

### ICE SHOWS

Hoody, Mr. Ice of 1950... (Center)	5-16, '49	265
------------------------------------	-----------	-----

### CLOSED

The Browning Version... (Coronet)	10-12, '49	69
December 10, 1949.		
Gnoble, My Fancy... (Martin Beck)	11-17, '48	454
December 10, 1949		
Metropole... (Lyceum)	12-6, '49	2
December 7, 1949		

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Off-Broadway Review

## TROUBLE IN JULY

(Saturday, December 3)

### TROUPERS' THEATER

A drama by Erskine Caldwell, adapted by Owen Steele. Directed by James Dyas. Sets and lighting by Karl Huggin. General manager, Len Plato. Press, June Fraser. Stage manager, James Berry. Presented by The Troupers.

- Corra ..... June Fraser
- Bert ..... Bill O'Brien
- Sheriff Jeff ..... Ben Hamner
- Col. Bob Watson ..... Donald Elson
- Judge Ben Allen ..... Jeffery Manning
- Henry ..... Lloyd Richards
- Sonny ..... Greg Hunter
- Vi ..... Alice de Loache
- Shep Barlow ..... Robert Berger
- Milo ..... James Winslow
- Tim ..... John Walsh
- Mrs. Calhoun ..... Carolyn Coates
- Andy ..... Tomie Tompkins
- Grandpa ..... Sheppard Kerman
- Harvey Glenn ..... George Eckstein
- Dent ..... Mel Tyler
- Janeway ..... Tom McGee
- Bucky ..... Harry Henderson
- Ace ..... John Murray
- Rick ..... James Alpe
- De Loache ..... Michael Spaeth

The Troupers in their cramped surroundings at 6 Fifth Avenue present as their second bill Erskine Caldwell's *Trouble in July* via Owen Steele's stage adaptation. Perhaps the group is too conscientious—in striving for realism, they miss. The detailed settings are inadequate via a tiny stage and an obviously limited budget. But they have a play of which they may be proud, one which might, with proper changes, be a good bet for Broadway.

Again concerned with the poor white trash as in *Tobacco Road* Caldwell keynotes their hatred for the Negro. With the exception of a ploddingly dull first act, overloaded with exposition, the show gathers momentum and relentless impact.

*Trouble* begins with talk in Sheriff Jeff's office in Julie County, Georgia, of a supposed rape and subsequent Negro manhunt. It proceeds with power and pathos thru everything one has heard about the ignorant southern white versus the Negro and ends with the lynching of the innocent victim. Like the majority of problem plays, this problem is presented and carried to the point of solution, and then the author lets the matter drop. Maybe any solution is a personal one, and there is no mass formula. Anyway, *Trouble* solves nothing.

For downright nastiness on the stage, there are Robert Berger and James Winslow, who wring out all the inherent, ignorant viciousness there is in Shep Barlow and Milo. On the fem side are fine performances from Carolyn Coates, as Mrs. Calhoun, and Tomie Tompkins, as Kathy Barlow. The three Negroes in the cast, Lloyd Richards, Greg Hunter and Alice de Loache, are excellent. The rest of them do well by their variously limited talents.

If the Troupers have a mind to, they can doctor up the first act; fill out the play which runs short; replace some of the cast, redesign the show and make a strong pitch for Broadway. The material is there. If they haven't a mind to, they should still do very well with *Trouble* during the four-week run right where they are.

Dennis McDonald.

# Met Stars Bring Joy To Polio Children

NEW YORK, Dec. 10.—Stars of the Metopera and the concert stage, aided and abetted by Mrs. Eleanor Roosevelt, took time out yesterday (9) to bring a touch of pre-Christmas cheer to some 40 young victims of polio at the Hospital for Special Surgery. Lauritz Melchior played Santa to Mrs. Roosevelt's Mrs. Claus and distributed toys to the youngsters. The gifts were contributed by James Schoff.

Thereafter, Melchior, assisted by one of the most expensive choruses on record, consisting of Helen Jepson, Mary Bothwell, Lis Broge, Gladys Swarthout, Robert Merrill and John Carter, led the shut-ins in Christmas carols. Duo-pianists, Whitemore and Lowe, supplied the accompaniment on twin Hammond organs.

The Christmas party was sponsored by the Friendship Tree Committee and the Hammond Organ Company.

## New Comedy for Seattle

SEATTLE, Dec. 10.—*The Girl From Idaho*, a new comedy by Glenn Hughes, goes into rehearsal here December 27. The show will be premed in February at the Showboat Theater. Hughes is head of the University of Washington School of Drama.

## GENTLEMEN PREFER

(Continued from opp. page)

ning looks to step directly from the pages of the Loos book. She is a natural for Lorelei. She has brought over all the tricks that made her a standout in her previous assignments in *Lend An Ear* and put them to the best advantage. She is easily the keystone of the show and when she goes into her gutteral chants concerning *A Little Girl From Little Rock* and *Diamonds Are a Girl's Best Friend*, she is blondemonium.

If la Channing is the keystone, also let it be emphatically stated that Anita Alvarez is a diminutive but very substantial prop to the proceedings. The little Alvarez has frequently been pretty wonderful in the past. This time out her dancing is sensational. Whether she is pantomime ballet practice, pairing charmingly with Kazimir Kocic or soloing hot, low-down jazz, she is potentially a showstopper. As stated above, Agnes DeMille's dance patterns—ranging from heel-an-toe to white ballet—are superlative. Her ensemble is beautifully drilled, and there is no fault to be found, except perhaps that she could have made more use of a dancer of such ability as Peter Birch.

Yvone Adair as a nugget-kicking pal scores brightly in her chanting and stepping assignments and is a highly effective teammate in the romance department for tenor Eric Brotherson. Such stalwarts as Jack McCauley and Alice Pearce add materially to the fun.

While tunewise there isn't much commercial potential in *Blondes* score, except perhaps *Bye, Bye Baby* and a ballad, *Just a Kiss Apart*, and while the book sometimes gets a bit overpowering, the show has ample compensating qualities. Since management was claiming an advance sale of close to \$500,000 on opening night, it could hardly miss—even if its blessings were much less.

Bob Francis.

# OUT-OF-TOWN OPENINGS

## AS YOU LIKE IT

(Opened Thursday, December 8)

### SHUBERT THEATER, NEW HAVEN, CONN.

A comedy by William Shakespeare. Directed by Michael Benthall. Scenery and costumes designed by James Bailey. Incidental music by Robert Irving. Company manager, Irving Cooper. Stage manager, Karl Nielsen. Costumes by Edith Lutyna. Press representative, Joseph Heidt. Presented by the Theater Guild.

- Orlando ..... William Prince
- Adam ..... Burton Mallory
- Oliver ..... Ernest Graves
- Dennis ..... Robert Forster
- Charles ..... Michael Everett
- Celia ..... Choris Leachman
- Rosalind ..... Katharine Hepburn
- Touchstone ..... Bill Owen
- Le Beau ..... Jay Robinson
- Frederick ..... Dayton Lummlis
- Duke ..... Aubrey Mather
- Amiens ..... Everett Gammon
- Corin ..... Whitford Kane
- Silvius ..... Robert Quarry
- Jaques ..... Ernest Thesiger
- Phebe ..... Judy Parrish
- Audrey ..... Patricia Englund
- Sir Oliver Martext ..... Jay Robinson
- William ..... Robert Foster
- Rowland ..... Craig Timberlake
- Ladies, Attendants and Shepherdesses ..... Jan Sherwood, Marlin Nowell, Margaret Wright
- Lords, Attendants and Shepherds ..... Kenneth Cantrill, Albert Collins, Charles Hart, William Sutherland, Richard Hepburn, Robert Wark, John Weaver, Craig Timberlake

Shakespeare would be right proud of his little comedy could he see what the Theater Guild does with it. Never in all his days at the Globe did the Bard conceive of what a lovely thing to view his popular comedy can be made.

The Guild has built *Like It* into a lavish production in which the costumes and scenery almost outshine dialog and action. Color runs riot when the flamboyant Elizabethan costumes blend with the background scenery. It is as much a delight to the eye as a treat to the ear.

However, a reporter hesitates to recommend it too highly unless the customer is a lover of Shakespeare and can follow the rippling, poetic style of the Bard. The show has been cast with the customary Guild competence and is presented in almost unabridged fashion. The dialog is quite often difficult to follow, and the present production doesn't give too much assistance. All dialog is pure Shakespearean, and quite often the interpretation and the acting falls back to original playing.

Altho the part is tailor-made, Katharine Hepburn makes only an acceptable Rosalind. There is a little too much Hollywood and much too much Hepburn in her interpretation to make the performance anything more than a good job. Despite the fact that her role dominates the play, it is very much feared that she will have to take her place somewhere along the middle of the line of famous Rosalinds of theatrical history. However, William Prince as Orlando really gives a performance and removes the role from the realm of improbability. His hero is a chap you can believe and like, and his readings of the more impassioned speeches, and his handling of scenes with la Hepburn are excellent.

An exceptionally fine cast has been picked for support. The roster includes Ernest Thesiger, Aubrey Mather and Whitford Kane, whose work in the classics is well known, as the melancholy Jaques, the banished duke and the shepherd Corin, respectively. Benthall's direction leaves nothing to be desired, and his rapid flow of the many scenes makes it a top-drawer job. His presentation is a true one, and the constant dressing of the stage is a tribute to his staging. Of, course, full acknowledgment must be given to James Bailey for his top-flight job on both the costumes and the scenery, and if one reporter had his way Bailey would share the top billing with the star.

If a pew-sitter likes Shakespeare, and is familiar with the play's text, this is one of its grandest showings. On the other hand, even if taste runs less to the classics, he will be charmed by the scenery, enthralled with the costumes, lulled by the traditional songs; but bored by the play.

Sidney Golly.

## ALIVE AND KICKING

(Thursday, December 8)

### SHUBERT THEATER, BOSTON

A musical revue directed by Robert H. Gordon. Lyrics by Paul Francis Webster and Ray Golden. Music by Hal Borne, Irma Jurist and Sammy Fain. Sketches by Ray Golden and I. A. L. Diamond. Additional music and lyrics by Hoagy Carmichael, Harold Rome, Sonny Burke, Leonard Gershe and Sid Fuller. Additional sketches by Henry Morgan, Joseph Stein and Arthur Ross. Choreography by Jack Cole. Settings and costumes by Raoul Pene Du Bois. Lighting by Mason Aevold. Musical direction and vocal arrangements by Lehman Engel. Orchestral arrangements by George Basman. General manager, Michael Goldreyer; stage manager, Michael Ellis; press representatives, George and Dorothy Ross. Presented by William R. Katzell and Ray Golden.

CAST: George Tobias, Lenore Lonergan, Jack Cole, Carl Reiner, Jack Russell, Ray Hyson, Patricia Bybell, Mickey Deems, Margery Oldroy, Earl William, Madeline Chambers, Sam Kirkham, Gwen Verdon, Laurel Shelby, Bobby Van, Graham Lee, Jack Miller, Margaret Baxter, Rae Abruzzo, Eve Lynn, Ray Stephens, Fay Dewitt, June Brady, Marie Groscup, Jean Harris, Dolores Starr, Verlene Camille, Ruth Davis, Kenneth Davis, George Bockman, Paul Olson, Marc Hersens.

The local break-in of *Alive and Kicking* amounted to little more than a dress rehearsal. Singers forgot their lines, cues went wrong and most of the people on the stage seemed a little unsure of what they were doing. But Boston is used to that and still, after all these years in the role of guinea pig, doesn't seem to mind paying for a first look at some uncertain entertainment and a chance to guess the New York chances.

Kicking offered them a fair to middling show at the opening. By the time the wheels have ground thru a couple of weeks in Boston and Philadelphia, it may have been tightened and sharpened enough to make the grade on Broadway for the rest of the season. But its longevity is strictly debatable.

### One-Bitter

The show offers George Tobias, Lenore Lonergan, Jack Cole and his dancers and a host of lesser folk, most of them only a little better than unknown, who gyrate thru a succession of songs, ballads, sketches, specialties and odds and ends of theatrical endeavor. There's only one hit specialty—Lenore Lonergan's singing (if you can call her comic croaking that) of *I've Got a Passport From Boston*. It takes the Hub over the bumps. There are a couple of good songs in *If You Don't Love Me* (by Hoagy Carmichael), *I Don't Want Him* (a good blues by Irma Jurist and Leonard Gershe) and *One, Two, Three* (by Sonny Burke). But the last named, a fair ballad, is loused up by a fantasmagoric dance.

There are a couple of sketches, too, which, when tightened and acted decently, may make a brief hit. *Wreck of the Oedipus* takes the psychiatrists for a ride. *Pals of the Pentagon* goes after armed service brass. *Propinquity*, about male and female, looks like something we've all seen before.

### Little Originality

Nearly all the material of *Alive* is derivative, little really inventive or original, but it may do if turned out with the brass, slickness and sheer obstinacy which some theater folk can muster.

Standout performance is that of Carl Reiner, a *Call Me Mister* alumnus. The lad does wonders with second-rate material. Jack Russell is fine in both sketches and musical numbers. Patricia Bybell sings pleasingly, and Lenore Lonergan gives with her husky-voiced best, tho most of her material is rather shoddy. George Tobias, a leading player, sometimes seems lost in the shuffle, but does all right in a few scenes. The Jack Cole dances are sharp, angular and sometimes funny. But more variety is in order. Bobby Van's soft-shoe dance was a refreshing change. Settings and costumes by Raoul Pene Du Bois hurt the eye with clashing colors and ragged lines.

*Alive and Kicking* is limping right now. It may get up on its feet long enough to get into New York. But it will have to kick pretty high to stay.

Bill Riley.

# ROUTES

## Dramatic and Musical

- Alive and Kicking* (Shubert) Boston.
- Annals of the 1,000 Days* (Great Northern) Chicago.
- As You Like It* (Colonial) Boston.
- Ballet Theater* (Court Square) Springfield, Mass., 14; (Bushnell Auditorium) Hartford, Conn., 15-16; (Shea) Bradford, Pa., 17.
- Barretts of Wimpole Street* (Auditorium) Lexington, Ky., 15.
- Blackstone* (Walnut St.) Philadelphia.
- Blossom Time* (Hanna) Cleveland.
- Brigadoon* (Shubert) Philadelphia.
- Death of a Salesman* (Erlanger) Chicago.
- Detective Story* (Blackstone) Chicago.
- Finian's Rainbow* (Lyceum) Minneapolis.
- High Button Shoes* (KRT Radio) Des Moines, 14; (Auditorium) St. Joseph, Mo., 15; (Auditorium) Topeka, Kan., 16; (Auditorium) Springfield, Mo., 17.
- How Long Till Summer?* (Shubert) New Haven, Conn., 15-17.

- Inside U.S.A.* (Curran) San Francisco.
- Kiss Me, Kate* (Shubert) Chicago.
- Light Up the Sky* (Fairbanks) Springfield, O., 14; (Hartman) Columbus 15-17.
- Man Who Came to Dinner* (Erlanger) Buffalo, N. Y., 13-15; (Auditorium) Rochester 16-17.
- Mr. Roberts* (American) St. Louis.
- Mother Hildebrand*, with Grace George (Wilbur) Boston.
- Oklahoma* (Temple) Tacoma, Wash., 14; Sacramento, Calif., 16-17.
- Philadelphia Story* (Royal Alexandra) Toronto.
- Private Lives*, with Tallulah Bankhead (Albany) Albany, Ga., 14; (Tower) Atlanta 15-17.
- Rat Race* (Forrest) Philadelphia.
- Red Shoes* (Selwyn) Chicago.
- Red Shoes* (Majestic) Boston.
- Streetcar Named Desire* (Robinson Auditorium) Little Rock, Ark., 14-15; (Auditorium) Memphis, Tenn., 16-17.
- Student Prince* (Cass) Detroit.
- Summer and Smoke* (Locust St.) Philadelphia.

## Whatever the Talent, Success Depends Upon Presentation

By Everett Lawson

IT WAS WITH great interest that I read in a recent issue of *The Billboard* that the Palace Theater, New York, had Robert Harbin, magician, as its final act on one of its vaude presentations. To those of us who weekly scan the columns of *The Billboard* for some indication that magic acts might again be coming into their own and will again enjoy a place in the sun of popularity on a par with tumblers, tap dancers and comedy acts, this notice should bring a feeling of elation and anticipation of better things to come.

In consideration of Harbin's feature number being a variation of the ageless "sawing" and his earning a good notice, it once again seems that no matter what is used success lies in the presentation as well as in the presenters. This fact should greatly heighten optimism among magic acts, especially those who consistently hear agents and managers bark: "Dime a dozen."

I can't help but feel that if a few good magic acts could bowl them over at the Palace, it would do for magic what the return of flesh (at the Palace) did for vaudeville all over the country.

Because it has been our purpose from time to time to discuss school-shows here, I would like to apply the above in parallel to our school-show cause, and point out the same philosophy to school operators who work in a field where some sort of code of ethics or philosophical pursuit could be advantageously applied.

The repertoire department has been the only medium thru which members of the school-show end of

the business could voice their whereabouts and opinions. There are no unions, societies or affiliations of any sort which might bind together in a common cause members of this little recognized group known as the Independent School Assembly Showman.

In view of existing conditions, I feel that this is an opportune time to discuss some of the policies employed, not only by the newcomer into the field, but by a number of established attractions I encountered recently. Since the school business is so poorly organized and so sorely lacking in any sort of standardization, there can be nothing in the way of ethics involved short of plain, common sense ones. Therefore it should be impressed that a little common sense should be utilized by operators along with their mercenary tendencies, in regard to booking approaches and one's personal conduct in the school.

To the seriously interested novice, the master will always say: "More power to you!" and go to detailed lengths to help better him for his calling. But bear in mind that we say "master." We don't say "jealous member of a jealous professionalism." So if it is worth doing at all, it's worth doing right, and it should be remembered that you are not booking your show (with due respect) into a night club, theater or on a carnival midway. Approaching an educator for a potential engagement requires a vastly different technique than one would use in approaching an agent, theater manager or office car official.

### Different Approach

It should be borne in mind that when one has business dealings with school officials he is dealing with an eccentric and moral contingent of people. This is understood when it is remembered that they are far removed from the glamorous glare of showbiz's trumpets. They know nothing—nor do they care—about the intricacies of show business as we know it. They don't care how many weeks you were held over at the Green Fly, in Slopside, nor are they interested in your triumphant press notices. If you can show them one letter of commendation from an educational institution which, in its flavor, has the sort of merit which appeals to them it will do you more good than proof that you had the girl show for three years on Joe Jackson's carnival or that you were featured on Broadway with your name in lights for several seasons!

It is not good business to refer in schools to the amount of money received as the take or the gate. Nor to the members of the audience as monkeys, suckers or jerks. Ad nauseum! At the same time it is disheartening to realize that you are dealing with people, a very small percentage of which, will not remember you until the same time next year. This holds true almost regardless of how good your show, how much money you make for them or how much of a perfect gentleman you are and were.

But throw cigarette butts all over the stage and auditorium floor, and leave a few empty bottles around, steal the pencil sharpeners off the walls, or do an obscene gag in the show and see if they don't remember your name, your act and what you looked like right down to the smallest detail thru aeons of time.

## Rooney Group In Chi Benefits

CHICAGO, Dec. 10.—Howard Rooney, former repster and legit performer, today presented members of the Beverly Theater Guild of Ridge Park in a special matinee performance of *Nicholas Nickleby* at the Museum of Science and Industry as part of the institute's annual Christmas festival.

Eugene Ferrazzi, last with Harry Brown, was cast as Nickleby and other rep performers included Dorothy Eddy, leading woman with Shaffner's Players; Marvin C. Howard, who closed the season recently with the Slout Players, and Larry Walden, the past season with Christy Obrecht Players.

The Rooney company also will appear on a special military benefit program in the Congress Hotel here Monday (12) and for St. Bernard's Hospital benefit show December 15. Rhett Stewart, also with the Rooney company, will appear on the last two shows.

## 3 More Drive-Ins For Eastern Pennsy

LANCASTER, Pa., Dec. 10.—Plans for three new drive-ins for the Eastern Pennsylvania area for next season were divulged here last week. Two will be set up on the Lincoln Highway, west of here, and one north of the city between Manheim and Lititz pikes.

Halsmithern Enterprises, Inc., builder of the Lincoln Drive-In at Thomasville, Pa., thru its manager, H. J. Halliwell, announced the purchase of six acres of land opposite the Lancaster Riding Club on the Lincoln Highway for the construction of an open-air theater. The drive-in will have a 1,000-car capacity and cost about \$100,000, with opening scheduled for the spring.

Work on another drive-in on Lincoln Highway is under way and plans also were announced for the erection of another two miles north of here at a location near the old airport. It will be built by Lancaster Drive-In Theaters, Inc., headed by Harry Chertcoff.

## Youmatz Sells R. C. Stock

PLEASANT VALLEY, Conn., Dec. 10.—A change in ownership in the Rogers Corners Drive-In Theater Corporation here was announced this week by Louis J. Centrella, corporation secretary-treasurer. Centrella said that Vincent W. Youmatz, of Winsted, Conn., has sold his stock in the corporation, consisting of one-third of the amount issued, to the corporation, for \$14,000. Youmatz has resigned as president, treasurer, and director of the drive-in firm.

## Reading Gets 2d Exeter Spot

READING, Pa., Dec. 10.—Work has started by Exeter Drive-In, Inc., on a second drive-in theater on the Philadelphia Highway. It will be known as the Exeter Drive-In. It is expected to be ready for an Easter Monday opening.

## Jack Edwards to New Post

HOLYOKE, Mass., Dec. 10.—Jack Edward former manager of the E. M. Loew's Hartford Drive-In Theater, Newington, Conn., has been appointed manager of E. M. Loew's State Theater, Holyoke, Mass.

## Rep Ripples

ERNEST S. BRADY is framing a short-cast flesh trick to play sponsor dates around Erie, Pa. He and wife and two others will make up the cast. . . . Henry and Sidney Overton are showing religious pix in the New London, Conn., area. . . .

Al D. Terrill pens from Frankfort, S. D., that he went into schools and halls in September after a good season with his platform show. He's doing hypnotism, second sight and mentalism with his wife and is presenting 16mm. pix on Saturdays and Sundays where he can make connections. . . . Harry (Hap) Jackson has a flesh-pic unit in operation around Cibelo, Tex., and will work his way toward Florida and hit Orlando late this winter. Jackson had a platform show out the past summer. . . .

Earle Players are a new group for Central Connecticut. . . . James W. Greeley has a pix-magic show operating in Liberty, Tex. He hopes to add some short-cast bills later and will play sponsored dates. . . . A reader from Ticonderoga, N. Y., asks if there is anything to the report that Craig Bros.' Show will be on the road again in 1950. . . . Freeley's Show is playing schools and halls in Eastern Oregon to reported good business. . . .

Herman Dallinger is booking dates in Alabama for his amateur minstrel promotions. . . . O. L. Riley, who has presented religious pix in recent winters, plans to tackle indoor fairs in small Virginia towns. Riley currently is in Richmond, Va. . . .

Jack K. Quinn, of Dorchester, Mass., has been presenting 16mm. pix to New England church groups. . . .

Chester D. Norwood, who has 16mm. pix in the Moscow, Idaho, area, plans to add flesh presentations later on. . . . D. N. Devitt, with Gitt's platform show the past summer, left Texarkana, Tex., recently to advance a religious one-day stand unit, which opened near Dallas. . . . Gillen, hypnotist, is playing school and hall dates in Central New Mexico to good business. . . .

Curt Gosbee is playing Steuben County, Indiana, with religious pix, but plans to move toward Florida, playing sponsored dates en route. . . . Florian Players have been playing Dover, Del., to good returns. . . .

George Spicer plans to work religious pix in Quebec during the Christmas holidays. . . . A. M. Quimby is promoting indoor fairs in New England.

## Babb Back From Aussie Hop

WILMINGTON, O., Dec. 10.—Kroger Babb, president of Hallmark Productions, Inc., here has returned to the United States after a five-week visit in Australia. His visit Down Under was climaxed by a luncheon tendered him by Norman Rydge, head of Australia's Greater Union Theaters, Ltd., at Hotel Usher, Sydney. At present Babb is in Hollywood working on a picture.

## 16MM BARGAINS!

### 16MM SOUND PROJECTORS

Priced from \$75.00 to \$300.00

### FOR SALE

BARGAINS IN 16MM. FEATURES, WEST-ERNS, COLORED SHORTS & BURLESQUE SHORTS.

1 SERIAL FOR SALE, TENTS, SHOW PROPERTY & 35MM. HOLMES PROJECTOR. FINE SELECTION COLORED FEATURES WITH COMPLETE FILM RENTAL SERVICE.

WRITE OR WIRE FOR LIST

## 16MM FILM EXCHANGE

Eugene M. Wilson, Owner

302 1/4 South Harwood Dallas, Texas

### BARGAIN—16MM. PROJECTORS, FILMS

Soundie, Musical Subjects, Glamour Gals, Swing Bands, 100 ft. each for \$2.95; Used Victor and Kodascope Projectors, like new, \$150.00; Western Features, \$55 up; Empty 1600 Ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; Mills Panoram Soundie Machines in cabinet, \$125.00; 2 Reel Shipping Cases, brand new, \$3.50 each. Free lists.

SIMPSON FILMS, 155 High St., Dayton 3, Ohio

### 16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each, advertising loaned free. Write for catalog. Complete new 35mm drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

### ACE CAMERA SUPPLY

150 N. Irby St. Tel.: 2487-J Florence, S. C.

## We Buy, Sell or Trade

35mm. Serials, Comedies and Westerns in good condition.

### LITTLE BROS.

BOX 123 FT. SMITH, ARK.

### WANTED for

## J. B. ROTNOUR PLAYERS

Engage Leading Woman with specialties. Rep. and Stock People all lines. Circle out of Watertown, Wisc. Tent in summer.

J. B. ROTNOUR, Watertown, Wisc.

## WANT MINSTREL ACTS

FOR THE GREATER OPTIMIST MINSTREL, CONVENTION HALL, TULSA, FEB. 3-4. Would like to hear from Dran Walters, Billy Doss, Eddie Peabody and others who have been featured with the larger Minstrels. VARIETY ACTS STRONG ENOUGH TO FEATURE. WRITE. WANT to locate old Song Slides and old-time Minstrel Show Pictures, also old-time Posters.

ART LAMAN, Cotton Hotel, Tulsa, Oklahoma

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

## THE FINAL CURTAIN

**ALVARES**—Paul, 73, aerialist, December 1 in New York. A native of Germany, he came to the U. S. in 1907 to perform with the Hagenbeck-Wallace Circus in an act known as the Alvares Duo. He first performed with his wife and later teamed with another, often under the billing of Marguerite and Alvares. He later formed the Paulsen Trio and was known on practically every vaude circuit in the country. Two daughters and a son survive. Burial in Kensico Cemetery, New York.

**AMMONS**—Albert C., 42, jazz pianist sometimes billed as the "boogie-woogie king," December 3 in Chicago. Often credited as the originator of boogie-woogie music, he was awarded an honorary degree of Doctor of Jazz by Columbia University. His widow and two sons, Jean, band leader, and Edsel, a minister, survive.

**BARRY**—Philip, 53, playwright, December 3 of a heart attack in New York. A Yale graduate and former attache of the American Embassy in London, he later studied playwriting at Harvard where he wrote his first play, *You and I*, produced in New York in 1923. Minor successes followed, such as *The Youngest*, *In a Garden* and *White Wings*, until his first big hit in 1927, *Paris Bound*. Broadway then saw *Holiday*, *Liberty Jones*, *Here Comes the Clowns*, *Without Love*, *Hotel Universe*, *Philadelphia Story*, *Tomorrow and Tomorrow*, *Animal Kingdom* and *Foolish Notion*. He was completing a new play, tentatively titled *Second Threshold*, at the time of his death. His widow and two sons survive. Burial in St. Philomena's Cemetery, East Hampton, N. Y.

**BARTLETT**—Arthur, 67, stagehand at San Francisco theaters for nearly half a century, December 2 in San Francisco. He had operated the spotlight and stage effects at the Bal Tabarin nitery for the past 10 years. He was secretary of Local 16 of the International Alliance of Theatrical Stage Employees and the Theatrical Mutual Association. His widow, Florence, survives. Burial in Holy Cross Cemetery, San Francisco.

**BEACH**—Rex Ellingwood, novelist, playwright and scenarist for 45 years, December 7 in Sebring, Fla. A sufferer of cancer of the throat with no chance for recovery, he was pronounced a suicide. One of the pioneers of motion-picture writing, Beach also wrote 35 books and plays and countless magazine and newspaper stories. For his material for his thrilling tales he drew from his own experiences in Alaska, Panama and Mexico. Numerous of his books were adapted for movies and plays. *The Heart of the Sunset* was presented in New York under the title of *Going Some*, first as a play and then as a musical and as a movie. The novel on which he was working was tentatively titled *Woman in Ambush*. His brother and his brother-in-law, actor Fred Stone, survive.

**BLACKMER**—Mrs. Walter Steele, 77, mother of Sidney Blackmer, stage, screen and television actor, December 3 in Salisbury, N. C. Two other sons also survive. Burial in Chestnut Hill Cemetery, Salisbury.

**BONHAMME**—J. W., 73, circus trapper over 50 years, December 2 in Kahn Hospital, Marshall, Tex., of a stroke. Survivors include his widow, Ida; son, Sig; daughter, Margie Hollis, and a brother. Burial in Marshall.

**BORRELLO**—Joe, magician and president of Ring 27, International Brotherhood of Magicians, New Orleans, December 1 in that city. Borrello was well known to the New Orleans radio audience in the '30s as Tony Bacigalupi and was the first magician to appear on television there.

**BUEHLER**—Edward A., 53, owner-operator of the Salt Water Swimming Pool, near Detroit, for 20 years, December 4 at his home near Birmingham, Mich. Survived by his widow, Iva, who was associated with him in the business, and a daughter, Mrs. Richard Moser.

**COCHARD**—Julius, 50, violinist, composer and director of Station KEW's Mexico City staff orchestra,

November 29 in an airplane crash at Dallas in which his wife was also killed. His daughter survives.

**COPELAND**—Mel, 43, former vaude, tab and burlesque performer, recently in Indianapolis of a heart attack. Burial in Indianapolis.

**CRUIKSHANK**—A. Stewart, 72, theater owner, December 8 in Edinburgh, Scotland. He was chairman and managing director of Howard & Wyndham, Ltd., owners of theaters in Glasgow, Manchester and Liverpool. He was a director of several London theater companies and an agent for about 23 theaters outside London.

**EBLING**—Fred C., 79, veteran member of Circus Fans of America and former executive of the John H. Ebling Milling Company, Green Bay, Wis., recently in Oshkosh, Wis., at the home of his daughter, Mrs. J. L. Clark. Other survivors include a son, John, of Chicago.

**FOLSOM**—Edward Presley, 93, father of Frank M. Folsom, president of the Radio Corporation of America, November 29 in Amity, Ore.

**FORD**—Dr. William B., father of Dick and Mary Ford, concessionaires, formerly with the Royal American Shows, December 1 in Milwaukee. He also leaves his wife and two other sons, Erwin and Justin.

**IN MEMORY**  
of my Beloved Wife  
**LEONA**  
(LEE FORD)  
Passed away Dec. 14, 1948  
I miss you more as time passes.  
GEO. B. HILL

**GARY**—Charles G., 67, Hungarian-born film studio musician at his Los Angeles home, December 5. Survived by his widow and a son.

**GLANDORF**—Walter, 56, organist, December 7 in Chicago. He was formerly staff organist for Station WGN, among others, and had directed several choruses.

**GRESS**—Karl, 76, acrobat and artist, November 28 in New York. Known thruout Europe as the Great Grissie with the acro troupe of Fris and Grissie, he later came to the U. S. and performed with his wife in vaude as Karl and Erma Gress, the Artist and the Model, a painting act. More recently he became known for his murals, having decorated the walls of numerous night clubs. His widow and son, Karl Jr., survive.

**IN MEMORY**  
Of My Husband  
**JOHNNIE HERRON**  
Died December 14, 1945, Moline, Illinois.  
"I'll love you always."  
**REX HERRON**

**HOBBS**—Roy (Shorty), 37, hill-billy radio performer, November 29 in Middletown, O. Singing with various groups, he was heard over WPFB, Middletown; WLW, Cincinnati; WHAS, Louisville, and WFB, Atlanta.

**HOFFMAN**—John A., 62, founder and former manager of Chain of Rocks Amusement Park, St. Louis, recently in that city. He organized the park in 1923 and was manager until 1940, at which time he joined the sales force of Anheuser-Busch Brewing Company. Survived by his widow and son. Burial in St. Louis.

**IN LOVING MEMORY OF MY WIFE  
AND OUR DEAR MOTHER**  
**MRS. WILLIAM F. KORHN**  
WHO PASSED AWAY DECEMBER 17, 1945  
**WILLIAM F. KORHN**  
**RAYMOND J. KORHN**  
**VERNON KORHN**  
**MRS. WILLIAM DUNCAN**  
**YOU ARE ALWAYS IN OUR THOUGHTS**

**HUBIN**—Frank B., 81, actor, manager, promoter and theater owner, December 3 at his home in Atlantic City. Hubin, who began his showbiz career at the age of 14 with a circus, went to Atlantic City in 1897 with an *Uncle Tom's Cabin* roadshow, and remained there. Survived by his widow, Patricia. (Details in General Outdoor Department.)

**JAFFE**—Julius, step-father of Jack Tracy, WINS disk jockey, recently in Hartford, Conn. Burial in New Britain, Conn.

**KRATKA**—Nicholas, 62, Atlantic City violinist, December 1 in the Bridgeton (N. J.) Hospital. He came to this country from Poland for engagements with the Pittsburgh and Cincinnati symphony orchestras, and also played with the Philadelphia Orchestra in that city. He went to Atlantic City 36 years ago and for many years played with the Salon Orchestra at the Traymore Hotel. When the Center Symphony was formed three years ago he was named concertmeister, a position he held until his death. Surviving are his widow, Anna, and a son. Burial December 4 in Atlantic City.

**LAWLESS**—Joe, cookhouse operator on Stanger Shows, December 6 in Victoria Hospital, Winnipeg. His widow, Lavina, survives. (Details in Carnival Section.)

**LEDBETTER**—Huddie, 64, ballad singer known as Leadbelly, who called himself "king of de 12-string guitar players of de world," December 6 in New York. His folk songs freed him from two prison terms and won him a special place in Negro music. For about 10 years he had been making recordings and giving folk concerts, garnering praise from critics and the public. Burial in Shreveport, La.

**LE TEY**—Harry, 62, former juggler, December 1 in St. Louis. Burial in St. Louis. No known relatives.

**MACDONALD**—Harry, 61, years ago a circus and vaude trapeze performer with the DeMar Trio, recently in Grand Rapids, Mich.

**MAGUIRE**—Arnold, 49, at his North Hollywood, Calif., home, December 5, following a long illness. Since 1945 he had been West Coast director of television for Foote, Cone & Belding in Hollywood. He entered radio in San Francisco in 1930 as writer-producer for Bay Area networks shows. In 1941 he joined Foote, Cone & Belding as producer on the Kay Kyser show. During the next four years he produced the Johnny Mercer, Heda Hopper, Charlotte Greenwood and Tony Martin shows. His widow, Evelyn, and a daughter, Susan survive. Interment in Forest Park, San Rafael, Calif.

**MALEY**—Margaret, 96, mother of Frank Maley, former vaude, tab, burlesque and night club comedian, December 3 at the home of a daughter in Sebring, O. The deceased numbered among her friends many vaude and radio greats. Besides her son, Frank, who is associated with the Orr Theater, Orrville, O., she is survived by another son, two daughters, 10 grandchildren and 10 great grandchildren. Services from St. Ann's Catholic Church, Sebring.

**MARION**—Wilfred, 47, projectionist for the last 20 years at the Capitol Theater, Windsor, Ont., December 4 at his home in River Canard, Ont. He was past president of Local 580 in Windsor. Survived by his widow, Audrey; parents, Mr. and Mrs.

Joseph Marion, River Canard; son, Melvin, Windsor; daughter, Mrs. Roger Ouellette, Belle River, Ont., and a sister, Mrs. Sam Gignac, River Canard. Burial in St. Alphonsus Cemetery, Windsor.

**MCCALL**—Robert S., 70, former treasurer of the Belasco Theater, New York, December 4 in that city. He had more recently been with various Shubert houses. His widow survives.

**MILLAR**—Lloyd B., 66 former vaude comic, recently at his Azusa, Calif., home. For many years he was known as the "Cannibal King." His mother, a son and two brothers survive.

**MURPHY**—Claude (Pat), 49, carnival concession manager, November 21 in a Dallas hospital. (Details in the Carnival Department.)

**NEWMANN**—Jule, 74, Vaude comedian, November 24 in Berlin. He had been the comedy partner of the late Paul Conchas, heavy juggler, and toured the U. S., playing all the vaude circuits. At the death of Conchas, he hired a new juggler for his own act billed as Achilles and Newmann. His widow survives.

**OGLESBY**—Mrs. Anna L., one-time Philadelphia singer and widow of Harry Oglesby, musician and teacher, December 2 at her home in Philadelphia. Survived by a son, Frank Oglesby, voice teacher. Burial in Chester (Pa.) Rural Cemetery December 5.

**OUSPENSKAYA**—Maria, 62, film actress, at her Hollywood home, December 4, from burns received in a fire there. She started her career with Moscow Art Theater, later appearing on Broadway. Since coming to Hollywood she appeared in *Love Affair*, *The Mortal Storm*, *Dodsworth* and *Conquest* pix. She also was active in a talent school.

**PHELPS**—Gaylord, 65, former midget star in legit and musical comedy, December 1 at Silver Lake, N. Y. Making his debut at 16 in Buffalo as a sub for an ailing child actor in *The Shoemaker*, he later appeared in *Chin Chin*, *Buster Brown* and *Lady of the Slipper*. During his 17 years on the stage he played with such stars as Elsie Janis, Vernon and Irene Castle, Fred Stone and Andy Devine.

**PLENSLER**—Alexander W., 52, radio researcher and pioneer in the development of push-button tuning, November 22 in Antioch, Ill. He also worked on the development of the preamplifier that allows fringe area reception for television. He once headed the Anchor and Belmont radio corporations.

**RICHARDS**—Mrs. W. G., 63, wife of the former owner-manager of Richards Bros. Circus, November 30 in Sacred Heart Hospital, Pensacola, Fla., of a cerebral hemorrhage. The past 18 years they had operated a tourist court in Pensacola. Burial in Bay View Memorial Park, Pensacola, December 6.

**RIX**—Mrs. Mary Parker, radio and legit actress, recently in Manchester, N. Y. First playing with the Manchester Institute Players, the Peterborough, N. H. and the Ogunquit, Me., summer stock companies, she later supported Raymond Massey in *Abe Lincoln in Illinois* and was heard in a leading role in radio's *Our Gal Sunday*. Her husband, two sons, a daughter, her father and a sister survive.

**WALKER**—Johnnie, 55, former legit and silent film producer, December 5 in New York. He was co-producer with Albert N. Chaperao of *Make Yourself at Home*, presented on Broadway in 1945. Besides producing movie shorts, he had a long career as a film actor. Three sisters survive.

**WILSON**—John D., 47, magician for over 25 years known as the Great Darrell, recently in Indianapolis of a heart attack.

**ZEEMAN**—Mrs. Celia, 76, mother of Barney Zeeman, former orchestra leader and proprietor of the Forrest Cafe, Philadelphia nitery, December 3 in Women's Homeopathic Hospital, that city. She also leaves three brothers and a sister. Burial in Roosevelt Cemetery, Philadelphia, December 5.

# ACT TO BREAK SESQUI LOG JAM

## Exec Maps Four-Step Method To Speed Action on Mounting Bids for Midway Attractions

### Batt, Conklin Group Withdraws Amusement Zone Offer

WASHINGTON, Dec. 10.—Plans for elaborate machinery to screen a growing flood of bids pouring into the National Sesquicentennial Commission from showfolk seeking to operate concessions in the multi-million-dollar midway of the capital's sesquicentennial were disclosed here Friday (9) by Edward Boykin, director of the commission. Boykin outlined to *The Billboard* a four-step procedure which he said will be installed soon to break a log-jam of proposals for concession operations. Under the procedure, which Boykin said he hopes

## Godin To Build 40G Pyro Plant At Foster, R. I.

FOSTER, R. I., Dec. 10.—Joseph H. Godin, president of the Interstate Fireworks Manufacturing & Display Company, Inc., Springfield, Mass., has been granted a permit to erect a \$40,000 pyro manufacturing plant here. The local plant will be known as Union Fireworks, Inc. Earlier this year Godin invaded the Canadian market when he opened the Interstate Fireworks Manufacturing & Display Company, Ltd., at Toronto.

The local plant, which will produce materials for other manufacturers and operators, will be managed by Frederick Cairo, former superintendent for the Rhode Island Fireworks Company at near by Providence. Godin said that the plant would consist of 17 one-story buildings of wood and sheet metal construction. Each building will be 20 by 30 feet. The new firm will employ about 25 men, Godin said.

Considerable opposition to the granting of the permit was encountered. Persons living in the vicinity of the plant location protested before the town council but failed to stop the issuing of the permit by police chief Ellis Bender.

Godin also has a factory at Bridgewater, Mass.

## 9G Subscribed For Calif. Expo

SAN DIEGO, Calif., Dec. 10.—Preliminary expenses for the 1953 exposition here are assured, according to Ewart Goodwin, exposition chairman, who said \$9,000 of the \$25,000 goal already had been raised. Incorporation papers have been filed in Sacramento. Incorporators are Harold B. Starkey, Goodwin and Edmund T. Price.

Blue printing of the fair will be handled by Clyde M. Vandenburg who will draw \$10,000 plus expenses for a four-month period starting January 1.

Vandenburg's initial task will be to survey the Mission Bay Aquatic Park at near-by Mission Beach where all exposition recreational activities will be held.

will be put into operation soon, all midway concession proposals will be channeled first to a director of concessions to be appointed by the National Sesquicentennial Commission.

### Salaried Director

The concessions director will serve on a salary basis. Proposed bids which get the concession director's endorsement will be transmitted to commission director Boykin. Bids which survive these first two steps will be sent on to the commission's executive committee which is comprised of several civic and national figures, including District of Columbia Commissioner John Russell Young and U. S. Senator Margaret Chase Smith of Maine.

The final step in the screening process will be submission of the bids to a volunteer concessions committee. This latter committee will be named soon and will be comprised of prominent citizens of the nation's capital, Boykin said.

### To Act on Over-All Plan

The commission director said this screening procedure will be applied in arriving at decisions not only on what bids should be approved but also on whether a single organization should be allowed to handle the entire midway area plans and, if so, (Acts To Break Sesqui on page 55)

## Haiti Expo in Auspicious Preem; Sample Biz Indicates Okay Run

PORT-AU-PRINCE, Haiti, Dec. 10.—Haiti's Bi-Centennial International Exposition opened here Thursday (8), with President Dumarsais Estime and Manuel Cardinal Artega, of Cuba, presiding at the initial ceremonies. The \$26,000,000 expo, constructed in less than 18 months, will run until May.

A message from Pope Pius XII was transmitted from the Vatican and rebroadcast locally. President Truman also sent congratulations. Other events marking the opening were a colorful parade in which navy units from the United States cruiser, Salem, participated and an aerial display by Florida-based United States Air Force Superfortresses.

## Lo, the Poor!

BRIDGEPORT, Conn., Dec. 10.—Indians must pay the sales tax on articles that they sell off their reservations, State Tax Commissioner Dennis P. O'Connor ruled this week.

His ruling resulted from refusals last October of a troupe of Indians, who had stands at the Danbury (Conn.) Fair, to collect and pay the tax on articles that they sold there, arguing that they were exempt from the tax because of old treaties with the federal government. After arguments that lasted thruout the 10-day run of the fair, they eventually paid the tax but appealed to the tax commissioner for a ruling.

## Sports Carnival May Hypo A. C. Off-Season Biz

ATLANTIC CITY, Dec. 10.—In an effort to hypo the slump that has set in here during the winter, the first annual Atlantic City Midwinter Sports Carnival will be held in Convention Hall here December 26-30.

On the program, which is expected to expand each year, will be ice hockey, ice skating, high school and pro basketball. One day will be set aside for public ice skating in the large auditorium. Carnival committee believes that in a few years the event will become national in scope and a potent midwinter patronage lure. The crowning of a Midwinter Sports Carnival Queen is a feature expected to become an annual fixture.

### Admish 75c to \$1.50

Committee includes Philip E. M. Thompson, Convention Hall manager. Sports events will all be held nightly (See Carnival for A. C. on page 55)

## Dec. 17 Start For Sesqui's Drum-Beating

### Dedication To Tee Off

(Continued from page 3)

as an example of "how democracy works" in providing "entertainment without bias or prejudices," Chapman's aides have indicated. Chapman, a close friend of President Truman, in dedicating the amphitheater will be playing a familiar role as "advance man" for the president, who next month will be main speaker at ground-breaking ceremonies for the exposition proper.

Last year, Chapman served as Truman's No. 1 advance man in the election campaign, traveling thousands of miles to pave the way for Truman's appearances.

Joseph C. McGarraghy, chairman of the executive committee of the Sesqui Commission, will be emcee of the amphitheater dedication.

Chapman, after delivering his address, will turn the first spadeful of dirt. Paul Green, who has been commissioned to write a dramatic pageant about the life of George Washington for presentation in the amphitheater, will talk briefly.

Next week's formalities will start the ball rolling on numerous activities in preparation for the fair, Sesqui officials said. A number of citizens' committees are being set up. Committees will include budget and audit, finance, insurance, transportation, program, medals and awards, concessions (see separate story), governmental, special events, entertainment, exhibits and industry.

Considerable speculation is being heard about the prospect of an aquacade similar to Billy Rose's Aquacade at the New York World's Fair. So far no plans have been developed for such an attraction at the capital exposition, but several Sesqui officials are believed to favor it strongly. Reports have been heard, too, that Billy Rose would be interested in handling such a project here.

## 28 Mo. Annuals Announce Dates

JEFFERSON CITY, Mo., Dec. 10.—Twenty-eight Missouri fairs announced 1950 dates at the annual convention of the Missouri Association of Fairs and Agricultural Exhibitions here this week.

The dates follow:  
 Audrain, September 14-17; Audrain, August 8-12; Bates, September 12-15; Cape Girardeau, September 11-14; Clay, August 1-5; Clay, August 31-September 2; Cooper, August 14-17; Gasconade, August 17-19; Harrison, August 3-5; Harrison, September 1-3; Hickory, August 7-9; Jackson, August 18-21; Jasper, August 9-12; Knox, August 9-12; Johnson, September 1-4; Macon, July 24-27; Marion, September 1-4; Marion, September 14-16; Mercer, August 28-31; Moniteau, August 2-5; Newton, September 28-31; Osage, August 31-September 2; Phelps, August 16-19; Randolph, September 1-3; Ray, September 12-14; Saline, August 28-September 2; Scotland, July 25-28, and Stoddard, September 18-21.

DETROIT, Dec. 10.—Despite being closed for the season, the Detroit Zoo broke into the headlines in the local press Wednesday (7) when its four-month old hippopotamus, Pepsi II, died.

**EARLIER CLOSING**  
**December 31 and January 7 Issues**  
 On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.  
 Get your NEWS and ADVERTISING in Early.

Close-Ups:

# Hard-Way School Gave Scenic Artist Ray Practical Approach

By Herb Dotten

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

ENGLISH born, Canadian reared, U. S. citizen-to-be, John C. (Jack) Ray is a rarity among midway scenic artists. Tho only 38, he is credited with having done as much, if not more, than any other in his field to modernize the lure and heighten the money-earning potential of midway shows at fairs and amusement parks in the United States and Canada. This distinction he gained by combining artistry and good taste with superb showmanship and down-to-earth practicality, all without any display of the temperament commonly associated with artists. Temperament in an artist is a form of flamboyance, Jack believes.

Jack's good taste, which did away with the traditionally gaudy red, white and blue color schemes on midways, was inherent. His schooling was obtained in the theaters of Canada. His showmanship and practicality stems largely from his association with J. W. (Patty) Conklin, Canadian midway biggie, acknowledged as one of the keenest, most practical of midway operators.

With Conklin as his mentor, Jack early learned what he regards a requisite in his field—detailed knowledge of the problems of midway operations. This he absorbed the hard way—by working in a succession of jobs under varying conditions for Conklin on the midways of the Western Canadian Class A Fair Circuit. He came to know, not only the difficulties of tear-down, setting up, and maintenance, but the tastes and habits of people—what compelled their attention, how they moved around a midway, etc.

It was in 1937, with a background of theater scenic designing, plus a pro grounding in midway problems under Patty Conklin, that Jack was given his big chance to unfold his talents and his pent-up ideas to the full. It was then that Patty gave him the go-ahead to redesign the midway fronts of the Canadian National Exhibition (CNE) in Toronto.

Jack plunged in with relish. He discarded the long prevalent red, white and blue color scheme, substituting every color in the spectrum. He introduced new materials which up to then had not been employed in show front signs.

The CNE midway's new look created a sensation. Old attractions, created on the outside with arresting design, sans garishness, did (See Hard-Way School on page 57)



JOHN C. (JACK) RAY

There is no substitute for **EXPERIENCE!**



Be sure... with **ALLAN HERSCHELL RIDING DEVICES**

Allan Herschell engineers know how to design rides that are safe. Allan Herschell craftsmen know how to build rides that last... rides that deliver uninterrupted performance day in and day out—season after season. Make sure your next ride is an Allan Herschell.

Prompt service on replacement parts for any Allan Herschell ride ever built, regardless of age!

Extra strength where it's needed the most. Crank-rods and other vital parts are welded to give long, trouble-free performance.

- Makers of CARROUSELS, CATERPILLAR, LOOPER, MOON ROCKET, HURRICANE, WATER SCOOTER, KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE, LITTLE DIPPER, KIDDIE BOAT RIDE and other famous riding devices

**ALLAN HERSCHELL COMPANY, Inc.**  
NORTH TONAWANDA, NEW YORK  
*World's largest manufacturers of amusement rides*

Advertising in the Billboard Since 1902

## ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

ASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

ove prices for any wording desired. For each change of wording and color add \$3.75. or change of color only add 75c. No order for less than 10 000 tickets of a kind or color.

ROLL TICKETS	\$1.00
ROLLS	75c
ROLLS	60c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your last Number

### DELUXE KIDDIE RIDES . . . \$1,595.00 and UP

Factory Built—Sturdy—Portable—Low Priced and Fully Guaranteed

- KIDDIE SPEEDBOAT RIDE
- KIDDIE CHAIR RIDE
- KIDDIE AUTO RIDE
- KIDDIE PLANE RIDE
- KIDDIE PONY BUGGY RIDE

FOR SMALL LAKE USE

- SINGLE AND DOUBLE BIKE BOATS
- THREE PASSENGER ELECTRIC RUNABOUT BOAT

Get Our Photos-Specifications, Also Prices, and Compare Before You Buy. Write—Phone—Wire or Visit

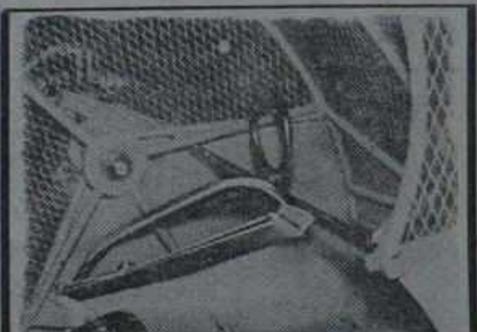
**MAR-CRAFT, INC.** CLARENCE, NEW YORK  
Route #5—12 Miles East of Buffalo, N. Y.

### SEASON'S GREETINGS

To Wheel Owners, Prospective Owners, and Ride Operators the world over. We sincerely wish you a Happy Holiday Season with Family and Friends.

Orders are now being received for 1950 delivery. All size BIG ELI Wheels are available. Now is the time to act. Write for Price List A-60 giving specifications and prices of all BIG ELI Wheels.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
300 Case Avenue, Jacksonville, Illinois



**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides for Carnivals

- OCTOPUS
  - ROCK-O-PLANE
  - ROLLOPLANE
  - FLY-O-PLANE
- Engineered and sturdily built for parks. Write for descriptive circulars.
- EVERLY AIRCRAFT CO.**  
SALEM, OREGON

### BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

**U. S. RIDING DEVICES CORP.**  
HARRY WITT  
298 Junius St. Brooklyn, N. Y.

### 36 PASSENGER STREAMLINER

8 Wheel Drive TOM THUMB (Portable)

America's Finest, Fastest, Most Economical.

**TOM THUMB STREAMLINERS, INC.,** Bradenton, Fla.

### The TILT-A-WHIRL Ride

Outstanding for

- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power

**SELLNER MFG. CO.**  
Faribault, Minnesota

### HIT THE DECK

Get your share of the 1949 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Ocean Waves. Write, wire, phone for literature.

**SMITH & SMITH**  
100 FRANKLIN ST. SPRINGVILLE, N. Y.

### BISCH-ROCCO AMUSEMENT CO. FLYING SCOOTERS

PORTABLE — STATIONARY — ELEVATED

Thrilling New Flying Disc ● Kiddie Jet Airplane Ride ● Kiddie Trolley Street Car

5441 Cottage Grove Avenue Chicago 15, Illinois  
Phone: DOrchester 3-0226

GIVE TO THE **RUNYON CANCER FUND**

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4.75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2 ..... 10¢ each

### 3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, .50¢  
Ping Pong Balls, printed 2 sides ..... \$15.00  
Replacements, Numbered Balls, Ea. . . . .40  
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 ..... 1.25  
M. W. Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon. Per 100 ..... 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M ..... 1.50  
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M ..... 1.75  
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for .75  
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M ..... 1.00  
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 this size ..... \$2.00 M  
Cork Markers, 1/2 inch diameter, M ..... .75  
Round White Cardboard Markers, 1800 to Lb. Lb. .... .85  
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90¢. Send for illustrated circular. For ..... 135.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & Co.**  
19 W. Jackson Blvd. Chicago 4, Illinois

## Talent Topics

**Corda and Allen West**, aerialists, are vacationing in Cuba where, they report, they have seen much Ringling Bros. and Barnum & Bailey Circus paper plastered over the town. . . . **Four Willys**, jugglers, open at the Fox Theater, St. Louis January 14 and are skedded for the Orpheum, Wichita, Kan., January 21. . . . **Hoag-lun Hippodrome**, horse act, has been signed by Boyle Woolfolk for 1950 fair dates.

**Jimmy Jamieson**, American high diver, after completing an extended tour of Scandinavia, sailed from Copenhagen December 1, en route to New York. . . . **T. Jay Quincy**, water show producer and former high diver, has returned to New York after spending Thanksgiving Day with relatives in Columbus, O. . . . **Gautier's Steeplechase**, standard pooch act, and the **Tong Bros.**, Chinese acrobats, are in the Christmas stage production at Radio City Music Hall, New York. . . . **Jim Wong Troup**, Chinese melange act, is on the new bill at the Palace Theater, New York. . . . **Snyder's** high pole act working Sunday afternoons, with **Proske's Tigers**, at the North Miami, Fla., Zoo. . . . **Three Juggling Jewels**, after a week at the Carmen Theater, Philadelphia, were booked into Frank Palumbo's actery.

**Doris Liedtke**, of the Sensational Ortons, who, with her husband, **Vernon**, was skedded to open with Mills Olympia Circus in London Tuesday (20), suffered a fractured arm while dismantling their equipment and will be replaced by **Miss Luxem**, sway pole. Both acts left the United States on the same boat. **Miss Luxem**, accompanied by hus-

band, **Harvey Earlin**, will visit relatives in Germany following the London engagement.

**Bert and Corinne Dearo**, slack wire, are vacationing in Mexico after playing Duluth, Minn., Wichita, Kan., and Houston Shrine circuses for **Orrin Davenport** and indoor dates at Bedford and Seymour, Ind., for **Harry Haag**.

**Roland Tiebor** and his son, **Roland Jr.**, the last two seasons with **Polack Bros.' Western Unit**, left the show at Charleston, W. Va., for their home in Tonawanda, N. Y. After a week's vacation, young Tiebor is skedded to take an act to Circo Atayde Hermonos, Mexico City, accompanied by **Francis Hogan**, who had a Tiebor act on Polack's Eastern Unit the past season. **Roland Sr.**, will remain at training quarters in Tonawanda. The **Berosinis'** high-wire act, with **Polack Western** the last two seasons, also will play the Atayde date.

The **Bogino Family**, acrobats, who are transferring from **Polack Western** to the Eastern unit, will play New York's Palace Theater during the lay-off. . . . The **Three Milos**, the **Marions** and the **Skylarks** will spend the holidays at **Lyle Van Patter's Panther Ranch**, Hot Springs.

**Otto Griebing** and **Harry Dann**, clowns of **Polack Bros.' Western**, played a single date between Terre Haute, Ind., and Charleston, W. Va., at a Sunday children's party of the Famous Barr department store, St. Louis. . . . **Chester (Bobo) Barnett**, clown with the **Polack Western Unit** until mid-October, is playing his annual holiday department store date in Memphis.

## Out in the Open

**Eddie Carroll**, operator, **Riverside Park**, Agawam, Mass., planned from Boston Wednesday (7) for Miami. He was accompanied by his mother and sister and will open the family home at Normandy Isle for the winter. He returns to Agawam December 14 to spend the holidays with his family and friends. . . . **Boyle Woolfolk**, after attending the fair meeting in Des Moines, December 12-13, will plane to Hollywood for a week's vacation.

**Fred Pittera**, who returned from a lengthy European jaunt recently, goes back to Italy soon to complete details for the staging of an Italian trade exposition in New York this summer. . . . **George A. Hamid** left his New York offices last week on an extended selling trip. As in the past he expects to have many talent contracts inked prior to the staging of the State fair association meetings. . . . **Stanley Wathon**, booker of circus and outdoor talent, is ill at his home on Long Island.

**E. Roland Harriman**, New York, Thursday (8) was elected president of the Trotting Horse Museum, Inc., a new organization which plans to establish a harness horse Hall of Fame at Goshen, N. Y., in 1950.

**Arthur E. Campfield**, New York dealer in show canvas, is back in his office after a brief visit in Chicago for a look-see at the outdoor showmen's meetings. . . . **Jack Rosenthal**, co-owner of **Palisades (N. J.) Amusement Park**, and **Joe Rinaldo**, assistant to **Joe McKee**, superintendent of the park, have returned from the National Association of Amusement Parks, Pools and Beaches (NAAPPB) meet in Chicago. . . . **Frank Braden**, who closed his annual trek with the Ringling-Barnum press staff just prior to Thanksgiv-

ing, is presently ahead of the **Cecil B. DeMille**-produced "Samson and Delilah" roadshow pic. **Braden** will begin his 1950 circus duties in Sarasota about February 1.

**Roy and Marvin Staton**, Spring Lake Park ops, Oklahoma City, were the guests of **Harry J. Batt** at his Pontchartrain Beach funspot in New Orleans Thursday (8). The **Statons**, who are planning to install a **Kiddieland**, will return to Oklahoma City via Galveston.

### Witteried Presents Novel Show at Milan

MILAN, Italy, Dec. 10.—Jim Witteried, New York-Paris booker and press agent, is presenting a novel show at the Teatro Excelsior here, which opened November 22.

Heading the line-up of acts is **Chrysis De La Grange**, whose aerial act was a Ringling-Barnum circus center ring feature in 1947. Supporting are **Woodrow**, English juggler; **Gypsys Trio**, adagio; **Margo and Margit**, dance duo; **Gizy Varga**, exotic dancer, and **Prince N'Diaye** with a troupe of 40 Africans in a jungle production.

Witteried also has a troupe of girls at the **Casino Di Venezia** in Lido-Venice, leading Adriatic beach resort.

### Saltcoats Elects Kirkham

SALTCOATS, Sask., Dec. 10.—Officers of Saltcoats Agricultural Society are **S. L. Kirkham**, president, and **P. C. Pearce** and **F. Torrie**, vice-presidents.

STOCK DESIGNS FOR ALL OCCASIONS  
**CIRCUS - CARNIVAL**  
**RACE - THRILL SHOWS**  
POSTERS - DATES - CARDS - BANNERS  
WRITE FOR DATE BOOK AND PRICE LIST. OUR 35th YEAR

**CENTRAL**  
SHOW PRINTING CO. - MASON CITY, IOWA

MAKE \$100.00 A DAY  
ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This also is the time to send your old Super Wizard to us to put in A-1 condition for next season. We charge for new parts only, nothing for time and labor.

**ELECTRIC CANDY FLOSS MACHINE CO.**

202 Twelfth Ave., So.

Nashville 4, Tenn.

### New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

**JOHN BUNDY**  
REPRESENTATIVE

### Hauss-Standard Chevrolet

1325 STATE ST.  
EAST ST. LOUIS, ILL.

### FIVE NEW TRAILER MODELS DESIGNED SPECIFICALLY FOR OUTDOOR SHOW USE

- CRYSTAL COACH
- DIGGER TRAILER
- NEW POPCORN SPECIAL
- NEW SHORT-RANGE SHOOTING GALLERY
- NEW LIVING-VENDING TRAILER

For Complete Information Write Dept. B

**THE CALUMET COACH COMPANY**

11575 S. Wabash Ave., Chicago 28, Ill.

### CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers  
Wood-Steel

**U. S. SEATING CO.**

570 7th Ave., N.Y.C. (41 St.) LO 4-3524

### 16 BINGO TABLES FOR SALE

SPECIALY BUILT  
Write or Wire

3. Schaffer, Wedgewood Hotel  
4th & Woodlawn Chicago, Ill.



**FLORIDA BOUND?**  
INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. Don't wait until you have an accident! Penalty rates would then apply.

**BE SURE! INSURE NOW!**  
**CHAS. A. LENZ** THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange  
Chicago, Illinois

1728 First St., N.  
St. Petersburg, Florida  
Phone 5915



### CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

**KING AMUSEMENT CO.**

82 Orchard St  
Mt. Clemens, Mich.

# Flashbacks

## 25 Years Ago

Walter F. Stanley, long connected with the C. A. Wortham and Con T. Kennedy shows, was appointed general agent of the J. George Loos show interests for the 1925 season. M. E. Bacon and other officers of the Iowa Fair Managers' Association were re-elected at the organization's convention in Des Moines. L. O. Perry, veteran circus man, announced he would take out Perry's Shows in 1925.

At a directors meeting of Brandon (Ind.) Provincial Exhibition, J. D. Gregor was elected president, and N. Kerr and George Gordon vice-presidents.

Plans were announced for construction of a \$2,000,000 Midway Amusement Park at St. Petersburg, Fla.

Backing the project was Midway Amusement Park, Inc., with officers listed as E. M. Elliott, president; R. Paine, vice-president; G. Armory, secretary-treasurer; A. J. Bodkin, director and manager, and Fred S. Purnell, director. Guy and Melvin G. Dodson, Dodson's World's Fair Shows, returned arrival in Paris after a rough voyage from Galveston, Tex. They were on a two-month jaunt of Europe.

The Codona troupe of aerialists, having completed U. S. engagements, sailed for Europe to fill a one-year contract.

W. H. Stratton, secretary-manager of the State Fair of Texas, Dallas, reported the annual registered a profit of \$82,210, second largest since 1914. John Metzger, inventor and builder of the Flying Circus, was putting finishing touches on the ride at Venice Pier, Venice, Calif., in preparation for the 1925 season.

Organization of a new carnival, Dickenson Amusement Company, announced by W. H. Dickenson, general manager. Executive roster included Mrs. W. H. Johnson, secretary-treasurer; E. Johnson, general manager, and Mrs. E. Johnson, assistant secretary.

A group of Canton and Massillon, Ohio, businessmen incorporated Turkey Trot Lake Resort Company for \$200,000 to establish a funspot at Canton. Deaths: Mrs. Thomas H. Foley, operator; Harry W. Lake, circus man; William B. Reynolds, circus man; John H. Rice, circus agent; Myron W. McQuigg, carnival general agent.

## 10 Years Ago

Colonel Maitland, of Mighty Maitland Shows, was organizing a new

one-ring circus to exhibit under auspices in 1940.

A big turnout at the International Association of Fairs and Expositions convention in Chicago elected Lewis B. Herring Jr., Beaumont, Tex., president; Charles W. Green, Sedalia, Mo., vice-president, and re-elected Frank H. Kingman, Brockton (Mass.) secretary-treasurer.

More than 1,000 showmen attended the Chicago banquet-ball of the Showmen's League of America in the Hotel Sherman. . . . During the outdoor meetings Frank P. Duffield was elected president of the SLA, and Frank R. Conklin was elected first vice-president. . . . Floyd E. Gooding was elected president of the American Carnivals Association.

Arnold B. Gurtler, Denver, was elected president of the National Association of Amusement Parks, Pools and Beaches at the organization's New York convention; Adrian W. Ketchum, St. Louis, vice-president, and Alfred R. Hodge, Chicago, was re-elected secretary-treasurer. . . . Light business was done by 54 exhibitors of rides and supplies at the trade show.

Fire believed to be of incendiary origin destroyed buildings valued at \$100,000 on Fredericton (N. B.) Exhibition grounds. . . . Mary Erdlitz, Ringling-Barnum equestrienne, was recovering from injuries sustained in an auto accident.

Announcements had Ralph Lockett joining the John H. Marks Shows; Edward J. Rahn, Endy Bros.' Shows; Floyd (Whitey) Newell returning to Mighty Sheesley Midway; Harold English and Denney E. Howard signing with Dodson & Baillie's World's Fair Shows, and Jack Johnson, former world's heavyweight champion boxer, signing to appear with Pete Kortes's World's Fair museum.

Capt. Roy Rudy Mueller was building permanent winter quarters at Redondo Beach, Calif., for his Jumbo animal act. . . . State Fair of Texas, Dallas, was planning a summer open-air amusement project in Fair Park. Project was for a new show each week, all to be completed before the fair.

Max Goodman, owner, Goodman Wonder Shows, announced the signing of 1940 Four-State Fair, Tulsa, Okla.; Kansas State Fair, Hutchinson, and Nebraska State Fair, Lincoln. . . . Officials of Ringling-Barnum circus reported serving 200 Thanksgiving dinners to show personnel and friends in the Sarasota winter quarters mess hall. . . . Frank Cervone was managing the Pittsburgh office of George A. Hamid. . . . Rex D. Billings, Montreal park man, was staging "anti-jitterbug dances" in hopes of restoring dancing as a calm and artistic pastime. . . . Clyde Beatty's new Jungle Farm and Zoo, Fort Lauderdale, Fla., opened December 2 to a good gate. . . . Win H. Kinnan, manager of Ohio State Fair, Columbus, labeled passes the biggest curse of fairs in an address before fairmen at Millersburg, O.

Deaths: Mrs. Harry Allen, wife of carnival man; Joseph Caccavello, fireworks manufacturer; Mrs. Thomas Carr, wife of park operator; Carlton Collins, carnival man; Gordon Craigen, circus man; Mrs. Emma A. Munger, wife of circus man.

Lakeport, Calif., Bldg. Plans Announced by Lewis LAKEPORT, Calif., Dec. 10.—Construction of cattle and sheep barns and a permanent judging ring, 40 by 60 feet, will be among the major improvements at Lake County Fairgrounds here, according to Phil Lewis, manager.

At a recent board meeting of the Forty-Ninth District Agricultural Association it was voted to purchase three acres adjoining the grounds.

# Frank B. Hubin, 81, Dies in Atlantic City; In Showbiz 76 Years

ATLANTIC CITY, Dec. 10.—Frank B. Hubin, 81, internationally known circus man, showman, promoter and theater owner, died last Friday (2) at his home here after a long illness. He was widely known as "the man with a million friends." In recent years, despite failing health, he had devoted himself to serving as a goodwill ambassador for Atlantic City.

Hubin was born in Paterson, N. J., October 14, 1869, and became an orphan at the age of six. He got an early start in show business by selling programs in New York theaters. At the age of 14 he joined the W. C. Clup Circus in New York as a page in the feature act. This was the start of a circus career that carried him throughout the world. Later he formed a tumbling act with his brother, John.

### With Ringlings in 1894

Hubin quit the circus to stake a claim when the government opened the Cherokee Strip in Oklahoma, but later gave this up to return to the big tops. He was with the Ringling Bros.' Circus in 1894.

He came to Atlantic City in 1897 with a traveling company of Uncle Tom's Cabin and decided to settle here. He moved his show to the Boardwalk and opened theaters in near-by Mays Landing and Pleasantville. Later he opened a souvenir and saltwater taffy store, and with his real estate holdings was rated in the millionaire class. In September, 1929, he was a victim of the real estate crash, losing his money and holdings. He was never able to regain his former position after the crash, but took several unsuccessful flings at politics.

He is survived by his widow, Patricia, and a brother, P. J. Hubin, of Clifton, N. J. He was a member of the Elks, Red Men, Knights of Pythias, and honorary member of the American Legion.

The Elks conducted rites Tuesday (6), with Dr. Frank Williams in charge. Burial was held at Laurel Memorial Park Wednesday (7).

## E. P. Weisner Distributor For Andrew Moe Machine

LOS ANGELES, Calif., Dec. 10.—National distribution of Andrew S. Moe's new automatic air-pressure baseball pitcher will be handled by E. P. Weisner here, Moe announced. Weisner formerly was in the amusement business in Milwaukee.

Manufactured in San Francisco, the machine is motor driven and automatically feeds and pitches a fast curve ball to the batter.

## Aussie Speedway Reopens

NEW CASTLE, Australia, Dec. 10.—Newcastle Speedway, which has been closed since the end of last season, opened last week under new management, replacing Harold Light, former operator. New operators, Newcastle Speedways, Ltd., made up of local investors, will have to buck stiff competition from night trotting races, which get under way tonight.

# CONCESSION'S PORTABLE POPCORN FACTORY



Complete, \$169.50  
Without legs and wheels, \$154.50. Available with electric unit.  
**WRITE CONCESSION SUPPLY CO.**  
3916 SECOR RD. TOLEDO 6, OHIO  
TERMS: 25% with order, balance on delivery, F. O. B. Toledo.

# Challenger FLOSS KING

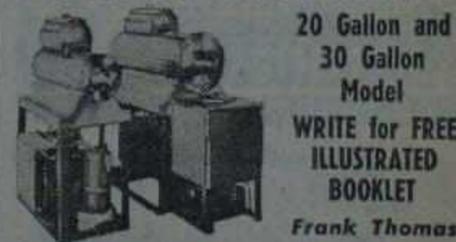


Selling New Profit and Performance Records!  
**CHALLENGER EQUIPMENT CORP.**  
BOX 249 Harvey, Illinois  
Phone: Harvey 4036



**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**  
We also handle Snow Supplies.  
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

# EZE-WAY FROZEN CUSTARD MACHINES



20 Gallon and 30 Gallon Model  
WRITE for FREE ILLUSTRATED BOOKLET  
Frank Thomas  
MFRS. OF CONCESSION TRAILERS  
**GENERAL EQUIPMENT SALES, Inc.**  
814-824 S. West St. Indianapolis 2, Ind.

# SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.  
**H. W. TERPENING**  
137-139 Marine St. OCEAN PARK, CALIF.

### ASTRO FORECASTS

All Readings Complete for 1949  
Crystal Balls; Imported  
Hand in three sizes: 2 1/2; 3 inch; 8 1/2; 10 1/2; 12 1/2. Write for prices.  
Table Sheets, 8 1/2 x 14, Typewritten. Per M, \$5.00  
Gold Fish Pamphlet, 8 1/2 x 11. 12 Signs  
Any Quantity, Each . . . . . 1 1/2  
**WHAT IS WRITTEN IN THE STARS.** Folding booklet, 12-p, 8x5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢  
**RECAST AND ANALYSIS**, 10-p Fancy covers, Ea. . . . . 5¢  
Samples of each of the above 4 items for . . . 25¢  
L. 45 Pages Assorted Color Covers . . . 50¢

### NEW DREAM BOOK

Pages, 2 Sets Numbers, Clearing and Policy 129 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 20¢  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well bound, 8 1/2 x 11. . . . . 25¢  
**BOOK OF 79 EGYPTIAN F. T. CARDS.**  
Answers All Questions, Lucky Numbers, etc. . . . . 40¢  
Cards, Illustrated. Pack of 38. . . . . 15¢  
Astrology Charts, 9x17. Sam., 5¢. Per 100, \$7.50  
**MENTAL TELEPATHY.** Booklet of 21 P. . . . . 25¢  
Payments Made to Your Customers Under Your Name. No checks accepted. C.O.D. 25% Deposit. Name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P.T. extra.

### SIMMONDS & CO.

West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices

### MODEL 120 FLOSS MACHINE

**DIRECT DRIVE \$275**  
MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES  
**CONCESSION SUPPLY CO.**  
3916 SECOR RD. TOLEDO 6, OHIO

Multiplex Faucet Co. Serving the Trade 45 Years

## About a 4¢ Profit on a 5 Cent Sale!

# The Multiplex ROOT BEER BARREL

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

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

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

**STURDY OAK STAINLESS STEEL HOOPS**

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

# TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

IN STOCK NEW 80 ft. rd. Top, 3-40s, LIGHT LOAD WHITE FLAMEPROOFED. 50x100 rd. end Khaki F.P. SQ. HIP TOPS 20-30 ft. widths always in stock.

UNDERWRITERS APPROVED. IMMEDIATE SHIPMENT.

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

# SHOW TENTS

CARNIVAL — CIRCUS CONCESSION

Book Your Order Now

Assures Prompt Spring Delivery

Best in Workmanship and Plenty of Flash  
**BILL SANDERS**

**AMERICAN TENT & AWNING CORP.**  
132 W. Main St., Norfolk 10, Va.

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS

IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles. White Flameproofed DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.

Bernie Mendelson—Charles Driver

**O. Henry Tent & Awning Co.**  
4862 N. CLARK ST. CHICAGO 40

THE MAKERS OF...

*Quality Show Canvas*

Show, Concession and Exhibit Tents. Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield

145 W. 54th STREET NEW YORK 19, N. Y.  
Phone Plaza 7-8039

# TENTS

All Sizes—NEW AND USED—All Styles.

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

**CAMPBELL TENT & AWNING CO., INC.**

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

# BLEVINS POPCORN COMPANY

NASHVILLE

Popcorn Village  
3098 Charlotte Ave.  
All the Critters

ATLANTA

650 Murphy Ave., SW  
Building E, Unit 8  
Bart Jones

DALLAS

302 1/2 South Harwood  
SW Regional Office  
Billie Robinson

ARCANUM

Near Dayton, Ohio  
Popcorn Square  
C. A. Stallings

# Dressing Room Gossip

## Polack Eastern Unit

The Baltimore stand opened with a flourish of activities. Acts augmenting the date included Elly Ardelty, head balancing trapeze; Bruno Zacchini, repeating cannon; Aerial Ortons, swaying pole; Poodles Hanneford Riders, and Jacqueline Tolliver, single trapeze.

Helaine Bechler, formerly with the Western Unit, and this year connected with the Aerial Gibsons, joined to do web. Also new in the aerial ballet were Dorrie Orton, Jackie Tolliver and Mary Shearer. Nate Lewis was credited with making the stand one of the best the org has produced. The Rudynoff family welcomed the Delbosqs and stabled the musical horse, Seranado, before and during the run. Mrs. I. J. Polack joined in Baltimore. Everyone was happy to see her. Mrs. Gwen Carsey accompanied her to Baltimore and then returned to the Western Unit.

Dukie Anderson, Alfred Florenz, Bumsey Minetti and Bozo and Alfred Ward contributed their share of merry-making in clown alley. Bumsey suffered a severe ankle injury and was forced out of the show. Bozo and Alfred Ward continued with the org. Dorrie Orton's arm was broken when Dutch dropped a piece of the rigging while tearing down. Jacqueline Tolliver wrenched her shoulder during the aerial number.

Bobby Harrison purchased a panel truck, and Melitta and Wicons bought a new car.

The Delbosq family went to Mexico; Borza family, Lopez Trio and Three Borza kids, Sarasota, Fla.; Flying Wards, Gainesville, Tex.; Kinko, Fay's Providence Theater and then Radio City Music Hall, New York; Tiebor's Seals, Tonawanda, N. Y.; Frieda and Ernie Wiswell, Erie, Pa.; Ed Raymond, Cleveland; Mrs. Dave Kind and Mrs. Gene Randow Sr., Chicago; Mrs. Dwight Moore and children, Ohio, and Betty Brasno, Sarasota.

From Baltimore a smaller unit was formed for the last three engagements. Acts included Malikova, high wire; Hubert Castle, tight wire; Melitta and Wicons, perch and teeth suspension; Helaine, Wanda Malikova and Clara La Vine, web girls; Dwight Moore's dogs; Mabel Stark's tigers; Cheerful Gardner's elephants; Dime Wilson's table rock; the Mustaffas; Billy Barton's cloud swing; and the Four Angels, juggling and acro. In clown alley were Gene Randow, producing; Dennis Stevens, Jack Klippel, Dime Wilson and Bozo and Alfred Ward.

Seen in New York between dates: Jack Harris of the Flying Wards at a ringside table with Melitta and Kurt Wicons at the 181 Club. . . Helaine on a shopping spree. . . Tony and Pauline Molino waiting on Henry Kyes in the President Hotel lobby. . . Clara La Vine. . . Terry Peers driving like mad up Broadway showing off his yellow Jeepster.—**BILLY BARTON.**

## Polack Bros., Western

Thanksgiving was spent in Peoria, Ill. Slivers and Jo Madison had Mr. and Mrs. Ross Paul, Chai and Somay and Frenchy Durant as their guests at Thanksgiving dinner, while the Bartons had Naida Roberta as their guest.

Mr. and Mrs. W. J. Dann, parents of Harry Dann, entertained at the Pere Marquette Hotel for Harry and Mrs. Freddie Freeman, Virginia Sorensen visited her uncle, Darby Hicks, last week. Other visitors included Roy Allan, clown; Happy Hunt; Mr. and Mrs. Bob Porter and son, Larry; Jack Harris, Eullaine Malloy, Father Callahan, Gene Enos and party; Mr. and Mrs. W. J. Dann, Roy Noble and Mr. and Mrs. Bud Asher and daughter, Erma. This will be the writer's final column.

Louis Stern was in Chicago and then headed for California. Mr. and Mrs. Ross Paul are on a fishing trip to Florida. Mr. and Mrs. George Paige went to Chicago. George Ruby and Jack Cutshall left for Cherryvale, Kan.; Walter and Polly Majeski went to Hope, Ark.; Arthur Harris to New York; Darby Hicks, St. Louis; Mal Duncan, Indianapolis; Charley and Johanna Webb, Detroit; Arden Beecher, Boston and New York; Eddie Daley, Denver; Fred Merkle, Chicago; Mike Healey, Sarasota, Fla.; Clyde Ferguson, Hutchinson, Kan.; Billy and Viola Watson, Fort Lauderdale, Fla.; A. B. (Bozo) Baugh, Miami; Ward-Bell Flyers and Millie Keathley, Gainesville, Tex.; Arthur Springer, Sarasota, Fla.; Bogino Family, Rivera Night Club, Columbus, O.; Mr. and Mrs. Borje Barton, New York.

Chai and Somay went to the China Doll night club, New York; Berosini Family, Circus Atayde, Mexico City; Vickie George, Mexico City; Agube Gudzw, London; Mr. and Mrs. Natal and son, Milwaukee; Carlos and Etta Carreon, California; Roland and Rollie Tiebor, Tonawanda, N. Y.; Jo and Slivers Madison, Chicago and Fort Wayne, Ind.; Naida and Ray Roberta, vaude and indoor circuses in the East; Alex Konyot, South America; Richard and Elsa Sidney, Greta Heller and Hedy May, Sarasota, Fla.; Bernard and Engrid Zenner, New York; Andre and Rose Gould, Sarasota, Fla.; Frenchy Durant, Fort Wayne, Ind.; Eddie and Evette Kohl, Gainesville, Tex.; Harry Dann, St. Louis; Billy Griffin, Fort Branch, Ind.; Sherman Brothers, Cincinnati; Bobby Kellogg, Pauls Valley, Okla.; Otto Griebing, St. Louis; Mr. and Mrs. Freddie Freeman, Peru, Ind.; Mr. and Mrs. Bee Carsey, San Antonio; Wally Newbury, Boston; Charles Dickert, Kansas City, Mo.; Barney (Soldier) Longsdorf, Fort Wayne, Ind.—**FRED-DIE FREEMAN.**

## Ayres & Kathryn Davies

Betty Tilton took a spill off her rolling globe but escaped serious injury. Captain Christy was clawed on the hand by one of his lions. Injury required five stitches. Lee Briggs suffered a broken nose when Tom Questell's horse kicked him in the face.

Visitors in Coldwater, Mich., were John Walker and Mr. Chaplin. The writer was the guest of Walker at a Rotary dinner. At Homer, Mich., Mr. and Mrs. McIntosh and son, of the McIntosh Monkey Circus, visited.

Personnel enjoyed a three-day holiday vacation at the home of Mr. and Mrs. Raymond Duke in Ora, Ind. All were guests at a Thanksgiving dinner. Mr. and Mrs. Davies motored to their home in Dixon, Ill. Mr. and Mrs. Ollie Heerdink left for Evansville, Ill., while Tom Questell went to Carmi, Ill. Robert Castle went to Indianapolis.

Tom Questell's horse van was destroyed in a truck accident while he was en route to Crystal Lake, Ill., from Cedarburg, Wis. Among visitors to the show during the Peru, Ind., engagement were Lyman Keyes, Joe Hodgini, Mr. and Mrs. Robert Hodson, Betty Engle, Torchy and Cal Townsend, George Castle and Per-

## Tom Packs

Org received considerable publicity via the radio, television and in the newspapers prior to opening in New Orleans November 18. Flack was handled by Jack Leontini.

Destinations of personnel: La Tosca, Caracas, Venezuela; Freddie Canestrelli, to his new restaurant in Sarasota, Fla.; Phyllis Wallenda by plane to Cuba to open with the Great Wallendas; Bozo Harrel and Company to the Shrine Circus at Charleston, W. Va.; MacDonald and Peggy, St. Louis.

Musetta Velarde wore a different costume each day on her single traps. Lynn and Linda left for Long Beach. Truzzie, the Juggler, left for Mexico City with Lynn and Jack Norman. Jack and Ruby Landrus to Kerrville, Tex., until they open with Polack's Eastern unit.

Smoky Rouse has been awarded an honorary degree in the Dick Lewis Free Roll Club, after promoting a spaghetti dinner for 75 people.

Nels Nelson left for St. Petersburg, Fla. Joe Siegrist is leaping in Billy Duward's flying act and perfected a new rollover in the finale. Tony Elton had the best spot on the program, finishing and ready to go home before the entire show really got under way. Bill Blomberg is running Bob White a close second for best-dressed honors.

In clown alley were Smoky Rouse, producing clown; Jack and Ruby Landrus, Nels Nelson, Jeff Murphree, Bozo Harrell, Billy O'Dell, Roy Atkinson, Henry (Mouse) Hoers and the writer.—**BOZO LAMONT.**

## Orrin Davenport

The Wichita, Kan., engagement closed November 27 and all hands departed for various spots. Big social affair in Wichita was the wedding party for June Martin and Renee Sabatain. The party was held on the stage, following the night show.

The Coopers entertained many of the performers in their home. Della Cooper did a grand job in menage and in putting Starless Night thru routines.

The Lunds, ex-jugglers and perch performers, entertained the Hannefords thruout the week in their home. It was at one of the Lunds parties that the Alpha Beta Kappa Gamma Phi FFM Club was formed.

Wichita visitors included Fred and Bette Leonard, Mr. and Mrs. Jack Harrison, Charlie Lewis and sons, Grace MacIntosh, the Florenz troupe and Happy Jackson.

Earl Shipley, Carl Marx, Able Goldstein and Oscar Lowands gave a show at the Veterans Hospital.

Harold Voise, with Jack and George, worked bars in the Wichita show. The Gallaghers made a big hit, as did the costumes in Sonny Moore's dog act.

Corrinne Dearo's eye is okay again. . . Kay Hanneford, rider, wows 'em at every performance. . . Oscar Lowande rated a feature story in *The Wichita Beacon*. Oscar was on the old McMahon Bros.' Circus when Joe McMahon was killed in a Wichita hotel back in 1896.—**DICK LEWIS.**

## Kelly-Miller

HUGO, Okla., Dec. 10.—Org closed at Broken Bow, Okla., October 30 and moved into quarters here. Winter destinations of personnel follow: Gutierrez troupe, Bakersfield, Calif.; Kriel troupe, Iowa City, Ia.; Mr. and Mrs. W. A. Stevens, Wichita, Kan.; Frank N. Francois, Nogales, Ariz.; the Side Show band and Minstrel Show, Dallas; Charlie Cutsbert and mother, Wichita, Kan., to start winter dates; Capt. Dorey Miller, winter dates; Maurice Marmolejo, Bakersfield, Calif., and Obert Kelly, Dale Karren, Kay Isla, Bobby Jane Lydia and members of the Miller family, all to winter quarters.—**MAURICE MARMOLEJO.**

cilla and Winster Townsend. L. Forest and Andy Veighey visited at Plymouth, Ind., while en route to New York.—**HARRY VILLE-PONTEAUX.**

# Acts To Break Sesqui Log Jam; Batt, Conklin Group Pulls Out

(Continued from page 50)  
 at organization it should be.  
 So far, a number of proffers have  
 ne to the commission from amuse-  
 ent park operators seeking to han-  
 the midway operations with vari-  
 e financial arrangements proposed.  
 e sesqui commission is holding all  
 oposal in suspension pending in-  
 illation of its screening machinery,  
 ykin said.

**Delays Spark Complaints**  
 The commission's deferment of ac-  
 it is known, has resulted in  
 ous complaints from various  
 ers in the amusement world.

One prominent group, it was  
 rned, actually withdrew its bid  
 dnesday (7) as the result of the  
 mmission's delay. This group con-  
 ed of Harry Batt, president-man-  
 er of Pontchartrain Beach, New  
 eans; J. W. (Patty) Conklin,  
 ominent midway operator, with  
 dquarters in Toronto, and Jack  
 y, Conklin's scenic designer.

A telegram to Milton E. May-  
 ook, financial secretary of the com-  
 mission, the group stated: "Due to  
 ortant information needed in fur-  
 rance of our plans for the Free-  
 n Fair amusement area which has  
 n long promised and not yet re-  
 ved, we are withdrawing as of this  
 e with regrets."

Members of this group, it was  
 rned, had made a number of trips  
 Washington for confabs with sesqui  
 cials and had prepared three-  
 ensional plans for the midway  
 a which will consist of 23 acres.

**Houses Pose Problem**  
 Commission Director Boykin said  
 a week that the commission had  
 n unable to set up its machinery  
 processing the midway bids and  
 working out final plans because  
 temporary hitch on disposal of  
 ing on a piece of land allocated  
 the midway area at Benning Road  
 Oklahoma Avenue, Northeast.  
 ty-one war-built temporary build-  
 s which have been used as tem-  
 ary homes are located on the  
 d.

A site for quarters for the tenants  
 st be found elsewhere before the  
 mmission can proceed to transfer  
 buildings, and this requires some  
 -tape government procedure  
 rich, in an emergency, could be  
 pped by executive action from the  
 ite House. It is estimated that the  
 t of the relocation would be \$500,-  
 , and the commission's executive  
 mmittee is seeking a way out of the  
 emma.

**Predicts July 4 Bow**  
 Boykin said there is no doubt that  
 e problem will be solved and that

the exposition will stick to its target  
 opening date of July 4, but, he added,  
 the problem is temporarily an ob-  
 stacle in planning the midway opera-  
 tions. Boykin added, tho, that this  
 does not constitute a hitch in over-  
 all preparations for the Freedom  
 Fair, and plans are moving along for  
 the ground-breaking next month,  
 with ceremonies slated for Saturday  
 (17) for an amphitheater in con-  
 junction with the fair (see separate  
 story). Boykin and his aids are con-  
 sulting daily with representatives of  
 industry and government concerning  
 exhibits, displays and there is a  
 steady parade of showfolk and mail  
 to the doors of the commission.

**Fiscal Plan Awaited**  
 Meanwhile, the commission is hop-  
 ing to get action expedited as soon  
 as a permanent fiscal plan is agreed  
 upon. The commission has received  
 a number of proposals for financial  
 backing of the fair. Most of these  
 have come from groups or syndicates  
 which are ready to pour millions of  
 dollars into the exposition with the  
 prospect of getting a share of the  
 take, which is expected to exceed  
 \$30,000,000.

Boykin emphasized that the com-  
 mission is taking a "slow, but sure  
 course" in its planning so as to avoid  
 "the pitfalls of serious mistakes." He  
 said he recognizes that the screening  
 procedure for handling the amuse-  
 ment arrangements is a drawn-out  
 one, but he voiced belief that this  
 would insure the commission against  
 unfairness or errors.

"After all," said Boykin, "the Free-  
 dom Fair is a national project au-  
 thorized by Congress, and it must  
 function always with that in mind."

It is seen likely that there will be  
 some delay in getting the entire ex-  
 position under way next year, but it  
 is nevertheless expected that a for-  
 mal inaugural ceremony will take  
 place on the target date of July 4,  
 with exposition expanding after that  
 date.

## Canadian Association Names McLeod Prez

TORONTO, Dec. 10.—T. H. McLeod,  
 manager of the Regina Agricultural  
 and Industrial Exposition, Regina,  
 Sask., was elected president of the  
 Canadian Association of Exhibitions,  
 at the group's annual convention in  
 the Royal York Hotel here, Novem-  
 ber 24-25. Alex Ross, manager,  
 Canada's Great Eastern Exhibition,  
 Sherbrooke, Que., was named vice-  
 president and Emery Boucher, man-  
 aging director, Exposition Provin-  
 ciale, Quebec, secretary-treasurer.

Named to the board of directors  
 were A. B. Banks, superintendent,  
 Central Nova Scotia Exhibition;  
 J. Paul, manager, Edmonton Exhi-  
 bition, and Walter Jackson, secretary-  
 manager, Western Fair.

Subjects coming up for discussion  
 at the conclave were classification  
 and judging standards, uniformity  
 of ribbons, freight rates on exhibi-  
 tion livestock, government aid on  
 exhibits, copyrights, rebuilding, ad-  
 vance ticket sales, and ice show and  
 hockey operations.

## CARNIVAL FOR A. C.

(Continued from page 50)  
 with admission scaled from 75 cents  
 to \$1.50.

The need for off-season attractions  
 was brought home forcefully when  
 the report was made public that the  
 resort's luxury tax collections—the  
 best index to resort business—dropped  
 during October \$33,780 below Octo-  
 ber, 1948. This was the greatest de-  
 crease since the resort levy was in-  
 stituted in 1947. The tax collections  
 for the first 10 months of this year  
 are \$115,400 below those for the cor-  
 responding period of 1948. Over 95  
 per cent of the tax is paid by resort  
 visitors.

### Carnival Routes

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

(Routes are for current week when no dates  
 are given. In some instances possibly  
 mailing points are listed.)

- American Funland: Port Lavaca, Tex.
- Becht, Lee: (Toy Fair) Santa Claus, Ind.
- Blue & White: Portland, Tex.
- C. & B. Am. Co.: Catchings, Miss.
- Dupree & Keeler: Las Cruces, N. M., 15-20.
- Midwestern Expo.: Beeville, Tex.
- Migrothy, Curly: White Castle, La.
- Nickley Attrs.: Eunice, La.
- Oil State: Port Barre, La.
- Tassell, Barney: Hallandale, Fla.

### Circus Routes

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

- Gould, Jay: Geilwein, Ia., 13; Hampton 14;
- Parkersburg 15; Grundy Center 16; Marengo 17.

### Misc. Routes

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

- Carroll Bros. Conjure Circus: Sherman, Tex., 12-15; Southmayd 16; Bonham 19-20; Paris 21-23.
- Henle, Sonja, Ice Show (Arena) St. Louis, Mo., 12-18.
- Ice Follies of 1950 (Sports Arena) Hershey, Pa., 12-20.
- Lewis, Bud, Wheeling Jamboree (Colony) Marietta, O., 14; (Weller) Zanesville 15; (Auditorium) Newark 16.
- Roller Skating Vanities of 1950 (The Forum) Wichita, Kan., 13-18.

## Carlson Heads Haddam Neck

HARTFORD, Conn., Dec. 10.—E. George Carlson has been elected presi-  
 dent of the Haddam Neck (Conn.) Fair  
 Association, along with Carl G. Sand-  
 lin, vice-president; Harry S. Nilsen,  
 treasurer; Leonard Selden, secretary,  
 and John L. Kruger and Roy G. Hall-  
 berg, members of the executive com-  
 mittee.

## Cascade (Calif.) Area Dates Set at Confab

REDDING, Calif., Dec. 10.—Dates  
 for six county and one district fair in  
 the Cascade area were set during a  
 meeting of directors and managers  
 of Western Fairs' Association (WFA)  
 here.

Dates to be submitted to the WFA  
 convention in Los Angeles, December  
 8-10, include: Plumas County Fair,  
 Quincy, August 10-13; Lassen County  
 Fair, and Livestock Show, Susanville,  
 August 22-27; Siskiyou County Fair,  
 Yreka, August 22-27; Trinity County  
 Fair, Hayfork, August 26-28; Tehama  
 County Fair, Red Bluff, September  
 2-4, and Shasta District Fair, Ander-  
 son, September 7-10.

Managers attending the meeting in-  
 cluded R. R. Noble, Tehama County;  
 J. D. Berry, Trinity County; A. A.  
 Jensen, Lassen County; Edward Mat-  
 thews, Siskiyou County; George In-  
 gram and J. J. Speer, Shasta County;  
 William S. Randall, Colusa County;  
 Stuart Waite, Yolo County; Tulsa  
 Scott, Plumas County; Jess Bequette,  
 Glenn County, and Maurice Hogan,  
 Butte County. Also attending were  
 Rose E. Links, WFA secretary-treas-  
 urer, and Eldon Koontz, publicity di-  
 rector.

## To Enlarge Atlanta Bowl; Stock Car Races Skedded

ATLANTA, Dec. 10. — Closing a  
 highly successful season recently, Roy  
 Shoemaker, assistant manager of the  
 Peach Bowl here, announced that the  
 grandstand will be enlarged in 1950  
 and stock car racing will be an added  
 weekly attraction.

During its four-month season the  
 5,000-seat bowl drew capacity busi-  
 ness, said Shoemaker, and it was  
 necessary to add 500 seats in mid-  
 season to handle overflow attendance  
 for midget auto racing. Boxing  
 events were offered in midsummer,  
 including an exhibition by Ezzard  
 Charles and bouts by Tommy Gomez  
 and Bobcat Elliott.

## PEANUTS POPCORN SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

## CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER      HANK THEODOR      ED BERG      RALPH COBB  
 231 N. Second St.      2908-14 Smallman St.      1261-63 E. Sixth St.      316 S. Church St.  
 Philadelphia 6, Pa.      Pittsburgh 1, Pa.      Los Angeles 21, Calif.      Charlotte, N. C.

## CHEESE-CORN is red hot!

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

### POPPERS SUPPLY CO. of Phila.

1315 VINE STREET      PHILADELPHIA 7, PA.  
 Lombard 3-9020

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

For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal.  
 Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity seekers, please save stamps.

### GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST.      CINCINNATI 2, OHIO

<b>STOCK TICKETS</b> One Roll ..... \$ 1.00 Five Rolls ..... 4.00 Ten Rolls ..... 6.00 Fifty Rolls ..... 20.00 100 Rolls ..... 38.00 <b>ROLLS 2,000 EACH</b> Double Coupons Double Prices No E. O. D. Orders Size: Single Tkt., 1x2"	Force is all-conquering, but its vic- tories are short-lived.—Lincoln. <b>TICKETS</b> Coupon Machine Books Strips Reserved Seat Contest <b>THE TOLEDO TICKET COMPANY</b> 114-116 Erie St., Toledo (Ticket City) 2, O.	<b>SPECIAL PRINTED</b> Cash With Order. Prices: 2,000 ..... \$ 6.50 4,000 ..... 7.65 6,000 ..... 8.50 8,000 ..... 9.25 10,000 ..... 10.20 20,000 ..... 14.50 30,000 ..... 18.00 100,000 ..... 30.00 500,000 ..... 118.00 1,000,000 ..... 229.00 Double Coupons. Double Prices.
--	--	--

## SHOW TENTS

### CENTRAL Canvas Company

516-518 EAST 18th ST.  
 Kansas City 8, Missouri  
 Phone: Harrison 3026  
 HARRY SOMMERVILLE

Anyone knowing the whereabouts of  
**CLYDE W. SNYDER**  
 Please Contact:  
**ALAN METREGER, Rm. 601**  
 12 W. Monroe St. Chicago, Ill.  
 Promotional - Parades - Fund Raising  
 Since 1928

FOR all types of POPCORN  
 MACHINES—Carnival Poppers, Theatre  
 & Counter Models, Caramel Corn Equip-  
 ment, etc., & a full line of top quality  
 POPCORN SUPPLIES.  
**FARMER BOY CORN & EQUIPMENT CO.**  
 332 W. 44th St. N. Y. 18, N. Y.  
 Circle 6-1292  
 Send For Our Complete Catalog

## Sanatoga, Pa. Funspot Will Reopen in '50

### 12 Major Rides Set

SANATOGA, Pa., Dec. 10.—Sanatoga Amusement Park, a favorite playground in these parts a decade ago, will reopen in 1950 with 12 major rides and a new pool and beach. Also planned are outdoor shows, such as Westerns and hillbilly, in the new outdoor theater under construction.

Karl W. Spatz, president of Sanatoga Amusement Corporation, who leased the 65-acre plant two years ago, hopes to rebuild this location, on Route 422 between Philadelphia and Reading, into a top amusement center.

### Track Season Big

Spatz and his associates leased the grounds and erected a macadam midget auto track and grandstand, with a seating capacity of 7,500, two years ago. The track operated twice weekly this year and enjoyed a successful season, attracting well over 200,000 fans. Stock car racing on the one-fifth mile oval also proved a strong attraction.

The track, according to Charles (Buddy) Wagner, promotional and publicity director, paid out \$39,610 in purses for stock car racing alone. Wagner, who operates his own auto thrill show, showed his Hell Drivers here on two occasions during the season, racking up his top still date grosses of the season.

Wagner will have charge of booking special attractions. Operation four nights each week is planned for the stadium, with two nights of stocks and one each of motorcycle and midget auto racing.

The Mimmers' String Band Frolic, with the top bands of the annual Philadelphia New Year's parade, have been inked for three performances. An outdoor theater, which opened last season, will be remodeled and ready for the park's opening May 31.

Spatz plans to open the auto racing season in mid-April.

### Relic Rates Story

DETROIT, Dec. 10.—A relic of old Riverview Park, closed 25 years ago, rated a story and a two-column picture in *The Detroit Free Press* recently. A large-size distorting mirror, used for years at the park, is now one of the fixtures at the Casino, city-operated restaurant in Belle Isle Park.

## N. J. Judge Rules Vets Can Peddle On State Beaches

FREEHOLD, N. J., Dec. 10.—A Monmouth County judge this week ruled that war veterans can peddle goods along beach fronts under a State license. Judge John C. Giordano set aside the Belmar, N. J., Police Court fines of four Atlantic County World War II veterans under a municipal ordinance. They were charged with selling ice cream on the resort beaches.

In his decision, which was watched closely by Southern New Jersey resorts that have anti-peddling ordinances along similar lines as those of Belmar, Judge Giordano said the ordinance was discriminatory, arbitrary, prohibitive and unreasonable. The judge added that Belmar customarily leases beach-front concessions and the conclusion could readily be drawn that the municipal action of prohibiting peddling in this locality was for the purpose of thwarting competition.

### Spots Before Your Eyes

## Freckle-Face Round-Up Event Good Promotion, Illions Says

CHICAGO, Dec. 10.—Among promotion ideas uncovered at one session of the National Association of Amusement Parks, Pools and Beaches (NAAPB) in Hotel Sherman here, November 27-30, was the one reported by Harry Illions, Celoron Park, Jamestown, N. Y.

First tried by Illions at Chicago's "A Century of Progress" in 1934, the contest has been improved, Illions said, and proved a big success at Celoron this year.

"The promotion has to have the backing of a newspaper, and we go at it with the idea of increasing the circulation of that paper, as well as helping ourselves," Illions said.

"Our contest was sponsored by *The Post-Journal*, our leading local newspaper and was called 'The Post-Journal Freckle-Face Round-up Contest.' This promotion should not take more than two weeks, from the advance publicity standpoint.

"All types of freckles are judged. The boy and girl with the most freckles are crowned king and queen. Special prizes also are given the

brother and sister with the most freckles, twins with the most freckles and also to the persons with the reddest hair and freckles, the largest freckles and the youngest and oldest persons with freckles. On the day of the contest we had reduced rates on certain rides. We gave away bicycles, savings bonds and other valuable prizes. Special diplomas also were awarded winners.

## Butlin Bahama Spot To Open January 28

NEW YORK, Dec. 10.—William E. (Billy) Butlin, president of the Amusement Caterers' Association of Great Britain and spark plug of the big Butlin organization, which operates huge summer resort camps throughout the British Isles, was a recent visitor in New York.

Butlin is all set to spring his latest venture, Butlin's Bahamas Vacation Village, which is under construction on the Gand Bahama Island, of the coast of Florida, and will get going on January 28.

The Bahamas Vacation Village will start off with accommodations for 1,444 guests, which will be expanded to 2,444 by September. The first unit calls for an expenditure of \$2,800,000 and cost of the completed project will be \$5,600,000.

The resort offers surf and pool swimming, all the usual resort activities, British name bands for dancing and theatrical shows. In comparison with rates at the Butlin vacation camps in England, the prices at his Bahama spot are somewhat high, the all-inclusive rate being set at \$98 per week, against a package deal for Americans at his English camps of approximately \$26 per week.

### Statons Visit Batts

NEW ORLEANS, Dec. 10.—Roy and Marvin Staton, Springlake Amusement Park, Oklahoma City, visited the Harry J. Batts at Pontchartrain Beach here Thursday (8). The Statons plan to build a Kiddieland in their park and were at Pontchartrain to look over Batts' layout and consult with him on the operation.

## Dutch Carillon Mfr. Inspects U. S. Parks

NEW YORK, Dec. 10.—G. Fritsen, an executive of the Dutch bell foundry firm of Petit & Fritsen, flew back to Holland Friday (2) after a four-week sojourn in America, during which he visited amusement parks in Chicago and the environs of New York.

The Petit & Fritsen firm, at Aarle-Rixtel, Holland, specializes in carillons and is currently interested in marketing a set-up suitable for installation in amusement parks or other outdoor spots. For this purpose the firm has constructed a 50-foot high tower of steel framework, with the bells hung on a roofed platform, which also serves as a clock tower, with dials on all four sides of the roof. Carillon can be played manually or automatically.

Fritsen was particularly impressed with Riverview Park, Chicago, and with Palisades Amusement Park, on the Hudson, where he was the guest of Superintendent Joe McKee.

## A. C. Dads Urged to Remove Burned Mil-\$ Pier Eyesore

ATLANTIC CITY, Dec. 10.—While owners of the fire-ravaged Million-Dollar Pier are still trying to figure out what to do with the old amusement spot, former Sen. Emerson L. Richards called upon city officials this week to condemn the property and have it removed as an eyesore. In a letter to Mayor Joseph Altman Richards pointed out that the removal of the pier with its wrecked building, signs and stands would add greatly to the value of property in the vicinity and also provide a clear view of the ocean front from Tennessee Avenue to Longport.

Meanwhile it was learned that the Saratoga Realty Company of Atlantic City, owner of the pier, has been considering clearing away the buildings and constructing open

decking on the pilings. The firm, composed of Walter S. Crosson, Elizabeth Crosson and Councilman Kenneth Crosson, all of Philadelphia, has lost \$200,000 as a result of the blaze; fire losses aggregated about \$500,000 and insurance was only \$300,000.

Richards suggested that sales-tax money be used to purchase and remove the pier. With Garden Pier being transformed into a public park, the razing of the Million-Dollar Pier would leave George A. Hamid's Steel Pier the only major amusement center on the ocean side of the Boardwalk. The other two piers operating are the Central Pier, which houses industrial exhibits, and Steeplechase Pier, a small pier housing kiddie rides.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Gary Funspot Scheduled To Open in June

### Sacco General Manager

GARY, Ind., Dec. 10.—Savage Center Exposition Park, owned by Sam Savage, of Willow Springs, Ill., will open as a full-fledged amusement park here next June.

Tommy Sacco, Chicago booker, has been named general manager and will book all attractions, rides and concessions. Plans are to have six kiddie and three major rides, all on a concession basis. Two of the three major rides will be a Ferris Wheel and Merry-Go-Round.

The restaurant and dance hall, costing \$180,000, is expected to open New Year's Eve. Restaurant and cocktail lounge will be on the main floor with the dance hall on the lower floor.

Sacco said that the spot also has a grandstand, seating 6,000, which will be used for midget auto races. Plans are to build a permanent roller rink and a picnic grove.

Spot will have a free gate.

## Jersey Execs Study Beach Attractions

TRENTON, N. J., Dec. 10.—State officials are considering ways and means of making New Jersey beaches more attractive and enjoyable for vacationists next summer. They met this week with other interested groups and received the suggestion that the State attorney general be asked for a study of anti-pollution laws.

Possible action might be taken against fishing and pleasure boats, which allegedly pollute beaches, particularly since the health department reported it had received numerous complaints last summer that boats were dumping refuse near the beaches. U. S. Coast Guard representatives also promised complete cooperation in enforcing the laws and keeping the beaches from becoming polluted.

## New Jersey Resorts Seek Unified Laws

WILDWOOD CREST, N. J., Dec. 10.—A unified ordinance which would apply to all resorts in South Jersey is under study by W. Russell Epler, solicitor for the local resort. It is thought that it might be possible to draw up an ordinance covering the resort area on matters concerning regulations on the beach and boardwalk, parking, disrobing in cars and similar items governing the conduct of vacationists.

Epler is meeting with representatives of the three resorts in the greater Wildwood resort area, including North Wildwood, Wildwood Crest and Wildwood, along with representatives from near-by Cape May.

## Reshuffle Ocean City, N. J., Mercantile License Fee

OCEAN CITY, N. J., Dec. 10.—Mercantile license fees at this South Jersey resort will be increased for most types of business establishments under an ordinance pending final adoption by the city commission December 16. The measure would boost the basic minimum mercantile tax from \$15 to \$25, including small guest houses, which currently pay only 50 cents for each room rented.

New ordinance is the first attempted overhauling of the town's mercantile tax structure since 1937.

# Jersey Resorts Endangered by Steady Erosion

ATLANTIC CITY, Dec. 10.—State J. Stanley Herbert, at a meeting of the New Jersey League of Municipalities in Haddon Hall Hotel this week, predicted that the State's resort industry will perish within the next 50 years unless beach erosion is checked. Herbert is chairman of the legislative Anti-Erosion Commission. He told the League that wind and waves have cut away New Jersey's beaches at the rate of two and one-half feet a year for the past 80 years. This rate is allowed to continue, he said, and the State will have to face the abandonment of its largest industry in 50 years. New Jersey's resort industry, he continued, is a billion dollar enterprise and if permitted to disappear the State will lose its major source of income within a comparatively few years.

**Ask 75 Per Cent State Aid**  
Senator Herbert held out hope for salvation of the State's resorts when he announced that the governor and the legislature are determined to take measures to halt destruction of beaches and said his commission will introduce legislation permitting the State to contribute 70 per cent of the cost on anti-erosion projects undertaken by New Jersey resorts instead of the present 50 per cent. The need for federal aid was raised by Congressman T. Millet Hand, stressing the fact that two new federal bills are being prepared to meet the need. Army engineers cited erosion as Atlantic City's No. 1 problem, pointing out that the local resort has been forced to spend over \$1,800,000 in five years for the sole purpose of protecting its shoreline.

## Irwin Shapiro Heads Rockaway Business Group

NEW YORK, Dec. 10.—Chief Assistant District Attorney J. Irwin Shapiro of Far Rockaway was elected president of the Rockaway Chamber of Commerce Tuesday (6). Other officers chosen for 1950 were George A. War, first vice-president; L. Boller, treasurer, and Leon R. Hauser, secretary.

## L. I. Kiddie Spot Still Doing Biz

NEW YORK, Dec. 10. — Bernard Berkley, owner of the Fairyland Kiddie Park, located in the Forest Hills section of suburban Long Island, continuing operation of the spot as long as weather permits. The park, which was opened this past summer, clicked from the start and to date has continued to draw good biz.

Berkley is now in Florida, where he has interests in greyhound tracks, but will return here shortly to complete plans for expansion of the kiddie park for next season. In addition to installing more rides, Berkley will erect rest rooms and other buildings on land he has acquired adjoining the park.

**GLAMOUR-ROMANCE-SHOWMANSHIP**  
---DRAW BIGGER CROWDS---  
**HOLLYWOOD SPOTS-LITE**  
EASILY INSTALLED  
NOT A CRYSTAL BALL  
NO MIRRORS TO POLISH  
NO DUSTING - WIPING  
OR WASHING NECESSARY  
PATENT PENDING  
Glamorous new idea in modern showmanship, decorative beauty, lighting effects and sound projection. It's different, it's beautiful, it's an outstanding magnet for drawing more customers to—Ballrooms, Night Clubs, Taverns, Roller Rinks, Amusement Parks, Hotel Restaurants, Resorts, etc.  
Write for complete free details.  
**HOLLYWOOD SPOTS-LITE Co.**  
Dept. B 912 No. 166 St. Omaha, Nebraska

# Hard-Way School Gave Scenic Artist Ray Practical Approach

(Continued from page 51)

astounding business. Typically, the Laugh in the Dark, spotted in its customary location but sparkling with a jewel-like quality, built up waiting lines which extended more than a block long, whereas formerly the same Funhouse had obtained merely fair business.

Word of the CNE fronts spread. Each year as added improvements have been made amusement park operators have traveled to Toronto to see what Jack, with the backing of Patty Conklin and the latter's brother, Frank, had wrought.

Harry Batt, operator Pontchartrain Beach, New Orleans, is one of the many park execs enthused over the effectiveness and appeal of the CNE fronts. And Harry, whose son is studying design as a preparation for a career in the park management field, is but one of a number of park execs who has asked Jack to survey his funspot with a view to new designs and improvements for show fronts.

### Drafts Sesqui Layout

When Batt and Patty Conklin were drawn this fall into submitting a proposal for the midway operation of the 1950 Washington Sesquicentennial, it was Jack who drafted a layout for the proposed funspot. He worked out that draft in minute detail to the extent even of preparing three dimensional projections of each individual attraction.

Jack's achievements have drawn him into many projects. He redesigned the fronts at Belmont Park, Montreal, assisted the late Joe Drambour in redesigning the layout at Rocky Point Park, Providence, R. I., and designed new fronts for the Steel Pier and the Million Dollar Pier at Atlantic City when those spots were both operated by George A. Hamid. In addition he has designed and continues to design show fronts for touring carnivals.

### Zoo Amazes

One of his most unusual projects was the Children's Zoo at the Cincinnati Zoo. Working in collaboration with Vernon A. Trigger, consulting engineer, Jack designed an attractive "zoo within a zoo" for the small fry that embraced novel ideas which set a new high standard. He not only designed fronts and backgrounds woven around 16 nursery rhymes, but introduced a 35-foot stationary boat, the so-called Mystery Ship. Equipped with illusion mirrors, placed at the ship's portholes, the boat scored an immediate hit, as wide-eyed kids peered thru the portholes to find ducks walking upside down on water.

On the basis of public acceptance, the Laugh in the Dark at the CNE is rated the most notable of the midway fronts Jack has designed. He and Patty Conklin have received more requests for blue prints and photos of it than for any of the Ray-designed fronts, but Jack himself rates his Magic Carpet and Penny Arcade fronts as his two best designs.

### Stage Layouts

He holds to the theory that a midway layout is similar to that of a stage

## Final Decision on Opening Of Ocean View Is Delayed

VENICE, Calif., Dec. 10.—Final decision on the opening of Ocean View Park here was delayed another three weeks when only three members of the Police Commission attended a hearing instead of the usual five.

The City Planning Department already has granted a zone variance so construction of the park could begin. Promoters of the park claim more than \$3,000,000 has been spent in attempts to get the grounds open. If the Police Commission refuses a permit, this money will be lost, a park spokesman said.

setting. "There should not be a jarring note," he explains. "Each attraction should fit into its individual place without over-emphasis. And the sum effect should be as one solid piece, rather than a mixture of attractions with fronts that clash."

Jack rates such materials as aluminum, flex board and water-proof plywoods as a boon to front-building, employs the latest developments in lighting equipment and strives to combine them in true modern design.

Born in Nottingham, England, December 11, 1911, Jack was 13 when his family moved to Western Canada, settling in Edmonton, Alta. At 15 he had his first taste of show business as assistant to the scenic artists in the Empire Theater in that city. The job consisted largely of handling and retouching sets which came in from England and the U. S.

### Launches Own Biz

When only 18, Jack launched his own business as a designer and builder of commercial exhibits, turning out displays for exhibitors at such events as the Calgary Stampede and the Edmonton Exhibition and the CNE.

The Edmonton area, however, offered limited possibilities for Jack's genius and after a few years, he went to Bridgeport, Conn., where he worked for the Loews-Poli Theater Circuit. Next he took a fling at New York City. There, he designed sets and served as stage manager for the Minsky burlesque interests, a connection which subsequently took him to Miami where he was a designer at a pier, operated by the Minsky enterprise, until it folded. Thereupon he joined Patty Conklin.

Jack is married, his wife being the former Eleanor Palmer of the Palmer Sisters, a song and dance team. They have two children, Eleanor, 12, and Robert, 10. The Rays live in Toronto, but plan to move to the States when Jack becomes a U. S. citizen some three years hence, when he will receive his final naturalization papers.

## Tashmoo Funspot, Detroit, May Be Launched in 1950

DETROIT, Dec. 10.—Plans for the reopening of Tashmoo Park on Harsen's Island at the mouth of the Saint Clair River, 40 miles north of Detroit, are being made for 1950. Key factor is the tentative plan of the Detroit & Cleveland Navigation Company, major passenger ship operators on the Great Lakes, to operate one ship a day, with a possible second if traffic warrants, to the island, giving daily service for the first time in a decade.

Accessible only by boat, the park gradually ceased operation as a full scale amusement operation, and became a picnic spot only. Present plans include installation of rides and other regular park attractions.

## WANTED PERMANENT WANTED

THE FINEST AND NEWEST AMUSEMENT CENTER IN THE MIDWEST

# SAVAGE CENTER

Exposition Park

Now under construction on U. S. Rte. #12

North of Gary, Indiana

- KIDDIE RIDES • MAJOR RIDES • CONCESSIONS ALL KINDS
  - SHOWS • EXHIBITS • THRILL SHOWS • ATTRACTIONS
- GRANDSTAND SEATS 5,000

Also Permanent Year 'Round Roller Skating Rink.

NOTE: SAVAGE CENTER Exposition Park will have Midget and Stock Car Races, Picnic Grounds, Housing Exhibits, Etc.

Write in full what you have to offer to

**TOMMY SACCO**

203 N. Wabash, Chicago 1, Ill. Phone: ANdover 3-6112

## WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS

"GET THE BEST"



### MINIATURE TRAIN CO.

Executive Offices: Rensselaer, Indiana

## INTRODUCING



Andrew S. Moe's Newest Contribution to All Showmen

### AIR-PRESSURE

Automatic

### BASEBALL PITCHER

This new machine supersedes the old spring lob ball pitcher. Electric motor driven. Automatically feeds and pitches a fast curve ball to the batter. A proven game with assured profits.

Write for Circular

E. P. WEISNER, Mfr. Dist.

5709 Carlton Way Hollywood 28, Calif.

## FOR SALE FASCINATION

52 Units

A-1 Condition, in operation at 3006 Ocean Front, Ocean Park, Calif., or write

### BOX A

Ocean Park, Calif.

## AGENTS WANTED

CAPABLE OF OPERATING

- RAZZLE - PIN STORE
- SIX CAT - OVER 12
- ROLLDOWN - SWINGERS
- ETC.

For 1950 Season

Starting May 25th

At One of Ohio's Largest and Leading Parks.

Write BOX D-279

c/o The Billboard, Cincinnati 22, O.

## RIDES—CONCESSIONS—SHOWS

### NEW KIDDYLAND PARK

Now booking for 1950 season. Contact

C. W. SWAN

No. 25 Eastern Ave. Baltimore 21, Md.

### MINIATURE GOLF COURSES

Designers and Builders of Distinctive Courses. Scientifically laid out with bottlenecks and drainage problems eliminated. Materials used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

## Chi Coliseum Nixes Holiday Date This Yr.

### Davenport Inks Regina

CHICAGO, Dec. 10.—The Chicago Coliseum, which for the last three years has featured a circus during the Christmas holiday season, has nixed a show for this year, Orrin Davenport, promoter of the event the last two years along with Leo Seltzer, Coliseum manager, announced this week.

While Davenport gave no reason for the canceling of the date, it is known that the show did not draw during the holiday season. Last year the poor gate partly was due to extremely cold weather. Show last year opened Christmas Day and closed January 2.

Davenport announced that he has inked one new date for his 1950 route, Regina, Sask., the week of June 5.

Davenport's 1950 season opens in Toledo, the week of January 16. Other dates include Grand Rapids, Mich., week of January 23; Detroit, January 30-February 12; Cleveland, February 13-26; St. Paul, week of March 13; Sioux Falls, S. D., week of March 20; Winnipeg, May 6-13; Calgary, week of May 15; Saskatoon, week of May 29, and Regina.

Davenport said his fall dates this year were okay, equaling, in almost every instance, the grosses of last year. He said his 1950 dates are expected to be as good, if not better.

## 2 English Cirk Veterans Die

LONDON, Dec. 10.—Two former veteran circus performers, one of whom was a native of the United States, died at their homes in England recently. One was William Patrick McAllister, known thruout the British Isles as the clown Doodles, and the other was Bert Burnell, knockabout comedian.

Bert Burnell (Egbert Jee), 73, died at his home in Brixton November 2. Burnell was born in Brewster, N. Y., but he and his brothers, Harry, Joe and Fred, went to England at an early age and were apprenticed to Lord John Sanger's Circus, where they remained for several years.

After quitting the Sanger circus the four toured England as the Four Burnells, a knockabout comedy act. Before retiring, in 1921, Burnell had toured the world with various acts, such as Maple & Burnell and the Jees. He was the last of the four Burnell brothers but is survived by his widow and three sons, Seth, Fred and David Jee.

The Joey, Doodles, was born near Glasgow, Scotland, where he later was a favorite "Auguste" for 18 years with Hengler's circus. He was equally popular at England's leading shore resort, Blackpool, where he clowned for more than 30 summers at the Tower Circus. He was a talented wire-walker and acrobat but preferred the role of Joey. He died at his home in Potters Bar, Hertfordshire, October 30, in his 70's, and his ashes were taken to Blackpool.

### Ringling Quarters Opened

SARASOTA, Fla., Dec. 10.—Ringling Bros. and Barnum and Bailey Circus winter quarters were opened to the public here Sunday (4), a week ahead of the advertised date. Visitors jammed the big cat barn, elephant kraal and giraffe enclosure at 2:30 p.m. Quarters will be open daily to visitors from now on until the show entrains for New York next spring. Admish, as in former years, is 50 cents.

## New Talent To Dominate Both Polack Bros. Units in 1950; Ink Reunited Repensky Troupe

CHICAGO, Dec. 10.—New talent will dominate both units of Polack Bros.' Circus in 1950, it was revealed in the line-up of acts announced this week by Louis P. Stern, managing director. The Eastern Unit opens January 15 in Saginaw, Mich.; the Western January 12 in Fort Wayne, Ind. "Groundwork for our 1950 shows was laid by I. J. Polack before his death," Stern said. "We regard them as a perfect tribute to his showmanship." Details were handled by Ethel Robinson, Polack talent scout and booking agent, and represent weeks of negotiation. The Western Unit will have the reunited Loyal Repensky Troupe. Guistino Loyal, who several years ago went on his own, spending one season with Polack and the last two with Ringling-Barnum, again is joining forces with the rest of the family. With five girls, six men and nine horses, their combined bareback-riding act will feature Guistino and Zeffa. They also will do their seven-people teeterboard act as the Bran-nocks.

Transferring from the Eastern Unit will be Hubert Castle, tight wire, and Melitte and Wicons, newcomers last season from Sweden, doing two equally strong acts—head-and-shoulder-balancing perch and, as the Sikorska Duo, a sensational iron-jaw swinging pole number.

New features with Western will include the Shyrettos, cyclists; Lallage, aerialist; Limon, Danish pantomimist, and Alfredo Landon and his three midgets, comedy acros.

### Few Acts Held Over

Outstanding holdovers will be the Seven Ward-Bell Flyers, the Rose Gould Trio, and the MGM elephants, presented by Slivers and Jo Madison, with Frenchy Durant as assistant.

New animal acts will include Nana Woolford's dachshunds and Chihuahua, and Rudy Docky's basketball-playing boxer dogs, the latter to be presented in the prologue. Docky also will work in clown alley.

Negotiations are under way for another featured animal act.

Otto Griebing, who joined Polack last season, will take over as producing clown. Among other clowns will be Harry Dann, Chester and Joe Sherman, Bobby Kellogg and Billy Griffin. The Landon midgets also will work in clown numbers.

Arthur Springer returns as announcer and Bee Carsey as musical director.

### Eastern Unit Program

The Eastern Unit will draw heavily from the 1949 Western line-up. Acts making the shift will be the Berosini Troupe (4), high wire; the Bogino Family (7), Risley; Four Cycling Sidneys; Natal, the monkey-man, and Alexander Konyot, equestrian.

New talent joining Eastern includes Los Onas, Spanish perch act, and the Joanidies, juggling on the slack wire, last season with Ringling; the Tong Brothers (3), Chinese acros, last season with Cole Bros.; Montes de Ocas, trampoline and hand balancing, and Albert Fleet's chimpanzees.

The Flying Wards will enlarge from four to seven people, doing a double flying act with two catchers.

Ernie Wiswell will be held over with his Funny Ford.

### Randow Again Head Clown

Gene Randow Jr. will be back as producing clown. Les and Ruby Landrus will join clown alley, and Ed Raymond and Dennis Stevens will return.

Cheerful Gardner will continue in charge of the show's elephants, with Irene Lafferty working in the act. Nate Lewis and Henry Kyes return

## All New Canvas For Mills Bros.

CIRCLEVILLE, O., Dec. 10.—Mills Bros. will go out in 1950 with all new canvas, including a 120 with three 40's, and will feature a large contingent of imported acts, Jack and Jake Mills announced on a visit to winter quarters here this week.

Work on the new canvas, purchased from U. S. Tent & Awning Company while Jack Mills was attending the Chicago convention, already is underway with delivery due in mid-March. New canvas also includes a 60 with three 30's for the menagerie, a 50 with two 20's for the Side Show, 30 by 60 cookhouse, 20 by 40 dressing tent and big show, Side Show and connection marquees. Big top and menagerie will have 12-foot high walls, two feet over Mills's previous tops. Mills also purchased the newly developed Kolite from S. T. (Sid) Jessop, of U. S. Tent, to further flash up the marquee. Jessop said the Mills show is the first to adopt the new-type lighting.

The Mills brothers held an all-day huddle in Cleveland Saturday (3) with booker Hans Lederer to line up new European acts and clowns. Names of the new acts will be released soon along with American acts and clowns.

Equestrian Director Bert Wallace and wife, Jeannette, are due in quarters soon to break new dogs, ponies and horses. Superintendent Charley Brady has a number of men in quarters and work has started on new side, quarter and center poles. Brady also has part of his crew rebuilding two sleepers and a cage.

All prop men, ushers and ticket sellers will be uniformed next season, Jack Mills says. All dates will be sponsored as in the past. Promotional men will start work in early January. General Agent H. W. Ahrhart Jr. will go on the road January 3.

Fred Stafford will carry four men on press. After a vacation at his Connecticut home, he will confer with Lederer in New York and return to Cleveland in mid-January to draw up advertising and publicity.

## Hamburg's Hansa In Postwar Revival

HAMBURG, Dec. 10.—The Hansa Theater, prewar big-time circus-vaude spot of Germany, was practically wiped out during the war, but the former horse and elephant stable of the establishment has been fitted out as an arena and, under the management of Grell and Hoffman, is presenting top-notch bills, using the best talent available.

Shows run a full month. The current lineup of acts includes five well-known European circus acts—the Five Deblars, cyclists; Toni Storzenbach, juggler; Burton & Son, hand-to-hand; Brook & Rossfield, acro comics, and the Five Talo Boys, tumblers.

The Hansa seats only 350 spectators and prices are moderate, but drinks are served and apparently the spot is making money.

## Kingston, N.Y., Stand Winner for Polack

KINGSTON, N. Y., Dec. 10.—Polack Bros.' Eastern Unit played to good houses on its two-day stand here, Friday and Saturday (2-3) in the New York State Armory under auspices of the Elks. Friday night's show was well attended despite a snowstorm. Saturday's matinee and night show were near straws.

Art Barrett handled the advance, with local publicity in charge of Joe Kelly, assistant city editor of the local newspaper.

### Ameri-Congo Closes

SARASOTA, Fla., Dec. 10.—The Ameri-Congo Animal Exhibit canceled the final two weeks of its route, closing in Douglas, Ga., Saturday (26), and moving into quarters here.

## 3 Cirk Names Die in Europe

PARIS, Dec. 10.—Three widely known personalities of the European circus world have died in recent weeks.

France has lost one of its best known critics in the death of Legrand-Chabrier, vice-president of the Presse Parisienne Du Music-Hall, a leading critic of the circus and variety fields, and equally well known as a press agent, having been associated with the Cirque Medrano for many years and also having handled press relations for several of the Paris music halls and big-time vaude spots.

In Denmark, the well-known horse trainer, Max Gotsch, 66, died at Ydby November 2. Gotsch had charge of the Liberty and high school horses of the Circus Mische for the past 19 years, during which time he never took a single day's vacation.

At the winter quarters of the Knie Bros.' Circus in Rapperswil, Switzerland, the well-known Italian clown, Rudolfo Cavallini, died October 26. Cavallini, member of the well-known circus family, had been with the Knie Circus for 35 consecutive years.

## Reds Angle To Boss Berlin's Barlay Unit

BERLIN, Dec. 10.—Circus Barlay, playing at its indoor arena here, temporarily closes tomorrow to prepare a big, new show to open Christmas Day.

Barlay has been featuring Hannes Cimarro, who does a so-called death leap into a cage of lions. The act has been the object of a campaign, calling for suppression of such risky acts, which is believed to be a smoke screen to pave the way for the Communist-dominated authorities of the East Zone.

Barlay also is faced with threat of a suit by circus owner Cliff Aeros, who does an act similar to that of Cimarro and claims priority as he has been performing the act for 10 years.

Circus Buegler, whose big top was destroyed by fire in February, recently was dealt a second blow when its tent was ripped to shreds by a hurricane while the show was playing at Steele. New canvas was secured within three days and the circus continued its tour.

as announcer and musical director, respectively.

A contract in Mexico will prevent the Berosini Troupe from joining the Eastern Unit until March 1. Other talent will be substituted until then.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

**utch Unit to Spain**

AMSTERDAM, Dec. 10. — Circus ans Mikkenie, leading circus of illand, is heading for Spain where goes on tour at Christmas time. Mikkenie has his own horse and animal acts and usually presents a good l of standard circus acts.

**ATTENTION ACTS!**

Am now contracting Acts for my 1950

Fairs and Circuses

**ERNIE YOUNG**

203 N. Wabash, Chicago, Ill.

**WANT SMALL CALLIOPE**

to be used in pony wagon at Amick's Pony arm and Youth Recreation Center . . . a REE project for boys and girls, regardless of color or creed. Send picture and price.

**PAUL V. AMICK**  
COURTLAND, CALIF.

**PHONEMEN**

Advertising Telephone Salesmen — all year round work — church and veterans' deals. 5% commission paid daily.

**A. E. B. B. CO.**

44 Aviation Bldg. Miami, Florida  
Phone 9-9596  
Positively no collect calls or wires

**PHONE MEN**

OFFICIAL LABOR DEAL

City Employees' Union of Kansas City, affiliated with AFL, needs Phone Salesman. If you know LABOR and can pitch, you can draw \$25 UP every night on this deal.

**Don Wilson, Gateway Pub. Co.**

Victor 2983, 319 W. 9th St., Kansas City, Mo.

**WILL BUY FEMALE ELEPHANT**

Must be gentle, healthy. Prefer one broke to do single act and carry howdah. Describe in detail.

**COOKE COUNTY FAIR**

P. O. Box 140 Gainesville, Texas

**ARTISTIC MUSIC ARRANGEMENTS FOR CIRCUS ACTS**

**FRANK FURLETT, Band Director**

5220 N. Kenmore Chicago 40, Ill.  
Phone: Longbeach 1-4900

**PHONEMEN**

Vets' Ball and Show Tickets-program 25%. Work is fast, others follow.

**E. J. FLOYD**

R. U. Bldg., Des Moines, Iowa. Phone 215

**AVAILABLE**

For Jan. 1st or later

**PROVOKING DUO**

sure laugh getting Acts, featuring comedy, magic. Best of wardrobe, plenty of props. Address: Box 105, c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

**DAILEY BROS.' CIRCUS**

Complete 1949 Season Route. Folder, 50¢ postpaid.

**BERTHA DRANE**

BOX 34 GONZALES, TEXAS

**ATTENTION, PERFORMERS**

Send for our price lists on Bullbearing Swivels, Seamless Spanish Webs, Riggings and Props built to order.

**THE HEBELER SHOPS**

P. O. Box 956 P. O. Box 56 Sarasota, Fla. Bloomington, Ill.

**WANT**

Single, Team or Trio doing 2 or more for 2 different schools per day, Midwest territory. 10 weeks' opening Jan. 15. State all details and salary first letter.

**G. B. HUBLER**

323 Superior Dayton 6, Ohio

**UNDER THE MARQUEE**

**James B. Crouch**, brother of Mrs. **A. F. Maley**, who died recently in Atlanta, was buried there Sunday (27). **Arthur Maley** is with King Bros.' Circus.

Not every performer will have a biographer, but almost any of them can look forward to having a souped-up newspaper story.

**Joe Rossi** reports that since closing with Cole Bros.' Circus he has played several dates with his new Rossi's Silver Star band. Dates included a concert at the Huntington, W. Va., Veterans' Hospital, Stella Fuller Community Center, Huntington, and Parkersburg, W. Va., Shrine Circus. Rossi now in Huntington, will leave for Gonzales, Tex., after January 1 to play several winter dates.

Closing a season penniless may be a good lesson to the circus spendthrift if he can remember it seven months from now.

**Lew A. (Bozo) Ward** and son are clowning with Polack Bros.' Eastern Unit. Bozo soon will play club dates in the East until March. . . . After closing with the Big One at Miami, **Irving Romig**, of clown alley, joined Patterson Bros.' Circus in the armory, Benton Harbor, Mich., after which he heads for a number of Christmas party dates in Detroit. He says that he has been signed to open with the Orrin Davenport Shrine Circus in Toledo January 15.

Trouble with cookhouse economics is that it made meatloaf a more practical food than steaks and chops.

**Count Felix von Luckner**, the German sea raider of World War I, while in Cincinnati last week, was the guest of **Dr. William C. Huebener**, a member of the John Robinson-Loyal Repensky Tent of Circus Fans. The count addressed a Cuvier Press Club luncheon Friday (9) noon. Huebener formerly was personal physician to Kaiser Wilhelm II. . . . Ringling - Barnum concessionaires, **Frank, Paul and Max Miller**, have returned to New York after closing the season at Miami.

First of Mays are eager to learn and the old-timers are eager to teach, but often aren't up to the times.

**Otto Griebling**, vet clown, this season with the Polack Western unit, phoned the home office of The Billboard Monday of last week (5) while passing thru Cincinnati en route from St. Louis to Charleston, W. Va., where the Polack org played the Auditorium December 5-11. Speaking of his present connection, Griebling said: "This indoor circus business has spoiled me. This is really show business. When I get out of this end of the game I'll hang up the baggy pants and big shoes for good."

Everybody envies a successful general agent who has a chair so comfortable he can nap each day while back with the show.

**Albert Nelson**, one-man band, is wintering in Tampa after closing the season with Jay Gould's Million-Dollar Circus. . . . **Paul Jerome**, clown and The Billboard sales agent on Ringling Bros. and Barnum & Bailey Circus, is wintering at the Huckins Hotel, Oklahoma City, after closing with the show in Miami. Jerome says that upon leaving the Miami stand, he mislaid the addresses of the three persons from whom he collected winter subscription money for The Billboard. He asks that these three persons contact him at the Huckins Hotel, giving him their winter headquarters so that he may consummate his part of the deal and have The Billboard shipped to them. Rogers Bros.' Circus is in winter quarters at the air-

port, Naples, Fla., and not in Fort Meyers, Fla., as was recently reported.

When one reads of long hauls to lots it leads us to believe they are still moving 'em with horses.

**Wyatt Davies**, clown, is visiting **Ben (Curly) Hoover** in Austin, Tex. . . . **Frank J. Lee**, after closing with the Clyde Beatty Circus as promotion manager, joined the Cavalcade of Amusements for the remainder of the season, closing at Mobile, Ala. He motored to San Antonio to pick up his wife and then went to Chicago for the outdoor convention. Frank operates the Lee Billposting Company in San Antonio. . . . **Vern Coriell** cards that the **Struggle** brothers are working on the West Coast and that their father, **As-thama**, will clown with **Billie Burke** next season on Terrell Jacobs's circus.

**Roy and Joy Thomas**, clowns, returned to their home in Gibsonton, Fla., after closing with the Hamid-Morton Circus in Atlanta. **Billy Hudson**, who also closed in Atlanta, vacationed with the Thomases until December 6, when all left to play Shrine circus dates in Thomaston and Tifton, Ga., with other dates to follow. They will return to the H-M show latter part of January. . . . **Mack Stafford**, magician, who closed the season with Rogers Bros.' Circus at Plant City, Fla., December 3, will play schools this winter. . . . **Wyatt Davis**, clown, visited **Jeff Murphree** and other friends on the Tom Packs show at the Shrine Circus, New Orleans.

**Hill's Indoor Promotion Chalks Okay Biz in Akron**

CANTON, O., Dec. 10.—Chuck Hill's two-day indoor circus promotion in the Jewish Center here played to fair business the first day and racked up two capacity houses November 28.

Talent line-up included Henry Selinsky's trained horses and mule; Jimmy Kaaro and Nancy and Charles Hill Jr., trick roping; Vic Lantzer and Company acrobats; Chuck Hill, comedy bike act; Eddie Arnold's dogs; Gongga, trained zebra, owned by Tony Diano, and trained by Jimmy Kaaro.

Doyle Basford emceed, with Floyd (Smiles) Raines and Chuck Hill, clowning.

**Dressing Room Gossip on Page 54**

**LIVE WILD ANIMALS!**

GET AN OUTSTANDING ATTRACTION NOW

We have in stock ready for immediate delivery

**1 PIGMY HIPPO**

Full grown but less than 1/4 size of common kind—\$3500.00.

**1 YOUNG GIRAFFE**

Small enough to be easily transported by rail or truck—\$3500.00.

Also Kangaroos, Antelopes, Chimpanzees, Monkeys, Elephants, Cheetahs, Birds, Reptiles. Send for our free price lists regularly.

**MEEMS BROS. & WARD, BOX C, SPARKILL, N. Y.**

**WANTED ACTS OF ALL KINDS**

for 24 weeks work starting April 1. Interested in acts doing 2 or 3 with own transportation. Aerial, Ground Acts, Dog and Pony. Also interested in Magician with large illusions who can work outdoors. Please send photo, also complete description and running time of act, also price.

No connection with Mills Bros.' Circus.

**HARRY MILLS, 245 Washington, Bay City, Michigan**

**TO ALL MEMBERS OF THE INTERNATIONAL ALLIANCE BILL POSTERS AND BILLERS**

DO NOT SIGN ANY CONTRACT WITH THE COLE BROTHERS' CIRCUS UNTIL YOU FIRST CONTACT THE INTERNATIONAL SECRETARY OFFICE, 1476 BROADWAY, New York, N. Y.

**JOHN J. GRADY, Int. Sec.-Treas.**

**SHATTERED**

19 Year Record at Baltimore, Md.

Established Nov. 12-19

By

**Polack Bros. Circus**

Eastern Unit

Boumi Shrine Temple Annual Circus is recognized as one of America's leading Circus dates. In an 8 Day Engagement the terrific sum of \$155,000 was registered.

**2 GREAT SHOWS**

**WESTERN COMPANY**

Booked Solid For 1950

**EASTERN COMPANY**

Some Time Open In 1950

**POLACK BROS. CIRCUS**

203 N. Wabash Ave. Chicago 1, Ill. Suite 2200 Phone: FR 2-3473.

**Read the History of the Circus in Philadelphia**

By C. G. Sturtevant in the Christmas Issue of THE WHITE TOPS

One Year \$2.00 Single Copies 35c Address: THE WHITE TOPS, Rochelle, Illinois

**FOR SALE**

HIGH SWAYING POLE and Double High Ladder Riggings, both over 100 ft. This equipment is the best. Consider leasing to responsible party. Address:

**THE SKYKING**

Box 6005, Harlandale Station San Antonio, Tex.

# WFA Probes Trade Problems, Drop in Race Track Betting At 27th Meet in Los Angeles

## Limitations on Livestock Exhibits Get Lashing

LOS ANGELES, Dec. 10.—Western Fairs' Association, holding its 27th annual meeting here, opened a three-day discussion Thursday (8) of trade problems, with special attention given to the decline in race tracks betting, of which California fairs receive 4 per cent. This is the first meeting here since 1941. It is being held at the Biltmore Hotel.

Dr. J. N. D. Hindley, secretary-manager of Humboldt County Fair, Ferndale, presided, with Paul Mannen, San Diego County Fair, Del Mar, acting as program chairman.

Opening day was devoted to registration and contacting by fair suppliers, including carnival owners. Show owners have been fighting for several years to secure a spot on the opening program in which to tell of their shows. With the spot scheduled for 9:45 Friday morning, only two owners—O. N. Crafts, Crafts 20 big Shows, and Larry Ferris, Ferris Greater Shows—appeared to make a pitch.

Yesterday morning's session heard Assemblyman Lester Davis, of the Interim Committee; Eric McLachlan, deputy chief, California Division of Audits, and D. V. Stewart, manager of California Mid-Winter Fair, Imperial, discuss history of the WFA. Then W. S. Randall, Colusa County Harvest Festival, talked on area meetings, and Russell E. Pettit, Santa Clara County Fair, outlined plans for entertaining fair visitors.

The only fireworks came at the close of the afternoon session when Nic Huddleston, manager of Placer County Fair, Roseville, opened his talk on fair procedure with emphasis on the limiting of livestock classes and areas from which these exhibits could be received.

Chairman Mannen's question and answer period was interrupted by Alfred Elliott, manager of Tulare County Fair, who took exception to the limiting of livestock exhibits and plainly outlined his stand. Elliott charged that any attempt to limit areas from which livestock exhibits could come would limit competition and kill incentive in youngsters to exhibit. While on the stand, he took the opportunity to hit at the "inequality" of premiums. He said he could see no fairness in the fact that the Cow Palace (San Francisco) could pay \$45 top money while smaller fairs could not. (Top money at smaller fairs runs about \$30.) The Tulare manager cited his long experience in the field and asked that if premiums were cut "then let's cut all the way thru." Elliott's unprepared talk was given strong applause.

The afternoon session, before the Elliott talk, had Dr. Hindley scheduled with *The President's Annual Dry, Dull Report*; Tom A. Dodge, manager, Fresno County Fair, *Racing Comes of Age*; Link Peckinpah, director, Plumas County Fair, Quincy, *A Good Story Is Worth Repeating*, and John Lagomarsino, president-director, Ventura County Fair, Ventura, *Everyone Who Is a Hobbyist, Is a Lobbyist*. Huddleston's fuse-lighter was *You, Too, Can Be Tight and Pretty*.

Today's closing session featured a report of the Assembly Interim Committee on fairs and expositions. The session ended with WFA members attending the annual Pacific Coast Showmen's Association ball held in the Biltmore Bowl. More than 800 attended.

Special luncheon sessions were held yesterday and today in the Renaissance Room with Dr. Hindley

presiding. At yesterday's lunch Jesse Chambers, manager, Santa Barbara County Fair, introduced the speaker, Fred W. Links, State assistant director of finance, Sacramento. Mannen introduced today's speaker, Tony Whan, president of the Pacific Indoor Advertising Company.

Service associates maintain open house each day from 5 to 7 p.m.

## Fight on Tax On Fredericton Expo Likely

FREDERICTON, N. B., Dec. 10.—Principal subject considered at the annual meeting of Fredericton Exhibition, Ltd., held here at the Lord Beaverbrook Hotel November 24, was the tax bill of \$7,759.17 which the city has levied on the exhibition plant.

In February, 1948, all lands and buildings of the exhibition plant were deeded to the city and since that time Fredericton Exhibition, Ltd., has assumed the role of a holding company. Now it appears the city has decided to assess its own property and has invited the holding company to pay. On the advice of legal counsel the exhibition group is disregarding the tax bill.

Meanwhile the exhibition directors announce the framing of plans for an annual during Labor Day week of 1950, the first since 1938. Outbreak of World War II, almost on the eve of the 1939 fair, caused cancellation of the show and occupation of the grounds and buildings by military personnel.

The fair plant was burned in November, 1939, and was later replaced with military structures. At the end of hostilities the military quarters were occupied by an emergency expansion program of the University of New Brunswick and their tenure will continue until June 30, 1950. The fair directors hope to move in the next day and are framing a fair for 1950 which will utilize the military buildings pending rebuilding of a proper plant.

Election of officers resulted in re-election of C. Hedley Forbes as president and F. S. Mundle, a former president and director, was picked to fill the vacancy on the board of directors caused thru the retirement of the veteran, A. C. Fleming.

## Kalamazoo Annual To Drop Free Gate

KALAMAZOO, Mich., Dec. 10.—Kalamazoo County Fair board has decided to drop its free gate policy and set an admission price at the outside gate next season.

No decision has been made on what charge will be made, but board members said definitely the word "free" would be dropped from the fair's title.



## Winter Fairs

### ARIZONA

Mesa—Maricopa Co. Fair & Citrus Show, Feb. 18-26. Marcel Delporte.

### CALIFORNIA

Imperial—California Mid-Winter Fair, Feb. 25-March 5. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Fullenwider, Riverside.

San Bernardino—National Orange Show, March 9-19. R. Z. Smith.

### FLORIDA

Bowling Green—Hardee Co. Strawberry Festival, Jan. 16-21. G. W. Glendenning.  
Dade City—Pasco Co. Fair, Jan. 17-21. J. F. Higgins.

Delray Beach—South Fla. Gladstoll Festival & Fair, Feb. 20-25. G. Moore Lapham.  
Lauderdale—Broward Co. Fair, Feb. 20-25. Jack W. Finch.

Eustis—Lake Co. Fair-Fla. Sportsmen's Expo, March 13-18. Karl Lehmann, Tavares, Fla.  
Fort Lauderdale—Broward Co. Fair, Feb. 20-25. Jack W. Finch.

Fort Myers—Southwest Fla. Fair, Jan. 30-Feb. 4. R. V. Lee.

Largo—Pinellas Co. Fair, Jan. 24-28. J. H. Logan.

Miami—Dade Co. Fair, March 3-12. Robert C. Booth.

Orlando—Central Fla. Expo, Feb. 20-25. Crawford T. Bickford.

Piant City—Florida Strawberry Festival, Feb. 27-March 4. G. R. Patten.

Punta Gorda—Charlotte Co. Fair, Jan. 9-14. M. J. Ullman.

Sebring—Sebring Firemen's Highlands Co. Fair, Feb. 27-March 2. R. C. Baguley.

Tampa—Florida State Fair & Gasparilla Assn., Jan. 31-Feb. 11. P. T. Strieder.

West Palm Beach—Palm Beach Co. Expo, Feb. 18-25. Karl Lattina.

Winter Haven—Florida Citrus Expo, Feb. 13-18. Phillip E. Lucy.

### TEXAS

Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. Edgar Deen.

Houston—Houston Fat Stock Show & Livestock Expo, Feb. 1-12. W. O. Cox.

## Mrs. Dabney Out At Tulsa; Board To Appoint Man

TULSA, Okla., Dec. 10.—Mrs. Letitia Dabney, secretary-manager of the Tulsa State Fair this year and for 23 years an employee of the fair, will be succeeded January 1 by a man as a result of action taken by the 41-member executive board here this week.

In explanation, the executive committee of the fair said the action involved "no question of her integrity, ability or efficiency" but that the group believed the position of secretary-manager "would be better filled by a man."

No action has been taken on the appointment of a successor. Prominently mentioned for the post is Clarence Lester, this city.

Mrs. Dabney who, prior to her association with the fair here, was with the Oklahoma Free State fair, Muskogee, said she had made no plans for the future.

## Randall, McMurray New Heads of WFA

LOS ANGELES, Dec. 10.—William C. Randall, manager of the Colusa County Harvest Festival, Colusa, and John McMurray, manager of Western Washington Fair, Puyallup, were elected president and vice-president respectively, of Western Fairs Association.

They succeed Dr. J. N. D. Hindley, manager, Humboldt County Fair, Ferndale, and Russell E. Pettit, manager, Santa Clara County Fair, Santa Clara.

Rose E. Links was again named WFA secretary.

## Mo. Convensh Told of Drive For Upped Aid

### Seek Third More From State

JEFFERSON CITY, Mo., Dec. 10.—Delegates to the fifth annual convention of the Missouri Association of Fairs and Agricultural Exhibitions here Wednesday and Thursday (7-8) at the Governor Hotel heard of the efforts being made to increase State aid to fairs by 33½ per cent.

Robert T. Thornburg, commissioner of agriculture, who is striving to bring about the increase, pointed out that this year 171 fairs of the State participated in State aid, whereas only 79 annuals received such assistance in 1945.

### Elect Langfitt

Earl Langfitt, Bethany, was elected president of the association and Rollo E. Singleton, this city, was re-elected secretary-treasurer. Elected as vice-presidents were Orel E. John, Huntsville; Fred E. Schell, Liberty; Jack Atkinson, Fulton; Elmer Lind, Cape Girardeau, and Nelson Siegrist, Neosho.

Other speakers included G. R. Lewis, fair designer of Findlay, O., who discussed fair plants thruout the country; E. A. Duensing, a director of the U. S. Trotting Association, who spoke on *What Grand Circuit Racing Means to Missouri*; Henry Baker, St. Joseph Chamber of Commerce, whose subject was *Setting Up Fruit and Vegetable Exhibits*, and Mrs. Cecil Gregory, Columbia, who spoke on *Improving Home Economic Exhibits*.

Banquet and ball, held Wednesday night, was attended by more than 300 persons. Dinner music was by Jack Malmsten at a Hammond organ, with music for the show and dancing by Leroy Hackmann and his ork of this city. Smoky Joe, of the Frank Wirth Enterprises, emceed the show.

Acts included the Peperettes, three dancers; Joe Page, juggler; Grandpappy Jones and Carson Melody Round-Up; Lou Morgan, comedy cyclist; John Paul Label, singer; Four Wades, song and dance; Red, the Wonder Mule, mathematical donkey; Ambrose and His Musical Ramblers from Station KHMO, Hannibal; Grandpappy Doolittle, novelty musical comedy, and Alex Sadler, trampoliner.

## Chamblis Takes 5-Yr. Lease on Grounds at Elizabeth City, N. C.

ROCKY MOUNT, N. C., Dec. 10.—Norman Y. Chamblis announces that he has taken a five-year lease, with privilege or renewal, on the Eastern Fairgrounds and Race Track at Elizabeth City, N. C., and will operate a fair there under the caption of the Elizabeth City Seven County Fair.

The fairgrounds at Elizabeth City serve as winter quarters for many of the leading harness race horses in the country, and Chamblis plans to take advantage of this by putting on harness racing meets in the spring and as a feature of the fair.

Chamblis is angling for another large fair and hopes to announce same shortly. Midway contracts will be awarded for Rocky Mount, Greenville and Elizabeth City within two weeks, and other awards will be made in January.

## Arcola Names Anderson Prez

ARCOLA, Sask., Dec. 10.—Sam Anderson was elected president; John T. McLaren, vice-president, and Bill Duncan, secretary-treasurer of the Arcola Agricultural Society.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Festival Gardens Formed To Run British Expo Fun

LONDON, Dec. 10.—The administrative set-up for the handling of the amusement zone of the big Festival of Britain, to be held in London during 1951, has been completed. The fun zone will be entirely separate from the main exhibition area and will occupy an expanse of 37 acres in the Battersea Park section of the city.

To handle the midway zone a company has been organized under the title of Festival Gardens, Ltd., which will have a board of directors of 14 members under the chairmanship of Sir Henry French, director-general of the British Film Producers' Association. On the board will be several outdoor and indoor showmen, including G. J. Hill, vice-president of the Showmen's Guild of Great Britain, and Major H. L. Joseph, chairman of the National Amusement Council and an executive of the Amusement Caterers' Association. The secretary of the company is Leonard Crainford, who also serves as secretary of the Festival of Britain.

Early in November the government enacted a bill providing for the financing of the Festival and other details. Through this bill the government provides for loans totaling \$2,156,000, of which the government will provide not over \$1,596,000 and the London City Council not over \$560,000. Receipts are expected to total about \$1,876,000, leaving an anticipated deficit of \$280,000.

The exhibition section of the Festival of Britain will occupy only 27 acres on the South Bank of the Thames River. The only permanent building projected will be a large concert hall, which will be erected by the London City Council. The principal exhibition building will be the Dome of Discovery, which will have the largest dome in the world, with a diameter of 365 feet and height of 97 feet. The Dome will house exhibits stressing British prowess in the fields of exploration and discovery. At least 14 restaurants, of all types, will occupy sites in the exhibition area, and probably a larger dine and dance spot will be established in the Festival Gardens area.

# All-Iowa Audit Shows 5G Operating Deficit

CEDAR RAPIDS, Ia., Dec. 10.—An official audit of the All-Iowa Fair reveals an operating deficit of \$5,602.43.

The audit listed operating income at \$140,600.65, with operating expenses \$146,203.08. Federal and State taxes totaled \$17,667.59.

The balance sheet as of September 30 reveals a net worth of \$318,770.24, total assets of \$411,700.83 and outstanding long-term and current liabilities of \$92,930.59.

Plans for 1950 call for cutting the exposition back to a five-day event instead of the eight-day program held this year.



# Meetings of Fair Assns.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Glade-water, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, January 5-7. Mabel H. Chadwick, Eugene, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 11-12. Mrs. Don A. Detrick, Bellefontaine, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14. George W. Gleixner, North St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 16. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18. Tom Moore Craig, Spartanburg.

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Maine Agricultural Fairs Association, Falmouth Hotel, Portland, Me., January 25-26.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin, secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, Secretary.

# Amherst's Winter Annual Chalks Satisfactory Gate

AMHERST, N. S., Dec. 10.—On the heels of the closing of the 1949 Maritime Winter Fair here, preparations were started for the opening of the fair plant's arena for the winter as a hockey and skating center. R. F. McCunn, secretary-manager of the winter fair, has been named manager of the arena and control of the buildings has been transferred from the Maritime Stock Breeders' Association to the new Maritime Winter Fair Commission. Attendance at this year's winter fair was reported as satisfactory, except on the closing day and night.

For the spring, summer and fall the arena will be available for boxing, wrestling, fairs and bazaars, as well as the annual spring livestock show. A horse show is also being arranged for early summer.

# Carnivals Will Exhibit At Oregon Assn. Conclave

PORTLAND, Ore., Dec. 10.—A fair midway, a series of exhibits by carnivals, attractions and commercial firms will feature the annual meeting of the Oregon Fairs Association in the Multnomah Hotel here, January 5-7.

Another highlight will be the competitive displays of premium books, pictures and publicity by the various member fairs.

# Huddleston Repeats As Manager of Placer County 1950 Annual

ROSEVILLE, Calif., Dec. 10.—Contract for Nic Huddleston to again manage the Placer County Fair in 1950 has been okayed by the annual's board. Election of M. J. Royer, local banker, as board president, also was announced. He succeeds Hanford A. Crockard. Charles W. Lauppe, board member, was elected second vice-president, succeeding H. G. Iseminger, who was named first vice-president, the post vacated by Royer.

Other incumbent officers are Al Broyer, treasurer and legal adviser, and Tom J. Pugh, secretary.

Improvements on the fairgrounds will include a new heating plant for the main exhibit building, costing \$7,849. The new heating system, Huddleston pointed out, will make the building available for year-round rental to civic groups.

# Flood Loss Big at Beatrice

BEATRICE, Neb., Dec. 10.—Flood damages cut heavily into the 1949 net of Gage County Fair Association. Treasurer Richard Trefz, Beatrice, said this week. Show's net was whittled to \$1,424 after a \$5,000 outlay for damage from overflow of the Big Blue River. As a result, county officials are seeking a new fairgrounds site which will not be subject to floods.

**NOW BOOKING ACTS FOR 1950 FAIR SEASON**

**ATTENTION**  
West Coast Acts wanting to come east for Fairs, Theaters, etc.

Contact Mr. Woolfolk  
Hollywood Knickerbocker Hotel  
Hollywood, Calif., Dec. 15-20

**BOYLE WOOLFOLK AGENCY**

203 N. WABASH AVE. CHICAGO

**ATTENTION! FAIR SECRETARIES**

Contact  
The  
**ERNIE YOUNG AGENCY**

For Your 1950 Grand Stand Show if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill  
Phone: Central 6-0661

**Jimmie Lynch DEATH DODGERS**

**WORLD'S GREATEST AUTO THRILL SHOW!**

**GENERAL OFFICES**  
203 North Wabash Avenue  
Chicago 1, Ill.  
Phone: Randolph 6-3639

**ALL NEW THIS YEAR**

**WANT HIGH-CLASS CIRCUS ACTS**

For our 1950 fairs, troupers or family acts doing more than one act. Acts of all kinds wanted. Mail photos, full descriptions of acts and price.

**WILLIAMS AND LEE**  
464 HOLLY AVE. ST. PAUL 2, MINN.

**JUDY CANOVA**

**BOOKING NOW 1950 FAIR DATES**

Phone, Write or Wire  
**WM. H. KING** 2025 No. Argyle Ave. Hollywood 28, Calif.

**POSTERS**

THAT BRING THEM IN

AUTO RACING - SPORTING EVENTS  
TRAVELING SHOWS - CARNIVALS  
RODEOS - PARKS - FAIRS - ORCHESTRAS

PROMPT SERVICE... WE MEET DEADLINES...

COLORFUL STRIKING FLASHY

**Posters INCORPORATED**  
825 CHERRY ST. PHILA. 7, PA.

UNION SHOP - PHONE LOMBARD 3-200

# 200G FIRE HITS PENN SHOWS

## Serfass Will Rebuild Org

37 tractor-trailers, 16 rides, 12 shows lost in blaze—only 20% insurance

CARTHAGE, N. C., Dec. 10.—A \$200,000 fire leveled the tobacco warehouse winter quarters of the Penn Premier Shows here Tuesday night (6) and destroyed all of the org's equipment.

Owner Lloyd D. Serfass said that not one item of equipment could be salvaged and that his fire insurance coverage amounted to only 20 per cent. He said, however, that he would rebuild the shows and be ready for an April opening.

The fire, believed to have been caused by defective wiring, was discovered at 6 p.m. In a matter of minutes the blaze was out of control and the loss of show property was considered complete within the hour.

Serfass reported that he lost 37 tractors and trailers, 17 rides and equipment for 12 show units. The rolling stock was all virtually new, with some of the tractors having traveled less than 1,500 miles. None of the tractor-trailer units were covered by insurance. The rides and some of the show units were only partially covered.

Also lost in the blaze were a custard unit owned by Harry Stevens, Jack Chickerelli's Girl Show equipment, a tractor-trailer containing 12 concessions owned by Lew Bernstein, Miles Dietrick's house trailer, an uninsured Roll-a-Whirl owned by Al Boxall and a truck owned by Red McGee, the org's transportation manager.

The warehouse, which contained about 40,000 square feet of floor space, was constructed of metal. Altho the roof was tarred, show execs considered it a relatively safe quarters.

The building, owned by Ruben and Hugh Smothers, was used for tobacco sales during the Carthage marketing season. The season ended last month and no tobacco was stored in the structure.

Serfass said that his 1950 fair route was virtually set and that many of the execs of his contracted annuals had offered him the facilities of their plants for rebuilding. Serfass was en route to Ronceverte, W. Va., at the time of the fire and was not contacted until long after the blaze had been brought under control.

The org had gone into quarters here only a few weeks ago after what Serfass termed a "fine season." The shows' fair dates held up and the still dates were good.

The Serfasses only recently completed and moved into a new home at near-by Sanford.

## Joe Lawless, Cookhouse Op, Dies in Winnipeg Hospital

WINNIPEG, Dec. 10.—Joe Lawless, veteran carnival cookhouse operator, died Tuesday (6) in Victoria Hospital here.

He started in the carnival business in 1923 with the Conklin Shows and then joined the Conklin & Garrett Shows where he operated the cookhouse and privilege car for seven years. Lawless left this position to become manager of The Canadian Railway News, and in 1940 joined the E. J. Casey Shows where he operated two cookhouses until 1947.

For the last two seasons he was with the Stanger Shows.

## Haiti Expo in Auspicious Preem; Sample Biz Indicates Okay Run

(Continued from page 50)

strated, they were doubtful that the play would hold up thruout the run of the expo, or even a major part of it. Haiti's population is around the 5,000,000 mark and per capita income is low. However, Haiti's money is on a par with U. S. currency and living and operating expenses for shows personnel is very cheap.

### French Personnel

The bingo and other units are using French-speaking personnel since that is the national language. All concessions are permitted to work for money prizes. The bingo is working for 10-cents for single cards with a \$1 prize.

Special air flights at reduced rates are expected to boost the attendance of American visitors. The event has

been well publicized thruout those parts of the United States from which Florida gets the bulk of its tourist trade. The plant is lavish and it is expected that word-of-mouth praise from returning visitors will boost the influx from the United States.

### Open-Air Theater

The amusement section is set in a grove of palms. An open air theater and its stage, built in the form of a great piano, is bordered by a water course.

Programmed events include concerts, fireworks, voodoo presentations, regattas and sports events.

Foreign pavillions include those of the United States, Pan American Union, Mexico, Argentina, France, Italy, the Order of Malta, Near East Nations, Panama, Guatemala, Cuba, Uruguay, Belgium, Honduras, French Antilles, Curacao and Jamaica.

Vatican City has constructed a special chapel and the United Nations also will be represented.

## Ferris Snares Imperial Fair

IMPERIAL, Calif., Dec. 10.—Ferris Greater Shows have been inked to play the annual California Mid-Winter Fair here, February 25 to March 5 inclusive, D. V. Stewart, secretary-manager, announced. Ferris was signed at the recommendation of the board of directors, Stewart said, and replaces Crafts' 20 Big Shows, which played the date from 1930 to 1942 and in 1948-1949.

Ferris will move in two groups of rides for the annual, with a kiddie-land being installed near the main gate.

## O'Brien Planning Freaks for Revere, Old Orchard in '50

REVERE BEACH, Mass., Dec. 10.—Bill O'Brien, vet Side Show operator, announces that he will again operate units here and at Old Orchard Beach, Me., in 1950. He operated the only Side Show on the beach the past season. His Old Orchard unit was managed by Jeanie Fraser. Excellent business was reported for both units.

The operation of two units makes it possible to rotate the acts and rehash a big percentage of the regular patronage. Several independent dates under canvas are also planned for 1950. Col. Lew Dean again is available after a lengthy hospitalization.

O'Brien's shows this year featured Laurello, the man with the revolving head; Bill Shaw, human pincushion; Electra; Snow pinheads; Tommy Green, magic and inside; Jewell, blades; Frisco, Shirley and Kitten Lee, animal act; Lauretta, two-headed baby (Jimmy Rinzi); Moko, monkey man; Captain Brown, fire eater; Boulette, frog boy and Col. Maximilian B. Mayer, inside.

## 3 Craft Units For 1950 Tour

LOS ANGELES, Dec. 10.—Crafts' 20 Big Shows, Inc., headed by Orville N. Crafts, will again for the first time since 1947 put three shows on the road. Shows will play fairs and celebrations and still dates.

According to Crafts, the set-up will include two small units, Crafts' Exposition and Crafts 20 Big Shows, managed by Roger Warren and Frank Warren, respectively. The third unit will be titled Crafts' Fairs & Exposition Shows and will carry an 80 by 200-foot big top. Bobby Cohen is en route here from Chicago to serve as promotional agent for this segment.

Crafts said he would serve as general agent for the three shows, with Frank Warren named second agent. Shows will be combined when necessary to fill larger dates, Crafts said.

## PCSA Auxiliary Christmas Party For Needy Kids

LOS ANGELES, Dec. 10.—Ladies' Auxiliary of the Pacific Coast Showmen's Association will entertain 200 children of all nations and supply Christmas baskets to 12 families at its first annual party December 22. Serving with Margaret Farmer as chairman, and at whose suggestion the party is being held, will be Grace Merkel, Peggy Forstall, Marry Taylor and Anne Doolan.

Mrs. Doolan collected \$75 for the event on a recent trip to Chicago and the club members will add approximately \$175. Canned goods will be contributed and concessionaires are donating toys.

Party will feature a puppet show staged by Manley and Jacobi. Auxiliary hopes to make the party an annual event.

## WSA To Fight Anti-Outdoor Show Actions

### Officers Re-Elected

LOS ANGELES, Dec. 10.—Alerted by the nearness that Assembly Bill No. 3166 came to passing in California last summer, members of the Western Showowners' Association (WSA) geared themselves to fight future legislation that would sound a death knell for outdoor amusements. Meeting during the Western Fairs' Association gathering here, WSA returned its officers to their posts for 1950, set three meetings and mapped a campaign for membership.

A nominating committee, including Larry Ferris, Ferris Greater Shows; Anthony Masseth, Redwood Empire Shows, and Bob Schoonover, California Shows, again named Orville N. Crafts, Crafts 20 Big Shows, president. Other officers named to serve again include: Mike Krekos, West Coast Shows; Schoonover, Ferris and Martin E. Arthur, Imperial Exposition Shows, as vice-presidents, and Nathan Cohn, executive secretary and general counsel. Louis Stern, Polack Bros.' Circus and Earl O. Douglas, Douglas Greater Shows, both recent members, were also named vice-presidents.

Yesterday's meeting (9) was the culmination of several attempts to get the showmen together. An attempt was made in San Francisco November 28 when only Margaret McCloskey, of Centennial Greater Shows, and Cohn, who also represents Golden West Shows, attended. Thursday's meeting failed to bring out the WSA members and it was not until yesterday that Cohn was successful in getting them together.

Once on hand, they got down to brass tacks and moved to establish associate counsels thruout the Western States to advise of any adverse legislation and established five membership categories—active, participating, associate, contributing and honorary. Dues and initiation are \$25 and the annual dues were raised from \$10 to \$20.

Krekos told the group that this was the time to band together to watch for adverse legislation. Citing Assembly Bill 3166 as an example, he said that showmen could be "legislated out of business." The West Coast showman said that carnival owners need not fear that WSA membership would affect their deals for spots, but that it was necessary that some unity be gained and now.

Carl Davis, and honorary member, suggested that the group go after members by citing the effective work Cohn and other showmen had done against the 3166 legislation. Art Craner cited bills in Congress for and against the amusement tax and urged the club work to have it abolished.

Three meetings for 1950 were set, with the first to be held about June 10 at Cohn's San Francisco office (625 Market Street) and the second in August. The third will be held a day or two ahead of the WFA gathering, wherever that may be. By-laws are being drafted and will be read in June.

Ralph Meeker, Meeker Shows, a Washington organization, was admitted to membership, as were the Beck & Hitchcock Shows.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

### San Antonio Dept. Store Uses Carny To Aid Toy Sales

SAN ANTONIO, Dec. 10.—Joske's of Texas, San Antonio department store, has gone into the carnival business to promote Christmas toy shopping with spectacular success.

James H. Keenan, vice-president in charge of sales promotion, leased a parking lot in the rear of Joske's store. He then contracted with W. J. Curry, Austin, operator of a kiddie park in San Antonio, to set up a full-scale carnival.

Then, as an additional innovation, Joske's set up Santa Claus outdoors, in the carnival area, instead of in the toy store itself. In the first week 32,000 carnival rides were sold at 5 cents a ride.

After the first few days there was only one complaint from parents. There were no "eats" at the carnival. So Keenan contracted with a concessionaire to sell cotton candy, popcorn, peanuts and pop.

### Missouri Fair Convention Pulls Record Turnout

JEFFERSON CITY, Mo., Dec. 10.—A record attendance was registered at the annual convention of the Missouri Association of Fairs and Agricultural Exhibitions at the Governor Hotel here Wednesday and Thursday (7-8). About 60 fairs were represented and this strong turnout, plus an unusually heavy representation of showmen, sent attendance to a new high.

Among carnival reps, attraction men and show suppliers present were: Aud Swenson, Jole Chitwood's World Chamblie Auto Daredevils; Leo Overland, Jimmie Lynch Death Dodgers; Harry Beller, Beller's Kicking Mules; Charles F. Zemater Jr. and Frank J. Marek, Charles Zemater Attractions; Mike Rockwell and Eddie Davis, Rockwell Shows; Mr. and Mrs. Dick Lang, Peerless Fireworks; W. E. (Bill) Snyder, Gem City Shows; Jess Wrigley, Crescent Amusement Company; Roger Wohlberg, Walkup & Wohlberg Insurance Agency; E. E. Farrow, Wallace Bros. Shows; Harold Krefl, Krefl Flying Service; Tom Drake, Truex-Drake Enterprises, and Ambrose Haley, Ozark Ramblers, Radio Station KHMO, Hannibal.

Thomas Martin and Frank Bellini, Big Four Amusement Company; Harry Fabricius, Jacob Hoerner Fireworks Manufacturing Company; J. C. Michaels Sr. and Jr., J. C. Michaels Attractions; Gene Cummins, John Fabrick Tractor Company; Al Sweeney and Gaylord White, National Speedways, Inc.; Eddie L. Young and William M. Breese, Royal Crown Shows; Sunny Bernet, Sunny Bernet Attractions; Ernie Young, Ernie Young Attractions; F. M. (Pete) Sutton Jr., Great Sutton Shows, and Mr. and Mrs. Orla Lashbrook and W. B. Lashbrook, Lashbrook Tent & Awning Company.

Eddie Moran, Southern Valley Shows; Mr. and Mrs. Sidney Belmont, Belmont Amusement Company; Mr. and Mrs. John McKee, John McKee Shows; John K. Maher and Joe C. Maher, Maher Mighty Midway; L. B. (Barney) Lamb, L. B. Lamb Shows; Russell Green, E. G. Staats & Company; Frank Sharp, Regalia Manufacturing Company; Ernie Campbell, E. B. Campbell Tent & Awning Company; E. E. Franklin; Downey Supply Company, and Charles Oliver, Wm. (Red) McCoy, Mound City Shows.

Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Company; John Francis, John Francis Shows; J. N. Sharp, Mr. and Mrs. Harold Eutah, American Beauty Shows; K. H. Garman and Vaun R. Flora, Sunset Amusement Company; F. M. Shortridge and George B. Flint, Boyle Woodfolk Agency; William Hartzler, Hartzler Sound & Public-Address Systems; Billy Williams, Williams & Lee Attractions; William (Billy) Senior, Barnes-Caruthers Theatrical Enterprises; H. V. Peterlen and B. J. Collins, Tivoli Exposition Shows; Eddie Campbell, Campbell's Rides; Mr. and Mrs. L. O. Weaver, Grand American Shows; W. E. Mahaffey, E. E. Mahaffey and Howard Atkin, Mahaffey Bros. Tent & Awning Company.

George A. Baur and George Rixner, Frank Wirth Enterprises; Clay M. Evans, Evans Amusement Shows; Oscar Bloom, Gold Medal Shows; C. S. Peck, Peck Amusements; Charles Reed, Gulf Coast Shows; H. C. Swisher and Mrs. Swisher, Parada Shows; Joe O. Greene, Hopp Greater Shows; Clyde S. Miller, Clyde Miller Rodeo; Henry Crim, Mt. Vernon Tent & Awning Company; Geo. Crable, E. E. Rogers and Sam Wells, Twin City Shows; John L. Robinson, Model Shows.

Ray Shute and Edna Deal, Ray Shute Theatrical Exchange; Frank Hickman, Mound City Shows; Alma LaRose, LaRose Attractions; F. L. Bogle, Bogle & Reese Shows; Ben and Jack Prazier, Jack Prazier Acts; Hank Townsend and Eddie Gentry, Radio Ankle WEW, St. Louis; M. S. Albright, Albright Concessions, and G. B. Lewis, G. B. Lewis & Associates.

### SLA Kids' Party Skedded Dec. 24

Approximately 300 mop-pets will be guests of club at annual Christmas party

CHICAGO, Dec. 10.—Between 250 and 300 underprivileged kids will be entertained by the Showmen's League of America at the annual Christmas party in the League's clubrooms Saturday (24) from 1 to 4 p.m.

Chairman of the committee is Al Sweeney. He will be assisted by Sollie Wasserman, Max Brantman, Manuel Blasco, Tom Sharkey, Jack Benjamin, Jimmie Stanton, Chick Bohdan, Ozy Breger, Oliver Barnes, Dave Malcolm, Walter F. Driver, Jack Kaplan, Sam Arenz, Petey Pivor, Jack Hawthorne, George Brooks, Mel Harris, Charles H. Hall, Isaac and Irving Malitz, Paul Miller and Sam J. Solomon. Members of the SLA Auxiliary and Caravans will handle the checkroom and help with the kiddies.

Toys have been donated by Bill Carskey, of the Casey Concession Company, Chicago, and Ned Torti, Wisconsin DeLuxe Company, Milwaukee. Ralph W. Glick will donate the candy and the Cracker Jack Company the Cracker Jacks.

The kiddies will be picked up in busses, supplied by SLA, and returned to their homes in the same manner.

#### Donors

The list of donors to the Christmas party includes Joe Warburg, Lou Keller, Jack Duffield, Jack Hawthorne, Sam Levy, E. Courtemanche, Steve Mandrick, Julius H. Silverman, Bob Seery, Al Sweeney, Frank W. McDermott, Sam Arenz, Ned Torti, Buddy Paddock, Max Brantman, Al Wagner, Bob Lohmar, Morris A. Haft, Carl J. Sedlmayr Sr., Noble C. Fairly, Wilburn Robertson, Eddie Murphy, William T. Collins, Bill Kaplan, John P. Wulf, Pat Purcell, Lloyd I. Thomas, Ernest (Rube) Liebman, Charles Wright, Howard Cleaver, Jack Gilbert, William Cowan, Joe Shapiro, Harry Simonds.

Sam Ansher, Harry W. Hennies, Henry Shelby, Jack Ruback, K. H. Garman, Edgar G. Hart, Bob Parker, Nate Nye, J. C. McCaffery, John J. Miller, Carl J. Sedlmayr Jr., Fred H. Kressmann, Oscar C. Buck, Al Sopenar American Legion Post, Johnny J. Jones Jr., Oscar Bloom.

Sam Menchin, Harry Mamsch, Bernie Feldman, Nate Tash, J. C. (Tommy) Thomas, William Kaplan, E. Lawrence Phillips, Ben Weiss, LeRoy Crandell, Jack L. Greenspoon, F. E. Gooding, Ralph Pope, Herb Shive, Al C. Beck, Ralph Lockett, Ed Sopenar, Sam Beyers, Harold Becker.

Dave Goldfen, Charles Drobnik, Louis Hoffman, Sollie Wasserman, Hom Zolun, Joe Mettler, Richard Pronath, Bennie Fields, Eddie Coe, Allen Gilbert, Lester J. Davis, Jack Nelson, Sam Solomon, Fitzie Brown, Lefty Ohren, J. P. Sullivan, Frank Duffield.

Whitey Woods, Billy Senior, Volney Kasher, Ralph Woody, Art Signor Benedict Garmissa, Petey Pivor, Jack Krutt, A. E. Dumont, Rt. Rev. Msgr. L. J. Arrell, Ray Oakes and sons, Chick Schloss, Joe Schilibo, Charles Zemater, Ben E. Young, Hy Neitlich, Paul Olsen.

Max Goodman, F. A. Griffen Sr., K. H. Garman, A. Raymond, Ozy Breger, Frank Rizzo, Jack Rubin, George Berger, Paul Delaney, Jacob E. Yonover, James Campbell, Al Kaufman, U. S. Tent & Awning Company, Ida Cohen, Eastern States Exposition and O'Henry Tent & Awning Company.

### Royal Midwest Sets Fairs

FINDLAY, O., Dec. 10.—Bill Harris, general manager of the Royal Midwest Shows, has booked Indiana, Kentucky, Tennessee and Mississippi county fairs for the org's 1950 tour, according to Pat Brady, shows' publicity and promotion director.

### It's Bad When You Can't Fill All Bids For Show Bookings

SAN FRANCISCO, Dec. 10.—United Carnival Shows of Manila, P. I., is in its third year of successful operation, according to P. A. (Pat) Taguba, owner-operator, in a report to Tom Hughes, of San Francisco, who supplied the five U. S. rides with which the organization began operations in 1947. Since the inaugural date at Lucena, Quezon, the outfit has played under auspices, the first year giving sponsors a net of \$25,000. In succeeding years, the organization's chief problem has been its inability to fill all requests for charity dates.

Taguba, 48-year-old Filipino business man with interests in race horses and importing and publishing, now offers a line-up of 33 major rides, six kiddie rides, Diesel light plants and shows representing an outlay of \$300,000. Jose Castro, formerly with the Tait & Churchill Shows, of Manila, is Taguba's general manager, and many of his employees were formerly with the Tait show, confiscated by the Japs during the war.

Among new equipment being shipped Taguba is a Lusse Auto Skooter and a Motordrome and riders. Taguba also contemplates purchase of a big top from U. S. Tent & Awning Company, Chicago, under which he plans to offer imported circus acts each year at Manila for the local police fund benefit. The last circus to play Manila was a small Russian unit before the war.

### Aransas Pass Show Org Opens New Rm.

ARANSAS PASS, Tex., Dec. 10.—New clubroom of the Aransas Pass Showmen's Club was formally opened Monday night (5) at a venison dinner-shrimp boil attended by about 200 show people and business men of the area.

A total of 102 new members were added during the dinner-boil, bringing membership to 167, Jack Edwards, president, reported.

### Hold Burial Services For Claude (Pat) Murphy

MOUNT PLEASANT, Tex., Dec. 10.—Funeral services were held here November 24 for Claude (Pat) Murphy, 49, concessionaire, who died of heart disease November 21, in a Dallas hospital.

A veteran of 25 years in show business, he was with the Jack Greenberg Shows as concession manager for several years, with the Abner Kline Shows, the W. S. Neals Yellowstone Shows and in later years with the Roland Smith Shows.

He was a brother of Mrs. Etta Henderson, Paris, Tex., well known in show business.

Surviving are his widow, Bobbie; a son, Roger; a step-son, Sammie Mathews; two brothers, Arthur, Paragould, Ark., and C. O. of Homer, La., and two sisters, Mrs. Burney Terrell, Cookville, Tex., and Mrs. J. G. Merrill, Rodessa, La.

### Western Show Owners Fail To Appear at L. A. Confab

SAN FRANCISCO, Dec. 3.—The scheduled meeting of Western Show Owners' Association (WSOA), set at the suggestion of members for a week prior to the Western Fairs Association session in Los Angeles, fizzled out when only two shows were represented. Margaret McCloskey, of Centennial Greater Shows, attended, and Golden West Shows were represented by Nathan Cohn, WSOA secretary.

Inasmuch as most of the show owners will be in Los Angeles next week for the WFA annual meeting and Pacific Coast Showmen's Association banquet and ball, Cohn will attempt to hold the gathering then.

### PCSA Memorial Rites Draw 200

\$800 donated to building fund—Joe Glacy selects banquet-ball committee

LOS ANGELES, Dec. 10.—Pacific Coast Showmen's Association's (PCSA) annual memorial service drew an estimated 200 to Showmen's Rest, Evergreen Cemetery, here Sunday (4).

Under direction of Chaplain Jack Hughes, the service included an invocation by Commissioner George Davis of the Salvation Army and an address by Earl O. Douglas, PCSA president. Laying of the wreath was by Douglas and Mary Taylor, president of the Ladies Auxiliary. The gold star was placed by Hunter Farmer. The U. S. Marine Corps supplied the firing squad.

Past President's Night at the clubrooms Monday (5) was under direction of Hunter Farmer. Past presidents on hand were Orville N. Crafts, J. Ed Brown, S. L. Cronin, Harry H. Hargraves, Dr. Ralph E. Smith, Joe Glacy, Mike Krekos, Bill Hobday and Everett W. (George) Coe.

#### \$800 for Building Fund

Following an address by Mike Krekos \$800 was raised for the building fund. Contributions included Krekos, Crafts, Clyde Gooding, Earl Douglas, Hunter Farmer, Larry Ferris, Harry Taylor, Louis Leos, Al Flint, Bob Robinson, Everett W. Coe, Bud Douglas, S. L. Cronin, Joe Steinberg, Ted Levitt, Joe Glacy, Bill Hobday, Norman Schue, Al Weber, John Martin, J. Ed Brown, Harry Hargraves, Matt Herman, Dave Shepro, Harry Merkel, Roger Warren, Joe Duran, J. W. Gilman, Nick D'Lo, D. Newland, Wayne Endicott, Ray Holding, Mr. Anderson, John P. Souza, Fred Haynes and Mike Doolan.

Earl Douglas presided at the meeting. Also on the rostrum were Vice-Presidents Mike Doolan, Joe Krug, Larry Ferris and Joe Steinberg, Treasurer Al Weber, Chaplain Jack Hughes and Secretary Louis Manley. A moment of silence was observed for the late Richard Eyber.

#### Warren Wins

The drawing was won by Frank Warren who donated it to the cemetery fund.

Joe Glacy, chairman of the banquet and ball, announced the following committees for the annual event December 10 in the Biltmore Hotel:

Executive committee: Orville N. Crafts, William Hobday, Joe Krug, Walter Trask, A. L. Flint, Harry H. Hargraves, Harry Taylor; floor committee, Sam Dolman, R. C. Downie, David Freidenheim, E. J. Kennedy, Joe Steinberg, Louis Manley; entertainment committee, Walter Trask, Tevis Payne; reception committee, Mary Taylor, Edith Hargraves, Jewel Hobday, Marie Tait, Hunter and Margaret Farmer, Larry and Rose Ferris, Michael and Ann Doolan, George and Betty Coe, Bob and Betty Schoonover, Eddie and Mabel Brown, Sally Flint, Charlotte Cohen, Nina Rogers, Ethel Krug, Lucille Dolman, Doris Douglas; door committee, Curtis Little, Edwin E. Tait, Moe Levine, Harry LaMack; publicity, Sam S. Abbott, Convention registrars, Jewel Hobday, Grace and Harry Merkel and Curtis Little.

### WANT SMALL CARNIVAL

Will Lease With Option To Buy

Merry-Go-Round, #5 Ell Wheel; another major Ride, preferably Octopus. Also Power Plant and Cable. Transportation for all equipment. We will recondition all equipment. State best terms possible and condition of equipment. Reply to BOX 450, The Billboard 1564 Broadway New York City 19



**FLUORESCENT FIXTURES**  
For Carnival Installations,  
Dealers, Distributors,  
Concessionaires

**FLUORESCENTS FOR EVERY PURPOSE**

Direct From Manufacturer  
at Lowest Possible Prices.  
AS LOW AS \$2.10 EACH

Write for Catalogue and  
Price Lists

**BELNORD PRODUCTS CORP.**  
DESIGNERS • MANUFACTURERS • DISTRIBUTORS  
FLUORESCENT FIXTURES  
714 Cherry St., Phila. 6, Pa. Lombard 3-7789

**CARNIVAL WHEELS**  
PADDLE WHEELS  
MERCHANDISE WHEELS  
BIG SIX DICE WHEEL  
LAYDOWN CLOTHS  
DICE CAGES  
CHUCK-A-LUCK



Write for Catalog

**CARDINAL MFG. CORP.**  
Manufacturers of Carnival Wheels and Supplies  
430 KEAP STREET, BROOKLYN 11, N. Y.  
Evergreen 7-5027

## HUBERT'S MUSEUM

228 W. 42nd Street, New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.

## NOW BOOKING

Acts for our 1950 outdoor stage show.  
Prefer acts that can double. Can offer long  
season, short jumps. Send photos, complete  
description and lowest weekly salary in  
first letter.

**ART B. THOMAS SHOWS**  
LENNOX, S. DAK.

## CARNIVAL WANTED

To play for one week during May, June, July  
or August, 1950.

**JOYCE-SCHIRICK POST 1386**  
Veterans of Foreign Wars  
522 Delaware Ave. Kingston, N. Y.

## ACTS WANTED! FLORIDA

MUST be spectacular. Water Show, High  
Divers, others. Season starts January 1st.

**R. L. HEATH, Mgr.**  
Marine Gardens Clearwater, Florida

## FOR SALE

12-Tub Whip, 8-Tub Whip, Kid Roller Coaster,  
Theatre Equipment, TRADE FOR Kid Auto,  
Boat, Pony and Cart or Adult Octopus, Double  
Loop, Roll-o-Plane, Tilt, Flying Scooter, Dodgem,  
Merry-Go-Round, Wheel or Moon Rocket.

**F. SHAFER**  
Washington, Ind. Ph. 1278R

## FOR SALE—FUN HOUSE

MOUNTED ON SEMI TRAILER, forty foot  
front, neon sign, complete with or without  
tractor. Price to sell immediately. Address:

**LEE E. ATTERBURY**  
Box 6005, Harlandale Station  
San Antonio, Tex.

## LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories  
available at all times. Mail orders our specialty.  
Shipments made within 24 hours to all points  
in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going  
south, Atlanta, Georgia. Fairfax 2626.

## HI-STRIKERS

1 JUNIOR, \$100.00; 1 ADULT, \$150.00. Made  
by Amusement Enterprises, Houston, Texas.  
All Metal Towers, Light Streamers.

## IDEAL NOVELTY CO.

8823 Locust St. St. Louis, Mo.  
(Phone: FRanklin 5344)

## MIDWAY CONFAB

Buck in the hand is worth 10 on an I.O.U.

Johnny Orenallas's "Broadway Scandals," the past season on John H. Marks Shows, is at the French Casino, New Orleans. Show was booked by Jack Birmingham, Marks advance agent. . . . John O'Toole, off the road for the winter, is projectionist at Century Theater, Detroit.

Concessionaire advised. "I have a new wife, but the same dog."

Cetlin & Wilson Shows' personnel scattered after the Chicago meetings, John W. (Jack) Wilson headed for Roanoke, Va., while Izzy Cetlin and William Hartzman returned to Petersburg, Va. R. C. McCarter, Harrisburg, Pa.; Edward K. Johnson, Philadelphia; George W. Golden, Miami; Richmond W. Cox, Spartanburg, S. C.; George Goodman, Detroit; Al and Mike Dorso, Paterson, N. J.; Kenny Revling, Minneapolis; Claude Sechrist, Miami; Johnny and Kitty King and Albert Ruedger, Cincinnati. . . . Russell C. Harms is visiting his brother, George, in Rochester, N. Y.

Popular theme song at fair meetings is *Gone Are the Days*.

Howard Holly, who has returned to his home in Sacramento from the outdoor meetings in Chicago, advises that he has been signed as electrician on Lawrence Greater Shows for 1950. . . . Jewel and Bill Singleton are spending the winter as guests of Mr. and Mrs. Jay Williams at their home in Ocala, Fla. . . . Mrs. Frank Long, wife of the secretary of Penn Premier Shows, is in Davis Hospital, Statesville, N. C., recuperating from a recent operation. . . . Tex and Audrey Fetta are visiting the Russell Hills at their ranch home, South of Valdosta, Ga. Russell is a concession builder. . . . R. M. Crumley is in Tampa quarters renovating his rides. . . . Billie-Lou Timberlake, annex attraction the past season on 20th Century Shows,

is wintering in Hot Springs. She is planning to take out her own Side Show in 1950.

When a fixer was asked what the office forbids, he replied: "It doesn't forbid; it frowns upon."

Mr. and Mrs. S. Roy have booked their concessions with James H. Drew Shows for 1950. . . . John Page, who is wintering in Mifflintown, Pa., has inked his Side Show and Motordrome with Pioneer Shows for next season. . . . C. Joe Bennett, owner, Royal Empire Shows, is in Lincoln Hospital, Detroit. . . . Marvin Keyes, Michigan concessionaire, accompanied by his mother, left for Miami for the winter.

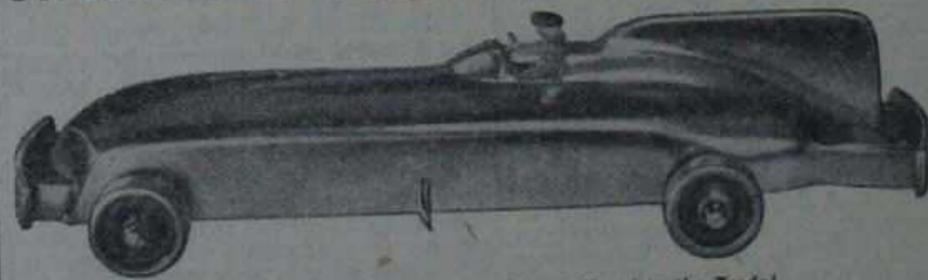
We often wonder how the early day dancing gals did their work without having a baby-sitter in their living tops.

Des Moines Notes: E. J. Floyd has been handling some special edition paper work with a small crew thru Iowa. He's planning a veterans ball and show promotion for the Tromar Ballroom during the Christmas holidays. F. M. Shortridge returned from the Chicago meetings last week. Herb LaTona passed thru town to make a club date. Bill Benton, Fred Carter and Joe Ryan are working sheet. . . . Morris Levi, of the Bill Lynch Shows, is ill at his home in New York.

In the next generation of show folks, two-house trailer families was predicted, with their old trailers donated to lot layout men in nut houses.

Herb Shive, general agent for Lawrence Greater Shows, was discharged from Alexian Bros.' Hospital, Chicago, Thursday (8) after being confined a week with pneumonia. Pending the doctor's okay, Shive hopes to leave early this week for the East. . . . Sam and Shirley Levy, operators of Lawrence Greater Shows, report that they will have a Nate Eagle midget unit with their

## GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER



The Finest! None Better Has Ever Been Offered to the Trade!

Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding flash and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

**H. C. EVANS & CO.** 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

## T-E-N-T-S

CARNIVAL CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**

**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST.

(Phone: Harrison 6567)

KANSAS CITY 6, MO.

## MID-WESTERN EXPOSITION

"America's Sho' Beautiful"

Tired of Sittin'? Tired of Fishin'? Tired of Wanderin'? Tired of Wishin'?—Then why not join our winter show thru South Texas? **OUT ALL WINTER**. Those joining now given preference for our regular opening in Beaumont in February. All downtown lots with free gate. RIDES—Any and all not conflicting with Swings, Barrel, Train and Autos. Low percentage. SHOWS with or without own equipment. We have some extra tops and fronts complete. CONCESSIONS—Palms, Diggers, Popcorn, Galleries, Grab, any Slum or 10¢ Grind; winter rates are \$12.50. Place two more Plats who will follow orders, also Legal Adjuster who stays sober. HELP—Agents for P.C. and Sium Concessions. Ride Help who can drive. Special Agent with car. All correspondence as per route, or Winterquarters, Box 144, Orange, Texas. Now showing downtown Beville, Texas, with a big ten-day Xmas Celebration to follow. The weather is fine here. Write or come on. Ted Woodward, Owner and Gen. Manager; Harry Burke, Gen. Agent. **MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL, AND I DO MEAN ALL.**

org in 1950. The Levys, currently in New York, will leave for Florida for the winter. . . . Mr. and Mrs. George Desak, ride and concession operators, are wintering in Mobile, Ala.

When an agent advises another agent that he has no intentions of trying to take a fair away from him, you'll notice a wolfish gleam in his eyes.

## Coleman Rides Play Md. Holiday Doings

SAVAGE, Md., Dec. 10. — Five Coleman Bros.' Shows ride units are operating in the Holiday Show promoted in a former factory building here by Santa Hyme, local operator.

The doings features two Santa Clauses, live elks and numerous concessions. Free transportation to the show, located half-way between Washington and Baltimore, is offered as an attendance booster. Admission for adults is 74 cents, and all children are admitted free. The gate is expected to hit 40,000 or more during the three-week run.

The show was staged for the first time in 1948, and the success of the initial run resulted in turning it into an annual. The Colman rides, trucked in here from Middletown, Conn., are in on percentage.

## INSURANCE

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## WILL PAY CASH FOR Used Lusse Scooter Cars

**HAVE FOR SALE**

Merry-Go-Round, good playing condition; several Rolls Music. All Metal Transformer Van, Fruehauf Trailer, two 100 Kw. Pops, Switchboard, all complete.

**CAN USE FOR 1950 SEASON**  
A good Scooter Foreman. Ride Help in all departments.

WANT TO HEAR FROM:  
Billy Kennedy and Floy Smith.

**20th CENTURY SHOWS**  
Ottawa, Kansas

## ATTENTION, PLEASE

On Account Changing Territory Will Place  
**GENERAL AGENT**

With car who knows Georgia, Alabama, Tennessee, Kentucky, Indiana, Ohio and Michigan, to start work now, state reference, etc.

**INTERSTATE SHOWS**

H. B. ROSEN, MGR.  
P.O. Box 143 Jacksonville, Fla.

## JOHN V. CARTER

Call 5-3275

3401 Wabash  
Wichita, Kansas

## Hey, Showmen— FIREWORKS!!!

CAN PLACE GOOD AGENTS IN STANDS IN TEXAS

\$300-\$1,000. Xmas Holidays.

**BENNETT FIREWORKS**

3530 Lockwood, CH-6719, Houston, Texas

## Producing America's Best SHOW BANNERS

Order Now for 1950 Season  
**SNAPP WYATT STUDIOS**  
Rt. 3, Box 1168 TAMPA, FLA.  
(Phone: Y63463)

## BLUE GRASS SHOWS

**NOW BOOKING**  
SHOWS — RIDES — CONCESSIONS  
P. O. BOX 621, OWENSBORO, KY.

**Pacific Coast**

**Showmen's Association**

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Dec. 10.—Officers for 1950 were nominated at the regular meeting Monday (28). List includes Joe Krug, president; Larry Ferris, first vice-president; Mickey Doolan, second vice-president; Hunter Farmer, third vice-president; Bob Schoonover, fourth vice-president; Al Weber, treasurer, and Louis Manley, secretary.

Everett W. (George) Coe was nominated as a member of the board of trustees and Earl O. Douglas was nominated as a trustee of the cemetery board. Board of governor nominations included C. H. Alton, M. E. Arthur, John T. Backman, Ben Beno, Lee Brandon, Sam Brown, Hort Campbell, L. G. Chapman, Al Cohn, Sam Dolman, R. C. Downie, M. H. Ellison, David Friedenheim, Clyde Gooding, Max Hilman, George Hiscox, Ray Holding, Harry LaMack, George Lauerman, Louis Leos, Moe Levine, Curtis Little, G. P. Mackey, H. D. Matthews, John T. Mead, John M. Miller, Harold Mook, C. E. (Candy) Moore, Harry Myers, Leonard Parsons, Harry Phillips, Ray Rosard, Ben Samuels, Norman Schue, Joseph Steinberg, Edwin E. Tait, Harry Taylor, Elmer Velare, Charles Walpert and Frank Zambreno.

Members of the nominating committee were Harry LaMack, Edwin Tait, C. E. Moore, Everett W. Coe, Jack Glassman, Harry Taylor, Curtis Little and David Friedenheim.

Officers present at the Monday (28) session were Joe Krug, vice-president, who presided; Larry Ferris, vice-president; Jack Hughes, chaplain; Al Weber, treasurer, and Louis Manley, secretary.

Leroy Emroy was elected to membership. Inducted as members were E. L. Bankhead and John Taylor.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, Dec. 10.—Emily Bailey's bunco party realized \$100 for the bazaar. Emily furnished all prizes, refreshments and turned over all receipts to the bazaar.

The Thursday (1) meeting was past presidents' night and all with the exception of Jimmy Lynch, founder, were present. Lucille King, first president, received a corsage. Pinning was done by Sunshine Jackson. Following Lucille were Estelle Hanscom, Babe Miller, Joe Krug, Lucille Dolman and Marie Bailey.

At the conclusion of the meeting, with Harry Golub as auctioneer, boxes were auctioned. The \$5 prize, offered by C. H. Alton, for the best decorated package, went to Estelle Hanscom.

Coffee and rolls were served by Lucille King, house chairman.

Those in for the first time were Tony and Minnie Spring, Charles and Irene Crouse, Sam Dolman, Hap and Rely Young, Wally Lamb, Harry Friedman, Ed and Bobbie Young, Ed and Berta Harris, Ada Mae Reed, Marie LeDeaux, Fred Haynes and Nick Delo.

The Christmas party is scheduled Thursday (22), with the banquet and ball at Larry Potter's January 10. Harold Mook is chairman and Moe Eisenman and Mike Herman co-chairmen.

**ATTENTION, COMMITTEES**

Booking for 1950

4 Rides, 12 Concessions and Shows. Also booking Shows and Concessions.

**DICK BACON**

General Delivery FLINT, MICH.

**FOR SALE**

Motor driven, all steel, insulated City Bus converted into House Car, driven 11,000 miles. Consisting of a Hollywood bed, gasport, four-burner bottled gas stove with oven and many other furnishings that a House Car requires. Very reasonable. Price \$2,150.00. MR. FRED E. MINICK 1523 W. Main St., Ft. Wayne 7, Indiana. Phone A-7483.

**CLUB ACTIVITIES**

**National Showmen's Association**  
454 Broadway, New York

NEW YORK, Dec. 10.—The four big social events of the season have been successfully concluded. First was the memorial services at the clubrooms and at Ferncliff Cemetery, Sunday, November 20. All graves were decorated and services were directed by Chaplain Fred C. Murray. Second was the joint testimonial dinner tendered President Frank Bergen and Past President James E. Strates, Monday (21), at Leon and Eddie's. Third was the annual election of officers Tuesday (22) night, followed by the installation of President-Elect Jack Perry and his staff by Phil Cook, chaplain of the Miami Showmen's Association. A buffet supper was served by Frank (Shrimpy) Rappaport, club steward. Fourth was the annual NSA banquet at the Hotel Commodore Thanksgiving Eve.

Contributions from jamborees and other sources have been received from Prell's Broadway Shows; I. T. Shows, Inc.; James E. Strates Shows, Oscar C. Buck and Ross Manning Shows combined, World of Mirth Shows and Conklin Shows.

**Member Applications**

Applications for membership were received from William McGregor, sponsored by Morris Glass, and Billy J. Creedon, by Stanley W. Wathon, which will be acted on at next meeting of the eligibility committee. Morris Brown has been awarded the entire midway on Carnival Shows Inc., for the fourth season. The unit plays Long Island. Sam and Jeanette Finkel are motoring to Miami for a brief vacation.

The unveiling of a monument to the late Henry Tarbes was held Sunday (4) at Beth David Cemetery, Elmont, L. I. Sympathy is extended to A. J. Merrill, whose mother died recently; to Al Crane, who lost his brother, and to Oscar C. Buck, whose father died recently. Drop a line to sick members.

Recent visitors were Nicholas Anniello, Sam Torres, Max Levine, Saul Mahl, Harry Stevens, Morris Vivona, Ben Hoff, Charles Rubenstein, Adolph Ehrman, John McCormick, Benjamin Agin, Abe Rapps, Irving Berk, Simon Crouse, Nathan Hyman, Aaron Hymes, Sol Nuger and Louis Nuskind. Letters were received from Vice-President Ross Manning, in Haiti; J. P. Sullivan, of Canada; Joseph Dubin, wintering in Miami; Norman L. Marshall, Emil S. Solomon, Roy Randall and Grover Kortonic.

**Ladies' Auxiliary**

Election of officers will take place Wednesday (14).

Frances Fournier has left the hospital and is convalescing at the home of friends. Elisha Weinstein left for Miami. Verna Dodds and Kay Anderson attended the NSA banquet.

**Arizona Showmen's Assn.**

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Dec. 10. — The regular meeting was presided over by President Paul Pesicka. Elected to membership were Don Burke, Thomas Armstrong, Mrs. Marie Berko, Harry Berko and Mrs. Inez Carroll.

Jewell Taylor is hospitalized in Mayfield, Ky. Blackie Stark is in the Veterans' Hospital in McKinney, Tex.

In a report on the Christmas party Mrs. Marguerite Stone, chairman, announced a large number of reservations received for the party at the Wishbone night club which will consist of a chicken dinner, dancing and entertainment. Mrs. Inez Carroll and Mrs. Hiko Seibrand were appointed to assist Mrs. Stone.

Pete Siebrand, manager of Siebrand Bros.' Shows, returned from the Chicago outdoor meetings. Benefit on the Larry Nolan Shows netted the club \$12.25. Hollywood Towers won the pot of gold.

**Hot Springs Showmen's Association**

310 1/2 Central Avenue, Hot Springs, Ark.

HOT SPRINGS, Dec. 10.—President Harry Hennies presided at the regular meeting and announced the following committees:

House—James Ferron, chairman; Morris Friedenheim, George Powell, Red Reder, Bill Wilcox, Harry Bailey.

Cemetery—Charles Weaver, secretary; Tony McDonald, Harry Zimdars, Clayton Holt, R. A. Miller.

Ways and Means—Morris Friedenheim, chairman; E. M. (Pat) Ford, Eddie Moran, L. C. Reynolds, Boots Cutler, Paul Olson.

Membership—Paul Olson, chairman; John Gallagan, co-chairman; Sam Aldrich, Dwight Bazinet, James Gephart, William Wilcox, C. R. Reger, Keith Chapman, L. C. Reynolds, Noble Fairly, Steve Mandrick.

Relief—Frank Waldron, chairman; Roy Goldston, Harry Zimdars.

Press—John Obluck, chairman; Walter Ebel, William Naylor.

Finance—Harry Zimdars, chairman; Keith Chapman, Morris Friedenheim, Charles Weaver, Paul Olson.

Screening—Boots Cutler, chairman; Charles Goss, Clayton Holt, Charles Weaver.

Chaplain—Bill Durant.  
Tyler—George Powell.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Dec. 10.—Regular meeting was held Tuesday (6) in Hotel Sherman with Past President Pat Seery presiding. Past officers with her on rostrum, were Mae Oakes, Isabel Brantman, second and third vice-presidents, respectively; Claire Sopenar, treasurer, and Irene Coffey, financial secretary. Jeanette Wall read the invocation. Josephine Glickman read correspondence from Audrey L. (Peggy) Davies, Grace E. Parks, Ruth Martone, Josephine Quinn and Orpha Shepard.

The Showmen's League of America requested assistance for their annual Christmas party for underprivileged children. Several members volunteered to help. Frances Berger is on the committee.

Jeanette Wall served as installing officer. New officers are Mae Oakes, president; Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Lillian Lawrence, treasurer, and Irene Coffey, financial secretary.

Christmas checks were issued to be sent to St. Hedwig's Orphanage, Friends of Handicapped Children, Rev. Marcel LaVoy for his Boy's Club, and Midge Cohen for her orphans' fund.

The evening award, donated by President Mae Oakes, went to Agnes Barnes. President Oakes will be hostess at the first social Tuesday (13). The Christmas party is scheduled Tuesday (20). Pat Seery is chairman, assisted by Isabel Brantman.

**The NEW PENN PREMIER SHOWS**

**ATTENTION!!!**

All Fair Secretaries, Celebrations, Committees, Show Folks, Concessioners and Workingmen

On Tuesday, December 6, without warning, our entire show was destroyed by fire. There was nothing left whatsoever. The same thing happened at Pearl Harbor eight years ago. From that tangled mass grew one of the finest islands in the South Pacific. We, too, have already started to build after this terrible disaster. We positively guarantee that by April 1, 1950, we will roll out of our new winter quarters with a fleet of 45 new tractors and trailers loaded with the most up-to-date equipment in show business. We positively guarantee 20 new, modern rides, 12 gigantic shows, 8 giant light towers and 2 searchlights.

**The NEW Penn Premier Shows will positively be the greatest motorized show on earth**

WANTED—to hear from Working men in all departments, Builders, Painters, Electricians and Helpers.

WANT TO PURCHASE—All kinds of Show Equipment in every field, complete Electric Wagon with Transformer (200 kw. or more), Wire, Show Fronts, etc.

RIDES—Want every Ride that we have not placed orders for. Must be in perfect shape. No junk. Interested especially in Kiddie Rides.

SHOWS—Will buy Fun House, Glass House, Motordrome, Girl Show or what have you.

SHOWS TO BOOK FOR 1950 SEASON—Wild Life, Arcade, Motordrome, Life Show or any show not conflicting. We have plenty of cycles for drome.

CONCESSIONS—Will book all legitimate Concessions of all types. We already have our fair route practically booked for 1950, consisting of 15 of the best fairs in the East, also 9 Celebrations and Centennials.

Don't wait, but wire or write immediately

All replies to

**LLOYD D. SERFASS, General Delivery, Sanford, N. C.**  
NEW winterquarters also at Sanford

Used Everywhere for Over 35 Years

**ROLL TICKETS**

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**100,000 \$27.00**

10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 10.—George Howk, past president, was in the chair at the regular meeting, assisted by Al C. Wilson, secretary, and George Carpenter, treasurer. Sam Benjamin chairman of the banquet and ball, announced most tables had been reserved and urged reservations be made at once for the remaining tables.

L. K. Carter was elected president for 1950; Raymond Clayton, first vice-president; Curley Clark, second vice-president, and Charles A. Snoderly, third vice-president. Al C. Wilson was re-elected secretary and George Carpenter, treasurer. George Elser was named warder and George Sargent, conductor. Named to the board of directors were J. A. Clayton, Ellis White, Ivan Michaelson and Ted Corey, last named to complete the term of the late Denny Pugh.

The Ladies' Auxiliary announced it would hold its annual tacky party at the Coates Hotel, Friday, December 30.

### Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Fla., Dec. 10. — Claude Secrest advises his recent trip in connection with ads for the annual Year Book Directory proved satisfactory. Mr. and Mrs. Harry Weiss returned to Miami for the winter. George and Raynell Golden are here for the winter, coming in from the Cetlin & Wilson Shows. Benny and Martha Weiss returned after a successful season and have opened their home on Alton Road, Miami Beach.

Mike Roman, chef, does a great job of serving lunch after the regular meetings. Harry Modele, house committee chairman, has everything going smoothly.

## CLUB ACTIVITIES

### Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., Dec. 10.—Vice-President Mike M. Titta presided at the Monday (28) meeting, assisted by Secretary Ford Fosnight and Treasurer L. A. Hufner. Among those in attendance were V. S. Scott Sr., V. S. Scott Jr., W. T. (Bill) Hopkins, Curtis McClelland, James Harris, Larry Malbaff, Charlie Heinbeck and Leland Wood.

The meeting discussed the January 8 election. This will be a State-wide gathering for nomination and election of officers for the fiscal year. Several applications for membership were accepted, swelling the ranks of this new organization to 300. On the sick list are President Charles E. Ward and board member Bert Crawford.

### Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Dec. 10.—Nat Golden, first vice-president, presided at the Tuesday (6) meeting. Sam (Pork Chops) Ginsburg, children's Christmas party chairman, reported 300 children are slated to be entertained. Max Kahn, banquet and ball committee chairman, reports a sell-out is anticipated for that event.

Funeral services were held here for veteran member, Arthur Grzann, with members of the Joey Moss Post as guard of honor. Irving Rubin and Ben H. Landsbery carried the colors. Pallbearers were Harry Stahl, Earl Equhart, Michael Balog, Nathan Nathanson, Paul Greeley and Jerome Schemmel. Burial was in Showmen's Rest, Forest Lawn Cemetery.

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, Dec. 10.—Lou Keller, first vice-president, presided at the Thursday (8) meeting in the absence of President Morris Lipsky. With him at the table were Walter F. Driver, treasurer; Joe Streibich, secretary, and Sam Levy, J. C. McCaffery, Frank Duffield and Fred H. Kressmann, past presidents.

Sam Brody is in Alexian Brothers hospital for an operation. Herb Shive was discharged from the same hospital Thursday (8) after a week's bout with pneumonia. Frank J. Blight is still in Hines Veterans hospital. Elmer Byrnes is up and around again. W. C. Deneke, William E. Saunders and W. O. Perrot are still confined. There is no late report on Pete Andrich.

Mrs. Frank Conklin spent a day in Chicago en route home from the West Coast. Al R. Cohn was the league's representative at the PCSA banquet. Lou Keller left for a vacation in Hot Springs. Sid Jessop is off for Florida. Bill Carkey advises that his family will be back from Florida for the holidays and then will return to Florida for the balance of the winter.

Donation of a plastic sign for the club building was made by Mr. Purington of the Dixsands Company, Omaha. A letter from Arthur Hopper advises he is getting a good rest in his New York residence.

Ned Torti urges all who are still holding tin banks, sent out during the summer, to return them at once so a report may be made.

Photos of Lee R. Sloan and John O'Shea have been ordered placed on the memorial tablet.

### International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 10.—John Francis presided at the November 23 meeting, with Leo Lang, treasurer, and Secretary Euby Cobb assisting him. A letter of thanks was received from Mrs. Richard Blittschau for flowers sent at her husband's death.

New members include Ernie E. Farrow, sponsored by Jack Downs, and Michael Farino, sponsored by Edgar Hart. Visitors were Pat O'Sullivan, Ernie E. Farrow, John Shelley, Jack Downs, Dwight Bazinet, James Ferron, Frank Barton and Alonzo Shallow.

Making interesting pep talks were Dwight Bazinet, Jack Downs, John Shelley, Jimmy Ferron and Mort Silvers. Leaving to attend the Chicago meetings were Earl Bunting, Frank B. Joerling, Euby Cobb, Jack Downs, James Ferron, Dwight Bazinet, Sam Fidler, Charles Oliver, George Regan, W. (Bill) Snyder, Ernie E. Farrow, W. C. Wells, Herb Shive, Matt Dawson, Ralph and Morris Lipsky, Edgar Hart and Roger Haney.

### Show Folks of America

1191 Market Street  
San Francisco

SAN FRANCISCO, Dec. 10.—President Eddie Burke presided at the November 21 meeting. Called to the rostrum to fill in for Vice-Presidents Charles Albright and Ted Levitt were Past-President Harry G. Seber and Fred Weidmann. Secretary Albert Roche read letters from the National Showmen's Association, Dora Worden, Thespian Club, San Francisco Tuberculosis Association and the Community Chest.

Betty Monette, chairman, reported a net profit of \$226 from the bazaar. It was turned over to the sick and relief fund. She was given a rising vote of thanks. Carl Davis, who won the top award, donated \$5 to the sick fund.

Council Raiford, acting chairman of the board of directors, reported the group had okayed contributions of \$10 each to two local charities and a payment of \$200 on the Show Folks Rest plot in Olivet Memorial Park.

## Mae Oakes New Caravans Prez

CHICAGO, Dec. 10.—The annual installation ceremony was held November 28 in the Crystal Room, Hotel Sherman. Anna Jane Bunting, Ramsey, Ill., was mistress of ceremonies. Procession was led by Katie Owens, club mother. She was escorted to her place of honor by Kathryn Robertson, usherette, and presented with a corsage by Amby Clinton, 6, mascot pro-tem. Past Presidents Pearl McGlynn, Jeanette Wall, Edna Stenson and Lucille Hirsch were followed by Pat Seery, retiring president, and her officers. Newly elected officers were escorted individually to their seats. Introduced were Irene Coffey, financial secretary, Josephine Glickman, third vice-president; Claire Sopenar, second vice-president; Bessie Mossman, first vice-president; Lillian Lawrence, treasurer, and Mae Oakes, president. Mrs. Oakes was escorted to her place of honor by her sons, Ray and Robert.

Invocation was pronounced by Mollie Foster, chaplain. Veronica Potenza sang the national anthem and Ralph Pope played the accordion. Jeanette Wall was presented with a gold card for securing 50 membership applications during the year. Presentation was made by Pat Seery. An achievement award was presented Pat Seery, outgoing president, by Edith Streibich. Claire Sopenar presented a gift from the members.

Participating in the candle light ceremony and the auxiliaries they represented were Ann Doolan, Showmen's League of America; Rosalie Elliott, Heart of America Showmen's Club; Jeanette Hart, Missouri Showmen's Club; Mae Sopenar, National Showmen's Association; Margaret Pugh, Lone Star Show Women's Club; Ann Roth, Miami Showmen's Association; Esther Groscurth, Michigan Showmen's Association; Paddy Ann Scortino, Greater Tampa Showmen's Association; Pearl McGlynn, Hot Springs Showmen's Association; Mabel Brown, Pacific Coast Showmen's Association, and Irene Blauvelt Reidy, Show Folks of America.

Highlight was the ice parade, arranged by Bessie Mossman. Those giving short talks were Mollie Foster, Frances Lauther, Evelyn Lee, Shirley Lawrence Levy, Katie Owens, Margaret Pugh, Alma Richards, Minnie Simmonds and newly seated officers.

Pat Seery presented gifts to Billie Lou Foreman, Mae Oakes, Isabell Brantman, Claire Sopenar, Irene Coffey, Mollie Foster, Josephine Glickman, Edna O'Shea Stenson, Ann Sleyster, Jeanette Wall, Edith Streibich, Pearl McGlynn, Mae Taylor, Grace Lynn, Elizabeth Jacks, Helen Wettour, Veronica Potenza, Bobbie Cherniak, Charlotte Wright, Bessie Mossman, Gladys Thompson, Billie Billiken, Eva LeRoy, Eva Shine, Kathryn Robertson, Kate Owens and Lillian Lawrence. Anna Jane Bunting presented Mae Oakes with a gift.

Congratulatory telegrams were read from Agnes Barnes, Isabel Brantman, Bobbie Cherniak, Josephine Glickman, Jack Hawthorne, Lucille Hirsch, Norma Lang, Louderback and Lawrence, Dave Malcolm, Dr. Meyers, Morris Mossman, Ray Oakes and sons, Dorothy Packman, Marianna Pope, Ann Roth, Blanche Scott, Frank and Marie Velenz, Mrs. Sol Wasserman, Violet Watson, Helen Wettour, Pat Seery and Ed and May Sopenar.

Grace Lynn, chairman of the entertainment committee, introduced the following performers: Ruth Clinton, singer; Helen Wong Jean, pianist; Louderback and Lawrence, blackface minstrels, accompanied by Al Heilman; Evelyn Lee, Ruth Clinton, Veronica Potenza and Grace Lynn, quartet, and Isabell Brantman.

Everyone retired to the Moby Dick room where refreshments were served by Bobbie Cherniak and her committee, which included Billie Billiken, Eva LeRoy, Claire Sopenar and Gladys Thompson.

# HENNIES BROS.

SHOWS *World's Newest and Largest Midway*

## WANT FOR SEASON OF 1950—8 STATE FAIRS

An Outstanding Monkey Show—Any Worthwhile Grind Show.

### HAVE FOR SALE

#### Reason, replacing with new rides

- 10-Car HEYDEY RIDE—A-1 condition—priced right.
- 24-Seat CATERPILLAR RIDE—good condition—CHEAP FOR CASH.
- 20-Car KIDDIE AUTO RIDE—Allan Herschell built—cheap for cash.
- Boat Ride—NEW—manufacturer's cost.

Complete Hawaiian Stage Setting with all rigging, built by Teichner Studios. Cost \$2500.00, used only 10 weeks, price now \$1250.00.

All address: HARRY W. HENNIES, Mgr.  
HENNIES BROS.' SHOWS, BOX 414, HOT SPRINGS, ARKANSAS

## GRUBERG WORLD'S FAMOUS SHOWS

BOOKING NOW FOR 1950 SEASON SHOWS, RIDES AND CONCESSIONS

SHOW OPENS APRIL 10 IN PHILADELPHIA, PA.

Will play the choice and best locations in Philadelphia for 8 weeks with no front gate. Then en route through New York State and New England. We will also play ten good fairs. Watch The Billboard for announcement.

- WANTED: Freaks and Working Acts for Circus Side Show. Write Bill Mollkoff.
- WANTED: Girls—no experience necessary—for French Casino and Springtime Revue. Write Mrs. Martha Angello.
- WANTED: Motor Drome Riders. Must have experience. Also Lady Riders. Write Jerry Sylvester.
- WANTED: Man to take full charge of new Fun House.
- WANTED: Concessions Legitimate Grind Stores of all kinds, Fish Pond, Hoop-La, Cigarette Gallery, String Game, Glass Pitch, Ball Game or any other Grind Concessions. Will book only one of a kind.
- Will sell the exclusive on Six-Cat Outfit. Scales and Age and Novelties.
- WILL BOOK RIDES—Octopus or any other new Rides. AL BYDARK, get in touch with me—IMPORTANT.
- WANTED: Ride Help. Foremen and Second Men for Merry-Go-Round, Loop-o-Plane, Chair-plane, Tilt-a-Whirl, Ferris Wheel, Caterpillar.

WRITE—MAX GRUBERG, Manager, GRUBERG'S WORLD FAMOUS SHOWS  
P. O. Box 101, Philadelphia 5, Pa.

## RSROA Accepts 9 New Members

DETROIT, Dec. 10.—Approval of nine new members has been voted by the Roller Skating Rink Operators' Association (RSROA), according to Fred A. Martin, secretary-treasurer. The new members are:

Marvin Carstenson, Fairlawn Roller Rink, recently opened in Carthage, Mo.

Paul S. Godfrey, East End Roller Rink, Albuquerque, N. M.

Claude M. Lowe, Lowe's Roller Rink, Birmingham, Ala.

Charles H. Fuerst, father of Roger Fuerst, skating champion, who recently took over the Lima (O.) Roller Rink from Al Kish.

George H. Brewerton, Rollerland at Exhibition Park, Vancouver, B. C., largest rollery in Western Canada. Brewerton formerly operated rinks at Lethbridge and Calgary, as well as Moonlight Roller Rink in Vancouver. He and his partner, Dr. F. M. Hall, plan to make advanced skating an important part of activities at Rollerland. Larry Magee has been named manager.

Charles V. Burks, Rogersville (Mo.) Roller Rink.

Edward Hershenson, who brings the Roller Bowl, Chicago, back into the RSROA after a five-year lapse. Jack Mays, formerly an RSROA top champion, is teaching. This rink has also been given a judges' panel chapter, because it has an unusual number of skaters eligible to apply for commissions.

Lester F. Doolittle, a new operator, Rollarena, San Leandro, Calif. Don Bromley, professional, and former RSROA operator, is teaching at Rollarena.

William C. Casselman, who recently took over Senator Rollerdrome, North Sacramento, from Francis A. Nichols, who has retired to live upon his ranch.

## Jones Announces Dress Line, Chi Show, 2 Staffers

PITTSBURGH, Dec. 10.—To meet a demand by rink operators, the Johnny Jones Jr. rink supply firm here is offering a complete line of skating dresses, skirts and tights. The garments are in the popular price bracket and are getting acclaim from rink men and dealers who have viewed the complete line, Jones says. Samples and price lists are available for the trade.

Two men have joined the enlarged Jones staff, it was announced this week. Now serving the rink and dealer trade is Harry Portugal, well known in rink circles and for the past 12 years president and general sales manager of Rollaway Skate Company. Portugal has no assigned territory but will call on the trade at large. Also joining is Ira Hirsh, formerly associated with the Roller Skate Institute of America. He will cover Eastern United States.

The Jones firm also announces a preview showing of new Hyde, Gilash, Chicago, Cleveland and Arrow skating merchandise January 23-26 at the Sherman Hotel, Chicago. The firm expressed hope that all rink owners, managers and sporting goods dealers in Chicago at the time will visit the showing of the newest in shoe, skate, case and accessories lines.

## Local Tax Puts Skids Under Milam's Trade But He Fights Back With Party Date Plans

### Mulls Idea of Moving Equipment to Another Town

WASHINGTON, Pa., Dec. 10.—How unfair, onerous taxation can cripple the operation of an otherwise profitable roller rink operation is illustrated in the predicament in which Cecil Milam, operator of Arena Recreation Center Rink here, has been thrust.

Faced last spring with the prospect of a local 10 per cent tax on amusement admissions with which the city hopes to supply recreational facilities for children, Milam appeared before city council to vigorously protest the proposal which, along with other admission taxes, placed a 30 per cent burden on his gate. His efforts, however, were unsuccessful and council passed the law on April 9. Thus Milam and other local amusement operators are, in effect, supplying the funds with which the city will offer competition to established amusement enterprises.

### Taxation Pinches

As a result Milam has had to cut corners and drastically revise his admissions price structure downward

so that he does not price himself out of business. Thus the cream of Milam's business—the portion of intake that spells the difference between a good or mediocre season—has been taken from him. Milam plans to give his revised rates a thoro trial. If he cannot operate at a profit, he says he will rent his establishment as a warehouse and move equipment for operation in some other town that offers a better chance for business survival.

In a recent letter to school and church club sponsors of skating parties Milam explained his predicament and asked their co-operation. "We are not opposed to the recreational program," his letter stated, "but we are opposed to the method of collecting from only the amusement industry which is now taxed 30 per cent of gross receipts. Naturally, we have had to make cuts in operating costs, as well as reduce our skating price from 65 cents to 50 cents, having in mind that by reducing our admission price, we will increase our attendance. . . . Therefore, I have asked for the full co-operation of the schools, churches, etc. . . . It will become necessary to ask the organizations to take a cut on their percentage. We will try to keep the same high standard of operation as in the past and feel that it can be done if we have your co-operation."

Effective September 1, Milam of-

(See TAX HITS on page 68)

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## New 1950 Model with Sensational "Snap-Back" Action

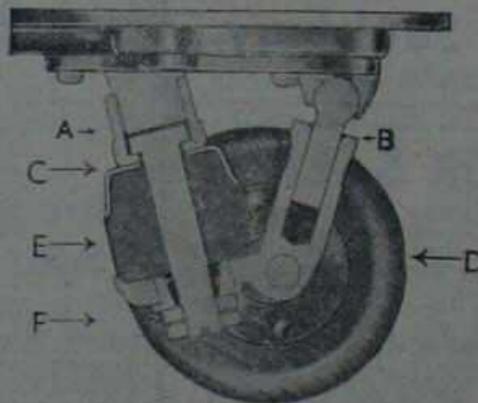


No. 3087 GBF

## "CHICAGO" FLEX-I-FLOTE

(Patent Pending)

Free Floating — Double Action



Cross Section Shows New Features

- A—New design Housing Nut with a strong full thread that locks it securely to the hanger.
- B—Ball and Socket joint securely peened.
- C—"Snap-Back" Action controls the floating movement of Action Screw.
- D—Rubber, cushions heavy blows to ball and socket joint in hanger.
- E—New design Rubber helps truck to return to center position.
- F—New design insert and Lock Nuts, allows free truck movement and also brings truck back to center position.

Now you can have NEW and EFFORTLESS skating pleasure on "CHICAGO" FLEX-I-FLOTE, the easiest rolling and smoothest skate ever offered.

FLEX-I-FLOTE allows FOUR WHEEL TRACTION on sharp edges and you don't have to fight the action.

FLEX-I-FLOTE trucks are cushioned to provide FREE FLOATING flexibility. Their vertical action is adjustable for light weight or heavy weight persons. The telescope insert affords proper "ROCKER-ACTION" at all times. "CHICAGO" now has the most complete line—the regular rink skates—the DANCE SKATE—the NEW Velvet Tread—and now the FLEX-I-FLOTE with 100% action giving you the choice of any action you desire.

Write or wire for full information, prices, etc.

## CHICAGO ROLLER SKATE CO.

4427 WEST LAKE STREET

CHICAGO 24, ILLINOIS

## Anti-Slump Promotions Keynote N. Central URO Muskegon Meet

MUSKEGON, Mich., Dec. 10.—Need for every operator to go all out for promotional ideas in order to ride out the present box-office slump keynoted an informal discussion of business and promotional ideas at the December 5 North Central division meeting of the United Rink Operators at Perry B. Giles's Curvecrest Roller Rink here.

The business discussion was preceded by a talk by Vivian Heard, manager of the National Academy for Roller Skating Teachers, Detroit, who explained the aims and methods of the Academy. Her address was illustrated with demonstrations of teaching methods by two of her students.

Also present at the meeting were a number of manufacturers and representatives who demonstrated various types of sound equipment and tape recorders, cleaning equipment, skates, rink supplies and skating accessories.

Dinner at a downtown restaurant divided the sections of the meeting. During the evening discussion operators also tried and discussed several new skate dances for general skating session use.

The following attended the meeting:

Roy H. Seibert, Hoosierland, Frankfort, Ind.; Hugh J. Davey, Frankfort, Ind.; Mr. and Mrs. Tracy L. Swartout, Swartout's Rink, Valparaiso, Ind.; Mr. and Mrs. John B. Hostetler, Blue Plaza, Sturgis, Mich.; Mr. and Mrs. Albert R. Scott and Russell Garner, Scottie's Rink, Quincy, Ill.; Mr. and Mrs. John Minarovic, Fieldview, Allegan, Mich.; Joseph Wolak, Roller-dome, Chicago; Edward B. Wozniak and Johnny Johnston, Palladium, Michigan City, Ind.; Harold Kienke, Avalon, Greenville, Mich.; S. E. Bowen, Roll-Arena, Grand Rapids, Mich.; Frank Thomas, Rolladrome, Muskegon; Mr. and Mrs. Perry B. Giles; Mr. and Mrs. Jacob Van Maastrikt and Robert B. May, Curvecrest and Palladium, Muskegon; Vivian Heard, National Academy for Roller Skating Teachers, Detroit; Robert Styer, Lancaster, Pa., and Mr. and Mrs. Dale Perry, Palomar, Lansing, Mich.

## Swartouts, Scotts Enroll in URO

MUSKEGON, Mich., Dec. 10.—Two rinks have been added to the membership roll of the United Rink Operators, it was announced this week at URO headquarters here by Perry B. Giles, association president.

Swartout's Rink, Valparaiso, Ind., operated by Mr. and Mrs. Tracy L. Swartout, and Scottie's Rink, Quincy, Ill., operated by Mr. and Mrs. Albert R. Scott, are the additions. The Swartout rink, now under construction, is expected to open in late December. Scott is an operator of many years' experience, having managed portables before establishing himself some years ago in Quincy.

## Brooklyn Racers Lay a Goose Egg

BROOKLYN, Dec. 10.—A disappointingly sparse gallery showed up December 1 at Empire Roller-drome for the first three-team tilt conducted by the newly organized RSROA Speed Skating League of Brooklyn. The home team, league leader, ran away with honors to the tune of Empire, 17 points; Bay Ridge, 7; Eastern Parkway, 3.

Reason for the small crowd was difficult to explain. A previous dual meet at the rollery had packed them in and spectators had given the speed stuff an enthusiastic reception.

## Chicago Roller Bowl Visited by F. Martin

CHICAGO, Dec. 10.—Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association (RSROA), was a recent visitor at the Roller Bowl here, giving a talk on the RSROA and skating activities to members of the Roller Bowl Figure and Dance Club. At the time of Martin's visit the rink was in charge of Jack Mays manager and professional, in the absence of Ed Hershenson, operator, who was on a trip east.

Martin reported that the rink is doing a good job in class work, citing lessons in the nine-step waltz given by Mays, who heads this activity.

## Cioni Kids Click in South

BROOKLYN, Dec. 10.—Roller skating exhibitions by stars of Roland Cioni's Eastern Parkway Club were enthusiastically received recently at Skateland, Henderson, N. C., and Brooks Skating Arena, Raleigh, N. C. Titlists who made the invasion were Paul Baumann, Peter Guilo, Alvin Hurwitz, Dotty Ross and the Bobby LaBriola-Joan LaBriola dance team.

## Tax Hits Milam Biz; Fights Back

(Continued from page 67)

ferred party sponsors the following plans:

1. (Wednesday or Friday night) By using this plan several schools or churches may hold skating parties on the same night, each selling tickets in their respective district and each receiving a percentage on tickets sold over a fixed number. Milam offers the following ascending commission rate based on volume of business: 25 to 50 tickets, 5 cents on each ticket; 50 to 150 tickets, 10 cents; all over 150 tickets, 15 cents.

2. (Wednesday night only) A organization can make money on this plan providing the party is properly promoted by the sponsor. Organizations sponsoring a party must sell 150 tickets, including those sold at the box office, before their percentage starts. The percentage starts at 10 cents per ticket. On all tickets sold over 150 the sponsor will receive 15 cents per ticket. No other organization may hold a party the same night unless with approval of the sponsoring group, and the latter will be given credit for all ticket sales. Members of the sponsoring organization may contact other groups and have them join the party, but the percentage goes to the original sponsor. Contracts on Plan 2 must be signed two weeks in advance, and such parties may not be postponed.

Tickets are supplied by the Arena and sponsors are held responsible for all tickets given them. All evening prices are 50 cents, including tax, checkroom service and clamp skates. An extra charge is made for rental shoe skates. Tickets not sold must be returned on the night of the party and all tickets must be settled for on that same night.

## Public Protest Voiced

Council's action in classifying Milam's rink, tax-wise, as an amusement when it should be regarded as recreation (the same as city park equipment) brought at least one strong protest which saw print in *The Washington Reporter* of November 15. Norman Lyon, the writer, reputedly a professor at Pennsylvania State University, branded council's action as shortsighted and lauded Milam as a credit to the city for his action in taking a rink that was unsafe and of poor reputation and building it, thru expenditure of \$70,000, into an establishment that is highly regarded by all.

"It would seem that council has unwittingly included recreations in an amusement tax, Lyon's letter said. "Is there not a sharp distinction between amusements... as at the movies and athletic games... and recreation where people themselves participate and learn new skills? As well tax a basketball player for playing or tax the tuition a boy pays at college as to tax people for roller skating... It seems downright wrong to spend money on playgrounds for younger children and then by taxing the recreations of older children to drive them to roadhouse dances and to joints out of town where there is no city tax, and where the freedom from tax provides funds with which their promoters may lure the youth away from such splendidly supervised, tho' sanially handicapped, places as Cecil Milam's..."

## Roller Pic Prepped by MGM

SAN DIEGO, Calif., Dec. 10.—*Dark Challenge*, a feature length film with a roller skating background starring Mickey Rooney is in the works at the MGM Studios at Hollywood. Rooney and several members of the cast visited the Federal Building at Balboa Park here recently to shoot action sequences for the film. The shooting took place between halves of the International Roller Speedway which opened an 11-day stand in the park December 1. The picture concerns a young man (Rooney) who is a member of a professional racing team.

## Iowa Coin Beats Hot Rural Rhythm For Chas. Ludwig

CARROLL, Ia., Dec. 10.—Charles C. Ludwig, operator of Parkview Roller Skating Palace here, is looking forward to another excellent season basing his prediction on prosperity of Iowa farm families, from whom he draws the bulk of his trade, and high rates of production for scattered manufacturers in the area. That Iowans have money and are spending it is indicated by Ludwig's report of excellent shoe skate and accessory sales.

Nationally, Ludwig sees good business for the live operator who is willing to promote his business. The marginal operator who is unwilling to offer inducements that will attract customers will wind up behind the season's eight-ball, he believes.

Pointing to the need of continual promotion activity by a rink owner, Ludwig says he always tries to offer some gimmick that will take a skating session out of the "routine" classification. This builds repeat business for Parkview, he says. Occasionally Ludwig offers a professional skating act and some non-skating pro acts that are in the area. At other times he stages prize skating contests or parties with the usual horns, confetti and novelties that go with such events. Roller hockey is presented regularly between teams of men and women from Carroll and near-by towns. The Carroll Roller Skating Club, another important promotional activity, says Ludwig, is now in rehearsal for its annual floor show.

## Thugs Get IG at Chi Bowl

CHICAGO, Dec. 10.—The Roller Bowl, operated by Edward Hershenson, lost its safe and about \$1,100 in a recent burglary. The safe was imbedded in the floor and had to be ripped out by the burglars.

**The First Best Skate**



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884

3313-3313 Ravenswood Ave. Chicago, Ill.

**The Best Skate Today**

**FOR SALE**

**The Spicer Pavilion**

Skate 2 nights, dance 2 nights, 8 months' season. Adequate stock of skates, building 60 by 100. Showing good profit but pressure of other business necessitates sale. Will stand full investigation at \$19,500.00.

**Guy Saulsbury**  
SPICER, MINN.

**FOR SALE**

300 pr. Chicago Rink Roller Skates—used 8 months—all sizes—very good condition ..... \$2.50 pr.  
425 pr. Chicago Rink Roller Skates—used about 19 months—all sizes—good shape ..... 2.00 pr.  
500 pr. Chicago Rink Roller Skates—practically new, used only one time—all sizes ..... 3.75 pr.

Buy all or any part.  
Send deposit with order.

**MIRADOR ROLLER RINK**  
BOX 226 HOMESTEAD, PA.

**FOR SALE**

**COMPLETE ROLLER RINK BUILDING**

100'x135', doing \$20,000.00 annual business, could do better. Partners disagree. Price \$65,000.00.

**BOX D-276**  
c/o The Billboard Cincinnati 22, O.

**COMPLETE PORTABLE RINKS**

SECTIONAL RINK FLOORS,  
Oldest Manufacturers of Rink Equipment

**BILRITE FLOORS & RINKS**  
429 S. Vine, Tyler, Texas Phone 4-9525

**PRO-TEK-TOE**  
FOR MEN - WOMEN - CHILDREN



**STOPS NOW!**

**RINK DISTRIBUTING CO.**  
P. O. BOX 3358 • ST. LOUIS, MO.

**WE BUY AND SELL**  
New and Used Rink Roller Skates  
Advise make, size, condition and quantity.  
Also best price.

**JOHNNY JONES SR.**  
Agents for Chicago Roller Skates  
21 Chatham St. PITTSBURGH, PA.

**IMMEDIATE BUYER**

Wants Skates, Shoe Skates, all Accessories to open new rink—Also needs flooring. What have you? Please write or phone:

**Starlight Arena**  
4024 Hilton Rd. Baltimore, Md.

**CURVECREST "RINK COTE"**

THE PLASTIC RINK SURFACE

Write  
PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

**OUR 3-PIECE PEN SET SELLS ON SIGHT!**

It is the flashiest set in the country. When you see our set you will be more than pleased. We also have the flashiest pen set box in the country and the flashiest gold embossed price tags that are made and a beautiful blue-colored guarantee slip which makes the pen set sell immediately.



The boys are doing a tremendous business with my pen sets and the very important thing is the fast service. I positively ship same day as orders are received. 3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag.

**SPECIAL**

New Price in Gross Lots

**\$5.75 doz. \$65.00 gr.**

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors—gray, black and the new atomic blue and maroon.

This is a tremendous number from now on to Christmas. Great flash. Sample Pen Set, 75c. Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All gold finished 3-piece pen sets. These pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

**SPECIAL \$7.50 Dozen**

Gross Lots \$84.00 Gross  
SAMPLE SET \$1.00.

**SPECIAL**

FMigree Ball Point Pen and Key Chain . . . . . \$27.00 Gr.  
\$2.50 Dz.

25% Deposit—Money Order or Cash—Balance C. O. D.

We ship same day as orders received

**HARRIS NOVELTY CO.**

1102 Arch St. Philadelphia 7, Pa.  
Phone No.: Market 7-9848

**CLASSIFIED ADVERTISEMENTS**

A Market Place for Buyers and Sellers

RATE: 12c 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 insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. de17

A NEW HIT RECORD, "A DREAM TOLD ME," 79 cents plus postage. Slate Enterprises, Inc., 972 Broad St., Newark, N. J.

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

GAG-ATIONAL NEW COMEDY BOOKLET—"Quiet! M.C. at Work" No. (number 2; for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. de24

PARODIES—"WHITE CHRISTMAS"; "I Can Dream, Can't I?"; "Jingle Bells"; "Don't Cry, Joe"; "Ain't She Sweet?"; 25¢ each; all 5, \$1. Hanley, 852 2nd Ave., New York City 17.

RIOTOUS GAGS, STORIES, SKITS, POEMS, etc.; list free. Edmund B. Bodlals, Box 5556, Metro. Sta., Los Angeles 55, Calif.

"SANTA CLAUS HAS MOVED TO INDIANA"—New Christmas song. Gamble Hinged Music Co., Distributor. Professional copies, Superior Melodies, 30 W. Washington, Chicago.

**AGENTS & DISTRIBUTORS**

ABALONE PEARL SEA SHELL JEWELRY—Italian Coral and Inlaid Mosaic Jewelry. Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. de31

AGENTS—NEW ROLL-A-RACE HORSE RACING game; sensational fast money maker for coin machine and punchboard operators; rent or sell, make big profits; costs you \$15 per dozen postpaid; remittance with order. Charles Brand Novelty Corp., 154 West 27th St., New York 1, N. Y. de24

ART MODELS! GLOSSY PHOTOS, \$1 SET; \$4.80 dozen sets postpaid; no checks. Steele, Box 4763-E, San Francisco.

BUXOM BEAUTY PHOTOS, FAST SELLERS, good profits; samples and price list, 25¢. Photo Finish, Box 314, Far Rockaway, N. Y. de24

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save" Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. de24

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XL-Roxbury, Boston 19, Mass. np

FINE QUALITY, LOW PRICED WALLETS—Fast special delivery service; beautiful numbers; send for price list; sample assortment, 8 styles, \$4.80 postpaid, special delivery. Crescent Sales Co., 150 Broadway, New York 7, N. Y.

FOR YOUR PERSONAL ATTRACTIVENESS—use Gardenia perfumed sachets bags; special sale: 5 for \$1; send check or money order. P. Semenov, 276 West 71st St., New York 23, N. Y.

FREE TO AGENTS, SALESMEN! NEW 1950 Directory of "Wholesale Merchandise Catalogs"; unusual products; free samples. Progressive, 131 E. Fourteenth, Cincinnati 10, O.

FREE SAMPLES—BIG PROFIT SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

FULL FASHIONED DUPONT NYLONS—Clear, sheer, packed in individual cellophane envelopes; 3 pair to each lithographed box; Style 151, \$7.50 dozen; Style 500, \$6 dozen; Style 300, \$3.50 dozen; size 8 1/2 to 10 1/2; rejects at \$1 dozen, in 10 dozen lots or more. McDonald Mfg. Co., Ooltewah, Tenn. de31

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$0.50 per doz.; 2 1/2, \$3.50; 3 1/2, \$4.25 per doz.; sample order sent postpaid for \$4 consisting of 12 pair 2 1/2, 3 pair 2 1/2 and 3 pair 1 1/2; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn. de24

GAME KILLER—LIVE RUBBER CLAMPED IN durable handle; kills rabbits, squirrels and small game; accurate and powerful; 80¢ postpaid; dozen, \$5; Agents wanted. Certified Products, Louisville, Ky.

GENUINE FUR EAR MUFFS WITH ADJUSTABLE head band for youngsters and adults; assorted colors; \$4 per dozen postpaid, remittance with order. Charles Brand Novelty Corp., 154 West 27th St., New York 1, N. Y. de24

GET 800 MONEY-MAKING DEALS, IDEAS, Business Plans, Formulas and Mfg. Secrets; wholesale supply sources; unusual items; folio free. Kalamite, Box 572, Dept. A, Dayton 1, Ohio. de17

JEWELRY BOXES—GOVERNMENT SURPLUS; for Pearls, Earrings, Brooch, Pens, Men's Sets; distinguished rayon plush lining, blue outside; distinguished rayon plush lining, blue outside; 6 1/2 x 3 1/2 x 1 1/2; cost \$2 each; Unbelievable Sale! \$1.95 doz.; \$6, \$4.95; gross, \$1 1/2. Am. Standard, 1208 North 13th, Philadelphia 22.

JOBBERS AND DISTRIBUTORS—FULL FASHIONED Nylons, packed in a beautiful box. Our 2 1/2, \$8.50 dozen. Mill-run quality, \$3.50 dozen. Prompt delivery, popular shades; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

GET READY, NEIGHBORS—THERE'S A VISITOR coming your way; long white whiskered old Santa; don't disappoint him; have extra change for his entertainment; here's quite a good buy with big returns (guaranteed satisfactory); 100 Ky. Derby Souvenirs, \$1 buys them; suggestive reseller 35¢. Ken Miller, Box 1257, Louisville, Ky.

LADIES' FULL FASHIONED NYLON HOSE, individually wrapped, packed one fourth dozen per box; price, \$6.50 for A-Number One grade; \$5.50 for number one grade, and \$3.50 for number two grade; will mail samples upon request. P.O. Box 795, Madison Hosiery Co., Huntsville, Ala.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

MAKE \$200 MONTHLY COLLECTING OLD book accounts; spare or full time or sideline; stamp for particulars. Pier, 718 1/2 Main, Dubuque, Ia.

MOUNTED BUCKING HORSES, STEERS, BUFFALOES, Burros, Charging Lions, Bears, Giant Jack-Rabbits for photographers. Gilbert H. Jones, Taxidermy Studio, Albuquerque, N. M. de17

NEW AUTO "GADGET"—SELL AT FAIRS, parking lots, gas stations; retails \$1; over 100% profit; write for information. Dix Novelty Co., Centredale, R. I.

NYLON HOSIERY SALESMEN STOP SELLING junk; sell Hosiery that you won't be ashamed of; send \$3 for samples and be surprised, or visit our show rooms and see what you are buying; big Christmas business. Capitol Co., 215 Liberty Ave., Dongan Hills 5, New York. Telephone Dongan Hills 6-1111. de24

NYLONS—FULL FASHION; 100,000 PAIRS. 51-54 sheer, boxed and packed in cellophane envelopes. Style 51-54A, \$5.95 doz.; Style 51-20B, \$4.95 dozen; sizes 8 1/2 to 11, rejects, \$1 doz.; 10 dozen lots or more. World Sales Co., 460 North Chinton Ave., Rochester 5, N. Y. de24

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. de31

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Road, Miami Beach, Fla. de24

PIN-EARRING SETS—BOXED; \$1 TO \$2 SELLERS; dozen assorted, \$6; gross assorted, \$60. The Hobby Shop, 1641 Fifth Ave., Pittsburgh 19, Pa. de17

PLASTIC SCALLOPED TABLE CLOTHS—Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS—100 CARDS 12's, \$15; Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. de17

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. de31

RURAL ROUTE MEN—MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. de31

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Company, B-19 Bank St., Attleboro, Mass. de31

SALESMEN IN 48 STATES ARE MAKING rapid profits with our below market price on Converted Hosiery; here is a sample of 75 pairs at 12¢ pair; 3 pairs \$1, clear, sheer, full fashioned nylons, fancy pack; 12 pairs full fashioned nylon rejects, inserted; 12 pairs men's rayon half hose; 12 pairs men's rayon regular hose; 12 pairs men's cotton work hose; 12 pairs men's classy college sport hose; 12 pairs boys' classy college sport hose; all 75 sample pairs, \$9; first order samples, then order 10 to 1,000 dozen c.o.d. or cash; no inquiry necessary; order samples from this ad. Sibert Jobbing House, Chattanooga 4, Tenn. Phone 9-7949.

SENSATIONAL GLAMOUR SIGNATURE EMBOSSING outfits; 25¢ packet produces 150 beautiful impressions, gold, silver or copper; agents: \$1.50 dozen with 100 circulars. Bender Products, Mastic 5, N. Y. de31

SENSATIONAL MONEY MAKERS—UP TO \$75 weekly; amazing pencil, writes four colors, red, green, blue, orange; sample 25¢; also 20 year written guarantee given with great new ball point pen; sample 25¢, or we'll send eight samples, four of each, for only \$1 postpaid. Louis Balogh Jr., 1703-B Roosevelt Rd., Valparaiso, Ind. de24

TRADE MAGAZINES HELP YOU GET ahead; latest copies; more than 1,150 covering every trade, business or interest available through our easy-to-get-acquainted service; full particulars and price list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

WIND (EFFECT) MACHINE—COVER SELLS IT printed price, 25¢; dozen, \$1; gross, \$8; sample with catalog packet novelties, 25¢. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. de31

SI GETS YOU \$2—NEW, PATENTED, SCIENTIFIC item sells on sight; homes, offices, stores, shops, filling stations; everybody, everywhere; manufacturer's moneyback guarantee; pitchman's pride; salesman's sure-shot sideline; mail order natural; two samples, \$1 postpaid. Martin Products Co. (New Orleans Plant), Box 57, Arabi, La. de17

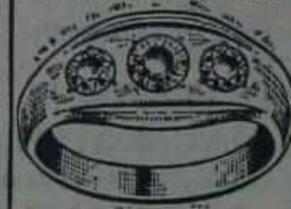


**FOR HOLIDAY PROFITS**

Terrific Buy Sparkling, brand new case. A fast mover—Expansion Band included — Works rebuilt with precision accuracy.

7 JEWELS — \$11.95  
15 JEWELS — \$12.95  
17 JEWELS — \$13.95

Gold Filled Rings—all beautiful workmanship—Be sure to order sizes you need.



#100A Per Doz \$12.00  
1/20 14K R. G. P. Heavy, large Ruby color center — or all white.



#101A Per Doz \$24.00  
1/20 12K Gold Filled, extra large white center Ruby color sides — or all white.



#630 Per Doz \$9.00  
1/20 12K G. F. Ladies Brilliant Cluster. Assorted color center (large) stones.



#102A Per Doz \$17.90  
1/20 14K R. G. P. Ladies Sensation Dinner Ring. Five "live" stones.



#103 Per Doz \$16.90  
1/20 14K R. G. F. Extra heavy with over 2K stone — designed mounting.

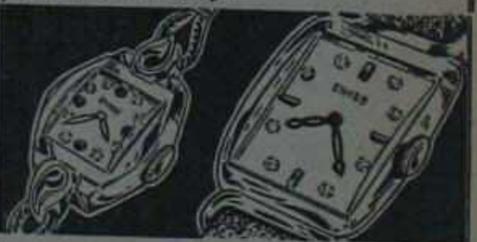
**ORIGINAL WATCHES**

REFINISHED LIKE NEW



FAMOUS MAKES  
\*ELGIN \*WALTHAM  
GRUEN BENRUS  
BULOVA

EACH WATCH IN EXCELLENT CONDITION \*7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.



IMPORTERS \* EXPORTERS  
182 S. MAIN STREET MEMPHIS, TENN.

**CHRONOGRAPH WRIST WATCH**



\$4.00 Ea.  
(6 or More)

Brand New—Not Reconditioned Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Stainless Steel Expansion Band. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

10% Deposit—Bal. C. O. D.  
**BURTON SALES CO., Dept. B-25**  
809 W. Madison St. Chicago 7, Ill.

- TINSELED XMAS SIGNS**  
To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.
- 100 Metallic Xmas Streamers, 13x18 . . . \$40.00
  - 100 Tinsel Xmas Signs, 11x14 . . . . . 12.00
  - 100 Tinsel Xmas Signs, 14x22 . . . . . 25.00
  - 100 Metallic Xmas Signs, 13x15 . . . . . 30.00
  - 100 Metallic Xmas Signs, 15x26 . . . . . 40.00
  - 100 Metallic Xmas Signs, 7x15 . . . . . 30.00
  - 100 Xmas Comedy Signs, 7x11 . . . . . 6.00
  - 100 Ultra-Blue Stock Signs, 7x11 . . . . . 6.00
  - 15 Ultra-Blue Xmas Signs, 7x11 . . . . . 1.00
- L. LOWY, 8 W. B'way, N. Y., N. Y. Dept. 517

Biggest Profit Makers in WATCH History

Ladies' WATCH

In 14K Gold Plated Case With Matching Gold Band

\$5.40 COMPLETE UNIT

- Looks and performs like \$50 watch
Precision jewel Swiss movement
Beautiful 3-tone dial with small second
Individually gift boxed
Brand new—not rebuilt
One-year service guarantee



Calendar Watch

\$4.75

Tells at a glance the DATE, HOUR and MINUTE.

- Gold Plated Case, 7 1/2" Add.
Imported Swiss Movement
Luminous Hands and Numerals
Regular 12-Hour Dial, plus a 31-Day register
Mainspring power for 40 hours' running
Unbreakable crystal
Genuine leather strap
Printed One-Year Service Guarantee
Individually gift boxed



RHINESTONE DIAL WATCH

In 14K Gold Plated Case

\$4.25

- Brand New
Written 1-Year Service Guarantee.

- 8 Flashing Rhinestones and 4 Simulated Rubies
Genuine Swiss Movement
Looks Like \$50 Watch
Individually Gift Boxed
Genuine Leather Strap
(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



JEWEL MOVEMENT

Chronograph

\$3.75

(In Gold Plated Case \$4.50)

- Written 1-Year Service Guarantee
Precision Timekeeper and Stopwatch
Radium Dial, Sweep Second Hand
Assorted Colored Dials
Polished Chromium Case
Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)
Above prices for orders of 5 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.



DUNHALL Imports Co.

101 Cedar St. New York 6, N. Y.

MECHANICAL TOYS

Table with 3 columns: Toy Name, Doz., Gross. Includes Itchy Dog, Beetles, Frogs, Robot Man, Combing Hair Monk, Swiss Warblers, Jap Warblers.

Prices do not include shipping charges. 25% Deposit on C. O. D. Orders.

KIPP BROS.

Established 1880
240 S. Meridian St., Indianapolis 25, Ind.

Manufacturer Offers Sensational Introductory Values, Authentic Replicas of Expensive Costume Jewelry

Lavalier & Earring Sets

With genuine imported Czechoslovakian Rhinestones—Simulated Jewels (Rubies, Sapphires, Emeralds & Amethysts)

Sample Assortment—15 Different Styles—\$10.00

Send for circular of our Pin & Earring Sets and Bracelets. Act now for fast sales and big profits.

25% Deposit, Bal. C. O. D. Star Import Novelty Co.

535 8th Ave. New York 18

GIFT SET 33¢

COMPLETE with plush leatherette box, with cameo brooch & earrings—or with pearls & earrings. Reproduction of expensive set in every detail.

American Standard, 1308 N. 13th St., Philadelphia 23, Pa.

AGENTS AND MANAGERS

(Continued from page 69)
\$1.50 ITEM, 5¢; \$12.50 ITEM, 60¢; \$37.50 ITEM.
St. United Co., 404 W. Franklin St., Baltimore 1, Md. de31

51 GAUGE NYLONS—SUB-STANDARD, individually wrapped, 3 pairs to box; No. 1's, \$6 per doz.; No. 2's, \$3.25 per doz.; No. 3's, \$1 per doz. In 10 doz. lots or more; 12 pairs to box. Economy Sales, Rock Spring, Ga.

ANIMALS, BIRDS, PETS

BABY RHESUS MONKEYS, RINGTAIL MONKEYS, STORKS, CRANES, KANGAROOS, PYTHONS, CAPUCHIN MONKEYS, JAVA MONKEYS, WHITE FOXES, DEODORIZED SKUNKS, CIRCUS MICE, PUMAS, BEAR CUBS, GUANACOS. Chase Wild Animal Farm, Egypt, Mass. del7

FOR SALE—THIS YEAR'S BEAR CUBS (2); collar and chain broken, drink milk from nipped bottles. Available December 25th. Price \$50 each. David Irwin, Milford, Pa.

FOR SALE—FREAK SIAMESE COW, 4 YRS. old, alive; twin brother on right side; interested in cash only. Write or wire Ralph Goodlove, 3837 South Rosemead Blvd., Pico, Calif.

LIBERTY ACT FOR SALE—FOUR LARGE White Ponies, three Geldings, one Stallion; fifty-one to fifty-four inches tall; about 750 pounds each; fine long tails and manes; fat and extra good condition; have some age, but good for many years' use; fast and willing workers; fine ten-minute routine; drill both ways of ring, single and double waltz, criss-cross figure eight, walk ring curb, see-saw, lie down, rear, etc.; have replaced this act with eight palominos and need the room. Price, \$600 as is. Benson Wild Animal Farm, Hudson, N. H.

MEXICAN BURROS, 2 TO 12 MONTHS OLD, special fall price, \$30; two for \$55. I. W. Boden, Springville, Tenn.

MEXICAN YOUNG TAME BURROS, SPECIAL for children to ride on, \$45 each; Laredo, Tex., or \$65 prepaid. General Mercantile Co., Laredo, Tex.

NOTICE SHOWMEN—SNAKES; POISONOUS and non-poisonous dens, \$5 up; alligators and hogs, black bears, panthers, baby raccoons, skunks, possums, foxes, monkeys, squirrels, opossums, wild turkeys, vultures, hawks, owls, others. L. E. Thompson, Clerivston, Fla. Ja7

WANTED — TWO-HEADED, SIAMESE OR other Freak Reptiles; send photo and price. Fred Donaldson, Reptile House, Baltimore Zoo, Baltimore, Md.

BUSINESS OPPORTUNITIES

AMUSEMENT PARK OPERATORS—SURE HIT! Newly improved, fully automatic Baseball Throwing Machine; lease, sell or operate; bring America's favorite sport to your park. Box 308, Billboard, Chicago.

AMUSEMENT OPPORTUNITY DE LUXE — Outdoor; should take in \$2 per hour per unit; costing about \$25 each; build your own, 10 units make start; add more; send \$100 down for details, pay \$900 balance out of earnings, or \$950 cash. A. J. Robinson, Box 252, Encanto Sta., San Diego 14, Calif.

ANALYZE HANDWRITING FOR PROFIT!!! Complete outfit, \$1 (profits, \$20-\$50 daily). Extra Charts, \$7.50, 1000. Graphologers, P.O. 971, Philadelphia. de17

AQUARIUM—OCEAN AND MAIN HIWAY frontage on shortest river in world, 100 feet to fresh water lake; \$25,000, terms. Box 114, Delake, Ore. Ja7

BE A SHOWCARD WRITER, LEARN AT HOME in three weeks; uncrowded; big money field; make sales very first week. Write R. J. Mainer, 1539 Wisconsin Ave., Dept. 25, Flint 6, Mich. de31

CABINET SHOP, FULLY EQUIPPED, ON BIG lot, railroad spur. For details, Box 51, Sheffield, Ala. de31

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples. Free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. de17

\$\$\$ IN PERSONALIZED BABY RECORD Books! Over two million new prospective customers yearly; use same mail order literature we have for seven years. NO-CO-RO, Oakland 6-B, Calif.

EXCELLENT LOCATION IN SOUTHEAST Washington, D. C., for amusement park; 12 acres on highway, ideal grove, on long term lease. J. B. Aley, 3951 Branch Ave. S. E., Washington 20, D. C. de17

FOR LEASE IN ESTABLISHED AMUSEMENT park; concrete tank 75"x120", suitable for motor boats, open year 'round; long lease. Tiny Town Park, 1314 E. Olive, Compton, Calif.

I'M INTERESTED IN SELLING ROUTE consisting of Juke Boxes, Slots, One Balls, etc. Dalton LaBorde, 4611 Mohican, Baton Rouge, La. de24

MAIL ORDER BUSINESS—NEW, 10,000-WORD Hand-Book, by noted expert, shows "how" spare time, small capital—from Idea to Mail-bag; includes "Business Development Plan," "Profitable Mail Selling Ideas," "Pointers Along the Mail-Order-Trail" and Starting Questionnaire; 25¢ postpaid; satisfaction guaranteed. Maupin & Maupin, 327-4 S. 28th, La Fayette, Ind. de24

MAKE BIG MONEY, FULL OR PART TIME—Latest tested plans; full details free. Frey Services, 642 Linden Ave., Portsmouth, Va.

NEED FINANCIAL BACKER ABLE TO INVEST \$1500 or more to obtain patent and develop new Ball Game Machine. Patent office search and report favorable. Will give \$5000 in Mfg. rights or interest in patent to responsible party. Tests show it is worth millions. Write C. A. Golts, Box 6053, Station B, Miami, Fla.

PITCHMEN AND MEDICINE MEN — COMMUNITY Sales Directory of 1,000 sales in Middle West; price, \$1 postpaid. W. W. Simpson, 3705 Jule, St. Joseph, Mo. de17

PREMIUM, DISTRIBUTOR, PUSH CARD OPERATORS: A perfect natural for various deals; most desirable merchandise for every home; diamond tested stainless steel kitchen cutlery; sets two to ten pieces attractively boxed for quick sales; low as \$9 dozen sets; catalog available. Thos. A. Wolfs, Dept. 6, 1132 Broadway, New York 19, N. Y.

START BIG PAYING MAIL ORDER BUSINESS in your own home; new course teaches how free information. Mail Business Associates, 919-M State Tower Bldg., Syracuse, N. Y. de24

24-WORD ADV. PLACED IN 48 WEEKLY newspapers, rich Southern, 81¢ per copy. Baker Advertising, Box 141, New Orleans, La. de24

WOULD UP TO \$1,500 YEARLY IN SPARE-time by mail interest only! Send name, postal. Lawson Company, Box 1302-E13, Detroit 31, Mich. de17

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 77 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL GOLD GREEN CURTAIN, FIVE sections, perfect, \$50; gold blue curtain (26"x8'6"), \$30; two sections gold blue (8"x36 1/2"), \$65; another (9'4"x17"), \$25; others; Tuxedos, Tails, Minstrels, Wigs, Costumes, Orchestra Coats. Wallace, 2416 N. Halsted, Chicago.

CLOWN AND MINSTREL COSTUMES AND Accessories. Circular free. The Costumer, 238 State St., Schenectady, N. Y. de31

CLOWNS' AND BURLESQUE COMICS' PROPS. Wigs, Accessories; free list! (Assortments, \$5.) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. de17

HEADQUARTERS FOR SANTA CLAUS COSTUMES and Accessories. Circulars free. The Costumer, 238 State St., Schenectady, N. Y. de31

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. la7

150 DROP CURTAINS AND DRAPES DIRECT from the stock or Lester, Ltd.; must see to appreciate; list sent on request. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat. noon 'til 5 p.m.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers. \$225 complete set; 50 all electric from \$155. Kripsy Korn, 120 S. Halsted, Chicago, Ill. de24

TWO PERFECT 40 QUART ELECTRO-FREEZE Frozen Custard Machines. Smith & Shaw, 1669 Pitkin Ave., Brooklyn, N. Y.

20 TURNSTILES—WHILE THEY LAST, \$37.50 ea.; non-registering type; bright manufacture; completely reconditioned, guaranteed like new. Ticket Register Industries, 30 E. Adams St., Chicago, Ill. de24

1948 MODEL MILLS JUKE NOW ON LOCATION, \$275 crated. Dalton LaBorde, 4611 Mohican, Baton Rouge, La. de24

FOR SALE—SECOND-HAND SHOW PROPERTY

AMPHIBIOUS JEEP, LIKE NEW CONDITION, 3,000 miles, great flash, wonderful land and water ride, \$1,250 for quick sale. Charles Beam, Johnsville, O. Shauk P. O. de24

BARGAINS GALORE—THEATER AND SOUND Projectors 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. np de31

BARGAINS!—NEW AND USED 16MM. SOUND Film; shorts and features; free lists. Waverly, 5707 So. Christiana, Chicago 29.

"BELLY TANKS," \$9.95; SIX FOOT SIZE, steel; free picture. Buck's Auto Parts Co., 1625 "T," Merced, Calif. de24

BUILD KIDDE RIDES FROM TESTED PLANS—Auto, Airplane, Chairplane, Boat, \$5 each; Ferris Wheel, \$8; Train, \$10; Major Chairplane, \$10; free plan catalog. Brill, 228-B North University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. de31

CRETORS, STAR LONG-EAKINS POPPERS—Peanut Roasters, Geared Kettles, Copper Carmel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianapolis, Iowa. de24

FOR SALE — 9-MILLION CANDLEPOWER Sperry Searchlights, powered with 85 h.p. Hercules Motors and Westinghouse Generators, mounted on trailers; good condition. Zeb Mattox, Box 1246, Charlotte, N. C. de17

FOR SALE—100 A. B. T. ELECTRIC SKILL Guns, practically new; guaranteed working condition; will sacrifice for only \$35 each; one-third deposit, balance C. O. D., f.o.b. Philadelphia. George Britton, 6619 Sylvester St., Philadelphia, Pa. de31

FOR SALE—ONE NEW P.D.Q. CAMERA; MAKE and finish photo in 2 minutes, with stock to make more than 800 photos; used only one week, must sell at once; half price. Write to D. Cormier, Cinderella Inn, Quaker Hill, Conn. de31

JENKINS CELESTE WITH RESONATORS, only 5 months old, perfect condition; price new, \$800, sell for \$600. Monroe Wheeler, 133 Onondago St., Corning, N. Y. Ja7

LONG RANGE SHOOTING GALLERY—12 FOOT front; 5 new Remington Automatics; gallery up and running; come and get it, \$200 complete; lots of targets. Wonderland Arcade, 462 S. State St., Chicago, WE 9-3637.

OCTOPUS RIDE, 8 CARS, COMPLETELY RE-built and painted, with the latest style seats; one National Floss machine complete with stand and new spinner head; one House of Mirrors mounted on trailer panels opens to 36 ft. front. Write Thompson Bros. Amusement Co., Alton, Pa. de31

THEATRE SEATS, FOLDING CHAIRS, Screens, Tents, Projectors, Sidewalk, Stadium Seats, Film, Lons Star Film Co., Dallas, Tex. de31

8"x8" JOINT COMPLETE—PITCH BOARDS, snow cone machines, cork gallery complete. Box 51, West Chesterfield, N. H.

15MM. WESTERNS, SERIALS, COMEDIES — Buy, sell or trade. Thompson Bros., Box 595, Fort Smith, Ark. de24

200 PAIR CHICAGO RINK SKATES—Assorted sizes, medium wheels; all ground ready for service, \$300 takes lot. P. O. Box 157, Cedar Lake, Ind.

1947 PARKER BABY MERRY GO ROUND, the good as new. One M seat Chair Plane, the best in West on 8 car Kid Auto Ride. Two Trucks to haul rides, steel cable. C. L. Timmerman, Box 476, Vale, Oregon.

(Continued on page 78)

SPECIAL OFFER!



ELECTRIC SANDWICH TOASTER

#002—Highly finished in Chromium plate, Length 12 1/4", making it a proper size for toasting two sandwiches at a time. Capacity 110-120 Volts, 600 Watts. With-out cord. Packed 6 per ctn.

\$24.00

LIMITED TIME ONLY \$2.50 ea.

25% Deposit, Balance C. O. D. Telephone: Oregon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

BRAND NEW! TERRIFIC SELLER!

Chronograph With RHINESTONES, \$1 Extra Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time, Stop Watch Measures SPEED, Measures DISTANCE "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.



Gross Lots \$3.30 Watch only Gold Plated, 75¢ extra.

Lots of 60... \$3.40 Lots of 6... 3.50 Plastic Band, 10¢ extra.

WRIST WATCHES With Simulated RUBIES & DIAMONDS

BRAND NEW—Not reconditioned. LADIES WATCH, 7 1/2" additional. This handsome rich-looking wrist watch sparkles with the brilliant fire of 8 simulated Diamonds and 4 red simulated Rubies. Styled like most expensive watches. 1 year written guarantee.



SARO WATCH, 1674 Broadway, N.Y. 10, N.Y.

MAKE \$40 CASH A DAY UP TO \$40 CASH A DAY

NO SALES TALK NEEDED SPARE OR FULL TIME

Pat. Pend. Retails \$4.95 JOHN B. GORDON

YOUR CUSTOMER'S NAME MOULDED IN BIG LETTERS Lay this colorful giant size mat on the door step and pick up \$1.95 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 letters—Red, Blue, Green, Black—2 1/2 ft. long by 1 1/2 ft. wide—7000 live rubber fingers. HAVE YOUR OWN BUSINESS NOW—No investment, no stock, no deliveries. BIG PROFITS! FAST CASH! YOUR SAMPLE MAT & SALES BOOK—Only \$3.00

Send name, state color wanted, enclose \$1 — pay postman \$2 on delivery plus postage and C. O. D. Make BIG CASH MONEY first day. MONEY BACK GUARANTEE—ACT NOW!

Established 25 Years in Southern California R. L. MITCHELL RUBBER CO. Dept. E-12 2116 SAN FERNANDO ROAD - LOS ANGELES 63, CALIF.



QUICK PHOTO INVENTION!

PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 36 to 48 overexposing black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 3 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

Dept. BH 1141 N. Cleveland Ave. Chicago 18, Ill.

**All Extra Heavy Mountings**  
10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B2172 PER DOZ. **\$15.75**  
1/30 14K. Ruby color side stones.

#B515 PER DOZ. **\$16.00**  
1/20 12K. Large white center. Red color sides. Without side stones. #B1010 \$14.00 Doz.

#B396 PER DOZ. **\$18.00**  
1/30 14K. White center. Ruby color or white sides.

#B2200 PER DOZ. **\$6.00**  
130 14K. Birthstone center, white trim.

FREE CATALOG LISTING COMPLETE LINE. Sample Assortments—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

**DES MOINES RING CO.**  
1155 26TH ST. DES MOINES, IOWA

# THE MODEL and the MOUSE



ENTERTAINING OPTICAL ILLUSION  
REMEMBER SALLY GERTIE EYE VIEW PEEK-A-BOO, ETC.

This Has Them All Stopped . . . Series of 24 Pictures Creating a Real Life Moving Picture in an Exciting Sequence.

**TERRIFIC REORDER ITEM**

- 10 Samples - - \$1.00 Post Paid
- 100 - - - - - 8c Each
- 1000 - - - - - 7 1/2c Each

20% DEPOSIT, BALANCE C. O. D.  
**DISTRIBUTORS, WRITE**

**H. SANDLER NOVELTY CO.**  
BOX 81, POTTSTOWN, PENNA.  
Phone: Pottstown 2587-J

**NOTICE**

Hot item for specialty salesmen to supply tap-rooms, gas stations, nite clubs, etc., as last minute Xmas and New Year Souvenirs.

**NAT'L DISTRIBUTORS**  
HENRY SANDLER  
JULES ZIBELMAN

**THE ORIGINAL Snake Keychain**

**NEW LOW PRICE!**  
**\$6.95**

PER DOZEN IN POPULAR NICKEL FINISH

Sure fire hit for sales, prizes and premiums. Medium weight. Belt hook fastener. Choice of Round or Square Snake chain in either Nickel or Yellow finish. Packed bulk. Sold in dozen lots only. Subject to 20% Federal Tax if not for resale.

B221191T—Nickel Finish, per doz. . . \$6.95  
B221192T—Yellow Finish, per doz. . . \$7.25  
F.O.B. Chicago—2% discount for cash—25% Deposit on C.O.D. Orders.  
584 page 1950 HAGN MERCHANDISER sent to Dealers. State nature of business.

**HAGN JOSEPH HAGN COMPANY**  
Wholesale Distributors Since 1911  
223 West Madison St. CHICAGO 6

**The Perfect GIFT or PRIZE!**

**Radio Cellarette or Casket Cellarette**

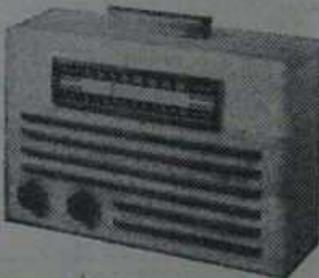
Unusual gift items or concession prizes . . . so new and novel they quickly capture the fancy! Decorative and practical for office or den. They sell on sight!

**RADIO CELLARETTE . . .** styled like modern desk radio. Dial knob turns on imported Swiss Music Maker. Back opens on space for "Fifth." Four matching jigger glasses included. Made of beautiful, highly polished buttonwood with walnut trim. Looks like genuine radio receiver. 12 1/2" wide, 8 1/2" high, 4 1/2" deep.



**CASKET CELLARETTE . . .** clever miniature casket, authentic in detail, natural finish buttonwood with brass fittings. Raising lid turns on imported Swiss Music Maker. Room inside for "Fifth"; four matching jigger glasses included. 12 3/4" wide, 5 1/2" high, 7" deep.

**INDEPENDENT STAVE COMPANY**  
LEBANON, MISSOURI



**RETAIL PRICE \$9.95** (5th not included) each  
Write today for Low Wholesale Prices . . . Special Discounts to Jobbers

**SMASH GO PRICES**

**FAST-SELLING LOWILL watches**



CTWW12 LC868A  
BUY NOW FOR CHRISTMAS and Save!

LC 868A. Very attractive Ladies' Rhinestone Dial Watch, 10K Yellow R. C. P. Case. Stainless Steel Back. Gorgeous stretch band. Very expensive looking. 7 Jewel—\$12.75. 17 Jewel—\$15.95.  
CTWW 12. New smart styled watch. Silver colored raised Rhinestone Dial, 10K Yellow R.C.P. Case. Stainless Steel back. Stretch band to match. 17 Jewel—\$16.90. 25% with order, balance C. O. D.

**FREE - NEW 1950 CATALOG**

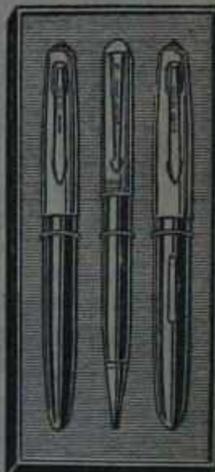
HUNDREDS OF FAST MOVING JEWELRY PIECES THAT WILL SELL FOR THE CHRISTMAS HOLIDAYS!

**LOUIS PERLOFF, Wholesale Jeweler**  
Dept. BB, 737 Walnut St., Philadelphia 6, Pa.

**DIRECT From Manufacturer Sensational Value**

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

**55¢ Per Set**  
Sample Set, \$1.00



**These Pens Sell Like Wildfire!**

Combination ball pen and lighter. **35¢ Ea.**

Two-color pen writes in red and blue. **25¢ Ea.**

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples. **ORDER NOW!**  
**H. EPSTEIN**  
27 East 32nd St. New York 10, N.Y.

**MINIATURES of nationally famous beverages**

ORDER A SAMPLE GROSS **\$9.00**  
F.O.B. Milwaukee (Minimum order)  
25% deposit with order; balance C.O.D.  
Write for our complete catalog.  
**BILL'S SPECIALTY MFG. CO.**  
433 N. 2nd ST., MILWAUKEE 3



**ARMY AND NAVY NEEDLEBOOKS**

Contains 19 Sewing Needles in Envelope  
**AT LAST! THE RIGHT PRICE \$3.75** Per Gross  
No C. O. D.'s.  
**DOVAL SALES CO.**  
2 East 46th St. New York, N. Y.



**FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES**

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kendex nylon hosiery and with amazing guarantee that gives free replacement if hose runs or snaps (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal. Also 3 additional lines (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-hose fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write: **KENDEX CO., BABYLON 37, N. Y.**



**LEADING SELLERS IN FUR COATS**

**JACKETS CAPES • SCARFS**  
Our Lowest Prices in Years  
ALL GENUINE FURS  
Our new 1950 Sure Fire Line is our greatest variety of best sellers for your latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.  
**H.M.J. FUR CO.**  
180-B W. 38th St., New York 1



**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**IMPORTANT**

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.



**FREE! FREE!**

**WHOLESALE CATALOG!**

**SPARKY**



He skids out of his house and across floor, counter or table when you call his name.

**NEW!**

**TOY SENSATION OF THE YEAR!**

**AMAZING ELECTRICAL DOG ACTUALLY RESPONDS TO THE HUMAN VOICE!**

- ★ Operates with a simple 10¢ flashlight battery easily replaced.
- ★ Dog House is 4 1/2" high, sturdily built of metal . . . lithographed in 3 colors.
- ★ Sparky the pooch is unbreakable . . . 3" long.
- ★ Individually packaged in attractive carton.

**\$15.44** Dox. less battery

**25% Deposit with order.** Bal. C.O.D.

**ON SIGHT TO KIDS, GROWNUPS!**

Sample **\$2.00 Postpaid** **CASH IN NOW!**

**GEM SALES CO.**  
DEPT. K, 533 WOODWARD AVE. DETROIT 26, MICH.

**INSTRUCTIONS BOOKS & CARTOONS**

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. ja14

**MAGICAL APPARATUS**

AAAAA WHOLESALE TRICK CATALOG 10¢— "World's Largest Line" (Pitchmen's Headquarters). Fast-selling Specialties! Ariane Mfg. Co., 4462-B Germantown, Philadelphia. de17

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound; easily concealed; brochure, specifications, price write Nelson Enterprises, 336-B S. High, Columbus, O de17

BLUEPRINTS, CHEMICALS, ESCAPES, PUBLICITY, Books, String Instruments; large list. 30¢. Genoves, G. P. O. 217 (Dept. B), New York 1. de31

NEW #22 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog 30¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O de17

VENTRILOQUAL (\$45 UP); PUNCH FIGURES \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. de31

**MISCELLANEOUS**

ARTCARVED GUARANTEED DIAMOND RING—Large center stone, five diamonds either side. Platinum setting. Value \$3,000. Union City, N. J. 3-6632 after 6:30 p.m.

BRAND NEW—NEVER USED 162 PIECE Towle Sterling Flatware, French Provincial pattern. Service for 12 in large mahogany chest. Valued at \$1,000. Will sacrifice. Union City, N. J. 3-6632 after 6:30 p.m.

OLD WATCH MOVEMENTS \$1 EACH; SIX ASSORTED for \$5. Field Bros., 29 South State, Chicago 3. de31

SANTA, DON'T FORGET ME AT CHRISTMAS—Merry Christmas. Guido Jacobucci, Post Office, Box 753, Youngstown, O.

**MUSICAL INSTRUMENTS, ACCESSORIES**

BAND ORGANS—WANT YOUR ORGAN TO play like new? Send it to West Coast Organ Co., 1261 1/2 So. La Brea Ave., Los Angeles 35, Calif. Only specialists in U.S.A. de17

CONCERTINA—GENUINE ENGLISH MAKE; new, bargain; professional model; Saxophone, C melody, fine condition; silver gold bell, reasonable. Harvey Smith, 1123 Draper, Cincinnati, O.

**PARTNERS WANTED**

WANT—GIRL PIANO ACCORDION PLAYER. Not incumbered. Will consider good amateur. To play for sleight of hand artist. For silent act, schools and clubs. Open early in January. Send photos, all photos will be returned. New 1949 Ford for transportation. Write Gordon the Wizard, General Delivery, Milwaukee, Wis.

WANTED—A PARTNER WITH \$5,000. SMALL woman, 40 years of age, under 140 lbs., must drive. Free to travel and know the show business. No drunks wanted; this is 50-50 proposition. Write Leonard Tracey, Box 174, Route #1, Upperco, Md.

**PERSONALS**

PERMANENT MAILING ADDRESS—FROM "best location in the nation", confidential, free details. Write Box 820, Cleveland 22, O.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

CHRISTMAS CARDS MADE FROM YOUR favorite snapshot, 8 for \$1; 50 for \$5; send negative; Enlargements, 5x7, double weight, silk finish, 6 for \$1. Rudy Lee'sma, 375 Riverside Drive, New York 25.

COMIC FOREGROUNDS, BACKGROUNDS—Photo Rings, Photo Comic Cards, etc.; Photo Supplies, Miller Supplies, 1535 Franklin, St. Louis 5, Mo. ja21

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains P. D. Q. Camera Co. 1151 N. Cleveland Ave., Chicago, Ill. no de31

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co. 1151 N. Cleveland Ave., Chicago 10, Ill. no de31

ENLARGEMENTS—5x7 DOUBLE WEIGHT, silk finish, 6 for \$1. Rudy Lee'sma, 375 Riverside Dr., New York 25. de24

SPECIAL 2x3 FOLDERS, \$1.00 100—WRITE for circular, other sizes. Penn Photomounds, 335 Woodland Ave., Glenolden, Pa. ja28

THE NEW EASTMAN DOUBLE WEIGHT Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de31

**PRINTING**

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 5% Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples, Dickover Printing, 5223 Cleveland, Kansas City 4, Mo. de17

BUSINESS CARDS—SIZE 2x3 1/2, PLAIN PRINT, \$3.95 per thousand. Raised print, \$4.50 per thousand. List free. E. Horvath, 2112 Willey Avenue, Cleveland 13, O. ja2

CHRISTMAS CARD CALENDARS IMPRINTED with name and business, \$4 per 100; free samples. Ace Press, Clearwater, Fla. de24

DRAWING AND CUTS MADE TO ORDER—Also printing of every kind; samples. Creelman, Washington, N. J. de24

FOR SALE—MIMEOGRAPH PAPER, 80¢ team; request samples. Brookman Paper Co., 56-F West 34th, New York 18. de31

LOWER WINDOW CARD PRICES!—FLASHY three-color 15x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park Ind. de24

NEARGRAVURE EMBOSSED LETTERHEADS!—Sparkling designs, distinctive layouts in flashy colors, silver, copper, gold. State profession; samples, 10¢; you'll be surprised! Solldays Colorprint, Knox, Ind.

RUBBER STAMPS 3 OR 4 LINE, \$1 POSTPAID. Stamp Pads, 50¢; 100 Envelopes and 100 Notebooks Printed, \$1.50. Smallwood Printery, 2715 Vine, Cincinnati 19, O. de17

250 5% ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$2 postpaid. Webster's Printshop, Farmland, Ind. de17

**SALESMEN WANTED**

A-1 MEN OVER 40—MAKE A FORTUNE; NO investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) de31

**SCENERY AND BANNERS**

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1235 S. Halstead St., Chicago, CA 6-2544. de17

ROSS-HILL STUDIO—WE ARE STILL MAKING strong, bright Banners. 641 Forest Ave., Portland, Maine. de17

**TATTOOING SUPPLIES**

TATTOOING MACHINES—DESIGNS, COLORS. Needles, Outfits; genuine German Pelican Black Tattoo Ink, \$4.50 pint; \$3 quart; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. de17

**WANTED TO BUY**

MERRY-GO-ROUND—FAIR OR POOR CONDITION. Near Detroit or Northern N. Y. Write Box C-509, Billboard, Cincinnati.

ONE LATE MODEL DOUBLE HEADER Electro-Freeze Frozen Custard Machine, Smith & Shaw, 1669 Pitkin Ave., Brooklyn, N. Y.

WANTED—CALLIOPES, ANY CONDITION; other old instruments and 65 note player rolls. Lee, 934 N. Lancaster, Dallas. de24

WANTED—HUMAN FROG HEAD AND SUIT. Write Human Pretzel, care Plaza Hotel, Des Moines, Iowa.

WE BUY FOR CASH—SURPLUS, CLOSE-OUT Merchandise, Materials, Parts in quantities. The Bell Co., 3742 "B" Montrose, Chicago. de31

**JOBBER-PITCHMEN!**

Amazing 6-in-1 Utility Tool



This ingenious all-purpose tool belongs in every hobby kit, machine shop, handyman's chest, auto repair box and sportsman's kit. It's literally 6 useful tools in one handy unit.

This precision made Combination Hammer and Set of Four Screw Drivers made of hard Aluminum Alloy handles, Hardened Tool Steel Blades, Nickel Plated Hammer Head, Superior Workmanship, Sturdy Construction. Guaranteed Rustproof.

**\$4.80** Individually carded, packed two doz. to ship PER DOZ. in a container. Minimum order 2 doz. Send for your sample and catalog of other hot items, \$1.00 prepaid.

Orders shipped 1-3 deposit, balance C.O.D. unless rated.

Manufactured by

**EARL PRODUCTS CO.** 703 N. Sangamon St. Chicago 22, Ill.

**FOR IMMEDIATE DELIVERY**

HIGHLY POLISHED • ELECTRO PLATED

• IDENTIFICATION BRACELETS • from \$14.40 Gross and Up

• PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up

WRITE FOR CATALOG NOW (STATE BUSINESS) 25% Deposit With Order, Balance C. O. D.

SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

**BIG PROFITS**

Own your own business stamping 6-2 checks, name plates, social security plates, sample with name and address 35¢

**Start Mfg. Co.** 303 Ograw St. Brooklyn 2, N. Y.

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides \$3.25 per doz. \$36.00 per gr.



No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides \$3.50 per doz. \$39.00 per gr.



Free Catalog. Minimum order, one dozen. Send 25% with order, balance C. O. D.

**STERLING JEWELERS** 44 E. LONG ST. COLUMBUS 15, OHIO

**CALENDAR WRIST WATCH**

Tells the Time Tells the Date Date changes daily in the automatic window.



**\$6.50 EACH**

- ★ Guaranteed im ported Swiss Movement
- ★ Radium Hands
- ★ Gold Numerals

★ 7 Jewels ★ Sweep Second Hand  
★ Unbreakable Crystal ★ Plastic Strap

\$1.00 extra on orders under a 25% Deposit, Balance C.O.D.

**National Distributing Co.** Calumet Bldg., Miami, Florida

**EMBASSY PATTERN 32-Pc. SERVICE FOR SIX**



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

108B Per Set **\$3.95** 10 Sets or More **\$3.85** Per Set

Display Chest Extra, \$1.10 Each.

**ROHDE SPENCER CO.** 223-225 W. Madison St. Chicago 6, Ill.

**FUR COATS JACKETS—CAPES**



Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

**S. ANGELL & CO.** Manufacturing Furrier 224 W. 27th St. (Dept. B-3), New York 1, N. Y.

**LOWEST FACTORY PRICES**

**CLEAN UP WITH PLASTIC RAYON TOWELS**

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross; 10 gross, \$500. Send \$1 for sample package 6 Towels. Big profits every niche. All orders 50% deposit, balance C. O. D.

**SUNBEAM PRODUCTS** 781 3d Street S. St. Petersburg, Fla.

**Xmas Special!**

**Engravable Tag Bracelets**



EXTRA HEAVY CURB CHAIN YELLOW OR WHITE

No. 31500 **\$48.00** gross \$4.50 dozen

6 Popular Designs

Heart Round Oval Oblong Fleur de Lis

Write For Our Big New Catalog Of Value Sellers! Please State Your Business!

**HARRY PAKULA and CO.** 5 N. Wabash Ave., Chicago 2, Ill.

**JOBBER-DISTRIBUTORS**

ORDER STUFFED FUR AND PLUSH TOYS DIRECT FROM MANUFACTURER!

You can still get Same-Day delivery from ACE on last minute CHRISTMAS orders. Don't delay. Rush your order today. Our 1950 line is now in production. You will find the latest and the best real fur and plush stuffed toys at ACE. Among our latest sure sellers are squirrels, begging and running rabbits and ducks made of real rabbit skin. Samples are ready for immediate delivery. Send for FREE illustrations.

Salesmen: Choice territories still open. Liberal commission. Write for details.

**ACE TOY MFG. CO.** 122-30 W. 27th ST., NEW YORK 1

**Flash! New Three-Star Set**

★ Fountain Pen ★ Pencil ★ Ball-Point Pen All newly styled with Cold Finish Caps. Price List on request. Sample, \$1.00.

**ARGO PEN-PENCIL CO.** New York 7, N. Y. 120 Broadway

# HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**MUSIC TEACHERS FOR FLORIDA SCHOOL** opening in January. Hammond Organist (with organ) piano, violin, accordion, guitar, etc. State all for reply. Peakman, Pensacola, Fla.

**SAX-MAN DOUBLING ALTO, TENOR, CLARINET**; guaranteed salary; no sleeper bus; other musicians write. Hank Winder, 8333 Cass, Omaha, Neb.

**VOCALISTS—GIRL AND BOY NEEDED** FOR well established dance orchestra. Box C-503, Billboard, Cincinnati, Ohio. de17

**WANTED—EXPERIENCED GIRL TABLE** singer for first class night club; state minimum salary, guarantee and experience; opportunity unlimited. Box 14, E. Dubuque, Ill. de24

**WANT—GIRL PIANO ACCORDION PLAYER.** Not incumbered. Will consider good amateur. To play for sleight of hand artist. For silent act, schools and clubs; open early in January. Send photos, all photos will be returned. New 1949 Ford for transportation. Write Gordon the Wizard, Gen. Del., Milwaukee, Wis.

**WANTED—ATTRACTIVE GIRL SINGER.** Salary \$60 per week; send snapshot if possible. Duffy's Supper Club, East Dubuque, Ill. de24

**WANT—GIRL HARPISIT TO JOIN MALE TRIO** on supper club location. State all first letter with photo. Box C-511, Billboard, Cincinnati, O.

**WANTED—EXPERIENCED COMBO PIANO** and tenor for location. Contact Dick Nettleton, Gen. Del., Jacksonville, Fla.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

## BANDS AND ORCHESTRAS

**BENNIE MARTIN'S ORCHESTRA**—5 Musicians playing 10 instruments; 3 changes of uniforms; featuring Ballad Trio Modern, Western Swing; library over 700 numbers; union, references. Agents, club owners contact Bennie Martin, 108 South 8th, Albuquerque, N. M. Phone 30048.

**FOUR PIECE DANCE BAND—PIANO, DRUMS,** Spanish and steel guitars. Three men, one lady; union. Fine wardrobe, plenty vocals. Popular, semi-classic, rumbas, sambas, polkas, Hawaiian, boogie, sweet, swing, etc. Easy to dance to; good listening. At liberty through disappointment. Closed tour of Army Posts at Fort Bragg Officers Club. Kaiama Novelty Four, Fort Bragg, General Delivery, N. C.

**SENSATIONAL COMEDY BAND—AVAILABLE** immediately; tenor sax (clarinet), trumpet, piano, drums; all sing; just concluded lengthy engagement in N.Y.C.; travel anywhere. Box 481, Billboard, N.Y.C. Honsides 6-3242.

## CIRCUS AND CARNIVAL

**TILT WALKING AND OUTDOOR ENTERTAINMENT.** Joe Tree, 2528 South Homan Ave., Chicago, Ill.

## MAGICIANS

**MAGICIAN—STORE, SIDE, ILLUSION.** STATE all first letter, if you don't have it, don't write. Box 51, Sheffield, Ala. de31

## MISCELLANEOUS

**GENTLEMAN—SLIGHT PHYSICAL HANDI-**cap. Can troupe or locate. Some publicity experience; some typing, generally handy; nothing strenuous; go anywhere. Agents, promoters, shows, keep in contact. Box C-508, Billboard, Cincinnati, O. de24



**6000 Smash Hits—**  
In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., 12-49 Lamont, Le Center, Minn.

## ENGRAVERS

Originators of the All-Aluminum Idents, Men's Idents, Ladies Idents, Double Heart Idents (All Aluminum), \$14.40 gross. Men's massive large Aluminum Idents, \$2.00 doz. Day and night service. Phone: BAyport 1-5338.

## MILLER CREATIONS

4628 Kenwood Ave. Chicago 37, Ill.

## PORTABLE TYPE BINGO EQUIPMENT

Dashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents invited.

## LIPKA MFG. CO.

17 E. 11th St. New York 9, N. Y. Spring 7-2327

**MASSEUR—EXPERIENCED GRADUATE** Swedish and French methods. Satisfaction guaranteed. Sober, reliable, refined; will travel. Prefer South or California; 37. James Stout, 4763 Dale Ave., Cincinnati, O. de24

**3—VERNON HOFF, FEMALE IMPERSONATOR,** AGVA television bookings accepted; available March; the answer to Georgeous George; photographs free. Vernon Hoff, Billboard, N. Y.

## MUSICIANS

**ACCORDIONIST—AGE 27; FAMILY MAN;** nine years radio work; play modern or Western; can arrange, sing in trios; union; good references; desire to join Western unit. Bob Barry, 849 1/2 State St., Quincy, Ill. Phone 5720-W. de24

**AT LIBERTY—VOCALIST TRUMPET AFTER** Jan. 1. Plenty of name and semi-name experience; prefer Florida, Texas or Southwest location with hotel band; young, married, sober and reliable; nice appearance and personality. Box C-510, Billboard, Cincinnati, O.

**AVAILABLE JANUARY 1ST—HOT FIDDLE,** double rhythm guitar or bass. Vocalist, solo or trios. Eight years' radio and recording experience. Write Bob (Gene) McCoy, Box 120, Cleveland, N. D.

**BASS, VOCALS (BALLAD)—AVAILABLE IM-**mediately; all essentials; combo, commercial experience; sober, reliable; location. Contact Don Meehan, 1260 Prairie, Beaumont, Tex.; ph. 4-1706.

**CONCERT PIANIST—ALSO GOOD ACCOM-**panist; recently finished town of Iowa; experienced in Lyceum, concert or small group work; sober, reliable; play popular but no swing. Richard Eckstein, 4763 Dale Ave., Cincinnati, O. de24

**GOOD JAZZ ALTO SAX—CLARINET, VOCAL-**ist, ballad; read or fake, commercial or jazz; 15 years' experience; strictly sober, good wardrobe. Prefer small combo; will travel. Larry Bingham, 698 E. Samuel St., Franklin, Ind. Phone 71W.

**HAMMOND ORGANIST WITH ORGAN AVAIL-**able, union, young; plays requests, sing; finishing Syracuse. Freddie Shepard, 19 Hamilton St., Gloverville, N. Y.

**LEAD TRUMPET MAN—SEMI-NAME EXPERI-**ence, single, sober, 23 years; will travel. Bob Schueneman, 506 Lorraine Ave., Waukegan, Ill. Majestic 386. de24

**ORGANIST—HAMMOND, DESIRES POSITION.** Write Marjorie Ekedahl, 14 1/2 Cowing St., Jamestown, N. Y.

**ORGANIST-PIANIST WITH LATEST HAM-**mond Organ, Vibratone Speaker; perfect for hotel lounge or supper club; immediately; New York or vicinity. Robert Greer, 123 Waverly Place, New York 11, N. Y. SP. 7-5381. de24

**PIANO AND BASS—WORK TOGETHER; LO-**cation only; own solovox; transportation; thoroughly experienced; cut or no notice. Howard Bearden, 215 W. 12th St., Little Rock, Ark. de24

**TENOR, ARRANGER—RELIABLE, SOBER,** single; commercially inclined, excellent section experience; prefer locations but will travel. Musician, 101 Union St., Doylestown, Pa. Phone 4717. de31

**VOCALIST—WIDE RANGE, MANY YEARS'** experience; fine section tenor, sax-man; will send photos on request; solo, trio, quartette singing. Box C-506, Billboard, Cincinnati, O.

## VAUDEVILLE ARTISTS

**FORWARD CONTORTIONIST WOULD LIKE** to hear from all contortionists. Write Harold Plummer, 322 Frankstown Rd., Altoona, Pa.

**M.C.—COMIC—SINGER NOW AVAILABLE—**Night clubs, cocktail bar, combo, vaudeville; do all type songs, specialties, novelties, satires, imitations, stories, etc.; very versatile. Box C-505, Billboard, Cincinnati, O.

**PAMAHASIK'S SOCIETY CIRCUS—GREAT-**est show of its kind in America; established more than sixty years; Circus, Vaude, Chautauque; give full evening show, dog, pony, monkeys; and Those Famous World's Greatest Acting Birds; handsome large white Cockatoos and Military Macaws; there are twenty birds; performance that is spectacular. Prof. Pamahasika, 3504 N. 8th St., Philadelphia 40, Pa. Sagamore 3536. de24



# "Acres and Acres of 'Em!"

The greatest laugh item of them all... a Bachelor's Bath Mat of life sized, flesh colored, sponge rubber falsies. Ideal as a gift, raffle item, premium or for use on den or bath room floor. A BIG PROFIT ITEM... these mats sell themselves in bars, barber shops, fraternity houses... any place men gather.

## National Territories Open

Our company is in the process of appointing sales distributors and dealers to handle big demand created by national advertising. Write for details!! Order your sample bath mat and colorful brochure today!! **SEND JUST \$5.00 FOR SALESMAN'S SAMPLE.** If not completely satisfied after 15 day trial return mat for full refund. Mats are available in assorted sizes and each is sealed in a dust-proof plastic envelope and mailed in a plain package.

## Bachelor's Bath Mat Co.

Box 202, Dept. BB-C, Los Angeles 34, Calif.

# NEW FAST MOVERS!

4W6 \$2.65 doz.  
4T17 \$11 doz.  
1N104 \$2.65 doz.  
6217 \$1.60 doz.  
Cutie Pencil \$9 Doz.

Massive Men's Ring, brilliant white center stone, gold finish, ruby red side stones. \$2.65 doz. Earrings gold finish, aqua or rose center, white side and necklace set. Attractively boxed! \$11 doz. Wedding Band stones. Attractively boxed! \$1.60 doz. Gold-plate Engagement Ring with huge multifacet white center stone—2 matching side stones. \$2.65 doz. Gold-finish Mechanical Pencil. Hollywood cutie appears. Write and panel closes. \$9 doz.

**WRITE FOR FREE CATALOG!**

**SUPERIOR JEWELRY CO.**  
740 Sansom St., Phila. 6, Pa.

# POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case  
Ea. \$2.90

Less Than Case Lots, \$3.00 Each  
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog  
NOW READY—WRITE

State Nature Your Business in First Letter.

**WISCONSIN DELUXE CO.** 1902 N. THIRD ST. MILWAUKEE, WIS.



WRITE WIRE PHONE **AERO PARTS SUP.** MUNICIPAL AIRPORT Dept. BB HOUSTON 17, TEXAS

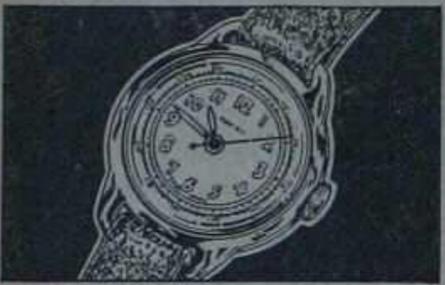
FOR CHRISTMAS MERCHANDISING  
**\$5.95 Box CAMERAS**  
ONLY \$12.00 DOZ.

36 CAMERAS, EACH 90¢  
We postpay all cash orders.

A "QUICK PROFIT" SALES NATURAL THAT SCOOPS THE MARKET FOR VALUE

FAMOUS name make—built to sell for \$5.95—and we've only got 5000 surplus (all new) to go at this price. Metal case with leather grained leatherette. Uses standard 120 or 620 film—gives 12 pictures per load, 2 1/4 x 2 1/4 inches. Precision meniscus lens. Eye level finder. All in original cartons—ready for profitable selling. It's an unbeatable value. Sample \$1.50 or a full dozen for only \$12.00. F. O. B. Houston. Same day shipment.

RECONDITIONED WRIST WATCHES \$3.49



Genuine Swiss watches, precision rebuilt and beautifully refinished. Sweep second hand radium dial in assorted patterns, highly polished case. Leather strap included. Medium size. \$3.49 in lots of 6 or more. Sample order, \$1 extra. Balance C. O. D.

CEL-MAX WHOLESALE JEWELERS 182 S. Main St. Memphis, Tenn.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago 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 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Annis, Mrs. Audrey Harlow, Robt. Lee (License) 22-30e Carroll, Mrs. T. J. Marks, Tommy 10c Smith, Jr., Ed E. & Lillian F. 20c

Aberle, Bill Adams, Thos. Aiton, Thos. Allard, Maurice Allen, Kenneth Allen, Leo Albany, Fred Alzora, Turtle Girl Amok, Chief Anderson, Alfred L. Anderson, Leslie B. Anderson, Rudolph Anderson, Wm. Ankrin, Geo. Ansel, Wm. D. Arnold, Edw. W. Arnolds, Floyd Atkins, Virgil Augustino, Dominick Aurilio, Cy Ayres, James & Viola

Babbs, Alverna Baer, Mary C. Bailey, Harry Baker, Bill Baker, C. Led Baker, Jim Bammel, Cliff Banks, Libby Banta, Mrs. Harry O. Barbay, Stanley Bernard, Mrs. Richard Barrett, Ramona Barrickman, Floyd N. Barry, Mrs. Mary T. Bass, Clarence (Shooting Cartridges) Baxter, Jane Bayless, Wm. F. Beardley, Geo. B. F. Bell, Louis A. & Estelle Bell, Shorty Bellaire, Harry Jr. Bellows, Alan Benison, Evelyn N. Benjamin, Harry Bennett, Ernest E. Bentley, Chas. Bergman, Lida Sears

Bernstein, Barbara Bernstein, Lew Berofsky, Harry A. Berry, Lillian (Pitch Woman) Bible, Roy Bidde, W. J. (Bill) Bimbo, Miller Binder, Herman Bingham, Perry Birdsall, Geo. Bishop, Dell Blackler, John Bloom, Bob Blumstein, Morris Boatright, B. E. Rockus, Ethel Bunas, Howard (Magician) Boudreau, Pappy Branau, Rosie Bell Dis

Brandon, R. B. Britt, Howard Britton, Mary Britton, Robt. Brooksey, C. E. Brown, Mrs. Ann Brown, Ruster Brown, Charley Brown, K. L. Brown, Mrs. Mary Brown, R. B. Brown, Ruth Lucille Bruner, W. C. Bryan, Mrs. Alice M.

Buechling, Wm. Buffington, Mrs. H. S. Bundy, Elmer J. Burdick, Ted Burze, Mrs. Ann Burke, Billy (Clown) Burleson, Jack W. Burns, Jimmie Burns, Joe Burns, Leon Bush, Tom Butters, Ed Byers, C. W. Calloway, Gordon Campbell, Al Campbell, Geo. Campbell, J. G. (Jim) Cannon, Frank Cantrell, Fred Cantrell, Robt. Caplan, L. C. Card, Mrs. Myrtle Carden, Catherine L. Carlson, Mrs. James Carr, Jack Carroll, Dave Carroll, Wm. A. Carter, Shirley Cavilla, Don Chambers, Ingram E. Haney, Charles

Chapman, Jos. B. Chappell, James Chase, Edw. Chas. Chiacetta, Matthew Cibull, Frank & Gertrude Cineski, Leonard Chadwell, Edw. S. Clark, Edw. Thos. W. Clark, Faye Clark, Ralph Clark, Mrs. E. L. Clotfelter, Mrs. Juanita Cobbler, Mrs. Fay Coe, Eddie N. Cole, Walter Cole, Wiley Collender, Jack Collins, Pattie Sue Colurite, Joannette Comfort, Ted Cooke, Henry Lincoln Cooley, Glenn M. Corbett, John M. Costa, Geo. Coulson, Doris Cowart, T. M. Cossens, Chas. B. Crabtree, L. L. Cramer, Ray Crawford, R. M. Crickett, Sue & Oso Cummings, Glen Curtis, Mrs. Marjorie Cyr, Wilford Dailey, James H. Dakis, Mrs. Nellie Darling, Harry Jack (Clown) Davies, Al Davis, Harry L. Davis, R. N. DeCobb, Jimmy DeFazio, Mrs. Julia Denton Norma Jean DiCorie, David DiCorie, Mrs. Marie Dixon, Dave Donoran, Michael Doughtney, Willis G. Dox, Mrs. John Drake, Joe Dren, H. D. Dubois, Lionel Dunlap, Geo. (Shorty) Dunlery, Mrs. Jas. H. Edcar, Horace O. Ellis, B. E. Engberg, Dixie English, Cur Entry, Chas. H. Easline, E. D. Evans, Britt Evans, Joe Evans, Lacer Wilkins Falta, Frank A. Farino, Michael Farris, Mrs. Edna Farris, Jack Feather, Archie Fein, Mital Feld, Sol Ferguson, Mrs. Virginia Festor, C. G. Fisher, Chas. (Cluck) Fisher, Erwin L. Flak, H. E. (Ted) Flanagan, Walter Jos. Folliswell, J. M. Forbes, Joe L. Ford, Arthur A. Ford, Duke Ford, Robt. E. Ford, Robt. Lee Forrie, Al Forrester, B. E. Fox, Oscar F. Frazier, Lou D. Freeman, Tony Fulton, James E. Gallagher, Orville George, Sammie & Roy Edsall Gatzwig, Chet Gates, Peggy & Ed Georgia Minstrel Gibson, Ben Gind, Marzie Goad, J. D. Goldie, Jack Goldner, Trudy Parsons Goodwin, G. E. Gordon, Robt. Gosh, Byron Gumb, Wm. Gould, Irving W. Grabs, Louis Graham, Dale Gray, Mrs. Norma (McGee) Great Western Shaves, Mgr. Groska, Mrs. Bits Guinn, J. C. Hallen, Jack Hand, Johnny (Hed) (Writers) Hanson, Charles

Hastings, Tille Hawood, Josephine Hayes, Billy Herbert, Dorothy Hiestand, Frana I. Higgins, Ray Hileman, Alfred G. Hill, Miss Betty Hilton, Joe H. Hinton, Hotcha Hirschman, John J. Holland, R. W. Hoffmann, Cliff (Drone Rider) Hoffmann, Harry N. & G. Hofman, Will Horan, Larry Hoyce, H. E. Howe, Chuck House, Arthur Howells, John Hoyt, Arval Hubbler, Geo. Huddleston, Earl Humes, R. O. Hunter, Juanita Hutelison, Miss J. H. Hutchens, Wm. Hutzler, Mrs. Margaret Hylton, E. Ibart, Kenneth B. Ingram, Maggie Inley, W. L. Jackson, W. J. Jarris, The Great Jenkins, Brownie Jensen, Robt. Jeter, Myrtle John, Freddy Groffo Johnson, Miller E. Johnson, Mrs. Elia Johnson, Maurice Johnson, Michael R. Johnson, Pat & Jimmy Johnson, Theo. Jones, James F. Jones, Percy M. Jordan, Yamacia Kaladoff, Dave Kalbaugh, Wm. Karr, Honey Mae Kauffman, Elmer L. Kaue, Miss Joe Ann Keefer, R. E. Keene, Jr., Gilbert L. Keller, Harry Kelly, Toby Kentucky State Show Kenley, Dixie Kielman, Bennie Kin, John R. Kirby, Elaine Kirk, Homer H. Kirk, Marilyn M. Kirk, Skinny Kirby & Babe Kliban, Harry Klinerop, Chester Knier, Miss Robbie Le Kosterman, Ralph H. Kramer, Jacob Jack Krause, John Krieger, Al LaBrake, Kenneth Laband, John Lafayette, Mrs. A. E. LaMarche Sainou Lambert, Wm. H. Lanikins, Woodie Lanout, Zeek Lane, Geo. Lane, Edith C. Langford, Harry H. Langford, Ralph Lanko, Eunice LaPace, Paul Lalloy, Mrs. Marie Hayes Larson, Mrs. Jackie Lasser, Thad B. Lathabe, Rubyratte Lauchy, James Lawrence, L. Leahy, Chas. B. Ledbetter, Ford Lee, S. O. Lee, Sandra Leonard, Geo. Lester, Geo. D. Lewis, Casey Peanut Lilly, Rachel G. Lindsay, W. J. (Highpockets) Lint, Thomas W. Little, Mrs. Evelyn Little, Jack Littlefield, Mrs. Jack Littlefield, Mrs. G. E. Littlefield, A. Livermore, Norman Logan, Ginoe Logan, Harry Locklen, David Lohas, Frank Lombard, Larry Long, Paul C. Lovell, Chas. Lucas, Joe Luther, R. L. (Hed) Pease, Roy

Handhaw, Red Hanson, Carl L. Harbaugh, Chas. C. Harlow, Hubert Lee Harlow, Mildred Harmon, Wm. H. Harris, Callie Mae Harris, Everett Harris, Shirley Harrison, Ronald C. Harrison, Mrs. Wm. Hartburg, Amos Harvey, Henry H. (Carolina) Hastings, Tille Hawood, Josephine Hayes, Billy Herbert, Dorothy Hiestand, Frana I. Higgins, Ray Hileman, Alfred G. Hill, Miss Betty Hilton, Joe H. Hinton, Hotcha Hirschman, John J. Holland, R. W. Hoffmann, Cliff (Drone Rider) Hoffmann, Harry N. & G. Hofman, Will Horan, Larry Hoyce, H. E. Howe, Chuck House, Arthur Howells, John Hoyt, Arval Hubbler, Geo. Huddleston, Earl Humes, R. O. Hunter, Juanita Hutelison, Miss J. H. Hutchens, Wm. Hutzler, Mrs. Margaret Hylton, E. Ibart, Kenneth B. Ingram, Maggie Inley, W. L. Jackson, W. J. Jarris, The Great Jenkins, Brownie Jensen, Robt. Jeter, Myrtle John, Freddy Groffo Johnson, Miller E. Johnson, Mrs. Elia Johnson, Maurice Johnson, Michael R. Johnson, Pat & Jimmy Johnson, Theo. Jones, James F. Jones, Percy M. Jordan, Yamacia Kaladoff, Dave Kalbaugh, Wm. Karr, Honey Mae Kauffman, Elmer L. Kaue, Miss Joe Ann Keefer, R. E. Keene, Jr., Gilbert L. Keller, Harry Kelly, Toby Kentucky State Show Kenley, Dixie Kielman, Bennie Kin, John R. Kirby, Elaine Kirk, Homer H. Kirk, Marilyn M. Kirk, Skinny Kirby & Babe Kliban, Harry Klinerop, Chester Knier, Miss Robbie Le Kosterman, Ralph H. Kramer, Jacob Jack Krause, John Krieger, Al LaBrake, Kenneth Laband, John Lafayette, Mrs. A. E. LaMarche Sainou Lambert, Wm. H. Lanikins, Woodie Lanout, Zeek Lane, Geo. Lane, Edith C. Langford, Harry H. Langford, Ralph Lanko, Eunice LaPace, Paul Lalloy, Mrs. Marie Hayes Larson, Mrs. Jackie Lasser, Thad B. Lathabe, Rubyratte Lauchy, James Lawrence, L. Leahy, Chas. B. Ledbetter, Ford Lee, S. O. Lee, Sandra Leonard, Geo. Lester, Geo. D. Lewis, Casey Peanut Lilly, Rachel G. Lindsay, W. J. (Highpockets) Lint, Thomas W. Little, Mrs. Evelyn Little, Jack Littlefield, Mrs. G. E. Littlefield, A. Livermore, Norman Logan, Ginoe Logan, Harry Locklen, David Lohas, Frank Lombard, Larry Long, Paul C. Lovell, Chas. Lucas, Joe Luther, R. L. (Hed) Pease, Roy

Lonard, Red Lyons, Wm. Ed McCabe, Vince McCarthy, Chas. McCarthys, Mr. Pat McCann, Virginia McCormick, Bob McCoy, H. L. McDaniel, Daniel E. McDonald, O. L. McFarland, Jack McHugh, Jim McHugh, Mrs. Eileen McIntosh, David McIntosh, W. M. McIntyre, Fred P. McKenny, Mary McKinney, A. J. McManus, Thomas J. McNeal, H. F. McQuire, Harold McRae, Malcolm Blue Mace, Herbert Marolla, Paul Maldonado, also Malloy, Mrs. C. H. Malone Spike Mosley, Harold A. Manley, Roy Marchette, Robt. Marcus, Robt. Marion, Thomas Martin, J. A. Martin, Kingsley Cray Marroletti, Rocci Martin, Chas. Martin, Sam Mason, Tommie Masters, Al Mat, Jean Mathis, L. J. Matthews, Mrs. Virginia May, Sam Maye, Jr., Dannie John Meyer, Bob Middleton, Odell Midoche, Tony Miles, J. A. Miller, C. J. Miller, Mrs. Cash Miller, F. G. & A. Miller, F. W. Miller, Jack V. Miller, Jaluba Miller, James E. Miller, Mlle M. Miller, Robt. E. & S. C. Miller, Ronald E. Mills, Candy Mitchell, Gus & A. Mitchell, Louis Moffett, Chas. Montague, John A. Montello, Jimmie Moore, Juanita Kester Moore, Louis B. Moran, Marie Moran, Buster Menon, Donna Morchan, Robt. Morris, Judy Ann Mori, Geo. Mori, Mrs. Joe Mortenson, Ray Mundy, Pete Mullins, Larry Muroshy, Mrs. M. Myers, Earl (Spocks) Myers, Wm. Nance, Marvin E. Nash, Theo. M. & Nash, Marion Nattons, J. H. Nazar, Nick Nelson, Harry Neutrup, Ray W. Newcomb, H. W. Newman, Danno (Nail Store) Nicholas, Chas. H. Nichols, H. A. Nickles, Green Niemrick, Bert Nimo, Dave & Ethel Norton, Frank A. Norton, Thomas Norrara, Monte Nutt, Mrs. John Moe Snyder O'Brien, Harry J. (Triangles) O'Day, Wm. H. O'Dell, Barfield B. Oden, Frank E. O'Harra, Joe O'Keefe, Larry Olsen, O. S. O'Malley, Michael P. Omer, Leroy (Hed) O'Riley, Jim O'Satyradae, Major Osborne, Paul Osenbough, Blue Owens, White Pamela & Louise Paulino, Mrs. Helen M. Patterson, R. E. Paul, B. W. Paul, Paul Paulus, Paul Payne, Earl Peterson, Mrs. Bertie Peterson, Frank E. Peterson, G. E. Peterson, Mary Lou Peterson, Pete Pease, Roy

Petrantia, Mrs. Alice Phillips, Chas. E. Pinner, Bill Pili, Lawrence Pias, Mrs. Stanley Pohlbel, Jerry Paige Poldior, Daisy Polizza, John Porter, Mrs. Florence Porter, J. W. Porter, Bernice Potts, Billy Jack Puckett, Lee Preston, Levin Pride of the Rockies Show Purria, Jr., Mrs. Putner, Elmer O. Ponder, Tony Qualls, Knox Queen, Chas. Quinn, John Quinn, Raymond Baby, Bill (Horseman) Rae, Ginger Rahner, Chas. Rains, Irma Rames, Carlos Randall, Mrs. Harry Randall, Frank H. Rankine, Mrs. Nan Ratcliffe, James F. Ratcrink, Mrs. Jack Rawlings, Mrs. Catherine Read, Jr., C. Reagan, Doty Reese, John Reese, Cleo Reese, Gene Reese, Dorothy Renton, Al Reynolds, Etta M. Rhoades, Ditty D. Rice, Mrs. Thomas (Evelyn) Rice, Walter Ricker, Mrs. Evelyn Riddle, Johnnie Riffe, Lewis Riffer, C. E. Riley, Herbert Rivard, Edward A. Roberts, Andy Robinson, Rudy Roche, Francis W. Roehman, Mrs. Al Rogers, Red Rooks, Mrs. Violetta Romalis, Patsy Ross, Mrs. C. J. Rosen, H. B. Ross, John Wm. Ross, Peter Royal, Splinter Ruduet, Albert (Midget) Ryan, T. K. Rymer, Reuben Selen Tent Show Seltzer, Raymond Sanders, Mrs. Mattie Jane Sandlin, Mrs. Ralph Sanford, R. S. Saxe, Reggie Sayer, Spencer Schaeffer, Walt (Wings) Schaffer, Capt. Jimmy Schloer, Wm. Schreiber, Harry Schmetz, Jr., Lewis Schwab, Jake & Arlene Sellers, Ess. J. Settle, Thurman Dickson Severance, Chas. Seidel, Dick Shaffer, James Earl Sharp, Bobby Sharp, Homer Sharpe, Mrs. Shies, Marion R. Shelden, Betty Jo Shelden, Mrs. Pat Sheppard, Chas. H. Sheppard, Kenneth C. Shepardson, Lucky Shepard, N. Shingledacker, Tom Shipman Cecil Shields, Rob Signor, Art Sillor, Joe Silva, Candy Silver Star Show Simmons, Lillian R. Simpson, James Francis Slesman, Mrs. Geo. Smith, Bert Smith, Bill Smith, Geo. R. Smith, Jerome Tiny Smith, Robt. Walter Smith, Sue Louise Snowdon, Bobby Snyder, Lou (Tiger Bill) Soller, Mrs. Stanley Swisher, T. D. Sova, Michael Swalen, J. Spaska, Diamond Jim Smezer, Jr., George Smith, Mrs. Cynthia Smeelman, June Smezer, Mrs. Francis Sprague, Ralph Spring, Tony Spence, Eddie

Handhaw, Red Hanson, Carl L. Harbaugh, Chas. C. Harlow, Hubert Lee Harlow, Mildred Harmon, Wm. H. Harris, Callie Mae Harris, Everett Harris, Shirley Harrison, Ronald C. Harrison, Mrs. Wm. Hartburg, Amos Harvey, Henry H. (Carolina) Hastings, Tille Hawood, Josephine Hayes, Billy Herbert, Dorothy Hiestand, Frana I. Higgins, Ray Hileman, Alfred G. Hill, Miss Betty Hilton, Joe H. Hinton, Hotcha Hirschman, John J. Holland, R. W. Hoffmann, Cliff (Drone Rider) Hoffmann, Harry N. & G. Hofman, Will Horan, Larry Hoyce, H. E. Howe, Chuck House, Arthur Howells, John Hoyt, Arval Hubbler, Geo. Huddleston, Earl Humes, R. O. Hunter, Juanita Hutelison, Miss J. H. Hutchens, Wm. Hutzler, Mrs. Margaret Hylton, E. Ibart, Kenneth B. Ingram, Maggie Inley, W. L. Jackson, W. J. Jarris, The Great Jenkins, Brownie Jensen, Robt. Jeter, Myrtle John, Freddy Groffo Johnson, Miller E. Johnson, Mrs. Elia Johnson, Maurice Johnson, Michael R. Johnson, Pat & Jimmy Johnson, Theo. Jones, James F. Jones, Percy M. Jordan, Yamacia Kaladoff, Dave Kalbaugh, Wm. Karr, Honey Mae Kauffman, Elmer L. Kaue, Miss Joe Ann Keefer, R. E. Keene, Jr., Gilbert L. Keller, Harry Kelly, Toby Kentucky State Show Kenley, Dixie Kielman, Bennie Kin, John R. Kirby, Elaine Kirk, Homer H. Kirk, Marilyn M. Kirk, Skinny Kirby & Babe Kliban, Harry Klinerop, Chester Knier, Miss Robbie Le Kosterman, Ralph H. Kramer, Jacob Jack Krause, John Krieger, Al LaBrake, Kenneth Laband, John Lafayette, Mrs. A. E. LaMarche Sainou Lambert, Wm. H. Lanikins, Woodie Lanout, Zeek Lane, Geo. Lane, Edith C. Langford, Harry H. Langford, Ralph Lanko, Eunice LaPace, Paul Lalloy, Mrs. Marie Hayes Larson, Mrs. Jackie Lasser, Thad B. Lathabe, Rubyratte Lauchy, James Lawrence, L. Leahy, Chas. B. Ledbetter, Ford Lee, S. O. Lee, Sandra Leonard, Geo. Lester, Geo. D. Lewis, Casey Peanut Lilly, Rachel G. Lindsay, W. J. (Highpockets) Lint, Thomas W. Little, Mrs. Evelyn Little, Jack Littlefield, Mrs. G. E. Littlefield, A. Livermore, Norman Logan, Ginoe Logan, Harry Locklen, David Lohas, Frank Lombard, Larry Long, Paul C. Lovell, Chas. Lucas, Joe Luther, R. L. (Hed) Pease, Roy

Lonard, Red Lyons, Wm. Ed McCabe, Vince McCarthy, Chas. McCarthys, Mr. Pat McCann, Virginia McCormick, Bob McCoy, H. L. McDaniel, Daniel E. McDonald, O. L. McFarland, Jack McHugh, Jim McHugh, Mrs. Eileen McIntosh, David McIntosh, W. M. McIntyre, Fred P. McKenny, Mary McKinney, A. J. McManus, Thomas J. McNeal, H. F. McQuire, Harold McRae, Malcolm Blue Mace, Herbert Marolla, Paul Maldonado, also Malloy, Mrs. C. H. Malone Spike Mosley, Harold A. Manley, Roy Marchette, Robt. Marcus, Robt. Marion, Thomas Martin, J. A. Martin, Kingsley Cray Marroletti, Rocci Martin, Chas. Martin, Sam Mason, Tommie Masters, Al Mat, Jean Mathis, L. J. Matthews, Mrs. Virginia May, Sam Maye, Jr., Dannie John Meyer, Bob Middleton, Odell Midoche, Tony Miles, J. A. Miller, C. J. Miller, Mrs. Cash Miller, F. G. & A. Miller, F. W. Miller, Jack V. Miller, Jaluba Miller, James E. Miller, Mlle M. Miller, Robt. E. & S. C. Miller, Ronald E. Mills, Candy Mitchell, Gus & A. Mitchell, Louis Moffett, Chas. Montague, John A. Montello, Jimmie Moore, Juanita Kester Moore, Louis B. Moran, Marie Moran, Buster Menon, Donna Morchan, Robt. Morris, Judy Ann Mori, Geo. Mori, Mrs. Joe Mortenson, Ray Mundy, Pete Mullins, Larry Muroshy, Mrs. M. Myers, Earl (Spocks) Myers, Wm. Nance, Marvin E. Nash, Theo. M. & Nash, Marion Nattons, J. H. Nazar, Nick Nelson, Harry Neutrup, Ray W. Newcomb, H. W. Newman, Danno (Nail Store) Nicholas, Chas. H. Nichols, H. A. Nickles, Green Niemrick, Bert Nimo, Dave & Ethel Norton, Frank A. Norton, Thomas Norrara, Monte Nutt, Mrs. John Moe Snyder O'Brien, Harry J. (Triangles) O'Day, Wm. H. O'Dell, Barfield B. Oden, Frank E. O'Harra, Joe O'Keefe, Larry Olsen, O. S. O'Malley, Michael P. Omer, Leroy (Hed) O'Riley, Jim O'Satyradae, Major Osborne, Paul Osenbough, Blue Owens, White Pamela & Louise Paulino, Mrs. Helen M. Patterson, R. E. Paul, B. W. Paul, Paul Paulus, Paul Payne, Earl Peterson, Mrs. Bertie Peterson, Frank E. Peterson, G. E. Peterson, Mary Lou Peterson, Pete Pease, Roy

Petrantia, Mrs. Alice Phillips, Chas. E. Pinner, Bill Pili, Lawrence Pias, Mrs. Stanley Pohlbel, Jerry Paige Poldior, Daisy Polizza, John Porter, Mrs. Florence Porter, J. W. Porter, Bernice Potts, Billy Jack Puckett, Lee Preston, Levin Pride of the Rockies Show Purria, Jr., Mrs. Putner, Elmer O. Ponder, Tony Qualls, Knox Queen, Chas. Quinn, John Quinn, Raymond Baby, Bill (Horseman) Rae, Ginger Rahner, Chas. Rains, Irma Rames, Carlos Randall, Mrs. Harry Randall, Frank H. Rankine, Mrs. Nan Ratcliffe, James F. Ratcrink, Mrs. Jack Rawlings, Mrs. Catherine Read, Jr., C. Reagan, Doty Reese, John Reese, Cleo Reese, Gene Reese, Dorothy Renton, Al Reynolds, Etta M. Rhoades, Ditty D. Rice, Mrs. Thomas (Evelyn) Rice, Walter Ricker, Mrs. Evelyn Riddle, Johnnie Riffe, Lewis Riffer, C. E. Riley, Herbert Rivard, Edward A. Roberts, Andy Robinson, Rudy Roche, Francis W. Roehman, Mrs. Al Rogers, Red Rooks, Mrs. Violetta Romalis, Patsy Ross, Mrs. C. J. Rosen, H. B. Ross, John Wm. Ross, Peter Royal, Splinter Ruduet, Albert (Midget) Ryan, T. K. Rymer, Reuben Selen Tent Show Seltzer, Raymond Sanders, Mrs. Mattie Jane Sandlin, Mrs. Ralph Sanford, R. S. Saxe, Reggie Sayer, Spencer Schaeffer, Walt (Wings) Schaffer, Capt. Jimmy Schloer, Wm. Schreiber, Harry Schmetz, Jr., Lewis Schwab, Jake & Arlene Sellers, Ess. J. Settle, Thurman Dickson Severance, Chas. Seidel, Dick Shaffer, James Earl Sharp, Bobby Sharp, Homer Sharpe, Mrs. Shies, Marion R. Shelden, Betty Jo Shelden, Mrs. Pat Sheppard, Chas. H. Sheppard, Kenneth C. Shepardson, Lucky Shepard, N. Shingledacker, Tom Shipman Cecil Shields, Rob Signor, Art Sillor, Joe Silva, Candy Silver Star Show Simmons, Lillian R. Simpson, James Francis Slesman, Mrs. Geo. Smith, Bert Smith, Bill Smith, Geo. R. Smith, Jerome Tiny Smith, Robt. Walter Smith, Sue Louise Snowdon, Bobby Snyder, Lou (Tiger Bill) Soller, Mrs. Stanley Swisher, T. D. Sova, Michael Swalen, J. Spaska, Diamond Jim Smezer, Jr., George Smith, Mrs. Cynthia Smeelman, June Smezer, Mrs. Francis Sprague, Ralph Spring, Tony Spence, Eddie

Handhaw, Red Hanson, Carl L. Harbaugh, Chas. C. Harlow, Hubert Lee Harlow, Mildred Harmon, Wm. H. Harris, Callie Mae Harris, Everett Harris, Shirley Harrison, Ronald C. Harrison, Mrs. Wm. Hartburg, Amos Harvey, Henry H. (Carolina) Hastings, Tille Hawood, Josephine Hayes, Billy Herbert, Dorothy Hiestand, Frana I. Higgins, Ray Hileman, Alfred G. Hill, Miss Betty Hilton, Joe H. Hinton, Hotcha Hirschman, John J. Holland, R. W. Hoffmann, Cliff (Drone Rider) Hoffmann, Harry N. & G. Hofman, Will Horan, Larry Hoyce, H. E. Howe, Chuck House, Arthur Howells, John Hoyt, Arval Hubbler, Geo. Huddleston, Earl Humes, R. O. Hunter, Juanita Hutelison, Miss J. H. Hutchens, Wm. Hutzler, Mrs. Margaret Hylton, E. Ibart, Kenneth B. Ingram, Maggie Inley, W. L. Jackson, W. J. Jarris, The Great Jenkins, Brownie Jensen, Robt. Jeter, Myrtle John, Freddy Groffo Johnson, Miller E. Johnson, Mrs. Elia Johnson, Maurice Johnson, Michael R. Johnson, Pat & Jimmy Johnson, Theo. Jones, James F. Jones, Percy M. Jordan, Yamacia Kaladoff, Dave Kalbaugh, Wm. Karr, Honey Mae Kauffman, Elmer L. Kaue, Miss Joe Ann Keefer, R. E. Keene, Jr., Gilbert L. Keller, Harry Kelly, Toby Kentucky State Show Kenley, Dixie Kielman, Bennie Kin, John R. Kirby, Elaine Kirk, Homer H. Kirk, Marilyn M. Kirk, Skinny Kirby & Babe Kliban, Harry Klinerop, Chester Knier, Miss Robbie Le Kosterman, Ralph H. Kramer, Jacob Jack Krause, John Krieger, Al LaBrake, Kenneth Laband, John Lafayette, Mrs. A. E. LaMarche Sainou Lambert, Wm. H. Lanikins, Woodie Lanout, Zeek Lane, Geo. Lane, Edith C. Langford, Harry H. Langford, Ralph Lanko, Eunice LaPace, Paul Lalloy, Mrs. Marie Hayes Larson, Mrs. Jackie Lasser, Thad B. Lathabe, Rubyratte Lauchy, James Lawrence, L. Leahy, Chas. B. Ledbetter, Ford Lee, S. O. Lee, Sandra Leonard, Geo. Lester, Geo. D. Lewis, Casey Peanut Lilly, Rachel G. Lindsay, W. J. (Highpockets) Lint, Thomas W. Little, Mrs. Evelyn Little, Jack Littlefield, Mrs. G. E. Littlefield, A. Livermore, Norman Logan, Ginoe Logan, Harry Locklen, David Lohas, Frank Lombard, Larry Long, Paul C. Lovell, Chas. Lucas, Joe Luther, R. L. (Hed) Pease, Roy

Lonard, Red Lyons, Wm. Ed McCabe, Vince McCarthy, Chas. McCarthys, Mr. Pat McCann, Virginia McCormick, Bob McCoy, H. L. McDaniel, Daniel E. McDonald, O. L. McFarland, Jack McHugh, Jim McHugh, Mrs. Eileen McIntosh, David McIntosh, W. M. McIntyre, Fred P. McKenny, Mary McKinney, A. J. McManus, Thomas J. McNeal, H. F. McQuire, Harold McRae, Malcolm Blue Mace, Herbert Marolla, Paul Maldonado, also Malloy, Mrs. C. H. Malone Spike Mosley, Harold A. Manley, Roy Marchette, Robt. Marcus, Robt. Marion, Thomas Martin, J. A. Martin, Kingsley Cray Marroletti, Rocci Martin, Chas. Martin, Sam Mason, Tommie Masters, Al Mat, Jean Mathis, L. J. Matthews, Mrs. Virginia May, Sam Maye, Jr., Dannie John Meyer, Bob Middleton, Odell Midoche, Tony Miles, J. A. Miller, C. J. Miller, Mrs. Cash Miller, F. G. & A. Miller, F. W. Miller, Jack V. Miller, Jaluba Miller, James E. Miller, Mlle M. Miller, Robt. E. & S. C. Miller, Ronald E. Mills, Candy Mitchell, Gus & A. Mitchell, Louis Moffett, Chas. Montague, John A. Montello, Jimmie Moore, Juanita Kester Moore, Louis B. Moran, Marie Moran, Buster Menon, Donna Morchan, Robt. Morris, Judy Ann Mori, Geo. Mori, Mrs. Joe Mortenson, Ray Mundy, Pete Mullins, Larry Muroshy, Mrs. M. Myers, Earl (Spocks) Myers, Wm. Nance, Marvin E. Nash, Theo. M. & Nash, Marion Nattons, J. H. Nazar, Nick Nelson, Harry Neutrup, Ray W. Newcomb, H. W. Newman, Danno (Nail Store) Nicholas, Chas. H. Nichols, H. A. Nickles, Green Niemrick, Bert Nimo, Dave & Ethel Norton, Frank A. Norton, Thomas Norrara, Monte Nutt, Mrs. John Moe Snyder O'Brien, Harry J. (Triangles) O'Day, Wm. H. O'Dell, Barfield B. Oden, Frank E. O'Harra, Joe O'Keefe, Larry Olsen, O. S. O'Malley, Michael P. Omer, Leroy (Hed) O'Riley, Jim O'Satyradae, Major Osborne, Paul Osenbough, Blue Owens, White Pamela & Louise Paulino, Mrs. Helen M. Patterson, R. E. Paul, B. W. Paul, Paul Paulus, Paul Payne, Earl Peterson, Mrs. Bertie Peterson, Frank E. Peterson, G. E. Peterson, Mary Lou Peterson, Pete Pease, Roy

Petrantia, Mrs. Alice Phillips, Chas. E. Pinner, Bill Pili, Lawrence Pias, Mrs. Stanley Pohlbel, Jerry Paige Poldior, Daisy Polizza, John Porter, Mrs. Florence Porter, J. W. Porter, Bernice Potts, Billy Jack Puckett, Lee Preston, Levin Pride of the Rockies Show Purria, Jr., Mrs. Putner, Elmer O. Ponder, Tony Qualls, Knox Queen, Chas. Quinn, John Quinn, Raymond Baby, Bill (Horseman) Rae, Ginger Rahner, Chas. Rains, Irma Rames, Carlos Randall, Mrs. Harry Randall, Frank H. Rankine, Mrs. Nan Ratcliffe, James F. Ratcrink, Mrs. Jack Rawlings, Mrs. Catherine Read, Jr., C. Reagan, Doty Reese, John Reese, Cleo Reese, Gene Reese, Dorothy Renton, Al Reynolds, Etta M. Rhoades, Ditty D. Rice, Mrs. Thomas (Evelyn) Rice, Walter Ricker, Mrs. Evelyn Riddle, Johnnie Riffe, Lewis Riffer, C. E. Riley, Herbert Rivard, Edward A. Roberts, Andy Robinson, Rudy Roche, Francis W. Roehman, Mrs. Al Rogers, Red Rooks, Mrs. Violetta Romalis, Patsy Ross, Mrs. C. J. Rosen, H. B. Ross, John Wm. Ross, Peter Royal, Splinter Ruduet, Albert (Midget) Ryan, T. K. Rymer, Reuben Selen Tent Show Seltzer, Raymond Sanders, Mrs. Mattie Jane Sandlin, Mrs. Ralph Sanford, R. S. Saxe, Reggie Sayer, Spencer Schaeffer, Walt (Wings) Schaffer, Capt. Jimmy Schloer, Wm. Schreiber, Harry Schmetz, Jr., Lewis Schwab, Jake & Arlene Sellers, Ess. J. Settle, Thurman Dickson Severance, Chas. Seidel, Dick Shaffer, James Earl Sharp, Bobby Sharp, Homer Sharpe, Mrs. Shies, Marion R. Shelden, Betty Jo Shelden, Mrs. Pat Sheppard, Chas. H. Sheppard, Kenneth C. Shepardson, Lucky Shepard, N. Shingledacker, Tom Shipman Cecil Shields, Rob Signor, Art Sillor, Joe Silva, Candy Silver Star Show Simmons, Lillian R. Simpson, James Francis Slesman, Mrs. Geo. Smith, Bert Smith, Bill Smith, Geo. R. Smith, Jerome Tiny Smith, Robt. Walter Smith, Sue Louise Snowdon, Bobby Snyder, Lou (Tiger Bill) Soller, Mrs. Stanley Swisher, T. D. Sova, Michael Swalen, J. Spaska, Diamond Jim Smezer, Jr., George Smith, Mrs. Cynthia Smeelman, June Smezer, Mrs. Francis Sprague, Ralph Spring, Tony Spence, Eddie

HOLIDAY SPECIALS BRONZE HORSE mounted on radio. High tone quality. Beautiful gift item. Worth \$35.00. Each \$19.50 RHINESTONE SET. Necklace, earrings, bracelet; brilliant sparkle. In gift box. Worth \$25.00. Set \$12.50 HEAVY PLASTIC TOILET SEATS. In various colors to match bathroom. Worth \$5. Each \$3.50 Large size Piano Style Antimony Cigarette Music Box. Worth \$10. Each \$6.00 SWING-A-WAY CAN OPENER. Synchro mesh gears. Operates 3 ways. Beautiful gift package. Worth \$3.00. Each \$1.40 All merchandise guaranteed first quality or money refunded. Many other money-saving items. Watch our ads. 25% discount on all orders. F.O.B. N.Y.C. SUPER SALES CO. 25 East 17 St. N. Y. 3, N. Y.

Newest Sensation! BUCK 'N' CHUCK Learn the secret of how to keep cowboy on horse magnetically controlled! See a 60¢ for sample. \$4.00 DZ. Write for Gross prices. Individually boxed with instructions, 3 dozen to display box. 25% deposit on C. O. D. orders. UNIVERSAL SPECIALTIES CO. 535 Fifth Ave. New York 17

FIREWORKS and NOVELTIES! Housewares • Cutlery • Kitchenware • Toys • Wheel goods • Novelties Send for Catalog Order Now • Lowest Prices ACME SALES CO. P. O. Box No. 1141, Atlanta, Ga.

FAST SELLING TRICK! 4 NICKELS TO 4 DIMES Precision made of brass. Changes 4 nickels into 4 dimes! No skill required! Everybody wants one! Retail for \$1.50. SAMPLE—\$1.00 \$6.25 for one doz. or \$12.00 for 2 doz. Remit with order. JOBBERS! ASK FOR QUANTITY PRICES! 152-B W. 42nd St. D. ROBBINS & CO. New York 18, N. Y.

WRITE FOR OUR NEW FREE CATALOG Dating values in watches, rings and other JEWELRY Cel-Max Wholesale Jewelers IMPORTERS • EXPORTERS 182 S. Main St. • Memphis, Tenn.

PREMIUMS—GIFTWARE—NOVELTIES Tele-Vision Clocks, Horse Clocks, Horse Radios, Horse Lamps, Evans Lighters, Horses, Etc. Ideal for Punchboards, Stores, Auctions, Wagon Jobbers, Installation Houses. FREE CATALOG Cash Sales Company 408 Fifth Ave. Pittsburgh 17, Pa.

AMAZING VALUE FULLY KNIT PLASTIC APRONS \$2.25 DOZEN Matching Tablecloth and Apron Sets \$11.00. Sample Set \$1.35—25% Dep. on C.O.D.'s For FREE CATALOG write Dept. B 101E, 251 E. 119 St. New York 35, N. Y.

WANTED Dolls, Stuffed Toys, Board Games, Children's Novelties, Xmas Items, etc. Submit samples (returnable) and wholesale prices. MARTIN'S VARIETY SHOPPE 255 E. 101st St. New York 16, N. Y.

BINGO SUPPLIES and EQUIPMENT IMMEDIATE DELIVERY! • Electric Flash Boards • Electric Bingo Blowers Wire or write for Catalog John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

FOR SHOOTING BOOTH PROFITS! Parris-Dunn CARNIVAL AIR GUNS Model 15 Lever Action Handsome sporting model, level action air gun, 35 1/2" long. Beautiful walnut finish, seasoned wood; blue metal tapered barrel, lever cocking action, chain ring, etc. Precision sights. Shoots No. 3 corks, nothing else. JUST LIKE "THE REAL THING" Straight, sharp and SAFE. Everyone pays to shoot Parris-Dunn Carnival Guns—little folks, big folks—they load their own. Sample gun, only \$5.00 postpaid. CARNIVAL AND TOY JOBBERS Full line Parris-Dunn Carnival Air Guns, Cowboy Pla-Guns, etc. Write quick for prices and discounts. PARRIS-DUNN, Mrs. Clarinda, Iowa

DISTRIBUTORS • PITCHMEN STORES • AUCTIONEERS EUREKA SS Rebuilt Like New EUREKA CLEANER Order Today! 1 Year Guarantee. 25% Deposit. Balance C.O.D. \$9.00 F.O.B. Detroit. Immediate delivery—individually boxed—other makes available. RE-NEW SWEEPER CO. 9591 Grand River Dept. 205 Detroit 4, Mich. WE.3-1400

CASH IN WITH FAST SELLERS Comic Xmas Folders, New Series, #1, 100 \$5.50 Comic Xmas Folders, New Series, #2, 100 4.50 Crawling Baby, Large \$1.00 Seller, Doz. 5.00 Pearl Diver (Plastic Toy Diver), Doz. 2.80 Jo Jo, New Plastic Dancing Clown, Doz. 1.60 Ice Cube (Plastic), With Bug Inside, Doz. 2.00 Comic Cocktail Shakers, 3 Different, Doz. 5.50 New Funny Cocktail Bait for Male Fish, 3 Different, Doz. 1.75 Maxie Funny Realistic Lifelike Mouse, Doz. 3.00 Specials Doz. Orig. Rubb. Lizard \$2.00 Orig. Rubb. Chameleon 1.00 Fur Monk, danglies .50 Fur Monk, swings .90 Bobbing Birds, best 1.35 New Bobbing Zulu 1.60 Zifo Dogs (sets 45) 2.75 Orig. Busy Biddy 2.60 Alligator in Crato 2.25 Perfume Lamp, 2" 1.00 Perf. Lamp, 7" 6.00 Mermayd Key Chain .90 Happy New Year Jokes Doz. 15.50 Giant Cigars .60 Jumping Candy .75 Hot Candy (bags) .50 Special Horses Doz. 3" Size, assl. col. \$ .60 3" Elephants .40 3" Horse on Sid. .95 Elephant on Sid. 1.10 4" Gold Horse 2.25 6" Horse, assl. col. 2.50 6" Gold Horse 3.75 Felt Cowboy Hats 3.25 Felt Gaucho, boy's 3.00 Felt Gaucho, men's 4.50 Felt West'n, men's 3.50 Explo. Matches \$2.75 Sparkle Matches 3.25 Doz. 2.25 Rubber Razors 2.25 Fun Factory (53), cd. 1.75 NoiseMakers, HATS, BALLOONS, etc. Space forbids us listing. But let us have your order at PRICE you wish to pay. WE guarantee to satisfy you. FLA. FUN FACTORY 436 Collins Ave. Miami Beach, Fla.

St. Clair, Leonard  
 Stachonick, John  
 Stafford, Mack  
 Stanley, E.  
 Starr, Hedy Jo  
 Statler, Wm.  
 Steffen, Mrs. J. G.  
 Steffen, Mary Ann  
 Stein, Sam  
 Stevens, Geo. M.  
 Stevens, Mrs. Ray  
 Stewart, James  
 Stokes, F. L.  
 Stokes, Varney L.  
 Stols, L. F.  
 Stone, John M.  
 Steiner, Bob  
 Streunich, Paul  
 Joseph  
 Sturgis, Wanda  
 Stutzman, James F.  
 Sullivan, Arthur E.  
 Sutherland, John  
 Sutherland, Pat  
 Swanson, Karl  
 Swartz, Myra  
 Taylor, Albert  
 Taylor, Archie L.  
 Taylor, Harry  
 Taylor, Jasper  
 Harrison  
 Taylor, Wilbur D.  
 Tiedora, Leona  
 Terrico, Carl B.  
 Terry, Herbert H.  
 Thomas, Colter J.  
 Thomas, F. L.  
 Thomas, K. B.  
 Thompson, Evan W.  
 Thompson, Carl  
 Thorpe, John M.  
 Titus, Vicky Ann  
 Toler, Clyde H.  
 Tolley, Virgil  
 Townsend, Cal  
 Torchy  
 Trailway Show  
 Trammel, Clyde  
 Troob, Mrs. Chas.  
 W.  
 Dean, Gaynell  
 Doherty, Joseph  
 Duane, Victoria  
 Evans, Mr. & Mrs.  
 Edward R.  
 Fanadio, Louise  
 Gatto, Rox (At  
 Home Shows)  
 Gold, Harry  
 Goodwald, Sid G.  
 Gryn, Mr. Chris  
 Harrison, Roland  
 Hegner, Arthur  
 Hunter, Roy  
 ("Fingers")  
 Williams, Joseph

**MAIL ON HAND AT  
 NEW YORK OFFICE**  
 1564 Broadway  
 New York 19, N. Y.

Walcott, Wm.  
 Wolf, Norman C.  
 Wong, Jim  
 Wood, Homer L.  
 Woodall, Bill  
 Woods, Mrs. Larry  
 Woods, Phyllis  
 Woodward, Jim  
 Woodward, Mom  
 Reynolds  
 Wray, A. V.  
 Wright, Chas. A.  
 Wuertherick, John  
 Yancey, Geo.  
 York, Claude W.  
 (Stormy)  
 Young, Bull  
 Young, John Red  
 Yuen, Kenneth  
 Lani (Ernie)  
 Zaluska, Mrs.  
 Zimmerman, Mrs.  
 Elga

**MAIL ON HAND AT  
 ST. LOUIS OFFICE**  
 390 Arcade Bldg.,  
 St. Louis 1, Mo.

Wald, Wm.  
 Walker, Paul  
 Wall, John  
 Walker, Guy B.  
 Walton, Lou  
 (Clown)  
 Wants, Gerald  
 Warhurst, Chas.  
 Watkins, Joseph K.  
 Watson, Mrs. John  
 Weber, H. T.  
 Webster, Geo. H.  
 Weekly, Bill  
 Weekly, Buster  
 Weir, Alexander D.  
 & L.  
 Wells, Harry  
 Weiss, Louise  
 Wells, W. M.  
 Westcott, Ed.  
 Louis  
 Whalen, Jr.  
 Thomas James L.  
 White, Albert  
 White, Dave  
 (Walkathons)  
 White Star  
 Attractions  
 White, Wm. K.  
 Whittecrow, Miss  
 Taboo  
 Whiteside, Dutch  
 Whittier, Arthur

**MAIL ON HAND AT  
 CHICAGO OFFICE**  
 188 W. Randolph St.  
 Chicago 1, Ill.

Allen, Barney (Mr. & Mrs.)  
 Andreski, Miss Jean  
 Barfield, Kathleen  
 Baron, Renee  
 Blaseo, Lutz  
 Bourque, Raymond  
 Bowen, Roy  
 Cantrell, Harold  
 Clare, James  
 Conley, M.  
 Cooper, Freddie  
 Cuttler, Richard  
 Dreamer, Francis  
 (Mrs.)  
 Duane, Clyde  
 Fontaine, Larry  
 Gibson, Peter  
 Glickman, Sam  
 Hale, Audrey  
 Huber, Jim  
 Kerwin, Pat  
 King, Fred (Mr. & Mrs.)  
 LeMaye, Monty  
 Lewis, Jos Joe

**BEST "BUYS" in TOWN**

Men's & Ladies' WRIST WATCHES  
 Complete with RHINESTONE DIAL

Swiss watches in assorted styles. Rebuilt and guaranteed like new.

7-Jewel \$7.75  
 15-Jewel, \$9.95  
 17-Jewel, \$12.95

**HURRY! WRITE TODAY FOR OUR NEW 54 PAGE XMAS CATALOG**

25% with order—balance C. O. D. Open account to rated firms—Wholesale Only.

**MIDWEST WATCH CO.**  
 5 S. Wabash Ave. Dept. B-26 Chicago 3, Ill.

Men's & Ladies Famous WRIST WATCHES

- ★ ELGIN 7-Jewel \$8.75
- ★ BULOVA
- ★ GRUEN
- ★ BENRUS 15-J. \$12.45 17-J. \$14.50
- ★ WALTHAM

Rhinestone Dial, \$1.50 add.  
 Stretch Band, gold filled, \$1.25 add  
 Comb. Mesh & Stretch Band, \$1.50 add.

(Nobody But Nobody Beats Our Prices)

**"BUST WITH HUMOR"**

"HOW ABOUT THAT?"  
 Bra Company  
 Presents...

The Grand Deception Behind the Buildup!

- Laugh Sensation for 1950!
- 20 Screamingly Funny "Types"
- Pocket Size Edition
- A Sure Fire Hit at Any Party
- Will Sell on Sight

FOR NOVELTY SHOPS, GIFT SHOPS, CANVASSERS, PITCHMEN, PREMIUMS, ETC.

Retail Price 25c Each.  
 Money-back guarantee if not satisfied, 25% dep., balance C.O.D., plus postage. We pay postage on full prepayment of order. Immediate shipment. Order now—Avoid Delay.

**\$10.00 PER GROSS** SEND \$1.00 FOR 4 SAMPLES

Be the First in Your Territory to Handle this Fast-Selling Number!

- MEXICAN RINGS!!! \$4.80 DOZ. In Rhodium or Gold Finish \$6.00 DOZ.
- ENGRAVERS!!! ALUMINUM IDENTS \$3.60 DOZ.
- SOUVENIR LOCKETS Mother, Sweetheart, Sister, Dearest, etc. Hand painted on Mother of Pearl. Heart or Book Lockets. \$6.75 DOZ.
- COMPACTS Mother, Sweetheart, Sister, Wife. Rhinestone Tops. \$16.50 DOZ.

Sorry, no catalogues. 25% deposit with order, balance C. O. D.

**SAMSON NOVELTY CO.** 30-32 EAST 20TH ST. NEW YORK 3, N. Y.  
 We Wish All Our Friends A Merry Xmas & Happy New Year!

The Most Sensational Value in PINKING SHEARS SELLS ON SIGHT

**ONLY \$18.00 PER DOZEN**

● Rustproof ● Lightweight  
 ● Most Beautifully Finished  
 ● Individually Boxed  
 ● Sturdy and Durable  
 ● Fully Guaranteed

NO C.O.D.'S

**DOVAL SALES CO.** 2 East 46th St., New York City

**RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE**

We have 81 Exclusive Styles in Expensive Looking, Gashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTH STONES — COCKTAIL RINGS—Set with brilliant White Stone and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 dozen up.

**HARRY MAHREN RING CO.** Red and White Stone Combination. \$3.00 Doz.  
 303 5th Ave., N. Y. 16, N. Y.

**ARTIFICIAL FLOWERS**  
 Best Quality—All Colors

Large Waxed Dahlias, Georgines, Roses, \$35.00 per 1,000; per 100..... \$ 4.00  
 Imported Red Celluloid Poinsettias, 6 in. diameter, Fine on Laurel, \$45.00 per 1,000; per 100..... 5.00  
 Imported Celluloid Large Roses and Carnations, \$45.00 per 1,000; per 100..... 5.00  
 MOUNTAIN LAUREL, 50 lb. carton, \$10.00; 25 lb. carton..... 6.00

FAST SELLING HOLIDAY ITEMS

FANCY DECORATED RED ROPING XMAS WREATHS  
 6 1/2 in. Diam. Gross..... \$12.00 | 8 in. Diam. Gross..... \$15.00  
 10 in. Diam. Gross..... 24.00 | 12 in. Diam. Gross..... 30.00  
 DECORATED LARGE CLUSTERS OF SILVER HANGING BELLS, Gr. 30.00  
 6 in. Diam Silver Hanging Bells, Gross..... 18.00  
 6 in. White Celluloid Reindeers, Tinted, Gross..... 30.00  
 Large 9 in. Diam. Red Poinsettias on long stem with green leaf, Gross..... 12.00  
 DANCING SANTA CLAUS AND DANCING CLOWNS, 30 in. length, Gross..... 8.50  
 SILVER & GOLD FINISH METAL JINGLE BELLS  
 Cluster of 3 Bells with red ribbon bow, Gross sets..... \$12.00

Send for Complete List. 25% Deposit, Balance C. O. D.

**FRANK GALLO—IMPORTER & MANUFACTURER**  
 1425 LOCUST STREET ST. LOUIS 3, MO.

**WRITE FOR OUR NEW CATALOG—JUST OUT**

Be sure and mention line of business

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.



**OAK-HYTEX**  
**NM-10**  
**Multi-Color**

**HOT HANDOUT!**  
*Workers Available*  
See your Jobber

**The OAK RUBBER CO.**  
RAVENNA, OHIO

Authorized Distributor for  
**ALL OAK HYTEX BALLOONS**

25% With Order, Balance C. O. D.

**CASEY COMPANY, Inc.**  
1132 S. WABASH AVE. CHICAGO 5, ILL.

Sell Fast Selling Novelties  
START NOW—Send \$2 for special sample assortment, prepaid in U. S. A. Retail value \$5 or more.

**AL HAWKINS AND CO.**  
Sioux City 7, Iowa



# Pipes for Pitchmen

By Bill Baker

A good tip is the pitchman's daily bread.

**HENRY H. VARNER . . .** tells from Akron that the Monday night sales there are giving local merchants land-office business. He adds that most of the showfolk who have been making their headquarters there are headed for the South and West Coast for the winter.

*If you are good in your particular line everyone knows it.*

**THEY TELL US . . .** that H. T. Weiss, long-time employee of Red Lux, of Cleveland, has quit the game and has been put on a pension approximating \$60 per month.

*Lose hope in your profession and you have lost everything.*

**"THE 42D STREET . . .** jewelry and novelty store, owned and operated by Paul and Danny, has been enlarged and is adding new ideas and features," letters Harry Greenfield from New York. "The store has grown into a big success since it was started four years ago. Personnel includes Mickey and Ethel

McCoy, managers; Billy Weinstein, Young Andy, Princess Sandra, Professor Isaacson, Sol Addis, Doc Ruby, Kid Mack and Doc Otto."

*The great in mind generally achieve greatness in business.*

**FREDDIE STEWART . . .** following a successful stint in Madison, N. C., with med, left for a location in Charlotte, N. C.

*You can come by plenty of shekels if your dealings with your tip reek with congeniality.*

**JACK WILSON . . .** is still playing stock sales in North Carolina with his med layout to reported good takes.

*Best time to start worrying about the winter bankroll is when you open in the spring.*

**THE JIM OSBORNES . . .** are reported to be getting the geedus working solder in Mt. Airy, N. C.

*Which of you boys and girls changed from your regular lines to gift novelties for the holidays?*

**GEORGE LUNSFORD . . .** is still gathering the long green working stock sales in North Carolina on the sheet.

**THOMAS A. ROMANIK . . .** well known in pitch circles, is a warrant gunner in the navy. Latest reports have him heading the athletic facilities of the Sixth Task Fleet.

*Who was it who once said: "When a med show plays the sticks its entourage plays to the same timber."*

**H. R. DAY . . .** pipes from Walnut Cove, N. C., that he closed his med show in Winston-Salem, N. C., after a season that wound up on the right side for him. Day will open in theaters with his magic and mental act beginning at Spindale, N. C., December 12. He's booked thru the South until March 15. "Jack Hart," pens Day, "is working Eastern North Carolina. He's the promising young med pitchman for whom I predicted a bright future a year or so ago. He was with Billy Beam then and now he's on top and a swell fellow. What has happened to all the old-timers? I can count all of them that I have met in the last year on my fingers."

*Perfection is okay but wouldn't the reformers in the world be in a terrible fix if everyone were perfect?*

**"I'VE BEEN SELLING . . .** merchandise via the tripe and keister method for about 30 years and as the years go by it becomes tougher and tougher to find open towns," opines Dave Rose from his New Orleans headquarters. "And at the rate the towns are being closed we won't be able to work any of them. Years ago when a pitchman went from city to city he was certain to meet with many other pitchmen. They would exchange information, telling one another where they could work, who to see and what the cost would be for a reader. Everyone worked and we all were able to get ahead a little. Nowadays, however, one can travel north, east, south and west and not a pitchman will he meet. Surely there is a reason for this. Many of the boys and girls of our fraternity have switched from street corners and lots to fairs and stores. Some still work stock and community sales. Ex-jam men now are peddling balloons and novelties at fairs and football games, and also have joined up with carnivals. At one fair that I work every year dozens of pitchmen were turned down for spots. There just wasn't enough room for everyone. State fairs are wonderful places for the pitchfolk to get their winter bankrolls together so all of us must work clean and sell articles of merit. If we don't we will be prohibited from working fairs, too.

I know of a number of items that cannot be worked at certain fairs. Horned nuts head the list. Certain chain stores have done away with pitchmen and as I mentioned before the fairs will follow suit unless we can convince them that the articles we sell are what we say they are. Who was it, who not so long ago, sent in pipes about forming a pitchman's organization? At that time several of us proclaimed that it couldn't be accomplished. I still say it can't be done and even tho we were organized we couldn't use street corners for places of business. Once in awhile we get away with it in some town but when we return to that same town we find it's closed and they even tell us to get out of town or they will throw us in the clink. I wonder why? I had the same thing happen to me only about two months ago in McComb, Miss. I purchased a reader for \$2.50, obtained an okay from the police chief and when I started to work the mayor came along and ordered me to hold up. When I asked for my \$2.50 I was told to get out of town. I didn't get my money and I didn't work. In years gone by I've worked this town over 20 years. Who closed it? In 99 cases out of 100 it is either the Chamber of Commerce or the Better Business Bureau, of which local merchants are members. It looks like a losing fight to me. From now on I'll make only the fairs. I think that's our last stand. After that? I don't know. Perhaps it will be the old soldiers' home."

**EDWARD ST. MATTHEWS . . .** is making his home in Cincinnati and hitting on all six. He says that he's been working med for the past few years in West Virginia and Kentucky. Eddie plans to spend the winter framing a new de luxe pitch for 1950. He'd like to read pipes here from Herb Johnston, Jimmy Miller, L. Chapman, Chic Denton, Professor Gerard and King Lamar.

## CATALOG READY

STATE YOUR BUSINESS  
NEW YEAR PARTY GOODS

- MA83—Serpentine Confetti. 800 Rolls for . . . \$2.50
- MA84—Flake Confetti. 100 Packages for . . . 3.50
- MA85—New Year Balloons, 9". Gross for . . . 5.90
- MA81—Assorted Paper Hats. Gross for . . . 8.00
- MA86—Loud Horns. Gross for . . . 5.75
- MA87—Metal Noisemakers. 50 Assorted for . . . 3.00

## LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

## MEDICINE MEN!

Write today for new wholesale catalog on tonics, pills, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. Spring St. Columbus 13, Ohio  
Dept. X

# BINGO

Heavy Cards, Specials, Cages,  
Blowers, Transparent Markers.  
Write for bulletin  
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

## Chinese Firecrackers

- 1 Bundle 1280 1 1/2 Crackers . . . \$2.00
  - 1 Bundle 1600 1 1/2 Crackers . . . 3.50
  - 1 Bundle 2800 1 1/2 Crackers . . . 4.00
  - 1 Bundle 2800 1 1/2 Crackers . . . 5.50
  - 1 Bundle 9600 1" Lady Crackers . . . 6.50
- 100% Profit—Cash With Order.

**BUCK BROTHERS**  
Columbia, Tenn.

## Dealers-Agents Wanted

Best wholesale discount on new watches:  
**BULOVA LONGINE GRUEN**  
Automatic—Waterproof.  
Also nationally advertised Silverware, Benson Lighters (all models), Parker Pen Sets and Eight-American Compacts.  
BOX 410, Billboard, 1564 Broadway, N. Y. C. 1

## SAVE ON XMAS SPECIALS

HURRY! HURRY! ORDERS FILLED SAME DAY RECEIVED

Ladies' Rhinestone and Novelty Necklace Set . . . \$2.75 SET

**Ladies' Rhinestone Case Watch, 7-Jewel, \$8.95**

17-Jewel, \$12.95. Looks like real diamonds. High grade Swiss movements guaranteed like new. Silk cord band. Gold filled Mesh, Link or Expansion Band, \$1.75 add.

25% with order—balance C. O. D. Wholesale only—3 watches minimum.

**JOSEPH BROS.**  
5 S. Wabash Ave. Dept. B-17 Chicago 3, Ill.

**GUARANTEED MEN'S WATCHES**

- ELGIN \$8.75
- BENRUS
- GRUEN
- BULOVA

Rhinestone Dials, \$1.00 Additional.

Matching Expansion Band, 95¢ Add.

10 Kt. Yellow R. O. P. cases, modern new designs. Reconditioned and rebuilt—guaranteed like new.

**WE WILL NOT BE UNDERSOLD**

## Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for  
• JEWELERS • ENGRAVERS  
• DEMONSTRATORS

**BIELER-LEVINE**

5 NO. WABASH AVE. CHICAGO, ILL.

**NEW ENGRAVING JEWELRY CATALOG**  
Newest Styles  
**NOW READY**  
Write for Yours Now! State Your Business

All Orders Shipped Same Day Received  
All Phones: CE 6-7966

**GELLMAN BROS. Inc.**

**a Catalog CHUCK FULL OF VALUES**  
Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.



Communications to 189 W. Randolph St., Chicago 1, Ill.

**SALESBOARD SIDELIGHTS**

Roy Galentine, Galentine Novelty Company, South Bend, Ind., repeated his good order news last week, adding that the big thing with Galentine is still the Lucky Lulu jar deal, which started off with a bang and is now on counters over the country. . . . **Manny Gutterman & Associates**, Chicago, reports its ash tray and table lamp board premiums are catching regular operator attention. With the Comic Bowler and Bull Thrower ash trays getting good board player reception, Gutterman says an even stronger demand is being felt for the Waikiki Maiden lamp, and attributes this to its "elastic dance action."

Exceptionally heavy demand for all types of boards in its diversified line is reported by Gardner & Company, Chicago. Production is said to have reached new peaks for money, merchandise, die-cut, premium boards, jobbers' trade boards and special boards tailored to fit specific requirements, according to **Joe Robinson**. Orders continue to be filled in top tempo, with seasonal numbers for the holidays showing up in strong demand. Such new boards as Gorgeous, Hot Numbers and Three-Way Thriller, in the money board line, are among the leaders, Joe states.

**USED COIN-OPERATED MACHINES**

Music - Vending - Amusement - Bells - Counter  
Only advertisements of Used Machines accepted for publication in this column  
RATE—12¢ a Word Minimum \$2

**A-1 BARGAIN — CIGARETTE AND CANDY**  
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. fe18

**CHESTER POLLARD GOLF** \$35; 3 ANTI-AIRCRAFTS, \$20; Air Raider, Keeney, \$55; Bally King Pin, \$25; Torpedo, \$45; Bally Bull, \$20; Rapid Fire, \$45; Tommy Gun, \$35; Periscope, \$45; Mills Lifter, \$20; 3 Seeburg Ray Guns, \$45; Grippers, \$10; crating \$5; one-third deposit. Woodrow McLennan, 134 Moss, Detroit, Mich. TO-75730.

**CIGARETTE MACHINES—WINTER SPECIALS;** write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kltz. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**SALESBOARDS  
JAR-O-DO TICKETS  
WHOLESALE PRICES TO ALL**

**BEE JAY SALESBOARDS  
JAR DEALS — BOX DEALS  
BINGO TICKETS - RED WHITE BLUE  
LUCKY 7 - SPINDLES - REFILLS**

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

**WRITE FOR CIRCULAR  
CAROL SALES COMPANY**

312 E. Market St. Elmira, N. Y.

**PUSH CARDS**

Straight and Skip-Number Cards with Winner under Seal. Straight and Skip-Number Cards without Seals. Turkey Cards. Money Cards. . . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock. . . . You can buy from us with confidence—we have been in business since 1914, FREE CATALOG.

Write  
**W. H. BRADY CO., Mfrs.**  
Est. 1914  
Chippewa Falls, Wis.

**GALENTINE PRODUCTS  
MAKE BIG PROFITS!!**

*The BEST*  
**SALESBOARDS  
AND  
JAR DEALS!**

PHONE 2-4261  
DAY OR NITE

**GALENTINE  
NOVELTY CO.**

322 E. COLFAX AVE., SOUTH BEND 24, IND.



- FIRST QUALITY SALES BOARDS
- 1000 to 1300 HOLE GIRLIE BOARDS . . . \$1.75
- 1300 TEXAS or CHEERFUL CHARLEY . . . 1.10
- 1000 JACKPOT CHARLEY THICK . . . .85
- 1000 CHARLEY BOARDS, THICK . . . .75
- 5¢, 10¢, 25¢ BOARDS, profit up to \$115.00. 1.50
- RWB 2170 SINGLE or FIVES . . . .1.00
- 1000 PLAIN BOARDS, 50¢ . . . .20¢
- E. F. PRODUCTS 190 Piedmont Road  
Charleston, W. Va. Phone 25-771

**CLEARANCE SALE OF RECONDITIONED**  
Slots: Mills Black Cherry 5¢. \$65 to \$110; Chrome Bell 25¢. \$65; Bonus Bell 5¢ & 25¢. \$65; War Eagle 25¢. \$45; Goose Neck 5¢. \$20; 50¢. \$40; Jennings Silver Chief 5¢ and 10¢. \$65; Victory Chief 10¢ and 25¢. \$75; War Chief (red front). \$55; 4 Star Chief 10¢. \$50; Club Special Console 10¢. \$65; Cigarola. \$65; Club Special 1¢. \$65; Dixie Bell 5¢. \$55; Red Cherry 10¢. \$55; Pace Chrome Deluxe 50¢. \$160; Chrome 5¢. \$45; Comet 10¢. \$40; above price includes packing; terms 1/3 deposit, balance C.O.D.; satisfaction guaranteed. George Milner, 500 N. 9th St., La Fayette, Ind.

**CLOSING OUT — SLOT MACHINES, SALES-**  
boards, Meat Slicers, Scales, Cash Registers, Adding Machines, Refrigeration Cases, Coolers. Pier, 720 Main, Dubuque, Ia.

**DIGGERS—ERIE HAND OPERATED DIGGERS;** 5 Pokerinos, Exhibit Iron Claws; Merchantmen, Electro Hoists, Buckleys; we buy diggers and Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—USED PHONOGRAPHS, PINBALLS**  
and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

**FOR SALE—THREE BING-A-ROLLS; CLEAN,**  
in good condition; \$125.00 each. KING-PIN EQUIPMENT CO., 826 Mills St., Kalamazoo, Mich. de17

**FOR SALE — PENNY MACHINE, PRINTS**  
Lord's Prayer on a Penny; completely reconditioned; bargain. Write Apartment 402, 251 S. Olive St., Los Angeles 12, Calif. de17

**FOR SALE—175 USED HOT NUT MACHINES,**  
perfect condition, \$5 each; deposit with order, balance c.o.d. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y.

**FOR SALE, PERFECT CONDITION—15 POP-**  
corn Sez, \$65 each; 6 Columbus Bimors, \$16 each; 4 Nix Cookie Machines, \$40 each. Harry Enterprises, 124 North New Jersey Ave., Atlantic City, N. J.

**FOR SALE — 10 TELEJUICE MACHINES**  
(canned fruit juice), on location in A-1 condition; will sell at sacrifice; retiring from business. Box C-507, Billboard, Cincinnati, O.

**FOR SALE OR TRADE—THREE 1948 STONER'S**  
eight column, like new, \$135 each; two 41 Stoners, 8 column, \$100 each; 8-column Rowe, theater model, grained finish, \$70 each; 3 six column Rowe De Luxe, \$40 each; 7 Rowe 5¢ Gum and Mint, \$10 each; one Shotman, like new, 3 column 5¢ candy bar, \$20; three Shipman 1¢ and 3¢ Stamp Machines, \$8.50; will trade for Cigarette Machines, Penny Peanut Machines or Grip Testers. Redmond Tobacco Co., Arkville, N. Y.

**FOR SALE—20 PISTOL TARGET GUMBALL**  
Machines; no reasonable offer refused. Box 309, Billboard, Chicago.

**GUARANTEED LIKE NEW EVERY WAY —**  
Columbus Vendors, 15 nickel, 10 penny gum, \$140 lot, \$6 single. Ivey S. Hale, Littleton, N. C.

**LIKE NEW—20 TARGET KING GUM VEND-**  
ers, \$20 each; 1 Bat-A-Ball Jr., \$5; 1 A.B.T. Challenger, \$7.50; \$375 for lot; 1/2 cash, bal. C.O.D. John A. Wilkins, 605 10th St., Clarkston, Wis.

**ILLNESS FORCES ME TO SACRIFICE 4**  
5¢ Shoeshine machines, only operated 6 months; Siros Mfg. Co.; fine condition; \$99.50 each; originally \$249.50; no reasonable offer refused. Barnet Decker, 4136 Timrod, Tucson, Ariz.

**ONE GOTTIEB THREE-WAY GRIPPER, LIKE**  
new condition, \$17.50; one used, \$10; both, \$25; one Windmill, used, \$5. Alexander, Box 388, Hannibal, Mo.

**QUIZZERS—NOW OPERATING, GOOD CON-**  
dition; one year old; make offer. Spangelo, 216 Chamberlain Blvd., Knoxville, Tenn.

**STAMP MACHINES—(5¢) SLOT, \$2.95 EA.;**  
sanitary napkin machines, \$7; Popcorn, Gum, Candy, Peanut machines. U.S.P., Waterbury 5, Conn.

**STAMP FOLDERS DIRECT FROM MANUFAC-**  
turer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**STAMP FOLDERS DIRECT FROM MANUFAC-**  
turer at lowest prices; write for prices and samples. Plymouth Press, 596 W. 122 St., New York City.

**TWO CHROME RAIL DERBYS—JUST OFF**  
location, crated, best offer or trade. Arland Rasmussen, 1343 Scotts Place, Idaho Falls, Idaho.

**WANT TERRITORY TO OPERATE SHUFFLE-**  
boards; will operate on percentage or any other arrangement. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

**WANTED—A. B. T. MODEL F PISTOL MA-**  
chines, no Challengers, Post War; also Penny Pin Marble Games, counter size. Lee Hirschler, 3801 Winding Way, Cincinnati, O.

**WANTED—WILL PAY \$32.50 FOR MONARCH**  
and \$60 for Uneda Electric Cigarette Ma-chines. Redmond Co., Arkville, N. Y. de24

*a Winner . . .*

Change your Luck with **LADY LUCK!**  
FORM NO. 12332  
1200 R.M. HOLES  
5c PLAY  
SPECIAL THICK  
Takes in . . . \$60.00  
Pays out . . . 29.58  
AV. PROFIT . . . \$30.42

**HARLICH CORPORATION**  
1200 NORTH HOMAN AVENUE  
CHICAGO 51, ILLINOIS

**NOT A SLOT MACHINE**  
THE GOVERNMENT RATES IT JUST AS GOOD  
\$50.00 TAX, JANUARY 1 TO JUNE 30, 1950

**WALTERS' AUTOMATIC SALESBOARD CABINETS**

**R. C. WALTERS MFG. CO.**  
4201 Norfolk Ave. St. Louis 10, Mo.

**SALESBOARDS—JAR TICKETS**  
NEW LOW PRICES ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes Play	Description	Def.	Profit	Price
400 5¢	LUCKY BUCKS, THICK	Def.	\$ 7.00	\$ 60
300 25¢	KWARTER KOLORS THICK	Def.	15.00	.60
1000 5¢	5¢ CHARLEY, THIN	Def.	17.00	.90
1000 25¢	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200 25¢	TEXAS CHARLEY THICK	Avg.	102.98	1.60
1000 5¢	SWING IT THICK GIRL BOARD	Avg.	24.65	2.25
1040 5¢	TAKE A CHANCE THICK GIRL BOARD	Avg.	29.40	2.25
1040 5¢	TIGHT SQUEEZE THICK GIRL BOARD	Avg.	30.25	2.25
500 25¢	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg.	49.33	2.50
500 25¢	TEN TENS, THICK, 4 Nos. to Ticket	Avg.	61.42	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.  
Stating your requirements Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**SALESBOARDS**  
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"  
for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS  
10th year giving immediate delivery on finest boards

**LEGALSHARE SALES**  
P. O. BOX 86-E 222 2nd St. HUNTINGTON BEACH, CALIF.  
Ph.: Lexington 6-3218

**SALESBOARDS**  
Tickets, Jar Deals, Premiums  
Complete Line

STOP IN TO SEE US  
RAKE COIN MACHINE EXCHANGE  
609 Spring Garden St., Philadelphia 23, Pa.  
Lambard 3-2676

**WE ARE MANUFACTURERS**  
All Kinds — PULL TICKET GAMES  
• TIP BOOKS •  
Buy Direct From Manufacturer at Very Very Reasonable Prices.  
— Columbia Sales Co. —  
302 MAIN ST. WHEELING W. VA.  
Phone: Wheeling 340

ATTRACTIVE and UNUSUAL  
**PUSH CARDS**  
Designed and Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

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

# NOVELTY GAMES HIT JACKPOT

## Manufacturers Adding More Models as Production Lags Far Behind Operator Demand

Pinball Units Still Hub Around Which Biz Revolves

By Tom McDonough

CHICAGO, Dec. 10.—With virtually every major amusement game manufacturer already producing a shuffle-type game or planning to follow this new trend in the industry, it is a foregone conclusion that these novelty games have established a new approach to design in game playfields and will probably be the basis for additional new game ideas. But while the combination shuffle-bowling games craze has swept the nation and is still gaining in popularity, at least three firms have pointed out that five-ball games remain the hub around which amusement game play revolves.

Significant in the success of shuffle novelty units is the obvious fact that altho there were only a few firms producing this equipment at the beginning of last month, seven companies now are firmly entrenched and even more important, all report their major problem is to increase production to cope with demand. Whereas a short time ago there was a general feeling that shuffle-type games would create a brief sensation and then pass out of the picture, today even with the quantity of games already in the hands of operators, the builders know the potential has only been scratched and demand should remain at above supply capacities for an indefinite period.

Naturally, the only reason the

## F. Engel Makes Comeback; Goes To Distrib Biz

PHILADELPHIA, Dec. 10.—Frank Engel, vet coin machine distributor and operator, has come out of retirement and reactivated his Automatic Equipment Company, it was learned this week. A Seeburg distributor since 1936, he retired in February, 1948, but retained an interest in a Pennsylvania phonograph operation.

Back in business on the distributing level, Engel's first product is U. S. Woodcraft's game, California Shufflepins. Operating out of a four-story building here at 817 West Cumberland, he will handle the coin-operated game exclusively in Pennsylvania, Delaware, Maryland and New Jersey.

Engel said the firm will specialize in amusement equipment. Another featured item carried is an identification decal offered to the trade for the first time. The decal, manufactured by Enco Products, Inc., is produced by a special process claimed to insure permanency of imprint. Plates will be made on order, it was said, and sold at competitive prices.

Charles Engel, brother of the Automatic Equipment head, has joined the firm as sales manager. Other key personnel are now being

novelty games have remained on top locations for such an extended period is that the players, the real evaluators of games, like them and apparently do not tire of the game. Operators in all sections of the country report sustained high level returns. One (See Manufacturers on page 102)

## Rock-Ola Re-Enters Game Biz; Shuffle, Phono Output Holds

CHICAGO, Dec. 10.—The Rock-Ola Manufacturing Company, which has been concentrating on coin-operated phonographs and shuffleboards in recent years, is starting a new amusement game program, it was learned this week from David C. Rockola, firm president. Initial game to be turned out under the new program is Shuffle-Lane, a shuffleboard-type novelty unit, which is now being delivered to Rock-Ola distributors thruout the country.

The new game, according to Rock-Ola officials, incorporates several new features and improvements over other shuffleboard-bowling-type units. Included are raised playfields to permit a truer shuffleboard technique, gutters to simulate bowling alley play, a slide-out mechanism drawer to simplify repairs, de luxe eight-foot models and super de luxe nine and

## 21 Chrome Bell Set for Output By Bell-o-Matic

CHICAGO, Dec. 10.—Bell-o-Matic Corporation, world distributor of Mills bell products, has started deliveries on the 21 Chrome Bell, a custom-built version of the 21 Bell.

A de luxe unit, the 21 Chrome Bell has a solid chrome front and light grained oak sides. The mechanism of both models of the 21 features an award for 7-7-7, which exceeds the value of the jackpot. Both 21 units also give major awards for three melons and three bars.

The standard 21 Bell has a hammerload finished red and blue cabinet.

## FTC Studies Steel Industry Proposal To End Basing Point

WASHINGTON, Dec. 10.—Federal Trade Commission (FTC) is studying a "consent order" proposed by the steel producers to end basing point practices in the industry, the agency announced this week. The two FTC officials most directly concerned with the commission's pending case against the steel industry submitted memoranda concerning the proposal — one urging its acceptance, the other claiming FTC is without authority to accept it.

Submitted by the American Iron and Steel Institute and approximately 100 steel makers, the offer stipulates that the producers will refrain from any method of selling steel which does not include a published price for any steel product, freight on board (f.o.b.), at the place of manufacture.

In the event FTC decides to accept

the offer, the effect on the price of steel to coin machine manufacturers is problematical. In its various basing point prosecutions, FTC has claimed that a return to f.o.b. pricing methods would result in price reductions. On the other hand, basing point proponents have contended that use of the system results in lower prices than f.o.b. pricing methods.

FTC's theory is that basing point selling has resulted in standardized prices and a consequent lack of competition among steel producers. A resurgence of competition, FTC feels, would drive steel prices down. Steel makers, however, claim that the profit margin in steel is already as low as it can go under present operating costs and that use of the f.o.b. selling methods will mean simply that purchasers (See FTC STUDIES on page 97)

## Twin Cities Ops Place OK On New Games

Shuffle Units Bring \$\$

MINNEAPOLIS, Dec. 10. — After two months of operation in this area the shuffle-bowling novelty game continues its hold on coin machine enthusiasts to give the business the long-needed "shot in the arm." Just as the normal pre-Christmas holiday lull approaches.

Distributors thruout this territory report that operators who never before had novelty games on location are adding these units to their routes as quickly as they can obtain delivery. And the distribs are hounding the factories to get units to them, some wholesalers even backing trucks up to manufacturers' doors waiting to be loaded.

Altho United's Shuffle Alley and Bally's Shuffle Bowler got the jump on the others in this area thru distribution via Mayflower Distributing Company, St. Paul, the other units on the market are fast catching up and getting their proportionate share of business. Lieberman Music Company reports top business with Chicago Coin's Bowling Alley, while Silent Sales Company is humming with trade in behalf of California Shufflepins.

Demand High

"These games definitely are replacing the pinball in popularity, one operator declared. "I find that I just can't get enough of them. My locations are crying for the game after viewing it in operation elsewhere."

Several of the larger locations are lucky enough to have two or three novelty games lined up along the wall and seldom do these units lack for patronage.

Coming at a time when the coin machine business, especially the pinball end of it, was mired, the new novelty games are being hailed as the answer to operators' demands for "something new for our industry." And they hope public acceptance will continue.

## Arcade Biz in Columbia, S. C., Holding Strong

COLUMBIA, S. C., Dec. 10.—Playland, one of Columbia's four uptown arcades, has increased its line of magic and novelties to proportions never before attempted here and finds business continuing good. Management reports the merchandise sections draw, in addition to sales, many added players to the machines in the building.

Local arcade ops were cheered by news that Fort Jackson's fifth division would remain here at least until June. The army had previously announced that the soldiers, who bring arcades a goodly share of biz, would be shifted to Augusta, Ga.

Another arcade, American, carries military goods in front as attraction for soldier trade. They've found gimmick good stimuli for machine biz.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# CTA Awards 3 Vender Contracts

## New Premium Plan Launched By Veteran Cig Vender Ops

HARTFORD, Conn., Dec. 10. — A new premium plan for vended cigarettes aimed at boosting sales and trimming the competitive edge now enjoyed by counter sales in price-differential areas, was launched here this week by two old-time cigarette machine operators.

Wednesday (7), the Self Service Sales Corporation, headed by M. J. Zimmerman and Alex Warner, began stocking couponed packs in its 1,500 machines, said to sell 1,000,000 packs of cigarettes each month. Coupons were issued by the Cigarette Machine Premium Corporation, a Self Service affiliate headed by the same principals.

### Nation-Wide Plans

Zimmerman, whose entry into the vending business dates from 1928, claims about 30 operators in Connecticut have already indicated they will go along with the plan. Participation by cigarette operators thruout the country is also to be solicited.

He explained that the prime goal of the plan was to center the attention of cigarette buyers on machines and to wean away gradually the allegiance of purchasers from locations to automatic equipment. To promote the campaign, a tie-in has been made with a popular charity and commitments set for television and radio announcements, as well as newspaper ads.

In terms of retail value, the "cigarette thrift coupon" issued by the company is worth one-half cent, according to Zimmerman. It is redeemable for "standard branded" merchandise as described in a 16-page catalog now being distributed. Coupons are sold to operators for half their retail value.

### Free Catalogs and Decals

With their first order for coupons, operators going along with the plan are given free catalogs and decals, a pair for each machine on the route. Additional catalogs will be furnished

## New Coan Candy Machine Ready

MADISON, Wis., Dec. 10. — Coan Manufacturing Company announced initial delivery this week of its new streamliner U-Select-It candy vender. Machine, said to be new "from the ground up," is the result of three years of experimental engineering, according to J. W. Coan, president. Unit retains the 100 per cent selective feature of former models, displaying 25 bars under the front face glass.

Coan stated that the new mechanical dispensing unit has been location-tested, in the old case, in all types of spots for over nine months. Price and construction details were not given.

## R. Towne Joins Arctic Vendor As Sales Exec

APPLETON, Wis., Dec. 10. — Gordon Hasse, head of the Arctic Vendor Sales Company, announced the appointment this week of Ralph Towne as sales director for the northeastern section of the country. He will work out of headquarters in Boston.

Towne resigned from a similar executive position with Craig Vending Machine Company, New Bedford, Mass., earlier this week.

at cost, Zimmerman said. Also, each consumer writing to the premium company will receive a catalog free of charge.

Zimmerman said a jump in sales of 20 per cent above normal might be expected if the coupon plan was adopted. On his own route he estimated that only a 10 per cent increase is needed to underwrite the entire cost of the coupon program. Since no charge, except for coupons is asked of other operators, wide acceptance of the plan is being sought to bring down the per-unit cost of operation. (See VENDER OPS on page 85)

## Reynard Int'l Set To Op Cup Units in Pennsy R.R.

NEW YORK, Dec. 10. — An agreement covering the exclusive placement of carbonated drink venders in stations of the Pennsylvania Railroad has been concluded between the line and Reynard International, Inc., a firm new to the vending industry, it became known this week.

Reynard, headed by Mathew Fox, has already placed about 10 cup machines in Pennsylvania Station here. It was believed that many more would be placed in the near future, with trade sources estimating eventual installations by the company to number in the hundreds. A Reynard spokesman, however, said this week that machines would be in-

## Canteen, Transit Sales, Auto. Merchandising Firms Submit the Winning Bids

### Requests for Rapid Transit Drink Op Rejected

CHICAGO, Dec. 10. — Chicago Transit Authority (CTA) Friday (9) awarded five-year contracts for three or four phases of vender operation in its over 237 el and subway stations and in carhouses, shops and offices. All bids for the fourth contract, designated as C-3 and covering installation of cup venders in passenger stations, were rejected and new bids were asked. This equipment is being operated by Mechanical Merchants, Inc., under a sub-contract. Canteen Company was awarded the soft drink operation in shops, offices and carhouses. Tabbed as C-5, this contract also provides

for installation of other merchandise vending equipment with the exception of candy, gum and nut units. Like the two other vender contracts, it goes into effect January 1, 1950, following expiration December 31 of the blanket vending contract now held by Union News. New contracts expire December 31, 1954.

### Commissions

Canteen will pay CTA \$400 to cover undepreciated cost of existing wiring and piping installed in connection with the operation of drink venders. A minimum of 15 per cent commission was required on gross sales.

Contract C-2, for operation of penny, nickel or dime candy, gum and nut venders and scales at rapid transit stations, was awarded to Transit Sales, which now operates this equipment under a Union News sub-contract. Minimum percentage established by CTA for such units. (See CTA AWARDS on page 85)

stalled gradually, as approval for specific locations is granted by the railroad.

### Use Cole Units

The venders operated by Reynard at Pennsylvania Station are made by Cole Products Corporation. Other makes may be used later, the company spokesman indicated. The agreement with the railroad does not cover all coin equipment. Snively fruit juice machines were recently installed in the station by another operating firm.

Fox, whose offices are at 445 Park Avenue, is also a vice-president of the Universal Pictures Corporation.

# STORE WIDENS VENDER SCOPE

## Minute Maid Preps Juice Vend Set-Up

NEW YORK, Dec. 10. — With the results of a two-month test claimed pointing to a large sales potential for vended orange juice, Minute Maid Corporation is hurrying plans for launching widespread operations, it was learned this week. Operation participation in the company's program will be sought within 60 days, according to A. E. Stevens, vice-president in charge of sales.

Specially adapted Mills cup venders were used in the test operation, located for the most part in government buildings in Washington. Altho the machines performed satisfactorily, it is said work remains to be done to improve refrigeration mechanisms. Lower than normal vending temperatures are required to preserve the frozen concentrate used.

William E. Burke, who heads Minute Maid's vending division, said that Mills started developing the

## Life Size Plug

NEW YORK, Dec. 10. — Beverage venders received top publicity in a recent issue of *Life* magazine. Illustrating a feature article on famous generals, "Skinny" Wainwright's photo with a Cole-Spa cup vender carried a caption mentioning the general's insurance firm and the drink vender, a second of his business interests.

juice vender six months ago. The juice firm's vending program, however, may not revolve around the use of a single type of machine. It was indicated that discussions with other manufacturers were under way and that several machines might eventually be approved.

Stevens emphasized that rigid standards would control the new operations. Exclusive territories will be awarded on a franchise basis. It will be necessary for operators to observe company specifications for cleaning equipment and storing concentrates. Stevens pointed out that the concentrate would have to be kept frozen for long periods.

## Uses Units To Sell Standard Package Items

### Detroit Test Success

DETROIT, Dec. 10. — Vending machines have established themselves in a department store, the J. L. Hudson Company, because, as management stated, "the example of other types of vending machines has pointed out the usefulness and convenience to customers of similar machines to dispense standard items in which no sales explanation or demonstration is needed."

Two machines, composed of six units each, have been installed in Hudson's, said to be the first store in the nation to use automatic merchandise machines of this new type. Merchandise is prepacked with a girl stationed in a central booth to give change, answer customers' questions and keep the machines supplied. Any merchandise which measures not more than 2 by 8 by 10 inches may be used in the machines. The customer inserts his coins, the number necessary is posted beside the coin chute. By means of a conveyor belt, the merchandise stored in stacks rotates down to the distribution chute. (See STORE WIDENS on page 85)

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.



**TRIPLE UNIT TOPPER**

**WITH PLASTIC GLOBES**

Our response to the operator's demand for Compactness Space-Saving. Attractive Battery of Bulk Venders. Enjoy maximum sales with increased selectivity. Plastic Globe and New Ball Gum and Charm Vending Wheel standard equipment.

**PRICED AS LOW AS \$31.50 PER TRIPLE UNIT**

**TOPPER**

**MODEL V**

**UNIVERSAL**

**DOUBLE UNIT TOPPER**

**VICTOR OFFERS THE ONLY COMPLETE BULK VENDING LINE**

When new, successful innovations and improvements are built into bulk vending equipment . . . features that increase the operators' earnings and decrease his servicing costs . . . **YOU WILL FIND THEM ALWAYS FIRST** IN VICTORS . . . originators of the Plastic Globe . . . the new Ball Gum and Charm Vending Wheel . . . the interchangeable refill (the fastest changeover ever built into a bulk vender).

*It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!*

**VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS**

**Pa. Officials Crack Down On Cigarette Bootlegging**

PHILADELPHIA, Dec. 10.—D. H. Stephens, chief post-office inspector here with jurisdiction over Pennsylvania and New Jersey, has issued a warning that persons suspected of sending or receiving cigarettes thru the mails in attempts to avoid State taxes, would face prosecution under the federal mail fraud statutes.

He issued the warning as Pennsylvania State police completed plans to crack down on cigarette-bootlegging operations in the Philadelphia area—a campaign launched with the co-operation of the State Department of Revenue and hailed by operators of cigarette vending machines and retailers alike.

Stephens pointed out that persons who have built up profitable sales of tax-free cigarettes smuggled in from other States, mainly Maryland and Virginia, will face prison terms on conviction as was the case of three men recently convicted in Missouri for mail frauds involving illegal sales. He added that receivers of tax-free cigarettes who do not pay a tax levied in the State where received also are subjected to prosecution.

Meanwhile John A. Hague, assistant supervisor of the cigarette tax division for the State Department of Revenue, disclosed that he had assigned one of his "top investigators" to co-operate with State police in "cleaning up cigarette bootlegging in the Philadelphia area."

Hague declared that the possession in this State of more than 99 untaxed cigarettes—the maximum set by law—"is a violation of State law, whether the owner intends to smoke the cigarettes himself or give them to someone else." He admitted that the current campaign against illegal sales and receipt of untaxed cigarettes was

launched at this time partly because of the tremendous boost given to cigarette sales by the Christmas buying.

State officials blame cigarette bootlegging in large measure for the cut in revenue of nearly \$8,000,000 below the \$83,000,000 in cigarette taxes anticipated from the 4-cent per pack levy during the last two years.

Authorities said that while major firms now were complying with the State law, that huge unreported orders of cigarettes still were flowing into Philadelphia by truck, private car, mail and express. These cigarettes, supplied by friends or relatives in tax-free States, have been used to build up thriving, unlicensed cigarette businesses, according to police evidence.

**Case History**

In a typical case, police said one dealer was receiving 2,000 cartons a week from a Virginia supplier. By avoiding Pennsylvania's 4-cents-a-pack tax, police said he was under-selling the market and disposing of the cartons on a regular weekly route. They estimated his profit at 40 cents a carton, or \$800 a week. In weeks of investigation, State authorities have traced cigarette deliveries to a number of such dealers and are now ready to crack down on them. City police also are able to take action since most of the bootleg dealers are operating without municipal mercantile licenses.

The State police campaign at the "retail" level comes after an unsuccessful effort to check shipments at the Pennsylvania border by halting and searching trucks and private cars. This "blockade" was ended on orders of Governor Duff after protests from hundreds of innocent motorists against delays and inconvenience. While State police are still patrolling roads from the South in an effort to head off truck shipments, the "road block" attempt was abandoned in September.

Police officials said a few big firms supplying cigarettes to dealers had shifted their headquarters as certain States adopted cigarette taxes. They said that New Jersey was the principal center of the operation until that neighboring State imposed a 3 per cent per pack tax of its own. The companies then moved to Delaware and now have crossed the border into Maryland. Delaware placed a 2-cents-a-pack levy on cigarettes last July.

**Pepsi-Cola Reports Sales; Cites 8-Oz. Bottle as Biz Aid**

DALLAS, Dec. 10.—Pepsi-Cola Company President Walter S. Mack Jr. announced last week that his firm's 1949 sales will vary "2 to 3 per cent one way or the other" from 1948. Speaking during a convention of company's Southwestern bottlers here, Mack declared that sales for the first nine months of 1949 held slightly over 1 per cent ahead of the same period last year.

Reports filed with the Securities and Exchange Commission reveal that Pepsi Cola did a total business of \$36,237,751 during 1948.

The 8-ounce bottle introduced last year for on-the-spot consumption, called Pepsi-8, greatly aided the company in bringing its 1949 sales close to 1948 figures, according to Mack. He estimated that the nation's soft drink consumption this year would drop 8 to 10 per cent under 1948's record levels. Prediction was based on shipments of crowns to the soft drink industry during the first nine months of this year, during which period such shipments totaled 112,000,000 gross or about 13,000,000 gross under the like 1948 period.

Mack also stated that firm's foreign sales were getting increased attention and cited Pepsi-Cola's new Cairo, Egypt, franchise which has sold over 1,000,000,000 cases since it began operation last May. Regarding domestic franchises, he said that the U. S. was "well covered" by the company and no additions are contemplated at present.

**New "Pop" Corn Sez Charter**

WILMINGTON, Del., Dec. 10.—'Pop' Corn Sez Company here has been chartered by the secretary of State's office to deal in popcorn and other confections. Firm's capital was listed as 200 shares, no par value.

**VICTOR'S TOPPER**  
Only \$10.00 Each  
(100 or more)  
Plastic Globes 50¢ extra per machine on new orders.  
**UNEQUALLED** for vending ANY BULK MERCHANDISE: ball gum, candies, peanuts, CHARMS, etc.  
Stands, Brackets, Globes, all Parts and Supplies in stock.  
**"FANTASTIC PROFITS"**  
Over 75% on Ball Gum.  
Write for Literature and Details.  
**H. B. HUTCHINSON JR.**  
521 North Ave., N. E.  
Atlanta, Georgia

**SO MUCH FOR SO LITTLE!**  
**ACORN**  
1¢ or 5¢ All Purpose Bulk Merchandise  
It's the Best Machine Today—The Better Machine Tomorrow!  
**WRITE TODAY!**  
**Mountain State Distributors**  
Cameron, W. Va.  
**\$13.95 EA.**  
Phone: Cameron 16

# Hyped Interest In Gum Venders

ATLANTIC CITY, Dec. 10.—Gum vending equipment displayed by seven manufacturers at the NAMA convention here last week was accorded strong interest by visiting operators. Included were units accommodating penny and nickel stick gum, tab and candy coated gum and ball gum. Accompanying displays of gum by five manufacturers (see separate story) served to increase over-all interest in this field.

While six firms displayed models shown previously, one gum maker, the William Wrigley Jr. Company, introduced a new two-column and a four-column gum machine, both nickel units. Stoner Manufacturing Corporation exhibited its penny gum unit, debuted at the 1948 NAMA meet, but withheld from production. Production on the Stoner unit will start in January, according to Bip Glassgold.

With introduction of the two new models Wrigley now has three nickel pack gum machines on test operations. Eventually firm plans to stress one of the three models for national placement as a gum sales stimulator. All units operate with the same type vending action, 75 packs to a column, with one being electrically and two manually operated. First to be introduced, about seven months ago, was the five-column electric machine. Because of costs, firm probably will concentrate on the new four-column mechanical machine which will sell in the neighborhood of \$115, according to a Wrigley representative. The two-column unit, also same in operation and appearance as the larger

# Calendar for Coinmen

December 13 and 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood, Hotel, Philadelphia.

December 20—Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

December 21—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

December 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

December 29—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

January 5—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

January 12—Michigan Automatic Phonograph Owners' Association, Inc. (MAOA), monthly meeting, Maccabees Building, Detroit.

January 12—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

January 26-27—National Dairy Council (NDC), annual meeting, Hotel La Salle, Chicago.

February 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

(Association officials are invited to submit convention and scheduled meeting information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

machines, differs only in width.

All of the Wrigley gum venders are being made by National Rejectors, Inc. All will undergo further location testing before definite production and sales policies will be set, it was stated.

Stoner Manufacturing Corporation reported its penny gum machine, designed for either wall or candy venter mounting, will sell for about \$25. It is styled to complement the firm's Univendor line. It will be offered in three models, each having approximately 300 sale capacity. Two models will offer four-column selection, one with two candy coated and one column each of stick and tab gum, and one with two stick and two tab gum columns. Third model will have six columns, offering three tab and three candy coated gum columns.

Alkuno & Company, Inc., displayed its three-column nickel gum venter, unchanged in design but reduced in price. Previously listing for \$59.50 for venter and \$12 for base, new peg is \$56 for venter and \$10 for base. Called Model 200, it has approximately 200-pack capacity.

Arthur H. DuGrenier, Inc., featured its four-column tab and candy coated penny gum venter. Unit remains unchanged, design and price-wise.

The Adams Chewing Gum machine, produced by the Gum Vending Corporation, was also shown. This four-column candy coated, tab-style penny unit was also unchanged in operation or price. Capacity remains at 290 pieces.

Mills Industries, Inc., presented their penny tab, candy coated gum venter, while Ford Gum & Machine Company, Inc., exhibited models of its chromium base de luxe ball gum units.

# Gov't Reports Chi Turns Out 29 Pct. Of Nation's Candy

CHICAGO, Dec. 10.—According to the U. S. Census of Manufacturers, Chicago is the nation's major candy production center, turning out over 29 per cent of the country's total output. New York is second with 9½ per cent.

Illinois, with 141 candy-making firms shipping \$299,713,000 worth of candy accounted for 31.72 per cent of the national sweets output, while Chicago's lion-size share, from 123 plants, accounted for shipments of \$275,711,000. New York State, with 210 manufacturers shipping \$111,974,000 worth of candy, accounted for 11.85 per cent of the country's total output. New York City, with 170 plants, shipped \$87,929,000 worth of sweets.

Altho Illinois produces the most candy, it loses out on the consumer level. New York State leads as top candy consuming section of the U. S.

# New 2-Column Stamp Machine at \$33.50

NEW YORK, Dec. 10.—Flatto Manufacturing Company here has announced a new two column stamp venter listing at \$33.50 f.o.b. Machine design features two sliding parts (push-in coin chutes) and a two-year mechanical guarantee.

Officials state that the unit, which has a built-in slug ejector, returns a net profit of \$2.70 per sell out.

# Eppy Adds Charms

NEW YORK, Dec. 10.—Samuel Eppy & Company added miniature bowling pins this week to its line of charms aimed at stimulating bulk venter sales. The pins, numbered from 1 to 10, may be worn as charms or used for a game played with agates, it was pointed out.

# Uneda Begins Deliveries on New Shine Unit

NEW YORK, Dec. 10.—Uneda Shine Machine Company has begun delivering its new Model 750 shiner, a neutral-wax unit suitable for black and brown shoes, Sam Sacks, president, announced this week. Separate buffing brushes are used for each color, with the polish applied by a smaller hair brush on the right of the rotating shaft.

Sacks said the Model 750 lists at \$275, with appropriate discounts for orders in quantity. Production of other shiners and brush-up units in the Uneda Line is being continued, he added.

# Harrison Ups Java Concentrate Price

NEW YORK, Dec. 10.—The Harrison Company, suppliers of coffee concentrates to the vending trade, this week raised the list price of its standard, heavy-consistency preparation to \$8.60 a gallon. The same concentrate was formerly offered at \$8.

George Harrison, president, said the boost was necessary to maintain a balance between the selling price and the replacement value of raw material. The company also offers a concentrate of lighter consistency at \$7.20 a gallon.

# Nash-Kelvinator Dividend

KENOSHA, Wis., Dec. 10.—Nash-Kelvinator Corporation has announced a regular dividend of 35 cents per share and a special dividend of 75 cents per share on outstanding capital stock. Payment will be made December 29 to stockholders of record December 12.

## CHARMS

CHARM SERIES #1	Per M
Plastic—6 Asst. Colors	\$2.50
Metal Plated	4.10
Metal Color Plated	4.75
24K Gold & Silver Plated	5.75
CHARM SERIES #2	Per M
Plastic—6 Asst. Colors	\$3.00
24K Gold & Silver Plated	6.75
CHARM SERIES #500	Per M
Plastic—6 Asst. Colors	\$3.00
Metal Plated Copper	5.75
Metal Plated Nickel	5.75
Metal Color Plated	5.75
24K Silver Plated	6.75
24K Gold Plated	6.75
Metallic Plastic Bronze Plated	3.25
Metallic Plastic Silver Plated	3.25
SKULLS & FUNNY FACES	Per 500
Plastic—6 Asst. Colors	\$2.25
With Rhinestone Eyes, Plastic	4.50
Metal Plated	4.00
Metal Plated with Rhinestone	6.50
Eyes	1.75
Two Faced Ivory Finish, Per Gr.	1.75
NEW SERIES OF FUNNY FACES	Per 500
Copper Plated (Flat Two Faced)	\$3.00
Silver Plated (Flat Two Faced)	3.75
Gold Plated (Flat Two Faced)	4.00
WALT DISNEY SERIES	Per Lb.
Color Plated	\$2.75
Gold & Silver Mixed	3.00
(Approx. 325-350 per pound)	
A TO Z ALPHABET CHARMS	Per M
Plastic—6 Asst. Colors	\$2.25
Gold Plated	3.25
CHARM BASKETBALLS	Per 500
1/2 INCH SIZE	
Copper Plated	\$4.00
Silver Plated	4.50
Gold Plated	5.00
3/4 INCH SIZE	
Plastic Asst. Colors	2.25
Metal Plated	4.00
Gold Plated	5.50

Please note that our basketballs have the names of leading college teams embossed on them.

1/3 Deposit, Balance C. O. D.  
Full Payment Must Accompany All Orders Under \$20.00.  
Send for Our Complete Charm and Novelty List #100.

<b>RAKE</b>	<b>RAKE</b>
<b>COIN MACHINE</b>	<b>COIN MACHINE</b>
<b>AGENCY</b>	<b>EXCHANGE</b>
409 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676	2120 Fifth Avenue Pittsburgh, Pa.

## FOR THE HOTTEST LINE in CHARACTER CHARMS

DICK TRACY SAM CATCHEM

Walt Disney and Al Capp Character Charms NOW AVAILABLE

**CHARACTER CHARMS, Inc.**  
1407 East 14th St. Los Angeles 21, Calif.

OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL

# ACORN

1c or 5c All-Purpose Bulk Merchandisers

Order Yours Today!

Look at These

### OUTSTANDING Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

**MFG. CO., INC.**  
11411 Knightsbridge Ave.  
Culver City, California

**Distributors!**  
A Few Choice Territories Are Still Open.  
Write, Wire, Phone.  
**M. J. Abelson**  
Gen. Sales Mgr.  
1345 Fifth Ave.  
Pittsburgh, Pa.  
Ph.: AT 6478

## CHARMS—PROVEN SALES BOOSTERS

<b>FOOTBALLS</b>	<b>NEW HELMETS</b>	<b>NEW BASKETBALLS</b>
24 Team Names Colorful Plastic ... \$3.75 M Brown Plastic ... 3.75 M Gold, Silver Plated 7.00 M Copper Plated ... 6.00 M	Approximately 5/8" Plastic, 4 Colors. \$5.00 M Copper Plated ... 8.00 M Gold, Silver Plated 10.00 M	24 Team Names Approximately 5/8" Colorful Plastic ... \$4.50 M Copper Plated ... 8.00 M Gold, Silver Plated 11.00 M
<b>NEW!!! #500 CHARMS</b>	<b>#494 ANIMAL CHARMS</b>	
#500 Bright Plastic ... \$3.00 M #500M Metal Plated ... 5.75 M #500C Color Plated ... 5.75 M #500 Gold or Silver Plated ... 6.75 M #500 Metallic Plastic Bronze or Silver ... 3.25 M	#494 Bright Plastic ... \$3.00 M #494M Metal Plated ... 5.75 M #494 Color Plated ... 5.75 M #494C Gold or Silver Plated ... 6.75 M #494 Metallic Plastic Bronze or Silver ... 3.25 M	
	#3 Asst. Small Plastic Charms ... \$2.50 M #3M Asst. Small Metal Plated Charms ... 4.50 M	

**KARL GUGGENHEIM, INC.**  
33 Union Square  
New York 3, N. Y.



**DOUBLE TOPPER UNIT**

FEATURING  
● Victor's NEW  
PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

DEVICES NOVELTY SALES CO.

467 N. Milwaukee Ave. Chicago 10, Illinois



Complete, Separate Service Heads on

**ACORN**

16 or 56 All Purpose Bulk Merchandise

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.

Write today!

CALIFORNIA TINEY ALMONDS  
VACUUM PACKED IN 5 LB. TINS  
SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO.  
1023 South Grand, Los Angeles 15, Calif.

**Supplies in Brief**

**Cig Consumption**

WASHINGTON, Dec. 10.—Cigarette consumption will remain relatively stable for the next few years at a rate more than double that of the prewar years, Agriculture Department predicted this week in estimating 1949 consumption at an all-time record of 358,000,000,000. Cigar smoking, on the other hand, has been decreasing moderately and this trend is expected to continue.

The department figures that general economic activity will decline slightly in 1950. "Consumer demand for cigarettes is relatively inelastic, and moderate declines in cigarette sales resulting from a decline in income from the 1949 level would likely be counter-balanced by the population increase," Agriculture pointed out.

Cigarette consumption has been steadily increasing for the past decade. Last year consumption amounted to 348,000,000,000, while the 1947 figure was 335,401,000,000. The prewar average was only 157,048,000,000.

**1949 Off**

Cigar consumption in 1949 has been running a little below the 1948 rate, according to Agriculture estimates. Total cigar smoking this year is estimated at 5,600,000,000 as compared with 5,800,000,000 in 1948. The peak was reached in 1946 when sales amounted to 5,914,000,000. The prewar average was 5,359,000,000.

Agriculture notes an increasing tendency on the part of smokers to buy cigars in the lower-price range. Cigars selling for 8 cents or less comprised 47 per cent of the total for the first 10 months of 1949 as com-

pared with 42 per cent for the same period last year. The move toward cheaper cigars represents a reversal of the trend in effect during the war years when the cigar selling between 8 and 15 cents was the most popular. During 1935-39, about nine-tenths of all cigars smoked were in the cheaper class, with almost all selling for a nickel or less, Agriculture stated.

**Movies Grow Sweeter**

WASHINGTON, Dec. 10.—U. S. Commerce Department has reported that theater circuits thruout the country purchased close to \$20,000,000 in candy during 1948, compared to about \$18,500,000 thru 1947. Most of the candy, sold over lobby stands, was in small packaged bars.

Report also stated that of the 1948 total of all candy sales by manufacturers and wholesalers to all chain stores and related outlets, movie circuits accounted for 9.9 per cent, while the total was 9.2 per cent in 1947.

**Pa. Tobacco Report**

LANCASTER, Pa., Dec. 10.—Pennsylvania tobacco farmers, for the most part concentrated in Lancaster County, face a multi-million-dollar reduction in income from their crops this year. Chiefly responsible for the expected drop are lower tobacco prices and a reduced crop acreage this year.

The Pennsylvania State Agriculture Department estimates the production per acre will amount to some 75 pounds less than in 1948. Total production of tobacco in Pennsylvania last year amounted to 61,275,000 pounds, for a total value of \$16,906,000. The estimated production this year is expected to fall some 3,000,000 pounds under the 1948 figure.

In Lancaster County a total of 56,936,000 pounds were produced last year with a value of \$15,936,000. Lancaster tobacco farmers are predicting that their income this year will run at least \$3,000,000 under the 1948 level.

**Pa. Ice Cream Output**

PHILADELPHIA, Dec. 10.—When it comes to ice cream production Pennsylvania tops all the other States, according to the ice cream companies here. Last year the ice cream manufacturers made 65,329,000 gallons—enough to supply every man, woman and child in Pennsylvania with more than six gallons each.

The State Agricultural Department reported, however, that the 1948 output was 14,000,000 gallons below the all-time record of 79,494,000 produced in 1946, when wartime restrictions were first removed.

Next to Pennsylvania in ice cream production is listed New York with a production of 56,274,000 gallons, and California third with 40,039,000 gallons.

**Victor Vending Ups Production on New Triple-Unit Vender**

CHICAGO, Dec. 10.—Following its announcement two weeks ago, Victor Vending Corporation has announced increased production on its new Triple-Unit Topper model, companion multiple type vender of the firm's Double Unit Topper. Priced at \$31.50 per triple unit in quantity orders, the new model features the same construction as the single-unit Topper. Standard equipment includes Victor's new plastic globe and the ball gum and charm vending wheel.

The new triple-unit design was created as a follow-up to the successful introduction of firm's Double-Unit Topper model, according to H. M. Schaefer, president. It offers space saving advantages in the operation of battery bulk vender placement.

**VICTOR'S AMAZING NEW DOUBLE TOPPER**  
With Plastic Globes, 2 Units to a Case, \$45.00 per case.



**Special December Offer**  
2 Double Units PLUS 25¢ 210 Ball Gum PLUS 2¢ Boston Baked Beans PLUS 1000 assorted copper and silver plated charms. ALL FOR ONLY \$61.00  
ALSO AVAILABLE—TRIPLE UNIT TOPPER.

Colored Bubble BALL GUM 140, 170 or 210 count, in 25¢ cartons  
25c lb. In lots of 150 or more with freight prepaid  
23c lb. FULL CASH WITH ORDER

PISTACHIOS 25 lb. carton Large 48¢ lb. Small 45¢ lb. Full Cash With Order.  
Autographed Football Charms \$2.75 per 1000  
Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.  
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.  
**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

Here is the New, Flexible **ALKUNO** CRACKER VENDOR  
Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2" x 7/8". Has large merchandise display and self-illuminating plexi-glass sign.  
**MODEL 700**  
Metal Cabinet and Base.  
Ht. on Base, 60"  
Wt. on Base, 64 Lbs.  
**WRITE FOR NEW REDUCED PRICES!**  
Immediate Delivery in Green Metal Lustre Finish.  
Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.  
**ALKUNO & CO.**  
408 Concord Ave., New York 54, N. Y.  
Melrose 5-7757

**DO YOU KNOW?**  
You can buy all machines made by  
● Victor Vending Corp.  
● Northwestern Corp.  
● A. B. T. Corp.  
● Silver King Corp.  
● Hamilton Scale Co.  
● Marion Scale Co.  
on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.

**BUY WITH CONFIDENCE FROM STEINER**  
RECONDITIONED—REPAINTED—PERFECT  
U-Need-a-Pak 4 E, 180 Pk. Cap. ... \$50.00  
U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00  
U-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00  
U-Need-a-Pak 9 A, 270 Pk. Cap. ... 60.00  
U-Need-a-Pak 9-500, 350 Pk. Cap. ... 95.00  
DuGrenier 9 W, 300 Pk. Cap. ... 60.00  
Rowe Royal, 8 Col. 330 Pk. Cap. ... 80.00  
All Equipped With King Size Cols.—Any Coin Combination.  
1/3 Dep., Bal. C. O. D.  
Write for Details on Our NYLON DEAL  
**STEINER MANUFACTURING CO.**  
Serving the Trade Since 1927  
363-5 Hudson Ave., Brooklyn 1, N. Y.  
Phone: TRIangle 3-0828

**ATTENTION** —25c & 30c CONVERSIONS  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

**CIGARETTE MACHINES**

UNEEDA, 8 Cols. ....	\$110.00
UNEEDA, 6 Cols. ....	100.00
Uneeda, 9 Col., Model "E" .....	62.50
ROWE PRESIDENT, 10 Col. ...	100.00
Royal, 10 Col., 400 Pack Cap. ....	95.00
Rowe Imperial, 8 Col., 240 Pack Cap. ..	70.00
National 9-30 .....	75.00
DuGrenier Model W, 9 Col., 308 Pack Cap. ....	62.50
DuGrenier, 6 Col. ....	32.50
Special! 8 Col. Cig. VENDOR .....	39.50
Special! 4 Col., 100 Pack Cap. ....	27.50

**CANDY MACHINES**

NATIONAL 9-18, 9 COL., 162 BAR CAP. ....	\$100.00
NATIONAL, 6 COL., 108-BAR CAP. ...	80.00
ROWE, 120 Bar Cap. ....	85.00
VENDIT, 150 Bar Cap. ....	57.50
Candyman, 72 Bar Cap., with Base ...	65.00
U-Select-It .....	35.00

**SALE** Uneeda Model 500 9 Col., 350 Pack Cap. **\$95.00**  
**SALE** 7 Col., 250 Pack Cap. **\$85.00**

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

**VICTOR'S NEW TOPPER**  
WORKS LIKE A CHARM WITH CHARMS

OPERATORS REPORT EARNINGS LARGE ENOUGH TO PAY FOR TOPPERS IN 1 WEEK  
4 to 20 Toppers, \$10.75 ea.; 100 or more, \$10.00 ea.

Write for complete information and descriptive circulars

FACTORY DISTRIBUTORS  
**SOUTHERN COIN-O-MAT DIST. CO.**  
943 N. W. Seventh Ave. MIAMI, FLA.

**VICTOR'S AMAZING NEW  
DOUBLE TOPPER**

With Plastic Globes. 2 Units to a Case,  
\$45.00 per case.



**PACKED 2 DOUBLE UNITS  
TO CASE**

- 1 to 5 Cases . . . . \$45.00 Per Case
- 6 to 11 Cases . . . . 44.00 Per Case
- 12 to 24 Cases . . . . 43.00 Per Case
- 25 Cases or More . . . 42.00 Per Case

We also have Victor's other Models and Parts on hand for immediate delivery.

TERMS: 1/3 With Order,  
Balance C. O. D.

Write for details on our liberal  
finance plan.

**J. ROSENFELD CO.**

3218 OLIVE STREET, ST. LOUIS 3, MO.

Phones: Lucas 3196-7-8

**BUY SILVER KINGS  
KING OF VENDORS**

Nut and Ball Gum, Candy, Charms Vendors,  
1c-5c. U. S. and Foreign Coins. "Hot  
Nut" Vendors



Bigger Profits from locations are a natural with

Silver Kings or "Charm King" Ball Gum Vendor

Designed for sales compelling eye appeal as low as

**\$10.00**  
in quantities

At All the Best Dealers—or Write,  
Ask About the New "Hunter."

**SILVER-KING CORP.**

622 Diversey Parkway CHICAGO, ILL.

**THE BIG 3 FOR THE  
SUCCESSFUL OPERATOR**



**1. ACORN**  
1c or 5c Vendor,  
\$13.95 Ea., \$13.45 in  
100 lots. Trial order  
guaranteed.

**2. LEAF GUM**  
100 Lb. Lots . . . 25c Lb.  
Freight prepaid  
From Factory on 150  
Lb. or More.

**3. CHARACTER  
CHARMS**  
DICK TRACY, B. O.  
PLENTY, SAM  
CATCHEM, GRAVEL  
GERTIE, SPARKLE  
PLENTY, SHMOO,  
KIGMY, SPORTS,  
WALT DISNEY  
CHARACTERS

Send 50c for  
Samples of All  
Charms

Lb.  
Copper Plated \$2.50  
Nickel Plated . . 2.50  
Color Plated . . 2.75  
Gold Plated . . . 3.00  
Silver Plated . . 3.00

**AMERICAN  
DISTRIBUTORS**

1249 Fifth Ave., Pittsburgh, Pa.  
12046 Linwood, Detroit, Mich.  
111 W. Columbus Drive, Tampa, Fla.

**Turning Back the Clock**

**15 Years Ago This Week**

December 15, 1934.—In New York amusement game operators were enthused about business prospects for 1935 as a result of the harmony among the various coinmen's associations and because of the top flight games already on the market. The hot items included Peo Corporation's Pigskin which listed for \$35, Century's Crack Shot, Pacific Amusement's Lite-a-Line, Stoner's Esquire, Western Equipment's Put 'n' Take, Bally's Red Arrow, Gottlieb's Merry-Go-Round and Flying Trapeze, Genco's Criss Cross and Gridiron, and Dudley-Clark's Live Power.

In December, 1934, Joe Calcutt's Vending Machine Company, Fayetteville, N. C., was one of the largest distributor firms in the trade and had just issued an 84-page catalog of its various types of equipment, which included virtually every make of coin unit known at the time. . . . The George Ponsler Company, Newark, N. J., was named to represent Seeburg in five Eastern States. . . . Benny Schillinger, well known in the trade in 1934, opened his own firm in Mount Vernon, N. Y. . . . The digger game, X-Cavator, was shown at the 56th annual Brewers' convention in London. Jerry Wertheimer, sales manager for Ad-Lee, maker of the digger, handled the overseas exhibit. After the event Wertheimer contacted the trade on the Continent.

In December, 1934, Harry Williams was head of Automatic Amusements, Los Angeles. He announced that his firm would manufacture the senior model of Action for Bally. Automatic Amusements was also appointed national distributor of the product. . . . Up in La Crosse, Wis., Redco Products Corporation was building the Silver Comet penny cigarette vender. . . . Groetchen's counter game known as the Dice-o-Matic vender was setting sales records for this type of product and O. D. Jennings & Company was in the midst of a big run on a football game. Another counter game winning a big operator following at the end of 1934 was H. C. Evans' The Darby which listed for \$35.

Leo J. Kelly, general manager of Standard Ticket Games Corporation, Chicago, and a former staffer at Mills Novelty, was receiving favorable comments on his Psychology of Pin Games, a feature story which appeared in *The Billboard* in December, 1934. Kelly analyzed the things which make or break games and based his observations on what players look for in a game.

**10 Years Ago This Week**

CHICAGO, Dec. 9, 1939. — Candy vender activity received spotlighted attention with the news that 180,000,000 bars were sold annually in New York subways via the "automatic process." This sales volume was mentioned as an indication of the new trend toward vending of nickel merchandise, rounding out the previous "penny only" pattern. Detailing further breakdowns in vender sales, by items, trade sources revealed that in one year 480,000,000 sticks of gum and 6,250,000 pounds of peanuts, mostly thru penny machines, were moved thru units in the New York subway alone.

Bolstering the vender news was the report from a large theater chain that its candy vending activities returned \$2,000,000 from the vender sale of nickel bars in one year.

**Cigaromat Sets  
Kelner Distrib**

NEW YORK, Dec. 10.—Kelner Vendors, Chicago, headed by Jack Kelner, has been named five-State Midwest distributor by the Cigaromat Corporation of America. Kelner will cover Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota.

The public's pedal extremities received attention from coin machine makers as evidenced by Exhibit Supply Company's Foot Ease Vitalizer. Unit, which looked like a ticket scale, operated for a penny, its platform vibrations providing relief for "tired, aching cold feet." . . . News of citrus juice venders hit with the Florida Citrus Exchange announcing development of a vender that cut and squeezed the fruit and served the juice in a paper cup. Set for nickel operation, the machine vended a drink in 20 seconds. First six of the machines were to be placed in operation in New York city.

Coin machine men were making plans to attend the 1940 Coin Machine Industries, Inc. (CMI) convention January 15-18 at the Hotel Sherman, Chicago. Cigarette venders and coin phonographs were scheduled to hold exhibit spotlight, industry spokesmen were predicting. . . . The Indiana State Operators' Association (ISOA) held its first annual meeting December 2-3. James A. Gilmore, secretary-manager of CMI, was a featured guest speaker. It was declared that about 80 per cent of the ISOA members operated phonographs.

Juke ops were advised by *The Billboard* Record Buying Guide that the new tune, *Tuxedo Junction*, was to be watched as a strong juke hit possibility. Later months bore out the prediction. *Lilacs in the Rain* was the top disk click of the week.

**JUST A REMINDER  
ONLY the Great New  
KOFFEE KING  
HOT COFFEE VENDOR  
with the exclusive  
MAGIC HEATER (no tank)  
BREWS FRESH COFFEE  
IN ACCORDANCE WITH  
THE GENERAL  
RECOMMENDATIONS  
OF THE NATIONAL  
COFFEE ASSOCIATION**

Now in Production—  
Ready for Delivery

WIRE—PHONE—WRITE  
FOR COMPLETE DETAILS!

**KOFFEE KING  
National Distributing Corp.**

NATIONAL DISTRIBUTORS

20 E. 35th Street New York 16, N. Y.  
Murray Hill 9-3424

KOFFEE KING IS A PRODUCT OF  
FUTURAMIC MACHINES, INC.

**RAKE SELLS FINE EQUIPMENT AT FAIR PRICES**

**NORTHWESTERN 49  
MODEL**

**SELLS MORE MERCHANDISE**

Place it alongside of any other vender and you'll understand why. It is years ahead of the field in appearance and performance and its All Clear Glass Globe assures maximum display for maximum sales. You get More For Your Money and MAKE MORE MONEY with the Great Northwestern MODEL 49.

**FREE DEMONSTRATION**

Stop in to see Manny Rake in Philadelphia or Lester Wynick and Monroe Green in Pittsburgh for a FREE DEMONSTRATION. Let us show you how easily you can increase your collections with fewer service calls. Learn why it pays to do business with Rake where you get ONE STOP SERVICE. WE STOCK EVERYTHING THE OPERATOR NEEDS UNDER ONE ROOF. A Complete Line Of All Machines, Supplies and Parts.

**LET US HELP YOU GET STARTED**  
We will be happy to give you the benefit of our experience to help you set up a profitable route and show you how to save money with our LIBERAL TRADE-IN ALLOWANCE POLICY.

**TRADE-IN SPECIAL**  
From now until the first of the year we will allow \$3.00 IN TRADE for any of your old machines on each machine purchased from us. Your old machine must be complete, all parts intact, including globe, etc., and must be shipped to us prepaid.

**MODEL 49 PRICES**

- Less than 25 . . . . . \$13.75
- Less than 100 . . . . . 13.55
- 100 or more . . . . . 13.35

All Prices F.O.B. Factory.  
1/3 Deposit, Balance C.O.D.

Write for Circulars and Price List on  
Complete Northwestern Line

**RAKE Coin Machine Exchange**

609 Spring Garden Street  
Phila. 23, Pa. LOMbard 3-2676

**RAKE Coin Machine Agency**

2120 Fifth Avenue  
Pittsburgh, Pa.



**MILLS FAMOUS  
DISPLAY PENNY GUM VENDER**

Dispensing Dentyne, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chiclets.

SOME FACTORY RECONDITIONED  
AND GUARANTEED MACHINES  
AVAILABLE.

**HAL R. MEEKS**

National Distributor

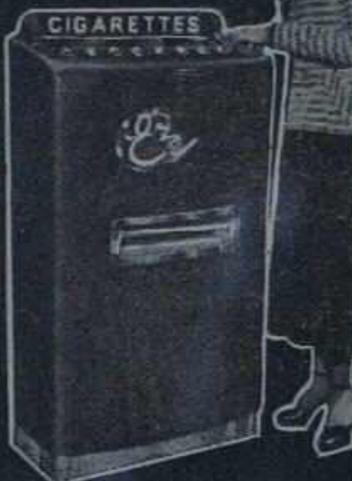
55 W. 42nd STREET NEW YORK 18, N. Y.

Now delivering

The **NEW** Electro  
**10 COLUMN MODEL**  
with the **BIG 400**  
Pack Capacity  
as well as  
Electro's Standard  
**8 COLUMN MODEL**

Now in the 5th year  
of proven leadership

America's  
Finest  
All-  
Electric  
Cigarette  
Vending  
Machines



**EASTERN ELECTRIC  
VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK, N. Y.  
PRODUCTS OF C-B LABORATORIES

**CHARMS** CAN DOUBLE OR  
TRIPLE YOUR PROFITS  
IN BULK VENDORS...  
WASTE MONEY FOR LOWEST PRICES AND SAMPLES OF OUR  
METAL AND PLASTIC CHARMS, STONE AND CARVED RINGS,  
WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE - BRILLIANT - WISCONSIN**

## Locations Rush To Phone After Q-Ball TV Show

PHILADELPHIA, Dec. 10.—Soliciting new locations for coin equipment via television proved highly effective this week as 500 telephone calls from taverns were received within 1½ hours of the initial airing of a new series sponsored by the American Q-Ball Congress. Eddie Lane, head of the Congress, reported inquiries were phoned in from as far as Reading, Pa., about 60 miles distant from the broadcast point.

The first show of the series Thursday (8) featured three play-offs in local tavern competition. A half-hour program, telecast from the WFIL-TV studios here, it built up viewer interest thru the awarding of prizes and short interviews with local celebrities. Guy Parsons, assistant superintendent of police, accepted a Q-Ball game during the show in the name of the Police Athletic League.

### Advance Build-Up

To build up advance interest in the program, three mailings were made to taverns in the area last week. Two were over the signature of the Pennsylvania Q-Ball distributor, Sidney Pallitz, and one was sent by the Congress. During the same week, the program was publicized by nine video and radio spot announcements.

Winning players on the program are eligible to compete in an Eastern championship event, scheduled for June 4 in New York's Madison Square Garden. They received, in addition, prizes in merchandise and trophies said to be worth about \$1,000. The tavern represented by the top scorer was awarded a trophy for permanent display.

The Congress plans eventually to sponsor network shows out of New York (*The Billboard*, December 3), in addition to local shows in other cities. Twelve weekly programs remain to be aired over WFIL-TV in the current series.

## Cookie Vending Interest Gains

ATLANTIC CITY, Dec. 10.—Biscuit packs for venders and biscuit vending equipment drew increased attention during the 1949 NAMA convention, as evidenced by operator inquiries at both supplier and machine manufacturer booths last week. Three biscuit makers stressed their special vending packs, while a number of candy machine firms displayed cookie merchandise stocked along with candy bars in their standard units, and Statler Manufacturers Corporation exhibited its Niks Vendor.

On the product end of the biscuit vending field, prices were seen to hold firm, with no changes made or contemplated. The special cubical Niks packs are continued in full variety of eight flavors, while Austin Packing Company, Inc., displayed its six variety cubical packs for special vending equipment and also presented its line of "candy bar size" packs for use in regular nickel candy units.

Federal Sweets & Biscuit Company featured its Dutch Maid short bread package for venders, along with various other cookie packs. Gordon Foods, Inc., presented a 12-item cookie, cake, packaged peanut display of nickel packages. All are available in 100 count vend packs, with exception of 120 count for the peanut packs and 144 count for the pastry. Prices continue to average \$2.75 and \$2.85 for 100 count for cookie packs. Firm also continues its monthly quantity discounts for any one calendar month ranging from ½ per cent to 5 per cent, depending upon amount of orders.

Vending equipment, in addition to special purpose biscuit machines by Statler Manufacturers, was offered in variety by several candy machine makers as biscuit merchandisers. Statler did not present changes in the Niks units or their prices. Latter ranges from \$115 for the nine-column machine complete with stand to \$80 for the six-column unit without stand, designed for wall installation.

A price reduction was announced by Alkuno & Company, Inc., on its combination candy-cookie vender. From \$84.14 (\$69.15 for vender and \$15 for stand) price was reduced to \$77 (\$65 for vender and \$12 for stand). Unit has 100 cookie pack capacity. Lowered price was made possible because of increased production, it was stated. February delivery is promised on current orders.

## Hamilton Scale Co. National Distrib for Electric Coin Shaver

TOLEDO, Dec. 10.—Howard Aylor, head of Hamilton Scale Company, this week assumed the national distributorship for A. H. Pitchford Company's coin-operated electric shaver.

Shaver, which was displayed at the NAMA convention last week, is being featured with Aylor's Hamilton scale combinations in the special mobile showroom touring the country.

## Diamond Match Sales Hit Record; Food Tray Clicks

NEW YORK, Dec. 10.—Releasing a year-end statement, Robert G. Fairburn, Diamond Match Company president, reported that 1949 production and consumption of matches in the U. S. continued an upward trend with firm's dollar volume of match sales reaching an all-time high.

A new item introduced earlier this year, of potential interest to vender operators, was the Diamond Food-tainer, which saw double productions due to high retail food outlet demand. The container is a pulp tray for the packaging of meats, fruits and vegetables.

Fairburn revealed that in 1950 the firm plans to introduce several new items, now in the development stage.

## Tavern Phone Vies With Juke; Plays Top Hits for Nix

SPRINGFIELD, Ill., Dec. 10.—The juke box at Fritz's Tavern here had some competition recently when customers discovered they could get music over the house telephone without depositing a nickel. The "ghost" music, in the form of top juke hits such as Mule Train, Slipping Around, etc., poured out of the phone receiver whenever it was lifted from the hook.

While regular calls without music could be made on the house phone when a nickel was deposited and incoming calls also were tuneless, a clear circuit brought in the hit parade. When the phone company sent out a repair man it was discovered that the line was hooked with another circuit sending out wired music.

**SPECIAL!**  
**100 ASCO  
HOT NUT VENDORS**  
Lots of 10... Ea. \$9.50—Sample \$12.50

**Rush Your  
Order Today**

**VICTOR'S  
AMAZING NEW  
TOPPER**

1 to 5 Cases	\$43.00 Per Case	(\$10.75 Per Mach.)
6 to 11 Cases	\$42.00 Per Case	(\$10.50 Per Mach.)
12 to 24 Cases	\$41.00 Per Case	(\$10.25 Per Mach.)
25 Case or More	\$40.00 Per Case	(\$10.00 Per Mach.)

Prompt Delivery

**WE TAKE TRADE-INS  
LIBERAL ALLOWANCE**

**WRITE FOR OUR FREE  
ILLUSTRATED CATALOG!**  
1/3 Dep. With Order, Bal. C. O. D.

**VEEDCO  
SALES COMPANY**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**WRITE FOR CATALOG**  
On Bulk Vendors, Merchandise,  
Games, etc.

**BUBBLE BALL GUM**  
140 or 170 size, Crown Jack Brand  
with colored centers, 25 lb. ctn. 9 5.45  
100 lbs. or more ..... 21.90

**CHARMS**

Plastic Charms, small, 1,000	..... \$2.50
Copper and nickel, small, 1,000	..... 3.75
Copper and nickel, large, 1,000	..... 5.95
Silver Wedding Rings, 1,000	..... 7.95
Gold Wedding Rings, 1,000	..... 7.95
Stone Set Rings, 1 gross	..... 1.95
Sassy Wise Crack Buttons, 1,000	..... 5.95
Cop. & Nick. basketball, 1 gr.	..... 1.95
Copper Alphabet Charms, 1,000	..... 4.25
Toy Watches, 1 gross	..... 2.50

**STANDS**  
All steel — aluminum finish. No  
need to add sand, gravel, cement,  
etc. Ready for locations. Weighs  
17 lbs.

**\$2.99 each**

We are factory distributors for  
all leading makes of VENDING  
MACHINES. 1/3 DEP. ON ALL ORDERS.

**PARKWAY MACHINE CORPORATION**  
623 West North Ave., Baltimore 17, Md.

**WRITE FOR CATALOG**  
On Bulk Vendors, Merchandise,  
Games, etc.

**BUBBLE BALL GUM**  
140 or 170 size, Crown Jack Brand  
with colored centers, 25 lb. ctn. 9 5.45  
100 lbs. or more ..... 21.90

**CHARMS**

Plastic Charms, small, 1,000	..... \$2.50
Copper and nickel, small, 1,000	..... 3.75
Copper and nickel, large, 1,000	..... 5.95
Silver Wedding Rings, 1,000	..... 7.95
Gold Wedding Rings, 1,000	..... 7.95
Stone Set Rings, 1 gross	..... 1.95
Sassy Wise Crack Buttons, 1,000	..... 5.95
Cop. & Nick. basketball, 1 gr.	..... 1.95
Copper Alphabet Charms, 1,000	..... 4.25
Toy Watches, 1 gross	..... 2.50

**STANDS**  
All steel — aluminum finish. No  
need to add sand, gravel, cement,  
etc. Ready for locations. Weighs  
17 lbs.

**\$2.99 each**

We are factory distributors for  
all leading makes of VENDING  
MACHINES. 1/3 DEP. ON ALL ORDERS.

**PARKWAY MACHINE CORPORATION**  
623 West North Ave., Baltimore 17, Md.

Build a **SOLID**  
operation with

**ACORN**  
12 or 36 All Purpose  
Bulk Merchandiser

Earns fantastic  
profits with  
Ball Gum,  
Candy, Nuts, etc.

**ACORN  
SALES & SERVICE**  
190 E. 52nd St.  
BROOKLYN, N. Y.  
ESPLANADE 5-0344

**\$13.95**

## EPHY super-charm MIX

- keeps your investment at a minimum!
- keeps your variety at a maximum!
- costs you nothing extra!
- makes your machines irresistible!

Over 20 assorted items — including Series #1 and #2 charms, footballs, boxing gloves, baseballs, alphabets, rings, funny faces, picture buttons, jingle bells, pirate coins, license plates, bowling pins plus every new addition as soon as we come out with a new item! Mixture of six assorted plastic colors, metal-plate and color-plate.

**\$2 per bag.** approximately  
400 pieces!

MINIMUM ORDER FIVE (5) BAGS

**EPHY**

Samuel Ephy & Co., Inc.

113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

Get on our mailing list. New ideas monthly.

Follow the leaders  
They have  
Chosen Wisely



## LOW IN PRICE— HIGH in QUALITY!!

The new Victor "Topper" bulk vendors are filling a real need with operators for a dependable machine at a low price!

**ONLY \$10.75 EACH**

Lots of 4, Packed 4 to a case. (Lower prices in quantities.)  
Plastic Globes available on all new machines — 50¢ extra per machine.

**PROMPT SHIPMENT**

**R. H. Adair Company**

6926 W. Roosevelt Rd., Oak Park, Illinois  
Send for free leaflets showing "Topper" and other Victor profit-producing vendors.

### Xmas Spirit

CHICAGO, Dec. 10.—Suppliers who exhibited at the National Association of Amusement Parks, Pools and Beaches (NAAPB) trade show here last week will provide much of the joy that will come to the orphans at the Angel Guardian Orphanage here Christmas Day.

The Blevins reps, who last year started the "Christmas Giving" by donating popcorn to the orphanage, augmented their gift this year with enough peanuts to give all the kids a treat. T. Burke, vice-president of Glacier Orange, added orange sirup to the donation while Chunky Nut made certain there would be an adequate supply of peanuts on hand.

Cub Scouts, belonging to the St. Henry School troop, also received peanuts from the Blevins and Chunky Nut firms. These will be used at the troop's Christmas Party.

### Eppy Gives You THE NEWEST CHARMS

#### 6 New Items!

<b>LICENSE PLATE CHARMS</b>	PER M
48 States—1950 colors	\$ 7.50
<b>PIRATE COINS</b>	
Metal-Plated	7.50
<b>WILD WEST TELESCOPE VIEWER</b>	12.50
<b>ANIMAL HEADS</b>	
Metal-Plated	7.50
<b>BOWLING PIN CHARMS</b>	
Plastic	4.00
Metal-Plated	6.50
<b>EPY MIX</b>	
Super-Charm Mix	
400 Ass'd In Bag	2.00
Fortune Ball Mix	
1 Gross Ass'd In Bag	1.75

### EPY

Samuel Eppy & Co., Inc.  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.



**Northwestern**  
NEW REDUCED PRICES  
MODEL 49  
SPECIAL \$13.35  
FACTORY FRESH Vender Confections

Teeny	LB.
Almonds	65¢
Jumbo	
Pistachios	75¢
Spanish #1	
Peanuts	24¢
Blanched	
Virginias	32¢
Redskins	28¢
Cornnuts	23¢
Boston Beans	23¢
Rainbow Beans	23¢
Pine Nuts	26¢
Ball Gum	
Bubble	27¢

Parts—Supplies—Charms—Write for List.  
**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

### CHARMS

Over sixteen different series of new charms

#### LOW PRICES

Send 25¢ for cost of mailing samples, to be refunded with first order.

### THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa.

## CTA Awards 3 Vender Pacts

(Continued from page 79)

is 20 per cent of gross vender sales and 40 per cent of scale earnings. Awarded the C-4 contract, for operation of the same type of equipment as above with exception of scales in CTA shops, offices and carbarns, was the Automatic Merchandising Company. A minimum of 12 per cent commission was asked by CTA.

Altho no minimum number of machines is stipulated in the contracts, it is expected that operating firms will exert special effort to expand and promote the operation of vending equipment in rapid transit stations and in employee locations. Particular stress will be placed on increased placement of equipment on el platforms, according to H. L. Polland, CTA director of public relations.

#### Channel Funds

Funds obtained thru vender operation in CTA employee locations, such as offices, barns, etc., will be channeled to a general employee welfare fund, it was stated.

CTA reserves the right to pass approval on the location, color, size, style and method of installation of any vender which the operating company proposes to install.

CTA will publish the new time limit set for submission of soft drink cup vender bids for el and subway station installation shortly, Polland declared. Initial cup venders were installed on Loop subway platforms by Mechanical Merchants last May, and now number 20 machines (*The Billboard*, June 25).

Union News was awarded the new-stand contract, C-1, which it thus retains for another five years, but loses the over-all concession contract under the new CTA contract breakdowns.

## Store Widens Vender Scope

(Continued from page 79)

If the item requires pennies in change—in Michigan a dollar item would total \$1.03 with sales tax—the machine makes the change in pennies only.

#### Locations

Machines are located in the basement store which specializes in lower price merchandise and on the fourth floor at the entrance to the women's lounge where women's accessories are sold. Under the heading of Automatic Sales Square, the fourth-floor machines allow easy purchases by women who stop to rest after or during their shopping. Merchandise sold in the vending machines in the basement store is marked sale merchandise.

The long-standing store policy of returns on goods still applies to vending machine merchandise. Articles which have been sold in the machines since their introduction December 5 include nylon hosiery, Christmas cards, handkerchiefs, dolls, knitted shoe covers, razors, first-aid kits and guest towels.

#### Equipment

The machine is a Sell Master, of New York. Merchandise is displayed openly to allow customer examination, and also is shown in glass cases for protection from dust. Explaining that there can be no mechanical replacement for trained sales personnel, the Hudson spokesman said the machines would not be used on an extensive scale since personal contact is a basis of Hudson policy.

"The machines, in their place, take a load off salespeople, enabling them to devote more time to customers and save shoppers time in purchasing these standard items," the spokesman explained.

## Vender Ops Launch New Premium Plan

(Continued from page 79)

for Self Service. Zimmerman stressed that the only direct benefit to his own operation would be lower cost for printing coupons and catalogs and better deals on merchandise thru quantity purchasing.

#### Special Glue

The coupons are affixed to cigarette packs with a special glue which permits removal without mutilation. While a machine is available to speed quantity processing, and will be sold or rented to operators by the company the device is not deemed essential for any except very large corporations.

Starting Tuesday (13), spot announcements on WNHC-TV and WDRC acquainting consumers with the plan will be aired daily for a month. This will be supplemented by ads in Connecticut papers. A pictured coupon in each ad, having a face value of 25 points (worth 12½ cents), is expected to stimulate sales thru cigarette thrift machines.

A plan has also been worked out to attract purchasers who are not coupon accumulators. Thru tie-ins with State restaurant associations and fraternal groups it is planned to establish coupon collection points where consumers may deposit the tabs. All coupons accumulated in this manner will then be redeemed by the company in the name of the Newington Home for Crippled Children, a popular Connecticut charity. Zimmerman said that similar plans could be arranged in other areas to spread acceptance of vender purchasing.

## Rx Scale Goes Nat'l in Sales

BUFFALO, Dec. 10. — Rx Scale Manufacturing Company, Inc., formed shortly after the war and previously confining sales to the East, has announced a national sales policy on its two-model line. A Chimera, an official of the firm originally located in New Haven, Conn., announced the business was recently sold to a Buffalo group, following which production facilities and offices were moved to this city.

Firm's scales, in both models, are priced at \$116.50, with special quantity prices to operators. Base and body is of grey iron casting, finished in vitreous porcelain enamel. Dial registers up to 280 pounds. Model 101 is 40½ inches high, features the Rx pharmacists symbol as an integral part of the top head assembly and differs from Model 102, which is 40 inches high, in this respect only. Both have platforms 9½ by 11½ inches. Interchangeable head makes two models possible on one base and column. Both models can be obtained without coin trip for free weighers.

Firm reports it is in production with early delivery promised on all orders. A M. Johnson, Rx Scale president, has been for many years identified with scale operations.

## NLRB Orders Election

WASHINGTON, Dec. 10. — The policy of National Labor Relations Board (NLRB) in declaring bottling firms engaged in interstate commerce was reaffirmed last week as the board ordered a collective bargaining election for employees of the Jacksonville branch of the Florida Coca-Cola Bottling Company. NLRB rejected the firm's claim that it was exempt because all of its soft drinks were sold within Florida. The board said that the firm bought all its sirup from the bottler's parent plant in Atlanta and that therefore its operations "affect commerce within the meaning of the National Labor Relations Act."

# Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

and

4 STAR "JUMBOS"

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also ask for ZALOOM'S INDIAN NUTS

Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES, WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646

## "GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



**Northwestern**  
CUTS SERVICING TIME AND COSTS IN HALF  
WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION  
818 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

Immediate Delivery on the **NORTHWESTERN LINE**

<b>RAKE</b> COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 2-2676	<b>RAKE</b> COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
--	--



**HOT-POP POPCORN VENDOR**  
(Non-Coin Operated)  
**\$47.50**  
Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.  
**LOGAN DIST. CO.**  
JACK NELSON JR. Gen. Mgr.  
2320 Milwaukee Ave. Chicago 47, Ill.

**New! Improved!**  
**"HUNTER"**  
**BALL GUM VENDER**  
 Keeps Cash  
 Pouring In



ONLY  
**\$45.00**

F. O. B. Aurora, Ill.

Fortunes being made with Vending Machines. Thousands of choice locations waiting. Chance for big daily profits. Machines work day and night. FREE literature tells you how you can start Big Pay Business in your locality. Post card brings amazing facts. No obligation. Old reliable company backs you. Write

**RAKE**  
**COIN MACHINE**  
**EXCHANGE**  
 609 Spring  
 Garden Street  
 Phila. 23, Pa.  
 Lombard 3-2674

**RAKE**  
**COIN MACHINE**  
**AGENCY**  
 2120 Fifth  
 Avenue  
 Pittsburgh, Pa.

**ADVANCE**  
**DUPLEX-E**  
 and  
**OTHER SANITARY NAPKIN**  
**MACHINES AVAILABLE**  
**IMMEDIATE**  
**DELIVERY**

Order Sample Today!  
 Write for  
 Quantity Prices!

**LISTO SANITARY**  
**NAPKINS**

Sample and Prices on  
 Request.  
 Manufacturer and  
 Distributor.

**J. SCHOENBACH**  
 1645 Bedford Ave. Brooklyn 25, N. Y.

# Sugar Quotas Being Mulled By Governm't

**Users Ask 8 Million Tons**

WASHINGTON, Dec. 10.—Secretary of Agriculture Charles Brannan is mulling varying 1950 sugar requirement estimates submitted at a meeting of industry sugar experts recently. The confab represented part of the protocol set up by Brannan to aid him in fixing a sugar quota for the coming year.

Industrial users, including the National Confectioners' Association (NCA), National Candy Wholesalers' Association (NCWA) and the American Bottlers of Carbonated Beverages (ABCB), agreed upon a quota of 8,098,000 tons. On the other hand, the U. S. Sugar Beet Association (USBA) requested Brannan to fix the 1950 quota at 7,200,000 tons in order to raise the price of sugar.

The USBA figure is even less than the 7,250,000 tons established as the 1949 quota by Brannan last December. Later this year he boosted the quota to 7,500,000 tons. The beet growers complained at the meeting that the 1949 quota has been so high that cane sugar remains low enough in price to hurt the domestic sugar industry. USBA spokesmen declared that beet growers have been unable to produce and market the 1,800,000 tons of beet sugar they have been permitted. Final figures on the 1949 sugar beet crop, according to estimates submitted to Brannan, will be in the neighborhood of 1,550,000 tons.

The industrial sugar users went on record in opposition to any attempt to create an artificial sugar shortage. They urged that the quota be increased.

Under the Sugar Act of 1948, the Secretary of Agriculture is given authority to set an annual sugar quota based on estimated needs of the public and of industrial sugar users. His quota is announced around the middle of December, but may be changed during the year to meet shifting requirements.

A move by Sen. William Fulbright (D., Ark.) during the closing days of the last Congressional session to abolish the Sugar Act and permit an open sugar market was defeated in the Senate. Fulbright had first tried to have the 1949 quota increased by means of an amendment to the farm bill. When that amendment was rejected, the senator then offered his repealer.

# More Venders on Military Posts, Asks Army Brass

NEW YORK, Dec. 10.—Altho the inactivation of several army posts during recent months has trimmed the total number of venders operated in military installations, the number-per-post seems due for continued expansion. This trend was indicated here this week as it was learned that the top brass of the army and air force exchange service is encouraging post officers to seek out new sources of revenue, as well as expand existing facilities. And merchandise machines have long been a favored source of income for the service.

Financial difficulties of the exchange service were sharpened this year as a result of congressional curbs on the types of products which post exchanges can sell to the military. The curbs stemmed from pressure by retail associations which charged that low post exchange prices constituted unfair competition.

### Service Committed

However, despite reduced income, it was pointed out the exchange is still committed to financing special services for soldiers, amounting to about \$1.43 a man. Its only sources of revenue are profits on goods sold and concession rentals and commissions.

Operator contracts, negotiated on a post-to-post basis, should call for an increase in the amount and variety of venders installed, an exchange spokesman said. He suggested that operators themselves should be more aggressive in urging placement of new equipment.

While exchanges are permitted by regulations to own and operate venders, headquarters opinion strongly endorses agreements with route owners. Experience has shown, it was reported, that post-operated equipment is economically unsound. Only a few posts own venders today, the spokesman said, and further ventures into machine ownership are being discouraged.

# Keeney Novelty Game Pin Boy In Production

CHICAGO, Dec. 10.—J. H. Keeney & Company here has started quantity deliveries on Pin Boy, a straight novelty game which stresses all the high points of bowling and shuffleboard action. President Pete McGinnis announced Tuesday (6).

Built in a cabinet which measures approximately 8 feet long by two feet wide, Pin Boy has a scoreboard which automatically registers points after frames have been completed. It also designates strikes, spares, splits and related key situations identified with bowling. Puck return is automatic and gets back to the player's end of the game via a chute built inside the cabinet.

Object of the game is to score 300 points, which like in bowling can only be achieved by playing a perfect game which amounts to scoring strikes only. In Pin Boy player makes strikes by sliding a shuffleboard puck over electrical contacts which simulate bowling pins. Number of contacts hit by puck determine score on that shot. As in bowling, player gets two shots in a frame unless he scores a strike.

Backglass is set up in such a way as to resemble 10 bowling pins set in the traditional triangle. As points are made during a frame, the lights on the pins go out, simulating pins knocked down in standard bowling.

McGinnis emphasized that the firm is making an all-out effort to increase production on the bowling-shuffleboard game.

# UNBEATABLE!

ORDER FROM THIS AD

ALL ORDERS FILLED IN ROTATION AS RECEIVED!

**ACORN** 1¢ or 5¢ All Purpose Bulk Merchandise

Buy It—use it for 30 days, if not completely satisfied, return it and we'll refund the full amount.

**\$13.95 EA.**

COMPLETE ASSORTMENT OF LATEST CHARMS SERIES, \$2.50

ONLY 1 DEAL TO A CUSTOMER

Full Cash With Order.

SEACOAST DISTRIBUTORS, INC.  
 Dave Stern, Pres.; Tom Burke, Vice-Pres.  
 1200 NORTH AVENUE  
 ELIZABETH, NEW JERSEY

# New Low Price SILVER KING CHARM KING



2 GREAT VENDORS  
 Sample, \$12.95.  
 2 to 3, \$12.50.  
 1 to 5 Cases \$42.00 Case.  
 6 Cases or More \$40.00 Case.  
 Packed 4 to Case.

CAMEO VENDING SERVICE  
 432 West 42nd Street New York 18, N. Y.



"The Magazine of Automatic Merchandising"

We have found VENDOR very helpful in keeping abreast of developments in this field and have gleaned much useful information from its pages.

**Charles F. Warrick Co.**  
 Detroit, Mich.

**VENDOR** 12-17  
 2160 Patterson St.  
 Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City ..... Zone ..... State .....



**TOPPER** — All purpose Vender, \$10.75 each; \$10.50 each 24 or more; \$10.25 each 48 or more; \$10.00 each 100 or more.

**HOT-POP** Popcorn Machine—Non-coin operated, \$47.50 each.

**UNIVERSAL** all purpose custom built vender — \$13.95 each; 24 or more, \$13.50 each.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 2021 PROSPECT AVE. CLEVELAND 15, O.

# Juke Mfrs. Discuss "45" Disks

## Industry Reps Will Show at '50 MOA Meet

### See Large Turnout

OAKLAND, Calif., Dec. 10.—George A. Miller, national president of the Music Operators of America (MOA), this week reported that 88 exhibit rooms have been made available to manufacturers and suppliers of music equipment at the Palmer House, Chicago, in conjunction with the org's 1950 convention March 6-8. In announcing the exhibit arrangements, Miller revealed that many record companies, needle manufacturers and several coin-operated phonograph manufacturers have already reserved space to show their products.

### Heavy Attendance

Officials of MOA have been greatly encouraged regarding expected attendance at the convention after having received communications from presidents of many local and State associations thruout the country, in each case assuring large representations from their individual orgs at the national meet.

Much of the enthusiasm of the operators lies in the fact that the MOA is an operators' group, and that the convention is called and sponsored by operators rather than manufacturing firms. Thus, it was pointed out the ops feel they will be free to discuss their problems fully and work out solutions.

Among the manufacturers who have already signed up for space at the meet are AMI, Grand Rapids, Mich., which will exhibit its complete line of coin-operated phonographs, and Permo Point Needle Company, Chicago.

## AMO Skeds 1950 Banquet, Dance For February 5

BALTIMORE, Dec. 10. — The Amusement Machine Operators Association of Greater Baltimore (AMO) will hold its annual dinner and dance at the Lord Baltimore Hotel February 5, 1950, it was announced this week by President Bernard J. Rose. In addition to a heavy membership turnout, already assured thru the advance sale of tickets, Rose said a number of public officials have agreed to appear at the affair.

The org is now lining up top entertainment for the dinner, and will sign a name ork to play for the show and dancing.

## Denver Renamed Head of Gotham Music Ops' Org

NEW YORK, Dec. 10.—Albert S. Denver was re-elected president of the Automatic Music Operators' Association (AMOA) last week. All other major officers also were re-elected for a year. They are Charles Bernoff, vice-president; Sal Trella, secretary; Harry Wasserman, treasurer, and Al Bodkin, Joseph Connors, Bill Goetz and Arthur and Louis Herman, directors.

### Juke TV Star

COLUMBUS, O., Dec. 10.—A Seeburg Select-o-Matic 100 phonograph is the feature attraction on the Tune Shop program on television station WLW-C here. Program, which is aired for 30 minutes five days each week, is emceed by Tom Gleiba, disk jockey, playing request records as received from the viewers.

The Shaffer Music Company here placed the phonograph in the studio, thereby giving the disk jockey a new way of presenting records to the public. Located right next to the desk where Gleiba sits, the attractive juke is in range of the camera constantly, and viewers not only watch as Gleiba sets the machine in motion, but can also see the mechanism as it prepares, then plays the proper platter.

## Record Availability Major Factor; Most Firms Agreed Subject Vital to Industry

### Await Developments Before Making Further Plans

(Continued from page 17)  
turing Corporation, Kansas City, Kan. Craig was optimistic concerning the future of 45 r.p.m. in the coin phonograph field.

"It is my opinion," he said, "that the 45 r.p.m. record is here to stay, and I am sure you will pardon my borrowing this quotation from no less an authority than Frank M. Folsom, president of RCA.

"The 45 r.p.m. will certainly affect

coin-operated phonographs and in my opinion will gradually obsolete the present coin-operated phonographs in use thruout the country. This will certainly have an impact on the industry and will probably furnish the needed stimulant for new equipment sales by manufacturers.

"How long this will take will be the . . . question, but in the meantime, as the hit recordings by the star singers and orchestras continue to appear on 45 r.p.m. recordings, the time factor will be shortened.

"At the present time this company (Aireon) is not actively engaged in developing a new record changer to accommodate the 45 r.p.m. record, and just how this will be handled is a matter for future decision."

The attitude displayed by officials of AMI follows closely that of other leading manufacturers. The late Lindy Force, manager, general sales, had been studying the 45 r.p.m. situation practically from its inception and was well versed on the subject. It was his thinking, and he put it to company officials in Grand Rapids, Mich., that record availability was the one factor involved, and that this factor could not be resolved for some time to come.

John Haddock, president, has stated that "when there is a need for a 45 mechanism, we will have it." That sums up that firm's stand at this time.

## New Music System Introduced In Detroit; Also Offers Tele

DETROIT, Dec. 10.—Installation of juke box type equipment for continuous music service, in competition with wired music systems, is being started here by the newly formed Muz-a-Matic Company, as well as planned installation of television duplicators.

Owner of the new firm is Lawrence Hoover, who has been an electronic specialist associated with spectrograph work. With this technical background he has an unusual approach to the special problems faced by the operator in the music and video fields. Headquarters for the firm have been established at 4939 Ridgewood Avenue.

Hoover is using AMI units and Webster record changers at present for his music locations. These are designed to operate without selectivity of music for a definite length of time ranging up to several hours, and then repeat the circuit of selections. Locations sought are principally in restaurants and cafes, where the management wants to furnish music, but does not want a regular juke box. The

Muz-a-Matic system is designed to operate at a cost to the location below the price level of wired music systems.

### Tele Angle

Hoover is also negotiating with the Olympic and Meck television manufacturers for the delivery of video duplicators. These are designed for installation in one or more additional spots in a bar or other location, so that the patrons can see the screen conveniently from any spot, rather than being forced to watch a single screen which is usually placed at a considerable distance from some of the tables, and often invisible from several positions in the room.

A similar television installation has also been proposed by Hoover for school use, placing a receiver or duplicator unit in each selected room in the school, and allowing reception of a given program wherever wanted, as a major adjunct to visual education methods. While he has discussed this with local school authorities, no definite plans have been accepted as yet.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

**MOVE AFOOT FOR SUB ON EXCISE TAXES.** The latest idea is to put a 2 per cent bite on all products and kill the tax on disks, etc. (General Department).

**WAX BOOM MAY GO TO SPRING.** Christmas rush may outlast winter in spite of any three-speed confusion still existing (General Department).

**CAPITOL RECORDS IN ALL-OUT JUKE BOX DRIVE.** The diskery outlines strategy for concerted efforts toward the juke box trade (Music Department).

**BLUEBIRD ADOPTS REGULAR RELEASES.** The low-priced Bluebird line to follow procedure of regular RCA disks with weekly releases (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 2 1/2 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Wash. Guild Gives Money To Charities

### Phonos to Boys' Clubs

WASHINGTON, Dec. 10.—Washington Music Guild (WGM) donated \$100 to the Tuberculosis Christmas Seal campaign at its December meeting. A gift of \$500 was also made to the Metropolitan Police Boys Clubs, \$200 more than last year's donation. In addition, the Guild gave two phonographs to boys clubs.

WGM is also spearheading a drive to collect toys, clothing, and canned goods for needy youngsters in co-operation with WGAY disk jockey, Stan the Hired Man. Thru the courtesy of the local fire departments, the contributions are being collected in Washington and neighboring Silver Spring (Md.) stations.

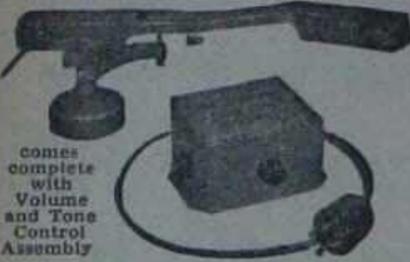
In collaboration with Arnold Fine, night club editor of The Washington Daily News, WGM plans to entertain patients at the Naval Medical Center in neighboring Bethesda, Md.

At the meeting, the Guild decided to contact juke box distributors so that the members can borrow amplifiers, heads, and motors for temporary use when their machines are out of order. Seeburg (Musical Sales, Baltimore), Wurlitzer (Winter Sales Company, Baltimore) and Rockola (General Sale Vending Company, Baltimore) are working with WGM on the program.

### South Wind

#### TONE ARM

Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION

WURLITZER'S (except counter models and P-12) ..... \$11.95

SEEBURG Hi-Tones ..... 9.95

Earlier SEEBURG Models ..... 10.95

"Specify Model When Ordering."

**PHILLIPS MFG. CO.**  
2816 Aldrich Ave., So., Minneapolis 8, Minn.

## NDOA Defers '50 Elections Until Meeting in May

FARGO, N. D., Dec. 10.—Unexplained lack of attendance at the election meeting of the North Dakota Operators' Association (NDOA) in Sorenson's Cafe here Sunday (4) caused postponement of any election action until next May.

With a membership of between 30 and 40 operators, President Fred Fixel, of Pembina, N. D., was one of seven coinmen who showed up for the meeting.

Only others on hand, despite the fact that weather was fair, were Bob Westrum, of Bismarck, association secretary; Glen Addington and Johnny Martin, both of Bismarck; Charles Rose, of Fargo, and Tom and Norm Kady, Grand Forks.

"Poor attendance forced us to call off the election," Fixel told those present. "Our next meeting will be the first Monday in May, 1950, at the Prince Hotel, Bismarck. We should have a real turnout at that time."

Altho those present wouldn't say it in so many words, they seemed to indicate that should next May's meeting fail to draw a fair share of the North Dakota operators some drastic action may be necessary to either keep the organization alive or to disband.

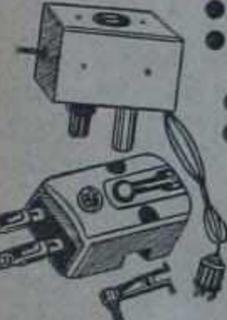
The seven members who did show up at the scheduled meeting spent the time discussing their own mutual problems, but were unable to take any formal action because of the lack of a quorum.

For the Finest in Record Reproduction Use the New

### G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzer Seeburg Rock-Ola A.M.I. \$14.95

Elec. Cancel \$4 extra Cartridge Only—\$5.00. Needle Only—\$2.10. Also other makes.

**ADVANCE MUSIC CO.**  
1606 GRAND KANSAS CITY, MO.

## GOING... GOING... BETTER REBUILT PHONOGRAPHS



And they'll soon be gone . . . values like these don't last long. Everyone is a better-than-average trade-in on new Select-O-Matics . . . rebuilt right down to the last detail, to give many years of excellent service. Don't delay . . . get your order in now while the selection is good and the price is down.

### USED EQUIPMENT

Seeburg 148-ML	\$499.50
Seeburg 148-SL	475.00
Seeburg 147-M	399.50
Seeburg 146-M	339.50
Seeburg 146-M, converted to 148-M	399.50
Seeburg 146-S	299.50
Seeburg 8200, RC	100.00
Seeburg H-148-M Hideaway	400.00
Seeburg H-146-M Hideaway	325.00
Wurlitzer "1015"	279.50
Wurlitzer "800"	89.50
40 Rock-Ola Hideaway	99.50
Packard Phonograph Model 7	99.50
Packard Hideaway Model "400"	95.00

### WALL BOXES

3W5-L56 WOM	\$ 59.50
W1-L56 Wireless WOM	32.50
3W1-L56 WOM	29.00
W4-L56 WOM	59.50
WB-12 WOM	22.50
WS-12 WOM	15.00
D520-12 3-Wire WOM	15.00
Packard Wall Boxes	15.00

### ARCADE EQUIPMENT

Voice-o-Graph	\$399.50
18" Nationwide Shuffleboard	350.00
Grip Scale	29.50
A.B.T. Challenger	24.50
Q.T. Pool Table	225.00
Skill Thrill	12.50
Mercury Athletic Scales	59.50

### CONSOLES AND SLOTS

5¢ Super Bonus Ball	\$200.00
---------------------	----------

PHONE — WIRE — WRITE

## SHAFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio  
2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.  
Charleston, W. Va. Wheeling, W. Va. South Bend, Ind.  
1619 W. 2129 Main St. (Location to be announced later)  
Washington St.

SALES-SERVICE STATES

## ADVANCE RECORD RELEASES

### POPULAR

(Continued from page 35)

- My Sweetest Moments  
B. Scott (Rhumba Rhapsody) Metro M-8006
- Nice To Know You Care  
V. Damone (Sitting By) Mer 5343
- Not Tonight  
P. Bailey (Saturday Night) Col 38660
- Oh! Marie  
J. Petrak (The Christmas) Swingmaster 1001
- Oklahoma Blues  
P. Page (With My) Mer 5344
- Oogoo the Worm  
Two Ton Baker (Gus the) Mer 5346
- Open Door-Open Arms  
Andrews Sisters (The Blossoms) Dec 24822
- Petunia  
S. Gibson (I've Been Living) Mer 8157
- Pop Me a Kiss  
W. McCoy (True to) Crystal 252
- Pretty Girl Waltz  
The Merrie Musetta Ork (Itty-Bitty Polka) V(78)25-1145; (45)51-0045
- Put Your Arms Around Me  
E. Howard (Bright Eyes) Mer 5321
- Quarantine Sign (On the Harem Door)  
S. Burke Ork (Blues Stay) Dec 24832
- Quicksilver  
B. Crosby (Have I) Dec 248247
- Rain or Shine  
G. Lombardo Ork (Enjoy Yourself) Dec 24825
- Rhumba Rhapsody  
B. Scott (My Sweetest) Metro M-8006
- River Stay Away From My Door  
Cynopators (These Are) National 9095
- Roman Guitar  
R. Vallo-H. George Ork (I Must) Apollo 1152
- Saturday Night Fish Fry  
P. Bailey-J. Mahley (Not Tonight) Col 38660
- Scarlet Ribbons (For Her Hair)  
D. Haymes (Be the) Dec 24829
- School Days  
L. Jordan (I Know) Dec 24815
- Send Ten Pretty Flowers (To My Girl in Tennessee)  
J. Wayne (Blue Ribbon) Col 38661
- She Doesn't Laugh Like You  
J. Powers (There They) Click 336
- Sitting by the Window  
V. Damone (Nice to) Mer 5343
- Slow Rock  
B. Mays (Mays' Haze) Regal 3243
- Sorry  
B. Crosby-J. Conlon Singers (You're Wonderful) Dec 24826
- Stay Well  
B. Crosby-J. Conlon Singers (The Little) Dec 24824
- Taffy  
B. Kaye (The Bicycle) MGM 10590
- The Bicycle Song  
B. Kaye (Taffy) MGM 10590
- Sweethearts Album—A. Goodman Ork-F. Green-J. Carroll-C. Lind-E. Wrightson (4-7") V(45) WK-6  
Angelus . . . V(45)52-0664  
Every Lover Must Meet His Fate . . . V(45)52-0662  
Game of Love . . . V(45)52-0663  
I Might Be Your Once in a While . . . V(45)52-0661  
Jeanette and Her Little Wooden Shoes . . . V(45)52-0664  
Pretty as a Picture . . . V(45)52-0665  
Sweethearts . . . V(45)52-0661  
To the Land of My Own Romance . . . V(45)52-0662
- The Blossoms on the Bough  
Andrews Sisters (Open Door) Dec 24822
- The Christmas Waltz  
J. Petrak Ork (Oh, Marie) Swingmaster 1001
- The Cinderella Work Song  
The Fantane Sisters (Fairy Tales) V(78)20-3621; (45)47-3127
- The Jazz Me Blues  
E. Farley's Ork (Margie) Delvar 114
- The Little Grey House  
B. Crosby-J. Conlon Singers (Stay Well) Dec 24824
- The River Seine  
V. Young (La Vie) Dec 24816
- The Third Man Theme Song  
F. Dietschmann (Cafe Mozart) MGM 10599
- The Third Man Theme Song  
L. Fields' Trio (The Wedding) V(78)20-3611; (45)47-3117
- The Wedding Samba  
L. Fields' Trio (The Third) V(78)20-3611; (45)47-3117
- There They Are  
J. Powers (She Doesn't) Click 336
- There's a Lovely Lake in Lowland  
A. Mooney Ork (Home Town) MGM 10588
- These Are Things I Want To Share With You  
Cynopators (River Stay) National 9095
- Thousands of Miles  
D. Haymes (Last In) Dec 24828
- True to You  
W. McCoy (Pop Me) Crystal 252
- Wild Bill Hiccup  
S. Jones & His City Strickers (Morphus) V(78) 20-3620; (45)47-3126
- With My Eyes Wide Open I'm Dreaming  
P. Page Quartet (Oklahoma Blues) Mer 5344
- You in My Arms  
J. Vadnal Ork (Just One) V(78)25-1144; (45) 41-0044
- You're Wonderful  
B. Crosby (Sorry) Dec 24826

### RELIGIOUS

- Milky White Way  
Floyd Dixon Trio (Precious Lord) Modern 20-724
- My Dungeon Sook  
Dixieaires (You Better) Lenox L-531
- No, No, Nothing Can Change Me  
The Original Gospel Harmonettes (Only a) V(78)22-0055; (45)50-0039
- Noah  
Fairfield Four (Steal Away) Bullet 318
- O Holy Night  
Bible Institute Choir (Silent Night) Four Star 1199
- On Borrowed Land  
Crowns of Harmony (Hush) Phoenix 008
- O Santos (Lamorazanda) V 23-1432
- Old Music Box Melodies-Religious Album—(5-10")  
Bernard R.B. 2  
Abide With Me  
Lead Kindly Light  
Nearer My God to Thee  
Onward, Christian Soldiers  
Palm Branches  
Te Deum Laudamus
- Only a Look  
The Original Gospel Harmonettes (No, No) V(78)22-0055; (45)50-0039
- Prayer Changes Things  
M. Jackson (Walk With) Apollo 2290
- Precious Lord  
Floyd Dixon Trio (Milky White) Modern 20-724
- Search Me, Lord  
Brother Joe May (How Much) Specialty 343
- Seek and You Shall Find  
The Detroiters (I'm Not) Staff 641
- Seek and Ye Shall Find  
Sacred Four (Since Mother's) Gotham G-625
- Silent Night  
Bible Institute Choir (Holy) Four Star 1199
- Since Mother's Been Gone  
Sacred Four (Seek and) Gotham G-625
- Stand By Me  
Magic Stars (Steal Away) Phoenix 009
- Steal Away  
Magic Stars (Stand By) Phoenix 010
- Steal Away  
Fairfield Four (Noah) Bullet 318
- Sure Do Need Him Now  
O. Jackson (Famine in) Gotham G-619
- The Old Ship of Zion  
Jordanaires (Just a) Dec 46198
- The Old Country Church  
The Johnson Family Singers (I'll Meet) Col 20653
- Walk With Me  
M. Jackson (Prayer Changes) Apollo 2290
- Where the Sun Never Goes Down  
W. Williams (Don't Want) Gotham G-624
- You Better Get Ready  
The Dixieaires (My Dungeon) Lenox L-531
- You Ain't Got Faith  
Golden Gate Quartet (Lord) 77 197; (45) 77 197
- Brother Noah  
Magic Stars (Dry Bones) Phoenix 016
- Christmas Carols Album—National Vespers Mixed Choir (1-12")  
Bibletone (33) CP
- Dear Lord, Take My Hand  
Maddox Brothers & Rose (Garden in) Four Star 1326
- Don't Want to Go There  
W. Williams (Where the) Gotham G-624
- Dry Bones  
Magic Stars (Brother Noah) Phoenix 015
- Famine in the Land  
O. Jackson (Sure Do) Gotham G-619
- Garden in the Sky  
Maddox Brothers & Rose (Dear Lord) Four Star 1326
- Glory! Hallelujah!  
Crowns of Harmony (I Can) Phoenix 005
- Go Ring Dat Golden Bell  
Magic Stars (Lord I) Phoenix 011
- God A'Mighty Goin' Cut You Down  
Magic Stars (Jezebel) Phoenix 014
- How Much More of Life's Burden Can We Bear  
Brother Joe May (Search Me) Specialty 343
- Hush  
Crowns of Harmony (On Borrowed) Phoenix 007
- Hymns Children Love Album—P. Heminghouse-M. Wilson (1-12")  
Bibletone (33) HV
- Hymns—Saint Peter's Choir Album—Saint Peter's Choir-H. Gilbert, Dir. (3-10")  
Coral CP 504
- Come, Thou Almighty King . . . 60124
- Eternal Father, Strong to Save . . . 60126
- Lead, Kindly Light . . . 60124
- Now the Day is Over . . . 60125
- Onward, Christian Soldiers . . . 60126
- The Church's One Foundation . . . 60125
- I Can Put My Trust in Jesus  
Crowns of Harmony (Glory Hallelujah) Phoenix 006
- I'll Meet You in the Morning  
The Johnson Family Singers (The Old) Col 20653
- I'm Not Ashamed to Be a Witness  
The Detroiters (Seek and) Staff 641
- Jezebel  
Magic Stars (God A'Mighty) Phoenix 013
- Just a Little Talk With Jesus  
Jordanaires (The Old) Dec 46198
- Just a Closer Walk With Thee  
Wally Fowler (Lead Me) Bullet 311
- Lord I Want My Crown  
Magic Stars (Go Ring) Phoenix 012
- Lead Me To That Rock  
Wally Fowler (Just a) Bullet 311
- Lord I Want To Walk With Thee  
Golden Gate Quartet (You Ain't) Mer 8158

REMEMBER THE ANTI-TUBERCULOSIS LEAGUE—IT IS HELPING BUILD A HEALTHIER AMERICA

# ADVANCE RHYTHM & BLUES RECORD RELEASES

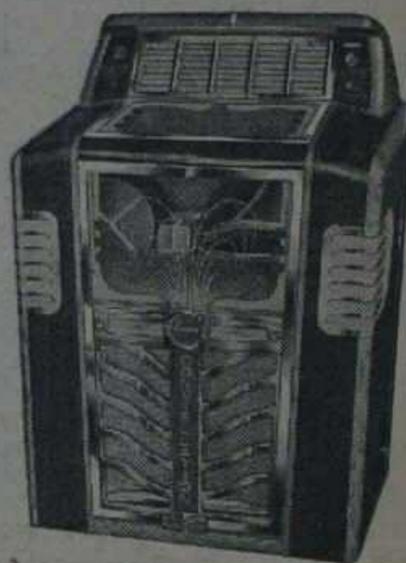
(Continued from page 29)

- How Long Blues  
Maxim Trio (Blues Before) Swing 178
- I Almost Lost My Mind  
Ivory Joe Hunter (If I) MGM 10578
- I Want To Cry  
S. Churchill-Four Tunes (My Baby-Kin) Arco 1220
- I Want My Baby for Christmas  
S. Hogg (Going Back) Specialty 342—BMI
- If I Give You My Love  
Ivory Joe Hunter (I Almost) MGM 10578
- I'll Find My Way  
Tampa Red (That's Her) V(78)22-0057; (45) 50-0041
- I'm In Love Up to My Ears  
J. Dickens (A-Sleepin' at) Col 20644
- I'm Just a Fool in Love  
The Four Tunes (The Lonesome) V(78)22-0058; (45)50-0042
- I'm Wild About That Thing  
B. Smith (You've Got) Harmony 1058
- It Feels So Good  
Spivey & Johnson (Furniture Man) Harmony 1087
- Jane, Jane, Jane  
B. La Motta (Let Me) Arco 1203
- Juke Box Time  
K. Walker (Oh I'm) Col 30178
- Let Me Go, Melda  
B. La Motta (Jane, Jane) Arco 1203
- Let's Get Together  
Big Red Alton (Winter Blues) Cap 57-70058
- Let's Have a Ball  
C. Brown (Homesick Blues) Aladdin 3039
- Let's Make Christmas Merry, Baby  
A. Milburn (Bow-Wow) Aladdin 3037
- Let's Try  
T. Cooper (Need a) Gotham G-210
- Love Ya Honey Blues  
M. Marselle (Sorry) Phoenix 020
- Loaddown Baby  
J. Morris Ork (Broken Hearted) Dec 48126
- Meet Me on the Corner  
C. Bernhardt (Cracklin' Bread) Blue Note BN 1202
- Merry Christmas  
Little Willie Littlefield (Come on) Modern Hollywood 20-716
- Nervy Woman Blues  
"Baby Boy" Warren (My Special) Staff 706
- Midnight Mood  
C. Johnson Ork-W. Anderson (Rompin' on) Prize 705
- Mistreatin' Baby  
R. Hawkins Ork (Sleepless Nights) Modern 20-720
- Morning Blues  
"Lightnin'" Hopkins (Have To) Aladdin 3035
- My Baby  
J. Bauer (Unemployment Blues) Orchid 2
- My Baby Left Me  
J. B. Summers (I Want) Gotham 209
- My Baby  
R. Sykes (Southern Blues) V(78)22-0056; (45)50-0040—BMI
- My Baby-Kin  
S. Churchill-L. Herman Ork (I Want) Arco 1220
- My Bucket's Got a Hole in It  
Fat Man Robinson Quintet (Blues Stay) Dec 48125
- My Christmas Baby  
S. Hogg (New Year's) Modern Hollywood 20-630
- My Special Friend Blues  
"Baby Boy" Warren (Nervy Woman) Staff 706
- My Teddy Bear  
J. Richey (Shuffleboard Blues) Orchid 1
- Need a Man  
T. Cooper (Let's Try) Gotham G-210
- New Orleans Woman Blues  
J. Locks (Baby Lovin') Regal 3239
- New Year's Eve Blues  
S. Hogg (My Christmas) Modern Hollywood 20-630
- No Mail Today  
Blind Johnny Davis (Walkin' and) MGM 10574
- No Rollin' Blues  
J. Witherspoon (Big Fine) Modern 20-721
- Now That I Have You  
E. Smith (When the) Specialty 344—BMI
- Oh, I'm Evil  
K. Walker (Juke Box) Col 30178
- Old Fashioned Baby  
Pee Wee Crayton (Bounce Pee Wee) Modern 20-719
- Papa Ain't No Santa Claus  
B. Beans & Susie (What It) Harmony 1085
- Partia's Boogie  
J. Morris (Sneaking Around) Dec 48123
- Prairie Dog Hole  
F. Dixon-E. Williams (You Need) Supreme 1546
- Real Pretty Mama Blues  
A. Milburn (Drifting Blues) Aladdin 3038
- Red Cap Shuffle  
J. Crawford Ork (Sawbuck) Regent 1009
- Rhythm Fantasy  
S. Gill Ork (Snaperoo) Gotham G-205
- Roll With the Boogie  
J. Robinson-B. Carter Ork (If I) V(78)22-0054; (45)50-0038
- Rompin' on the Ramp  
C. Johnson Ork-W. Anderson (Midnight Mood) Prize 705
- Rumboogie Jive  
F. Culley (After Hour) Atlantic 888
- Ramin' Blues  
J. Simon (Fite Baby) Phoenix 018
- Santa Claus Blues  
W. Davis (Got to) Bullet 321
- Satisfied Blues  
M. Cooper-J. Crawford Ork (Tall Corn) Savoy 719
- Sawbuck  
J. Crawford Ork (Red Cap) Regent 1009
- Shuffleboard Blues  
Scatman Crothers (My Teddy) Orchid 1
- Sleepless Nights  
R. Hawkins Ork (Mistreatin' Baby) Modern 20-720
- Skid-Row Blues  
J. Witherspoon (How Long) Supreme 1545
- Sneaking Around  
J. Morris (Partia' Boogie) Dec 48123
- Snaperoo  
S. Gill Ork (Rhythm Fantasy) Gotham G-205
- So Long  
J. Moore's Three Blazers (Driftin' Blues) V(78)22-0059; (45)50-0043
- So Long  
H. Crafton (Bring That) Gotham G-211
- Sorry  
M. Marselle (Love Ya) Phoenix 020
- Southern Blues  
R. Sykes (My Baby) V(78)22-0056; (45)50-0040—BMI
- 'Specially When I'm in a Lovin' Mood  
E. L. Welch-J. Richards Ork ('Tis Autumn) Jesma 462
- Stompin' at the Savoy (Part I & II)  
C. Ventura Crystalette 614
- Stormy Night Blues  
S. King Ork (Unfaithful Blues) Aladdin 3040
- Tall Corn  
M. Cooper-J. Crawford Ork (Satisfied Blues) Savoy 719
- That's Her Own Business  
Tampa Red (I'll Find) V(78)22-0057; (45) 50-0041
- The Lonesome Road  
The Four Tunes (I'm Just) V(78)22-0058; (45) 50-0042
- The New Look  
J. Witherspoon (Big Heart) Swing Beat 158
- They Didn't Believe Me  
H. Belafonte (How Green) Cap 57-70059
- They Call Me Mr. Blues  
G. Jones (For You) Dec 48129
- Thursday Night Blues  
J. Otis (I Gotta) Modern Hollywood 20-715
- Tin Roof Blues  
New Orleans Rhythm Kings (San Antonio) Brunswick 80117
- 'Tis Autumn  
E. L. Welch-J. Richards Ork ('Specially When) Jesma 462
- Too Bad  
B. Butler (I Made) Gotham 208
- Unemployment Blues  
Scatman Crothers (My Baby) Orchid 2
- Unfaithful Blues  
S. King Ork (Stormy Night) Aladdin 3040
- Voovy, Voovy, Vay  
Sugar Chile Robinson (Caldonia) Cap 57-70056
- Walkin' and Talkin'  
Blind Johnny Davis (No Mail) MGM 10574
- Water Trough Blues  
Jelly Belly-Slim Seward (Sorry Woman) Apollo 412
- We're Gonna Roll  
Shorty Muggins (Got a) Cap 57-70052
- What Can I Do?  
C. Green (Dreamy Blues) Cap 57-70038 BMI
- What Evil Have I Done  
W. Brown (Suppressin' the) Cap 57-70047
- What It Takes To Get You Back  
B. Beans & Susie (Papa Ain't) Harmony 1085
- When I Had My Money  
J. Witherspoon (Sweet Lovin') Modern 20-669
- When the Clock Strikes 12  
E. Smith (Now That) Specialty 344—BMI
- When You Surrender to Me  
B. Camp & His Buddies (Between You) Dec 48118
- When You Are Near  
B. Hudson Ork (A Dream) Supreme 1536
- Willow, Weep for Me  
B. Gaines Trio (I'm Confessin') Apex AP-1117
- Wincola  
E. Vinson (Somebody Done) King 4313
- Winter Blues  
Big Red Alton (Let's Get) Cap 57-70058
- Without a Song  
Melrose Colbert (Take Me) Plaza 5503
- Who Snuck the Wine in the Gravy  
E. Bostic Ork (Platter Poppa) King 4316
- Why Don't You Haul Off and Love Me  
Bull Moose Jackson (Is That) King 4322
- Wild Man  
E. Bostic Ork (Wobbling Duck) Gotham G-202
- Woman Don't Want a Good Man No More  
E. Jackson Ork (So Help) Supreme 1532
- Yes, Yes, Yes  
3 Sharps and a Flat (Hawaiian War) International 518
- Yesterday  
4 Shades of Rhythm (Don't Blame) Swing Master 33
- You Can't Lose a Broken Heart  
J. Lee-The Ebonaires (My Sweet) Col 30172
- You Need Me Now  
F. Dixon-E. Williams (Prairie Dog) Supreme 1546
- You Satisfy  
B. Wright (Blues for) Savoy 710 BMI
- Young Man's Blues (Parts I & II)  
C. Trenier . . . Crystalette 619
- Your Voice  
C. Calloway (Oh Joe) Bluebird 30-0004
- You've Gotta Give Me Some  
B. Smith (I'm Wild) Harmony 1085

## EVANS' 20 RECORD

# 40 SELECTION CONSTELLATION

Your Phonograph of the Year . . .  
This Year and Next!



Nearly a year of operation has proved to all Constellation owners that Evans provides what it takes to keep music operating profitable! Check your future phonograph needs with this list. You get all these money-making, money-saving features in Constellation, and Constellation gets you all the play and earnings you'll want in '50!

- ( ) LOW INITIAL INVESTMENT
- ( ) TROUBLE FREE PERFORMANCE with Evans' Quality Throughout.
- ( ) BRILLIANT BEAUTY IN AN Advanced Cabinet Design.
- ( ) REALISTIC TONE REPRODUCTION
- ( ) 40 SELECTIONS on 20 Records . . . consistently delivers MORE PLAY than 20 selection phonographs, as proved by surveys everywhere!
- ( ) LOW COST SERVICING—Fast, Convenient on Location.
- ( ) FULL SELECTIVITY ON 6-for-25¢ Play.
- ( ) RECORD POPULARITY METER

ORDER CONSTELLATION FROM YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT

AVAILABLE NOW—Record Popularity Meter for Original Constellations. GENUINE PARTS for Mills Empress, Throne of Music, Original Constellations.

**H. C. EVANS & CO.** 1528 W. Adams St., Chicago 7, Ill.

SEE OUR COIN MACHINE AD ON PAGE 109



keep costs down,  
profits up!

The location always divides profits but never divides service charges with you. Keep your service costs close to zero with AMI

**AMI**  
Incorporated

127 NORTH DEARBORN STREET  
CHICAGO 2, ILLINOIS

# CLEVE OPS FEEL WAY SLOWLY

## Conservatism Keys Shuffle Activity in Area; See 1950 As Crucial Period in Business

CSC Has Laid Groundwork To Build Player Interest

By Norman Weiser

CLEVELAND, Dec. 10.—Shuffleboard, comparatively unknown here just a few months ago, has become a major competitive sport in the area, altho from the operator viewpoint it is still an unproved item. Responsible for the upsurge in player interest to a great degree has been the Cleveland Shuffleboard Congress (CSC), headed by James S. Ross, which not only brought countless new players into the picture, but in an amazingly short time was able to set up leagues and get them into competition in time for the 1949-'50 season. And while the Congress has been busy building player interest, the operators have been slowly increasing the number of locations in Greater Cleveland, feeling their way as they go along.

Operator-wise, Cleveland has proven one of the unorthodox shuffleboard centers (among the larger cities thruout the country). Here, a strong operator org known as the Cleveland Phonograph Merchants' Association (CPMA), under the direction of energetic Jack Cohen, president, has done much to keep the grosses on music and other coin equipment up. Far advanced on promotion and advertising know-how, the association has continually campaigned to sell its products to the public, and has been, by all standards, successful.

When shuffleboard first became a major operator item about a year ago, it was not as readily accepted in this city. In other areas, where music and game grosses had dropped consistently, the new source of revenue provided a shot in the arm for the operator. But in Cleveland, where general economic conditions had naturally been felt, operators were busy keeping their promotions going, and their time was more than filled.

During the late summer (1949) major manufacturers sent representatives into the Cleveland territory, with the express purpose of opening up the area to their products. It was this drive that brought the first quantity shipments of boards into Greater Cleveland and provided the impetus for the organization of the CSC.

Keeping in mind that diversification is the rule rather than the exception in most Cleveland operations, the selling of shuffleboards was still no easy job in this area. The logical shuffleboard outlet was the one handled by the operator of music and/or amusement equipment. In most cases this type location was handled by the same operator (this type operator in Cleveland is rather common, concentrating on these two types of equipment to the exclusion of vending units which are handled by more experienced ops in that specific field). Because the music-game operation required so much attention in connection with the promotions, etc., many of these operators could not be sold on the addition of a new, and comparatively expensive piece of equipment, until it had been given a fair test in the locality.

Those who agreed to pioneer the game in the city found that organized play, in most but not all cases, provided enough stimulus to keep the board in action during most of the day. Play was set at 10-cents per game in most spots and the price was not found to be prohibitive. The average commission breakdown was 50-50, but varied in some locations where play was not heavy enough to (See Conservatism Keys on page 92)

## Shuffleboard Mag Issued for Players

ST. PETERSBURG, Fla., Dec. 10.—Louis G. Glynn, publicity director of the National Shuffleboard Association (NSA), and Oscar Leadfield have teamed up to publish *The Shuffleboard News*, a player magazine, with the first issue due this month.

The magazine, which is to be national in scope, will be dedicated to promoting shuffleboard thruout the country and to publicize the activities of the game in trailer parks, resorts and playgrounds. Tournament news is to be carried each month, with the first issue featuring St. Petersburg clubs.

## Cleve Shuffleboard Congress

Altho shuffleboard is only a few months old in Cleveland the competitions have already started, due mainly to the work of the Cleveland Shuffleboard Congress. Below is the schedule which was drawn up, then put into effect in a matter of days by the CSC, and which has proven to be an exceptional builder of player interest in the area.

### 18-Week League Play

1. Eight men play 3 games a week as doubles. (Four teams each game consists of 10 frames.)

2. Eight men play 3 games a week as singles. (Each game consists of 8 frames)

3. Total games played—54 for each team. Winner will be designated by highest total points.

4. Prizes for double play:

1st prize	\$20
2d	10
3d	5
4th	2

Prizes for single play:

1st prize	\$10
2d	5
3d	2

\$17

Total prize money \$37

Total prize money for single and double play—\$54.

5. Method of setting up jackpot.

(A) Each player pays 25 cents per week. Total accumulated players jackpot for 18 weeks \$36.

(B) Each location puts in \$1 per week. Total accumulated location jackpot for 18 weeks \$18

Total—\$54

Possible inter-tavern playoff with 10 locations grouped together.

6. Group 10 locations for inter-tavern playoff. Prize put up by congress members—\$200. Each operator puts in \$20 per location.

1st prize	\$100
2d prize	50
3d	30
4th	20

Total prize money \$200

7. Playoff method for inter-tavern would be based on total points on 27 games. Played by each location team, based on 3 games with other 9 locations.

## Final Notice

With the first of the shuffleboard league season now under way, operators and locations have found that this type of promotion is the one thing that can keep grosses up. Today, more than ever before, they are depending on the leagues not only to bring in revenue, but to build player interest for the future.

For the past few months, *The Billboard* has offered operators (and other interested parties) a special booklet, entitled *Here's How To Set Up a Shuffleboard League*. Thousands of these booklets have been sent out to the industry. Now, only a few copies remain.

Those who still have not obtained their copy, free of charge, may do so by dropping a line to *The Billboard*, 188 W. Randolph Street, Chicago, Ill. Attention, Coin Machine Department.

This is the last time this offer will be made. If you have not as yet received your copy, write today.

## Milwaukee, St. Louis Kids Work Off Energy on Boards

MILWAUKEE, Dec. 10. — Two Midwestern cities have turned to shuffleboard in recent weeks as a means of keeping teen-age youngsters off the streets and at the same time supplying them with an outlet for their excess energy. Milwaukee high schools are installing "energy rooms," where the youngsters may gather after school hours to spend their free time. In these rooms are several types of recreational equipment, including full-size shuffleboards. Intra-school leagues are being formed by the students and competitions are now going strong.

In addition to shuffleboard, gym facilities are made available as well as other types of amusement games (table tennis, etc.).

In St. Louis a program to provide supervised recreation for high school students, while not organized by schools, has proven successful, with a shuffleboard providing much of the incentive for the youth to attend the "Teen-Twenties Club." This undertaking was started by Mr. and Mrs. William E. Sneed. The club now numbers 52 members.

Like the Milwaukee set-up, shuffleboard competitions are now going on, and while most of the club members are girls (approximately 40), the competition is stiff. Board is located in St. Paul's Evangelical Church, where the org meets. Table tennis and other indoor recreational games are also in use.

## Intro Portable Top Refinisher

INDIANAPOLIS, Dec. 10.—The Shuffleboard Refinishing Company here is making deliveries on its portable shuffleboard refinishing machine. Top feature of the product is that it can be used either on location or in the operator's shop.

Compact in size, the refinishing machine is adjustable to fit the width of the shuffleboard playfield. To set the unit to work, the operator places it on the playfield, throws a switch and guides the unit over the surface to be refinished. It is not necessary to remove the playfield from its cabinet to get the desired results.

Distributors for the product are being appointed.

## Puck Patter

### Chicago:

J. H. Keeney & Company has kept its newest type wall model scoreboard in heavy production despite the need for space for other products. Demand for the hinged model unit, President Pete McGinnis reports, has kept the popular scoreboard going at full blast. Among the shuffleboard people in to see McGinnis last week was Earl Feddick, Valley Shuffleboards, Bay City, Mich. . . . Officials at the Victory Service Club, in the Loop, state that servicemen still give the shuffleboard there heavy play especially on week-ends and evenings.

Mero Industries is another firm which is doing a steady business in shuffleboards. The firm's publicity director is still in New York. Action in Mero League 1 continues at a fast clip as the schedule for the league nears the half-way mark. . . . At Nation Wide Novelty Charlie Gillard reports an upswing in trade

## EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

with veterans' clubs, particularly in Indiana. . . . Phil Cohen, Shuffleboard Specialists executive, says that inquiries on the firm's shuffleboards and related accessories continue at a satisfactory pace and even notes a slight pick-up for some territories.

Herb Perkins, head of Purveyor Shuffleboard, returned last week from a jaunt to the West Coast where he surveyed the shuffleboard situation thruout a four-State area. In his absence Bill Tucker held down the Chicago fort.

Tucker and Clayton Nemeroff, Monarch, who served as co-chairmen of the manufacturers' conference, have been lauded for their activity by the firms who were represented at the sessions. Altho the attempt to set up an org proved unsuccessful, the manufacturers have spoken highly of the two, who spent much of their own time on the problem.

**Detroit:**

Frank J. Londy Jr., who used to be in the music machine business here a few years ago, has returned to coin machine operation with a route of shuffleboards. He has teamed up with his brother, Harold W. Londy, a newcomer to the field, as a partner under the name of Londy Brothers, and plans to stick to shuffleboard rather than adding music and vending machines as they originally contemplated.

Maurice J. Feldman, of the Tri-central Shuffleboard firm, has been busy working overtime to meet the current demand for boards in this area.

**Aid Polio Fund**

FLORENCE, Ariz., Dec. 10.— Shuffleboard players here, as part of a Pinal County drive for funds to aid the Infantile Paralysis Fund, held a tournament at Mitchell's, one of the leading shuffle locations in the area, and when the wax had settled after one of the hottest contests in the history of the game, players, spectators, etc., had raised \$300 for the drive. According to officials, the donation was one of the largest received.

Tourney was sparked by William Acker, with 18 players actually participating in the competitions.

**SHUFFLEBOARD TOPS**

REFINISHED—RESURFACED

All Makes and Sizes. Best Workmanship and Materials Used. Get-Acquainted Prices. Pick-Up and Delivery Anywhere in Chicago.

RELIABLE SHUFFLEBOARD CO.

2512 Irving Park Rd., Chicago 18, Illinois  
Phone: IRving 8-4600

**ASSEMBLE YOUR OWN SHUFFLEBOARDS!**

MONARCH Tops for 22 Ft. Shuffleboards now available! Pre-drilled for adjusters and ready for assemble in your own town, with your own cabinets. You SAVE crating and freight charges! Your choice of Solid Maple or Maple and Walnut combinations. MONARCH Tops are Alcohol-resistant and Peel-resistant. Smoothest—Fastest—Finest on the market!

NOW IS THE TIME TO REPLACE YOUR OLD TOPS WITH  
**MONARCH TOPS**

Costs You Less in the Long Run!

8 Ft. and 12 Ft. Side Cushion Shuffleboards Ready for Delivery!

Complete Line of Accessories, Board Equalizers, Scoring Units and Supplies.

WRITE, WIRE OR PHONE FOR SPECIAL PRICES!



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

**JUST OFF LOCATION—LIMITED SUPPLY!**  
**USED RECONDITIONED SHUFFLEBOARDS**

BARGAINS ACT QUICKLY!! BARGAINS.

**PURVEYOR SHUFFLEBOARD CO.**

4322-24 N. WESTERN AVE. Phone: JUNiper 8-1814 CHICAGO 18, ILL.

**CALIFORNIA SHUFFLEPINS BETTER 3 WAYS!**

1. Available in 3 lengths, 9-12 and 16 feet. A size for every location
2. The ORIGINAL Shuffle Type Bowling Game . . . . . proven on location
3. Ideally suited for League Play



A few choice territories still available to qualified distributors. Cash in on California Shufflepins. Wire, write or phone for complete details concerning this sure-fire money-maker.

**U.S. WOODCRAFT CORPORATION**

Creators of the world's most copied amusement games

2336 Olive Street • Phone: MAin 8252 • St. Louis 3, Missouri

# Conversatism Keys Shuffle Activities in Cleveland

(Continued from page 90) amortize the investment quickly (in this case commission is normally 60-40) or where equipment was requested by a location which the operator felt could not support a board over a long period of time (here the deal was either on a rental basis or a 70-30 commission basis). But these instances were few and far between.

Types of equipment selected by the operators in the early stages included Rock-Ola's Standard shuffleboard, and those units manufactured by National, American, Purveyor and Penn, and today most established name boards are on location.

As 1949 draws to a close, and the

first three months of active operations end, operators in this area are still ultra-conservative regarding shuffleboard. Many believe that until one full season has passed there can be no definite conclusions drawn. This will not happen, then, until the first half of the new year has run its course. Until that time, operators already in the shuffleboard biz will continue to keep a close count on their receipts, and all phases of the industry will watch the CSC play-offs for player reactions.

Then, and only then, will all the answers be added up, and the future of shuffleboard determined in Greater Cleveland.

More Play... More Pay  
IMPROVED  
**GENCO DeLuxe**  
SHUFFLEBOARD  
**SCOREBOARD**  
ALL PURPOSE • ALL ELECTRIC •  
COIN CONTROLLED  
With CHEATPROOF BOX  
Double-Faced Cabinet Available  
With or Without Frames

- DeLuxe Design
- DeLuxe Construction
- DeLuxe Materials

Call your Nearest Distributor **GENCO** 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL. TODAY!

## BIG FACTORY SALE! DeLuxe Shuffleboard

ONLY **\$225** 18' WITH MASONITE TOP  
22' With Maple Top—\$275

BUY DIRECT AND SAVE Best Electric Scoreboards, \$95

AMERICA'S LOWEST PRICES  
Used Shuffleboards with NEW TOPS, \$175

New deluxe 100% Hard Wood Hand-Rubbed Cabinets with finest air and kiln dried Maple Wood or Masonite Tops at a price lower than ordinary shuffleboards of inferior woods and finishes. Braced throughout with over 100 glue blocks. Made by master craftsmen. 14' to 22'.

**SHUFFLEBOARD Specialists**  
1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

# Announcing SHUFFLE-MITE

THE SHUFFLEBOARD WITH THE "CONTROLLED PLAY TIME"  
NO PLAY WITHOUT PAY

Eliminates Supervision on Part of Location and Assures "Paid Play" at All Times.

- BEAUTIFULLY DESIGNED
- STRONGLY CONSTRUCTED
- MADE OF BEST MATERIALS WITH PLAYING FIELD MADE OF HARD WHITE MAPLE, 9 FEET LONG
- OVERALL LENGTH 10 FEET . . . WEIGHT APPROXIMATELY 200 LBS. EASY TO HANDLE.



Check SHUFFLE-MITE FEATURES

- Two or four players may play at one time.
- 10c plays 10 minutes . . . play automatically stops at the end of pay period.
- Scores kept as large board play on score boards of clean maple attached to rails.
- All the thrills of large board play . . . requires as much skill. It's fast . . . it's profitable . . . it's been proven in test locations.
- Priced low so operator will get investment back in hurry!

See Your Distributor or Write Direct **TRAINING DEVICES, INC.**  
Manufacturers of the Quizzer

1469 ELECTRIC AVE.  
LINCOLN PARK 25, MICH.  
Phone: WARWICK 8-8480

# COINMEN YOU KNOW

## Chicago:

Herb Perkins, who heads his own operating company handling various types of coin machines, as well as being president of Purveyor Shuffleboard, on the West Coast on business. Before leaving, Perkins reported the Shuffle Alley units he has on location are still drawing top play, one of the longest runs he has ever had on a game. And there's no sign of a let-up, he reports.

Victor Vending's Harold Schaeff reported lots of inquiries on the new Triple Unit Topper with plastic globes. Schaeff explained that the Triple, firm's newest product, should prove a natural since it meets all the demands of operators received in the past few months. Firm is also getting steady response to its Double Unit Topper and single unit known as just plain Topper.

Irving Ovitz, Automatic Coin Machine & Supply Company, went to the hospital Thursday (1) for an op-  
(See CHICAGO on page 94)

## Philadelphia:

Sidney Palitz, franchise holder for Q-Ball in this area, has named Mickey Mosko as "Miss Q-Ball" as part of the promotion for the Q-Ball television tournament started last week on WFIL-TV. . . . Rudd-Melikian, local manufacturers of coffee vending machines, hosted Kwik Kafe franchise operators at the Benjamin Franklin Hotel last week in introducing a bar-type machine that pumps out the steaming java in coin-operated style. . . . Dorothy Fink, of Y & Y Popcorn Supply, and Charlotte Rademan, secretary to Joseph Silverman, business manager of the Amusement Machines Association of Philadelphia, are square dance enthusiasts.

A lively battle has begun among firms seeking to sell parking meters to the city for the Frankford shop-  
(See PHILADELPHIA on page 94)

## Cincinnati:

The executive board of the Automatic Phonograph Owners' Association (APOA) will hold its regular monthly meeting Tuesday (13) and the regular membership get-together following the board meeting on that evening. Both sessions will be held at the Hotel Gibson.

The APOA held a special get-together December 2 to hear reports from the various committees which were appointed during the past year. At the meeting it was decided to feature "Tell Me Lies," the tune written by APOA President Charles Kanter, as the January Hit promotion. Attending the special session were Sam Chester, Charles Kanter, Phil Ostand, Al Lieberman, Nat Bartfield, William Strout, Milton Cole, William Harris, Bernard Stillmaker, Sam Gerros, James Drivakis, Bill Russell, William Broerman, Charles McKenney, Tom Reuwein, Bill Bigner, Max Moeckel, James Alexander, John Nicholas, Robert Woods and Fred Engle.

## Hartford, Conn.:

Cigarette Machine Premium Corporation, 790 Albany Avenue, Hartford, has filed a certificate of organization with Connecticut's secretary of state, listing amount paid in cash at \$1,000. Officers listed were President Alex Warner and Treasurer and Secretary Maurice J. Zimmerman, both of suburban West Hartford. . . . Kwik Kafe of Hartford, Inc., has noted with the secretary of state a change of its corporate name to Automatic Food Service, Inc.

Albert Latauska, Boston branch manager, Capitol Records Distributing Corporation, formerly Hartford branch manager of the concern, was a recent Hartford visitor. He  
(See HARTFORD, CONN. on page 94)

## Los Angeles:

Sam Weitzman, of Acorn Manufacturing Company, is back from Atlantic City where he attended the vending machine show. He was well pleased with the reception given the Acorn bulk merchandising vender. . . . Sid Bloom planned to San Francisco last week-end to confer with E. Larue, of Larue International, regarding distribution of character charms and Acorn venders. . . . Frank Rolando, North Hollywood operator, was on coin machine row looking over some new equipment recently.

Frank Butterfield, of the E. T. Mape Company, returned from San  
(See LOS ANGELES on page 94)

## Minneapolis:

Two deaths in the coin machine industry in the last week saddened coinmen here. Richard (Dick) Unger, 46, St. Paul operator, died following an operation. He was believed to be recovering when he took a turn for the worse. The other death was that of Andy O'Brien, 61, veteran operator who headquartered in the Montevideo-Benson, Minn., area. Herb Greenfield, a serviceman, will take over temporary operation of Unger's route which has a heavy concentration of music and pin games in Ramsey County.

Fred Fixel, of Pembina, N. D., president of the North Dakota Op-  
(See MINNEAPOLIS on page 102)

## Ocean City, N. J.:

Parking meters here yielded revenue averaging over \$1,300 a month in their inaugural period of operation, according to Finance Commissioner Henry Roeser Jr. He said meter collections amounted to \$3,969 during the period from August 1 to October 31, when the devices were taken out of operation for the winter. Roeser said he expects the 217 meters at the resort here to pay for themselves within two years. They cost \$14,000 and will be returned to service some time next May.

## Washington:

Guest columnist for the Washington Music Guild (WGM) December News Letter, which now claims over 2,500 readers, was Arnold Fine, night club editor of The Washington Daily News. Fine pointed out that many current, big name entertainers owe much of their success to juke box ops who brought them before the public. On the other hand, Fine said, local appearances by many stars allows fans to see their favorites as well as to hear them on records.

The District Health Department's anti-VD record, "Put It Down," was recently featured on Paul White-  
(See WASHINGTON on page 94)

## Detroit:

Jacob Kremski, of Flint, Mich., has taken over direct management of the Amusement Devices, Inc., national distributor of the Levelmatic, following closing of the former headquarters in the Detroit suburb of Highland Park. Gray Farr, partner in the company, remains in Detroit. . . . James L. Kraker Jr., of Benzonia; Charles A. Boyer, of Manistee, and Arthur S. Huey, of Glen Arbor, are forming the new firm of Refrigerated Fruit Vendors, Inc., with a capitalization of \$25,000. They will operate and lease vending ma-  
(See DETROIT on page 94)

## Twin Cities:

Hank Krueger, Fairfax, Minn., operator, was in the Twin Cities buying one-ball machines. . . . Operators and distributors alike wound up the football season in Minnesota in disappointment. Assured in mid-season that their favorite Golden Gophers of the University of Minnesota were heading for the Pasadena Rose Bowl on New Year's Day, many coinmen wired for reservations at hotels there. Two stunning defeats by Michigan and Purdue upset the Gopher plans.

Archie LaBeau, of LaBeau Novelty Sales Company, said business.  
(See TWIN CITIES on page 97)

## New York:

Al Simon claims he is hard put to keep up with the continuing heavy demand for the new Chicago Coin Bowling Alley. As factory agent here, he wishes the manufacturer would allocate more games to his territory. . . . Dave Lowy, who will distribute Keeney's 9½-foot Pin Boy locally, is expecting early delivery of his first sample.

Harry Berger, of West Side Distributors, is stocking a full line of accessories for shuffleboards and coin-operated pool tables. . . . Sam Sacks, of Uneda Shine Machine Company, shipped a sample order of snow-removers to his new distributor in Switzerland last week. The machines are being promoted for use by resort hotels. For local biz, Sacks has added Sid Steiner to his sales force.

Julius Weiss, of American Phono, has sold his juke route to Al Wolfe.  
(See NEW YORK on page 94)

## Indianapolis:

The Surber Music Company and the Hoosier Cigarette Machine Company are in their new location at 413 South Illinois Street, Indianapolis. Mrs. C. C. Surber is head of the companies. . . . The application for membership of Robert Lee, local operator, was presented and accepted at the December meeting of the Music Operators' Association, Inc. (MOA) December 1.

Henry Windt, of the Hoosier Simplex Music Company, distributors for Aireon phonographs, is still on the sick list, and spends only a few hours a day at his office. . . . Mrs. Peter Stone, of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, is suffering from a severe cold and is remaining at home. . . . Frank Banister, of Banister & Banister Distributing Company, spent a week in Chicago on business.

Coinrow visitors last week included Jack Stivers, of the Stivers Novelty Company, Richmond, Ind.; Russell Pennington, of Pennington & Son, Columbus, Ind.; Joe Connelly, Automatic Music Company, Muncie, Ind.; Tom Burch, South Side Amusement Company, Muncie, and Lyle G. Porter, New Castle, Ind., operator.

Operators say that collections are slim but, the condition is not unusual for this time of the year. They attribute the slump to Christmas shopping.

## Brief and Important Late Digest of Coin Machine News

### Washington Decca Distrib Changes

Distributorship of Decca Records in Washington has been taken over by David Kauffman & Sons, of Baltimore. Fred Turner remains as manager. The local offices will be moved from the present site to 1215 Kenilworth Avenue, N. E., January 1.

### Clarke Named Hires Executive

Charles E. Hires Company, in a further move to expand key sales organizations, has named C. Duffield Clarke as manager of national accounts and head of the firm's newly organized vending machine division. Clarke has been associated with Hires for many years and has contacted vending machine interests for the firm in the past.

### Cincy Ops Pick January Hit Tune

The Automatic Phonograph Owners' Association (APOA), of Cincinnati, has selected "Tell Me Lies," the tune co-authored by APOA Prexy Charles Kanter, as its January Hit Tune of the Month. Association will feature the London disk cut by Reggie Goff and His Velvetones.

### National Rejectors Inventory

National Rejectors, Inc., St. Louis, will close its plant from December 24 thru January 3, 1950, inclusive, for the annual inventory. J. I. Cleary, assistant to the general manager, has advised preshipments will be made against current specifications.

### Special Wrigley Dividend

The William Wrigley Jr. Company last week voted a special 50-cent dividend payment to stockholders, thus bringing the total payments for the year to \$5. The total compares with \$3.50 voted in 1948.

### Permo Intros Muted Stylus

Permo has sent a special announcement on its new muted stylus, for use in Jacobs tone arms and similar coin phono-equipment using the P-30 type pick-up cartridges, to music ops. Prices have been substantially reduced, with the new stylus, if purchased in lots of from 1 to 10, listing at 40 cents each, 11 to 99, 38 cents; 100 to 499, 36 cents; 500 to 999, 30 cents, and 1,000 and over, 26 cents.

## Vital Statistics

### Deaths

Edward C. Richter, secretary of Amusement Machines Association of Philadelphia (AMAP), December 4.

Carl Spillum, Butte, Mont., operator, killed in an automobile accident recently. His son, Charles, will take over management of the operation.

Richard (Dick) Unger, 46, operator of pin games and phonographs in Minneapolis-St. Paul area, last week following a major operation.

Andy O'Brien, 61, pioneer operator in the Montevideo-Benson, Minn., area, last week after a long illness.

### Births

A son, Dennis M., to Mr. and Mrs. Donald S. Graham, December 7. Father is assistant public relations director of the National Automatic Merchandising Association (NAMA).

Chicago:

(Continued from page 93)  
eration. Meanwhile, his partner, Oscar Schultz, is doing double duty as the firm has been enjoying a real rush in trade the past few weeks. Automatic Coin is one of Bell-o-Matic Corporation's leading distributors.

Visitors at Williams Manufacturing recently, in to see the new five-ball De-Icer, included Ray Williams, Commercial Music Company, Dallas; Joe Ash, Active Amusements, Philadelphia; Leo Weinberger, Southern Automatic, Louisville; Fletcher A. Blalock, head of F. A. B. Distributing, New Orleans; Dave Bond and Irwin Margold, Trimount Coin, Boston; Si Wolf, T. B. Holliday Company; Herman Paster, Mayflower Distributing, St. Paul; Meyer Parcoff and Harry Rosen, Seaboard of New York; Morrie Ginsburg, Atlas, of Chicago; Phil Moss, Atlas, of Des Moines; Phil Greenberg, Atlas, of Pittsburgh; Ben Lazar, of B. D. Lazar, Pittsburgh, and Sam London, of S. L. London Music, Milwaukee.

Activity at United Manufacturing continues at fever pitch as orders pour in from all parts of the country for Shuffle Alley. Game is going so well that leading distributors come to the United plant personally to be certain of getting the largest possi-

COINMEN YOU KNOW

ble shipments. In town recently for that purpose were Dave Simon, Simon Sales, New York, and Sam Taran, Miami. Billy DeSeim and Ray Riehl manage to keep the flow of orders moving as fast as they are received, a herculean job. . . . Herb Oettinger, United comptroller, flew to Atlantic City last week for a quick look-see at the vending machines on exhibit at the NAMA convention.

H. F. Dennison, who moved his family and base of coin machine operations to the West Coast last fall, in town on his way back from the Atlantic City meet. Dennison, who is still active in the music field, is setting up as a distributor of coin machines, and has lined up some good accounts in the East and Middle West. He returned to California Friday (9).

Gil Kitt, Empire Coin head man (with Ralph Sheffield), spending much of his time on the street these days, while Ralph looks after the business at the firm's headquarters. Gil reports Shuffle Alley still going strong in the three-State area covered by Empire, and also going well on local locations.

Los Angeles:

(Continued from page 93)  
Diego on firm business. . . . C. H. Gentry was seen on Pico Street getting some new music machines for his operation in Sanger. . . . George Buckman was renewing acquaintances on coin machine row last week. . . . Ditto for Bill Mollezz, who hails from Porterville in the San Joaquin Valley.

Mary Solle is getting talent lined up for the next W. H. Leuenhagen Company record preview party to be held at the Rodger Young Auditorium here. Slated to appear are Margaret Whiting, Gordon MacRae, Hank Penny, T. Texas Tyler, Ben Light, Artie Wayne, Ted Fio-Rito, Charles Brown and Little Willie Littlefield. . . . Incidentally, King Records are throwing a party to introduce Hank Penny's new waxing of "Don't Roll Those Bloodshot Eyes." . . . Bill Leuenhagen reports that the music box department shows a marked increase over the past few months. . . . B. Rosenfeld, local operator, was making the rounds last week. . . . Another recent visitor was J. Mallett, who hails from Claremont.

Washington:

(Continued from page 93)  
man's NBC network show. The tune is a local product with lyrics by Betty Murphy singing by the Corinthians, and production by the U. S. Recording Company.

Washington Music Guild President Hirsh de la Vieux has urged ops to replace popular records that are worn out by playing with a different rendition of the same tune instead of putting on an entirely new song. "My suggestion to you on this score is to make sure the number stays on the box and it is good business to replace the same tune with another artist," he declared.

Hartford, Conn.:

(Continued from page 93)  
stopped at the company's Hartford branch to say hello to John Warner, the present manager.

Win Gaffney, Norwich, Conn., coin operator, also was a recent Hartford visitor. . . . Connecticut's State Tax Commissioner Dennis P. O'Connor has revealed that cigarette consumption in the State is 6 per cent higher than the national average. He said, "In the fiscal year ending June 30, 1949, Connecticut cigarette tax stamps amounted to \$7,636,740.56, and since the rate is 3 cents per pack, this means that a total of more than 250,000,000 packages of cigarettes were sold in one year. As the population of Connecticut July 1, 1949, was about 2,000,000, this means 125 packages a year for each man, woman, and child in the State.

He added that these figures include smokers and non-smokers. If confined to smokers only, the per capita consumption would be much higher.

Philadelphia:

(Continued from page 93)  
ping section. Altho the Frankford area is scheduled to install only 1,500 meters, acquisition of that contract might be the opening wedge in gaining permanent possession of Philadelphia's meter business. An ordinance was introduced in city council last week for the installation of parking meters also in the Tioga business district. The coin-operated meters were first introduced this year in the Germantown area. Firms lobbying for the local business include the Twin Meters Sales Corporation, sales representatives of International Meters, Inc., of New York, manufacturing the Alfeo Twin automatic parking meter; Dual Parking Meter Company, Canton, O.; the M. H. Rhodes Company, and the Standard Parking Meter Company of Philadelphia.

New York:

(Continued from page 93)  
head of Loyal Music. . . . Dave Lutzker, Premier Music prexy, left the hospital last week. He plans to recuperate from his recent operation in Florida. . . . Ben Feinberg, of Monarch Music, has given up his Brooklyn store, but will do maintenance work on his phonographs in the basement of his Flushing home. All necessary tools have been installed in the basement.

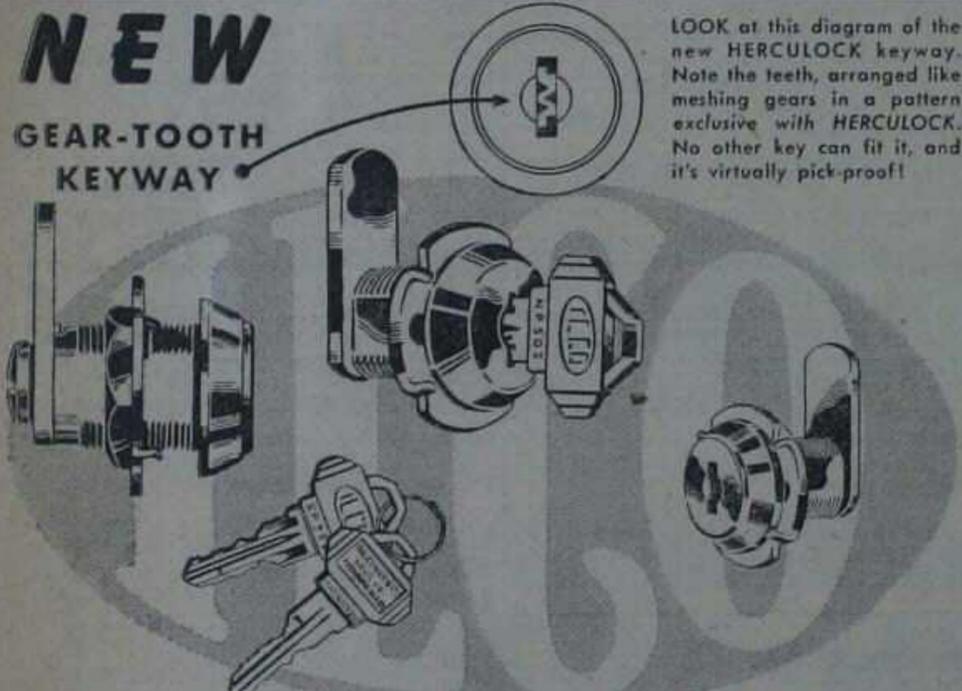
Sam Weitzman, partner of Sid Bloom in Oak Manufacturing, Culver City, Calif., conferred here last week with Hal Probasco, production engineer; Meyer Abelson, sales manager, and Mort Simon, Florida distributor. They plan to increase output of the firm's bulk vender, now claimed to come off the production lines at the rate of one-a-minute during the working day. All attended the vending show in Atlantic City last week.

Bill Goetz, of Capitol Music, just back from a week-end trip to Florida, reports his home there has now been readied for the annual winter vacation of the Goetz clan in the Sunshine State. . . . Phil Mason, coin machine distrib of Irvington, N. J., reports an increase in export biz. . . . Willie Levey, who owns a juke route here with George Holtzman, left for Florida last week. He runs a shuffleboard distributing business there with Hymie Rosenberg.

Detroit:

(Continued from page 93)  
chines. Headquarters are at Benzonia.

Roy and Bernice R. Small, who formerly owned the Arrow Electric Company, music operation, selling out in 1943, are incorporating the firm of Roy Small, Inc., at 67 Webb Avenue, with plans under consideration to return to music machine operation. Small, who at one time was a top figure in coin machine association activity here, has been living in Florida except during the summer months, but may make his permanent home here, if, and when, the new business venture materializes. . . . George T. Haskin, formerly in the Panoram business, has moved into the Loop Theater as projectionist.



LOOK at this diagram of the new HERCULOCK keyway. Note the teeth, arranged like meshing gears in a pattern exclusive with HERCULOCK. No other key can fit it, and it's virtually pick-proof!

Exclusive with HERCULOCK

Only the new HERCULOCK has a Gear-Tooth Keyway, a keyway entirely unlike that of any other lock in use today. This means added protection for you . . . from coin-box-coppers because the new design makes HERCULOCK virtually pick-proof; from near-fit keys, because only the distinctive

HERCULOCK key will fit this new keyway. You get added protection, too, from new key codes that are registered by us in your name and kept for your exclusive use. Check into NEW HERCULOCKS right away. They're the most positive coin machine locks available today!

INDEPENDENT LOCK COMPANY  
FITCHBURG, MASSACHUSETTS  
Branches in Principal Cities

Look To The GENERAL For LEADERSHIP

America's Cleanest, Finest 5 Balls

Alice in Wonderland \$ 79.50	Holiday . . . . . \$ 89.50	Ramona . . . . . \$ 99.50
Ballerina . . . . . 49.50	Humpty Dumpty . . . . . 49.50	Rocket . . . . . 39.50
Barnacle Bill . . . . . 85.00	King Cole . . . . . 79.50	Samba . . . . . 59.50
Buccaneer . . . . . 89.50	Lady Robin Hood . . . . . 55.00	Saratoga . . . . . 99.50
Buttons & Bows . . . . . 125.00	Majors '49 . . . . . 99.50	Screw Ball . . . . . 69.50
Carolina . . . . . 119.50	Manhattan . . . . . 39.50	Serenade . . . . . 99.50
Carousel . . . . . 39.50	Mardi Gras . . . . . 59.50	Show Boat . . . . . 110.00
Catalina . . . . . 49.50	Merry Widow . . . . . 79.50	Speedway . . . . . 79.50
Cinderella . . . . . 59.50	Monterrey . . . . . 49.50	Spinball . . . . . 59.50
Circus . . . . . 59.50	Moonglow . . . . . 79.50	Star Dust . . . . . 79.50
College Daze . . . . . 179.50	Morocco . . . . . 49.50	Super Hockey . . . . . 129.50
Contact . . . . . 69.50	Paradise . . . . . 79.50	Temptation . . . . . 79.50
Floating Power . . . . . 99.50	Puddin' Head . . . . . 79.50	Trade Winds . . . . . 59.50
Gandola . . . . . 89.50	Phoenix . . . . . 99.50	Wisconsin . . . . . 59.50
Hi-Ride . . . . . 49.50	Rainbow . . . . . 89.50	Yanks . . . . . 49.50

Pfan-tone New Needles, 29¢ Ea.  
\$27.00 per 100.

Terms: 1/3 cash with order,  
balance C. O. D.

**GENERAL** Vending Sales Corp.  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

END OF YEAR SALE

Wholesale Prices  
RECONDITIONED, READY FOR LOCATION

TAMPICO . . . . .	\$169.50
SHARPSHOOTER . . . . .	139.50
AQUACADE . . . . .	129.50
ST. LOUIS . . . . .	129.50
ROUNDUP . . . . .	79.50
SERENADE . . . . .	99.50
7-2-3 . . . . .	89.50
SARATOGA . . . . .	89.50
BARNACLE BILL . . . . .	89.50
BUCCANEER . . . . .	89.50
SWANEE . . . . .	89.50
BLUE SKIES . . . . .	69.50
BONE HEAD . . . . .	69.50
SALLY . . . . .	49.50
PUDDIN' HEAD . . . . .	69.50
SCREWBALL . . . . .	59.50
MERRY WIDOW . . . . .	39.50
CONTACT (Spinner) . . . . .	54.50
SUMMERTIME . . . . .	54.50
PARADISE . . . . .	49.50
STAR DUST . . . . .	49.50
MARDI GRAS . . . . .	39.50
MONTERREY . . . . .	39.50
RONDEVEVO . . . . .	39.50
TRINIDAD . . . . .	39.50
WISCONSIN . . . . .	39.50
SINGAPORE . . . . .	29.50
BRONCO w/Flippers . . . . .	19.50
HAVANA . . . . .	19.50

ARCADE EQUIPMENT

BING-A-ROLL . . . . .	\$119.50
DALE GUN . . . . .	109.50
SHUFFLEBACK, 8' . . . . .	99.50
ADVANCE ROLL . . . . .	39.50

MANY OTHERS

Also Stock of Reconditioned Phonographs. Write for Our Complete Price List.

SHUFFLE-SKILL . . . . . \$129.50

1/3 Certified Deposit  
Wisconsin's Leading Distributor

UNITED, INC.

4227 W. Vliet St., Milwaukee 8, Wis.  
Phone: West 3-3224

EXCLUSIVE DISTRIBUTORS FOR WURLITZER AND UNITED

# Record Reviews

(Continued from page 32)

**RATINGS**  
**OPERATOR**  
**RETAILER**  
**DISK JOCKEY**  
**OVER-ALL**

ARTIST	TUNES	COMMENT	
<b>MINDY CARSON</b> (The Three Beas and a Peep-Henri Rene Ork) RCA Victor 20-3602	<b>All the Bees Are Buzzin' 'Round My Honey</b>	Snappy, happy, hand-clappy ditty gets a competent pop consumption, however.	71--74--70--70
	<b>Too-Whit! Too-Who!</b>	Engaging tune is one of Miss Carson's strongest bits to date. Gal turns in a rich, warm rendition.	76--78--76--75
<b>JUANITA HALL</b> (Benny Morton Ork) RCA Victor 20-3603	<b>Scarlet Ribbons</b>	The hauntingly beautiful song is projected with great character by Miss Hall. Little girl business at the take-off may hit the home folks. A rich disk for pop consumption, however.	74--77--75--70
	<b>Blow Them Blues Away</b>	Old-timey revue-type shout is for Miss Hall's special fans.	69--71--69--66
<b>JACK POWERS</b> Click 335	<b>She Doesn't Laugh Like You</b>	Creditable effort in the "I'll Never Smile Again" style. Side has a boy vocalist, mixed vocal group and a rhythm section; make a big sound with a listenable ballad.	72--74--72--70
	<b>There They Are</b>	Another good torcher is smartly displayed with the same economy of personnel. Powers shows an impressive ballad style, group is strong.	70--72--70--68
<b>STEVE ALLEN</b> Moonlight 102	<b>Little Man</b>	Allen, trio-backed, recites and warbles a fetching little lullaby ditty of his own clefting.	68--70--68--66
	<b>Did Anyone Ever Tell You, Mrs. Murphy?</b> (Jack Powers)	This happy hunk of blarney has a surprise switch ending that makes it a strong novelty. Powers and a trio showcase it very well.	75--77--75--73
<b>PERRY COMO</b> RCA Victor 20-3607	<b>A Dream Is a Wish Your Heart Makes</b>	The haunting "Cinderella" ballad gets a potent send-off from the mellow Como pipes. With strong flip, disk could be a big one.	90--90--90--90
	<b>Bibbidi-Bobbidi-Boo</b>	The infectious novelty from the same flick is tabbed for hit status; Como's deliberate, relaxed warbling sells it.	88--88--88--88
<b>PHIL REGAN</b> (Lou Bring Ork) RCA Victor 20-3605	<b>Phil the Fluter's Ball</b>	Gay, spirited rendition of the Irish fave. Regan warbles with charm, ably supported with a cleverly clefted orking.	76--72--76--80
	<b>When You Look in the Heart of a Shamrock</b>	The Irish ballad is sympathetically tenored. Sides should find favor in Gaelic nabes.	72--70--72--74
<b>GEORGE OLSEN ORK</b> Varsity 326	<b>The Good Time Polka</b>	Spirited polka performance of an attractive tune. For the Mid-Western polka belt.	68--68--67--69
	<b>Dreamer's Holiday</b>	Not the current hit ditty but an older one of the same name by Friend and Franklin. An attractive ditty on its own but meaningless while the new one makes the rounds.	40--40--40--40
<b>TERESA BREWER-BOBBY WAYNE</b> (Jack Pleis Ork) London 362	<b>Copper Canyon</b>	Catchy flick title tune by Evans and Livingston reminiscent of their "Buttons and Bows." Youngsters Wayne and Brewer lend the proper implish feel in their delivery.	86--87--85--85
	<b>'Way Back Home</b>	Warm dueting of the Lewis-Waring ditty which is being revived successfully. Miss Brewer, particularly, has a most refreshing sound.	84--85--84--83
<b>BOBBY DOYLE</b> Harmony 1079	<b>A New Star Is Shining in Heaven</b>	Doyle sings a waltz of some quality in a most pleasing manner.	66--68--65--65
	<b>Mother Prairie</b>	An off-the-beaten track item is preciously pretentious. But Doyle's warm singing and smart ork production could sell lots of copies of this dinking if it is promoted.	75--80--75--70
<b>HUGO WINTER-HALTER ORK</b> Columbia 38635	<b>Blue Christmas</b>	One of the best of the new Christmas wax batch is this plaintive ork-chorus treatment of a simple, down-to-earth country-style ballad with an infectious quality.	90--90--90--90
	<b>You're All I Want for Christmas</b>	Equally bright ork-chorus treatment of one of those Christmas ballads which emerged for contention last season.	82--84--82--80
<b>SNOOKY-LANSON-BEASLEY SMITH ORK</b> London 355	<b>The Old Master Painter</b>	Conductor Smith also wrote the music for this unusual song. Lanston's vocalizing of it is excellent. The lyrics of Haven Gillespie are unusually fine.	87--88--87--86
	<b>Did You Ever See a Dream Walking?</b>	A neat reading of an oldie which still seems a bit fresh to mean too much today.	67--70--66--66
<b>BORIS DAY</b> Columbia 38637	<b>I'll Never Slip Around Again</b>	Doo and her country cousins do a handsome job with the Floyd Tillman sequel ditty which has caught on. This etching should catch a good portion of the coin.	88--88--88--88
	<b>The Game of Broken Hearts</b>	Miss Day hands this corn waltz the best wax treatment it has ever had. If the tune is to happen at all, this dinking will have much to do with it.	87--87--87--87
<b>ANDY &amp; DELLA RUSSELL</b> Capitol 57-779	<b>Chickenfoot, 'Sparegrass, Hominy and Butter</b>	The Russell team does an amusing, exaggeratedly burlesqued hillbilly cooerty with a clever lyric.	73--75--73--71
	<b>Shine On Harvest Moon</b>	Close harmony warbling of the oldie, with soft-shoe drumming, crying trombone and other old-fashioned effects enhancing the nostalgia.	70--70--70--70

(Continued on page 96)

**AUTOMATIC COIN**

**America's Bell Machine Center**

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

**7-BRAND NEW MILLS MODELS-7**

21 BELL • BLUE BELL • BLACK BEAUTY  
TOKEN BELL • JEWEL BELL • MELON BELL • BONUS BELL

limited quantity brand new

**MILLS VEST POCKET BELLS, \$65.00**

Jobbers and Distributors, Write for Special Price!



**MILLS NEWEST! 21 BELL**

3 Ways to Win Jackpot—6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to jackpot and standard Awards. Write for details!

**BACK AGAIN! BRAND NEW! JACK-IN-THE-BOX**

Safe Stands For Slots **WRITE FOR PRICE**  
Immediate Delivery

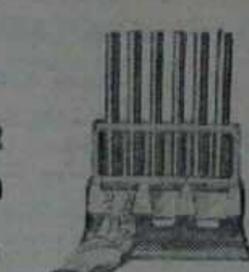
RECONDITIONED ONE-BALLS AND CONSOLES

Victory Derby, P.O. .... \$ 99.50  
Mills 1948 3-Bells ..... 210.00  
Mills Jumbo, P.O. .... 69.50  
Buckley Track Odds (No DD) .. 189.50  
Buckley 1947 Track Odds, Double Tube Model ..... 550.00

**NEW LOREN COIN CHANGER**

ONLY \$38.50

**FAST! ACCURATE!**



Jobbers and Distributors, write for price!

**GUARANTEED FINEST Reconditioned-Repainted SLOTS**

Mills 5¢, 10¢ or 25¢ Prowler Bonus Bells \$ 99.50	Mills 5, 10 or 25¢ '47 Black Cherry ... \$119.50
Mills 25¢ Golf Ball Vendor ..... 375.00	Mills 5, 10, or 25¢ '47 Gold Falls, HL... 119.50
Mills 5¢, 10¢ or 25¢ '48 Bonus Bells ... 175.00	Mills 5, 10 or 25¢ '48 Jewel Bell ..... 130.00
Mills 5¢, 10¢ or 25¢ Brown Fronts .... 75.00	Mills 5, 10 or 25¢ '48 Melon Bell ..... 130.00
Mills 5¢, 10¢ or 25¢ Chrome Bells ..... 85.00	Mills 5, 10 or 25¢ '48 Black Gold, HL . 130.00

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

**AUTOMATIC COIN MACHINES & SUPPLY CO.**

TELEPHONE: CApitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**READY FOR LOCATION**

ROCK-OLA	SEEB'RG	WURLITZER
COMMANDO ... \$ 79.50	R.C. CADET . \$ 99.50	750-E ..... \$149.50
1422 ..... 225.00	R.C. LOTONE . 159.50	780-M ..... 119.50
1426 ..... 275.00		1015 ..... 325.00

**AIREON**

1200-A ..... \$89.50 | AIREON FIESTA ..... \$169.50

1200-A With Cobra Tone Arm ..... 119.50

WURLITZER #320 WALL BOXES ..... \$7.50

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

Established 1923 FIRST WITH THE LATEST

624 S. Third St., Louisville 2, Ky.	228 W. 7th St., Cincinnati 2, Ohio
240 Jefferson St., Lexington 2, Ky.	603 Linden Ave., Dayton 3, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind.	325 N. Illinois St., Indianapolis 4, Ind.

**SUPERIOR SECURITY!**

Yes, Chicago ACE Locks do provide superior security . . . really keep your equipment and coin boxes safe and sound! Here's why—

- 7 pin-tumbler ACE locking mechanism.
- Over 80,000 key changes.
- ACE round key and keyway discourage unauthorized duplication and entry.
- Registered key changes for your private use.
- Made of tough steel to resist abuse.

Ask your jobber for super-secure ACE Locks or write for free Folder B.



**CHICAGO LOCK CO.**

2024 N. Racine Ave., Chicago 14, Ill.

BETTER BUILT—INSIDE AND OUT

## REBUILT PHONOGRAPHS INCREASE INCOME!

Unconditionally guaranteed . . . AT NO EXTRA CHARGE!

Wurlitzer 1100 . . . \$479	Seeburg 146-8M . . . \$349
Wurlitzer 1080 . . . 319	Seeburg 148-5L . . . 429
Wurlitzer 1015 . . . 279	Seeburg 148ML . . . 449
Wurlitzer 1017 . . . 269	Seeburg 147M . . . 349
Rock-Ola 1422 . . . 199	Seeburg 146M . . . 299
Mills Constellation 259	

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	BUCKLEY
750E . . . . . \$129	Commando . . . . . \$59	Hideaway . . . . . \$34
850 . . . . . 109	President . . . . . 69	
950 . . . . . 109	Super 40 . . . . . 49	
000 . . . . . 109	Standard 39 . . . . . 69	
500 . . . . . 69	12 Record . . . . . 39	
600K . . . . . 69		
600R . . . . . 64		
Victory . . . . . 39		
616 . . . . . 29		

THESE PREWAR PHONOGRAPHS AVAILABLE WITH

- ✓ Mechanism Overhauled
- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
- ✓ Speaker Inspected
- ✓ Professionally Refinished Cabinet
- ✓ Unconditionally Guaranteed

. . . FOR AN ADDITIONAL \$35.00

### WALL BOXES

Seeburg W6-L56, 5/10/25 Wireless . . . . . \$55.00	Seeburg 5-20-12-30 Wire . . . \$ 3.50
Seeburg 3W2-L56, 5c, 3 Wire . . . 29.00	SPECIAL—Seeburg Prewar 5c, Wireless . . . . . 9.95
Seeburg W1-L56, 5c, Wireless . . . 27.50	Seeburg W5-2Z, 5c, Wireless . . . 9.95
Seeburg Prewar, 5c, 3 Wire . . . 12.50	Wurlitzer 3020 . . . . . 39.00
Seeburg WB-1Z, 5/10/25, Wireless Baromatic . . . . . 19.00	Wurlitzer 125 . . . . . 7.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic . . . . . 19.00	Wurlitzer 120 . . . . . 3.50
	Rock-Ola Dial-a-Tune . . . . . 3.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

# DAVIS DISTRIBUTING CORP.

Branches in Buffalo, Rochester, Albany 738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194

## SCOREBOARDS \$ 115.00

18 OR 22 FT. MAPLE TOP SHUFFLEBOARD . . . . . \$275.00

ALSO

### OVER-TOP SCOREBOARD

WRITE FOR PRICE!

USED SHUFFLEBOARDS . . . . . \$150 AND UP

EXTRA SPECIAL Exhibit Dale Gun - \$75.00

FOR QUICK CLEARANCE

GENCO GLIDER . . . . .	WRITE
SHUFFLE ALLEY . . . . .	WRITE
TOTAL ROLLS—ADVANCE ROLLS . . . . .	WRITE
TELEQUIZ . . . . .	WRITE
MINIATURE SHUFFLEBOARDS . . . . .	WRITE
100 STEEL BALL ROLLDOWNS . . . . .	\$20 AND UP

## MID-STATE CO.

2369 Milwaukee Ave., Chicago 47, Ill. Phone: Dickens 2-3444



## LEGAL GAMES—SPECIAL!

Chicago Coin BANCO . . . . . \$119.50	A.B.T. CHALLENGER With Stand . . . \$ 24.50
Chicago Coin BEACON . . . . . 119.50	Beacon POOL TABLE . . . . . Write
United SHUFFLE-SKILL . . . . . 129.50	52 POOL TABLE . . . . . 29.50
United SHUFFLE-ALLEY . . . . . Write	STRIKES and SPARES . . . . . 149.00
Bally BOWLER . . . . . Write	ROLL-A-SCORE . . . . . 39.50
Exhibit DALE GUN . . . . . 119.50	PITCH 'EM and BAT 'EM . . . . . 185.00
Chicago Coin PISTOL . . . . . 134.50	Genco AUTO ROLL . . . . . 39.50
	MINIT POP CORN (Like New) . . . . . \$89.00

SHUFFLEBOARD PUCKS (Set of 8) \$9.20 SHUFFLEBOARD WAX (Case of 24) \$8.40

1/3 Deposit, Balance C. O. D. PHONE—WIRE—WRITE.

### WEST SIDE DISTRIBUTING CORP.

612 TENTH AVE. CIRCLE 6-8464 NEW YORK 19, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

## Record Reviews

(Continued from page 95)

RATINGS	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
---------	----------	----------	-------------	----------

ARTIST	TUNES	COMMENT	OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
MARGARET WHITING (Frank DeVol Ork) Capitol 57-776	<b>POPULAR</b> The Sun Is Always Shining	Miss Whiting sings a fine, old-fashioned sounding waltz ballad in her pure, sweet style, with barbershop backing from the Mellomen.	88--88--87--88			
	Sorry	Tune a recently unearthed ballad, co-composed by the late Richard Whiting, Margaret's father, is sung with haunting appeal.	88--88--88--87			
CARY ROBARDS ORK Mutual 1	Huckleberry Sweetheart	Mediocre pop novelty gets a weak male vocal and ineffectual orking.	35--35--35--35			
	Illinois, I Love You	It'll take the loyalest of Illinois to love this paragon to the matchless qualities of that State.	25--25--25--25			
PHIL HARRIS ORK RCA Victor 20-3608	The Old Master Painter	Harris has one of his finest wackings in his warm delivery of a tune which is showing signs of busting thru. Should be one of the winners on the tune.	88--89--87--87			
	St. James Infirmary	The old blues favorite is handed a pretentious production. The result is not particularly impressive.	68--70--65--70			
VAUGHN MONROE ORK RCA Victor 20-3606	So This Is Love	Tune from the score of "Cinderella" is a waltz in the spirit of Victor Herbert. It draws the usual tasty, engaging Monroe production treatment.	86--87--86--85			
	There's No One Here But Me	A fine mood is established as Monroe sings amidst one of his typical echo chamber, large chorus productions. Tune reminiscent of an ancient English folk song, is credited to Stan Jones, who did "Riders in the Sky."	89--90--89--88			
ART LUND (LeRoy Holmes Ork) MGM 10585	Copper Canyon	Rather lackluster eschewing of a bright and cute-as-a-button movie title tune which, as a song, sounds promising.	72--72--70--74			
	The Three Rivers	Lund does a creditable job with a pretty new ballad which has been around for a while and shown little action.	65--65--65--65			
RAYMOND SCOTT MGM 10583	Jackrabbit	Cleanly executed instrumental original in the Miller tradition is based on an attractive riff.	62--66--60--60			
	Ma (He's Making Eyes at Me) (Dorothy Collins)	Miss Collins treats the oldie with intimacy and makes a pleasant slicing of it with a dance beat backing.	65--65--65--65			
MEL TORME MGM 10584	Gone With the Wind	A sensitive Torne performance of a lovely standard set in an extra-smart small ork background. A Musicals master which didn't get around much and may grab business when the spinners start it whirling.	79--84--78--76			
	A Cottage for Sale	A Torne Musicals master is released. It's one of the Fng's finest efforts and has added luster now that Mel has established a name niche.	79--80--78--78			
DOROTHY SHAY Columbia 38651	What Fer Didja	The Park Avenue Hillbillie treats a lightweight bit of a rhythm tune in her casual, easygoing style.	64--64--62--66			
	Fargo Fanny	Cute lunk of material delivered convincingly by Miss Shay. Tasteful orking lends a proper final touch.	70--72--70--68			
MAYFAIR CHORUS & ORK Mayfair 5001	I Walk Away	Jack Carroll sings wanderfully well and receives sterling ork and choral support on a ballad of class and warmth. Excellent disk.	82--85--80--80			
	The Black Hills of South Dakota	Small mickey-ish orking with close harmony vocal of an unimpressive rhythm ditty.	60--60--60--60			
BUDDY CLARK (Hugo Winterhalter Ork) Columbia 38647 (Mitchell Ayres Ork)	You're Wonderful	A lovely movie tune served as one of the last vehicles to be recorded by Clark. He did one of typically sensual, adult jobs with it with a solid boost from the Winterhalter orking.	85--87--85--83			
	Isn't This Better Than Walkin' in the Rain	One of the late Clark's lesser performances on a tune which hardly could inspire a singer.	69--75--67--66			
HERB JEFFRIES (Harry Zimmerman Ork) Columbia 38652	Sunday Isn't Sunday Anymore	Jeffries sings with warmth as he tackles an attractive new ballad. Fine ork and chorus assist by Zimmerman.	71--72--70--70			
	Flaming Sand	Pseudo-exotic tune is made up in a wonderful arrangement and ork job which helps Jeffries do the best he can with a lumbering lyric.	70--72--70--68			
JERRY WAYNE (Hugo Winterhalter Ork) Columbia 38653	I Gotta Have My Baby Back	Wayne sings somewhat affectingly as he warbles this Floyd Tillman ballad which is showing some promise.	70--70--70--70			
	She Wore a Yellow Ribbon	Smart production worked out on the pic title tune with Wayne sparkling in the top slot while Winterhalter adds another cliffing laurel to his collection.	85--86--85--84			
AXEL STORDAHL ORK Columbia 38648	Dormi-Dormi	Neal cliffing for ork, chorus and soloist Ken Carson, who handles the vocal impressively. Tune's a lullaby which is not unattractive.	70--70--70--70			
	Yesterday's Roses	Carson sings and recites lyrics on this tear-jerking waltz while Stordahl sets a proper mood with ork and chorus.	69--70--68--68			
JAD DEES Crystal 259	Little Dirty Face	Amateurish warbler does an obvious sort of tear-jerker.	27--25--25--30			
	I Dream of Heaven	Rhythm ballad is treated neatly by a small ork while Dees singing is somewhat better for this bit of fluff.	36--35--35--38			

# FTC Studies Steel Industry

(Continued from page 78)  
of steel will have to pay the freight charges which, in most instances, have been absorbed by the producers.

A clause of the steel makers' proposal permits producers to sell at less than published prices plus handling and freight charges—in other words, permits freight absorption — “unless the effect thereof is to lessen competition unlawfully in the line of commerce.” However, a chief claim in FTC's pending case against the steel industry is that freight absorption does result in lessened competition.

The stipulation also contains a saving clause whereby enactment of the House-approved basing point bill now pending in the Senate would automatically modify the consent order “to permit the exercise by any respondent of any legal rights or privileges not permitted in this order” to the extent that the basing point bill allows.

In its present form the bill would permit all manufacturers to use basing point practices “in good faith” unless the effect “will be” to lessen competition. In demonstrating whether or not competition will be lessened by any pricing practice, the burden of proof rests upon FTC under the bill rather than on the manufacturers as under present Supreme Court interpretation of the law.

**Recommended**  
FTC's assistant chief trial counsel, Lynn Paulson, who is in charge of the complaint against the steel industry, recommended that FTC okay the offered stipulations. He declared that the consent order “will permanently enjoin” steel producers “from using the basing point delivered price system.”

However, Paulson's immediate superior, chief trial counsel Richard Whiteley, disapproved of the offer on the grounds “that the commission lacks authority to dispose of the case on a consent basis without complete findings as to the facts supported by the evidence, and that, in any event, such disposition would be contrary to the public interest.”

## Twin Cities:

(Continued from page 93)  
has been moving along at a fairly decent pace in recent weeks, with music perking up to some degree. . . . Gottlieb's new five-ball machine, Basketball, showed up on the local market in time to cash in on the great interest in the Minneapolis Lakers, national professional basketball champions, who opened their season recently.

Sid Levin, of Hy-G Music Company, said United's Shuffle Alley novelty unit is doing excellently with operator demand for the game very high. He also praised the results being turned in by Photo-Finish which, he said, is high on the list of operator popularity as a money-maker in this territory. . . . Paul Lambert, of the McFadden-Lambert Wholesale Tobacco Company, St. Paul, recently was elected to the board of directors of the Twin City Rapid Transit Company, operators of the streetcar and bus system in Minneapolis and St. Paul. The election came as a new group, with which Lambert is associated, took over the management of the trolley-bus system.

# Record Reviews

ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>POPULAR</b>			
<b>FRANKIE CARLE ORK</b> (Marjorie Hughes) Columbia 38646	<b>My Rose Garden</b> Ordinary dance dishing by Carle with his keyboard and daughter Marjorie Hughes spotted on this filmy material.	61--62--60--60	
	<b>The Blossoms on the Bough</b> Pretty new ballad is handled at a draggy tempo. Marjorie Hughes delivers the lyric adequately.	69--70--68--68	
<b>ABBEY ALBERT ORK</b> Metro 8006	<b>Rumba Rhapsody</b> Sharp keyboard exhibition by Albert on the familiar themes of this rumba.	64--66--60--66	
	<b>My Sweetest Moments</b> Bob Scott sings like a frigid carbon copy of Perry Como in his handling of this rather ordinary ballad. Albert dishes up a mess of Duchin-Cavallaro school of piano.	45--45--45--45	
<b>ED FARLEY'S ORK</b> Delvar 114	<b>The Jazz Me Blues</b> Fairly straightforward and not particularly spirited two-beat etching of one of the great Dixieland standards.	49--48--48--50	
	<b>Margie</b> Two-beat delineation of the standard may attract some of the followers in the current Dixieland revival.	63--62--62--66	
<b>JERRY WAYNE</b> Columbia 38661	<b>Blue Ribbon Gal</b> Bright two-beat clefting of a gay oldie makes appealing wax as it is handled by Wayne with an excellent assist from Hugo Winterhalter's ork and a vocal group.	85--86--84--86	
	<b>Send Ten Pretty Flowers (To My Girl in Tennessee)</b> Happy country-tinged rhythm tune which has been attracting some attention is done with a vaudeville flavor by Wayne with ork and chorus.	83--85--82--82	
<b>JOHNNY JOHNSTON</b> (Russ Case Ork) MGM 10582	<b>You're Different</b> Competent singing and orking job on an attractive tho. hardly outstanding new ballad.	60--60--60--60	
	<b>Foolish Tears</b> Johnston sings and recites this sequel to several nature hits, primarily "Jealous Heart," but it lacks the honest plaintiveness of its predecessors.	64--64--63--65	
<b>RUSS CASE ORK</b> (Stuart Foster) MGM 10581	<b>Mad About You</b> Simple, tasteful dance treatment of a beautiful albeit difficult movie ballad which is sung extremely well by Stuart Foster.	72--75--70--70	
	<b>There Aren't Enough Hours in the Day</b> Another tasteful dance orking of a rather ordinary ballad which is warbled neatly by a group.	64--67--63--63	
<b>BERT SHEFTER SEX-TET</b> MGM 30222	<b>Tango in Tempo</b> Albeniz's "Tango in D," which has been treated as a pop, is subject of this airy, engaging small ork etching featuring the veteran orkster at the keyboard.	62--70--60--56	
	<b>Lonely Little Music Box</b> Cute little instrumental which is competently performed but whose immediate appeal is limited.	55--60--55--50	
<b>RHYTHM &amp; BLUES</b>			
<b>JOHNNY CRAWFORD</b> Regent 3009	<b>Sawbuck</b> Clean small jump band swings a vamp on "The Hucklebuck" crisply and with spirit. Some neat bary sax licks are an asset.	75--77--72--77	
	<b>Red Cap Shuffle</b> Fast-moving jump opus has a big beat and bulds some synthetic sort of excitement out of very little substance.	67--67--64--70	
<b>WALTER DAVIS</b> Bullet 321	<b>Santa Claus Blues</b> Add another Christmas blues to this year's holiday entries. The lyric is hackneyed. Warbler, a Southern stylist, sounds muffled; rhythm accompaniment is ragged.	42--45--40--40	
	<b>Got To See Her Every Night</b> Blues conception here has originality in pattern. Davis gets spirit in this one and is better recorded.	61--61--60--62	
<b>SAUNDERS KING ORK</b> Aladdin 3040	<b>Stormy Night Blues</b> Mood warbling and orking make a good contemporary blues offering. Group plays especially "cool."	79--79--78--80	
	<b>Unfaithful Blues</b> Like Rip, with standout orking boosting King's pleasant blues chanting.	79--79--78--80	
<b>BURNETTA EVANS</b> Mellord M-255	<b>Thrill Me</b> Thrush warbles a pash ditty passably, but tenor-rhythm backing is thin and sets her off poorly.	42--42--41--43	
	<b>All on Account of You</b> Another inadequately planned side. Gal undoubtedly could do better under proper conditions.	38--38--37--39	
<b>KIRBY WALKER</b> Columbia 30178	<b>Oh, I'm Evil</b> Old-hat chanting of a rhythm novelty ditty with loud, hard-hitting orking. Might have passed a decade ago.	52--54--52--50	
	<b>Juke Box Time</b> More in the same dated format.	52--54--52--50	
<b>"BABY BOY" WARREN</b> Staff 706	<b>My Special Friend Blues</b> Shouter talks right out at the customers in a personal, direct way, while relaxed piano and guitar slow-boogie in back.	72--72--70--74	
	<b>Nervy Woman Blues</b> More in the same winning manner.	70--70--68--72	
<b>SAVANNAH CHURCHILL</b> Arco 1220	<b>I Want To Cry</b> A hit dishing about a year back. It's as good intrinsically now as it was then, but on the market too soon to repeat.	70--70--70--70	
	<b>My Baby-Kin</b> Lullaby is soothing but not striking. With its content and micky ork support, can hardly mean anything in the b & r mart.	45--50--45--40	

(Continued on page 98)



**\$139<sup>50</sup>**  
**BRAND NEW ROL-A-TOPS**  
SIZE: 23" High, 14" Wide, 15" Deep  
Net Weight: 36 lbs.  
**5c-10c-25c PLAY FACTORY REBUILTS \$95 EACH**  
Above Price P. O. B. Chicago  
**WATLING MFG. CO.**  
4650 W. Fullerton St. CHICAGO 44, ILL.  
Est. 1889—Tel.: COLUMBUS 1-2773  
Cable Address: "WATLINGITE," Chicago

**EXTRAORDINARY YEAR-END SALE**  
FIVE-BALL FLIPPER GAMES  
A-1 Mechanically and Completely Overhauled

Contact Major League '49	\$32.50	Mardi Gras	\$54.50
Yanks Bermuda		All Babe Moonglow Carnival Paradise	
Tropicana Sea Isle Miss America	\$22.50	1-2-3 Puddin-head	
Majors '49 BB	\$79.50	Tahiti	\$149.50

**PHONOGRAPHS**  
Excellent Condition, Inside & Out

Seeburg 146 S	\$259.50
Seeburg 146 M	279.50
Seeburg 147 S	325.00
Seeburg 147 M	325.00
Seeburg 148 M	464.50
Seeburg 8800 Lo Tone	74.50
Wurlitzer #800	94.50
Wurlitzer #850	94.50
Wurlitzer #1015	269.50
1947 Packard Hideaway (new carriage model)	149.50
Mills Constellation	224.50

Send 1/3 Deposit, Balance C. O. D.  
**T & L DISTRIBUTING COMPANY**  
1321 Central Parkway, Cincinnati 14, Ohio  
Main 0751 Phone Main 0477

**100%**  
Return privilege within 10 days if not satisfied with our recon-ditioned equipment.

**SINGING TOWER**  
20 SELECTIONS  
Fully repainted. Perfect condition. Ready for location.  
**\$99.50** (crated)

1/3 With Order, Balance C. O. D. Send for Complete List.  
**DAVID ROSEN, INC.**  
Exclusive A.M. Distributor  
855 N. Broad St. Philadelphia 28, Pa.  
Shewenon 2-2903

**WE HAVE SHUFFLE BOWLING TYPE GAMES IMMEDIATE DELIVERY**  
WRITE OR WIRE  
Tel.: Dickens 3-3020  
**LOGAN DISTRIBUTING COMPANY**  
1320 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

Immediate Delivery!  
FROM STOCK!

**RUNZEL**  
Pushback Wire

18 or 20 Strand

**68**

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for  
INTER-COM CABLE

**RUNZEL**  
Cord and Wire Co.  
1723 W. MONTROSE AVE.  
CHICAGO 11, ILL.

**\$\$\$ SAVE \$\$\$**

with COVEN

ALL EQUIPMENT IN A-1 SHAPE  
THE FINEST AVAILABLE

CITATIONS ..... \$299.00  
DELUXE DRAW BELLS ..... 179.00  
WURLITZER 1015, Like New... 299.50  
EXH. DALE GUN Like New ... 99.50

CLOVER BELL, 5 & 25c... WRITE  
SPOT BELL, 5c..... WRITE

**SPECIAL!**  
WURLITZER DIAMOND  
GOLD GRILLE CLOTH

Finest Quality  
1 yd.—\$2.95 per yd.  
5 yds. or more—\$2.50 per yd.  
1/2 Deposit With Order.

**Coven Distributing Co.**  
3181 ELSTON AVE. CHICAGO, ILL.  
Ind. 3-2210

**EXCLUSIVE KEENEY  
DISTRIBUTOR IN THE  
METROPOLITAN AREA**

**NEW** Keeney "Pin Boy" ..... \$389.50  
Keeney Electric Vendor 279.50  
Each  
**USED** (4) Chicago Coin Pistols \$125.00  
(6) Chicago Coin Beacons 125.00  
(2) Chicago Coin Bangos. 125.00  
(3) United Shuffle Skill. 125.00  
(6) 1422 Rock-Olas ..... 195.00

Guaranteed Ready for Location,  
1/2 deposit with order, balance C. O. D.

**Dave Lowy & Co.**

594 10th Avenue New York 18, N. Y.  
CHickering 4-5100

**GIVE TO THE  
RUNYON CANCER FUND**

**Record Reviews**

(Continued from page 97)

ARTIST TUNES  
LABEL AND NO. COMMENT

RATINGS  
OVER-ALL  
DISK  
JOCKEY  
RETAILER  
OPERATOR

**RHYTHM & BLUES**

<b>IVORY JOE HUNTER</b> MGM 10578	<b>I Almost Lost My Mind</b> Superb ballad development of the blues with a clever vocal trick should strike it rich. Disking and tune have pop and country potential in addition to the B&R biz it's likely to do.	86--86--86--86
	<b>If I Give You My Love</b> Hunter feelingfully warbles an appealing ballad. Could make this a two-sided winner on his MGM label debut.	84--84--83--84
<b>JIMMY WITHER- SPOON</b> Modern 20-721	<b>No Rollin' Blues</b> Concert recording with crowd noises and kibitzer creates effective backdrop for Witherspoon's expert slow blues shouting.	84--85--83--83
	<b>Big Fine Girl</b> Another concert etching is heavy on the rhythm, light on material, heavy on the crowd noises.	73--70--70--78
<b>CHARLES JOHNSON ORK (Willie An- derson)</b> Prize 705	<b>Midnight Mood</b> Riff blues instrumental in the "Huckleback" tradition, with piano spotted.	64--64--63--65
	<b>Rompin' on the Ramp</b> The after-hours piano weaves an okay mood job, with ork support helping the blues effect.	67--67--67--67
<b>PEE WEE CRAYTON</b> Modern 20-719	<b>Old Fashioned Baby</b> Crayton warbles a pash double-entendre blues with feeling. Mood backing by ork.	82--80--82--84
	<b>Bounce Pee Wee</b> Crayton's electric guitar "sings" this one—an expressive up-tempo blues job, with driving boogie ork support.	76--76--74--80
<b>ROY HAWKINS ORK</b> Modern 20-720	<b>Sleepless Nights</b> Hawkins cries a lowdown blues, with the ork's hard-hitting sustained chords and tenor go creating a fine after-hours effect.	84--84--84--84
	<b>Mistreatin' Baby</b> Up-tempo blues vocal-instrumental job has spirit but not much distinction.	70--68--70--72
<b>JIMMIE SIMON</b> Phoenix 017	<b>Runnin' Blues</b> Simon warbles a tangy bounce blues in a big, robust voice. Small combo support adequate.	66--64--66--68
	<b>Fine Baby Blues</b> Novelty blues, with chase instrumental choruses between vocals. Doesn't sustain.	58--56--58--60
<b>JOE ROBINSON</b> (Benny Carter Ork) RCA Victor 22-0054	<b>If I Can't Have You</b> Smooth warbling and orking of a so-so ballad—but feeling is lacking.	62--64--62--60
	<b>Roll With the Boogie</b> Polite boogie woogie novelty job.	62--62--61--63

**COUNTRY & WESTERN**

<b>MARGE TILLMAN- FLOYD'S BOYS</b> Columbia 20642	<b>Mama, What'll I Do?</b> Thrush is cute as a bug in her rendition of a charming adaptation of a good old folkie. Familiarity of the melody could help establish this one.	84--85--84--83
	<b>Darling, Don't Go</b> Nothing much happens with this slow, sweet torcher, tho it's acceptably done.	60--60--60--60
<b>BUD HOBBS</b> MGM 10571	<b>Alabama Moon</b> Routine warbling and string backing of a melodic Western waltz.	66--66--64--68
	<b>For the Sake of an Old Memory</b> And here the song, a ballad, is also quite ordinary.	56--56--54--58
<b>BOB WILLS</b> MGM 10570	<b>Ida Red Likes the Boogie</b> Wills has a fine Western swing offering in this boogie woogie ballad. Story brings an old Western sweetheart up to date, with band kicking hard in back of Tiny Moore's chant.	84--84--83--85
	<b>A King Without a Queen</b> Rendition of ballad is pallid.	58--58--56--60
<b>BUZ BUTLER</b> Decca 46194	<b>Mule Train</b> Here's the disk that launched a thousand "Mule Trains"—the first waxing of the epic. It's unquestionably the definitive rendition, but will probably take the dust of the others.	70--70--70--70
	<b>Money Ain't Everything</b> Ballad is one of the philosophical kind of things done by Burl Ives. Butler does it with zest and authority, but it's in the cult rather than the commercial folk vein.	65--65--68--62
<b>COWBOY COPAS- GRANDPA JONES</b> King 835	<b>The Feudin' Boogie</b> Team of country names delivers an entertaining piece of boogie material, aided by solid rhythm and steel guitar.	83--84--82--82
	<b>Mule Train</b> Here's the high-powered country version of the click. Name power and rustic flavor should carry it a long way.	85--85--85--84
<b>BURL IVES</b> Columbia 30544	<b>Mule Train</b> Authentic, electric rendition of the smash will always go with Ives fans after its pop days are over.	76--76--76--75
	<b>Greer County Bachelor</b> Old folk song is full humor and charm. More for city collectors of traditional ballads.	70--74--72--64
<b>PORKY FREEMAN TRIO</b> 4 Star 1315	<b>The New Look</b> Entertaining tale warns that fashionable garb can hide Nature's mistakes. Not much here for repeated plays however.	72--75--70--70
	<b>Pecos Polka</b> Instrumental polka in country style is unexciting melodically, but okay for dancing.	66--66--65--66
<b>TENNESSEE VALLEY BOYS</b> Folk-Star 510	<b>Why Pick on Me?</b> Authentically-produced, but routine material here. Limited to mountain districts.	65--63--66--66
	<b>I'm Lonesome for You Tonight</b> Full-flavored hill-country treatment, with harmony and banjos. Has a catchy quality.	71--72--72--70

(Continued on page 100)

When you buy from Runyon  
**YOU BUY THE BEST**

NOW DELIVERING

**THE GREATEST OF  
ALL THE ALLEYS**

**BALLY'S  
SHUFFLE-  
BOWLER**

**STRIKE IT RICH  
ORDER TODAY!**

**RUNYON  
SALES COMPANY**

Exclusive A.M.I. Distributors in N.Y., N.J. & Conn.  
593 10th Avenue : 123 W. Runyon Street  
New York 18, N. Y. : Newark 8, N. J.  
L'Orange 4-1880 : Bligelow 3-8777

**COLUMBIA DOUBLE JACKPOT BELL**

**SPECIAL  
SELLOUT PRICE  
—ONE WEEK  
ONLY!**

**\$69.50**

Factory Reconditioned

Like New Changeable right on location in a few moments! Time to 1-5 10-25¢ play. Cabinet re-baked to give new machine appearance.



**NON-COIN OPERATED**

Gov. Tax Free  
**AMERICAN EAGLE** Fruit Reels **\$27.50** each  
Specify 1¢ or 5¢ reels  
**MARVEL Cigarette Reels** **\$27.50** lots of 3 or more  
1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

**ABC NOVELTY CO.**

Phone: EVerglade 4-3823  
2009 W. IOWA ST. CHICAGO, ILL.

**BARGAINS**

All Baba .. \$ 57.50	King Arthur .. \$157.50
Alice .. 64.50	King Cole .. 57.50
Aquacade .. 117.50	Magic .. 59.50
Baby Face .. 72.50	Monterrey .. 29.50
Banjo .. 37.50	Moon Glow .. 57.50
Barn, Bill .. 69.50	Morocco .. 39.50
Black Gold .. 109.50	1-2-3 .. 59.50
Blue Skies .. 62.50	Paradise .. 44.50
Bowling Ch. .. 114.50	Play Time .. 144.50
Buccaneer .. 74.50	Pud'n Head .. 54.50
Buttons & Bows .. 109.50	Rainbow .. 69.50
Cinderella .. 39.50	Ramona .. 67.50
Circus .. 44.50	Round Up .. 67.50
Contact .. 37.50	St. Louis .. 114.50
Dallas .. 119.50	Sally .. 49.50
Double .. 119.50	Samba .. 39.50
Shuffle .. 119.50	Screw Ball .. 39.50
Fl. Power .. 84.50	Serenade .. 72.50
Football .. 144.50	Sharp Shooter .. 139.50
Freshie .. 147.50	Short Stop .. 39.50
Gizmo .. 72.50	Speedway .. 52.50
Golden .. 139.50	Spinball .. 37.50
Gloves .. 139.50	Stormy .. 32.50
Gondola .. 109.50	Summertime .. 39.50
Gr. Award .. 84.50	Sup. Hockey .. 117.50
Hit Parade .. 37.50	Swanee .. 79.50
Holiday .. 79.50	Teacard .. 99.50
Humpy .. 39.50	3 Feathers .. 127.50
Dumpty .. 39.50	Tumblew'd. .. 162.50
Jamboree .. 37.50	

**SILENT SALES SYSTEM**

1771 COLUMBIA RD., N. W.  
WASHINGTON 9, D. C.  
Phone: Columbia 3000

**MECHANIC AVAILABLE**

12 years' experience on all makes coin operated machines. Exceptionally good on One-Balls and Consoles. Completely sober and reliable.

**BOX B-275**

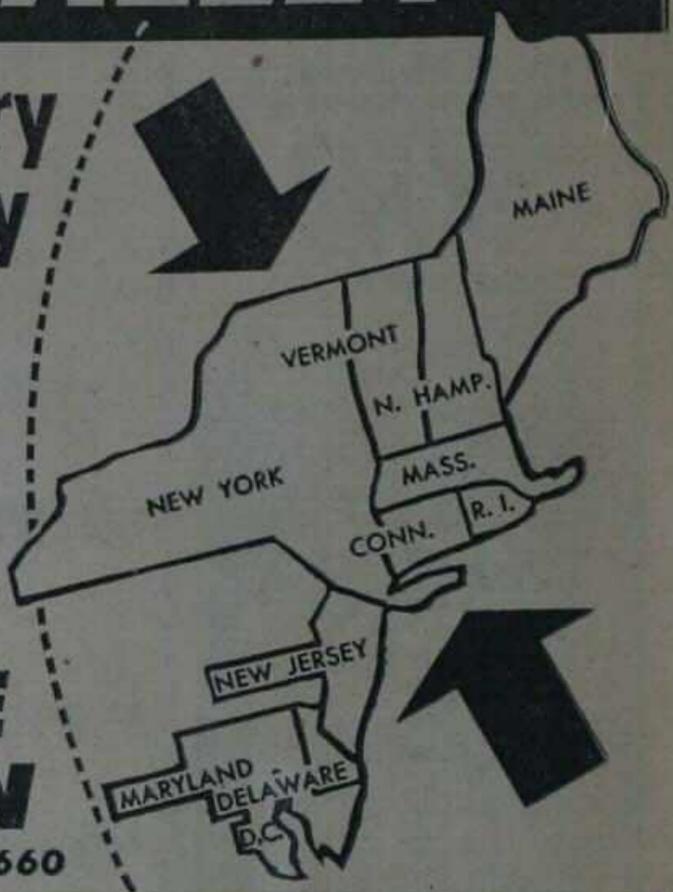
Care The Billboard Cincinnati 33, O.



There is No Substitute for United's Original  
**SHUFFLE-ALLEY**

For Immediate Delivery  
in this territory

CONTACT YOUR  
LOCAL JOBBER  
...OR DIRECT  
FACTORY  
AGENT  
**DAVE  
SIMON**  
PLAZA 7-5660



APPROXIMATE SIZE  
2 FT. WIDE X 8 FT. LONG

SIZED RIGHT  
PRICED RIGHT

**SIMON SALES, INC.**

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

We've got it !!!  
WILLIAMS'  
"TWIN SHUFFLE"

THE GAME YOU'VE ALL BEEN WAITING FOR  
NOW ON DISPLAY AT TRIMOUNT—ORDERS FILLED IN ROTATION  
Exclusive Seeburg, Gottlieb and Williams Distributors



Remember . . .  
IN NEW ENGLAND  
IT'S TRIMOUNT  
40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-9480

TERRIFIC!  
**FIVE JACKS**

NEW! ORIGINAL!  
STREAMLINED!  
FOOL-PROOF!

FAST ACTION!  
BIG APPEAL!  
AMAZING  
EARNINGS!



• 1, 2 or 3 Coins Played at a Time! • Skill Trigger Controls Coins! • 5 Winning Traps!  
• 5 Big Award Pockets! • Continuous Refill in Award Pockets! • Long Life Construction!  
• 100% Mechanical! • No Service Required! • Locations Everywhere! • Size, only 16"  
by 10" by 15". Includes Rubber Suction Cups on Base. Shipping Weight, 20 Lbs.  
DISTRIBUTORS: Exclusive Territories Available!  
Write for Profitable Arrangements!

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

You'll have fewer  
out-of-order calls  
with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St.  
Chicago 24, Ill.

"Swingin' Monk"

Continuous, pendulum swinging motion . . .  
fantalizes players, keeps coins rolling in.  
Track and carriage eliminated. Battleship  
gray cabinet, red trimmed. Complete with  
rifle and stand. 6' high—38" wide—22"  
deep.

CONVERTED FROM SEEBURG  
CHICKEN SAM

**\$109.50** F. O. B.  
Chicago

Send for Descriptive Folder



1/3 deposit with order.  
1346 ROSCOE STREET  
CHICAGO 13, ILLINOIS  
GRaceland 2-0317

**finest**  
RECONDITIONED  
EQUIPMENT  
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

USE THIS AD  
AS YOUR  
ORDER FORM

Quantity		
<input type="checkbox"/>	BABY FACE	\$ 69.50
<input type="checkbox"/>	BARNACLE BILL	79.50
<input type="checkbox"/>	BERMUDA	34.50
<input type="checkbox"/>	BIG TOP	99.50
<input type="checkbox"/>	BLACK GOLD	119.50
<input type="checkbox"/>	BUCCANEER	74.50
<input type="checkbox"/>	CATALINA	34.50
<input type="checkbox"/>	CONTACT	39.50
<input type="checkbox"/>	COVER GIRL	34.50
<input type="checkbox"/>	DEW-WA-DITTY	69.50
<input type="checkbox"/>	FLOATING POWER	89.50
<input type="checkbox"/>	GIZMO	79.50
<input type="checkbox"/>	GRAND AWARD	79.50
<input type="checkbox"/>	HOLIDAY	89.50
<input type="checkbox"/>	HUMPTY DUMPTY	34.50
<input type="checkbox"/>	MAGIC	59.50
<input type="checkbox"/>	MAJORS '49	99.50
<input type="checkbox"/>	MAJOR LEAGUE	24.50
<input type="checkbox"/>	MANHATTAN w/f	29.50
<input type="checkbox"/>	MARDI GRAS	49.50
<input type="checkbox"/>	MERRY WIDOW	49.50
<input type="checkbox"/>	MONTERREY	39.50
<input type="checkbox"/>	ONE-TWO-THREE	84.50
<input type="checkbox"/>	ROBIN HOOD	39.50
<input type="checkbox"/>	SALLY	49.50
<input type="checkbox"/>	SCREWBALL	49.50
<input type="checkbox"/>	SHANGHAI	39.50
<input type="checkbox"/>	SPEEDWAY	59.50
<input type="checkbox"/>	SPINBALL	34.50
<input type="checkbox"/>	ST. LOUIS	114.50
<input type="checkbox"/>	STARDUST	69.50
<input type="checkbox"/>	STORMY	39.50
<input type="checkbox"/>	SUMMERTIME	64.50
<input type="checkbox"/>	SUNNY	34.50
<input type="checkbox"/>	SUPER HOCKEY	119.50
<input type="checkbox"/>	TEMPTATION	69.50
<input type="checkbox"/>	TRINIDAD	34.50
<input type="checkbox"/>	TROPICANA w/f	29.50
<input type="checkbox"/>	VIRGINIA	44.50
<input type="checkbox"/>	WISCONSIN	39.50
<input type="checkbox"/>	YANKS	39.50

MUSIC

Quantity		
<input type="checkbox"/>	WURLITZER 780 (Colonial)	\$139.50
<input type="checkbox"/>	WURLITZER 1015	259.50
<input type="checkbox"/>	WURLITZER 700	119.50
<input type="checkbox"/>	WURLITZER 650	89.50
<input type="checkbox"/>	WURLITZER 600K	59.50
<input type="checkbox"/>	WURLITZER 5c-10c-25c	
<input type="checkbox"/>	Chrome Boxes (Like New)	40.00
<input type="checkbox"/>	ROCK-OLA 1941 Playmaster (30 Wire Cable)	119.50
<input type="checkbox"/>	ROCK-OLA Master	69.50
<input type="checkbox"/>	ROCK-OLA Standard	79.50
<input type="checkbox"/>	ROCK-OLA Deluxe	69.50
<input type="checkbox"/>	ROCK-OLA 1422	209.50
<input type="checkbox"/>	Postwar ROCK-OLA Wall Boxes (Like New)	19.50
<input type="checkbox"/>	PACKARD Boxes (Like New)	17.50

ARCADE EQUIPMENT

Quantity		
<input type="checkbox"/>	BING-A-ROLL	\$129.50
<input type="checkbox"/>	ADVANCE ROLL	69.50
<input type="checkbox"/>	TOTAL ROLL	39.50
<input type="checkbox"/>	SPORTSMAN'S ROLL	39.50
<input type="checkbox"/>	TALLY ROLL	39.50
<input type="checkbox"/>	AUTO ROLL	69.50
<input type="checkbox"/>	TEN STRIKE (1947)	79.50
<input type="checkbox"/>	PITCH 'EM & BAT 'EM	149.50
<input type="checkbox"/>	ALL STARS	119.50
<input type="checkbox"/>	STAR SERIES (Late Model)	249.50
<input type="checkbox"/>	CHI COIN PISTOL	129.50
<input type="checkbox"/>	EXHIBIT DALE CUN (Late Model)	109.50

CONSOLES

Quantity		
<input type="checkbox"/>	BALLY DRAW BELL	\$129.50
<input type="checkbox"/>	BALLY DELUXE DRAW BELL	189.50
<input type="checkbox"/>	BALLY TRIPLE BELL	259.50
<input type="checkbox"/>	BONUS SUPER BELL, 5c	169.50
<input type="checkbox"/>	GOLD NUGGET, 5c-5c	259.50
<input type="checkbox"/>	EVANS RACES (Late Model)	249.50
<input type="checkbox"/>	BALLY HI HAND	39.50

1/3 Deposit With Order, Balance C. O. D.

**Scott-Crosse Co.**  
1423 Spring Garden Street  
Philadelphia, Pennsylvania  
RIttenhouse 6-7712

WANTED TO BUY

New or used Holly Cranes. Give serial number, condition and lowest price in first letter.

Box D-278, THE BILLBOARD  
CINCINNATI 22, OHIO

Record Reviews

(Continued from page 98)

ARTIST  
TUNES  
COMMENT  
LABEL AND NO.

RATINGS  
OPERATOR  
RETAILER  
DISK JOCKEY  
OVER-ALL

COUNTRY AND WESTERN

<b>DUDE RANGERS</b> Command 5006	<b>If I'd Only See'd You</b> Bright novelty item warbled by Al Harms may draw some play in the locale of the diskery.	67--65--65--70
	<b>Wal, I Swan!</b> Combination of recitation and singing on a vaude-type novelty item which is done rather timidly by Harms.	67--70--60--70
<b>GEORGE MORGAN</b> Columbia 20655	<b>Why in Heaven's Name</b> Add another effective etching to the growing list of Morgan hits.	81--82--80--80
	<b>Ring on Your Finger</b> Even more potent is this side which has Morgan's fine tonils running down a song of a high caliber for the country market.	83--84--82--84
<b>BILL WOODS</b> Modern 20-1020	<b>Trusting You</b> Cliff Crofford handles the lyrics of a rather mediocre country ballad.	54--53--53--56
	<b>Have I Got a Chance With You</b> Poor rhythm etching is performed without conviction.	42--40--40--45
<b>EDDY ARNOLD</b> RCA Victor 21-0146	<b>Mama and Daddy Broke My Heart</b> Arnold has another sure-fire item in this tear-jerking ballad which is an appeal to keep a family intact.	86--86--86--86
	<b>Take Me in Your Arms and Hold Me</b> Arnold's expert delivery sells this romantic ballad. Should draw plenty of coin. Makes still another two-sided potential winner for the master of the country and Western field.	82--82--82--82
<b>RUSSELL TAYLOR</b> Capitol 57-40267	<b>Sally Goodin'</b> Taylor sings the calls in high style on this rhythmic square dance job.	73--73--76--70
	<b>Wagon Wheel</b> More of the same.	73--73--76--70
<b>HANK THOMPSON</b> Capitol 57-40264	<b>Give a Little, Take a Little</b> Bright novelty ditty has charm and distinction. Thompson, who composed it, warbles it effectively. Could be an important country ditty.	85--85--84--86
	<b>A Cat Has Nine Lives</b> Jingle based on the old saw doesn't come off.	65--67--65--63
<b>JOE SISK &amp; THE WHIPPERSNAPPERS</b> (Buddy Houston) Crystal 250	<b>You Waited Too Long</b> Country torcher impresses, tho rendition is indifferent.	62--64--62--60
	<b>Cow Poke Boogie</b> Country-combo boogie doesn't come off.	45--42--45--48
<b>WALT McCOY</b> Crystal 252	<b>True To You</b> Pleasant boy-gal harmonizing on an okay ballad.	68--68--68--68
	<b>Pop Me a Kiss</b> Up-tempo novelty on a weak pop tune.	52--54--52--50
<b>CHARLIE MONROE &amp; HIS KENTUCKY PARDNERS</b> RCA Victor 21-0143	<b>Time Clock of Life</b> Up tempo hillbilly moralizer swings right along, with non-stop string orking in back of Monroe's chanting. Treatment reduces effectiveness of the sermonizing lyrics.	73--73--74--72
	<b>Red Rocking Chair</b> Unusual hill ballad in the old tradition. Should register with the mountain trade and urban cultists.	73--73--74--72
<b>BILL MONROE &amp; HIS BLUE GRASS BOYS</b> Columbia 20640	<b>Blue Grass Stomp</b> Up-tempo blues instrumental. Proficient but nothing especially original or arresting.	62--60--62--64
	<b>The Girl in the Blue Velvet Band</b> Monroe warbles a sad tale of an innocent man framed and sent to jail by a slip of a gal. Effective and affecting.	74--75--73--74
<b>SKETS YANEY &amp; HIS NATIONAL CHAMPION HILLBILLIES</b> Columbia 20649	<b>Go On, Little Girl, Have a Cry</b> Simple, sentimental waltz ballad gets an okay semi-pop vocal and string backing.	75--75--75--75
	<b>Ozark Valley Waltz</b> Routine place-name waltz well-enough warbled.	68--68--68--68
<b>DALE EVANS</b> RCA Victor 21-0144	<b>Saddle on My Heart</b> The queen of the cowgals delivers a Broadway Western novelty. Sprightly stuff, but not calculated to make a stir among the home folk.	65--67--65--63
	<b>It's Saturday Night</b> Lively, entertaining and with an honest rural feeling, this novelty bit is appealingly projected and could get strong play.	84--84--84--84
<b>JIMMY COLLETT--THE ARIZONA RAMBLERS</b> Cowboy CR-1601	<b>Mary, the Prairie and I</b> Cowboy-in-the-saddle ballad with a feeble lyric. Collett does well with the material at hand.	58--60--58--56
	<b>An Unsigned Valentine</b> Like flip, lyric is weak and warbler sings expressively.	58--60--58--56
<b>SMILEY WHITLEY &amp; THE TEXANS</b> Everstate E-1003	<b>I Can't Forget You</b> Western-styled ballad is warbled melodically. Vocalist Cliff Warren projects with warmth and feeling.	72--73--71--72
	<b>I Wish</b> Another warm ballad rendition.	72--73--71--72
<b>TEXAS "HILL" BILLIES</b> Enterprise 416	<b>Until Heaven Comes Along</b> Male trio get off a catchy vocal on a Texas-extolling Western ballad.	72--72--71--70
	<b>I'm Gonna Shoo the Blues Away</b> Bounce novelty jingle gets a satisfactory rough-'n'-ready rendition by male duo.	66--66--64--68
<b>THE 101 RANCH BOYS</b> Columbia 20652	<b>You Stole My Heart</b> Fun-of-the-mill rural side.	70--70--70--70
	<b>The Weeping Willow</b> Unimpaired rendition of ditto material.	57--58--57--58
<b>JERRY IRBY</b> MGM 10580	<b>Mama Don't Allow It</b> Diddle gives the various instrumentalists a chance to ride out with some Western jazz. Fine stamp size for dancers.	72--72--68--75
	<b>Memory of a Rose</b> Gimmicky piano tinkling helps a sound rendition of sound, sentimental material. Danceable too.	78--78--78--78

have you shipped  
**YOUR**  
TRIPLE ACTION  
for conversion to . . .

**JUMBO**  
THE  
BEST  
YET

LOCATION ACCEPTED

SHIP YOUR COMPLETE GAME  
VIA PREPAID MOTOR FREIGHT  
**NATE SCHNELLER INC.**  
1427 North Broad St.  
Phila. 22, Pa.  
STevenson 2-0242  
GET ON OUR MAILING LIST FOR  
FUTURE NASCO CONVERSIONS

K.C. HAS A COMPLETE STOCK OF  
**SHUFFLE TYPE**  
BOWLING GAMES

IMMEDIATE DELIVERY OF:

**Bally Shuffle-Bowler**  
**United's Shuffle Alley**  
**Chi Coin Bowling Alley**  
(1 or 2 Players)

WRITE--WIRE--PHONE FOR PRICES

GENCO GLIDER  
NEW GENCO RIP SHORTERS  
Write for Prices!

SEND FOR COMPLETE LIST!

**K. C. NOVELTY CO.**  
419 Market St. Philadelphia 6, Pa.  
Market 7-6391 or 7-4641

**S-P-E-C-I-A-L**

United's Major League Flipper	\$40.00
United's Monterrey Flipper	37.50
United's Caribbean Flipper	37.50
United's Tropicana	22.50
United's Nevada	20.00
United's Manhattan	20.00
United's Singapore	17.50
United's Hawaii	22.50
United's Hawaii	20.00
Gottlieb's Canteen	15.00
Gottlieb's Superliner	15.00
Gottlieb's Lucky Star	22.50
Gottlieb's King Cole Flipper	45.00
Gottlieb's Robinhood Flipper	45.00
Chicago Coin's Gold Ball	22.50
Chicago Coin's Kilroy	17.50
Williams' Show Girl	17.50
Williams' Torch	17.50
Exhibit's Fast Ball	15.00
Bally's Rocket	15.00
Gold Cup	\$115.00
Jockey Specials	85.00
Citations	275.00
1/3 Deposit, Balance C. O. D.	

**Three Star Novelty Co.**  
323 Dumaine St. New Orleans, La.  
Ca. 7335

**FOR SALE**

5 Wurlitzer Model 616, Each	\$35.00
3 Wurlitzer Model 600, Each	50.00
2 Seeburg High Tones, Each	75.00
1 Wurlitzer Model 1017, Like New	225.00
Seeburg Boxes, W.S. 22, Each	7.50
5-10-25-Cent Buckley Criss Cross, Each	125.00
10-Cent Mills Brown Front	38.00
10-Cent Mills Cherry Bell	40.00
5-Cent Mills Q.T.	50.00
5-Cent Mills Vest Pocket	20.00
25-Cent Jennings Chief	45.00
18-Cent Mills Golden Falls	85.00
10-5-Cent Peanut Machines, Each	1.00
10 Used Pop Corn Sex Machines	Write

Also have new Buckley Criss Cross and new Mills Machines—Write for Price.

**FRANK GUERRINI**  
BURNHAM, PA.

# REVAMP YOUR KILROYS and HAVANAS at LOW COST!

**"SWEET SUE"**  
REVAMP FROM  
HAVANA

**"ELMER"**  
REVAMP FROM  
KILROY

WE REVAMP YOUR  
GAMES COMPLETELY

**\$75** EACH  
GAME

\$10 deposit required with each game. Customer prepays freight. All broken and missing parts replaced at nominal cost.

### FEATURES

SUPER HIGH SCORE

REDESIGNED PLAYFIELD

BANG BUMPER

REFINISHED CABINET

NEW BACKBOARD GLASS

FLIPPERS

We Must Have Your Complete  
Game as We Refinish  
Entire Cabinet

**AUTOMATIC  
ELECTRIC  
OVERHEAD  
SCOREBOARD**

WITH FRAME SCORING



ATTENTION  
DISTRIBUTORS

Due to increased production, we are now in a position to appoint a few more distributors. Write! Wire! Phone for details!

**M & T  
SALES CO.**

2849 FULLERTON AVENUE  
CHICAGO 47, ILLINOIS  
Dickens 2-2424

## Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY AND WESTERN</b>		
SAM NICHOLS MGM 10579	<b>I Wonder Why I Worry Over You</b> Nichols' lusty tones come over fine here. Good guitars contribute too, and material merits attention.	77--77--77--77
	<b>You're So Heartless</b> Nothing special here.	65--65--65--64
TOMMY FAILE Capitol 57-40266	<b>Don't Let Someone Else Take My Place</b> Middlin' material to work on, but Faile reveals a pleasant, intimate style.	66--66--67--66
	<b>There Ain't No Use To Cry</b> Moderate blues tune has only moderate impact.	65--65--65--65
BOB FLANNERY Capitol 57-40259	<b>I'll Keep Smiling</b> Slow country torcher too placidly warbled.	62--62--62--62
	<b>I've Lost You So Why Should I Care?</b> Tune, more pop than country, gets an okay vocal.	67--67--67--67
STANLEY BROTHERS- CLINCH MOUN- TAIN BOYS Columbia 20647	<b>Have You Someone (in Heaven Awaiting)</b> Nasal brother-harmony treatment of a mountain sacred ditty in the deep hillbilly style. Type of item that's sure to find its steady market.	68--66--70--NS
	<b>A Vision of Mother</b> As with flip, and even more effective, material-wise.	72--70--74--NS
LEON McAULIFFE Columbia 20646	<b>The Three Bears</b> Western swing stuff in the ultra-modern style—even to bop phrasings. Material is the familiar nursery rhyme, with the ork making re-bop behind "Twin Fiddle Rag" vocal. A dubious venture.	58--68--54--50
	<b>Twin Fiddle Rag</b> McAuliffe gets back on safe ground with an orthodox swing-string head-down. Two fiddles stomp it out with energy and fine co-ordination.	73--73--71--75
HANK SNOW RCA Victor 21-0143	<b>Nobody's Child</b> Snow, a stylish country minstrel, packs sobs and tears into a pathos-laden weeper. The subject is not only an orphan but blind as well—a hard-to-top combination.	86--86--85--84
	<b>The Only Rose</b> Warbler really gives his all again, but material, an okay ballad, isn't the pathos-laden attention-getter flipside is.	76--78--76--74
Q. D. HOLLY & HIS SOUTHERN TROUBADORS Folk-Star 505	<b>Filipino Rose</b> Can't hold out much hopes for this one—a late cutting of an established hit and a quite mediocre job at that.	35--35--35--35
	<b>Slipping Around</b> Same trouble.	35--35--35--35
WALLY MOORE & HIS TENNESSEANS Savoy 3023	<b>Roses Mean Remembrance</b> Warbler's simple, warm delivery sells an attractive country torcher strongly.	82--84--82--80
	<b>Tie a Little String Around Your Finger</b> Same singer shows a sparkling rhythm style, as he phrases a bright tempo tune with the best of 'em.	83--82--83--84
"TEXAS" BILL STRENGTH 4 Star 1334	<b>If I Could Buy Your Love</b> Western string ork setting and a straightforward but not especially strong vocal on a likely pop-Western piece.	65--67--65--63
	<b>Please Don't Ever Forget Me</b> Tune is machine-stamped out of a familiar die, with nothing special of its own. Rendition is plodding.	43--48--39--43
MADDOX BROTHERS & ROSE 4 Star 1399	<b>Mule Train</b> Probably the only dinking featuring a fem lead. Side is overloaded with production.	58--56--58--60
	<b>I'm Sending Daffydills</b> Thrush gets heart into a serious, real down-home treatment of a tongue-in-cheek hillbilly spoofer.	66--63--66--69
JOHNNY LEE WILLS & HIS BOYS Bullet 696	<b>Rag Mop</b> Small Western combo stomp out an up-tempo blues that swings right along. Nonsense lyric is rhythmic and ingratiating.	75--74--75--76
	<b>Near Me</b> Waltz ballad effort, tho competent, is routine and undistinguished.	60--62--60--58
BOB JENNINGS-THE FARMHANDS World 1517	<b>One Hundred Dreams</b> Warbler fails to animate a good-enough country torcher.	56--59--56--53
	<b>One Sweetheart Too Many</b> Rhythm ditty has a lift, and Jennings delivers the lyric on this one with a kind of cool, detached conviction.	65--63--65--67
FLOYD AND LLOYD 4 Star 1386	<b>Alabama Baby</b> Boys whip up a hotcha brother-harmony blues in boogie, with sock string work pushing. Side, running 2:00 on the button, is a juke natural.	75--72--75--78
	<b>Address From Heaven</b> Chugging, heavily accented waltz tearjerker is done with savvy and sincerity by the lads in the authentic old style.	75--75--75--75
GENE AUTRY Columbia 20651	<b>Mule Train</b> This highly attractive rendition of the smash will have been shipped many days before this review appears and should have done its share of business in the race.	80--80--80--80
	<b>A Cowboy's Serenade</b> Autry spins his magic over a pretty melody which lacks the lyrical sock which could have lent the song added muscle.	70--70--70--70

# IMMEDIATE SHIPMENT BUCKLEY CRISS CROSS

JACKPOT BELLE

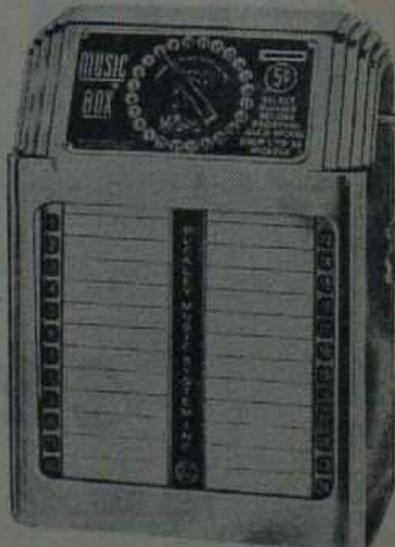
5¢ 10¢ OR 25¢



FOR MUSIC OPERATORS  
BUCKLEY  
WALL and BAR  
BOXES

AVAILABLE IN  
20-24-32

RECORD SELECTIONS



IMMEDIATE SHIPMENT  
WRITE FOR PRICES

**BUCKLEY**  
MANUFACTURING CO.  
4223 W. LAKE ST.  
CHICAGO 24, ILL.

### SACRIFICE

**MUSIC AND PIN BALL ROUTE AND FULL EQUIPMENT**

Partners wish to retire from business. Doing \$25,000.00 yearly income. Established over 15 years. Will sell for \$25,000.00. Terms—Cash.

128 North Main St. Phone 21226 Mansfield, Ohio



**WATCH**  
for  
**Williams**  
**"TWIN"**  
**DOUBLE-BARRELED**  
**HIT OF THE YEAR**



## Manufacturers Adding More Models as Production Lags

(Continued from page 78)

of the key points brought out by the shuffle units is that some coin amusement products can be successful on dime play but it is up to the manufacturer, distributor and operator to find out thru comprehensive test which games will go over on nickel dime play. Another salient point brought home to all concerned is that players have clearly indicated by their reaction to the shuffle novelty games that they will consistently play a game they thoroly understand, tho the playfield itself may be relatively simple in design.

Beneficial as the shuffle trend has been to firms which entered the field comparatively early and therefore fully capitalized on novelty games, of greater importance is the lift given to the coin machine amusement business as a whole. For distributors and manufacturers have been surprised by the number of new interests brought into the trade, a must to any industry which is to continue to grow and prosper. Undoubtedly, the greatest single benefit of immediate importance to the whole field is that the unusual popularity of the shuffle games has strengthened the operator's financial position at a time when it was most needed. It was but a few months ago that operators were limiting their buying of new games to the minimum and were concerned about the cost of operation, particularly the price of games.

The list of producers now engaged in the shuffle novelty output includes Bally (Shuffle-Bowler); Chicago Coin (Bowling-Alley); United Manufacturing (Shuffle Alley); U. S. Woodcraft (California Shufflepins); Keeney (Pin Boy); and Rock-Ola (Shuffle-Lane). Keeney and Rock-Ola have just announced their products (see separate stories). Actually, two other firms are about to introduce

shuffle games and only the Gottlieb organization is now wholly engaged in five-ball production. Of the others, Williams has had steady success with both five-ball and novelty games unrelated to the shuffle field. Genco produced Glider, a shuffle type game, and is now in production on a five-ball. Exhibit supply has the twin gun game, Silver Bullets, a completely new arcade line, and a five-ball rolling off the lines.

Clearly indicated by the success of the wave of shuffle games as well as other novelty games and five-balls, now drawing heavy play on locations, is the fact that games which make money for the operator, and therefore the distributor and manufacturer, will always have a ready market regardless of the cost of the unit. Costs of producing shuffle games are higher than pin games, yet operators have not been concerned with the added expenditure. By the same token if a different type of amusement game were introduced at a much lower price and operators found, in the course of time, that the game would not have sufficient appeal to make a reasonable profit, it would have small demand.

### Minneapolis:

(Continued from page 93)

erators Association, still makes his twice-weekly trips to Winnipeg to visit his son who is in a hospital there convalescing from injuries sustained in an automobile accident.

Phil Robinson, Chicago Coin's West Coast rep, was in Chicago for a visit to the home office. He'll return via the Northwest with business stops in Washington and Oregon before concluding his trip at the Los Angeles headquarters. **Bernie Knott** was in from Alhambra for a tour of salesrooms recently.

**JUST OFF LOCATION!**

**CITATIONS**

**\$250.00 EACH**

1/3 DEPOSIT, BALANCE C. O. D.

**SANDLER DISTRIBUTING CO.**

110 ELEVENTH ST. DES MOINES 9, IOWA  
PHONE 49186

### NEW ONE BALLS

Universal Photo Finish \$645.00  
Bally Champion, F.P. 645.00  
Bally Kentucky, P.O. 445.00

### NEW SLOTS

Complete Line New  
JENNINGS and MILLS  
Write for Operators' Prices.

### NEW CONSOLES

Univ. Arrow Bell \$800.00  
Jennings Challenger. \$95.00  
Bally Clover Bell 645.00  
Evans Casino Bell 637.50

### Bally SHUFFLE BOWLER

9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard.

Immediate Delivery!

### CHICAGO COIN BOWLING ALLEY

1 player, 10; 2 players, 20. 2 players' scores totaled separately. Puck type skill game, 8"x2". New realistic "stand-up" 3-dimensional pins disappear when hit.

### United SHUFFLE ALLEY

Scores like bowling! Spares, strikes, splits, turkeys, etc. Totals automatically. Frame by frame! Puck returns under playboard. New drop chute.

Immediate Delivery

### NEW PIN GAMES

CHICAGO COIN TAHITI  
GOTTLIEB BASKETBALL  
KEENEY BAND LEADER  
BALLY HOT RODS  
GENCO RIP SHORTER  
EXHIBIT SHANTYTOWN

### STUFFED DOLLS

For weekly Prizes on your Shuffle Games. Large, colorful, 27" Majorettes, Clowns, Donkeys, etc.

\$3.95 EACH

### MILLS SLOTS

Reconditioned and Refinished All With Club Handles

5¢ Brown Fronts ..... \$ 85.00  
10¢ Brown Fronts ..... 90.00  
25¢ Brown Fronts ..... 95.00  
25¢ Mills Golden Falls  
HL ..... 119.50  
25¢ Black Cherry (Orig. Used 3 Weeks) ..... 125.00

### MILLS CONSTELLATIONS

40 Selections. Metal Cabinet. Completely Reconditioned and Refinished. **\$275** Each

### WURLITZER 1080's

Used approximately 6 weeks. Operate and look like new. **\$345** Each

### ROCK-OLA MODEL 1422's

Mechanically overhauled. All worn parts replaced. Cabinet refinished. **\$245** Each

Terms: 1/3 Deposit, Balance C. O. D.

**Atlas NOVELTY COMPANY** HOME OF PERSONAL SERVICE  
2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 - CHICAGO 47

Assoc. Offices: ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**WANT TO BUY**  
FREE PLAY CONSOLES

De Luxe Drawbells      Multibells      Super Bonus Bells  
Double Up              Spot Bells      (Singles or Twins)  
Reserve Bells              Clover Bells

**HERMITAGE MUSIC CO.**

423 BROAD STREET

NASHVILLE 3, TENN.

**ATLANTIC'S**  
 ✓ triple ✓ tested ✓ values

**SPECIAL!**  
 Reconditioned Like New.  
 Ready for Location.

- ✓ SEEBURG 146S (Standard) \$274.50
- ✓ SEEBURG 146M (R. C.)... 299.50
- ✓ SEEBURG HIDEAWAY #H146M ..... 249.50
- ✓ WURLITZER 500 ..... 59.50
- ✓ WURLITZER 750E ..... 174.50
- ✓ WURLITZER 1015 ..... 299.50

1/3 Deposit, Balance C. O. D.

Write for Complete Music List

**ATLANTIC**  
**NEW YORK CORP.**  
 Exclusive Seeburg Distributors  
 583 10th Ave. (Cor. 42nd St.)  
 New York 18, N. Y. Bryant 9-5620

**NEW ENGLAND BRANCH:**  
 624 Franklin Ave., Hartford, Conn.

**ARCADE EQUIPMENT**

- Late Scientific X-Ray Pokers \$ 85.00
- Pitchem & Battem 275.00
- Bally Big Inning 275.00
- Sky Fighter 110.00
- Gottlieb Grippers 17.50
- Rotaries With Claws 250.00
- Scientific Baseball 175.00
- Mother-in-Law Gun 75.00
- Boomerang 95.00
- Exhibit Vitalizer 50.00
- Photomat, Late 95.00
- Quizzers 495.00
- Heavy Hitters 195.00
- Chicago Coin Hockey 65.00
- World Series 85.00
- Tommy Gun 95.00
- Undersea Raider 85.00
- Jack Rabbit 100.00
- Evans Ten Strikes 69.50
- Drivemobile 175.00
- Chicago Coin Pistol 150.00
- Exhibit Dale Gun 115.00
- Groef Metal Typer 195.00
- Keeney Air Raider 125.00
- Silver Gloves, F. S. 195.00
- Drop Kicker 225.00

**USED CONSOLES**

- 5¢/25¢ Gold Nugget \$325.00
- 5¢/5¢ Gold Nugget 295.00
- 5¢ Super Bonus Bells 225.00
- 5¢/25¢ Super Bonus Bells 325.00
- 5¢/10¢/25¢ Super Bonus Bells 395.00
- '47 Mills 3-Bells 250.00
- Double Ups 195.00

**SPECIALS**

- 10 Pop Corn Sez Vendors, like new \$ 85.00
- Wurlitzer Skee Balls 150.00
- 3 Siro's Brush-Up Machines 85.00
- 2 Falcon Shoe Shiners 175.00
- 1 Acme Shoe Shiner 195.00

**COUNTER GAMES (New)**

- Five Jacks, 1¢ \$59.50 (10 or more, \$55.00 Ea.)
- Genco Punch-a-Ball (non-coin operated) 15.00 (8 for \$100.00)
- A. B. T. Model F 1¢ Guns 42.50
- A. B. T. Elec. Skill Gun 47.50
- Acme Elec. Shockers 19.50
- Kickers & Catchers 32.50
- 3 of a Kind 19.50

**CIGARETTE MACHINES**

- Unedapak 500, 15 Col. \$85.00
- Unedapak 500, 9 Col. 65.00
- Unedapak Monarch 85.00
- National 930 65.00
- National 950 95.00

**USED VENDORS**

- 50 Northwestern 1¢ #39 Nut Vendors \$ 6.50
- 50 Silver King Ball Gum Vendors 6.50
- 50 Advance 1¢ Ball Gum Vendors 6.50
- 50 N.W. #33 Gum Vendors 6.50
- 6 Monroe-Mattick 15.00
- 25 National 5¢ 9 Col. Candy Vendors 95.00

**USED COUNTER GAMES**

- Pop-Up \$14.00
- Pikes Peak 17.50
- Kicker and Catcher 17.50
- Whirl-a-Balls 15.00
- ABT Challengers 20.00

**SKILL EQUIPMENT**

- United Shuffle Skills Write 5 Chicago Coin Bangos \$100.00
- 5 Chicago Coin Rebound Shuffle Boards 95.00
- Cleveland Coin Rebound Shuffle Boards 95.00
- 9 Ft. Shuffle Boards 85.00
- 3 Belgian Type Pool Tables, 10¢ 125.00
- Junior Size 9 Ft. Shuffle Board 95.00

**TERMS:**  
 1/2 deposit with all orders, balance C. O. D.

**METAL TYPER MACHINES**  
 PARTS AND SUPPLIES



**FINEST ALUMINUM DISCS**  
 Plain or Colored  
 BUY DIRECT  
 FROM THE MANUFACTURER

**STANDARD SCALE CO.**  
 1609 Delmar Blvd. St. Louis 3, Mo.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO



M.S. GISSER, SALES MGR.

ALL PHONES: TOWER 1-6715

**MILLS BELLS!**

We have all Mills latest Bells in stock.

**FRIEDMAN AMUSEMENT COMPANY**  
 441 Edgewood Ave. S. E., Atlanta, Ga.  
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**free buyers guide for operators**

**RECONDITIONED PIN GAMES READY FOR LOCATION**

Bowling Champ \$114.00	Moon Glow \$ 77.50
Ballerina 47.50	Oklahoma 137.50
Bermuda 29.50	One-Two-Three 69.50
Black Gold 107.50	Ramona 84.50
Blue Skies 67.50	Saratoga 99.50
Carolina 77.50	Show Boat 99.50
Cinderella 39.50	Super Hockey 127.50
Circus 55.00	Tampico 142.50
Floating Power 90.00	Temptation 72.50
Grand Award 109.50	Tennessee 62.50
Holiday 77.50	Tropicana 24.50
Majors of '49 97.50	Tucson 112.50

**Now Delivering New Equipment**  
 Band Leader, Delcar, K. C. Jones, Quarterback, Basketball, Rip Snorter, Hot Rods, Bally CHAMPION, Bally CLOVER BELL.

**KEENEY ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES.**

**KEENEY PIN BOY Bowling Game—9 1/2 ft. long, 2 ft. wide. A real bowling game with automatic bowling scoring. The nearest game to actual bowling.**

**ROY MCGINNIS CO.**  
 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

**HEADQUARTERS for SLOT MACHINES**

We Offer Only the Best, Unconditionally Guaranteed!

MILLS—All Models • BLUE BELLS • BLACK BEAUTY BELLS • CRISS CROSS • TIC-TAC-TOE

Complete Machines and Conversion Kits. Used Machines Taken in Trade.

SAVE MONEY WITH

**BAKER NOVELTY CO.**  
 1700 W. WASHINGTON BLVD. CHICAGO 12, ILL.

**LAKE CITY Specials**

**CONSOLES**

- Keeney Super Bonus, 5/25 \$325.00
- Evans Bangtail, F.S. 265.00
- Bally Multi Bell Write 205.00
- Mills 3 Bells 17.50
- POST-WAR PIN BALLS—No Flippers 17.50
- 5,000 Ft. 3-Wire Cable 5¢ Ft.

**BELLS**

- Jennings Silver Chief, 10¢ \$ 74.50
- Jennings Silver Chief, 5¢ 69.50
- Black Cherry, 5, 10, 25 Write
- Blue & Brown Fronts Write
- 2 Baker's Races 150.00

**RECONDITIONED BALLY ONE BALLS**  
 Jockey Special Citation Gold Cup

**WE HAVE WOODEN AND STEEL ROLL DOWNS—MAKE OFFER.**

Come in and see Bally's new sensational money makers  
**HOT RODS AND SHUFFLE BOWLER**

**LAKE CITY AMUSEMENT CO.**  
 1648 ST. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

**5 BALL FREE PLAY**

- SUPER HOCKEY \$89.50
- RAMONA 69.50
- AQUACADE 99.50
- BLACK GOLD 99.50
- THREE FEATHERS 99.50

Send third deposit.

**BOYLE AMUSEMENT CO.**  
 332 N. W. 3rd St. Oklahoma City, Okla.

**WATCH FOR the WISE OWL!**

Lowest Price Coin Machine in the World.

What's Cookin' in Detroit at Trinity 3-5060?




**\$25 DOWN**  
 Balance \$10 Monthly

**PENNY FORTUNE SCALE**  
 NO SPRINGS

**WRITE FOR PRICES**

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

**WATLING**  
 Manufacturing Company  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago



**QUICK-WEDGE SCREW-HOLDING SCREWDRIVER**  
 Holds, Starts, and Drives Screws with same tool! Eliminates Fumbling!

6 inch 90c 8 inch 95c

Made in Three Types  
 Light Duty 2" to 6"  
 Medium Duty 4" to 8"  
 Heavy Duty 4" to 16"

ASK YOUR JOBBER OR ORDER DIRECT

**Machinery Sales & Equipment**  
 626 Broadway, Cincinnati 2, Ohio

**GIVE TO THE RUNYON CANCER FUND**

**A MONEY MAKER you'll OPERATE  
2 YEARS from NOW!!**

**SILVER BULLETS**

*Exhibit's* **NEW GREATER!**  
**PISTOL SHOOTING GALLERY**

**A COMPETITIVE GAME**  
**2 NICKELS and ONE NICKEL PLAY**

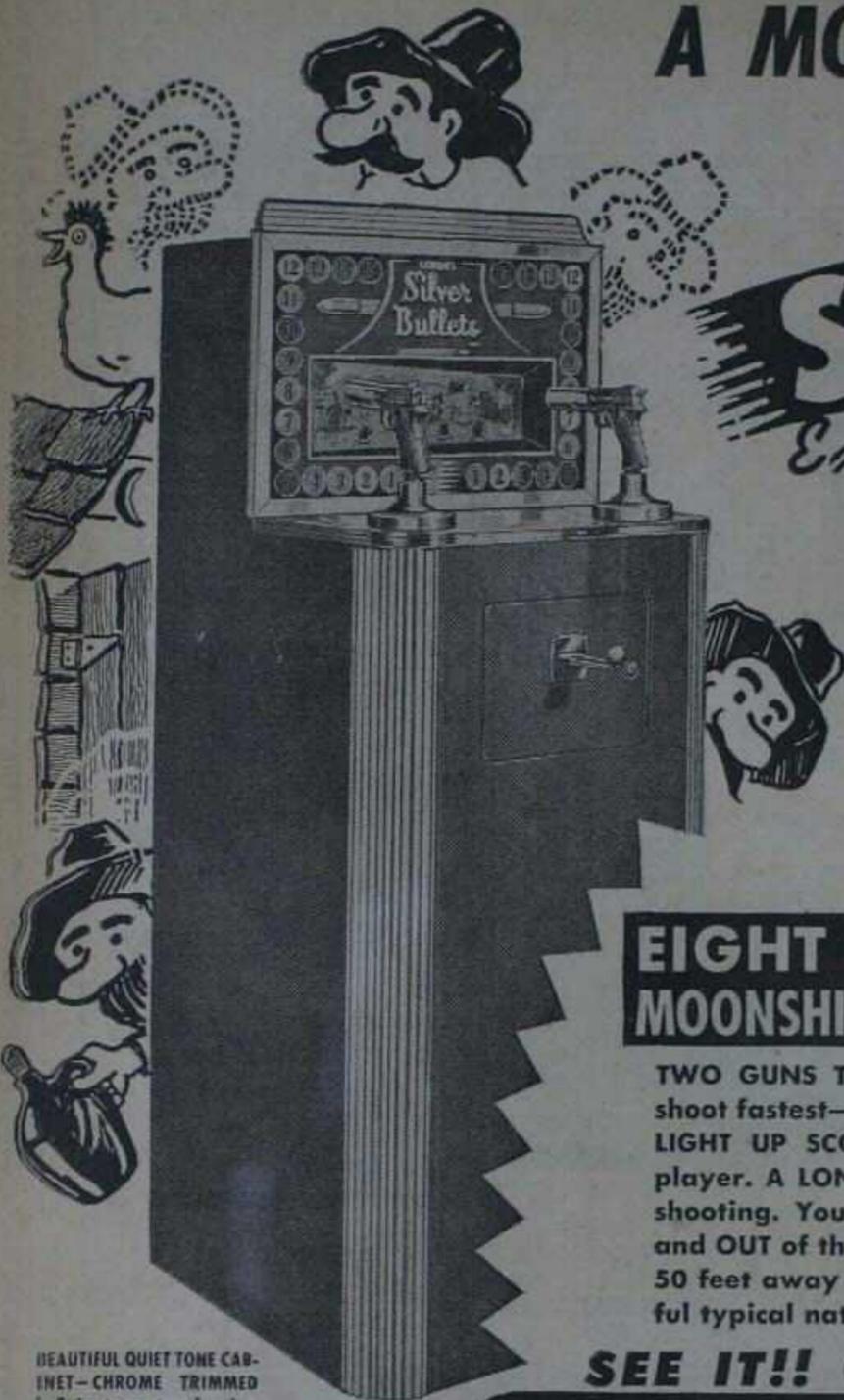
BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for **BIG EARNINGS**. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

**EIGHT TARGETS to AIM AT.**  
**MOONSHINE JUGS and MOONSHINERS**

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the **WINNER**...TWO LIGHT UP SCORE BOARDS register the **HITS** of each player. A **LONE PLAYER** can also enjoy target practice shooting. You are chasing 4 scooting moonshiners **IN** and **OUT** of their **HIDE-OUTS** at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

**SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR**

**EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.**



BEAUTIFUL QUIET TONE CABINET—CHROME TRIMMED  
fitting to any type location.  
Occupies approximately 4 square feet of floor space.



EXHIBIT'S

**SHANTYTOWN**

**PROVEN the  
OUTSTANDING  
POPULAR 5 BALL**

SEE AT YOUR DISTRIBUTOR NOW!

**WORK YOUR COUNTER SPACE  
TO THE LIMIT WITH  
COUNTER GAMES**

- Pat-a-Ball ..... \$15.00
- With Stand ..... 19.50
- Whirl-a-Ball ..... 18.50
- Kicker & Catcher (New) ..... 35.00
- Kicker & Catcher (Used) ..... 22.50
- Keeney Texas League ..... 45.00
- Steepchase (New) ..... 39.50
- Flip Skill ..... 40.00
- Art Show (Shipman), New ..... 49.50
- Camera Chief (New) ..... 19.50
- Skill Test (New) ..... 55.00
- Bingo ..... 17.50
- Best Hand ..... 25.00
- Mexican Baseball ..... 25.00

**COUNTER GUNS**

- Target Kings, Hunters (New) ..... \$39.50
- Challengers ..... 25.00
- A.B.T. Skill Gun (New) ..... 52.50

**COUNTER VENDORS--New**

- Charm King, Gum & Nut ..... \$13.95
- Shipman Spin-It, Almond ..... 19.50
- Silver King Hot Nut ..... 29.95
- Ideal Card Vendor (Exh.) ..... 19.50
- Exhibit Cards, Per M ..... 3.85

**MIKE MUNYER**

675 11th Ave. at 42nd  
N. Y. 19, N. Y. (Bryant 9-6677)

**SPECIAL LOW PRICES ON POPULAR GAMES**

TRIPLE ACTION .....	\$39.50	SHANGHAI .....	\$29.50
TRADE WINDS .....	39.50	CATALINA .....	29.50
MARDI GRAS .....	39.50	BERMUDA .....	29.50
MERRY WIDOW .....	44.50	TRINIDAD .....	29.50
SCREWBALL .....	49.50	SPINBALL .....	29.50
PUDDINGHEAD .....	59.50	CRAZY BALL .....	29.50
1-2-3 .....	64.50	THRILL .....	39.50
VIRGINIA .....	39.50	SALLY .....	49.50
TENNESSEE .....	39.50	HUMPTY DUMPTY .....	39.50
YANKS .....	44.50	LADY ROBIN HOOD .....	44.50
SPEEDWAY .....	49.50	CINDERELLA .....	44.50
DEW-WA-DITTY .....	49.50	JACK & JILL .....	44.50
RONDEVEED .....	39.50	ADVANCE ROLLS .....	49.50
MAJOR LEAGUE BASEBALL .....	39.50	BING-A-ROLLS .....	89.50
AQUACADE .....	69.50	SPORTSMAN ROLLS .....	29.50
CARNIVAL .....	69.50	BOX SCORE .....	49.50
HEAVY HITTER (w. stand) .....	29.50	CHICAGO COIN REBOUND .....	59.50
MELODY .....	29.50	ALL STARS (Williams) .....	109.50
TOTAL ROLLS .....	29.50	GLIDER (Genco) .....	Write for Price!

*All Games Cleaned and Checked! Specify Second Choice*  
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,  
North Dakota, South Dakota and Upper Michigan

*S. L. London Music Co., Inc.*

3130 WEST LISBON AVENUE  
MILWAUKEE 8, WISC.  
Division 4-3220



2605-7 HENNEPIN AVENUE  
MINNEAPOLIS 8, MINN.  
KENWOOD 6612

**FOR SALE**

PINTABLES	
Triple Action \$54.50	Broncho ..... \$15.00
Chi Coin's	Rio ..... 10.00
Goldball ... 15.00	Whizzes (with stand) ..... 10.00
Chi Coin's	Kilroys ..... 10.00
Baseball ... 15.00	
Banjo ..... 49.50	
ROLLOVERNS	
Box Scores ..... \$44.50	Esso Arrows ..... \$17.50
Advance Rolls 22.50	Tally Rolls ..... 17.50
Total Rolls ... 17.50	Pro Score ..... 45.00
MUSIC	
1 1946 Seeburg Hideaway (only 11,000 plays)	..... \$295.00
7 1948 Seeburg Wallomatics	..... 22.50
4 Seeburg 3 Wire Selectomatics	..... 10.00
1 Seeburg 3 Wire Selectomatic	..... 7.50
1 Wurlitzer Model 319 Stepper	..... 7.50
1 Wurlitzer Model 145 Stepper	..... 35.00
All equipment in A-1 condition. 1/3 deposit, WANTED TO BUY—Lite-A-Lines, Bingo Rolls. Write quantity and price.	
<b>GLOBE AMUSEMENT CO.</b>	
141 Saranac St.	Rochester, N. Y.
	GLenwood 5918

**DIME SLOT SALE**

3 MILLS BLACK CHERRY .....	\$49.50
4 MILLS GLITTER GOLD .....	49.50
5 MILLS CHROME .....	49.50
1 MILLS CHERRY BELL .....	44.50
1 JENNINGS SILVER CLUB .....	49.50
1 JENNINGS STANDARD CHIEF .....	99.50
1 JENNINGS CLUB CONSOLE CHIEF .....	44.50
1 WATLING ROLATOP .....	29.50
1 PACE CLUB CONSOLE .....	64.50
1/3 Deposit With Order—Balance C. O. D.	
<b>OHIO SPECIALTY CO., INC.</b>	
539 S. 2nd	Louisville 2, Ky.
	WA 2465



IT'S *Keeney*



CAPTURING THE PREFERENCE OF OPERATORS AND PLAYERS ALIKE WITH THESE 2 OUTSTANDING WINNERS:

**PIN-BOY AND BAND LEADER**



**OFFICIAL BOWLING**  
 STRIKES • DOUBLES  
 TURKEYS • SPARES  
 SPLITS • RAILROAD  
 ★  
 AUTOMATIC SCORING



A RIOT OF 5-BALL ACTION!

- 5 KICKOUT HOLES
- ★
- 4 ACTION BUMPERS
- ★
- 1 FREE GAME BUMPER
- ★
- 6 ROLL-OVER SWITCHES
- ★
- 2 SKILL FLIPPERS
- ★
- TOP SCORE 9,400,000

EASY INSPECTION OF MECHANISM AT SIDE DRAWER

SIZE!  
 9 1/2 FT. LONG  
 2 FT. WIDE

PUCK RETURNS AUTOMATICALLY AND FAST!  
 PUCK WITHHELD AT END OF GAME!

*Keeney* **PIN-BOY**

It's just good business to own and operate Keeney's new PIN-BOY. It is puck-bowling at its best, because we build PIN-BOY from leg-levels to backglass with a perfection second to none. The popularity and earning power of Keeney's PIN-BOY is known. Order yours today.

YOUR KEENEY DISTRIBUTOR HAS IT, OR CAN GET IT FAST FOR YOU!

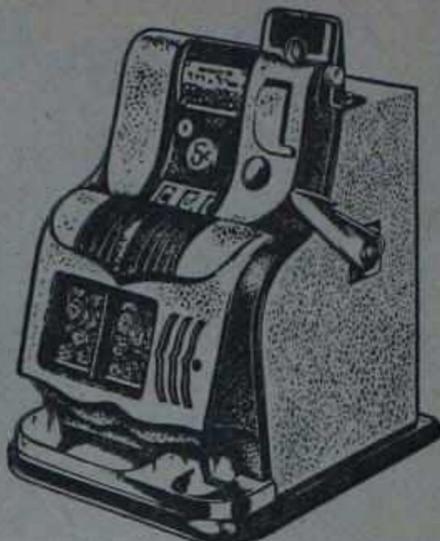
*Keeney* **BAND LEADER**

Four Kickout Holes at top count 10,000 each. One at center scores 50,000. Four Action Bumpers good for 10,000 each 'til lit, then jump to 100,000. One Free Game Bumper. Two Flippers. Six Roll-Overs: 5 for 10,000 lit; one for 50,000 lit. Top Score: 9,400,000. See. Compare. Keeney's Band Leader has tremendous appeal.

CONTACT YOUR KEENEY DISTRIBUTOR BAND LEADER PROFITS ARE WAITING

J. H. *Keeney* & CO., INC.  
 "THE HOUSE THAT JACK BUILT"  
 2800 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

# MILLS' NEW 1949 BELLS



## MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System, 5¢ Play ..... \$65.00  
WRITE FOR QUANTITY PRICES.

## MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.  
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL  
5¢-10¢-25¢-50¢ PLAY. WRITE FOR PRICES.

# GUARANTEED RECONDITIONED MACHINES

### 5-BALL FREE PLAY GAMES

Gems	\$17.50
Treasure Chest	17.50
Ranger (Flipper)	27.50
Big Hit	17.50
Lucky Star (Flipper)	27.50
Defense	17.50
Baffle Card	17.50
State Fair	17.50
Zig Zag	17.50
Miss America	17.50
Mystery	17.50
South Seas	17.50
Stage Door Canteen	17.50
Step Up	17.50
Suspense	17.50
Rocket	17.50
Torchy	17.50
Tornado	19.50
Ballyhoo	19.50
Hawaii	19.50
Crossfire	19.50
Playboy	22.50
Surf Queen	22.50
Rio	22.50

### 1-BALL FREE PLAY GAMES

Citation	\$317.50
Victory Special	49.50
Special Entry	69.50
Jockey Special	114.50
Gold Cup	144.50
Daily Races	49.50
Longacre	\$32.50
Thorobred	32.50
Dust Whirl	32.50
Sportsman	32.50
Pimlico	32.50
Double Feature	32.50

### CONSOLES

Bally Draw Bell, 25¢	\$224.50
Bally Draw Bell, M.B., 5¢	144.50
Bally Reserve Bell, 5¢	249.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Bonus Super Bell, 5¢	169.50
Keeney Super Bell, 5¢	69.50
Paces Races	149.50
Evans Bangtail (Comb.—New)	499.50
Evans Races (Comb. F.P. & Cash)	399.50

### ARCADE EQUIPMENT

Bally Hi Roll	Super Skee Ball	\$99.50
(NEW) \$149.50	Exhibit Vitalizer	69.50
Undersea Raider	Mutoscope Movie	69.50
RedBallPoolTable	Iron Model	69.50

New Box Stands. Single, Double and Triple Safes for All Bells.

### GUARANTEED RECONDITIONED MILLS BELLS

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED  
Write for Circular and Price List. 1/3 Deposit With All Orders.

## SICKING, Inc.

America's Oldest Distributor  
Established 1895  
1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

# KEYSTONE PANORAM CO., INC.

## EXCLUSIVE DISTRIBUTOR

BELL-O-MATIC CORP.—Bell machines & consoles.

BERT MILLS CORP.—Hot coffee & soup venders.

CHICAGO METAL MFG. CO.—Stands & safe cabinets.

MILLS INDUSTRIES—Coca-Cola cup vender.

H. C. EVANS & CO.—Constellation phonograph.

Write for literature and prices

2540 W. HUNTINGDON ST.

PHILA. 32, PA.

PHONE: BALDWIN 9-5468

# GUARANTEED RECONDITIONED EQUIPMENT

### PHONOGRAPHS

SEEBURG 147M	\$325.00
SEEBURG 146M	275.00
SEEBURG 8800	75.00
WURLITZER 1015 (A-1)	325.00
WURLITZER 750E	145.00
AIREON FIESTA	175.00
AIREON DELUXE	75.00
ROCK-OLA (1422), CLEAN	150.00

### BALLY ONE BALLS

CITATION	\$290.00
GOLD CUP	125.00
LOCKEY SPECIAL	100.00

### USED CONSOLES

BALLY DELUXE DRAW BELL	\$165.00
BALLY STANDARD DRAW BELL	125.00
BALLY HI HAND	39.50
BALLY CLUB BELL	34.50

### 5 BALL FREE PLAY GAMES

YANKS	\$39.50
TRINIDAD	39.50
CATALINA	39.50
WISCONSIN	39.50

### MISCELLANEOUS

A. B. T. CHALLENGERS	\$10.00
BIG INNING	69.50

10,000 USED RECORDS—\$12.50 PER HUNDRED  
ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

## PARKER DISTRIBUTING CO.

371 8TH AVENUE, SO.

NASHVILLE, TENNESSEE

PHONE 4-0194

## WORLDLY WISE says:

The World wasn't made in a day . . . it just looks that way!



## Williams DE-ICER

DElirious action.  
DEpendable mechanism.  
DElightful earnings.  
DEcide today—Don't DElay.  
DEmand DE-ICER!

### CONSOLES

Reconditioned and Fully Guaranteed

#### BALLY

DeLuxe Draw Bell	\$195
Draw Bell, Regular	165
Triple Bell, 5-10-25¢	350

#### KEENEY

Twin Bonus Super Bell, 5-25¢	\$295
Single Bonus Super Bell, 5¢	175
Super Bell, 5¢	50

#### JENNINGS

Challenger, 5-25¢	\$225
Monte Carlo, 50¢	Write

#### MILLS

Duplex, 5-25¢	\$295
3 Bells, 5-10-25¢, 41 Model	95

### WOODEN BALL ROLL DOWNS

Genco TOTAL ROLL	\$ 25
Genco ADVANCE ROLL	50
Chi Coin ROLL DOWN	45

### SLOTS

All Originals Guaranteed as New

MILLS BLACK GOLD, hand load, 2/5. Set of 3 machines, 5, 10, 25¢. Complete	\$475
Mills Jewel Bell, 5¢	125
Mills Jewel Bell, 10¢	125
Mills Jewel Bell, 50¢	225
Mills Vest-Pocket	39
Jennings Super DeLuxe Lite-Up Chief, set of 3 machines, 5, 10, 25¢. Complete	575
Jennings Standard Chief (like new), 5¢	165
Jennings Standard Chief (like new), 25¢	175
Jennings Monte Carlo, 50¢	Write

### Special of the Week!

### SHUFFLE GAMES

5 Genco GLIDERS.

Fast, terrific money earner. Simple to operate, easy to understand. Write.

JUST OUT—World Wide's fully illustrated circular of big bargains. Write today for your copy.

## WILLIAMS QUARTERBACK

Passing, running, kicking—player controls action of this life-like football game.

## CHICAGO COIN BOWLING ALLEY

Only shuffle bowling game with player competition feature.

## EXHIBIT SILVER BULLETS

8 targets, 2 guns, beautiful cabinet. Immediate delivery.

## All Reconditioned and Refinished SKILL GAMES

Chi Coin PISTOL	\$150
Exhibit DALE GUN	115
Williams ALL STARS	125
TELEQUIZ, Model 100	275
Chi Coin REBOUND (Refinished Top)	75
9 FT. JR. SHUFFLE-BOARD	45
Exhibit DIGGER	45

United SHUFFLE ALLEY ..... Write Keeney LINE UP. Write

## ONE BALLS and Refinished Reconditioned

Bally Kentucky, P.O.	\$495
Bally Lexington, P.O.	395
Bally Gold Cup, F.P.	140
Victory Derby, P.O.	45

WORLD WIDE DISTRIBUTORS, INC.

2310 N. WESTERN AVE CHICAGO 47 EVERGLADE 4-2300 CABLE ADDRESS GAMES

# END OF YEAR BARGAINS

1 SHARPSHOOTER	\$ 95.00	1 SHOWBOAT	\$45.00
2 BUTTONS & BOWS	95.00	1 DEW-WA-DITTY	40.00
1 OKLAHOMA	115.00	1 YANKS	25.00
1 ST. LOUIS	99.50	5 CARNIVALS	60.00
1 DOUBLE SHUFFLE	89.50	5 MONTERREY	38.50
1 ALICE IN WONDERLAND	55.00	1 CIRCUS	38.50
2 SERENADE	55.00	1 HUMPTY DUMPTY	35.00
2 SUMMER TIME	48.00	1 RAMONA	55.00
1 BABY FACE	75.00	1 MAJOR LEAGUE	29.00
1 PINCH HITTER	75.00	2 COVER GIRL	22.00
2 ROUND UP	55.00	1 SPINBALL	30.00
1 TAMPICO	95.00	1 ROBIN HOOD	45.00
1 TELECARD	75.00	1 SPEEDWAY	40.00
1 MERRY WIDOW	45.00	1 SALLY	45.00
2 SARATOGA	75.00	1 BALLERINA	40.00
1 PARADISE	60.00	1 MANHATTAN	12.00

ALL CLEAN AND READY FOR LOCATION.

1/2 DEPOSIT WITH ORDER.

## O. K. DISTRIBUTING CO.

922 Poydras St.

New Orleans, La.

Canal 3537

# TARAN DIST., INC.

90 Riverside Ave., Jacksonville, Fla.  
Phone 6-1551  
Herb Gorman

2820 N. W. 7th Ave., Miami, Fla.  
Phone 3-7648  
Eli Ross



Phonographs and Music Systems, plus "all makes" Pin Games—Shuffleboards—Electric Scoreboards—Consoles—Full Stock of Parts—All Accessories.

THE SOUTH'S LARGEST DISTRIBUTOR OF COIN OPERATED MACHINES



the  
famous Mills  
Jewel Bell

**Mills Bells  
have  
a high**

**IQ** \*

**\* INNER QUALITY**

In 1889 in a small workshop on Canal Street, Chicago, the first Mills coin operated Bell was manufactured. The theme at that time was, "build units with quality and with top grade materials." For over 50 years Mills has followed that policy. 10,000 successful operators will verify it. Mills Bells have high *Inner Quality*.

**BELL-O-MATIC CORPORATION**

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# DEFINITION

of

## ENDORSED BY BANNER

When you operate a machine which we endorse you have, not merely a good machine, but The Best!

TYPICAL LATEST EXAMPLE

### UNITED'S SHUFFLE ALLEY

Acclaimed the best by every operator throughout the U. S. A.

## BANNER SPECIALTY COMPANY

*Endorsing Only The Best Since 1917*

Philadelphia, Pa.

Pittsburgh, Pa.



KEEP LOCATIONS  
HOT with

*Williams*  
**De-Icer**

SEE IT—BUY IT AT  
YOUR DISTRIBUTOR  
NOW!

*Williams*  
MANUFACTURING  
COMPANY  
4242 W. FILLMORE ST.  
CHICAGO 24, ILL.

Creators of  
Dependable  
Play  
Appeal!



**ACTIVE**  
COMPLETELY  
RECONDITIONED GAMES  
READY FOR LOCATION  
'NUFF SAID

Screwball .....	\$49.50	Humpty Dumpty .....	\$34.50
Yanks .....	34.50	One-Two-Three .....	74.50
Caribbean .....	29.50	Big Top .....	89.50
Catalina .....	29.50	Speedway .....	59.50
Monterrey .....	29.50	Temptation .....	49.50
Wisconsin .....	34.50	Mardi Gras .....	44.50
Dew-Wa-Ditty .....	69.50	Triple Action .....	39.50

<sup>1</sup>/<sub>3</sub> With Order—Balance C. O. D.  
Send Us Your Name for Our Mailing List.

### ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.  
PHILADELPHIA 30, PA.  
FRemont 7-4495

58 FRELINGHUYSEN AVE.  
NEWARK 5, N. J.  
Blgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS"

#### SLOTS—SAFES

New and Used

5c Blue or Brown Fronts .....	\$ 69.50
10c Blue or Brown Fronts .....	74.50
25c Blue or Brown Fronts .....	79.50
5-10-25c Melon Balls .....	85.00
5c Black Cherrys .....	94.50
10c Black Cherrys .....	99.50
25c Black Cherrys .....	104.50
50c Black Cherrys .....	109.50
50c Jewel Balls .....	245.00
50c Pace—like new .....	175.00
5c Standard Chiefs .....	149.50
10c Standard Chiefs .....	159.50
25c Standard Chiefs .....	169.50
5c New Vest Pockets .....	69.50
5c Mills Q.T. A-1 .....	65.00
10c Mills Q.T. A-1 .....	69.50
5c Columbias .....	79.50

New Mills and Jennings Slots and Consoles;  
New Safes—Single, Double, Triple Revolv-  
arounds.

#### ARCADE EQUIPMENT

Specials

Voiceograph, Like New .....	\$321.00
Photomatic, Refinished A-1 .....	269.50
Chi Coin Rebounds .....	119.50
Pitch'em and Batt'em, Floor Sample .....	269.50
Total Rolls, A-1 .....	49.50
2 Bang-a-Deers, A-1 .....	99.50
Chicken Sams, A-1 .....	59.50
New Chi, Coin Pistol .....	249.50
Lite Leagues, A-1 .....	49.50
6 Buckley Treasure Isic Diggers, A-1 .....	99.50
New United Shuffle Alleys .....	345.00
New Genco Gliders .....	295.00
Undersea Raiders, Bally .....	99.50
Sky Fighters .....	79.50
Keeney Submarine .....	79.50
Coalco, Like New .....	99.50
Shoo Alleys, 9 Ft. .....	89.50
Exhibit Dale Guns .....	165.00
Bat a Ball Sr., New .....	49.50

Write • Wire • Phone • ADAMS 7254

### CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

# EVANS' COALTOWN GREATEST FREE PLAY CONSOLE EVER BUILT!

**ESPECIALLY ADAPTABLE FOR  
FREE PLAY TERRITORY!**

- ★ GUARANTEED ODDS of 24 to 1 on the first 4 coins played with an additional possibility of higher odds!
- ★ ODDS "IMPROVER" FEATURE!
- ★ NEW 400-REPLAY HIGH SCORE!
- ★ EXTRA ENTRIES—up to 6 selections each race!
- ★ FAST CONSOLE PLAY! FLASHING-LIGHT ACTION!

**These Features Earn—by Actual Test—Up to  
4 TIMES AS MUCH AS ORDINARY GAMES!**

Don't be satisfied with less! COALTOWN takes in, not just a few, but as many as 16 coins each race! Player improves own odds by inserting additional coins until desired odds are flashed on board. Odds Holding Button retains desired odds while more coins are deposited for as many as 6 entries in the 7-Horse Field! This is Multiple Coin play at its best—and most profitable!

COALTOWN IS YOUR ODDS-ON FAVORITE TO WIN TOP EARNINGS AGAINST ANY COMPETITION! ORDER FROM YOUR EVANS DISTRIBUTOR NOW OR WRITE DIRECT!



MADE IN EITHER 5c, 10c OR 25c PLAY. HAS SINGLE COIN ENTRY, LUXURY CABINET. ALSO AVAILABLE IN FREE PLAY CONVERTIBLE OR STRAIGHT CASH PAYOUT.

## H. C. EVANS & CO.

1528 W. ADAMS STREET CHICAGO 7, ILLINOIS  
SEE EVANS' CONSTELLATION AD ON PAGE 89

### DISTRIBUTORS:

Distributorship available in some Free Play Territories.

# HY-G MUSIC COMPANY

★ ★ ★ ★ ★ PRE INVENTORY CLOSE OUTS ★ ★ ★ ★ ★

### CONSOLES

BOB TAIL, F.P.	\$ 49.50
BOB TAIL, P.O.	39.50
GALLOPING DOMINOES	39.50
CHUCK A LETTE	34.50
SILVER MOON	34.50
PACE SARATOGA	34.50
PACE REELS	34.50
PACE TWIN REELS, 5-5	34.50
PACE TWIN REELS, 5-10	39.50
LUCKY LUCRES, 5-5	39.50
MULTIPLE CUBES	29.50
JUMBO PARADE	39.50

6 PACE RACES—AS IS—  
ALL FOR \$89.50



### SLOTS

5c BLUE FRONT, repaint	\$ 39.50
5c GOLD CHROME	54.50
5c BLACK ORCHID, new cabinet	54.50
5c ORCHID BELL, new cabinet	54.50
10c BLACK ORCHID, new cabinet	74.50
10c CHERRY BELL	74.50
10c BLACK CHERRY	89.50
10c GOLD CHROME	74.50
COLUMBIA GOLD AWARD	29.50
COLUMBIA J.P.	39.50
5c PACE CHROME (new)	85.00
50c PACE COMET	100.00
SINGLE SAFE STANDS	25.00
DOUBLE SAFE STANDS	30.00

### PHOTOMATICS

DELUXE POSTWAR	\$395.00
PREWAR	150.00

### ARCADE BARGAINS

SKY FIGHTER	\$ 49.50
BALLY RAPID FIRE	39.50
KEENEY AIR RAIDER	69.50
ATOMIC BOMBER	79.50
EXHIBIT CARD VENDOR	22.50
MILLS PUNCHING BAG	29.50
EVANS TEN STRIKE	29.50

We Are Exclusive Distributors in Minnesota, North and South Dakota for

D. GOTTLIEB & CO., Since 1932

Universal—Photo Finish—one ball F. P. or P. O.

Eastern Electric—Electro Cigarette Machine

Watling Mfg. Co.—Watling 200 Fortune Scale

1/3 Deposit on All Orders, Balance C. O. D.



257 Plymouth Ave.  
GE. 0325

Minneapolis 11, Minn.  
NE. 1347

Phones

### PIN GAMES

READY FOR LOCATION

6 for \$95.00

Kilroy	Maisie
Rocket	Lucky Star
Stage Door Canteen	Flamingo
Cyclone	Midget Racet

This price just covers our labor and crating

### ARCADE EQUIPMENT

CHICAGO COIN PISTOL	\$149.50
TARGET MASTER (Sample)	129.50
GOALEE (Very Clean)	49.50
ALL STAR HOCKEY	29.50
CHICKEN SAMS	49.50
BANG A FITTY 12'	89.50
BANK BALL 12'	29.50
SCORE A BARREL 9'	49.50
BOWL A BOMB 9'	29.50
BONUS ROLL	69.50
TOTAL ROLL (Very Clean)	39.50
CHGO COIN REBOUND (Like New)	89.50
SHUFFLETTE SHUFFLEBOARD 9'	
(New)	79.50
SHUFFLEBACK	94.50
EXHIBIT VITALIZER	49.50
KEENEY SUBMARINE	44.50

HERE'S THE BEST COIN-OPERATED ITEM SINCE THE WAR . . . OR BEFORE! ITS EARNING POWER IS SIMPLY TERRIFIC, BECAUSE YOU GET 10 OR 20¢ A GAME INSTEAD OF 10¢ PER GAME . . . WHICH MEANS THAT YOU GET YOUR INVESTMENT BACK IN A HURRY, PLUS A DANDY PROFIT FOR A LONG TIME TO COME AFTER THE MACHINE HAS PAID FOR ITSELF!

ACCEPTED EVERYWHERE!  
LEGAL IN CHICAGO  
LICENSED IN NEW YORK CITY



# Chicago Coin's BOWLING Alley

HERE'S THE REAL LOW-DOWN ON THE BIGGEST THING THAT WE'VE EVER HAD THE CHANCE TO OFFER YOU!

GENUINE PLAYER COMPETITION! TWO CAN PLAY AT THE SAME TIME! NO WAITING UNTIL YOUR OPPONENT HAS COMPLETED HIS ENTIRE GAME. YOU COMPETE FRAME BY FRAME—MATCHING YOUR SKILL WITH YOUR OPPONENT'S, TOSS BY TOSS—NOW YOU'RE AHEAD—NOW HE'S AHEAD! EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC! EXCITING, THRILLING! JAM PACKED WITH ALL THE KICK OF REAL BOWLING! STRIKES, SPARES, SPLITS AND RAILROADS!

APPROXIMATE SIZE—  
8 FT. BY 2 FT.



1 or 2  
CAN PLAY!

- IT'S FAST!
- IT'S PROFITABLE!
- IT'S THE ANSWER TO EVERY OPERATOR'S PRAYER!

10c—1 PLAYER  
20c—2 PLAYERS

Chicago Coin Machine Co.

1725 Diversey Blvd

Chicago 14, Ill.

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY SPOT BELL	Write	NEW BALLY CLOVER BELL	Write
KEENEY BONUS 3-WAY, 5-10-25	\$495.00	KEENEY BONUS 2-WAY, 5-25	\$295.00
BALLY TRIPLE BELL, 5-10-25	375.00	BALLY DRAW BELLS (R. B.)	149.50
NEW ARROW BELLS	Write	BALLY DRAW BELL (M. B.)	139.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
NEW BALLY RESERVE	Write	BUCKLEY TRACK ODDS	99.50
KEENEY BONUS 1-WAY, 5¢	195.00	BALLY HI HANDS	49.50
EVANS WINTER BOOK	295.00	BALLY CLUB BELL, F.P., P.O.	49.50
BALLY RESERVE BELLS	249.50	EVANS GALLOPING DOMINOS (New)	295.00
BALLY WILD LEMON	225.00	JENN. CHALLENGER, 5¢-25¢	275.00
		BALLY DE LUXE DRAW BELLS	189.50

PHONOGRAPHS

NEW 1949 WURLITZER 1100	Write
SEEBURG MODEL 1-48M	\$450.00
A.M.I. MODEL A	450.00
SEEBURG MODEL 1-47M	350.00
NEW 1949 A.M.I. MODEL B	Write
NEW 1949 WURLITZER 1080	Write
NEW 1949 ROCK-OLA MODEL 1428	Write
1947 A.M.I. HIDE-A-WAY	225.00
1946 SEEBURG HIDE-A-WAY	225.00

ARCADE

CHICAGO COIN PISTOL	\$169.50
EXHIBIT DALE GUN	129.50
BALLY BOWLER	189.50
CHI BASKETBALL CHAMP	159.50
EXHIBIT ROTARY MOSR.	249.50
UNDERSEA RAIDER	95.00
GENCO BING-A-ROLLS	119.50
NEW KEENEY LINE UP	Write
SEVEN-HI POOL TABLES	124.50

Badger Sales Co., Inc.

2251 WEST PICO BLVD.  
LOS ANGELES 6, CALIF.  
ALL PHONE: DUNKirk 7-4226

Badger Novelty Co.

2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE: KIL 3038

THE COUNTER GAME PROFIT-LINE



WINGS 5-Reel Cigarette Machine

POK-O-REEL Straight Poker Game

YANKEE with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.

KLIX "21" BLACK JACK

KLIX, WINGS, POK-O-REEL AND YANKEE equipped with coin dividers, straight penny combination penny and nickel or straight dime play.

WRITE FOR PRICES

GROETCHEN Tool and Manufacturing Co.

126 N. Union Ave Chicago 6, Illinois  
Phone: RAndolph 6-2807

GUARANTEED RECONDITIONED MACHINES

ONE BALL	CONSOLES
Citations	Bally Draw Bells, 5¢ Play
Jockey Specials	Keeneey Super Bells, 5¢ Play
Special Entries	Keeneey Super Bells
Longacres	5 and 25¢ Play
Thoroughbreds	

UNITED DISTRIBUTING CO.

1406-14 CENTRAL PARKWAY Phone: Parkway 4109 CINCINNATI, OHIO

FOR SALE

Delux PHOTOMATICS.. \$395.00 ea.

Crating extra. These machines completely reconditioned. Look good. Operate perfectly. Ready for location. Buy with confidence.

CUMBERLAND COIN MACHINE EXCHANGE

FAYETTEVILLE, N. C.

PHONE 812R

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

Ask for Our 1950 Calendar

NEW PIN GAMES EXH. SHANTY TOWN GEN. RIPSORTER GOTT, K. C. JONES BALLY HOT ROD

NEW ONE BALLS UNIV. PHOTO FINISH... \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials WURL. 1080... \$445.00 WURL. 1100... WRITE EVANS' CONSTELLATION, 40 Selec... WRITE

NEW SKILL GAMES CHI. BOWL'G ALLEY \$345.00 UN. SHUFFLE ALLEY 345.00 UN. SHUFFLE SKILL 125.00 EXHIBIT SILVER BULLETS... WRITE EV. BAT-A-SCORE... 355.00 FLASH HOCKEY... 69.50 CHICOIN PISTOL, F.S. 150.00 TARGET MASTER... 150.00

REBUILT SLOTS CRISS CROSS BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25c \$165.00

EXCLUSIVE DISTRIBUTORS in ILLINOIS MICHIGAN and IOWA

BARGAIN BOX ROLLDOWNS: TOTAL ROLL, \$29.50; SUPER ROLL... \$ 49.50 ADVANCE ROLL, \$39.50; STEEL BALL 34.50 WALT DISNEY CHARACTER CHARMS, met. plated, lb. 2.50

NEW COUNTER GAMES BUDDY, Cig Reels... \$24.50 DAVAL CUB, 1c, Cig... 21.50 S. K. HUNTER... 45.00 ABT MODEL F... 47.50 ABT CHALLENGER... 45.00 ABT SKILL GUN... 57.50 SHIPMAN ARTSHOW... 49.50 DAVAL BEST HAND... 34.50 BALLY HEAVY HITTER, Brand New Closeout... 99.50 GUSHER, 5c... \$39.50 NON-COIN MARVEL... 39.50 DAVAL ACE, 1c or 5c... 21.50 S. K. TARGET KING... 45.00 NON-COIN EAGLE... 39.50 IMP, 1c or 5c... 19.50 CAMERA CHIEF... 17.50 FIVE JACKS... 69.50

NEW SLOTS MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF, COLUMBIA, J.P. \$139.50 DE. L. COLUMBIA... \$169.50 VEST POCKETS... 65.00 Q.T., 5c, \$115.00; 25c... 142.50

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVING SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple... \$288.00 UNIVERSAL-Single Safe-\$87.50 Double Safe... 128.50 BOX STANDS-\$27.50 5-WAY SR. COIN CHANGER... 37.50

NEW CONSOLES UNIV. ARROW BELL, Twin Multiple... \$800.00 EVANS RACES... 931.00 BALLY CLOVER BELL 795.00 EVANS WINTERBOOK 826.00 EV. BLACK DIAMOND 731.00 EVANS BANGTAILS... 671.00 EVANS CASINO BELL 637.50 JENN. CHALLENGER... 595.00

NEW VENDORS ACORN VENDOR... \$ 12.95 ATLAS DE LUXE 1c... 14.50 5c 4-WAY BANTAM TRAY VENDOR... 12.50 POP CORN WARMER... 69.50 KLEENEX VENDOR... 49.50 MARION SCALE... 79.50 FRANTZ SCALE... 115.00 AMERICAN SCALE... 169.50 SILVER KING... 13.95 S. K. HOT NUT VEND... 29.95 5c 4-WAY MINT... 14.50 N.W. STAMP VEND... 69.00 N.W. 49 SPECIAL... 13.75 N.W. MODEL '49... 15.95 N.W. DUAL NUT... 45.00 N.W. DE LUXE... 27.00 N.W. MODEL '39... 12.75 N.W. 33 BALL GUM... 10.50 ALCO-DEREER CANDY MART... 199.50

SLOT SALE!

MILLS BLACK CHERRY, 5-10-25c... \$ 99.50 50c BLACK CHERRY... 149.50 JEWEL BELL, 5-10-25c... 119.50 GOLDEN FALLS, H.L., 5-10-25c... 99.50 50c GOLDEN FALLS (REBUILT)... 139.50 25c BLUE BELL... 149.50 10c TOKEN BELL... 149.50 BLUE FRONT, 5-10-25c... 59.50 BROWN FRONT, 5-10-25c... 64.50 BONUS BELL, 5-10c... 69.50 CHROME BELL, 5-10-25c... 69.50 25c Q.T., BLUE CABINET... 89.50 VEST POCKETS... 44.50

EXTRA SPECIAL! BRAND NEW MILLS MELON BELLS, 5-10-25c, EACH... \$185.00

JENNINGS STANDARD CHIEF, 5-10-25c... \$ 99.50 50c STANDARD CHIEF... 179.50 LITE UP CHIEF, 5-10-25c... 109.50 BRONZE CHIEF, 5c and 25c... 89.50 4 STAR CHIEF, 5-10-25c... 49.50 VICTORY CHIEF, 5-10-25c... 59.50 5c CHIEF SILVER MOON... 69.50 CIGAROLA XV... 99.50 TIC TAC TOE (Like New), 1-5-10-25c, Set of 4... 499.50

WATLING ROL-A-TOP, 5-10-25c... \$ 49.50

GROETCHEN COLUMBIA DOUBLE J.P. \$ 69.50 CHROME COLUMBIA... 49.50 DE LUXE COLUMBIA... 79.50 GOLD AWARD COLUMBIA (Like New) 59.50

PACE CHROME BELL, 5 & 10c, Latest Model... \$ 69.50

NEW NON-COIN MARVEL CIG. REELS TOKEN PAYOUT \$39.50 ACE or CUBS \$21.50

UNITED'S SENSATIONAL SKILL GAME SHUFFLE ALLEY \$345

RECONDITIONED 5 BALL Maryland... \$159.50 Three Feathers 149.50 Sharpshooter... 139.50 Super Hockey... 129.50 Black Gold... 124.50 Buttons & Bows 124.50 Bowl. Champ... 124.50 Aquacade... 124.50 Majors '49... 124.50 Floating Power 119.50 Big Top... 119.50 Telecard... 114.50 Holiday... 109.50 Show Boat... 109.50 Baby Face... 104.50 Grand Award... 104.50 Moonlight... 99.50 Temptation... 99.50 One-Two-Three... 99.50 Saratoga... 99.50 Barnacle Bill... 94.50 Buccaneer... 94.50 Round Up... 94.50 Serenade... 94.50 Magic... 89.50 Alice in W'land... 89.50 Puddin' Head... 89.50 Morocco... 84.50 Screwball... 79.50 Gizmo... 79.50 Ali Baba... \$69.50 Sally... 69.50 Carnival... 69.50 Thrill... 69.50 Jack 'n' Jill... 69.50 Trade Winds... 69.50 Merry Widow... 69.50 Star Dust... 69.50 Contact wif... 69.50 Cinderella... 69.50 Dew-Wa-Ditty... 69.50 Crazy Ball... 59.50 Mardi Gras... 59.50 Virginia... 59.50 Ballarina... 59.50 Spinball... 59.50 Triple Action... 59.50 Robin Hood... 59.50 Humpty Dumpty... 59.50 Catalina... 59.50 Trinidad... 59.50 Bermuda... 59.50 Tennessee... 59.50 Rondeevoo... 54.50 Sunny... 54.50 Shanghai... 54.50 Maj. Leap. B.B... 49.50 Yanks... 49.50 Stormy... 49.50 Build Up... 49.50

ARCADE TELEQUIZ, 48 Model, Like New... \$295.00 STD. SCALE METAL TYPER... 249.50 WMS. ALL STARS... 149.50 GEN. GLIDER, Floor Sample... 169.50 PHOTOMATICS, Complete As Is... 99.50 BUCKLEY DE LUXE DIGGER... 149.50 EXHIBIT DALE GUN... 109.50 CHI. COIN BASKETBALL CHAMP... 249.50 MUTO, ACE BOMBER... 129.50 DRIVEMOBILE... 129.50 CHICOIN GOALEE... 129.50 UNDERSEA RAIDER... 119.50 SCIENTIFIC POKERINO... 89.50 HOCKEY CHICOIN... 49.50 EXH 4-COL. CARD VEND., 2c & Std... 99.50 ABT CHALLENGER, Like New... 29.50 GOTT, 3-WAY GRIPPERS... 24.50 KICKER & CATCHER... 24.50

CIGARETTE AND CANDY VENDORS ROWE CRUSADER, 10 Col... \$115.00 STEWART-McGUIRE, 7 Col... 70.00 DuGrenier, Mod. W., 9 Col... 80.00 U-SELECT-IT, 52 Bar... 35.00 U-SELECT-IT, 74 Bar... 45.00 ROWE DELUXE, 8 Col... 100.00 ELECTRIC SCOREBOARDS FOR SHUFFLEBOARDS! At New Low Prices! WALL TYPE... \$114.50 CENTER-OVERHEAD... 139.50 With Frame-\$14.50 Extra.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

ONE BALLS CITATION, F.P. \$319.50 TROPHY, P.O. 195.00 GOLD CUP, F.P. 175.00 JOCKEY CLUB, P.O., '47 MOD. 145.00 JOCKEY SPECIAL, F.P. 125.00 BALLY ENTRY, P.O. 99.50 SPECIAL ENTRY, F.P. 94.50 VICTORY DERBY, P.O. 79.50 VICTORY SPECIAL, F.P. 79.50 GOTT, DAILY RACES, F.P. 69.50 FURE KING, P.O. 49.50 LONGACRE, F.P. 49.50 JOCKEY CLUB, P.O., '42 MOD. 49.50 KENTUCKY, P.O. 49.50

CONSOLES UNIVERSAL ARROW BELL... WRITE BUCKLEY T. ODDS, D.D., Late Mod. Coin Conveyor... \$575.00 KEENEY 3-WAY BONUS SUPER... 399.50 EV. WINTERBOOK, Late Mod. 345.00 5-25c TWIN BONUS SUPER... 295.00 BALLY TRIPLE BELL... 365.00 EV. RACES, Comb. F.P. & P.O. 295.00 MILLS 3 BELLS, Fir. Sample 325.00 EVANS 48 BANGTAILS, J.P. 295.00 JENN. CHALLENGER, 5-25c, LATE 265.00 EV. GALLOPING DOMINOES, J.P. 275.00 25c KEENEY BONUS SUPER BELL... 219.50 5c KEENEY BONUS SUPER BELL... 189.50 BALLY DE LUXE DRAW BELL... 199.50 BALLY HY BOY, Like New... 175.00 BALLY DRAW BELLS, Reg. 145.00 TWIN SUPER BELL, 5-25c, PreWar 109.50 MILLS 4-BELLS, 5-5-5-5 99.50 KEENEY 5c SUPER BELL, COMB... 49.50 WATLING BIG GAME, F.P. 49.50 BALLY BIG TOP, P.O. or F.P. 49.50 MILLS JUMBO, LATE HEAD 49.50 PACE REELS-CHR. RAIL, COMB. 49.50 JENN. SILVER MOON, P.O. or F.P. 49.50



Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL

Distributors for All the Leading Manufacturers

PRICES YOU CANNOT BEAT RENEWED-RECONDITIONED-READY FOR LOCATION Wurlitzer 800 \$ 99.50 Wurlitzer 850 89.50 Wurlitzer 700 109.50 Wurlitzer 780-M 109.50 Kirk Hi-Boy Guesser Scale 12.50 Wurlitzer Coin Drive Motor 3.95 Wurlitzer 850 Plastics 114.50 Aireon DeLuxe, Wurl. Mech. \$6.95 Wurlitzer-Seeburg-Rebuilt Motors... \$6.95 We Have Been in Business Since 1933 1/3 deposit with order, balance C. O. D. GAYCOIN DISTRIBUTORS 4366 WOODWARD AVE. TE 2-7300 DETROIT 1, MICHIGAN

WANTED... USED ONLY 10 SEEBURG SELECT-O-MATIC 100's 50 SEEBURG WALL-O-MATICS CASH WAITING... Box D-277, The Billboard, Cincinnati 22, O.

WANTED TO BUY NEW OR USED GENCO GLIDER-SHUFFLE ALLEY-DALE GUNS WRITE OR WIRE QUANTITY AND PRICE A. G. SEBRING CORP. 2300 ARMITAGE CHICAGO 47, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND

# UNITED'S SHUFFLE-ALLEY

## THE ORIGINAL

Shuffle-Type Automatic Scoring Bowling Game  
(Patent No. 2,192,596)

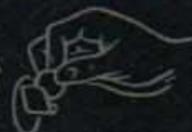


ALL THE THRILLS  
OF BOWLING  
SCORES EXACTLY LIKE BOWLING  
TOTALLED AUTOMATICALLY

WEIGHT RELEASED  
AT START OF GAME  
RETURNS TO PLAYER AUTOMATICALLY  
WEIGHT LOCKED WITHIN GAME  
AT FINISH

GREATEST NOVELTY GAME  
OF THIS ERA  
EXCELLENT FOR COMPETITIVE PLAY  
DEFIES DESCRIPTION

ACCEPTED  
EVERYWHERE!  
LEGAL IN CHICAGO  
LICENSED IN NEW YORK CITY

EQUIPPED WITH  
**NEW  
DROP CHUTE**  
JUST  DROP IT IN

APPROXIMATE SIZE  
2 FT. WIDE X 8 FT. LONG

SEE YOUR DISTRIBUTOR

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

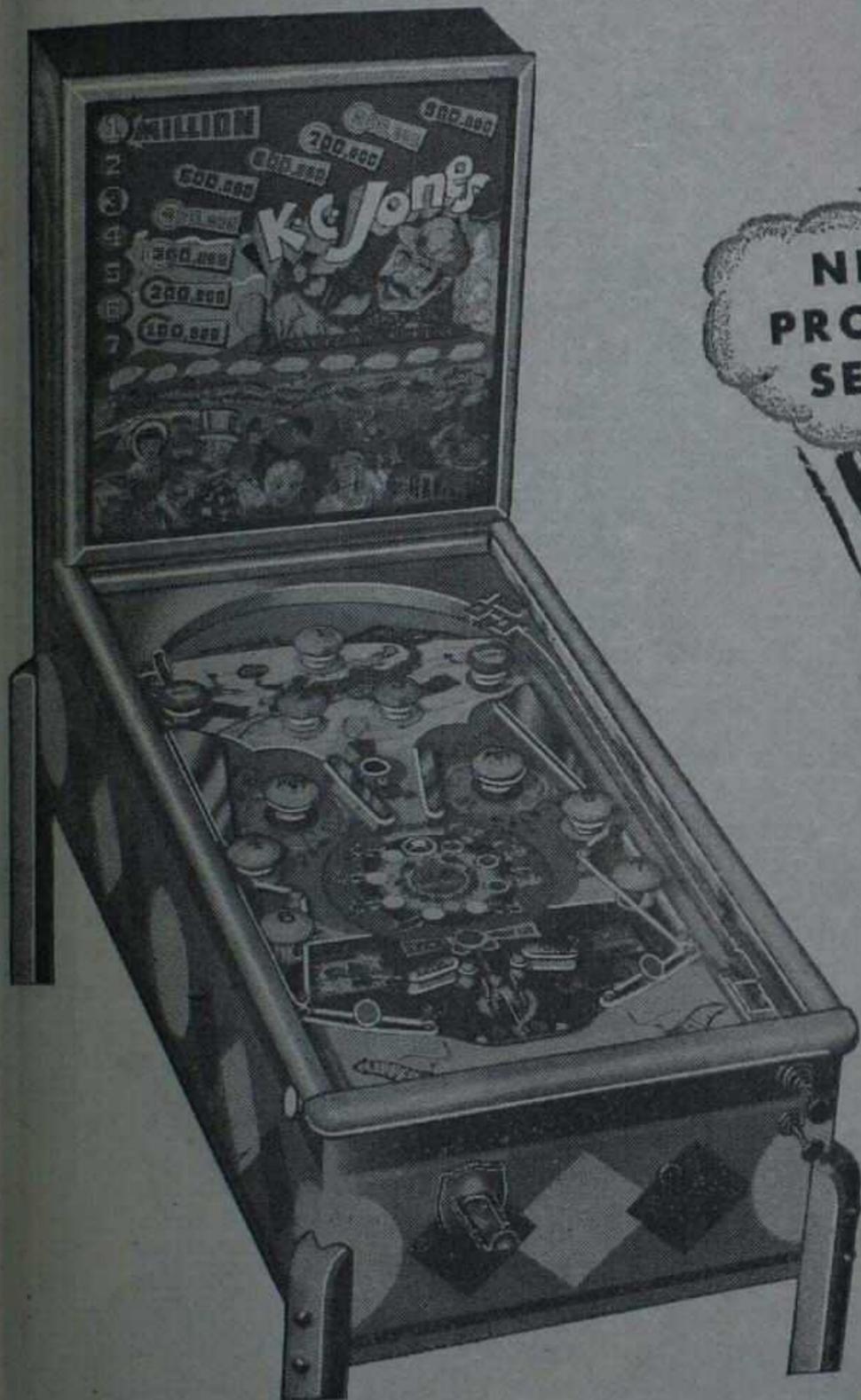
All Aboard!

# K.C. Jones



... HIGHBALLING THE PLAY FROM MAINE TO CALIFORN-I-AY ...

with a FULL HEAD OF STEAM BY GOTTLIEB!



NEW TYPE  
PROGRESSIVE  
SEQUENCE!

LOCOMOTIVE  
BUMPERS!  
SOUND EFFECTS!

EXTRA SCORE  
FEATURE PROGRESSES  
TO MAXIMUM OF HALF  
MILLION PLUS  
5 SPECIALS!

FLASHING SEMAPHORE  
INDICATES  
MYSTERY SPECIAL!

ANIMATED TRAIN  
ON LIGHT BOX GLASS!

MYSTERY ROLLOVER  
KICKER!  
New Tantalizing  
Recovery Feature!

"POP"  
BUMPERS

FLIPPERS!



IMMEDIATE DELIVERY  
AT YOUR  
DISTRIBUTOR

## D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

*NEW...FAST...THRILLING!*

# Bally Hot-Rods



Played with  
**FASTEST 5 BALLS**  
in pin game history!

Fastest play and fastest profits in years! Played with 5 balls, but actually rivals one-balls in earning power. Free play . . . but a gold mine in all types of locations. Try HOT-RODS today.

**1 to 7 COINS PER GAME**

**1 to 7 SELECTIONS PER GAME**

STANDARD 5-BALL SIZE CABINET

# Bally SHUFFLE-BOWLER

SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE  
Realistic Gutters on each side of Alley



**REAL BOWLING THRILLS**

**OFFICIAL BOWLING RULES AND SCORES**  
Jacks, Doubles, Turkey, Spare, Split, Strike

**AUTOMATIC SCORING ON FLASHY BACK-GLASS**

**PUCK RETURNS TO PLAYER AUTOMATICALLY**

**PERFECT FOR COMPETITIVE PLAY**

**PUCK LOCKED IN AT END OF GAME**

**CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET**

Real bowling thrills! Real shuffle science! Thousands on location prove SHUFFLE-BOWLER biggest money-maker in shuffle class. Order today for quick delivery.

**Bally CHAMPION**  
FREE PLAY ONE-BALL

**Bally KENTUCKY**  
AUTOMATIC ONE-BALL

**STILL SMASHING ALL ONE-BALL RECORDS**

**Bally SPOT-BELL**  
SINGLE-CHUTE MULTIPLE-COIN BELL CONSOLE

**Bally CLOVER-BELL**  
TWIN-CHUTE MULTIPLE-COIN BELL CONSOLE

**ADVANCING ODDS GET FAST MULTIPLE-COIN PLAY**

SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.

**Bally MANUFACTURING COMPANY**  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Copyrighted material

**FIRE-BALL FOR PROFITS!**

*Operate*

**PHOTO-FINISH**  
UNIVERSAL'S SENSATIONAL  
**1-BALL WINNER!**

**EXCITES! FASCINATES! INTRIGUES!**  
**INCITES HEAVY REPEAT PLAY HOUR ON HOUR!**  
**LOADS CASH BOXES TO OVERFLOWING!**

- NEW "Added Entries" POWERFUL GAME-TO-GAME CARRY-OVER!
- NEW "Entry Flash" WITH 8 PLAY-COMPELLING SCORING FEATURES INCREASES THE PATRONAGE OF LARGE AND SMALL PLAYERS!
- "WILD" FANS FOR EACH SCORING SECTION. • AUTOMATIC BALL-LIFT!

**PLAYFIELD COMPLETELY ILLUMINATED!**

**UNIVERSAL'S**  
*Arrow Bell*

"WILD" ARROWS  
make every symbol wild.  
POSITIVE ADVANCING  
ODDS. BIG JUMBO  
MOTOR-DRIVEN SILENT  
REELS sustain everlasting  
suspense.

TWIN  
MULTIPLE  
COIN HEAD  
5c and 25c  
PLAY

**WRITE • WIRE • PHONE • SEE  
YOUR DISTRIBUTOR Today!**

**FREE PLAY**  
Convertible to  
1 or 3 Ball Play  
Also  
**AUTOMATIC**  
Each Armor Plated

IT'S A CHALLENGE! Make comparative "Cash Box Tests" by placing Universal's PHOTO-FINISH beside any other 1-ball. Stand by. Watch the "Entry Flash" attract both large and small players with 8 unique scoring features. Witness the fast repeat play induced by Universal's "Added Entries" race feature. See for yourself these new scoring attractions monopolize location play for PHOTO-FINISH. Then open the overloaded cash box and DRAW YOUR OWN CONCLUSIONS.

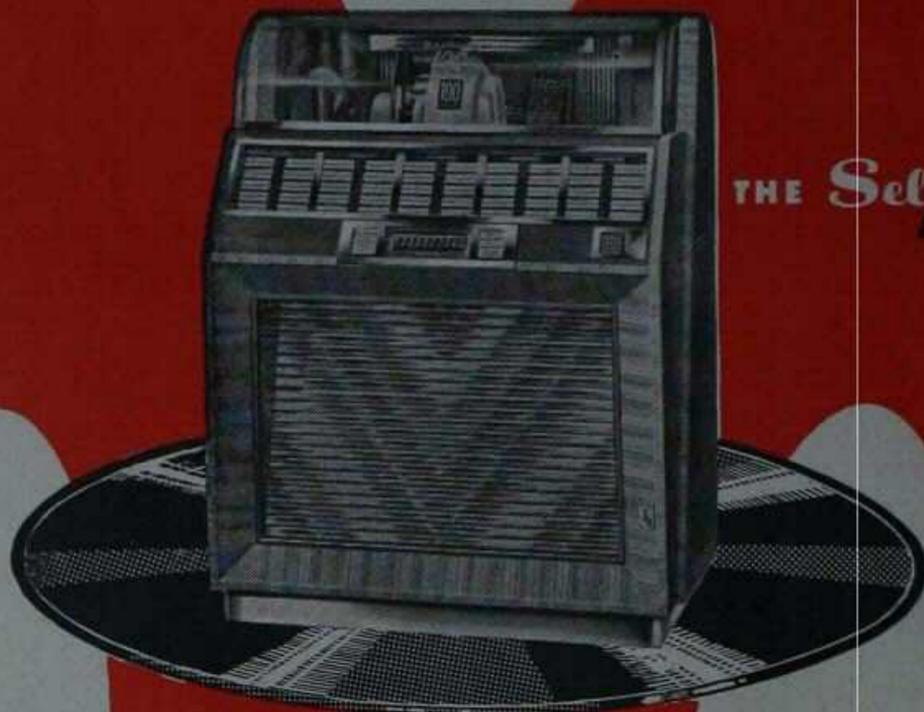
**ACT NOW!**



**UNIVERSAL INDUSTRIES, INC.**

*Designers and Manufacturers of America's Most Profitable Coin Operated Equipment*

3737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS



THE *Select-o-matic* 100



THE *Wall-o-matic* 100



THE *Select-o-matic* 100  
MECHANISM

# selections

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago, Ill.

There's a greater market for your music when there are 100 selections—all visible at one time—all cataloged under five musical classifications. Only Select-O-Matic "100" Music Systems offer "Music for Everyone"—at the phonograph—anywhere in the location.  
See your Seeburg Distributor today for complete information about the new opportunities that Select-O-Matic "100" Music Systems will bring to your business.

