

The Billboard



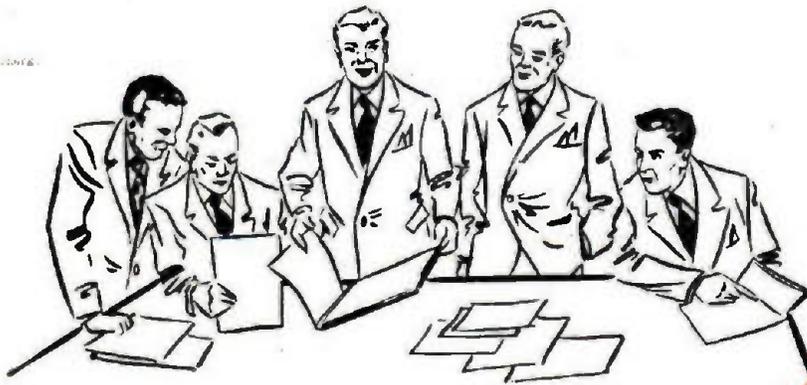
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 21, 1950



Ray Anthony and his high flying aggregation wing in via Sky Coach for their Hollywood debut at the Palladium, October 10. On hand to greet the batoner and band are Jim Conkling, Capitol's veepee in charge of artist-repertoire department; Capitol L. A. Branch Manager Voyle Gilmore, Chicago's Disk Jockey Ted Travers (Station WIND), and Fred Benson, Anthony's personal manager. Anthony, among Capitol's top band sellers, is currently climbing with his diskings of "Nevertheless," backed by "Habor Lights," and is expected by Cap to soar with his new release, "Harlem Nocturne."

Pre-publication souvenir "dummy" copy of *The Billboard* with its new, modern, tabloid-size newspaper format available now. Contains interesting, amusing and nostalgic news stories of the amusement industry taken from old files of *The Billboard* dating back to 1894. Write for your FREE copy today! Address *The Billboard*, 2160 Patterson St., Cincinnati 22, Ohio.



What's in a SLOGAN?

Two years ago, when planning for *The Billboard's* new, modern, tabloid-size newspaper format, it was also decided to institute a new slogan. The one selected—**THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY**—was chosen because it best fits the facts:

- The *Billboard* serves more branches of the amusement industry than any other publication in the amusement field.
- The *Billboard* has more paid circulation (57,533 ABC average net paid weekly) than any other publication in the amusement field.
- Advertisers buy more space for more money than they buy in any other publication in the amusement field.
- The *Billboard* is distributed on more newsstands and has more newsstand buyers than any other publication in the amusement field.
- The *Billboard* publishes more news about the industry and has a larger news gathering organization than any other publication in the amusement field.
- The *Billboard* is a NEWSWEEKLY . . . "the hometown" newspaper of the amusement industry . . . for 56 years . . . since 1894 . . . the oldest publication in the amusement field.

The Billboard

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY • 25 CENTS

New Costume For Billboard

Beginning with the November 4 issue, tabloid size newspaper format . . . designed to make it possible to deliver

you'll see *The Billboard*—new slogan and all—in its new, modern, **MORE Billboards to MORE Readers---Faster!**

WHO'LL WIN COLOR "PEACE"?

Obstacles to Color Still Loom Large

Industry Cites Problems

WASHINGTON, Oct. 14.—Color TV remains mired in a murky mess in the wake of the Federal Communications Commission's (FCC) final approval of CBS standards this week (11). Major developments on the Washington front were as follows:

1. Predictions were being made in industry circles here that fewer than 100,000 color converters will be marketed nationally by the time the FCC bows to demands for new hearings next year on "compatible" color systems, with RCA continuing as CBS's chief antagonist, and with the FCC in its report this week having itself opened the door wide to such hearings.

2. FCC legalists are confidently speculating that court challenge of the Commission's color decision won't tie up the standards "for very long," but FCC'ers were also viewing the prospect of an indefinite paralysis of color TV due to upcoming lengthy proceedings on brackets switch standards and because of the open hostility voiced by virtually the entire manufacturing industry against mass-scale production of color sets under CBS standards.

P. R. Campaign Ahead

3. To allay confusion among set dealers, the Radio-Television Manufacturing Association's (RTMA) TV committee, at a special meeting in New York Monday (16), will seek to outline a public relations campaign based on continued emphasis of black-white TV sets.

4. RTMA Prexy Robert C. Sprague in a statement yesterday (13) predicted that "a satisfactory commercial color system which is compatible with the present black and white" may become available "in the not too distant future."

Viewed as outstripping the threatened court test as a delay factor in color TV is the protracted nature of the upcoming hearings on brackets standards, and the FCC's own clear-cut invitation to the industry to conduct (See MONOCHROME on page 7)

Nero Goldmark

NEW YORK, Oct. 14.—Thursday (12) was a busy day at CBS. Newspapermen, magazine writers, manufacturers, advertisers, agencies, et al., were calling the web to discuss various aspects of the Federal Communications Commission's (FCC) decision in favor of the Columbia field sequential system. The joint was really on fire.

Many of the requests could best be answered by Peter Goldmark, CBS's engineering topper, who is generally credited with having developed the system. Goldmark, however, was not available. He was tied up, playing cello with a chamber music group somewhere in Connecticut.

BB Newsmen in Whiskers Find Stores Sell Color Down River

NEW YORK, Oct. 14.—Potential TV set buyers who shopped stores here Thursday (12) got plenty of anti-CBS color pitches from set salesmen. Customers were being told that color videocasts would not be available for years—estimates ranging from one year to five years. In general, the department store salesmen were better informed and gave stronger sales pitches than did independent store salesmen. These are some of the highlights of a spot survey of 15 TV stores taken by three Billboard reporters this week.

Each store was shopped as the reporter wanted to purchase a new

TV set, but was worried about waiting for the "new color sets." Traffic in most stores was heavy, but Thursday was a holiday and most New York department stores are open until 9 p.m. on that day.

At a 42d Street Davega Store, the shopper was told, "The converter is a large, clumsy thing that would ruin the look of your living room." The salesman's strongest pitch was based on "look what you'll miss by waiting—even for a year." A salesman at Monarch-Saphin insisted there would be no colorcasts for five years. "It's tough enough for manufacturers to" (See BB Newsmen on page 46)

For additional details in the color-TV situation see stories in Radio Section and Radio-TV Merchandising Section.

Texas, as Usual, Is Biggest Ever Thru Expo Gate

DALLAS, Oct. 14.—Largest single day gate in the history of any annual exposition loomed here for the State Fair of Texas today (14), with two college football games, offering three of the nation's "first ten" ranking teams in the 75,347-seat Cotton Bowl, expected to send the day's gate count to over 300,000.

Present record, set Labor Day at the Canadian National Exhibition, Toronto, is 283,000. Previous high here is 276,984, chalked up last year on the corresponding day.

Malinee Colton Bowl game today brings together Oklahoma, ranked third in the country, and Texas, rated fourth, while the night contest will have Southern Methodist, ranked second, facing Oklahoma A. & M.

Day's gate count will widen the attendance lead current expo has over previous record-holder, the '49 run. Thru Thursday (12), sixth day of the 16-day event, attendance was 641,777, as compared to 626,120 to the same point last year. Fair execs estimate that the total gate will hit 2,225,000, which would eclipse last year's 2,047,540 count for a new record here.

Business in virtually all segments of the fair was zooming in the early days of the event. South Pacific, which opened in the aud to a \$325,000 advance, played to capacity or near capacity. Ditto Ice Cycles of 1951.

Movie Chain Tries Kiddieland; Experiment Costs B. & K. 250G

TOLEDO, Oct. 14.—Balaban & Katz, major motion picture theater chain, will enter the outdoor kiddieland business next spring with a single funspot now under construction here. Spot will be called Maumee Kiddieland.

Henry Stickelmaier, Chicago, chief of Balaban & Katz's Great States Theaters subsidiary, has been placed in charge of the project. Contacted

this week in Chicago, Stickelmaier described it as an experiment and stressed that the firm had "no future plans" regarding kiddielands.

However, he indicated that B&K would expand its activities in the field, a new one for the firm, if the Toledo effort comes up to expectations. At this time, he said, no tentative expansion plan has been drafted (See Movie Chain To Try, page 62)

CBS Maps Its "Operation Rainbow"

Hope for Pot o' Gold

NEW YORK, Oct. 14.—While the television industry at large was pooh-poohing the practical benefits of the FCC color television decision favoring the CBS field sequential system to either CBS or the consumer, (see other stories this issue) Columbia brass was quietly laying plans to "win the color peace, now that we've won the war," as one spokesman put it. The Bill Paley, Frank Stanton, Adrian Murphy, Joe Ream, et al. are playing their cards close to the skin. The Billboard learned this week that the CBS blueprint for operation rainbow shapes up as follows:

(1) Plans for getting receivers on the market:

This breaks down into a two-pronged effort. One objective is to get receivers into the homes, the other (and this will probably come first) is to get receivers into key public demonstration locations such as department stores, class hotels, top-ranking clubs, etc. For getting both types of receivers designed, produced and distributed, a set of alternate (if Plan A doesn't work, we'll try B, etc.) plans are being worked out. CBS prefers to have presently established set manufacturers produce and sell the receivers; but if no action is forthcoming from such manufacturers on a completely independent basis, CBS will probably underwrite to a certain degree the investment of some such manufacturers. As a last resort, and only if no independent manufacturing activity develops under any circumstances, CBS will organize a manufacturing company, for which a \$50,000,000 stock issue will be floated. Prexy Stanton has said on previous occasions that a number of Wall Street houses have already queried the network on such a move.

Could Manufacture

While CBS has never manufactured equipment before, it is not a total stranger to the manufacturing fraternity. It already is in partnership with Remington Rand, in the manufacture of industrial television cameras. Three large set manufacturers are customers of CBS via sponsored shows on the Madison Avenue network. These are Magnavox, Sylvania and Westinghouse.

CBS execs have been having quiet meetings with large and small set manufacturers for some time now, and it is known that at least two major set makers are giving serious (See Web Plans Big on page 7)

In This Issue

Table listing contents: Burlesque, Carnival, Circus, Classified Ads, Coin Machines, Fairs & Expositions, Film, General Outdoor, Honor Roll of Hits, Kiddieland, Letter List, Music, Music Machines, Music Pop Charts, Night Clubs, Parks and Pools, Pipes for Pilemen, Radio-Television, Reservations, Rinks and Skates, Roadshow Films, Routes, Salesboards, Shuffleboards, Vaudeville, Vending Machines.

The Billboard Main Office: 2160 Patterson Street, Cincinnati 22, Ohio. Subscription Rate: One year, \$10 in U. S. A. and Canada. Foreign Countries, \$15. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

BIZ BACKS FREEDOM DRIVES

Full Support For Crusade Rally Is Set

Wayne Heads New Org

NEW YORK, Oct. 14.—Two moves were launched this week to marshal the full force of the entertainment industry in the fight against Communism. First was a meeting held at Alan Corelli's Theater Authority office Friday (13). Meeting of top artists and show business union execs was addressed by Bruce Conning, coordinator of the entertainment industry for the New York City Committee of the Crusade for Freedom. Conning outlined plans for a mid-night rally to be held Tuesday (17) at the Majestic Theater, at which some 1,700 members of the amusement industry would gather "to assert their opposition to Communism and to affirm their belief in the sacredness and dignity of the individual."

The rally had the full support of TA, it was pointed out by Corelli, who also addressed the meeting. (See *Industry Backs* on page 51)

Fed Anti-Red Board Ready For Action

No Appeal to D. J.

WASHINGTON, Oct. 14.—Amid showbiz's efforts to pursue a sane, non-hysterical and democratic course to block Communist influence, it was indicated here that the nation's first Subversive Activities Control Board will be appointed and become operative soon after President Truman returns from his Pacific confab.

With the attorney general's present blacklist of subversive organizations viewed certain to be kept intact under the new set-up, Justice Department officials are taking the position that the list will continue to be an official guide to private industry in its quest to expose and uproot Communism. The new Subversive Activities Control Board is expected formally (See *Fed Anti-Red Bd.*, on page 51)

News Review

American Legion's 'Red, White & Blue' Only So-So Show

LOS ANGELES, Oct. 14.—By the time *Red, White and Blue* concludes its break-in run here at the Paramount Theater and goes on tour, the show will have to be boiled down to a fast-moving revue hyped with more to catch eye and ear. Of course, with the American Legion behind the show, it's bound to fare better at the b. o. than it could hope for as a private venture. Show's opening is timed with the Legion convention in Los Angeles, and during the first week is expected to play to s.r.o.

Revue's chief problem noted at the (See *American Legion's* on page 53)

Editorial

All-Out as Usual

Slowly but surely, as demonstrated by the lead story on this page, show business is stirring into full life in the fight against Communism. It is heartening, and typical of show business and its people, that mobilization efforts like the Crusade for Freedom, and Theater for Freedom, are in the making.

It is nice to have *The Billboard* singled out for mention, as it was by Alan Corelli at the Crusade for Freedom meeting, for having contributed in some small measure to helping in the anti-Commie action. But most gratifying of all is the manner in which Jean Muir and Mady Christians, to name just two, took a forceful, all-out stand against their accusers, and reaffirmed their eagerness to join the pro-American, anti-Communist Crusade for Freedom drive. They, and all of show business, are demonstrating once again that, when the chips are down, the amusement industry can be counted upon for full support.

Pledge

HOLLYWOOD, Oct. 14.—Following is the text of the proposed Motion Picture Industry Council's (MPIC) loyalty oath:

"In echo of our soldiers as they take their oath upon induction, I affirm that I will bear true faith and allegiance to the United States of America and that I will serve them honestly and faithfully against all their enemies whomsoever.

"I hold Stalin and the Soviet Union responsible for the war in Korea.

"I support the resistance of the United States and the United Nations against this act of imperialist aggression.

"History having proved that Marxism, Leninism and Stalinism lead inevitably to totalitarianism, I repudiate their teachings and program, as I do those of every other form of dictatorship.

Mankiewicz Out On Limb as Red Oath Tears SDG

HOLLYWOOD, Oct. 14.—Is you is or is you ain't a Commie? continued to be the primary theme of the various screen gulls as the orgs last week wrangled over the need for any form of a non-Red oath that would please members. Hottest battle raged within the ranks of Screen Directors' Guild (SDG) with its Academy Award winning prexy, Joe Mankiewicz, risking possible withdrawal from office by his opposition to linking the org's previously approved loyalty oath. C. B. DeMille led the anti-Mankiewicz drive, claiming that no loyal American should oppose such an oath.

SDG's prexy, however, contended that he had already inked a federal loyalty oath to comply with Taft-Hartley, but was opposed to a union taking it upon itself to question the loyalty of its rank and file. Mankiewicz is against the org blacklisting its own members and thereby denying them the right to employment because they refuse to take the oath. SDG's board of directors favored the DeMille faction, and if Mankiewicz retains his anti-oath stand he may be deposed from his top chair. Loyalty oath was passed while Mankiewicz was in Europe and resulted in a flare-up when the org's prexy returned to find the matter had gone thru sans his knowledge.

Screen Actors' Guild (SAG) has passed a voluntary loyalty oath which (See *Mankiewicz Out* on page 53)

U. S. Treas. Plans More Talent Use

WASHINGTON, Oct. 14.—Additional plans for using performers in the winter savings bond campaign were developed by Treasury Department this week amid indications that the agency will have a long list of additional volunteers from the show world.

Stage, nitery, outdoor and radio-TV performers can enlist their talents by writing to John W. Snyder, Secretary of the Treasury, Treasury Department, Washington 25, D. C. Flicker folk are being recruited thru a special Hollywood committee.

The Treasury Department has decided that most of the long-range touring will be done by movie names whose expenses will be picked up by the Hollywood committee. To avoid (See *U. S. Treas. Plans* on page 52)

Richards Case May Really Be Ending

HOLLYWOOD, Oct. 14.—Federal Communications Commission (FCC) hearings of the G. A. Richards case will overshoot its closing target and move into the middle of next week for the wind-up. Examiner James Cunningham asked both FCC General Counsel Benedict Cottone and Richards's chief counsel, Hugh Fulton, to try to close the Los Angeles phase of the KMPC case by today (14). However, Cottone's prolonged cross-examination of KMPC Program Director John Baird, believed to be last of the station's witnesses, postponed the hearings' end. After Fulton (See *Richard's Case* on page 53)

Barnouw Quits RWG Council On Red Issue

Will Run as Indie

NEW YORK, Oct. 14.—The Communist issue erupted again in the Radio Writers' Guild with the resignation of Erik Barnouw as a member of the Eastern Region Council. Barnouw's letter of resignation to Veepee Sheldon Stark, read:

"Dear Shelly:
"I am writing to resign as a member of the Eastern Region Council effective at the same time as the terms that are about to expire. My (See *Barnouw Quits* on page 53)

ACLU Blacklist Probe Near End

NEW YORK, Oct. 14.—The investigation instituted by the American Civil Liberties Union (ACLU) into the sources and workings of published black lists (*The Billboard*, September 30) is scheduled for completion within a month, according to a spokesman.

The special investigating committee, headed by writer Merle Miller, is probing into both right and left wing listings as the result of recent controversies inspired by such sheets as *Red Channels*. The findings will be unfurled at a special press conference. It hasn't been decided whether or not these findings will be published by ACLU.

Currently the committee consists of three investigators and six volunteers. The latter are donating their services.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Editors

Joseph C. Caida, Editor in Chief, New York

C. R. Schreiber, Coin Machine Editor, Chicago

Herb Daiton, Outdoor Editor, Chicago

William J. Sachs, Exec. News Editor, Cincinnati

Ben Atlas, Chief Washington Bureau

Managers and Divisions

E. W. Evans, Gen. Manager, Cincinnati

M. L. Reuter, Gen. Manager, Eastern Division

Sam Abbott, Gen. Manager, Western Division

F. B. Joerling, Gen. Manager, Southwest Division

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

Subscription rates

payable in advance, one year

\$10 in U. S. and Canada. All foreign countries, \$20

Subscribers wishing requesting change of address should give old as well as new address. The Billboard also publishes Vend, the monthly magazine of automatic merchandising, one year, \$5.



TV FINDS ITS PLACE IN SUN

Afternoon's Line Forming For NBC, CBS

Dozen BR's Ready

NEW YORK, Oct. 14.—Prodded into action by several factors, expectations this week were that sponsors now are on the move into daytime TV in a big way. Trade prognostication is that the afternoon video schedules of two networks—CBS-TV and NBC-TV—will be s.r.o. by the beginning of 1951, with nearly a dozen major bankrollers studying the field for early action.

The catalyst creating the demand for afternoon TV time has three main components. The difficulty in clearing video stations at night blueprints a similar problem during the day for advertisers who don't move quickly enough. Prime time franchises are available now, but six months from now the story may be different. And the competitive picture, with General Foods, Procter & Gamble and General Mills already set for daytime, hypes the TV activity of advertisers trying to sell the same kind of products.

Lever Bros., Kellogg and Pillsbury are expected to make their moves before many weeks have passed. In addition, Swift is close to purchasing three half hours, probably on CBS-TV. Others shopping actively for afternoon TV time are Colgate, Babbitt, Standard Brands, Borden's, Toni, Kraft, Campbell and American Home Products. Many canners would already have been in the medium had not the war created a scarce situation, which now seems to be passing.

Two additional major factors are the rapidly mounting TV audience and the relatively low time costs. The video audience has grown 50 per cent in the last six months and sponsors who buy immediately will have rate protection when time costs advance, as they are bound to.

Operating against this optimistic picture is the fact that daytime video programming on an entertainment level has yet to be developed. While (See Afternoon's Line on page 11)

Philly Booze Assn. To Pay Tax on TV

PHILADELPHIA, Oct. 14.—The Philadelphia Retail Liquor Dealers' Association has decided to pay up some \$36,000 of delinquent amusement license fees from taprooms equipped with television sets. The decision follows an unsuccessful four-year fight to invalidate the \$120 annual tax imposed in 1946 and repealed by the 1949 Legislature. The battle originated in Dauphin County and was carried to the U. S. Supreme Court, which upheld the State's right to collect an estimated \$6,000,000 in back fees from restaurants and taprooms showing television thruout the State.

Officials estimated that the average payment for the tax here will be \$200 per member. There are 1,807 local establishments subject to the tax.

News to Truman

WASHINGTON, Oct. 14.—Because President Truman is reputedly a radio listener in the early morning hours, Station WRC here is scheduling a special broadcast of H. V. Kaltenborn for 5:30 a.m. each Tuesday and Thursday.

Declared WRC: "In view of the President's past imitation of the well-known commentator's voice, the program is timed for the White House ear as well as others."

NBC Rides Gravy Train as O&O's Reap Big Moola

NEW YORK, Oct. 14.—One of the more pleasant notes at the NBC affiliates convention at Greenbrier (18-21) will be the news that the web's owned-and-operated stations are in the black in a big way. The TV o.-and-o.'s, particularly, are going to make a substantial contribution to the chain's coffers. They will turn in a gross profit at year's end of between \$1,500,000 and \$2,000,000. WNBT, for example, will rack up a hefty gross in '50 than its AM sister, WNBC, ever turned in, in its palmiest days.

The only one of the web o.-and-o. video outlets which will report in the red will be KNBH, Hollywood, and this condition is attributed strictly to the Hollywood situation. Stations there, of course, are not web-linked by cable yet, and the local competition for business is so fierce that even the chain outlets find themselves virtually giving away time and cut-rating show prices to keep running.

Court Holds Decish On NBC Dismissal Plea in Dorland Suit

NEW YORK, Oct. 14.—The New York Supreme Court this week reserved its decision on NBC's motion for dismissal of Dorland, Inc.'s, breach of contract action against the network. The advertising agency is suing the web for damages of \$19,890, charging that NBC sold Richard Diamond to Rexall Drug in violation of a previous agreement made for the Dorland agency to secure a sponsor for the show.

According to the agency's complaint, Dorland made a deal with the Helbros Watch Company, prior to December, calling for the watch firm to sponsor the Diamond series for a year at \$10,200 a week, beginning last March. However, Dorland alleges the deal was so heavily publicized that the show became a valuable property, and NBC sold the series to Rexall for \$5,000 more than called for under the Helbros pact.

License fees in other parts of the State are proportionately lower, tax being based on the liquor license fee, which varies with the population of the town.

NBC Sets Parley

WHITE SULPHUR SPRINGS, W. Va., Oct. 16.—NBC's owned-and-operated stations next week will hold their first meeting since their reorganization into a major network division this year. Sessions will be held October 20 thru 22, following the NBC convention here this week, with Veepee Jim Gaines discussing plans to bring the o.-and-o. division into absolute parity with NBC-AM and TV divisions. Sessions will lay plans for sales, financing, programming and promotion for the coming year.

Next week's issue of The Billboard will carry complete coverage of the NBC convention.

Int'nat'l Milling, GM Buy on CBS

NEW YORK, Oct. 14.—CBS this week made two sales—one to General Motors and the other to International Milling. General Motors purchased for its Oldsmobile division the 3-3:30 slot Sunday afternoons beginning either November 19 or 26. The program will be the General Motors Junior Choir, composed of 300 children of its employees. D. P. Brother is the agency.

International Milling, for its Robin Hood Family flour division, bought the 9:45-10 a.m. time across the board for a Middle Western network of 29 Stations. Eddy Arnold will entertain beginning November 6. H. W. Kastor & Sons is the agency.

Levenson on Before Benny

NEW YORK, Oct. 14.—To fill the vacant 15 minutes caused by the decision of Jack Benny to do a 45-minute stanza instead of a full-hour show, CBS-TV this week signed comic Sam Levenson. The humorist will preem Saturday evening (28), 8:45-9 in a one-man program, and will probably do three more shows during the season, matching Benny's schedule.

The producer-director-writer will be Irving Mansfield, who first discovered Levenson in his *This Is Show Business* seg on CBS-TV.

Mansfield Takes On Sinatra TV

NEW YORK, Oct. 14.—Dissatisfied with its Frank Sinatra show, CBS-TV this week installed one of its top producers, Irving Mansfield, to take over the program reins. The show preemned Saturday (7) night. Mansfield replaces Paul Dudley, who will now meg the Sinatra radio disk show.

The web not only has an investment of 300G for Sinatra's yearly salary to consider, but the program is one of its chief hopes of denting the strong hold of NBC-TV's Saturday Night Revue on the TV audience. Bill Paley intervened directly.

NBC Morning Plan Shaped For Jan. Bow

Video Soapers A-Foamin'

NEW YORK, Oct. 14.—Daytime video plans for NBC-TV were jelling this week, with the network planning to move into a three-hour morning schedule in addition to its projected afternoon line-up. Target date for the full six-hour daytime operation to be airing is January 1.

Time periods to be embraced are from 10 a.m. to 1 p.m. and, after a two-hour break for local shows, from 3 p.m. to 6 p.m. Web toppers already are mulling plans for the morning session, and it is regarded as a certainty that daytime serials will get a heavy play, at least on an experimental basis, in that bracket. The afternoon line-up is already pretty well set, with Ransom Sherman lending off, followed by Bert Parks and the Kate Smith show.

Video execs at NBC are anxious to develop a TV soap opera line-up which will make a major impression on the industry, and perhaps set the pattern for this type of show. With Procter & Gamble already contracted with CBS for the first commercial TV soap, NBC execs are most eager to see that they corral their share of future business.

One NBC topper said that development of a daytime serial pattern with a suitable line-up of shows will likely be the next big project tackled by the network.

A potentially difficult problem arising out of the NBC daytime move is its effect on local stations, many of which have profitable stanzas in the morning periods. WNBT, New York, for example, will have some of its prime time pre-empted. On WNBT, the 10 to 11 a.m. period currently is held down by the Kathi Norris show, regarded highly not only as a money-maker but as an audience attraction.

Gambling Set-Up Nipped at Zenith

CHICAGO, Oct. 14.—A gambling operation in which employees were acting as bookmakers at Zenith Radio corporation plant on Chicago's West Side was broken up this week. E. F. McDonald Jr., president, estimated some 5,000 employees lost \$354,000 a year, betting an average of \$2,000 a day.

Zenith itself hit a good parlay in breaking up the ring. They not only saved a good hunk of payroll, but they got bales of publicity in Chicago papers. Story was given banner Page 1 play in all papers.

McDonald acted six months ago after complaints from employees' wives. He planted three private detectives to gather data. Thursday (12) Chicago cops pinched a newsstand operator in front of the plant while he was taking a bet, and simultaneously Zenith announced firing of undisclosed number of employees involved.

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Hubbard Credited With Kayo Of Drake From NAB Post

WASHINGTON, Oct. 14.—Trade circles here are crediting Stanley E. Hubbard, prexy and general manager of KSTP, Minneapolis-St. Paul, with having forced the ouster of Melvin E. Drake from the job of chief of the National Association of Broadcasters' (NAB) new station relations department, barely a few weeks after Drake had been named to the job by NAB General Manager William B. Ryan. The NAB has kept officially silent on the fracas, but in broadcasting quarters here it is reported that Hubbard gave the NAB virtually an ultimatum to withdraw the Drake appointment or face a mass withdrawal of at least half a dozen dues-paying NAB members. The NAB lost little time in fulfilling the terms of the ultimatum, and Ryan appointed Jack

Hardesty to the new station relations directorship.

Drake's appointment to the NAB job had been announced by Ryan September 12. Drake was formerly veepee and station manager of WDGY, Minneapolis-St. Paul. The directorship of the station relations department had been vacant since the death of B. Walter Huffington July 13. On October 5 the NAB issued a release announcing the appointment of Jack Hardesty to the station relations directorship. The NAB's announcement of Hardesty's appointment made no reference to Drake, altho in the September 12 announcement, Ryan had stated that Drake was to report "immediately" and would spend "about a month" in the NAB's Washington and New York offices "before going on the road."

Ryan, himself, as well as all other top-level NAB-ers, have been absent from Washington for several days, running a circuit of district meetings and membership campaigns. The naming of Hardesty to the new job has met with general approval. Hardesty has come along fast in the NAB since joining last summer as assistant public affairs director.

According to reports in broadcast circles here, Drake drew fire from Hubbard and several other NAB members after declining to go along with an agreement made by other Minneapolis-St. Paul stations on coping with a union contract there.

3 Sponsors To Film Trial Hour Dramas

NEW YORK, Oct. 14.—Three sponsors this week decided to film a first hour TV dramatic stanzas in Hollywood. Schlitz will employ a third production crew, probably headed by Frank Woodruff, to film *The Raven* at the Jerry Fairbanks Studios. The film will be for its Pulitzer Prize Playhouse series on ABC-TV. Young & Rubicam is the agency.

Magnavox will film one hour long dramatic show and Ford two in the near future. Both programs are produced by Kenyon & Eckhardt on CBS-TV alternate weeks and will be handled by the Hal Roach Studios. Robert Wolf, veepee in charge of the agency's Coast office, will supervise. Not only will these filmings give the live crews a breather, but the filmed shows can be retelevized with the payment of additional fees. This has already been done by the *Silver Theater* which is to be reshown on CBS-TV shortly under a new title—*The Bigelow Theater*—as it has been leased by Bigelow.

Johnson's Hunts AM, TV Shows

NEW YORK, Oct. 14.—Johnson's Wax this week was shopping for two shows—one for radio and another for TV. The company's last radio program was *Fibber McGee and Molly*, but indications are that a less costly package is desired.

The advertiser has never had a network TV program. Needham, Louis & Brorby is the agency.

TV—Ouch!

NEW YORK, Oct. 14.—Television took the rap this week for a drop in the net profit earnings of R. H. Macy & Company, Inc., for the year ended July 29, 1950. Altho net sales increased 4 per cent over sales of the previous year, Macy's annual report showed that net profit was 5 per cent less.

Jack Straus, Macy's prexy, attributed the drop to the high cost of TV operations in connection with the corporation's radio and TV subsidiary, General TeleRadio, Inc., which operates WOR-TV in New York. The report noted that income was lifted by the sale of TV station WOIC in Washington last spring.

Faye Emerson TV-er May Get Revamps; Pepsi Also Eyes AM

NEW YORK, Oct. 14.—Faye Emerson's CBS video show for Pepsi-Cola this week seemed headed for some changes. The sponsor, meanwhile, is expected to reach an early decision about a radio series.

The Emerson stanza, Pepsi officials believe, is now rigged to gain best results in the smaller cities, where the beverage needs its sales hyped. Chances are guests of bigger name value will be utilized in the future. The sponsor's agency, Biow, has narrowed down the choice of a radio ainer to some half-dozen shows. Again with the smaller market in mind, the programs are all keyed to the wholesome Americana approach, via drama or situation comedy.

Mutual May Not Get Sub for Schechter

NEW YORK, Oct. 14.—It's doubtful if Mutual will replace A. A. Schechter, veepee in charge of news, special events and publicity, who is resigning from the network at the end of this month. Schechter's department will probably be split up among other execs, with news, special events and sports under William Fineshriber, program veepee, and publicity delegated to Bob Schmidt, director of advertising promotion and research.

Before the war Schechter headed up NBC's news department, and is credited with having organized that network's radio news operations. He has not announced his future plans.

Wolf Elected Prexy Of Keystone System

CHICAGO, Oct. 14.—Sidney J. Wolf, Chicago attorney, was elected president of Keystone Broadcasting System at a special meeting here. Noel Rhys and Joseph Bayer were elected v.-p.'s, and Arthur Wolf, secretary-treasurer.

Sidney Wolf reported to stockholders that the net now has 402

BRIEF AND IMPORTANT

Albert and Margo Cut "Dear Botts" Test for NBC

Eddie Albert and his wife, Margo, last week cut an audition record for NBC. The program is the adaptation of the "Dear Botts" "Earthworm Tractor" stories from the "Satevepost."

Longines Buys CBS-TV N. Y. State Net for Elections

Longines last week purchased the CBS-TV New York State Network for election results November 7. Victor A. Bennett is the agency.

WABD Signs Chevy Dealers, Hair Tonic Accounts

WABD, New York, last week pacted two bankrollers for sports events. Chesebrough, for Vaseline Hair Tonic, bought the 10:30 to 11 p.m. portion of the Saturday night events from Madison Square Garden on a 25-week basis, joining DuMont telecasts as co-sponsor. The New York Chevrolet Dealers' Association signed to bankroll three football games, October 14 and 21 and November 13.

Sinclair Buys Local AM-TV Ads Across Country

Sinclair Refining Company is buying radio and TV advertising on local stations across the country to supplement its fall newspaper campaign on the new super-power Sinclair gasoline. Plugs contracted for include full sponsorship of radio news, football and entertainment programs in 17 major markets, 3,575 radio spots in 19 cities, and TV spot announcements in Washington, Philadelphia, Chicago and Detroit. Morey, Humm & Johnstone, Inc., New York, is the agency on the account.

NAM Offers TV Newsreel

The National Association of Manufacturers (NAM) last week offered a 15-minute TV newsreel—"Industry on Parade"—to various stations around the country. The short is being produced by the NBC-TV news department, with G. W. (Johnny) Johnstone supervising for the NAM. A. Maxwell Hage, formerly of MBS, has been added to the NAM's radio and TV department.

Buhl Son's Buys "Jonathan Story"

Buhl Son's Company, distributors, have bought "The Jonathan Story," video soap opera type production on film, for Detroit Philco Dealers. Show will be aired Tuesday and Thursday afternoons over WXYZ-TV.

Demby Hires Carradine for Video Series

The Demby Company, New York TV package outfit, has inked John Carradine to appear in a new video dramatic series. The low-budgeted 15-minute package will be tagged "The John Carradine Show" and programed on a three-times-a-week basis.

Broido Joins WNBTV

Theodore K. Broido, formerly with the Adsel, Inc., agency, last week joined WNBTV, New York, as merchandising supervisor in charge of the station's new research project for Gimbel's. In addition to conducting tests to measure TV's effectiveness in moving department store merchandise, Broido will serve in an advisory capacity for all future WNBTV merchandising operations.

Folts Gets WLW, WLW-T Sales Post

Harry Smith, vice-president in charge of sales for Crosley Broadcasting Corporation, last week announced the appointment of Harry Folts as assistant general sales manager for WLW and WLW-T. Folts, who has been with WLW's New York sales office since 1948, will be in charge of national and spot business for AM and TV.

FCC Gets Up Steam for Long UHF-VHF Session

WASHINGTON, Oct. 16.—The Federal Communications Commission's (FCC) long-delayed hearing on the FCC's downstairs-upstairs TV allocations plan was slated to get under way in the Commerce Department auditorium today (16), with all indications pointing to drawn-out proceedings lasting well into December. A lengthy parade of witnesses, including all the biggies in the TV manufacturing industry, as well as the major trade associations and the major networks, is lined up in readiness to pour out controversial testimony which may come close to rivaling the record wordage piled up in the color TV hearings.

With the industry widely disagreeing on the FCC's plan for ultra-high-frequency (UHF) and very-high-frequency (VHF) television, with the Commission facing the prospect of holding bracket switch hearings on color TV (see separate story) and with the color TV issue certain

to be halled into court, FCC-ers are viewing the allocations hearing with a puckish attitude summed up by one Commission wag as "going from the frying pan into the fire." Another wag has improved that by describing the FCC as now having "one foot in the frying pan and another in the fire."

Lots of Plans

Nearly two score separate plans of allocations are certain to be offered to the Commission as substitutes for its own before the allocations proceedings reaches a conclusion. Scheduled as opening witness in the Commerce auditorium, which was the scene of all the lengthy color TV hearings, was the ad hoc committee headed by Edward W. Allen. Next on the roster is the Joint Technical Advisory Committee, followed by the Television Broadcasters' Association (TBA). Opposition to TBA's proposal has been filed by Bell Telephone Laboratories, Inc., and several others, which consequently will be given a chance to cross-examine TBA's witnesses.

FCC Chairman Wayne Coy has already voiced hope that the hearing will be concluded in time to allow for lifting of the TV freeze by next June.

CBS'S "OPERATION RAINBOW"

Monochrome Is Still It, Say Trade Toppers

Color a Headache

(Continued from page 3)
 tinue its experimental quest for a compatible system.

It is seen as significant that the commission pointedly referred to this in three separate color documents this week in fulfilling Chairman Wayne Coy's stated policy at the commission's executive sessions which led to the commission's latest color report. In orders refusing RCA a delay on the CBS color standards, and in the latest color report, the commission emphasized that an improved and compatible color system would get an airing from the commission—with indications of acceptance if no serious dislocation of receivers in the nation's homes resulted, and if the system is better than CBS's.

RCA On Spot?

RCA is expected to be considerably on the spot when the time comes for demonstrating any "improved" system, for there is little doubt that any color protagonist coming before the commission with a new or improved color system will have to stand or fall on the commission's findings at that time. And, it is generally believed that this next "big moment" will occur next summer, a date singled out not only by RCA in its already rejected petitions to the FCC but also by FCC Commissioner Frieda B. Hennock, who along with Commissioner George Sterling dissented from the FCC's latest findings for CBS.

Commissioner Hennock, who early in the color hearings had appeared to favor the CBS system, flatly reiterated her position, originally stated in the earlier proposed findings for CBS color—namely, that a final decision should be deferred until next June 30 in order to allow time for development of a possible compatible system.

The dissent of Commissioner Sterling is considered here as certain to provide set manufacturers with ammunition for blocking the FCC's demand for universal incorporation of brackets switches in all sets in order to accommodate black-white reception of CBS color signals.

Sees "Confusion"

Sterling emphasized that the FCC's brackets standards concept had never come out in the color hearings and was tossed "as a surprise to industry and was not based upon information appearing in the record of this proceeding." Citing "confusion" expressed by manufacturers over this phase of the FCC's findings, Sterling stated that "neither the commission nor its staff has the necessary experience in the design and construction of TV receivers."

Sterling's strong dissent criticized the commission for imposing brackets standards on the industry without itself having the "know-how of production, etc." Sterling also cited defense problems facing manufacturers as the result of shortages of tubes, resistors, etc., and he assailed as "unreasonable" the FCC's demands. The Sterling dissent, which came as a

Oh—What He Said!

WASHINGTON, Oct. 14.—Speculation on the ultimate validity of a court action against the FCC color TV decision is obviously a favorite topic in industry circles here. One fact, led by RCA, of course, strongly intimates that there is a great deal of merit to a court test against the verdict. The opposition (CBS), of course, refers to any proposed or real court action as the most obvious kind of delaying tactic.

A small bombshell in this situation is the reported remark of an NBC vice-president at NAB Prexy Miller's recent Broadcast Advisory Council meeting. This NBC veep is quoted as saying that "Anyone who thinks a court action against the FCC decision would have any chance at all is crazy. The FCC acted completely within its rights and jurisdiction."

Some Nod One Way, Some Another in TV Rainbow Battle

NEW YORK, Oct. 14.—Sponsors and agencies generally were slow to react to possible early commercial use of color video. Most outfits stated only that the subject was under study, although some indicated doubts that color would have any immediate practical application, at least insofar as their own plans went.

Among the latter was a top exec at the N. W. Ayer Agency, who said that, in his opinion, the color pick-up on any existing TV system does not give true reproduction. Therefore, he said, it would be necessary to dye or alter the color of a product to have it received properly.

On the affirmative side, Martin Straus, president of Byamart, which manufactures Tintair, a home hair dye, was highly enthusiastic over color TV prospects. His firm is currently allocating half its total ad budget to introduce the product via black-and-white TV over CBS. Straus said that if color were commercially significant now he would plump 80 per cent of his budget into it. As is, he intends to be one of the first sponsors to latch onto part of the CBS 20-hour-per-week opening gambit.

Another sponsor likely to try color shortly is Pequot Mills, which has been making use of TV with one-minute spots. These films were made in color, and plug the varied-colored sheets and pillowcases of the outfit, thus making them a natural for tint-TV. Some time ago Revlon nail polish and lipsticks said it was eager to use color, since the delicate shadings of the products are big sales points. No comment could be obtained as to this firm's plans, however.

surprise to many, is considered by some industry legalists as sure to be advanced as part of the industry's argument in any court challenge on the commission's findings.

It is believed unlikely that the brackets switch question will be (See Monochrome Still on page 11)

CBS's Big Three

NEW YORK, Oct. 14.—CBS's big three, as a result of the favorable FCC color TV decision, are not Bill Paley, Frank Stanton and Joe Ream. The guys even the aforementioned brass are plugging for the man of the year awards are engineering top-per Peter Goldmark, Veepee Adrian Murphy, and attorney Dick Salant, of Roseman, Goldmark, Colin & Kaye (CBS's law firm). This is the trio which rates all the bows for the CBS color victory.

RCA's 25,000 Voice Shouts Vs. CBS Color

NEW YORK, Oct. 14.—RCA Victor today attempted to enlist more than 25,000 dealers on its side in the color television situation by sending the dealers a letter condemning the "incompatible, degraded" system adopted by FCC and stressing the ultimate superiority of its own compatible system. The letter in full follows:

"The decision of the FCC on October 11 adopting an incompatible, degraded color television system has created confusion and uncertainty in the public mind. It is urgent therefore that you, with your direct and intimate contact with the public, take immediate action in the interest of continuing the progress and service of television for the people.

"It is clear that you can continue to offer RCA Victor television sets to the public with complete confidence that the consumer will be buying the finest set on the market—sets from which they will get years of satisfactory service and entertainment.

"We believe that the public—the millions of families who now own television sets and the millions of others who are planning to buy them—needs reassurance. By word of mouth, by letter and by advertising, let the people know these facts:

Six Points

"1. Adoption of an incompatible and inferior color television system as authorized by the FCC is scientifically unsound and against the public interest. 2. In the words of President General David Sarnoff, chairman of the board of RCA, 'No incompatible system is good enough for the American public.' 3. The public interest can only be served by the adoption of standards which provide for a color television system that is fully compatible with present black-and-white television, that requires no changes whatever in existing sets and involves no expense to present owners of television sets.

"4. RCA has developed and demonstrated experimentally the possibility of sets with fully compatible, all electronic, high definition system of color television. This system, with a single tri-color picture tube developed by RCA, has been hailed as one of the outstanding scientific advances in modern times. 5. RCA will continue its development of all electronic color television to full commercial status. RCA will demonstrate the progress it is making in the development and prove that the sound future in color television can be built and will be built on bedrock principles.

"6. Meanwhile we shall keep faith with the 8,000,000 owners who have invested their money in black-and-white sets. The present outstanding program service in black-and-white television will be continued, expanded and improved for years to come.

(Signed) "Walter A. Buck, Vice-President in charge of RCA Victor Division, Radio Corporation of America."

Twenty-five thousand copies of this letter are being mailed to RCA Victor distributors who, in turn, are being required to forward them to their dealers. The letter is also being sent to every radio and television station in the country.

Web Plans Big Color Campaign

Dickering With Mfrs.

(Continued from page 3)
 consideration to going into production on color receivers. One of these is believed to be Philco, the obviously no confirmation of this belief is forthcoming from any quarter. At the same time CBS has been working with major plastics and other materials firms, developing inexpensive color wheels and other such equipment. One of these is the Monsanto Chemical Corporation, one of the giants in this field.

The seeming incongruity of the anti-FCC, anti-CBS system statements of the manufacturers, and the reports that some of them are seriously mulling going into color receiver manufacture, is explained by the simple logic that, if CBS's engineers, or the manufacturers' own engineers or designers, can show them a way to leap into color TV receiver leadership and/or make an honest buck by producing and selling color receivers—few set makers would be loathe to make the move.

In addition to kicking the set problem around with major firms, CBS has also discussed it with such smaller firms as Telatone, Starret and Tradio Corporation.

The material shortages bugaboo, which has been much publicized, may not, according to CBS's way of reckoning, turn out to be the insurmountable obstacle to receiver production it has been touted to be. Belief here is that the same material shortages, substantially, would apply to black and white production, and if the latter sets can be made, so can color instruments.

(2) Plans for programming: Obviously CBS is going to have to program color on as inexpensive a scale as possible the 20 hours weekly which Stanton promised. It will probably be forthcoming about December 1. Programming for the most part will be in the late night hours, and some of the less desirable daytime hours. Stanton has also said that these programs would be made available on the cable to affiliated stations, the how many of these stations will pick up the colorcasts remains a moot (See CBS PLANS on page 47)

TBA Head Sees Color Gloomily

NEW YORK, Oct. 14.—"The public cannot expect to see a full-blown color television service sprout overnight," according to J. R. Poppele, prexy of the Television Broadcasters' Association, Inc. Poppele noted that only one of the 107 television stations is now equipped to transmit color images on the basis of the new TV color standards.

The conversion to color is required both in the studio and the receiver, said Poppele. He said both will be gradual, since "the number of color television sets or converters and adaptors currently on the market are less than 100."

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

KINES CAN CATCH 'EM--IF

Trick Is In Knowing How To Slot 'Em

Videodex Shows Answers

NEW YORK, Oct. 14.—Despite the continuing vocal chorus, critical of recorded (kinescoped) television shows, a Videodex survey, prepared this week for *The Billboard* by Jay & Graham Research, Inc., shows that kine shows not only can deliver large audiences but, when used wisely, can be adapted into potent competitive programming. Adroit slotting of kines' by stations has delivered a potent share of audience when slotted against live cable shows. The kines, it is also noted, are easily adaptable to block or mood programming.

The Videodex studies, which are based on the diary system, find frequent remarks entered in the diaries which point up the distaste many viewers express against kinescoped shows, as against live cable airings. They also show, however, that a kine show may draw higher ratings than the network average for the same program, including live airings on the cable. Videodex has found that the effective answer to maximizing kine audiences lies in their intelligent use.

Kinescoped shows are particularly effective, the study finds, in single-channel markets. Table 1 (accompanying this story) shows some of the many examples in which kine versions of web shows gained ratings well above their regular network average. Since two-thirds of TV cities still are single-channel, this is of the highest importance.

"Multi" Complex

In multi-channel cities, the problem is more complex. Here is where intelligent slotting of a kine show pays off. In Dayton, O., for example, *Inside Detective* was aired on Sunday night, opposite a local baseball game, and reached 15.3 per cent of TV homes, two-thirds more than its 9.0 per cent via live network Saturday nights. In Cincinnati, a survey evening kine airing of *Plainclothesman* drew twice the rating the same show gained when telecast network live on Wednesdays. Table 2 shows more examples of kine shows receiving ratings comparable to, or higher than, the average web rating, in multi-channel cities.

Kinescoped mysteries have been

Glossy Professional 8x10 PHOTOS

Fan mail glossy photos and post cards. Low price. Satisfied customers come to coast. Our 14th year of honorable court-ous service. Reproductions as good or better than your original. Send today for price list, FREE samples, etc.

MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH

Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x2

There would be less pedestrian patients if there were more patient patients.

TICKETS
of every description

THE TOLEDO TICKET COMPANY
114-16 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED

Cash With Order Prices:

2,000	\$ 9.90
4,000	7.50
6,000	6.70
8,000	6.40
10,000	6.50
15,000	15.50
20,000	20.50
100,000	33.00
200,000	133.00
1,000,000	258.00

Roll or Machine
Double Coupons, Double Price

Videodex Study

Kinescoped Program Ratings Vs. Network Average

Table I

Single-Channel Cities

Cities & Programs	Videodex City Rating	Videodex Netw'k Avg. (17 Cities)
Buffalo—Morey Amsterdam	30.7	11.9
Leave It to the Girls	30.7	14.2
Who Said That?	18.8	9.6
Milwaukee—Leave It to the Girls	21.4	14.2
Parade of Stars	31.2	8.1
Faye Emerson	21.6	6.1
Pittsburgh—Glamour-Go-Round	17.8	5.9
Leave It to the Girls	25.2	14.2
Kraft TV	35.4	26.3
St. Louis—Quiz Kids	35.8	9.1
Toast of the Town	39.8	35.4
Who Said That?	22.2	9.6

Table II

Multi-Channel Cities

JULY

Program	Netw'k Rating Videodex	City Rating Videodex
Detroit (Thurs.) Wrestling (DuMont)	18.1	22.3
Washington (Sun.) Who Said That?	9.0	9.6
Chicago (Sat) Famous Jury Trials	5.3	6.2
Dayton (Tues.) Plainclothesman	12.3	9.6
Detroit (Sun.) Tin Pan Alley	5.3	3.0
Dayton (Sun.) Inside Detective	15.3	9.0

AUGUST

Detroit (Sun.) 5:30 p.m. Who Said That?	9.4	7.6
Cleveland (Sun.) 9 p.m. Cavalcade of Bands	16.1	15.4
Cincinnati (Sun.) 2 p.m. Famous Jury Trials	10.1	6.2
Cincinnati (Sun.) 9 p.m. The Ruggles	18.0	12.1
Boston (Sun.) 10 p.m. Hands of Destiny	23.2	10.0

used in the afternoon to obtain large audiences. WJBK, Detroit, reached 11.3 per cent of TV homes with *The Web* at 3 p.m. Sunday. WCPO-TV, Cincinnati, reached 10.1 per cent of homes with *Famous Jury Trials* at 2 p.m. Sundays.

Some stations have begun to use kine shows to build block or mood programming, or to air against selected live cable opposition. WHIO, Dayton, and WCPO, Cincinnati, have pioneered in such innovations. An example is the use by both stations of kine shows, mainly mysteries, to compete with a variety of live web shows. Sundays, WCPO uses kine versions of *Inside Detective*, *Cavalcade of Bands*, *The Ruggles*, *Plainclothesman*, *Hands of Destiny* and *Famous Jury Trials*, and August this combo reached better than 50 per cent of the viewing audience. WHIO's Tuesday night sked of *Hands of Destiny*, *Inside Detective*, *Plainclothesman* and *Suspense* also maintained a significant audience share against opposing live cable airings.

In single-channel cities, particularly where the evidence indicates a wearing off of TV's novelty, block programming of kine shows may be the answer to maximum continuing effectiveness of such shows. A kine show can no longer simply be slotted between two live shows as a "filler" without risk of losing viewers.

Viewer reaction is based on location of a kine show, as seen from study of several uses of *The Web*, which, when aired live at 9:30 Tuesdays, reached 16.3 per cent of homes in all cities carrying the show.

In Toledo, the show aired kine on Wednesday, and reached 32 per cent of TV homes, following *Break the Bank* and *Kraft Theater*, which has ratings of over 40 per cent. In St. Louis, aired 1:30 p.m. Thursdays, it scored 24.3 per cent following trotting races (24.9) and *Morey Amsterdam* (27.0). However, in Milwaukee, at 10:30 p.m. Monday, it reached only 11.6 per cent, following *Let's Remember* (18.2) and *Quiz Kids* (7.0).

UN Show Plans World Stars TV

NEW YORK, Oct. 14.—Two years in preparation, *World Passport*, an hour long TV showcase for the various entertainment talents of the UN member nations, is nearing its network debut. Several prospective sponsors have nibbled at the property with a firm deal expected to be concluded shortly. The program would use some of the top entertainers in the world such as Louis Jouvet from France, Cantinflas from Mexico and perhaps some of Italy's La Scala Opera singers, who would fly here for the video stunts.

The UN, which will receive half of the profits of the show, the State Department, the Economic Co-Operation Administration and the Department of Commerce have endorsed the program. The package is owned by Famous Properties and Programs.

"Stay Western" To Be Hoffman Don Lee Pitch

HOLLYWOOD, Oct. 14.—"Let's keep the Don Lee net in Western hands," is expected to be Les Hoffman's (Hoffman Radio Corporation) chief argument before the Probate Court when he seeks its approval of his \$11,200,000 bid for the radio-TV empire (*The Billboard*, October 14). Earlier in the week, LA County public administrator accepted Hoffman's bid over its sole contender, General Tire Company's (Yankee net) \$10,525,000. Court will hear both bidders Friday (20).

No matter how the bidding goes, Hoffman will bear down on the fact Don Lee net should go to Western money and point to his record as a Western radio and teletest manufacturer. Money underwriting Hoffman Corporation's offer includes Westerners Ed Pauley, Bank of America, Blythe & Company, with only New York's WOR repping the East. Further, Hoffman said he would retain net's present staff and has reached agreement with its long-time pilot, Lewis Allen Weiss, to retain the top post. Purchase covers four AM outlets, one TV and one FM station, New Hollywood headquarters, pacts with affiliated stations and Mutual, plus \$5,000,000 cash reserve. Hoffman promised to retain estate intact and that Hoffman Radio Corporation would hold 100 per cent of net's stock, thereby dispelling rumors that he is fronting for other money interests. After probate, new op will have to get Federal Communications Commission (FCC) okay.

General Tire can still up its initial bid by topping Hoffman's offer with an additional 10 per cent above latter's original figure. General reportedly will turn over Don Lee's tele outlet (KSTL) to CBS, which is sans a wholly owned-and-operated video station. (CBS owns 49 per cent of *The Times'* KTTV.) Court does not have to decide in favor of the highest bidder, but takes in consideration qualifications of proposed ops and picks the one it deems best suited for estate's future.

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 quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S
HAIR GOODS CO.
37 N. State St.
Dept. 1
Chicago 2, Illinois

- Waterfalls & Braids
- Chignons
- Pageboys
- Top Curis
- Switches
- Tranlines
- Information
- Wigs
- Toupees

REMOVE IT IN 10 SECONDS

GLOSSY PHOTOS IN 1 DAY!

5¢ EACH in 5,000 Lots
3¢ in 1,000 Lots
17.99 per 100

Postcards \$25 per 1000 • Mounted Enlargements (30x40) \$13.95

Made from your negative or photo. NO NEGATIVE CHARGE—NO EXTRAS. Unsurpassed in quality of any print. Made under supervision of famous James J. McKeaghen.

ANY PRODUCT PHOTOGRAPHED,

COPYART
Photographers
1122 74233
165 West 46th St.
New York 19, N.Y.

WE DELIVER WHAT WE ADVERTISE

BRIEF AND IMPORTANT

Stewart Switches From WSM to WSIX

Tom Stewart, director of publicity and promotion for WSM, Nashville, joined WSIX, Nashville, Sunday (1) to head up the station's publicity, promotion and public relations department and take charge of over-all program direction. Stewart has been with WSM for 15 years.

Crosby Enterprises Looks for TV Film Ideas

Do you have a good TV film idea? Then let Bing's brother, Everett, know about it. As previously revealed by The Billboard, Bing Crosby Enterprises (which Everett heads) is going into full-scale production and syndication of TV films, and Charles B. Brown was recently appointed director of its TV sales. Initial product for release will be the second run of the "Fireside Theater" series, which Crosby produced. With hyping of activity, Everett Crosby said that what he needs most are good shows. Firm is geared to either syndicate series already produced, or film a series if it can find the right show.

Hollywood Radio News Club Elects Anderson

NBC's Dave Anderson was elected prexy of the Hollywood Radio News Club (RNC), org composed of Southern California broadcast newsmen. Other officers picked in RNC's fifth annual election are ABC's Bob Garrod, veepee; Betty Penny (free lance), secretary-treasurer, and KFMV's Bill Kenneally, assistant secretary-treasurer. New appointments to the board of directors are KFWB's Al Gordon, club's retiring prexy; CBS's Chet Huntley, ABC's Hank Weaver and NBC's Al Downs. RNC was the group that originally filed its "news-slanting" charges against station owner G. A. Richards early in 1948 with the Federal Communications Commission (FCC), a case now in its fourth month's hearing by that government agency.

Barry Gray May Sportscast Sunset Rasslin'

Sunset Appliance Stores, New York radio-TV chain, is negotiating with Barry Gray to take over as commentator on wrestling telecasts sponsored by Sunset. Gray is reported to be asking \$500 per show, with the chain starting its bid at \$300. Gray now handles the midnight to 3 a.m. chatter show over WMCA, New York.

Richter Joins WKRC-FM Sales Staff

Edwin G. Richter Jr. has been appointed sales representative for Cincinnati's WKRC-FM, Robert Bender, sales manager announced. Richter was formerly local representative of the merchandising staff of Life magazine and also with the Frederic W. Ziv Company.

Burns Assumes Sutherland's "Kane" Megger Chores

Frank Burns takes over the direction of "Martin Kane" from Eddie Sutherland in the near future. On Thursday nights over NBC-TV, 10-10:30, the mystery video program has been directed by Sutherland since its inception. Sutherland will make a dealer film for Buick.

Wagner, Former BMI Researcher, Starts Own Service

Sidney N. Wagner, former director of research for Broadcast Music, Inc., has formed his own market counseling and research organization, Professional Marketing Services. The firm will provide a service designed especially for business concerns that do not maintain full-time marketing staffs. Wagner was formerly a market analyst for Standard Brands and for Schenley Distillers.

ABC Separates AM, TV Sales in Chi

Robert McKee has been appointed sales manager for ABC's central division AM sales department, and Jerry Vernon heads network's TV sales department in Chicago. The move was the first in a separation of AM and TV sales. Both will work under Jim Stirton, central division sales manager.

Gregg Heads WKRC Promotion Department

Frederic Gregg has been named to head all promotion activities of Radio Cincinnati, Inc., which operates WKRC-AM, WKRC-TV, and WKRC-FM, Cincinnati Transit Radio. He has been public relations director of the three stations. A former newspaperman, Gregg had been with Scripps-Howard papers in Washington, Columbus, O., and Pittsburgh.

WXYZ Moves Bow Time Up Two Hours

WXYZ-TV, Detroit, ABC-owned outlet, is moving its daily starting time ahead two hours to noon, Monday thru Friday, with an all-feature-film program, "Movie Matinee." The station now has three different film package deals signed, allowing a wide selectivity in actual film programming for any given sponsor.

Levin Wins \$350 From Pullman for Unused Script

Mort Levin last week won an arbitration award of \$350 from Edwin Pullman, furniture designer, who decided to become a TV packager. Pullman commissioned a script from Levin but then decided not to use it.

Jack Haddock Manages KBYR, Anchorage, Alaska

KBYR, Anchorage, Alaska, indie radio station, is now under the management of Jack Haddock, who joined the Alaskan station recently following several years with CBS outlets in the San Diego, Calif., area. He replaced Doug Sparks, who left the territory to do public relations work for an Eastern firm. Sally Monserud, local book store operator, is now traffic manager at KBYR.

10-Mil-Plus Billings Spell Weintraub's Success Story

NEW YORK, Oct. 14.—The William H. Weintraub agency here raked in more than 10 times as much moola in new radio and TV accounts this year as last. The agency has pyramided 1949 radio and TV billings from less than \$1,000,000 to approximately \$10,850,000.

The firm's most recent coup occurred last week when it snagged the B. T. Babbitt account (Babo and Glim), for radio and television, which is valued at about \$2,500,000 yearly. Prior to signing with Weintraub, Babbitt was with the Duane Jones agency for 17 years.

Additional radio and TV billings

for Weintraub are estimated at \$3,000,000 for Anchor Hocking Glass Company's across-the-board TV show, *Eroadway Open House*, on NBC; the Blatz Beer account, \$2,000,000; Kaiser-Frazer, \$700,000 for *Elery Queen* on DuMont, plus \$250,000 for radio and TV spots; Clippier Craft Clothes, \$40,000 for *Stop the Music* on ABC; Airwick, \$800,000 for Don Gardner's news programs on ABC and CBS and \$400,000 for *I Cover Times Square* on ABC-TV; Adam Hats, \$700,000 for the Drew Pearson radio show; and about \$100,000 in video spot billings for Maidenform on CBS-TV's *Vanity Fair* and *Revlon*.

TVA May Ask Member Okay For Strike, If Nets Hold Out

NEW YORK, Oct. 14.—Television Authority (TVA) this week was expected to ask for the sanction of its members to strike the video webs at the next membership meeting Thursday (19). Only a better offer from the nets at the next negotiation session, a day before the membership conclave, can prevent such a vote from being taken.

After dickering for more than a month with the telecasters, TVA execs are firmly convinced that it will take more than words to persuade the employers to grant their demands. The differences between

the negotiators are basic. The webs have upped slightly their offer of \$20 per show, regardless of length, plus rehearsal fees, but TVA is asking a minimum of at least \$150 for a half-hour show.

Indications are, too, that the webs expect trouble and are gearing themselves for it. The TVA, however, has taken a small step to mend its broken Screen Actors Guild (SAG) fences by giving up any jurisdictional claim to video films. This at least assures the organization that it will not be in a hassle with its sister union, if trouble should come.

122 Det. Theaters Using Video Plugs

DETROIT, Oct. 14.—The movies may fear television, but an unprecedented group of 122 Detroit theaters—including a large majority of the city's seating capacity—is using video to promote their own business. A \$20,000 prize contest to stimulate steady attendance was launched Wednesday (11), with a series of 70 five-minute television periods booked over all three local stations. A one-minute sound-on-film commercial of the contest is being used. The theaters are also using 400 radio spots, with newspaper space taking up the balance of the \$50,000 advertising budget.

Promotional campaign was placed by W. B. Doner & Company, with Harold Sandelman of the agency, former theater man, arranging the details.

An Expert!

WASHINGTON, Oct. 14.—W. Somerset Maugham, who starts a TV series, *Teller of Tales*, over CBS next week, told the Woman's National Club, whose luncheon he addressed here, that he has never seen a TV show.

ONLY 2c EACH FOR PHOTO POST CARDS IN SMALL QUANTITIES

1000 Kier Brilliantone Photo Post Cards now only \$20! Real photos. Finest quality. Satisfaction guaranteed. Immediate service. No fan photo ever packed more punch at so low a cost! Order quick before we change our mind!

KIER PHOTO SERVICE
1265 W. 2nd St., Dept. B, Cleveland 13, O.

ORIGINAL XMAS CARDS

LET ME CREATE YOURS—I'LL DESIGN SOMETHING SMART, DISTINCTIVE—WITH YOUR PHOTO, PHOTO OF YOUR ACT, ORCHESTRA, WIFE, CHILD, PET OR WHAT HAVE YOU—WORKED INTO THE DESIGN.

Leave the complete design to me—or if you have an idea of your own in mind—send a rough sketch. I'll do the rest...

100 Cards for... \$28.00
300 Cards for... \$72.00
500 Cards for... \$45.00
1000 Cards for... \$65.00

\$.00 with order, balance C.O.D. Samples sent on request.

ART STUDIO • FRANK J. RINCIARI
166 Forest Road • Glen Rock • New Jersey

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY

8 x 10—5¢, Postcard—2¢, Blowup, 20 x 30—\$2, 30 x 40—\$3, NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & list 88

MOSS PHOTO SERVICE 153 W. 46, N.Y. 19

CENTRAL REGISTRY TELEPHONE EXCHANGE

Make This Your TELEPHONE AND MAIL SERVICE For All Programs

• 25 OPERATORS • LEADS TYPED AND MAILED ANYWHERE IN U.S.
• 24 HOUR SERVICE •

702 W. 17TH ST., LOS ANGELES 15, CALIF. Prospect 6484

Four Star Revue (Ed Wynn)

Reviewed Wednesday (4), 8 to 9 p.m. EST. Sponsored by Motorola, Inc., thru Ruthrauff & Ryan via NBC-TV. Producer, Joseph Santley; production supervisor, Pete Barnum; director, Doug Rodgers; music, Merle Kendrick. Cast, Ed Wynn, Ben Wrigley, M. Choppy, the Merriell Abbott Dancers, the Hanneford Family, Edith Piaf.

The first of Wednesday night's rotating comic shows which NBC is pitting against Arthur Godfrey found Ed Wynn getting the stanza off to a rousing start. Danny Thomas, Jimmy Durante and Jack Carson will round-robin with Wynn. Motorola picked up the tab and will bankroll the two succeeding Wednesday night offerings, thereafter coming back every third week. The show also marked Wynn's first live network appearance and initial use of NBC's newly acquired Center Theater.

The entire show marked adroit use of video, in terms of content, cast and pacing, and was close to the current maximum potential of TV variety stanzas. On the show with Wynn were the rubber-jointed British comic, Ben Wrigley; the French chanteuse, Edith Piaf; the Merriell Abbott eight-gal dance troupe; Monsieur Choppy and his living (female) canvases, and the Hanneford Family miniature circus.

Wynn Still Master
Wynn, of course, remains a past master at sight gags, not all of which will please everyone, but most of which will please most people. Wrigley's weird, jelly-like walk was, in itself, hilarious. Miss Piaf can torch a song better than almost any gal around. M. Choppy's drawings on the backs of some luscious chicks was pleasing to the connoisseur of comic art as well as to the glands of the average male viewer. The Merriell Abbott Dancers showed some excellent routines that were somewhat off the usual TV hoofing, and the Hannefords made the entire stanza something of an extravaganza, with their bareback horsemanship.

Thru all the acts Wynn rambled along, holding things together neatly but unobtrusively. Also very much in the picture were his usual collection of chesty gals, advertised merely as his "assistants," who carried his props in and out and looked pretty for the cameras.

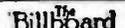
High Grade Camera Work

The camera work, incidentally, was generally of high caliber, but had some occasional low water marks. One of these was in the second routine of the Abbott dancing girls, where some unfortunate camera placement made some of the tumbling routine seem clumsy.

Miss Piaf took top performance honors on the preem with a strong-meat torcher, *Au Paradis*, followed later with her own *La Vie En Rose*. The latter was delivered while perched atop a small piano, which in turn was balanced on a bicycle-like arrangement which Wynn pedaled about the stage.

A routine commercial before the body of the show was supplemented with a wind-up plug featuring endorsements from baseball's old reliable, Tommy Henrich, and interior decorator Barbara Schwimm. The middle plug, however, was a real Wynn gem, involving a zany skit in which the services of several interpreters, each working a different language, were needed to sell a Motorola to a customer.

If shows of this caliber are a regular occurrence on the Wednesday NBC line-up, Arthur Godfrey will have more than a little to worry about. *Sam Chase.*




Designates Radio Review

Kate Smith Show

Reviewed Friday, (6), 4-5 p.m. EST. Monday thru Friday participating sponsorship, via NBC-TV, New York. Producer, Ted Collins, Barry Wood; directors, Greg Garrison and Alan Neuman; writers, Dorothy Daye, Ed Brainard, Al Gary; set designer, Mabel Buell; music director, Jack Miller; choreographer, John Butler. Cast: Kate Smith, Ted Collins, John Butler Dancers, Peg Lynch, Alan Bunce, Cliff Edwards.

By-passing the usual TV guest shots and such that most radio performers employ to get their initial video bearings, Kate Smith has plunged into television on a full hour, across-the-board schedule. Entertainment-wise the show is one of NBC's all-purpose specials, complete with music, guest stars, ballet, news, household hints and situation comedy. The latter, supplied by radio's *Ethel and Albert*, is so good that it's probably only a matter of time before a sponsor snaps 'em up for a TV show of their own.

In spite of all the fancy trappings, tho, the real charm of the program is best realized when Miss Smith starts warbling. Wisely eschewing elaborate production backing, she delivers her numbers attired in a smart but simple afternoon frock, standing in front of a plain drop. The gal is in wonderful voice—rich and clear and her personality conveys even more womanly warmth on video than it does on radio. This wholesome quality should carry a lot of weight with potential sponsors, since it attracts a sizable segment of housewives that the plunging neckline crowd never touches. Miss Smith, who televises amazingly youthfully, is relaxed and happy in front of the cameras, albeit a bit too coy at times on her emcee chores. Her Hollywood news chatter session is a good idea, but if the tired material on last Friday's session is any criterion, Lolly Parsons doesn't have anything to worry about.

Okay as Emcee

Ted Collins, Miss Smith's longtime radio associate, is just so much excess baggage on this show. The gal handles the emcee job nicely by herself, and Collins's heavily personalized news commentary slows down the pace of the program.

In the guest spot Friday, Cliff Edwards supplied a nostalgic touch with a uke-vocal on *Singing in the Rain*, and the Golden Gate Quartet wrapped up a couple of spirituals with their usual smooth harmony blend. The John Butler Dancers pranced around in a slow-motion take-off on silent movies, which was neatly executed tho strongly reminiscent of the Mack Sennett ballet in *High Button Shoes*.

The video version of *Ethel and Albert* alone is enough to insure the success of the hour. Script of show caught, first in a series of 15-minute episodes, centered around a domestic crisis sparked by the futility of trying to find a pencil. Scripter Peg Lynch, who also plays Ethel, is one of the best situation comedy writers in the business, and her initial skit was strong on human interest. She and Alan Bunce turned in performances of matching high caliber.

June Bundy.

Radio and Television Program Reviews



Designates Television Review

Lux Video Theater

Reviewed Monday (9), 8-8:30 p.m. EST. Presented by Lever Bros. thru J. Walter Thompson via the CBS-TV web. Producer, Cal Kuhl; director, Larry Goldwasser; script, James M. Barrie; music, Vladimir Selinsky and ork; announcer, Jay Jackson. Cast: Luise Rainer, David Wainwright and Kate Tomlinson.

Whether the Lux Video Theater can repeat the success of its radio twin is more than open to question.

Altho the formula has been adhered to faithfully—stars, name, properties and a final plug for the product from the thesp employed—the probability is that, even tho the program is skillfully produced, Lever Bros. is a year too late. The TV logs are full of dramatic shows just as good.

The stanza caught had Luise Rainer starring in James M. Barrie's *Rosalind*. The story of a 29-year-old actress who briefly masqueraded as her own mother, the situation coming to life when a youthful admirer, deceived by her impersonation, declared his love for her. The callow youth thought he was talking to her mummy. From there, however, they both exercised their lungs declaiming Shakespeare's *As You Like It* as she told him she couldn't marry him because she was an actress. The lines were full, round and lovely, but the situation's progression ended after the first 15 minutes of script.

The attractive gamin, as usual, Miss Rainer has passed the 29-year-old stage. Her casting might have been more acceptable, however, had not the the boy, David Wainwright, seemed so young. He, on his part, did not have sufficient charm to carry his role.

Miss Rainer explained what using Lux has done for her skin.

Leon Morse.

Faye Emerson Show

Reviewed Tuesday, 7:45-8 p.m. EST. Presented by Pepsi-Cola thru Biow Agency via CBS-TV. Producer, Gil Fates; director, Alex Leftwich. Guests: Ina Van Hee, Ralph Flanagan and Susan Reed. Cast: Faye Emerson and Charles Mullen.

Curvacious Faye Emerson, now the "more bounce to the ounce" girl for Pepsi-Cola, made an auspicious debut for her new sponsor. Actually the program is a more polished repeat of her past TV offerings, but the actress is so winning a personality even her small talk holds interest.

The 15-minute telecast had two sections. Miss Emerson, aided by Ralph Flanagan and Susan Reed, showed the derivation of the Pepsi-Cola jingle. She tracked it back to the old English folk tune, *Do Ye Ken John Peel*. Miss Reed sang the original version of the ballad in fine style and Flanagan then jazzed the number up via a piano solo. The integrated commercial was handled very well. Later Miss Emerson interviewed a fresh-looking Dutch girl, a recent arrival in America as an exchange student. Their chatter should have appealed to the women viewers, and undoubtedly the program is geared to open the female purse strings in favor of Pepsi.

The filmed commercial was adequate, Miss Emerson herself pitched for the product in what seemed an unrehearsed manner. Both production and direction were top-flight.

Leon Morse.

Mary Margaret McBride

Reviewed Friday (13), 1-2 p.m. Monday thru Friday EST. Participating sponsorship via WJZ, New York. Producer, Estella Karn; emcee, Mary Margaret McBride. Guests: Richard Whorf, Nancy Kelly, Mr. and Mrs. Bill Wesley, Dr. Henry Hart.

Mary Margaret McBride picked up her well-knit daytime series last week and sashayed over from WNBC to WJZ without dropping a single sponsor. By last Friday's broadcast her well-known folksy format was rolling along so smoothly you'd never know she'd left home.

The gal's down-to-earth vigorous personality is as sharp as ever, and the show itself stepped along at a fast clip in time with her incessant chatter. Mary Margaret's greatest charm is the fact that she's "just one of the girls." She's nose-y, garrulous and often frank to the point of rudeness with her guests.

Last Friday she gabbed happily about the theater with Richard Whorf and Nancy Kelly; cooed over a chimpanzee named Gee Gee, and was openly hostile to one Dr. Henry Hart, a student of Asiatic history. The latter expounded at great length on such earthy topics as polishing floors with cow dung and the joy of spitting blood colored juice from the betel nut. The fem commentator took all this in her stride, but when he came out in favor of the good old native custom of flogging fraus she shrieked, "What is this I've got before me?"

Mary Margaret bundles up sponsors in mass lots between guests, utilizing her loving, but off-hand style of plugging to its usual good advantage. Last Friday she gushed in sincere fashion over an onion soup sale; "the enchanting things you can do with sweet potatoes," and prefaced a nostalgic plug for coffee with "remember the time you first tasted it?"

June Bundy.

The Perry Como Show

Reviewed Monday (9), 7:45-8 p.m. EST. Presented by Chesterfield via Cunningham & Walsh, thru the CBS-TV web. Producer-director, Lee Cooley; music, Mitchell Ayres and ork. Cast: Perry Como and the Fontane Sisters. Guests: Bobby Haggart, Perry Snyder and Tony Mattola.

Slick, tuneful and relaxing, the Perry Como Show gives promise of developing into a solid video attraction. On the stanza caught, Como was at the top of his form with his mellow voice and mellow manner, punching one song after another across, including *Blue Room* and *Watching the Trains Go By*. What the program must do, however, is develop more of a TV formula. Como sounds good on TV, but so do his records. The show should strive to introduce his personality to the audience, for he is not only smooth and affable, but a welcome antidote to some of the more frantic programming around. Big production numbers and ersatz ballet should be strictly verboten. The program is unpretentious and so is Como. It should remain that way.

The singer, however, allowed himself to be ruffled near the end of the program when the commercial seemingly ran too long and cut his vocalizing time. His mouth moved, but he was off mike. Como is too great a performer to allow petty disturbances to get the best of him. They inevitably occur and should be dealt with afterward.

The Chesterfield commercials were smooth and plugged the "smells milder, smokes milder" pitch. Durwood Kirby, the video salesman for the cigarette, delivered them extremely convincingly.

Leon Morse.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

The Vaughn Monroe Show

Reviewed Tuesday (10), 9-9:30 p.m. EST. Presented by R. J. Reynolds over CBS-TV thru William Esty. Producer-director, Don Appell; writer, Hal Block; special material, Lyn Duddy; executive producer for Esty, William Stewart. Cast: Vaughn Monroe and his ork, Ziggy Talent, Shaye Cogan, the Moon Maids and the Moon Men.

Vaughn Monroe's plunge into video was indeed an auspicious one. Not only did the muscle-lunged maestro prove to be a mighty handsome chunk of photogenic man and manage to make the most of his distinctive tonsils, but he was accorded one of the handsomest, most compact and swiftest moving productions yet seen in the TV medium.

Show was built around a series of musical productions with Vaughn taking the opening spotlight with *There I've Said It Again*, running down *Simple Melody*, with the Moon Men and Moon Maids turning out a class production built around his noted rendition of *Dance, Ballerina, Dance*, and closing with a sock routine set to *Begin the Beguine*. The maestro handled the emcee chores in an informal manner, tho his opening video show seemed to have stirred some butterflies in him.

Shaye Cogan, a familiar video face, served as the fem interest and delivered a neat bit with her reading of *The Boy Next Door*, which was neatly mounted in a convincing rustic setting. Her *Count Every Star* was not as effective and a chorus too many created the only lull of the show.

Ziggy Talent, a member of the Monroe organization, scored an effective round with his zany shouting of his waxing of *The Maharajah of Magador*.

The success of this show lies primarily in the clever production and direction job of Don Appell. The superb use of cameras gave the show a light, breezy atmosphere, which, if followed in the future, should make for a highly popular feature.

Hal Webman.

Prudential Family Playhouse

Reviewed Tuesday (10), 8-9 p.m. EST. Presented by Prudential Life Insurance thru Calkins, Holden, Carlock, McClinton & Smith via the CBS-TV web on alternate weeks. Producer-director, Donald Davis; co-producer, Dorothy Mathews; play, S. N. Behrman; adaptation, Robert Anderson. Cast: Gertrude Lawrence, Kelvin McCarthy, Hiram Sherman, Tonio Selwart, Lawrence Fletcher and Olga Fabian.

Studded with top names, top material and top production values, this potent dramatic stanza, on the basis of its initial viewing, rates with the best in video. The impact of this alternate week presentation may be twofold: Tezaco Star Theater on NBC will undoubtedly lose some audience as the drama fans dial away, and CBS-TV may have less difficulty in peddling its open alternate-week slot.

The property was S. N. Behrman's *Biography*, the star Gertrude Lawrence. The result: as fine an hour TV drama as has been televised.

Biography is the well-known story of a sophisticated woman artist and her brief liaison with an impulsive, inferiority-ridden young reporter. They meet and fall in love only to be parted when he decides to make a crusade out of attempts to stop the publishing of her autobiography. He sees the men behind the pressure as dark evil people; she, with her greater worldliness, sees them as the ineffectuals they are for all their machinations.

The material is high comedy, American style. There are several delicious scenes as Miss Lawrence displayed her virtuoso acting technique. She was superb. But the great surprise was Kevin McCarthy's sock thesping. This relatively unknown actor matched Miss Lawrence scene for scene and even managed

Frank Sinatra Show

Reviewed Saturday (7) on CBS-TV network, 9-10 p.m. EST, sustaining. Producer, Paul Dudley; music, Axel Stordahl; director, Hale Gerson; writers, Hugh Wedlock, Howard Snyder, Harry Crane, Paul Dudley. Star, Frank Sinatra. Featured, Ben Blue. Cast: Sid Fields, Moon Mists, J. Carroll Naish, Harrison and Kay.

CBS-TV is spotting Frank Sinatra's new TV series against the best show in video—Max Liebman's *Saturday Night Revue*, and it has its work cut out for it, for real. The initial Sinatra program gave little evidence of offering much competition; its assets, except for the star of the show, appeared exceedingly limited. There's plenty of potential talent there, but the entire effort was bogged down in the most miserable production yet unleashed on any big time show.

From every count—the camera work, mikes missing when they ought not have been, a complete lack of cohesion and virtually a complete dud insofar as material was concerned, characterized the program. Perhaps even the opening show tipped the mitt. It went from a view of the drop showing a caricature of Sinatra to the singer himself, standing in front of the curtain. Only it was such a long view that he looked about the size of a rubber eraser on a pencil. Instead of opening with a sock shot, a good close-up of his homely pan, it made Sinatra look almost ludicrous. That about set the tone.

Two Numbers Okay

Sinatra himself is no problem insofar as performing goes. He is still one of the great warblers of the day, and acquitted himself first rate in a skit with J. Carroll Naish who did a TV version of *Life With Luigi* and a Chaplin pantomime with Ben Blue. This and Sinatra's closing tune, *Ole Man River*, were the only two really satisfying numbers on the show.

Blue did a sock job on the Chaplin take-off, period, but period. Here is a guy who can be riotously funny, only he never seems to be that any more. His crowded upper berth and ballet numbers were old and dull. If he started out with his best stuff, what's next? The *Luigi* sketch revealed Naish's ability at dialect but was mawkish, overly schmaltzy, overly written and completely devoid of credibility.

Where's Production?

Regardless of how socko a singer is in video—especially after the first number, the songs have to be produced. None of Sinatra's was. That's certainly another department in which the show needs a hypo. Nor is there any need of repeated camera shots of Axel Stordahl and his crew; they're there to make music and they do a fine job, but it ain't pictorial. The Moon Mists (four boys and a girl) gave a fine assist, as did the Harrison and Kaye dance duo.

There's talk the show had trouble getting rehearsal time and ran short on dress rehearsal time as well, but it's not a valid enough excuse in launching such an important personality.

Jerry Franken.

to steal a few bits in the role of the young reporter. Hiram Sherman was another thesp who scored solidly. But a small error occurred thru the casting of Larry Fletcher as publisher Carol Kennicott. Fine actor that he is, Fletcher held his own, but the role called for an older player. In smaller parts, Tonio Selwart and Olga Fabian were decided assets.

Both Robert Anderson's adaptation and Donald Davis's production and direction were top drawer.

The easy-to-take Prudential commercials might have had even greater impact had the speller memorized his lines, instead of referring to paper continually.

Leon Morse.

Mrs. Eleanor Roosevelt

Reviewed Thursday (12), 12:30-1:15 p.m. EST. Participating sponsorship via WNBC, New York. Producers: Elliott Roosevelt-Martin Jones. Associate producer, Henry Morgenthau III. Cast: Mrs. Franklin D. Roosevelt, Elliott Roosevelt, Perle Mesta.

Mrs. Franklin D. Roosevelt teed off her 45-minute-across-the-board radio series, with son Elliott acting as co-host and doubling on the commercials. Mrs. Roosevelt was as gracious as ever, but the show itself was dull, slow-paced and stilted, offering conclusive proof that a boy's best friend is his mother. Elliott's role of pitchman for Flamingo Frozen Orange Juice, Toni Home Permanents and McKettrick-Williams dresses is tantamount to Princess Elizabeth plugging fish and chips on the BBC, while Queen Mary interviews Churchill.

WNBC pulled a coup when it signed Mrs. Roosevelt in the wake of Mary Margaret McBride's surprise move to ABC, but the deal may yet boomerang saleswise unless it tailors the series to Mrs. Roosevelt. Right now the station is trying to do it the other way 'round via the format of every other over-the-back-fence housewife show.

Mrs. Roosevelt has tremendous audience appeal, but she's no Mary Margaret McBride, and odds are against her pulling the same segment of fem listeners. She's a dignified, forceful personality and, for the right sponsor, she could undoubtedly capture a sizable listening audience that ordinarily never tunes in daytime radio. In line with this, it's also apropos that Elliott Roosevelt is no Martin Block. His sales pitches for Flamingo, McKettrick and others were read in a nervous monotone and the copy seemed equally apathetic. A particularly jarring note was sounded on a McKettrick commercial when he led into the plug with "Mrs. Mesta, both you and mother know how important it is for a lady to be well dressed." Relegating these spots to a regular announcer would be in better taste and make sales sense.

The guest department is where the program shines. Mrs. Roosevelt led off her preem with UN biggie Ralph Bunche, Fred Allen and David Sarnoff. Next day she hosted the much-publicized Mrs. Perle Mesta, Minister to Luxembourg. Here again, tho, the production defeated its material. The idea of listening in to a personal chat between Mrs. Roosevelt and Mrs. Mesta sounds fascinating, but the actuality was quite dull. Mrs. Roosevelt's flair for spontaneity and easy charm in conversation was almost completely hidden under a bushel of stilted dialog. Brief flashes of her great personal magnetism offered tantalizing glimpses of what the series could and should be like with a change of format.

June Bundy.

AFTERNOON'S LINE

(Continued from page 5)

the chief daytime radio diet is soap operas, they have yet to succeed in video, altho Procter & Gamble's *First Hundred Years*, which is to preem on CBS-TV shortly, will be a big-time attempt to put this form of drama over in TV.

The Bert Parks and Kate Smith shows are typical examples of adapting the variety format to daytime video programing. Such stanzas are expected to form the bulwark of daytime TV programing at this stage. However, NBC has ambitious plans for adapting the daytime serial to TV as a major facet of its morning web programing (see other story, this page).

NE Radio Men Hear Willard, Miller Plans

BOSTON, Oct. 14.—The New England faction of the nation's broadcasters moved closer together this week on two fronts. More than 100 New England radio men gathered here at the Hotel Somerset for the annual meeting of the first district of the National Association of Broadcasters (NAB) to learn of radio's plans to anticipate any national emergency thru a speech delivered by NAB Prexy Justin Miller, and to hear of radio's "\$1,000,000 plan" of self-promotion from A. D. Willard Jr.

As in his other talks around the country, Miller described the formation of the Broadcasters' Advisory Council, and the feeling within the radio industry that any censorship or restrictions made necessary by national emergency should be voluntary.

Distinct Set-Up

Willard, in outlining radio's plan for national advertising promotion, said that a bureau set up for the purpose should be divorced from the NAB and should begin to operate on its own by next April. The first district of the NAB became the 13th radio group to endorse the plan in a resolution passed Tuesday.

Another resolution paid tribute to the late John Shepard III, pioneer radio man, who died a few months ago.

WTUX Loses License On Race Info Charge

(Continued from page 3)

against WTUX singled out the station's daily afternoon-long program, *1290 Sports Parade* as "designed to assist" unlawful gambling because of a mass of detail which "had a particular and peculiar utility to bookmakers." "It is bookmakers who require race results with the rapidity with which this station broadcast them," the decision stated. "It is patent, from the record of this proceeding, that the horse racing information broadcast by WTUX was an integral part of illegal betting activity in the Wilmington, Del., area."

Commissioners Jones and Sterling in a dissent argued that the FCC, instead of singling out WTUX for revocation, should take "remedial steps" on "an over-all basis against all stations which may be operating in such fashion as to be an aid to illegal gambling." Jones and Sterling emphasized that they don't believe that a station broadcasting programs to aid illegal gambling are in the public interest, but they gave cognizance to WTUX's commitments to improve performance.

MONOCHROME STILL

(Continued from page 7)

cleared up this year, even tho Chairman Coy would like to get into a conference with industry on it soon, and a November proceedings is being discussed currently. The commission will be bogged down in TV allocations hearings for several weeks.

Sole chance for a break in the color TV paralysis would be, of course, for a major manufacturer to signify readiness to go into big-scale production—and so far the only interest in production of CBS converters or adapters has come from small manufacturers. In the nation's capital, McCarthy Bros. Electronics Company, a TV service firm, announced it will start making some converters and adapters. But the firm has no production line. Requests for color converters have come from a score of TV set owners, it was pointed out. Cost of the converters is estimated at \$50 to \$75 by Harry Flagle, engineer, associated with Jerry M. and Justin McCarthy, owners of the plant.

ASCAP'S SUPER-DREADNAUGHTS

Stratosphere Bracket for Berlin, Porter

Who Gets What Explained

By Jerry Wexler

NEW YORK, Oct. 14.—Because of the performance basis of the new writer classification plan in the American Society of Composers, Authors and Publishers (ASCAP), Irving Berlin has been assigned a classification rating all by himself at the top of the list, and Cole Porter has his own rating in second place.

What had formerly been the AA bracket has been broken down in the new number ratings into a bracket ranging from 775 at the bottom to 1,000 at the top. In order for an AA writer to stay at the 1,000 level, he would have to have averaged 38,820 performances a year during the past five years. But so far in excess of this average are Berlin, Porter and a few other all-time greats, that a sort of super-dreadnaught class had to be provided for them, in five classes ranging from 1,050 to 1,500 classification points. Berlin and Porter get double helpings in the performance tabulations, because they get credits for both words and music. Porter's five-year average was reportedly computed at 300,000 years, and Berlin's just about double that amount.

Berlin figures to walk off with (See ASCAP on page 47)

London Cuts 20 Disks in Push

NEW YORK, Oct. 14.—London Records, currently undergoing a gradual reorganization of its sales and artists-repertoire set-up, has closed another of its factory-owned branches, and launched an ambitious recording program. The defunct branch is Penn-Midland, Pittsburgh, with London distribution in that city now assigned to Ben Herman's Standard Distributing Company. Latter also handles Coral. The shift, made by London sales and r. chief Joe Delaney, follows closely on the sale of the diskery's Cleveland branch and the setting up of an indie distrib in Portland, Ore.

Under Delaney's direction, the a. and r. operation is going full blast. Last week 20 sides were cut between Thursday (5) and Sunday (8). Artists who cut were the Buckeye Boys, Hank Dalton, Marlin Sisters, Al Morgan, Jack Pleis and British thrush Anne Shelton. The Buckeye Boys and Dalton—country artists—were inked exclusively by the label, along with the Chicago vocalist Tommy Nichols.

According to Delaney, London is about to make an all-out exploitation drive on Al Morgan, of *Jealous Heart* fame. Four Morgan disks will be released this month, including one Christmas special.

Meanwhile, classical a. and r. top-per Remy Van Wyck Farkas has left on the first of a series of "sales information" jaunts. This week he's in Cincinnati, conducting sales meetings on the London longhair catalog and visiting dealers.

Returns Salute

HOLLYWOOD, Oct. 14.—It's hands across the labels as Capitol's Stan Kenton returns Victor's Paris Prado's mambo salute with his latest release, *Viva Prado*, Cap's champion of progressivism got Prado's wax hail with one of the first of the mambos, *Mambo a La Kenton*, cut by Victor in Mexico. Kenton's reply is actually his first full-fledged step into the latest Latin rhythm. He previously waxed *Jambo*, a more or less progressive version of the new dance.

Colleges Ignore Budget, Shelling Out Big Ork \$\$\$

CHICAGO, Oct. 14.—A check of the major booking offices during the past three weeks indicate that colleges are not adhering to a recent suggestion from the National Association of Student Unions, which recommended that ork budgets be kept under \$1,000 or \$1,500, depending upon the size of the school. Bookers here report that salaries offered orks for collegiate dates range anywhere from a low of \$1,000 to \$3,000 for an ork to play a matinee concert and evening dance. Only difficulty encountered by bookers is the usual heavy demand for certain Friday and Saturday dates during the fall. Ork skedders said they don't have sufficient bands to meet demands.

Typical of the collegiate interest is the tour set up by Paul Bannister, of Associated Booking Corporation, for Elliott Lawrence, who recently inked with the Glaser firm. Itinerary of college dates includes: U. of Missouri, Columbia, October 20; Washington U., St. Louis, 21; Purdue U., Lafayette, Ind., 27-28; Drake U., Des Moines, November 4; U. of Iowa, Iowa City, 10; Iowa State, Ames, 11, and DePaul, Chicago, 18. The New York office has Lawrence at Virginia Military Institute, Lexington, November 24-25. On the Purdue dates, Art Goldsmith, who books for the college, has a package that includes Benny Goodman and his sextet. Price of the package for two days ran \$7,500 for the band and BG's sextet. Lawrence also is set to play his first Chi location, starting a two-weeker at the Blue Note December 22.

Decca Begins Merman Pact

NEW YORK, Oct. 14.—Decca Records, Monday (16), will begin capitalizing on its exclusive recording pact with Ethel Merman, the star of Irving Berlin's *Call Me Madam*, which opened to rave reviews here Thursday (12), when the legit star is skedded to record four of the top songs from the *Madam* show. Decca has withheld Miss Merman's services from the Victor Company because of her pact with the former diskery to the RCA company has the recording rights for the original cast album.

The Merman recording date will (See Decca's Merman Pact page 47)

Mercury Sees Top Turnover For 6 Months

Click Disks in Bunches

CHICAGO, Oct. 14.—Mercury Records here is pointing to the biggest six-month sales figures in its four-year history for the period ending January 1, 1951. While Mercury has had a consistent chain of hit disks during the past 18 months, the current six-month period is characterized by a group of artists showing top sales figures at the same time.

Based on current sales figures supplied by Morry Price, sales manager, Patti Page's *All My Love* has passed the half-million mark, while the Richard Hayes-Kitty Kallen etching of *Our Lady of Fatima* has topped 400,000. Frankie Laine's first two-hits-on-one-disk platter, *Dream a Little Dream of Me and Music, Maestro, Please*, is nearing 400,000, while Vic Damone's *Can Anyone Explain?* is hovering near 325,000. Early sales (See Mercury Points on page 47)

Flanagan Ends Date at Statler

NEW YORK, Oct. 14.—Ralph Flanagan wound up one of the most successful New York location engagements of recent years tonight (14) at the Cafe Rouge of the Hotel Statler here, with the orkster scoring at least 722 percentage money during each of his five weeks in the room. Flanagan worked the room for \$3,000 plus a 50-50 split of the covers over \$2,250. In numbers his covers for the five weeks ran as follows: 2,592 for the first week, 2,272 second week, 2,163 third week, 2,284 fourth week, and the band figures to rack up about 2,300 for the final week, with reports for tonight's take not available at press time.

Flanagan, directly out of the Statler, heads for a lengthy one-nighter tour which will cover 53 dates in 56 days. He will not be back East until he opens at Frank Dailey's Meadowbrook December 19.

Wexler New Col Sales Manager

NEW YORK, Oct. 14.—Paul J. Wexler will replace Jeff Wilson as national sales manager for Columbia Records, beginning next Monday (23). Wexler, who has been a district manager for the diskery, was appointed following the resignation of Wilson. Wexler will work under Paul Southard, the diskery's veepee in charge of merchandising.

Wexler, to assume the post with the diskery's Bridgeport, Conn., headquarters, will give up the district sales managerships of Baltimore, Philadelphia, Richmond, Va.; Pittsburgh and Washington. He has been with Columbia for the past 10 years, save for a three-year period which was spent in the service.

Music Reps To Join UNESCO Sessions

NEW YORK, Oct. 14.—Music business interest is keenly focussed on the forthcoming United Nations Educational, Scientific and Cultural Organization (UNESCO) conference on international copyright beginning Monday (23), with several trade organization reps and attorneys planning to attend the sessions.

Among the legites will be John Schulman, Sidney Wattenberg, Sidney Kaye and Herman Finkelstein. Cleffer Milton Drake has been named to sit in as Songwriters' Protective Association (SPA) representative.

Peer-BMI Pact 5-Yr. Renewal; 150G Each Yr.

NEW YORK, Oct. 14.—Ralph Peer signed a new five-year contract with Broadcast Music, Inc. (BMI) this week for his Southern Music Catalog, calling for an advance guarantee reportedly in excess of \$150,000 a year and said to be "the best Peer-BMI deal yet." The Peer catalog has been a BMI mainstay since the early days of the licensing organization, along with the E. B. Marks pubbery. Bulk of the Peer activity has been in the Latin-American field.

With the signing of Ben Selvin, a general manager, the pubbery is planning to move in more strongly on the pop field. Meanwhile, Robert P. Iverson, assistant general manager, has obtained foreign rights to *I Still Love You*, pubbed by Grand Music; *Polka Wedding*, pubbed by Adrian Music, and *Oh, You Sweet One*, pubbed by General Music. Tunes will be handled thru Southern Music, Ltd., firm's English branch.

Victor To Poll Classic Buyers

NEW YORK, Oct. 14.—RCA Victor is polling classical record buyers as to their preferences with regard to artists and compositions. In the event the survey shapes up as authoritative and a good cross-section, Victor will use the results as a guide in future artists and repertoire policy.

Ballots are being given to dealers by distributors. The ballot is on the back of a prepaid post card addressed to RCA Victor in Camden, N. J., attention Paul Barkmeier, general manager. Dealers are advised to use the ballots as package stuffers—one to be included with every album or single record leaving the store. It is also suggested they be placed on counters, included with direct mail—particularly to Red Seal customers, placed in listening booths, etc.

This type of survey of the classical business has long been in the works at Victor. The promotion material lists compositions and artists and asks the consumer to choose his favorites. On the ballot the consumer can indicate which composition he would like performed by any specific artist.

TV'S TOO MUCH ON THE HOUSE

More Sales Up

WASHINGTON, Oct. 14. — Disks, sheet music and musical instruments showed a sales index gain of 9 in the nation's department stores in August, according to the Federal Reserve Board's latest report this week (11). The index for sales of these products during the first eight months this year in department stores dropped 4, the report showed. The board explained that the 1941 average of monthly sales for each department is used as a base in computing the sales index.

Philips Nears Expansion Deals In U. S., France

NEW YORK, Oct. 14.—Philips Industries, Ltd., European electronics empire based in Holland, is reported to be readying plans to increase its activity in the record field, both on the distributor and manufacturer levels, in Europe and in North America. In Canada, where Philips has a subsidiary, Rogers-Majestic, the firm is now distributing Don Gabor's Remington and Continental lines as well as the Coral label. Gabor's disks are being manufactured in Gabor's Empire plant, Montreal. In the United States, it is reported that Philips is angling to buy outright one of the indie classical labels as an initial move into the disk business here.

Further, it is reliably reported that Philips has just about closed a deal whereby it will take over Polydor, French-based international indie.

Philips recently concluded a pact with Deutsche-Gramophone in Germany, whereby that label presses and distributes the Philips label in Germany. Philips launched its own label several months ago, and has set distribution facilities in the Netherlands, Germany, Italy and Austria, in addition to other countries. In Holland, Philips distributes English Decca disks, and in South America it handles English Decca in Colombia and Venezuela.

Shore Session Slated by RCA

HOLLYWOOD, Oct. 14.—Dinah Shore is expected to wax her first RCA Victor sides in year's next week while diskery's artist-repertoire chief, Charles Green, is on the Coast. Sessions are possible as a result of the songbird winning her freedom from Columbia prior to her pact's official expiration date, January 1. Diskery released Miss Shore after Capitol permitted Jo Stafford an early exit to join Columbia's roster.

Green huddled with Victor's newly acquired thrush on picking her initial tunes, with session to be skedded sometime during the week once decision is reached on material. During Green's Coast hop, his second since joining Victor's a. and r. department, he will also supervise sessions (with Victor Coast a. and r. chief, Henri Rene) of Tony Martin, Phil Harris, Dennis Day and Hank Penny, last named a newly acquired folk artist.

DuMont Sets Remote TV Pick-Up Deal

Nitery Shows Planned

NEW YORK, Oct. 14.—A major move to promote remote pick-ups on TV will be completed Monday (18) when the DuMont television network will ink a deal with night club impresario Frank Dailey to present a five-day-a-week, one-hour nightly show which will emanate from the leading night spots and ballrooms across the country. Plan eventually calls for DuMont to expand the show into a two-hour deal, running in the standard radio remote hours of 11 p.m. to 1 a.m.

The Dailey package, which will make its first appearance sometime within the next 14 days, will kick off from Dailey's own Meadowbrook nitery in Cedar Grove, N. J. Show will lay emphasis on the nature of the nitery itself but will consist primarily of the show and band current in the spot.

All told, 10 key locations will be used in the round robin, with the Meadowbrook actually ready to go. Negotiations are expected to be completed with other spot owners once the papers are inked Monday.

Dailey has cleared his project with all the talent unions including the American Federation of Musicians and American Guild of Variety Artists. Arrangements have been made to pay the talent at least scale. The shows also will spot guest interviews, guest instrumental groups, guest star performers as well as name bands. The five nightly shows will be packaged under the title, *Night Life U.S.A.* Dailey, who owns the package, will also serve as the producer of the series.

A similar type of TV remote pick-up has been used on the West Coast with pick-ups from the Palladium Ballroom in Hollywood.

BMI Pubs Sue Catskill Hotels

NEW YORK, Oct. 14.—A number of publishers affiliated with Broadcast Music, Inc. (BMI), are cracking down on alleged unauthorized performances of their music in up-State hotels, according to papers filed in Federal Court this week by Duchess Music, Peer International, Colonial Music and Promotora Hispano Americana de Musica. The hotels named are the Pine Hill Country Club, Pine Hill, N. Y.; Anderson Hotel and Country Club, Monticello, N. Y., and Green Mansions, Warrensburg, N. Y.

Complaint against Pine Hill charges that during the month of August, 1950, defendants allegedly gave public performance for profit—and without payment of royalties—of *The Wedding Rhumba* and *Wedding Samba*, owned by Duchess, and of the Peer tunes, *La Ultima Noche* and *El Cumbanchero*.

Management of Green Mansions is charged with infringing on Colonial's *Misirliou*, Promotora's *Frio en el Alma* and Peer's *La Mucura*, *Arrimate Carinito* and *Bruca Manigua*.

The actions seek injunctions and damages of not less than \$250 for each publisher.

3 More Yule Tunes Set for Recording

NEW YORK, Oct. 14. — Several omissions in last week's listing of Christmas tunes have been called to our attention. They are Southern Music's *Jolly Old St. Nicholas*, waxed by Al Morgan, London; Ray Smith, Columbia; Captain Stubby, Decca; Jack Day, Coral; Montana Slim, Victor, and E. B. Marks's *Toymaker's Dream*, done by Mindy Carson, Victor, and the Song Spinners, M.G.M.

Among the important perennials skedded for pubber and diskery activity, Western Music's *Here Comes Santa Claus* should have been mentioned. Gene Autry's Columbia etching has been the big disk on this one and will get the reissue push again this year.

Eckstine Signs WM, Pic Pacts

NEW YORK, Oct. 14. — Billy Eckstine this week renewed his booking pact with the William Morris Agency for five years and also inked a one-picture deal with the MGM flickery. Eckstine has been with the agency for seven years, having started there originally as a band leader. The deal with the agency was negotiated for the singer by his personal manager, Milton Ebbins. The Morris Agency is readying a TV package and a transcribed radio show to be built around Eckstine for submission in the next few weeks.

Eckstine's flicker deal, completed after consideration of bids from several studios, calls for 10 weeks of work for the singer which will pay him about \$75,000. The movie will start shooting either in July or August. Eckstine will have an acting part and will not be used strictly as a spot performer.

The singer, currently on a lengthy concert jaunt on a package including George Shearing's Quintet, also is in the midst of dickering with several diskeries for a recording deal. His pact with MGM Records, one of the prominent bidders, runs out shortly after the first of the year.

Cap Kicks Off New Wax for Collectors

NEW YORK, Oct. 14. — Capitol Records has kicked off a new jazz collectors' series which will be culled from the diskery's catalog and which also will include a number of sides that have never been released. The hot wax will be pegged at \$1 for the 10-inch shellacs which will be labeled in blue, and 95 cents for 45 r.p.m. copies. First release will include nine re-issues and four new platters.

New sides spot slicings by Charlie Barnet, Lennie Tristano, Eddie Miller and Miles Davis.

Johnny Marks Asks Reopening of Case

NEW YORK, Oct. 14.—Following the Music Publishers Contact Employees (MPCE) rejection of his appeal against a \$100 fine, pubber Johnny Marks, thru his attorney, Lew Dreyer, has requested that his case be arbitrated.

Ruckus began when Wally Schuster, contact man formerly employed by St. Nicholas Music, Marks's firm, filed a complaint with MPCE charg-

Tootlers Say Webs Absorb Jobs Per Staff

Storm Rolls Brassward

NEW YORK, Oct. 14.—A crisis in musician employment in the growing TV industry, stemming from and indicative of the networks' control of TV programming, is slated for urgent consideration by top brass of the American Federation of Musicians (AFM). The coming storm was indicated Wednesday (11) when a group of musicians, estimated at between 100 and 150, met at Nola's Studios here to protest the increasing use of house men on commercial TV programs. This practice, which cuts down on the use of free-lance musicians at single-engagement rates, is made possible by a clause in the basic AFM-network pact which provides that staff men, within the framework of their 25 hours per week, may be scheduled for either AM, TV or FM programming. The musicians at the meeting scored similar developments in AM, but TV was obviously the chief basis for the gripe.

The current contract expires January 31. That the union will marshal its entire resources in order to work up a more protective contract was indicated by an administrative executive of Local 802, who this week stated that the union will go whole hog to get a pact which will prevent duplication of the situation. "Even tho we've got Taft-Hartley and the Lea Bill in our faces, we're going all the way to cure this thing." The intimation here is of a possible strike, not only against TV but against all recording, so that the webs have no form of music, live or recorded.

Staff or No Staff

The Local, claiming that the problem has been engendered by the fact that production is now captured by the networks who can force staff em-

(See Tootlers Grouse on page 16)

Jones Clamps Onto 'Mommy'

HOLLYWOOD, Oct. 14. — Spike Jones has turned down all offers for the pub rights to his hit-headed *Mommy, Won't You Buy a Baby Brother?* and intends to keep it in the Arena Stars family. It was clefted by Eddie Maxwell, Arena's contract penman, who has written many of the Jones originals. Tune will be pubbed and distributed by Oakhurst Music (new name for Arena Stars Music) (BMI). Concurrent with pubber's name change, firm is petitioning BMI for new license.

Heretofore, Arena's music pub subsid included in its catalog all the original material used in Spike's Victor diskings, and Homer and Jethro fare, and will now hold all the original tunes to be waxed by Helen (Mrs. Spike Jones) Grayco.

ing that he had been paid \$75 weekly in expenses and nothing in salary. Union adjudged that both parties were in the wrong, and fined each \$100 (*The Billboard*, September 23).

Union by-laws provide for appeal within the union and arbitration machinery after unsuccessful appeal. MPCE council and Dreyer are now discussing the choice of an arbitrator.

Elsie Cream to London Kidisks As Line Expands

NEW YORK, Oct. 14. — London Records, braced with a gold-laden Borden's Milk exploitation tie-in, has now formulated its plans for a strong seasonal kidisk push.

Principal plans revolve around Borden's Elsie the Cow, now an exclusive London disk property, and featured character in four kidisk packages due for the Christmas season. London, for its part, is producing and distributing the disks, while Borden's will carry the brunt of the sales promotion.

The milkery will sponsor full-page color ads in *Life*, *Look*, *American Weekly*, and *Children's Activities* early in December. Outfit has also produced framed portraits of Elsie and her family for disk shop display, along with plastic heads. Borden's has also prepared display kits for dealers and promotion kits for distributors. Elsie Enterprises, Borden wing handling the cow's promotion, has arranged for personal appearances in disk centers, and is settling many more. Meanwhile, the disks will go on sale at all Borden plants.

London exec D. H. Toller-Bond, who has recently taken over supervision of the kidisk promotion, has inked an exclusive deal with animal-story writer Thornton Burgess for disk material. Burgess, whose stories have appeared daily for 30 years in *The Herald-Tribune* and other papers, is also the author of 80 books, the *Mother Nature* series, with a total sale of 6,000,000 copies. Burgess was represented in the deal by John Rust, who will act as narrator. Rust has also signed an exclusive artist contract for London kidisks. Paet with Burgess calls for a minimum of six stories to be cut annually. It's for two years with options. First set will be cut within two weeks.

Toller-Bond Authors

Toller-Bond himself has created a new kidisk character, *Bunty the Bear*, and is personally writing the stories, lyrics and music for a series. The first story, with Rust narrating, will be released next week.

Toller-Bond has accepted an original script, *Ting-a-Ling, The Alarm Clock Who Wanted To Be a Great Singer*, from Ruth and Gene Miller, clefters of *Mr. Touchdown, U. S. A.* It will be produced and released immediately.

The London line for Christmas is set to total nine album sets and six 10-inch singles, retailing at \$1 per disk. The entire line is now non-breakable, and also available on 45 r.p.m. Diskery has arranged to have all kidisks pressed in this country instead of in England, as previously announced.

Dailey Sets Sked For Meadowbrook

NEW YORK, Oct. 14. — Frank Dailey has set the schedule for the remainder of the year for his Meadowbrook nitery of Cedar Grove, N. J.

Following the current tenant, Gene Williams and his ork, Dailey has set a package spotting Al Morgan and George Towne's crew for a 10-day period beginning October 20. Lawrence Weik's band and Joe Mooney, doing a single at the console, follow on October 31 and, in turn, will be spelled by the east-bound Jerry Gray ork. Hal McIntyre's ork follows on November 20 and Ralph Flanagan will round out the year beginning December 19.

Chiseling Charlie's Antics Aired By Doc Chinn at NBOA Conclave

CHICAGO, Oct. 14.—As is the custom at each annual session of the National Ballroom Operators' Association (NBOA) held here, R. E. (Doc) Chinn, Fargo, N. D., again offered his entertaining and philosophical musings on a segment of the dance band industry. His target at the NBOA banquet was the ballroom operators. He previously took the music licensing agencies and band bookers apart. Sad note on the Chinn epic was sounded when Chinn suffered a heart attack Tuesday (3). He is confined to a Fargo hospital. Chinn was elected prexy of NBOA at the meeting. His dissertation follows: "The committee wanted a tall, deep chested, fiery-eyed, handsome, curly haired young man for tonight's speaker. Well, here I am! You know, some speakers are good and some are lousy. I'm good and lousy, I'm glad to see so many of you men here who can be trusted as well as those of you who had to bring your wives along.

Operator in Spotlight

"Tonight I would like to talk about that fine trustworthy, honest, sincere, patriotic, God-fearing group of Christian gentlemen known as ballroom operators. Oh yeah? Remember, I too, have been a band leader; I, too, have been a booker and have had to deal with some of you lying, cheating, grafters who were lucky enough to get into a racket where you can ride the gravy train. You're too proud to beg, too lazy to work, so you started a ballroom. I believe I'm qualified to speak here. While I don't remember your faces, you're breath smells familiar.

"Tonight I would like to paint a word picture of chiseling Charlie, who runs a jig joint known as Rigor Mortis Ballroom out at Deadburg. The Internal Revenue Department thinks it is a combination roof garden and cabaret. Both ASCAP and BMI think it is the United States Mint and Charlie thinks it is the Paladium. Chiseling Charlie uses a house band known as Local Louie and His Texas, Oklahoma, Wyoming, Montana Five-Piece Yodeling Cowboy Orchestra. Local Louie is the only outfit that has ever played at the Rigor Mortis that didn't complain about the piano. They didn't use it. No respectable piano player would want to play on that rejuvenated harpsichord.

"Charlie has received several bulletins about a national ballroom operators' association, but he is going to wait and see what happens. He doesn't need to co-operate with the other ballroom operators. Why Charlie knows the congressman from his district. This Charlie is so smart that he knows his congressman has the influence, time and ability to solve all the legislative problems that now or in the future will ever affect

the ballroom operators' business. It was his congressman who defeated the Form B contract, defeated an attempt in Congress to return Social Security on the operator, won the cabaret tax in lower court and is fighting an appeal in circuit court. It was his congressman who staved off BMI from the operators for three years and helped bring ASCAP around on licensing negotiations for more fair licensing fee. No booking agent is anxious to do business with Charlie, but it so happens that this agent was representing Tommy Dorsey on tour and booked a hundred miles north of Deadburg on Thursday. Wednesday would be a natural for Rigor Mortis Ballroom at Deadburg. So reluctantly, the agent gets Charlie on the phone and listens to this kind of conversation: 'Who? Tommy Dorsey? No, never heard of him. You say he's made records and motion pictures and has been on the radio? No, never heard of him in Deadburg. No, he wouldn't mean a thing here. I wouldn't be interested in playing him at all. How much? A special of only a thousand? What? For a week? Ye Gods! Only one night? Ain't no band in the world worth a thousand dollars for just one night! No, I've always booked a name band at straight scale with a 60 privilege. If you want to send him in that way, okay.'

Thumps the Tub

"In desperation, the booking agent sends him a contract and Charlie makes a beeline for the local radio station. He walks in with a smile on his face like a hungry dog in a meat market, explaining that he has news of vital importance he would like to put on the air. The disk jockey introduces Charlie and hands him the mike. Here's Charlie: 'Good afternoon, ladies and gentlemen, I am sure you will all be happy to learn that after many weeks of negotiations with many telegrams and phone calls, I have finally succeeded in booking America's best known dance band, the celebrated Tommy Dorsey and his orchestra.

"The dance turned out to be a huge success in spite of the reputation of Chiseling Charlie. During the intermission the manager of the band runs Charlie down for the pay-off. He finds Charlie reasonably sober for this time of the night. He has been so busy getting change, etc., for the cashier that he has not had time for a drink. Charlie takes him into his office for the pay-off and has a thousand in currency all counted out with a rubber band around it. He offers this to the band manager saying, 'I'm sure this is correct. My cashier made this up and she never makes a mistake.'

"The band manager explains that the band was into percentage. 'Oh,

Pressers Unite In Trade Org; Caiden Prexy

NEW YORK, Oct. 14.—The "informal" organization of record-pressing outfits and allied disk material suppliers, first reported in *The Billboard*, September 16, has now become a formal, chartered association. Outfit has taken over the name and charter of the Record Molders' Association, Inc. (RMA), which suspended operations after a brief appearance about a year ago.

Second meeting of RMA was skedded to take place at the Statler Hotel Monday (18), with regular meetings to take place every two weeks thereafter. The pressers' banding together is mainly for the exchange of credit information to eliminate bad burnings incurred by poor-paying indie diskeries.

At the first meeting, temporary officers were named to serve until an election can be held at the end of the year. Jack Caiden, of Empire Records, is president; Jack Braverman, Silver Record Pressing, treasurer, and Justin Kaplan, Craft Records, secretary. Fifteen plants are currently represented, all located in Philadelphia, New Jersey and the New York metropolitan area. Letters are going out next week in an effort to expand nationally.

According to Caiden, printers, processing plants, album manufacturers and recording studios are being invited in as associate members. Dues have been set at \$5 monthly.

August Leases Disks to Mercury

NEW YORK, Oct. 14.—Mercury Records this week obtained a five-year lease on 16 Jan August matrices sliced for the now defunct Diamond Records from the pianist. The masters include August's first hit waxing, *Mistrolu*, and such others as *Babalu* and *Tango of Roses*.

When Diamond folded a couple of years ago, these waxings were sold at auction to Empire Records. August recently obtained the diskings from Empire and, in turn, handed them to Mercury on the lease basis. August has become a leading artist in recent months for the Mercury label.

'no,' says Charlie, 'I never book a name band with a percentage. I always book 'em on a straight flat.' So the manager produces the contract. 'What's the matter with that crooked booking office of yours? They sent out the wrong contracts.'

"Are all ballroom operators like that they don't know the difference. I am told that prosperity will remember three elements or featured characteristics. Washington, because he never told a lie, Roosevelt, because he never told the truth, and Truman because he didn't know the difference."

HOLLYWOOD, Oct. 14. — Tower Records' prexy, Dick Bradley, switched Southern California distributors from Central Sales to Sunland Distributing Company. Bradley made the switch, he said, because Central caters too much to the rhythm and blues type of music.

Initial Tower releases to be handled by Sunland will include Henry Russell's *Halls of Ivy*, Leo Pieper's *Corn Silk* and Tony Papp's *Harbor Lights*. Bradley made radio and TV deejay rounds with Russell to plug *Halls of Ivy*, theme tune of the ditto-named air show.

"Top" Credits Completed

NEW YORK, Oct. 14.—In the listing of top country tunes of 1950 in *The Billboard's* fourth annual disk jockey poll, writer and pubber credits were inadvertently omitted for seven of the 19 top tunes.

The credits should read as follows:

Place	Title	Writer	Publisher
8	Remember Me, I'm the One Who Loves You?	Stuart Hamblen	BMI & Range (BMI)
12	Why Should I Cry?	Zeke Clements	BMI & Range (BMI)
15	Male Train	By-Heath-Johnny Lange-Fred Glushman	Walt Disney (ASCAP)
15	Just a Closer Walk With Thee	Traditional	Public Domain
18	Enclosed One Broken Heart	Eddy Arnold-Sadie Ballis	BMI & Range (BMI)
19	Chocolate Ice Cream Cone	Famous Laahas	Splitter Songs (BMI)
19	Beyond the Sunset	Sam Goble-Bob Nolan	Peer (BMI)

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue



TOMMY DORSEY

and his Orchestra

T.D.'s BOOGIE WOOGIE



and **OPUS TWO** DECCA 27211 (78 RPM) 9-27211 (45 RPM)

NEW RELEASES ALBUMS

GORDON JENKINS and His Chorus and Orchestra PLAYING HIS OWN COMPOSITIONS

Selections include: YOU HAVE TAKEN MY HEART—BLUE PRELUDE—WHEN A WOMAN LOVES A MAN—WITH YOU SO FAR AWAY—HOMESICK—THAT'S ALL—P.S. I LOVE YOU—BLUE EVENING—GOODBYE

DECCA ALBUM A-706 • Four 10-inch 78 RPM Records • Price \$3.75
DL 5275 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
DECCA ALBUM 9-02 • Four 45 RPM Unbreakable Records • Price \$3.35

RUMBA TIME with HENRY KING AND HIS ORCHESTRA

Selections include: BABALU—MASABI—LA COMPARSA—QUIM-BAMBA—INCERTIDUMBRE (The Lamp Of Memory)—LAMENTO BORINCAÑO—NEGRA CONSENTIDA (My Pet Brunette)—CUIDADITO COMPANY GALLO

DECCA ALBUM A-708 • Four 10-inch 78 RPM Records • Price \$3.75
DL 5271 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
DECCA ALBUM 9-33 • (Does not include: NEGRA CONSENTIDA—CUIDADITO COMPANY GALLO) • Three 45 RPM Unbreakable Records • Price \$2.60

JASCHA HEIFETZ Violin with Piano Accompaniment by MILTON KAYE

Selections include: HUMORESKE (Dvorak-Heifetz)—HABANERA (Ravel)—JAMAICAN RUMBA (Benjamin-Primrose)—VIENNESE (Wienerisch) (Oodowsky)—FROM THE CANEBRAKE (Gardner)—BEAU SOIR (Debussy-Heifetz)—DEEP RIVER (Arr. Heifetz)—LEVEE DANCE (White)

DL 5216 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85

MEXICAN COWBOY SONGS Sung In Spanish by LOS RANCHEROS

Selections include: SOLDADO DE LEVITA—CANA BRAVA—LA MALAGUENA—SONES VERACRUZANOS—EL TORO—CIELTO LINDO HUASTECO—LAS CANASTAS—CENTINELA TAMAULIPECO
DL 5221 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
Also available in: ALBUM A-528 • Four 10-inch 78 RPM Records • Price \$3.75

LUTE SONG with MARY MARTIN

From the Michael Myerberg Musical Play • Music by Raymond Scott • Lyrics by Bernard Hanighan • Orchestra under direction of Raymond Scott

Selections include: MOUNTAIN HIGH, VALLEY LOW—VISION SONG—BITTER HARVEST—SEE THE MONKEY—WHERE YOU ARE—IMPERIAL MARCH—DIRGE

AND ON THE TOWN

NANCY WALKER • BETTY COMDEN • ADOLPH GREEN (From The Original Production) and MARY MARTIN

Selections from Oliver Smith and Paul Felgay's Production Music by Leonard Bernstein • Book and Lyrics by Betty Comden-Adolph Green

Selections include: ON THE TOWN OPENING—I GET CARRIED AWAY—LUCKY TO BE ME—LONELY TOWN—I CAN CROOK TOO—YA GOT ME

With DL 6030 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.95
LUTE SONG also available in: ALBUM A-445 • Three 10-inch 78 RPM Records • Price \$3.90

EDDIE HEYWOOD The Piano Man Volume 2

Selections include: YOU MADE ME LOVE YOU—HEYWOOD BLUES—I DON'T KNOW WHY—LOCH LOMOND—THE MAN I LOVE—ON THE SUNNY SIDE OF THE STREET—PLEASE DON'T TALK ABOUT ME WHEN I'M GONE—BLUE 100

DL 5209 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85
Also available in: ALBUM A-444 • Four 10-inch 78 RPM Records • Price \$3.75

TUBBY THE TUBA AT THE CIRCUS DANNY KAYE

Story with Songs, Sound Effects and Orchestra directed by VICTOR YOUNG

N-22 • 10-inch 78 RPM DeccaLite Record • Price \$1.00
CHILDREN'S SET 1-130 • One 45 RPM Unbreakable Record • Price \$0.95

NEW RELEASES SINGLES

A Marshmallow World Looks Like A Cold, Cold Winter BING CROSBY with LEE GORDON SINGERS and SONNY BURKE Decca 27230*

Autumn Leaves This Is the Time (To Fall In Love) BING CROSBY with AXEL STORDAM Decca 27231*

If I Were A Bull I've Never Been In Love Before BING CROSBY and PATTY ANDREWS With VIC SCHOEN Decca 27232*

Happy Hearts Polka Moj Jasienku (My Johnnie) RYMANOWSKI BROTHERS POLKA ORCHESTRA Decca 4511A*

Going Back To Jesus The Little Boy "How Old Are You" SISTER ROSETTA THARPE with THE DEPENDABLE BOYS and SAM PRICE Trio Decca 48177*

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

*Also available in 45 rpm

2 GREAT NEW DECCA RECORD PLAYERS



Model P-904 Automatic Table Radio-Phonograph—Silent sapphire pick-up... plays up to ten 45 r.p.m. records automatically... sensitive 5" x 7" electrodynamic speaker, (7 3/4" x 12" x 14 1/2")... handsome maroon plastic cabinet of pleasing functional design.



Model DP-72 DeLuxe 3 Speed Portable Phonograph—Plays all records at all speeds (45, 78, 33 1/3 r.p.m.)... 5" Alnico speaker... separate tone and volume control. Case lock corner wood frame, waterproof simulated pigskin leather covering... weight 9 lbs. A.C. only. (12 1/2" x 12 1/2" x 5")



This One



7GOG-7NA-1W49

Materiale protetto da copyright

America's Fastest Selling Records

Signature Inks Dant on Coast

NEW YORK, Oct. 14.—Signature Records, in the process of rebuilding a national artists and repertoire set-up, this week expanded its West Coast operation with the inking of Charles Dant as Hollywood-based musical director, and a pair of movieland artists. The new talents include the veteran group, the Pied Pipers, which most recently has recorded for the Victor label, and thrush Lee Sapphire, a newcomer uncovered by Signature Prexy Bob Thiele on a recent jaunt to the Coast. Dant is the musical director for the radio shows of Judy Canova and Dennis Day.

Thiele also is in negotiation with Cab Calloway for a term paper. Calloway has been recording for Signature on a date-to-date basis.

Thiele currently is attempting to round out a distribution network for the West Coast operation.

"DREAM A LITTLE DREAM OF ME"

7 Great Records!

CATHY MASTICE	Admiral
DINAH SHORE	Columbia
G. GIBBS & CROSBY	Coral
JACK OWENS	Decca
ELLA FITZGERALD	Decca
LOUIS ARMSTRONG	Decca
FRANKIE LAINE	Mercury
VAUGHN MONROE	Victor

Words & Music, Inc.
1519 Broadway N. Y. C.

From M-G-M's Smash Musical
"SUMMER STOCK"
starring Judy Garland and Gene Kelly

FRIENDLY STAR

LEO FEIST, INC.

"SO LONG, SALLY"

Perry Como	Vic
Johnny Desmond	MGM
Tommy Dorsey	Decca
Jan Garber	Cap
Eddy Howard	Mer
Carl Massey	Lon
Al Morgan	Lon
Denny Vaughn	Coral
Paul Weston	Col

OXFORD MUSIC CORPORATION
1619 Broadway New York 19, N. Y.

Another BMI Pin-Up Hit!
Frosty the Snow Man

Published by Hill & Range
Recorded by

VAUGHN MONROE	(Victor)
RED FOLEY	(Columbia)
GENE AUTRY	(Decca)
GUY LOMBARD	(Victor)
ROY ROGERS	(Coral)
MARV BABBITT	(Capitol)
KING COLLE	(MGM)
JIMMY DURANTE	(London)
CURT MASSEY	

and others

Non-exclusively licensed by
BROADCAST MUSIC, INC.

Tootlers Grouse Over TV's Use Of House Men on Sponsored Segs

(Continued from page 13)

ployment under existing contract, states that any accusations that "something should be done immediately—before January, 1941, are purely political and meaningless." He added that the "staff was in the air three years ago, and when we maintained staff quotas it was hailed as a victory. Now it's turned completely around, and we are faced with depletion of employment by those very staffs."

The problem of how the union can fight the matter in negotiations is being kicked around. It's suggested that execs strive for a rule restricting staffers to sustainers only, whereas all commercials would be single engagements. This situation prevails in Local 47, Hollywood. A modified rule has also been suggested, wherein the staff could do a limited number of commercials.

Another 802 exec stated that some shows are using records even tho they could use staff men at no cost. The reason, he says, is to pave the way for bargaining sessions, wherein it could be argued that the shows are doing well with disks and no men are needed. However, it's pointed out that under Taft-Hartley this particular tactic is not necessary.

The Causes

Events leading to the musician employment crisis have included the following:

CBS is understood to have dropped a large number of longhair musicians, these to be replaced with more versatile jazz musicians who could easily be scheduled to work commercial TV shows. CBS, when contacted, promised a statement, but none was forthcoming. In addition, the following shows on various networks have

effected cuts, been captured by staff, or switched to recordings.

The Ed Sullivan TV show, which has been using a free-lance orchestra, has been captured by staff. Two weeks ago the men received notice. *Sing It Again*, for about 18 months had an outside band, now staff.

The Ford TV dramatic show, which originally used an ork, is now using mechanical music.

The Nash Air Flyte TV dramatic program, which opened recently with an ork of eight men, is now using tape.

FBI in Peace and War, AM show which used musician for seven years, now using recorded music.

Take It or Leave It now using record music.

Kate Smith TV show had originally been set up for an outside ork, but was then captured by the house. However, it is pointed out that with the additional cost of outside musicians the show might not have opened.

Frank Sinatra show, formerly on a single-engagement basis, now staff.

Kraft Cheese and Philco programs using records.

Gripes Registered

The musicians at the Nola Studios meeting, scoring practices in both TV and AM, included among their gripes the increased use of disks and e. t.'s as signatures, cues and backgrounds; the replacement of live symphony and opera programs with records, and the replacement of live sustaining shows with longhair disk jockeys. Claiming that they should have a voice in coming contract negotiations, they elected a committee of five to prepare a petition asking that Local 802 hold a special membership meeting to take up the TV problem. Another committee of 10 was elected to draw up a list of complaints and suggested solutions, this to be presented to the hoped-for membership meeting.

Showbiz in' Upsurge; Hub Opera, Symph See Sold-Out Houses

BOSTON, Oct. 14.—Along with the general upsurge in entertainment business here, the Boston Symphony Orchestra and the New England Opera Theater are expecting a season of full houses.

Before the Boston Symphony opened its 70th season (and second under its new permanent conductor, Charles Munch) on October 8, the four series of local concerts and all those in other cities were fully subscribed. Thus, unless some season subscribers turn back seats they occasionally cannot use, there will be no tickets on sale at the box-office thruout the season for any of the concerts.

Since the federal tax exemption bill was not passed, the trustees of the orchestra petitioned season subscribers to add 20 per cent of their ticket prices as a contribution to the orchestra to help meet the expected deficit. The response was practically unanimous.

Opera Well Set

The New England Opera Theater, of which Boris Goldovsky is artistic director, is in almost as fortunate a position as the symphony. Nearly two months before the scheduled October 29 opening, its season of four operas was more than two-thirds subscribed. Burton J. Jones Jr., of the Harvard University Press, has been appointed executive director. His efforts in selling the opera to schools, as well as a subscription drive, netted the substantial advance sale.

Jeffries Disks To Merc for 2G

HOLLYWOOD, Oct. 14.—Mercury Records paid \$2,200 for 37 Herb Jeffries masters, originally waxed for the now-defunct Exclusive Records. Deal was one of two sales of Exclusive masters within the week, the other including \$1,500 paid by Swing Time Records for 85 masters of Charles Brown with Johnny Moore's Three Blazers, plus solo sides by Mabel Scott. Coast Mercury rep remained mum on its plans concerning its release of the Jeffries sides.

On the other hand, Swing Time (formerly Downbeat Records) is losing no time in rushing to market two of the Brown and Scott past best-sellers. These include Brown's *Merry Christmas Baby*, backed by *Lost in the Night*, and Miss Scott's *Boogie Woogie Santa Claus*, with *That Ain't the Way To Love* on the flip. Both hit high in sales on the Exclusive label. Exclusive folded its doors last year and turned over its masters, along with other assets, for sale for the benefit of its creditors.

Both transactions were closed via Cy Leventhal, of the legal firm of Fink, Rolston, Leventhal and Kent, representing Exclusive's creditors. Maurice Duke, Jeffries' manager, denied that Mercury was interested in inking the balladist. Jeffries' Columbia contract expires January 1. Duke said he's negotiating with Decca for Jeffries' hop from the Columbia roster, but said no deal has been discussed with Mercury.

Top Smiths Sked Cleff Show Aid

NEW YORK, Oct. 14.—Top cleffers, including Irving Berlin, Frank Loesser and Cole Porter, will be asked to do the initial programs of *Songwriters' Hall of Fame*, tentatively titled show scheduled to debut on WNBC, NBC key outlet here, in several weeks. Show was the chief matter of discussion at a meeting Wednesday (11) of the music industry's public relations committee. The group is one of several, comprising music publishers, writers and trade paper editors, working out plans to increase the sale of sheet music.

Show, to be a half-hour disk-jockey type job, with each program saluting a noted cleffer and tracing his career thru recordings, was plotted by Arnold Shaw, chairman of the public relations committee, and Ted Cott, WNBC manager. It is considered likely the show will eventually be (See TOP SMITHS SKED, page 47)

IT'S GREAT!

M-Touchdown USA

HUGO WINTERHALTER
RCA VICTOR 20-3719

PAXTON MUSIC
Incorporated
1619 BROADWAY - NEW YORK 19, N. Y.

MUSIC BOURNE TO LIVE

JUST SAY I LOVE HER

JOHNNY DESMOND
MGM 10738

ABC MUSIC CORP., 700 14th Ave., N.Y., N.Y.

For Christmas
C-H-R-I-S-T-M-A-S
and
THE MERRY CHRISTMAS POLKA
For the Winter Season
FROSTY THE SNOWMAN
HILL & RANGE Songs, Inc., N. Y.

THE LITTLE GENERAL

We're blowin' our horn for
"TUBBY THE TUBA"

RECORDED ON ALL MAJOR LABELS

GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

CORAL
RECORDS

2 MORE SOLID SIDES
BY AMERICA'S NEW
SINGING FAVORITES!

The **Ames**
Brothers

with Orchestra Directed by Roy Ross



OH BABE!

COUPLED WITH

**TO THINK YOU'VE
CHOSEN ME**

CORAL 60327 (78 rpm)

CORAL 9-60327 (45 rpm)

ORDER FROM YOUR CORAL DISTRIBUTOR

OR WRITE TO:

CORAL
RECORDS

(A subsidiary of DECCA RECORDS, INC.)

40 W. 57th St.

New York 19, N. Y.

IN CANADA: Rogers Majestic Radio Corporation Ltd.

CORAL RECORDS

Jerry Lester

A Great "TV" personality
sings the song
he introduced!



**ORANGE
COLORED SKY**
and

TIME TAKES CARE OF EVERYTHING

CORAL 60325 (78 rpm) 9-60325 (45 rpm)

ORDER FROM YOUR CORAL DISTRIBUTOR

OR WRITE TO:

CORAL

RECORDS

(A subsidiary of DECCA RECORDS, INC.)

48 W. 57th St.

New York 19, N. Y.

IN CANADA: Rogers Majestic Radio Corporation Ltd.

Music—As Written

Capitol's Bittaker Off on Four-Week Biz Trek

Capitol Records' toppers are staying on the road with Floyd Bittaker, diskery's veepee in charge of sales, having left Saturday (14) for a month's coast-to-coast swing. Bittaker's departure followed the return of Lloyd Dunn, Cap's recently appointed merchandise manager, from a three-week junket thru 16 top markets. Cap believes in having its execs traveling the field to gain on-the-spot knowledge of the market's pulse. Each of its toppers hits the road two to six times annually.

Remington Skeds 20 New LP's

Donald Gabor's low-price Remington records has skedded a release of 20 new LP disks for October 24. Included will be cuttings of the operas, "Barber of Seville" and "Carmen." Former runs 61 minutes, and the latter 58 minutes. Remington is also issuing four 99-cent pop LP's, including two Christmas programs. The diskery has just signed Hungarian composer-pianist Ernst Von Dohnanyi, who cut his first session here last week.

Top Records Takes Fling at 33 1/2 R.P.M. Field

Top Records, only Coast label in the low-price field, last week invaded the expanding 98-cent long-play market with its initial 33 1/2 r.p.m. 10-inch platter covering six "Honor Roll of Hits" tunes. Diskery entered the 39-cent, 78 r.p.m. field a few years ago, following the mass sale distribution pattern of Eastern-based low-priced wax works. Company levels its complete weight on tunes' popularity rather than artists' stature, similar to other low-cost firms.

RCA Victor Issues First Kidisk Catalog in Years

RCA Victor has prepared its first children's record catalog since pre-war days, with first copies rolling off the presses October 17. The publication, which will be sold to dealers for giveaways and mailing pieces at 5 cents each, includes the entire new "Little Nipper" line. It will have a four-color cover, and will include color illustrations along with a description of each item in the line, and prices.

WMRY Opens Booking Agency for Negro Talent

Station WMRY, New Orleans, which beams at Negro audiences, has launched a booking agency which will handle Negro talent exclusively. Russ Offhaus, former deejay at WFIT, Pittsburgh, and now assistant manager for WMRY, is heading the talent operation. The idea behind the agency would appear to be the promotion the station can line up behind a performer by pushing his disks, live appearances and straight bally, thereby creating local demand and customers for the club in which he is to appear.

Bass Heads Jubilee Records Music Chores

Pianist-composer-conductor Sid Bass has been named musical director of Jubilee Records by Prexy Jerry Blaine. Bass will pick material, handle artists and do most of the diskery's conducting and arranging. The outfit is making a bid in the pop field after a period of specializing with rhythm and blues. Harry Belafonte, vocalist formerly with Capitol, has been inked as a Jubilee exclusive. Sid Ascher is handling flack chores for Bass.

Ruth Brown Switches to Universal

Ruth Brown, Atlantic Records warbler, who wound up an engagement at Cafe Society, New York, last week, has switched from General Artists Corporation to Universal. Ben Bard, Universal chief, has lined up a tour of one-nighters for the thrush, starting immediately after the Cafe Society date. She is being packaged with the Willis Jackson band. Tour, of nearly three months' duration, will extend from New England to Florida.

Discovery To Issue Raye, McCall, Norvo, Smith on LP

Discovery Records has LP diskings by Martha Raye, Mary Ann McCall, Red Norvo and Paul Smith skedded for early release. Albert Marks, Discovery prexy, in town to hypo distrib and jockey action on his sleeper disk of "Molasses," has engaged Jerry Simon as his Eastern flack. Marks and wife, Harriet, will return to the Coast in two weeks.

It's Sarah Vaughan in McCarthy's Aegis—Also Sinatra

Disk flack Jim McCarthy has the Frank Sinatra account. In The Billboard's Fourth Annual Jockey Poll, it was incorrectly stated that Jo Stafford was a client of McCarthy's; Sarah Vaughan is the thrush we meant.

Knopf Uses Disks To Plug Blesh-Janis Opus

Alfred A. Knopf, pubber of the new Rudi Blesh-Harriet Janis book, "They All Played Ragtime," is sending a special disk out to deejays plugging the tome. One side of the platter is "Maple Leaf Rag," transferred from a 1907 piano roll cut by Scott Joplin, composer of the tune; flip has Miss Janis and Blesh discussing the high points of the book and how they gathered the material.

New York:

Richard Mills, son of Irving Mills, vice-president of Mills Music, marrying Lynn Parker this week. . . Herbi Collins and band opens at the Blackstone Hotel, Chicago, Friday (20). He's set to stay with the Kirkeby Hotels chain, returning to the Warwick in Philadelphia after his Chicago date. . . Dorothy Ann signed to cut for Abbey Records. . . Bob Herrington and His Tempos are playing a return engagement at the Hotel Bon Air, Augusta, Ga.

Eddie Welker, manager of sales planning for RCA Victor Records and bride, the former Gladys Benson, are back from a Florida honeymoon.

Jimmy Dorsey, on his first appearance of the season at the Ritz Ballroom, Bridgeport, Conn., October 8, tallied only 700 customers. Featured was Dorsey's Dixieland combination. Admission was \$1.50. . . Decca Veepee Leonard Schneider returned last week-end from a one-week tour

of the diskery's several plant operations across the country. . . . Mel Torme will deliver a complete performance of his own composition, "County Fair," on the Paul Whiteman TV show on October 22. . . . Jimmy Dorsey's ork, which opened at the Hotel Statler Monday (16), and the King Cole Trio will form the nucleus of the Paramount Theater show skedded to open November 29. . . . Thrush Patti Page goes into the same theater November 4. . . . Stan Kenton's ork will be in the East in November, and is due to play the New England promotion stops from November 5 thru 11. . . . MGM Records' latest soundtrack album is from the "Two Weeks With Love" flicker, and features six sides by Jane Powell, Carleton Carpenter and Debbie Reynolds. . . . Coral Records artists and repertoire boss, Jimmie Hilliard, heads to the Coast for a three-week recording jaunt this week.

John Pohl and Ed Ockel, of One Stop Record Distributors, St. Louis, are negotiating for national sales rights to "I'll Hold You," by Jimmy Mercer, writer and producer of "Say When."

Recently signed Met-Opera soprano Victoria De Los Angeles from Spain has been signed by RCA Victor's Red Seal department. Thrush made her Carnegie Hall debut Sunday (15). She previously recorded for Victor's British affiliate, HMV, with some of these diskings also due for domestic release on Victor. . . . Bill Farrell opens at the Boston Latin Quarter October 22. . . . Dick Linke's deejay and artists promotion outfit is opening a Chicago office under the supervision of Bob Watson. A West Coast tie-up is also planned by Linke. . . . George Rosette, president of Lincoln Records, has written two children's books.

Julie Stearns acquired for BMI the pubbing rights to "A Love Like Yours," waxed by Dick Brown for Jubilee. . . . Mills Music, which signed Buddy Morrow to a cleffer pact three years ago, is bringing out his tram solos in single and follo form. . . . Pinky Roller, formerly with Gala Music, has joined Jubilee Records as promotion and advertising head. . . . Abe Glaser has joined the J. J. Robbins staff as Coast rep. . . . Dave Kent is Republic Music's new contact man on the Coast.

Jack Lawrence has written a new lyric to "Sunrise Serenade"; Sam Wigler, professional manager of Jewel Music, is setting the new version for records. . . . Apollo Records' Prexy Bess Berman's mother, Mrs. Emma Merenstein, died here last week. . . . The Lou Busches (she's Margaret Whiting) had a daughter last week. . . . Leeds pubbery's Doc Berger leaves for a nine-city deejay tour October 20. . . . Jack Perrin in town to set a BMI deal for his Sunflower Music pubbery.

Mercury Records, to cash in on the exploitation being handed the orkster by Decca, is reissuing four sides by Jerry Gray which were sliced about three years ago. Thrush Dorothy Claire has been inked to do some sides for the MGM label. . . . Deejay flack Nat Shapiro left for Chicago last week-end to contact the Windy City's spinners. . . . Dinah Shore comes to town October 19 to start rehearsals for her appearance on the first Jack Benny TV show. . . . Thrush Ann Lewis, who is featured in the "Jazz Train" revue which opened at Bop City here, will be handled for management by Shaw Artists Corporation. . . . Columbia Records is issuing a back-to-back coupling of "I See a Million People." Disk will pair off the Benny Goodman etching with a Peggy Lee vocal and the Cab Calloway record.

Rudy Vallee, now doing solo, appeared in Cedar Rapids, Ia., October 7 at Armar Ballroom to capacity biz. While working independent, the crooner had assistance of the Chris Cross ork. Jan Garber's ork has been booked for the 18th annual policemen's ball november 20 in Cedar Rapids. A stageshow is now being considered to fill in time during the intermission. Roy Ahlstrom has been named manager of the Armar Ballroom, Cedar Rapids, to succeed Norman Harvey. Ahlstrom formerly was with the Cashman Ballroom, Kewanee, Ill., and also served as promotion manager for the Tiny Hill ork.

Andy Perry, Allentown, Pa., has the following dates lined up: Billy Eckstine-George Shearing, Rainbo Room, Central Park, Allentown, October 19; Ralph Flanagan, ballroom, Orwigsburg, Pa., (near Pottsville), October 19, and Roy Anthony, Americus Hotel Ballroom, Allentown, November 24.

Chicago:

MCA has inked Tex Cromer, ex-Lawrence Welk bassist-vocalist, to a management pact. Cromer is heading a 13-piece commercial band for one-nighters. . . . Eddie Gilmartin, veteran ballroom manager last with Tony Rinella at the Dutch Mill, Lake Delavan, Wis., has joined the staff of the Indiana Roof, Indianapolis, operated by Alice McMahon. . . . GAC here has added orkster Jack Cavan to assist Floyd Shaw in the club date sector. Cavan will handle convention and club jobbing dates. Grey Gordon, as was previously rumored, has rejoined the Chi GAC office as cocktail chief. Bill Cassidy, ex-Cincinnati band manager, replaced Gordon in GAC's Cincinnati office. Johnny King, act chief for GAC here, has inked the office. He will make another connection here soon.

Seymour Schwartz, op of Seymour's, Loop hot jazz and rhythm and blues shop, has started Seymour Records. First masters are by John Young, ex-Kirk 88-er; Kenny Mann, tenorman with Hampton and others, and Lurelean Hunter, blues chirp. Disks, on non-breakable plastic, will go for 79 cents. . . . The Madison, Wis., local of the American Federation of Musicians is attempting to raise funds to erect a monument over the grave of jazz immortal Bunny Berigan, who died in 1942 at the height of his career. A memorial rite for Berigan was held Sunday (8) at his grave in a Fox Lake, Wis., cemetery.

Herb Martinka, op of the Kato Ballroom, Mankato, Minn., back to work following a serious operation. . . . The three Baer brothers, whose Milwaukee territory band became the first Eddy Howard band in 1941, have left the music business for the restaurant and food counter line. Bill, pianist, has the food concession in Skokie (Ill.) Kiddieland; Ellsworth, sax, has a food counter in a Glenview drugstore, and Al, trumpet-arranger, has a similar set-up in an Evanston store. . . . Bill Carlson, the orkster who left the biz about eight years ago after reaching name eminence, is conducting a flying school outside of Phoenix, Ariz. . . . John Carlo, McConkey Music Corporation booker here, has put the Lucky Sparks Trio with Citation, the Detroit label handled by Lou Parker.

Sylvan Spira has not joined Wemar Music, as previously reported, as contact man. Spira is plugging the Charley Ventura diskings of "It's Me Again" on a temporary basis with Wemar boss George Weiner. . . . Remco, Inc., is no longer handling Coral records here. Joe Cooper, ex-Mercury salesman, is heading the new distrib point for Coral. Helen Dauner, vet disk flack for Remco, is leaving the firm. She has no definite plans. . . . Sterling Devers, ex-salesman for Dave Rosen, Philadelphia, is handling the new Mercury-owned distributorship in Atlanta at 104 Edgewood Avenue, N.E. Mercury also has switched in Kansas City, where Norman Wilson Company, 2562 Holmes Avenue, has replaced Motor Radio.

A must for all programs
Pop or otherwise...

Ivory Joe
HUNTER
sings...

"IT'S A
SIN"

M-G-M-10818



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

M-G-M



LIST OF HITS!

M-G-M Disk Hits Heading for Top Sales

INDICATE QUANTITY

BILLY ECKSTINE	BE MY LOVE ONLY A MOMENT AGO	10799 (78 RPM) K10799 (45 RPM)	_____
BILLY ECKSTINE	THE SHOW MUST GO ON YOU'VE GOT ME CRYING AGAIN	10778 (78 RPM) K10778 (45 RPM)	_____
TOMMY TUCKER and his Orchestra	MOLASSES, MOLASSES LOOKS LIKE A COLD, COLD WINTER	10824 (78 RPM) K10824 (45 RPM)	_____
JOHNNY DESMOND	A BUSHEL AND A PECK SO LONG SALLY	10800 (78 RPM) K10800 (45 RPM)	_____
SHEP FIELDS and his Orchestra	HARBOR LIGHTS I'M FOREVER BLOWING BUBBLES	10823	_____
ART LUND	IF I WERE A BELL THE SONG OF DELILAH	10826 (78 RPM) K10826 (45 RPM)	_____
MONICA LEWIS	LIFE IS SO PECULIAR MY HEART IS OUT OF TOWN	10814	_____
DAVID ROSE and his Orchestra	WONDERFUL ONE THE TINA-LINA	130279 (78 RPM) K30279 (45 RPM)	_____
THE MELODEONS	THE PETITE WALTZ BELOVED, BE FAITHFUL	10834	_____
JACK FINA and his Orchestra	ALWAYS YOU ONCE IN A LIFETIME	10801	_____
JUDY VALENTINE	THE OCARINA ROWDY-DOW	10828	_____
RUSS CASE and his Orchestra	MARRYING FOR LOVE IT'S A LOVELY DAY TODAY	10833	_____
BILL FARRELL	FOUR-TWENTY A.M. THERE YOU ARE	10790 (78 RPM) K10790 (45 RPM)	_____
JACK BOLES	THE RED WE WANT IS THE RED WE'VE GOT THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE	10794	_____
HANK WILLIAMS	THEY'LL NEVER TAKE HER LOVE FROM ME WHY SHOULD WE TRY ANYMORE	10760 (78 RPM) K10760 (45 RPM)	_____
IVORY JOE HUNTER	IT'S A SIN DON'T YOU BELIEVE HER	10818	_____

Use this check list to order M-G-M RECORDS Hits...
Mail to your local M-G-M RECORDS DISTRIBUTOR!

DEALER _____

ADDRESS _____

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending October 13
The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

1. GOODNIGHT, IRENE

By Muddie Ledbetter and John Lomax

Published by Spencer (BMI)

Records available: J. Atison, Cap 1122; Alexander Brothers, Mer 5448; P. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-G. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10716; D. Day-G. Dam, V(78)20-3870, (45)47-3870; L. De, Dec 46258; J. Stafford, Cap 7142; G. Stewart, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Aubrey, Col(78)20738, (33)2-767; E. Grant, Cap(78)1159, (45)F-1159; Harmony Belis Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.
Electrical transcription libraries: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.

2. MONA LISA

By Jay Livingston and Ray Evans

Published by Famous (ASCAP)

From the Paramount film, "Captain Carey, U. S. A."

Records available: Dennis Day-H. Rene Ork, V 20-3753; M. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 618; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; J. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Culey Ork, Atlantic 918; S. Jaworski-Harmony Belis Ork, Dana 706.
Electrical transcription libraries: Norman Cloutiers Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

3. ALL MY LOVE

By Paul Durand, Mitchell Parrish and Henri Conzet

Published by Mills (ASCAP)

Records available: M. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006.
Electrical transcription libraries: Allan Holmes-Johnny Corvo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzal; Henry Jerome, Lang-Worth.

4. HARBOR LIGHTS

By Jimmy Kennedy and Hugh Williams

Published by Chappell (ASCAP)

Records available: R. Anthony Ork, Cap 1190; J. Byrd-J. Murod, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963; B. Crosby-H. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823.
Electrical transcription libraries: Teddy Powell, Lang-Worth; Frank Masters, Associated.

5. PLAY A SIMPLE MELODY

By Irving Berlin

Published by Irving Berlin (ASCAP)

Records available: G. & S. Crosby-M. Matlock's All Stars, Dec 27112; J. Bibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

6. CAN ANYONE EXPLAIN!

By Bennie Benjamin and George Weiss

Published by Valanda (ASCAP)

Records available: R. Anthony Ork, Cap 1131; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Honeydramers, V 20-3902; D. Haynes, Dec 27161; A. Morgan, London 784; M. Ranch Ork, MGM 10777; D. Shore-H. Zimmerman Ork, Col(78)38927, (33)1-759; Soft Notes, Mer 5464; E. Fitzgerald-L. Armstrong, Dec 27209.
Electrical transcription libraries: Ray Anthony Ork, Lang-Worth; Phil Brito, Associated; Bob Crosby-The Modernaires, Standard.

7. SAM'S SONG

By Jack Elliot and Lew Quaidling

Published by Sam Weiss (ASCAP)

Records available: J. "Fingers" Carr, Cap 962; G. & S. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5490; T. Harper-M. Klein's Obelisk Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Plets Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.

8. LA VIE EN ROSE

By Pierre Louiguy and Mack David

Published by Harms, Inc. (ASCAP)

Records available: L. Armstrong, Dec 27113; O. Bradley, Coral 60243; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; G. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachro Strings, V 20-3759; M. Morales, Dec 21313; E. Piaf, Col(78)38912, (33)1-743; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap(78)890, (45)F-890; V. Young, Dec 24816.
Electrical transcription libraries: Skinny Ennis, Standard; Glenn Oster Ork, Thesaurus; Claude Gordon Ork, Capitol; Novatime Trio, Thesaurus.

9. BONAPARTE'S RETREAT

By Pee Wee King

Published by Acuff-Rose (BMI)

Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McArthur, Col(78)20776, (33)2-664; P. Napoleon, Col 38893; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.
Electrical transcription libraries: Jack Rivers, Standard.

10. NEVERTHELESS

By B. Kalmer and M. Ruby

Published by Chappell (ASCAP)

From the MGM film, "Three Little Words"

Records available: R. Anthony, Cap 1190; R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; N. Luboff Choir, Col 38982.
Electrical transcription libraries: Claude Gordon Ork, Capitol.

WARNING!

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. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

This week's

New Releases

... on RCA Victor

Release 50-42

Ships Coast to Coast, Week of October 22

POPULAR

- PERRY COMO and The Fontane Sisters with Mitchell Ayres and His Orchestra**
 You're Just in Love
 It's a Lovely Day Today
 20-3945—(47-3945)*
- BUDDY MORROW and His Orchestra**
 Autumn Leaves
 Strangers
 20-3946—(47-3946)*
- BUDDY MORROW and His Orchestra**
 I Can't Give You Anything But Love
 Our Song of Love (Ich Liebe Dich)
 20-3947—(47-3947)*
- MILTON BERLE with Orchestra conducted by Dewey Bergman**
 This Is the Chorus
 Lucky, Lucky, Lucky Me
 20-3948—(47-3948)*
- RALPH FLANAGAN and His Orchestra**
 I've Never Been in Love Before
 The Billboard March
 20-3949—(47-3949)*
- DOM CORNELL with BOB DEWEY and His Orchestra**
 Take Me in Your Arms
 The Breeze (Bringing My Honey Back to Me)
 20-3950—(47-3950)*
- HUGO WINTERHALTER'S Orchestra and Chorus**
 Once Upon a Time Today
 Something To Dance About
 20-3951—(47-3951)*

COUNTRY

- ELTON BRITT and ROSALIE ALLEN**
 Tomorrow You'll Be Married
 Mockin' Bird Hill
 21-0396—(48-0396)*

WESTERN

- MONTANA SLIM**
 When That Love Bug Bites You
 (He'll Keep Gnawin', Gnawin', Gnawin')
 The K P Blues
 21-0397—(48-0397)*

BLUES

- PIANO RED**
 Rockin' With Red
 Red's Boogie
 22-0099—(50-0099)*

RHYTHM

- CHARLIE VENTURA and His Orchestra**
 Tea for Two
 Lotus Blue
 22-0103—(50-0103)*

©45 rpm Nos.



. . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

- Mommy, Won't You Buy a Baby Brother?**
 Spike Jones and his City Slickers 20-3934—(47-3934)*
- Please Say Goodnight to the Guy, Irene**
 Ziggy Talent 20-3925—(47-3925)*
- A Bushel and a Peck**
 Perry Como and Betty Hutton 20-3930—(47-3930)*
- The Love Bug Itch**
 Eddy Arnold 21-0582—(48-0582)*
- I'm Movin' On**
 Hank Snow 21-0328—(48-0328)*
- Harbor Lights**
 Ralph Flanagan 20-3911—(47-3911)*
- Our Lady of Fatima**
 Phil Spitalny, Hour of Charm All-Girl Choir 20-3920—(47-3920)*
- Mr. Touchdown, U. S. A.**
 Hugo Winterhalter's Ork and Chorus 20-3913—(47-3913)*
- Thinking of You**
 Eddie Fisher with Hugo Winterhalter's Ork and Chorus 20-3901—(47-3901)*
- Sleigh Ride**
 The Three Suns 20-3924—(47-3924)*
- Patricia**
 Perry Como 20-3905—(47-3905)*
- A Rainy Day Refrain**
 Mandy Carson 20-3921—(47-3921)*



. . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- Marrying for Love**
 Perry Como 20-3922—(47-3922)*
 No. 1 Billboard Picks, October 14 issue.
- The Best Thing for You**
 Perry Como 20-3922—(47-3922)*
 No. 2 Billboard Picks, October 14 issue.
- Nevertheless**
 Ralph Flanagan 20-3904—(47-3904)*
 No. 30 Best Selling Pop Single Record, Billboard, October 14
- She's a Lady**
 Perry Como-Betty Hutton 20-3930—(47-3930)*
 No. 8 Disk Jockeys Pick, Billboard, October 14
- All My Love**
 Dennis Day 20-3870—(47-3870)*
 No. 29 Most Played Disk Jockey Record, Billboard, October 1.
- Petite Waltz**
 The Three Suns with Larry Green 20-3834—(47-3834)*
 No. 6 Retailers Pick, Billboard, October 7.

TIPS

Perry Como's Best since 'til The End of Time:
YOU'RE JUST IN LOVE
 From Irving Berlin's CALL ME MADAM 20-3945—(47-3945)*

The stars who make the hits
 are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

SUPER VALUE!



RCA VICTOR 45 R.P.M. RECORD BONUS OFFER

Victrola attachment plus 6 one-a-month Bonus Records, plus 6 months' subscription to "Picture Record Review"—\$12.95. Everybody's going "45."

JIMMY SAUNDERS

AMERICA'S NEWEST SINGING STAR

ACCLAIMED BY



critics
disc jockeys
operators
club owners

**SOMEBODY
ELSE IS
GETTIN'
IT
flip
YOU**

Signature records
NO. 15278

MEMO

TO: Jimmy Saunders
FROM: Bob Thiele

All of us at Signature are happy over the success of "SOMEBODY ELSE". Philadelphia has sold 13,000 records in the past fourteen days. GAC tells us that your engagement at the Latin Casino in Philly was sensational. You are America's new singing star.

Bob Thiele

PERSONAL MANAGEMENT

MILITARY THIELE LTD.
1650 Broadway, New York, N.Y.

EXCLUSIVE BOOKING

GENERAL ARTISTS CORP.
1270 Sixth Avenue, New York, N.Y.

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Based on reports received last three days at Week Ending October 13

PART II

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 multi-act; (R) indicates tune is available on records.

POSITION		Weeks (Last This to date) / (Week / Week)		Publishers	
14	1	1.	GOODNIGHT, IRENE (R)	Spencer	
19	2	2.	MONA LISA (F) (R)	Famous	
12	4	3.	LA VIE EN ROSE (R)	Harms	
3	6	4.	HARBOR LIGHTS (R)	Chappell	
7	3	5.	ALL MY LOVE (R)	Mills	
4	8	6.	OUR LADY OF FATIMA (R)	Robbins	
7	7	7.	CAN ANYONE EXPLAIN? (R)	Variano	
2	14	8.	NEVERTHELESS (F) (R)	Chappell	
16	3	9.	PLAY A SIMPLE MELODY (R)	Berlin	
7	11	10.	BONAPARTE'S RETREAT (R)	Acuff-Rose	
5	10	11.	THINKING OF YOU (F) (R)	Remick	
15	9	12.	SAM'S SONG (R)	Sam Weiss	
1	—	13.	PATRICIA (R)	Bregman-Vocco-Cann	
3	15	14.	I'LL ALWAYS LOVE YOU (F) (R)	Famous	
1	—	15.	AN ORANGE-COLORED SKY (R)	Frank	

ENGLAND'S TOP TWENTY

POSITION		Weeks (Last This to date) / (Week / Week)		English		American	
12	1	1.	SILVER DOLLAR	Pic Music, Inc.	Hamshire House		
3	9	2.	GOODNIGHT, IRENE	Leeds	Spencer		
10	5	3.	HAVE I TOLD YOU LATELY?	Leeds	Ouchess		
6	3	4.	MONA LISA	New World	Famous		
8	4	5.	SAM'S SONG	Sterling	Sam Weiss		
18	2	6.	BEWITCHED	Chappell	Chappell		
9	7	7.	IF I WERE A BLACKBIRD	Box & Cox	Leeds		
10	6	8.	SENTIMENTAL ME	Cinephonic	Knickerbocker		
9	8	9.	ONCE IN AWHILE	Magna	Miller		
19	10	10.	DADDY'S LITTLE GIRL	Yale	Beacon		
5	13	11.	ASHES TO ROSES	Campbell-Connelly	*		
14	11	12.	IF I LOVED YOU	Williamson	*		
3	12	13.	COUNT EVERY STAR	Imperial	Paxton		
4	14	14.	TZENA, TZENA, TZENA	Leeds	Copyright in dispute		
4	18	15.	I ONLY HAVE EYES FOR YOU	Feldman	Remick		
27	16	16.	MY FOOLISH HEART	Sun	Santly-Joy		
23	15	17.	QUICKSILVER	W. H. Morris	W. H. Morris		
12	17	18.	CANDY AND CAKE	Irwin Dash	Oxford Music		
22	19	19.	OLD PIANO ROLL BLUES	Leeds	Leeds		
2	—	19.	HEY, NEIGHBOR	Lawrence Wright	*		

*Publisher not available as The Billboard goes to press.

The NEW Billboard SUBSCRIPTION ORDER FORM



The Billboard PC-10-21

2160 Patterson Street
Cincinnati 22, Ohio

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

Name _____ \$10 enclosed

Address _____ Bill me

City _____ Zone _____ State _____

Profession or Business _____



Dear Disk Jockeys: I am very grateful and honored
to be your number one girl
again this year.

Fondly, **Doris Day**

p.s. My sincere thanks to Columbia Records

Management:
century artists ltd.

8619 Sunset Blvd.
Hollywood 46, Calif.

The Billboard

MUSIC POPULARITY CHARTS

PART III



Radio Popularity

Based on reports received last three days of Week Ending October 13

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.

Table with columns: POSITION, Weeks Last to date, Title, Artist, Record Label, and other details for records like 'GOODNIGHT, IRENE', 'ALL MY LOVE', 'MONA LISA', etc.

Vox Jox

PLATTER PALAVER... Fred Reynolds. WGN, Chicago, reports a fine response to his "Collector Items on Columbia Records" pamphlets...

GAB BAG... Tom Edwards, KOWA, Odessa, Tex., writes: "Despite the fact that our recording of the Three Sun's version of 'Jet' arrived with the hole off center..."

GIMMIX... Joe Ryan, WALL, Middletown, N. Y., is turning the last hour of his "Joe's Jam-boree" show into a co-ed corner...

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

Tunes listed have the greatest audiences on programs heard on net-work stations in New York, Chicago and Los Angeles. List is based upon John G. Patman's Audience Coverage Index.

(F) Indicates tune from a film; (M) indicates tune from a legitimate musical; (R) indicates tune is available on records...

Table listing songs with greatest radio audiences, including 'All My Love', 'Bonaparte's Retreat', 'Bushel and a Peck', etc.

SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago.

Table listing songs with most TV performances, including 'La Vie En Rose', 'Orange Colored Sky', 'Play a Simple Melody', etc.

collect and record the conversation. Then the phone chat is played over WSPR on one of their daily platter shows, "Melody-Go-Round" or "Coffee With Lee and Lorraine"...

BEST SELLERS—BY ACTUAL SALES



The first time in his record activity

A DOUBLE HIT!

FRANKIE LAINE

"Dream a Little Dream"
and
"Music Maestro"

MERCURY 5458 45 RPM • 5458X45



VIC DAMONE

Has by Actual Count

TEN TOP HITS!

"TZENA, TZENA"

"I LOVE THE GIRL"

"VAGABOND SHOES"

"JUST SAY I LOVE HER"

"CAN ANYONE EXPLAIN"

"CINCINNATI DANCING PIG"

"BELOVED BE FAITHFUL"

"TAKE ME IN YOUR ARMS"

"MARSHMALLOW WORLD"

"WHEN THE LIGHTS ARE LOW"

Everyone a Winner!



HIS GREATEST

Since "To Each His Own"

PICKED BY BILLBOARD, DJ'S, OPS, DEALERS AND RECORD BUYERS

'To Think You've Chosen Me'

Flip "One Rose"

EDDY HOWARD

His Trio and Orchestra

MERCURY 5517 45 RPM • 5517X45



Ready to Hit the Top!

"All My Love"

By America's Newest

Singing Rage

PATTI PAGE

Flip side "Roses Remind Me"

MERCURY 5455 45 RPM • 5455X45

P.S. "BACK IN YOUR BACKYARD"

Coming Up Fast!

MERCURY 5463 45 RPM • 5463X45



The top duet with the top version of

"Our Lady of Fatima"

Tops on every poll!

KITTY KALLEN

and

RICHARD HAYES

MERCURY 5466 45 RPM • 5466X45



It's a Hilarious Hit!

"Irene

SAY GOODNIGHT TO THE GUY"

with

JERRY MURAD'S

HARMONICATS

and

TWO TON BAKER

Flip side

"DINGYA D' DINGYA"

MERCURY 5527 45 RPM • 5527X45



It's Stickin' Like Goo

"Molasses Molasses"

with

JAN AUGUST

and

ROBERTA QUINLAN

Flip side

"ORANGE COLORED SKY"

MERCURY 5504 45 RPM • 5504X45



Two Hot Discs!

TINY HILL

and His Orchestra

"Back In Your Own Back Yard"

and

"I'll Sail My Ship Alone"

MERCURY 5508 45 RPM • 5508X45

"I'm Movin' On"

"Kind of A Girl"

MERCURY 5524 45 RPM • 5524X45



The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending October 13



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 Week Week	Record Title	Artist	Label
16	1	1	GOODNIGHT, IRENE	Jenkin-Weavers	Cap (78)27077
			Trena, Trena, Trena		(45)9-27077—BMI
20	2	2	MONA LISA	Nat "King" Cole	Cap (78)1010
			Greatest Inventor of Them All		(45)F-1010—ASCAP
33	3	3	SAM'S SONG	Gary-Bing Crosby	Dec (78)27112
			Simple Melody		(45)9-27112—ASCAP
39	4	4	SIMPLE MELODY	Gary-Bing Crosby	Dec (78)27112
			Sam's Song		(45)9-27112—ASCAP
9	5	5	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap (78)1124
			Ain't Nobody's Business But My Own		(45)F-1124—ASCAP
7	9	6	HARBOR LIGHTS	S. Kaye	Col (78)3963
			Sugar Sweet		(3)31-784—ASCAP
19	6	7	BONAPARTE'S RETREAT	M. Starr	Cap (78)936
			Someday, Sweetheart		(45)F-936—BMI
8	8	8	ALL MY LOVE	P. Page	Mercury (78)5455
			Roses Remind Me of You		(45)5455X45—ASCAP
11	7	9	CAN ANYONE EXPLAIN	Ames Bros	Corall (78)60253
			Sittin' 'n' Stavin' n' Rockin'		(45)9-60253—ASCAP
7	10	10	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury (78)5466
			Homesily, I Love You		(45)5466X45—ASCAP
5	20	33	THINKING OF YOU	D. Cherry	Dec (78)27128
			Here in My Arms		(45)9-27128—ASCAP
8	15	32	I'LL ALWAYS LOVE YOU	D. Martin	Cap (78)1026
			Baby, Obey Me		(45)F-1026—ASCAP
2	24	33	HARBOR LIGHTS	G. Lombardo	Dec (78)27208
			Prilite Waltz		(45)9-27208—ASCAP
12	15	24	LA VIE EN ROSE	T. Martin	V (78)120-3819
			Tonight		(45)47-3819—ASCAP
2	38	35	ALL MY LOVE	G. Lombardo	Dec (78)27118
			Swiss Bellringer		(45)9-27118—ASCAP
8	14	36	MUSIC, MAESTRO, PLEASE	F. Laine	Mercury (78)9458
			Dream a Little Dream of Me		(45)5458X45—ASCAP
2	17	36	THINKING OF YOU	E. Fisher-H. Winterhalter	V (78)120-3901
			If You Should Leave Me		(45)47-3901—ASCAP
9	31	38	NO OTHER LOVE	J. Stafford	Cap (78)1053
			Sometime		(45)F-1053—ASCAP
4	19	38	PATRICIA	P. Como	V (78)120-3905
			Watchin' the Trains Go By		(45)47-3905—ASCAP
2	21	38	ALL MY LOVE	B. Crosby	Dec (78)27137
			Friendly Islands		(45)9-27137—ASCAP
3	23	38	ALL MY LOVE	P. Faith	Col (78)38018
			This Is the Time		(3)31-752—ASCAP
4	—	22	LA VIE EN ROSE	Bing Crosby	Dec (78)12133
			I Cross My Fingers		(45)9-27111—ASCAP
5	24	23	I'M FOREVER BLOWING	G. Jenkins-A. Shaw	Cap (78)1186
			BUBBLES		(45)9-27106—ASCAP
1	—	24	LA VIE EN ROSE	E. Piaf	Col (78)38018
			Three Brils		(3)31-776—ASCAP
17	12	25	TZENA, TZENA, TZENA	G. Jenkin-Weavers	Dec (78)27077
			Goodnight, Irene		(45)9-27077—ASCAP
4	16	26	ORANGE COLORED SKY	"King" Cole Trio	S. Kenton
			Jam-Bo		Cap (78)1184
					(45)F-1184—ASCAP
17	24	27	HOLA	L. Paul	Cap (78)1014
			Jealous		(45)F-1014—ASCAP
4	24	27	DREAM A LITTLE DREAM	F. Laine	Mercury (78)9458
			OF ME		(45)5458X45—ASCAP
5	24	27	OUR LADY OF FATIMA	R. Foley	Dec (78)14526
			Rotary		(45)9-14526—ASCAP
15	—	27	MONA LISA	V. Young	Dec (78)27048
			Third Man Theme		(45)9-27048—ASCAP

Dealer Doings

LP'S TAKE OVER . . . Symbolic switch-over from 78s to LP records is being made this week by the J. L. Hudson record department, Detroit, with the LP stock being moved into the space formerly occupied by standard speed records. The 78 albums, in turn, are being rearranged to fit into about half the space they formerly occupied, with some general revamping of the department.

PENNSY POINTERS . . . Al Federman, manager of the Arlen Record Shop, Allentown, Pa., says, "The record business here has been hurt tremendously by television. Now that the novelty of TV is beginning to wear off, some of our former customers are beginning to drift back, and I think that from here on in business should go up." Forty-five is the coming thing for singles, he says, with 33 taking over for albums. "We've never run a record sale," he emphatically states. "Everything is sold at the list price. We like our customers to know that records cost 79 cents." Federman claims that artists' personal appearances are more bother than they're worth. Store handles tickets for name-band one-nighters, but Federman hasn't decided whether they're a good traffic item or a nuisance.

STAND UP BOOTHS . . . The problem of youngsters tying up listening booths for hours has been solved in the record department of Scruggs, Vandervoort, Barney, St. Louis, with "stand-up" booths. The booths are constructed of ordinary pine lumber and lined with sound-proofing material. Located near the "swing section" of the record department, each is equipped with an elbow-high record turntable and a small amplifier. The standard policy when waiting on teenagers is to indicate the stand-up booths, and to ask the youngsters to use these. Due to careful "steering" by salespeople, the stand-up booths keep the more standard enclosed booths entirely free for adult customers.

NEWS AND CHATTER . . . A real switch on store contests took place in Rochester, N. Y., where Annie's Record Shop offered a puppy to person whose name was picked. A purchase of at least five disks was eligibility requirement. "Business fell off considerably in the last two weeks of August."—Dutka Music House, Chicago. . . Atlas Radio Company, Cleveland, moving dead stock at six for a dollar, but getting the biggest turnover by packaging 10 old disks and a storage album for \$2.45. It clears the shelves and racks up plus sales on the albums. . . Farrington Radio Company, Arlington, Mass., claims sales are booming on new-speed disks because clerks show confidence in their products and keep telling customers that the speed war is over.

LOOK AND GUESS . . . The Record Bar, Hanover, Pa., reports tremendous success with a "look and guess" contest that boosted sales of 45 r.p.m. disks and players. Shop window was filled with 45 r.p.m. disks, albums and players. Prizes were awarded to people who guessed any of the following: Number of disks in window (to show small amount of storage space for 45s); number of 45 labels displayed (to show variety of artists available); name of 45 disk being played in window continuously (to show fast operation of changer and durability of disks). Credit for the ideas and execution go to WHVY disk jockey Ed John, and store manager Sue Hamme. Record bar will furnish full info to any dealer desiring same.

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 Week Week	Record Title	Artist	Label
36	1	1	CINDERELLA (Two Records)	Woods and Others	V (78)Y-399; (45)WY-399
32	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap (78)CBX-3058; (45)CBXF-3058; (33)HX-3059
3	4	3	TWEETIE PIE (One Record)	M. Blanc-B. May	Cap (78)CAS-3074; (45)CASF-3074
9	3	4	TREASURE ISLAND (Two Records)	B. Deiscoll	V (78)Y-416; (45)WY-416
123	6	5	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BDJ-34; DBX-114
122	7	6	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap (78)DAS-60; (45)CASF-3001
6	5	7	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap (78)CAS-3072; (45)CASF-3072
1	—	8	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap (78)CBX-3075; (45)CBXF-3075
42	9	9	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-M. Rene	V (78)Y-397; (45)WY-397
39	11	10	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	V Y-341
1	—	10	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap (78)DBX-3076; (45)CBXF-3076
58	12	12	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021
47	8	13	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May	Cap (78)DBX-3033; (45)CBXF-3033
14	13	13	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith	Col MJV-70
51	—	13	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May	Cap (78)DBX-3032; (45)CBXF-3032

POP ALBUMS

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Best Selling 33 1/3 R.P.M.

Last Week	This Week	Record Title	Artist	Label
1	1	THREE LITTLE WORDS	Original Cast	MGM (78)53; (33)E-516
3	2	SOUTH PACIFIC	Mary Martin-Elio Pinza	Col (78)MM-850; (33)ML-4180
2	3	YOUNG MAN WITH A HORN	Denis Day H. James	Col (78)C-198; (33)CL-6106
4	4	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM (78)50; (33)E-509
5	5	SUMMER STOCK	Original Cast	MGM (78)MGM-56; (33)E-519
9	6	YOU'RE HEARING GEORGE SHEARING	G. Shearing Quintet	MGM (78)55; (33)E-518
7	7	GUY LOMBARDO TWIN PIANO, VOL. 11	G. Lombardo	Dec (78)A-753; (33)DL-5193
6	8	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE	G. Lombardo	Dec (78)A-762; (33)DL-5235
—	9	HARMONY TIME	The Chordettes	Col (78)C-201; (33)CL-6111
—	9	LOMBARDOLAND	G. Lombardo and His Royal Canadians	Dec (78)A-578; (33)DL-5041

Best Selling 45 R.P.M.

Last Week	This Week	Record Title	Artist	Label
2	1	THREE LITTLE WORDS (Four Records)	Original Cast	MGM (78)MGM-53; (45)K-53
2	2	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM (78)50; (45)G-1001
3	3	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V (78)P-268; (45)WP-268
5	4	GUY LOMBARDO-THE TWIN PIANOS, VOL. 1 (Three Records)	G. Lombardo	Dec (78)A-512; (45)9-11
4	5	SUMMER STOCK (Four Records)	J. Garland-G. Kelly	MGM (78)MGM-56; (45)K-56
—	6	OKLAHOMA (Six Records)	J. Roberts-A. Drake-H. DaSilva-C. Holz-L. Dixon-J. Blackton, Director	Dec (78)DA-359; (45)9-6
6	7	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE (Four Records)	G. Lombardo	Dec (78)A-753; (45)9-28
—	7	THREE LITTLE WORDS (Three Records)	A. Previn-B. Bain-L. Prajt-R. Collier	V (78)P-291; (45)WP-291
10	9	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec (78)716; (45)9-4
9	10	THEME SONGS (Four Records)	S. Kaye-T. Dorsey-T. Benke-L. Green-V. Monaco-F. Martini-Three Suns-W. King	V (78)P-217; (45)WP-217

MINDY CARSON...



**A
Million
For
Mindy!**



“**A RAINY DAY REFRAIN**”

78 rpm 20-3921

45 rpm 47-3921



New Novelty Knock-out!

by
SARAH

Waughan

"WHIPPA-WHIPPA-
WOO"
AND
"PERDIDO"

Orchestra under the direction of
Norman Leyden
Columbia Record 39001
or 7-inch LP Record 1-828

**COLUMBIA
RECORDS**

Originator of 33 1/3 LP Records
For Uninterrupted Listening Pleasure

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending October 13

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 3,558 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 | Last | This
to date | Week | Week

15	1	1.	GOODNIGHT, IRENE.....	G. Jenkins-Weavers Dec(78)27077; (45)9-27077—BMI
19	2	2.	MONA LISA.....	Nat "King" Cole Cap(78)1010; (45)F-1010—ASCAP
13	4	3.	SIMPLE MELODY.....	Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP
13	3	4.	SAM'S SONG.....	Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP
7	7	5.	HARBOR LIGHTS.....	S. Kaye Col(78)38963; (33)1-784—ASCAP
9	6	6.	I'LL NEVER BE FREE.....	K. Starr-Tennessee Ernie Cap(78)1124; (45)F-1124—ASCAP (E. Fitzgerald-L. Jordan, Dec 27200; J. Indigo-J. Pleh Ork, London 654; P. Cayten Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, Dec 24917; L. Millinder Ork, V 20-3622)
11	7	7.	CAN ANYONE EXPLAIN?.....	Ames Bros. Coral(78)60253; (45)9-60253—ASCAP
21	5	8.	BONAPARTE'S RETREAT.....	K. Starr Cap(78)936; (45)F-936—BMI
8	9	9.	ALL MY LOVE.....	P. Page Mercury(78)5455; (45)5455K45—ASCAP
3	15	10.	ALL MY LOVE.....	G. Lombardo Dec(78)27118; (45)9-27118—ASCAP
6	10	11.	I'M FOREVER BLOWING BUBBLES.....	G. Jenkins-A. Shaw Dec(78)27186; (45)9-27186—ASCAP (J. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mer 5490; Me, Goon Bones-B. Lantz-H. Fisher, Mer 5498; Shep Fields Ork, MGM 10823)
8	11	12.	CINCINNATI DANCING PIG.....	R. Foley Dec(78)46261; (45)9-46261—ASCAP (T. Brewer, London 768; V. Demone, Mer 5477; L. Dee, Dec 46263; E. Grant, 1183; G. Krupa Ork, V 20-3906; H. Carmichael-J. Gray, Dec 27201; O. Jurgens Ork, Col 38965; The Melodons, MGM 10805)
2	11	13.	HARBOR LIGHTS.....	G. Lombardo Dec(78)27208; (45)9-27208—ASCAP
11	15	14.	GOODNIGHT, IRENE.....	F. Sinatra Col(78)38892; (33)1-718—BMI
13	20	14.	MONA LISA.....	V. Young Dec(78)27048; (45)9-27048—ASCAP
4	11	16.	PATRICIA.....	P. Como V(78)20-3905; (45)47-3905—ASCAP (O. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5491)
3	23	16.	ORANGE COLORED SKY.....	"King" Cole-S. Kenton Cap(78)1184; (45)F-1184—ASCAP (Janet Brace-M. DeLuog Ork, King 15061; Doris Day-Pape Cavanaugh Trio, Col 38980; B. Hurton, V 20-3908; Roberta Quinlan-Jan August Ork, Mer 5504)
3	11	18.	HARBOR LIGHTS.....	K. Griffin Col(78)38889; (33)1-710—ASCAP
4	15	18.	OUR LADY OF FATIMA.....	R. Hayes-K. Kallen Mercury(78)5466; (45)5466K45—ASCAP (R. Foley-A. Kerr Singers, Dec 14526; S. Sweetland, MGM 10737; T. Bennett, Col 38926; F. Elliott, London 752; Frying Sisters, King 15057; K. Roberts, Coral 64053; L. Vincent, Pearl 600; B. Kenny, of Ink Spots-G. Jenkins Ork & Chorus, Dec 27256)
4	26	18.	LA VIE EN ROSE.....	Bing Crosby Dec(78)27111; (45)9-27111—ASCAP
15	18	21.	NOLA.....	L. Paul Cap(78)1014; (45)F-1014—ASCAP (G. Lombardo, Dec 27178; C. Walters-S. Freeman, MGM 10802)
9	20	22.	LA VIE EN ROSE.....	T. Martin V(78)20-3819; (45)47-3819—ASCAP
17	18	23.	TZENA, TZENA, TZENA.....	G. Jenkins-Weavers Dec(78)27077; (45)9-27077—ASCAP (A. Blank-Harmonica Trio, Riviere 116; G. Cates Ork, Coral 60261; V. Demone, Mer 5454; Cantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork and Chorus, Col 38885; W. Solek Ork, Col 12473-F; T. Malsynowicz, Dec 45109; R. Flanagan Ork, V(78)20-3847; (45)47- 3847; Weavers, Dec 27053)
2	—	23.	ALL MY LOVE.....	B. Crosby Dec(78)27117; (45)9-27117—ASCAP
15	20	25.	BONAPARTE'S RETREAT.....	G. Krupa V(78)20-5766; (45)47-3766—BMI
9	26	26.	TZENA, TZENA, TZENA.....	M. Miller Col(78)38665; (33)1-706—ASCAP
2	23	27.	MONA LISA.....	R. Flanagan V(78)20-3888; (45)47-3888—ASCAP
1	—	27.	ALL MY LOVE.....	P. Faith Col(78)38918; (33)1-752—ASCAP
2	—	27.	NO OTHER LOVE.....	J. Stafford Cap(78)1053; (45)F-1053—ASCAP (T. Dorsey Ork-J. Amoroso, V(78)38869; J. Gray, Dec 27180; C. Haines, Coral 60260)
1	—	27.	PETITE WALTZ.....	G. Lombardo Dec(78)27208; (45)9-27208—BMI (D. LeWinter-J. Murad's Harmonicas, Mer 5493; J. Vadnal Ork, V(45)51-1175; L. Welk Ork, Mer 5487; O. Bradley, Coral 60294; Three Suns-L. Green, V 20-3834)

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.

COLUMBIA'S thrilling new Christmas Record

Stuart HAMBLEN'S
(exclusive COLUMBIA ARTIST)

The children will love it, the grown ups will cherish it.

Three Little Dwarfs



AND

"You Can't Kiss Santa Goodnight"

Columbia Record 20754 or 7-inch LP 2-853

WRITTEN, COMPOSED AND SUNG BY STUART HAMBLEN



Don't Forget "(Remember Me) I'M THE ONE WHO LOVES YOU" and "I'LL FIND YOU"
Columbia Record 20714 or 7-inch LP 2-692

RCA Victor Custom Record Sales sets new price policy!

... New ordering and reordering policy in effect now!
... New low prices on original orders and reorders of pressings.

SHELLAC-TYPE OR PLASTIC

45 rpm *
78 rpm
33 1/3 rpm

... Prompt Delivery.

* A complete service in recording, re-recording, processing and pressing 45's from your protection parts.

NO ORDER TOO LARGE OR SMALL!

custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NEW YORK Dept. 24-A
120 East 23rd St.
Murray Hill 9-0500

CHICAGO Dept. 25-A
445 N. Lake Shore Dr.
Whitehall 4-3215

HOLLYWOOD Dept. 26-A
1016 N. Sycamore Ave.
Hillside 5171

The Billboard MUSIC POPULARITY CHARTS

PART VI

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

Best Selling LP Classical Titles

Last Week	This Week	Title
1	1	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker-J. Baker-R. Bloom-D. Oppenheim-J. Corigliano-L. Varga-L. Lawrence.....V(45)LM-1083
2	2	Rachmaninoff: Concerto for Piano and Ork, No. 2 in C Minor; A. Rubinstein, NBC Symphony Ork; V. Golschmann.....V(45)LM-1005
3	3	Tchaikovsky: Swan Lake, St. Louis Symphony Ork; V. Golschmann, conductor, V(45)LM-1003
—	3	Offenbach: Heien of Troy Ballet, Minneapolis Symphony Ork; A. Dorati, conductor.....V(45)LM-22
—	5	Highlights from Rigoletto; Jan Peerce.....V(45)LM-1104

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title
3	1	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker-J. Baker-R. Bloom-D. Oppenheim-J. Corigliano-L. Varga-L. Lawrence.....V(45)WDM-1394
1	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteux, conductor.....V(45)WDM-920
4	3	Brahms: Concerto in D Opus 77, Y. Menuhin, Lucerne Festival Ork; W. Furtwangler, director.....V(45)WDM-1363
2	4	Luglieni: Ballet Egyptian Suite, BBC Theatre Ork; Robinson, conductor.....London(45)LF-24
—	5	Chopin: Waltzes; A. Brailowsky.....V(45)WDM-1392

Advance Classical Record Releases (Includes Semi-Classics)

Stephen Foster Favorites Album—J. Melton-RCA Victor Ork & Chorus, F. Black, Cond. (4-7") V(45)WDM 1412—Beautiful Dreamer; Come Where My Love Lies Dreaming; De Camotown Races; I Dream of Jeanie With the Light Brown Hair; Massa's in de Cold, Cold Ground; My Old Kentucky Home; Oh! Susanna; Old Folks at Home

Kiss Me, Kate, Album—New Queens Hall Ork. L. Levy, Cond. (South Pacific) Dec(33)DL-7009

Nathan Milstein: Viola Favorites Album—N. Milstein-RCA Victor Ork, A. Fiedler, Cond. (3-7") V(45)WDM-1404—G. Faure, Apres Un Reve; Faster, O! Folks at Home; Mendelssohn, On Wings of Song; Faldini, Pouppee Valmaire; Schubert, Ave Maria; Schubert, Serenade

Mozart: Flut Quartets Album—J. Baker-M. Zarief-D. Mankovitz-R. Ozman, Oxford(33)101

Saint-Saens: Samson & Delilah Opera Album (3-12")—H. Bouvier-J. Luccioni-P. Cabanel-Medus-L. F. Zetter-Orchestre National de l'Opera, Col(33)SL-107

Schubert: (1) Der Jungling an der Quelle; (2) An Die Nachtigall, Op. 98, No. 1—Lotte Lehmann-P. Ulanovsky (Die Manner) V(45)49-1277, (78)10-1551

Schubert: Dem Unendlichen—Marion Anderson-Franz Rupp (Thetia) V(45)29-1278, (78)12-1250

Schubert: Die Manner Sind Merchani—Lotte Lehmann-P. Ulanovsky (Der Jungling) V(45)49-1277, (78)10-1551

Schubert: Thetia, Op. 88, No. 2—Lion Anderson-Franz Rupp (Dem Unendlichen) V(45)49-1278, (78)12-1250

South Pacific Album—New Queens Hall Ork. L. Levy, Cond. (Kiss Me) Dec(33)DL-7009

Strauss: The Blue Danube—Kaiman: Sari, Gypsy Princes—Lehar: Gold and Silver—Kosmak: Girls From Baden (2-10") Remington (33)RPL-149.3 album

Stravinsky: The Fire Bird Suite Album—L. Stokowski Symphony Ork V(78)DM-1421, (45)WDM-1421, (33)LM-44

Toast of New Orleans Album—Mario Lanza (2-7") V(45)WDM-1417—Boom, Biddy, Boom; Bayou Lullaby, The; Tina-Lina; Toast of New Orleans

Tietmann: Tafelmusik Album—Wiesbaden Collegium Musicum, E. Weyns, Cond. (Cooperin: Concert Dam) Cap Telefunken(33)P-8113

This Is the U. S. A.: Its Actual Voices Album—Franchot Tone, narrator-70 historic voices (1-12") Tribune Productions (33) WA 4853; (78) KI 2807

Von Suppe: Morning, Noon and Night in Vienna & Strauss: Morning Papers Waltz Album—Sir Thomas Beecham, director—The Royal Philharmonic Ork (1-10") (Ponchielli: Dance) Col (33)ML2134

Leonard Warren in Great Operatic Scenes Album—L. Warren-RCA Victor Ork, R. Cellias, Cond. V(78)DM-1426, (45)WDM-1426

Wagner-Tristan Und Isolde: Isolde's Narrative and Curse Album—K. Flagstad-E. Hognen-The Philharmonic Ork, J. Dobrowen, Cond. V(78)DM-1435, (45)WDM-1435

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sale potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-59, poor.

70
ROUSSEL: Symphony No. 4 Op. 83 and Suite in F Op. 33—Lamoureux Orchestra of Paris, conducted by Georges Tzipine. Capitol Classics P-8104

Roussel, a modern French composer who has been classified as an anti-impressionist, is undeservedly neglected here. Capitol is to be commended for issuing two of his finest orchestral works. The Suite in F has been heard here before on records but this one currently is the only one of the modern French masterpieces. It is a splendid sample of Roussel's modern polytonal style. The Fourth Symphony, a recorded first, is another brilliant score in the polytonal style written in 1935, two years before Roussel's death. Both works deserve far wider attention than they have received and perhaps this recording will further the cause. Tzipine drew spirited performances from the French Lamoureux Orchestra. Recordings are good. This pairing should meet favor with those interested in the moderns, particularly Stravinsky.

64
BALLET MUSIC—Excerpts from RIMSKY-KORSAKOFF: Christmas Eve; GLAZOUNOFF: Raymonda; GLIERE: First Ballet Suite; PROKOFIEFF: Cinderella; PALLASHVILLI: Absalom and Ethere; KATCHATURIAN: Masquerade and Gayna (1-12") Colossium CRP-102 (33)

Ballet music unquestionably appears ready to dominate the music scene in the coming months. But this set, apparently put together to meet this growing demand figures to do little more than draw a fringe of the market. It's a potpourri of clippings from the large library of Russian ballet scores—some popular, some familiar, some rarities. They seem to have been transferred to the LP from either dated masters or shellac records with the inherent hiss and static remaining in the transfer. Some of the recordings are luminous, others are wobbly. Playing of the several orks and conductors' guidance is generally enthusiastic with the selections running heavy on the fortissimo side.

(Continued on page 98)



Dear Doll—
Just wanted to tell you how great your
record of "All My Love" is doing—
and incidentally Patti, "Back In Your
Own Backyard" is coming up fast!
Your Ever Loving
Mercury Distributors



best sellers

POPULAR

- ★ **GEORGE WRIGHT**
15065 TENDERLY
TIMES SQUARE BOOGIE
- ★ **TERRY SIAND**
15064 DUST OFF THE OLD PIANO ROLLS
I WOULDN'T TOUCH YOU WITH A
TEN FOOT POLE
- ★ **JANET BRACE**
15061 AN ORANGE COLORED SKY
OCEANA ROLL
- ★ **FREDDY MILLER**
15069 NOW DID I GET THIS WAY!
THE KNICK KNACK MAN
- ★ **JOHNNY LONG**
15060 THE B-I-E-E-I-E
JUST FRIENDS

FOLK • WESTERN

- ★ **MOON MULLICAN**
894 NINE-TENTHS OF THE TENNESSEE RIVER
WELL ON WELL
- 905 MONA LISA
THINK IT OVER
- 830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ **HAWKSHAW HAWKINS**
897 HANDCUFFED TO LOVE
STOP, PLEASE STOP
- ★ **COWBOY COPAS**
895 MY HULA BABY
SIGMOED, SEALED, THEN FORGOTTEN
- ★ **JIMMIE OSBORNE**
893 GOD, PLEASE PROTECT AMERICA
THE MOON IS WEEPING OVER YOU
- 908 THANK GOD FOR VICTORY IN KOREA
THE OLD FAMILY BIBLE
- ★ **YORK BROTHERS**
901 ROAD OF SADNESS
KILL HER WITH KINDNESS

SEPIA • BLUES

- ★ **WYNONIE HARRIS**
4402 I WANT TO LOVE YOU, BABY
MR. BLUES IS COMING TO TOWN
- 4389 ROCK MR. BLUES
BE MIKE, MY LOVE
- 4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
- ★ **TINY BRADSHAW**
4397 I'M GOING TO HAVE MYSELF A BALL
BUTTERFLY
- 4357 WELL ON WELL
I HATE YOU
- ★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHTOWLS
HARDLEM BUG CUTTER
- ★ **IVORY JOE HUNTER**
4405 LYING WOMAN
TOO LATE
- ★ **ROY BROWN**
DeLuxe 3308 'LONG ABOUT SUNDOWN
CAOILLAC BABY
- 3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY
- 3304 HARD LUCK BLUES
NEW BEBECCA

KING
Records

The **Billboard** MUSIC POPULARITY CHARTS

Rhythm & Blues Records

PART VII

Based on reports received last three days of Week Ending October 13

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 customer's purchase rhythm and blues records.

POSITION	Weeks Last This to date Week Week	Artist	Record Title	Label
11	1	1	BLUE LIGHT BOOGIE (Parts I and II) L. Jordan	DeLuxe 3306—BMI
5	6	2	LOVE DON'T LOVE NOBODY R. Brown	DeLuxe 3306—BMI
3	2	3	ANYTIME, ANYPLACE, ANYWHERE J. Morris	Atlantic 914
9	3	4	BLUE SHADOWS L. Fulson	Swingtime 226
2	—	5	BALD HEAD R. Byrd	Mercury 8175
24	5	6	PINK CHAMPAGNE J. Liggins	Specialty 355—BMI
6	7	6	DECEIVING BLUES J. Otis-Little Esther-M. Walker	Savoy 759—BMI
21	7	8	WELL, OH WELL Tiny Bradshaw	King 4357—BMI
2	—	8	I'LL NEVER BE FREE D. Washington	Mercury (7818187) (45)8187X45—ASCAP
1	—	8	LONG ABOUT SUNDOWN R. Brown	DeLuxe 3306—BMI

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 Last This to date Week Week	Artist	Record Title	Label
9	1	1	BLUE LIGHT BOOGIE (Parts I and II) L. Jordan	DeLuxe 3306—BMI
11	2	2	BLUE SHADOWS L. Fulson	Swingtime 226
3	3	3	LOVE DON'T LOVE NOBODY R. Brown	DeLuxe 3306—BMI
16	3	4	MONA LISA Nat "King" Cole	Cap (78)1010; (45)F-1010—ASCAP
21	7	5	EVERYDAY I HAVE THE BLUES L. Fulson	Swingtime 226
3	8	6	GOODNIGHT, IRENE P. Gaylen	Regal 3283—BMI
1	—	6	I'LL NEVER BE FREE D. Washington	Mercury (7818187) (45)8187X45—ASCAP
12	5	8	HARD LUCK BLUES Roy Brown	DeLuxe 3304—BMI
3	6	8	ANYTIME, ANYPLACE, ANYWHERE J. Morris	Atlantic 914
1	—	8	EVERYBODY'S SOMEBODY'S FOOL L. Hampton	DeLuxe 3306—BMI
17	—	8	BESAME MUCHO Ray-O-Vacs	DeLuxe 3306—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Don't You Believe Her—Ivory Joe Hunter (It's a) MGM 10818
Get High—La Melle Prince (Phone Me) Aladdin 3067
I'm Gonna Let Him Ride—Helen Humes (Million Dollar) Modern 779
It's a Sin—Ivory Joe Hunter (Don't You) MGM 10818
Million Dollar Secret—Helen Humes (I'm Gonna) Modern 779
Phone Me Blues—La Melle Prince (Get High) Aladdin 3067

RHYTHM & BLUES RECORD REVIEWS

TINY CRIMES Atlantic 970	Jumpin' at Cleason's Jumping and thumping tempo, recorded under pseudo-concert conditions—crowd shouts superimposed, etc.—is noisy and little more.	66--66--63--69
JOE TURNER ORK Freedom 1540	Flying High Concert style recording, sans crowd noises, enhances this surging tempo which opens with a Crimes' guitar and tenor chase and develops into a honking tenor solo. Could pick up coin.	75--75--72--78
THE DEAN HOWE TRIO Crystal 268	Feelin' Happy The veteran shouters in his best voice in ages on this rocking fast blues. Has winner potential for its spirit, beat and drive.	81--81--80--83
DINAH WASHINGTON Mercury 5488	You'll Be Sorry Turner sings well again but this time it's a slow blues ballad of only slight substance. The performance may attract the coin.	67--68--65--68
HERB FISHER TRIO Modern 20-755	If You're Gonna Take Your Time Warbler gets off a pleasant rhythm novelty. Combo backing is competent, but too poppish.	64--64--63--65
IONA WADE-JAY McSHANN Peacock 1532	Cherokee Warbler does the Ray Noble jazz classic with the lyric, backed by organ, sax, rhythm. Well performed, side might stir interest on sheer novelty.	70--72--68--70
	Harbor Lights Turner sings the pop revival to a sock offman, with full backing from a string-augmented ork. Should score handsly.	84--84--84--84
	I'll Cross My Fingers Current pop gets a full-hearted go from Miss Washington and crew; ballad has natural r & b potential.	81--82--80--81
	They'll Be There A strikingly original lyric and theme make this ballad job an engaging, engagingly warbled by Fisher in a smooth, easy-glide style.	82--82--81--83
	People Have Money Are Funny Up double blues also has a fresh lyric approach, but doesn't pack direct appeal of Hip.	72--73--72--74
	Keep Your Man at Home So-so slow blues effort by thrush and small combo.	62--62--60--64
	Gonna Make a Change Gal and ork get more warmth into this blues-with-a-beat, but lyric is somewhat forced.	64--64--62--66

"THAT OLD BLACK MAGIC"

as sung by
BILLY DANIELS
HEAR HIM BRING DOWN THE HOUSE
WITH IT IN THE MOVIE.
"WHEN YOU'RE SMILING"
Get it on Apollo Record No. 1101
Rush YOUR Order in Now—either to your nearest Apollo distributor or direct to:
APOLLO RECORDS, INC.
457 West 45th St. New York 19, N. Y.

THE ORIGINAL

Louis Prima's
OH BABE
Juke Boxes, Disk Jockeys
Remember it was on
ROBIN HOOD RECORDS
← ALWAYS A HIT! →
1619 Broadway New York City

Announcing VEGA Long Play RECORDS

ALL COUNTRY and RURAL Appeal
as AMERICAN as CORN
98c list
Distributors and Special Sales Representatives INVITED.
GUARANTEED TERRITORIES.
This is what you have been looking for.
VEGA RECORDS
146 W. 37th Pl. Los Angeles 7, Calif.

OPERATORS!
Have You Heard the
DARING-SMOKING
JAZZ ME BLUES
on Tempo's New
THEME Label
78—P100 45—P45100
10" Flex—75¢—Plus Tax—45—65¢
TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

FREE FREE FREE
DISK JOCKEYS—COIN OPERATORS
RAINBOW £30044
"CROSS MY HEART
I LOVE YOU"
Vocal and Organ, Ted Steele
and
Eddie "Piano" Miller
RAINBOW RECORDS
767 10th Ave. New York, N. Y.

NEW VICTOR, COLUMBIA
\$12.00 per 100
OTHER LABELS
\$10.00 PER 100 \$85.00 PER 1,000
1/3 with order, balance C. O. D.
Write for LATEST CATALOG.
500 Different Standard and Hit Tunes
VEDEX COMPANY
674 10th Ave. New York 19, N. Y.
Flaza 7-0636
COMPLETE INVENTORIES BOUGHT
Over 1,000 Satisfied Customers

RHYTHM & BLUES RECORD REVIEWS

MARCIE DAY Dot 1010	Street Walkin' Daddy Through combine a bit of Dinah Washington with a little Billie Holiday for a winning style of her own on this very effective blues. Sleeper potential here.	84--84--83--84
MARTHA DAVIS Decca 48174	Riffin' With Griffin The Griffin Brothers Combo boogie instrumental it uninspired.	60--60--60--60
THE ROBINS Savoy 762	I Ain't Gettin' Any Younger Through does a light, contemporary blues much in the manner of Billie Lee. Piano and rhythm keep the beat.	67--67--66--68
FREDDIE MITCHELL ORK Derby 747	Kitchen Blues Miss Davis does a slow, inconsequential blues - engagingly.	58--58--55--60
BILLY WRIGHT Savoy 761	I'm Through Male group pace unexcitingly thru a mediocre ballad.	60--60--60--60
PAUL WILLIAMS HUCKLEBUCKERS Savoy 758	You're Fine But Not My Kind Warblers swing fine on an up-tempo boogie blues novelty, with vibes-rhythm combo laying down a potent beat.	77--77--77--77
HAROLD BURRAGE H. Henderson Ork Decca 48175	Roll 'Em Boogie Intense, hard driving honkin' and stompin' new era conception of the old Mary Lou Williams piece should let the good coin roll in.	84--85--83--84
LEWIS CAMPBELL MGM 10787	Louise Another persuasive jump opus is shaped around the familiar standard tho it's barely recognizable in this rendition. Booming beat propels the dinking into a potential coin grabber.	83--83--83--83
DON Q AND THE Q TONES Bullet 530	Fore Day Blues An okay tho unspectacular medium blues effort by Wright.	69--70--68--70
LUCKY MILLINDER ORK (Henry Glover) King 4398	Empty Hand Blues following the pattern of "I Almost Lost My Mind" has neither the lyric value or the freshness of the original. Could score modestly on strength of the inherent familiarity.	74--76--72--74
ARTHUR CRUDUP V(45)50-0100 (78)22-0100	Paul's Boogie Boppish intro riffs lead into a rumping boogie so spottish Williams' bary blowing. Smarter musically than previous Williams efforts but promising nevertheless.	77--78--75--78
JAKE VAUGHAN Decca #172	Jeep's Blues Williams turns to his alto sax to pick up on this well noted Johnny Hodges blues original. It's a pretty mood piece which could pick up coin.	78--78--78--78
JOHNNY HARTMAN (George Williams Ork) Apollo 1168	Hi-Yo Warbler and small combo knock out a choppy rhythm blues built on the Hi-Yo Silver catchphrase. Amusing job.	72--72--70--74
THE CAP-TANS Dot 1009	I Need My Baby Commonplace rhythm blues job.	56--56--54--58
CECIL GANT (And His Trio) 4 Star 1526	A Call on the Phone Warbler gets off a mediocre Southern blues vocal. Beat is strong, brought out by heavy, close-up guitar.	55--57--55--53
EDDIE WILLIAMS (And His Brown Buddies) Discovery 526	Don't Want Nobody Hangin' Around Material here is more in the old Southern rural blues tradition; Campbell sells it okay.	67--67--67--67
JIMMY PRESTON-BURNETTA EVANS (J. Preston Drk) Derby 748	Baby, I Don't Need You Now Male quartet gets a nice mood on this bluesy ballad. Very fine basso lead stands out.	75--75--75--75
	Private Property Blues Good feeling is established in their work on flip.	75--75--75--75
	Who Said Shorty Wasn't Coming Back Novelty material of the kind that was hot stuff in 1936 lays heavy.	40--40--40--40
	Clap Your Hands Better than flip, but this up-tempo novelty is also old hat.	45--45--45--45
	Hand Me Down My Walking Cane Crudup warbles a slow, beautiful Southern blues with okay rhythm support.	64--64--63--65
	Lonesome World to Me Another slow blues; this one with stronger blues feeling and sincerity than flip.	67--67--66--68
	I'm Sitting On Top of the World Neat orking and tasty piano solo gives Vaughan a hefty assist as he warbles an acceptable blues ballad. Not particularly distinguished however.	65--65--63--68
	Why, Oh Why, Oh Why Vaughan doesn't show up too well in his warbling of an attractive ballad.	66--65--65--68
	Six P.M. Warbler does a warm, feelingful Ecks-styling on an engaging little ballad. Orking is full and colorful.	74--76--74--78
	Nightingale Hartman and chorus give this one an exotic beguine treatment. Tune was popular some years back.	73--73--72--74
	I'm So Crazy for Love Quipster, with a Bill Kenry-model tenor singing lead, gets a fine blend and a good feeling, with rhythm accompaniment on a likely bluesy ballad.	75--75--75--75
	Crazy About My Honey Dip Group swings invitingly on a rhythm novelty. They get a fine big sound.	74--74--73--75
	My Baby's Changed Trumpet and rhythm back the husky-warbling Gant on a medium-tempo blues which opens effectively in stop time.	72--72--72--72
	Can't Get You Off My Mind Horn plays a haunting abbogato to Gant's throaty rendition of a simple, appealing ballad.	74--74--74--74
	Meandering Ballad doesn't seem suited to this crew's a & b style, makes for a slow-going side for warbler and trio.	45--45--45--45
	Blues for Cuba Rumboogie effort doesn't come off.	50--50--50--50
	Oh, Babe! Riff rocker is charged with excitement. Warbler and fem take turns with lyrics, with combo joining in on refrain. Clever rhythm pattern and a great beat here.	84--84--83--85
	Stop That Baby Boy-gal duet on a medium-tempo blues is okay, with catchy riff pattern underneath.	74--74--73--75

FLASH!
LITTLE ESTHER gets MARRIED ...on a HIT!



Greatest Novelty Tune of Our Times!

SAVOY #764

WEDDING BOOGIE
by JOHNNY OTIS' CONGREGATION

BRIDE: LITTLE ESTHER
THE CAST: GROOM: MEL WALKER
PREACHER: LEE GRAVES

backed by

A SENSATIONAL XMAS NUMBER!

FAR AWAY—
XMAS BLUES

JOHNNY OTIS ORCH.
with LITTLE ESTHER and MEL WALKER

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

NEW PROFITS ON A NEW STAR!

PLEASE SEND ME SOMEONE TO LOVE

backed by STRANGE THINGS HAPPENING by PERCY MAYFIELD

SPECIALTY 375



Specialty records
8508 Sunset Blvd. Hollywood 46, Calif.

CASH IN THESE BLUE CHIPS!

AMOS MILBURN BAD, BAD WHISKEY AL 3068	CHARLES BROWN AGAIN AL-3066
CALVIN BOZE LIZZIE LOU AL 3065	LIGHTNIN' HOPKINS SHOTGUN BLUES AL 3063
LA MELLE PRINCE GET HIGH AL 3067	THE TRUMPETEERS MOTHERLESS CHILD SC 5023

Aladdin RECORDS

The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western) Record Section
PART VIII
Based on reports received last three days of Week Ending October 13

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.

Weeks Last This to date/Week/Week	POSITION	Record	Label
17 1	1.	I'M MOVIN' ON.....	H. Snow, V(78)21-0328; (45)46-0328—BMI
6 6	2.	I'LL NEVER BE FREE.....	K. Starr-Tennessee Ernie, Cap(78)1124; (45)F-1124—ASCAP
12 2	3.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU.....	S. Hamblen, Col(78)20714; (33)2-692—BMI
4 3	4.	LOVEBUG ITCH.....	E. Arnold, V(78)21-0382; (45)M6-0382—BMI
22 3	5.	WHY DON'T YOU LOVE ME?.....	H. Williams, MGM 10696—BMI
10 5	6.	GOODNIGHT, IRENE.....	R. Foley, E. Tubb, Dec(78)46255; (45)H-46255—BMI
5 10	7.	CINCINNATI DANCING PIG.....	R. Foley, Dec(78)46261; (45)H-46261—ASCAP
4 8	8.	MONA LISA.....	M. Mullican, King 886—ASCAP
6 -	9.	AIN'T NOBODY'S BUSINESS BUT MY OWN.....	Tennessee Ernie-K. Starr, Cap(78)1124; (45)F-1124—ASCAP
3 9	10.	GOD, PLEASE PROTECT AMERICA.....	J. Osborne, King 893—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Fred Kirby (MGM), WBT, Charlotte, N. C., has worked out a deal with **Jack Paxilow**, op of Airport Amusement Park, local Kiddieland, for a series of moppet Saturday morning shows. Prizes for joining "Tiny Town, U. S. A." are trips to the Kiddieland, with free rides and refreshments. . . . **Dottie Dunbar**, Dunbar Distributing of Dallas, reports that the "Big D Jamboree" there has set many names for the fall, including **T Tex Tyler**, October 7; **Red Foley** and a "Grand Ole Opry" troupe, October 19, and **Jimmy Heap**, promising newcomer on Imperial label, October 21. . . . **Tommy Duncan**, the ex-Bob Wills warbler, has inked Capitol Records and has his own label, Natural Records. . . . **Bob Shaffer**, WKNX, Saginaw, Mich., set for his second p. a. at the "National Barn Dance," WLS, Chicago, October 7. . . . **Cormac**, the Santa Ana, Calif., diskery, has inked **Corky Edminster** and his Corral Gang, KANS, Wichita.

Jimmy Wakely has gone to Korea as a member of the **Bob Hopa** troupe. His ABC web d. j. show is being conducted by **Cottonseed Clark** during his absence. . . . **Tommy Dilbeck**, the songwriter, has settled his disagreement with Hill & Range Songs and has temporarily left the music biz to concentrate on real estate sales in Los Angeles. . . . **Red Foley** has purchased a new home in Nashville. . . . **Johnny Tyer** is working at the Roundup Club, Los Angeles. . . . **Dee Stone**, of Mutual records, Bassett, Va., has lined up Coast Line Distributors, Nashville, and **Tracy Knutson**, Roseland, Neb., to handle his line. . . . **Eddie Marshall** (Victor) and his **Trail Dusters** opened a month at the Elliott Hotel, Toronto, October 1. . . . **Dayton Harp**, the Dixieland Drifter, WLAK, Lakeland, Fla., has inked with **Bill McCall**, of 4 Star.

Hubert Friar and his **Hillbilly Hicks** have inked with Fortune Records, Detroit. They are working Motor City clubs. . . . The **York Brothers**, Leslie and George (King), are working at the Caravan Gardens, Detroit.

DISK JOCKEY DOINGS

Tom Hipps and **Wayne Johnston**, KAMQ, Amarillo, Tex., have received calls from Uncle Sam. . . . **Larry Carothers**, KMOX, St. Louis, reports that **Fred Rose**, the pubber, is touring with **Elmo Tanner**, who recently debuted on the MGM label. . . . **Cousin Ed**, along with **Roy King** and **Hall Fuller's Tennessee Hoedowners** (London) will work Friday nights at the Jefferson Hotel, Peoria, Ill. All are working at WWXL, Peoria, which is sponsoring the square dance session. . . . **Ira Leslie**, WVOK, Birmingham, reports that a 17-year-old, **Dixie Harris**, is causing lots of comment with a fine baritone voice in his section. . . . **Dan Ross**, WATL, Atlanta, reports that **Tennessee Ernie**, who will work at Atlanta October 8 together with **Kay Starr**, was a staff announcer at WATL in 1940.

Cherokee Jack Henley worked all his shows the week of September 16 from the Northwestern Washington County Fair, Puyallup, Wash. He airs over KMO, Tacoma. . . . **Connie E. Gay**, WARL, Arlington, Va., has booked **Red Foley** and the entire Grand Ole Opry gang for New Year's Eve at the 16,500-seat National Guard Armory, Washington, D. C. . . . **Pat Cooke**, KSTL, St. Louis; **Bob Hastings**, WTMV, East St. Louis, Ill., and **Larry Carothers**, KMOX, St. Louis, worked a recent show at Hillbilly Park, Okaville, Ill. . . . **Uncle Don Andrews**, WSGW, Saginaw, Mich., is adding a two-and-a-half-hour show Saturday morning to his sked. . . . **Rocky Rauch**, KTLM, Denver, is doing a string of p. a.'s for Safeway Stores thru Colorado with an 11-piece ork.

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

TIME TO START PUSHING
 This great holiday best-seller



GENE AUTRY
 SINGING
"HERE COMES SANTA CLAUS"

and

"AN OLD-FASHIONED TREE"
 Columbia Record 20377 or 7-inch LP 2-392

or with

"HE'S A CHUBBY LITTLE FELLOW"
 Columbia MJV-84 or 7-inch LP 4-790

COLUMBIA RECORDS

Originator of 33 1/3 LP Records
 For Uninterrupted Listening Pleasure

The **Billboard**
MUSIC POPULARITY CHARTS
PART IX
WEEK-END
REVIEWS
RECORDS

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 disc 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 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; interpretation, 15; arrangement, 15; name value, 15; record quality (survival, etc.), 5; music publisher's air performance potential, 10; exploitation (record advt's-promotion film, legit and other "piggy" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
ROSEMARY CLOONEY (Norman Leyden Ork) Columbia 38988	C-h-r-i-s-t-m-a-s Last season's Eddy Arnold Christmas hit is treated for the pop field most effectively by the constantly improving thrush.	81--82--82--80	
	Bless This House Rosemary and a quartet do a simple, plaintive job with this hymnal favorite.	72--75--75--71	
MITCH MILLER ORK (Burt Taylor) Columbia 38972	Song of Delilah Melancholy exotica drawn from the score of DeMille's "Samson and Delilah" flick is shaped into a pop catching spotting Miller blowing oboe and Burt Taylor impressing with a fresh vocal sound in front of choral ooing and aching.	77--80--75--75	
	Autumn Leaves Miller turns to a lovely French ballad import, plays his English Horn and has an all-male choir warbling the Johnny Mercer lyric. Tho its pretty, dinking lacks sparkle.	79--80--78--78	
FREDDY MILLER ORK (THE BARRY SISTERS) King 15069	The Knick Knack Man Innocuous novelty ditty is orked with a good micky beat.	61--63--60--60	
	How Did I Get This Way? (Pat Terry) Inconsequential stuff.	53--54--52--52	

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
MILLS BROTHERS Decca 27236	I Still Love You Typically smooth two-tempo job by the Mills' of a simple, catchy but lightweight ditty.	74--76--72--74	
	Daddy's Little Boy The Mills' should have the sequel to their hit was of "Daddy's Little Girl" with this warm rendition of a fine, sentimental ballad. The boys lose in a bit of their famed vocal orking as a bonus.	87--87--87--88	
RICHARD HAYES-JERRY MURAD'S HARMONICATS (George Bassman Ork) Mercury 5492	Jing-a-Ling Jing-a-Ling An exciting slicing of this novelty from Disney's "Beaver Valley" short. Seasonal values could add impetus. Could be a big one.	88--88--87--88	
	Can't Seem To Laugh Anymore Hayes fashions a neat vocal of this rich new ballad which is showing promise.	81--82--80--81	
LOUIS ARMSTRONG-LOUIS JORDAN Decca 27212	You Rascal You Both Louises sing, play and kid their way thru this old Armstrong fave. Should score heavily with fans and could rack up juke coin in metropolitan situations.	81--82--78--82	
	Life Is So Peculiar This "Mr. Music" score ditty serves as an ideal material piece for the vigorous styling of the Louises. Happy dinking could pick up big returns in pop and R. & B. localities.	86--86--85--86	
XAVIER CUCAT ORK (Three Beaus and a Peep) Columbia 38976	Cuban Mambo Cugat jumps aboard the mambo trend with an original decidedly geared for the general market rather than the specialists. The maestro's loyal followers will probably want this.	74--75--75--72	
	Guadalajara One of Cugat's great standard pieces is made available again here. Neat waxing for the Cugat fans.	66--66--66--66	
ROSEMARY CLOONEY (Norman Leyden Ork) Columbia 38983	(Remember Me) I'm the One Who Loves You Rosemary adds another fine vocal to her collection, this one with a hit country ballad. Treatment is countrified. Tune's good and dinking could start pop action for it.	85--86--85--85	
	Where Do I Go From You (Percy Faith Ork) The thrush's warm ballad style shows to fine advantage in her etching of a most attractive new ballad. Could have "sleeper" potential. Dinking is strong two-sided bet.	86--87--85--85	

(Continued on page 100)

God Rest Ye
Merrie Musick Men.
Let the Yuletide Musick
Start, but the personal Pick of
Old St. Nick is...

**“CHRISTMAS
IN MY HEART”**

BROADWAY MUSIC CORPORATION
WILL VON TILZER, Pres.
1619 Broadway New York 19, N. Y.

PERCY FAITH
COLUMBIA

JUNE WINTERS
MERCURY

FRAN ALLISON
VICTOR

2 GREAT DECCA VERSIONS OF

THESE
DECCA
RECORDS
Available on 45 rpm - 78 rpm

Our Lady of Fatima

by
RED FOLEY

coupled with
THE ROSARY

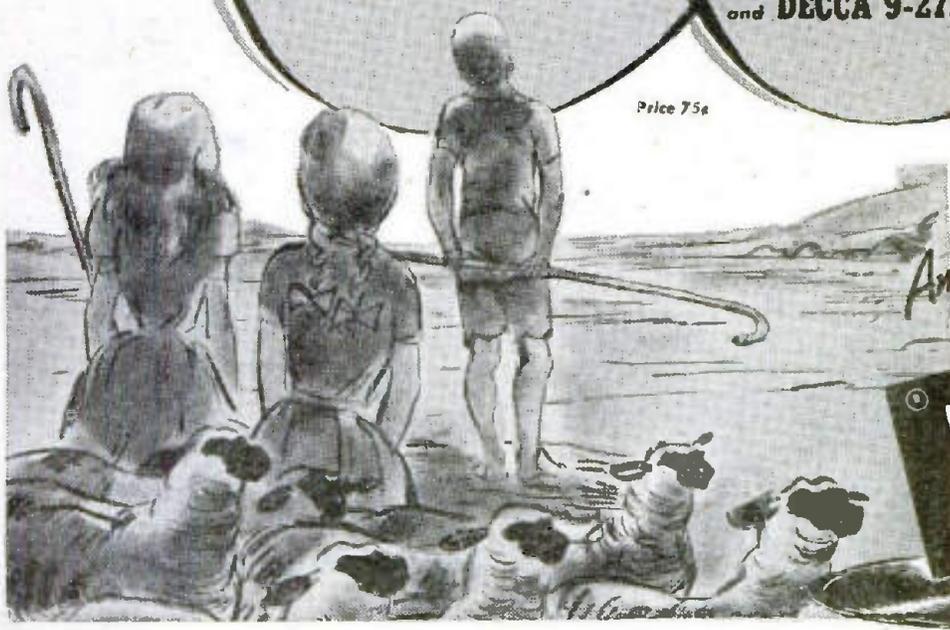
ON
DECCA 14526 (78 rpm)
and **DECCA 9-14526** (45 rpm)

by
BILL KENNY
OF THE INK SPOTS
and
GORDON JENKINS
and His Orchestra and Chorus

coupled with
STRANGER IN THE CITY

ON
DECCA 27256 (78 rpm)
and **DECCA 9-27256** (45 rpm)

Price 75c



*America's Fastest
Selling Records*



THE FASTEST SELLING RECORD
THE ONE and ONLY ORIGINAL

MOLASSES, MOLASSES

and

"EVERYBODY CLAP HANDS"

by
Lenny Carson
 and the *Whiz Kids*
DISCOVERY Record #531

September 30, 1950

THE BILLBOARD PICKS:

Molasses, Molasses.....Lenny Carson and Whiz Kids.....Discovery 531
 Here's a new hit-witty ditty with a kiddie twist on the "ficky sticky goo" which which make a hit-and-run national clean-up.

October 14, 1950

THE DISK JOCKEYS PICK:

1. Molasses, Molasses.....Lenny Carson-The Whiz Kids.....Discovery 531

THE RETAILERS PICK:

1. Molasses, Molasses.....Lenny Carson-The Whiz Kids.....Discovery 531

DISCOVERY

6207 Santa Monica Boulevard, Hollywood 38, Cal.

The Billboard

MUSIC POPULARITY CHARTS

PART
X

Record Possibilities

THE BILLBOARD PICKS:

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

- OH, BABE**
TO THINK YOU'VE CHOSEN ME.....Ames Brothers.....Capitol 60327
 Like Niagara, the Ames Brothers keep rolling in sock dishing after sock dishing. Here's a potent coupling which should hit hard on both sides. Both tunes are strong potentials and these are sturdy and infectious renditions which should capture loads of coins.
- NEVERTHELESS**.....Frankie Laine.....Mercury 5495
 Here's a great old song which has been hitting on the strength of the "Three Little Words" flicker plus a couple of dance ork diskings by Ralph Flanagan and Ray Anthony. Laine's sensitive rendition could send the tune spiraling.
- MOMMY, WON'T YOU BUY ME A BABY BROTHER**.....Spike Jones.....Victor 20-3934
 The lyric doesn't say so, this one has a Christmas slant. Done along the lines of Jones' "Two Front Teeth," this etching is reportedly off and running on the strength of a Victor sales push.
- BUSHEL AND A PECK**.....Margaret Whiting-Jimmy Wakely.....Capitol 1234
 Disking of the "Guys and Dolls" novelty, the first one released, appears to have enough on the ball to stay in with the other strong renditions by Coma and Hutton, J. Desmond and Doris Day.
- IT'S A MARSHMALLOW WORLD**.....Bing Crosby.....Decca
 Vic Damone.....Mercury 5196
 Fluffy, infectious bounce ditty with a seasonal gaiety could catch on with potent publisher aid for a group of strong recordings. Bing's is light and breezy like the Bing of old, while Vic lends it an entirely different treatment in the rhythm vein. Bing's coupling is another airy wintery tune, tabbed "Looks Like a Cold, Cold Winter."

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. BUSHEL AND A PECK.....Doris Day.....Columbia 39005
2. SHE'S A LADY.....Perry Como-Betty Hutton.....Victor 20-3930
3. LOAD OF MAY.....Doris Day.....Columbia 38980
4. SO LONG, SALLY.....Paul Weston Ork.....Columbia 39003
5. PERDIO.....Sarah Vaughan.....Columbia 39001
6. A BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 1234
7. COULD BE.....Vaughn Monroe Ork.....Victor 20-3915
8. JUST THE WAY YOU ARE.....Gordon MacRae.....Capitol 1193

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. BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 1234
2. THIRSTY FOR YOUR KISSES.....Ames Bros.....Capitol 60300
3. A BUSHEL AND A PECK.....Perry Como-Betty Hutton.....Victor 20-3930
4. MOLASSES, MOLASSES.....Lenny Carson.....Discovery 531
5. AU REVOIR AGAIN.....Milton Miller Ork.....Columbia 38964
6. MOLASSES, MOLASSES.....Roberta Quinlan-Jan August.....Mercury 5504
7. MOLASSES, MOLASSES.....Teresa Brewer.....London 794
8. DADDY'S LITTLE BOY.....Mills Bros.....Decca 27236

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. A BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 1234
2. I DON'T MIND BEING ALL ALONE.....Ames Bros.....Capitol 60300
3. NEVERTHELESS.....Paul Weston Ork.....Columbia 38982
4. A BUSHEL AND A PECK.....Perry Como-Betty Hutton.....Victor 20-3930
5. MOLASSES, MOLASSES.....Lenny Carson.....Discovery 531
6. HARBOR LIGHTS.....Bing Crosby.....Decca 27219
7. PLEASE SAY GOODNIGHT TO THE GUY, IRENE Ziggy Talent.....Victor 20-3925
8. RAINY DAY REFRAIN.....Mindy Carson.....Victor 20-3921

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. FADED LOVE.....Bob Wills.....MGW 10789
2. DADDY'S LAST LETTER.....Tex Ritter.....Capitol 1267
3. HUMPTY DUMPTY ROOGIE.....Hank Thompson.....Capitol 1193
4. DON'T BE AFRAID TO LOVE ME.....George Morgan.....Columbia 20747
5. I'VE GOT THE CRAZIEST FEELING.....Floyd Tillman.....Columbia 20746
6. A BUSHEL AND A PECK.....Margaret Whiting-Jimmy Wakely.....Capitol 1234
7. WHEN THE LOVE BUG BITES YOU.....Little Jimmy Dickens.....Columbia 20743
8. NO, NO, JOE.....Hank Williams.....MGM 10806

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaire, please do it now.

HUGO
WINTERHALTER'S
Newest Record Hit

"CROSS MY HEART
I LOVE YOU"

HUGO
WINTERHALTER'S
Orchestra and Chorus
featuring PETER HANLEY

RCA VICTOR RECORDS
78 rpm—20-3943
45 rpm—47-3943

1935—From MGM's "NAUGHTY MARIETTA," RCA Victor Gave You JEANETTE MacDONALD and NELSON EDDY Singing . . .

"Ah, Sweet Mystery of Life!"

1937—From MGM's "THE FIREFLY," RCA Victor Gave You ALLEN JONES Singing . . .

"The Donkey Serenade!"

1945—From Columbia's "A SONG TO REMEMBER," RCA Victor Gave You JOSE ITURBI Playing . . .

"Chopin's Polonaise!"

NOW From MGM'S **THE TOAST OF NEW ORLEANS**

RCA Victor Gives You . . .

Mario Lanza



singing...

"BE MY LOVE"



RCA VICTOR RECORDS



10-1561—(49-1353)

Santa's parade

Adopted by GIMBEL BROS. as their

OFFICIAL TUNE

XMAS PARADE, 1950

(40 BANDS)

When Santa starts his big parade
All the Christmas tunes are played,
The folks all join in merrily
With songs so full of glee.
There's How-de-do-de we all know
Arthur Godfrey with his show,
Kay Kyser leads his band of fame
Thru the crowd in Santa's lane;
Roy Rogers, proud on Trigger,
Uncle Wip and Uncle Stu;
Lane Ranger and Gene Autry,
Hop-along Cassidy, too;
The Red Nose Reindeer leads the sleigh
And Milton Berle has this to say,
Old Chris will answer all who prayed
With the rays from his parade.

(copyrights)

Vocal by **LEE MORGAN**
Sweetheart of "Top Tune Time"

Music by **TONY DE SIMONE**
KYW-WPTZ-TV

Predicted
No. 1 HIT
XMAS 1950

DAVID ROSEN, Inc.
(distributor)



TOP TUNES
COMPANY

OCEAN CITY, NEW JERSEY

Other
distributors
wanted

PHONOGRAPH RECORD COMPOUND

Shellac Type or Filled Vinylite

- FAST FLOW
- LOW WARPAGE
- LONG WEAR

Wood's Plastics, Inc.

410 Frelinghuysen Avenue

Hewark 5, New Jersey

Blgelow 3-3253

NOTE: WE DO NOT PRESS RECORDS. FACTURE ONLY.

GIVE TO THE DAMON RUNYON CANCER FUND

The Billboard MUSIC POPULARITY CHARTS

PART XVII

Record Reviews Album and LP

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 best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES

90-100	100s
80-89	excellent
70-79	good
60-69	satisfactory
50-59	poor

THE CATEGORIES

	Max. Pts.
1. Production idea (grouping of selection continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other aids)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

POPULAR

POPULAR FAVORITES, VOL. III (1-10") **72**

Columbia (33) CL-6150
Tena, Tena—Mitch Miller Ork;
I Cross My Fingers—Perry Feltz Ork; Mena Lisa—Harry James Ork; Marbor Lights—Sammy Kaye; Goodnight, Irene—Frank Sinatra; Sometime—The Mariners; Can Anyone Explain—Dinah Shore; Oarn That Dream—Doris Day.

This is an LP series of the better-selling pop singles offering a good cross-section of the diskery's repertory. Titles above are still alive to varying degrees—some are certainly current hits. Should sell fairly well on both artist and tune strength.

JUKES Not suitable. **JOCKS** Joe probably prefer the original single disks.

TEA FOR TWO—Doris Day (Gene Nelson—The Page Cavanaugh Trio—Ken Lane Singers—Amel Stordahl, dir) (1-10") **85**

Columbia (33) CL-6149

Last movie LP Miss Day was commended with was "Young Mar With a Horn," which sold very well. This one should follow right up; the better the flick does, the better will the album do. Tunes, "Here in My Arms," "I Only Have Eyes for You," "Tea for Two"; "Do, Do, Do"; "I Know That You Know"; "I Want to Be Happy"; "Oh, Me! Oh, My!" and "You're Driving Me Crazy," are all Doris's, tho she gets various assists from the Cavanaugh trio and Gene Nelson, with the Lane singers and Stordahl ork backing up handsomely. Nelson also decorates the #ines with tap steps. Album was studio recorded, not taken from c. rd track, because Gordon MacRae, a Capitol property, was co-starred in the film. The two waxes were brewed an exchange deal, but it fell thru. It should sell anyhow, because of smart production and great Day piping.

JUKES Not suitable. **JOCKS** Excellent fare.

YOUR DANCE DATE WITH HARRY JAMES **78**

—Harry James Ork (1-10")

Columbia (33) CL-6138

Sweet Jenny Lou; These Foolish Things; New Two O'Clock Jump; Big John's Special; Deep Purple; Squatty Roo; In a Mitz.
Harry James still hasn't lost the touch! The guy still blows his horn like no one else on the scene today and it is very much in evidence in this uninterrupted pair of 15-minute dance medleys for the diskery's "Dance Date" series. "Things" and "Purple" have James tossing off the fat-tones for which he has found fame and reward. Two lengthy pieces, both of the jump variety and both revealing that James's band, if anything, is sharper and swings harder than it ever has, show off the aspects of James's inborn jazz feeling. This is a solid pop-oriental for the James admirers and there is plenty of them around to make this package a positive entity over the counter.

JUKES Not suitable. **JOCKS** Fine James' wax for pop and jazz spinners.

MORE FOLKSONGS—Burl Ives (1-10") **75**

Columbia (33) CL-6144

Robin, He Married; Lavender Cowboy; Old Blue; Balladerie; Baby, Did You Hear; Pueblo Girl; Pretty Polly; Green Broom; High Barbaree; I've Got No Use for Women; Old Paint.

The increasingly popular Ives, accompanied by one or two guitars, or by a colorful trio, is back in his easy, authentic folk groove here. There's warmth, wit and pathos—told in simple, poetic language. Folk collectors, Ives fans and moppets are the market for this one. Tunes are generally among the finest he's waxed to date.

JUKES Not suitable. **JOCKS** For specialized folk segs in urban regions.

LISTEN TO OUR STORY—A PANORAMA OF AMERICAN BALLADS—Burl Ives **55**

Furry Lewis-Bascom Lamar Lunford-Doc Boggs-Reverend Edward Clayburn-Uncle Dave Macon-Dick Reinhart (1-10") Brunswick (33) BL-59001

Disk is a collection of folk ballads recorded for Brunswick and Vocalion in the 'twenties by non-commercial Southern ballad singers, both white and Negro. It is authentic, engaging and educational, and the ballad cuttists will certainly like it. Record is packaged in a folder sleeve which also contains a sing-along book written by Alan Lomax, comprising music and lyrics, short bios; of the performers and histories of the tunes. A small but certain market exists for this one.

JUKES Limited for folk and jazz segs dealing in purity and originals. **JOCKS**

DESTINATION, MOON—Leith Stevens **65**

Columbia (33) CL-6151

The title of this package is the title of a movie currently making first and second run rounds of the nation's theaters. The LP is decked toward serving up about 30 minutes of clips from the soundtrack music score which plays a vital role in building the plot development of this movie fantasy, which deals with the adventures of a group of people seeking to reach the moon via a giant rocket. Leith Stevens wrote the score and did it for the movie as well as for this recording of the music. It's difficult to find reason why this package should have meaning unless tie-in exploitation with showings of the movie can sell it. As music, it is typically polished movie stuff with a bit more original thought and modern conception employed than usual.

JUKES Not suitable. **JOCKS** Spinners may find this worthy of change-of-pace.

THE STORY OF THE NATIVITY—Gene Autry **84**

—Gene Autry, Dir. (2-10")

Columbia MJV-82

Very unusual package here—the it can't miss because it's Autry, the number one holiday star of our day. On three sides he tells the story in simplest possible terms, enacting a little bed-time story session with two tots, who ask such obvious questions as "What is a manger?" "What are lambs?" etc. Portions of famous carols are thrown in where the subject matter is appropriate. Last side, however, is a highly moving blessing by Autry to the sleeping children, which they couldn't understand if they were awake. But it's beautiful word-age, spoken with stunning conviction.

JUKES Not suitable. **JOCKS** There will be plenty of spots for this one, including Side 4, when yule rolls around.

WANTED

Lady to do some correspondence and light bookkeeping to assist manager of traveling dance band this winter and receive best spring. Also Lady Western Singer, guitar or accordion. Good amateur O. K. Union

Write Box 92
Cimarron, Kans.

MUSIC PRINTING

Lead Sheets, 100, \$2.50; 200, \$5.00. Professional Copies, 100 copies, \$3.00 per page; less for larger quantities. Orchestration—Sales Copies.

AUTO-LITHO CO.

Jensen Beach 2, Florida

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

WELCOME
D'OYLY CARTE OPERA COMPANY!



LONDON
 IS PROUD TO PRESENT THE D'OYLY CARTE OPERA COMPANY'S
 EXCLUSIVE **NEW** RECORDINGS
GILBERT AND SULLIVAN
OPERETTAS
 The New Promenade Orchestra under Isidore Godfrey
LONG PLAYING 33 1/2 R.P.M.

THE MIKADO
 LLP. 189/90 2-12" records \$11.90

THE GONDOLIERS
 LLP. 198/9 2-12" records \$11.90

PIRATES OF PENZANCE
 LLP. 80/1 2-12" records \$11.90

H.M.S. PINAFORE
 LLP. 71/2 2-12" records \$11.90

TRIAL BY JURY
 LLP. 70 1-12" record \$5.95

THE YEOMEN OF THE GUARD
 LLP. 241/2 2-12" records \$11.90

RUDDIGORE
 LLP. 243/4 2-12" records \$11.90

CAST
 Darrell Fancourt • Mortyn Green • Neville Griffiths • Leonard Osborn • Peter Pratt • Alan Styler • Eric Thornton
 Richard Watson • Joan Gillingham • Margaret Mitchell
 Muriel Harding • Margaret Mitchell

LONDON
 RECORDS



ALSO AVAILABLE ON 45 AND 78 RPM

**BELOVED,
BE FAITHFUL**

Recorded by
RUSS MORGAN (Decca)
VIC DAMONE (Mercury)
SNOOKY LAMSON-EVE YOUNG & JACK PLEIS ORCHESTRA (London)
PAUL WESTON (Columbia)
FRANK YANKOVIC (Columbia)
BOB DEWEY (Victor)
LAWRENCE DUCHOW (Victor)
GEORGE CATES (Coral)
LAWRENCE COOK (Abbey)
THE MELODEONS (MGM)
PICKWORK MUSIC CORP.

RKO Bldg., Radio City, New York

THE ORIGINAL

Louis Prima's

OH BABE

Julie Brown, Disk Jockey
Remember it was on...

ROBIN HOOD RECORDS

← ALWAYS A HIT! →

1619 Broadway New York City

**GIVE TO THE
RUNYON CANCER FUND**

The **Billboard** *MUSIC POPULARITY CHARTS*

PART
XIII

**The Honor Roll of
Popular Songwriters**

By Jack Burton

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 1894 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.

No. 74—RAY HENDERSON (Part III)

RAY HENDERSON'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from September 30 issue)

Popular Songs

1925—I'M SITTING ON TOP OF THE WORLD

Lyrics by Joe Young and Sam Lewis, Leo Feist, Inc.
(Available on the following Decca records:

24033 in A-1925, Basil Fomeen orchestra; 24107 in A-575, Al Jolson.)
IF I HAD A GIRL LIKE YOU
 Lyrics by Billy Rose and Mort Dixon, Remick Music Corporation.
 (Available on Decca 24032 in A-1925, Basil Fomeen orchestra.)
KEEP YOUR SKIRTS DOWN, MARY ANN
 Lyrics by Andrew B. Sterling, Shapiro, Bernstein & Company, Inc.

1926—BYE, BYE, BLACKBIRD
 Lyrics by Mort Dixon, Remick Music Corporation.
 (Available on the following records: Decca 24319, Russ Morgan orchestra; Decca 24385, Frank Froeba and His Boys; Decca 25357, Freddie "Schnickelfritz" Fisher orchestra; Decca 24036 in A-1926, Flingerle and Schutti, dual pianos; Capitol 135, Six Hits and a Miss; Capitol 57-607, Nick Lucas.)
IT ALL DEPENDS ON YOU
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
 Introduced by Al Jolson in "Big Boy."
 (Available on Decca 24390 in A-632, Harry Richman, and 26667, Al Jolson.)
TOO MANY PARTIES AND TOO MANY PALS
 Lyrics by Billy Rose and Mort Dixon, Leo Feist, Inc.

1927—BROKEN HEARTED
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
JUST A MEMORY
 Lyrics by Lew Brown and Buddy DeSylva, Harms, Inc.
 (Available on the following records: Decca 24043 in A-1927, Bob Grant orchestra; Capitol 10085 in CD-49, Andy Russell and Paul Weston orchestra.)
MAGNOLIA
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
THE CHURCH BELLS ARE RINGING FOR MARY
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
 Published under the three-way pseudonym of Elmer Colby.

1928—POMPANOLA
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation. Introduced in the Broadway revue "Three Cheers."

1928—TOGETHER
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
 (Available on the following records: Decca 23349 in A-590, Dick Haymes and Helen Forrest; Decca 23367, Victor Young orchestra; Capitol 10086, in CD-49, Clark Dennis.)

1928—MY SIN
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
 (Available on the following records: Decca 24320, Dick Haymes and Andrews Sisters; Capitol 40056, Julea Lee and Her Boy Friends.)

1930—DON'T TELL HER WHAT'S HAPPENED TO ME
 Lyrics by Lew Brown, Crawford Music Corporation.

1931—COME TO ME
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.

YOU TRY SOMEBODY ELSE
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
ONE MORE TIME
 Lyrics by Lew Brown and Buddy DeSylva, Crawford Music Corporation.
1941—DON'T CRY, CHERIE
 Lyrics by Lew Brown, Shapiro, Bernstein & Company, Inc.
1942—THERE ARE RIVERS TO CROSS
 Lyrics by Stanley Adams, T. B. Harms, Inc. (Available on Decca 18274, Kenny Baker.)
1944—ON THE CORNER OF DREAM STREET AND MAIN
 Lyrics by Mort Dixon, Crawford Music Corporation.
LET US ALL SING AULD LANG SYNE
 Lyrics by Lew Brown, Crawford Music Corporation.
 (Available on Decca 18667.)
1948—AN OLD SOMBRERO AND AN OLD SPANISH SHAWL
 Lyrics by Lew Brown, Shapiro, Bernstein & Company, Crawford Music Corporation. (Available on the following records: Decca 24306, Guy Lombardo; London 123, Sam Browne; Columbia 30046, Buddy Clark and Xavier Cugat orchestra.)

Stage Musicals

1925—GEORGE WHITE'S SCANDALS OF 1925
 Book by George White and William K. Wells, lyrics by Lew Brown and Buddy DeSylva, and presented by a cast that included Helen Morgan, Tom Patricola, Harry Fox, Gordon Doolay and Miller and Lyles. Harms, Inc.
THE WHOSIS WHATSIS
ROSETIME
I WANT A LOVEABLE BABY
FLY BUTTERFLY
 (Continued next week)

**SONGWRITERS
COMING UP!**

RAY HENDERSON—PART IV
 In Subsequent Issues The Billboard Will Present

ARTHUR SCHWARTZ
MILTON AGER
CON CONRAD
BILLY ROSE
HARRY WARREN
HARRY M. WOODS
ALLIE WRUBEL
RALPH RAINGER

It Started in Toledo—

America's New Singing Sensation



JOHNNY KNAPP'S New Happy Hit—

**"WHAT'S THE USE
OF DREAMING"**

Backed by the Romantic
"HASTA LA VISTA"

Toledo's Disk Jockeys Started It on the Way



LES DANA, WSPD—"A new peppy melody with a lift for my morning listeners."



FRANK VENNER, WSPD—"An infectious hit of rhythm that should catch on, neatly vocalized by Johnny Knapp."

SERENADE RECORDS

Toledo 1, Ohio

JOE D. HAACK, General Manager

Distributed by PANAMERICAN DISTRIBUTORS in Michigan & Ohio

OTHER TERRITORIES STILL OPEN FOR DISTRIBUTORS

JOHNNY KNAPP is currently appearing at
JEAN'S LOUNGE, Lansing, Mich.
 Opening **TOWN PUMP, Detroit, October 28**

NEVER BEFORE!!

6 TOP HITS

ON ONE 33 1/3 L. P. RECORD

- MONA LISA
- I'LL NEVER BE FREE
- CAN ANYONE EXPLAIN?
- GOODNIGHT, IRENE
- ALL MY LOVE
- BONAPARTE'S RETREAT

RETAILS only 98c

Customary Discounts to Dealers and Operators

100% RETURN PRIVILEGE
on First Order

TRY this HOT SELLER at our risk.
ORDER DIRECT.

1/2 deposit with order, balance C. O. D., unless satisfactory credit rating.

TOPS MUSIC ENT.

4705 So. Vermont Ave.
 Los Angeles 37, Calif.

THE PEAK OF MUSICAL
DISTINGTION

"CORN SILK"
 Flip
 "SOMEBODY'S KISSES"

by

LEO PIEPER
 TOWER RECORD 1480

TOWER RECORDS

100 E. OHIO ST. • CHICAGO 11, ILL.

For News About **The New** **Billboard**

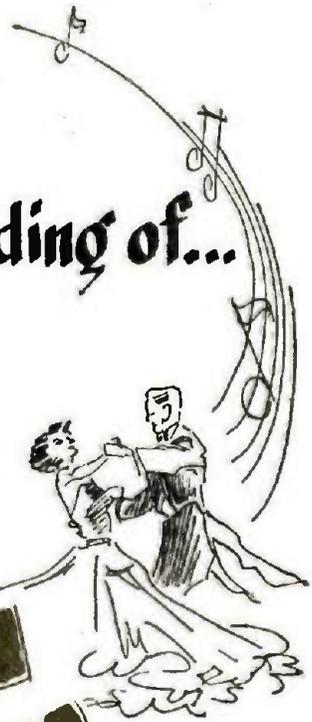
BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Now a Hit!!!

the Great *Original* recording of...

"PETTITE WALTZ"



by...
The Three Suns with
Larry Green at the piano



RCA VICTOR Records 

78 rpm
20-3834
45 rpm
47-3834

FCC RULE CAUSES COLOR CHAOS

Industry Sees Only Purple At Decision

Dealers, Makers Confused

NEW YORK, Oct. 14.—The immediate result of the FCC decision on color TV was utter confusion, much frantic thinking and more than a little chaos on the dealer and distributor levels. Several retailers and distributors reported cancellations from their customers. But in many cases, the amount of merchandise cancelled by one dealer was quickly allocated by the distributor to another dealer still interested in getting merchandise. On the manufacturing level, the anti-FCC, or anti-CBS, stand taken the previous week was still much in evidence. Only Webster-Chicago, Celomat, Starrett and Teletone have signified their intention of manufacturing adaptors or converters.

Starrett claims it will have color sets ready for a press showing within 30 days. Webster-Chicago announced it is prepared to market converters and adaptors, but that the parts shortage will prevent any appreciable production before 1951. Teletone stated that deliveries on converters would begin by the first of next year. Celomat claimed it would start production on a color conversion kit within a few weeks.

Still against the FCC decision were the rest of the TV manufacturers. F. A. D. Andrea called the CBS system a "Rube Goldberg system." Pilot declared that it would file suit seeking an injunction against the FCC's approval on any system for the present. John Craig, Crosley's vice-president, said the CBS system amounted to "mechanized gadgetry that would be a monstrosity in a living room. Craig also insisted there was no public pressure on the FCC to adopt the CBS system. Asked where the pressure came from, he replied, "No comment."

Ross Stragusa, Admiral president, notified his dealers that "it is our prediction CBS color will tumble along for a few months, after which time a compatible electronic system which can be utilized by present receivers will be perfected. Then CBS receivers will be completely obsolete." William J. Halligan, Hallcrafters president, called the FCC announcement "a craven decision, brought about by misguided senatorial pressure." In general, that was the tenor of manufacturer comments.

At the dealer level, the National Appliance and Radio Dealers Association's (NARDA) acting managing director, Ira Lavlin, stated that NARDA would encourage all manufacturers to advertise the true facts on color. "The public must be told that this development is still at least a year and possibly 18 months away. The FCC is due for much criticism on the utter disregard for the consequences of a premature decision without even giving due consideration to the public and to that segment of the industry closest to the public—the retailers."

Most chain buyers reported that TV department managers had "calmed down" by Friday (13) and expected the slow down in sales to last for only a week or two. One chain, a heavy buyer of private brand TV sets, revealed it might go so far as to equip its next line of private label receivers with a "receptacle for the adaptor," but that it would not include bracket

BB Newsmen in Whiskers Find Stores Sell Color Down River

(Continued from page 3)

get regular TV parts, so they won't be interested in making adaptors, converters or new types of sets."

Traffic was exceedingly heavy at the Vim Store on 42d Street. A self-assured salesman reported: "All the manufacturers got together and rejected the Columbia system—it's obsolete and impractical. They will only have color programs on for one hour a day and they'll be cartoons." He also insisted that all sets are guaranteed to be adaptable to color. "Don't worry, we'll make good on it."

At Center Music, a salesman confided: "I'll give you a tip, RCA has the inside track. They received permission from the FCC to work on their system for about a year. The FCC told them that the final decision will go to the RCA system. They only okayed the CBS system so that people won't complain—they'll switch to RCA in about nine months."

The department stores shopped, Macy's, Gimbel's, Altman's and Bloomingdale's, were heavily populated by customers. It was apparent that department managers had held staff meetings early in the morning. Replies were all glib and sufficiently ambiguous not to put the store on the spot. No salesman in any department store would give a definite estimate of the time element or the cost involved. All referred to "whirling disk," "years before the top programs are in color," parts shortages, coming excise tax, and "why wait?" In general the shopper got the impression that the CBS system was not very good. Not all potential set buy-

ers, however, were convinced. A couple on a store elevator was overheard discussing plans. "No matter what they say," said the lady, "let's buy a real cheap set so we won't get stuck for much."

Several stores (Sunset, Rice, Liberty, Haynes-Griffin) used articles appearing in trade and daily newspapers to point out that the color situation was not yet settled. Haynes-Griffin's salesmen claimed that the CBS color disk would not fit on a "regular" set, but only on those specially manufactured. "Color won't be here for at least three years, and by then RCA will have developed a converter and you'll just have a tube changed or something to receive color. We'll arrange to take your black and white set in on trade when color comes."

The dignified, harried salesman at Liberty Music Shop sighed and said, "I've been asked that all day long." He pointed to Pilot's proposed lawsuit and the RCA reply to the FCC. He estimated that it would be three to five years before color was available.

The salesman at Rabson's pointed to the days when radio sets were being advertised as "with a TV jack." "Didn't mean a thing," he said, "merely misrepresentation. We can't guarantee the availability of any kind of adaptor or converter—anyone who does is just lying. You're missing great entertainment every day you delay in buying that set."

A New York cab-driver remarked, "I'll keep watching the fights on my son's or daughter's sets—and save my money for a color set."

FTC Move Against Exclusive Dealing Buried in Cocoa Code

WASHINGTON, Oct. 14.—The anticipated move of the Federal Trade Commission (FTC) against exclusive dealing (*The Billboard*, May 13) came quietly but with ominous portent for the radio-TV industry in a routine announcement this week of a code for the cocoa-chocolate industry.

Buried in the code is a prohibition against any contract at the distributor or retailer level that provides that the purchaser "shall not use or deal in the

standards switches or adaptors of any kind "if it meant that the price of the set would be increased."

There was the general opinion in the industry that dealers canceling orders were the smaller retailers fearful of slow stock turnover and not able to carry inventory for any length of time. As these dealers canceled, others who were in a better financial position, were jacking up orders in an attempt to get merchandise warehoused before the November 1 excise tax took effect.

Two of the more colorful pronouncements made came from Mike Kaplan, president of the Television Manufacturers' Association (TMA), and from the vice-president of a local appliance chain. Kaplan wired FCC chairman, Wayne Coy: "We would like to see the color of CBS's money invested in the chaotic manufacturing wilderness created by their (CBS) system and your decision." The retail exec wondered which store would run the first ad announcing a "close-out of black and white television sets."

products of a competitor" of the industry member offering the contract. The rule goes on to explain that "contract" means understanding or agreement as well as a written contract.

FTC thus joins the Justice Department which has pegged exclusive dealing as one of alleged anti-trust violations by petroleum companies.

The significance of the prohibition contained in the Cocoa Code lies in the fact that FTC puts no bans in any code until convinced that it has such authority under the Clayton, Sherman or Robinson-Patman acts.

Neither FTC nor Justice Department have yet tried to stop exclusive dealing in the radio-TV industry, tho FTC will proceed in the winter against an appliance manufacturer who ordered distributors to handle his product.

The trend is unmistakable. Both agencies are now on record with the pronouncement that exclusive dealing is illegal. However, the assumption has yet to be tested in court. Unless or until one of the agencies is upheld in a major court, no mass drive against exclusive dealing will be made. Sporadic suits or cease-and-desist orders can be expected, however.

In a court test, either agency has a big advantage over whatever firm it may be prosecuting, according to FTC lawyers, since it must only be proved that exclusive dealing "may" tend to substantially lessen competition. It is unnecessary to prove that competition has actually been lessened.

RTMA Prexy Sees Color Long Way Off

Black, White in Fore

WASHINGTON, Oct. 14.—The prospect of continued emphasis on black-white TV by set manufacturers, despite the FCC's color decision, was indicated in a statement issued here today by Robert C. Sprague, president of the Radio-Television Manufacturers' Association (RTMA). Sprague's statement follows:

"As of November 20, 1950, there will be two broadcasting standards for television, present black and white (525 lines—60 fields) and color (405 lines—144 fields).

"Present black-and-white sets will be able to continue to receive present black-and-white broadcasting. They will only be able to receive color broadcasting in black-and-white by the purchase of 'adaptors'—when available—because the color system presently selected by the FCC is not "compatible" with the black-and-white standards.

"These sets will only be able to receive color broadcasting by the purchase of 'converters'—when available. Because of cabinet designs some sets are not readily 'convertible' to color.

"There are approximately 8,000,000 TV sets in the hands of the public, with a viewing audience estimated at 25,000,000. These 8,000,000 TV sets will be unable to receive color broadcasting under presently approved standards, either in black and white or in color, unless and until these set owners can purchase either converters or adaptors.

"Because of this situation there will be a continuing and increasing audience of 25,000,000 or more people for present black-and-white broadcasting, and, initially at least, practically no audience at all for color broadcasting.

"The present fine TV programs being sponsored and paid for by the increasing number of national advertisers are financially possible because of this large and increasing audience.

"It is for this reason, mainly that most informed persons in the industry believe that color, as presently selected by the FCC, will have a very slow growth indeed.

"However, if and when a color system is available which is compatible with present black-and-white broadcasting, then all programs could be broadcast in color without any loss in audience whatsoever. And those who want to receive the many fine programs in color would be able to purchase color receivers as they become available.

"The vast majority of the engineers and scientists in the electronic field believe that there will be available within a reasonable length of time a satisfactory commercial color system which is compatible with present black-and-white; i. e., which can be received in black and white on present black-and-white sets without any change in or addition to these sets whatsoever or added cost to their owners.

"It is my considered opinion that this will be in the not too distant future, as enormous strides have already been made in this direction, and I have great confidence in the ability of our many great scientists and engineers to bring this highly desirable development to an early (See RTMA Prexy on opposite page)

CBS Plans Big Color Campaign; Dickering With Manufacturers

(Continued from page 7)

point, and depends on many factors. Despite the efforts to hold programing costs down, CBS will enlist the services of some of its big-name talent in operation rainbow. Arthur Godfrey will do some shots, and other top CBS-TV shows may be done in color, tho not in their original black-and-white time. They would be carried as repeats at later hours, and/or would be presented in capsule form in color.

Time a Problem

In the programing part of its push, CBS has some of its knottiest problems. Already color program planning has begun to put an additional squeeze on the black-and-white program planners for local WCBS-TV. With the large amount of time on the station already committed to net shows, the encroachment of colorcasts even in the less desirable hours creates a real problem.

The problem is equally real to all other local stations affiliated with the web. Another programing idea being mulled by Columbia is that of making a deal with local independent stations carrying solid sports shows, for example, whereby the local station would carry the show in monochrome, and CBS would send it out in color. This plan hasn't even yet been broached to local indies, and its reception, too, would depend on many factors.

(3) Plans for sponsorship: The picture for sponsorship of CBS colorcasts even with virtually no audience at present, and any audience in the near future of a definitely limited nature, is still far from hopeless. CBS has at least one advertiser who is ready and willing to buy a substantial block of the proposed 20 hours. The angle here is that the time and program cost to the sponsor would be extremely small, and that, completely aside from the audience being reached, the advertiser would get a terrific amount of promotion and publicity out of the sponsorship. Too, he might possibly be laying a firm foundation for a claim to choice time, when, as and if color develops to anything approximating the present monochrome situation.

(4) Plans for promotion, publicity, etc.: It is in this phase of operation rainbow that CBS is figuring on doing its most spectacular work. Obviously the web figures that—win, lose or draw in the color deal—the publicity it will get out of trying is worth a buck or two.

One of its earliest moves in this respect will be an attempt to get 1,000 receivers installed in department stores and other locations, where demonstrations of color television can be witnessed by large numbers of consumers. The web has already asked for prices on this number of sets, which it intends to purchase and place. Such a move would naturally whet consumer interest in the sets, and at the same time build audience for the sponsor.

Another promotional move in the blueprint which would be attempted only if manufacturer co-operation is not forthcoming, is to market color sets at the same price as the present black and white sets. There is no doubt that the manufacturing cost of such receivers would be considerably greater than the cost of a comparable black-and-white set, but according to the CBS plan, this gap would be closed somewhat by cutting out the distributor and selling the sets direct to the consumer. The balance of the difference in cost to the manufacturer would be made up to the manufacturer, right out of track.

CBS's own pocket. This phase of the plan, of course, would not be put into operation if a manufacturer with an established distribution set-up were involved.

Along with promotion efforts as outlined, the network is going into an extensive newspaper, magazine, radio, TV and direct mail advertising campaign to put color over as quickly as possible, and George Crandall's publicity department is going to run editors of virtually every publication in the country ragged trying to place free space on color.

The CBS men are under no impression that establishing color in the face of the already strong opposition and counter-moves from many quarters, notably RCA, is going to be a pushover. The web realizes that the biggest part of its job still lies ahead, that an investment of several million dollars will probably have to be made, and that the job must be done before the FCC takes another look at a compatible system, which it may find satisfactory. But its operation rainbow is going to be an all-out try.

New Projection Sets Get NA Philips Bow

NEW YORK, Oct. 14. — Two new Protelgram - tube projection video sets have been introduced by the North American Philips Company. Both sets are designed for commercial use and can be controlled from remote tuners at a distance up to 150 feet.

Model 122, listing at \$895, projects a picture 30 by 40 inches. Model 588, priced at \$599.95, will throw a picture 21 by 28 inches.

RTMA PREXY

(Continued from opposite page)

successful conclusion. "The FCC, in its present order, encourages the development of such a color system and will certainly seriously consider its adoption if and when available.

"In the meantime, all the many fine black-and-white TV programs now on the air and the new black-and-white programs coming on the air this fall will continue to be enjoyed by an increasing audience of over 25,000,000 people who will see these programs on the 8,000,000 black-and-white sets which have already been purchased by the American public and those which will continue to be purchased in the months ahead."

DECCA'S MERMAN PACT

(Continued from page 12)

be musically guided by Gordon Jenkins and will include a duet side which will be shared by warbler Dick Haymes. Tunes skedded for the date include *Marrying for Love*, *The Best Thing for You*, *Something To Dance About* and *You're Not Sick, You're in Love*. Diskings will be issued as singles initially and will probably be released at a latter date as part of a *Madam* album.

Meanwhile, the Victor company, which served as the economic angel for the hit show and which holds the original cast recording rights, in addition to TV and radio rights, has not shown signs of rushing to slice the album. Diskery still hasn't decided who to use as a replacement for Merman in the original cast recording, but it is generally believed that Betty Hutton has the inside

ASCAP Super-Dreadnaughts

(Continued from page 12)

more than triple the amount he had been getting as an AA writer, and Porter should get double the old AA stipend, which ranged around \$20,000.

About 18 other writers have been tabbed in the super-dreadnaught class because of heavy performances—cleffers like Otto Harbach, Oscar Hammerstein, Dick Rodgers, the Gershwin estate, etc. Thus, some 20 men will be getting far in excess of the \$20,000 yearly which they got from ASCAP in a year of good income—leaving proportionately less for the young pop cleffers, many of them the rebels and "Young Turks" who steamed the Department of Justice to put things on an equitable basis—the performance basis on which they now are paid.

The complexities of the new system were explained at the Society's annual membership meeting Tuesday (10), complete with printed charts and execs, but from all accounts, the members emerged more bewildered than when they went in.

In essence, here's how it works: Sixty per cent of the writer distribution is based on his performance average during the past five years. This average also determines his classification. The new point system bears the following ratio to the old letter system: AA is 100, A is 75, BB is 50, B is 35.50, CC is 25, C is 18.75, C-1A is 12.75, S-1 is 9.30, DD is 6.40, D is 5.20, 1 is 4.30, 2 is 2.35 and 3 is .70.

When the five-year average were computed for each member, it was found that quite a few AA men had performances which would have put them in C or below—if the limitation preventing them from dropping more than 100 points a year were not in force. Conversely, some low bracket men had performance records which would have put them at the top of the new system except for the 200-point maximum increase rule.

A 20 per cent portion of writer revenue is determined by seniority and bracket as follows: The class in which the member has been during the past five years is transferred into the new number equivalent. An average is then taken by dividing by five. The average is multiplied by the number of quarters he has been in ASCAP. This is his seniority rating, and each point is worth 1 cent. It may be seen that for now the performance factor does not enter into the seniority rating at all—the rating now depends on the member's class for the last five years multiplied by his years of service. However, next year his bracket shall have been determined by his performances, so that his bracket for one of the five years shall have been arrived at

TOP SMITHS SKED

(Continued from page 16)

carried on the NBC owned-and-operated stations.

In addition to aforementioned cleffers, top hillbilly and other type songwriters will be asked to participate. Professional writers, too, will be asked to submit a theme song for the show. Plugs will ask the listener to go to his nearest dealer and buy sheet music heard on the show.

Public relations committee, which now includes Shaw; Charley Tobias, vice-president of SPA, and Joe Csida and Abel Green, of *The Billboard* and *Variety*, will ask Otto Harbach and Carl Haverlin, ASCAP and BMI chiefs, to join the groups.

Tobias is currently working on a TV show thru the William Morris Agency.

mathematically. In five years, all of the brackets he shall have occupied will be based on performances. Thus, in five years, the writer pay-off will in effect be 100 per cent on performances.

The remaining 20 per cent of the pay-off is simply based on the writer's performances for the current year. It has been erroneously stated that this slice has been omitted from this quarter's checks, which are overdue because of the bookkeeping complexities in launching the new system.

What is missing is an undisclosed amount set aside from the 60 per cent based on five-year averages. Under the consent decree, ASCAP may set aside up to 20 per cent of this portion of the money (12 per cent of the total writer money) for special cases—writers of classical music, church tunes and certain indispensable pops which are not performed too frequently on radio but are long-established by tradition. The board has not yet decided how it will dispose of this amount.

As to the 250 men in the fixed classes, they will continue unchanged. These are charter members of the Society, who some 20 years ago were assigned fixed incomes ranging \$5 to \$1,000 a quarter, regardless of performances. Their total take amounts only to \$15,000 quarterly.

Mercury Points To Biggest Sales In 4-Yr. History

(Continued from page 12)

figures on a series of new disks indicate further optimism. Eddy Howard's *To Think You Have Chosen Me* sold 70,000 during the first seven days, while *Molasses*, *Molasses* by Roberta Quinlan and Jan August has done 125,000 in the first 17 days. A sleeper, *Please Say Goodnight to the Guy*, Irene by Two-Ton Baker and the Harmonicats, has stirred up the biggest jockey reaction of any Mercury disk in three months and has gone 80,000 in two weeks.

Art Talmadge, Mercury executive v.-p., has received inquiries from major booking offices regarding Ralph Martire, ABC staff trumpeter, who has cut big band instrumentals for the firm. Kay Brown, new Mercury chirp, has been inked by MGM Pictures and is entering the MGM starlets' school for a year's tutoring. A promotion campaign is on to boost the Ted Goon Trio, who formerly worked as Mr. Goon Bones and Barney Lantz on Crystaletta disks. Another artists' pairing, featuring Dinah Washington and Frankie Laine, is being mulled.

Because of the consistent demand for LP material, Prexy Irv Green and Harry Geller and Joe Carlton of the a. and r. wing are seeking to buy masters from other firms. Mercury took over 32 masters this week from Leon Rene, prexy of Exclusive, featuring Herb Jeffries. The Jeffries is a Columbia waxer now. Mercury executive wanted the standard material for their LP libraries. Included in the Jeffries' swag are his *Basin St. Blues* and the *Magenta Mood* Album.

Present plans call for the first Mercury-childcraft series of kidisks to debut November 1. The original release of six records has been boosted to 12 10-inch disks, half being folk songs and the remainder Mother Goose nursery material.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

ONE-YEAR RULE INSTEAD OF 3

AGVA Edict Alters Act, Agency Pacts

Voted at Cleveland Parley

NEW YORK, Oct. 14.—There'll be fur flying and screams of anguish in the talent agency biz when the American Guild of Variety Artists (AGVA) puts into force the new rule calling for one-year exclusive agency contracts, instead of the three-year and three-year option signing now in force.

This latest change in Rule (affecting relations between the agents and AGVA) was one of the things decided upon by AGVA's national board in session October 9 to 11 in Cleveland. Sixteen board members were at the confab.

The board voted unanimously that performer-agency contracts expire new ones be drawn for a period of a year, with renewals for like periods to be arranged for in the final quarter of each year. Under the present rule acts may be signed to a three-year deal, with options extending it for another three years. All new acts will be signed for one year only, with renewals subject to the above.

Another provision to be thrown at the agents is that all acts signed be guaranteed a minimum of 20 weeks' work a year and, in order to keep the act, the agent must also increase his salary from what it was when he was first signed.

Under the present rules an act is promised four weeks' work in any 90-day period.

The board also rescinded the action of the recent AGVA convention which called for non-recognition of agent organizations and permitted the administrative secretary, Henry Dunn, to negotiate with agent orgs. But in exchange for this recognition AGVA will ask all agent bodies to share the costs of agency-AGVA administration. How this sharing will be apportioned hasn't been determined, tho it is believed "will be on a per capita basis. Artists Representatives Association (ARA), the largest agent org in the biz will, on such a basis, be taxed the highest.

AGVA brass was asked what would happen if the large offices refused to sign acts for periods of one year. The reply was, "We can handle that." Under close questioning they replied, "We can take away their franchise."

The controversial 1 per cent assessment on AGVA members' salaries (The Billboard, October 4) came up and was passed by the board to take effect November 1. This new rule will replace the action taken by the June convention, where it was voted to tax talent buyers from \$5 to \$25 per week. The Philly branch had proposed the \$5 to \$25 levy and had put it into force last week, collecting over \$1,000. This dough, said Henry Dunn, will have to be returned to the ops.

The new 1 per cent bite, AGVA believes, will bring in over \$1,000,000 a year. Part of it will be used to increase insurance and give members some form of hospitalization; part will be used for administration.

The assessment will be levied on the basis of salaries paid for each job. An act getting \$75 will pay 75

IN SHORT

New York:

Tony and Sally DeMarco will open at the Pierre's Cotillion Room November 14 for \$2,000; six weeks and options. . . . The Palace, Akron, with Charlie Hogan booking, is looking for acts. . . . Spot hasn't used flesh in about two years. . . . Century, Buffalo, with Al Rickard as booker, is in the act-buying biz. Started vaude a couple of weeks ago. . . . The Rookies (Neil Rose and Meryl Baxter), in the ice show at the Hotel New Yorker, celebrated their 10th year in showbiz.

A big-name two-act has been charged with calling clubs warning them if they buy a certain act can never book the name act. AGVA's gathering affidavits and if charge sticks will suspend the team making the calls. . . . Hal LeRoy and Bert Wheeler now doing a double. . . . Freddie (Club 18) Lamb will manage the Old Knick when it reopens October 22. . . . The Paysces go into the Thunderbird, Las Vegas, Nev., then the Shamrock, Houston, and finally into the Copa. . . . Harry Lawrence, performer, will marry Maxine Adams, piano-voice, October 25. . . . Stan Fisher signed with MCA. . . . Buck and Bubbles now with the Morris office. . . . Havana-Madrid waiting for its license.

Para's 72G Holds Stem to 384, Despite Series' Blows

NEW YORK, Oct. 14.—The World Series is now over but in its wake are a flock of cut grosses among the Stem combo houses. Probably the worst hit was the Capitol, which pulled its show after 13 days. The least hurt, however, was the Paramount, but even there the initial take was under opening weeks of previous shows. The total for Stem flicker-flesh plants was \$384,000 against the previous week's \$365,000, with the Paramount contributing most of the gain.

Radio City Music Hall (6,200 seats; average, \$123,000) slipped 7% to \$127,000 for *Glass Menagerie*, Duval, the Four Maeks and the Ivanovs, after a preem of \$139,000.

Roxy (6,000 seats; average, \$68,000) held up well with \$80,000 for its second and final week with Dick Haymes, Bill Wrigley and *Mister 880*. The show's first week's take was \$90,000. The new show has Martha Stewart and the Elmhurst Twins, plus *All About Eve*.

Cap Splits Week

Capitol (4,627 seats; average, \$43,000) exited after six days of its second week of *Born To Be Bad* and the Spitalny band, with a poor \$31,000. It opened with \$42,000. The new show has Andy and Della Russell, the Three Suns, Jerry Colonna, Dick Himber's band and *Life of Her Own*.

Paramount (3,611 seats; average,

cents. A \$1,000-a-week performer will pay \$10. The minimum per job will be 25 cents. There'll be no maximum. A big name who does occasional personal appearances will be taxed on his salary when he works in AGVA's jurisdiction. Collections of the 1 per cent will be made by all talent buyers, who will be authorized to deduct that amount from actors' salaries.

The basic dues, which were to be increased November 1, will remain approximately the same (\$24 a year) but some minor changes are planned.

The Dunn said there were sufficient board members present to pass the resolution, there will be a referendum of all board members, 45 in all, to be taken immediately.

Jerry Baker, board member, was appointed head of the Miami branch and will take over October 23.

\$78,000) got a good \$72,000, considering the ball game competitish, for its first week with Duke Ellington's band, Sarah Vaughan and *Union Station*.

Strand (7,700 seats; average, \$41,000) got \$55,000 for its initial week with Lisa Kirk, Borrah Minevitch's gang and *Breaking Point*.

Palace (1,700 seats; average, \$18,000) came up from the previous week's \$16,000 to \$19,000 for a bill of Tommy Riggs, Dick Drake, six other acts and *Futley Brush Girl*. The new show has Frances Williams, the Slate Brothers, six other acts and *The Admiral Was a Lady*.

Chi-Chi Sets Maxine Lewis

HOLLYWOOD, Oct. 14.—Maxine Lewis, house booker for Las Vegas's Flamingo, was inked by the Palm Springs Chi-Chi to buy its talent also. . . . crew permitting both resort spots to exchange talent. Concurrent with the inking of Miss Lewis, Chi-Chi embarked on a name talent policy and opened its new \$100,000 Starlite Room.

Desi Arnaz opens room, with Carl Ravazza coming in October 24. Twin booking set-up is expected to ease Miss Lewis's talent-buying chores, both dollar-wise and from standpoint of attracting performers from the East. Flamingo and Chi-Chi change talent bills on a two-week basis.

Palace Goes Global Using Int'l Acts

NEW YORK, Oct. 14.—The Palace b" starting October 19 will have production numbers and will headline Celia Adler, who does a dramatic act.

Others on the show will be Mare and Sylvia, Zorrano, Nat Mills and Bobby, Ballet Sevilliano and the Armandos Troupe. Two other acts will be added.

Idea is to give entire show an international flavor, as most of the acts come from various parts of Europe.

ARA Biggest To Be Hit By New Edict

"We Won't Buy It?"

NEW YORK, Oct. 14.—The limitation of signing acts to one year plus options instead of the prevailing three year and three-year option, voted upon by the National board of the American Guild of Variety Artists (AGVA) at its meeting last week, found agents angry and ready for a knockdown drag-out fight.

Artists Representatives Association (ARA), the largest agent body in the biz, including among its members Music Corporation of America (MCA), William Morris General Artists Corporation (GAC) and the major indies all over the country, will be the most affected by such a ruling.

Jack Katz, counsel for ARA, flatly said, "We won't buy it." He charged AGVA with being unrealistic. In addition to the one-year rule AGVA had also passed resolutions that all acts be guaranteed 20 weeks a year plus an advancing salary scale. (See AGVA national board story this issue).

"What happens if theaters close up; if a depression hits and we can't get 20 weeks work. There were lots of war babies who got their money up during the war. After the war their salaries went down. The same possibility is present today. It would be ridiculous for us to guarantee salaries or work. Obviously our members want to keep their properties moving otherwise they are not productive. But putting it on an either or else basis, shows no conception of the realities of our business."

"Maybe," added Katz, "we'll let AGVA book its own members."

Philly Ops Oppose Levy

PHILADELPHIA, Oct. 14.—Efforts of American Guild of Variety Artists (AGVA) to levy an assessment on the ritzy ops for the actors' hospitalization, sick benefit, insurance and relief fund hit a major snag when a group of the town's club owners got together and decided not to pay.

Clubs also agreed that if AGVA attempts to pull the show from any one spot, all others will drop their acts. Clubs included in the united front are Mayo's Sho-Place, The Wedge, Ciro's, Little Rathskeller, Embassy Club, Celebrity Room, Powellton Cafe, Smith's Sho-Bar, Carroll's, Lexington Casino, Two-Four Club, Golden Slipper Club and McGee's Club 15.

Boardwalk Bar Reopened

ATLANTIC CITY, Oct. 14.—Jack and Ruth Richards have reopened the Lamb's Club as the Friendship Bar. The Richards's also provide the intimate room's entertainment.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

VAUDEVILLE REVIEWS

Paramount, New York (Wednesday, October 4)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily. Chain booker, Harry Levine. Show played by Duke Ellington's orchestra.

The new bill, featuring Duke Ellington and Sarah Vaughan, has the exciting pace and musical zing of the Paramount's memorable musical vaude shows back in 1940. The show doesn't have them dancing in the aisles as it might have a decade ago, but the Duke pairs his astute musical sense with sufficient showmanship to keep the crowd happy from start to finish.

The Ellington orchestra (four trumpets, five saxes, two trombones, French horn and three rhythm) teed off with a flash instrumental *It Don't Mean a Thing*, which spotted an impressive alto sax solo by Johnny Hodges and a screech session, with the band's trumpet section on four-part harmony. Hodges then scored on *Sunny Side of the Street* along with ace trombonist Lawrence Brown. The Duke was his usual urban self, with a suave line of chatter and slightly sardonic manner at the mike. His nostalgic piano medley of old Ellington hits was the best thing in the show.

Sarah Vaughan, the canary with the fabulous vocal range, closed the show with a neatly paced group of pops and standards. Quality-wise, the gal is singing better than ever. Teasing off with *I Get a Kick Out of You*, she followed with *Everything I Have Is Yours* and bowed off on *I Love the Guy*. The second tune was overloaded with the usual Vaughan vocal tricks, but the latter, a breezy rhythm number which is clicking big on records, rated a fine house response. The singer showed off her remarkable range and control by singing her encore, *Summertime*, practically straight. In spite of her rich vocal talent and attractive appearance tho, Miss Vaughan is peculiarly graceless on stage. The only thing she lacks to be a sock hit is more visual showmanship.

In the comedy spot, Timmie Rogers seemed to be punching too hard. He opened fairly big with a special-material ditty tagged *Harlem Yank* in London, but his monolog routine about inflation and Lena Horne didn't build much beyond his initial offering.

Rounding out the bill were Teddy Hale and Ray Nance. Hale is a slight young terper, who waits around the stage with the grace of a frisky colt. His seemingly ad lib tap routines are a shrewd blend of precise ballet technique and trigger timing. The lad knows how to sell and his bow-off applause was terrific.

Trumpeter Ray Nance jumped around the mike with a novelty vocal on *I Wanna Be Loved*. The kid has a lot of showmanship but he'll have to tone down his "Andy Hardy" exuberance if he wants an audience to really like him.

Pic, Union Station. June Bundy.

Roxy, New York (Friday, October 13)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily; five week-ends. House booker, Sam Raueh. Producer, Arthur Knorr. Show played by Roxy house orchestra.

Current fletcher's a quickie, running about 30 minutes, because the pic, *All About Eve*, runs two hours and 19 minutes. But if the stage-show's short, it hasn't lost anything in quality. It looks beautiful, runs smoothly and has plenty of flash. It opened with the mixed H. Leopold Spitalny chorus chanting a sensitive *Deep Purple* to which the Gae Foster line (male and female) terped in skillful fashion. This segued into the ice show with tiny Joan Hyldoft doing her wonderful spins, leaving

Palace, New York (Friday, October 13)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five Saturdays. RKO booker, Dan Friendly. Producer, Dan Beals. Show played by Don Albert's house orchestra.

The current bill is loaded with variety. All neatly packaged with top lighting and staging, it includes acrobatics, music, ventriloquism, dancing, animals, singing, comedy and wire work. If the show is weak in any way, it's in the comedy department.

Ferdinand and Jerry, a neat, young-looking acro team, sold well in standard hand-to-hand and hand-to-foot work and got a rousing mitt for a closing bit of balancing on a miniature teeterboard atop a free tube and on a small table. The boys worked cleanly and fast. Senor Cortez, garbed in flashy Mexican costume, played a banjo-shaped mandolin for a nice reception. His repertoire ranged from Spanish tunes to boogie-woogie, tho his heavy-set appearance and vocal silence detracted from his musical ability.

Next on was Roy and Vickie Douglas in a standard ventriloquism bit. Since last caught, Douglas has added his pretty, blond wife to the act, who brings on a fem dummy, with Roy doing all the taking. His vocal duet with the dummy got a big mitt. Emil Palenberg Sr. brought on his trained Himalayan bear and put it thru a series of tricks that included dancing, skating, riding a bike, hobby horse and a one-cylinder motorcycle.

Cabot and Dresden, a smartly dressed ballroom team, impressed with an intricately timed routine dressed up with lifts and spins that looked all the more difficult because of the gal's hefty appearance. The flash finish of Jose Cabot spinning Dresden thru a lengthy series of position switches in mid-air got a terrific assist from the house lighting effect. It paid off with a big hand.

Could be that Palace-goers have a soft spot in their hearts for former Stern names, but their polite mitt for Frances Williams didn't prove it. Still a good-looker, she worked with her own pianist as she ran thru special and show material that was a little too smart for the house. Vocally, she just didn't have it.

Slate Brothers (2) didn't get across until they brought on a bosomy blonde. Their waltz clog, soft shoe and Charleston hoofing sold well, but the best they could get with gags was giggles. Slicing the first few moments of the act seems to be called for. They finished, however, to a rousing hand. Evers and Dolores, a fine wire act, was a stand-out turn. The husband and wife team slid, walked, danced and hopped on the wire to the accompaniment of hefty applause. Gal's shapely figure and costuming was a major asset and her toe-walking on the wire got a fine reception. Evers's mastery of the art was evident.

Pic: The Admiral Was a Lady. Joe Martin.

pirouettes and flying splits to solid mitts.

The single non-skating act, Martha Stewart and the Blackburn Twins, working in the middle, did one of their best jobs caught to date. The boys' precision hoofology was excellent and their work with Miss Stewart showed a marked improvement in timing and plus added bits. Their intro chatter was funny and apt, winding it up with *Dearie* plus the customary flag-waving finish for big hands.

Show ended with the ice show spotting Phil Romaine and Terry Brent in a slow, dreamy skate dance, winding up with the one leg hold up and down spin for appreciative applause. Bill Smith.

Chicago, Chicago (Friday, October 6)

Capacity, 4,200. Price policy, 50 to 90 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

The Four Evanses, tap quartet, opened strong with their standard clefting. They did very well. Closed to a strong hand.

Park and Clifford have recoutined their opening for stronger effect. The hand-balancing team opens as a vocalist-accompanist turn, going thru a good rendition of *Granada* before starting their novelty of singing while going thru their acro turns. Pair have added two fine bits—hand-to-head and foot-to-head—that drew great mitts.

While Phil Foster hasn't changed his material, he has worked out his bits into the smoothest continuity possible. The strong link between each adds to the entertainment value of the routine. He needs a new encore bit.

Georgia Gibbs did approximately the same material she offered at the Palmer House stand which closed October 5. The Coral waxing chirp should drop a heavy ditty like *Be-witched* and stick to the more rhythmic numbers, which she does well. Won a nice mitt.

Pic, Copper Canyon. Johnny Sippel.

Capitol, New York (Wednesday, October 11)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows weekdays; five week-ends. Loew chain booker, Sidney Piermont. Producer, Allan Ze. Show played by Dick Humber orchestra.

Show as a whole plays well and packs enough marquee weight to bring them in, particularly with *Life of Her Own* on the screen. Andy and Della Russell, working in the middle, came out after an intro by Jerry Colonna who emsees. Boy opened with *A Song in My Heart*. An interruption bit by Della Russell who came on for the last 16 bars was cleverly handled, permitting team to go into husband-wife routine, built around *You Can Be Replaced*, a special number with a lot of charm. Mrs. Russell carried it off with plausibility. Her spouse's efforts at affability did not. His caricatures of Tony Martin, Frankie Laine and Clark Gable, as part of the same number, drew some laughs but never really hit. Couple's nostalgia medley with historical allusions got them off in good style. Chief drawback seems to be Andy's over-cagerness to please. Under, rather than overplaying, comedy lines should help.

Show opened with Howard Bell and Wilhelmina, a good, clean, smart looking act which projected easily with various balancing, teeter board and catapult items. Boy is a handsome fullback type; gal is slim, shapely blonde. Two kids finished to a big hand to be followed by Colonna who got an equally big mitt for his entrance. Walrus-mustached comic didn't get his spot until after the Russells with whom he did a quickie.

Colonna didn't have it easy at the onset. His break-away trombone bit seemed to be thrown away, tho he punched and finally got them with (See Capitol, New York, on page 50)

JUDY CANOVA



For AVAILABLE DATES

CONTACT

WM. H. KING 2925 No. Arroyo Ave. Hollywood 28, Calif.

The Langs



TOPS IN Dazzling Thrill-A-Batricks

JUST CONCLUDED 12 weeks of Fairs thanks to Sam Lang, Barnes-Carruthers

CENTURY THEATRE Buffalo, N. Y. Oct. 12-18

PERF. REP. Harry Graben 203 N. Wabash Chicago, Ill. Miles Ingalls Hotel Astor New York, N. Y.

BACK FROM CALIFORNIA



Currently BRALY ENTERPRISES Southern Fairs

PRINCESS WHITECLOUD

B.M. Swing Organist "Symphony in White" with 5 Keyboards

MCCONKEY MUSIC CORPORATION 127 N. Dearborn Chicago, Ill.

"Are You Ready, Hezzie?" HERE THEY COME ★ DIRECT FROM HOLLYWOOD ★ IN PERSON The Original HOOSIER HOT SHOTS

STARS OF TELEVISION ★ RADIO NETWORKS ★ STAGE ★ SCREEN ★ RECORDS commencing NOVEMBER 12 ● Limited Personal Appearance Tour ● Dates Now Being Arranged

Available for Personal Appearances ● JOLLY JOYCE ● 630 Theatre Bldg. PHILADELPHIA, PA. ● 2005 Paramount Theater Bldg. NEW YORK CITY WA 3-4877 and 2-3172 LACKAWANNA 4-9469

GIVE TO THE DAMON RUNYON CANCER FUND

SPECIAL RATES AT
SHOW-FOLK
HEADQUARTERS

**In
New
York**

Be our guest!

400 ROOMS—400 BATHS
Free radio in every room,
Television available. Air-
Conditioned Cocktail
Lounge and Restaurant.
Fireproof Garage.
Single from \$3
Double from \$4

HOTEL 
President

18th St. • JUST WEST OF 8th WAY

Leon Buch Managing Director Edward O. Pratt Manager

COMEDY MATERIAL
For All Branches of Theatricals
BILLY GLASON'S FUN-MASTER
"THE ORIGINAL SHOW BIZ GAG FILE"
Nos. 1 thru 21 @ \$1.00 EACH
(SOLD IN SEQUENCE ONLY)
SPECIAL—FIRST 12 FILES FOR \$10
BIG SPECIAL—ALL 25 FILES FOR ONLY \$25

- 3 BKE. PARODIES... per book... \$10
- All 3 different books for \$25—
- MINSTREL BUDGET... \$25
- 4 BLACKOUT BOOKS, each book... \$25
- All 4 different volumes for \$88—
- HOW TO MASTER THE CEREMONIES
(reissue), \$2.00 per copy
NO C.O.D.'s

PAULA SMITH
200 West 54th St., New York 19, Dept. B

**NEW!
SHOW
BUSINESS
Directory**

The manual for
everyone
in show business

Attention! Here's
the most complete
Coast to Coast, U. S.
& Canada, Theatrical
Guide & Directory
of Agents and Book-
ers in the business.
ONE REFERENCE
will more than make
up for the small cost
of this valuable re-
ference guide.

One Dollar—no C. O. D.'s

IRVING SPECTOR
1905 Wiggins St.
Pittsburgh 17, Pa.

**OVERLOOKING
LAKE MICHIGAN
AAA RECOMMENDED
FIREPROOF**

- 400 Kitchensette
Apts. Sleeping
Rooms & Suites
all with combi-
nation tub and
shower. Modern
Appointments.

- 13 Minutes to Loop
- \$100,000 Swimming Pool
- Air-Conditioned Restaurant and Cocktail
Lounge

SPECIAL RATES TO PROFESSION

New Lawrence Hotel

Lawrence & Kenmore Aves. Chicago 40,
at Sheridan St. Illinois

IN PHILADELPHIA, PA.

CLINTON HOTEL 10th Below
Spruce

200 OUTSIDE ROOMS FROM \$2

Special Weekly Rates
Housekeeping Apartments
NEWLY RENOVATED NEW TILE BATHS
Beautiful Air-Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

NIGHT CLUB REVIEWS

Blue Crystal, Girard, O.

(Wednesday, October 4)

Seating capacity, 300. Owner-Managers, Nick Constantino and Sam Parillo. Three shows nightly, 9, 11 and 1. Price policy, \$1 cover. Booking, non-exclusive. Estimated budget this show, \$2,000.

Nick Constantino, who operated the Merry-Go-Round in Youngstown, O., for two years before selling out, has moved over to near-by Girard to operate the Blue Crystal with Sam Parillo, and it looks like the boys will make a buck. The room is built to take in money painlessly with the first bite at the door. There are two big bars away from the floor, and opening night they were going full blast to accommodate the big crowd.

For his first show Constantino brought in two winners who did the best for him at the Merry-Go-Round—Fisher and Marks and Bill Farrel.

Al Fisher and Lou Marks had the room rocking from the minute the former walked out with a lot of well-chosen rapid-fire gags. Marks came on as a "bus boy" and had the room screaming before it knew he was in the act. The boys then get together and worked to solid returns. They tried to beg off, but the crowd wouldn't let them go, and Fisher had to get the band do a big fanfare to bring on Bill Farrel, who was in the star spot. Nothing happened on his first tune because the crowd was still screaming for the comics, but Farrel soon took charge and had them pounding their mitts after he socked over his big record hits, *Deed I Do*, *Circus* and *You've Changed*. Farrel also had to beg off.

Mina Deal did a fine job in opening the show with a fast novelty tap.

Lou Dellio's ork (6) did a great job in cutting the show and played excellently for dancing. Len Litman.

Ciro's Hollywood

(Friday, October 6)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Siver. Press, Roger Cowan. Estimated budget this show, \$4,000. Estimated budget last show, \$3,500.

Mitzi Green, a sock performer in her own right, teams with Gene Wesson to prove she's better off as a single. Solo flight covers vocals on *The Lady Is a Tramp* plus a riotous string of impersonations threaded on a takeoff of Milton Berle's *Texaco Theater*. Caricatured "guests" appearing included Harry Richman, Greta Garbo, Sophie Tucker and Hildegard.

With Gene Wesson, Miss Green is in the awkward spot of merely replacing brother Dick Wesson of the former comedy team. Material remains unchanged since the Wessons played this spot last year. Furthermore, the stuff isn't geared to Miss Green's talents. However, she does well under the circumstances, especially in the routine in which she plays McCarthy to Wesson's Bergen.

Lass is sufficiently strong and versatile to remain standing on her own. If she expects to continue with Wesson as a partner, the pair had better get fresh material. As a solo attraction, she wowed 'em with her new routines and her standard faves—Tucker, Hildegard and Joe E. Lewis. Three Rockets, high-speed dance trio, gave show a fast kickoff with its polished precision routines. Matty Malneck competently accompanies performers and provides smooth terp settings.

Lee Zhito.

St. Regis Maisonette, New York

(Wednesday, October 11)

Capacity, 170. Shows at 9 and 12. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Booking, non-exclusive. Publicity, Timmie Richards. Estimated budget this show, \$2,500.

Margaret Phelan is probably one of the most improved singers around. The she could always sing, she's usually been considered a prima donna. But now instead of just another soprano, she's added some low registers and acquired material and bits that make her commercial enough for any spot in the country, tho she'll probably hit best in class rooms.

The gal opened with a fast, *You Do Something to Me*, and before the audience could get settled, went into material for giggles that grew into yocks. Then came a standard, *Can't Help Loving That Man*, followed by another special, a parody on *You Can't Take It With You*. While the howls were still in the air, she gave with another standard and into *Kinda*, a slow ballad with a beat, and she had them eating out of her hand. She changed pace again, this time with *I Became A Hussy to My Husband*, and again drew the yocks. She finally wound it up with *Lover*. During her act she demonstrated voice, a down under look with a smoky come-hither phrasing, a magnificent routine and looks that kept eyes glued to her. The white shoulder and white tie trade loved her.

Milt Shaw's band cut the show. Horace Diaz's outfit spelled.

Bill Smith.

CAPITOL, NEW YORK

(Continued from page 49)

his Italian dialect on Paul Revere's Ride, that broke up even the band.

The Three Suns hit hard from their opening to their exit. Act consisted of *I Never See Maggie Alone*, plus a medley on standards, all with parodies, which they belted out with solid showmanship. They mixed up their solid commercial music, accordion, organ, guitar, with equal doses of vocal stuff to big returns. There's no sleeping while the Suns shine.

Richard Himber's band played a good show. Himber worked competently up front and spelled Colonna in emceeding chores.

Bill Smith.

Follow-Up Review

Cheз Parée, Chicago

(Thursday, October 12)

Capacity, 225. Price policy, \$2.50 minimum, \$1.50 cover charge. Operator, Dave Harper. Production, Dorothy Dorben. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget last show, \$9,000. Estimated budget this show, \$10,000.

The Ritz Brothers should keep this Midwest showcase well filled, for they're working hard. In fact, sometimes they work too hard, giving a strained impression to their act, which has always shone because of its spontaneity. Most of the time the tumultuous trio, with Harry starring, kept the room in yocks. They stuck to standard material, such as their French chirp satire and *Snow White*, to solid results, until their encore. Their bow-off bit, another Ritz classic, is packed with yocks. A shorter bit, with Harry doing a gypsy fortune teller, produced the same kind of response.

The Maxellos, two-girl, two-man Risley turn, now practically a standard act, always working with the Ritz Brothers, is extremely fast, with their precision throwing of the two girls simultaneously pulling consistent mitting.

Marilyn Ross, brunet chirp, falls way below the pace of the remainder of the show. Gal, who has no rep or outstanding disks to promote her, does an ordinary job of warbling some standards and one novelty. With some good, original material, she might make it.

Dorothy Dorben has two swell routines, one based on the Gibson Girl and the other on Las Vegas and its gambling. Both were top jobs of costuming and sparkled because of original and pertinent music.

Johnny Sippel.

COPACABANA, NEW YORK: Patti Page, who replaced Carol Bruce here, is a fine singer. She phrases beautifully; has heart and voice. But putting her on a show with Joe E. Lewis to an audience who considers everything ahead of him a stage wait, was hardly shrewd management. Miss Page, looking very nice, opened with *I Don't Care if the Sun Don't Shine*, followed with *Don't Take Your Love From Me*. Then came *All My Love* and she started to lose them. Her next two, *With My Eyes Wide Open* and *Back in Your Own Back Yard* didn't help any. Perhaps less brass in the band and having her own pianist might have helped. But in the final analysis, Copa people aren't too interested in record names, and Miss Page is one of Mercury's hottest canaries. A personality gal, one with bounce and verve might have held the spot ahead of Lewis. Miss Page has major qualities necessary for success except one—hushing a mob of Joe E. Lewis fans.

Mario and Floria worked better than ever. The good looking team has enough new choreography to make them a practically new team. They opened fast, went into a tango and then a series of tricks via a waltz that were superb.

Bill Smith.

BE FUNNY FOR LESS MONEY!
Comics, MC's, Dice Jocks, etc. TELEVISION GAGFILES 1, 2, 3, \$2 each. Contains original sock night gags. Many ideas can be built into complete skills. PUNCH LINES gagfiles 1-10—\$1 per file. Contains the latest original wisecracks & great monologues, \$5; a great dialog, \$5. FREE with any order: 10 parodies. Send for latest price list of comedy material. We also write special material; half down, you pay the other half when completely satisfied.



Laughs Unlimited
274 W. 242 St., New York, N. Y.
Phone: LO 4-6463

WANTED

10—EXOTIC STRIP DANCERS—10

For Florida, Cuba and Latin America.

Write, wire, phone.

Send pictures and details.

SID WHITE AGENCY

1613 Atron Rd., Suite 207, Miami Beach, Fla.

Phone: 5-6447, 5-6488, 86-3409

Est. 1935

WANTED

EXOTIC DANCERS

BOOKING 10 WEEKS IN FLORIDA

SAMMY CLARK AGENCY

240 West Avenue

Miami Beach 39, Florida

SHOWTIME MATERIAL

I have written for the best. Over 200 different funny songs, Parodies, Gags, funny Song Titles, Squibblers for male and female.

Special Material written to order. 10 interested send for new catalogue.

MANNY GORDON

819 W. NORTH AVENUE, MILWAUKEE 3, WIS.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.

SCHELL SCENIC STUDIO 581

COLUMBUS, O. S. HIGH

For News About **The New** **Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Magic

By Bill Sachs

ADE AND TRUE DUVAL, magical silk experts, have just concluded three fat weeks at Radio City Music Hall, New York. . . . **Ralston** the Magician (Joe Ralston) is sojourning in Colorado Springs, Colo., after winding up a 20-week trek ahead of Sam Snyder's "Water Folies," handling promotion and publicity. He is dickering for a similar connection with another attraction. . . . **Beckman**, Montreal magus, is presenting kiddie shows at the Seville Theater in the Canadian metropolis. . . . **The Lawsons**, still keeping busy on Tennessee school assemblies, recently moved into their new home in Chattanooga. They were recent visitors on the **Gosh Tent Show** at Manchester, Tenn. . . . **Emmett J. Oeinck**, who passed on recently at Utica, N. Y., was one of the originators of the popular gamblers'-sleights-as-applied-to-magic form of legerdemain, and his superb skill with the cards won him numerous friends in the magic field. A number of years ago, under the billing of the Phantom Dealer, he appeared at leading clubs throuth the Eastern States with an elaborate presentation, "Why You Lose at Cards." He worked more or less anonymously, as he appeared masked and during his performance the audience saw only his hands in action reflected in a giant mirror suspended above a card table. Oeinck was a member of the International Brotherhood of Magicians and the Utica Magic Club and had presented his turn at numerous magic conventions. He was a veteran of World War I and in civilian life had operated a collection agency for doctors and dentists in Rome, N. Y., and more recently in Utica. . . . **Pierre Cartier**, French magician, is back on a return engagement at Folies Bergere, Montreal. He was there two months ago. . . . **Randolph the Magician**, now in Alaska with a unit showing for G.I.'s, postals from Anchorage that he's enjoying the trek no end.

JAY PALMER, of the magical team of **Palmer and Doreen**, postals from Dublin, Ireland: "We are clicking nicely here, with Doreen proving a riot with her comedy, which is literally tearing down the theater. We came here from Barcelona, Spain, where we represented America at the recent International Congress of Magic. Incidentally, we won the prize for comedy magic at the Barcelona event. We could play six more weeks in Ireland, but other bookings prevent it. Looks as tho we'll stay this side for some time, as this is where real show business is." . . . **Milbourne Christopher** presented two special shows last week at New York's Waldorf-Astoria for Kellogg's. The September 25 issue of Sponsor and the September 22 issue of Tide carried stories of his TV show, "Magic by Christopher." . . . **Ralph Slater** did his hypnotic demon-

Industry Backs Freedom Drive

(Continued from page 4)

Mady Christians and **Jean Muir**, among the top artists present (both were listed in Red Channels) spoke at the TA office meet. Miss Christians denounced Red Channels and reiterated her long-time stand against all "isms." Miss Muir said she preferred not to discuss her own celebrated case, but said she wa. in full accord with the aims of the Crusade for Freedom, "to nall the big lie of Communism, with the big truth of freedom," and that she would support the movement in every way possible.

Corell, in the course of his remarks, singled out *The Billboard* as having done a fine job in the Communist situation.

Others present at the meeting were **Nancy Olser**; **Henry Dunn**, of the American Guild of Variety Artists; **Frank Reel**, American Federation of Radio Artists; **Milton Weintraub**, of the Association of Theatrical Press Agents and Managers; **Solly Pernick** and **Louis Yeager**, of the Theatrical Protective Union, and other artists and union reps.

Second movement was the formation of the Theater for Freedom, Inc. (TF), headed by **John Wayne**, film actor, and **Benjamin Gitlow**, ex-Commie leader, author of anti-Commie toms *I Confess* and *The Whole of Their Lives* and promoter of the "Red Putsch," staged recently in Mosinee, Wis. TF plans production of a documentary drama, *Raise the Iron Curtain*, which will be presented in Carnegie Hall December 26 and 27. Purpose of TF is "to enlist the men and women of the entertainment world on the side of America in the psychological war now raging, to use their talents and mobilize all resources in an all-out offensive against Communism."

Listed as members of the national board of TF are **Edward Arnold**, **Ralph Bellamy**, **Kirk Douglas**, **Eddie Dowling**, **Douglas Fairbanks Jr.**, **Claire Booth Luce**, **Adolph Menjou**, **Dick Powell**; **G. Mennen Williams**, governor of Michigan; **William Green**, president of the American Federation of Labor; U. S. Senators **Robert C. Hendrickson**, of New Jersey; **Irving M. Ives**, of New York; **Karl E. Mundt**, of South Dakota, and **Charles W. Tobey**, of New Hampshire; former Postmaster General **James A. Farley** and Rear Adm. **Richard Byrd**.

In the meantime the special committee being organized by the radio-TV all-industry conference sparked by AFRA was still in formation.

stration at Carnegie Hall, New York, October 5. . . . **Carl Sharpe** (*The Amazing Mr. Ballantine*) appeared on **Kay Kyser's** initial TV show of the season. . . . **Howard McLeod** has laid aside his wand and miracles to take over the managerial reins of **Cardner's Restaurant**, Montreal. . . . **Arthur Schalek**, Montreal magic enthusiast, is on the mend after 15 months' illness with a bum ticker. . . . **Dr. Jack C. Danks**, former vaude magician and cartoonist well known in magicdom, is mourning the loss of his wife, **Anna Mary**, who passed on recently while en route from California to Tonopah, Nev., to join her husband, who now is a chiropractor in that city. Before moving West, Dr. Janks was active in magic circles in Johnstown, Pa., where he practiced from 1925 to 1932. . . . **Harry Schonell** and **Company** (**Harry and Lauza Beddow** and **Dave Kelly**), who began their fall tour September 1, are back at their Seattle headquarters after winding up a string of dates in Oregon and California under sponsorship of the Lions, Kiwanis and Parent-Teacher organizations. They leave Seattle this week with their full evening show to play dates in Eastern Washington and Idaho.

Burlesque

By UNO

C'EEGON is featured at Club Kavalos, Washington, along with **Danny Rogers**, comic; **Johnny Hartman**, singer, and the **Ralph Hawkins** ork. . . . **Tommy (Scurvy) Miller** was forced to leave his Hirst Circuit show in Philadelphia last week, due to illness, and is under treatment in Jefferson Hospital there. **Charlie Goldie** has replaced him opposite **Al Anger**. . . . **Ethel Steele** (**Mrs. Jack Rubin**), former burly principal, became the grandma of twin girls born October 5 in Fordham Hospital, New York, to her son **Robbie's** wife, **Mildred**. . . . **Dexter Maitland** has replaced **Johanny Ford** as house singer at the Grand, St. Louis, where **Peggy O'Connor**, Maitland's wife, is doubling in scenes and the chorus, and **Faye Lamar** is making her first appearance as a feature. . . . **Betty Rowland** made the front pages of the Los Angeles dailies recently when she was a hold-up victim while on her way home there. . . . **Jackie Whalen** and **Wes Ping** began a two-week return date at the Chanticleer Club, Baltimore, October 20, thru **Dave Cohn** and the **William Morris Agency**. . . . **Pinky Enloe** is a new chorine at the Grand, St. Louis, from the Burbank, Los Angeles. . . . **Parker Gee** and **Johnny D'Arco** opened October 13 for four weeks at the Latin Quarter, Newport, Ky., after a week at the Palace, New York. . . . **Last Call**, new Hollywood nitery has **Rusty Lane**, **Doris DeLaye**, **Revere** and **Rochs** and **Manny King** as principals, plus **Jean Carter**, emcee. . . . **Harry Wald**, former concessionaire at the Grand, St. Louis, has leased the World Theater, flicker house in that city.

MYRNA DEAN opened at the Mayfair Club, Rochester, N. Y., October 2 thru **Oscar Lloyd**. . . . **Harry A. Farros** opened his **Four Star House**, Portland, Ore., September 22 with stock burlesk. . . . **Gayety**, Norfolk, shifts from roadshows to stock with **Bob Lee** doing straights. . . . **Vickie King**, former chorine at the Grand, St. Louis, is featured at Club Coconut Grove that city. . . . **Barbara Curtis**, new talking woman with the **Claire-Anger-Miller Unit** on the **Hirst Wheel**, comes from vaude where she teamed with **Bert York** as **York and Pierce** and later with **Low Brown** as **Brown and Barbara**. She also toured with **USO** shows. . . . **Ann Marsh**, suffered minor burns in a Newark, N. J., hotel, September 22 because she failed to extinguish a cigarette before retiring. Chorines subbed for her during **Empire week**. . . . **Mrs. Artie Lloyd**, who was **Ethel Faye Neal** on stage, owns the **Liberty Arms** store in **Lawton, Okla.** . . . **Jess Meyers**, manager of the **Empire**, Newark, and his wife celebrated their 25th wedding anniversary at the **Hour Glass** nitery September 25. Helping fete them were **Mr. and Mrs. Jay J. Hornick**, **Irving Harmon**, **Mary Ann**, **Happy Hyatt**, **Blase Fury**, **Tommy Timblin**, **Mac Dennison**, **Shirley Paige**, **Marty Knopf**, **Connie Fanslau**, **Harry (Eppie) Oakeno**, **Mr. and Mrs. Sol Meyers**, **Mr. and Mrs. Murray Blum**, **Marie Russell**, **Mickey Smith**, **Tina Nix**, **Pete Peterson**, **Jack Montgomery**, **Kitty Lynn**, **Sam Rose**, **Lou Miller**, **Bob Aids**, **Mr. and Mrs. Morris Lieb**, **Lou Hollander** and **Mr. and Mrs. Phil Rosenberg**. . . . **Eddie (Oppenheim) Dale**, former comic, is managing the **Arkas**, Detroit, one of the spokes in **Saul Korman's** circuit that recently introduced **Negro burly stock** at the **Columbia**, also in Detroit.

Fed Anti-Red Bd. Ready for Action

(Continued from page 4)

to view as having Red affiliations any person who continues to give money or hold membership in organizations on the attorney general's blacklist.

Meanwhile, the Justice Department's policy on blacklisting was given an airing this week during arguments before the Supreme Court on four cases testing constitutionality of the President's loyalty program for government workers. Solicitor General **Phillip B. Perlman** contended to the high court that the attorney general has the right, according to his own findings, to list any organization, and no group listed has a right of hearing or appeal. Perlman also contended that individuals likewise could be listed without hearing or appeal.

When Justice **Hugo Black** asked what "relief" a business firm would have if it were put on the list, Perlman answered, "None." Justice **Harold Burton** and **Felix Frankfurter**, however, emphasized that the new law establishing the Subversive Activities Control Board will establish procedures for appeals and hearing. Nothing was said to indicate that there would be any change in the procedure of setting up blacklists.

Whether the Supreme Court, in reaching its decision in the four "loyalty board" cases, covers the question of the validity of the attorney general's blacklists—is a matter of speculation. **O. John Rogge**, defense counsel in one of the cases before the court, assailed the subversive listing as "a libelous jab" amounting to "a privately arrived-at and publicly announced whim" of the attorney general. Perlman retorted that the list is intended to be a "guide," and said it was "one element" in determining an employee's loyalty.

Shakespearean Fete Planned by Langner

WESTPORT, Conn., Oct. 14. — **Lawrence Langner**, Theater Guild exec, announced plans this week for establishment of an American counterpart of the Stratford-on-Avon operation in this town or near-by, with an annual Shakespearean Festival in view. He desires the undertaking to be a Connecticut venture.

Langner stated that details will be worked out during the winter. It is expected that plans for a playhouse will be copied after the old **Globe Theater** in London. The theater would be operated in conjunction with a school, profits from the latter to be applied to furthering the annual Shakespearean rep. An over-all investment of \$250,000 will be required to tee off the operation.

The theater would operate on a 10-week summer season and send its productions on the road during the winter.

CONTROL ADMISSIONS

AVOID GATE-CRASHERS WITH STROBLITE IDENTIFIER



Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

Write for Information

STROBLITE CO., Dept. BA, 35 W. 52d St. New York 19

WANTED QUICK

EXOTIC AND STRIP DANCERS

Offer ten to twenty weeks in Theatres—Night Clubs. Can use Burlesque People in all lines Club Acts. Write, wire full details. Send photos.

JOE MALL AMUSEMENT OFFICE

355 Hippodrome Bldg. Cleveland, Ohio

CASH—\$200.00—CASH

OR GOOD PAYING POSITION TO THE MAN OR WOMAN who will assist me in securing (rent or percentage) four to eight hundred seat theatre, with small stage preferred (but not absolutely necessary), in good downtown grind location in city not less than four hundred thousand. Look around, there might be a theatre available in your city. BOX D-440, care The Billboard, Cincinnati 21, Ohio.

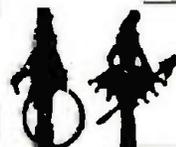
WANTED

EXOTIC DANCERS AND STRIPS

Be a booster for

MILTON SCHUSTER

127 North Dearborn St. Chicago 3, Ill.



Minstrels' Costumes and Accessories

CIRCULARS FREE

Dance—COSTUMES—Clowns

For all other occasions. Get in touch with

THE COSTUMER

216 STATE ST.

SCHENECTADY, N. Y.

Equity Council Straddles on Members' Blacklist Points

(Continued from page 4)
 Friday (13) and appointed a subcommittee to consider and correlate all resolutions and suggestions from branch unions and report back to the international board at its next meeting which will be held in about three weeks. The subcommittee comprises Louis Simon, Actors' Equity; A. Frank Reel, American Federation of Radio Artists, and Hyman Faine, American Guild of Musical Artists.

Point 3, condemning privately organized screening or loyalty boards, was upheld on the ground that no vigilante group should be permitted to set up its own judgments. Equity Council denounced any procedure of screening boards which "would process public personalities in private session."

Council tabled memberships' proposal that no member shall be permitted to work for an agent or employer indulging in blacklisting. It was understood that such a course might involve legal complications since an employer might be declared unfair to labor on such a basis, and a virtual strike be instituted against him. However, Equity has never taken such a step, except in cases of a direct violation of an Equity contract. The December issue of the union's

magazine will apprise membership of the details of the Council's findings in time for the next quarterly meeting, scheduled for January 5, at the Hotel Astor.

Tix Rates Set for Detroit Light Opera

DETROIT, Oct. 14.—Tariffs remain unchanged for the new season of Civic Light Opera which tees-off a 10-week rep here December 25 at the 4,400-seat Masonic Temple. Top is again \$3.60 (including tax).

Carousel, a newcomer for local presentation, has been set as the opener. It will be followed by *Bakalika*, January 1; *Rose Marie*, January 8; *High Button Shoes* (also new here), January 15; *Wizard of Oz*, January 22; *Lady in the Dark* (a third newcomer), January 30; *Great Waltz*, February 5; *Rodgers and Hammerstein Music Festival*, February 12; *Roberta*, February 19, and *Show Boat*, February 27.

The R. and H. program, a combo (See *Tix Rates Set* opp. page)

Hub's Tributary In Reorganization

BOSTON, Oct. 14.—Tributary Theater, local semi-pro outfit which has had its ups and downs in the past 10 years, underwent complete reorganization during the summer. A new director, David Tutaeve, young English theater man, has been signed for the Trib. Eliot Duvey, director (See *Hub's Tributary* on opp. page)

Out-of-Town Review

THE DAY AFTER TOMORROW

(Opened Monday, October 9)

SHUBERT THEATER, BOSTON
 Comedy by Frederick Lonsdale. Directed by Gerald Savory. Settings and costumes by Edward Gilbert. Company manager, Irving Becker. Press representative, Ben Washer. Stage manager, Edward McHugh. Presented by Lee and J. J. Shubert.

Gerard	Ralph Michael
Charles	Lord Crayne
The Bishop	Roel Leslie
Venetia	Lady Crayne
Brecht	Madeleine Clire
Welen	Norman Eitlinger
John	Monica Lang
Anne	Tom Handell
George Duke of Bristol	Valerie Cossart
Robert Fleming	Bramwell Fletcher
Mary Fleming	Richard Gordon
Dr. Shaw	Beatrice Pearson
Thane	George Mitchell
An Old Lady	Ralph Sumpter
		Octavia Kemmer

Frederick Lonsdale has a wit so civilized that it sometimes lacks edge. That, perhaps, is what led Gerald Savory to stage his new comedy, *The Day After Tomorrow* for the Messrs. Shubert more as tho it were a lawn party than a bright comedy of manners in the contemporary idiom.

Tomorrow is about some amiable, witty, tho thoroly useless English nobility who've run out their time and their money. About to be put out of their family mansion, they can do little more than sit around and invent bright epigrams about their sad plight. Only one of them has energy and brains enough to have purchased a farm and go ahead with making it into a paying proposition. The rest fairly devour a rich American washing machine manufacturer and his daughter when they appear on the scene, stranded because their car has broken down.

(See *The Day After* opp. page)

U. S. Treas. Plans More Talent Use

(Continued from page 4)
 upsetting working schedules, other performers who volunteer will be asked to visit industrial plants in their immediate vicinity.

Names of those offering their services thru Treasury will be forwarded to one of the bonds groups set up in the nation's major cities. The name of a volunteer from Indiana, for example, would be sent to the committee in Indianapolis.

Especially needed are showfolk from spots outside of the major centers of New York, Los Angeles and Chicago, tho everybody is more than welcome, Treasury said. It is anticipated, however, that most of the volunteers will be from the three big show cities.

Arrangements for using the volunteers will be made by the various local committees which have already been briefed on procedure by Treasury. The emphasis in the winter bond drive will be on signing up industrial workers for the payroll savings plan.

The campaign was given a trial run during the summer when flicker star Edward Arnold went on a one-man tour of Pennsylvania plants, made talks and succeeded in lining up some 35 per cent of the workers in the payroll savings plan.

Showbiz volunteers will be doing the same thing in the winter campaign. The local committees will brief the recruits on what to say, provide transportation to the plants and pay for expenses incurred. Some will have funds to pay a small per diem fee; others will not.

Treasury officials say that not only will performers be helping Uncle Sam in the present emergency, but also they will be likely to pick up some good publicity.

BROADWAY SHOWLOG
 Performances Thru October 14, 1950

DRAMA

Affairs of State (Royale)	9-25, '50	23
Black Chiffon (48th Street)	9-27, '50	21
Daphne Laureols (Music Box)	9-18, '50	32
Death of a Salesman (Morosco)	2-1, '49	700
Legend of Sarah (Fulton)	10-11, '50	5
Mister Roberts (Arvin)	2-10, '48	1063
Season in the Sun (East)	9-28, '50	20
Southern Exposure (Billman)	9-26, '50	23
The Cocktail Party (Henry Miller)	3-21, '50	308
The Glacéon Smile (Lyceum)	10-7, '50	9
The Happy Time (Plymouth)	1-24, '50	303
The Member of the Wedding (Empire)	1-5, '50	324
The Medium and The Telephone	7-19, '50	101

MUSICAL

Call Me Madam (Imperial)	10-12, '50	4
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '50	356
Kiss Me, Kate (Shubert)	12-30, '48	746
Les Ballets De Paris (National)	10-8, '50	7
Michael Todd's Peep Show (Winter Garden)	6-28, '50	125
Pardon Our French (Broadway)	10-5, '50	12
Peter Pan (Imperial)	4-24, '49	200
South Pacific (Majestic)	4-7, '47	628
The Consul (Barrymore)	3-15, '50	245
Tickets, Please (Coronet)	3-15, '50	196

COMING UP
 (Week of October 16)

Burning Bright (Broadhurst)	10-18, '50
Arms and the Man (Arena)	10-19, '50
Angel With Red Hair (Blackfriars' Guild)	10-19, '50

Sides and Asides

'Brigadoon' Set for Citrus Circuit

Florida may get a break as a legit market. Via a deal with Bernard E. Sullivan, general manager of Auditorium Attractions, John Yorke has booked a touring company of "Brigadoon" for stands in Miami Beach and Daytona Beach next February. Orlando, Tampa, Gainesville and Ocala are further possibilities. If the venture pans out, there is no question but that other managers will get on the bandwagon. The winter tourist season could prove a legit bonanza.

Fonda Takes 'Shore Leave'

Henry Fonda, after playing the title role of "Mister Roberts" for well nigh, 1,100 performances, will leave the cast October 28. The star must undergo an operation on his right knee. His doctor expects to have him back in harness again by late January. However, he will join the road company instead of returning to the Alvin Theater here. John Forsythe, who has been playing the role on tour, will take over from Fonda in the New York troupe. While Fonda is recuperating, Tod Andrews will fill the slot on the road.

Equity Council Criticizes DC School Negro Actor Stand

At its weekly meeting Tuesday (10), Actors' Equity Council criticized the action of Washington high school authorities for their refusal to permit performance of a scene from the sesqui-centennial pageant, *Faith of Our Fathers*, in the Anacostia High School last month, because of the presence of Negroes in the cast. Meanwhile, Council commended the stand of the members of the cast for declining to go on with the performance unless the Negro actors were permitted to appear. The Council, deeply concerned about the situation, had hoped that its action in bringing a non-segregated theater to Washington would lower the barrier of segregation in all aspects of community life in the nation's capital.

Capacity at Cincy Theater-in-Round Tee-Off

About 400 people—a capacity crowd—attended the opening of Cincinnati's theater-in-the-round experiment Wednesday (11) night in the Restaurant Continental of the Hotel Netherland Plaza in which George Kelly's "Craig's Wife" was the offering. Local critics called the experiment an impressive success and predicted excellent audience reaction once the novelty of production style wore off. Stage, Inc., presented the play which was directed and staged by Paul Fielding. Performances will be repeated nightly thru Sunday (15). In the cast were Helen Louise Stapleford, Nina Kuhn, Charlotte Huffles, Marjorie Manning, Suzanne Rippey, Timothy D. Hinkleley, Janet Rosenberg, Julian Benjamin, Robert Newton, Lloyd Thomas and David Upson.

Bridgeport House Inks San Carlo Co.

BRIDGEPORT, Conn., Oct. 14. — For the first time in its over 30-year history, the local Loew-Palace Theater, devoted to first-run pix, has booked in a legit attraction. The San Carlo Opera Company makes a one-night stand with *Traviata* November 3.

ROUTES Dramatic and Musical

Black Edwins (Shubert) New Haven, Conn., 19-21.
 Blackstone (Orpheum) Kansas City, Mo.
 Brigadoon (Royal Alexandra) Toronto.
 Carlé, D'Orly, Opera Co. (Opera House) Boston.
 Come Back Little Sheba (Erlanger) Chicago.
 Crane, Hilda (Locust St.) Philadelphia.
 Curious Savage (Gayety) Washington.
 Death of a Salesman (Lyceum) Minneapolis.
 Gentlemen Prefer Blondes (Curran) San Francisco.
 Guys and Dolls (Shubert) Philadelphia.
 Reppuhn, Katharine (Case) Detroit.
 Innocents, The (Harris) Chicago.
 Kiss Me Kate (Hartman) Columbus, O.
 Lady from Paris (Shubert) Chicago.
 Lend an Ear (American) St. Louis.
 Lost in the Stars (Auditorium) Hutchinson, Kan., 18-19; (Tat. Auditorium) Cincinnati, 20-22.
 Lunt & Fontanne (Plymouth) Boston.
 Mr. Roberts (Forrest) Philadelphia.
 Oklahoma (His Majesty's) Montreal.
 Relapse, The (Walrus St.) Philadelphia.
 San Carlo Opera Co. (Erlanger) Buffalo, 19-20.
 South Pacific (State Fair) Dallas.
 Springfield to Nowhere (Sewyn) Chicago.
 Street Car Named Desire (Erlanger) Philadelphia.
 Story for a Sunday Evening (Playhouse) Wilmington, Del., 19-21.
 Summer & Smoke (Capitol) Salt Lake City, 17.
 Texas Lili Harlin (Great Northern) Chicago.
 Two Blind Mice (Erie) Schenectady, N. Y., 17-18; (Strand) Ithaca 19; (Strand) Elmira 20; (Shes) Bradford, Pa., 21.
 Way Things Go, The (Shubert) Boston.
 West, Mae (Blackstone) Chicago.

For News About The Billboard BEGINNING WITH THE NOVEMBER 4 ISSUE
 See Inside Front Cover This Issue

News Review

**American Legion's
'Red, White & Blue'
Only So-So Show**

(Continued from page 4)

Saturday (7) preem is lack of strong song material (despite impressive array of tunesmiths who contributed to its score) and insufficient strong talent. Furthermore, heavy cutting is needed to trim the three-and-a-half-hour show to a more practical running time. Extreme length is unnecessary, inasmuch as the revue is padded with relatively meaningless material. Talent-wise, show leans heavily on nitery-vaude attractions for its highlights. The Szonys, brother-sister ballet duo, have proven themselves a noteworthy nitery act and are a showstopper.

Nonchalant (3), acro - comedy team, also out of the nitery-vaude ranks, pull top mitting with their antics. Larry Storch, nitery comic, provided the only laughs in the show with his standard bistro gagging. Joe Jackson Jr.'s panto tramp bit, still a surefire laugh-getter, is also from the vaude book. Of the ballads, *Away From Home* (Jack Elliott-David Rose) takes top rating, while *The Right Guy* (words and music by Hal Borne) is the best of the rhythm ditties.

Guestar George Jessel held the stage far too long with his song resume of his life, adding to the revue's lack of pace. Altho gags pulled chuckles at first, his stage time tired the audience. Colorful costumes and clever dance production numbers were to the revue's advantage.

A musical revue. Staged under the supervision of Le Roy Prinz and Owen Crump. Musical director, David Rose. Lyrics and music by Robert Wright, George Forrest, David Rose, Sammy Cahn, Al Ronker, Floyd Huddleston, M. K. Jerome, Jack Scholl, Barry Trivers, Vi Bradley, Leo Robin, Jack Elliott, Victor Young, Bob Hilliard and Hal Borne. Guestar, George Jessel. Presented by American Legion.

Cast: David Jordan, Larry Storch, Gale Sherwood, Bob Carroll, Stephanie Antle, Dean Myles, Bobby Van, Bob Vangelow, Don Logie, Don Allen Kent, Jerry Pederson, Marilyn Cleek, Paul Haakon, Virginia Lee, Gil Gilbert, Jay Berggren, the Szonys, Tina Rome, Don Milheim.

Lee Zhit.

THE DAY AFTER

(Continued from opposite page)

A romance immediately develops between the daughter and the energetic member of the family. But he refuses to marry her because she is too rich. Lonsdale adroitly overcomes this small obstacle and has them in each other's arms before curtain fall. Not, however, without an awful lot of sitting-around talk.

Nevertheless, within the snail's pace tempo of *Tomorrow* there's some pretty good acting. Ralph Michael is suave and charming with the lead role. The sharp tongue of Melville Cooper makes even a weak line sound funny. Ron Randall makes an especially amiable drunken brother, while Bramwell Fletcher is a properly stuffy one. Beatrice Pearson has a field day with a fat part as the rich gal. The rest of the cast are all fine.

But good acting is not quite enough. Hence, the Shuberts have engaged Sir Cedric Hardwicke to redirect the play. Chances are he will make it into the sparkling, snappy comedy it should be. Then the story will be a different one.

Bill Riley.

TIX RATES SET

(Continued from opposite page) of their numbers from numerous shows, including *South Pacific*, gets its first presentation by a light opera company, using a combination of concert and ballet technique.

BROADWAY OPENINGS

THE LEGEND OF SARAH

(Opened Wednesday, October 11)

FULTON THEATER

A comedy by James Gow and Arnaud D'Usseau. Staged by Benn W. Levy. Settings by Ralph Aiswang. Costumes by Ben Edwards. General manager, Max Alentick. Stage manager, Leonard Patrick. Press representatives, James Proctor and Peggy Phillips. Presented by Kermit Bloomgarden.

Minerva Pinney	Marsha Hunt
Adam Harwick	Tom Helmore
Clementine Pinney	Ethel Griffies
Wanda Mankiewicz	Judith Parrish
P. Walter Landis	Philip Collidge
Edgar Cameron	Edmon Ryan
Mr. Angus	Joseph Sweeney

Messrs. James Gow and Arnaud D'Usseau have turned from contemplation of socially significant drama (remember *Tomorrow* the World and *Deep Are the Roots?*) to compound a thistle weight lampoon of the fine old institution of American ancestor worship. *Legend of Sarah* certainly will not make Stem comedy history. Its basic premise, that our forbears were frequently a gay and lascivious lot despite legendary whitewashing, is hardly novel. The scripting team has tricked it out with a somewhat vacillating little story line and chucklesome talk and situations. However, played for all it is worth by an exceptional cast, *Sarah* adds to an evening's pleasant diversion.

Briefly, the Gow-D'Usseau tale concerns a career gal who walks out on a Greenwich Village liaison to return to the peace and quiet of her New England village. A descendant of the town's reputed heroine, who saved Washington's army by delaying General Howe during the Revolution, the gal gets mixed up with a philanthropic scheme to make the place an historic landmark and tourist mecca. Her ex-flame from New York turns up after a suitable interval with a Buick convertible, a pocket full of money and a yen to get her back. It's no dice. So the lad sticks around to write a biog of her celebrated ancestor and, of course, comes up with the discovery that the venerated old hag really delayed the good general by means of a four-poster bed. This naturally leads to last act complications which come dangerously close to boiling over into incredible farce with never a moment's doubt in a pow-sitter's mind as to the ultimate reunion of the tempestuous lovers. But the wind-up is particularly happy and carries a sock-laugh final curtain.

Staging Top:

Benn Levy's staging is incisive and cannily paced for laughs, and he has picked a splendid cast. Marsha Hunt and Tom Helmore season a wonderful brew of vitriol and honey as the embattled lovers. They are the stage's finest pair of verbal sluggers since *Private Lives* and, on occasion, are not above some small efforts toward mutual mayhem.

But once more it is Ethel Griffies who runs away with the parade via another delightful character portrait of the gal's acidulous mother. It is practically impossible to catch Miss Griffies making a wrong move on a stage or giving a line anything but its right value. Every character she plays becomes uniquely her own. Her crusty Clementine Pinney is no exception.

Excellent support is rendered by Philip Collidge as a highly unpleasant and bullying underling of Big Business, and Edmon Ryan does well by a top-heavy suitor with a yen for Yankee dollars. Judith Parrish gets a lot into the assignment of an impudent maid, and Joseph Sweeney appears briefly and effectively as a furious neighbor.

Kermit Bloomgarden has given *Sarah* a fine production. Ralph Aiswang's set of a museum-piece Colonial living-room is an imaginative smash and Ben Edwards' costumes are equally right. On its amiable merits, *Sarah* deserves a reasonable play. It is, however, fragile fare for current sustained competition.

Bob Francis.

THE GIOCONDA SMILE

(Opened Saturday, October 7)

LYCEUM THEATER

A drama by Aldous Huxley. Staged by Shepard Traube. Settings and Lighting by Feder. General manager, Walter Fried. Stage manager, Bill Ross. Press representatives, James Proctor and Peggy Phillips. Presented by Shepard Traube.

Henry Hutton	Basil Rathbone
Janet Spence	Valerie Taylor
Suzie Braddock	Mercia Swinburne
Clara	Margaretta Warwick
Doris Mend	Marian Russell
Dr. Libbard	George Reiph
General Spence	Charles Francis
Maid	Emily Lawrence
Warder	Charles Gettard

No one will gainsay that Aldous Huxley is a distinguished novelist. Therefore, when such a talent turns to playwrighting, at least something stimulating is to be expected. However, his *Gioconda Smile*, developed from one of his circa 1922 short stories and turned into a movie before it became a play, is singularly inept for a writer of such stature. *Smile* is a thriller which fails to thrill, boasting some exceedingly dull dialog which is frequently pretentious in its condensation to a congregation's intelligence.

There is nothing provocative about Huxley's play, nor does anything it has to say seem particularly important. It is obviously an attempt at psychological melodrama, but provides little of the impact achieved by far lesser lights of the scripting profession. There is little or no suspense, since a pewsitter is aware from the beginning who murdered whom and why. A neurotic spinster poisons the bedridden wife of a wealthy dilettante in the belief that he will marry her. The lad, however, has become involved with a bit of 21-year-old fluff and has to make things right with the lass altar-wise. A man-hating nurse points a suspicious finger at the circumstances surrounding his first wife's death, and the discarded, vengeful spinster adds her mite of testimony to speed the gentleman to the gallows. It is the ancient story of circumstantial evidence and the believing friend—this time a sagacious doctor—staging an eleventh hour rescue of an innocent victim by wringing a confession from the real murderer. *Smile* dawdles thru two acts as if it were waiting for something to turn up in the third. When the blow-off finally comes in the play's last scene, it has been so long arriving that scant excitement is engendered. However, the scene between the medico, splendidly played by George Reiph, and the viciously vengeful spinster, in which he pushes her over the brink for a nervous crack-up, provides Valerie Taylor with an opportunity for a choice spot of pyrotechnical over-acting. Basil Rathbone, for all his accustomed suavity and polish, seems curiously ill at ease as the rich playboy, forced by the play's exigencies to spout poetry in one act and beat his hands raw on a cell door in another. Nor does Miss Taylor seem able to indicate in the early scene the leashed vindictiveness which would justify her final insanely terrified explosion.

For the rest, Mercia Swinburne's disagreeable nurse is effective character playing. Marian Russell is agreeably earnest as the forlorn 21-year-old who innocently touches off the Huxley fireworks. There are excellent settings and lighting by Abe Feder. Shepard Traube has staged *Smile* as tho it were a thriller gem. But this time he's got no follow-up to Angel Street.

Bob Francis.

Bob Francis.

Bob Francis.

MANKIEWICZ OUT

(Continued from page 4)

it will present for Motion Picture Industry Council (MPIC) approval when it meets Wednesday (18). Altho SAG refused comment, it's understood members would not be forced to take the oath but could do so if they so desired. Oath is in the form of a reaffirmation of allegiance, and would give members a chance to clear their names of any Red taint.

**Barnouw Quits
RWG's Council
Over Red Issue**

(Continued from page 4)

name will, however, appear on a slate of independent candidates to be submitted by a group of members in the coming elections. My reasons are as follows:

"During recent months there have been rumors to the effect that a small Communist minority is trying to dominate the Guild. These rumors have gained wide circulation and have hamstringing the Guild. Many members of our present council appear to feel that the problem so created can be remedied by calling it a matter of politics and by reiterating that the Guild can have nothing to do with politics.

"Unfortunately, the general public, almost all labor unions and all branches of government whether judicial, legislative or executive, have not for some time regarded the problem of Communist organization and infiltration into key organizations as a matter of mere politics. I feel that the council members who keep calling it politics are living in a cloud. Many of our members are asking for reassurance on this matter. My own feeling is that they, as well as the public, are entitled to it.

"If the majority of the present council feels that it does not want to give this reassurance, or that such reassurance would not be proper council business, then it seems to me the only solution is thru the election—the election of candidates who each stand on a clear, specific platform. It is fundamental to democracy that candidates for office should state what they stand for. This has not hitherto been the custom in RWG, but it seems to me the unity and life of the Guild now demand such a democratic clarification.

"For this reason I am acting as I am, and urging any others who feel likewise to take the same step.

"Sincerely,
"Erik Barnouw."

RICHARD'S CASE

(Continued from page 4)

ton completes the affirmative side, Cottone is expected to put on four or five rebuttal witnesses.

Interest in Baird's testimony hinges around three thick volumes prepared by him as exhibit to FCC purporting to cover station's program activities in such fields as religion, charities and politics, among other subjects. Baird goes into his third day on the stand Monday (16). Week's activities included presentation of awards to Richards from national commanders of the American Legion and Disabled American Veterans, giving the station owner his 10th vet org citation within the past 16 months.

Witnesses appearing on his behalf included California's Sen. Sheridan Downey, retiring national Legion Commander George N. Craig and State Sen. Jack B. Tanney. Examiner moved against a further hearing of station's reputation witnesses in LA. KMPC case will be continued in Detroit, where both Fulton and Cottone will bring witnesses to the stand prior to opening of the WJR phase of the case. Hearings are expected to open in Detroit two weeks after closing here.

HUB'S TRIBUTARY

(Continued from opposite page)

for 10 years, resigned last spring. Tutaev assisted in the Brattle Theater Company's last season productions of *King Lear* and *The Country Wife*. An alumnus of the Old Vic Theater Center, London, Tutaev founded the Civic Theater Association of London and the 48 Theater Group which specialized in experimental drama.

One in Eight

PRINCETON, N. J., Oct. 14.—A survey by Audience Research, Inc., revealed this week that drive-in theaters drew one in eight of all movie-goers in cities over 10,000 population in July. More women were sold tickets than men, with the age brackets greatest from 18 to 30 and least from 12 to 17. Attendance was least in drive-ins in the largest cities, those above 500,000.

Senator Bow Draws 3,000

PRESCOTT, Ariz., Oct. 4.—New Senator Drive-In theater, opened here the last week in September, attracted 3,000 customers, according to J. W. Barton, owner. It is located on Senator highway. Theater is in a natural bowl, with convenient entrance and exit and accommodations for 350 cars.

You can make money right through the winter when you rent your 16mm. sound features at \$3.95 a day—\$8.95 a week

Our new fall and winter catalog, listing dozens of major and independent features and Westerns at these low prices, is just off the press!

EASTIN PICTURES

Dept. B116

P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chattanooga, Tenn.

DRIVE-IN THEATRE

Equipment—New—Complete, \$2,950.00. Construction and operating instructions furnished.

16MM. FILMS RENTED
Over 500 Westerns and Features to choose from at \$5.00 each. Advertising loaned free. Write office nearest you.

ACE CAMERA SUPPLY
442 W. Evans St. Tel.: 8432 Florence, S. C.

THEATRE SUPPLIERS
80 Green St. Tel.: 7-1780 Henderson, Ky.

MEN WANTED

Go into the Show Business. Make big money. We furnish Sound Projectors and Films. Small weekly rates. No experience is necessary. Write

SOUTHERN VISUAL EQUIPMENT CO.
646 Shrine Bldg. (Dept. B-7), Memphis, Tenn.

Gimmicks Space Drive-In Season In Philly Area

PHILADELPHIA, Oct. 14.—Outdoor theaters, counting on lengthening their season in this area as much as possible, gave special attention to promotional and exploitation ideas. At near-by Pleasantville, N. J., Walter Reade's Atlantic Drive-In observed the start of school with Manager Jack Hamilton staging a successful Back-to-School party.

School kits, containing a composition book, ruler, pencil and book cover was given free to every child, as well as an educational Geronimo toy. Party started at 7:30 and ran until the regular screen show started at dusk. Children's games with prizes also were held and Hamilton supplemented the regular screen show with extra cartoon subjects for the youngsters.

At the Reading Drive-In, Reading, Pa., Manager Eugene Plank staged a birthday party to celebrate the open-airer's first anniversary. Plank created added attention to the drive-in with a demonstration of fire fighting equipment.

On the heels of the opening of Pleasant Hills Drive-In near Dover, Del., Muriel and Reba Schwartz announced that they would build a 680-car open-airer near the same city. Berks County Commissioners this week announced approval of a tax assessment on the Exeter Drive-In, Mount Penn, Pa., of \$44,000. Exeter opened early this spring.

No Liens

RALEIGH, N. C., Oct. 14.—Attorney General Harry McMullan has ruled that municipalities are without authority to impose a tax on drive-in theaters located outside their corporate limits altho within 10 miles of the city limits.

Fitzgibbons Urges Theater Execs To Survey Drive-Ins

AMHERST, N. S., Oct. 14.—In addressing the recent annual convention of the Maritime Motion Picture Exhibitors' Association here, J. J. Fitzgibbons, Toronto, president of Famous Players Canadian Corporation, advised theater operators to study the local situations for drive-ins. If conditions are favorable, he said, the drive-ins should be founded by the indoor exhibitors and not wait until somebody outside the business came into the section in question and started one of the outdoor film theaters.

Fitzgibbons said the drive-in question had to be given much study because there are sections in which they can be profitably operated and others in which they are financial flops. He said Famous Players operate a string of them. Some, he said, are failures while others are showing a profit.

Traffic Problem Voids Keystone Open-Airer Plea

NEW YORK, Oct. 14.—Because of the possibility of traffic congestion, the City Planning Commission here this week rejected an application by Keystone Drive-In Theaters, Inc., for a site in Brooklyn that would accommodate 1,700 cars.

Commission Chairman Jerry Finckelstein said that the proposed location was adjacent to Belt Parkway, a main traffic artery, but that he did not think the highway could handle a sudden movement of 1,700 autos to and from the theater and parkway.

Keystone's application was the first passed on by the commission since it amended the zoning resolution to bring drive-ins under its jurisdiction. Two open-airers now operate in the Bronx and Staten Island. The Port of New York Authority has a drive-in planned for International Airport at Idlewild, Queens, and contends that under its contract with the city the commission has no jurisdiction over the theater. The agency is seeking legal opinion on the question.

Saunders Sets Up**1st PEI Drive-In**

ST. JOHNS, N. B., Oct. 14.—Responsible for establishment and operation of the first drive-in theater in the Atlantic provinces is A. E. Saunders, of Charlottetown, P.E.I. Located at Marshfield, seven miles out of Charlottetown, the drive-in has a capacity for 275 cars.

He is using waitresses to serve sandwiches and soft drinks among the cars. At an adjoining restaurant, Saunders is serving meals and lunches and specializing in after-theater meals. Saunders is a former officer in the Royal Canadian Air Force.

ARKADELPHIA, Ark., Oct. 14.—The Skyvue has opened on Highway 67, a mile north of this city. It has a capacity of 350 cars.

REP RIPPLES

E. F. HANNAN writes that "the passing of the old-time and well-liked repster, John Lawrence, takes from the field another of the staid old rep managers, who went all out for clean bills. He made friends wherever he showed and was typical old-school." . . . Ruffler, hypnotist, is playing Winnipeg, Canada, to good business. . . . Richard F. Seward, pro director of amateur theatricals for Earl A. Rager Productions, for the past five seasons, was married to Beverly J. Shaw, Tucson, Ariz., in Wellsville, O., re-

cently. . . . Black Derby Six, Negro org, is in Montgomery, Ala., making ready to play sponsor dates with its minstrel show. . . . Howe's Show is working to okay biz in Central Nevada. . . . Flye's Show has gone indoors around Twisp, Wash., and will try hall and school dates. Unit also will play indoor fairs in small towns.

. . . J. J. Fanning pens following from Liberty, Tex.: "After playing on platform all summer, we've gone into halls and schools. Business in this sector is all to the good and small shows are in for a good winter in the Lone Star State, but the days of giving customers any old kind of entertainment are over. Texas is smart in entertainment and once you fall down you can't come back. I have quite a bit of money invested in my two-cast school and hall show and it's all of the novelty type. I met Dick and Lily Turner with their flesh show recently. It's a fast three-cast novelty bill that is full of suspense and laughs. They are doing well. I also saw Harvey Davidson, hypnotist, who has been on platform but is going to halls. Davidson reports a big summer's work, with much merchandise sold. He is en route to West Texas." . . . Allan Mosley advises from Wilmington, Vt., that he had a good summer with feature 16mm. pix. He worked as far west as Northern Michigan. He will move south soon to play the same dates as last season. Mosley says that he met Henri Lavine and Ernie Caton, hypnotist and escape, in Ontario and that they were doing well.

F. S. Wolcott's Rabbit Foot Minstrel Show FOR SALE

PRICE, \$20,000 FOR COMPLETE SHOW

All equipment, titles and good will. After 45 years I wish to retire. This is one of the most complete and unique framed shows of today. Come and see for yourself. This is the last ad that will appear. Route—Earl, Ark., October 16; Hughes, 17; Forest City, 18; Augusta, 19; Brinkley, 20; England, 21; Little Rock, 22 and 23; Sherril, 24; Pine Bluff, 25. All Arkansas.

F. S. WOLCOTT

The NEW Billboard SUBSCRIPTION ORDER FORM

The Billboard

RS-10-21

2160 Patterson Street
Cincinnati 22, Ohio

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

Name _____ \$10 enclosed

Address _____ Bill me

City _____ Zone _____ State _____

Profession or Business _____

WANTED WANTED

Immediately for New

BILLY PURL UNIT

steady work

GIRL MUSICIANSPiano, Trumpet and Drums.
Youth and ability essential.

Write or write, state salary expected.

T. J. CRAMBLETT

Village Theatre Salisbury, Pa.

WANTED**DRIVE-IN THEATRE MANAGER**

We are looking for a man over 36 or draft exempt, with family and trailer preferred (but not essential), who can handle a 450 car drive-in theatre and concessions in mid-west town just like they were his own. Salary and bonus. Permanent. Write:

BOX D-47
c/o THE BILLBOARD CINCINNATI 22, O.**WALTER HALE WANTS**

People in all lines. Tangars and Evelyn, wire; Bobbie Dumas, wire. Want Maggie Pitch, Art Watts, wire; Mitch Todd, wire; Charlie Webb, wire. **REX THEATER, 212 East Washington, Phoenix, Arizona.**

BARGAIN—16MM PROJECTORS, FILMS

Soundie Subjects, 100 ft. each, for \$2.50. Ueno Victor and Kodascope Projectors, like new, \$175.00. Western Features, \$45.00 and up; empty 1600 ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each; 8-Mill Animaram Soundie Machine in Cabinet, \$125.00. Holmes Sound outfit, complete, only \$95.00. **SIMPSON FILMS, 133 High St., Dayton 2, Ohio**

THE FINAL CURTAIN

ADELPHI—Emma, former vaude performer and wife of Jack Norworth, October 7 in La Jolla, Calif. She first appeared in the act of Adelphi and O'Neill, then with Jeanette Adair and later with her husband in the sketch, *The Naggers*. Her husband survives.

ALEXANDER—William H., 81, bird trainer, October 9 of a heart attack in General Hospital, Los Angeles. A daughter, Isobel, survives. Burial in Pacific Coast Showmen's Rest, that city, October 12.

AUGHTMON—Jake, Side Show operator and concessionaire, October 13 in Wilson, N. C., of appendicitis. Survived by his widow and three sisters. Burial in Atlanta October 15.

BARNET—Mrs. Eleanor, 75, widow of Harry E. Barnet, circus musician, publicity man and writer, October 12 in Jewish Hospital, Cincinnati. Survived by three brothers, Charles Kirkenhauer Sr., Newport, Ky.; Walter, Cincinnati, and Alfred, Los Angeles, and a sister, Mrs. William Steins, Cincinnati. Crematory services in Fort Thomas, Ky., October 16.

CARPENTER—Edward Childs, 76, playwright and author, October 7 in Torrington, Conn. He left a newspaper career at 25 to devote himself to writing and, subsequently, turned out numerous novels as well as a series of plays. His plays included *The Dragon Fly*, written with J. Luther Long and produced in Philadelphia in 1905; *Captain Courtney and Remembrance*, 1906, and later *The Order of the Rose*, *The Barber of New Orleans*, *Bread Upon Water*, *The Challenge*, *The Tongues of Men*, *The Cinderella Man*, *The Pipes of Pan*, *The Three Bears*, *Bab, Romeo and Jane*, *Potluck and Connie Goes Home*. After a five-year rest Carpenter added more shows to his roster, including *The Bachelor Father*, *Whistling in the Dark*, *Melody and Order*, *Please*. Carpenter was a former president of the Dramatists Guild of the Authors' League of America and former president of the Society of American Dramatists and Composers. His widow, also a playwright, and two brothers survive.

COHN—M. D., 50, former pianist and ork leader, October 8 in Kansas City, Mo. He retired from the music field to enter the film exhibition business and later became manager of the Paramount Theater in Kansas City. His widow, a son and a brother survive.

DALE—Eldridge Lyon, 72, bit player and stand-in for actors Charles Coburn and Thurston Hall, October 6 in Los Angeles. Survived by his widow, Birdie, and a stepson, George Light, assistant casting director at 20th Century-Fox. Services in Ogdensburg, N. Y.

DANKS—Mrs. Anna Mary, 40, wife of Dr. Jack C. Danks, former vaude magician and cartoonist, now a chiropractor in Tonopah, Nev., recently while en route from California to Nevada to join her husband. Besides her husband she leaves two daughters, Jane and Jackie; her father, Jacob Franklin Nicely, Indiana, Pa., three brothers and two sisters. Burial in Ligonier, Pa.

DAVIDSON—E. T., 83, former theater operator October 5 in St. Cloud, Minn. He was known in circus and theatrical circles for his hunting and fishing parties. Services at Elks Lodge, St. Cloud, October 7.

EAGLE—William S., 94, wood-carver, formerly with Sullivan & Eagle Wagon Works, in Peru, Ind., October 8. Services October 10 in Peru. (Details in Circus Section.)

GORHAM—Mary, 80, in Detroit, October 8 following a long illness. She was the mother of G. A. (Jack) Gorham, husband of Alice Gorham, veteran theatrical press agent. Interment at Lake City, Mich.

HERSEY—Rev. Harry Adams, 80, former music publisher, October 11

in Somerville, Mass. Before entering the ministry he was a partner in the Boston music publishing firm of Ward & Hersey. He also published a volume on the history of music in 1945. His widow, a daughter and three sons survive.

IRWIN—Phil, 38, radio announcer, October 10 in Portland, Ore. He had been a staff member of KGW, Portland, since 1934, and in 1945 was named winner of the H. P. Davis Award as outstanding radio announcer of an NBC affiliate. His widow, son and daughter survive.

JACOBS—Jacob S., 75, retired New York theater ticket broker, October 7 in New York. He was the brother of sports promoter Mike Jacobs. His widow and four sisters survive.

JOHANNESSEN—Helen Taylor, wife of stage and radio concert pianist Grant Johannesen, October 5 near Heber, Utah, in an auto accident.

KELLER—Fred A., 73, associated with the O. T. Crawford Company, St. Louis, during the early 1900s, in the operation of several theaters, October 8 at his home in that city. Survived by a sister, Ida, with whom he resided. Burial in St. Peter's Cemetery, St. Louis.

KENNEDY—William, 60, cook-house worker on the Imperial Exposition Shows, October 7 of a heart attack in Woodland, Calif. He was a member of the Pacific Coast Showmen's Association. Burial October 10 in Woodland.

LOCKE—Will H., 82, actor and playwright, October 7 in Venice, Calif. He was a stock company veteran for about 60 years in Iowa, California and in cross-country tours, and was the author of *The Poor Little Rich Girl*, among others. His widow, Della, and a son, Whitland, survive. Burial in Glenn Abbey, San Diego, Calif.

LUND—Victor H., 51, staffer in the radio-tele department of the Ruthrauff & Ryan office in Chicago, October 4 in that city. He had been associated with WIRE, Indianapolis; WBEW, Buffalo, and was manager of WAOV, Vincennes, Ind., before joining the agency.

MAIZE—Elmo, 44, performer with the Hazel McOwen Players and Aulger Bros. Stock Company for several years, October 8 in San Francisco. In recent years he had worked night clubs on the West Coast. From 1831 to 1943 he and Lumir Hampl had been in the hotel business in San Francisco. Survived by a son, Jimmie; his mother and a sister.

MAJESKI—Walter, 36, concessionaire with Polack Bros. Circus, Western Unit, October 3 in Los Angeles. Burial in Hope, Ark.

McMATH—Ernest G., 68, former night club operator, October 4 in Bad Axe, Mich., of a stroke. He once operated a club in Pomona, Calif., and was associated with various Detroit nighteries. Survived by his widow, Myrtle, and a son, Ernest Jr. Crematory services in Detroit.

MENDEL—Jo, 58, former jazz band leader, October 7 in San Francisco. Early in his musical career he toured the leading vaude circuits as the "ragtime violinist." His widow, two step-sons and two sisters survive.

MERENSTEIN—Mrs. Emma, mother of Mrs. Bess Berman, president of Apollo Records, recently in New York. Five children survive.

MOORE—James Thomas, 64, former bandmaster, October 3 in U. S. Naval Hospital, Philadelphia. His widow, Elizabeth; a son, a brother and three sisters survive. Burial in Eden Cemetery Philadelphia, October 9.

NICHTER—Frank H., 72, designer of scenic railways at New York's Coney Island and other amusement

spots, October 8 in Lancaster, N. Y. He began his construction work in Buffalo during the Pan-American Exposition and later worked in resort centers thruout the U. S., Canada and Europe. He at one time operated his own concession at the former Jergen Beach, near Coney Island.

NORWORTH—Mrs. Dorothy, 55, wife of Jack Norworth, songwriter and actor, October 7, in San Diego, Calif. She and husband, who were vaudeville headliners for a quarter century, made their home in Laguna Beach, Calif., the past five years.

**IN MEMORY OF
OLIVE OMATA**
Who passed away October 19, 1948
We miss you.
Martha & Mike Omata

OEINCK—Emmett J., magician and lecturer, billed as the Phantom Dealer, October 2 in Utica, N. Y. He was a member of the International Brotherhood of Magicians and the Utica Magic Club. (Further details in the Magic Column.)

OLDER—Andrew H., 33, Washington correspondent for *Film Daily* and *Radio Daily*, as well as *Hollywood Reporter* and *Box Office*, October 8 in Washington. He had formerly worked for the Office of War Information. His widow, two daughters and a son survive.

PARKINSON—Cliff E., 52, movie stunt man, October 1 in the Motion Picture Country Home near Los Angeles. His widow, Frances; a daughter, Mrs. Mahlon Yoakum, and a son, Joseph, survive.

I Desire To Thank
My many friends for their expressions of sympathy in the death of my brother,
Arthur E. Phillips
E. Lawrence Phillips

REZNIK—Mayer (Pop), 72, former manager of various theaters for the Broder Circuit in Detroit, October 4 in that city of injuries sustained two days before in an auto accident. The past two years he had been part owner of the Rex Theater, Detroit. Survived by two sons, Charles, partner in the Cal-Neva Club, Reno, Nev., and Emil, also associated with that club, and two daughters.

SCHMIDT—Karl, 86, composer and musician, October 7 in Louisville. More recently a temple organist, he came to the U. S. as a cellist, playing at the Metopera and under the direction of many famous composers. He was once the musical director of the Emma Juch Grand Opera Company and of the Henry W. Savage production of *Merry Widow*, as well as many other musical shows. Among his compositions is an opera, *Lady of the Lake*, which has never been produced. His widow survives.

In Loving Memory of My
Darling Son
Lt. Haley W. (Buster) Shoat
Killed in Plane Crash Oct. 18, 1942
NORA ANN SHOAT

SMITH—George A., 75, veteran stagehand manager at the Cox and Shubert theaters, Cincinnati, October 8 in Bethesda Hospital, that city. Smith had also worked at the Palace Theater, Cincinnati, and was last employed at the Gayety, burlesque house in that city. Survivors include two sisters and an aunt, Dena Eck-

hart, of Cincinnati, with whom he resided. Burial in Spring Grove Cemetery, Cincinnati, October 11.

SUNDVALL—Harry E., 44, manager of the Harry C. Miller French fry concessions on the James E. Strates Shows, September 18 at the home of his parents in Conococtonville, Pa. (Further details in Carnival Department.)

TOMPKINS—L. Benoit, 48, musician and president of the Little Symphony Concerts, October 3 in St. Louis. His widow and two children survive.

TURNER—John C., trombone player and carver of ventriloquial figures and a former performer on the major vaude circuits, recently in Los Angeles. At one time he was bandmaster of the Page Military Academy, Los Angeles.

VALINOTE—Arthur, 46, bass violinist with dance bands, October 2 in Methodist Hospital, Philadelphia. He had played with Leo Zollo's and Joe Frassetto's orchestras for many years. Surviving are his widow, Olga, and two sons. Burial in Holy Cross Cemetery, Philadelphia, October 6.

WEGLEIN—Dr. David E., 74, former educator and Baltimore school superintendent, October 10 in Baltimore. Upon retirement from school work three years ago, he served as public service counselor for Station WBAL.

WELLS—Ben, aerialist, recently in Pekin, Ill. The last few years he had worked fairs. Survivors include his widow, a son and his mother. Burial in Pekin.

WERNEKING—Patricia English, 27, former lion trainer with the Clyde Beauty Circus, October 7 at her home in New York. When 15 years old she was billed on the Beauty circus as the youngest lion tamer in the world. Survived by her husband, Allden Werneking, a New York Central Railroad maintenance man, and her mother, Mrs. George English.

ZACAROLI—Frank A., auditor of the James E. Strates Shows, recently. **ZINK**—Albert H., 68, veteran of 27 years of Buffalo radio, recently in Buffalo. He began broadcasting in 1923 over WGR, left for a stint in New York on CBS, and returned to the Buffalo Broadcasting Company over WGR and WKBW.

Pauline Lord

Pauline Lord, 60, one of Broadway's great actresses, died of a heart ailment October 11 in Champlain Memorial Hospital, Alamogordo, N. M. She made her debut at the age of 13 as a maid in *Are You a Mason?*, a production staged by the Belasco Stock Company in San Francisco in 1903. Soon after she was hired by Nat Goodwin as an understudy in his touring stock company and, thereafter, continued her rise to Broadway where she invariably appeared to critical acclaim. Miss Lord's first success was in the title role of Eugene O'Neill's *Anna Christie*, in 1921, and subsequent successes included *They Knew What They Wanted*, 1924; *The Late Christopher Bean*, 1932, and *Ethan Frome*, 1936. She won great praise in England as well as the U. S., and in 1927 she was awarded a gold plaque by the New York drama critics for having given the best female performances of the year, having appeared that season in *Sandlotwood* and *Mariners*. Her recent productions were not successful—*The Walrus and the Carpenter*, 1941, and *Sleep, My Pretty One*, 1944, her last show.

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

DALLAS HEADS FOR NEW HIGHS

Record World's Single Day Looms for Twin Grid Games; Expect Gate To Top 300,000

Early Day Turnouts Indicate 2,225,000 Total for 16 Days

DALLAS, Oct. 14.—With attendance slightly ahead of the record-breaking 1949 expo, State Fair of Texas still has not hit its stride. But this week-end, with its double-header football extravaganza in the Cotton Bowl, is expected to put the fair far ahead and send it into the home stretch of the final week with an excellent chance to make a 2,225,000 goal. Attendance in 1949 was 2,047,540. Comparative figures for the first six days thru Thursday (12) follows:

	1950	1949
Saturday (7)...	147,582	209,556
Sunday (8)...	173,500	132,782
Monday (9)...	52,627	48,058
Tuesday (10)...	45,369	33,895
Wednesday (11)...	47,898	159,202
Thursday (12)...	174,779	42,628

Totals 641,755 625,120

Opening day of the 1950 expo fell below last year's. There was no big football game like Texas-Oklahoma, which brought in 78,000 extra on 1949 opener, and threatening weather all afternoon culminated in hard rain and intermittent showers beginning about 6 p.m.

Wednesday (11) showed a marked decrease, as Dallas Day fell Wednesday last year while the 1950 Dallas Day was Thursday (12), when the fair made up the deficit, and had the biggest day to date.

Rain Saturday (7) undoubtedly cut down the hometown Dallas crowd which usually waits until night to come out. Fair had fine, clear weather from Sunday thru Thursday (12). Approximately 90,000 4-H, Future Farmer and Future Homemaker kids attended Rural Youth Day Saturday (7).

Thursday (12) was Dallas Day, and Friday (13) was School Kids Day. Today's (14) program is topped by a double-header football program, and if sun shines the fair unquestionably will not only break its own single-day attendance record of 276,984 set the corresponding Saturday in 1949, but will eclipse the 1950 Labor Day turnout of 283,000 at the Canadian National Exhibition, Toronto. (See Sock Grid Attractions page 69)

Milwaukee Rodeo Chalks Okay Biz After Weak Debut

MILWAUKEE, Oct. 14.—The first rodeo to play Milwaukee's new arena overcame a weak opening to end its four-day run here Sunday (8) with satisfactory attendance. Sponsored by the Miller High-Life Brewery, which flooded the town with free passes, the event is skedded to be an annual affair.

Opening night drew only 3,000 with the top crowd of 7,000 at the Saturday (7) matinee. Arena seats 9,700.

A. J. Tansor handled the promotion and Alice Greenough and Joe Orr, Red Lodge, Mont., furnished the stock. Prizes totaled \$3,750.

Dittman Mitchell did the announcing. Performers included Shorty Crabtree and his Brahma bull; Paul Jenkins, clown, and trick riders Marie White, Mickey Thomason, Mildred Benne and George Bordmann.

N. Y. Rodeo \$\$ Continue Below 1949

Total Gross May Dip 10%

NEW YORK, Oct. 14.—A Madison Square Garden Rodeo official reported this week that altho business has been picking up, the take to date continues to run 15 per cent off the 1949 gross.

He said that despite slow biz experienced on week-days, week-ends were big money-makers. Matinee business on Columbus Day, Thursday (12), with kids home from school, was solid, he said, and predicted virtual sellouts for today and tomorrow. Altho advance sales are still running ahead of the 1949 pace, the bulk of demand continues to center on Friday night and Saturday and Sunday.

With nine days of operation left as of yesterday, the official expressed hope that the gross would not fall more than 15 per cent below the 1949 mark. He added that present prospects indicate a possible loss of 10 per cent in the take.

Monday matinee (16) performance of the rodeo will be free for 15,000 underprivileged children, and general ticket sales for the date will be curtailed. The benefit was arranged by Gen. John Reed Kilpatrick, Garden president, Gene Autry and Everett Colborn, managing director of the event.

F. Peters Slain In Miami Holdup

MIAMI, Oct. 14.—Frank Peters, 67, former unicyclist and brother of Bill Ketro, manager of Kay Bros. Circus, was shot to death in his pool-room here Monday (9) in what police believe was an attempted holdup.

He is survived by another brother and two sisters.

Gale Halts Mills in England

LONDON, Oct. 14.—A gale which swept the British Isles last month was so violent that the Bertram Mills Circus was unable to raise its big top. Mills was scheduled to play Betts Park, Carlisle, but the date was canceled because of the storm.

Chi Rodeo Debut Gets 100,000 Gate First Seven Days

CHICAGO, Oct. 14.—The first edition of the International Championship Rodeo and Ranch Exposition here is proving a strong draw and thru Thursday (12), its seventh day, had pulled close to 100,000 into the International Amphitheater. The 15th and final performance of the event will be Sunday night (15).

The Lone Ranger and his horse, Silver, is the name attraction at the event, which is sponsored by a score or more of stockyards men and promoted by Marcus W. Hinson and Joseph Vancil, both of this city. Verne Elliott, vet rodeo producer, is handling the arena staging and Walter Birmingham, publicity. Admission is scaled from a \$4 top.

Rodeo clowns include Ken Boen, Benny Bender and Wilbur Plaughter. Trick and fancy riding is done by Pat Lucas, Dick Griffith, Bernice Doffey and Don Wilcox.

Horan Reports Good Season

NEW YORK, Oct. 14.—Irish Horan had only the weather to grouse about in reporting results of the season he has just completed with his Lucky Hell Drivers, auto thrill show unit.

Almost without exception his units scored top grosses at annuals when weather was favorable, Horan said. While the amount of bad weather encountered probably was little worse than might normally be expected during a season, the rains seemed to have an irritating preference for big days. Lesser dates mostly escaped the washouts.

Principal factors stimulating increased grosses were the addition this year of the Torpedobile, in which the shooting of an automobile out of a giant canon is simulated, and extensive billing. Horan, with wide experience as a tub-thumper, is a staunch believer in a strong selling campaign.

Use of convertibles, an innovation, was also instrumental in building interest in the performance, Horan said. Stunting in open cars impressed spectators with the danger involved and added more thrills to the exhibitions.

This season the Horan unit restricted activities to the Northeast, going as far west as Indianapolis and Detroit for State fairs in those cities.

Horan and his wife, Lorraine, will again headquarter here. They plan to attend many fair meetings.

W. S. Eagle, Peru Wagon Maker, Dies

PERU, Ind., Oct. 14.—William S. Eagle, 84, retired wood carver formerly with Sullivan & Eagle Wagon Works here, died Sunday (8) after an illness of three days.

Eagle worked on circus parade wagons made by Sullivan & Eagle, which was one of the leading suppliers of circus wagons and which provided equipment for Sparks, Hagenbeck-Wallace and many other shows.

He is survived by several nieces and nephews. Services were conducted here Tuesday (10).

Intern'l Dairy Expo Tops '49 First 6 Days

Drops Gate Last 2 Nights

INDIANAPOLIS, Oct. 14.—The second annual International Dairy Exposition, which opened at the State fairgrounds here Saturday (7), was topping '49 attendance by a slight margin thru Thursday (12), sixth of its eight-day run. To stimulate attendance, however, the management took off the 60-cent outside gate for the final two nights.

Nightly coliseum show, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, is getting good notices but doing only fair business, with the front gate admission charge blamed. Show, which is scaled at \$1.20 and \$2.40, boasts the following talent line-up: Cole Bros.' elephants; Aida, high act; Zacchini's double cannons and Edmondo flying act; Benny and Betty Fox, high act; Capt. William Heyer, high school horses; Bushboms, Liberty horses; Larry Griswold, trampoline; Josephine Berosini, high wire; Clausen's Bears; Gautier's Tallyho, horses; Yacopi Troupe, Marvels and Duane Troupe, all teeterboard; Princess Trio, acro; Belfords, Risley, and Three Slickers, comedy acro. Bob White is emcee and Vince Borelli's ork provides the music.

Bill Holland's auto thrill show, skedded for two performances in front of the grandstand, lost its Saturday (7) matinee to cold and rain and pulled only a few thousand into the stand at the Sunday afternoon (8) show.

Baker's United Shows have three rides on the midway along with a number of concessions.

Exhibits of all types are well ahead of last year's initial exposition. Close to 2,500 head of cattle are on display, topping '49 by some 400.

Peru Move Set For Cole Bros.

PERU, Ind., Oct. 14.—Cole Bros.' Circus is scheduled to leave St. Louis Monday (16) and is expected here Tuesday (17) to start moving into its new winter quarters.

Animals will be housed in barns at the Terrell Jacobs farm south of Peru. Wagons and other equipment will be stored at a former naval base near Peru which the city is leasing from the federal government. A Pennsylvania Railroad spur near the base will be extended to allow storage of the show-train, and the private car will be parked on a track at the Fred Russell coal yard. Elephants of the circus will be brought to Peru upon completion of their engagement at the National Dairy Exposition Show, Indianapolis, Saturday (14).

Peru city and Chamber of Commerce officials co-operated in arranging for the show's set-up. Jess L. Murden, former circus staffer and now a public relations man at Peru, was instrumental in arranging the move, and negotiated with Arthur M. Wirtz, head of Cole Bros.

Show Boats Return To Seine in Paris

PARIS, Oct. 14.—The River Seine has retrieved a bit of its Gay '90s atmosphere with the recommissioning of two units of its famous Bateau Mouches (Fly Boats) fleet of river excursion boats, which in the good old days ran day-long shuttle service from Paris to nearby river fountains.

Boats went into service Sunday (1) under a new formula. One, the Mouche (Fly), has been fitted out as a deluxe winter garden dining spot, featuring Russian music, while the other, l'Hirondelle (The Swallow), has been fitted out as a show boat on which a band and vaude acts will provide entertainment. Boats, which have two decks and fairly large capacity, will make two trips each night.

Baron Novak Nixes Show Biz for Study

DUE WEST, S. C., Oct. 14.—Baron Richard Novak, billed for several years as the World's Tiniest Man, has entered Erskine College here. He hopes to become an analytical chemist. Novak was graduated from Winthrop College, South Carolina, with high honors.

His ambition was to become a physician but on the advice of medics he switched to an allied field in which his size would not handicap him. He trouped for many seasons with Wallace Bros.' Circus and later teamed with Billy House, comic, on theater dates.

JOE J. FREDERICK says:

"I am more than pleased with my No. 3 BIG ELI Wheel. It certainly is the best investment I have made. Believe me, my wheel is in tip-top condition. I haven't lost one minute's business since I took delivery of it. Now, am I looking forward to buying another BIG ELI and hope it won't be too long."

Hundreds of satisfied customers are our best advertisement for money-getting BIG ELI Wheels. A BIG ELI can also be a profit-earning investment for you. Write for full information and prices.

Several orders are now on file for 1951 shipment. Don't wait, investigate now. **ELI BRIDGE COMPANY** Builders of Dependable Products 800 Case Avenue Jacksonville, Illinois

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls, Imported
On hand in these sizes: 2 1/2" x 3" 9/16"
4 3/16". Write for prices
Single Sheet \$4x16, 100, 75¢ Per M. \$6.00
Gold Fish Pamphlet, 4 Page \$4x11, 12 Signs.
Any Quantity, Each 1950
"WHAT IS WRITTEN IN THE STARS" Folding
Booklet, 12-P \$4x25 Contains all 12 Analyses.
Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-P Fancy
Covers, \$4x11. Each 25¢
Samples of each of the above 4 items for .25¢
No. 1 45 Pages Assorted Color Covers. 50¢

NEW DREAM BOOK

120 Pages, 3 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers, Quality Paper, sample 20¢
NOW TO WIN AT ANY KIND OF SPECULATION, 24p. Well bound, \$4x11. 25¢
PACK OF 19 EGYPTIAN F. T. CARDS.
Answer All Questions, Lucky Numbers, etc. 60¢
Signs, Cards, Illustrated, Pack of 36. 15¢
Graph Charts, 9x17, Sample \$4. Per M. \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Your Label. No charge accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.F. Extra.

SIMMONDS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

KENYON KIDDIE RIDES

- AUTO RIDE
 - BOAT RIDE
 - SKY FIGHTER RIDE
 - SWING RIDE
 - SELF DRIVE AUTO
- KENYON SALES**
MT. MORRIS, ILL.

Out in the Open

Kenneth Wilson, sales manager for Miniature Trains, Rensselaer, Ind., has returned to work after five months' treatment for injuries sustained in an auto accident at Independence, Mo., May 8. After treatment at hospitals in three cities, he says he's "90 per cent recovered."

Paul Huedephol, secretary of National Association of Amusement Parks, Pools and Beaches, Chicago, visited the State Fair of Texas, Dallas.

Headed up by Park Prexy A. Joseph Geist, the delegation from Rockaways (N. Y.) Playland attending the National Association of Amusement Parks, Pools and Beaches in Chicago, November 26-29, will include Dick Geist, James Meisel, Harold Alexander, Paul Young, all park staffers, and Walter Kaner, head of the flacking outfit bearing his name and which handles park publicity. . . . Dates for the 1951 Cedar Rapids, Ia., Winter Fair have been set for February 22-24 at Memorial Coliseum. John Holmes is arrangement committee chairman.

Bert Nevins, tub-thumper for Pallsades Park, N. J., is one of 33 contributors to the Public Relations

Handbook, published by Prentice-Hall, New York.

Hot Springs Snapshots by Billy L. Karnesworthy! This town should be called the City of Showfolk. Mr. and Mrs. Harry Zimdars are the local park impresarios. Mr. and Mrs. Louis Fisher, former concessionaires at Coney Island, New York, operate a big apartment house here. Mr. and Mrs. Gus Reager, formerly with Cole Bros.' Circus, are living in retirement, as is Louis Opsal, cook-house operator of note. Mr. and Mrs. Roy Goldstone own a large parking lot. Mr. and Mrs. Al Baysinger are shopping around for a home. Mr. and Mrs. Clayton Hold of Hennies Bros.' Shows, operate and own the Dixie Machine Company. Dutch and Peggy Waldron have a skating rink on Highway 70. George and Roberta Bigelow have a large apartment house. Ike and Dixie Goodmatky have a cafe in operation on Highway 70. Mrs. Jessie Howo owns the Strand Theater and several other buildings downtown.

26G Spokane Gross For 'Water Follies'

SPOKANE, Oct. 14.—Water Follies of 1950 grossed about \$26,000 here September 26-October 1. Producer Sam Snyder reported before leaving with the show for Billings, Mont. He said there were 14,929 paid admissions.

The aquacade played six nights and two week-end matinees in the Spokane armory under El Katif Shrine auspices. Snyder reported four capacity night houses, a half-house Saturday matinee and a near-capacity Sunday matinee. Ducats were sealed at \$1.25, \$2 and \$3.

Snyder expressed himself as well satisfied with the initial Spokane showing and said he signed a contract with the Shrine organization for an outdoor show in Spokane's new civic stadium next summer. Show is set tentatively for the last week in July or the first week in August.

Follies scored heavily with public and critics alike. One newspaper critic described it as "a colorful, well-balanced show, highlighted by sensational diving and fine comedy."

The show came to Spokane from Western Washington Fair, Puyallup, September 16-24, and Oregon State Fair, Salem, September 4-10. Snyder said the show broke grandstand attendance records at both annuals.

Change Dates, Name Chairman at Macon

MACON, Ga., Oct. 14.—Plans for the Macon Shrine Circus, including reshuffle of dates and committees were announced this week by Joe Sutherland, Shrine officer. Event will run five days, starting November 14. Eighteen acts will work on stage. Intermission is skedded for concession play.

Committee includes W. J. Bailey, general chairman; Brooks Geoghegan, finance and tickets; Will C. Ragan, ex-prexy of the Georgia State Fair, talent and program, and Paul M. Conaway, publicity.

Ak-Sar-Ben Rodeo Scores Record 106G

OMAHA, Oct. 14.—The Ak-Sar-Ben Rodeo closed its nine-day run here Saturday (7) after chalking up a new record gross of \$106,910 and drawing a capacity house at almost every one of its 11 performances. Total attendance was 62,000.

Tickets were scaled downward from \$2.40, altho 80 boxes sold at \$3.60.

Talent Topics

Led by Gene Aulry and Managing Director Everett Colborn, the Madison Square Garden Rodeo troupe played a special performance for children at Bellevue, N. Y., Hospital, Tuesday (10). . . . Clowns Jack Knapp, Jimmy Schumacher and George Mills figured importantly in a story of the Garden Rodeo, penned by The New York Daily Mirror columnist, Sidney Fields.

Roy Barrett, clown, was a recent visitor to The Billboard's Chicago office following his close with the E. R. Braly Circus unit. Barrett's next date is the Evansville, Ind., Shrine Circus as producing clown. . . . Fay Blessing, veteran trick rider at Madison Square Garden Rodeo, New York, suffered a broken left leg Saturday (7), when her horse stumbled, threw her and rolled on her

during a matinee offering of a square dance routine.

Freddie Valentine reports from the Mississippi - Louisiana Exposition, Vicksburg, Miss., that his unit is playing eight weeks of Southern Fair dates for Billie J. Collins, former act booker and now general agent of Tivoli Exposition Shows.

Jack Crispin, clown, renewed acquaintances with George Barnaly, Billie Burke and Gene Lewis, clowns, at the Dairy Cattle Congress, Waterloo, Ia., recently.

Josephine Berozini, high-wire, was skedded to leave for a three-month South American tour after closing at International Dairy Exposition, Indianapolis. . . . Emil Pallenberg and his bear, Snookums, were part of the bill at the Palace Theater, New York, last week.

"Big-Ride" Performance!

ALLAN HERSHELL KIDDIE RIDES

Count on Allan Hershell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

- KIDDIE AUTO RIDE ★ LITTLE OPPER
- SKY FIGHTER ★ KIDDIE BUGGY RIDE
- KIDDIE MERRY-GO-ROUND
- KIDDIE BOAT RIDE

Made by the makers of Corvairs, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.

World's largest manufacturer of amusement rides



the new **SUNI-SERV**
CONTINUOUS DIRECT DRAW
DAIRY FREEZER

WRITE FOR FREE CATALOG

GENERAL EQUIPMENT SALES Inc.
524 S. WEST ST. INDIANAPOLIS, INDIANA

MAKE \$100.00 A DAY On Candy Floss

This is our new **SUPER DELUXE** with new style head, bowl, brushes and holders, none other like it—runs smooth as silk. Start out with the BEST. Save time, money, worry. Heater rental and FREE parts. Literature on request.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.
WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
278 Junius St. Brooklyn, N. Y.

GIVE TO THE RUNYON CANCER FUND

For News About The **Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

As ORIGINATORS and BUILDERS of THRILL ACTION RIDES



EYERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—
First to successfully incorporate aircraft action in ride design, Eyerly Aircraft Company launched a new trend in ride engineering—
This new idea—thrill action rides without sacrifice of safety—combined with a sound philosophy of fair dealing and customer service has been the basis of Eyerly Aircraft Company's steady progress.

READY TO SERVE YOU AGAIN FOR 1951



THE ROCKPLANE

Picture by courtesy Rockaway Playland
Rockaways Beach, New York

Salem, Oregon

Originators and manufacturers of the
Octopus, Rolloplane, Flyplane, Rockplane, Midge-o-Racer and Bulgy

LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carry-Us-All for only \$6,925.00—Take 2 seasons to pay—20 Jumping Horse, 2 Chariots. Carrier adults. Place your order now for the fall season. Standard model, \$5,575.00 cash. R. L. Cochran of Rochester, Pa., writes: "Dear Mr. Parker—Just a few lines to tell you how well I like the new Baby "Q" Teen-Ager that I purchased recently from you. It's not only a fine machine, but if it wasn't for your low price I couldn't afford to own a Merry-Go-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Cochran." De Luxe, 36 foot, 2-abreast \$9,125.00—2 seasons to pay. 3-abreast, \$10,125.00—2 seasons to pay. Also 42 foot, 46 foot, 50 foot and larger.

C. W. PARKER AMUSEMENT CO.

LEAVENWORTH, KANSAS

We'll be here tomorrow to back up what we guarantee today.

KIDDIE SPEED BOAT RIDE

The modern, streamlined appearance, the trouble proof mechanism, the fine workmanship throughout and the fact that this ride can be set up in thirty minutes and operated by one person from the ticket box makes this device one of the most practical and desirable kiddie rides on the market today.
(It is a proven fact that our speed boat ride is among the top money-getters in the kiddie ride field, and has a proven "Kid Appeal" and creates a tremendous interest wherever shown.)



KING AMUSEMENT CO.

IMMEDIATE DELIVERY
Mt. Clemens, Michigan

EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddie Rides—Ferry Wheel, Street Car, Rocket, Airplane, Chair-o-Planes, Auto, Flying Horse. Write for catalog. Two seasons to pay—bank terms.

H. E. EWART CO.

707 E. GREENLEAF STREET

Phone: NEmark 1-0808

COMPTON, CALIFORNIA

The NEW Billboard SUBSCRIPTION ORDER FORM



The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

GO-10-21

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

Name _____ \$10 enclosed

Address _____ Bill me

City _____ Zone _____ State _____

Profession or Business _____

Close-Ups:

Vet Rodeo Mgr. Frank Moore Eschews Tools of the Trade

By Tom O'Connell

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

A NUMBER of years and events separate Frank Moore, veteran manager of the Madison Square Garden Rodeo in New York, from the days when he used to ride a gentle farm horse several miles to school, but the one-time farm boy's career has remained firmly linked with equine stock.

Moore, who has been handling the Garden rodeo since 1931, frankly admits that the docile beast he rode in his native town of Bedford, Ind., is the limit of his ambitions. He has never felt any desire to mount the bronks that have come roaring out of chutes at the numerous rodeos he has promoted and managed.

His entrance into the rodeo business was more or less accidental. Moore was born March 24, 1889, on a dairy farm, and none of his family had any rodeo background. The family moved to Ontario, Calif., in 1907, and it was in 1919 that Frank decided to light out for Fort Worth. He says he had no particular reason for doing so except the whim to move.

That year he visited a rodeo in Tucumcari, N. M., and met Tex Austin, promoter of the event, and the man who was to provide the turning point in Frank's life. Austin, who Moore credits with being Mister Big of the rodeo world until he died five years ago, hired Frank. He remained with Austin as general manager of several events until 1929. Frank claims he went into the business cold and the knowledge he possesses today was largely gleaned from Austin.

In 1919, 1920 and 1921 the duo staged rodeos in El Paso, Tex., and also presented events the latter two years in Chicago. Austin and Frank came to New York during 1922 and presented the first full-fledged rodeo the Big Town had seen. The event went on in the old Madison Square Garden plant, which was located at 26th Street and Madison Avenue and had a seating capacity of about 10,000 for the rodeo.

The rodeo events were held twice daily during the end of October and beginning of November, and Frank recalls that the presentation proved a solid financial success. As an interesting sidelight, he says that he and Austin urged such "smart money" operators as the late Tex Rickard and John Ringling to invest in the experiment but they turned down the idea as too risky.

After this click, Frank decided on a date at Yankee Stadium in August, 1923, the year the ball park opened. Matting, at a cost of \$25,000, was laid over the infield grass at the behest of the Stadium management but at the rodeo's expense. When everything seemed ready to go, Frank suddenly remembered that the show could not be presented without floodlights, since

(See Vet Rodeo Mgr. on page 63)



FRANK MOORE

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$3.75, for change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME
ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax When Shown. Name of Place, Established price, Tax and Total. Must be Collectively Displayed from 1 up or from year Last. Transfer

The TILT-A-WHIRL Ride

Outstanding for

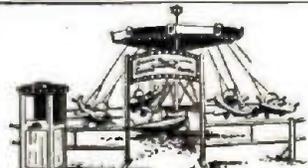
- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power



SELLNER MFG. CO.
Faribault, Minnesota

KIDDIE AIRPLANE RIDE

- ★ Plenty of flash and appeal
 - ★ Terrific earning power
 - ★ Fluid drive gives push-button operation
- Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride, Trailer mounted Jeep and Fire Engine Ride. Write, wire, phone for literature.



SMITH & SMITH
Springville, New York

For News About The **NEW** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

3000 BINGO

No. 1 Cards, heavy white, black back \$14.75. No duplicate values. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4.75 cards, \$4.50; 100 cards, \$1.50. All cards from 100 to 3000. \$ 45 per 100. Fibre Calling Numbers, 75x7 Wood Calling Numbers, 31; Printed Tally Card, 15x; Colored Heavy Card, 23, same weight as #1. Green, Yellow & Red per 100. DOUBLE CARDS No. 1 size, \$14.14.

3000 KENO

Made in 30 sets of 100 cards each. Placed in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards tally card, calling markers, \$1.99.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards postal card thickness. Can be retained or discarded. 1,000 size \$2.75. 500 \$1.75. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Set Numbered Ping Pong Balls \$1.00. Replacements, Numbered Balls \$1.00. 3,000 Jack Pot Silver Strips (7 numbers), Per 1,000 2.25

Middleweight Cards, 5x4 7/16 White, Green, Red & Yellow, Yellow, Per 100 1.00. Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, Size 4 1/2" x 7" 1.50

"Hastic" Markers, Red or Green, Round or square, 3/4" Diameter, M 2.50
Scalloped Edge, Green only, 2.00
Smaller Size, 5/8" Diam., Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36, Each Cardboard Strip Marker, 1 1/2" M 1.75
Rubber Covered Wire Cages, with Chute, Wood Bad Markers, Master Board 2-piece, 12x12, Per 100 15.00
Thin Transparent Plastic Markers, Brown, 3/8 inch Per M 1.00
"Waterweight" Tally Bingo Sheets, size 5 1/2" x 7" very large numerals, 7 colors, loose, not tabbed, M 1.00
Round White No. 1, Cardboard Markers, 3 sizes: 1/2 inch, 100 to 10; larger size 3/4 inch, 1000 to 10; either size, 1b. \$3
Altrite Bingo flower electric operated, complete with 75 Numbered Ping Pong Balls, weight, 80¢. Send for illustrated circular. For 125.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
17 W. Jackson Blvd. Chicago 4, Illinois

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.

CONCESSION TRAILERS



WRITE FOR CATALOG
KING AMUSEMENT COMPANY
62 DEARBORN ST. MT. CLEMENS, MICH.

Pictorial Stock Posters

IMMEDIATE SHIPMENT—FOR YOUR
CIRCUS — FAIR — CARNIVAL
PARK—RODGE—SKATING RINK
AUTO RACES — CELEBRATIONS
"IF YOU ARE IN A HURRY"

Write, phone or wire
TRIANGLE POSTER CO.
Penn Ave. and Dennison
PITTSBURGH, PA.
Telephone Montrose 1-8110

ARMY SEARCHLIGHTS
4 GE complete mobile 60" anti-aircraft type with generator and remote equipment, perfect working order.

"Buffeteria" Vending Carts
Storage for hot and cold items, lighted, rubber-tired wheels like new.
Write, Phone or Wire
GRANT, c/o Durwood Theatres
1806 Baltimore Ave. Kansas City 8, Mo.

Flashbacks

25 Years Ago

James Heron, treasurer of the Miller Bros.' 101 Ranch Wild West Show, was named manager of a vaude troupe composed of 101 Ranch performers that included Ed and Tillie Bowman, Dan Dix, Frank and Rennie Gusky, Frank Chiarrello, Carlo Myles, Jack Wright, Lloyd Sallady, Chief Sheet Lightning and Princess Watakeh.

Charles A. Rose, tattoo artist, joined the Sparks Circus at Russellville, Ark. . . . Steve Batty, Sparks Circus lion trainer, was injured during a performance at Helena, Ark. . . . Happy Harrison had her act at Perry County Fair, Du Quoin, Ill., as one of the free attractions. . . . Free acts at Washtenaw County Fair, Ann Arbor, Mich., included the Five Balliots, Smith's Animals, Gus Henderson and Al Golem Trio.

President Otto Schenk, of the Wheeling (W. Va.) Park Commission, announced that the White Palace Dance Pavilion at the park would be rebuilt following a \$75,000 fire loss. . . . J. H. Ladd resigned as secretary of the Hawkeye Fair and Exposition, Fort Dodge, Ia., to accept a position with a commercial concern. . . . In the line-up of concessionaires on the W. G. Wade Shows were Sam Soloff, Count Kenna, Peggy Parsons, Frank Wrightman, E. L. Bratten, Red Thompson, Cliff Smith, C. A. Pearce, W. W. Potts, Dan Leslie and F. King. . . . John Knacht, concessionaire, closed with Heller's Acme Shows and planned to winter in Bridgeport, Conn. . . . Scotty Deans, clown, left the Walter L. Main Circus at Scotland Neck, N. C., to play fairs in the Carolinas. . . . Col. Sam M. Dawson was handling press for Lee Bros.' Shows. . . . Aerial Johnsons closed with Gollmar Bros.' Circus and went to their home in Shreveport, La., for the winter. . . . Eckert and Gladys, trapeze and iron jaw, and Donald Clark, slack wire and comedy juggling, were the free acts at Tri-County Labor Week Celebration, Greenfield, O.

Felix Blei, veteran outdoor showman, was visiting Chicago in advance of Dante the Magician. . . . Joe Beaty and James DuPree, concessionaires, joined forces and purchased a Ferris Wheel and trucks to form a motorized organization

known as the Banded Motorized Carnival Company. . . . Executive staff of the Rubin & Cherry Shows included Arthur Atherton, treasurer; Edith Gruber; Walter D. Nealand, publicity director; Walter A. White. (See Flashbacks on page 63)

Whittle Plans For Detroit's Cele in 1951

Swing to Localized Events

Detroit, Oct. 14.—Major changes in plans for this city's 250th Birthday Celebration scheduled for next summer were confirmed this week by Seiden B. Daume, general chairman, with organized show business likely to play a considerably lesser part in some departments than earlier anticipated. Major changes include:

1. Abandonment of the State fairgrounds as the principal site of activities, together with dropping of plans for new building construction to house the celebration.
 2. Dropping of plans for the projected extravaganza, which was to have been a high spot for several weeks, along the lines of Chicago's 1948-49 Wheels A'Rolling pageant.
 3. Shift to community entertainment emphasis, with more localized celebrations around the metropolitan area, with free entertainment features planned on a larger scale than first programmed.
- Actual plans remain indefinite, and it is uncertain just where show business will fit into the project, which, with automotive and other local industrial capital and support back of it, could snowball into one of the country's biggest local anniversary celebrations.

Various outdoor show owners have become interested in the project, but it remains uncertain whether any plan will be provided in the final plans for the familiar outdoor attractions, such as rides and concessions.

60-Day Exposition To Herald Island Debut, Corpus Christi

CORPUS CHRISTI, Tex., Oct. 14.—Padre Island off Corpus Christi Bay blossoms out with a large island exposition starting November 18 and lasting 60 days thru January 18. The island opened officially in June after millions of dollars were spent developing it as a pleasure resort offering natural beauty, surf fishing, sun bathing, boating and ideal climate the year around.

Available thru a newly constructed causeway across the Laguna Madre from Corpus Christi, it is estimated that 480,000 persons have visited the island since its opening. Developers have their sights set on making the island another Miami Beach.

Dallas Meade & Associates of Tulsa, Okla., have the contract for the island exposition, which will include a historical pageant, street of all nations, national island queen contest, naval air show, surf fishing derby, name band concert series and Latin-American talent conclave.

Contracts are being let for major and kiddie rides, acts and attractions, live animal show, thrill show and national manufacturers' industrial exhibit under canvas, all to be located in an area immediately adjoining the exposition area.

The project is backed by county and State governments as well as real estate interest funds. A sizable publicity budget will be spent to draw national patronage. Extensive promotional tie-ups have been made, and a conservative 1,500,000 visitors are expected. Nearly 10 per cent of the cars crossing the causeway to the island so far come from States other than Texas, officials report. The Texas and South and Midwest crowds can be counted on to attend, officials claim, and with a national publicity program for the exposition, other vacationers are expected to include a visit on their itinerary.

SPECIAL POPCORN TRAILERS

Fully equipped, Priced to suit your pocketbook.
WRITE FULL INFORMATION

CALUMET COACH CO.

11575 S. Wabash Ave.
Chicago 25, Ill.
Phone: C. WATerfall 8-2212

CONCESSION EQUIPMENT AND SUPPLIES...

CANDY FLOSS MACHINES
POPCORN KETTLES
PORTABLE POPCORN STANDS
WAFFLE MOLDS
POPCORN . . . OILS . . . BOXES
BAGS . . . COLORING . . .

ALL TOP QUALITY MERCHANDISE
AT MONEY SAVING PRICES
KIDDIE RIDES

Write for catalog . . . current prices
Concession Supply Co.
3916 SECOR RD. TOLEDO 13, OHIO

100 BAGS PER HOUR With Excel's Electric CORN POPPER



\$5.50 daily profit from popcorn with the Excel Popper. Continuous demand, continuous earnings. Pays for itself in amazingly short time because of incredibly low price. Does the work of \$500 machine, is fully guaranteed. Beautiful gray metallic finish, gleaming nickel trim, elec. lighted, decorated with multi-colored popcorn signs. 17"x17"x26", weighs only 30 lbs., portable and ideal for ANY location. Uses AC or DC current, any cycle. Has many other features. Salesmen, write for proposition.

Excel Mfg. Corporation
DEPT. B-1021 MUNCIE, INDIANA



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P.O. BOX 7803, FAIR PARK, DALLAS, TEX.

The New FLOSS Challenger KING



Selling New Profit and Performance Records!

Challenger EQUIPMENT CORP.

BOX 249 HARVET, ILL.
Phone: HARVET 4036

PARK AVE. AT 162ND ST.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. Est. 1927. Write for Circular.
H. W. TERPENING 127-129 Marine St. Ocean Park, Cal.



SERVING SHOWMEN IS MY BUSINESS . . .
 FOR OVER 29 YEARS
 SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ
 The Showman's Insurance Man

★
 A1338 Insurance Exchange
 Chicago, Illinois

★
 1492 Fourth St. N.
 St. Petersburg, Fla.
 Phone 7-5914



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.)

A-1 Am. Co.: New Madrid, Mo.
 Alamo Expo.: Port Arthur, Tex.
 American Beauty: Steels, Mo.; Postageville 21-28.
 American Eagle: (Fair) Eupora, Miss.; Greenshaw 23-28.
 American Midway: Austin, Tex.; (Fair) Waco 24-29.
 B. & H.: (Fair) Salley, S. C.; (Fair) Barnwell 23-28.
 Big Four Am.: Lilbourn, Mo.; season ends.
 Big State: Lamesa, Tex.
 Blue Grass: (Fair) McAra, Ga.; (Fair) Fitzgerald 23-28.

Burdick's Greater: Cameron, Tex.
 Burke, Harry: (Fair) Opelousas, La.; (Fair) Crowley 23-28.
 Burkhardt: Joiner, Ark.
 Capital City: (Fair) Lawrenceville, Ga.; (Fair) Syleester 23-28.
 Caslett Greater: Ennis, Tex.
 Cavalcade of Amusements: (Fair) Beaumont, Tex. 17-28.
 Central Am. Co.: (Fair) Jackson, N. C.; (Fair) Loris S. C. 23-28.
 Cettin & Wilson: (Fair) Macon, Ga.; (Fair) Albany 23-28.
 Cherokee Am. Co.: Erie, Kan.; season closes.
 Crafts Expo.: Los Banos, Calif., 16-22.
 Crescent Am. Co.: (Fair) New Boston, Tex.; Gilmer 23-28.
 Diamond State: Barnwell, S. C.; (Fair) Orlando, Fla., 23-28.
 Dickson United: Bokchito, Okla.
 Dixie Expo.: Lancaster, S. C.; Hartsville 23-28.
 Down River Am. Co.: Ector, Mich.
 Drew, James H.: (Fair) Toccoa, Ga.
 Dumont: Pittabore, N. C.
 Dyer's Greater: Marianna, Ark.; Tunica, Miss., 23-28.
 E-Z Bros.: (Fair) Savannah, Ga.
 F. & E.: Raydell, Ark.
 Fidler's United: Beebe, Ark.; England 23-28.
 Fleming, Mad. Co.: (Fair) Waycross, Ga.; (Fair) Dublin 23-28.
 Franklin, Don, No. 1: (Fair) Port Lavaca, Tex.; (Fair) Beville 23-28.
 Franklin, Don, No. 2: (Fair) West, Tex.; (Fair) San Marcos 25-28.
 Gem City: (Fair) Pritchard, Mobile, Ala.; (Fair) Hattiesburg, Miss., 24-28.
 Gentsch, J. A.: Indianola, Miss.
 Georgia Am. Co.: (Fair) Ocala, Ga.; (Fair) Jeffersonville 23-28.
 Gold Medal: Johnson City, Tenn.
 Gooding Am. Co., No. 1: Circleville, O.
 Gooding Am. Co., No. 2: Evansville, Ind.
 Grandland Greater: (Fair) Tallahassee, Fla.
 Grand American: East Prairie, Mo.
 Great Western: Malden, Mo.
 Groves Greater: (Fair) Yazoo City, Miss.
 Gulf Coast: Park, Ark.
 Hames, Bill: (Fair) Palestine, Tex.; (Fair) Bryan 23-28.
 Happy Attrs.: Tuscarawas, O.; Sidney 24-28.
 Harry's Greater: (Fair) Amherst, Va.
 Harwick Bros.: Campbell, Mo.
 Heart of Texas: Seymour, Tex.
 Heller's Acme: (Fair) Braufort, N. C.; (Fair) Asheville 23-28.
 Henson, J. L.: Colfax, La.
 Heih, L. J.: (Fair) Monroe, Ga.; (Fair) Cordele 23-28.
 Hottel, Buff, No. 1: Oak Grove, La.; Subbur 23-28.
 Hottel, Buff, No. 2: Clinton, La.
 Imperial Expo.: Tulare, Calif.
 Interstate: (Fair) Americus, Ga.; (Fair) Blakely 23-28.
 Jack's Greater: (Fair) Orangeburg, S. C.; (Fair) Walterboro 23-28.
 J. & B.: Amelia, Va.
 Jones, Johnny J.: Expo.: (Fair) Pensacola, Fla.; (Fair) Dothan, Ala., 23-28.
 Kaus, W. C.: (Fair) Edenton, N. C.
 Keystone Attrs.: Amelia, Va.
 Kile, Floyd O.: (Fair) Forest, Miss.; (Fair) Kentwood, La., 23-28.
 (See Carnival Routes on page 78)

Coming Events

CALIFORNIA
 San Francisco—Natl. Livestock Expo., Horse Show & Rodeo: Oct. 27-Nov. 5. Carl E. Garrison, Cow Palace.

INDIANA
 South Bend—Antique Show, Oct. 23-28. L. Verne Stout, Vermontville, Mich.

LOUISIANA
 Crowley—Int'l Rice Festival, Oct. 27-28. Mrs. Elisabeth L. Barnett, City Hall.
 Opelousas—Louisiana Yambilee, Oct. 18-19. A. B. Reed.

MICHIGAN
 Ionia—Pat Stock Show, Oct. 31-Nov. 8. Louie Webb.
 Muskegon—Antique Show, Oct. 31-Nov. 3. L. Verne Stout, Vermontville, Mich.

MISSISSIPPI
 Eupora—Potato Festival, Oct. 16-21.

NEW YORK
 New York—Antiques Fair, 71st Regt. Armory, Oct. 19-21. C. J. Nuttall, 860 Madison Ave.
 New York—Madison Square Garden Rodeo, Sept. 27-Oct. 22.

OHIO
 Circleville—Pumpkin Show, Oct. 16-21. Ned H. Dresbach, 1008 S. Pickaway St.

OKLAHOMA
 Tallahassee—Lions Club Halloween Carnival, Oct. 28. Ed. Foster.

PENNSYLVANIA
 Oil City—Farm Show, Oct. 18-20. Charles H. Fisher.

SOUTH DAKOTA
 Yankton—Pioneer Days, Oct. 20-21.

TEXAS
 Gilmer—East Texas Yamboree, Oct. 26-29. Joe B. Harper Jr.
 Pasadena—Livestock Show & Rodeo, Oct. 23-29. Chamber of Commerce.

CANADA
 Ottawa, Ont.—Winter Fair, Oct. 23-27. H. H. McElroy.

New A-C GENERATORS
 Manufactured by WESTERN ELECTRIC
 U. S. Government Surplus
 Immediate Delivery!



KVA-25
 120 Volts
 1 phase, 60 cycles
 Mounted on cast iron base
 72"x32" arranged for either direct or belt drive

MACHINERY AND STEEL DIVISION
 United Iron & Metal Co., Inc.

2545 Wilkens Avenue Baltimore 23, Maryland
 Telephone: Gilmer 5600

Dog Shows

ALABAMA
 Birmingham—Oct. 29. Mrs. J. Bryan, 728 9th Ave., W.
 Mobile—Oct. 24.

CALIFORNIA
 Sacramento—Oct. 22. Miss M. Ashbury, 3500 13th St.

FLORIDA
 Pensacola—Oct. 26. Mrs. H. Litakow.

ILLINOIS
 Chicago—Oct. 29. Irma Goeppinger, Elmhurst, Ill.
 East St. Louis—Oct. 22. Mrs. Frances L. Dudy, Mt. Vernon, Ill.

KENTUCKY
 Louisville—Oct. 29. Mrs. E. Humphries.

LOUISIANA
 Baton Rouge—Oct. 26. Mrs. F. Fischer.
 New Orleans—Oct. 28-29.

MARYLAND
 Annapolis—Oct. 23. Foley, 2009 Ranstead St., Philadelphia.

MISSISSIPPI
 Biloxi—Oct. 22. C. Diddy, Box 88.

MISSOURI
 St. Louis—Oct. 29. Mrs. F. Gray Jr., Overland, Mo.

NEW JERSEY
 Trenton—Oct. 29. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK
 Jamaica—Oct. 23. Foley, 2009 Ranstead St., Philadelphia.

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 231 N. Second St. Philadelphia 6, Pa.
 HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.
 ED BERG 1261 63 E. Sixth St. Los Angeles 21, Calif.

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

Barker Bros.: Breckenridge, Tex., 17; Corsicans 18-19; Henderson 20-21; Lufkin 23-24.
 Bratly Clyde: Decatur, Ala., 17; Huntsville 18; Florence 19; Jasper 20; Tupelo, Miss., 21; Columbus 23; Aberdeen 24; Kosciusko 25; Grenada 26; Greenwood 27; Greenwell 28.
 Bliler Bros.: Columbia, Miss., 19.
 Capell Bros.: Hamburg, Ark., 17; Crosslet 18; Bastion, La., 19; Farmerville 20; Bernice 21.
 Cole & Walters: Hamlin, Tex., 17; Anson 18; Roop 19.
 Davies, Ayres & Kathryn: Goreville, Ill., 17; Karnak 18; season ends.
 Flanagan: Lordsburg, N. M., 18; Deming 17; Las Cruces 18; Anthony, Tex., 19; Sweetwater 20; Paso 21-24; Yuleta 25; Fabens 26; Pecos 27-28.
 Kelly, Al O., & Miller Bros.: Benton, Ark., 17; Malvern 18; Arkadelphia 19.
 King Bros.: Roswell, N. M., 17; Carlsbad 18; Hobbs 19.
 Mills Bros.: Wilson, N. C., 17; Louisville 18; Henderson 19; Durham 20; Mebane 21; Greensboro 22; Winston-Salem 24; Thomasville 25; Mooresville 26; Rock Hill, S. C., 27; Gastonia, N. C., 28.
 Page Bros.: Springfield, Tenn., 21.
 Polack Bros. (Western): (Auditorium) Little Rock, Ark., 17-20; (Auditorium) San Antonio, Tex., 23-29.
 Polack Bros. (Eastern): (Griffith Park) Charlotte, N. C., 17-19; (Stanley Theater) Utica, N. Y., 23-25.
 Ringling Bros. and Barnum & Bailey: Memphis, Tenn., 17-18; Jackson 19; Nashville 20; Chattanooga 21; Bonaville, Va., 23; Lynchburg 24; Petersburg 25; Richmond 26; Norfolk 27-28.
 Rogers Bros.: Laurel, Miss., 17; Hattiesburg 18; Chickasaw, Ala., 19; Mobile 20-21; Milton, Fla., 22.
 Stevens Bros.: Sheridan, Ark., 17; Fordyce 18; Hampton 19.

The NEW Billboard SUBSCRIPTION ORDER FORM

The Billboard R-10-21
 2160 Patterson Street
 Cincinnati 22, Ohio

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

Name _____ \$10 enclosed
 Address _____ Bill me
 City _____ Zone _____ State _____
 Profession or Business _____



GIVE TO THE DAMON RUNYON CANCER FUND

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

Aunt Silly (Lions Club) Copiague, L. I., N. Y., 16-27.
 Ice Capades of 1951 (The Arena) Philadelphia, 18-Nov. 4.
 Pan-American Animal Exhibit: Warsaw, N. C., 18-19; Jacksonville 20-21; Burgaw 23-24; Shalotte 26-28; season ends.
 Plunkett Stage Show: Dimmitt, Tex., 16-18; Mulshoe 19-21; Morton 23-25.
 Walton's Jungle Exhibit: Lake City, S. C., 23; Kingstree 24; Manning 25.

BUYING A FLOSS MACHINE!

IT'S YOUR MONEY—
 BUY THE BEST



The new WHIRLWIND gives you a new thrill in floss machine operation. Simple to operate—vibration-free and practically no maintenance.

THE ONLY FLOSS MACHINE SOLD ON A MONEY BACK GUARANTEE

GOLD MEDAL PRODUCTS CO.
 318 E. Third St. Cincinnati 2, O.

FOR . . . all types of POPCORN MACHINES—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc., & a full line of top quality POPCORN SUPPLIES.

CONTACT FARMER BOY CORN & EQUIPMENT CO.
 357 W. 44th St. Circle 4-1792
 New York 18, N. Y.

Send for Our Complete Catalog

Arenas and Auditoria:

N. Y. Capital Area Bldg. Set for Thanksgiving Day Completion

By Daphne (Dec) Poli

ALBANY, N. Y. — Charles M. Guptill, of Cohoes, N. Y., is building a private arena-type enterprise for community use. This auditorium will be completed by Thanksgiving Day and will seat 5,000. The floor space is 100 feet by 225 feet and the arena is equipped with modern stage facilities. No ice equipment will be installed.

Situated on the Saratoga Road, Route 9, the building is 12 miles from Albany, four miles from Watervliet and Troy, 12 miles from Schenectady and 25 miles from Saratoga.

Syracuse Bldg. on Way Up
SYRACUSE, N. Y. — The new Onondaga War Memorial Auditorium is expected to be completed by September, 1951. This \$3,500,000 dollar building will be one of the most complete auditoriums in the country.

As a sports center and community auditorium, the building will be fully equipped with exhibition and convention halls and board meeting rooms, as well as a fully equipped area for stage and arena-type shows and sporting events. Seating capacity of the arena will be up to 9,000. For shows using the open floor the capacity will be 6,800.

The commission includes H. W. Smith, president; W. B. Stark, vice-president and acting auditorium manager; H. T. Day, secretary; H. M. Davis, treasurer, along with the mayor and other prominent business people. Mr. H. B. Stark is handling tentative bookings.

Springfield, Ill., Busy
SPRINGFIELD, Ill.—Illinois State Armory, three blocks from the center of the city, is the only auditorium here for large road shows, conventions, sporting events or arena-type shows. With total seating capacity of 5,551 for stagesshows, 2,551 of these are in the horseshoe balcony of permanent seats, with temporary main floor seating capacity of 3,000. Arena-type shows get a main floor seating capacity of 1,200 chair seats on temporary risers rented by the armory, plus the balcony, totaling, 3,451. The floor space available after risers are set up is 116 feet 3 inches, by 116 feet, 7 inches.

With a modern equipped stage, 87½ feet wide and 37½ feet deep, the proscenium arch opening is 60 feet. Fourteen dressing rooms with showers on the north and south side of the stage plus two large chorus rooms accommodate over 100 persons easily.

H. Frank DeVaney, custodian, points out that the armory, though primarily a military building, makes its facilities available to any sponsoring organization of public interest dedicated to charitable, educational, patriotic and fraternal work.

The 1950-51 season began with the opening Tuesday (3) of a six-day Skating Vanities of 1951 stand, sponsored by the Optimist Club. Other bookings are: Shrine Circus, November 14-19, and the Beaux Arts Ball, November 25, plus many amateur sporting events.

Harold Goldberg, manager of the South Pacific road show company, has his eye on this building for possible bookings after the Chicago run.

Dailey Preps Stock For Shrine Stands

GONZALES, Tex., Oct. 14.—Dailey Bros.' Circus will send two stock cars of horses and elephants plus its calliope wagon to Shrine circus dates at Houston and Fort Worth, Tex. The Houston show opens November 2 and will be followed by the Fort Worth show, November 17-26.

Meanwhile, three of the show's bulls are being used by Ray Marsh Brydon at the Texas State Fair, Dallas, and several others remain with Barker Bros.' indoor circus.

Both Ben Davenport and Harry Hammill, co-owners of the show, were out of the city this week. Hammill was reported in Wisconsin.

**COMPACT in Size . . .
But GREAT in Action!**

\$8 to \$10 Popped Corn Per Hour!

CADET MODEL 51

This beautiful stainless steel counter model is the answer to limited space. The low priced CADET MODEL is compact, yet produces an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which insures increased profits.

Size: 18"x24"x28" high



C. CRETORS & CO.

602 W. CERMAK RD.
CHICAGO 16, ILL.

WHEREVER CROWDS GATHER... "IT'S:

- ★ "BUFFETERIA" (movable concession on wheels)
- ★ "FOUNTAIN" (for hot and cold drinks)
- ★ "WALKY-KOFFEE" (portable unit)
- ★ "WALKY-TERIA" (to carry hot dogs HOT)
- ★ "WARMER" (movable, for popcorn, hot dogs, etc.)

WRITE, WIRE OR PHONE FOR LITERATURE TO

WALKY SERVICE CO.

401 SCHWEITER BUILDING
WICHITA, KANSAS PHONE 45169

V
E
N
D
I
N
G

TENTS

WILL BE IN SHORT SUPPLY
IF PRESENT DUCK
ALLOCATIONS CONTINUE

PLAN YOUR

1951 NEEDS NOW

WRITE TODAY

UNITED STATES
TENT & AWNING CO.
2315-21 W. Mazon CHICAGO 12
Chicago's Big Tent Mover Since 1870

SHOW TENTS

CENTRAL
Canvas Company

516-518 EAST 18th St.
Kansas City 6, Missouri
Phone: Harrison 3076

HARRY SOMMERVILLE

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 6847) KANSAS CITY, MO.

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

Multiplex Faucet Co. Serving the Trade 45 Years

... a 3½% 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

Manufacturers: MULTIPLEX FAUCET CO.



STURDY OAK STAINLESS STEEL HOOPS
4325-B Duncan Ave
St. Louis 10, Mo

WANNA MAKE MONEY. WE'VE GOT THE PIPS THAT DIG OUT CASH LIKE SIDE SHOW DIPS!

The Only Complete Refreshment Supply Service in N. E. and Penna.

Save TIME & Save MONEY... Save WORK
Place ONE Order... at ONE Source for ALL the TOP MODERN MAKERS on the Midway.

IMMEDIATE DELIVERY ON EVERYTHING from seasonings to popcorn machines.

THEATRE CANDY CO., INC.

Carnival Supply & Equipment Headquarters:
219 Stuart St., Boston, Mass. HU 2-4632
400 Dinwiddie St., Pittsburgh, Pa. AT 1-8503

CONCESSIONAIRES! IT'S NOT TOO LATE..

to save \$\$\$\$ by buying your new equipment now. POPPERS can still supply new and used machines for popcorn, apples, floss, peanuts and snowballs at our usual low prices. Don't be sorry later—call us today! Supplies for everything carried on hand.

POPPERS SUPPLY CO., Inc., of Phila.

1211 N. 2nd Street CARfield 6-1616 Philadelphia 22, Pa.



For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE
See Inside Front Cover This Issue

MOVIE CHAIN TO TRY KID PARK

Balaban - Katz Making 250G Toledo Trial

Spring how skedded for 10-ride spot—exec says no future plans mapped

(Continued from page 3)

and any future developments will depend on results of the experiment. "We're going into it with an open mind," he said.

Altho the company operates drive-ins as well as standard theaters, the kiddieland will be an independent unit rather than an addition to a drive-in, he said. Giles Robb, manager of the Princess Theater, operated in Toledo by Great States for B&K, will be manager of the kiddieland, Stuckelmaier stated.

About \$250,000 is being invested in the experiment and the spot is expected to be ready for a Decoration Day opening. Line-up of the rides being purchased includes Merry-Go-Round, ponies, miniature train, Jet Plane, boat ride, pony cart, Roller Coaster, Sky Pilot, fire truck and ship.

The B&K move was seen as a possible step beyond the current development of kiddielands as additions to drive-in theaters. Its kiddieland will be its first move into the outdoor field except for two drive-in theaters in down-State Illinois. Together with Great States, B&K operates more than 100 theaters in Chicago and the Middle West.

Rocks' Playland Flack Dept. Gets \$5,000 Photo Lab

NEW YORK, Oct. 14.—Latest addition to Rockaways' Playland plant is a new darkroom, built at a cost of \$5,000, which will enable spot's publicity department to take pictures, print and have them ready for distribution within 20 minutes, says President A. Joseph Geist.

Geist said that in using its own facilities to turn out a large number of pix for flacking purposes, management expects to save a considerable chunk of cash over the former procedure of sending photos out to be finished.

In view of tie-ups with four boat links effected for next season, Geist said he expects the park to average a bit more than one excursion daily, with a good day bringing in 15,000 patrons. Joint promotion carried on this year with Long Island Railroad will be continued next year, Geist said. Under its terms, a park customer purchasing a round-trip rail ticket is entitled to a ducat good for one ride on a Rockaways device. Geist also said that an increase in benefit and charity work was planned for next season.

Steeplechase Zooms 18% Over 1949 in Sprint Finish

NEW YORK, Oct. 14.—Augmented by a business spurt the last six weeks of operation, Steeplechase Park here wound up its regular season September 10 with results 18 per cent ahead of last year's mark, according to Manager James Onorato.

Park take also included revenue from an annual September 18 outing staged by the Pfizer Company of Brooklyn, drug manufacturers.

Onorato said that patronage and spending took a jump during the final six weeks and that August was

one of the best months in the last several seasons at the park.

Unit Scarcity Seen

On the darker side, Onorato thought that next year would find park ops up against it for new equipment and help, with the trend toward reallocation of men and material. He said that at present the park management has no intention of boosting ride prices. The addition of new rides is in the works, but nothing definite has been set, he said.

As a signpost for next season, Onorato reported that about 10 park employees left before the end of the season to resume jobs connected with military and naval supplies. He said that Steeplechase was not bothered by the loss, as the park retained extra help from the swim pool that was usually let out near the end of the season.

He said that swim pool biz dipped between 5 and 10 per cent under last year's figure.

Navy Biz Ups W. Coast Ops' Winter Hopes

San Diego Gets Spurt

LOS ANGELES, Oct. 14.—With servicemen coming into this area for training, amusement areas are gearing up to provide them with recreation. While the boost in service personnel already has been felt in the San Diego area, fun zones in Long Beach have yet to see any business spurt.

Warner Austin, operator of Mission Beach Amusement Center, already has announced that his park near San Diego will remain open indefinitely to take care of men in uniform. Also on the increase here are defense activities, mainly aircraft plant production.

In Long Beach, H. P. (Pat) Murphy, manager of the Long Beach Amusement Company's Nu-Pike, said that plans are under way to establish boot camps at Terminal Island, in near-by San Pedro. The fulfillment of this proposal is expected to bring a large number of navy men into the arca.

Nu-Pike operates the year around anyway, but the increased personnel will boost takes. Murphy said that the drive to raise funds for the Los Angeles Orphanage with the Greater Los Angeles Press Club taking over the Nu-Pike was successful. A plan is under way now to have Roy Rogers make a personal appearance at the park, at which time a check will be presented to him for the orphanage fund.

Rockaway Playland's Clock Tower Damaged by Lightning

NEW YORK, Oct. 14.—Severe electrical storm Thursday (12) damaged a 135-foot tower at Rockaways' Playland which acts as a lightning rod and a mount for four outsized clocks.

Park President A. Joseph Geist said that neon flashing on the tower and the mechanism of one of the clocks, worth \$2,400, were badly hit and will have to be replaced. The bolt of lightning which did the harm ran down the tower and into the motor room below where men were working. Geist said none of them were injured.

Chi Kid Park Puts in First Monorail Ride

Re-Design Indoor Model

CHICAGO, Oct. 14.—First outdoor installation of a new Monorail kiddie ride was under way this week at Richard Miller's Fairland Park in suburban Lyons, and final touches were expected to be completed in time for week-end business.

Clinton Clark, owner of Rocket Express Systems, Inc., Oak Park, Ill., directed erection of his ride. He said similar models had been used previously in several department stores during the holidays but that the Miller park was the first to have an outdoor model.

Ride consists of passenger coaches suspended from an elevated rail and operated like a train. Two trains of six cars each are being used here. Power originates from electric motors in the rear cars. Each coach seats eight children, and an electric block system allows operation of more than one train at a time. More coaches may be added to the trains.

Clark said the rail is 14 feet above the ground and the cars are about nine feet above the ground. A ramp leads upward to a depot where riders enter the cars.

He said indoor installations in department stores in major cities have averaged 100,000 riders each holiday season. Numerous inquiries were received from outdoor ride ops and resulted in the re-engineered outdoor model. The aerial train has been used on a partial schedule since Monday (9), and Al Miller, park's general manager, reported good draws considering the number of youngsters in the spot on weekdays.

Ride is installed to attract a maximum of attention from passers-by on adjacent Harlem Avenue. The rail curves out in front of the park's front entrance. Aluminum cars are equipped with figure-eight flasher lights.

Clark said that kids made aerial tours of toy departments in the store installations and said he had had inquiries from fairs, zoos and industrial plants regarding use of the ride for transportation and inspection tours as well as from park and Kiddieland ops for amusement purposes.

Meanwhile, Miller said that business generally was slow this week because of cool weather, pulling spot's gross about 15 per cent below last season's. The long-established kiddie park will continue operation as long as weather permits.

Cincy Coney Gets New Home

CINCINNATI, Oct. 14.—Purchase of a five-story brick building at Sixth and Main streets here by the Coney Island Company was announced Monday (9) by Edward L. Schott, president and general manager. Following modernization work, the park company will occupy the fourth floor. Since 1923 the Coney company has occupied space in the Strand Theater Building. That building is to be razed. In final negotiations, Coney was represented by Schott; Fred E. Wesselmann, vice-president and board chairman, and Ralph G. Wachs, secretary-treasurer.

Joyland Starts Week-End Sked In Late-\$\$\$ Bid

WICHITA, Kan., Oct. 14.—Joyland Park switched to week-end operation here Friday (8), after continuing a full-time schedule thru September, and will remain open for Friday-Saturday-Sunday business as long as weather permits.

Harold I. Ottaway, co-owner, said all rides and all concessions except frozen custard and root beer stands, will be left in place until the season's finale. Ottaway said the funspot has had a "difficult" season, with a dry, cold spring and a wet, cool summer and fall. The park was flooded after a downpour August 1.

Figuring in Joyland's late-season operation was a late opening date for Wichita schools. Classes began September 11, a week later than usual, he said. While evenings are noticeably cooler, business thru October 8 has been satisfactory, Ottaway stated.

Late-Season Biz Big For Fritz But Rain Sunday Trims Gross

CHICAGO, Oct. 14.—Late-season business at Arthur E. Fritz's Kiddieland in suburban Melrose Park has been running at double that of the 1949 level, a park spokesman said this week.

Rain here Sunday (8) clipped the turnout for the day and left the spot well below the October, 1949, gross but crowds on other week-ends have been good, it was reported.

The rain was the first week-end weather blow to hit the spot this season, altho plenty of rough weather marred weekdays during the year. The funspot will remain open as late as weather permits. Last year it continued until the middle of November.

For News About **The New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Vet Rodeo Mgr. Frank Moore Eschews Tools of the Trade

(Continued from page 58)

night ball was a thing of the future at that time and the Stadium had no system of illumination. Thus, another large chunk of cash was laid out to supply floodlights, which were sold to the ball park after the rodeo date concluded.

Moore says that the Stadium rodeo netted about \$15,000, which was small pickings in view of the high overhead. The snapper on the deal was the surprise Stadium officials got when the matting was finally removed at the end of the rodeo. The matting was too unwieldy to be removed and replaced daily, and when it was taken off, the all-important infield grass was seen to be a dried-out yellow swatch. Frank says the rodeo did not go back to the Stadium anymore.

One of the high points in the rodeo man's career came the following year when he, Austin and Leon Britton journeyed to Wembley Stadium in London to give the British Isles its first taste of the bronk-busting extravaganza. Britton made a contact with Charles B. Cochran, who contracted and financed the stand. Frank, Austin and Britton worked for 10 per cent of the gross business daily.

Original contract called for a 13-day date in June. The show was not allowed to be presented on Sundays, and a Saturday was chosen as the opening day. The Stadium accommodated 110,000 persons and, Moore says, the rodeo opened in the afternoon to a throng of 77,000. This was followed by an opening-day night show which drew 25,000 persons.

Moore says the rodeo continued to do terrific biz thru the original run and was carried over for an additional six afternoons. The reason for the elimination of night shows was that the big crowds came for the matinees of the event, which was staged in connection with the British Empire Exposition. Frank claims that the show wound up the run with a

gross of \$1,400,000, which represented a substantial sum in the days preceding high costs and taxes.

In 1924 he returned with a rodeo to play another date in the old Madison Square Garden. The event lasted for 11 days, in October and November of that year and, for some reason, the offering that had been a success at the same location a few years before finished up with Moore and Austin, both of whom personally financed the event, losing \$49,700. Moore says he still has no explanation for the flop.

Frank left for Chicago in 1925, and from that year thru 1929 he and Austin staged annual August shows at Soldier Field for the Chicago Association of Commerce. Moore says that business was big the first two years, but when the takes began to decline the Association dropped the rodeo. The Soldier Field presentations were the last Frank staged with Austin.

Next stop on the Moore itinerary was San Antonio, where he teamed up with Col. W. T. Johnson to stage rodeos in El Paso, Dallas, Houston and Harlingen, Tex., during 1930. Frank returned to New York on his own the following year and acquired the post of manager of the Madison Square Garden Rodeo, which he has held to the present time.

The old Garden was abandoned and the new one on Eighth Avenue, New York, was opened in 1925. Moore remembers Troy Alexander as the man who managed the Garden event before he assumed the post. Before Frank's advent, the rodeo was run as a charity for Broadstreet Hospital in New York. He says that at that time it was a 10-day show that grossed in the neighborhood of \$400,000.

Under his direction, the length of the rodeo's run in New York has been altered to meet changing financial conditions. The run vacillated between 15, 19, 23, 33, 26, 33 and its present span of 26 days. Frank selects 1946 and 1947, when money was plentiful, as two of the top-crossing years since he has been directing the rodeo. When not occupied at the Garden, he presented events in Hershey, Pa., Baltimore and Buffalo during 1940-42.

Moore's duties at the Garden entail multiple tasks. In addition to being generally responsible for the running of the show, he contracts all acts, judges and timers. He works in connection with Everett E. Colborn, who supplies the stock that is used in the rodeo.

It has taken a long time for the rodeo to catch on in the East, according to Frank, but he feels that the presentations have their own cadre of fans, as have baseball or basketball. He claims that since World War II there has been an upswing in the number of young men aspiring to the top rodeo cowboy ranks. This year's Garden event has 255 entrants, who must belong to a union, the Rodeo Cowboys' Association (RCA), and pay an entry fee to join in the bone-busting activities. RCA is the only organization to which he belongs.

Frank, who claims that he has never once worn the wide-brimmed hat and high-heeled boots associated with cowboys, was married in Chicago in 1927. He and his wife have lived on West 58th Street in New York for the last 17 years.

NEW YORK, Oct. 14. — Arthur Clynne this week was named director of excursions at Rockaways' Playland by A. Joseph Geist, park president. Clynne formerly managed spot's public address system.

Excursion bureau, new department at Playland, will arrange and supervise group trips to the park in preparation for the 1951 reopening. The Bayonne (N. J.) Democratic Club, with 15,000 members, has arranged for an outing July 31, 1951, and the Police Athletic League of New York will play host to 2,500 children next June.

Flashbacks

(Continued from page 59)

business manager; Wilbur S. Cherry, general representative; Rubin Gruberg, president and general manager; Mrs. Rubin Gruberg, and Frank S. Reed, secretary-auditor. . . . Will Hays joined Robbins Bros.' Circus as banner solicitor. . . . Charles A. Tipka was named press agent for the Ringling-Barnum circus.

Deaths: Bert Clements, circus man; Mike Flynn, circus man; Dwight Maskell, showman; Fred Pickering, showman; Henry Sauni, carnival man; Harvey Sefeni, carnival man.

10 Years Ago

Tige Hale's band was signed by Tom's Amusement Company for Southern fairs. . . . In the line-up of Monte Navarro's Parisian Follies on the Lawrence Greater Shows were Cherle LaMar, Gene Gannon, Hope Daniles, Ann Harris, Doris King and Maude Turner. . . . Mrs. Marshall Brown joined Bill Usher's concession on the Hilderbrand United Shows. . . . Bonham Stevenson, bannerman with Wallace Bros.' Circus, left that show to join the Hamid-Morton Circus at Toronto. . . . Among notables attending funeral services for Courtney Ryley Cooper, circus author, were J. Edgar Hoover, of the FBI; Homer Croy, author; Fred Stone, actor; John O'Hara Cosgrave Jr., illustrator; Vincent Sardi, restaurateur, and a delegation from the Circus Saints and Sinners, including F. Darius Benham, Fred P. Pitzer, Frank V. Baldwin Jr. and Leonard Traube. . . . Miss B. Benson, accountant for Brandon (Man.) Provincial Exhibition, was appointed secretary of the annual, succeeding J. E. Rettie, resigned.

Hillsdale County Fair Association, Hillsdale, Mich., re-elected Howard

Williams, president; Harry B. Kelly, secretary; J. I. Post, treasurer. One new director, James Meeks, was elected. . . . Douglas Glazier, former operator of Park Island, Lake Orion, Mich., was operating pinball games in the Detroit area. . . . Boots McLemore, concessionaire on the Greater United Shows, was recovering from an attack of malaria fever. . . . Jack Neals, with diggers, joined Miller Bros.' Shows in Warsaw, Va. . . . Jack Sidney was managing a pan game on the Lawrence Greater Shows. . . . Gene Stites took over a new expose show on the Funland Shows in Selma, N. C. . . . George Fickett and Rube Simonds were in their 14th week at the Hickory Tree Wild Animal Farm, Georgetown, Mass. . . . Mike Guy, trombonist, rejoined the James M. Cole Circus unit after playing fairs for C. A. Klein's Attractions.

Barney and Jimmy Arnesen, comedy across and tight wire performers, closed their fair season at Logan, O. . . . Carey C. Emrie, former circus performer of Cincinnati, visited Russell Bros.' Circus at Wilmington, O. . . . Herb Taylor and his clowns played the Police Circus at the Boston Garden. Troupe's line-up consisted of Taylor, Dick Taylor, Zack Taylor, Rube Simonds, George Fickett, Marco Songoni and Harold Peckham. . . . Free acts at Tulare County Fair, Tulare, Calif., included Mazur Brothers, Peter Raye, Ben Chavez and Company, Al Gordon's dogs, La-Bard Dancers, Upside Down Millette, Paige and Nona, Great Richardo, Jack Stary and Company, and Three Kings. . . . M. S. Earl, concessionaire, joined Lawrence Greater Shows in High Point, N. C.

Deaths: Jimmy Duffy, circus performer; Charles H. Foote, carnival man; Peter J. Speroni, carnival man; Morris Sugarman, concessionaire.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET A REVOLVING HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOW, MARKERS, LIGHTING, TICS AND LOUISIANA. ITS DIFFICULT IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALCONY SEATING, HIGHER CLASS TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE CO. Dept. B 919 N. 10th St. Omaha, Nebraska

FOR SALE

12 CAR OCTOPUS RIDE

Good condition. Gas or motor.

MARION BRANCATO

Fairlyland Park Kansas City, Mo.

FOR SALE

Miniature Railway Train

Gasoline powered locomotive and 5 cars—270 feet straight track and 24 sections curved track; good condition, complete, ready to operate. Address to

Management Casino Park

Box 329, Virginia Beach, Virginia

Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball Counter for 18th hole. Reference and photographs gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

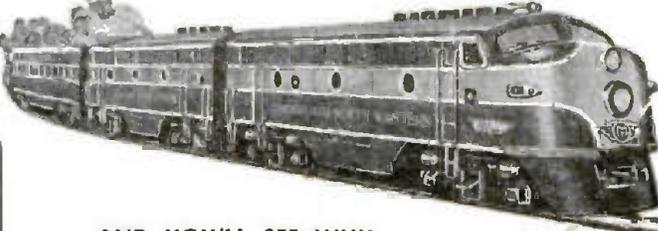
WANTED

PERMANENT WINTER LOCATION IN SOUTH New Streamline Kiddie Train, capacity 30 children. Portable with trailer, including 800 feet of track. Will lease to Drive-In Theatres. Available after Nov. 1. Write, wire or telephone.

C. P. CONERTY

Mt. Holly Springs, Pa. Phone 63-R

Compare BEFORE YOU BUY



... AND YOU'LL SEE WHY

AMERICA'S LEADING TRAIN OPERATORS

CHOOSE THE MINIATURE TRAIN CO. STREAMLINERS . . .

The G-16 Limiteds and Suburbans are true 1/5 Scale models built from General Motors blueprints. The G-12 is built with the same exacting attention to detail.

Write Today for Complete Specifications



MINIATURE TRAIN CO. RENNELLAER, INDIANA

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

Billar Invades Indoor Field; Skeds Gotham

Midtown Bow in December

NEW YORK, Oct. 14. — With a strong sponsorship and a location already lined up, Biller Bros.' Circus this week was preparing to launch a major presentation here. Co-owner Arthur Sturmak said that a good local two-week stand, slated to begin December 26, might prove the springboard for a series of sponsored dates along the East Coast.

The Knights of Pythias is the auspices for the stand here, and Sturmak said that 480,000 tickets will be distributed to 90 lodges of the fraternal order, comprising a membership of 130,000 in the Greater New York area.

The location for the date will be an armory at 62d Street and Columbus Avenue, with a seating capacity of 5,200. Animals from the show will be quartered at nearby stables. Sturmak said that in addition to the standard Biller line-up of talent, new acts are being sought.

Providence Inked

The next scheduled stand for the org will be Providence, R. I., where they will be sponsored by the State-wide membership of the Knights of Columbus.

For the date here, a contract has been signed with the McLoaren, Parkin & Kahn Agency to provide \$13,000 worth of advertising, with the stress to be on radio and television. Sturmak was not sure Friday (13) whether the deal would cover televising of the show during a performance. Billing is also planned, plus parades.

The flacking staff of the circus includes C. B. and Virginia Schuler, Peter Irving and Bernard Sturmak.

Wirth Org Bows At Sioux City To Good Houses

SIOUX CITY, Ia., Oct. 14.—Frank Wirth Circus opened here Monday (9) to a three-quarter house and showed Tuesday (10) to a full house. The circus is sponsored by the police, and runs thru Sunday (15).

Performance opens with Prof. George Keller's wild animals and includes Novellos, Koloman and Valerie; Jumping Jupiters, Kay and Tommy, Mac MacDonalds' (Packs) baby elephants, Kinko, Bakers, Martells, Sonny Moore and his Roustabouts, Flying LaMarrs, Antaleks, Clark's bears; Toni, the Monkey Girl, and George Hanneford Family, bare-back riders.

Crown alley lists Bill and Sophie Benlidge, Smokeo Rouse, Al Stoops, George LaSalle, Henry Boers and Bozo LaMont.

Staff from the Wirth office includes George Baur, general manager; and equestrian director, George Rixner, personnel, and Lee Brown, publicity.

Stevens in First at Wynne

WYNNE, Ark., Oct. 14.—Stevens Bros.' Circus played to two half houses here Wednesday (11) in good weather. Matinee was late. Bob Stevens' org was three days ahead of Kelly-Miller, which will show here Saturday (14), and faced considerable K-M billing and publicity.

Could Have Been 100G

Maine, Pennsy Stands Fail Hunt, But There Are \$\$ Left To Bank

DANBURY, Conn., Oct. 14. — Charles T. Hunt, relaxing at the Danbury Fair, where his Hunt Bros.' Circus stock was a principal feature, mused on the vagaries of the season which he concluded here last week. Business was reported to be fair.

"If business had continued the way it started in the spring, I would have gone into the barn with a \$100,000 net," he said. "As it is, mostly because some dates petered out at the end, there isn't that kind of money around. But if we never do any worse than we did this year, there won't be any cause to complain, and there will still be enough left over to put some in the bank," the 77-year-old circus head said.

The spring dates were the most

lucrative by far. "At Silver Springs, Md., with the temperature a darn cold 42 degrees, we played to a three-quarter house," Charley said. "The weather was lousy all over in the spring, and for the first two months we caught our share of rain and cold and mud. Funny thing, tho, business was wonderful all the way thru. It wasn't until we got to Lebanon, Pa., that we caught a beautiful day, and (See Hunt Banks \$\$ on page 94)

Desert Towns Go for King

Arizona, New Mexico spots give strong houses—labor supply problem slows org

SOCORRO, N. M., Oct. 14.—King Bros. found Arizona and New Mexico much to its liking this week, with business clicking along at a good level. Here Wednesday (11) the org drew a three-quarter matinee and full night house. It was the largest show in for eight years and brought towners the first giraffe shown there. Spectators came from a 100-mile radius.

At Las Cruces, N. M., Tuesday (10), King played to two near-capacity houses in fair weather. The show got a good reception at Douglas, Ariz. (5), where it drew a near-capacity matinee and a three-quarter night house. In Tucson, Ariz. (3), King Bros. had a three-quarter matinee and a straw house at night.

Labor supply continues to be a problem and green help is recruited in each town. Performers have been working props.

Beatty Radio Show To Start National Airing in December

HOLLYWOOD, Oct. 14. — Radio's Clyde Beatty Show, which soon ends 39 weeks for Dr. Ross dog food, is scheduled to go coast-to-coast over Mutual-Don Lee network for 52 weeks starting December 11. The new sponsor is the W. K. Kellogg Company, Battle Creek, Mich., cereal makers.

Show will continue to be aired three times a week and the format, based upon incidents in the animal trainer's life, will remain the same. For Dr. Ross the show was broadcast on Don Lee net in the West and had a Nelson rating of 11.8, said to be the second highest for a show airing at that time of the evening.

Show will continue to be produced by Commodore Productions, which also has the Hopalong Cassidy airer. Deal for the new schedule was set with Shirley Thomas and Walter White Jr., representing the sponsor and Norman Carroll acting as Beatty's rep. Airing, of which Beatty owns one-fourth interest, will be produced here.

Late Cotton Trims Miller Matinee Biz

Most Stands Pay Okay

KENNETT, Mo., Oct. 14.—Al G. Kelly & Miller Bros.' Circus dipped well below its normal take when it played to a one-quarter matinee here Monday (9) but moved back to the three-quarter level for the night show. Kelly-Miller was here one day after closing of an American Legion Fair at near-by Carruthersville. Cotton crop in this area is about a month late and farmers remained in the fields during the day.

At Dexter, Mo., Sunday (8), the show drew a full house for its matinee-only stand. At Cape Girardeau, Mo., on Saturday (7), it pulled a full matinee and, despite rain at show time, had a three-quarter house at night. Show rated good notices there.

At Fredericktown, Mo., Friday (6), the org attracted two three-quarter houses made up largely of farm families from a 20-mile radius. Town was impressed by the show's rolling stock as it moved thru streets in the morning.

Georgia Spotty For Beatty Org

Macon, other major stands produce okay business but small-town turnouts dip

CARROLLTON, Ga., Oct. 14.—Clyde Beatty Circus has had spotty business in Georgia, with bigger spots coming thru okay but smaller ones proving losers. Macon, where the org played under auspices on Monday (9), gave a profitable combination of a two-thirds matinee and better than three-quarters night house. Tifton (6) was a loser and Cordele (7) a near blank.

Griffin, Ga., had a weak matinee and fair house on Tuesday (10) and Carrollton, Ga. (11), had a half matinee and three-quarter night house. Earlier, Brunswick, Ga. (4) was okay with half and three-quarter houses. Valdosta, Ga., the next day gave with the same combination with matinee delayed for school children.

Beatty wintered his motorized show at Macon in 1945, and this year he and his wife, Harriet, were busy entertaining local friends. Eddie Howe, press agent, landed front page coverage for two days in Macon.

RB Continues Big Business In Texas, La.

Firestone Buys More

ALEXANDRIA, La., Oct. 14. — Ringling Bros.' and Barnum & Bailey this week wound up a bang-up tour of Texas and moved into Louisiana to find the turnouts just as good. The show played to a three-quarter matinee and full night house here Wednesday (11) despite a chilly night.

At Lake Charles, La., Tuesday (10) the show attracted two full houses, with a surprise purchase by the Firestone Tire & Rubber Company for seven reserved sections included. Firestone operates a synthetic rubber plant near here for the government and this purchase had not been counted with other Firestone buys. Beaumont, Tex., gave two near-capacity houses on Monday (9).

Cuban Dates Set

HAVANA, Oct. 14.—Ringling-Barnum has set a tentative closing date of January 7 for its stand here and has an option for an additional week. Show opens December 8. Last year the show extended its three-week engagement to four when big business indicated the extra time was warranted.

At Houston, the show opened Friday (5) with a night show only and played to a three-quarter house. The Saturday matinee drew a three-quarter house and the night show was a full house. On the final day, Sunday (8), Ringling had three-quarters of capacity for the matinee and a full one at night. The Houston total was the highest in several years and swamped the 1949, when biz was off thru the stand.

Football Opposition

Ringling faced football opposition in Houston (7) but fared well anyway. Excess looked for the story to be different in New Orleans this week (14), when opposition will be a Tulane-Notre Dame tilt. Other days for the three-day stand (13-15) there, however, were expected to be okay. Show jumps to Memphis over Monday (16) for a two-day stand, including sell-outs to Firestone for performances on Wednesday (18).

Houston police arrested one motorist there Sunday (9) for attempting to frighten the elephants with an air horn. Police also escorted the bulls to the trains after youngsters had thrown large cans from their car in an effort to startle the animals. Two elephants stepped out of the line but none got out of control.

Althoff Show Slated For London Doings

LONDON, Oct. 14.—Tom Arnold, who has staged holiday circus programs at Harringay Arena for several seasons, has signed Circus Frans Althoff of Germany for this season's big show.

In addition to the Althoff horses, animal groups and circus acts, Arnold is bringing in more talent. Already set is Leon de Rosseau, who presented his novelty high dive with the Ringling-Barnum circus in America this season. The show will bow in mid-December and run about six weeks.

HM Philly Biz Climbs After Slow Start

Hub, Toronto Dates Up 10%

PHILADELPHIA, Oct. 14. — Coming here to the 8,500-seat Arena for the 11th year under Lu Lu Temple Shrine auspices, Hamid-Morton Circus opened to light attendance Monday (9) because of a day-long rain. Crowds built thru the week, however, and virtual sellouts were assured for performances yesterday (13) and today's finale.

Swelling attendance during the week was a special party for 2,000, with arrangements made by Omer J. Kenyon. Also with the show is Len Humphries, acting as assistant to Col. Robert C. (Bob) Morton.

Attendance for the seven-day run at Boston Garden, which ended September 30, was up 10 per cent over last year's Hub business, Morton said. Also 10 per cent over 1949 was org's 18th annual showing at Maple Leaf Gardens, Toronto, October 2-7.

11 Performances

Stand here listed four matinees (none on Monday and Tuesday), with six night performances, plus an added show this morning to handle an influx of children. Gate was scaled from 65 cents, including tax, for children, to a \$2.50 reserved seat top.

Returns from Boston and Toronto dates and advance sales for this stand and the next date at Atlanta, indicated a season as good or better than 1949, Morton said. Show begins a 10-day date at the Auditorium, Atlanta, November 10 and then heads South, hitting the Orange Bowl, Miami, followed by dates at Palm Beach, Fla., and Memphis.

Two Police Dates

Heading West, org will be the first circus to play the new Arena in Milwaukee, where it will mark its 14th year under Shrine auspices. It plays under police auspices in Kansas City, Mo., and Wichita, Kan., and then returns to the Shrine banner for dates at Buffalo, Washington, Altoona and Harrisburg, Pa.; the Forum, Montreal and Sussex Armory, Newark, N. J.

Open-air dates follow at Virginia State Fairgrounds, Richmond, under police auspices, and New Memorial Stadium, Baltimore, for Tall Cedars of Lebanon.

Pleasing Performance

Out for the first time with the show is Ann Gay, woman lion tamer with

Polack Unit Draws Good Denver Start

DENVER, Oct. 14.—Attendance at Polack Bros.' Western unit at the City Auditorium here this week made it apparent that the six-day run ending Saturday (14) would top last year's.

Business was sparked by a capacity house Monday night (9), the strongest opener in the nine years Polack has played the local Shrine date. Show's bulls and clowns appeared in a Shrine parade on opening night. George W. Westerman handled advance promotion and reported a substantial increase. He moves to Springfield, Ill., for his final date of the year in mid-November.

Polack is jumping eastward in long strides. The 1,500-mile run here from Los Angeles was made without mishap. Next stand is Little Rock.

Dick Clements' jungle beasts. Also with the circus are the Triska Troupe, high wire; Amandis Ricardis Troupe, teeterboard, and Miss Garcia, wire walker.

Returning are Roland Tiebor's trained seals and Joe Basile's Madison Square Garden Band. All acts were well received here.

California Aerial Ballet opened the show, topped by Myrian France, and followed by Dick Clements' lions and Dobritsch and Dobritsch, aerialists. Clown alley has Jerry Bangs and Sa So, producers, and Collins, Thomas and Thomas, Lewis and Company.

Canines Plentiful

For the next display, Janet's pony and dog circus held the center stage, with Bell Ray's educated dogs in Ring I and the Gonzales Sisters and their dogs in Ring 3. Ricardy and Ricardy, pantomime comics, represented display eight.

Janet and Paul, aerialists (9); Cooper's Liberty horses (10); Rudy Rudynoff Trio, horsemen (11); Tiny and Hig Gang, clown alley, produced by Jerry Bangs and Sa So (12); the Eight Aeriolettes in web routines, featuring La Paloma (13); Helen Haag's chimps (14), and the Triska Troupe (15), brought the show to intermission.

Clowns started off the second half, including Thomas and Thomas, Collins, Sa So, Lewis and Company and Billy Rice (16); the Amandis Ricardis (17); La Belle comedy acros (18); Roland Tiebor's seals (19); Miss Garcia (20); Collins contortion clowns, Trampoline Wonders and the Zoppe ladder balancers (21); Hamid-Morton baby elephants, trained by Joe Hansen (22). Finish was provided by Flying Hartzells and Flying Romans.

UNDER THE MARQUEE

Bill Kay, recent addition to the promotional staff of Polack Bros.' Eastern Unit, was in charge of org's advance promotion at New Bern, N. C., under Shrine auspices. Kay formerly was with the Western Unit. . . . Charlie Campbell, general agent of Howard Ingram's Ameri-Congo Animal Expedition the past season, is with Briggs Manufacturing Company and making his home in Detroit. He visited Al Wagner's Cavalcade of Amusements during the Michigan State Fair.

Difficulty of getting good men is understood by circus managers and ballet gals.

Ray Smith is working school tickets on the Beatty show since finishing duties as contracting agent ahead of the show. William M. Moore, Beatty's general agent, recently moved to Jackson, Miss., after a stay in Atlanta. . . . Eddie Howe, press rep for Beatty, was subject of a news article in The Charleston, S. C. Post recently. Piece mentioned that Howe got his training under the GI Bill and it boosted the Beatty show strongly. . . . Ed C. Learmonth, of Learmonth Chimps and

pony and elephant acts, last week gave two of seven surplus chimps to Griffith Park Zoo in Los Angeles. . . . John W. (Pop) Barrett, formerly with Hagenbeck-Wallace and other shows and now of Philadelphia, played the Detroit Hobby Show with his model circus and carnival. Barrett plans to troupe the display regularly.

Good boss canvassman never shows partiality. To be fair he should insult all help alike.

J. C. (Chubby) Guilfoyle animal trainer, who reports that he trained Clyde Beatty, Manuel King, Marjorie Kemp and others, has framed an act comprised of 19 lions and lionesses at the World Jungle Compound, Thousand Oaks, Calif. Act is presented by Ray Anthony.

On shows where knocking isn't allowed, the troupers don't get the benefits of others' ideas.

Glenn McIntosh's Monkey Circus closed a successful season on Hennies Bros.' Shows in Birmingham (See Under the Marquee on page 69)



ACROBATIC TRIO



JEANIE—FOREMOST CONTORTIONIST



LOWELL—COME-IN AND PRODUCING CLOWN

THE KRIEL FAMILY
AT LIBERTY FOR INDOOR DATES AND 1951 OUTDOOR SEASON

- TRAMPOLINE
- ROLLING GLOBE
- TIGHT WIRE
- TWO CLOWNS
- MUSICIANS
- TAP DANCERS
- ACROBATS
- CONTORTIONIST

Permanent Address: IOWA CITY, IOWA or En Route COLE-WALTERS CIRCUS

HIGHLY TRAINED LIONS AND TIGERS FOR SALE

Entire Act or a Part Thereof
Six Tigers and Three Lions, formerly the Alfred Court Wild Animal Act. For the past six years known as the Benson Wild Animal Farm Lion and Tiger Act, trained by Joe Walch. Traveling Cages and Arena included.

For further information write
BENSON WILD ANIMAL FARM
HUDSON, N. H., OR TELEPHONE NASHUA, N. H., 985

CIRCUS ACTS WANTED FOR TUESDAY, OCT. 31

For special Moose Lodge Free Circus for Kids on Halloween Night at Porter Stadium, Macon, Ga. Lodge is giving circus free without any commercial angles, with City of Macon donating use of Stadium. Can use Circus Acts of all kinds except Elephants and Horses. Especially desire Acts with appeal to children. Acts budget necessarily low but can offer profitable one night's work to acts laying off in Georgia or nearby.

PAUL M. CONAWAY, Chairman Moose Circus
6 WASHINGTON BLOCK MACON, GA.

ACTS WANTED

Elephant Act, Animal Acts, Act To Feature, Family Acts That Double. Clowns, Comedy and Novelty Acts, Hammond Organist (Own Organ).
30-WEEK SEASON 1951

State lowest salary and send photos, which will be returned.

Write BOX D-443, c/o Billboard, Cincinnati 22, O.

PAGE BROS.' CIRCUS

OPENING SPRINGFIELD, TENN., OCT. 21—GOING SOUTH

Want Agent; C. C. Lesure, Fred Lambert, wire. Acts doing 2 of more, Dogs and Ponies; Henry, wire, Jis Band and Acts for Side Shows. Working Men in all departments. Grab Outfit on trailer. Mr. Peach and Corn Crib, answer. All Concessions open.
W. E. (SHOTGUN) PAGE, Mgr.

ACTS WANTED
FOR MY 1951
FAIRS AND CIRCUSES
ERNIE YOUNG
203 N. WABASH,
CHICAGO 1, ILL.

PHONE MEN
Program & Tickets
For Police
INDOOR REVIEW AND CIRCUS
and
CHRISTMAS FUND CAMPAIGN
For Underprivileged Children, Nov. 24-25,
Milos, Michigan
Only sober and reliable need apply. No
time to elude.
Wire or phone (not collect) or see me in
person.
Have plenty good work for good phonemen.
TOMMY SACCO
203 N. Wabash Ave. CHICAGO, ILL.
Phone: ANdover 3-6113

PHONE SALESMAN
Openings for experienced Telephone Sales-
men who can sell Labor Deal for Country's
outstanding labor publication. Steady,
year-round work for producers. Just starting
Christmas Edition. No collect calls or
telegrams accepted.
THE LABOR UNION NEWSPAPER
308-10 Finance Bldg. Cleveland, Ohio
Main 1-8731

FOR SALE—\$15,000.00
Account health, will sell now or end of
season the best piece of show property in
the business for less than half of original
cost, the Ameri-Conko Animal Expedition.
Trucks, all animals, light plants, new canvas,
everything complete, elephant and all large
animals. No junk. Come see in operation.
HOWARD INGRAM
West Blocton, Oct. 19; Montevallo, 20-21
Columbiana, 22-24; all Alabama.
Permanent address: Sarasota, Fla.

CAN USE
Family doing two or more Acts, if possible
with several girls, starting in December and
March. Twenty weeks' duration each troupe.
CHAS. L. SASSE
18 Kennedy Road Morris Plains, N. J.

PHONEMEN
Savannah, Ga., Merchants Stage Show and
Ball. Office opens Monday, October 23.
Standard commission on Banners, Tickets,
Book. Contact:
ARDELL
John Wesley Hotel after October 21st.

TWO PHONEMEN
U.P.C. Tickets. 25%. V.F.W. deal just
starting. Eight weeks to go. Go to work now.
BILL KRAFT
Phone: ADams 0504 Dayton, Ohio

**OSCAR WILEY and
LARRY CARLTON**
CONTACT
SI RUBENS
ROGERS BROS. CIRCUS
Laurel, Miss., Oct. 17; Hattiesburg, 18; Chick-
saw, Ala., 19; or per route.

PHONE MEN
Official Labor Newspaper. Top commissions—
steady work. Each salesman has private office.
ONLY experienced Phone Salesmen on LABOR
need apply.
A. R. Campbell, Mgr.
4816 E. Thompson St. Philadelphia 37, Pa.
Phone: CUmberland 8-3600

WANT CIRCUS
Contract for next July 4th. Homecoming Celebration,
American Legion Post 117, Contact:
GUY B. MEADE JR.
P. O. BOX 783 PAINTSVILLE, KY.

DRESSING ROOM GOSSIP

Clyde Beatty

The days are still plenty warm but nights are getting cool. A lot of the folks are looking at road maps. Business has held up well. We had capacity in Charleston, S. C., and Savannah. At Savannah Clyde Beatty did some sea fishing and came back with a large string of fish. Anne and Marsha Larkins spent a four-day vacation in Macon, Ga. Willard Isley was the guest of Mr. and Mrs. Pete Thomas in Columbia, S. C. Mrs. Thomas and Willard trouped together on the Curtis-Shankland rep company for nine years. Chick Sherman and Ralph Browning celebrated birthdays and had concession personnel to a dinner at the White Coffee Shop in Valdosta, Ga. George Davis tells me that the race for the cookhouse flag is going to be a close one this year. It is all because George has been serving such good meals.

Frank J. Lee, general press agent, reported a peculiar coincidence. The other day when he walked into a radio station in Fairmount, W. Va., and introduced himself, the manager of the station stated, "I am also Frank J. Lee." Frank advises that Mrs. Lee, who has been with him on the advance, planned home to San Antonio. Sunday off in Macon brought back memories for a lot of people. Bernie Griggs spent most of the day going thru the old quarters of the Sparks show. Barbara Weir has been doubling in the Hawaiian troupe. Harry (Scranton) Moran has removed the cast from his leg and is doing well with the aid of a cane. Recent visitors: Happy Holmes and Fred Wenzel.—LAURENCE CROSS.

Mills Bros.

Billy Hudson and Leonard (Bud) Schreiner joined clown alley. Ed Burrige replaced Johnny Lower on bass drum in the band. Lower has been called into military service. Ernest Thompson, clarinetist, sat in with the band again at Hyattsville and Alexandria, Va.

CFA group at Hagerstown, Md., entertained the personnel at a showing of circus slides after the night show. Arthur Harbaugh's daughter rode an elephant in spec. Ralph Spidell spent several days on the show, as did Authoress Clare Fawcett and Joe Scharoun, formerly of Segl Bros' Circus. Dr. William Mann, National Zoo director attended night shows at Hyattsville and Alexandria. Attorney Melvin D. Hilbreth visited at Alexandria, as did Bumpy Anthony, Henry J. Frank, Bill Wetmore and Wesley LaPearl. The Ricketts, Larry Denner, Chief White Eagle and Clowns Jack LaPearl, Bill Bailey, Steve Crowe and Bill Hudson staged benefit performances at the Fort Belvoir Hospital.

Visitors included Whitey Gorsueh, Mr. and Mrs. Vin Carey, Mearl Johnson, Jim Carter, Hans Lederer, Ray Brison Sr. and Jr., Leonard Sangston and Mr. Hayward.

Biller Bros.

The day in Albany, Ga., was a big one for parties. Mrs. William Cowan gave a baby shower and luncheon for Betty Biller. Then Mrs. Cowan was given a going-away party in the dressing room. Mom Morales is kept busy making new wardrobes for Grace and Ronna McIntosh. Rita Biller has turned out some beautiful clown collars for Horace Laird.

Thomas Emerick joined to help Guy Pridmore in the cookhouse. Jack Todd is helping Pete Marsh and Natchez in the candy floss stand. Mrs. Emerson and Miss Smith recently were visited by their cousin, Albert Parson of Camp Garden, Ala. Harvey Foster visited the show last week and we all were surprised to see him in uniform again.

The Phill Lofts visited in Albany, Ga. Shufflin Sam House and Noah and Ham Robinson visited Lockwood Lewis and his band in Eufaula, Ala. Charlie Norwalk and Rodger are

Ringling-Barnum

Show is in Louisiana following a successful tour of Texas. San Antonio lot was located next to the new bulldy-ing which show opened last year. Org had straw house there. Eob Dover worked on radio and television shows in addition to visiting his family in San Antonio. Udo Kurka showed his family around the lot there. The trains arrived in Houston early in the afternoon and lot again was located at Buffalo Stadium. Despite a big football game on Saturday, show did well. Dave Murphy was a house guest of Frank J. Walter, CFA, at Houston. Astrid F ankin made her debut in the web number An'nette Zoppe, Hilda Burkhardt and Hilda Alzana Pinceman celebrated birthdays with parties. Congratulations were tendered Mr. and Mrs. Anderson and Mr. and Mrs. Herring on the recent birth of their daughters.

Frankie Saluto is still president of the Free Roll Club. Visitors included John Wright and daughter, Mr. and Mrs. Bill Valentine and son, Billy Archibald, Sonny Williams, Doc Henderson's son and daughter, Leo Lyons. Frank Walter, Mr. and Mrs. Carroll Jacobs, Shotgun Eagan, Alma Taylor James, Margaret McGuire and Tom Scaperlanda.

Martha Hunter takes daily strolls with the baby gorillas. Bill Warner is one of busiest men on the lot.—MARY JANE MILLER.

Siebrand Bros.

A day-long downpour ruined Children's Day at Eastern New Mexico State Fair, October 4, but the rest of the week was excellent. The circus did three shows a day there. Chubby Houseman, of the cookhouse, has re-joined the show. Ike and Stella Eiker, of Pendleton, Ore., and Mr. and Mrs. Eicker, Liberal, Kan., visited with Chubby in Roswell, N. M. Jack Houseman, son of Frenchy and Chubby, has decided to settle in Pocatello, Idaho, his bride's home. He has accepted a job as a brakeman on the railroad there.

Clara Hoffman is working on the candy floss stand. Harry Ross is recovering from a lip infection. Helen Ravell is putting in much time on the ladders. Rosa Patine's forgetting her spangled belt for the opening aerial number caused a near riot. Captain and Mrs. Clark have recovered from colds. Jack and Grace Fairburn took delivery on a new truck.—JOE HODGES HODGINI.

Polack Eastern

Tampa proved a big date with good business and many visitors. Show was augmented by the Great Arturo, high wire, and Cora Davis, traps. Victoria Zaccchini entertained several members of the show at her home.

Henry Kyes enseed a party given for the entire show by six birthday celebrators. They were Kyes, Albert Fleet, Dime Wilson, Fred Proper, Jack Harris and Henry Harston. Lola and Montes de Oca did a tango, Joannides danced and Billy Barton gave a song and dance.

Visitors included Larry Davis, Eggle Zaccchini, Katie Zaccchini, Mrs. Zaccchini, Willie Storey and wife, Mr. and Mrs. Charlie Deibrich, Joe Kessler, Mr. and Mrs. Archie Campbell, Mrs. Thea Borza, Mrs. Borza Sr., Betty Brasno and son, Mitzi Fein, the Cristianis, Polldor, Shirley and Ray Charlton, Johnny and Phyllis Gibson, Juanita Lopez, Beatrice Dante, Joe Fiore, Tige Hale, Mr. and Mrs. Fred Bradna, Mr. Sullivano, of the Museum of the American Circus, Dave Nemo, Rose Washington, Jack Sparrowhawk, Joyce Kronk, Harry Paroff, Lola Morales Lamb and daughter, Gertie Bell, Canistrelli, Lock Holt, Mr. and Mrs. Tripoli Palide and Lou Rosen.—IRENE LAFFERTY.

newcomers to the show. Reggie Repert has returned to her home in Florida.—IRA GASKILL.

Polack Western

Before we left Los Angeles a party was given for the personnel by Jo and Slivers Madison and his sister, Mrs. Madison M. Hopes. Attending were Eddie and Yvette Kohl, Gus and Betty Bell, Eddie and Dottie Ward, Harold Ward, Milie Keathley, Honey and Walter Shyretto, Huddy La Lage, Mr. Wolf, Gulstino Loyal, Julius Loyal, Ray and Zetta Perez, Terry Collins, Cento and Albertina Cotarzy, Joe and Estrina Gailaso, Hubert Castle, Ross and Mary Paul, Rudy Docky, Don Edwards, Joe and Chester Sherman, Harry Dann, Bobby Kellogg, Billy Griffin, Virginia Powell, Mr. and Mrs. Parley Baer, Mrs. Elizabeth Clarke, Irma and Charles Arley, Bernard and Ingrid Zenner; Mr. and Mrs. Alfredo Landon and the Landon midgets, Mike, Victor and Nino; Fred and Jean Merkle, Frenchy Durant, Amy Burkhalter and Ethel Freeman.

Mable Stark, who was confined to the hospital during our stay in Los Angeles, has been released and will leave some time this month for an eight-month tour of South America with her tiger act.

En route to LA from Denver, the writer and wife, Ethel, stayed over in North Hollywood for two days as guests of Mr. and Mrs. Parley Baer and Elizabeth Clarke. We also stopped in Las Vegas and Salt Lake City.

Harry Dann, Billy Griffin and Bobby Kellogg were recent overnight guests of Jim Bixby. Show was shocked at the sudden death of Walter Majeski, who died recently in San Diego, Calif.

Recent visitors were Carlos and Etta Carreon; George Perkins and son, Terry; Betty and Phil Escalante, Denny Denham, Frank Doyle, Bill Dickerson, Tom Plank, Al Bruce, Bill and Siella Hamilton, Mark Smith, Earl and Hattie Shipley, Everett Hart, Howard and Thelma Bryant, Jack Joyce and family, Eddie Trees, Mable Stark, Jake Crumley, Otto Neise, Cesar De Liberto, Connie Wilson and the Black brothers and family.—FREDDIE FREEMAN.

Hartford Shriners

Sign Wirth Again

HARTFORD, Conn., Oct. 14.— Sphinx Shrine Temple here has set the week of April 2, 1951, as the date for its circus. Contract for the event went to the Frank Wirth office for the 15th year at a meeting of Shrine officials Tuesday (10).

For the first time in several years the show will be held in the local Armory. Harold Bonnick again will be general chairman, with Fred Ward entertainment committee chairman.

Rogers Org To Close October 30 in Florida

FT. MYERS, Fla., Oct. 14.—Rogers Bros' Circus will close October 30 at Leesburg, Fla., and make a 150-mile home run to winter quarters here.

This week the show has been in Mississippi and is ahead of the Beatty show in several spots. At Corinth, Miss., the Rogers org day and dated Royal Crown Shows. Weather and business have been good.

Wilson Leaving White Tops For Try at Publishing Biz

TAMPA, Oct. 14.—Gardner Wilson, press agent for many years with Ringling-Barnum circus, has been appointed advertising director for Florida Wildlife, a monthly publication issued by the State. The magazine only recently opened its columns to advertisers.

Bill Snyder, editor in chief and former showman, is responsible for the changed format.

Hemet, Calif., Pull Dips as Mercury Takes Coaster Ride

HEMET, Calif., Oct. 14.—With a change from cold winds to temperatures around 100 degrees, the 1950 Farmers Fair and Festival ended its five-day run here Sunday (8) well ahead of 1949. The event reported 27,000 paid admissions as compared with 23,000 last year.

A feature was professional wrestling held on Thursday, second night of the run. While this was the first time the sport was featured at the fair, the results were satisfactory.

Two new buildings—livestock barn for the junior fair and an armory—were used this year. The latter was dedicated at ceremonies held opening day. Both structures are approximately 80 by 160 feet.

Crafts 20 Big Shows played the midway.

Harry Hoffman handled publicity for the fair.

Richmond Gate Dips Below '49; Weather Hurts

RICHMOND, Va., Oct. 14.—Marred by bad weather at the finale, Saturday (7), Atlantic Rural Exposition closed its 10-day run here with attendance almost 20,000 short of the 305,538 total registered last year.

Closing day drew 43,602 persons, about 3,000 short of the 1949 figure for the same day. Over-all attendance for this year's event was 285,820.

Despite the drop in attendance, fair officials said they were not disappointed and looked for a bigger fair in 1951. With admission for adults pegged at 50 cents, of which 8 cents was tax, they said gate receipts for the first eight days hit \$87,883.32. Children under 12 were admitted free.

Trenton Tops 1949 Figures

TRENTON, N. J., Oct. 14.—Final accounting is expected to show that New Jersey State Fair topped the 1949 event by a substantial margin, Manager Norman Marshall reports.

Bad weather curtailed activities thruout most of the nine-day event and held grosses down in some departments. Night grandstand offerings suffered the most since the weather was cool and damp.

Principal increase was in attendance which surpassed last year's gate, Marshall said. Crowds reached record proportions on several days. Kids' day was particularly successful. A second children's day, catering to moppets from thruout the State, was inaugurated with considerable success. It will be continued as a standard feature. This year, for the first time, parochial schools in the area suspended classes. This resulted in a considerable increase in moppet patronage.

Regina Honors Sinton
REGINA, Sask., Oct. 14.—An exhibition director since the first fair was held in Regina in 1884, Robert Sinton, 96, was presented with an honorary director's badge at a recent board meeting. Sinton continues an active member of the fair board and seldom misses a meeting.

Ideal Weather Ups Danbury

Gate hits 123,141 paid to top '49 by 2,776—record is missed by only 4,500

DANBURY, Conn., Oct. 14.—Aided by excellent weather, nine-day Danbury Fair closed Sunday (8) with attendance hitting 123,141, 2,776 above last year's mark. Finale saw 20,917 at the event, while Saturday (7) drew 19,743. Comparative figures follow:

	1950	1949
Saturday (30)	11,169	11,483
Sunday (1)	36,086	30,935
Monday (2)	4,929	6,818
Tuesday (3)	7,069	6,113
Wednesday (4)	8,295	6,346
Thursday (5)	8,161	10,183
Friday (6)	6,772	5,892
Saturday (7)	19,743	21,887
Sunday (8)	20,917	20,708
TOTALS	123,141	120,365

As in the past, Danbury was restricted to daytime operation. Free attractions were stressed at the annual, with 77 being offered at an over-all price of \$1.20 for adults and 60 cents for children. Parking was free. The same price scale was in effect at the grandstand, which featured circus and variety acts and animals from Hunt Bros. Circus. O. C. Buck Shows had the midway.

This year's gate figure represented the largest attendance for Danbury since the 1946 record, when 127,765 turned out. Fair officials termed this year's run one of the most successful to date. Fair is under direction of General Manager John W. Leahy, assisted by C. Irving Jarvis.

Ventura, Calif., Gate Jumps 12%; Attracts 90,800

VENTURA, Calif., Oct. 14.—The four-day run of Ventura County Fair ended here Sunday (8) with total attendance of 90,800 or 12 per cent over 1949. Event was favored with generally good weather, getting cold only on the next to closing day.

Headed by L. E. Ver Husen, secretary-manager, the event went all-out on advance promotion. The publicity campaign was handled by Alpin & Dudley for the first time. Pre-fair bally included 60,000 place mats, 2,000 window cards, 1,500 rodeo cards and 1,750 bumper strips. Daily spots from September 15 were used on KVEN and KVVU. The radio stations also did remotes from the grounds.

Two 160 by 147-foot quonset type buildings were debuted. These were used for commercial arts and the women's divisions and educational displays. Agricultural exhibits were reported up 50 per cent over 1949 and heavy implement displays on a par with previous years.

Entertainment in the free outdoor theater was booked for the fifth year by Adele Walker, of the AAA Theatrical Agency, Hollywood. In the show were George West, emcee and musical novelties; Johnny Romero, juggling; Rolling Robinsons, skating; Ames and Arno, knockabout comedy, and the Song Brokers, male quartet. Square dancing, horse show and rodeo, the latter on Saturday night and Sunday afternoon, were featured. The BBB Puppeters also appeared,

Attention, Bookers!

CHICAGO, Oct. 14.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1.

Charlotte Gate Hits 250,000 For New High

Ideal Weather Helpful

CHARLOTTE, N. C., Oct. 14.—Ninth annual Southern States Fair ended its five-day run here Saturday (7) with attendance reaching a record 250,000, according to Dr. J. S. Dorton, fair president and general manager.

Final day attendance set a single-day record. Weather was good thruout. Dorton said the event was by far the most successful yet staged, both in attendance and agricultural achievements.

An overflow grandstand crowd saw big car races staged by Sam Nunis the final afternoon, while a throng equally large caught the last night presentation of the George A. Hamid revue. Fair officials estimated that about \$12,000 in prize money was awarded.

Jackson, Miss., Tops '49 Gate First 4 Days

JACKSON, Miss., Oct. 14.—Mississippi A. & I. State Fair, thru Thursday (12), fourth of its six-day run, was topping '49 attendance by an estimated 50,000 and expected to out-pace last year by closing time tonight. Annual, which operates with a free gate, was this year pared down from seven to six days.

Grandstand business, featuring a revue, plus acts, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, is drawing crowds equal to last year. Royal American Shows, aided by the larger crowds and ideal weather, are reportedly racking up '49-topping midway grosses.

Immediately after some flood-control work on the grounds is finished, the fair board is planning to start construction of two new livestock buildings to cost an estimated \$125,000. Additional space is needed, as the annual was this year forced to use five tents to care for overflow entries in livestock classes.

rounding out their fifth consecutive year here.

Midway attraction again was Foley & Burk Shows.

Fresno Three Added Days Up Tab by 20,239

216,092 Pull in Nine Days

FRESNO, Calif., Oct. 14.—Nine-day Fresno District Fair closed Sunday (8) with a total attendance of 216,092, an increase of 20,239 over 1949's six-day run. This year's extended run gave the event two week-ends rather than the customary one.

Comparative daily figures follow:

	1950	1949
First Day (30) ..	24,716	31,248
Second Day (1) ..	34,455	36,135
Third Day (2) ..	11,040	36,122
Fourth Day (3) ..	32,689	19,598
Fifth Day (4) ..	32,512	41,883
Sixth Day (5) ..	13,237	28,869
Seventh Day (6) ..	13,081	
Eighth Day (7) ..	29,486	
Ninth Day (8) ..	24,877	

Total

216,092 195,853
Drawing an attendance comparison is difficult for the fair opened this year on a Saturday as against a Tuesday in former years. On the basis of day-by-day comparison, the turnstile clickers of this year from Tuesday to closing totaled 145,881 or a loss of 49,972 visitors. The loss percentagewise, figured this way, is about 26 per cent.

Thru the extension of the run, the fair had seven instead of five days of racing. The seven-day handle was \$799,124, surpassing the 1949 figure of \$515,351. The windows picked up an additional \$283,773 in the two extra days. Closing race day, Saturday (7), had a wagering total of \$185,765, which beat 1949's same day of \$163,351. Grandstand attendance for the events was set at 40,860.

Tuesday and Wednesday (3-4) were Kids' Days with those of the city schools taking over the first day and the county students the second day. Tuesday's kid attendance was said to have been 14,937, with an estimated 10,000 on Wednesday.

Ferris Greater Shows was featured on the midway. Rides from Superior Shows were used to augment the Ferris line-up.

Calgary Arena Near Completion

CALGARY, Alta., Oct. 14.—Work is nearing completion of the new \$1,500,000 arena being built here by the Calgary Exhibition and Stampede and the building will be ready in time to accommodate this winter's schedule of hockey games.

The steel and concrete structure will seat 9,800 and will be second only to Maple Gardens in Toronto, according to J. Charles Yule, general manager of the exhibition.

Reserved seats will be of the same type as used in the Canadian National Exhibition grandstand at Toronto. The roof is supported by curved steel girders with no posts to obstruct the customer's view. Besides hockey, arena will be used for livestock shows, conventions, concerts and public gatherings.

CRESO, Ia., Oct. 14.—Howard County Fair here wound up with a net profit of \$2,398, annual's financial statement disclosed. Gross receipts were \$15,055.92, with \$10,064.42 of this from front gate admissions.

For News About **The** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Weather Aids W-S Annual To Peak Gate

New Plant Is Started

WINSTON-SALEM, N. C., Oct. 14.—A possible record gate was in the offing as the Winston-Salem Fair entered its final session today. The annual is enjoying the best weather it has had during the past several years, and crowds of 30,000 or more have daily taxed capacity of the plant which will be abandoned at the end of this running for a new location now under construction.

The new grounds are less than a mile from the present site and located in the county. The possibility of expanding the present plant, which is within city limits, was voided some years ago by encroachment of adjoining developments.

New Developments

A race track and a foundation for the grandstand have already been started at the new location. Officials are confident that all necessary units, including planned exhibit buildings, will be ready for the staging of the 1951 event.

Fine weather on opening Tuesday (10) drew a crowd in excess of 30,000. Manager Thomas S. Blum estimated. Patrons came early and stayed late to pack the 3,400-seat grandstand for the night performance of George A. Hamid's *Showtime Revue*. Frank Bergen reported that the gross of his World of Mirth Shows on the midway was considerably ahead of last year.

Hamid acts in the grandstand shows included the Zoppe Zavatta Troupe, riding; Brick Brothers and Gloria, trampoline, and Sensational Brunos, high wire. Fireworks were presented by Tony Vitale.

Trotting races were featured afternoons.

Wirth Show Clicks At Frederick, Md.

FREDERICK, Md., Oct. 14.—With attractions, revue and band booked by the Frank Wirth office, New York, the Frederick Fair concluded a successful run here Tuesday (3)-Saturday (7).

According to president Frank Stauffer, the Wirth talent drew record-breaking crowds for night grandstand shows. Irish Horan's thrill show also proved a strong draw.

Clarinda, Ia., Annual Plans New Youth Building

CLARINDA, Ia., Oct. 14.—The Page County Fair here will go ahead with plans for a new 4-H and FFA exhibition building as the result of the deeding to the fair by the city council of three lots, part of a vacated street and some buildings.

The new hall will be financed by contributions from county residents.

Chet Howell Leaves Hospital

CHESANING, Mich., Oct. 14.—C. M. (Chet) Howell, veteran officer of the Michigan Association of Fairs, returned to his home here recently after eight months in a hospital. Howell underwent five operations as the result of injuries sustained in an auto accident.



Meetings of Fair Assns.

Association of Tennessee Fairs, Read House, Chattanooga, November 17-18. Maude H. Atwood, Chattanooga, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 27-29. Frank H. Kingman, Brockton, Mass., secretary.

Washington Fairs Association, New Washington Hotel, Seattle, December 7-8. Charles T. Mcenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Western Fairs Association, Hotel Californian, Fresno, Calif., November 14-16.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin, P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett E. Ehart, Stafford.

Ohio Fair Managers' Association, Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo E. Singleton, Jefferson City, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North St. Paul.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23 24. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Fight To Shift '53 West Coast Expo In Court

SAN DIEGO, Oct. 14.—Altho plans for the proposed 1953 World Progress Exposition are at a standstill because of the Korean situation, Mission Beach's fight to have the scene shifted there from Balboa Park has reached Superior Court.

Action to restrain the city from using Balboa Park has been taken by Mission Beach residents, who want the expo held at Mission Bay Aquatic Park.

Suit sets forth that the city, by council resolution May 26, 1888, and action taken on that same day and subsequently ratified by the State Legislature, dedicated the park "for the use of the citizens for a public park" and "for no other or different purpose."

Complaint further states that the present city charter provides that there shall be no change in the use of park lands except by permission of the State and by a two-thirds vote of the people.

Mission Beachers are attacking the use of Balboa Park on the ground that the public would be deprived of free use of Laurel Street within the park. They also emphasize that in their city there is ample parking space and attractions of world-wide interest.

Bringing the suit were Chapman Grant, I. N. Lawson Jr., and Marian Walker, officers of the Park Protective Association, Mission Beach.

Bainbridge Changes Date

BAINBRIDGE, Ga., Oct. 14.—Dates for the Decatur County Fair here have been postponed to November 6-11, it was announced this week by T. E. Rich, secretary. Rich said he believed the change advisable because of the lateness of crops in this area. 11th Shows will be on the midway.

140,086 at Lubbock Sets 15-Year Mark; 'Panorama' Attracts

LUBBOCK, Tex., Oct. 14.—The 33d Annual Panhandle South Plains Fair of Texas closed October 7 with a final day attendance of 21,738 which upped the total to 140,086 for the six-day run. Attendance broke a 15-year record and was exceeded only by 145,273 in 1935 and 141,610 in 1934. Officials proclaimed the mid-century fair the biggest in local history from the standpoint of premiums, exhibits and entertainment.

Main entertainment was a gigantic spectacle, *Panorama of the Plains*, presented every night except Friday before the grandstand. The production, using local talent, had a 1,000-person cast on a 300-foot stage in period costumes. It was produced and directed by the John B. Rogers Producing Company, Fostoria, O. Free acts presented each afternoon were the Three Glens, gymnasts; Balabanow Duo, accordion and dancing, and the Belmont Brothers, jugglers, supplied by Barnes-Carruthers Theatrical Enterprises, Chicago. The Bill Hames Shows furnished the midway.

Attendance for five nights of *Panorama* totaled over 15,000 persons. About that same number attended matinees. A fireworks display was staged after each night's performance by Paramount Fireworks Company, Texarkana, Tex.

The fair was one of the most expensive in South Plains history. *Panorama* cost upwards of \$15,000, and premiums totaled over \$12,500. In addition, over \$25,000 was spent in improvements to the grounds.

Guests of honor opening day were State Attorney General Price Daniel and State Commissioner of Agriculture John C. White, who led the Parade of Progress and crowned the two queens. The queens will be awarded expense-paid trips to Havana or \$500 cash.

200,000 Plus Predicted for Spartanburg

Gate Runs Ahead of '49

SPARTANBURG, S. C., Oct. 14.—With perfect shirt-sleeve weather prevailing, the Piedmont Interstate Fair here, which began Monday (9) and ends today (14) was headed for a new gate record, according to fair Secretary Tom Craig Moore. Last year's attendance figure was about 200,000 persons, he said.

Fair official yesterday (13) estimated the week's crowds as follows: Monday, 35,000; Tuesday, 33,000; Wednesday, 35,000, and Thursday, 28,000. Figures for yesterday were not available, but Moore said he was depending on it and today to put the event's attendance mark ahead of '49.

Cetin & Wilson Shows, occupying the midway, were racking up grosses ahead of last year, according to Moore, the exact figures again were not available. A George A. Hamid revue, *Fantasies of 1950*, provided grandstand shows and drew heavy throngs, Moore said.

Cetin & Wilson show train was late in arriving and it was Tuesday before all units were in full operation and the fun zone embellishments were complete. The delay was caused when one of the show wagons partially jumped the side of a flat car, necessitating its being jacked back to the runs.

Annual is rating only scant attention in the local press. Treatment has run hot and cold for a number of years.

Lethbridge Earmarks 10G For Plant Improvements

LETHBRIDGE, Alta., Oct. 14.—Lethbridge and District Exhibition here has mapped a \$10,000 plant improvement program for next year to include the addition of 2,000 feet of link mesh steel fence, 650 feet of eight-foot aluminum fence, re-wiring of the commercial building and establishment of a new bus-loading site.

The board also is planning to purchase aluminum sheets for construction of a covered show and sales ring.

Weather and Short Harvest Cuts Yuba City Gate 18.2%

YUBA CITY, Calif., Oct. 14.—A combination of cold weather and a short harvest cut attendance 18.2 per cent at the three-day Yuba-Sutter Fair here. Event, which closed Sunday (1), drew 22,004, as compared with 26,879 in 1949.

Spending was reported off for Crafts Exposition Shows on the midway.

Bishopville Completes Plans

BISHOPVILLE, S. C., Oct. 14.—Lee County Fair Association this week completed plans for what Secretary W. L. King hopes will be one of the biggest events in this section. Annual will be held October 30-November 4 and arrangements have been made to award three automobiles on the grounds this year. Prell's World's Fair Shows have been awarded the midway contract, King said.

For News About **The Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Regina Skeds 528G in Plant Improvements

Stadium To Get Heat

REGINA, Sask., Oct. 14—A plant improvement program costing \$528,120 will soon get under way at the Regina Exhibition grounds here, major projects being the installation of a heating system in the stadium and construction of a new livestock stable-sales arena. Go-ahead signal has been given by the city council, which must pass on all fair board expenditures.

The provincial government will underwrite part of the cost with \$100,000 paid over 12 years in the form of a pari-mutuel tax rebate and the federal government will pay the fair \$10,000 a year for 10 years by way of a grant. The rest of the cost is to be borne by the fair board.

Cost of the building and heating is to be \$488,620, with other expenditures, totaling \$39,500, planned by the fair for next year. The board has cash assets of \$375,000 and is estimating the difference will be made up on 1951 operations. A loan will be secured on the Dominion or provincial aid should the estimated revenue fail to materialize and should other cash be needed to carry on operations.

The livestock building, of steel and concrete, will be 224 by 192 feet. A theater-type lobby off the main entrance will lead into concession space and a sales ring. On two sides of the ring will be stable space for 500 head of livestock and the sales ring itself will have tiered seats for 1,800 and accommodations for various types of indoor entertainment. The building will replace several wood barns.

Beam Showing at Fryeburg Draws Heavy Press Layouts

FRYEBURG, Me., Oct. 14—Members of B. Ward Beam's thrill show staged their final performance of the season at the Fryeburg Fair October 1 before the largest crowd ever to attend opening day in the fair's 100-year history.

Press Agent Dick Sullivan handled flacking chores. Sullivan, who has acted as manager-announcer for the unit thru Pennsylvania, Ohio and Indiana, received heavy advance notices in area weeklies in addition to photo spreads in Portland dailies. A visit by the dardevil to the home of Clarence E. Mulford, Fryeburg, creator of Hopalong Cassidy, resulted in a four-column photo in *The Portland Sunday Herald*.

J. Howard Woodard, 81-year-old president of the fair, was given an ovation during the show as he donned a uniform of the Beam troupe and participated in an auto stunt. Woodard has been connected with the fair for 50 years.

WANTED

Thrill Show or Stock Car Racing Show for
S. C. STATE COLORED FAIR
 Saturday, October 28. Wire
DR. A. J. COLLINS
 1515 MARION ST. COLUMBIA, S. C.

LEE COUNTY FAIR

October 30 — November 4

Have Space in Main Exhibit Building for
PITCHMEN — DEMONSTRATORS — JEWELRY
 First come, first served. Wire or call for reservations.
 No collect calls or wires accepted.
 Address **W. L. KING, Secy.**
 Lee County Fair, Bishopville, S. C.

Under the Marquee

(Continued from page 65)

recently. Following a brief vacation the unit will begin its indoor dates. Personnel includes Glenn and Bess McIntosh, Ray Audette, Charles Stearns and Mrs. Sarah McIntosh. Recent visitors in Memphis included Mr. and Mrs. Joe Melroy, Mr. and Mrs. Tommy O'Brien and Tom Yanda. McIntosh reports that the show will not return to Michigan quarters, but will establish a permanent location in Florida.

Regardless of how many route cards one buys, we always have to ask, "Where do we go tomorrow?"

George Keller's wild animal act stopped off for four days at Tony Diani Buffalo Ranch winter quarters, Canton, O., before moving to Sioux City, Ia., for the Police Circus there. Keller will be back in Canton for 10 days before starting Shrine dates at Fort Worth and Dallas.

By the time a showman gets all the scenery worth seeing memorized, he prefers to sleep right past it.

Mr. and Mrs. Ed C. Brown visited Floyd King, Al Dean and the Christianis when King Bros.' Circus played Santa Ana, Calif. Brown was advance man for Howard and Floyd King when they had Gentry Bros.' and Walter L. Main shows on the road. . . . Elmer Simpson and Pat O'Grady saw the Ringling show in Dallas, and visited with Tex Copeland, Lou Jacobs and Frankie Saluto, . . . Eddie Harris cards that he will open with Barker Bros.' Circus in clown alley for the indoor season. . . . Major Roy Chapman, late of Dailey Bros.' Circus, is a patient in Veterans Hospital, Room 317, Marion, Ill.

Purpose of an occasional staff shake-up on any show is to keep its members from getting too comfortable.

Clifford H. Darling, promotional director for the Hamid-Morton Circus, underwent an operation for removal of his left kidney in Kings Daughters Hospital, Frankfort, Ky., October 4. Darling, who was injured September 2 when the auto which he was driving skidded on a wet pavement and went over a 15-foot embankment, had previously undergone an operation for a compound fracture of the left thigh and has been in a cast. A damaged kidney failed to respond to treatment. His condition is reported to be fair.

If we were to judge only by hearsay, a real boss cameraman puts it up and tears it down in uptown and downtown clothes.

Jack and Gladys Smuckler, the original Michigan Rubes, made a buying trip to Chicago for additional equipment for their act, after playing the Detroit Police Field Day for the 24th consecutive year. This was followed by a two-day homecoming at Alton, Mich. Jack entered New Grace Hospital, Detroit, to undergo an operation on his first day back home.

To avoid getting the reputation of being a disorganizer, the wise troupe repeats loudly, at least 15 times a day, "This is the best show in the country."

Sock Grid Attractions Seen Upping Dallas to New High; Sight 2,225,000 for 16 Days

"South Pacific," Icer, Midway Register Whopping Business

(Continued from page 56)

Toronto count is the largest single day at any annual expo in the world.

Three out of four of the nation's top rated college teams will play today in an unprecedented grid program. Texas is due to meet Oklahoma in the afternoon, and Southern Methodist is to play Oklahoma A. & M. at night. SMU is ranked No. 2 nationally; Oklahoma is No. 3 and Texas is No. 4. All four teams go into the stadium undefeated. Texas-Oklahoma clash was sold out months ago and the SMU-Oklahoma Aggie game was expected to be near sell-out by game time. Cotton Bowl capacity is 75,347.

Given a normal Saturday fair crowd attendance Saturday (14) was expected to hit at least 300,000 and possibly as high as 340,000. Biggest problem the fair and police department faced was traffic. At least 60,000 out-of-town cars were expected to be on Dallas streets. Fair officials were afraid traffic crush might scare off some fairgoers.

Tomorrow (15) figures to be the second biggest day of the fair.

Record Negro Day Seen

Negro Day, Monday (16) is expected to hit a new peak because both elementary and high schools will have a holiday. Feature will be the football game between Wiley College and Prairie View A. & M.

All-Negro show topped by Eddie (Rochester) Anderson and Erskine Hawkins band played three performances in Casino Monday (9) to disappointing crowds, reason being that few Negroes actually showed up. Most preferred to wait until second big Negro Day.

Velare Wheel Scores

In spite of comparatively small attendance opening day (7), midway operators reported good biz. Ray Marsh Brydon, general manager of Associated Independent Midway Operators, reported that crowd was spending more freely than any midway crowd since Dallas Day in 1946. That day, said Brydon, midway grossed \$35,000. He estimated Saturday (7) comparatively light. Sally Rand show played 18 shows and grossed around \$5,000 opening day. Show has new tent with 1,700 capacity and unfurled a new show with Texas twist for expo. Velare Brothers' Sky Wheel was doing expected big business, riding more than 10,000 Saturday (7).

Diamond Garter, theater-restaurant seating 1,600, has been doing good biz with production of the *Drunkard's Daughter* and continuous entertainment in between. Show will be presented six times today in place of customary two performances.

South Pacific opened in the auditorium with \$325,000 in advance ticket sales to play 24 performances, with matinees Saturdays, Sundays and Thursdays. Performances thru Thursday (12) were all capacity or near capacity, with only cheaper top-of-balcony seats going unsold. Fair plans to put extra seats in back of auditorium to take care of demand for seats downstairs. Auditorium seats 4,300.

Icer Turns 'Em Away

Ice Cycles, premiering 1951 show, has had consistently good houses in the 6,000-seat ice arena, with turn-away crowds on week-ends and Thursday (12). Icer plays nightly performances thruout fair, with matinees Saturdays and Sundays and Dallas Day (12).

Chrysler kiltie band was proving a big attraction, playing shows on Magnolia Midway stage, leading

nightly parade and playing for special events, as well as giving regular shows at Chrysler-Plymouth exhibit in auto building. Bagpipe band is making its first trip to Southwest and has gone over big.

Play Up Atomic Exhibit

Science Show, with exhibits from American Museum of Atomic Energy, Oak Ridge, Tenn.; Radio Corporation of America, and General Electric, is drawing good crowds in newly named science building. Livestock shows were routine first week, but the All-American Jersey cattle show is expected to give a lift to the cow pageant, the last week of the fair.

East Texas Day Tuesday (17) will feature a free show in Cotton Bowl starring Frank Sinatra and including kiltie band and Tyler Junior College Apache Belles precision marching and dancing group.

Music festival Wednesday (18) will bring in 4,000 high school bandmen for concerts on grounds and massed marching and playing exhibition in Cotton Bowl at night.

Friday (20) is High School Day; Saturday (21) is Armed Forces Appreciation Day, for which large complement of army, navy and marine exhibits will be brought in.

TELL & SELL WITH POSTERS

RINKS PARKS ORCHESTRAS FAIRS RODEOS CARNIVALS

AUTO & MOTORCYCLE RACING TRAVELING SHOWS THEATRICALS SPORTING EVENTS OTHERS

Posters INCORPORATED
 835 CHERRY ST. PHILA. 7, PA.
 Union Shop-Phone LOmbard 3-2000

NOW BOOKING ACTS FOR 1951 FAIR SEASON

Contact
BOYLE WOOLFOLK AGENCY
 Suite 1500
 203 N. Wabash Ave.
 Chicago

MOTOR MANIACS THRILLCADE

ACTS WANTED

For Our 1951 Fairs
 SINGLES, DOUBLES, TROUPES.
 Mail photos, full descriptions.
Williams & Lee
 444 Holly Ave. St. Paul, Minn.

WOM Awarded 1951 Pact As Winston-Salem Soars

WINSTON-SALEM, N. C., Oct. 14.—Midway grosses at the Winston-Salem Fair, thru yesterday, are considerably ahead of last year. Frank Bergen, owner-operator of the World of Mirth Shows, reported. Excellent weather has prevailed thruout the run, which began Tuesday (10). Continuing good weather for today's final operations will undoubtedly result in the best take the midway org has garnered here in several years. Recent runnings of the annual have been beset by bad weather.

By mid-week Bergen had been awarded the midway pact for the 1951 annual by Manager Thomas S. Blum. Next year the annual will move to a new location, now under construction. The new plant, less than a mile away, is located in the county. Present quarters have long been cramped, and the midway layout has been far from ideal. The new location will offer level ground and ample space for the show's multiple attractions, Bergen said.

Annually Re-Sign WOM

Bergen has been awarded 1951 contracts for every annual that his shows have played to date. These include Presque Isle, Me.; Ottawa; Burlington and Rutland, Vt.; Brockton, Mass.; Allentown, Pa.; Trenton, N. J., and Greensboro, N. C. The org has yet to play the South Carolina State Fair, Columbia; Anderson (S. C.) Fair and the Exchange Club Fair, Augusta, Ga. Bergen reported that his season to date has been excellent. The shows enjoyed a bountiful still date season and entered the fair route a winner. The annuals have all paid off, even tho bad weather has curtailed the expected takes on several occasions.

Last week at Greensboro, N. C., the shows' take was about on a par with last year, Bergen said. Bad weather hurt the early part of the run, but a good Friday and Saturday aided the total take. For the first time the shows remained over for Sunday. The take was fair, altho operations had to be discontinued at 7 p.m.

Previously, at the New Jersey State Fair, the org also managed to pace the 1949 figure despite considerable inclement weather and a new midway set-up which was labeled inefficient by all concerned.

Fire Damages Wagons

A possible serious fire loss was averted here by quick action on the part of the local fire department. The blaze broke out in a Caterpillar wagon and quickly spread to a second unit used to transport the ride. Repair work was started immediately and both units will be ready for loading at tonight's tear-down. Bergen made a donation to the fire department in appreciation for their co-operation.

Tommy Riggins, cookhouse operator, was taken ill in Greensboro and left for his home in Tampa. The eat-

ery, together with two grab joints under Riggins' management, will be handled by the office for the remainder of the season.

Visitors included Bernie Mendelson, of the O. Henry Tent & Awning Company, and Bobby Kline, general agent of the Lawrence Greater Shows, which next week will supply the midway attractions for the Negro Fair here.

PCSA Banquet-Ball To End Week-Long Los Angeles Meet

LOS ANGELES, Oct. 14.—With the annual Pacific Coast Showmen Association's (PCSA) banquet and ball set for Saturday night, December 16, plans are under way to schedule a number of events to make it a Convention Week.

Club will follow the usual procedure of holding its annual memorial services Sunday afternoon (10). In addition to this event, the club plans to hold other meetings during the week. Outstanding among these sessions will be the Past Presidents' Night, usually held on the Monday following the services at Evergreen Cemetery.

M. H. Ellison, banquet chairman, planned in recently from Foley & Burk Shows to start work on the festive occasion. Elks Club will be the scene of this year's gathering. The event was held in the Gold Room of the Biltmore Hotel several years.

S. Wilcox To Quit Road Due to Health

SANDERSVILLE, Ga., Oct. 14.—Shan Wilcox, one of the South's best known showmen and owner of Shan Bros.' Shows, announced here that he is retiring from the road when the season ends at Atlanta, October 28.

Wilcox has suffered from a heart condition for the last few years and last week underwent an examination at Knoxville. Doctors told him that it was imperative that he quit show business and refrain from further active business.

The blow comes when he is still a comparatively young man and is reaching success. He has a modern 10-ride show playing an established route of county and district fairs in the Southeastern States.

A business and civic leader in his home town of Maryville, Tenn., Wilcox has been interested in show business for years. He founded the Maryville Fair 18 years ago.

Wilcox gained his first show experience as a general agent, spending two years in advance work. Eight years ago he launched his first show titled Playland Shows. After three years he renamed the org Shan Bros.' Shows, under which title it has operated the last five years.

"It's a bad break to have to get out of a business I enjoy so much," Wilcox said, "especially now that it looks like there is going to be a turn for the better. Defense activities are bound to mean better business for outdoor shows, in my opinion, but I must listen to my doctors no matter how good business may be." This season, he added, has been a winner for him.

Joe Murphy's Dallas Operation Elicits Praise From Showmen

DALLAS, Oct. 14.—By nature Joe Murphy, who heads the midway at the State Fair of Texas, is a modest, shy fellow. But Joe couldn't escape the praise heaped on him and his operation here this week by visiting showmen.

The attractive midway set-up with its battery of 16 well-flashed rides, its arresting Funhouse and its array of eye-catching, well-stocked concessions sparked much praise. So, too, did the large volume of merchandise tossed out to patrons by concessions. The neatness of the layout and of the midway personnel (concession agents all work in white shirts with black four-in-hand ties) also impressed.

Less visible to patrons but quickly discernible to visiting showmen is the smooth-running organization which

Joe has developed since he was thrust into the role of heading the midway in July of last year upon the sudden death of Denny Pugh, for long the No. 1 man here.

Joe had been a long-time friend and associate of Denny's. Denny's death left him heartbroken. For 16 years Joe, along with Jack Lindsey, had been associated in the operation here. There was but a few months between Denny's death and the opening of the '49 fair, yet Joe succeeded in operating the midway effectively during that event.

That was no little achievement, showmen point out, for Joe had little time to get adjusted to Denny's passing. Moreover, Denny, a keen showman with a world of friends and acquaintances, had in Joe a strong, right hand man, whereas Joe had yet to find one.

Since, Joe had developed an organization which runs with notable smoothness and effectiveness. Old-time with the Pugh-Murphy-Lindsey combination — such as Paul Julian, Chuck Moss, C. C. Harris, Bud Linn, Jess Seay, Mickey Re, Mr. and Mrs. Fred Clark and Grace Tinder, all with 10 years or more — are back. Mrs. Margaret Pugh, widow of Denny, also continues to carry on as, of course, does Jack Lindsey.

But Joe has made additions to his staff. Johnny Oblock, formerly secretary of the Hennies Bros.' Shows, joined on at the outset of the park season here as office secretary. And for the fair Noble Fairly, one of the most capable execs in the business, came on to give Joe a helping hand, and Harold English joined to help Oblock in the office.

Dobson's United Signs 1951 Fairs

Owner visits Dallas—says higher '50 gross was offset by increased costs

DALLAS, Oct. 14.—W. C. Dobson, here with Mrs. Dobson on a three-week vacation, disclosed that he already has closed many 1951 fair contracts for his show. Dobson's United.

Already inked, he said, are fairs at Colfax, Prairie Farm, Glenwood City and Black River Falls in Wisconsin and Richfield, Hopkins, Sauk Center, White Bear Lake and Bay Port in Minnesota. Also signed, he revealed, is the Cumberland (Wis.) Rutabaga Festival.

Gross business during the past season was up from 1949, but increased costs of operation more than offset the hike in the gross. Dobson said. The show, which opened May 5 and closed September 26, was hit by bad weather during its still dates but enjoyed excellent fair business thru Wisconsin and Minnesota.

After visiting the State fair here for a few days, the Dobsons plan to go to San Antonio and Shreveport, La., before returning to Willernie, Minn., where they and the show winter.

Motor State Biz Tops '49 by 30%

DETROIT, Oct. 14.—Motor State Shows, owned and operated by J. J. Frederick, closed their 1950 season in Indiana with business 30 per cent ahead of the 1949 tour. Frederick revealed this week. The org started the 1949 season with three show-owned rides and during this year's tour added a Roll-o-Plane, Octopus and Allan Herschell Auto Ride.

Along with three contracted rides, the shows carried a total of nine, as well as their own Diesel light plants. New canvas has been received for next season. Frederick said, for the enlarged Monkey Circus.

Mr. and Mrs. J. Robert Brown, bingo operators, will be back again next season. Brown is adding new canvas to his concessions. Shows move on 12 semi-trailers and trucks. Following the close of the current tour, Frederick sent the Monkey Circus and Octopus to play several Louisiana and Mississippi fairs with Floyd Kile Shows.

After a vacation in Texas, the Fredericks will return to local winter quarters to begin preparations for the 1951 season.

Initial NSA Meet Is Well Attended

NEW YORK, Oct. 14.—National Showmen's Association (NSA) had a good crowd on hand for the first meeting of the fall Wednesday night (11), despite the fact that many members were still playing fairs. Third Vice-President Joseph A. McKee conducted the board of governors meeting and the general assembly, assisted by Phil Isser. President Jack Perry and Vice-President Ross Manning wired their regrets at being unable to attend.

Governors appointed the following to the nominating committee: Mack Kassow, chairman; Fred C. Murray, David Brown, Jackie Morris Jr., Sidney Goodwalt, James J. Corcoran and Charles Padrone. The board also awarded the lunch room concession to Frank (Shrimple) Rappaport.

Page Bros. Top '49 Biz; Launch Circus

ATHENS, Ala., Oct. 14.—Page Bros.' Shows, which will barn in Springfield, Tenn., again this winter, played to business this season which far exceeded the results of last year's tour, Manager W. E. Page said here this week.

Page said that he has completed arrangements to tour a circus for six weeks in the South. Show will move on five trucks, with a 60-foot top, and two 30-foot middies. The Sideshow is 30 by 50 feet. Show will feature Captain Harrell and His Fighting Lions, Page said.



JOE MURPHY

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

TEXAS TELLS THE SHOW WORLD!!

Padre Island Exposition

NOV. 18 thru JAN. 18, 1950-'51

America's Oldest - Newest Playground
FIRST AND LAST CALL for

PHONE—WIRE OR WRITE
H. ROBERTS
STATE HOTEL
CORPUS CHRISTI, TEXAS

**RIDES—SHOWS
CONCESSIONS**

CORPUS
CHRISTI

CORPUS CHRISTI
BAY

NEW CAUSEWAY

PADRE ISLAND

NATIONAL
PUBLICITY GEARED
FOR ONE AND A HALF
MILLION VISITORS.
A MONEYMAKER
NATURAL!

WANTED

50 clean Concessions. 20 Major and Kiddie Rides. 10 Side Show Acts and Attractions. Live Animal Show. Thrill Show and Street of All Nations.

LOOK! 460,000 VISITORS SINCE JUNE OPENING

Without any other attractions than swimming, fishing and sunshine alone, Padre Island has had 460,000 visitors by actual car count since June this year. Padre Island Exposition with a Beautiful Historical Island Pageant, Gulf Coast Queen Contest, Surf Fishing Derby, Latin-American Conclave and Name Band Concert series will pack them in. Project has the backing of County and State Government and is geared for a million and a half visitors.

FREE ACCOMMODATIONS TO SHOW PEOPLE

Free Toll Bridge privileges. Free trailer and parking space. Fresh water, first aid, disposal plant, co-operative storm insurance, Island police, free kiddies' playground, swimming, fishing, bathing privileges.

VACATION IN LUXURY ON BEAUTIFUL GULF COAST

Enjoy cool Gulf breezes with an average temperature during the Exposition of 75 degrees. Swim, fish, relax within a stone's throw of your work. Living conditions reasonable. Big Army and Navy Base near by the island.

**PHONE, WIRE, WRITE NOW!
A 60-DAY TOP MONEYMAKER!**

Produced by *Dallas Meade* AND ASSOCIATES • TULSA OKLAHOMA

W. C. KAUS SHOWS

LAST CALL

FOR OUR NEXT FAIRS AND BALANCE OF SEASON CELEBRATION

Goldboro, N. C. Fair, in heart of Goldboro; Jacksonville, N. C. Armistice Celebration at Warsaw, N. C., and Kenansville, Celebration. Complete GUL Show, to go to work balance this week, and balance of season. We have all equipment ready. Any Walk Thru or other Show, Side Show, Snake or Illusion. Concessions: Can use Ball Games or Hanky Panks. Good opportunity to get yours these next few weeks. Now playing Edenton, N. C. Fair. Wire immediately:

W. C. KAUS SHOWS, EDENTON, N. C.

WANTED FOR GEORGIA FAIRS

THIS WEEK BUTLER; NEXT ROCHELLE; THEN HOMERVILLE

Good pay for a good Tilt Man, also Wheel Man for \$5. Help on other Rides. Can use a few Hanky Panks, High Striker, Custard, Need Monkey and Snake Show Operator.

LANE & BORUP UNITED SHOWS

FOR SALE—FUNHOUSE—FOR SALE

New Funhouse, built on 28 ft. semi, used one season. 50 ft. front and 21 ft. high, full double decker. Attractive and flashy front. All heavy gauge aluminum body and panels. Deck-plate aluminum floor, platform and steps. Double Shuttleboards mounted on ball-bearings and driven by Boston reduction gear motors. Easy set up and tear down, no help required. Wing panels slide inside of semi on ball-bearings. The very best Funhouse on wheels. No junk. Come and see it.

TEO ZACCHINI

c/o MARKS SHOWS, South Boston, Va., this week; then per route.

JAMES E. STRATES SHOWS
AMERICA'S BEST MIDWAY

WANT SENSATIONAL HIGH AERIAL ACT

For two weeks' engagement, October 30 to November 12. Must be outstanding attraction. Send photos and salary wanted. North Carolina State Fair, Raleigh, N. C., this week.

RAFFLE WHEELS

120 number, 1" Baltimore style, 32" diameter. Perfect balance. Spins true on a bronze bearing. Wood hanger with leather indicator. Varnish finish that will last for years\$30.00

Don't wait for the last day. Use stuffed toys costing from \$3.00 to \$5.00. Gets a big play anywhere there is a large crowd. Turkeys for the Holidays.

Our line of wheels most complete. All types of percentage games for indoors or carnivals. Benefit by our 40 years of experience. We can help you.

We also carry all types of Bingo Blowers, Flashboards, Bingo Cards, Bingo Markers, Bingo Cages. Our line of Bingo equipment is most complete.

WRITE FOR CATALOG

RAY OAKES & SONS

8432 W. 49th Place Lyons, Illinois

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS USED—IN STOCK

80' Round Top, 3-40' Middles.
50' Round Top, 2-30' Middles.
40'x100' Square Hip Ends, all 10' Wall.
20'x30' Hip Roof, 8' Wall.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

4867 N. CLARK ST. CHICAGO 20

RAFFLE WHEELS

120 Numbers • 180 Numbers

30" size wheel, made as Baltimore wheel, with 1 1/2" Marine plywood.

120 number wheel\$27.00 ea.
180 number wheel 27.00 ea.
120 & 180 wheel, double sided 32.00 ea.

Immediate Delivery

CARDINAL MFG. CORP.
430 Keap Street Brooklyn 11, N. Y.
Evergreen 7-5027

STARLIGHT SHOWS

WANT TO BOOK

Wheel, Spittler or Kolloplane, Bingo and Hanky Panks. Shows with own outfits booked for very small percentage. Now playing West Texas Cotton Towns until snow flies. Plenty of cotton. Everybody working. Get your winter bankroll now. Spur, Texas. Oct. 16-21.

BORDERLAND SHOW WANTS

Due to disappointment—Cat Rack, Whiskey Bottles, Milk Bottles, Set Joint, Cig. Shooting Gallery, Fish Pond or any Hanky Pank not conflicting. No gift. Can place Second Man on Wheel. Contact

HOWARD DEASON, Mgr.
San Saba, Texas, week Oct. 16-21
San Saba Pecan Fair

R. H. HUNNICUTT Owner

WANTS for this Wauwasee Amusement Park, 37 acres—19 acres woods—on State Road 133 150 ft. to entrance to lake. Rides now in park: Tain Thumb 24-passenger Train, Merry Go Round, Swings, Ferris Wheel, Micro Midway Race Track, small Zoo. I would like to book for the 1951 season: Roller Rink, Kiddie Rides, Bingo, Long Range Shooting Gallery, Popcorn, Floss, Candy Apples, Novelties, Age and Shake, Ball Game, Fish Pond, Hit Striker, Ballouts. This park started the past summer, and it is a natural and no competition, surrounded by the largest lake region in the Middle West. R. H. HUNNICUTT, R.F.D. #3, Syracuse, Ind.

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 1626.

MIDWAY CONFAB

Louis J. Berger, general agent of Cavalcade of Amusements, spent several days in Mobile, Ala., recently and announced that while his org would again winter there, it would use new quarters on Highway No. 45, the old fairgrounds being unavailable because of air force activities there. While in Mobile, Berger set up jackpots with Walter B. Fox, who is in the advertising business there. . . . Gem City Shows, under sponsorship of Prichard, Ala. (Mobile Suburb), Lions Club, were scheduled to open an eight-day engagement October 13 on the old cotton mill lot. Date was arranged by B. Smuckler, Mobile concessionaire, and William (Bill) Snyder, Gem City's general agent. Homecoming celebration for Yolande Betzebe, Miss America of 1951, Mobile, Ala., drew many out-of-town people October 6-7. Several out-of-town novelty men were on hand but no particular effort was made to decorate the streets. Miss America has been invited to cut the ribbon at opening of the maiden Baldwin County Fair, Robertsdale, Ala., October 24. . . . Ralph Williams, son of Ben Williams, operator of Williams' Standard Shows for many years, is in the mercantile business in Mobile, Ala.

With the closing of his season at Savin Rock Park, New Haven, Conn., R. Jay Scott, concessionaire, was tendered a farewell party by members of the O. C. Buck Shows playing the Danbury, Conn., Fair. Scott says that he plans to limit his operations to amusement areas in

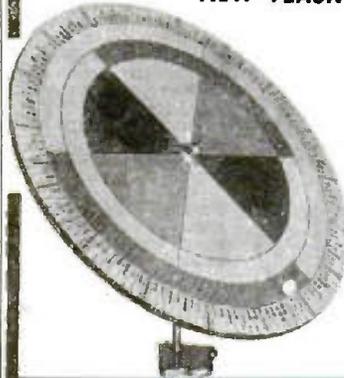
1951 and will operate two custard machines at Walnut Beach, Conn., next season. Umberto Conaldo, now at his home in Ohio after a successful season under canvas, is expected to take over three concession units at Savin Rock Park, next season under Scott's direction. Conaldo plans to remain off the road in 1951 and will leave his Ohio headquarters for Florida shortly after Christmas.

Casey Augsburg, of Mason's Monckeyland on Prell's & Vivona Bros.' Combined Amusement Shows, was tendered a birthday party in the Side Show Tuesday (3) during org's stand in Henderson, N. C. A Dutch lunch was prepared by Prince and Princess Marcella. Presenting their acts were Dianne Martin, Mantello Happy, Bob O'Neil and Gus Augsburg. Guests included John, Babe and Katherine Vivona, Glen Terry, Jerry Montello, Mary O'Neil, Bill Mason, Bobby Ray, Avid Fagerberg, Matt and Ann Fontana, Jim Fay, Bob Johnson, Red Williams, De Wise Purden, Harry and Marie Mason, Leonard Harris and Carl Manthey Jr.

Dan Stover, novelty concessionaire, is back in Los Angeles following a trip to San Francisco. While in the Golden Gate city, he attended a Show Folks of America meeting. Norma Burke, also of Los Angeles, attended the SFA session. . . . Concessionaires Mary Taylor and Basil (Hap) Young, were subjects of feature articles in a Fresno, Calif., paper while they had stands at the

EVANS' NEW CIGARETTE WHEEL

NEW FLASH AND EARNING POWER!



Great new fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live action ball! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't wait!

IDEAL FOR FAIRS, HOME-COMINGS, REUNIONS, BAZAARS, ETC.

Write for information and latest catalog.

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Ill.

CALIFORNIA CONCESSIONERS

LAST BIG CELEBRATION OF THE YEAR GRAND NATIONAL STOCK SHOW

Cow Palace — San Francisco
October 27-November 5 Inclusive
Thousands of People to draw from—MISSION DISTRICT—OAK CITY—COLMA—POTRERO. No Gate—FREE ADMISSION to Show Grounds. CONCESSION SPACE Now Selling—ALL GOOD LOCATIONS.

CRAFTS 20 BIG SHOWS

2283 Bellaire Phone: SUNset 2-3131 North Hollywood, Calif

PALMETTO EXPOSITION SHOWS

Can place Concessions of all kinds: Ball Game, Bowling Alley, Swinger, 8 Cats, Hoop-La, Clothes Pin, Long or Short Range Gallery, Penny Pitch, Custard, Age and Scale or any other Concession for the following towns:

Graymont Summit this week; followed by Sardis, Rocky Ford, Midville and Lumber City; all in Georgia.

Can also place Second Man on Wheel. Have few more legitimate spots that I will work. Boys, if you haven't got your winter bankroll, join me. I haven't got mine either so we will struggle together.

All replies to MILTON McNEACE, Graymont-Summit, Ga.

FLUORESCENT FIXTURES
For Carnival Installations. Dealers, Distributors, Concessionaires.
FLUORESCENTS FOR EVERY PURPOSE
GOOD PROFITS TO DISTRIBUTORS
BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
145 N. 7th St., Phila. 6, Pa. Lombard 3-7789

FOR SALE

Due to my health, I have for sale a 3 Ring Miniature Mechanical Circus. Mounted in an all steel tandem wheel 35 ft. trailer. All ready to go and make money. This animated Miniature 3 Ring Circus in its entirety is mechanically driven by a quarter h.p. electric motor. Representing 750 feet of ground space in a 35 ft. trailer. This can be pulled behind a car or I will sell my International Station Wagon. This is the nicest thing in Show or Promotion Business. All painted and ready to go. Come and see it and take it away.

JIM WILLMAN

222 E. Kickapoo St. Hartford City, Indiana

HARTSOCK BROS.' SHOWS

Can see a few more Concessions. We have the spots and are in the heart of South Missouri Cotton, out till cold weather. Balloon Toss and Em Up, Fish Pond, Pine Pong, String Game, Bowling Alley, Hit Striker, or any that don't conflict with what we have. Only one of a kind. Can use a small Bingo, Blower, Coke Bottle, Hit and Miss Ball Game, Jewelry Watch La, Hoop-La, Short Range Gallery, Seales, Grind Show, Can use Auto Ride, Chairplane, Kolloplane. What have you? Can use Agents for office owned Concessions. Campbell, Mo., this week; then as per route.

"OUT UNTIL WOOD CHUCK CHECKS"

Meritana, Ark., now: Tonic, Miss., next. Why search for Show going places when we are already there? Want Hide Field, Hanky Panks, Shows, Concession Agents, Leafers, drunks, mad's, screwballs, stay away. For sale—Spittler in good condition, cheap, or trade for Tilt, Kolloplane, Merry-Go-Round. This Ride was in park. Will buy, pay cash. Tilt-a-Whirl, 3 abstract Allan Herchel Jenny. Contact: **DYER'S GREATER SHOWS**

WANTED GEEK SHOW TALKER

To take over for balance of season. Four weeks of Fairs, Wire:

T. W. KELLEY
c/o JOHN H. MARKS SHOWS
South Boston, Virginia

CONCESSIONS WANTED

Hanky Panks of all kinds except Grab, Diggers, Candy or Cokes. Good deal for Bingo. Out all winter.

Callett Greater Shows

Ennis, Texas, Oct. 16-21.

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.

JACKSON, MICH. HOBBIES SHOW

NOV. 6-7-8-9
Can place anything that can be classed as Hobby and that is legitimate. Needlework, plastics, kitchen gadgets, pets, handwriting, magic, novelties. Write L. VERNE SLOU, Mgr. Box 97 Vermontville, Michigan

Fresno District Fair. Mrs. Taylor has been making the fair with her frozen custard trailer since 1935. The article pointed out that from experience gained in watching fair crowds she estimated the opening day, September 30, attendance "about 25,000," and the actual score was 24,716. The story on Young, which appeared with a two-column cut, was based on the fact that he first made the Fresno event in 1916. For the opening day, he commuted from Pomona, Calif., where he had two eating stands at Los Angeles County Fair. Young gave his age as 73. He said that he makes his home in Los Angeles because of his mother, who was 97 years old Sunday (15).

Dick Traylor, chief electrician on John H. Marks Shows, left the org for Ruskin, Fla., recently because of poor health. Following close of the Marks Shows, Bobby Kork joins Babe Montana's Broadway Steppers, for a tour of army camps. . . . Big Jo. Sanfratello, agent on Royal Crown Shows, recently passed out cigars when his wife presented him with a son.

John Haver has booked his three concessions with Mickey Percell's Pioneer Shows for 1951. . . . R. L. (Red) Bishop, general agent of Victory Exposition Shows, closed the season with the org at the Texas-Oklahoma Fair and Exposition, Iowa Park, Tex., and will winter in Parsons, Kan. . . . Mr. and Mrs. B. C. Geanusa are in Danville, Ark., after closing the season with Sunset Amusement Company.

Al Zellers and Mac Manus, en route south, were opening day visitors at Winston-Salem (N. C.) Fair. . . . Happy Raye closed a successful season with his Side Show on Capell Bros.' Shows and is now booking indoor circus dates under veteran auspices. Other Capell personnel leaving were Tex Vaughn, tattoo artist, and wife, who joined the Hutchens Modern Museum on the Alamo Exposition Shows; Shorty Hooper, who departed for Arkansas City, Kan., and Ed Todd, who left to work St. Louis night clubs with his magic.

H. J. Dunn, Douglas Greater Show's general agent, infos the gide line-up on the independent midway

MARKS SHOWS
CAN PLACE FOR BALANCE OF SEASON
TWO MORE SENSATIONAL HIGH ACTS
State full particulars and salary.
Address

MARKS SHOWS
South Boston, Virginia, this week.

RALPH R. MILLER
CAN PLACE
FOR
Ville Platte, Louisiana, Colored Fair, this week and all winter. Stock Concessions of all kinds, \$15.00 week. Will sell exclusive on Cookhouse and Bingo, \$25.00 week. Book Kiddie Rides, 25%. Have for sale—Evans Bowling Alley, complete, \$75.00; several other Concessions cheap. Have plenty Stock on Show for sale. Don't wire or phone, come on, will place you.

FOR SALE
2 Electro-Freeze Custard Machines with two Cabinets, 1 eight (8) hole, 1 four (4) hole. All in good condition. Write:
JOHN MENTUCK
130 BOULEVARD REVERE, MASS.

at Central Washington Fair, Yakima, included units brought in by Ralph Meeker, owner-manager, Mecker's Shows; M. Ballinger and Bud Douglas. Shows included Red Texas Crawford's Crime Show, Bob and Jenny Perry's Motordrome, Doc Baldwin's Colored Show and Hotch Hinton's Girl Show, with Elsie Calvert as talker. Others seen in the Fun Zone were Jerry McKey, Art Anderson, George French, Mrs. Ray Holding and Mrs. Bud Douglas. Visitors from other fairs included C. D. Coover, secretary-treasurer, Rocky Mountain Association of Fairs and manager, Shelby, Mont., Fair and Rodeo; Mill Looney, secretary, Walla Walla, Wash.; George Hodson, manager, Ellensburg, Wash., and Bill Stover, of the Puyallup, Wash., annual.

Raymond A. Walton, of Wild Life Show note, currently operating a reptile exhibit from a 33-foot trailer in one-day stands in the Carolinas. He is operating under Military Order of the Purple Heart sponsorship.

Cal Lipes and Bob Matthews closed with the Foley & Burk Shows following Ventura County Fair, Ventura, Calif., Sunday (18). The show moved on to Kings County Fair, Hanford, and then goes to quarters. Lipes took his pygmy elephant, ponies and Snake Show to Earp, Calif., where he has a trailer court on the Colorado River. Matthews, with his son, Bob, and daughter-in-law, Marvis, moved his chimp attraction to Los Angeles.

Bill Naylor, press agent of the Hennies Bros.' Shows, closed with that org at Birmingham. He went to Chicago for a week before heading for his home in Buffalo. En route from Chicago to Buffalo, Bill stopped off at Cleveland Saturday (14) to see the Cleveland Browns-Chicago Cardinals pro football game. . . . Benny and Betty Strauss, Hennies concessionaires, are in Hot Springs for the winter, along with the thoroughbred dog, Duke of Memphis, which they purchased in Memphis. The Strausses made the trip from Birmingham, Hennies closing stand, to Hot Springs in their new house trailer.

William T. Collins, owner of the show bearing his name, and Mrs. Collins were among early arrivals at the State Fair of Texas, Dallas. They planned to spend several weeks in Texas and Louisiana before returning to Minneapolis, home base of the Collins show. . . . William Wendler, of the Alan Herschell Company, North Tonawanda, N. Y., also was an early arrival at the Dallas fair.

Leon Claxton, owner-operator of "Harlem in Havana" on the Royal American Shows, recently took delivery on a new Cadillac. J. C. (Tommy) Thomas, assistant to Sam Gordon, RAS concession manager, and Harry Julius, arcade owner-operator on the Royal American, also took delivery on new cars recently. Julius, incidentally, recently added an Exhibit Dale Six Shooter, supplied by Exhibit Supply Company, Chicago, to his arcade.

Visitors to the Johnny J. Jones Exposition during the recent Atlanta fair included E. Lawrence Phillips, S. T. Jessop, Al Beck, Ned Torii, Bernie Mendelson, Pat Purcell, William Breese, Ben Eddington, Joe Fontana, William Wendler, Mr. and Mrs. Lunceford, of the Dolphin (Ala.) Fair; Mr. and Mrs. John Frenkel and family, of the Pensacola (Fla.) Fair; Bob (Diggers) Parker, Dave Endy and R. C. McCarter. . . . Mary Pickard recently joined the Johnny J. Jones office staff.

HARLEY'S CAFE
FOR FINE QUALITY FOOD
catering to the
SHOWFOLKS
WOODLAND, CALIF.

MERRY-GO-ROUND, POWER DRIVEN, MOBILE UNIT



Attached concession stand. Both mounted on Chev. long wheel base truck, perfect tires, 1948 rebuilt motor, A-1 condition. Especially constructed for on-the-street operation. Can be used for parks, carnivals, etc. Ready for immediate operation anywhere. Rides 12. Merry-Go-Round alone clears \$45 to \$60 day. Now being operated by owner alone in South. Sacrifice due to other business in North. Wonderful deal for investment; for one or for partners, as one could operate concession. Concession earnings governed only by what you sell. You have the whole neighborhood right at your truck to sell to. The novelty of the Merry-Go-Round and the music brings them out. Merry-Go-Round is turned at proper speeds by same motor that drives truck, through a power friction drive direct from transmission, while truck is at a standstill and motor idles. The only one of its kind. Can be started or stopped instantly. And patenting rights are included in sale price. Equipped with new Challenger amplifying system and record player. Generator constructed to charge battery while motor idles, which provides plenty of juice for amplifying system and lights with which Merry-Go-Round is equipped for running in the evening. This ad will not be repeated. If interested in excellent, steady income, this is it. Price of complete outfit, \$3,250, which unit will clear in 60 to 90 days. Will deliver in United States to first one-third deposit certified check or bank draft, others will be returned. Balance C. O. D. (no extra charges). Or will be shown (date to be decided) in Camden, N. J. No triflers, please. All communications to

WM. J. DONLON
P. O. BOX 421 CAMDEN 1, NEW JERSEY

WANTED
Will pay \$7,000.00 cash for late model Merry-Go-Round—Allan Herschell's, good condition only. 32 ft. two abreast preferred.

GLADSTONE EXPOSITION
F. POOLE BOX 1184, JACKSON, MISS.

FLOYD O. KILE SHOWS
Want for Tangipahoa Parish Colored Fair, Kentwood, La., Oct. 24 thru 29; followed by St. Francisville, La., Fall Festival; then American Legion Armistice Celebration, Mamou, La. Can place Stock Concessions, Ball Games, Bowling Alley, Grocery and Aluminum Wheels, Long or Short Range, etc. Second Men for Merry-Go-Round and Ell. Must be sober. Bingo Counter Man. Grand Shows of merit. Show out till Dec. 17. Choice still dates. All replies:
FLOYD O. KILE, Mgr., Forest, Miss., Fair, this week; then Kentwood, La.

NEW, PORTABLE, ENTERTAINING FOR SHOOTING GALLERIES
The life also strip tease artist continuously talking, pulling gags, urging the customers to strip her by shooting the buttons off her attire, the hat, waist, skirt, and earrings, leaving her in a one-piece bathing suit. Attire set up in five seconds from counter. A money getter. Lead or compressed air rifles. U.S. Patent No. 2,312,254. Mail \$5c for Illustrated catalogue containing 36 large engravings with valuable information on how great artists and showmen became famous.
Leffell Devices, 814 St. Paul St., Baltimore 2, Md.

FOR SALE—ONE #5 ELI WHEEL
In excellent shape, not junk. Will sell reasonable for cash. Can place Fish Pond, Cork Gallery, Hoopla, Duck Pond, Balloon Dart, Mug Joint, Penny Pitch or any Slum Concession, \$17.50 per week. Also will book Under-Seven, Beat Dealer, Pea Pool, or any P.C. We carry six Rides and will be out till Xmas, playing the best in the Cotton Country. Contact:
MANAGER GREAT WESTERN SHOWS
Malden, Missouri. Rickie Romero, contact Bill Ackerman.

GREATER MIDWAY SHOWS
FAIRS **FAIRS** **FAIRS**
Want for Clio, S. C., Indian Fair, then the big one, Rowland, N. C., week of Oct. 30 on the street. And South all winter. Foreman for No. 5 Eli; Carl Weaver, Jim Houth, can place Four Grab; Foreman for Mfr-Up, General Hide-Bald, good treatment. Shows, Girl, Monkey, or what have you? Concessions: Ball Game, Novelties, Jewelry, Short Range and all types of legitimate Concessions. All reply to: **FRANK OICKERSON or EARL MILLER, Faison, N. C., this week, then as per route.**

For News About **The New Billboard** BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

enroute....
or
on
location....



Enjoy

NEW MOON HOME COMFORT!

DESIGNED WITH
YOUR COMFORT IN MIND

A MODERN APARTMENT
Smart interiors
for thrilling
new living comfort.



YOUR CHOICE OF BEDROOMS

Island or twin beds,
a floor plan
to suit your need.



EFFICIENCY KITCHENS
Spic 'n' span utility
—modern to the
last detail.



SHOWER AND TOILET
New independence,
makes New Moon
a real home.

"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a rooing New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure heats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made".

NOW! THE NEW MOON
E-Z PAYMENT PLAN
FOR SHOW PEOPLE

WRITE today for details on E-Z
payment plan for show people and
free literature on the New Moon Fleet.

Redman TRAILER COMPANY
54 BRIDGE STREET, ALMA, MICHIGAN

LAST BIG FAIR OF THE YEAR

Get That WINTER Bankroll Together
Concession Space NOW SELLING
ALL GOOD LOCATIONS

ARIZONA STATE FAIR

Phoenix—Nov. 3 to 12th, incl.

Write, Wire or Phone

CRAFTS 20 BIG SHOWS

7283 BELLAIRE

Phone: SUNset 2-3131

NORTH HOLLYWOOD, CALIF.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Washington, North Carolina, October 23-28; Williamston, North Carolina, October 30-November 4; Season Ends. Big Tobacco Money Spots.

Clinton, North Carolina, This Week.

All Honky Tonks open. Novelties. All Fair Secretaries are cordially invited to visit this Show at any of the above named towns.

NOW HOOKING FOR 1951

GEORGE CLYDE SMITH SHOWS

WANT FOR WAVERLY, VIRGINIA, FAIR, WEEK OF OCTOBER 23

Ball Games, Fish and Duck Pond, Cork Gallery, Pony Pitch, Hoopla, Age and Scales, Six Cats, Buckets and Skillo. Wanted—Monkey Show, Snake Show and Girl Show. All replies to:

GEORGE CLYDE SMITH SHOWS

Suffolk, Virginia, Fair this week; Waverly, Virginia, Fair next week.

ARCADE FOR SALE

Only Arcade in town and a money getter. Will finance responsible party. Arcade consists of Long and Short Range Shooting Gallery; two Picture Machines, one automatic Microscope and one semi automatic; one Voice Recorder, one Juke Box, 4 Pokerino Tables, two Diggers, 12 Pin Ball Machines, 25 top money maker Arcade Pieces, Neon Display Sign and many extras. Desirable location, good lease, in operation. Must sell due to illness. Contact:

JOSEPH GLOTH, 99 Bank Street, New London, Conn.

Ride, Show Ops Get Strong Biz At Detroit Fete

DETROIT, Oct. 14.—A Mardi Gras sponsored by the Polish Home Owners' Association, closed its nine-day run here Sunday (8), and proved an unexpected bonanza for carnival men when an estimated attendance of 25,000 resulted in packed midway nights.

Location was at Saint Aubin and Forest Avenues, with strong neighborhood support and special community tie-ins. Ride and show operators, originally reluctant to book the celebration because of the late date and lack of preparation, were more than surprised with the results.

Merryland Shows furnished the Merry-Go-Round and Ferris Wheel, while Joe Fredericks of the Motor State Shows brought in a Tilt-a-Whirl and light towers. George Price, Pittsburgh ride owner, had the Octopus and one kiddie ride, while Elmer F. Cole had two kiddie rides.

Included among concessionaires were Joe Exler with a battery of 10 games, Mrs. Fred Williams with 3, Tommy (Paddles) Reisner's long range shooting gallery and Charles Stapleton's Side Show.

Bill Snyder Resigns As Gem City Agent

MOBILE, Ala., Oct. 14.—W. E. (Bill) Snyder, business manager and general agent of the Gem City Shows, resigned here effective Monday (18).

Snyder said he has no definite plans for the future but plans to be with a major show in 1951.

Sundvall Dies at Home In Conneautville, Pa.

CONNEAUTVILLE, Pa., Oct. 14.—Harry E. Sundvall, 44, manager of Harry C. Miller's French fry concessions on James E. Strates Shows, died at the home of his parents, Mr. and Mrs. John Sundvall, here recently following a lengthy illness.

Prior to becoming manager of the Miller concessions, Sundvall operated a restaurant here for several years. He and Mrs. Sundvall have operated the concessions for the past four seasons on the Strates Shows and other carnivals.

Surviving are his widow, Mrs. Georganna Wallace Sundvall, a son, Jack; his parents; one sister, Mrs. James Eldridge, and a brother, Ernest.

J. W. Gilman Recovers

From Auto Crash Injuries

NORTH HOLLYWOOD, Calif., Oct. 14.—J. W. Gilman, secretary of

Crafts 20 Big Shows, Inc., returned to his post on Crafts Exposition Shows in Dinuba, Calif., Wednesday (11), recovered from injuries sustained in an auto accident.

Gilman suffered a brain concussion and shock when his car was demolished in an accident near Merced, Calif., October 2. He was en route from Yuba City to Delano, where the shows were skedded to open.

Scotland Rides, Shows

Want Popcorn and Candy Apples, Biring Game, Duck or Fish Pond, High Sinker, Humper, Photo Gallery, Cigarette Gallery, Glass Pitch, Small amount of percentage with other Concessionists and any Grind Show. No racket or mill camps. Orangeburg, S. C., Oct. 16-21. Ridgeville, S. C., Oct. 23-28. Address: SCOTLAND RIDES SHOWS, Orangeburg, S. C.

LOUIS KRAMER

Tell Ann to come home. Uncle Roy dead, and Father is in hospital not expected to live.

MOTHER

Brydon Lists 30 Shows at Dallas

DALLAS, Oct. 14.—Thirty midway shows are in operation under the Ray Marsh Brydon banner at the State Fair of Texas here. Units, together with their managers booked in by Brydon, are as follows:

Sally Rand Revue, Harry Finkelstein; Lion Motordrome, Art Spencer; Snake Show, Louis Pasteur; freak animals, Lee Ramsdell; Dope Show, Ginger Rae; Bop City, Negro revue, Charlie Taylor; Cover Girls, featuring Mitzl, Charles Barnes; Moon Muligan, hillbilly, Bob Davis; Hollywood Midgets, Art Noble; Side Show, Charles H. Hodges; Peep Show, revue featuring Diane Ross and Tirsia, Pat Murphy; Life, Joe Sciortino; Posing Show, Joe Sciortino; Illusion Show, A. J. McAskill; Indian Village, Cuban Mack, and glass blowers, Dave Francis.

Also big steer, Mrs. D. Davis; Monkey Show, Marlan Winslow; Buried Alive, Hershel Johnson; Mickey Mouse, Jim Dunlevy; Mechanical Circus, Jimmy Fuerstenberger; big dog-little horse, Bill Dusin; midget cattle, Jack Dusin; big snakes, Dan Fast; Lord's Last Supper, Jesse Marsh; Stella A. J. Barry; Monkey Motordrome, W. H. Stephenson; Glass House, Fred Hanson; Funhouse, J. M. Morton, and Flying Saucer, Paul Girard.

Brydon also has booked in two kiddie rides, fire engine and boat ride.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO ILLINOIS

LAURAL DAVIS

Contact Me.
Sound Car Open.

T. J. TIDWELL

Winters, Texas, October 16-21

Consider Playing ROANOKE, VIRGINIA

City Population 100,000
32 acres show grounds and parking area.
ROAD, RAIL OR THRILL SHOWS INVITED.
STARKEY SPEEDWAY & AMUSEMENT CORPORATION
P. O. Box 5038 Roanoke, Va.

A-1 AMUSEMENT WANTS

For New Madrid, Mo., week of Oct. 16-21, and long season South. Medium size Bango, must be flashy. Also place Six Cats, Milk Bottle Ball Game, Short Range, Cork Gallery, Devil's Bowling Alley, Long Range or any non-conflicting Stock Show, Can place Monkey or Animal or 10-in-1 Show. Contact: JOHN HANSEN, Mgr., New Madrid, Mo., Oct. 16-21.

WANTED

Popcorn, Stock Concessions of all kinds

Midway of Mirth Shows

Caraway, Ark., this week

FOR SALE

20x70 Flameproof Top, 50 foot Sidewall. Very good condition, used two short seasons. Eighty foot Banner Line, beautiful red Annex Curtain, Police, Stukas, Rally Platform, inside and outside Light Sinker, Inside Pit, Switch Box, ten Floodlights. Priced right for quick sale—cheap for cash. J. Robert Ward, care Bill Wames Shows, Palestine, Texas, Oct. 16 to 21 Bryan, Tex., Oct. 23-28; Kingsville, Tex., Nov. 1st to 12th.

AT LIBERTY-MANAGER

Know all phases of show business. Would consider other executive positions.

STANLEY WARWICK

c/o Billboard Pub. Co.
190 Arcade Bldg. St. Louis 1, Mo.

CRESCENT AMUSEMENT CO. SHOWS

NOW BOOKING 1951
15—MODERN RIDES—15
10—SHOWS—10
6—MAMMOTH
LIGHT TOWERS—6
THRILLING FREE ACT



NOW BOOKING 1951
42—TRACTORS
TRAILERS—42
FINEST MOTORIZED SHOWS
IN MIDWEST

WANT WANT WANT WANT
FAST TEXAS YAMBOREE, GILMER, TEXAS, WEEK OCT. 23.

CONCESSIONS—Want large modern Cookhouse, Grab, Photos, Age Scales, French Fries, Ball Games, Novelty Shows—Independent Shows playing Dallas, wanting another week's work, here is the biggest event in East Texas, 23 Bands, Parades, Street Dances, Free Act. Especially want Circus Side Shows.

NOW BOOKING 1951

Independent Showmen and Ride Owners, Concessions, wanting to book entire season with one of the finest Motorized Shows in Midwest, write, call or wire, or see us at Sherman Hotel, Chicago, Nov. 25 thru 30th.

FOR SALE

Replacing with new larger equipment, have for sale 32 ft. Parker Merry-Go-Round, new 1949, perfect condition. Small Cookhouse, 16 Car Octopus, large Motordrome, complete Jig Show, stage on 24 ft. semi trailer, front banner top, main gate front. Snake Show on truck, all new this season. 3 52 ft. Light Towers, can be seen per route. Want to buy for cash, No. 12 Ell Wheel to dual with ours.

Fair Secretaries and Committees in Texas, Arkansas, Missouri, Iowa, Minnesota, North and South Dakota desiring the finest Motorized Show in Midway, write, wire or see us at Chicago meeting. Address:

L. C. McHENRY, Gen. Mgr.; JESS WRIGLEY, Gen. Agt.
New Boston, Texas, Fair, this week; Gilmer, Texas, week Oct. 23.

ATTENTION

MEMBERS OF THE ARIZONA SHOWMEN'S ASSN.

1950-1951 Dues Are Due and Payable.

Please send your check or money order at once to

DON HANNA

317 West Washington Street, Phoenix, Arizona

Club rooms are now open. Regular meeting October 30.

Note—Any showmen wishing to join write for application—Dues \$10 per year.

Arizona State Fair Opens November 3 Thru 12.

CENTRAL AMUSEMENT CO.

WANTS

For the Great Loris Fair, Loris, S. C., Oct. 23-28 and Balance of Fair Season

Want Eat and Drink Stands, Novelty, Photos, Floss, Water Games.

All Hanky Panks open. Want Shows, especially want Minstrel Show.

Want PC Agents, also Ride Help. All contact

SHERMAN HUSTED

Jackson, N. C., This week; then per route.

T. J. TIDWELL SHOWS

WANT

WANT

Cookhouse, Photo Gallery, any Hanky Panks and Shows that do not conflict. Can place Ride Help who drive semis.

Winters, Tex., Oct. 16 to 21; Ballinger, Tex., Oct. 23 to 28. More cotton towns to follow.

All address: **T. J. TIDWELL, Mgr.**, per route above

ATTENTION, SHOW OWNERS

DROMES FOR SALE DROMES

MOTORDROME

Flashiest Drome on the road. 48 panel combination with new walls used only two seasons. Built light of blue spruce and fir. Can be set up ready to go in four hours and down and loaded in two. Two tops and sidewall in excellent condition, rollers, sound, lights, ticket boxes and all necessary equipment for operation. Beautiful panel front, fluorescent lighted. Will sell with or without wall motorcycles. Can be loaded complete on two semis. Can be seen in operation on World of Mirth Shows week Oct. 16 at Columbia, S. C., State Fair. Then Anderson, S. C., and Augusta, Ga., to follow.

SILO-DROME

20 panel silo-drome, used only three weeks since being rebuilt. Brand new flashy top. Bally, ticket-boxes, rollers, etc. With or without machines. Entire drome complete with four machines and all equipment, below the racks on one 33 ft. semi. Will sell with or without semi and COE International sleeper tractor. This silo and equipment stored at Sarasota, Florida. If wanted I have available for 1951 two complete drome crowds including riders, talkers and ticket sellers. Show Owners, if I know you I'm willing to take some paper for balance payment.

ALSO FOR SALE

"QUEEN JEAN"

WORLD'S LARGEST AND STRONGEST HORSE

This beautiful Belgian mare stands 19½ hands high and weighs over a ton and a half. Holds undefeated world's pulling record. Show complete with good top, sidewall, sound, lights and outstandingly beautiful new panel front. International truck with special built stock body that loads everything complete.

Also will consider selling to the right party my FAMOUS LOST CANYON MIDGET HORSES. Two stallions and a mare, average 30 inches in height and 80 pounds in weight. Everybody knows this outstanding attraction. Most unusual frame-up, new orange and blue top and sidewall. New type banners. Authentic blow-ups. Sound effects. Ford truck with custom-built body.

Both of these horse exhibits are top money grind shows on any midway and can be seen in operation week of October 16 at Raleigh, N. C., State Fair and on midway of James E. Strates Shows as per route until close of season.

Am also selling my entire fleet of Trucks and Automotive Equipment, all in first class condition with good rubber and low mileage, including:

My beautiful custom-built office on tandem wheel 28 ft. Semi-Trailer. Lindsey body, completely insulated and sound-proof. Large lounge with York air-conditioning, electric refrigerator, big roomy roll-top deck with locks, plenty of closet and drawer space. Back half can be used for stock or living quarters. Double rear doors, two side doors and eleven windows. This unit is complete with 110v. A.C. power plant and International COE sleeper-cab tractor. 3 International COE sleeper-cab tractors, 1 International sleeper-cab D-500 Tractor with new motor, 2 28 ft. Fruehauf Vans with side and rear doors; 1 33 ft. Rack Trailer, like new; 1 Twin-Coach Bus, suitable for concession or living, perfect condition and a bargain; 1 GMC 2½-ton Panel Truck, 4 trailer windows and roof vents; 1 GMC all metal Suburban, factory trailer hitch, four speed transmission, electric trailer brake controls, A-1 condition and a real buy; 2 four wheel Trailers (bomb-carriers), new, hydraulically raised and lowered to ground level, ideal for concession trailer chassis; other miscellaneous Show Equipment including several Power Plants, Show and Concession Tops, etc.

For information on all the above, contact:

L. HARVEY CANN, Cann Enterprises

WORLD OF MIRTH SHOWS, Columbia, S. C.; then as per route.

After November 5th:

#1 Mecca Drive, Sarasota, Florida

SOUTHWEST GEORGIA FAIR

October 23d to 28th Inclusive, Albany, Ga.

SUMTER COUNTY FAIR

October 30th to November 4th Inclusive, Sumter, S. C.

EASTERN CAROLINA AGRICULTURAL FAIR

November 6th to 11th Inclusive, Florence, S. C.

CAN PLACE:—Legitimate Merchandise Concessions, Eating and Drinking Stands of all kinds. We hold exclusive concession contracts at these fairs.

Earl Chambers can place Talker for Monkey Show.

W.A.T:—Worthwhile and outstanding attractions for the 1951 season. Free Winter Quarters at Petersburg, Va., to those we book for the coming season.

All Address: This Week Macon, Ga.

P. S. Notice—NOVELTIES AND SCALES AND AGE OPEN FOR BALANCE OF SEASON.

CETLIN & WILSON SHOWS

BLUE GRASS SHOWS

WANT WANT WANT

For Bon Hill County Fair, Fitzgerald, Ga., Week Oct. 23; followed by Bay County Fair, Panama City, Fla., Week Oct. 30; then the BIG ONE at Marianna, Fla., Week Nov. 6.

CONCESSIONS

Legitimate Concessions and Manky Panks at all kinds.

SHOWS

Want Shows with own equipment, Class House, Fat Girl, Midget, Wild Life, Unborn, Minstrel, Motordrome or any non-conflicting Shows.

Address: **C. C. GROSCURTH**
Blue Grass Shows, McRae, Ga., this week.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

PRELL'S BROADWAY SHOWS

BROADWAY AT YOUR DOOR
GET WELL WITH PRELL

ATHENS, GA.,
AGRICULTURE FAIR
COLLEGE TOWN
OCT. 23-28

5
MORE FAIRS
TO FOLLOW

1st ANNUAL FAIR
AUS. EXCHANGE CLUB
LAUREN, S. C.
TEXTILE CENTER OF SOUTH
OCT. 30-NOV. 4

WANT Novelities, Hollyeranes, Rotaries, Grind Stores of all kinds, Eat and Drink Stands. **SHOWS:** Hawaiian, Midget, Mechanical City, shows of merit. Girls for our Posing, Scandals. Now booking for 1951 season opening January 22, Sarasota, Fla., Fair and 8 more bona fide fairs to follow in Florida.

All Answer **SAM E. PRELL**
Greenville, S. C., this week: Athens, Ga., October 23-28.

LAWRENCE GREATER SHOWS

THE SHOW BEAUTIFUL

WANT FOR MARIOM, S. C., OCT. 23 TO 28; SAVANNAH, GA., OCT. 30 TO NOV. 4; MOULTRIE, GA., NOV. 6 TO 11.

CONCESSIONS Custard, all Eating and Drinking Stands, Candy Floss, Snow Balls, Ball Games, Novelties, Guess Your Age, Buckets, Derby Races, Photos, Rotaries, Hanky Funks of all kinds. Few choice wheels open. Want Hanky Funk Agents. Other Agents for Office Outfits. Everything open for balance of season.

HELP Want A-I Mechanic. Men to handle Funhouse and Monkey Show. One more Fish Act. All replies—Phone, Wire or Write.
SAM LEVY, Mgr., Winston-Salem (Col.), N. C., this week

PENN PREMIER SHOWS

World's cleanest & midway

OCT. 23-28—4-COUNTY FAIR, CARTHAGE, N. C.—OCT. 23-28
Largest Bona Fide County Fair in North Carolina

CONCESSIONS: Can place Jewelry, Novelties, Mats, Eating Stands, Photos, Ball Games. Drinks and any other legitimate Concessions.

SHOWS: Can place Sideshow, Animal, Wild Life or any other Shows not conflicting.

RIDES: Can place Trains, Spitfire or Caterpillar.

NOTICE: Little Bud Stanley, contact Ralph Stanley. Address all mail and wires to **LLOYD D. SERFASS, Thomasville, N. C.**

JACK'S GREATER SHOWS

WANT

For Colleton County Fair, Oct. 23-28, Walterboro, S. C., day and night fair, with five fairs in Georgia to be announced in next issue, with all winter in Florida.

Can place Concessions of all kind, Eating and Drinking, Crab, Custard, Floss, Novelties, Age and Scale. All Slum Stores open. A few choice Concessions open. Will book any Show or Ride not conflicting. All mail and wires to

FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr.
ORANGEBURG, SO. CAR., THIS WEEK; THEM AS PER ROUTE.

INTERSTATE SHOWS

WANT FOR EARLY COUNTY FAIR AND PEANUT FESTIVAL, BLAKELY, GEORGIA, OCTOBER 23-28; **WANT** THEM TO THREE ALABAMA FAIRS.

SHOWS: Will book any Show with own equipment not conflicting with what we have. **RIDE HELP:** Can use good Ride Help on all Rides, prefer Semi Drivers. **ALL CONCESSIONS OPEN, ALSO ALL EATING AND DRINKING STANDS. WANT LARGE BINGO FOR THE BALANCE OF THE SEASON TO JOIN ON WIRE.** All address: **H. B. ROSEN, Mgr., Americus, Ga. (Americus Civic Fair)**

ROYAL

Exposition Shows

JEFFERSON COUNTY FAIR, LOUISVILLE, GA., OCT. 23-28

Booking **SHOWS, RIDES and CONCESSIONS**

Three more **BIG ONES** coming up.
Address **J. P. BOLT, Gen. Mgr.**
Statesboro, Ga., this week.

CLUB ACTIVITIES

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

CHICAGO, Oct. 14.—Vice-President Lou Keller presided at the Thursday (12) meeting, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich.

Elected to membership were Joseph P. Stegrist, Leslie L. Prime, Cecil W. Massey and Morris Bluestein, whose applications were sent in by Ben Hyman, Rube Liebman, Paul Olsen and Bob Parker. Correspondence read from Ben Hyman, Harry Westbrook and The Billboard. Oscar C. Buck sent in his usual donation to the ways and means committee.

Jack Gallagher is reported on the mend, with nothing reported on Frank Ehrenz. Mr. and Mrs. Eric C. (Alberta Slim) Edwards stopped over en route to their Vancouver home. Al Kaufman is back here for the winter following the close of the Wallace Bros.' Shows of Canada. Dues received from Ben Hyman for personnel of the Alamo Exposition Shows.

The nominating committee will present its report at the October 19 meeting. The S.L.A. American Legion post will hold its annual party November 25 and a bingo December 1.

Members back after long absences include George B. Flint, Dave Malcolm, Robert Hughey, Pete Norman, Morrie Wold, Carl A. Mann and Harry Ferris. Other callers were Nate Nye, Max Hirsch, Peter Veterano, Harry Simonds, Hymie Stone, William Hellech, Sam J. Solomon and Andre Dumont.

Ladies' Auxiliary

First fall meeting was held Thursday night (5) in the Jade Room of the Sherman Hotel. Mrs. A. L. Filograsso, president, presided. Other officers on the rostrum were Mrs. Nan Rankine, first vice-president pro-tem; Mrs. M. Richard Horan, third vice-president; Mrs. L. M. Brumleve, treasurer pro-tem, and Mrs. Robert H. Miller, secretary. Invocation rendered by Mrs. Margaret Jeske, chaplain, and a moment of silent prayer was held for the deceased mother's of Bernardine V. Walsh and Bernice Doolan.

Applications proposed by Dolly Young included Mrs. Margaret G. Boner, Mom Reynolds Woodward, Mrs. Sam Greco, Mrs. Halle V. Terrell, Mrs. Lena Smith, Mrs. Robert L. Mack, Carmen E. Baldwin, Kay Ollis, Martha B. Thomas, Flossa J. Soret, Earline Smith, Lee Wheeler, Isabelle Friedenheim, Nadine Montgomery Quillen, Mrs. Mary M. Watson, Mrs. Marjorie Kralic, Evelyn V. Fisher, Billie MacColly, Betty J. King, Orlene Brothers, Gertrude A. Weyls, Mrs. George W. Jones, Mrs. Mary I. Allen, Athalee Barfield, Mary Catherine English, Esther V. San Fratello, Lois L. Gettys, Margaret A. Wilson and Marie F. Burgdorf. Proposed by Sophia Carlos were Greta Louise Thomson and Rose Aldea Nugent. Dolly Young is working for a Gold Life Membership card. These members were selected for a nominating committee to select new officers: Mrs. L. M. Brumleve, Mrs. Lee Gluskin, Mrs. Phoebe Carsky, Mrs. Blanche Latto, Mrs. Louise Donahue, Mrs. Claire Sopenar and Mrs. Margaret Jeske. Mrs. Lillian Lawrence and Mrs. Ann Sleyster were named alternates.

A rising vote of thanks was given Pat Seery and her co-workers for this summer's Rummage Sale, which netted a good sum for the club. A vote of thanks also was given Lillian Glick for the dinner she gave in her home this summer, proceeds of which went to the Auxiliary. Margaret

Michigan Showmen's Association
3153 Cass Ave., Detroit

DETROIT, Oct. 14. — Despite a rainy night our first regular meeting Monday (9) was well attended. On the rostrum were President Robert Morrison, First Vice-President, Fred Silber, Second Vice-President Marvin Keyes, Third Vice-President George Harris and Chaplain Edward P. Ford. Chaplain Ford said the showmen's prayer for the following departed members: Abraham Mandel, Ora Baker, Fred Williams, Martin Rose, Roy A. Voakes and Carl Barlow.

Highlight of the meeting was the presentation to brother Edgar McMullen of a life membership for having obtained over 50 members during the year. Plans were made for our annual Halloween party, October 28. A committee consisting of Third Vice-President George Harris, Frank Blooming, Edward Bennett and Sam Fine will handle party details. Brother Max Kahn leaves shortly for a vacation in South America. Past President Leo Lipka spoke briefly to the membership.

Jack Gallagher and Sam Fishman are still on the sick list but both are recovering rapidly. Visitors to the clubrooms included Joe Exler, Sam Stone, Thomas J. Fox, Pete Norman, Robert Gould and John Moran. William McKernan has again taken over the lunch room and will operate it under the supervision of Marvin Keyes and Sam Burd, of the house committee.

Word has been received that John (Milwaukee Red) Young is recuperating at his home in Jacksonville Beach, Fla., from a serious illness.

Letters were received from Karl Geritz, Ben Morrison and Ben Moss.

Filograsso, president, donated a birthday cake.

Award books, with Carmelita Horan as chairman, are coming in nicely. Mrs. Edward Hook, past president is at her home recovering from injuries sustained in a recent fall. She plans to go to Hot Springs soon. Marie Brown, past president, is recuperating in a local hospital.

NOW DELIVERING!

New
Apex 4 Star
Carnival Wheels



Apex 5 Star
BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers SEND FOR FREE CATALOG in various colors
MORRIS MANDELL, INC.
24 East 13th St. (Dept. B) New York 3, N. Y.
Phone: ALgonquin 8-5912

PAUL H. MILLER

WANTS
Agents for Buckets, Six Cats and Hanky Panks of all kinds. Address: **c/o FIOER'S UNITEO SHOWS**
Beebe, Ark., this week

For News About **The New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Pacific Coast Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, Oct. 14.—Club has returned to its winter schedule of weekly meetings. Clubrooms will be open daily from noon until midnight beginning Monday (16).

S. L. Cronin presided at Monday's (9) meeting in the absence of Joe Krug. Also on the rostrum was Lou Manly, secretary. Members paid tribute to William H. Alexander and William Kennedy, departed members.

Jimmy Dunn, reporting for the sick and relief committee, said that Harry Lewis had returned from Mayo's Clinic and is getting along as well as could be expected. Ben Beno said that Sammy Coomas is still confined to General Hospital following the amputation of his leg. Coomas was about to be discharged when he fell while trying to walk with crutches. He suffered a back injury, which continued his confinement.

Membership voted favorably upon applications of William J. Lindstedt and Lester Hilborn. Acting-President Cronin said that beginning with the next meeting all membership cards would be inspected at the door. Those not having paid up cards will be urged to secure new ones.

Ben Beno was given a rising vote of thanks for his work during the summer.

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Oct. 14.—Michael Roman, ways and means committee chairman, reports that a successful jamboree was held on John H. Marks Shows, at Fayetteville, N. C. Roman also sent in the application of Louis Gloth.

Banquet and ball committee anticipates a record crowd at the annual event and is urging members to get reservations in early.

Clubrooms are being cleaned and the television room is being readied for the influx of members.

Blanche Lytton, who recently arrived here with husband Al, is in Jackson Memorial Hospital. Mr. and Mrs. Harry Meyers have returned for the winter.

Letters were received from Ed J. Riecher, L. Eddie Roth, Sid Markham, Louis DeJoseph, A. R. Whiteside, Hymie Frankel, Al Burt, H. S. Thompson, John T. Tinsley, Chester A. Dunn, Frank C. Pope, John J. Kelly, Victor Weinberg, Morris Batslisky, Ben Braunstein, John C. Weiss, George W. Hartley, John Yazvac, Charles W. Ossolo, Bernard Stone and Carl Hanson.

Show Folks of America, Inc
145 Turk Street, San Francisco

SAN FRANCISCO, Oct. 14.—President Mike Krekos presided at the October 2 meeting and Polish Fisher and Ori Blome were called to the rostrum in the absence of other officers. Moe Eisenman, Year Book chairman, said that ads in the annual publication are \$5 instead of \$2.50.

Presented for membership were Mrs. Norma Cohn, Fay and Edward Garrett, Gerald P. and Gladys Mackey and William M. Wheeler. Letters were read from Betty Monette, W. J. and Mary Quinn, Frenchy LaMonte, Harry and Helen Dilbeck and J. J. Koine. Letters thanking West Coast Shows and West Coast

Greater Tampa Showmen's Association
Tampa, Fla.

Ladies' Auxiliary

Clover Garden Circle met at the club house and made plans for the Children's Home project. The circle held a wiener roast Saturday night (7) for the children. Pete Palori and Mrs. Peter Burkhardt donated money for the occasion.

It was decided that each member of the circle would choose one child as her particular ward. Thru the year visits will be made to the child and gifts will be taken out on special occasions. The circle has planted 35 more hibiscus cuttings and other plants around the grounds of the home and donated a wooden sandbox and platform for the playground. A cement block sandbox is to be delivered soon.

A contest for the best scrapbook pictures was conducted among the children. Mrs. W. E. Taylor, junior gardens chairman, awarded a pen and pencil set to the boy whose book was judged the best. The boy will now make another scrapbook to be entered in the junior gardens contest later in the year.

Four large palm trees have been planted in front of the club house, and new hibiscus plants have been planted in the patio.

Mrs. R. O. Phillips, of the Federation of Garden Circles, installed the new officers in a formal ceremony held at the close of the business session.

National Showmen's Association
1564 Broadway, New York

NEW YORK, Oct. 14.—Phil Isser, organization secretary, presented a generous check representing proceeds from a jamboree staged on his I. T. Shows. Angelo Intonti, Fred Iannicari, Jack Kearns, Alfred Rinaldi, Albert Bannon, Harry Skibinski, Albert A. Lean and Joe Welles all are being sponsored for membership by Vice-President Ross Manning. Other applicants approved were James R. Hardy Jr., Alfred V. Fink and Clyde Warbritton, sponsored by Phil Cook.

Word has been received that Murray Zand has been discharged from the hospital and is now recuperating at his sister's home in Revere, Mass. Barney Rodnick also was recently discharged from the hospital and is much improved. Larry Neumann entered Manhattan Center Hospital here for a short stay, and Larry Maraccio, who was hospitalized for 10 days, has been discharged at Danbury, Conn.

Congratulations to Charles Padrone, who became the father of a girl. Among recent visitors to the clubrooms were Patty Conklin, Jack Gilbert, George Bernet, Saul Heyman, Herman Cohen, Maurice Elk, Jack Cherry, George Rector, Isidor Biscow, Jack Schenck, Leonard Traube, Charles Wertheimer, Joseph Dubin, Ben Merson, Harry Weinraub, Francis J. Kelly and Harry Nelson.

Next regular meeting will be held Wednesday (25).

Exposition Shows were sent to Harry Myers and Eddie Harris and Eddie Helwig, chairmen of their respective committees.

Jack Christenson underwent an operation in General Hospital, Vallejo, Calif., and would like to read letters from friends. New members, guests and members who have been away for some time presented by President Krekos included Polish and Rose Fisher, Eddie and Fay Garrett, Al Smithwick, Porter Griffith, Dan Stover, Mrs. Norma Burke, P. Charles Camp, Harry Merkle, William Stoddard and Harry Lewis.

Orie Blome won the Pot of Gold. He received \$14. Remainder was turned over to the refreshment fund.

PRELL'S WORLD FAIR SHOWS

WANT AT REDUCED RATES FOR COLUMBIA, S. C., STATE COLORED FAIR

OCTOBER 21-28; BISHOPVILLE, S. C., TO FOLLOW

Open Midway. Will book all kinds of concessions. Want Caterpillar, Rocket, Dark Ride, Little Dipper, Fly-o-Plane or Spitfire.

Want Wild Life or Colored Show with own equipment. Want Ride Help. Fair Secretaries, we invite you to be our guests at this fair. All answer **JOE PRELL or JOHN VIVONA, Laurinburg, N. C.**

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

SHOWS SHOWS

High-class entertaining shows, Fat Folks, Midgets, Side Show or any real show catering to ladies, gentlemen and children (no Sex Attractions or Girl Shows).

CONCESSIONS CONCESSIONS

Can place legitimate Merchandise Concessions (no Coupon Stores).

FAIRS—READ THIS ROUTE—FAIRS

Roanoke, Alabama, this week, Randolph County Fair; Alexander City, Ala., Piedmont Exposition and Fair, next week; October 23-28; Laverne, Ala., October 30-November 4, Greshaw County Fair; Brundidge, Ala., November 6-11, Pike County Fair.

NOTICE—The above-mentioned dates are FAIRS, not still dates in a certain patch.

LAST CALL PASADENA LIVE STOCK SHOW AND RODEO
OCT. 23-OCT. 29

Have following still open: RIDES—Dodgem, Octopus, Caterpillar, Dark Ride. SHOWS—Monkey Show, Motor Drome, clean Side Shows. LEGITIMATE CONCESSIONS—Demonstrators, Plichmen, Custard, Photos, Hi Striker, legitimate Concessions. The show with 50,000 advance tickets sold! Three Kid Days—Flying LaVals Free Act—Free Parking.

Wire or Phone **JOINS PASADENA CHAMBER OF COMMERCE**
Houston, Texas Ph. 7936 Pasadena, Texas Ph. 3606

fidlers United Shows

WANT

WANT

Stock Store of all kinds. Show with own transportation. Ride Help on all Rides. Address: SAM FIDLER, Mgr., Beebe, Ark., this week; 4th Annual Celebration, England, Ark., on the streets, to follow.

J. A. SPARKS SHOWS

FAIRS FAIRS FAIRS

Want for West Point, Ga., week Oct. 28, first show in 10 years. Come on, boys, we will work. Followed by Longdale, Ala.; Carrville, Ark., and Centre, Ala. Sell ex on Cookhouse, Guess-Your-Age, Penny Arcade, Swinger and Custard. Want High Striker, Bumper, Fish Pond and Hanky Panky of all kinds. Want Shows—Wild Life, Mechanical City, Iron Lung and Illusion. Book Rollplane, Rollowhirl and Dark Ride. Want Foremen for Tilt and Chairplane. Good proposition for Agent who has fair connections. No promoters. We have money to operate. Out all winter. Dallas, Ga., this week; West Point, Ga., next week.

DON FRANKLIN SHOWS UNIT #2

Want for Hayes County Fair, San Marcos, Texas, Oct. 25 thru 29. Ferris Wheel Foreman, join on wire. Need legitimate Concessions of all kinds. Can place clean Grind Shows and Fun House. Will book one more Major Ride, such as Octopus, Dipper, Rollplane, Chairplane, Spitfire, C Cruise, Loooper or Fly-o-Plane.

Address replies to **GUS TUCKER**
West Fair Grounds, West, Texas, this week.

Used Everywhere for Over 35 Years

ROLL TICKETS 100,000
PRINTED TO YOUR ORDER \$29.00
DEPT. B
Keystone Ticket Co. SHAMOKIN, PA.
Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

10,000	\$ 9.50
20,000	11.75
50,000	18.25

WANT AGENTS
For Ware County Colored Fair next week and all winter in Florida.
All office-owned joints. Charley Lee, Joe and Fozzy, Howards and Jimmy, Iram Rice, Red, "Police" Tomblin and Al, Harry White, all come on. Those with me here last year, let's hear from you.
O. O. "BUD" POINT
This week, Cuthbert, Ga.

DIAMOND STATE SHOWS

Want for seven Florida fairs. Starting **AMERICAN LEGION FAIR**, Orlando, Fla., week Oct. 23, followed by **V. F. W. FAIR**, Gainesville. These are bona fide, chartered fairs with agriculture exhibits.

Want Merry-Go-Round, Tilt, any Ride not conflicting. Show owns two Wheels, Octopus, Rolloplane, Flying Scooter, three Kiddie Rides.

SHOWS: Place Side Show, Lew Alter, wire. Want Motor Drome, Monkey Show, Minstrel Show, Girl Show with own outfit.

CONCESSIONS: Want Cook House, Candy Floss, Custard that passes Florida law, Palmistry, Hanky Panks, Grind Stores, Wheels, Six-Cat. No exclusive for our Florida dates, but will sell ex on Novelties and Age and Scale.

HELP: Place Dancing Girls, Razzle, Skillo, Spindle and Wheel Agents, Ride Men. All address:

Barnwell, S. C., this week; then per route.

P.S.: Want A-1 Free Act for Florida dates. Jack Perry, contact.



Want for **WORTH COUNTY FAIR**, Sylvester, Ga., followed by **TAYLOR COUNTY FAIR**, Ashburn, Ga. Fairs until Nov. 11.

CONCESSIONS—Legitimate Stock Concessions of all kinds, Cook House that caters to show people to join on wire. Y. L. Collier wants Count Store Agents, Swinger Agents and P. C. Dealers.

SHOWS—Any shows not conflicting with what we have.

RIDES—Want Rock-o-Plane, Little Dipper or Dark Ride. Want Boll-o-Plane Foreman to join at once.

All replies **J. L. KEEF**

Gwinnett County Fair, Lawrenceville, Ga.

★ ★ ★ ★ **LONE STAR SHOWS** ★ ★ ★ ★

J. R. McPadden
Manager

W. Barry
Secretary

Myrtle McPadden
Treasurer

WANT WANT WANT WANT WANT
Ninth Annual Middle Georgia Colored Fair, Macon, Ga., Oct. 23-28. Don't be misled. This is the only Colored Fair in Macon, sponsored by the county, and it is the only one that has exhibits.

Want Hanky Panks of all kinds. Especially want French Fries, Waffles, Mug Joint, Basket Ball and Hoop-La. Want good, Flaky Bingo. Cookhouse wanted for rest of the season. Four more weeks in Georgia, then into Florida. Don't be misled by false rumors. This show will positively stay out all winter. **RIDES:** Will book any Ride not conflicting with the 10 we already have. Can use Motordrome, Little Dipper and Boat Ride. **HELP:** Can use First and Second Men on all Rides. If you can drive a semi, you have all winter's work. **SHOWS:** Can use Fat Show, Monkey, Animal, Hillibility, Poking, Girl Show and Jig Show. If you have your own equipment, can give you a good deal. We have 120 ft. Side Show complete with banners, truck, etc. Will give it to a good Side Show Manager who has something to put in it.

J. R. McPADDEN. Write, phone, wire for space at Macon, Buena Vista, Ga., Fair, this week; then as per route.

P.S.: Torchia wants Girls for Girl Show. Pay every night.

HELLER'S ACME SHOWS

CARTERET COUNTY FAIR, Beaufort, N. C., Oct. 16-21; **AYKIN, M. C., FIREMEN'S FAIR**, then Goldsboro, week Oct. 30-Nov. 4, day and date with Ringling Bros.' Circus. Our entrance directly opposite Ringling Bros.' Circus entrance. Then the **BIG ARMISTICE CELEBRATION** at Warsaw, N. C., Nov. 6-11; closing date.

Want good Carnival Mechanic. **SHOWS:** Snake, Monkey, Mechanical Show and Motordrome. Concessions of all kinds. Eating and Drinking Stands. Want P.C. Agents and Hanky Panks of all kinds.

All address **HARRY HELLET**, Gen. Mgr., as per route

WARE COUNTY COLORED AMERICAN LEGION FAIR

WAYCROSS, GA. . . . OCTOBER 23-28

State St. Fair Grounds in the Heart of the City. Band Concerts, Parade, Two School Days. Can place for this date and Douglas, Ga., also 4 weeks in Florida to follow the following: Penny Arcade or any Show with own outfit, especially want Jig Show. Concessions: Will sell X on Bingo, Custard, Grab and Popcorn. Can place Mitt Camp, Photos, Glass Pitch, Hanky Panks of all kinds. Some P. C. Can use a few Games' Ride Help; Can use Foreman and Help on Wheel and Mix-Up. All mail and wires to **JAMES A. WINTERS, Mgr.**, Waycross, Ga., now.

MOUNTAIN STATE SHOWS

OUT TILL THE SNOW FLIES

WANT

WANT

WANT

Winter rides, Popcorn, Bingo, Balloon Pops, Fish Pond, Cork Gallery, Grab or small Cook-house or any legitimate Concession. Shows of any type, small percentage. Brownie Cole, contact Shipley or Casbeck Red. Ride Help, come on.

JIMMIE NOLAN, Mgr., Bell, Ark., this week.

From the Lots

Gem City

MOBILE, Ala., Oct. 14. — Shows opened Friday (13) on the outskirts of town under auspices of the Prichard Lions club.

W. E. Snyder, business manager, who also handles advance and press, came in Friday (6) to prepare for the show's appearance. Snyder reported the Meridian, Miss., stand, October 2-7, good, the gross being 10 per cent ahead of 1949. Weather at Meridian was ideal and attendance was way ahead of the Dodson date of 1949. Kids' day, October 3, was a huge success, with the co-operation of Superintendent George Iby, of Meridian schools. Friday night attendance was heaviest. **Berney Smueckler**, Mobile, was one of the judges of a Friday night queen contest.

Grandstand acts included Jinx Hoagland's Hippodrome, Billy Outen's Fire Demons, the Adaros; Halos, perch act; Wolcott's dog and pony show and the Cartharos Troupe, tumblers. Snyder said that *The Meridian Star* co-operated with publicity and that stations WCOG and WMOX were liberal with plugs from the midway during the fair.

Visitors included Bob Parker, China Jackson, Tom Sharkey; Al Wagner, of Amusements, and Sam J. Levy, Barnes-Carruthers. Sammy Lowery's Motordrome joined at Meridian. Snyder reported the Columbus, Miss., date the week of September 18 good.

CARNIVAL ROUTES

(Continued from page 60)

Lawrence Greater: (Fair) Winston-Salem, N. C.; (Fair) Marion, S. C., 23-28.
Lone Star: (Fair) Buena Vista, Ga.; (Fair) Macon 23-28.
Magic Empire: (Fair) Alexander City, Ala.; (Fair) Andalusia 23-28.
Manning, Rosi: (Fair) Wilmington, N. C.
Marlon Greater: (Fair) Kingstree, S. C.
Marka John H.: (Fair) South Boston, Va.; (Fair) Monroe, N. C., 23-28.
Meridian's: Arbyrd, Mo.
Midway of Mirth: Caraway, Ark.
Miller, Ralph R.: (Fair) Villa Platte, La.
Miller Shows, Inc.: Olney, Tex.
Moore's Southern: San Augustine, Tex.
Mountain State: Bell, Ark.
Nessler's Greater: Wynne, Ark.
Noian, Larry: Cooldge, Ariz.
Orange State: Jacksonville, Fla.; Gainesville 23-28.
Peck Am. Co.: Wilcox, Miss.; Delsoni 23-28.
Peerless Celebration Am.: Bladenboro, N. C.
Penn Premier: (Fair) Thomasville, N. C.; (Fair) Caythage 23-28.
Pia-Park: (Fair) Liberty, Tex.; (Fair) Pasadena 23-28.
Playtime, No. 1: (Fair) New Gloucester, Me.
Prel's Broadway: (Fair) Greenville, S. C.; (Fair) Athens, Ga., 23-28.
Prel's Gold Fair: (Fair) Laurinburg, N. C.; (Fair) Columbia, S. C., 23-28.
Royal American: (Fair) Shreveport, La., 21-30.
Royal Crown: Selma, Ala.

Royal Expo: (Fair) Statesboro, Ga.; (Fair) Louisville 23-28.
Schafer's Just for Fun: Arp, Tex.
Scottland Rides: (Fair) Orangeburg, S. C.; Ridgerville 23-28.
Shan Bros.: (Fair) Rome, Ga.; (Fair) Atlanta 23-28.
Slebrad Bros.: (Fair) Tucson, Ariz.
Smith Am. Co.: Somerville, Tex.
Smith, George: Clyde (Fair) Suffolk, Va.; (Fair) Waverly 23-28.
Southern States: Edison, Ga.
Southern Valley: (Fair) Winstonsboro, La.; Monroe 23-28.
Sparks, J. A.: (Fair) Dallas, Ga.; (Fair) West Point 23-28.
Star Am. Co.: (Fair) Holly Grove, Ark.
Starlight: Spout, Tex.
Stephens, C. A.: (Fair) Thomson, Ga.; (Fair) Hawkinsville 23-28.
Strates, James H.: (Fair) Raleigh, N. C.; (Fair) Orangeburg, S. C., 23-28.
Sunset Am. Co.: Mountain Home, Ark.
Tassel, Barney: Yanceyville, N. C.; Rockingham 23-28.
Texas: Fairburn, Tex.
Texas Centennial: Marble Falls, Tex.
Tidwell, T. J.: Winters, Tex.; Ballinger 23-28.
Tinsley, Johnny T.: (Fair) Roanoke, Ala.; (Fair) Alexander City 23-28.
Tivoli Expo: (Fair) Magnolia, Ark.; (Fair) Belson, Miss., 23-28.
Turner Bros.: Rector, Ark.; Morshouse, Mo., 23-28.
20th Century: Tallulah, La.
United Expo: Lufkin, Tex.
Victory Expo: (Fair) Seaboard, Tex.; Brownfield 23-28.
Virginia Greater: (Fair) Clinton, N. C.; (Fair) Washington 23-28.
Wynn Bros.: Laurinburg, N. C.
Yogt's Southern Am. Co.: O'Brien, Tex.
Wallace Bros.: Jackson, Miss.
Wallace & Murray: Warrenton, Ga.
Wolfe Am.: (Fair) Greenville, S. C.
World of Mirth: (Fair) Columbia, S. C.
Yager's United: Morley, Mo.

DUMONT SHOWS

Want for Clinton, S. C.

Girl Show. We have outfit complete. Want Stock Concessions.

LOU RILEY

This week, Pittsboro, N. C.

DIXIE EXPO SHOWS

CAN PLACE

Concessions and Shows with own outfit, low percentage.

P.S.: For Sale—Rides-O. Can be seen up. This week, Lancaster, S. C.; next week, Hartsville, S. C.

SICKEL'S UNITED SHOWS

WANT

For All Winter's Work

All kinds Concessions, Grind Shows, P. C. Dealers, Grind Store Agents, Ferris Wheel Foreman, Electrician, Sound Truck, Kiddie Ride.

SICKEL'S UNITED SHOWS, Phenix City, Ala.

WANTED

2 Kiddie and 4 Adult Rides, 18 Concessions, 2 decent Shows, no Gambling Concessions at Central, Miss., Collyer (Colored), Kosciusko, Miss., Oct. 31-Nov. 3. Contact: **WILLIE WHITEHEAD** or **O. W. MOORE, C. M. C.** Box 392, Kosciusko, Miss.

DALE AND JEANNE BARRON

Want for Wild Life, sober Sheet Writer, 48 weeks per year. (Summit, you missed 3 big ones. Bloomsburg, Frederick and Petersburg were terrific.) Want for Girl Show, hard-working Ticket Seller-Canvasman. No driving. Three more weeks to go. Can place Carpenter-Painter for winter work. Comfortable quarters, small salary.

Slim Idell and Walker Hanson, its time to settle that Bristol business. Contact now for sure.

Address, care **ENDY BROS.' SHOWS**, Fairgrounds, Savannah, Ga., October 16-21.

P.S.—Bill Cowan, your package is ready at last.

RIDE OWNERS, ATTENTION!

Due to major repairs and overhauling of all my rides and equipment

WILL BOOK

Rides of all kinds including Ferris Wheel, Merry-Go-Round, Spitfire, Tilt-a-Whirl, Octopus, Rolloplane and Caterpillar for my Florida dates, starting week October 30.

Can also place high-class Bingo Concession.

Write — Wire

BARNEY TASSELL UNIT SHOWS

This week, Yanceyville, N. C.; week October 23, Rockingham, N. C.

P.S.—If necessary, can use some of my help.

Fitzgerald Inked As Bay Ridge Pro

BROOKLYN, Oct. 14.—Bob Fitzgerald, popular young veteran of RSROA amateur skating, started work Thursday (12) as head professional at Bay Ridge Roller-drome here, operated by Carl Carlson and Joseph Seifert. Fitzgerald, for many years, has been a big wheel in local skate-dance competitions and has been a consistent upper-crust contestant in the big-time amateur league. This year, skating with Gerry Badyna, he placed second in New York State senior dancing.

The new pro was signed after a long search by Bay Ridge ops for a replacement for Jim and Millie Ferris, who had held the teaching berth for years. Mr. and Mrs. Ferris left this summer to assist the former's father in a stationary business in the Bronx. They are now instructing part time at Fordham Palace.

Barn Dances at Taylor Spot

SHELBYVILLE, Ind., Oct. 14.—Taylor's Roller Rink here is operating under a Saturday night barn dance policy, each of the dances drawing 300 to 500 people weekly, reports Edward L. Taylor, proprietor. The rink is opened to Negro trade on Monday nights. Mrs. Taylor assists her husband in the management of the rink.

FOR RENT

1000 pairs Chicago Clamp Skates, 500 pairs Shoe Skates for rentals; Hammond Organ, latest model; big Record Outfit, large Horns, Floor Sanders, Skate Grinder, etc. All above in good condition, like new.

W. E. GENNO

213 Arsenal St. Watertown, N. Y.

WE BUY AND SELL

New and Used Rink Roller Skates. Advice make, size, condition and quantity. Also best price.

JOHNNY JONES JR.
Agents for Chicago Roller Skates
81 Chatham St. PITTSBURGH, PA.

BEST BUILT FLOORS AND RINKS

We build any size interchangeable sectional floor or complete portable rink. New complete 40x100 ft. portable, flameproof tent, Northern hard maple floor, Chicago skates, music, etc., for immediate delivery at a bargain price. We are the largest manufacturer of portable floors and rinks and the only manufacturer of the double-life interchangeable sectional floor. Write for prices and full information. Phone 2643-W, 409 N. 5th St., Longview, Texas.

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE
Write

PERRY B. CILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
108 East 4th St., Tyler, Texas. Phone 4-9585

FOR SALE

Portable Rink, 41x93, complete, \$2,200.00. Stored.

CAMP FORD RINK

Phone: 4-4921 Tyler, Texas

AOW Kicks Off Racing Season

ELIZABETH, N. J., Oct. 14.—Inter-rink racing in the Northern division of the America on Wheels chain kicks off tonight at Hackensack (N. J.) Arena, it was announced from AOW headquarters here by Jack Edwards, the chain's director of racing and hockey.

AOW's Southern division, composed of National Arena, Washington; Bladensburg (Md.) Arena and Alexandria (Va.) Arena, begins its race season October 21, while the Northern section resumes biweekly races at Paterson (N. J.) Arena October 28.

In the Northern division arc Hackensack; Twin City Arena, Elizabeth, N. J.; Capitol Arena, Trenton, N. J.; Boulevard Arena, Bayonne, N. J.; Paterson, and Mt. Vernon (N. Y.) Arena. Back again for competition are two non-AOW racing clubs from Florham Park, N. J., and Reading, Pa.

If entries are any indication, this will be racing's biggest year, said Edwards. Entries have been so heavy that each club has been limited to 20, he said. There will be 16 meets in each division, with the three top teams of each section competing in finals to be held in May, 1951.

Organist Reed Ups Negri Biz

RICHMOND HILL, N. Y., Oct. 14.—According to Manager Eddie O'Neill, business at Hillside Roller-drome jumped 10 per cent when Phil Reed, well known rink organist, started work on September 28. What is more, says O'Neill, the box-office hike was no flash in the pan and shows every indication that it will increase rather than taper off.

Reports Frank Negri, operator of Hillside: "Youngsters as well as older skaters who were Reed fans when he used to play at a near-by rink are flocking to our place. There is no doubt about it, Reed is a draw."

To capitalize further on its music, Hillside which last season installed a new Hammond organ, today put in its first solovox. Both will be adjusted to suit Reed's style.

Reed has given up all night club assignments so as to have full time for rink work. He is, however, continuing to make records for Fred Freeman's Dance Tone Company.

Bal-A-Roue Kids Register; 3 Annual Parties Prepped

MEDFORD, Mass., Oct. 14.—Registration is under way at Fred H. Freeman's Bal-A-Roue Rollerway here, which started its fall season October 1, for skating classes in all age brackets and divisions. Back as professionals are Emily Melville and Melvin Umbach. Skating sessions will be held nightly, in addition to Saturday and Sunday matinees. Price scale is 40 cents for matinees and 60 cents for night sessions, both figures including tax.

First big event on the rink calendar is a costume Hallowe'en party on October 31. Slated to follow are anniversary and Sadie Hawkins parties.

P. A. Backfires At Meyer's Spot But Draws Crowd

CINCINNATI, Oct. 14.—Personal appearance tie-ups for roller rinks are often good business stimulants, but sometimes they boomcrang, as one did September 28 for Lou Meyer, operator of Price Hill Roller Rink here. This case, says the management, illustrates the need for a bit of rehearsal between management and the celebrity making the appearance.

The case involved Beverly Tyler, who plays opposite Mickey Rooney in *Fireball*, the roller derby film which was shown recently at Keith's Theater here. Hearing that Miss Tyler was to make an appearance at Keith's in connection with the film's opening, Meyer and C. V. (Cap) Seferino, rink manager, arranged with the theater's Manager Riessenbeck for tie-in ceremonies at the theater and rink.

All went well at the theater, where Meyer made a brief talk from the stage and presented Miss Tyler with a bouquet of roses. An embarrassing situation developed at the rink, however, because there was no time for rehearsal. When asked how she had become interested in roller skating during the interview over the p.a. system, Miss Tyler blurted out that she started skating in another section of the country and became a "rink rat—a regular rink patron." At this point the interviewer pointed out that the term is not applied to rink customers in the Cincinnati area and that local rink managements pride themselves on their high standards of operation.

The tie-up, however, was not without benefit. Announcements in advance at the rink and by mail that a movie actress would appear brought out an excellent crowd to ogie the celebrity.

Outlook Bright For Ludwig Biz At Carroll, Ia.

CARROLL, Ia., Oct. 14.—With public income high and more roller skaters in the area than ever before, Charles C. Ludwig, owner of Parkview Skating Palace here, reports the outlook bright for the winter season.

Ludwig, who operates the year around, tries to maintain interest of skaters with programs designed to appeal to various segments of his trade. One night each week the pro teaches nothing but the newer dance steps, and each week Ludwig features prize awards as business stimulants. Recently, with the idea of stimulating interest in better skating, Ludwig started what he calls a "hall of fame." Blow-up pictures of better skaters who have taken part in the Carroll Roller Skating Club's annual floor show have been prominently displayed on the rink walls. When the work of new skaters merit it, they will be included in the display. The club is currently rehearsing its 10th annual show.

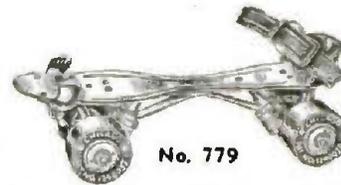
Believing that the roller derby film, *Fireball*, will benefit the rink business, Ludwig is going all-out to publicize its November showing in one of the local theaters. He is using lots of advertising in his lobby, and during the showing will have a half-dozen skaters performing in the theater lobby. He is even plugging the film in his daily ads in the local paper and gazettes of surrounding towns.

In addition to newspaper advertising, Ludwig plugs his rink consistently via direct mail in the farm areas, currently emphasizing coming holiday parties, such as Halloween and Thanksgiving.

Ludwig long has done a big business in the sale of supplies at his rink because skaters even those from larger surrounding towns, know he carries a heavy supply of skates, parts, cases, etc.

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL



No. 779

There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, easy rolling. Simple to replace worn parts after

long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

4427 W. LAKE STREET

CHICAGO 24, ILLINOIS

HYDE

YOUR ASSURANCE OF QUALITY

when you buy Roller Skating Shoes look for the **HYDE** or **BETTY LYTLE** label . . . Your **ASSURANCE OF QUALITY**.

Our **COMPANY LABEL** is your **Guarantee**.

HYDE ATHLETIC SHOE CO. Cambridge 41, Massachusetts

"Fit-Factor" REMOVED!

EQUIP NOW WITH **KINGSTON** . . . and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES

WRITE FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hdw. Div., 88-14, Kew-Forest, Ind.

CHRISTMAS SPECIALS
As Wise Orders Now!

FULLY AUTOMATIC PISTOL LIGHTER



— An entirely new type. Pull trigger, it lights in FRONT—release trigger, it's out. No screws to hold base. Converted from table to pocket use in split seconds. Small enough for pocket, yet large enough for realism.

GENUINE MOTHER OF PEARL HANDLE (import). \$20.00 doz.

Men's Comb, Cigarette Case & Lighter—(holds 20 cigarettes). Fully automatic. Open case, take out cigarette; close case, it lights. Doz. 32.50

Ladies' Comb, Case & Lighter, Doz. 18.00

LATEST MECHANICAL TOYS

THE WALKING BEAR—large, Doz. 7.20

THE WALKING GORILLA, Doz. 7.20

THE ROLL-OVER CAT, Doz. 4.75

We handle over 50 of the latest Animal Toys.

SAMPLES OF 10 LATEST MECHANICAL TOYS 4.75

3 PC. PEN SET WITH PEE WEE PISTOL LIGHTER—Top item for everyone. Doz. 12.00

PEEP SHOW ART MODELS (with light), Doz. 4.95

FLOATING DOLL FENCIBLE, Doz. \$3.95 & 4.95

3 & 4 PC. PEN SETS, attractively boxed. Low Prices

NEW IMPROVED LIGHTER—Visible Fluid—one to six months with one filling. Gold finish case & clip, attractively boxed. 4.00 (10 sell), Doz. 45.00

Samples of 10 latest lighters 12.00

GET OUR LOW QUANTITY PRICES

HOUSE OF 1001 ITEMS
MINIMUM ORDER \$18.00
25% Deposit, Balance C.O.D., Plus Postage.

WE PREPAY WITH FULL REMITTANCE.
Wholesalers and Jobbers, Write for Current Price List.

UNITED ENTERPRISES
175 Fifth Ave. New York, N. Y.
Orange 8-2419 Swiss 1810

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To 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; 1951 catalog free, Kleinman, 5146 Sirohna Ave., North, Hollywood, Calif. n011

A NEW COLLECTION OF ONE LINERS Song Titles, Hecker, Disc Jockey and Television Material. "The Wit Parade," 51, Baker and Larson, 1558 Vine St., Hollywood, Calif. oc28

ARRANGING FOR BAND, ORCHESTRATION, Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service, Val's Arrangements, Studio P. O. Box 2169, Daytona Beach, Fla. oc28

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$3; add \$1 for four gag-packed bark issues. Emcee-B, P.O. Box 903, Chicago 90. oc28

FREE LIST OF SMASH MONEY MAKING gag material on request, Edmund Nodine, Metro, Box 5536, Los Angeles 35, Calif. n04

LAUGH LINES — FIVE READY; ALSO NO. 1-2-3-4 at \$1 each; bills, comedy patter, songs, radio, MC bits, hecklers answered. Material to Jimmie Muir, Laugh Lines, 6185 Sussex Vista Ave., Oakland 18, Calif.

VENTRILOQUIAL DIALOGUES (\$4.00 PER dozen) smart, Sours, Faroules, Monologues. Tizard, 110 W. 76th St., New York. oc28

NEW MANAGERS, PITCHMEN, ORGANIZERS men and women, sell Red Menace Seals; new, terrific demand; protected territory. Harry Brinks, Ent., 2245 West 18th Place, Chicago.

DEALERS JOBBERS — SELL WONDERFUL fine Oriental Insects, Ceramic and Metal Burners, Perfumes, Sell Eastern Trading Co., Mfrs. 3974 Vincennes Ave., Chicago 15, Ill. n04

DISTRIBUTOR WANTS NEW SURVEY, Specialty and Novelty items; wide coverage by mail order and agency force. Farm & Home Industries, Gardenville, 7, N. Y. oc28

DRESSES—10; COATS, 5; BLOUSES, 35- free catalog; send name on postcard. Crown 164-BI Monroe St., New York 3. oc28

EXCELLENT SIDE LINE FOR PRINTING AND Advertising Salesmen; Decalcomania Name Plates in small quantities; special demand; also make money with our line of Automobile Labels and Sign Letters; free samples. "Retro" XL-Roxbury, Boston 19, Mass. n04

FLASH DEAL—100 FINE RAZOR BLADES, Ball Point Pen, \$1 value; sample deal, \$1. Postpaid, 100 low price. Stacy Sales Co., 4725 N. Scott St., Wilmington, Dela. oc28

FRANCHISE SALESMEN—ARE YOU EARNING less than seven hundred fifty dollars month? Our low man exceeds this figure selling routes of Strite Razor Hot Dog Machines; it's new, patented, proven; thousands in successful operation; not vending machines; ads accepted everywhere. Write Weston Dis. Corp., 1000 Broad St., Newark, N. J. oc21

FREE FOLIO—700 MONEY MAKING DEALS, Plans, Formulas, Supply Sources, Unusual Items. Kolamite-A, Box 572, Dayton 1, O. oc28

FREE SAMPLE—\$37.90 NEWLY MANUFACTURED item; everyone can use; need agents and distributors; send \$3.50 for handling and postage. New Style Co., 328 Bedford St., Johnstown, Pa. oc21

FREE SAMPLES — BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house number plates, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 14, N. Y. n04

FREE PHOTOS! 132 MINIATURE POSES, ALL different, on 4x5 glossy photo prints, \$1 postpaid, with wholesale price, Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BH. oc28

GIRL PICTURES—BEAUTIFUL POSES; 25 St. Dept. AB, Omaha, Neb. oc28

ILLUSTRATED COMIC CARTOON AND JOKE Booklets, Illustrated Comic Postcards, Party Paper, Fun Novelties. Big assortment, \$1 postpaid, with wholesale price, Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BE-CB. oc28

INTRODUCTORY OFFER! 100 DOUBLE EDGE Razor Blades, 60¢ postpaid. Agents wanted. Blademans, Box 1081, Saginaw, Mich. oc28

JEWELRY BOXES—GOVERNMENT SURPLUS, for Pearls,arrings, Brooch, Pins, Men's Sets; distinguished rayon plush lining; leatherette outside. Retail \$2.50; cost \$1.50 each; unbelievable sale; \$1.95 doz.; 36, \$45.00 gross; \$1.50 each, American Standards, 1208 North 13th, Philadelphia 22, Pa. oc28

JOBBERS AND SALESMEN—LATEST PUNCH Card Premiums; new 16" Box Bed Doll, assorted colors, big flash, \$18 doz.; imitation Breadstick Dough, \$1.50 doz.; 36, \$45.00 gross; Hobby Doll Co., Suite 405, 1418 Walnut St., Philadelphia 22, Pa. oc28

LADIES' FULL FASHIONED NYLON ROSE Our select grade, 34.50 dozen; 47 1/2, \$3.50; 51 gauge 15 Denier, new fall shades, packaged in cellophane envelopes and packed 3 pairs to the box. No 27 1/2 available at this time. Look-out Hosiery Co., Box 1321, Chattanooga, Tenn. oc21

MAKE PERFUME FROM OUR CONCENTRATED Information free; men, women Write Cosmo Laboratories, 1914 Chouteau, St. Louis 3, Mo. oc21

MAKE 2000 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. oc28

NEW HORSE RACE GAME—BIG SELLER everywhere, homes, offices, factories, clubs, frat. \$1.25 each, \$2.50 doz.; cost \$1.25 doz.; sample \$1.25 postpaid. Brand, 154 West 37th St., New York CH 3-2826. oc21

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publisher, Oardenville 2, N. Y. oc28

PERFUME — WHOLESALE, BIG PROFIT, modern French scoures; 50¢ per ounce in bulk. Fischhorn Laboratories, 356 Lincoln St., Miami Beach 7, Fla. oc21

PERSONALIZED, HAND PAINTED, THREE letter monogram files for gifts or advertising. Samples, \$1.95. Birdsons, 220 Third St., Elyria, Ohio. oc28

POCKET COMBS—100 CARDS 175, \$20; CLIP Combs, 100 cards 12 1/2, \$25; assorted colors; sample card 25¢. Carleton House Distributors, Texas City, Tex. oc28

QUICK EXTRA CASH SELLING CHRISTMAS Cards and Gift Novelties; request free samples. Write Dept. 171, 5930 S. Western Ave., Chicago 36, Ill. n04

LEADING, AS ALWAYS!

NO. 901-C
Men's Double Head
Cornelian Imit.
Cameo with
brilliant side sets,
14 Kt. Gold Plate

NO. 901-H
Men's Imit.
Warrior-Head
Hemahite with
dazzling side
sets. 14 Kt.
Gold Plate.

YOUR CHOICE OF ANY OF THESE

\$3.50 doz. \$36 gr.

REMEMBER, every ring has limitation Diamond Side Sets exactly as pictured. Minimum order—not less than one doz., either style. Remit in full or send 25% with order, balance C.O.D. If samples are desired, both rings will be sent for \$1.00 postpaid.

STERLING JEWELERS
44 E. Long St., Columbus 15, Ohio
Send for NEW CATALOG NOW!

Pitch Men!
There's Extra
Christmas
Cash in
Qualatex
Santa Claus
BALLOONS!

PIONEER Santa balloons sell faster than you can say "Merry Christmas"! Kids love these big, fat, bright-colored, jolly Santas! Float 'em and watch them go! Ask for Nos. 613-S, 817-S and 1020-S—also available with feet as toss-ups. Don't miss the extra easy Christmas cash—write today for full profit story and prices. The Pioneer Rubber Company, 107 Tiffin Rd., Willard, O.

Illustration of a Santa Claus balloon.

RUBBER MASKS

\$6.50 dozen
SAMPLE: \$1.00

All Copp's Original Lil Abner, Daisy Mae, Mammy Yokum, Poppy Yokum, Sadie Hawkins, Marryin' Sam, Lonesome Polecat; also Devil, Clown, Little Girl and the Forty-Niner. A deposit of 25% required with all orders. F. O. B. Washington, D. C.

The S. & P. Novelty Co.
428 Sixth St., N. W., Washington 1, D. C.

LUCKY NOVELTY PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS

5¢ ITEMS, \$4.50 gr.
10¢ ITEMS, \$7.00 gr.
25¢ ITEMS, \$12.50 gr.
50¢ ITEMS, \$24.00 gr.
\$1 ITEMS, \$40.00 gr.

GIVEAWAYS

(SLUM)
This deal good for Grab Bees. Xmas stocking fillers, giveaways for all kinds of games.

All Usable Items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to \$1.50.

3000 PCS., \$25.00 Lot
Also special lot, 1000 pcs., \$4.75; 2000, \$18.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSR, DISTRIBUTING CO.
19 E. 16th St., Dept. 88, New York City 3

1000 PIECES OF SLUM
ONLY \$6.75
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

SEND FOR FREE CATALOG
Satisfaction Guaranteed or Money Refunded

25% Deposit with Order. Bal. C.O.D.

OPTICAN BROTHERS
300 W. NINTH ST. ST. LOUIS 8, MO

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 Postpaid. DEALER'S PRICE—\$10.00 Remit with order.

131-B W. 47th St.
D. ROBBINS & CO. New York 18, N. Y.

AGENTS & DISTRIBUTORS

"AAA SENSATIONAL TALKING XMAS Card" pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sell on sight for 50¢; send next night now. Today, for sample and prices; representatives wanted everywhere. Minus Mfg., 2003 Main St., Santa Monica, Calif. oc21

AAA RED HOT NOVELTY FOR MEN: Everyone buys; sell in bars, clubs, night clubs; it's different; it's new; they will take it away from you. Send \$1 for three prepaid samples and selling plan. Sheller Co., P.O. Box 723, Kansas City 10, Mo. oc21

ABALONE PEARL SKA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. n04

ACT NOW—GIRLIE PHOTOS, "THE FRENCH Look" brand new terrific seller; bars, etc.; sample set only \$1; sells for \$2 or more; cash in now on this item; send dollar bill today! B. Sutter, Box 21, Metro Station, Brooklyn 6, N. Y. oc28

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas cards. A 10¢ card can be done in a single day. Free samples; other leading boxes on approval; many surplus items; no experience needed; free samples personalized Christmas cards, stationery, napkins; write today; it costs nothing to try. Cheerful Card Co., 1617 White Plains, N. Y. oc28

AMAZING VALUES—BOXES 21 AND 15 NICE Xmas Cards with Envelopes; cost as low as \$12 per 100 boxes, shipping extra; 5 sample boxes sent postpaid, \$1; buy early, save money; deposit on Cash. Uffert, 16 East 17th St., New York 3, (Our 28th Season). oc21

ARTISTS' MODEL KEY CHAINS—NATURAL colors, many poses; \$12.75 gross; 20% deposit, balance c.o.d.; sample dozen, one dollar; jobbers, write. Unluka, 472 Hendrix, Brooklyn, N. Y. oc28

BAR PATRONS' NOVELTY POSTCARDS, Fast sellers, "Bartender's Nightmare," "One at a Time," \$1.10 handling charge. Bella Vista, Mitchell, Ill. oc28

BARGAINS! SAVE UP TO 50% HOISERY, Lingerie, Toys, School Supplies, Brides, Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfumes, Snaps, etc. Send 10¢ for illustrated 1000 Bargain Catalog. Valuable surprise gift free with first order. Reliable Jobbers, 311-H North Desplaines, Chicago 6. oc28

BIG FLASH DEAL—100 FINE RAZOR BLADES and Dandy Pen; sell wholesale, sample deal, low price \$1.50 postpaid, c.o.d. McKirker Distributor, Mount Vernon, Ill. oc28

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors. Write for "Buy Direct and Save Service Publishing, 1620-P Investment Bldg., Pittsburgh 22, Pa. oc28

COMIC CARTOON CARDS—100 SAMPLES, \$1.00; list free to dealers. Chesires Fun House, 739 Poydras, New Orleans 12, La. oc28

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest price literature. Samuel Rosenzweig Access. Co., 6 Herald St., Brooklyn 12, N. Y. n04

CONCESSIONAIRES—SELL RAIN CAPES AT football games; \$7.50 per 100; samples, 3 for \$1. Charlie White, Fort Oglethorpe, Ga. n01

CUSTOM JEWELRY—ATTENTION, WAGON Jobbers and Manufacturers; Operate from line of rhinestones, pearls and boxed sets. Kentuckiana Sales, 325 S. Preston St., Louisville, Ky. n01

FREE SAMPLE—\$37.90 NEWLY MANUFACTURED item; everyone can use; need agents and distributors; send \$3.50 for handling and postage. New Style Co., 328 Bedford St., Johnstown, Pa. oc21

FREE SAMPLES — BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house number plates, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 14, N. Y. n04

FREE PHOTOS! 132 MINIATURE POSES, ALL different, on 4x5 glossy photo prints, \$1 postpaid, with wholesale price, Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BH. oc28

GIRL PICTURES—BEAUTIFUL POSES; 25 St. Dept. AB, Omaha, Neb. oc28

ILLUSTRATED COMIC CARTOON AND JOKE Booklets, Illustrated Comic Postcards, Party Paper, Fun Novelties. Big assortment, \$1 postpaid, with wholesale price, Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BE-CB. oc28

INTRODUCTORY OFFER! 100 DOUBLE EDGE Razor Blades, 60¢ postpaid. Agents wanted. Blademans, Box 1081, Saginaw, Mich. oc28

JEWELRY BOXES—GOVERNMENT SURPLUS, for Pearls,arrings, Brooch, Pins, Men's Sets; distinguished rayon plush lining; leatherette outside. Retail \$2.50; cost \$1.50 each; unbelievable sale; \$1.95 doz.; 36, \$45.00 gross; \$1.50 each, American Standards, 1208 North 13th, Philadelphia 22, Pa. oc28

JOBBERS AND SALESMEN—LATEST PUNCH Card Premiums; new 16" Box Bed Doll, assorted colors, big flash, \$18 doz.; imitation Breadstick Dough, \$1.50 doz.; 36, \$45.00 gross; Hobby Doll Co., Suite 405, 1418 Walnut St., Philadelphia 22, Pa. oc28

LADIES' FULL FASHIONED NYLON ROSE Our select grade, 34.50 dozen; 47 1/2, \$3.50; 51 gauge 15 Denier, new fall shades, packaged in cellophane envelopes and packed 3 pairs to the box. No 27 1/2 available at this time. Look-out Hosiery Co., Box 1321, Chattanooga, Tenn. oc21

MAKE PERFUME FROM OUR CONCENTRATED Information free; men, women Write Cosmo Laboratories, 1914 Chouteau, St. Louis 3, Mo. oc21

MAKE 2000 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. oc28

NEW HORSE RACE GAME—BIG SELLER everywhere, homes, offices, factories, clubs, frat. \$1.25 each, \$2.50 doz.; cost \$1.25 doz.; sample \$1.25 postpaid. Brand, 154 West 37th St., New York CH 3-2826. oc21

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publisher, Oardenville 2, N. Y. oc28

PERFUME — WHOLESALE, BIG PROFIT, modern French scoures; 50¢ per ounce in bulk. Fischhorn Laboratories, 356 Lincoln St., Miami Beach 7, Fla. oc21

PERSONALIZED, HAND PAINTED, THREE letter monogram files for gifts or advertising. Samples, \$1.95. Birdsons, 220 Third St., Elyria, Ohio. oc28

POCKET COMBS—100 CARDS 175, \$20; CLIP Combs, 100 cards 12 1/2, \$25; assorted colors; sample card 25¢. Carleton House Distributors, Texas City, Tex. oc28

QUICK EXTRA CASH SELLING CHRISTMAS Cards and Gift Novelties; request free samples. Write Dept. 171, 5930 S. Western Ave., Chicago 36, Ill. n04

(Continued on page 32)

For News About The Billboard BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

**COMPARE OUR PRICES BEFORE YOU BUY!
ALL FIRST QUALITY MERCHANDISE
PRE-INVENTORY SALE-BARGAINS GALORE!**

25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS
WRITE FOR COMPLETE ILLUSTRATED CATALOG!



**SET PICTURED
No. 304**
Necklace, Bracelet, Brooch & Earring Set, 24K Gold Plated, Linked Chain, Silk lined gift box.
\$42.00 DOZ.
Sample Set \$4.00 Completely Postpaid

ALL SETS FOR RESALE ONLY!



"DREAM GIRL" LITE-UP PENCIL \$4.00 Doz. \$45.00 Gr.



\$4.00 DOZ.

\$42.00 GR.

Original 3 Pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



BLACK HANDLE PISTOL LIGHTER \$8.50 DOZ.

- THE ORIGINAL WOLF PACK \$9.50 DOZ.
- CAMERA LIGHTER \$8.00 DOZ.
- SAMBO THE MINSTREL MAN \$8.40 DOZ.; \$96.00 GR.
- MECHANICAL WALKING SEAL \$7.80 DOZ.; \$90.00 GR.

Large Pearl Handle Lighter	\$12.00 Doz.
Automatic Type Pistol Lighter	7.20 Doz.
4 Pc. Pen & Knife Set	8.75 Doz.; \$43.80 Gr.
3 Pc. All Gold Plate Pen Set	5.75 Doz.; 63.00 Gr.
3 Pc. Flashlight, Pen & Knife Set	8.50 Doz.; 96.00 Gr.
Large Walking Bear	6.75 Doz.; 72.00 Gr.
Large Walking Elephant	6.75 Doz.; 72.00 Gr.
Small Walking Bear	4.25 Doz.; 48.00 Gr.
Begging Fur Poodle Dog	3.00 Doz.; 37.00 Gr.
Hopping Fur Poodle Dog	5.00 Doz.; 57.00 Gr.
Itchy Dogs	1.75 Doz.; 19.00 Gr.
Santa on Sled (Mech.)	6.75 Doz.; 78.00 Gr.
Strutting Puppy	4.50 Doz.; 52.50 Gr.
Large Crawling Baby	5.50 Doz.; 63.00 Gr.

25% Deposit Required With All Orders; Balance C. O. D.

WRITE FOR FOOTBALL AND NOVELTY CATALOG!

KIM & CIOFFI

912 ARCH STREET PHILADELPHIA, PA. MARKET 7-2283

SEND FOR FREE COPY TODAY!

New 1950 Catalog

IS NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS. 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 Sales Board Operators, Premium Users etc.

GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

CARNIVAL, NOVELTY SHOPS, PITCHMEN

When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Hats, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs. Slum and hundreds of other items.

M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.



Imported Expansion Bracelet

For men's watches. Heavy duty flexible bracelet in all stainless steel or gift finish. Each on attractive card.

Stainless Steel No. BB27W105 Per Dozen **\$3.50**

Gift Finish No. BB27W108 Per Dozen **\$4.50**

Popular Styled LIGHTERS



PISTOL LIGHTERS

Highly polished chrome plated with imitation mother-of-pearl inset on handle. Overall dimensions 2 inches wide x 1 1/4 inches including base. Each in box.

No. BB83J861 **\$5.00 DOZEN**



CAMERA LIGHTER SPECIAL

Miniature Camera Lighter. Black plastic with polished metal trim. Metal tripod. Each in box.

New Low Price

No. BB3J853 1/2 Dozen **\$6.50**

Best Quality CAMERA LIGHTER With Compass

Miniature Camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. BB3J852 Dozen **\$12.00**

BOOT LIGHTER

Western style boot in silver finish. 3 1/2 x 3 1/4 inches. Each in box.

No. BB83J858 **\$7.20 DOZEN**

KNIGHT TABLE LIGHTER

Beautifully modeled. Silver finish. Overall height 3 1/4 inches. Each in box.

No. BB83J838 **\$13.50 DOZEN**

ALLADIN'S LAMP LIGHTER

Classic design. Silver finish. 4 1/4 x 3 1/4 inches. Each in box.

No. BB83J836 **\$8.00 DOZEN**

FLOOR LAMP LIGHTER

Pulling chain operates mechanism. Chrome finished base with colored enamel shades. 4 inches high, 2 1/2 inches in diameter. Each in box.

No. BB83J839 **\$16.50 DOZEN**



Regularly \$8.50 Dozen

POPULAR SELLING FRIENDSHIP RINGS

Stirling silver, fancy embossed forget-me-not design with two pendant hearts, suitable for engraving. Heavy weight.

No. BB2J513 Dozen **\$6.00**



Initial Kum-A-Part Cuff Buttons

White finish fancy borders. Blue center with assorted initials. Each in individual gift box.

No. BB18J85

REGULARLY \$1.50 PAIR NOW **\$1.50 Dozen**

COMPLETE LINE OF PRIZES FOR SHUFFLEBOARD GAME WRITE FOR INFORMATION

PINBOARD OPERATORS!!

We have an attractive offer of a nationally advertised, widely known imported Perfumes and Cologne. Write for details.

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

IMMEDIATE DEL. ON MECHANICALS ... can't be beat for VOLUME SALES!

PERFORMING FUR SEAL

	Dozen	Case
SHARPSHOOTER (Soldier)	\$4.80	\$54.00
SAMBO (Minstrel Man)	8.00	90.00
WALKING CAMEL (With Rider)	7.20	81.00
L.G. WALKING ELEPHANT	7.20	81.00
L.G. JUMPING FUR DOG	4.80	54.00
SANTA ON SLED	7.20	81.00
BEGGING FUR POODIE	5.40	60.00
NEWSBOY WITH BELL	7.20	81.00
LION TEASER	6.75	72.00
JITTERBUG ELEPHANT (Metal)	3.00	33.00

BENGOR PRODUCTS CO.

18 W. 23rd St., New York 10, N. Y. 25% deposit with all C. O. D. orders. Minimum order \$70.00.



IN GR. LOTS \$6.75 DOZ. 6 DOZ. LOTS \$7.00 DOZ. 1 DOZ. LOTS \$7.20 DOZ.

Sell DUNHALL WATCHES For BIGGEST PROFITS



Men's RHINESTONE DIAL WATCH

\$5.75

Complete Unit

- Brand new - not rebuilt
Hend set, genuine rhinestones and simulated ruby dial
Imported Swiss Movement
Sovereign Tourneau Case
Beautiful 18K gold plated
Individually gift boxed
1-year service guarantee

Ladies' WATCH

In 14K Gold Plated Case With Matching Gold Band \$5.40 COMPLETE UNIT

- Looks and performs like \$30 watch
Precision Jewel Swiss Movement
Beautiful 2-tone dial with small seconds
Individually gift boxed
Brand new - not rebuilt
One-year service guarantee (with rhinestone dial 60¢ additional)



Above prices for orders of 4 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D. DUNHALL IMPORTS CO. 101 CEDAR ST., N.Y. 6, N.Y.

20 New Art Studies



MILD CIGARETTE VIEWER. This is an item that will sell... Send for 3 samples prepaid.

AL HAWKINS AND COMPANY BOX 1285 SIOUX CITY, IOWA

AGENTS & DISTRIBUTORS

(Continued from page 80) REAL GIRL PHOTOS - TREMENDOUS PROFIT...

REALLY COMIC XMAS CARDS - FAST SELLER...

RFD SALESMEN - MAKE EASY EARNINGS with America's leading, fastest selling poultry...

RHINESTONES ARE SCARCER - WE HAVE THEM...

SALESMEN DISTRIBUTORS - FAST SELLING Jewelry Items...

SCARCE - LADIES' SHEER NYLON REJECTS...

SELL GREATEST INVENTION SINCE FOUNDATION...

SELL SLEEP - AMAZING CHRIST PICTURE...

SELL DU PONT NYLON UNIFORMS - COMPLETE LINE...

SELL NRW. USED CLOTHING FROM HOME...

"SENSATIONAL" THRILLING, SNAPPY Mexican-Cuban Pictures...

"SEPTEMBER DAWN" - UNRECORDED amateur wooder photograph...

SPICES YOU TWICE - FASKOMEO DRINK...

SPECIALTY JOBBERS WAGON JOBBERS - WE are manufacturing Balloon Novelties...

"TRUMPET" - CIGARETTE HOLDER with automatic built ejector...

WAGON JOBBERS - AGENTS - SELL FILLING stations and drive-in new automobile bottle...

YOUR OWN BUSINESS - OVERCOATS, 30; Mankinwa, 54; Shoes, 12 1/2; Ladies' Coats, 30; Dresses, 10; Children's Coats, 12; Nightgowns, 85; E. Roosevelt, Chicago 7, np

WOODEN NICKELS - CLEAN, POWERFUL for advertising salesman, souvenir stores...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

A FORTUNE RIGHT HERE - FINEST HAMBURGA spread in the world...

FOR SALE - MUSIC AND AMUSEMENT ROUTE Western Ontario very reasonable due to death in family...

FREE FOLIO - 700 MONEY MAKING DEALS; Plans formulas supply sources...

GET INTO A BILLION DOLLAR INDUSTRY; selling by mail order news tells how...

INDIAN RED WORE, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies...

JACK BARTLETT'S "GOLD AWARD" Donkey Show for sale; sacrifice price...

MAKE 50% - SKILL RADIO ADVERTISING Promotions to small town merchants...

MANUFACTURE APRONS - SELL TO STORES and other retail living quarters...

MUSICIANS - ALL INSTRUMENTS, FREE REPAIRS service for modern territory bands...

NAME AND ADDRESS OF ALMOST ANY manufacturer, wholesaler, distributor, jobber...

NEW EDITION AUCTION AND COMMUNITY Sales Directory of 40 States...

OWN A VENETIAN BLIND LAUNDRY ON protected territory basis...

PLAY SAFE - DON'T TAKE CHANCES; OVER 100 good size opportunities to make money...

PURCHASING AGENTS WANTED - FULL OR part time, no experience needed...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WOODEN NICKELS - CLEAN, POWERFUL for advertising salesman, souvenir stores...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

WANTED: HOME PRODUCERS BY MANUFACTURERS in our Clearing House Service...

JEWELRY! IS OUR BUSINESS

VALUE! IS OUR MOTTO

We Have Everything For: Jewelers, Engravers, Demonstrators

Attention, Engravers! NEW CATALOG

NO. 103 - HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received BIELER-LEVINE 5 No. Wabash Ave. Chicago 2, Ill. ALL PHONES Central 6-7966

ALIVE - ALIVE MEXICAN JUMPING BEAMS

New Crop: 21 Pkgos. on Sales Card, Race Chart... Malloween Specials Oz. Rub. Joke Items Dz. Adult's Rub. Masks \$4.75 Rubber Devil... \$1.50

536 Collins Ave. Miami Beach, Fla.

CAN'T GET IT? PRICES TOO HIGH?

We supply many of the items needed by premium users, wagon jobbers, auctioneers, canvassers, farm route men, punch board operators, etc.

FAMOUS BRANDS Send for free catalogue and price list of nationally advertised silverware, cutlery, cookware, jewelry, and appliances.

WE HAVE IT! OUR PRICES ARE RIGHT!

H. B. DAVIS COMPANY 320 Hudson St. New York 14, N. Y. Lots of Free Packaging!

BASIS CHRONOGRAPH

\$3.25 Dox. Lots Brand new imported Swiss 2 push button radium dial sweep-second hand, unbreakable crystal, chrome case.



Rhinestone Dial... 75¢ extra Stainless Steel Bands... \$1.50 do. Booms... 5¢ each

NASHVILLE SALES CO. 140 6th Ave. N. Nashville 3 Tenn.

NYLONS

51 GAUGE \$8.25 FULL FASHIONED 80 DOZ.

54 GAUGE FULL FASHIONED \$12.75 DOZ. TOP QUALITY

Beware of Seconds and Thirds at Lowest Prices. Individually wrapped cellophane bags. Beautiful and sheer, ideal for Xmas. New fall shades. All sizes. Send check or money order for immediate delivery.

R & R SALES P. O. Box 177 ST. LOUIS, MO Phone: NUdon 3204

FOUNTAIN PENS AT 1 CENT

Are no bargain unless they work and are unconditionally guaranteed. I am the factory representative and have a beautiful visible ink supply fountain pen, shoddy repair at 50¢ for sample or \$3.00 for a dozen prepaid, carded. Wonderful 48¢ retailer. If not equal to dollar item, may be returned.

STANLEY STOPPER 1184 Broadway New York, N. Y.

WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fuzzes for All Occasions. Perfectly Blended - Looks like real Fez. Also PENNANTS for All Occasions. THE G. B. FELD COMPANY 2137 S. 90th St. Chicago 17, Ill. Phone: 836x 5-4884

ANIMALS, BIRDS, PETS

ABSOLUTELY A-1 WILD LIVE STOCK SPECIALS. Upid-downs \$100; Giant Trench Rais. Kangaroos, \$200; send for general price list. Meems Bros. & Ward, Sparkill, N. Y.

A HEALTHY, ATTRACTIVE, NATURAL BORN three legged calf, 18 months old, one complete shiner and 100 lbs. weight and real ideal for freak show. Fred Dillman, Box 311, Orling, Ill.

ANIMALS BOARDED ALL WINTER - LIONS only 50¢; other animals 10¢ to 25¢ day; twenty acres to put equipment, no charge; trailer space, \$2.50 weekly complete Wild Life for sale by truck and boxcar, all good 18 cages and animals, new motor in truck, \$1000 cash or will trade, Maple Glen Zoo, Rt. 1, Box 243, Clearwater, Fla.

ATTENTION, WILD LIFE MEN - ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Hoop, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also: Pacar, Abouit, Cabayars, Giant Anteaters and all other South American Birds, Animals or Reptiles; A cash, bal. c.o.d.; write for complete list. Home Trading Co., 1890 Curline Dr., Hialeah, Fla. oc21

BOA CO. STRUCTORS, UP TO 7 FT., \$3 PER ft. over 7 ft., \$5 per ft.; Baby Ocelots, 80¢; Monkeys, Chimpanzees, Ringtails, cage type, \$2.50; very young for sale, \$2.50 each, 4 for \$10. Terms: 1/3 cash, balance c.o.d.; dealers, write for quantity discount. The Penny Pet Shop, 1113 Franklin St., Tampa, Fla. oc22

KEEP YOUR REPTILES ALIVE! NEW BOOK just published gives complete instructions and information. Send \$1 "Keep Them Alive!" book with 10¢ postage. Best Alien's Reptile Institute, Silver Springs, Fla. no4

SPECIAL SURPLUS SALE - SOUTH AMERICAN Red-Tailed Hoop to 7 ft., \$2 per ft.; Tegu Lizards, \$15; Pacar, Abouit, Cabayars, 1890 Curline Dr., Hialeah, Fla. oc21

BUSINESS OPPORTUNITIES

ADVERTISE YOUR PRODUCTS BY RADIO! Pay only for orders received. No risk! Deal. Dr. Siboo, 59 Park Ave., New York 16, N. Y.

coming next week

The Billboard

Christmas Merchandise Special

- to help The Billboard's Readers select the greatest fast-selling values in Christmas Merchandise . . .
- to enable The Billboard's Advertisers cash in on peak Christmas Merchandise Orders.

MANUFACTURERS • DISTRIBUTORS • JOBBERS • SELLERS OF MERCHANDISE

Do the Biggest Selling Job you have ever done.

Get QUICK ACTION Sales and Orders by using hard-hitting selling ads in this and other issues of The Billboard between now and Christmas.

**RUSH YOUR COPY INSTRUCTIONS AIR MAIL SPECIAL DELIVERY,
OR WIRE US TO REPEAT ONE OF YOUR PREVIOUS ADS**

THE DEMAND FOR THE
BILLBOARD FOR THE
NEXT 12 MONTHS WILL
BE TERRIFIC . . . START
YOUR SUBSCRIPTION
WITH THIS ISSUE.

CLIP AND MAIL THIS COUPON

M10-21

The Billboard
2160 Patterson Street
Cincinnati 22, Ohio

Please enter my subscription to *The Billboard* for one year (52 issues), \$10.

Name \$10 enclosed

Address Bill me

City Zone State

Occupation or business

AMAZING OFFER!

TOP-NOTCH WATCHES FOR XMAS FULL TIME OR PART TIME SELLING!

The New **LOWILL**

They're "naturals" for quick cash sales with \$1.19 profits!

7 Jewel only \$10.95
Retail as high as \$39.50

17 Jewel, \$13.95
Retail as high as \$49.50

Beautiful 14 and 18 Karat Rhinestones Case - Rhodium Finish. Lavishly boxed with retail price tag. Finest movement - Guaranteed for 1 year!

25% with order - balance C.O.D.

BUY WHOLESALERS PROFITS UNLIMITED!

FREE: NEW XMAS CATALOG FULL OF FAST-SELLING WATCHES, JEWELRY, RINGS, ETC.

LOUIS PERLOFF
4401 LOUISIANA AVE. S.W.
CITY, D.C. 20007

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE.—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from 8155. Krispy Korn, 130 S. Halsted, Chicago, Ill. 606

BALLROOM AND RINK LIGHTING, NEW.—Crystal Showers, Spotlights, Color Wheels. Newton, 253 W. 14th, New York City.

FOR SALE TENTS.—TENTS, SPECIAL OFFER. 35 Tents, 20'x30'x14' high marquee (round end) complete with 3' x 4' sidewall and all poles, \$99. roof only (no poles) \$39; 75 Circular Tents, 10' x 8' H. x 14' diameter, complete with poles, \$39. These 4 army tents, plus extra tents, slightly used, but in good, all round serviceable condition, guaranteed to give satisfaction or money refunded. Immediate delivery; splendid opportunity to stock up on tents at these low prices; send for pamphlet. Write, wire, phone 449 St. Lawrence Distributors, 265 Northman St., Brockville, Ontario, Canada. 604

POPCORN MACHINES—USED; ALL TYPES.—from \$195. Poppers Supply Co., 1311 N. 2d St., Philadelphia, Pa. 021

POPCORN MACHINES, PEANUT ROASTERS.—candy floss, geared popping, copper caramelized candy makers. Northside Co., 509 E. 42d Indianapolis, Iowa.

MAGICAL APPARATUS

AAAA STRADED NICKELS. 13 EACH, HEAD 100% 1st Motivation & Co., 13 Harrison Pl., Clinton, N. Y.

A BRAND NEW 323 CATALOGUE—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 164 page illustrated catalogue, Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B 5 High, Columbus, O. 601

BE AN ENTERTAINER—LEARN ALL TYPES of juggling; illustrated book, \$1 postpaid. Beebe, Box 260, Pontiac 13, Mich. 023

EXPERTLY MODELLED VENTRILOQUIST Figures; custom made for discriminating ventriloquists. Glen Cargyle, 1141 E. Colfax, Iowa City, Ia.

LEARN VENTRILOQUISM—MAKE MONEY have fun; big opportunity! Radio, television, stage appearance; free information; write stating your age; dummy catalog, 25¢. Maher, Box 26-BB, Kensington Station, Detroit 26, Mich.

RUBBER FRIED EGG—SUNNY-SIDE UP! have fun; fool your friends; real looking; dozen, \$2.50; single sample, 25¢ prepaid. Jack Woodard, 6944 Jefferson, Chalmers, O.

YOU CAN ENTERTAIN WITH TRICK CHALK. Stunts and Gag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. 021

All Extra Heavy Mountings

10 days money-back guarantee if rings not as represented Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold

#B2256
Genuine 1/30
14K R.C.P.
2 White Stones.
Per Doz. \$15.75

#B2172
Genuine 1/30
14K R.C.P.
Medium Size
Center, 4 Ruby
Color Sides.
Per Doz. \$15.75

#B2200
1/30 14K R.C.P.
Cluster, white trim.
Choice any color
center—ruby, ame-
thyst, emerald, sap-
phire, aquamarine,
topaz, white, fire
opal. Per Doz. \$6.00

NEW Catalog Listing Complete Line.
Sample Assortment—\$7.50—\$15.00—\$25.00.
\$1 Per Doz. Deposit on All C O O Orders.
Immediate Delivery—Any Quantity

DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT 25 CASES NEW AND IMPROVED 32 Gallery Spotlights. Write best offer, or see all. Signor, 1445 Lagoon, Minneapolis, Minn.

BARGAINS GALORE—THEATER AND SOUND Projectors, 6, 18 and 35mm. J. Arcs, Rectifiers, Chairs, Drapes, Screens, S.O.S. Cinema Supply Corp., Dept. L, 602 W. 53d St., New York 19, N.Y. 023

POPCORN MACHINES—USED; ALL TYPES.—from \$195. Poppers Supply Co., 1311 N. 2d St., Philadelphia, Pa. 021

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT 25 CASES NEW AND IMPROVED 32 Gallery Spotlights. Write best offer, or see all. Signor, 1445 Lagoon, Minneapolis, Minn.

BARGAINS GALORE—THEATER AND SOUND Projectors, 6, 18 and 35mm. J. Arcs, Rectifiers, Chairs, Drapes, Screens, S.O.S. Cinema Supply Corp., Dept. L, 602 W. 53d St., New York 19, N.Y. 023

POPCORN MACHINES—USED; ALL TYPES.—from \$195. Poppers Supply Co., 1311 N. 2d St., Philadelphia, Pa. 021

MISCELLANEOUS

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot above picture. Buck's Auto Wren-Ing, 1825 7th Merced, Calif. 023

CONSULTING SERVICE ON BUSINESS PRO-blems, sales, organization and leadership. Each problem specifically dealt with. Write for details. Robert L. McCoy, Business Counselor, Box B 149, Fairmont, W. Va. 011

NOTICE TO MANUFACTURERS—SEND SAM-ples and quantity price lists on novelties—industrial-jewelry-writing sets or any fast moving item. National mail order and sales staff promotion to be used on all fast moving items. Selection guaranteed. Michigan Salvage, 415 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. 604

SPECIAL CACTUS AND RESURRECTION Plants; 1 Resurrection Plant (Wonder Plant) in cellophane bag, 10¢ postpaid, or 6 for 50¢ postpaid; 1 box with 8 aacid. Texas Cactus Plant, Roberts L. McCoy, Business Counselor, Box B 149, Fairmont, W. Va. 011

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hinged point fountain pen, automatic pen and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

SPECIAL PRICE \$48.00 Per Gross Sets

Sample Set, \$1.00

Smart gold-plated finish.

25% deposit with order. Send \$7.50 for Samples.

ORDER NOW!

H. EPSTEIN
27 East 22nd St. New York 10, N. Y.

AMAZING LIFE-LIKE RUBBER HEAD MASKS

Cover Entire Head

Coloring and detailing make these masks outstanding values. You have to see them to appreciate the workmanship. 8 assorted colors and designs.

- Devil—No. 332
- Goofy—No. 390
- Pumpkin Head—No. 331
- Old Man—No. 388
- Opus—No. 383
- Cleaver—No. 384
- Minstrel—No. 384
- Glamour Girl—No. 385

In 4 Doz. lots and over

\$1.00 Sample \$9.00 Doz. \$8.40 Doz.

25% with order—balance C. O. On cash with order, add 5% for mailing charges.

THE MACK CO.
32 N. WELLS ST. CHICAGO, ILL.

BINGO APRONS—FOUR POCKETS, HEAVY khaki, \$25 doz.; ballet cloths, Side Walls and Tents made to order. Fanara Sewing Co. for all types of canvas products, 53 Central Park, Rochester, N. Y. 021

CARBONS—NATIONALS FOR 60" SEARCH-lights, 500 pairs, \$60; 100 pairs, \$15; cash with order. J. H. W. Smith, 5140 Horsehoe, Dallas 5, Tex.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater. excellent condition; catalog on request. Movie Supply Co., 1310 E. Wabash Ave., Chicago. 023

CONDORMAN WHEEL FOR SALE—NEW seals and new motor; will take good Kiddy Car Rides in trade. Price \$1100. Conrad Tritina, 6624 14th Ave., South, Minneapolis, Minn. 021

FOR SALE—A MINIATURE STONE VILLAGE, completely furnished and electric lighted; a money maker, reason for selling. Call Eng. F. C. Fairhead, 2338 Livingston, Lorain, O.

FOR SALE—KIDDIE AIRPLANE RIDE. 5 Planes, Electric Motor, has propellers and landing wheels; beautifully painted and illuminated; steel towers with automatic counter. Price, one thousand dollars. Cle Foreman, 201 E Broadway, Long Beach, L. C. N. Y. 023

MERRY-GO-ROUND, SPITFIRE, CHAIRPLANE, 13 Kiddy Cars, 100 Seats, 100 Seats, 100 Seats; trade for kid rides. Johnson Novelty Rides, 30 Ohio Ave., Charleston, W. Va.

MONEY MAKER—BARGAIN, QUICK SALE—Mink A Automobile, complete, 1000 seats, one monkey, new RCA sound system, '47 Ford tractor, new motor, 28" Fruehauf Van Trailer, all \$1800. African Dr., complete counter and nets, 260, B. Bowers, Midway Expo, Lonoke, Ark.

ODD AND UNUSUAL 16MM. FILMS—COLLEC-tors items? We have it. Write for free list. Joseph Meyer Enterprises, Inc., Box 231, Port Chicago, Calif. 023

PDQ CAMERA OUTFIT WITH FILM CHEM-icals, practically new; half price; 20.0. Walter Schmalz, 224 St. Patrick, San Francisco, Calif. 023

POPCORN WAGON—GOOD CONDITION, equipped for hot dogs, pop, coffee. 700 E. Mill, Hastings, Mich.

RUBBER TANK BARGAIN, NEW 30" 60"—complete with support set, rent. N. L. Seaks, 439 Houseman Bldg., Grand Rapids, Mich. 021

SMITH & SMITH CHAIR-O-PLANE—EXCEL-lent condition, with brand new La Rol motor, iron fence, licker, box beautiful. High priced, price, \$1,000 cash. B. Dubrow, 1824 Clearview St., Philadelphia, Pa. 023

THEATER CHAIRS, SCREENS, 1500 FOLDING Chairs, Projectors, Tents, Sidewall, Bleachers. Lone Star Film Co., Box 1734, Dallas, Tex.

TRUCKS ALL MAKES AND MODELS RE-conditioned; 50's to 36's; national set-up for terms. Write call, wire agents Chevrolet Co. "Where Travelers Trade." Rentoul, Ill. 021

WAX MUSEUM—GENS. MACARTHUR, EISEN-hower, Pershing, De Gaulle, Custer, F. D. R. and "Teddy" Roosevelt, Churchill, Chau-Kat Shek, Stalin, Colin Kelly, Mussolini, Hitler, Clark Gable, Sinatra and Bobby Soxers, Joe Louis, Schmalz, John L. Buffalo Bill, Wild Bill Hickock, Jesse James, the Dalton Gang, Belle Star, Indians, etc., Door Man. Al Nichols, R.P.D. 21, Nashua, N. H.

YOU CAN STILL BUILD 12 PASSENGER Kiddie Chairplains for \$100; tested plans, 85¢ free plan catalog. Britl, 228-B N. University, Peoria, Ill.

3X12 CONCESSION TOP, COMPLETE WITH frame; Evans Davila Bowling Alley, Evans Big 8, Evans Set Spindia, High Striker. Don's Concessions, 0/o Stahl's Trailer Camp, Lewisburg, Pa.

18MM. SOUND—1000 FEATURES, 2000 SHORTS. Serials, \$5 reel; 50 DeVry, Natick projectors, \$150 each. Rosshon, North Court Square, Memphis, Tenn.

35MM. SOUND FEATURES AND SHORTS—Outright sales, rentals, exchanges; listings, stamp. Oakley Films, 342 Koutner, Nelsonville, O.

PERSONALS

BLACKY—INTERESTING PROPOSITION. Contact home address. Via Blanche.

CHICAGO ADDRESS FOR YOUR MAIL. Business or personal; information free. Schultz House, 3116-N. Seminary, Chicago 13, Ill. 023

HAVE CHICAGO ADDRESS FOR YOUR MAIL. low rates; information free. Sheecheon, P.O. Box 851, Chicago 90.

KENNETH CARR: PLEASE GET IN TOUCH with Shellia Durr about everything, new date, Sheila Middleton, 1105 N. Quebec, Tulsa, Okla.

LOWEST PRICES IN AMERICA ON QUALITY Photo Reproductions: Post Card and 8x10 sizes; samples and prices on request. Graphic Arts Photo Service, Box 365-B, Hamilton, O.

MEINHARD (BOB) (ERNEST) ERNST—PLEASE get in touch with Guy at the Waldo. New York, N. Y. 021

NORTH FLORIDA PERSONAL SERVICES—Anything bonded. Box 1131, Jacksonville, Fla.

WOULD YOU LIKE TO BE ONE TO THREE inches taller permanently? Send for free information. Natural Methods, Box 453-C, Briggs, Los Angeles.

LAUGH UNTIL YOU WEAR!

Cop Callers \$10.00 per gross
Cup Tira Jokers \$3.00 per gross
Discuss on largest size
25% With Order, Balance C. O. D.

ELKTON MFG. CO.
Elkton, Md.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to start. Our products are known coast to coast—nationally advertised. No advertising needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY! WORLD'S PRODUCTS CO., Dept. B-M, Spencer, Ind.

LOCATIONS WANTED

"LITTLE DIPPER"—DESIRE WINTER LOCA-
tion now. Contact Harry Sals, 1235 Michigan Divd., Racine, Wis.

PHOTO SUPPLIES, DEVELOPING-PRINTING

AGENTS FOR PHOTO STAMPS WANTED. 40% commission, also copying done and oil painting. For samples and adv. matter remit 25¢. Photo Specialties, 107 Thames St., Newport, R. I.

COMIC FOREGROUNDS AND BACKGROUNDS; Photo Mounts, Chemicals, Paper, Rings and Comic Cards for small photos. Miller Supplies, 1335 Franklin St. Louis 6, Mo. 023

COMPLETE STOCK DIRECT POSITIVE SUP-plies. Direct and New Eastman Paper, Lone Star Photo Supply Co., 3405 Elm St., Dallas, Tex. 021

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargain. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. 023

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, backgrounds, comic foregrounds, cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable. Lone Star Photo Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. 023

DIRECT POSITIVE OPERATORS—WE HAVE the new Eastman Direct Positive paper, chemical, backgrounds, comic foregrounds, folders, slams and metal frames; write for new catalog. Hanley Photo Supply Co., 1414 McCaskey, St. Louis, Mo. 023

LOW-COST FOLDERS—3x5, \$2.50 100; Write free samples, prices, other sizes. Penn Photomounts, 335 Woodland, Glenolden, Pa. 023

THE NEW EASTMAN IMPROVED TYPE DI-rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Seis St., Rochester 4, N. Y. 023

New! Magical! TRICK NOVELTY

Changes Nickels into Dimes! Fast 2nd Seller

Today's fastest selling Trick Novelty Sensation. Changes nickels into dimes—changes nickels into aspirins, Thrilling! Myself! Easy operation! 4-Piece polished brass! Everybody buys! Individually Boxed.

SAMPLE, \$1.00

4 for \$8.00; 12 for \$46.00; in gross lots, 40¢ each. ORDER NOW—Prices F.O.B. Chicago. 2% to 10 days to rarest firms; unrated firms 28% deposit, balance C.O.D.

CHARMS & CAIN
407 S. Dearborn St. Dept. CC, Chicago 5, Ill.

IMPORTED ORIENTAL DESIGN RUGS

THE GREATEST MONEY MAKER OF THEM ALL!

Buy direct from Chicago Importer. No jobber to contend with. We carry a full line of Cotton, Rayon and Jute Rugs in full room sizes and small throw rugs.

WRITE, WIRE TODAY FOR INFORMATION.

PARAMOUNT FLOOR COVERING DIST.
We sell the new! 439 N. Broadway Chicago, Ill., U. S. A. Phone: Buckingham 1-4224

NU-NAK NOVELTIES PLASTER

WAYCROSS, GA. (Air-Base)

FOOTBALL CATALOG NOW READY!

Send for yours

Schattner Novelty Co.
142 Park Row New York 7, N. Y.

For News About The Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

OCT. SPECIAL



We need volume buyers. Special man's watch only

\$3.00

(6 or more)

Complete with metal stretch band. 30-day time limit on this offer.

WRITE FOR FREE CATALOG

- Removable push pins
- Written 3 year guarantee
- Radium dial
- Swiss second hand
- Brand new (not rebuilt)
- Handsome chrome case
- Unbreakable crystal
- Genuine Swiss

10% Deposit, Balance C. O. D.

SAMPLE \$4.00

HOT SALES BOARD ITEM!

Never before have you seen a Precision Timepiece with all these features at this LOW PRICE! Order Now for Immediate Delivery.

MARVEL WHOLESALE WATCH CO.

301 PINE ST. ST. LOUIS 2, MO.

PRINTING

ALWAYS LOWEST PRICES FOR QUALITY

Window Cards: Attractive 3-color 14x22 non-binding cards, \$6.50 hundred for Hallows, Thanksgiving, indoor carnivals, minstrel, stage shows, dances. Also 17x36 illustrated cards, three to five colors, \$10 hundred. Tribune Press, Earl Park, Ind. c628

ATTRACTIVE 100 B&W LETTERHEADS AND 50 Envelopes, Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. c621

BUSINESS CARDS — RAISED LETTERS; 7 lines; sample sent; \$3.95 per 100. Paul Bragg, 23 Dean St., Bangor, Me. c628

MIMEOGRAPHING—LIKE PERSONAL TYPE—low down low prices; free samples. Pachor, Box 1674-B New Haven 7, Conn. n64

QUALITY PRINTING AT LOWEST COST — Circulars, catalogs, publications, stationery; free price list. Adams Printing, Dept. BB, 20 West Washington, Chicago 2, Ill. c628

RUBBER STAMPS, 3 OR 4 LINES, \$1 POST-PAID; Stamp Pads, Smallwood Press, 2715 Vme, Cincinnati, O. c628

"SHOWY" EMBOSSED LETTERHEADS—SPARKING, dynamic, distinctive designs; midways, mailings, orchestras, circus, etc.; samples, 10c. Soldways Colorprint, Knox, Indiana. c628

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing, Cato Show Printing Co., Cato, N. Y. c628

5,000 3X6 CIRCULARS, PRINTED ONE SIDE, \$8; both sides, \$12. Parley Printery, Box 15, Evans, Ky. c628

1,000 BUSINESS CARDS — FINE QUALITY raised printing on white stock, \$3.75; blue or black ink; fast delivery. Speedmail Press, 209 Broadway, New York 7, N.Y. c628

1,000 SIMULATED ENGRAVED BUSINESS CARDS, \$3 postpaid; 7 lines limit; blue or black ink; samples free; no c.o.d.'s. Angelus, Box 1625, Los Angeles 53, Calif. c628

SALESMEN WANTED

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4322-DS, Lincoln, Chicago. n64

PART TIME SALESMEN WANTED FOR Watches, Jewelry, Diamonds, etc. Shaloz and details free. W. Chapman, 4190 W. 222, Cleveland 26, O. c628

PHONE SALESMEN — "BEST TELEPHONE deal yet" salary and commission. Write National Sales, 215 Benton St., Boone, Iowa. c628

"TRY IT, LADY!"—YOU'VE MADE A DOLLAR sale and right now she wants two more. For proof write Bill, 191 No. Hill, Pasadena, Calif. c628

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 62344. c621

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 129 W. 3rd St., Los Angeles 3, Calif. n618

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfit; illustrated catalog free. Bill Zeis, 726 Lesley, Rockford, Ill. d630

WANTED TO BUY

ALUMINUM POP CORN TRAILER, 20 FT. OR more; must be priced right. Ralph McGreggor, Bedford, Ind. c628

USED PHONOGRAPH RECORDS, 1920 to 1940 period; any quantity; any label. Jacob Schneider, 126 West 60th St., N. Y. C. c628

A Sensational Seller That Rolls Up the Profits!



GOOFY GOO

It's crazy, silly, but it's one of the hottest, fastest sellers on the market. Whenever it's demonstrated folks stampede to buy Goofy Goo!

- Pull it out gently. It stretches and stretches like long banks of taffy.
- Pull it hard. It breaks off in pieces. Flatten it—it picks up color comics.
- Put it in a heap. It settles down and relaxes gently into a depressed puddle.
- Roll it into a ball and watch it bounce. Mix it with a hammer—it shatters.

AND you can always put it together again for many more experiments in a neat, hinged-top transparent plastic container.

Cash or check with **\$7.20 DOZ.** order or 25% dep., the balance C.O.D. Samples, \$1

M. D. ORUM CO.

618 West National, Milwaukee 11, Wis.

Are You Looking for a Real Premium Item? THIS IS IT!!



A Beautiful **BOLTA FLEX** plating Zipper Bag, 12x16, guaranteed by Good Housekeeping Institute, with an All-Wool Robe, 60x72 inches.

ORDER SAMPLE NOW, \$9.50

All college color with Monograms . . . 48 extra.

WRITE FOR LITERATURE AND SPECIAL QUANTITY PRICES. IF NOT SATISFIED, RETURN WITHIN 3 DAYS FOR MONEY REFUND.

TRIANGLE MFG. CO.

609 10th St. South, Minneapolis, Minnesota

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

BARGAIN HUNTERS—ALWAYS "SEE FAUST FIRST"

Leather Goods Combs Pocket Mirrors
Gifts Cigar Cases
Jokers Items Razor Blades
Toys Kitchen Gadgets
Premiums Novelties
Jewelry Nettles
Trick Goods Wallets

Get on our mailing list now. Send for our free catalog today.

O. FAUST 223 N. 8th Street Philadelphia, Pa. Dept. 1050

Wholesale Distributors Since 1922

ORIENTAL DESIGN RUGS \$29.50 Each

Attn: Merchants, Auction Sales, Buy DIRECT from Reliable Importer. Glowing Oriental reproduction extra-heavy 8x12 room size RUGS! Perfect quality. Women through to back of durable, fine selected Rayon-Cotton Yarn to give years of wear. Greatest Money Maker today! All colors, COLORS, and to \$12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. if not rated.

LO-US TRADING CO.

Dept. B-20, 1627 Locust St., St. Louis 3, Mo.

ADVANCE AGENT—CONTACT CIVIC CLUBS to sponsor talent shows in small cities; no experience necessary; training given in field; permanent choice of Southern or Midwest territories; car necessary; guaranteed weekly draw. Write H. M. Rickard, Black River Falls, Wis.

ANIMAL MAN FOR PARK DEPARTMENT, Rochester, New York. Experienced trainer preferred. Steady worker, sober, reliable. Good position for right man; state qualifications and references.

GIRL SWIMMERS—UNDER-WATER WORKERS, New York area for rehearsals. F. J. Quincy, 385 West 46th St., N.Y.C. 19.

MUSICIANS FOR COMMERCIAL TERRITORY to handle replacements; guaranteed salary; no characters. Harry Collins, Grand Island, Neb. c628

MUSICIANS WANTED FOR ESTABLISHED commercial, Dixieland territory band. Contact Jess Gayer, Orchestras, 2021 N. Huston, Grand Island, Neb.

MUSICIANS WANTED FOR REPLACEMENT on well organized territory band; good salary; established headquarters; no drinks or characters. Write Dell Clayton, Box 278, Norfolk, Neb.

PIANIST, LEAD TENOR, ALTO CLARINET, for commercial territory band; must be experienced in tenor styling; pianist must play fine modern fills and solos, tenorman tone, execution first; other musicians, vocalists, write. Al Barnette, 440 Winter St., Jackson 5, Miss.

TENOR MAN AND TROMBONE MAN for popular, Midwestern band; salary, \$100. F.C. 243, c/o The Billboard, Cincinnati, O. c628

PIANIST — COMMERCIAL TENOR STYLE Band, must read, fake and play Latin; no characters or drinks; salary, \$80 tax paid; long location, out or no notice. Jack Kerns, Elmo Club, Billings, Mont.

RITA RAYE WANTS GIRL OR IMPERSONATOR for Girl Show; work all winter in Florida. Texas, Dept. Arnette, Dar, Sherry, Harold Markham, come on. Rita Raye, Johnson City, Tenn.

SOBER, RELIABLE BOOKING AGENT wanted immediately. Book my Magic Show all year around. Contact Tilden, the Magician, Milton, La.

TENOR MAN, DOUBLING CLARINET—GOOD reader, improvise for Dixieland, willing to double tenor, saxophone, baritone sax; salary, \$75 minimum. State age, doubles; must be sober; vocals helpful; tenor band. Al Overend, Skyline Club, Billings, Mont.

WANTED—MALE LEAPER FOR FLYING ACT; must be sober and willing to work; answer, state tricks. Joe LaForm, General Delivery, Haskell, Tex.

WANTED—A1 MUSICIANS TO LOCATE IN Midwestern college town and job with commercial band; state kind of day work, you like. Box C-238, c/o The Billboard, Cincinnati, O.

WANTED IMMEDIATELY—SMART, YOUNG girl versed in acrobatics and good tumbler for recognized stage act. Apply Room 906, 48 West 46th St., N.Y.C. Phone: PLaza 7-2280.

WANTED—A GIRL BARE-BACK RIDER or one willing to learn, to join a well-known troupe. Box C-214, care Billboard, Cincinnati, O.

PHOTO KNIFE

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo.

1584BB \$3.90 Per Doz.

10 Doz. or More—\$3.50 Per Doz.

ROHDE SPENCER CO.

223-225 W. Madison St., Chicago 6, Ill.

Genuine Latest Styles Brand New **FUR COATS** Jackets and Scarfs **FUR COATS—\$24.50 EA.**

Send \$2.00, bal. \$22.50 C. O. D. Be in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1951 style Fur Coats. All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted. **ROSE FUR CO., Dept. P-23** 20 W. 37th St., New York 1

★ Smart ★ Sought After **GENUINE COWHIDE BAGS**

In spite of price increase in leather and labor, we have not raised our wholesale prices yet. Stock up now for the Christmas trade. Hand-tooled bags are fast becoming a fashion trend throughout the country!

Hand-Tooled, Hand-Laced Bags With Real WESTERN LOOK!

Large Shoulder Bag Lined, Zipper (\$25 Retailer)	8-inch Bag, Zipper Not Lined (\$5.95 Retailer)
\$12.75	\$2.75
14-inch Handbag, Double Zipper, Lined (\$10 Retailer)	6-inch Bag, Zipper Not Lined (\$4.95 Retailer)
\$11.75	\$2.25
11½-inch Handbag, Zipper, Lined (\$10 Retailer)	Hand Tooled Wallets (\$5.95 Retailer)
\$8.75	\$2.75

Money-Back Guarantee if not absolutely satisfied

SAMPLE ORDERS for one or any amount filled same day received

ORDER BY MAIL. Send check or money order in full confidence. Postpaid if remittance sent in full—or send 25% deposit, balance C.O.D.

ATLAS Novelty Mfg. Company 1128 16th St., Denver 2, Colo.

Easy to MAKE MONEY WITH FAMOUS BOSTONIAN SHIRTS

Thrilling new money-making opportunity— spare time, full time, sideline—with nationally known Bostonian Shirts. All styles, sizes, fabrics, colors, Drips and sport. Finest quality—sensational low prices. Also rainwear, slacks, underwear, women's wear, etc. No experience needed.

FREE SAMPLES of fabrics and costly presentation. Just send name and address. See how easy it is to make exceptional money with old, reliable company. Send no money, but write NOW!

BOSTONIAN MFG. CO., 89 Bickford, Dept. K-24, BOSTON 20, MASS.

STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery if desired. Minimum order, 4 doz. State quantity needed.

ADIRONACK CHAIR CO.

1140 B'way, N. Y. (27 St.) Dept. 6. MU 3-1385

I need 500 Men to wear SAMPLE SUITS

Pay No Money—Send No Money! My plan is amazing! Just take a few easy orders for my scratch-made, value in made-to-order suits. Get your commission WITH-OUT A PENNY COST and make money. You don't need to visit the outstanding as it is! Wear and tear free of my made-to-order suits. You need no experience. Pure Business! Make money, and make it today! See complete details and the FREE SAMPLE SUIT containing my money-making system, complete with illustrations, etc. Write today! Stonefield Corporation, Dept. K-117, 532 South Throop St., Chicago 7, Ill.

For News About The New Billboard BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

Materiales prohibidos da copyright

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

CIRCUS AND CARNIVAL

PRODUCING CLOWN AVAILABLE—CHILDREN parties; indoor circus; anything needing first class clown; plenty funny clown numbers. Roy Barrett, Billboard, Chicago.

MISCELLANEOUS

AT LIBERTY—STAGE AND SCREEN PERFORMER: Magician, musician, mind reader, master of creation. Ray Lynch, R. D. Co28 Coatesville, Pa.

SITUATION WANTED AS PARTNER TO Lady in whip class, such as handkerchiefs, cigarettes, etc. For new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

YOUNG MAN WISHES POSITION AS ASSISTANT or partner in any type of act. Douglas Harrocks, 28 Roseville Ave., Newark N. J.

MUSICIANS

BASS MAN—AGE 23; READ, FAKE; EXPERIENCED; want something that is steady. Contact Carl Pederson, 3124 East Thompson Ave., Waterloo, Ia. Phone 4222.

DRUMMER-VOCALIST—BARITONE; BALANCE, comedy; pantomime; name experience; shows, Latin; combo preferred; all replies acknowledged. Musician, 583 Arlington Village, Arlington, Va. Phone, CH 7900—Extension 545.

DRUMMER—UNION; AVAILABLE IMMEDIATELY; experienced band and combo; prefers combo, does not read music but has fine sense of rhythm; will travel anywhere, anytime; age 24. Write Buddy Beaton, Box 70, Brady, Tex. oc28

HAMMOND ORGANIST WITH OR WITHOUT ORGAN; smooth, sweet playing; travel anywhere; prefer southern territory; clubs or hotel lounges, after Oct. 20th. Alice Carney, 2512 Pleasant Ave., Minneapolis, Minn. oc28

HAMMOND ORGANIST WITH 8500 ORGAN, chimes, reasonable, congenial; interview or recordings, photos. Year contract only. P. O. Box 306, Chicago.

HILLBILLY WESTERN FIDDLER—32 YEARS' experience in radio-stage-clubs; union, good appearance; go anywhere; want something steady; also work in vocal lines, double bass, rhythm guitar, wire, phone or write. C. L. Haslins, Jackson Hotel, Fremont, O. oc28

MUSICAL ATTRACTION—FEMALE; PIANO, accordion, Solovox; limited vocals; attractive; beautiful wardrobe; union; available oct. 23. Box C-241, Billboard, Cincinnati, O.

ORGANIST WITH OWN ELECTRIC ORGAN, available; thoroughly experienced all lines; union. Address Box C-238, care Billboard, Cincinnati, O.

VIBERAHARP—WILL BE AVAILABLE OCT. 23; sing solo or group; prefer small combo, but will accept good hotel band; also play banjos and have much Latin experience; can double other instruments. Write, wire or call Kenny Mason, 200 Pierce St., Houston, Tex. Phone Fairfax 8716.

WESTERN SWING FIDDLER—PLAY ANY style and give, rhythm guitar, bass and singer; man-wife team; as fiddle player will go as singles; young, union, sober, travel anywhere; salary guarantee; state all in first; best references. Freddie Stone, care Gen. Del., Cedar Rapids, Ia. oc28

OUTSTANDING ARTIST WITH HAMMOND ORGAN; attractive girl; tremendous variety; unusual novelties for dancing, dining, entertainment. Serene Cole, 7100 South Shore Drive, Chicago 45, Ill. Apt. 402, Saginaw 1-2790. oc31

TRUMPET, 23, SEMI-NAME EXPERIENCE; vocal, arranger; lead or section; prefer location work. Box 2-C-226, e/o Billboard, Cincinnati, O.

TRUMPET—25, DESIRES LOCATION; COMBO and big band experience; also arrange; member of Local 10; draft exempt. Bill Volten, 1394 Pearl, N. W., Grand Rapids, Mich. Phone Glendale 5-1323.

PARKS AND FAIRS

AT LIBERTY—DOUBLE TRAPEZE ACT AND Comedy Trampoline Act for indoor circuses, theaters, clubs, celebrations, sport shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. d69

BALLOON ASCENSIONS, PARACHUTE JUMPING; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 E. Dennison, Indianapolis 21, Ind. oc28

"ENGAGE" CHARLES LA CROIX, OUTSTANDING platform trapeze act for outdoor celebrations, etc.; for full particulars address: Charles La Croix, 1364 South Anthony, Fort Wayne 4, Indiana.

"GREAT CALVERT"—BOOKED SOLID; thanks to managers now booking year 1951; price, \$350. Great Calvert, 154 Averill Ave., Rochester, N. Y. no11

NATIONAL HIGH DIVE ACT—25 YEARS of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamplifer Place, Warren, O. no11

3 PEOPLE—HIGH AERIAL CONTORTION Trapeze act; lady, sexy; gorgeous wardrobe, flashy rigging; live and let live salary. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. no4

VAUDEVILLE ARTISTS

COMIC—VERSATILE, SINGS, DANCES, DOES imitations; also does blackface; would like to join floor show at lakeside resort weekends for a start. Apply Bert Luss, care Copenhagen, 1078 Longfellow Ave., Bronx, N. Y.

GEORGE M. FALYOR, VENTRILOQUIST (Knee figure); Nellie H. Taylor, real novelty musical act; chimes, sleigh bells, trick violin, paper tearing; available after Nov. 2. Address 26 East Church St., Homer City, Pa. Prefer indoor work.

VIVACIOUS VICKY—NEW ENGLAND'S MOST outstanding impersonator in male or female attire; entertainer with a sparkling personality as an ad-lib, comedy song man, singing also, jump tunes, ballads and Italian melodies. Strictly a drawing card attraction for any small club or cocktail lounge. Available for local or Florida bookings. Write: V. Varsity, 27 Pierce St., Providence, R. I.

VOCALISTS

BARITONE VOCALIST DESIRES POSITION with name band; pleasant crooning voice for both ballads and swing tunes; sober, industrious and intelligent; will furnish photograph and other data upon request. Address Box C-242, Billboard, Cincinnati, O.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
\$3.10 EACH IN CASE LOTS OF 30
\$3.50 FOR SAMPLE
Include 15c Postage for Sample Order

Case lots of 30
No. 140 FOBAS \$2.75
No. 141 Midway 3.70
No. 142 Mesnet 3.70
No. 144 Mingo 3.70
Less Than Case Lot Add 10c Per Blanket.
For Sample Add 50c Per Blanket.

Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.
1902 N. THIRD ST. MILWAUKEE, WIS.



WISCONSIN DELUXE CO.

IMMEDIATE DELIVERY ON THIS HOT ITEM!

PISTOL LIGHTER



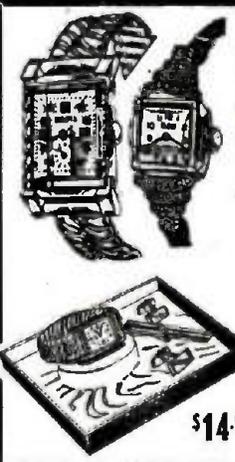
EXACTLY AS ILLUSTRATED!
The Lighter We Picture Is The Lighter You Get!
2 1/2" HIGH—3" LONG
\$9.00
SAMPLE \$1.00 DOZ.
PEARL HANDLE Pistol Lighter \$14.40 DOZ. Sampr. \$15.50

THIS IS THE GOOD ONE!

LARGE WALKING BEARS \$6.75 Doz. IMMEDIATE DELIVERY

25% Deposit with order Balance C.O.D. WRITE FOR FREE 1950 CATALOG!

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.



ELGIN • BENRUS • GRUEN BULOVA • WALTHAM

For men and women. New model cases and dials. Reconditioned like new. Complete with leather straps.
\$9.95
15-J, \$11.95 | 17-J, \$14.95 | 21-J, \$18.95
Gold Plated Expansion Band, 95¢ add.

Terrific Sellers!

S.P.C. MATCHED JEWELRY SET
Choice of imported multi-colored, amss, ruby or rose colored stones. Hand-set in 24 karat gold plate. In lots of doz. or more. Set (Sample Set, \$6.50) **\$4.50**

SOMETHING NEW—DIFFERENT
Beautiful watch, gold filled band, the holder and cuff links beautifully boxed. Watches rebuilt in ELGIN, WALTHAM, BULOVA, BENRUS, GRUEN. Real profit makers. Complete set **\$14.95**

JOSEPH BROS. 5 S. Wabash Ave. Dept. B-21 Chicago 3, Ill.

1950 GIFT CATALOG NOW READY

STATE BUSINESS WHEN REQUESTING COPY

HALLOWEEN GOODS		MA 201—Assorted, imported China Vases, Figures, Novelties, etc. Were priced as high as \$4.50 gross. At least 8 different items to every gross.	
Adult Size Luminous Masks, Glow in Dark, Doz.	\$2.65	Per Gross	\$4.20
Child's Gauze Masks, Doz.80	MA 202—Larger sizes. Very finely finished and glazed. Were priced as high as \$10.00 gross. At least 8 different items to every gross.	Per Gross
Child's Latex Masks, Doz.	2.40	Per Gross	\$8.50
Youth's Latex Masks, Doz.	3.90		
Adult's Latex Masks, Doz.	4.80		
Assorted Color Buckram Cloth			
Domes, Doz.35		
Satin Dominos, Doz.80		

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.
When requested, a change apron will be sent FREE with each order for \$25.00 or more.

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

PISTOL LIGHTERS, JEWELRY AND RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLID TAIRIE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$75.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

HARRY MAHREN RING CO. Red and White Stone Combination, \$3.00 Doz.
303 5th Ave., N. Y. 14, N. Y.

Engagement \$2.43 Doz.
Wedding 1.43 Doz.

COMPLETE CATALOG NOW BEING MAILED OUT

YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY MO.

\$1.00 STARTS YOU IN BUSINESS • NO EXPERIENCE NECESSARY
Start a year 'round business. Steady income. America's fastest selling religious jewelry. Millions of prospects. Sell on sight.
FREE . . . Get started at once to make over a 100% profit. Send \$1.00 today for a sample Miraculous or Sacred Heart pendant encased in crystal clear everlasting Plexiglas. 18" gold plated chain with safety lock. Red, Blue, Gold or Crystal backing. Complete with gift box. Retail for \$2.50. Send \$1.00 for sample. **FREE** Crucifix, and Catalog.
STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B, New York 23, N. Y.

MERCHANDISE TOPICS

New York:

Squairs is the latest chlorophyll breath deodorant (Merchandise Topics, October 7). A counter package of six tablets sells for 10 cents. The action of chlorophyll in destroying breath odors already has received wide publicity, and chlorophyll products soon may become common counter items. . . . For painting figurines, Winta Miller Hariman is offering a \$2 boxed kit for children. The kit includes four figurines, five bottles of paints, brush and instructions. If desired, the colors may be washed off and the figurines repainted. . . . Also, for the kiddies, Tru-Vue has presented a stereoscopic set consisting of stereoscopic viewer and four films for \$2.95, or \$3.95 if colored film is desired. The three-dimensional pictures include Ringling Bros.' circus animals, etc. . . . Topps Chewing Gum is marketing a Hopalong Cassidy Wagon Wheel box of lollypops. Each lollypop is a spoke in the wagon wheel box design with Hoppy's picture in the center of the wheel. . . . The Islander ukulele now is produced in grained colors which the manufacturer claims adds to its appeal. With clear plastic carrying bag, picks and instruction book, the item is fair traded at \$5.95. . . . Barker Greeting Card Company has music box birthday cards. Turn the crank handle and the card plays "Happy Birthday." The dollar numbers also are available with the Christmas tune, "Jingle Bells."

At 50 cents and \$1, Whitman Publishing is producing sampler cards, printed design cards for children's needle handiwork. The cards, yarn, needle and instructions are boxed as a set. . . . Snoballs, unbreakable plastic Christmas tree ornaments, have been brought out by the Tee-Vee Lens Company. To retail at 5 and 10 cents, the ornament's flocking appears like snow. Snoballs are washable, light in weight and last indefinitely. . . . For infants, Plastic Playthings has a cuckoo bird for 98 cents retail. The 9-inch item is shaped as a cage with attached handle and four bells. When the baby pulls the handle, a bird pops from the cage and tweets. . . . Revell's circus sets retail from \$2 to \$8. The performers, animals and props are operated by the muppet circus owner. . . . Also, T. S. Duck is marketing Hop-It-Ty Horse as a 39-cent seller. A cardboard horse's head and reins are mounted on a stick 41 inches long. . . . To convert a pair of comfortable old shoes into golf footwear, there's a set on the market of four steel plates (two to a shoe) with aluminum spikes. The carded set sells for \$2.49. . . . Sanford Products Corporation is manufacturing Duoliter, a \$2.95 seller. A wheel adjustment regulates the length of the flame. With everlasting wick and a visible (lucite) fuel chamber, the lighter is packaged in a satin-lined, clear plastic gift box. . . . For counter sales, a dozen Madison cigarette lighters are mounted on a three-color display card. With a pedestal for table use, the wind-proof automatic lighter sells for \$1. . . . Sterling Plastics Company offers pencil sharpeners to retail for 5 cents.

Los Angeles:

Harris Manufacturing Company has announced Fif, the dancing doll. Made of soft rubber plastic, the item is three inches tall with a 1/4-inch ostrich type feather headgear. Fif comes complete with swivel and suction cup and can be attached to any smooth surface. Placed on a windshield, Fif gyrates to perfec-

tion. . . . Magic Sign Letters are being offered by Gary Enterprises. The changeable letters stick to glass without glue. The firm reports that the item is a hot one for agents and distributors. . . . Heralded as a premium item for shuffleboards and salesboards, Poker-Lok chips, a patented product, is now being offered by Wes-Ko Products. The chips have a three-way lock to interlock concentrically, laterally and by gravity. The Ace poker chip rack is also available at this firm and comes with 300 chips in five colors. . . . Satisfactory Sales, according to Herman and Lou Rubin, has been named national distributor for the Little Boy Ash Tray. . . . Bergel of Hollywood has come out with a purse-size perfume container with applicator. The item retails for \$1. . . . J. R. Hawley Distributing Company is now in a position to make quantity delivery on the Rocketank. Rocketank and rockets are manufactured of high-grade, light, practically non-breakable plastic in two colors with green rubber turrets. Item is individually packed in two-color box with three extra rockets. . . . Al Schwartz, sales manager for Ecocolor, manufacturers of animated lamps, is in town on a coast-to-coast trip. . . . George St. Pierre, of St. Pierre's Hollywood Magic, reports that the new Little Squirt syphon bottle top device is still a top seller. Item has triple chrome and the new lock-on feature and comes attractively packaged.

Detroit:

H. C. Cornell, formerly in the real estate business, is taking over the business of the Neolite Sign Company from Mr. and Mrs. Leo Martin because of the latter's serious illness. The company's operation is being reorganized, with national promotion to start soon. The firm manufactures several unique signs designed for business use. . . . Joseph Easton, who operated in the novelty field here under the name of Majestic Gift & Novelty Company before the war, is returning to the wholesale and distribution field in specialty merchandise under his own name, operating at 2067 Oakdale Street.

Here and There:

The Borneo twin bow, a \$1 item embodying a new principle in dart games, has been placed on the market by Wes-Ko Products, Los Angeles. The item is said to have the speed of a bow and arrow and handles like a sling shot. . . . Royal Scot, Waterbury, Conn., has introduced its Scots Guard automatic fire alarm, a device requiring no wiring or batteries which automatically rings a bell when temperature reaches 130 degrees Fahrenheit. The coil thermostat-controlled item requires no open flame or direct fire to sound the alarm. To install the bell is wound and placed 18 inches from the ceiling near a fire hazard. . . . Hagen Supply Company is offering its tear-gas pens for policemen, housewives, storekeepers, etc., who feel the need of added protection. The item is only marketed thru salesmen. . . . Triangle Manufacturing Company, Minneapolis, is working at capacity to supply demand for its new ticket deals and its Bolta-Flex zipper bag. The bag with its all-wool robe is being accepted by Premium buyers as a good item to be sold to the football trade. . . . Harry Symonds, Princeton, Ind., has copyrighted a new game, Dribbling Around Basket Ball, which is a basket ball game played with a 52-card deck. Hoosier Basket Ball Company, Princeton, is distributing the game.

BURKE BRINGS BACK THE "100-CENT" DOLLAR Sensational DOZ. CLOSE-OUTS

60¢ For Plastic Compacts with makeup

69¢ Schnoz with Shell Glasses

\$1 Toilet Water, fancy bottle

75¢ Pen Knives, nickel plate

35¢ Nylon Toothbrush, individually boxed

49¢ Sun Glasses, Crookes lens, shell frame

50¢ Figurines, wonderful selection

50¢ Writing Portfolio, env., paper, etc.

50¢ Scatter Pins or Earrings

25¢ Fancy Silver Plated Ashtrays

25¢ Crystal Salt & Pepper Shakers, chrome tops

50¢ Military Type Hair Brushes

\$1 Pineud Face Powders

50¢ Oil Paintings, 4x4 1/2, from Holland, mounted, ready for wall

50¢ Metal Automatic Needle Dispenser, turn knob, exact needle drops out

50¢ Address Books, leatherette cover

50¢ Tobacco Pouch, large

\$1 Lipstick O/P case, famous name

50¢ Mennen's Quinine Foot Powder

50¢ Silk Sachet Perfumed Pillow

Send 25¢-12 Monthly Illus. Circulars

25% Deposit on C.O.D. Orders.

TED BURKE INDUSTRIES
Dept. B-17, 10 W. 27th St.
New York 1, N. Y. MU 4-6785

CAMERA OFFER!

\$6.00 Per Doz.



Look at These Prices Then Act—Right Now!

CAMERAS—\$6.00 per dozen

FILM—\$1.50 per dozen rolls

CARRYING CASES—\$1.50 per dozen

Deposit of \$8.00 required on camera orders.

STOCK UP SUPPLY will be SHORT!

MARNE SALES CO. Dept. B.C. 4
4024 22nd St., Long Island City 1, N. Y.

WE PAY POSTAGE

Send check with order.

All toys tested prior to shipment.

LARGER JUMPING DOG (mechanical), fur covered. This is the good one. \$6.00 doz. postpaid.

WALKING BEAR. Just a shade smaller than the large one, \$6.00 doz. postpaid.

LARGER WALKING LION, \$7.50 postpaid.

C.O.D. orders are plus postage.

Send for list of others.



EASTERN SALES CO.
MANUFACTURERS AGENTS
DISTRIBUTORS NOVELTY GOODS
634 So. High St. (Est. 1933) Akron, O.

MECHANICAL TOYS

ROLLOVER CAT
Doz. \$4.80; Gr. \$54

MECHANICAL FROG
Doz. \$2.50
Gr. \$27.50

COMB'WG HAIR MONKEY
Doz. \$4.00
Gr. \$45.00

BASEBALL CATCHER
Doz. \$3.50
Gr. \$39.50

MECHANICAL COWBOY
Doz. \$2.15
Gr. \$24.00

MECHANICAL BEETLE
Doz. \$2.50
Gr. \$27.50

CRAWLING TURTLE
Doz. \$3.00
Gr. \$33.00

Prices F. O. B. Indpls.. Include postage with order. 25% deposit with C. O. D.'s.

KIPP BROTHERS
Wholesale Distributors Since 1880
42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

QUICK PHOTO INVENTION!

PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper.

2 in 2 Minutes Print size 3 1/4 by 3 1/4 in. Complete complete portable photo studio. 100% PROFIT. Write quick, get details about the great PHOTOMASTER.

PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.

IDENTS

112.00 GRS. & UP

CUFF BRACELETS
\$21.00 GRS. \$2.00

SPORT PENDANTS
\$30.00 GRS. \$2.75

HOLY YEAR CROSS
\$675 doz.

AMPLIFIED ASSORTMENT \$5.00. STATE YOUR BUSINESS. 604 WEST LAKE STREET. PHONE FRANKLIN 2-2507. CHICAGO 6, ILLINOIS.

Prisco Pets

HALLOWEEN PARTY HATS—FAVORS

Flat Crepe Hats . . . \$4.50 per 100

Jumbo Metal Notemakers . . . \$7.75 per 100

Blow-outs . . . \$3.58 per 100

Metal Crickoff . . . \$7.75 per 100

25% WITH ORDER. BALANCE C.O.D.

SEND FOR OUR NEW CATALOGUE

KRIEGER MFG. CO.
OPA LOCKA, FLORIDA

For News About The New Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Get into the BIG MONEY

WITH NATIONALLY ADVERTISED SELLING SUCCESS

ONE MAN SELLS MORE THAN 1,000 IN ONE WEEK AT HOME SHOW EXHIBIT!

FAMOUS NEW ART CLEANER HAS OPENINGS FOR DEMONSTRATORS—SALESMEN AND DISTRIBUTORS WHO NEED AT LEAST \$5,000.00 IN INCOME ANNUALLY

Now again, due to rapid expansion of our production, we can offer YOU the opportunity to get in on the invention that has already brought undreamed of incomes to Demonstrators, Salesmen and Distributors. One dramatic 30-second demonstration shows how the New Art Cleaner has revolutionized unpleasant cleaning tasks. Like magic, it puts water on the floor—scrubs floor clean, it picks up the dirty water and disposes of it—without hands ever touching the water! IT SCRUBS! IT MOPS! IT WAXES FLOORS! IT WASHES WALLS! No wonder housewives buy on sight. Maintenance Men—Janitors—Plant Superintendents buy 5 to 50 at a time. This one amazing unit replaces brooms, mops, scrub brushes, waxes and wall cleaners. Sales of 400, 500 a month—and more—are not unusual. One man, demonstrating at a home show, sold more than 1,000 in one week! Here is a opportunity without equal for men who have sold in fairs, home shows, store demonstrations or direct to housewives. Territories available to Distributors. Get the full story and sensational selling plan by writing today. No cost or obligation now or ever. WRITE!

Arthur Moore, President, THE ARTMOORE COMPANY
1319 N. THIRD ST., DEPT. 710-C MILWAUKEE, WISCONSIN

SCOOP!

SUZY SCORES AGAIN!!!

Genuine "SUZY" DOLL

The Most Beautiful Doll Ever Manufactured! They're the Hits From Coast-to-Coast!

IMMEDIATE DELIVERY

\$9.60

DOZEN

SAMPLES \$1.00 EACH
(No C. O. D.'s)

SUZY DOLL CO.

315 N. 7th Street, St. Louis, Missouri

Phone Central 0440

Comes in 10 assorted styles. Brides included. Each one more attractive than the other. Each doll individually packed in Window Box. Dolls 8" tall. Packed 6 doz. to carton. Can ship any quantity while stock on hand lasts. First come, first served.

LADIES' AND MEN'S MODELS



SWISS WATCHES

Sparkling new cases; genuine Swiss movements precision rebuilt and guaranteed like new!

7-JEWEL \$8.45 15-Jewel \$ 9.45
17-Jewel 10.45
Rhinestone dial, add 75c.

ORIGINAL ELGINS, WALTHAMS, GRUENS, BENRUS, BULOVA!

Refinished Like New!



Each Watch in Excellent Condition.

7-Jewels in Elgin and Waltham Only \$9.95
15-JEWELS, available in all the above mentioned watches, \$12.95.

Elgins, Walthams, Benrus

With Beautiful Rhinestone Dials . . .

Lovely new cases with glamorous Rhinestone and simulated Ruby dials. Genuine movements rebuilt like new.

15-Jewel, \$12.45 7-JEWEL, \$9.75
17-Jewel, \$14.40

Order Round or Long Case

Order in lots of 3 or more. 25% deposit on C.O.D. Orders.

WRITE FOR FREE CATALOG!



198 S. Main St. P.O. Box 473
MEMPHIS, TENN.

Hot Item Sensationally Priced!

Rock-A-Bye-Baby

• Cries • Sucks Thumb • Moves Arms and Legs

GIANT 21" LIFE SIZE

Doll is costumed in baby's dress with diapers and undershirt. Like a new-born infant, she's wrapped in a baby blanket tied with a big bow! Samples, \$4.25 Ea. Smaller size also available.

\$45.00

DOZ.

OUR NEW XMAS CATALOG IS NOW READY. WRITE FOR YOURS.

25% Deposit, Balance C. O. D.

JOE END & COMPANY, Inc.

435 West Broadway New York 12
Walker 5-8280



YOU SHOULDN'T READ THIS . . .

UNLESS YOU WANT 90c PROFIT ON EVERY \$1 SALE*

Selling 40 daily is not hard, even 25 sales pays you \$22.50 profit daily. Repeat orders arriving daily. Why not? It's legitimate, it's acceptable, it's reliable, it's easy to sell. IMAGINE THIS! A CREW OF SUB-AGENTS SHOULD EARN YOU \$200 WEEKLY. 40 can easily be carried. That's about one day's supply. Order from this ad. You can't appreciate this deal unless you have some to sell. We make you pennies, you make the dollars. So please don't ask for free samples. If you want one, send us a quarter.

PRICES—CASH WITH ORDER—RETAILS FOR \$1.00

8 only \$ 1	200 only \$ 18	Millions of prospects.
12 only \$ 2	500 only \$ 40	Immediate deliveries.
40 only \$ 8	1000 only \$ 75	Use air mail, it's faster.
100 only \$10	2000 only \$140	All orders sent prepaid.

R. F. BURNS COMPANY, DEPT. BB, 743 LUZERNE ST., JOHNSTOWN, PENNSYLVANIA

Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison.

Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

\$6.00 Per Dozen \$70.00 Per Gross

SAMPLE SET, \$1.00

IMMEDIATE SHIPMENT

25% Deposit—Balance C. O. D. Send cash or money order.

THIS IS OUR ONLY STORE

HARRIS NOVELTY CO.
1102 Arch Street Philadelphia 7, Pa.
Phone: Market 7-9848



New! New! New! Novelties

HOLLYWOOD MAGIC SCORES AGAIN — REMEMBER the Nose and Glasses? NEW "Good Teeth" made like DENTIST'S PLATE—Individually packaged on Display Card . . . A KNOCKOUT!

PLASTIC BUCK TEETH—New and Moll Comedy teeth—terrific! Fit upper or lower—protrude in startlingly real fashion . . . Ds. \$ 2.90

EAT, DRINK AND BE MERRY—Drinking Mug—ceramic torso . . . Ds. 1.80

"IT'S IN THE BAG"—new laugh novelty . . . Ds. 2.50

SQUIRT GLASSES . . . Ds. 7.50

SQUIRT CANDLES . . . Ds. 15.00

* NUDIE MATCHES, JUMBO SIZE only. 25 in box—ALL DIFFERENT. Per Box, \$2.75 . . . Ds. Boxes \$24.00

* AUTO TIRE JOKER . . . Ds. 1.80

* FRANKIE EXHAUST WHISTLE . . . Ds. 1.80

* AUTO BURGLAR ALARM (Whistle Bomb) . . . Ds. 1.20

* Express only.

BATTLE SNAKES—3 ft. rubber—very real . . . Each \$ 4.50

NEW LITTLE SQUIRT (ORIGINAL SQUIRT-Boy Siphon)—Beautiful—triple chrome—new lock on feature—attractive package. Ds. \$1.60

PIC-TEASE—game—25 to a box . . . Ds. \$4.00

Send for new wholesale list

All C. O. D. orders must be accompanied by 25%. Credit to rated accounts.

ST. PIERRE'S HOLLYWOOD MAGIC CO.
6660 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIFORNIA



Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Finware, Toys, Every kind of Glassware, Blankets, Mampers, Massocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT! To obtain the Proper Listings of Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.



Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds



#4716 Brand New Number PANTHER CHINA CLOCK
Beautifully decorated. Has self-starting Session movement. Size 10" wide, 8" tall. Outstanding in design and performance. Very Heavy.

\$5.00 each \$57.50 per doz.
25% deposit required on all orders—balance C. O. D.
Our new 44-page 1950 catalog just off the press. Send for your copy today—it is free. Serving the carnival trade for over 34 years.

1116 S. Halsted St. Chicago 7, Ill.
All phones: MONROE 4-9520

M. K. BRODY



OAK-HYTEX NM-10 Multi-Color
HOT HANDOUT! Workers Available See your Jobber

The OAK RUBBER CO
Ravenna, Ohio

OAK BALLOONS
For Immediate Shipment. Write for FREE Catalog.

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

Authorized Distributor for OAK RUBBER CO. PRODUCTS
25% Dep. With Order. Bal. C. O. D.

ACE CARNIVAL SUPPLY CO.
5617 S. Halsted Chicago 21, Ill.

CLEAN UP WITH PLASTIC RAYON TOWELS
Powerful Quick Demonstration Grease, Ink Stains since 1947 out in cold water. Use over and over. Package holds 8 18"x30" Towels. Sells \$1.85 gross. Send \$1 for sample package of 8 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

MAGIC SIGN LETTERS
Amazing new CHANGEABLE sign letters stick to glass without glue. 10 second demonstration sells stores, cafes, markets and car dealers. Agents, salesmen and distributors, write for FREE SAMPLE and MONEY-MAKING DETAILS.

GARY ENTERPRISES, Dept. 16
1319 N. Highland Hollywood 28

LOOK—Novelty and Toy Buyers—LOOK

Old Plated Football Key Chains \$ 7.20 Cr.
Gold Plated "Bucking Broncos" 14.40 Cr.
Gold Plated "Trotters" 14.40 Cr.
Pussy Fido, Magnetic Action Toy 37.30 Cr.
New 12"x18" United Nations Flags 20.00 Cr.
\$2.00 brings samples of fast selling Novelties.

BLUE MOON CO. (S), Ravenswood, W. Va.

CORRECTION
Advertisement that appeared in the October 14, 1950, issue on page 94 should read "STEREO ART FIGURE SLIDES" (3 dimensional)
Price: \$25.00 per 100. Sample 30c.

BOB KELEM
8867 Melrose Ave. Hollywood 38, Calif.

Pipes for Pitchmen

By Bill Baker

SINCE CLOSING . . . with the Clyde Beatty Circus some weeks ago, Blaine Young has been playing fairs, including those at Topoka and Hutchinson, Kan., and Oklahoma City, with Roy Bowen, ace bug man. Young says that he has encountered a goodly number of pitchmen at these annuals and that all seemed to be getting a few dollars despite the fact that tips have been close fisted with their money. Young would like to read more pipes here from Big Al Wilson.

The impersonalness of your lecture will tell you what your sales will be.

JOE MILLER . . . veteran jewelry worker, made the Cattle Congress at Waterloo, Ia., on a car exhibit.

FRED S. MORRISON . . . is at his home in New Orleans framing a gyroscope top layout which he plans to take on the road soon.

Is this the winter that wasn't going to catch you broke again?

ELVIN LINDON . . . well known in pitch circles and patent medicine manufacturer, Monday (9) sued in Cincinnati Common Pleas Court to recover \$11,000 from two men he alleged persuaded him to invest in a horse racing syndicate. Lindon, owner of the El-Vin Manufacturing Company, Cincinnati, said the two men approached him, representing themselves as members of the syndicate and offered to sell him stock. The purpose of Lindon's ill-fated plunge was to obtain \$50,000 to expand his patent medicine business, Lindon said.

"WHILE VISITING . . . here I went into all the five and dime stores to see if there was anyone I knew working the spots," pens Robert Hampton from Los Angeles. "In the Newberry store I met A. J. (Jack) Beard, an old friend I hadn't seen in a number of years. Jack was working the rug needle to good business and he's one of the best I've ever seen at getting the money. I will remain out here for a while. Let's have some pipes here from Dave Rose, Irene Roth, Jack Young, Ell Kahn and Red Hallie."

Some pitchmen hoped this season would teach them a lesson, but they never expected a whole education.

GEORGE TACKETT . . . following a successful tour of Midwestern fairs with sheet, is associated with another old-time pitcheroo, Art J. Saylor, on a labor union newspaper. They are selling advertising and circulation in and around Cleveland to good business.

Demonstrators and sales folk already are contemplating what items to handle during the winter.

"ANYTHING . . . may happen in the pitch game here these days," Harry Greenfield letters from New York. "I could hardly believe my eyes the other day when I noted one worker pitching vegetable cutters on swanky Fifth Avenue. He worked from a stand built on wheels and his pitch was a buck a throw and he obtained plenty of long green. I also saw Lou Rosenberg, king of glass cutters, working exclusive spots from the same type of outfit. I asked Sol Addis, veteran pitchman what he thought of the idea of pitching from an outfit like this and he told me that his father hawked his wares 50 years ago from just such a layout."

Now's the time to make plans for your Christmas holiday trade.

JACK (BOTTLES) STOVER . . . headed for the Elkins, W. Va., Forest Festival to work sheet after running into plenty of rain at fairs in Cambridge, Md., and Petersburg, W. Va. Stover concluded his summer stand at Ocean City, Md., in August. Bottles would like to read some reports from the Carolinas to learn how things are stacking up there on the sheet.

Give your tips common decency and honesty and they'll repay the compliment.

PAUL CRUGER . . . silhouette artist at the Chicago Fair, took the lead among professional workers at Detroit's Hobby Show in Convention Hall, September 30-October 8, with three stands. He worked silhouettes and guess-your-age, and Alexander Phillips handled Cruger's sketch layout. Cruger reported business only fair for this first-time event.

Who's getting the tobacco and cotton money? Or did the boll weevil leave any?

EDDIE E. GILLESPIE . . . pipes from Little Rock that he is working cleaner in McLellan's dime store there, having finished a good stand at the Arkansas Rodeo and Live Stock Show, where the pitch fraternity was well represented. Working the event, Eddie says, were Bob and Amy Flynn, combs and mice; Red Gunn, bulbs; George and Jean Haney, peelers; Red Kelso and Manny Wolff, peelers; Harry Flaek, Hum-a-Tune; Tip and Lil Hallstrom, coils; Jack Anthony, coils, and Eddie Haller, vitamins. "Following the show Sun-

Nation Wide Performers of Mechanical Toys

PERFORMING FUR SEAL WITH SPINNING BALL

\$7.00 DOZ. \$80.00 GROSS

Lg. Hesitating Walking Bear	Doz.	Gross
Bear	7.00	78.00
Lg. Walking Elephant	7.00	81.00
Begging Dog (Plush)	7.20	81.00
Hopping Rabbit (Fur)	6.50	72.00
Hopping Dog (Fur)	6.50	72.00
Lenox Ave. Tap Dancer (Metal)	7.20	81.00
Boy Skier (Metal)	6.50	72.00
Yearling (Metal)	6.50	72.00
Drummer Boy (Metal)	5.50	60.00
Hungry Pogy (Metal)	5.75	66.00
Cheerful Santa on Sled	6.50	72.00
Merry Monkey	5.50	60.00

Minimum order accepted, \$10.00. 25% with all C.O.D. Orders.
F.O.B. New York City. Samples, \$1.00 ea.

LORET NOVELTY CO.
455 Newport St., Brooklyn 7, New York
DI 2-3902

JEWELRY SPECIALS!

100 Jewelry Items, assorted (retails for 25¢ & up)	5.00
100 Jewelry Items, assorted (retails for 50¢ & up)	10.00
100 Jewelry Items, assorted (retails for \$1 & up)	25.00

B. LOWE
Holland Bldg. Dept. 33 St. Louis 1, Mo.

WALKS—STOPS—SHAKES HEAD—AND WALKS AGAIN!

\$6.60 Doz.
In 6 Doz. Lots **\$7.20 Per Doz.**

Ostrich—Plush, New	\$7.20
Squirrel—Plush, New	7.20
Rabbit—Fur, New	6.60
Elephant—Red Blanket	8.00
Seal—Large Plush	8.00
Bucking Jeep—Metal	7.20
Jumping Fur Dogs	6.00
Rabbit—Noise, Action—Metal	4.80

Samples—\$1.25 Each

25% Deposit With Order—Balance C. O. D.
F. O. B. Chicago—Open Sundays.

AMBROSE SPECIALTIES
1360 So. Halsted St. Chicago 7, Ill.

WALKS—STOPS—SHAKES HEAD—AND WALKS AGAIN!

\$6.60 Doz.
In 6 Doz. Lots **\$7.20 Per Doz.**

Ostrich—Plush, New	\$7.20
Squirrel—Plush, New	7.20
Rabbit—Fur, New	6.60
Elephant—Red Blanket	8.00
Seal—Large Plush	8.00
Bucking Jeep—Metal	7.20
Jumping Fur Dogs	6.00
Rabbit—Noise, Action—Metal	4.80

Samples—\$1.25 Each

25% Deposit With Order—Balance C. O. D.
F. O. B. Chicago—Open Sundays.

AMBROSE SPECIALTIES
1360 So. Halsted St. Chicago 7, Ill.

BINGO SUPPLIES and EQUIPMENT
IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.
617-523 Broadway, Newark 4, N. J.

Imported Swiss Stop CHRONOGRAPH
With 2 Push Buttons
Tells Time, Stop Watch Measures SPEED, Measures DISTANCE, "Wonder" Watch. Used to time a lot of airplanes, horse races, athletic events.

- Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • 12 • 6 • 4 • 2 • 1 Numbers Glow in Dark.

\$3.10

Watch Only
Lots of 12 \$3.25
Lots of 24 3.35
Watch Band, \$1.50 Doz.
C. O. D. orders from non-rated concerns, 10% with order.

On orders under 4 watches, add \$1.50 ea. SARD WATCH, AM-1478 B'way, N. Y. 19, N. Y.

BRAND NEW! TERRIFIC SELLER!



with 4 Sim. Diamonds, 2 1/2 extra

HAWAIIAN NUDE DOLL
Made of soft flesh-like plastic rubber—life like, over 7 1/2" high. She wiggles, she shimmies, she bumps, she grinds without any mechanical device.

\$12 per doz.
Sample, \$1.25

3 for \$3.50. Blonde, Brunette & Red-head. Send \$6.00 for assorted samples of our complete merchandise.

Jobbers, write 1/2 deposit, balance C.O.D.

PARISIAN ART PRODUCTS
141 Fulton St., Dept. 1 New York 7, N. Y.

Sell Tinselled Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year round ultra-blue signs. Mother of pearl, metallic foil, metallic streamers and novelties. Terrific 25¢ to \$2.00 sellers for the Christmas season.

ORDER YOUR SAMPLES TODAY!

2 Metallic Fox Xmas Streamers, 12x18	\$1.00
6 Mother-of-Pearl Xmas Signs, 7 1/2x12 1/2	1.00
6 Ultra-Blue Tinselled Xmas, 11x14	1.00
15 Ultra-Blue Xmas Signs, 7x11	1.00
15 Ultra-Blue Xmas Comedy Signs, 7x11	1.00
15 Ultra-Blue Store Signs, 7x11	1.00
15 Ultra-Blue Comedy Signs, 7x11	1.00
15 Ultra-Blue Religious Signs, 7x11	1.00

Above Samples Mailed Postpaid.
L. LOWY, 812 Broadway, N. Y. 3, N. Y. Dept. 574

Materiale protetto da copyright

day (8), Mary Ragan entertained at Hillbilly Holler, and it's really something," writes Eddie. "It's a large, rambling log cabin style house boasting one of the best collection of figurines in the country. The Ragans also raise full-blooded Dalmatian coach dogs. The Jackpots flew thick and fast. Guests included Mr. and Mrs. Art Davis, of jam note; Chet Wedge; Dick Kanthe and the Flynns. Madeline had left a few days earlier. Dick and Mary are planning to open a tent show on their property. Let's have some papes from Morris Kahntroff, Paul Dayton, Paul Austin, Little and Big Jimmie Ryan, Jack Lang, Mark and Art Jarrett, Eddie Diebold, Johnnie Vogt, Bill Westfall, Tom Kennedy and Eddie Prokop."

The welcome sign in any town is ever out for good, clean workers.

CECIL ERWIN . . . John Petroff and Lee Rowdolph worked the graphology booth at the Detroit Hobby Show to fair business. They made the event after successful stands at the Chicago Fair and Canadian National Exhibition, Toronto.

"Pitches can be sung in many ways, just as a melody can be played in many styles."—Mickey Evans.

LESTER KANE . . . and Art Novotny are reported to have worked Sedalia, Mo., recently with coils to good returns. Kane is an old-time shampoo purveyor.

LEND AN EAR . . . to the following from Al Porter from West Palm Beach, Fla.: "Who remembers Chuck Corners, king of gummy workers, who in the gay '90s pitched his wares on the steps of the City Hall in Boston? And the day his feet froze to the pavement after a pitch

in below-zero weather? . . . Does anyone recall the late Charles Allen, topgrade snake oil worker, and handkerchief Jack, who was a yearly visitor to the New England fairs? He is the fellow who later claimed New Jersey as his home and who played the hum-a-tone in front of the Parker House, Boston, to a lot of passouts. . . . Do you remember the fellow who wrapped \$5 bills in soap to tremendous passouts on Boston Common? The fellow who had a machine which shot confections from a gun? The inventor of puffed rice? The fellow who demonstrated the sewing machine on Boston Common? The man who controlled the little toy auto from a black box he held in

Rapid Ralph says: "The guy who ends the season on the nut must be off his nut."

JIMMIE LOBO . . . Svengali deck expert and paper trixter, is en route to Philadelphia to appear on video shows.

Are you still in stride in the stretch run? **THEY TELL US** . . . that a recent edition of the mag, Why, featured T. D. (Senator) Rockwell, old-time pitcher, in an article on tattooing.

Free fairs are a misnomer for some of them that continue to hike space rates higher and higher each year.

J. C. CLARK . . . was reported to be doing well with cards outside the confines of the Cattle Congress, Waterloo, Ia.

Then there's the pitcher who says that the last couple of years have put him in the dollar-a-year class.

RAY C. HERBERS . . . who opened at the Maxwell Street Market, Chicago, several weeks ago with Sta-Clean to good results, plans to remain in the Windy City for a few weeks before heading east for the winter. During a recent walk around the Loop, Ray went reminiscent, recalling the early '20s when Dr. La Rose had a pitch store on Madison Street and was handing out plenty of health books, and his wife, Ethel, was still playing the major vaude circuits with her dancing act. . . . Painless Packer had a dental pitch store on Madison Street. He also recalled when State Street would have a half dozen or more tripod workers and "each Sunday night one could see a couple of med workers on the same street. Almost any night about that time one could see Professor Seward passing out scopes on Clark Street from the back of his Cadillac touring car. And almost any noontime one could see Chicago Blackie getting the blow-off from the Criminal Court Building with rad, while Tommy Maley, armless composer, was spending money along Clark Street like dirt. About this time Madeline Ragan, of the celebrated Ragan twins, was with Jack Reid's Record Breakers on the old Columbia Wheel. Herb Casper, of jam pitch note, was making his home at the old Revere House. Bughouse Square was open to any pitchfork. But that was when one could work any corner along North Clark Street from Grand to Chicago Avenue and one could get a T-bone steak dinner for 25 cents in almost any restaurant along Clark Street. Sing had his Chinese chop house going then. Just about time I left the Mysterious Smith Company down in Georgia and went into Chicago on a merchants ticket deal at Riverview Park. It was with the Smith org that I learned to do a Houdini out of a hotel. Those were the days when the Clarendon Hotel was a mecca for pitchmen. Let's have some pipes from such road knights as Tom Kennedy, Bill Meader, M. M. Wolf, Jack (Powder Puff) Beard, Myrtle Hutt, Eddie Gillespie, Ronnie Peyton, Doc Turner, George (Kid) Reagen and Sid and Theresa Sidenberg."

Hot biscuits and grils can't equalize a blank down yonder.

A NEW LOW PRICE!
NOTHING CHANGED BUT THE PRICE
NUDE CUTIES
Artists Models—Playing Cards



Regulation size playing cards. Plastic coated. 54 different models and poses in full color, including 2 jokers. Nude Beauties and Cuties as you would like to see them. **\$7.75** Doz. Gross jobs only

\$7.90 Per Dozen Packs Sample Deck of Cards **\$1.00**

15% Deposit With Order, Bal. C. O. D. P. O. B. Chicago, Ill. **COOK BROS.** 814 W. Maxwell St. Chicago 6, Ill.

COLOR CATALOG SENT FREE!

NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

LOWEST PRICES! BEST SERVICE ALL-THE-TIME

S. R. CANTERMAN
1115 OGLETHORPE ST. PITTSBURGH 1, PA.

NEW 1951 WHOLESALE CATALOG!

7000 ITEMS AT WHOLESALE PRICES

Save tested in make more money for you. Jan packed with the latest and greatest array of top-flight merchandise appealing to dealers. Backed by a guarantee of satisfaction or money refunded. RUSH 50c for 1951 issue. It will be yours!

SPORS COMPANY
LAMONT-LE CENTER, MINNESOTA

SPECIAL—While They Last

MARLIN 2.95
DOUBLE-EDGE RAZOR BLADES Min. 3M PER 1000

VALLEY SUPPLY CO.
329 HOLT ST. DAYTON 7 OHIO

BIG PROFITS

Own your own business stamping key chains, name plates, social security plates. Sample with name and address 25c

Hart Mfg. Co.
303 Dearaw St. Brooklyn 2, N. Y.

OUR MOTTO

A SQUARE DEAL TO EVERY CUSTOMER

Since 1890 — Fast Sales and Big Profits—Part or full time, selling original Koehler ready in a do dozen 1500 varieties, sell all places; size 4 1/2", 7 1/2" Also religious, mottoes, chargeable and Christmas signs. Introductory offer, \$4 per 100 or \$1 for 20 "511 best sellers. U.S. only, or for free catalog write: KOEHLER, 325 Goetz Ave., Lemay 23, Missouri.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C. O. D.

GAINOR SALES CO.
1546 Monterey Detroit 6, Mich. Phone: Townsend 8-1331

GIVE TO THE RUNYON CANCER FUND

Elgin · Benrus · Bulova
for Promotional Deals and Big Profits



Brand new 1950 model, sets for gents and ladies. Rebuilt movements, guaranteed like new.

15-Jewel	7-Jewel	21-Jewel
\$12.65	\$14.65	\$18.95

Gold Plated Stretch Band, 75¢ add.
B. G. P. Stretch Band, \$1.50 add.
Leatherette Gift Box, 65¢ add.

SEND 25c (Cash or stamps) for our 56-page new 1951 wholesale catalog; will be credited to your first order.

RHINESTONE DIALS AT NO EXTRA CHARGE

Ladies' New Windsor Watch Rhinestone dial, 7-Jewel, \$9.95

NEW RHINESTONE CASE WATCHES

Copies of expensive \$200 & \$300 watches, 7-Jewel	\$9.95
17-Jewel	\$12.95

Wholesale Only—25% Deposit With Order, Balance C. O. D. Open Account to Rated Houses.

MIDWEST WATCH CO.
5 S. WABASH AVE. CHICAGO 3, ILL.

Fairs Special!

FUR KITTENS

Designed and Priced Especially for Concessionaires!

Our cute pet kittens are made entirely of "Ball of Fluff" genuine rabbit fur. Life-like eyes. Assortment of colors—pink, brown, gold and white. Individually boxed in acetate display containers.



AGENTS WANTED

A-BEE TOY CORP.
Dept. A, 79 Park Place New York 7, N. Y.

Send \$2 for sample and price list. Money back guarantee.

CASH SALES scores again with STARTLING VALUES!!

Exquisite four-piece set of beautiful pearls with sparkling rhinestone clasps. Luxurious satin-lined box, suitable for jewelry or gift purposes.

EXTREMELY LOW PRICE \$48 PER DOZ.

Retail value, \$19.95 Sample sent postpaid for only \$5.



Send for Free Wholesale Catalog of Costume Jewelry, Wrist Watches, Lighters, etc.

CASH SALES COMPANY
608 FIFTH AVE. ATLANTIC 1-1346 PITTSBURGH 19, PA.

TURKEY PUSH CARDS

Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards—**WRITE FOR FREE CATALOG.**
W. H. BRADY CO., Mfrs.
 Established 1914
 CHIPPEWA FALLS, WISC.

WORKING AROUND THE CLOCK TO SUPPLY THE DEMAND OF LA-TA-DO TICKETS

BINGO SPINDLE DEALS
 RED, WHITE & BLUE
 LUCKY 7's
 PAD DEALS

Anything in the Line of Tickets for Immediate Delivery.

WRITE—WIRE
TRIANGLE MFG. CO.
 609 So. Tenth St. Minneapolis, Minn.

TURKEY PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by
RAY MERTZ & CO.
 525 S. Dearborn St. Chicago 5

SALESBOARDS
 Tickets, for Deals, Premiums
 Complete Line

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
 7609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2676

SALESBOARDS—JAR TICKETS NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Moles	Play	Description	Def.	Profit	Net Price
300	25¢	QUARTER KOLORS, THICK	Def.	\$15.00	\$ 40
400	3¢	LUCKY BUCKS, THICK	Def.	7.00	75
1000	3¢	LUCKY BUCKS, THIN	Def.	17.00	90
1000	3¢	J.P. CHARLEY, THIN	Ave.	52.00	110
1200	25¢	PACIFIC CHARLEY, THICK	Ave.	102.98	1.98
1000	8¢	SOUTH PACIFIC, GIRL BOARD	Ave.	26.89	1.75
1000	8¢	HOLD THAT LINE, GIRL BOARD	Ave.	27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Ave.	27.90	1.75
1000	10¢	TEN CENT SAW BUCKS	Ave.	45.00	1.75
1000	25¢	SIX TWO BITS	Ave.	114.28	1.75

On Stock—Tickets
 1200-1200
 1264-1400

Stating your requirements. Large stock. Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Moles. 25% deposit with all orders—Balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

USE BLACKHAWK BOARDS IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy, i.e., none better.

Moles	Play	Description	Profit	Net Price
450	5¢	LIFE BOOK	AVG. \$	15.18
1000	5¢	CHERRY BOOK	AVG.	27.15
1920	5¢	POKER FACE	AVG.	25.57
780	5¢	RED KING	AVG.	17.28
2500	5¢	WILES OF DOUGH	AVG.	35.49
3000	10¢	TREASURE SHIP	AVG.	153.80
3924	10¢	INDIAN HUNT	AVG.	134.00
470	25¢	POKER HANDS	AVG.	52.50
1000	25¢	DERBY DAY	AVG.	83.20
7020	25¢	JACKPOT CHARLEY DINO	AVG.	37.00
3078	25¢	YOUR CHOICE	AVG.	243.00

Rush your order today. Enclose 25% deposit, pay balance plus shipping charges on delivery. Freight paid on orders of \$100.00 or more.

GALENTINE NOVELTY COMPANY 372 East Colfax Avenue South Bend 24, Indiana

SALESBOARDS

FREE! Write for "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-R 372 2nd St. HUNTINGTON BEACH, CALIF.
 Ph. Lexington 6-3218

SALESBOARD SIDELIGHTS

Ben Malts, Peerless Products, Inc., Chicago, goes on record as declaring firm's new full line of fall boards is hitting rapid-tempo sales response, with their "big three" selling points responsible for the good news. Ben says the points are top player appeal, high profits per board and low cost. Marshall Malts puts in his word, that immediate delivery is the by-word on all orders.

From Empire Press, Chicago, Joseph Zimmerman tells of recent price pegs that put the complete line of salesboards into a new low category. As a running mate for the Empire board offerings, Joseph points to the push cards which also are topping previous order levels.

Ralph Young, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports firm's move to peak production earlier this year, with the baseball books leading the way, has settled down into a steady high pace. . . . Worthmore Ticket Games, Chicago, is putting more steam into its sales coverage. Joseph Worth sees a bigger current and potential demand for jar tickets.

M. R. (Dick) Hitter, Carol Sales Company, Elmira, N. Y., says the response from firm's latest catalog has been excellent. Featuring Bee Jay boards and Universal Jar-o-Do tickets, Dick finds climbing orders on both lines with a special accent on Universal's Lucky 7 Match Pak. Carol Sales is also handling premiums, and action on one line in particular is outstanding—the Benrus watch line, according to Hitter.

Jerry Scanlan, Chicago, recently returned from a quick flying trip to Montana and Colorado, where he clinched some business and shook hands with some old friends. Jerry says John J. Kellogg is now representing the firm in California, Arizona and New Mexico, which includes the new Buzz Box deal in addition to the Scanlan Little Chief series. Buzz Box is currently available to two payout deals, consisting of seal cards attached to the top. Lucky Streak, in 5, 10 and 25-cent play, and Triple Charley, in quar-

ter play only, furnish the two deals. A third, Jack In Boxes in the three-price play, was due out last week. Jerry adds the firm is settling in its new quarters on North Clybourn Avenue in great shape and expects to offer new customer benefits because of the move.

HUNT BANKS \$\$

(Continued from page 64)
 we played a blank there." Charley recalled.

"I've been going into Maine since the early '90s, but this is the first year I've failed to come out without a sizable profit, including the depression years. I know the reason. I played it too early, the first two weeks in June. Another reason was that there just wasn't much money around Maine," Charley opined.

With 50 years of tramping behind him, Charley didn't have to learn the hard way that the first week in June was too early for Maine. He had his reasons, and it wouldn't take the most astute general agent to figure out that it partly involved the protection of dates.

Long Island Good

After scrounging in Maine, the show jumped to Cape Cod in six moves, played five stands to better than average business and went into Connecticut for five dates of three-quarter to full houses. Katonah, N. Y., gave the org two turnaways and 12 Long Island dates were good for three-quarter and capacity houses.

For the next few weeks the org garnered some nice houses thru Jersey, except for the shore towns. Few houses ran less than three-quarters. "We jumped into Pennsylvania hard coal country then," Charley recalled, "and business there proved tougher to crack than the product they mined. All this Korea war talk

was cropping up then and I guess folks were scared, among other things. It was pretty much the same story all along. Shenandoah gave us two less-than-half houses. Mahanoy City and Berwick were no better. At Tamaqua we had only quarter houses. Found out the next town had three miners' picnics scheduled for our show day, with a barrel of beer ordered for each man, so I wildcatted and went into Alberta and got a three-quarter house at night without a bill."

Plays Fair Dates

Charley headed east to furnish the grandstand entertainment program at Mineola (N. Y.) Fair. His entire show was presented, with one-half of his brand new big top up to form a backdrop to create the proper circus atmosphere. He next supplied some of the entertainment at the Bridgeton (N. J.) Fair. This is his fourth year at Danbury with his bulls, Liberty horses and other stock.

"These dates are all right," Charley commented. "Helluva lot better than poking along thru the red mud in the South," he added.

The fair dates are good. At this time of the year they serve to extend the season with earnings assured, rain or shine. The Hunt elephants, eight in all, including Sita, perhaps the smallest in the country, are a prime attraction. Three were added this summer.

Winter bookings for the bulls and Liberty horses are very satisfactory. A new heated training barn has been completed at the org's Jersey quarters and will be used extensively this winter for the first time.

Charley watched his sons, Harry, Charley and Eddie, putting the stock thru their paces in the three rings fronting the grandstand, and opined, "I reckon we'll run a little Christmas show down at quarters this year. Good location and plenty of people around. Hired the stock out the past few years to a man who has done all right. What he can do, Hunt can do, and what's good for him is good for Hunt," Charley chuckled.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

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

A-1 BARGAIN—CIGARETTE AND CANDY
 Vending Machine; all makes, models; lowest prices; what have you to sell? Mac Postal, 6418 N. Newgard Ave., Chicago, Ill. 6628

SCAND FOR EQUIPMENT AT BARGAIN PRICES.
 Send for list, McKee Sales Co., 2041 Kenneth Road, Glendale 1, Calif. not

CANDY CORN—A DELICIOUS CONFECTION
 for penny vending machines; reasonably priced. For samples and price quotation please write: Murray Millman, 83 Jordan Rd., Brookline 46, Mass.

CAST IRON STANDS—WEIGHT, 25 LBS., \$4
 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for three vendors, \$1.50 each; top plates for three vendors, \$1.85 each; all prices f.o.b. factory; 1¢ deposit; bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE MACHINES—FOR THE FINEST IN
 cigarette machines see Central; write for details; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS—ERIE HAND OPERATED, MER-
 cator, Electro-Holts, Motors, Bus, Lays, Exhibit Rotary Merchandisers, Digger Parts, National, 4243 Sansom, Philadelphia, Pa.

EXHIBIT SUPPLY COMPANY'S IDEAL CARD
 Vendors; counter models, bargain. Box 436, c/o Billboard, St. Louis, Mo.

FOR SALE—SKEEBALL ALLEYS, \$20 AND
 up; also High Dial Ten Strikes, \$29.50 each; all games in first class condition. Reliable Skeeball Co., 2512 Irving Park, Chicago, Ill.

FOR SALE—MONARCH AND NATIONAL
 Shuffleboards, \$99.50 each; very good condition. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

ONE UNEDA SHOE SHINE MACHINE, ONE
 Uneda Brush Up, like new condition, \$50 each; crating and shipping extra. Michael Cocco, 170 Gorham Ave., Hamden 4, Conn.

SCALES FOR SALE—WATLING AND MILLS.
 Small or large, \$45. Some scales as is for less. Rabe Levy, 2830 10th Ct. S., B6, Birmingham 5, Ala.

STAMP FOLDERS DIRECT FROM MANUFACTURER
 low price; immediate delivery. Write for prices and sample. J. Schenbach, 1643 Bedford Ave., Brooklyn, N. Y. 0628

SOLOPHONE 4-CHANNEL RADIO UNIT WITH
 amplifier and twelve wall box speaker outlets with nickel and dime slots; in 1-A operating condition; best offer buys it. S. T. Seigel, 630 Valley St., New Haven, Conn.

THREE PHOTOMATICS—LIKE NEW COST
 \$1,500 each; sell, \$750. Hunter, 310-10th St., W. Palm Beach, Fla.

TWO TEL-JUICE MACHINES—GOOD CON-
 dition, for liquidation; any price will be considered. Call or write: Alfredo Ripoli, 237 Wheeler Ave., Bronx 59, N. Y. TI 8-2777 after 8 p.m.

TWO LATE MODEL PHOTOMATICS FOR
 quick sale, \$695, A-1 condition. W. A. Wolfington, 1170 Jefferson Ave., Winston-Salem, N. C.

UNEDA CANDY MACHINES, 640; POPCORN,
 \$225; Gum Machines, \$6.95; Stamp Machines, \$2.95. U.S.P., 100 Grand Waterbury, Conn. 0621

UNIVERSAL 1/2 LOTION VENDORS, WITH
 60¢ bottles, A-1 shape, terrific. Box #C-240, c/o Billboard, Cincinnati, O.

WANTED—USED PENNY COUNTER AND
 wrapper, hand or electric operated. East Texas Novelty Co., Jacksonville, Tex.

WE ARE MANUFACTURERS
OF ALL KINDS—PULL TICKET GAMES
TIP BOOKS

Buy Direct From Manufacturer at Very, Very Reasonable Prices.

Columbia Sales Co., Inc.
 302 MAIN ST., WHEELING, W. VA.
 Phone: Wheeling 340

SALESBOARDS

1000 25¢ Charley	Prof. \$50.00	\$ 40
1400 5¢ Barrel	Prof. 18.00	70
1000 25¢ J.P. Charley	Prof. \$52.00	5.00
1000 25¢ J.P. Charley, X TK	Prof. 101.00	98
1200 25¢ Texas Charley, Seal	Prof. 21.00	1.10
1000 to 1200 5¢ J.P. Boards	Prof. 28.00	1.10
1000 to 1200 5¢ J.P. Girls	Prof. 28.00	1.24

DELUXE SALES CO., Blue Earth, Minn.

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

NPA TO STUDY CM INDUSTRY

Comm. Sees Japan Imports Of CM Rising

Now Third in Volume

WASHINGTON, Oct. 14.—Japan, third leading foreign buyer of coin machines in June, may soon be in a position to move to first place, according to a report issued by the Commerce Department.

The Korean war has greatly stimulated Japan's economy, the department stated. The increased activity was sparked by requirements of United Nations forces for war supplies, increased interest in future purchases indicated by countries anticipating difficulties in buying goods, and by the need for Japanese shipping for rapid transport of goods to Korea.

Counting on a much better supply of dollars, Japan has already started to expand imports. Part of the increased import activity is attributed (See *COMM. SEES* on page 116)

Appoint Logan Distrib in Ill. For Play-Write

AKRON, Oct. 14.—The Play-Write Corporation here has appointed Logan Distributing Company, Chicago, Illinois distributor of its counter machine known as the Play-Write.

A non-coin operated unit, Play-Write can be operated at penny, nickel, dime or quarter play. Since every play is registered, exact account of intake can be recorded by the operator. To play the counter, patron writes in pencil in each of three blank spaces those numbers which he believes will show up on the unit's reels. After numbers have been marked, player pulls handle and reels spin. If numbers on machine correspond to numbers written by player, a win results. Once player has made number choices and spun reels it is impossible to change pencilled numbers.

Logan Distributing is headed by Jack Nelson Jr.

Como Appoints New Ind. Distrib

CHICAGO, Oct. 14.—Como Manufacturing Company this week announced the appointment of the Binco Distributing Company, Fort Wayne, Ind., as distributor for Hollycrane and the Como conversion unit for the Bally Shuffle Bowler and the Kecney Pin Boy units.

Harry Blinnie, head of Binco Distributing, said his firm will cover all of Indiana on behalf of Hollycrane and the conversion unit.

Age No Barrier

So. Dakota's Salvesson Switches From Civies to Khaki, Leaving Pop Holding Operating Front

By Norman Weiser

HURON, S. D., Oct. 14.—It's a long way from a blue serge suit and a route of music and amusement machines covering approximately a county to the barracks at Fort Riley, Kan., and the olive drab of the infantry, but Theodore B. Salvesson has made the jump and seems to be doing as well with Uncle Sam as he did during his Horatio Alger civilian life.

Back in 1945, Ted, an 18-year-old high school graduate, was hopping bells in a hotel here. He had a chance to pick up an old Mills Windmill for \$100 and, scraping together his tip money and taking the balance from his savings, he purchased the machine, placed it in a location in Huron, and became a coin machine operator—an operator who in five years, was to introduce an aggressive note into the industry.

Tries Venders

With the Windmill offering him his opportunity, Salvesson looked around for other sources of revenue, and purchased 10 peanut venders and a few used jukeboxes. In a short time he used his income from these units to purchase one pin game and 40 more bulk units.

By now Salvesson was in the coin machine business to stay. Not yet out of his teens, he nevertheless proved a sound salesman with potential locations, and saw his route expand steadily—not too fast so as to invite financial ruin, but quickly enough

to allow for the purchase of new coin machines.

Turns to Amusements

While the bulk venders were making money for Salvesson, he decided the wedding of jukeboxes and games and other types of amusement pieces was better suited to his over-all operation. Finding a buyer for the 50 peanut units, he turned the income from this sale into more phonographs and games, and added more spots to his ever-expanding route, now well past the metropolitan limits of Huron.

Keeping his eyes open, the youngster in the succeeding years purchased several routes from other operators, and by the summer of 1950 he was operating more than 100 pieces of new or nearly new equipment—jukeboxes, pin games, shuffle units and Dale guns.

Expands Scope

Versatility has been the keynote of Salvesson's coin machine career. Perhaps one of the best examples of this is his move into the outdoor concession field. Taking over a permanent building at the fairgrounds, Salvesson installed cotton candy machines and foot-long hot dogs as attractions, doing a land-office business.

But this summer a complication appeared on the young operator's horizon. The war in Korea meant he was (See *Salvesson Switches* on page 116)

Venders Seen In Best Spot For Material

Full Controls in 1951

By Ben Atlas, Chief, Washington Bureau

WASHINGTON, Oct. 14.—In anticipation of possible full allocation and priority controls next year, the National Production Authority (NPA) is starting to scan the coin machine industry to see what and how much metals are used.

For at least the next few months, however, controls are expected to be limited to priorities for producers of military items, with non-essential producers allowed to purchase metals not demanded for defense production (The *Billboard*, October 14).

Sometime next year, it is probable that NPA will set up full controls on such metals as aluminum, steel, tin and copper. Such controls are expected to consist of the establishing of three main classifications for metals users—essential military producers, essential civilian goods producers, (See *NPA TO STUDY* on page 116)

Census Reports Show Variation In Location \$\$

WASHINGTON, Oct. 14.—The Census Bureau's spot reports on business activity for August show wide variations in receipts of coin machine locations in different sections of the country.

As compared with July, eating-drinking places, one of the better juke box locations, showed excellent gains in general. Business of such places was up 14 per cent in Philadelphia, 10 per cent in Boston and Providence, 9 per cent in Salt Lake City and Chicago, 4 per cent in Washington and Baltimore, and 2 per cent in New York. Restaurants, bars and taverns in Dallas, however, (See *CENSUS REPORTS*, page 116)

N. Y. Game Ops in the Black Despite Tapering Revenue

NEW YORK, Oct. 14.—Income from coin amusement games here has shaded off 25 per cent in the past six months, established operators report. However, the situation is far from gloomy, with many paid-up games still doing business on location and in meeting term notes promptly on newer units.

Should factors affecting the decline continue, further reductions in revenue are anticipated, but the decline is expected to taper off at a level enabling the experienced operator to earn a fair return on his investment.

Another substantial dip in averages, tho, will almost certainly accelerate the trend toward the assimilation of smaller routes by firms with greater reserves. One-man routes, it is pointed out, will find trucking and repair costs unprofitable burdens in the face of slim profit margins. Larger operations, on the other hand, will spread their overhead costs over many more machines.

Among the more measurable results of the current situation is a marked let-up in new game purchases. New games are still being bought, but the rate has slowed to a trickle when compared with the flood of four to eight months ago.

Once disappearing pins and puck rebounds have been added, it is said, shuffle-bowling games begin to resemble each other too closely to maintain feverish location competition for ever-new pieces of equipment.

Operators are finding it easier, they claim, to sidestep location-owner requests for repeated changes as long as the play element of bowling remains constant.

The situation can change overnight, of course, should a new type of game be introduced that catches player fancy and meets strict License Department restrictions. Puck games built around the baseball theme have so far enjoyed only lukewarm reception.

Keglers on Wheels

ELIZABETH, N. J., Oct. 14.—Bowling on roller skates is a new twist to an old sport at the Twin City Arena here. The local rink of the America on Wheels organization has installed two coin-operated Bowl-O games for patrons taking a breather between turns.

The game, an 18-foot alley using small bowling balls, is produced by Sutphen Products Company.

For News About **The** *NEW* **Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Michigan Ops Study Fair Trade

Begin Studies To Bring Biz Under Statute

Name Special Committee

DETROIT, Oct. 14.—Preliminary moves to bring the juke box industry in Michigan under fair trade statutes are being made by Michigan Automatic Phonograph Owners' Association (MAPOA). This State has a basic fair trade law which applies to most, if not all, merchandise in standard retail trade, but does not apply to services.

Aim of the MAPOA is to prepare a bill for presentation at the regular biennial session of the Legislature next January, which would allow the industry to be included as a part of service trades. It would be permissive, rather than mandatory, and would place the juke box business under fair trade only if the industry itself elects to make the move.

It is believed that the only State where such a statute has been applied (See Michigan Ops on page 114)

Northern Ill. Ops Discuss TV Problems

Study Rising Costs

WAUKEGAN, Ill., Oct. 14.—Key-noted by a plea by Acting Chairman Charles Wilmoth for strict adherence to the proven fundamentals of operating the Music Operators of Northern Illinois (MONI) association held its October meeting here Wednesday (11).

Wilmoth told the 27 operators present that with increasing costs starting the trade in the face virtually every few months, either in the form of equipment price increases or personnel remuneration plus the renewed threat of TV to location grosses, it was time the operator did something to cope with the times. He suggested two methods—more location promotion and an upward revision of operator commissions. He stated that most progressive location owners, who know what an asset the music machine is to his over-all trade, could see why the operator had to revise commissions in these times and at the same time explain the facts so as not to alienate the location owner. Wilmoth emphasized that this was not just a plan to gain more return from the music machine investment but a basic change which had to be effected immediately if the operator was to keep all his stops in the black.

TV Impact

Other major topics included a discussion from the floor on what the operator can do in the face of the latest TV advances which center around the improved shows and talent on video since Labor Day. Most (See Northern Ill. Ops. on page 111)

Pick the Winners:

Waitresses Prove Top Salesmen For Music Operator in Virginia With "On Location" Promotion

By Carol Hunter

WASHINGTON, Oct. 14.—Waitresses in restaurants and taverns are better "salesmen" for juke box records than the owners of these locations, according to Eddie Renner, of the Northern Virginia Music Company in Alexandria, Va. Renner and his routemen discovered "selling" records to waitresses is often a prerequisite to satisfactory juke box business.

There are several reasons for this situation, Renner declared. First of all, the owner is too concerned about the admittedly more important task of running his restaurant to bother much about the music box; secondly, the girls are usually younger and more hep to current song favorites and music trends; thirdly, the girls have more opportunity to talk with customers and are often on friendly terms with them, especially if the latter are regular patrons and, finally, the girls are

apt to be interested in hearing their favorite numbers played on the juke box. Then, too, they are so tired of hearing some particular hit that they go out of their way to recommend other selections.

Plans Promotion

Commenting on an idea used by a Denver operator (*The Billboard*, September 30) who has waitresses give customers cards featuring the waitresses' favorite selections, Renner said that this seemed like an excellent way to build sales. The idea is especially attractive because of the low money outlay involved. He is contemplating a promotion along similar lines.

Routemen for Northern Virginia talk to waitresses and location owners on all their visits. They play the new records and point out interesting (See Waitresses Prove on page 101)

Merchandising Music

MYSTERY \$\$. . . Using a "mystery tune" on his jukes, and giving away cash prizes to those patrons who can identify the tune has brought in extra profits to Harry C. Perrine, Oceanside, Calif. Harry, who also gives the mystery platter to the winner, says the tune should not be too hard to guess, so that a winner can be determined at regular intervals. The extra play on the machines, as patrons vie for the prize, more than makes up for the outlay, and provides an excellent means of promoting music in general.

LOCATIONS CAN HELP . . . There are many different ways in which the location owner and/or his personnel can help boost the income. No matter which method is used, it is important, according to Alex McDonald, Peshigo, Wis., that location owners do something to build the juke's play. McDonald feels the most likely way for the location to promote the phonograph,

one which takes up the least amount of time yet is sure to get results, is to merely drop a coin in the box once in awhile. Just for the record, there are many other ops in the U. S. who agree with McDonald that location owners can and should be educated to promote their music machines.

PROOF OF PUDDING . . . Arnold Tesmer, St. Paul, in line with the suggestion that locations promote their phonos, says his firm uses the odd change left over after collections to build up juke play. These coins are painted on both sides with nail polish and given to the location owner. When the location is quiet—that is, when the phonograph has not been played for a period of time—one of these painted coins is dropped in the machine by either the owner or one of his help. And there is plenty of proof, according to Arnold, that the gimmick works. He reports play has picked up as (See Merchandising Music, page 111)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of *The Billboard* are:

BIZ BACKS FREEDOM DRIVES. Showbiz joins Commie fight in crusade for freedom (General Department).

MERCURY BUYS DISKERY MASTERS. Plattery buys Exclusive, Swing Time masters for its rep (Music Department).

DECCA TO BEGIN MERICAN PACT. The diskery will begin capitalizing on Ethel Merman's contract with "Madam" hits (Music Department).

PHILIPS NEAR EXPANSION DEALS IN U. S., FRANCE. The Holland firm eyes moves to invade American markets (Music Department).

LONDON CUTS 20 DISKS IN PUSH. In three days London records platters in artists and repertoire push (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

2 Twin Cities Distributors Set Up Merger

Hy-G, Lieberman Combine

MINNEAPOLIS, Oct. 14.—Merger of Lieberman Music Company and Hy-G Music Company here, effective Monday (16), was announced by Harold Lieberman and Henry H. (Hy) Greenstein, head of the respective firms, Thursday (12).

Under the deal, Lieberman moves from its present location at Hennepin and 12th Streets to the Hy-G building at Plymouth Avenue and Third Street, Minneapolis.

While for the present at least it is a merger of the two firms to be known as Lieberman Hy-G Music Company, it means that eventually Greenstein will step out of the business, perhaps in three to six months or a year.

Greenstein To Retire

It has been known for some time that Greenstein, who has been a dis- (See Hy-G, Lieberman on page 101)

Hrdlicka Named Sales-Service Wurlitzer Exec

NORTH TONAWANDA, N. Y., Oct. 14.—Joseph F. Hrdlicka, who has been associated with the music industry for the past 22 years, has returned to the Rudolph Wurlitzer Company as sales-service representative for the phonograph division, it was announced this week by Ed R. Wurgler, general sales manager.

Hrdlicka joined Wurlitzer in 1928 as service manager for the firm's St. Louis retail store, a post he held for 10 years. From 1938 thru 1939 he served as district service manager for the Wurlitzer phono org and as service instructor for operators in the Missouri, Arkansas, Oklahoma and later Illinois areas. In 1939 he was called to North Tonawanda to serve as liaison between the factory and all service managers, and conducted service schools throughout the country.

The new sales-service rep left Wurlitzer in 1945 to join the firm's Philadelphia distrib, the Active Amusement Machines Company, as service manager, a post he held until his recall to the manufacturing firm this week.

No Lullaby

CARTERSVILLE, Ga., Oct. 14.—Baggy-eyed residents here have petitioned the city council for relief against late-hour exposure to Goodnight, Irene. They asked that a drive-in cafe operator be forced to disconnect an outside speaker-equipped juke box each night at 10 p.m. "We've been putting Irene to bed every night until midnight for months," they complained. "Now we'd like to get some sleep ourselves."

For News About **The New Billboard**

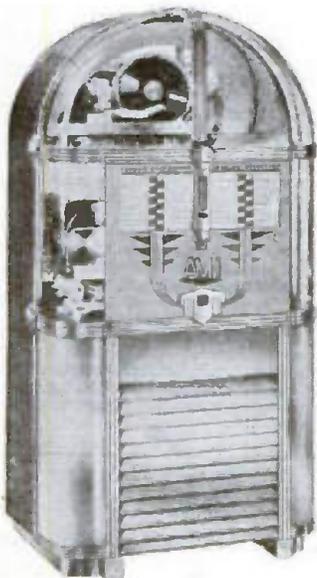
BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

"It's all mine!"

PAID
10-21-50 AMI
IN FULL

Happy day for the operator who makes his final payment on a juke box, his contract stamped "Paid in Full!" That great day comes more quickly when the juke box is an AMI. Lower initial cost, savings in interest, reduced service expense and modest outlay for records—all the while enjoying a top take—spell ownership in a hurry for the AMI operator. Best of all, AMI juke boxes have a trade-in or resale value that recaptures a substantial percentage of the original investment.



AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

ADVANCE RECORD RELEASES

(Continued from page 40)

POPULAR

- September In The Rain—H. Hartley-Columbie Trio (Sombody) Columbine 110
- Serenade In Blue—A. Mooney Ork (Aren't We) MGM 30022
- Silver Bells—K. Kallen-R. Hayes (Bushel and) Mer 5501
- Sleepy Of River—F. Laine-H. Keller Ork (If I Were) Mer 5500
- Sleigh Ride—F. Faith Ork & Chorus (Christmas In) Col 39011
- Sleigh Ride—F. Martin Ork-M. Griffin-The Martin Men (Christmas Times) V 20-3935
- Sollinger—J. Massey-J. Taylor Ork (Solo Happy) Lewis 111
- Solo Happy—J. Massey-J. Taylor Ork (Solo) Lewis 111
- So Long, Sally—P. Weston Ork-N. Luboff Choir (These Feels) Col 39000
- Somebody's Kisses—L. Piper Ork (Corn) Tower 1480
- Somebody Mentioned Your Name—H. Hartley-Columbie Trio (September) Columbine 110
- Somehow, Somehow, Someday—J. Graydon-Hearbeats (I've Never) Coral 60311
- Stranger In The City—B. Kenny, of Ink Spots-Jenkins Ork & Chorus (Our Lady) Dec 27250
- That's The Way It Goes With Love—B. Barron Ork (You Are) MGM 10620
- There Is No Christmas Like A Home Christmas—P. Como-M. Ayres Ork (Christmas Symphony) V 20-3933
- These Foolish Things—P. Weston Ork-N. Luboff Choir (So Long) Col 39000
- The Time—B. Crosby-A. Stordahl Ork (Autumn) Dec 27231
- 3 Bars Manito, The—The Three Bars (Everybody Wants) SMC 1284
- Thrill Me With Your Kiss—D. Fallgatter (Driftin') MGM 10617
- Time Out For Tears—D. Washington-J. Carroll's Ork (Only) Mer 5503
- Tina-Lina—D. Rose Ork (Wonderful) MGM 30279
- Piano Styles of G. Walker Album—G. Walker, Liberty (33)LM-1007
- Watchin' The Trains Go By—Bob Crosby-Bob Case (Rainbow) Col 60312
- We'll Say A Prayer for You—D. Parker-Meadowlark (Don't Cry) North American 505
- White Christmas—H. Winterhalter Ork & Chorus (Blue Christmas) V 20-3937
- Why Fight The Feeling—T. Strator Ork (It May Be) MGM 10821
- Wonderful One—D. Rose Ork (Tina-Lina) MGM 30279
- Won't Be Long Before Christmas—The Mellanines (Just as) Lewis 112
- You Are the Ideal of My Dreams—B. Barron Ork (That's the) MGM 10820
- You Tell Me Your Dream—Taproom Boys (Popularity) SMC 1277

RELIGIOUS

- Adeste Fideles—Ames Brothers (Silent Night) Coral 60268
- After A While—L. Phillips (I'm a) MGM 10797
- An Eternity—Hanson—Harmoners Quartet (I'll Meet) V 48-0196
- Birthday of a King, The—O. Bradley (O, Come) Coral 60277
- Campin' in Canaan's Land—C. Monroe Ork (Don't Forget) V 48-0195
- Christmas Carols Album—K. Griffin (Col) 3336130
- Adeste Fideles; Away In A Manger; First Nowell, I'll Be Home for Christmas; Joy to the World; O Little Town of Bethlehem; Silent Night; White Christmas
- Deck the Halls—O. Bradley (King) Coral 60269
- Devil Is No Relation to Me, The—Brother Porter-B. Cook (Look On) Col 30225
- Don't Forget To Pray—C. Monroe Ork (Campin' in) V 48-0195
- First Nowell—O. Bradley (King) Coral 60269
- Glory Special, The—Payne Sisters (Love of) Folk Star 602
- God Put a Rainbow in the Sky—T. Texas Tyler (If I) 4 Star 1281
- God Rest Ye Merry Gentlemen—Ames Brothers (O Little) Coral 60270
- Going Back to Jesus—Sister Rosetta Tharpe (Little Boy) Dec 48177
- Going On With Jesus—A. Uphaw & L. Russell (Got a Mother) Mer 8193
- Got a Mother Done Gone On—A. Uphaw & L. Russell (Going On) Mer 8193
- Harmoners Gospel Special, The—Harmoners Quartet (Old Time) V(45)480187
- Heaven Bound Train—Rev. B. C. Campbell (Jesus Hold) Apollo 232
- He'll Be Waiting at the End for Me—Brother J. May (I Want a) Specialty SP373
- Hold Fast to the Right—Byrd Bros. (Payday in) Folk Star 601
- Holy, Holy, Holy Lord God Almighty—B. Crosby-K. Darby Singers (To God) Mer 30034
- Holy Train, The—Hank Locklin (Is There) 4 Star 1521
- How Far Am I From Canaan—Robert Ross Singers (Parts 1 and 2) Apollo 231
- Eilene Hummel Album—Eilene Hummel (3-10") Crystal C-101; Now I Belong to Jesus, 294; It Is Real, 294; Walking With My Lord, 293; My Home Sweet Home, 293; The Holy City, 295; The Lord's Prayer, 295

- Hymns of Faith Album—R. Rogers-D. Evans (3-7") V(45)WP286, He Is So Precious to Me (45)48-0337, I Love To Tell the Story (45)48-0336, Love Lifted Me (45)48-0338, Since Jesus Came Into My Heart (45)48-0337, What a Friend We Have in Jesus (45)48-0336, Where He Leads Me (45) 48-0338
- I Heard My Mother Praying for Me—Hank & Audrey (Jesus Remembered) MGM 10813
- If I Could Hear My Mother Pray Again—T. Texas Tyler (God Put) 4 Star 1281
- If We Never Meet Again—C. Monroe (When the) V(45)48-0193
- I'll Meet You in the Morning—Harmoners Quartet (An Empty) V 48-0196
- I'll Ride on a Cloud With My Lord—M. Deloach (Our) Regent 1023
- I'm a Soldier—Rev. Kelsey (After a While) MGM 10797
- I'm Gonna Live the Life I Sing About in My Song—E. Beck (What Do) King 4394
- In That Awful Hour—The Singing Sons (In the) Freedom 116
- In the Wilderness—Fairfield Four (Let Me) Dec 1011
- In the Wilderness—The Singing Sons (In That) Freedom 116
- I Want a Double Portion of God's Love—Brother J. May (He'll Be) Specialty SP373
- Is There Room for Me—Hank Locklin (Holy Train) 4 Star 1521
- Jesus Hold My Hand—Rev. B. C. Campbell (Heaven Bound) Apollo 232
- Jesus Christ Is Risen Today—St. Peter's Choir (Rock) Coral 60272
- Jesus Remembered Me—Hank & Audrey (I Heard) MGM 10813
- Joy to the World—O. Bradley (First) Coral 60270
- Let Me Tell You About Jesus—Fairfield Four (In the) Dec 1011
- Little Boy—How Old Are You?—Sister Rosetta Tharpe (Going Back) Dec 48177
- Look On Him and Be Blessed—Brother Porter-B. Cook (The Devil) Col 30225
- Love of Jesus, The—Payne Sisters (Glory Special) Folk Star 602
- Mother's Not Dead, She's Only Sleeping—C. Monroe V(45)480194
- Move in the Room With the Lord—Jackson Harmoners (Our) Peacock 1550
- Night Number, The—The Trumpeters (Moterless Child) Score 5023
- Motherless Child—The Trumpeters (Mighty Number) Score 5023
- Nobody's Fault But Mine—The Trumpeters (This Is) King 4403
- O Come All Ye Faithful—O. Bradley (Silent) Coral 60270
- O God, Our Help in Ages Past—B. Crosby-R. Darby Singers (Holy) Mer 8193
- O Holy Child—O. Bradley (Silent) Coral 60270
- O Little Town of Bethlehem—Ames Brothers (God) Dec 48177
- Old Church Cries, The—E. Talk (Farther Along) Dec 48177
- Old Time Religious Song—Harmoners Quartet (Harmoners Gospel) V(45)48-0187
- Our Father—Jackson Harmoners (Move) Peacock 1550
- Our Father Loves His Son—M. Deloach (I'll) Regent 1023
- Pray Together and We'll Stay Together—Johnnie & Jack (What About) V 48-0215
- (1) Ring Out the Bells, (2) The Bells of Christmas—O. Bradley (Bells) Coral 60275
- Rock of Ages—E. Beland (Choir) Jesus) Coral 60278
- Sea Walker, The—Sons of the Pioneers (Touch of) V 48-0221
- Silent Night—Ames Brothers (Adeste) Coral 60268
- Silent Night—O. Bradley (O Holy) Coral 60271
- Spirituels—Selah Jubilee Quartet (1-10") Remington (33)RLP-1023; Joshua, Precious Memories, My Dungeon Snore, Down by the Riverside, There'll Be a Jubilee, Ezekiel Saw the Wheel, I Opened My Mouth to the Lord, Setah Gospel Train
- Story of the Nativity, The, Album—G. Aury-C. Colner Ork (1-10") MJV 82
- Tell Jesus All—Ward Singers (When I) Savoy 4019
- There's No Depression in Heaven—C. Monroe (Mother's Not) V(45)48-0194
- This Is a Mean Old World—The Trumpeters (Nobody's Fault) King 4403
- The Touch of God's Hand—Sons of the Pioneers (Sea Walker) V 48-0221
- What About You—Johnnie & Jack (Pray Together) V 48-0215
- What Do You Think About Jesus?—E. Beck (I'm Gonna) King 4394
- When I Wake Up in Glory—The Ward Singers (Tell) Savoy 4019
- When the Angels Carry Me Home—C. Monroe (If We) V(45)48-0193
- Will You Be Ready?—Wilburn Family (Forever, Too) 4 Star 1522

LATIN-AMERICAN

- Bien Mesados—Fris Johnny Rodriguez (SI Aigo) Dec 21322
- Carla Fatal—Los Tres Diamantes (Rio Colorado) V 23-5226
- Noche a Noche—A. Badu (Peregrino) V 23-5227
- Peregrino—A. Badu (Noche a) V 23-5227
- Rio Colorado—Los Tres Diamantes (Carla Fatal) V 23-5226
- Si No Teases Tu—Fris Johnny Rodriguez (Bien Mesados) Dec 21322

Classical Record Reviews

(Continued from page 30)

J. STRAUSS: GYPSY BARON—The Vienna Symphony Ork. R. Stok, conductor 68
(1-10") Album Remington (33) RLP-149-7
The Blue Danube, Estudiantina, Two Hearts in 3/4 Time, Girls From Baden. A dash of old Vienna for \$1.49 should make for enticing merchandise for the lay longhair customer and for family budget buyers. "Gypsy Baron" is the featured work, ending up one side of the LP, and receives a wondrous workout at the hands of the experienced and knowing Stok. The four waltzes on the back are done by a smaller ensemble and are inferior in workmanship but offer enough in melody and spirit to please the market for which they are designed.

BIET: CARMEN SUITE AND SMETANA: DIE MOLDAU—The Symphony Ork. of the Viennese Symphony Society—G. Singer, conductor (1-10") Remington (33) RLP-149-10
Definitely a bargain at \$1.49 for the semi-classical and light concert fans who are not fastidious about who's playing what. The Carmen offering is a potpourri of melodies from the opera treated symphonically. It is played with spirit. The "Moldau" performance is less spirited; in fact it is a bit plodding. But the music is there, recognizable and easy to digest, just the thing for people who come into possession of LP players but have nothing to play on them.

BEETHOVEN: SONATA NO. 12 IN A FLAT MAJOR, SONATA NO. 21 IN C MAJOR "THE WALDSTEIN"—Wilhelm Backhaus (1-12") London (33) LPL-265
With forthright authority, Backhaus, a veteran and noted interpreter of Beethoven, delivers two of the master's stand-out piano sonatas, the "Funeral March" (No. 12) and the "Waldstein" (No. 21). This is the first newly recorded version of the No. 12 in some years and the only LP recording. There is a new Arrau on Columbia. Backhaus' lyrical style appears to have been finely suited to the "Funeral March" sonata. His attack on the energetic first movement of the "Waldstein" is more subtle than it is fiery; the lyric style is admirable in the succeeding movements. Piano recording is excellent.

RAVEL: DAPHNIS ET CHLOE SUITES NOS. 1 AND 2 AND SCHONBERG: VERKLARTE MACHT (1-12")—The Philadelphia Ork, Eugene Ormandy Cond., Temple University Chorus, E. Brown, Dir. Columbia (33)ML-4316
A solid package, this, despite the seeming incompleteness of pairing Ravel with Schonberg. In the first place, this is the first complete waxing of the "Daphnis and Chloe" suites on LP, to our knowledge. The Schonberg work, written in his romantic Sturm and drang period, and since become popular by virtue of the Anthony Tudor ballet, "Pillar of Fire," is currently available in only one other recording, also by Ormandy, on shellac. Performances and recording of these two substantial catalog items are first-rate.

GRIEG: PIANO CONCERTO IN A MINOR, OP. 16—The Symphony Ork. of the Viennese Symphonice Society, F. Karner-Wois, conductor (1-12") Album Remington (33) RLP-199-3
A surprisingly acceptable reading of the Grieg warhorse will make an extremely fine buy for the

non-discriminating longhair building a library and for family trade at the \$1.99 price tag on this LP. Clear and more than adequate, if not high fidelity, recording. The not wholly vinyl disk produces a minor hiss but surface is more satisfactory than the average shellac disk if not up to the par of the pure vinyl LP. This is fine merchandise for chains, department stores and mail order outlets, the low price tag figures to meet discouraging reception from the average disk retailer.

OFFENBACH-DORATI: BALLET SUITE FROM HELEN OF TROY—Antoni Dorati, conductor, Minneapolis Symphony Ork (1-10") Victor (33) LM-22
This is undoubtedly aimed at the legions that fancy the fabulous "Gaité Parisienne." Manual Renental, who fabricated the latter from a group of Offenbach numbers, grabbed the cream of the crop, however, and Dorati had to content himself with a second-best. Nevertheless, this is a lively, rowdy, lurching hunk of light concert fare that should find a big market among today's large group of ballet-music fanatics. Then, too, this is one of the big guns in Victor's September Red Seal promotion. The LP recording is very good.

ON WINGS OF SONG—K. Branzell Cl. 65
(10") Album Remington (33) RLP-149-6
The esteemed name of Karen Branzell, long-time Metopora star, lends some class to the \$1.49 LP label, and there's no doubt about the value here. Casual listener lovers may like the popular selection here, and the competent renditions. Points are there any casual listener lovers, and will the connoisseurs settle for mere competence? Program includes Schubert: Erlkoenig, Der Tod und das Mädchen, Der Lindenbaum; Wolf: Und willst du deine liebsten, Die ihr Schwebel; Strauss: Heinnliche Auforderung; Brahms: Meine liebe ist kein; Mahler: Das Irdische Leben.

SIBELIUS: SYMPHONY NO. 2 IN D OP. 43—Orchestra des Konzerterveins, Stockholm, conducted by Tor Mann (1-12") Capitol (33) P-8107
This is a splendid performance, glowing and alive, by a Swedish ork and leader practically unknown here. It is, of course, a transfer from a Telefunken recording, and, unhappily, the reproduction is a far cry from the performance. This warning is on the elderly side. As reproduced on the Capitol LP, it tends to be murky, with occasional distortions, and has the distant, old-fashioned recording sound. Nevertheless, a truly deft performance is discernable, and admirers of the great Finn could do worse.

SCHUBERT: THE TROUT QUINLETTE—The Beethoven Quintette, Vienna Philharmonic Ork, W. Boskovich, F. Antet. MOZART: DIVERTIMENTO IN D MAJOR—The Remington Chamber Ork, E. Fendler, Cond. (1-10") Remington (33) RLP 149-5
The label on this \$1.49 LP would lead me to believe this is the complete "Trout" Quintal, which it isn't. Actually, it's a poorly played potpourri of themes from the great work, which is hardly likely to attract chamber music buyers at any price. The flip, however, is a delightful work, with several movements omitted—and satisfactorily performed. Some ops is available complete on a Mercury disk, incidentally.

Janes Music Opens New Record Outlet

INDIANAPOLIS, Oct. 14.—About 1,000 persons attended the formal opening of Janes Music Company's new record shop here Saturday (7). Jack Morrow, WIBC, emceed, assisted by James Blain, disk jockey from WIBC, and many of the station's artists were on hand to entertain the crowd.
The affair was highly publicized in the dailies and announced over WIBC a week in advance. Balloons for the children and other gifts were distributed to the audience. Twenty-one door prizes were awarded, including albums and records.
The Dixie Four Quartette heard over WIBC entertained. Top door prize, an Arvin console television set, was presented Dorothy Collins, Country Cousin Chickie also participated. He is heard daily at noon over WIBC.

No Fish Tale

SOUTH HAFTER, Calif., Oct. 14.—A. C. Anderson, operator who heads the Anderson Amusement Company here, reports business is good, but its even better with his 11-year-old daughter, Helene. The other day while Anderson was covering his music route, Helene was taken to Trinidad, Calif., on a fishing trip by some friends.
That evening, when Anderson was explaining the happenings of the day to his wife, his daughter stopped him cold, walking in with her catch—a 19½-pound king salmon. And she had the proof that she had made the catch herself.
Now when Anderson visits his locations he has a real fish story to pass along to whoever will listen.

Materiale protetto da cop

WURLITZER

**CONCEALED UNIT MODEL 1217
PLAYING 48 SELECTIONS**

Answers this Problem



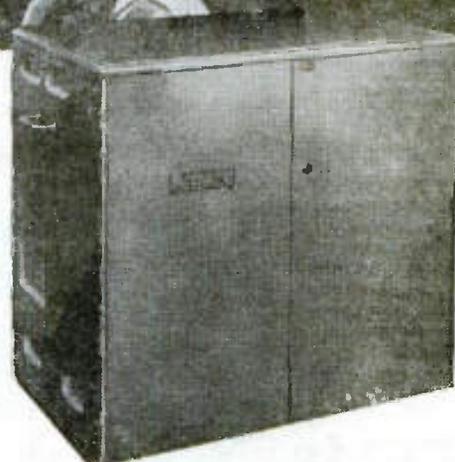
**URNS BASEMENT, STOREROOM OR
UNDER-COUNTER SPACE INTO
A PROFITABLE OPERATION**

Don't let lack of room for a juke box mean loss of profits for you. Install a Wurlitzer Concealed Unit in any out of the way space. It operates from Wurlitzer Wall Boxes. It delivers music through matched Wurlitzer Auxiliary Speakers. It has proved, in countless locations, a big crowd-pulling money-maker.

**PLAYS 48 SELECTIONS — CONVERTS
TO ANY SPEED RECORD**

Like the Wurlitzer Model 1250 Phonograph, the Concealed Model 1217 plays 48 selections from 24 records. It offers the same tonal brilliance and record-needle economy made possible by Zenith Cobra Tone Pickups. And it can be just as easily and quickly converted to play the new 45 or 33 $\frac{1}{2}$ RPM records.

Canvass every potential hideaway location in your area now. With the Wurlitzer Concealed 1217, you can turn them into big money-makers.



**IDEAL FOR RENTAL TO FACTORIES AND
COMMERCIAL ESTABLISHMENTS**

The 1217 is the mechanism for the Wurlitzer Engineered Music System. Offers banks, stores, factories, offices, transportation terminals, etc., an out of sight source of continuous music to increase efficiency, improve working conditions, or entertain customers. When converted to ten inch LP records, it will provide a pre-selected 12-hour program of continuous, non-repeat music.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Record Reviews

(Continued from page 36)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
RUSS EMERY (Norman Leyden Ork) Columbia 39004	POPULAR Why Should I Dream Emery delivers a rich warble of an unlikely ballad. I'm With You Fine old Walter Donaldson song draws a big rhythm treatment in the Leyden backing while Emery belts it out.	60--64--56--60 67--70--65--67
BOB DEWEY ORK (Tommy Furtado) Victor 20-3927	Get Happy Standard, revived in the current "Summer Stock" (Hick, draws a Lombardo-ish treatment. Spot trio vocal, twin pianos, etc. Good stuff for dancers. Somebody's Crying A new country ballad draws pop treatment and comes out attractively. Most likely of the Dewey sides issued to date. Promotion could probably sell lots of this etching.	72--75--70--70 83--85--82--83
TONY HARPER (Mitch Miller Ork) Columbia 38977	Jingle Bells The Mozart Fitzgerald swings the Xmas evergreen ever so deliciously. A worthy spinner's etching. Snowy White Snow and Jingle Bells Toni does an infectious job with this delightful seasonal bounce ditty but unfortunately doesn't sing the song as it was writ.	73--78--71--70 62--65--62--60
TONY BENNETT (Marty Manning Ork) Columbia 38989	Kiss You Demmet, a tenor LaIne, belts out a new beguine of no especial attraction. Sing You Sinners Fine Manning orking sets the background for a loud but unimpressive Bennett rendition of this great oldie. Wonderful spirit of the dinking could draw some coin despite the warbler's uneven job.	61--65--58--60 72--75--70--70
ARTHUR GODFREY (The Chordettes-The Cherry Sisters) (Archia Bloyer Ork) Columbia 38990	A Marshmallow World A frothy bounce ditty with a winter season pitch is done up attractively by Godfrey and the two tern groups. Pleasant waz. The Christmas Tree Angel Godfrey turns out a charming slicing of a new Xmas ditty which doesn't impress.	86--86--86--86 68--68--68--68
NAT "KING" COLE (Pete Rugolo Ork) Capitol 1203	Little Christmas Tree A seasonal ballad by actor Mickey Rooney doesn't figure to stack up against the strong competition, tho Nat does a tender job with it. Frosty the Snow Man Winter-Xmas kiddity, due for much promotion and with many slicings under its belt, here draws a light, airy treatment from Cole and the "Pussy Cats" kid-sounding group.	65--65--65--65 80--80--80--80

HOW WILL YOU SLEEP TONIGHT!

Better . . . if you're operating

EVANS' 1950
20 RECORD, 40 SELECTION
CONSTELLATION



H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

After a day at office or on the route. Constellation operators take few problems home. There are no gnawing worries about breakdowns . . . no insistent emergency phone calls to follow them to bed. For those who depend on Constellation's trouble-free performance, life is easier, and business is more profitable!

Learn how Constellation can make your hours away from the job more carefree . . . operating more worth while. See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans' Record Play Meter for Original Constellation.

GENUINE PARTS for Milk Empress, Throne of Music, Original Constellation.

SEE OUR COIN MACHINE AD ON PAGE 123

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
SAMMY KAYE Columbia 39007	POPULAR The One Rose Typical, slow, dreamy Kaye dinking of the Hawaiian-styled standard with vocal by the Kaydets. Should be a standard coin-puller. Strangers (Tony Alamo) Revival gets a strong warble by Alamo. Disk lags in spots due to under-emphasis of rhythm. Coupling should do business, however. Could Be A strong new ballad gets one of Haymes's best goes, could be a pace-setter. Home (The Song Spinners-Camarata Ork) Re-issue is probably prompted by the Nat Cole waxing. Pretty job, but not likely to crowd Cole's.	82--82--81--83 82--82--81--83 87--87--86--88 72--74--72--70
DICK HAYMES (Victor Young Ork) Decca 27217	Holy, Holy, Holy, Lord God Almighty Bing and choir do a reverential job with the familiar hymn. O God, Our Help In Ages Past Like Rip. Teasin' Herbert Coleman is the young boy who got good notices for his work in "Lost in the Stars." We don't know who Yvonne is. I'll Wait Herbert wrecks solo mayhem on what might be a cute novelty tune.	72--72--72--N5 72--72--72--N5 25--25--25--25 25--25--25--25
BING CROSBY (Ken Dancy Singers) Decca 14531	The Birth of the Blues The "Stop the Music" warbler debates promisingly on Jubilee with a stagey rendition of the oldie. Bass's orking is fine. A Love Like Yours Brown unveils a warm and intimate ballad style on a litely new torcher.	77--78--77--76 83--84--83--82
YVONNE & HERBERT COLEMAN (J. Jerome Ork) Apollo 1169	The Tubby the Tuba Song Pop tune extrapolation from the hit kid album gets the jolly treatment from male voices and tuba heavy orking. Sleigh Ride (The Heartbeats) The Leroy Anderson tune, a hit last season via a Boston Pops dinking, has a splendid lyric by Mitch Parrish, should be a big item this winter. Gates gives it a pleasing, wintry treatment.	68--68--68--68 79--80--79--79
DICK BROWN (D. Bass Ork) Jubilee 4007	Right About Now The Spots apply their usual talk-and-sing treatment to a slow ballad of indifferent impact. The Way It Used To Be Throbber here is better suited to the group, and they get an okay slide with it.	66--66--64--68 73--73--72--74
GEORGE GATES ORK (The Mellomen-P. Stephens) Coral 60302	Beloved, Be Faithful Victor's new-born answer to Sammy Kaye, Dewey produces a neat danceable slicing of this growing waltz. New singer Furtado shows nice qualities—solo and with trio—on vocals. Could grab a piece of the song if it catches. Home Furtado delivers a neat chorus while Dewey lays down a fine dance beat and an orking which blends the Kaye and Lombardo sounds. Tune's the revived oldie.	79--80--78--78 76--77--75--77
INK SPOTS Decca 27214	The Ocarina An Irving Berlin polka novelty from his "Call Me Madam" is made sparkling and infectious in this bright slicing which makes full use of the extremely able Martin organization. With proper promotion push, could score heavily. Where Do I Go From You A most attractive new ballad here draws a fine dance dinking spotting Martin's rich tenor sax and a fine Merv Griffin vocal. If tune scores, this version should draw.	88--88--87--88 80--80--80--80
BOB DEWEY ORK (Tommy Furtado) Victor 20-3928	Country & Western Well, Oh, Well This R & B hit is served up with a country twist here and should clean up for its wonderful beat and fine Mulligan go. Nine-Tenths of the Tennessee River Nice beat keeps this dinking moving brightly as Mulligan neatly warbles a light bounce novelty with an amusing twist. A coin-attracting potential for tavern inns.	84--84--83--85 77--77--77--77
FREDDY MARTIN ORK (Merv Griffin-The Martin Men) Victor 20-3926	Signed, Sealed, Then Forgotten A comparatively feeble sequel to Copas's hit "Signed, Sealed and Delivered" of a couple of seasons ago. My Hula Baby A fine new country bouncer with a Hawaiian novelty twist could catch. Copas's reading gets a fine feeling and a rock solid beat.	71--74--70--70 83--84--83--83
MOON MULLICAN King 894	Rudolph, the Red-Nosed Reindeer Foley followers should eat up this family offering. Gals do a very cute job. Frosty, the Snow Man If the big, unrepresented promotion of this Xmas special gags off, this should be one of the big dinkings. Fine harmony by the daughters.	85--86--85--85 85--85--85--85
COWBOY COPAS King 895	C-H-R-I-S-T-M-A-S Country Christmas hit, introduced by Eddy Arnold last year, should hit sizable new hunk of the market in Tubb's potent, characteristic styling. Christmas Island Pop-Hawaiian type Yule tune is a rewarding Tubb vehicle.	83--83--83--83 80--80--80--80
RED FOLEY (and the Little Foleys—Shirley, Julie & Betty) Decca 46267		
ERNEST TUBB Decca 46268		

(Continued on page 112)

Waitresses Prove Top Salesmen For Music Operator in Virginia

(Continued from page 96)

facts about the rendition of the artists involved. Many good records, Renner said, are slow to catch on and need some kind of verbal push that can be best handled by someone like a waitress.

Can Plug Tunes

Even if it turns out that the customer won't like the song, her talking about it may pique his curiosity enough to make him try it at least once. Of course, the waitress shouldn't push any old record, but should try to pick one she thinks the customer will like. If the patron plays some of his own selections she has a good opportunity to see what his tastes are and then she can suggest items in a similar vein. In this way a customer who comes by every week or so may get in the habit of asking the waitress what's new and good on the juke box. Northern Virginia replaces two or

three records on most its machines every week, with rural locations being serviced about once in two weeks. The M-100s have a different change pattern, inasmuch as the standards stay on the machine for about four months. Even the regular juke boxes usually feature one or two old favorites, he added.

Cincy Ops Sked Monthly Record Promosh Drives

CINCINNATI, Oct. 14. — Record promotion held the spotlight at the monthly meeting of the Automatic Phonograph Owners' Association (APOA) Tuesday (10) at the Hotel Sheraton Gibson here. Association officials announced the org would continue with its monthly disk promotions, and that record distributors would be invited to the meets in the future.

On hand at the meeting this week, in conjunction with the disk promotion program, were Raleigh Davis, Ohio Appliance, and Maurie Rose, representing London Records. Recording artists on hand to present their latest pressings for op consideration included Clyde Trask, orchestra leader; Betty Clooney, WLW-TV singer; Larry Vincent, and Gene Griffith.

Charles Kanter, who heads the APOA, presided. Also in attendance were Phil Ostand, Abe Villinsky, Fred Engel, Al Lieberman, John Toney, Ray Bigner, James Drivakis, Charles McKinney, Max Mocckel, William Strout, Sam Chester, Milton Cole, Bill Harris and Sam Gerros.

It was announced at the conclusion of the business session that Kanter would be in Chicago October 30, 31 and November 1 to attend the board meeting of the Music Operators of America (MOA).

Hy-G, Lieberman Music in Merger

(Continued from page 96)

tributor since 1932, has wanted to get out of the coin machine business and pay attention to other interests. However, he always has declined to make any direct answer to questions along this line.

Harold Lieberman has been in the coin machine business from his boyhood, dating back to the time when his late father organized and operated Twin City Novelty Company, an operator-business which Harold still continues. Harold went into the distributing business within the last decade when he bought out Ted Bush's Acme Novelty Company.

Firm Coverage

The Lieberman Music Company was formed in June, 1948, when Harold took on the distribution of Wurlitzer music. In addition, he handles exclusive distribution for this area of Exhibit Supply and Chicago Coin games and equipment.

Hy-G Music has exclusive distribution rights to the products of D. Gottlieb & Company, Universal, Watling scales, Coral Records and Star title strips.

Greenstein's first merger was in December, 1940, when he joined forces with Jonas Bessler who then ran Amusement Games, Inc. They continued in business together until January, 1948, when Bessler stepped out. In August, 1948, Bessler joined the Lieberman organization and still is with the firm.

Greenstein in 1948 bought the building in which he is located from Ted Bush who gave up the Bush Distributing Company here to go to Florida to open up a Wurlitzer distributorship.

Both men indicated that the two staffs and personnel will be kept intact after Monday's merger. Lieberman and Greenstein said they contemplate no immediate changes in the set-up.

Lieberman and Greenstein flew to Chicago Wednesday night (11) to meet the manufacturers of each of the firms.

Stiebel in New Quarters

LOUISVILLE, Oct. 14. — S. L. Stiebel Company, Inc., local Seeburg distributor, will move to larger quarters at 635 West Main Street Monday (16), it was announced this week by Walter Waldman, secretary-treasurer of the firm. Other officers of the music distributing firm are S. L. Stiebel, president; Fred O. Baker, vice-president, and Leighton H. Smith, director.

Roberts Builds Up Goodwill for Juke Ops Via Giveaways

DENVER, Oct. 14.—Much favorable publicity went the way of Wolf R. Roberts, president of Wolf Distributing Company, recently when the Denver operator donated a rebuilt Wurlitzer to the new Fairmount Teen-Age Recreation Center of Denver.

Roberts, who has given many phonographs to charitable organizations during the past 20 years, was photographed by *The Denver Post* as he turned over the key to the phonograph to the chairman of the Teen-Age canteen. A plate was attached to the machine which read "Donated by Mr. and Mrs. Wolf Roberts in honor of Miss Jane Sterling." Miss Sterling is a *Denver Post* columnist active in children's welfare and an enthusiastic booster for teen-age centers organized to combat delinquency in the Mountain City.

On hand for the formal presentation were J. Earl Schlupp, director of the Denver recreation department; Miss Sterling; Pete Geritz, general manager for Wolf Distributing Company, and several officers of the Teen-Age canteen group.

Roberts is president of the Colorado Music Guild, coin phonograph operators' association, which was formerly chartered late last summer, and is encouraging other distributors and operators to rebuild machines as gifts.

the SMALL
MUSIC BOX
for the
SMALL
LOCATIONS

Precision Engineered,
coin operated
RISTAUCRAT '45'
plays twelve 45 RPM
records—restacks
them automatically.

The
MUSIC BOX
for the
SPOT You
FORGOT

Only 12" wide,
12 3/4" deep and
16" high.

Weights only
30 lbs.



RISTAUCRAT '45'

- **PLAYS 12-45 RPM RECORDS**—restacks automatically. Un-breakable 45 RPM's last longer than others, are easy to carry, easy to store.
- **SUPERB TONE**—Sparkling clear tone is comparable to the most expensive juke boxes made. Can be regulated as soft or as loud as you wish.
- **EYE-CATCHING CABINET**—hand finished; topped by an un-breakable plexiglas dome lighted with soft, glowing color.
- **5¢-2 FOR 5¢ PLAY**—quickly, easily set for the type of play the location requires. Separate cash drawer.
- **CONNECT WITH SPEAKERS**—one or two speakers can be connected instantly.
- **AMAZINGLY LOW COST**—five RISTAUCRAT '45' machines cost less than one large juke box, giving you more locations at less cost, more profit per unit.

IDEAL FOR RENTAL PURPOSES

RISTAUCRAT, Inc.

11216 E. Wisconsin Ave.

Appleton, Wis

Drink Ops Up Winter Profits

Use Hot Units, Special Promotion To Take Edge Off Cold-Weather Blues

Careful Location Appraisal Plays Important Part

By Fred Amann

CHICAGO, Oct. 14.—Operators of cup-type beverage equipment are moving into a better position, profit and volume-wise this fall due to more pronounced promotional efforts, use of hot drink units and more intelligent application of location potential, a survey of the nation's beverage operations by *The Billboard* indicates. During the past year, especially, more operators have done some concrete thinking and taken some definite action on the proverbial business skid at the end of the summer boom. The result, according to their reports, has been softening the volume dip by 5 to 15 per cent over the usual 20 to 50 per cent over-all drop.

What ice cream vender operators are doing to increase cold-weather volume will be detailed in a similar article next week. A survey of operators over the country reveals methods used.

4 Plus-Sales Points

Basically, here is what the beverage firm is doing to hike its take during the "off-months":

1. Add hot units, primarily hot chocolate and coffee, former to multi.
- (See *DRINK OPS* on page 106)

NLRB Ruling Sets Vending Op Precedent

Covers Interstate Commerce

WASHINGTON, Oct. 14. — In a precedent-setting case, National Labor Relations Board (NLRB) for the first time has asserted jurisdiction over a vending machine operator. The NLRB ruled that California Cigarette Concessions, Inc., is engaged in interstate commerce by virtue of buying machines and products outside a home State, further opening the way for Uncle Sam to extend all interstate commerce laws to the vending trade.

Justice Department kicked off the drive several months ago by citing a group of ciggie operators for violations of anti-trust laws, claiming the

(See *NLRB* on page 105)

Cig Venders To Aid Civic Drive Against Fire in Denver Area

DENVER, Oct. 14. — Forceful warnings on the danger of fire from carelessly discarded cigarettes are being carried to Denverites by stickers on the face of every cigarette vender operated by Colorado Cigarette Vending Company.

Panayes G. Dikeou, president of the cigarette vending organization as well as Dikeou Brothers Wholesale

(See *CIG VENDERS AID*, page 111)

50 Million Red Feather Plugs Circulated Via Vending Units

CHICAGO, Oct. 14.—Fifty million advertising messages bearing a Community Chest "sales" slogan are being distributed thru vending machines, according to Aaron Goldman, chairman of the 1950 public relations committee of National Automatic Merchandising Association (NAMA).

Of the total number, 30,000,000 arc match books being distributed thru cigarette machines. In addition, 12,500,000 cups carrying the same message are being dispensed thru beverage vending machines. Both cups and match books bear the message "Everybody Benefits—Everybody Gives."

It is estimated by NAMA, sponsor of the Red Feather plan for automatic merchandisers in co-operation with Community Chests and Councils of America, Inc., New York, that 350 vending machine operators in 225 population centers are using approximately 166,000 automatic mer-

(See *50 Mil Red Feather* on page 111)

Cig Ops' Day Will Wind Up NAMA Session

Riddell Sets Up Program

CHICAGO, Oct. 14.—Closing day of the National Automatic Merchandising Association (NAMA) convention at the Palmer House here November 12-15 will be designated "Cigarette Operators' Day," and the business sessions will be built around tobacco industry problems.

Arch C. Riddell, program chairman for the day, and Ernest Fox, general convention chairman, announced this week they will have 12 operating and supplier executives on hand to handle the day's events. First topic scheduled is, *Public Morals and the Sales-to-Minors Problem*.

This will be handled from an operator's point of view by George Seedman, NAMA president and head of Rowe Service Los Angeles. Robert Granger, vice-president of Lorillard, will deal with the same subject from the tobacco industry's experience, while the summing up will be handled by D. R. Clarke, general counsel of NAMA.

Cigar Operation

S. M. Malkin, Malkin-Ilion, will follow with a discussion of the cigar operation as a natural adjunct to cigarette vending. R. B. Barton, Diamond Match Company, will trace the effect of book match distribution on cigarette sales.

How to keep the business operating at peak efficiency when converting or making a price change, will be dealt with by three operators who will outline their experiences in con-

(See *CIG OPS' DAY* on page 111)

NCWA Advisory Committee Set For Gov. Co-Op

WASHINGTON, Oct. 14.—Creation of a confectionery wholesaler advisory committee to represent the industry in consulting with the government on emergency steps is under way as the result of authorization granted for such a committee at the recent meeting of the National Candy Wholesalers' Association, Inc. (NCWA).

Committee is expected to be set in operation within a couple of weeks, with representation to be given to large, medium and small firms, all geographical areas and non-members as well as members of NCWA. The Defense Production Act provided by Congress last month provides for consultation with the government by

(See *NCWA ADVISORY*, page 104)

10c Cup and Larger Serving Seen Top Hope for Coffee Ops Faced by Cost Spiral

Cut Commish on Nickel as Dime Resistance Buckles

NEW YORK, Oct. 14.—Mounting costs of ingredients, plus new expense highs at all levels of route management, is speeding a change in the pattern of coffee vending here. Its main features will be the virtual elimination of commission payments on a nickel cup and added emphasis on straight dime operation.

On location, consumer resistance to the dime tab has diminished, according to operators who have recently switched. And among those contacted are operators who converted to 10 cents a year ago, only to return shortly to 5 cents after grosses fell off alarmingly.

All point to climbing costs as the

major stimulus affecting the changing pattern. At \$7 to \$7.50 a gallon, frozen coffee concentrate is still below the peak of almost \$9 last January. But the price of this basic ingredient is much too high for nickel operation, most operators agree, and indications are that it may climb further.

Since early summer, sugar has gone up some 10 per cent, cups 5 per cent, and cream about 10 per cent. Higher payrolls, taxes and vehicle costs have also added to route burdens.

A powerful backer of the new price trend is Howard Kass, of National

(See *10c CUP* on page 110)

Shephard To Unveil Cookie-Candy Vender at NAMA Meet

CINCINNATI, Oct. 14.—A combination cookie-candy bar vender, manufactured by William F. Shephard, Inc., Cincinnati, will be introduced at the National Automatic Merchandising Association convention in Chicago November 12-15. The vender is a seven-column, manually operated unit. No information concerning its price was available.

Built to be used with or without a base, for floor or wall, the machine features full-vision display of the contents. Three of the columns are designed to handle cookies and similar packaged food items, while the center column is double-width construction to handle cellophane packaged peanuts or flat candy bars.

Test Models

In its preliminary announcement, the Shephard Company said the vender incorporates a dehumidifier which lowers the moisture content in the merchandise compartment 10 per cent under the outside atmosphere. This feature, Shephard believes, will aid the vending of cookies and crackers in air-conditioned offices and plants and in those regions where humidity is high.

The machine is loaded from the top

front, delivers the merchandise from the bottom on the first-in first-out principle. Unlocking and removing the Plexiglas display front gives access to both the columns and the coin box.

Columns and background are finished in white enamel and illuminated by a fluorescent tube, which likewise provides illumination for a Thermidor sign which is part of the Plexiglas cover. No empty signs are needed since the entire stock of the machine is visible. A coin return button is just above the insert plate.

Standard equipment is a National slug ejector, and Shephard is offering a non-reset coin counter as optional. Cabinet and base are constructed of electrically welded 18-gauge steel, while mechanical parts are cadmium plated and moving parts are case hardened. The base has a storage compartment with a separate lock.

Shephard said test models of the vender were put out in January, 1950, and some production models have already been delivered.

William F. Shephard, president of the corporation which bears his name, formed the firm to produce and sell the vender. The company is located at 2604 Woodburn Avenue, Cincinnati.

From Cigs to Cake:

Pittsburgh's McGlenn Builds Successful Vending Route With Top Sales, Service Programs

By Leon M. Leffingwell

PITTSBURGH, Oct. 14.—"There's no trick in placing cookie and cake machines in new locations," says Joseph McGlenn, of McGlenn's, 3724 Brighton Road.

"You simply go into the prospective location and tell the owner one of the finest things about vending is that the machine lets people purchase merchandise in his establishment more conveniently, brings more customers to his location."

The job evidently isn't too difficult, for McGlenn has built up a promising 700-machine operation in only five years.

Units Used

The firm, expanding at the rate of one route a year, furnishes cigarette (50 per cent of the operation), candy (20 per cent), cookie (15 per cent) and tab gum (5 per cent) machines to a variety of locations.

A tremendous asset to establishments installing McGlenn's machines is the fact that this organization is privately owned, maintains rapid product turnover, and may expand its service at will.

One of this firm's latest ventures is installing cake machines. Cake and cookies have been purchased by Americans over the bakery counter for so many years one might think that persuading location owners to install cake venders might prove too novel.

But McGlenn says to a new gas station owner: "Suppose one of your prospects is driving along the highway, needs some gas, sees a service station and spots a vending machine near the window. He will drop in."

"He figures he will order gas and oil, relax, and buy himself some cakes. Many an additional tank of gas has been sold by having a vending machine in a gas station."

"Or take an industrial plant. Its executives find vending machines save man-hours by keeping employees closer to their work."

Fast Service

McGlenn's successful operation depends on four services: (1) Service must be regular, (2) machines must be clean, (3) they must be changed around often, and (4) machines must be serviced when they need it, not when the vending servicer gets around to it.

To service its operations, extending 25 miles in three directions and 70 miles in another, McGlenn's men check with the office for service calls every two hours six days a week. After 6 in the evening on Sundays and holidays the men check every two hours with the telephone-answering service.

If a service call were to come into

the office after a serviceman has called in, any serviceman still could be reached on his route, as the route set-up shows the office approximately where each man can be reached.

"In building our cake route during the last year," says McGlenn, "our success comes partly from handling Austin Crackers from Baltimore, exclusively. This brand is handled by Ernie and Marty Fox, who get the product to us on time. If anything disrupts their schedule, they even fly the merchandise to us in their own plane."

Efficient Employees

Competent personnel is another reason for McGlenn's success. "Our men," he says, "work on commission and take 'pains' to see that merchandise in the machines on their routes is fresh."

No product, for example, stays at McGlenn's warehouse longer than a week, and most of it is turned over within three or four days. Out in locations, if only six bars or cakes turn over from a 20-bar column between calls, the route man switches the product immediately to a place where turnover of that particular variety is heavy.

Getting good routemen who, in time, come to know where particular products sell fast, is difficult. McGlenn's routemen have six kinds of cookies to keep track of, plus many varieties of tab gum, and 20 varieties of candy.

Gets Results

So, at McGlenn's, a routeman working on candy is strictly a candy man. This specialization keeps customer turnover higher, and locations become established as repeat stops.

It would appear that such specialization might cause serious overlapping of locations having cake, cigarette and candy machines. At McGlenn's, however specializing enables routemen to service locations faster, because there's always a routeman around somewhere close. Thus each routeman knows what's wrong if machine sales bog down.

"Should we burden a routeman with more duties than those in his own field," says McGlenn, "he would operate much less effectively, travel a lot slower."

"All our routemen must make minor repairs, one reason many men can't qualify for this work."

Build Own Routes

Today there are no weak spots in this organization. The men have built up their routes until they are reaping good commissions.

"All this," says McGlenn, "results from hard work. A lot of people are under the impression that all you do in our business is to take machines out and collect money. So a lot of people start out to make money with a little capital and no experience, and wind up selling out to the other fellow. They simply haven't used any judgment."

New S. C. Vending Firm

COLUMBIA, S. C., Oct. 14. — D.A.M Coffee Company, Inc., Lancaster County, has been chartered by the secretary of State here to operate vending machines dispensing food and beverages. Capital stock was listed at \$2,000. A. B. Marion is president.

ATTENTION, OPERATORS
IN OR NEAR
DETROIT

Your Chance of a Lifetime!

ADD A PROFITABLE, ESTABLISHED

"ON LOCATION" SCALE ROUTE TO YOUR PRESENT OPERATION. PRICED FROM AS LITTLE AS \$30.00 PER SCALE AND UP.

TERMS AVAILABLE. LARGE OR SMALL ROUTES CAN BE ARRANGED.

SCALE ROUTES CAN BE OPERATED ALONG WITH ANY OTHER TYPE OF COIN MACHINES.

ACT PROMPTLY — ONLY A LIMITED AMOUNT OF ROUTES ARE STILL AVAILABLE. FOR DETAILS

WIRE or WRITE
DEPARTMENT "B"

PEERLESS WEIGHING and VENDING MACHINE CORPORATION

29-28 Forty-First Ave. Long Island City 1, N. Y.

CIGARETTE MACHINES

- UNEEDA, 8 Col. \$ 95.00
- UNEEDA, 6 Col. 85.00
- Uneeda Model 500, 9 Col., 350 Cap. 85.00
- P-X, 10 Col., 425 Pack Cap. . . 90.00
- Uneeda Model "E", 8 Col. 59.50

SALE !!

MODEL W

DuGrenier 9 Col, 308 Pack Cap. \$62.50

ROWE ROYAL

10 Col., 420 Pack Cap. \$85.00

CANDY MACHINES

- Candyman, Like New, 72 Cap. \$55.00
- VENDIT, 150 Bar Cap. 47.50
- UNEEDA, 105 Bar Cap. 75.00
- SNIPMAN STAMP VENDOR (like new) 15.00

25c CONVERSIONS; PARTS GUARANTEED

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"

New . . . Reconditioned . . . As Is

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

SUN PUFT POPCORN

Popped by operators.
Popped for operators.

SUN PUFT POPCORN CO.

2624 Elm St. Dallas 1, Tex.

NEW LOW PRICES U-SELECT-IT

CANDY MACHINES

U-Select-It, 72 Bar Size Each \$37.50

CIGARETTE MACHINES

Write for low prices all makes. COUNTER MODEL \$37.50

Half Deposit. Phone: BA. 4-0606

HARRIS VENDING

2717 N. Park Ave. Philadelphia 22, Pa.



VICTOR'S TOPPER
Only \$10.50 Each
(100 or More)
Sample \$17.75
Glass or Plastic Globes
UNEQUALLED FOR VENDING: BALL GUM, CANDY PEANUTS, CHOCOLATE, SALTED PEANUTS, ETC.
LOWEST PRICES ON BALL GUM, CANDY, CHOCOLATE, STANDS. We stock all parts and supplies.
"TRY THE BEST, TRY VICTOR'S!"
WRITE TODAY!
H. B. HUTCHINSON JR.
840 North Ave., N. E. Atlanta, Georgia

For News About The New Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE
See Inside Front Cover This Issue

VICTOR'S TOPPER LINE IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPER MARKET.

TOPPER DELUXE vendors all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment. Available with or without side display windows.

TOPPER DELUXE VENDORS are also available in Single... Double... and Triple units.

See SUPER MARKET TODAY at your distributor

ONLY \$59.50 Complete

"TOPPER" Reg. U. S. Pat. Off.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

Honor Pays

TORONTO, Oct. 14.—Vendors here are finding out that the honor box works.

Soft drink machines here are equipped with an honor box to collect an extra cent on drinks to cover the excise tax.

Many firms decided to collect the coin in this manner when the price went up from 5 to 6 cents.

NCWA ADVISORY

(Continued from page 102)

such special industry advisory committees.

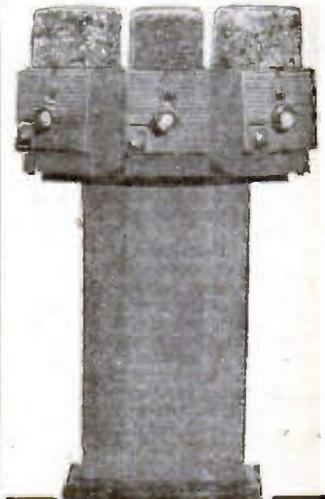
The NCWA already has conferred with several government agency officials, including Nelson A. Miller, acting head of the Office of Civilian Requirements; James C. Foster, of the Bureau of Industry Operations, food division, National Production Authority, Commerce Department and James E. Hoofnagle, deputy chief of the Food Distribution Branch Production and Marketing Administration, Agriculture Department.

The NCWA board at its meeting here September 29-October 1 voted for extension of its program of activities to include compilation of data aimed to show the importance of candy wholesalers in wartime distribution.

E. J. McCoy, of J. B. McCoy & Son, Inc., Canton, O., was re-elected chairman of the joint committee on distributive education for the confectionery industry. McCoy is vicepres of NCWA. The committee's plans include use of motion picture and slide films to spread the story of candy sales and merchandising. An immediate project is the preparation of retailer candy selling aids emphasizing the proper display of candy, profit aspects of candy and salesmanship of candy at the retail level.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL.

WE'VE GOT... TOPPER

Victor's Terrific Vender

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case. \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.
540 2ND AVE., N. BIRMINGHAM 4, ALABAMA

Atlas

BANTAM TRAY VENDOR

EARNs FAST PROFITS

Earn Fast Profits with the nation's leading profit maker. Ideal for bar, counter, table tops, etc. Vends with ease and goes all out for profits. Write now.

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1920

Sandy Mac Tight says... "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."



ANOTHER GOOD BUY IS The TOPPER TOP VALUE - LOW PRICE

Ask any operator using "Topper" Vendors and you will find that these machines cannot be equalled in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20 week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

ROY TORR

LANSDOWNE, PA.

TOPPER is tops! Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$45.00 per case in lots of 1 to 3 cases.

\$10.50 per machine in lots of 25 cases

TOPPER DELUXE Single, \$12.95
Topper Standard with Plastic Globe \$11.25

WEST COAST DISTRIBUTOR
ACE VENDING & DIST. CO.
2702 W Pico Blvd. Los Angeles 6, Calif.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER (Illustrated) Lots of 100...\$10.50 Sample \$11.75.

Victor's Universal JUMBO 3" Ball Gum Vendor. Best Location Outer in Years! Immediate Delivery.

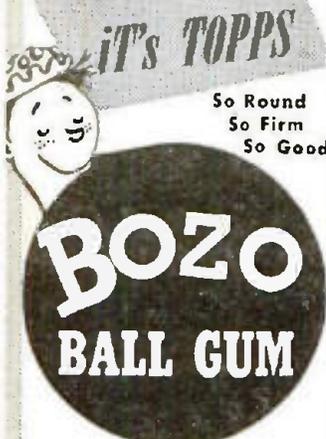
1/2 Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

For News About The **New** Billboard

BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

IT'S TOPPS

So Round
So Firm
So Good



BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

TOPPS CHEWING GUM
Incorporated
237 - 37th Street, Brooklyn 32, New York
South 8-8900

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 2 3/4" x 2 3/4". Has large merchandise display and self-illuminating plastic sign.

MODEL 700
Metal Cabinet and Base.
Ht. on Base, 46".
Wt. on Base, 64 Lbs.

VERY LOW PRICE

Immediate Delivery in Green Metal Lustra Finish. Write for Catalog of Complete Line including Cigarette Vendors.

TAKE ADVANTAGE OF ALKUNO'S NEW **FINANCE PLAN**

Alkuno & Co. 408 Concord Ave. New York 58, N.Y. ME 6-7757

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE
TIN SCOOP DIAL IN GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
SKILLED HAND WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ASSURE RELIABILITY AND ACCURACY.
There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carry case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. DISTRIBUTORS. WRITE FOR PRICES.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Vending Machines in Spotlight During Chi Candy Club Meet

CHICAGO, Oct. 14. — Effects of the present inflationary trend on candy bar vending formed the prime topic of conversation here Monday night (9), when the Chicago Candy Club heard from a panel of vending machine industry representatives and entertained many other candy operators as guests.

The Chicago Candy Club has approximately 125 members, both brokers and direct-factory representatives of candy manufacturers. On the panel representing vending were William Fishman, Automatic Merchandising Corporation; Sam Kogen, Illinois Mechanical Candy Sales; C. S. Darling, executive director of the National Automatic Merchandising Association, and G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend*.

Tom Sullivan, secretary of the National Association of Popcorn Manufacturers, acted as chairman of the program. Candy Club president, Paul Udell, officiated over the portion of the meeting devoted to association business.

Kogen started off the panel discussion by stating he did not believe dime bars have a place in vending machines. He reported his firm had tried dime bars extensively when the candy industry was struggling with high costs at the end of World War II. "Dime bars sell all right for approximately two weeks," Kogen said, "and then they just don't sell at all."

Kogen reported Illinois Mechanical Candy Sales had similar experiences

when it experimented with odd-cent candy bar prices, inscribing change for a dime.

Fishman, on the other hand, indicated Automatic Merchandising Corporation was keeping an open mind on dime bars and was now in process of selling some dime merchandise thru its machines. Fishman said his company would decide how much dime merchandise to stock, in relation to nickel bars, after it had checked public reaction.

Darling said he was not in position to comment on the operational aspects of nickel versus dime candy. But he pointed out it has been generally true that, "when prices go up, volume goes down."

Schreiber, summing up the national operator reaction, reported many candy merchandising firms are currently experimenting with dime bars — most of them stocking dime items in from one to three columns, leaving the remaining columns to handle nickel bar goods.

In the open discussion which followed these brief presentations, panel members agreed they could see no end to 5-cent bars. Instead, they expect candy manufacturers, and retailers generally, to push both nickel and dime candies in an effort to build volume in both price brackets.

NLRB RULING
(Continued from page 102)

operators were engaged in interstate commerce. This case is still pending in court. The next logical step is for Labor Department's wage-hour division to apply the Fair Labor Standards Act to all vendors.

Concessions, 60 per cent owned by Rowe Corporation, was ordered to hold a collective bargaining election to determine if its employees want to be represented by the longshoremen's union.

NLRB ruled that annual purchases of \$100,000 worth of machines and \$400,000 worth of cigarettes by concessions outside of California put the firm into the realm of interstate commerce despite the fact that all of its sales are made in Los Angeles County.

BRAND NEW LUCKY BOY VENDORS

9.75 Lots of 8, \$8.75
16.75 Lots of 25, \$15.75

EACH 16 or 36 MODEL

Nut and Charm Vendors hold 3 lbs. Nuts. Bell Gum Vendors, 800 Bell Gum. Fully Guaranteed. 1/3 Deposit. Balance C.O.D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

FRENCH BOY POPCORN

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck plastic bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.
3441 W. North Ave., CHICAGO 47

Northwestern

NEW REDUCED PRICES

MODEL 49 SPECIAL \$14.35
FACTORY FRESH Vender Confections

Tearny 1.8
Almonds77c
Jumbo Pistachios80c
Spanish 2125c
Peanuts25c
Blanched Virginia35c
M & M's41c
Vending Cashew57c
Buts57c
Boston Beans25c
Rainbow Beans 25c
Pine Nuts37c
Ball Gum28c
Paris—Supplies—Charm—Write for List.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 4, Calif.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF

MODEL 49

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 48 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
629 E. Armstrong St. Morris, Illinois

TOPPER DELUXE
WITH PLASTIC SLIDERS
\$13.45

Topper Standard With Plastic Globe
\$11.25

JUMBO 1" BALL GUM
\$14.95
Lots of 100
\$13.95

CHAMPION NUT & CHOCOLATE CO.
1194 TREMONT ST. BOSTON, MASS.

30 DAY MONEY BACK TRIAL

Northwestern

MODEL 49 SPECIAL

Prices
LESS THAN 25 \$12.35
LESS THAN 100 \$14.15
100 OR MORE \$12.95

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 16 or 36, Baked Metallic . . . \$14.95
Finish, Red or Green—Sample . . . 12.95
16 or More 7.45
339 PORCELAIN, 16 7.45

MERCHANDISE AND SUPPLIES

PISTACHIO, Jumbo70c
Queen70c
FANCY TULIP, Large65c
INDIAN NUTS54c
CASHEW, Whole53c
CASHEW, Buts53c
Complete Line of Paris, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C. O. D.

M & M BALL GUM, All Sizes (150 Lbs. Min.)39c
Freight Prepaid26c
ADAMS, All Flavors42c
WRIGLEY'S, All Flavors 44c
TOPPS, All Flavors42c

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
4105 36th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

How hard
can you
SQUEEZE...
a nickel?
—until the buffalo
bellows?
a dime?
—until Miss
Liberty blushes?
a penny?
—until there's
nothing left to
pinch?

What's
happening?

You'll learn the
answer to these
and many more
questions at...
N. A. M. A.'s
1950 Convention & Exhibit
November 12-15
Palmer House ★ Chicago



7 South Dearborn
Chicago 3, Illinois

Drink Ops Use Hot Unit To Shoo Cold Weather Blues

(Continued from page 102)
drink machines. (Best hot drink locations are schools, office buildings.)

2. More frequent change of soft drink flavors, using less citrus flavors in favor of sweeter, heavier preparations.

3. Stress theater, school locations, which offer greater cold-months volume.

4. Promotion gimmicks, such as spotlights on machines, new displays, screen shorts in theater locations.

In transient locations average sales decline amounts to between 30 and 50 per cent, with most industrial or similar captive installations in the 15 to 35 per cent drop-off range, with a tapering off to 40 and 45 per cent in some industrials. The lower percentage declines, it was emphasized (15-20 per cent), were due in the main to the use of hot units and various in-plant promotional undertakings, such as special posters, more rapid rotation of flavors, etc.

Overhead Static

Most operators declared winter operation did not appreciably increase overhead, save in the truck category. Here, as in normal car operation, extra winterizing expenses, more gas required to start colder motors, operate on snow and ice, etc., ran up the bill. But reduced sales of cold drinks thru machines, generally, did not result in lower route servicing costs in those operations using hot units as latter upped volume levels. And most operators stated a change in service procedure was not warranted. Thus route and shop men worked their regular 40-hour weeks, devoting more time to preventative maintenance and, where routes were diversified, to servicing other types of equipment.

N. Y. Findings

In New York, after a bad summer volume-wise, operators said they did not look for the usual decline (in ratio to normal hot-weather business) to take place this winter. They stated that volume usually decreases asers, largely counteracting losses ex-

much as 30 to 50 per cent. According to Lew Braverman, of Drink Dispenser Corporation, hot drink attachments are the most important device that can be utilized to combat falling volume in winter. They can boost sales by about 15 per cent, he maintains.

George Thiers, Automatic Beverage Corporation, however, uses no hot units; he stresses getting better locations and relocating machines in the winter. Thiers reports his normal seasonal drop in cold months amounts to 23-35 per cent of summer volume.

Change Flavors

In addition to new spots, machine relocations, Thiers also uses another method to up off-season business. He discontinues use of citrus flavors and concentrates on the sweeter drinks, such as "Coke," root beer, cream, chocolate, etc. To take advantage of the lull in service requirements in winter, he says the practice of giving servicemen vacations beginning the end of September and then doubling up pays off, takes care of part of the slack.

Theaters show a definite sales shift in winter, Thiers states. There is more business on week-ends in winter, but less during the week, in contrast to the pattern in summer.

Another New York operator, Joel Brown, of Public Service Vending, looks to these types of locations for above-average winter volume: Small neighborhood theaters without air conditioning, department stores that increase sales forces in holiday seasons, schools and colleges. Brown says sales in such stops are actually better in the winter than in summer.

Washington Story

Washington, D. C., operators also are turning to hot units, plus installations in locations, such as office buildings, where personnel stay indoors in greater numbers than in summer. G. B. Macke last year added hot chocolate units to its vend-

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

CHARMS

Plastic Charms, small, 1,000	\$2.75
Metal Colored Charms, small, 1,000	4.25
Plastic Charms, large, 1,000	3.75
Copper & Nickel, large, 1,000	5.25
Silver Wedding Rings, 1,000	8.95
Toy Watches, 2 gross	2.50
Stone Set Rings, 2 gross	1.95
"Hot Car" Buttons, 1,000	5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each
EXTRA HEAVY STANOS
\$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.



VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for so many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—16 or 5¢ play. Real Money Market! 22" High, 16" Wide, 5" Deep.



Simple mechanism guaranteed trouble-free.

\$32.50
EA.

ONE THIRD DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 Encor St., Baltimore 2, Md.

From **LITTLE ACORNS** mighty **INCOMES** grow!



ACORN

The only completely die-cast aluminum chrome-trim, precision-built

5¢ ALL CHARM VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamper-proof. Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

DISTRIBUTORS!

Choice Territories Still Open—
Write, Wire, Phone! East & Midwest
M. J. Abelson, gen. sales mgr.
1349 5th Ave., Pittsburgh—AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

IAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

VENDING MACHINE SALESMEN

Sell To Business Op Leads

Strong company gives full co-operation. Nationally advertised equipment vending well-known product. Excellent sales program. Many areas now open. Top discounts. Write fully.

Box No. 407, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

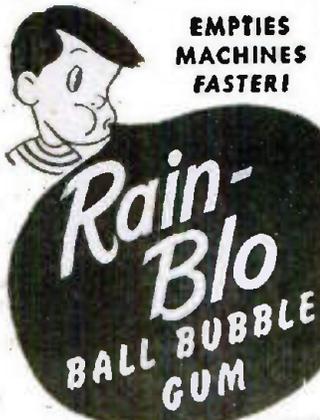
POPCORN

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profit for you. Shipped anywhere. It costs nothing to ask—means profits for you.



WRITE,
WIRE,
PHONE

'POP' CORN SEZ CO.
8329 Delaware Ave.
UPPER DARBY, PENN.
Phone: Allegheny 4-1019



EMPTIES MACHINES FASTER!

Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

LEAF GUM
All sizes—10¢—17¢—21¢ & Jumbo.

27c per pound

Full cash with order.
FREE Delivery on 200 pounds.
Sold by

ROY TORR, Lansdowne, Pa.

LARGEST PROFIT MAKER
5¢ Silver-King for Pistachios

Change NOW to 5¢ Model for REAL PROFITS

5¢ change-over parts available for all 12 Models.

SAMPLE \$13.95 each
10 @ \$12.50 each

100 or more, write for low price.

5¢ HOT NUT, \$39.50

Mut and Ball Gum, Candy Charms, Vendors, 1¢, 3¢, U. S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" • \$59.50.

CAMEO VENDING SERVICE
Main Office: 432 West 43rd St., New York City 18, N. Y.
White Plains Branch: White Plains, N. Y.
8 Orangetown St.

READY FOR DELIVERY NOW!
The NEW ACORN
5¢ ALL CHARM VENDOR

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

perienced in previous winters. Firm installs the hot units in October.

J. L. Matthews, Matthews Vending, points to a venter in the office of a local electric power company which "did better last winter than in warmer weather." This he attributed to the fact that a great many more employees spent lunch hours in the building during winter.

Bayne Phipps, president of Spacarb of Washington, citing firm's addition of hot chocolate attachments on some four-drink machines last year, said: "We did not regain all our volume by this move, but the acceptance was wonderful." Spacarb of Washington is now converting the remainder of its venders to hot drink operation, including its three-flavor units.

Promotion Gimmicks

One of the operators using special display, publicity gimmicks in winter is George P. Sandison, Supurmatic Corporation, Milwaukee. He uses screen shorts to play up the machine in theater lobbies, uses spotlights on venders and uses a variety of new displays on the unit itself. In Detroit the accent was again on hot units, change of flavors, along with frequent relocations of equipment in the same spot. This is echoed by Otto Garcea, manager of Pepsi-Cola Bottling Works in Spokane. He intends to use hot chocolate units, plus separate hot coffee machines, to boost over-all volume this winter.

New England Views

Unpredictable winter weather presents the crux of serious difficulties for cup beverage operators in the New England territory, the survey revealed. Ops yank their summer locations with the coming of the autumn and concentrate on inside locations in schools, factories, bowling alleys, clubs, theaters, etc., where steam heat makes for comfort and thirst.

While the seasonable drop in receipts is still a factor to be reckoned with, most ops have cut into it by using hot drinks along with cold ones. However, those who run cold drinks exclusively, report that receipts in schools, colleges and factories hold up in the winter to within a very slight edge of summer business. Ops who run theater installations report a better winter picture. They say their receipts in New England theaters are up over the summer. More people go for the warmth of the theater in cold weather than in the sunny season.

Switch Locations

With modern methods of operation, ops have pretty well made their winter business come up to almost par with summer. By switching outside to inside locations, installation of two-way radio in service trucks in one case and using all modern facilities of big business, they are really paring winter operation costs by getting increased volume.

For the present, war clouds have not disturbed the business here too much. Greatest worry is manpower, and those in the industry feel that the limited manpower in New Eng-

land will soon be absorbed. Parts are becoming harder to get ops point out, and they are stockpiling against an emergency. Greater stress is being put on servicing employees, and training of men to do more than one operation and to take the place of those who may be called up.

Harlow Bainton, assistant manager of Canteen Company, Watertown, Mass., felt that the difference between winter and summer business would approximate no more than 10 per cent. He pointed out that the thousands of schools and colleges in the firm's territory give an impetus to receipts, and this business is new for the winter season, thus making up for the summer high takes.

E. C. Williams, manager of Spacarb of New England, said that the seasonal difference is made up by switching over to two hot drinks and one cold drink in his machines in the winter time. The normal seasonable drop he felt was somewhere between 15 and 20 per cent. He said that theaters represented increased receipts in the winter time, altho Spacarb has not yet field tested all New England theaters.

Spacarb yanks all its summer outdoor and indoor locations out for the winter season. Machines at the Boston Arena are taken out and switched over to new locations each winter season.

Automatic Merchandising Corporation in Cambridge, does a stepped-up servicing job in the winter on its machines. Before going into the winter season, all machines are checked and cleaned, and emphasis is placed on service.

Colespa, of Boston, attaches a hot chocolate dispenser to its machines to cut the effects of the seasonal drop. No outside locations are operated in the winter time.

L. A. "Insulated"

Southern California operators' findings on "winter" operation are largely expressed in this statement by Eddie Nelson, E. L. Nelson Company, Los Angeles: "During the summer there are cool days and thruout the winter there are warm ones. This means the temperature runs along on a pretty even keel and it is not necessary to worry about 'long winters'."

"While the cool weather in this area is not usually of long duration, such 'spells' do cut volume as much as 40 per cent. The important thing to remember is that this is not a season-long occurrence."

He considers plants where there is no air conditioning the best locations for cold drinks. And should the location be a spot where heat is used, such as a machine shop or steel mill, the sales continue thruout the year with very little variation.

William Breen, another Los Angeles drink operator, reports his volume drops about one-third periodically during the fall-winter season. Transient locations drop about 40 per cent and industrials about 25 per cent, together making up the one-third decline.

CHARMS...

Proven Sales Boosters!

Write for Complete Price List

Karl Guggenheim

33 UNION SQUARE • NEW YORK 3, N. Y.

ALL LOCATIONS ARE MONEY MAKERS WITH

REFRESH-O-MAT

THE LOW COST CUP DRINK VENDOR

Vends the nation's leading Fruit Flavored Drinks

Write for details

AUTOMATIC PRODUCTS CO.

250-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

NEW Northwestern '49 Special

Cuts Costs and Servicing Time in Half

Less Than 25 .. \$14.35
Less Than 100 .. \$14.15

"AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING - IMMEDIATE DELIVERY!"

BRAND NEW IMPS
Either 1¢ or 5¢ Play Cig. or Fruit Reels
\$21.50 Ea.

"HIT-A-HOMER" SPECIAL DEAL!
6 FOR 5!
A special purchase enables us to offer these brand new games in only 5¢ at **\$25.00 EA.**
If you buy 5 machines we will give you 1 Free! Buy 5—Get 1 Free. 4 for 5!

SPECIAL DEAL FOR JOBBERS!
CHARMS, MDSE. AND SUPPLIES
WE CARRY A COMPLETE STOCK OF:
CHARMS, PEANUTS, PISTACHIOS, BALL GUM, VENDING MACHINE PARTS & ACCESSORIES
SEND FOR PRICE LIST

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. O.
Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street
Phila. 23, Pa.
LOmbard 3-2676

RAKE COIN MACHINE AGENCY
2116 Fifth Avenue
Pittsburgh, Pa.
COURT 1-3842

DEVIL, CANNIBAL PIRATE, SKULL CLOWN & INDIAN

FUNNY-FACE CHARMS HAVE COME BACK STRONGER THAN EVER!

PLASTIC, Ass'l..... \$ 4.50 per 1,000
Plastic, With RHIMESTONE EYES..... 10.00 per 1,000
METAL-PLATED, Ass'l... 8.50 per 1,000
Metal-Plated, With RHIMESTONE EYES..... 14.00 per 1,000

F. O. B. JAMAICA, N. Y.
IMMEDIATE DELIVERY

EPHY
Samuel Ephy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

GIVE TO THE RUNYON CANCER FUND

See No Shuffleboard Shortages

Output To Be Controlled To Meet Demands

Costs, Grosses Rise

CHICAGO, Oct. 14.—Sharp credit controls on housing issued this week, plus the news that stricter production controls would probably not be forthcoming until next year, assures adequate shuffleboard output for the remainder of 1950. While there is expected to be a line drawn between shuffle games and the long boards when controls are eventually announced, shuffleboard manufacturers, with the market now calling for a much smaller, but steady output, feel they will be able to meet the demand thru the end of the '51 season.

While the new board production is limited, and the feature output is almost certain to be controlled to meet the demand, refinishing of playing surfaces on the long boards now in operation will continue to be a major part of the manufacturers' program. The heavy demand for this type of work in August and early September of this year indicated operators will continue to use many of their current models if possible in the future, but will replace tops at frequent intervals to keep the boards up to league requirements.

To date the supply situation holds (See Output Controlled on page 116)

Tokyo Leagues

DETROIT, Oct. 14.—The international character of shuffleboard is no news to people in the industry here. They are used to the close proximity of operations across the river in Canada, but evidence of the spread of the game across the Pacific came this week, with receipt of an airmail letter from Tokyo, addressed to Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association (DSA) and president of the Table Shuffleboard Association of America.

The letter was written in response to the article on the new rule book issued by DSA in the September 2 issue of *The Billboard*, and asked for three copies of the rule book to be used in setting up league play in the Tokyo area. The writer did not give details of the activity there. The firm, understood to be an operating organization, was Tokyo Enterprises, Room 306 Naka Seventh Building, Marunouchi, Tokyo.

Detroit League Season Starts; New Exec To Aid Operation

DETROIT, Oct. 14.—Preliminary league play in Detroit has started the new shuffleboard season being initiated under auspices of the Detroit Shuffleboard Association (DSA), with an estimated 200 teams from different locations participating, according to John C. Westerdale, director of league play. A different group of teams is being started off each week.

So extensive has the league work become that a new office has been opened at 10301 West McNichols Road, under Westerdale's direction, and a clerical staff has been set up there to handle league operations.

Name Rogers

Byron Rogers, who has had much experience in shuffleboard league work in Oakland County, has been named assistant to Westerdale, as the workload has become too large for a one-man operation. Rogers was formerly with the Wolverine Amusement Company, headed by Glenn Yuille, one of Michigan's largest coin machine operators.

Teams are being organized with

larger groups than originally planned, Westerdale said, with a sizable percentage of present teams carrying eight men. In addition, there are several 10-man teams, allowing still more widespread popular participation.

Sunday Play

These groups are playing mostly on Sunday afternoon, when the bugaboo of closing time, which sets a limit on league playing time, is non-existent until late evening. These over-size teams will be reduced to the regulation six-man groups when city-wide tournaments are held in the spring but, in the meantime, a larger number of players have been able to use the boards.

Activities of the DSA continue to be centralized at the downtown office, with Fred W. Chlopan, executive secretary, back from a series of business trips. After a vacation in New England, he headed back to New York and Philadelphia for a series of sales conferences, and then to Grand Rapids for the Michigan Table Top meetings.

PUCK PATTERN

Chicago:

Col. Lou Lewis, Merit Industries, is building up his merchandise inventory based on priority demands by operators from the South Side,

Northern Indiana and Southern Michigan. Lewis adds the newly formed coin machine exchange is beginning to attract a steady stream of traffic. Firm is making a specialty of handling service calls for operators on the South Side who do not have repair facilities.

At Coin Amusement Games, Charley Schutz states his premium division is moving ahead since the firm moved into its new South Side quarters a week ago. Schutz and his assistant, Phil Rosenberg, have been getting a steady run of visitors in to look at the firm's line of new and used equipment.

Bob MacLean, Kenosha shuffleboard operator, was a recent visitor to coin row. Among his stops was a call on Harold Saul at Coven Distributing Company. Among the first West Coast comment to see United's new four player game was Harold MacGregor, Los Angeles, who was in to see Billy DeSelm and Ray Riehl, of United.

Bernie Auerbach, head of World Wide's premium department, has been receiving a heavy run of operator visitors not only from Chicago but also from the Iowa, Illinois and Indiana territory covered by World Wide for both Williams and Kenney products. Len Micon claims World Wide was one of the first firms in the premium field. He adds the firm was instrumental in securing Circuit Court approval to operate League Bowler and Double Header shuffle games in Cook County.

Detroit:

Arthur P. Sauve, founder of A. P. Sauve & Son, Michigan operator-distributor, made a tour of Michigan's Upper Peninsula in quest of a lodge for the deer hunting season. He finally had to settle for one at Oscoda, 125 miles south. . . . Sam and Bertha Weisser represented the shuffleboard industry at the fall party given by the Michigan Table-Top Licensees Congress, tavern owner group, at the Club Casanova Monday, doing a good job of inter-industry public relations.

Fred W. Chlopan, trade association executive, and his wife, Alberta,

Appoint Empire National Distributor For Conversion

DETROIT, Oct. 14.—Edelco Manufacturing Company has announced the appointment of Empire Coin Machine Exchange, Chicago, as national distributor of a conversion for use on United's Shuffle Alley.

The new unit converts Shuffle Alley into a single player rebound game. It has authentic bowling scoring and because of the rebound action, speeds the play of a single game. With the original Shuffle Alley, the puck was returned thru a special chute built into the cabinet. The conversion lists for \$49.50.

Edelco is headed by Isadore Edelman while Empire Coin is owned by Gil Kilt and Ralph Sheffield.

Slick Shine Intros Wax Polish-Cleaner

NEWARK, N. J., Oct. 14. — The Slick Shine Company here has developed a new shuffleboard polishing and cleaning wax called "Speed-Coat." It was announced this week. The product is expected to speed up boards 50 per cent, and offers a tough, scuff-proof protective finish for the playing field.

Louis Mandel, president of Slick, said the new polish-cleaning wax can easily be applied to the board surfaces and does not require rubbing. It is spread on the board, allowed to dry, then wiped slightly. "Speed-Coat," Mandel said, "will be available in quart and gallon sizes."

have returned from New York, where they combined business with a look at the shows, and brought back a dachshund for their daughter, (See PUCK PATTERN on page 116)

GOOD EQUIPMENT AT LOW PRICES

UNITED TWIN SHUFFLE ALLEY REBOUND WRITE!

SHUFFLE GAMES

- Shuffle Alley \$ 9.50
- United Shuffle Alley with United 129.50
- Flying Pin Conversion 159.50
- Strike (Exhibit) 139.50
- Nationwide Shuffle Baseball (New) 129.50
- Nationwide Shuffle Baseball (Used) 99.50
- Exhibit Shuffle Bowl 49.50
- Chicago Coin Cattle 199.50
- Universal Super Twin Bowler 199.50
- Universal Twin Bowler 159.50
- Shuffle Alley Express 149.50
- Genco Glider 49.50

ONE BALLS

- Champions \$350.00
- Citations 235.00
- Victory Specials 49.50

All Makes Shuffleboards . . \$79.50 G Up
Shuffleboard Scoreboards . . \$9.50 G Up
Purveyor Wax . . (24) Case 7.20

LATE 5 BALLS

- Big Top \$ 65.00
- Merry Widow 39.50
- Advance Roll 24.50
- Total Roll 24.50
- Maryland 79.50
- Floating Power 79.50
- Marjorie 24.50
- Select-Card 144.50
- Singsapore 24.50

ADVANCE ROLLS — Limited Supply!
THE BUY OF THE YEAR. 18 for \$100.00.
Come and Get Them.

SHUFFLEBOARDS, SCOREBOARDS
WRITE FOR LOW PRICES

PURVEYOR
SHUFFLEBOARD CO

Better Buys

4322-24 No. Western Ave.

Chicago, Illinois

JUNIOR 8-1811, 8-1815, 8-1816

Sensational New Product!

SLICK "SPEED COAT"

SHUFFLEBOARD POLISHING WAX AND CLEANER

Protects Surface! Makes Boards 50% Faster!

SLICK SAM SAYS: "It's Tops for Tops!"



Here it is SLICK "Speed Coat," a superior cleaner and polishing wax that produces a high gloss and a tough, scuff-proof finish. Speeds up shuffleboards as much as 50 per cent! Just apply and wipe lightly. No rubbing necessary. Use it with SLICK Shuffleboard Wax for long fabric life and the fast, controlled game players prefer. May be used without powdered wax on short boards.

Sold Thru Distributors Only — Territories Open

THE **SLICK SHINE** CO.

Manufacturers of
Quality Waxes, Polishes
and Cleaners
SINCE 1901

207-15 ASTOR ST., NEWARK, N. J.

CLEARANCE SALE ON SHUFFLEBOARDS

- Rock-Ola 23", 18", 16" (Like New) . . . \$115.00
- Score Sheets (10 pads, 1000 sheets) 1.00
- Per Bundle 13.50
- Fluorescent Shuffleboard Lights, Pair 139.50
- Un. Shuffle Alley With Fly-Away Pin Conv. 279.00
- Kenney Bowling Champ (New) 3.50
- Shuffleboard Wax (12). Per Case 60.00
- Electric Scoreboards

FORMCO MFG. CO.
4324 N. Western Ave., Chicago, Ill.
Phone: Irving 8-2717 and Eastgate 7-3161

COINMEN YOU KNOW

Chicago:

A Garrick Alex and Bel E. Hall, of Vendall Company, are waxing enthusiastic over the new modern cabinet design of the eight-column Vendall candy machine. Preview showings have drawn top operator comments, the boys say. . . . S. D. Levings, general manager of Bastian Blessing Company's beverage division, thinks the firm's new mechanical multiple coin mechanism is the answer for simple operation of general merchandise vendors at different even and odd-cent price levels.

Over at Como Manufacturing Corporation, Bill Billheimer reports that the firm's conversion for Bally's Speed Bowler continues to draw a steady number of inquiries from all parts of the country. He adds that Hollycrane biz is climbing all the time since the news of their performance at the the Canadian National Exhibition (CNE) in Toronto.

With some 50 orange juice cup vendors on location in the city's Rapid Transit system, Mechanical (See CHICAGO on page 110)

Hartford, Conn.:

Veeder-Root, Inc., Hartford, manufacturer of counting and computing devices for coin machines, reported for the 32-week period of January 1 to August 13 a consolidated net income of \$1,003,680 or \$2.42 a share compared with \$857,878 or \$1.58 in the like period last year. In a statement, accompanying the interim report to stockholders, President John H. Chaplin noted that demand for the company's products "continues unusually high, and barring unforeseen eventualities the performance for the year as a whole should be excellent."

Abe Fish, of General Amusement Game Company of Hartford and president of the Connecticut State Coin Association (CSCA), reports that Charlie Exzo, the down-State coin operator, is still passing out cigars on the occasion of birth of a grandchild recently. Charlie is driving a new Cadillac. . . . Coin operators thruout Connecticut will be converging on Hartford the early part of November for the CSCA's initial fall Hartford meeting. Last year, regular weekly meetings were held on Thursdays at Hotel Bond, Hartford, and this year Fish is anticipating a similar arrangement. In the meantime, Abe has been getting together with a number of coinmen at a number of key towns and cities.

Manny Leibert, the Hartford vending machine distributor, has resumed his weekly wrestling show promotions Wednesday nights at the Hartford Auditorium. Associated with Manny in the enterprise is his brother, Herbie.

Maritime Provinces:

After being on the road thru the latter part of May as a carnival concessionaire, Frank Hanlon, coin machine distributor and operator, is back at the helm of his business, which includes operating in the Halifax district and distribution in Nova Scotia province. An unusual stimulant for him this fall is the information from New York that his wife is one of the heirs of a huge estate in the heart of Manhattan, which had been the property of the late Thomas and Robert Edwards, of whom the Jenkins family of Nova Scotia and Prince Edward Island are heirs. Mrs. Hanlon is the former Thelma Jenkins. She handles her husband's coin machine business while he is on the road.

Indianapolis:

Playland Arcades, Inc., has opened here at 28 South Illinois Street. There will be two floors of attractions, including a bowling alley and the latest in attractions. Frank Bula and Ralph Helms, operators of arcades, are the proprietors. There has been need for more arcades here. Only one, in the basement of the Terminal Building, is operating at present.

Visitors at Sicking, Inc., buying equipment included Mr. and Mrs. Richard (Dick) Zies, from Oxford, Ind., Al Fullerton, of Anderson; Don Knotts, Elwood; Joe Mesalam and William Shelters, Malott, Ind. The Sicking Company has on display the Chicago Coin Ace Bowler and Pin Lite, and United's four-player Shuffle-Alley. Business at Sicking, Inc., is reported good.

Collections from jukes are reported spotty. Some locations are holding their own while others are down. The drive-in restaurants that have not closed for the summer are preparing to fold up, and most of these were good juke box spots, according to operators. Another handicap, the television in taverns, and the live music, has cut into the operators take. In taverns, where live entertainment is featured on weekends, the juke box stands idly by. (See INDIANAPOLIS on page 110)

Washington:

Frank Maddox, who is associated with his dad in the Watling Sales & Service Company, middle-aided it last month with the former Sue McGee. Young Maddox is also studying at the University of Maryland. Tom Reinhart, of the Joe McDonald Enterprises, Alexandria, Va., went to Detroit on his recent vacation. Mrs. Ruth Elgin, owner of the Northern Virginia Music Company, also in Alexandria, returned around Labor Day from her trip to Europe. Commenting on the juke box situation abroad, Mrs. Elgin declared that it was often a long distance between music machines. There were a number in England, but virtually none in Denmark, she said.

The Atlas Amusement Company has begun operating a new route with Hollycrane claw machines, reports Anthony J. Cicala. The firm is also featuring Gottlieb's Four Horsemen game which is proving (See WASHINGTON on page 111)

Twin Cities:

Mr. and Mrs. Bob Keese, of Forest Lake, Minn., gradually are expanding their route with the addition of more music and pinball units. . . . Amos Hellicher, head of Advance Music Company, Minneapolis, is happy with the way Mercury television, which his firm distributes in this area, has been catching on. He recently opened up several new dealerships out in the territory. . . . Lieberman Music Company has acquired 2,000 square feet of additional storage space with the rental of another warehouse near its Hennepin Avenue headquarters in Minneapolis.

Jim Lucking, Benson, Minn., operator was in the Twin Cities on a shopping tour. . . . Hy Greenstein reports he is making deliveries on Gottlieb's new Four Horsemen game which hit this territory in time for the opening of the gridiron season. . . . Lyle Kesting, of Bellingham, Minn., was in the Twin Cities buying one-ball machines for his operation.

Milwaukee:

Passing out the cigars these days is Irv Beck, of the Mitchell Novelty Company. It was a girl, Naomi Ruth. . . . Back at the job after a brief illness recently is Joe Beck, head man at the Mitchell Novelty Company headquarters. Joe is feeling well enough now to resume his twice weekly trips on business matters to Chicago. Business the past month or so, according to Joe, has been somewhat below last year's averages.

The Paster Distributing Company's Fon du Lac Avenue offices and showrooms are still in the remodeling stages. Job will not be finished for at least two months, according to Manager Sam Cooper. In the meanwhile, biz continues at a rapid pace, according to Sam, with the emphasis on conversion units. Top-selling game unit is the United Twin Rebound shuffle machine.

Out in Madison, the Modern Specialty Company front office reports that their hot dog vending organization has tapered off somewhat with the summer's waning. (See MILWAUKEE on page 110)

New York:

Marvin Green, who has been helping his uncle Milty Green at American Vending, reported Friday (6) for active duty with the Marine Corps. . . . Dick Diccico, of Westchester Amusement Company, was shopping last week and trading old-time operating stories with Teddy (Champ) Seidel. He reports game and music machines are doing well in his area.

Bob Jacobs, of U. S. Distributing, has set up a production line to turn out his shuffle-bowl conversions in sufficient numbers to keep up with mounting demand. Ops like the disappearing pins and puck-rebound features, he states.

Al Simon, factory agent for Chicago Coin, reports good response to the firm's newest novelty game, Fighting Irishmen, which he is now plugging in out-of-town territories. . . . Sam Sacks, of Uneda Shine (See NEW YORK on page 110)

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its monthly meeting Tuesday night (10) at the Hotel Sheraton Gibson here with Charles Kanter, president, presiding. Members in attendance at the session included Phil Ostand, Abe Villinsky, Fred Engel, Al Lieberman, John Toney, Ray Bigner, James Drivakis, Charles McKinney, Max Moeckel, William Strout, Sam Chester, Milton Cole, Bill Harris and Sam Gerros.

Guests at the meeting, who spoke to the ops and who also performed, included Clyde Trask, orchestra leader; Betty Clooney, singer; Larry Vincent and Gene Griffith, Raleigh Davis, Ohio Specialty Company, and Maurie Rose, London Records, also addressed the gathering.

Charles Kanter will attend the executive committee meeting of the Music Operators of America October 30, 31 and November 1 in Chicago.

Nat Bartfield, associated with the B. W. Novelty Company, is spending a three-week vacation in New York and Brooklyn visiting relatives.

Fred Rose, of the Rose Acuff Company, of Nashville, spent two days here last week as a guest of Charles Kanter.

Los Angeles:

Lyn Brown, Lyn Brown Company, is stepping up the production of his Twin Pokercino game to 200 a month. The game, played by two people for one coin, gives each player seven balls as in seven-card poker, with the five best cards counting. Featuring "Joker Is Wild," both players roll balls at the same time. . . . Jack Leonard, head of the parts department at Badger Sales Company, and his wife, Dorothy, are on vacation in Oklahoma City, and visiting Jack's father, Lou, who is with Royal American Shows, playing the Oklahoma State Fair. . . . Irving Slater, son of M. L. Slater, vending machine operator and president of the Western Vending Machine Operators' Association, has returned to the air force and is now stationed in Japan. (See LOS ANGELES on page 110)

Pittsburgh:

Alexander Blair, manager, Automatic Products Company, in business since 1945, is on a two-week trip. . . . Confection Specialties Company is covering a lot of ground vending and selling wholesale candy in Pennsylvania, West Virginia, Ohio and Maryland. Company has much new delivery and vending equipment. Sales manager is Herbert Cohen.

J. L. Heron, owner, Industrial Vending Service, has purchased the ice cream vending operation in industrial plants, bank buildings and schools from Banner Specialty Company.

"Never better" business is reported by N. H. Lazier, manager, Barlo Vending, serving Western Pennsylvania theaters exclusively. "People are buying more candy, drinking more pop, are more conscious of confections that are being sold."

AMI business is very good, reports distributor Harry Rosenthal Sr., manager, Banner Specialty Company, who has been spotlighting the new machine on a platform. (See PITTSBURGH on page 110)

Detroit:

William Kinsey, formerly in the grocery business, is opening an East Side automatic laundry called the Easiest Way. He is operating 17 machines at present in the new store, which is in a flat and rooming house district. He opened with a special reduced-price offer.

Domenick Bava and Carmella A. Bava are going into the penny vending field, under the name of Silver Queen Vending Company, with offices at 3655 East Canfield Avenue. They are operating candy and gum vendors at present. Domenick Bava, who is a factory worker, is starting on a part-time basis, with a small route, and plans to expand his operation as he gains experience and conditions permit.

R. L. Kiefer, who heads the University Supply Company, operating a route of amusement games, has moved to 16883 Monica Avenue, in Northwestern Detroit. . . . The James Vernor Company is confining their (See DETROIT on page 110)

Vital Statistics

Marriages

Joseph Raiffala, of the sales service department, General Amusement Game Company, Hartford, Conn., and Frances Cain recently in that city.

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE

See Inside Front Cover This Issue

Chicago:

(Continued from page 109)

Merchants, Inc., is experiencing top-level sales results. The nickel orange drinks are mounting in favor with subway and elevated riders according to Herman Stamer, Mechanical Merchant's vice-president. Firm also has regular soft cup equipment in the CTA system which continues to garner good daily sales volume.

Ford Sebastian, Joe Batton and Frank Mencuri are enthused over the response to the firm's Six Shooter gun game. They say it seems to have that little extra which locations need at this stage of the trade. Mencuri has made a series of short trips the past couple of weeks to see the reaction of distributor showings. Chief Engineer Ed Hughes states his staff has completed the move to quarters in the upstairs part of Exhibit's new edifice.

Visitors at the Bally plant last week included R. F. Jones and the following from his staff: Bill Erskine, Hank Ritchie, John Ruggiero, and Bob Dixon. The Jones firm has offices in San Francisco, Salt Lake City, Denver, Portland, Ore., and Seattle. Also dropping in for a visit with Ray Moloney, Herb Jones and Jack Nelson was Herman Paster, Mayflower Distributing Company, St. Paul.

New York:

(Continued from page 109)

Machine Company, is now negotiating the sale of a sizable number of his automatic shiners to the army for use in occupied Germany. The machines will be non-coin models.

Sid Mittleberg, of Progressive Amusement, and his partners, Nathan Kupin and Bernard Wesson, are in new headquarters at 2108 East 23d Street, Brooklyn. Their neighbors in the locality are juke ops Harry Siskind and Charlie Sacks. . . . Another op who moved to new quarters recently is Leonard Nathan, of Ocean Automatic, who now manages his route from offices at 2138 Brown Street, Brooklyn.

Ben Simon, head of City Milk, is steadily expanding the apartment-house phase of his operation. Quart containers are currently selling thru the company's venders for 22 cents. . . . Edwin Ludewig, of the city health department, was in Syracuse last week to deliver a talk on vending machines. Ludewig is director of the board's bureau of food and drugs. One of the department's top inspectors, Gregory Villafior, who specialized in cup venders, has returned to active army duty.

COINMEN YOU KNOW

Indianapolis:

(Continued from page 109)

The two most popular records on the juke box are "Dream a Little Dream of Me," by Frankie Laine, and "I'm Moving On," by Hank Snow. The demand is excellent and playing is continuous.

Indiana Vendors, operated by the Seiler Brothers, has been sold to Hamilton Harris Company, Indianapolis. The Seiler Sales Company retained the coin-operated phonographs, and the candy machines and cigarette machines have been sold. Pin games and coin-operated radios also have been retained by Seiler under the new set-up. Indiana Vendors name was included in the sale to Hamilton-Harris Company. The company was reorganized after the sale was closed and is known as Seiler Sales Company.

Visitors at Shaffer Music Company were Stanley Evans, Frankfort; Tom Burch, Muncie; Richard (Dick) Timmons, Muncie, and Jacob Weymire, Elwood, buying equipment and Seeburg parts.

Southern Automatic Music Company has on display Williams' Pinky, six-shooter gun, Chicago Coin's Fighting Irish and United's new Shuffle Alley. George Burch, of Southern, has returned from an extended vacation. Sam Wineberger reports business good.

Playland Arcade, on South Illinois Street, reports its first week in business was excellent. New games have been installed and are drawing well.

Los Angeles:

(Continued from page 109)

E. C. McNeil, vending machine distributor, has added the Arctic ice cream vender to his line. He has the distribution in California. . . . If Norman Christ, Lompoc operator, buys a Flying Saucer, he will know of its player appeal. His son, Freddie, accompanied Norman to Los Angeles recently and gave the game a workout on the sales floor at the Paul Laymon Company. . . . J. D. Harrison in town from Fontana to look over and take back a few Wur-litzers to his territory.

Perry Irwin came to Los Angeles recently from Ventura to look over the sales floors to see what was new. . . . Tom Wall, of California Games, takes time out from his busy routine of business here and in San Diego to visit West Pico from time to time. . . . Phil Robinson, Chicago Coin's Western representative, has returned from his fall trip into the Northwest in the interest of his line. . . . No matter how busy Clyde Denlinger, of Balboa, gets during the week, he manages to take time off for fishing over the week-ends. He has reported some pretty good catches of albacore. . . . Jack Spencer, arcade operator at Big Bear, in town to get equipment. Spencer operates practically the year-round in that resort area.

S. L. Griffin, of Valley Coin Machine Company, in Pomona is back at his desk following a trip East. His trek included New York and several other Eastern cities. . . . Lloyd Barrett, of Pomona, stopped along coin row a few days ago to visit with jobbers and distributors.

Detroit:

(Continued from page 109)

experimental ginger ale vending activity to the Detroit area at present, under the management of H. Rodway, divisional manager, with no immediate plans for expanding into other territories.

Philip H. Bryan, owner of the Bryan Self-Service Laundry, and president of the Michigan Self-Service Laundry Association, due back last week from a month's vacation in Florida. . . . Joseph and Louis O'Connor are readying the Consolidated Productions move to Florida, where they are building a new factory at Fort Lauderdale. They will manufacture the Penguin, coin-operated hair dryer, in the new plant.

Ernie Moss, of Moss Music Company, operating a juke box route here, has taken over a store site on Linwood Avenue as new headquarters, after spending several years in a store on Joy Road. . . . Anthony J. Sanders and Ben H. Newmark are forming the Music Vending Company on West Grand River Avenue. . . . James Robson and Vincent A. Meli are forming the Vend-a-Drink Company.

Ben Newmark, of the Miller-Newmark Distributing Company, distributor of AMI juke boxes and Eastern Electric cigarette venders, reports the company has completed its first year of operation here with the books showing business volume 50 per cent above the goal set when the firm opened. . . . Velma Smith, in charge of bookkeeping at Miller-Newmark, spent a recent week-end with relatives in Celina, O. . . . Edith Morris has been added to the office staff as stenographer at Miller-Newmark.

Milwaukee:

(Continued from page 109)

Harry Jacobs Jr., United, Inc., states that the number of Milwaukee county locations housing Wur-litzer 1250s has grown steadily since the 45 r.p.m. adapter has come into its own. In the past few months the firm has worked out an effective sales campaign which is now beginning to bring results.

Cigarette prices, according to Herb Geiger, head man at the Geiger Automatic Sales Company, and regional representative for the NAMA, have been fairly well stabilized at 23 cents per pack with the exception of a few night club and other more exclusive locations. The situation in the candy vending phase of the business is not a pleasant one, however, Herb continues, due to the raise in bar prices. Some talk is heard of the prospect of most ops changing to 10 cent candy bars, but Herb doesn't think the public will accept a switch from the timeworn nickel price tag. Quite a few Milwaukee and Wisconsin ops are planning on attending the forthcoming NAMA convention in Chicago in November.

Pittsburgh:

(Continued from page 109)

Harrison Music Company at McKees Rocks, Pa., serving Pittsburgh and vicinity, sponsors a spot announcement for music machines on the Lithuanian Hour over a local independent radio station during a disk jockey program. Harrison Music Company's other advertising is institutional. Manager is Bill Frank.

George Mansour, manager Capitol Records, reports the Margaret Whiting-Jimmy Wakely "Bushel and a Peck," is being promoted strongly; that "Derbecki," written and recorded by Russ Carlyle, is breaking into a big hit. Add Les Paul's "Goo-fus."

A beautiful new Cadillac has caught the fancy of Joseph McGlenn. . . . M. J. Abelson, back from a tour thru autumnal New England, reports his clientele much interested in the new streamlined all-metal console stand Oak Manufacturing is introducing.

10c Cup and Larger Serving Top Hopes for Coffee Ops

(Continued from page 102)

Automatic Beverage, in Newark, N. J. With one of the oldest and largest coffee operations in the East, Kass last month began converting to 10 cents on a wholesale basis. This week he reported 55 of his coffee venders already doing business at a dime, with only delayed deliveries of new coin mechanisms holding up conversion of the remainder.

Most Important

Most important, Kass asserted that locations are accepting the new vend price with a minimum of squawks. In return, they are getting an almost brimful cup of coffee, averaging 6½ ounces in the 7-ounce container.

Irving Wolff, of Hot Coffee Vending Service, New York, is also in the process of changeover, with about 15 per cent of his route already converted. He is one operator who was forced to backtrack on a similar vend-price increase a year ago. A later attempt to operate at 7 cents failed as well.

Now Wolff is accepting new locations only if they go along with the dime price. These locations also get 6½ ounces of brewed coffee in the 7-ounce cup, as compared to about 5½ ounces at the lower price. And the new spots "have been doing surprisingly well," he said.

Acceptance Must Wait

But Wolff, operating in the highly competitive New York area, is of the opinion that full acceptance of the dime price must await introduction of a larger hot cup suitable for vending. Experimentation along these lines, to offer a 9-ounce hot container for 8-ounce servings, is reported under way by at least one of the major cup producers. But it will probably not be made available until operators on a nationwide scale make

known a solid demand for the larger unit.

Wolff's experience has been underlined by Paul Weingarten, of Quick Snack here, who stated flatly that an operator cannot show a profit on a nickel cup under present conditions. The only answer he has found thus far is to diversify his route with other equipment in order to spread overhead costs. In new solicitations, only no-commission arrangements will be made by his firm, he stated.

Weingarten is waiting only for availability of a 9-ounce vending cup to go to a dime thruout his route. His opinion is that such a demand will be crystallized at the convention of the National Automatic Merchandising Association next month.

A different tack has been taken by Indevco, Inc., manufacturers and local operators of the Koffee King machine. The firm recently located several test units fitted for dime operation and serving 8 ounces of coffee in a 9-ounce cup. The cup is not designed specifically for vending, however, and has necessitated modification of the cup mechanism. Indevco plans to release further data on its dime set-up soon, according to Mike Silverman, general manager.

Major local holdout to the 10-cent trend has been the Kwik-Kafe vending Service, firm operating dual coffee-coke machines. The company is currently experimenting with a 7-cent mechanism, but only a few have been converted to date, Ed Sahagian, topper, declared.

Operators agreed on another factor that is helping smooth the road to a higher vend price. This is an improvement in the product served. Not alone is the concentrate better now than a year or more ago, but servicemen have refined their technique and can now adjust machines to mix and dispense a more palatable brew.

GREAT BUYS IN MUSIC

SEEBURG

Envy, R.C. \$49.50	9500's	\$59.50
Colonial, R.C. \$49.50	Crowns	\$39.50
8200's	Concert	
8000's	Grands	\$39.50

ROCK-OLA

Masters	\$59.50	Supers	\$59.50
---------	---------	--------	---------

MILLS

Throne	\$49.50	Empress	\$79.50
--------	---------	---------	---------

FILREN

Maestro, 30 Rec.	\$229.50
Midway	\$199.50
Music Mirror	\$149.50

WURLITZER

Victorys	\$49.50	6200's	\$79.50
500's	\$49.50	1015's	\$99.50
600's	\$39.50	1100's	\$79.50

ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION

AMUSEMENT GAMES

Rock-Ola 22" Shuffleboard	\$99.50
Genco 5100'	\$99.50
Pool-Rites	\$99.50
Shuffle Skill	\$99.50
Wms. All Star	\$99.50
Chitain Rebout	\$99.50
Un. Oklahoma (Pin Game)	\$99.50

Terms: 1/3 Cash/2 Depos. Bal. C.O.D. All Prices Plus Crating. Wisconsin's Leading Distributor

UNITED

4227 W. Vliet St. Milwaukee 8, Wis. Phone: WEst 3-3224

Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Michigan

Northern Ill. Ops Study Rising Costs

(Continued from page 96)

operators pointed out that they were hoping that this condition would pass as people returned to their usual habits of watching certain spot programs rather than several hours of consecutive viewing.

H. A. Hopperstad, Woodstock, Ill., led a discussion on new speeds by mentioning the favorable reception to machines with 45 r.p.m. he has in some test locations. He stated patrons told him the tone and fidelity were obvious advantages. He also predicted that over a period of years he could see the new speed becoming a familiar sight on commercial music machines. Following this, Wilmoth introduced Henry Grossman as the RCA Victor record salesman who would contact Northern Illinois operators with new releases. Grossman said over-all record sales in this area for the RCA Victor line were running about 75 per cent 78 r.p.m. to 25 per cent 45 r.p.m., including home and commercial record players and that his firm had no plans to limit 78 r.p.m. output.

Next Meet

The November meeting will be held Wednesday (8) at Gutman's in Morton Grove, Ill.

Wilmoth pinch-hit as chairman of the meeting when Andy Hesch, A. H. Entertainers, Arlington Heights, Ill., became suddenly ill at his home Wednesday (11) morning. Wilmoth heads the Tri-County Music Company, Chicago.

COINMEN YOU KNOW

Washington:

(Continued from page 109)

"very satisfactory," he said. Atlas' arcade business in general is going quite well for this time of the year, Cleala added. His partner, Ernest Bruegger, took his vacation last month, spending it in the Washington area.

Robert M. Brown is pioneering in the vending machine field with a route of peanut machines acquired from Marvin E. Maddox, of the Watling Sales & Service Company, distributor for Watling Manufacturing and Northwestern Vendors. Brown, whose background has been in real estate, is president of the Fox Hunters' Association of Montgomery County, Md. He and Maddox are planning to attend the field trials in Kentucky this November, after which they'll head for Chicago and the NAMA show there. Maddox recently returned from a business trip to Florida with J. M. Buie, his North Carolina distributor who operates out of Wagram.

CIG OPS' DAY

(Continued from page 102)

verting to higher prices. The three are William J. Schmidt, Indiana Automatic Merchandising, Indianapolis; Sidney Kronenberg, Amat Company, Birmingham, and Herman Schultz, Ace Merchandise Vendors, Houston.

To close the program—which is scheduled to start at 9 a.m. and finish at noon—representatives from Chevrolet, Dodge and Ford will give operators hints for obtaining maximum service from their trucks thru maintenance, as well as discuss the possibility of shortages in tires, fuel, trucks and parts.

Riddell said that a general discussion period, with audience participation, will wind up their business meeting.

50 Million Red Feather Plugs Circulated Via Vending Units

(Continued from page 102)

chandising devices of all types—cigarette, candy, gum, nut, beverage, biscuit, coffee, etc.—in the national Red Feather program at no cost to local agencies.

Besides the cigarette and beverage machine promotion, a special acetate message tape—"Give Enough..."—for larger types of machines and poster stamps for smaller machines are being utilized.

Counting 20 matches per book, 600,000,000 sales "contacts" are being provided for the Community Chest campaigns by automatic merchandisers over and above machine participation figures.

Goldman announced this special vending machine promotion of Community Chest this fall represents the first time that automatic merchandising devices have been used in a single welfare agency promotional cause.

Suppliers Participate

Participating cup and match companies which furnished operators with supplies at current prices, with no extra charge for Red Feather imprints, are Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup Company, the Diamond Match Company, Lion Match Company, Inc.; Maryland Match Company, Match Corporation of America, Ohio Match Company and Universal Match Corporation.

Special awards within the industry and to the industry will be made at the association's 15th annual convention and exhibit here at the Palmer House, November 12-15, in the midst of national Red Feather campaigns, Goldman said.

Merchandising Music

(Continued from page 96)

much as 20 per cent thru this promotion.

TWO-PRONGED ATTACK . . .

Keeping the latest hit tunes on the juke at all times actually serves a double purpose in helping the music operators, reports H. L. Eldex, Soper-ton, Ga. By adhering to this system, the operator not only keeps his grosses on the uptrend at all times, but also keeps out the competition. For a machine which is well-serviced, and which is a good money-maker, will hold a location better than anything else.

ALBUM CLUB . . . Phono Electronic Company, Lock Haven, Pa., in addition to operating music machines, also runs a retail record store. They have used many gimmicks to boost sales at the store, and pass along one of the more successful ones to other ops, who also have their own record shops. This promotion is called the Album Club. Firm issues credit cards to the customers, the card being good for future sales on records. Every time a customer buys a platter, he gets credit on his card. When the credit reaches a predetermined amount, the patron is entitled to a free blank record album for storing his disks. The gimmick not only boosts sales but has proven so attractive that it keeps the customers coming back to the same store for all their record purchases.

The automatic merchandising promotional plan was tested locally last spring in Rochester, N. Y., which is one of the few major cities which does not hold its community fund campaign in the fall. When the Rochester "guinea pig" test proved successful, NAMA adopted the campaign as a national program to be launched this fall.

CIG VENDERS AID

(Continued from page 102)

Candy & Tobacco Company, is co-operating with the Denver Fire Department in displaying the stickers at "the right point"—the source of cigarette sales. Some 250 stickers will be displayed throughout the city, supplied by the Philip Morris Company, during National Fire Prevention Week, October 8-14.

Dikeou's photograph, attaching one of the stickers in the presence of Assistant Fire Chief James L. Cain, appeared with an article in The Denver Post October 6.

AUTOMATIC COIN

Your Reliable Distributor

Limited Quantity—Brand New

MILLS VEST POCKET BELLS

NOW DELIVERING

MILLS SENSATIONAL NEW 21-BELL

ALSO BRAND NEW BLUE BELL, BLACK BEAUTY, TOKEN BELL, TOKEN "21" BELL. Write.

RECONDITIONED GAMES

BALLY SPECIAL ENTRY, FP	79.50
BALLY JOCKEY SPECIAL, FP	129.50
BALLY GOLD CUP, FP	149.50
BALLY CITATION, FP	269.50
BALLY CHAMPION, FP	309.50
UNIVERSAL PHOTO FINISH, FP	325.00
UNITED SHUFFLE ALLEY	89.50
BALLY DELUXE ORAW BELL	189.50
KEENEY TWIN BONUS SUPER BELL, 3c-25c	275.00
CHICAGO COIN PISTOL PETE	159.50
DALE GUNS, latest triple switch model	189.50

NEW EQUIPMENT

CENCO HARVEST TIME
BALLY TURF KING
CHICAGO COIN PINLITE
UNITED 4 PLAYER SHUFFLE ALLEY
CHICAGO COIN TROPHY BOWL
WILLIAMS GEORGIA
WILLIAMS DOUBLE HEADER
KEENEY LEAGUE BOWLER
KEENEY ELECTRIC CIGARETTE VENDOR

PIN GAMES

Bally Carnival	579.50
Double Shuffle	94.50
Gottlieb Just 21	79.50
Robin Hood	89.50
All Babs	59.50
Dew-Wa-Dilly	59.50
Mardi Gras	69.50

Latest Bells, Reconditioned by the Finest Mechanics in the Business!

Mills 5c, 10c or 25c Golden Falls Handload	} WRITE FOR PRICES
Mills 5c, 10c or 25c Jewel Cherry Bells	
Mills 5c, 10c or 25c Jewel Balls	
Mills 5c Black Gold Handload	
Mills 5c Black Cherry, 7/8 Jennings 10c Standard Chief Jammet 25c Sun Chief Rebuilt 10c Jewel Bells, in New Cabinets	

ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES \$12.50
ORIGINAL DELUXE CONVERSION FOR UNITED SHUFFLE ALLEY Write

Terms: 1/3 Dep., Bal. C. O. O.

AUTOMATIC COIN

MACHINES & SUPPLY CO.

TELEPHONE: CA 101 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES, PIN GAMES AND MILLS BELL MACHINES

USED PIN GAMES

2 Select-a-Card	• \$129.50
1 Evans Beta-Score	• 79.50
1 Creamy	• 139.50
1 Williams All Star	• 74.50
1 Tenth	• 99.50
1 Just "21"	• 69.50

USED SHUFFLE BOWLING

3 Chicago Coin Bowlers	• \$ 99.50
1 Universal Twin Bowlers	• 109.50
1 United Slugger	• 169.50
1 United Shuffle Express	• 174.50
2 Exhibit Strikes	• 169.50

NEW! READY FOR DELIVERY

Keeneey League Bowlers—Write
United Four-Way Shuffle Alley—Write

USED CONSOLES

1 Bally Clover Ball	• \$523.00
1 Bally Wild Lemon	• 174.50

NEW

Williams Double Header Write
Chicago Coin Ace Write
Chicago Coin Trophy .. Write

Williamsport Amusement Company

233 W. 3RD STREET
WILLIAMSPORT, PA.
Phone: 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

Runzel

PUSHBACK WIRE

18 OR 20 STRANDED

NOW AVAILABLE IN 90

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

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 . . . our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

RUNZEL

Cord and Wire Co.
4723 W. MONTROSE AVE.
CHICAGO 41, ILL.



CIGGY: FRUIT OR CIGARETTE REELS. 16, 25 or 100 plays. Built gum vender. 75-25% coin divider. Size 4" x 6 1/2" x 8". Also manufacturing COMET, METEOR, MITE and KING. Write for full details and quantity prices.

COMET INDUSTRIES, Inc.
2845 W. Fullerton Ave., Chicago 47, Illinois
(Tel.: Dickens 2-2424)

SPECIALS!

SWINGIN' MONK
\$109.50

CHICKEN SAM
\$89.50

TERMS: 1/3 Deposit, Balance C. O. D.

Complete stock of parts for
SEEBURG RAY GUN
Write for prices!

AMPLIFIERS Repaired!
24-Hour Service. Completely Serviced. Fully Reconditioned. Money-Back Guarantee.

Coinex Corporation

1346 Roscoe St. CHICAGO 13
Cresland 2-0317

Record Reviews

(Continued from page 100)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK LOCKER	RETAILER	OPERATOR
COUNTRY & WESTERN					
TEX MILLIGAN Bullet 715	Nashville Moan Ordinary "Moon" creation is warbled with competence.	61--62--62--60			
	Flowers on Lovers Lane Routine throbb effort.	60--60--60--60			
CACTUS PRYOR (And His Prickly-pears) 4 Star 1529	(In Again, Out Again) Packing Up My Barracks Bags Blues Bright novelty blues is sock entertainment in Pryor's personality-packed version.	78--80--75--80			
	Excuses Up-tempo slam-bang novelty by Pryor and gang merits same comment.	78--80--75--80			
SMOKY ROGERS STRING BAND Coast 64063	Tamburitas Boogie Quality string-band boogie has potent rhythm and colorful lyric. Great country dance disk.	83--84--83--83			
	Lose Your Blues (Fetlin Husky) Number started by Red Kirk gets a somewhat labored Hank Williams-styled warble here.	67--68--67--67			
WOODY CARTER AND HIS HOE-DOWN BOYS Lucky 7-1002	I've Got the Craziest Feeling Pop-styled Floyd Tillman tune gets a fair-to-middlin' Western pop rendition here. Unlikely to arouse more than territorial interest.	59--60--58--58			
	Runnin' Round Slap-beat novelty is danceable and lyrics include some smile lines. Vocal treatment is passable.	66--66--66--66			
AL ROGERS (With the Rocky Mountain Boys) MGM 10916	Deep Water Rogers warbles a fair philosophical country torcher in a full, easy bary. Combo plays a medium dance beat.	65--65--63--67			
	Cee, But It's Lonesome Out Tonight Chatter gets more expression and effort into a warm rendition of a retentively simple ballad.	72--72--71--73			
HANK LOCKLIN (and the Rocky Mountain Playboys) 4 Star 1930	The I've Lost Locklin chants a routine torcher-with-beat in an engaging country-boy style.	67--67--67--67			
	No One Is Sweeter Than You Like flip, the performance is fine, the material is undistinguished.	68--68--68--68			
SLIM CARTER (with His Country Boys) MGM 10912	A Million Blue Tears Carter injects a load of heart into a winning country torcher, singing with a fine beat. Combo lays down perfect tempo.	81--81--81--81			
	It's Hard To Say Good-Bye Same application of feeling and effort into a warm rendition of a retentively simple ballad.	73--73--73--73			
ERNEST TUBB Decca 46269	(Remember Me) I'm the One Who Loves You Extra strong Decca coverage on a country ballad which is coming on strongly. Tubb's following should make him a contender for top coin on the song.	84--84--84--84			
	I Need Attention Bad A strong original ditty is perfectly fitted to the gitty warbler and should help make this a highly profitable coupling.	84--84--84--84			
INTERNATIONAL					
BERNIE WYTE AND HIS POLKA BAND (Artie Malvin) V(45)51-3273 (78)29-1175	The Barking Dog Polka Forced novelty idea interferences with some sock Polish polka orking here.	67--67--67--66			
	Chinese Polka Pop influence sneaks into this one, which is built on a familiar Chinese-suggestive theme.	68--70--67--66			
RAY KRENEK ORK FEC-211	No, No, Polka Recording sound and band style here suggest circa 1920. Instrumental is unlikely to register.	43--40--40--50			
	My Dreamboat Waltz (L. Krenak, B. Hilsner, R. Krenak) Foreign-style waltz is danceable, but inept recording dims any other virtues it may have.	47--44--44--52			
TED MAKSYMOWICZ AND HIS POLKA ORK (B. Scott) Decca 45115	Polka Hop Danceable, fairly routine polka with short vocal sequences in English.	70--70--70--70			
	Jedzie Boat (T. Maksymowicz—Julie Kowalski (Carrett)) Polka bit of several years ago is done in sparkling duet form. In Polish. Danceable disk could still find a market.	72--72--71--73			
JOHNNY VADNAL ORK (The Carroll Sisters—The Vadnal Trio) V(45)51-2175 (78)25-1175	Rob 'Em Blind Traditional polka strains is turned into a pop polka novelty, rendered with moderate effectiveness in Slovenian-American style.	71--72--70--70			
	Petite Waltz Version of an on-coming waltz tune has competition style-wise in another Victor diskings, by the Three Suns. This one should do okay with Vadnal's usual buyers.	73--72--72--76			
GRACE JEANNE-J. RESETAR ORK Token 303	Coney Island Polka Lively polka is danceable, the lyric is unlikely to excite the C. I. chamber of commerce.	57--57--57--57			
	The Little Fiddle Polka Rousing polka is orked Polish style, with some effects lost in so-so recording. Vocal, in English, is brief.	63--64--62--63			
FRED ZAJAC AND HIS POLKA ACES Cozy 235	Chicken Polka Sock Polish style instrumental is a melodic paraphrase of "Clarinet Polka," with clucking effect added.	73--75--73--72			
	Carnival Polka Similar stuff, very well played.	72--73--72--72			
RAY HENRY ORK Dana 303a	Domino Polka Zestful urking, fine, well-balanced recording, and a strong instrumental opus here. Not limited to Polish notes. Strong, crisp beat has universal dance appeal.	81--81--80--83			
	Harvest Moon Polka Similarly fine wailing, with a strong static tune quality.	83--83--82--83			



ROLL-or-KARI DUAL TRUCKS

You'll be amazed how easy Roll-or-Kari Dual Trucks move bulky pieces such as organs, juke boxes, pinball machines. Adjustable to any size load. Roll-or-Kari Dual Trucks are easy to attach and easy to roll. Patented Step-on-Lift. Folding handles. Capacity 1,000 lbs. Roll-or-Kari Dual Trucks are your insurance against time or breakage losses. Write today for full information.

DEPT. C
ROLL-or-KARI CO.
ZUMBROTA • MINNESOTA

SHUFFLE ALLEYS

Chicago Coin Bowling Alley, With Lie-Up Pin, Green Cabinet	\$109.50
Chicago Coin Bowling Classic	169.80
Gottlieb Bowlette	69.50
Chicago Coin Shuffle Baseball	119.50
Chicago Coin Ace Bowler	Write
Quarterback (Williams)	\$269.50

FIVE BALLS

Double Shuffle	\$79.50	Sally	\$29.50
Freshie	124.50	Baby Face	39.50
Aquacade	29.50	Robin Hood	34.50
St. Louis	79.50	Trade Winds	24.50
Bullions & Bows	79.50	Ballerina	24.50
Tahiti	89.50	Serenade	39.50
Boston	69.50	Trinidad	29.50
Golden Gloves	99.50	Mardi Gras	42.50
Maryland	79.50	Wisconsin	32.50
Oklahoma	69.50	Hot Rods	79.50
Summertime	29.50	Scrabball	79.50
Speedway	29.50	Bowl's Chemo	59.50
		Men	Write

ONE BALL

Champion	\$309.50
Citation	189.50
Jockey Special	64.50

GENERAL DISTRIBUTING

233 N. Broad Ave. New Orleans, La.

FOR SALE COIN MACHINE ROUTE

Well established, good paying route of approximately 250 Machines. 100 Phonographs, 100 Pin Balls and 50 Shuffle Alleys on location. Also available with above, a good paying wired music business. Equipment up to date and includes Seeburg 100 Selectomatics, A. M. I's, A. B. C., Wurliizer 1100's. Route located in a city of hundred thousand population in N. E. Pennsylvania. Four Trucks included. Building available. Additional information on application. BOX D-445, e/o The Billboard, Cincinnati 22, O.

LOWEST MESH PRICES IN THE U. S. A.

Wurlitzer 400K. Ea.	\$44.50
Wurlitzer 500K. Ea.	44.50
Wurlitzer 850. Ea.	74.50
Wurlitzer 100. Ea.	74.50
Seeburg Lo Tone	69.50
Seeburg 12	34.50

SPECIAL!

18 Peanut Machines, Hot Nut, Hawk-eye, Sun, Ea. 3.50
3 Wurlitzer #148 Steppers, Ea. 7.95
3 Wurlitzer #219 Steppers, Ea. 24.50
Bowe & Col. Clip. Machine Stand 39.50

OLSHEN DISTRIBUTING CO.
1100 Broadway Albany 4, N. Y.

SPECIAL, \$49.50 Each

BUCCANER	VIRGINIA
STAR DUST	BARNACLE BILL
CARNIVAL	JACK & JILL
JAMBOREE	DEW-A-DITTY
PARADISE	SPEEDWAY

Write for prices on Art items (new), Decker, Playland (new) and Quarterbacks (new & used).

Lehigh Specialty Co.
876 N. Broad St. Philadelphia 30, Pa.
Poplar 5-3399

Record Reviews

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
INTERNATIONAL		
GENE WISNIEWSKI (Harmony Bells Ork) Dana 705 (Polish)	Dobranoc, Irenko Quality sugar-band orking and harmony warbling of "Goodnight, Irene" in Polish. Fine waltz, should go big in Polish nabes.	84--84--84--84
	Hecia Famous "Helen Polka" that put this label on the map several years ago, gets a sock new waxing job by the popular Polish orkster and vocal crew.	83--84--82--82
GENE WISNIEWSKI (Harmony Bells Ork) Dana 706 (Staj Jaworski) (Polish)	Mona Lisa Polish tenor from Buffalo, backed by strong Yankee-style orking, delivers the hit in Polish.	80--81--80--80
	Ti-Ka-Ti-Ka Ta Pop-Polish waltz is warbled and orked in the modern manner. Danceably, well-recorded effort.	80--80--80--80
CHILDREN		
LANNY ROSS Adventure 19	A Song Trip Around the World—No. 1 France, Holland, England, Ireland, Norway, Russia. Familiar folk tunes of the above lands are given new English lyrics that provide information about the countries they derive from. The popular radio-TV tenor projects them warmly. Name will draw some attention.	72--74--70--NS
LANNY ROSS Adventure 20	A Song Trip Around the World—No. 2 Switzerland, Italy, Egypt, China, Mexico, America. Group of folk song adaptations could have a fair audio-visual market—and Ross's name should draw attention in retail shops.	72--74--70--NS
RELIGIOUS		
HANK AND AUDREY MGK 10813	I Heard My Mother Praying for Me Mr. and Mrs. Williams, in their deepest hillbilly manner, turn out a potent sacred harmony bit for the Southern and h. b. markets.	83--83--83--NS
	Jesus Remembered Me Less effective bit, less effectively projected.	72--72--72--NS
HANK LOCKLIN 4 Star 1521	The Holy Teain So-so original is warbled with conviction by the rural vocalist in a routine production.	70--70--70--NS
	Is There Room for Me Another Locklin original, of similar consistency.	70--70--70--NS
SPIRITUAL		
ROBERT ROSS SINGERS Apollo 231	How Far Am I From Canaan (Parts I & II) Very convincing male chanter leads the proceedings, carrying the burden for most of side one. He's then joined by congregation and tempo picks up, carrying over on flip. An especially effective hunk of gospel wax.	81--81--81--NS
FAIRFIELD FOUR Dot 1011	In the Wilderness Ordinary male spiritual offering, with some inspired phrases from the lead shouter.	70--70--70--NS
	Let Me Tell You About Jesus Up-tempo jubilee shout is more effective in this precise, clipped-phrase rendition.	73--73--73--NS
LATIN AMERICAN		
LOS GUARACHEROS DE ORIENTE V 23-5232	El Baquillero (guaracha) Moderately paced gang rumba is in authentic Cuban style. Danceable stuff.	74--74--76--72
	La Fiesta De Los Ratonos (guaracha) Similar stuff, with more color than flip.	75--75--77--74
GERI GALIAN AND HIS CARIBBEAN RHYTHM BOYS Coral 60304	My Shawl (Ombo) (bolero) Florid, flashy, but not especially exciting piano styling of the Latin standard, with danceable rhythm backing.	69--70--68--68
	Capullito De Alali (guaracha) Brighter number is a more suitable vehicle for the pianist's nervous fingers. Fairly danceable stuff.	73--76--73--70
PEREZ PRADO Y SU ORQUESTA V 23-5213	La Chula Linda (mambo) "Cielito Lindo," the old Latin folk tune, gets a bluesy, modern jazz interpretation—with a danceable mambo beat, if not the flavor.	73--78--74--78
	Gateando (mambo) More typical, more danceable, and more suitable for Yankee rumbadictis, is this Prado screamer.	81--83--81--77
TRIO JOHNNY RODRIGUEZ Decca 21320	Nicbias Del Riachuelo (bolero) Group ballad offering is danceable, typical tropical fare at a slow tempo. Guitar, trumpet and drums provide color.	72--72--72--72
	Burumbumba (guaracha mambo) Up-tempo effort is more exciting and more danceable. Fine rumba waxing for native and Yankee tastes.	80--80--80--80
HOT JAZZ		
WARDELL GRAY-PHIL HILL Prestige 79	A Sinner Kissed an Angel Tenairst Gray, here leaning toward the Coleman Hawkins' style, bred with Charlie Parkerisms, creates a lovely mood in a lush solo of a pretty idie.	76--79--75--75
	Grayhound Gray goes on an original opus and blows in the modern cool style. Mainly for fans and boppers.	65--69--65--62
SONNY STITT QUARTET (Bud Powell-Curley Russell-Max Roach) Prestige 1006	Taking a Chance on Love Stitt and his tenor sax take on this great standard at a rapid up tempo. Stitt and keyboardist Bud Powell unlose moments of fine, moving bop.	68--72--68--65
	Sonny Side Stitt ticks up a mighty fuz on his tenor sax on this original which also hignspots a large slab of Powell's 88-Ing.	65--70--64--62

Correction

CHICAGO, Oct. 14.—In the trade directory of The Billboard, October 7, it was incorrectly reported that Chicago Coin appointed Empire Coin as national distributor of its Bowling Alley conversion. It should have read: M & T Sales, Chicago, appointed Empire Coin Machine Exchange, Chicago, as national distributor of its conversion designed for use on Chicago Coin's Bowling Alley. M & T is the manufacturer of the conversion.

Ky. County Gets Pin Game Okay

CAVE CITY, Ky., Oct. 14.—Pin-ball machine operators in this section of Kentucky won a decision which invalidates the Cave City ordinance against one-ball machines. Cave City two years ago passed an ordinance which banned one-balls from any part of the county, even tho five-balls had been declared legal. When six operators took the case to the State government for study, A. E. Funk, State attorney general, ruled the city law was contrary to a Kentucky law passed at the 1950 session of the Legislature, and restored their legality throuout the county. Machines are being reinstalled at various locations in the city and county.

WEIGHT
88 POUNDS



CLUB
HANDLE

\$139⁵⁰

**BRAND NEW
ROL-A-TOPS**

5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889. Tel. Columbus 1-2772
Cable Address: WATLINGITE, Chicago

GREAT BUYS IN PHONOGRAPHS

WURLITZER		SEEBURG	
1250	Write	147-8M	\$357.00
1015	\$269.00	146-8M	319.00
1080	269.00		
AIREON			
Coronet 400	\$149.00		

These Phonographs Are Thoroughly Reconditioned - Like New!

SEEBURG		WALL BOXES	
W1-L56 (NEW)	\$37.00	WS-22, 5¢	\$8.95
3W2-L56 5¢, 3 WIRE	29.00	DS20-12, 5¢	8.95
W1-L56 5¢ WIRELESS	24.50	Buckley 30-Wire,	
WB-1Z, 5/10/25	17.00	Illuminated	7.50
D3B-1Z, 5/10/25	17.00		

SEEBURG	WURLITZER	ROCK-OLA	
1941 R.C. Special	\$ 99	Playmaster	\$69
Hightone, R.C.	99	Super 40	59
Hightone, E.S.	79	Oeluse 39	59
Enjoy	89	Standard 39	59
Major	79	Commando	49
Colonel	69		
Regal	59	AIREON	
		Fiesta	\$149.00

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

147M DOME, \$17.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
WE SPECIALIZE IN EXPORT TRADE

DAVIS

DISTRIBUTING CORP.

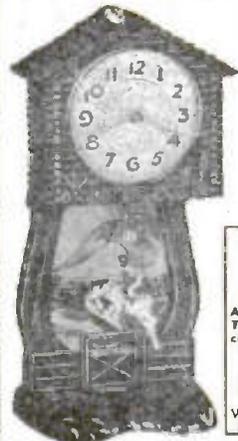
738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194

Branches in
Albany
Rochester
Buffalo

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE
See Inside Front Cover This Issue

**MERCHANDISE HEADQUARTERS
for SHUFFLEBOARD
OPERATORS!**



**Just Arrived
The New Live Action
LUCKY
RANGER CLOCK**

ONLY
\$4.17 EA.
In Oas. Lots
Add 20% Federal
Tax Unless Pur-
chased for Resale.
Sample \$5.00
Postpaid
25% Dep. Bal.
C. O. O.
We Prepay With
Full Remittance.

Perpetual moving cowboy on
bronco with prairie scene back-
ground. 40 hour wind. Rich
plastic. 12" long, 7" wide at
base. Immediate delivery.
We Carry a Great Variety of Hot
Premium Items With

INVENTORY ON HAND

AT ALL TIMES

We Are Centrally Located. Drive
Up and Take Your Merchandise With
You.

141 FIFTH AVE. (Near 21st St.)
NEW YORK, N. Y.
GRamercy 5-3141

L. THALER & CO., INC.

ROCK-BOTTOM PRICES

ONE BALLS	FIVE BALLS
BALLY CHAMPIONS \$349.50	SHARPSHOOTER \$109.50
BALLY CITATIONS 199.50	BOWLING CHAMP 89.50
BALLY GOLD CUPS 124.50	MOON GLOW 74.50
BALLY JOCKEY SPECIALS 74.50	TELECARD 69.50
BALLY SPECIAL ENTRIES 49.50	PARADISE 49.50
CONSOLES	JUST 21 49.50
KEENEY 5 & 25¢ BONUS SUPER BELLS \$199.50	CARNIVAL 49.50
KEENEY 5 & 25¢ GOLD NUGGET 184.50	PINCH HITTER 79.50
BALLY DOUBLE UPS 179.50	MEXICO 17.50
BALLY RESERVE BELLS 174.50	PLAYBOY 17.50
BALLY DELUXE DRAW BELLS 139.50	BAFFLE CARD 14.50
BALLY RED BUTTON DRAW BELL 89.50	MYSTERY 14.50
BUCKLEY TRACK ODDS. D.D. (I.P.) 249.50	MANHATTAN 22.50
PHONOGRAPHS	SUPERSCORE 17.50
1015 WURLITZERS \$289.50	SOUTH SEAS 15.50
48 SEEBURG (BLONDE) 409.50	YANKEE DOODLE 19.50
47 SEEBURG 324.50	MELODY 22.50
46 SEEBURG 249.50	BOWLING LEAGUE 14.50
400 AIRCON CORONET 149.50	SEA ISLE 19.50
AIRCON FIESTA (BLONDE) 144.50	

ONE-THIRD DEPOSIT, BALANCE C. O. O. OR SIGHT DRAFT

PARKER DISTRIBUTING COMPANY

311 8TH AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194-42-1231

**UNITED DELUXE
REBOUND
SHUFFLE ALLEY**

\$189.50

★ Official, authentic bowling scoring. Extremely fast play—
45 seconds. Sensible single player operation for maximum
collections. Smooth, quiet operation. Out of order calls prac-
tically eliminated. Can't be distinguished from a new machine.
Genuine United parts used exclusively. Size 8' x 2'. NEW
GAME VALUE FOR LESS MONEY!!!

½ deposit with all orders.
WRITE—WIRE—PHONE

U. S. DISTRIBUTING CO.

615 10th Avenue
(Cor. 44th St.)
New York 18, N. Y.
JUdson 6-1865

**The NEW Billboard
SUBSCRIPTION ORDER FORM**



The Billboard CM-10-21
2160 Patterson Street
Cincinnati 22, Ohio

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

Name _____ \$10 enclosed

Address _____ Bill me

City _____ Zone _____ State _____

Profession or Business _____

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Oct. 12, 1935. — Direc-
tors of the Pennsylvania Operators'
Association met in Harrisburg to
tresh out new problems facing mem-
bers as a result of the passage of the
State amusement tax act. During the
meet, arrangements were made for
a series of subsequent get-togethers
of all Pennsylvania operators of
amusement and juke equipment, set
for Allentown, Harrisburg, Pitts-
burgh and Scranton.

The new tax, in addition to a per-
mit fee of \$1 for each place of amuse-
ment, called for an additional tax at
the rate of 1 cent for each 25 cents
of the established price charged the
public. It was stated that the tax
would result in a penny tax on each
nickel dropped in a coin machine.

Among the directors and others
who attended the Harrisburg meeting
were I. Freedman and J. Grove Loser,
Harrisburg; M. Schoenfeld, Phil Frank
and Cy Glickman, Philadelphia; J. D.
Lazar, Pittsburgh; S. N. Bosch, F.
Kauffman and Ben Sterling, Allen-
town; E. G. Liadrakes and Anthony
Paschales, Shenandoah; Max Miller,
Henry Miller and Gilbert Miller, Wil-
liamsport, and M. Askow and E. A.
Freedman, York. Presiding at the
meeting was Irvin Freedman, associa-
tion president.

George Berend, who headed the
G-B Novelty Company of Miami with
his brother, Bert, died as a result of
being gassed during World War I.
G-B Novelty was distributor in the
Greater Miami area for A. H. Bechtel.

According to current (1935) prac-
tice of working a bulk penny opera-
tion on a basis of 60 per cent gross
profit (or never less than 50 per
cent), the following pattern was used:
Taking Spanish peanuts as an ex-
ample, which cost 12 cents per pound
and averaged 1,350 nuts to the pound,
a 22-nut penny portion would have
to be used to sell them at 60 cents.
A machine filled with five pounds
would sell out at \$3, less 20 per cent
commission, and thus leave \$2.40 to
the operator. From this the cost of
the five pounds of nuts would have
to be deducted. This left a gross
profit of \$1.80, or 36 cents a pound, to
care for servicing, replacement costs
and overhead.

The biggest coin machine exposi-
tion in the history of the industry was
the tag line for the show in Chicago's
Hotel Sherman. Managing Director
Joe Huber reported numbers of ex-
hibitors had already contracted for
space.

10 Years Ago This Week

CHICAGO, Oct. 12, 1940. — Jim
Gillmore, secretary-manager of Coin
Machine Industries, Inc., announced
the 1941 coin machine convention
committee would consist of the fol-
lowing trade leaders: Show commit-
tee, Richard Groetchen, chairman;
W. E. Bolen, Homer E. Caphart,
John Chrest, David C. Rockola,
Walter Trautsch, Sam Wolberg. En-
tertainment committee: R. W. Hood,
chairman; C. R. Adelberg, Harold
Baker, Meyer Gensburg. Publicity
committee: Herb Jones, chairman; Al
Douglas, A. E. Gebert, Jimmy John-
son, Jack Nelson.

Marshall Cornine Jr., introduced a
new penny chocolate bar vender,
called Marcor. It featured a two-
column design, with a 110-bar ca-
pacity. Cornine also was readying a
golf-ball vender, quarter operated.
This machine was originally designed
for the New York City Park Depart-
ment. . . . Spokane, music opera-
tors were kicking about the alleged
lack of good new record releases.
They claimed they didn't "know what
to order," that there was plenty of
hillbilly tunes, but "that's all."

Among the top hit platters for
jukees were *Sierra Sue*, *Fools Rush In*,
When the Swallows Come Back to

Capistrano, and *I'm Nobody's Baby*.
Among the comers-up in the nickel
parade were *Ferryboat Serenade*,
Trade Winds, *That's for Me*, *The*
Nearness of You and *Whispering*
Grass. Possibilities listed by *The Bill-*
board were *Crossin' On*, *Only Forever*,
The Same Old Story, *Rhumboogie*
and *Dolomite*.

A new Bally Manufacturing Com-
pany game featured revolving targets.
Called *Progress*, it offered five-ball
convertible, free-play or novelty
play, with three revolving targets
down the center of the board. George
Jenkins, Bally general sales man-
ager, said they were called turn-
targets because they kept turning
during the entire play. Game was a
follow-up to firm's *Fleet*, which
boasted only one moving target.

International Mutoscope Reel Com-
pany, Inc., put on a bang-up promo-
tion drive on its *Sky Fighter*. Ten
of firm's distributors combined to
advertise the game as a single unit
to back up the drive, which returned
boom order conditions because of the
popular appeal of "sightin' and shoot-
in'" games brought about by the
European war.

**Michigan Ops
Mull Fair Trade**

(Continued from page 86)

to the juke-box industry is California,
where 21 counties are under the act
August 1, according to Roy Clason,
executive secretary of MAPOA.
There, a preliminary survey was set
up, and a law finally passed which
made it possible, in the effective
counties, for the industry to go under
fair trade regulation, making it illegal
to operate below cost.

Survey Field

Preliminary survey is being made
here by a committee of major opera-
tors named by MAPOA President
Morris Goldman, and including Victor
De Schryver, M-quette Music
Company; Joseph Brilliant, Brilliant
Music Company; Anthony Siracuse,
Circle Music Company; Frank Allu-
vot, Frank's Music; Ben Okum, Okay
Vending Company; Gerhard (Gay)
Woberlin, Gay Coin Distributors;
Everette Watson, Ray Music Com-
pany, and Glenn Yuille, Wolverine
Entertainers. City and State operators
are represented in this group. Pre-
liminary meeting is to be held next
week.

Operating Costs

Similar operating costs to those
found in California are likely to be
found desirable in this State, it was
indicated by Clason, with the basic
per week operating cost there set at
\$7.12 plus depreciation. The latter
factor would probably be on a dif-
ferent basis here, because Michigan
operators appear to work upon a
straight line basis, instead of an ac-
celerated schedule as used in Cali-
fornia, altho the net result is the same
at the end of four years. The Michi-
gan practice, Clason pointed out, is to
amortize the cost of the machines
over an entire four-year period while
the California schedule works on a
basis of write-offs of 40, 30, 20 and
10 per cent in successive years, re-
sulting in net per week charges for
each year of \$15.12, \$13.12, \$11.12
and \$9.12, with \$7.12 for each year
after the fourth.

Correction

Thru an oversight, the Rowe
Manufacturing Company, 31
East 17th Street, New York, was
omitted from the list of dairy
drink vender manufacturers
published in the October 7 is-
sue of *The Billboard*.

PLENTY OF MILLS SLOT MACHINES

18 GOLDEN FALLS, 5c.	\$117.50
10c.	122.50
25c.	149.50
50c.	225.00
27 BLACK CHERRIES, 5c.	117.50
10c.	122.50
25c.	149.50
50c.	275.00
18 BLUE BELLS, 5c.	195.00
10c.	205.00
25c.	215.00
16 DEUCES WILD, 5c.	195.00
10c.	205.00
25c.	215.00
27 JEWEL BELLS, 5c.	149.50
10c.	160.00
25c.	175.00
1 \$1.00 PACE.	325.00
17 Q. T.'s, 5c.	69.50

OTHER

5 CITATIONS.	169.50
8 500 WURLITZERS.	47.50
4 750 WURLITZERS.	94.50

(\$10.00 extra crating phones. 1 1/2 Deposit.)

Sterling Novelty Co., Inc.
 669 So. Broadway Lexington, Ky.
 Ph. 2-6886
ALL TYPES OF COIN OPERATED MACHINES

STANDARD TYPERS



READY FOR IMMEDIATE SHIPMENT
 Rebuild and Refinish Machines that look and operate like NEW.

NEW MACHINES, REPAIR PARTS and ALUMINUM DISCS

We rebuild Old Grotchen or Standard Typers LIKE NEW or accept them on trade for Guaranteed New or Rebuilt Machines.

OPERATE A PROVEN MONEY MAKER 365 DAYS EVERY YEAR. BUILT TO LAST A LIFETIME.

STANDARD SCALE CO.
 1609 DELMAR BLVD. ST. LOUIS 3, MO.

Calendar for Coinmen

October 19, 26 — Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
 October 23—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 October 24—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 October 25—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.
 October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 October 26—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 October 26 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 October 30-November 2 — American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.
 October 31 — Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 November 1—Coin Machine Operators' Association of Harris County (CMOABC), Chamber of Commerce Building, Houston.
 November 2—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
 November 2—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 November 2 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
 November 6—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 November 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 November 7, 21—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 November 8—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Gutman's, Morton Grove, Ill.
 November 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 November 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
 November 12-15 — National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.
 November 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland, Calif.
 November 15—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.
 November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)



WEIGHT, 165 LBS.
\$25 DOWN
Balance \$10 Monthly

400 DE LUXE 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.
 Bk. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGTE, Chicago

DALLAS, TEXAS

JUKE BOX AND 1-BALL ROUTE

Income averages more than \$2000.00 monthly. Route includes 35 Wurlitzer 1100's, 3 Hideaways and 37 Wall Boxes, 2 Wurlitzer 950's, 1 Rock-Ola, 1 Wurlitzer 500, 8 One Balls, plus other assets of approximately \$3000.00. All equipment on location. Route exceptionally well established. Total price, \$32,500.00 cash. Books open to responsible parties.

OWNER

P. O. Box 5684 Dallas, Texas

The Largest and Most Complete Stock of SPARE PARTS for EUROPEAN OPERATORS

■ A full stock of spare parts for any coin-operated machine available at all times. For Pinballs, Arcade and Luna Park Equipment, Sound Movies, Shuffle Alleys and Juke Boxes.

INTERNATIONAL AMUSEMENT CO. • **BELGIAN AMUSEMENT CO., LTD.**
 33 W. 46th St. New York 19, N. Y. • Kroonstraat 138 Antwerp, Belgium
 Luxembourg 2-1251 Telephone 54.035

NOTE: We also sell all of the types of coin-operated equipment shown above, and all are perfectly reconditioned for appearance and mechanical operation. Order from International-Belgian, a source you can really depend on.

SLOT SALE

25c Mills Black Cherry, 3-5 Pay Out ... \$ 75.00 5c Black Beauty, 2-4 Payout \$150.00
 5c Mills Melon Bell, 1949, 2-5 Pay Out. 125.00 10c & 25c Buckley Criss Cross, 2-5 P. O. 115.00
 5c-10c-25c Jewel Bell, 2-5 Payout 135.00 1c Jennings Factory Rebuilt 150.00
 Send One-Third Deposit.

FRANK GUERRINI Burnham, Pa.

CLEAN—READY TO OPERATE

One (1) Evans 1949 Ten Strike, P.P. \$125.00 One (1) Bally Carnival \$ 80.00
 One (1) Exhibit Dale Gun 70.00 One (1) Chicago Coin Baseball (Shuttle). 110.00
 One (1) Exhibit Silver Butlers \$115.00
 One Third Deposit, Balance C.O.D.
CHARLES MAYNARD

BOX 348

FRANKFORT, KY.

MOST LIBERAL MOST MAGNETIC MOST PROFITABLE COIN MACHINES FOR EVERY AMUSEMENT PURPOSE

O. D. JENNINGS & CO.
 4307-39 W. LAKE ST., CHICAGO 24, ILL.

TRADIO

THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
 Ashby Park, N. J., Ashby Park 2-7447

For News About **The New Billboard**

BEGINNING WITH THE NOVEMBER 4 ISSUE
 See Inside Front Cover This Issue

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

SHUFFLE GAMES

- Universal Shuffle Alley with 114-up pins \$ 59.50
United Shuffle Alley with original disappearing pin conversion 109.50
Williams Twin Shuffle with 114-up pins 89.50
Williams Deluxe Bowler with original fly-up pin 149.50
Rock-Ola Shuffle Lane, 8' or 9 1/2' with 114-up pins 59.50
Genco Bowling League, 10', with 114-up pins 69.50
Gottlieb Bowlers 89.50
Chi. Coin Bowling Alley with 114-up pins 99.50
Universal Twin Shuffle with 114-up pins 99.50
Universal Twin Shuffle with 114-up pin conversion 139.50
Bally Speed Bowler 199.00

THE MOST BEAUTIFUL CONVERSION FOR ORIGINAL

UNITED SHUFFLE ALLEY

WITH MOTOR DRIVEN PIN RESET \$49.50

IN LOTS OF 3 \$44.50

Do not confuse this conversion with others at the same price which are NOT MOTORIZED!

- Beautiful 114-Up Pin Conversion for Universal Twin Bowler \$ 8.95
Original United Fly-Up Pin Conversion for United Double Shuffle 79.50
Original United Conversion for United Super Shuffle Alley 79.50
Williams Quarterback 89.50
Williams Quarterback with Star Series Batting Assembly in pieces or flippers 99.50
Chi. Coin Basketball 179.50

PINS

- Carnival \$ 19.50
Banjo 34.50
Catalina 34.50
Beach Club 34.50
Melors '49 49.50
Cross Pins with flippers 29.50
Havana with flippers 29.50
Lerlet 34.50
Robin Hood 34.50
Virginia 34.50
Sally 39.50
Singapore with flippers 29.50
Mardi Gras 24.50
Screwball 24.50
Sunny 34.50
Trinidad 34.50
Thrill 34.50
Tennessee 34.50
Wisconsin 34.50
Just 31 39.50
Lucky Inning 99.50

CONSOLES & 1-BALLS

- Keeney Bonus Super Bell, 3c \$129.50
Keeney Bonus Super Bell Twin, 5c & 2 1/2c 195.00
Keeney Old Nigger, 5c 159.50
Deluxe Draw Bell 295.00
1948 Evans Winterbook 199.50
Bally Citation 229.50
Bally Champion 379.50
Bally Hot Rod 119.50

1/8 with order, balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

FOR SALE

10 Mills Black Cherry Bells: 7-cent, \$85 each; 3 10-cent, \$90 each; 4 25-cent, \$95 each; 2 50-cent, \$170 each. 2 sets 510-52. Never built; others regular model. These machines are mechanically perfect and ready to operate. Transportation charges to be paid by purchaser. If interested, write:

L. McCANNON Box 169, Burlington, Iowa

12 EXHIBIT ROTARYS

PUSHER TYPE Clean, good working order \$175.00 Each; \$2,000.00 for Entire Lot

E. HOWARD

3426 Tamps St. Houston, Texas

NPA To Study CM Industry

(Continued from page 95)

ducers and makers of non-essential products.

As NPA starts making preliminary plans for full controls, it has some pre-conceived notions about coin machines. Staffers who will make the recommendations for top-brass approval are generally sympathetic toward vending machines, cool toward amusement games and inimical toward gaming devices.

If this attitude is maintained, chances are that makers of vending machines would get controlled metals as essential civilian goods producers, being allowed a percentage of their average metal purchases. At the very worst, amusement game makers would be allowed enough scarce materials to produce parts. Metals for making bell machines would be strictly limited and possibly banned.

Should the international situation ease, it is possible that full controls will be unnecessary on metals, the priorities for military producers are virtually certain to remain for years.

Steel Output Up

More steel is now being produced than even during the top war output period, but heavy demand is taking everything the steel mills can put out. Capacity can be increased, according to Commerce Department, but construction of new mills is a lengthy process. Output of copper is near war peaks and is now about equal to demand. Once military orders start flowing, however, supply will be less than demand. Tightest of all metals is aluminum because of the rapid step-up in plane production. Stockpiles of tin are much higher than before the start of World War II, but as the U. S. is largely dependent on imports, the tin stocks will be used only for war purposes. Paper wrappings soon will replace tinfoil as a candy bar cover, NPA officials predict.

CENSUS REPORTS

(Continued from page 95)

showed a decline of 7 per cent. Drugstores, a haven for many amusement games, had business gains averaging 3 per cent in Chicago, Detroit, Cleveland, Atlanta and Washington. Declines of about 2 per cent were reported for Providence, Hartford and Dallas, while drugstores in other cities had approximately equal business in July and August.

Gas stations showed the widest variations, even among cities in the same area. Chicago stations were up 5 per cent, but Detroit stations were down 6 per cent. Dallas showed no change, but San Antonio dropped 12 per cent in gas station business. New York was off only 1 per cent, Philadelphia down 13 per cent. Washington increased 4 per cent, Baltimore dropped 1 per cent. Returns for the other cities were not tabulated.

OUTPUT CONTROLLED

(Continued from page 108)

strong, although there are indications costs may rise—just as they have in so many other phases of American industry.

Labor, while not a major factor in the field, will reflect higher costs of board refinishing and servicing in general in the future.

While the cost picture reflects the times, the grosses being racked up in most localities also are on the upgrade. League play, now fairly well under way, is considerably over that of a year ago, while transient, or unorganized play, is also up, due mainly to the premium tie-ins which have come into vogue this season.

Puck Patter

(Continued from page 108)

Patty. . . . Mark Linkner, operator, is telling everyone he meets about his fine grandchildren after a visit to see them in Harrisburg, Pa. . . . Michael Weinberger, of Leo's Amusement, is recounting his adventures on a 10-day trip thru the East.

Joseph Brilliant, Brilliant Music Company, is putting his entire effort into organization of league play under the new DSA set-up. . . . Jean Westerdale, wife of John C. Westerdale, DSA league play director, is putting in as much time setting up teams as her spouse, even tho she's not on the official pay roll. . . . M. J. Feldman, Tri-Central Shuffleboard, is working on a new technique in refinishing the tops of shuffleboards, right on location. He claims the equipment must be kept up to the high standards of appearance maintained by the bowling business in order for the game to maintain equal popularity.

Jake Dumler and William K. Palmer are opening a new shuffleboard refinishing factory on the West Side at Joy and Telegraph roads.

Michael Benson, of the Nickle Amusement Company, president of the DSA, returned home a sadder man after seeing what Purdue University did to the Notre Dame team.

Salveson Switches To Khaki; Father Directs Operations

(Continued from page 95)

soon to enter military service. This called for some quick changes in his set-up.

Firstly, Salveson's father gave up his other activities and took over the coin machine operations. As one of the first 10 men in Beadle County to be called up, Salveson, before leaving for the army, completely checked his entire route. Several marginal locations were dropped and the equipment was rerouted to new stops. Old equipment was replaced and several additional pieces were purchased.

The permanent building at the fairgrounds was leased out this year and, although curtailed in scope, Salveson did have his concessions on hand. It was shortly after the fair concluded that Salveson entered the army.

Salveson, in the past few years, had become a distributor of some coin-operated equipment, salesboards and premiums, servicing smaller ops in the State. This activity is continuing under the senior Salveson's direction. The combination of coin machine operations and the outdoor concessions also is going to continue.

Until Salveson returns to his business, he says, "I know my father will do a good job with the routes—no doubt a better one than I was doing."

That's a tough assignment for anyone.

COMM. SELLS

(Continued from page 95)

by Commerce to Japan's need of new sources for what was supposed to come from Korea, but the chief reason is that the country has more money.

Most of the coin machines bought by Japan have been venders, and it is anticipated that this trend will continue. Controls on imports make it difficult for Japanese purchasers to buy other types of machines.

SACRIFICE

EVERY MACHINE READY FOR LOCATION

SHUFFLE BOWLERS

- Williams Twin Shuffle \$ 49.50
Genco Bowling League 49.50
Whelan Bowling Alley 109.50
Life-Up Pin Sets (New) 8.95

ARCADE & MISC.

- A.B.T. Challenger (Postwar) \$ 9.95
Chicago All Star Hockey 29.50
Williams All Stars 74.50
Atomic Bomber 49.50
Bar-a-Ball (Floor Model) 9.95
Bally Big Inning 194.50
Drivemobile 114.50
Liberator 19.50
Mini-Pop Automatic Popcorn Vendor 24.50
4 1/2 Microscope Moving Picture Machine (Floor Model With Reels) 19.50
Extra Reels for Above 4.95
Deluxe Photomatic (Postwar) 749.50
Evans Play Ball 19.50
2 Microscope Postcard Vendor (Postwar Floor Model, 2 1/2 Slots) 22.50
2 Exhibit Postcard Vendor (Postwar Floor Model, 2 1/2 Slots) 19.50
Pro-Score (Roll-down) 24.50
Williams Quarterback 199.50
1948 Quizzer (Brand New in Original Factory Crates, Floor Model) 59.50
Scientific Batting Practice 29.50
Microscope Silver Globe (Postwar) 19.50
Williams Star Series 139.50
1 Supreme Reckard Bowler 29.50
1 Universal Raider 69.50
1 Zingo 19.50

CONSOLES

- 2 1/2 Bonus Super Bell \$129.50
2 1/2 Twin Bonus Super Bell 209.50
1 Casino Bell 189.50
1 Casino Ball 189.50
1 Evans Racer, C.P.O. 294.00
2 Jennings Twin Challenger 179.50
1 Mills 5/8c Duplex (Like New) 169.50
1 Mills Four Balls 49.50
3 Three-Way Bonus Super Bell 249.50
2 1/2 Buckley Track Odds, 1946 (D.D.) 199.50
2 1/2 Buckley Track Odds, 1948 (D.D.) 307.50
8 Bally Triple Bell 199.50
4 Evans Winterbook 299.50
1 Citation 199.50

5 BALLS

- 1 Blue Skies \$ 34.50
1 Gottlieb Bowler 49.50
1 Contact 24.50
1 Grand Award 49.50
2 Judy (Floor Sample) 149.50
1 Just 21 64.50
1 Manhattan 22.50
1 Metroc 37.50
1 Paradise 39.50
1 Williams Quarterback 84.50
1 St. Louis 79.50
1 Speedway 29.50
3 Williams Star Series 159.50
1 Patriots (Floor Sample) 197.50
1 Wisconsin 29.50

SILENT SALES SYSTEM

4409 Baltimore Ave., Bladensburg, Maryland All Phones: WArlieid 3000

CLEAN, GUARANTEED BARGAINS

100 pre-war Mills Escalator Slots; lots of late model Mills and Jennings Slots; 10 25c 1946 Evans Bangtail Winterbook; 16 5c 1946 Evans Bangtail; 8 5c Evans Racer, F.P. & P.O.; also quantity of Keeney Bonus Bell; Bally Triple Bell. Call for right prices.

HEATH DISTRIBUTING COMPANY

243 Third St. Macon, Georgia Phone 2681-2682

WANTED

Rotaries, Diggers, Grandmother, K.O. Fighters, Vitalizer, Astroscopes, Kimo-Meter, Shoot-o-Matic, Open Doors, Post War Phonographs, Exhibit Meters, Kiddie Microscope Reels, Exhibit Cockeye Cretus, Chicken Sams, Seaburg Select-o-Matic 100, 48, 47, 46, etc. Warlister 1250, 1000, 1015, etc. AND A. B.

WRITE, GIVING DETAILS AND PRICE BOX 545, The Billboard 1544 Broadway New York City 19

PRICE REDUCED

One Ball Free Play Games—Used Bally Special Entry 69.50
Daily Racer 23.50
Victory Special 23.50

W. B. DISTRIBUTORS, Inc.

1012 Market Street St. Louis, Missouri

5 SHUFFLE ALLEYS

EXPRESS-UNITED FOR SALE Used two months. Practically new. \$225.00.

COASTAL AMUSEMENT CO., INC.

Webster Ave. & Boardwalk Seaside Heights, N. J.

Popcorn Vender Popping Hot in Maritime Shows

ST. JOHN, N. B., Oct. 14. — Automatic popcorn machines, small and medium sized, have recently been installed in many theaters in the maritime provinces. Not only are they located in the lobbies and entrances, but in foyers at the rear of auditoriums. The machines have replaced manual sales of popcorn as a means of reducing expenses and to save space. At theaters where little space is available in lobbies and at entrances, it has been found the machines provide much less noise and take less space than personally handled equipment. Even in many of the new movie theaters in this territory there is a minimum of space available for venders.

Trade Directory

New Equipment

Dale Six Shooter — target gun game — Exhibit Supply Company, Chicago.
 Fighting Irish—five-ball—Chicago Coin Machine Company, Chicago.
 Four Player Shuffle Alley—shuffle game—United Manufacturing Company, Chicago.
 Magic Glaze — protective coating for shuffleboards—American Shuffleboard Company, Union City, N. J.
 Mechanical adjustable - multiple coin mechanism — Bastian Blessing Company, Chicago.
 Pin Lite Shuffle Alley—straight novelty — Chicago Coin Machine Company, Chicago.
 Popcorn vending machine—Jayhawk Popcorn Company, Atchison, Kan.

Rec-O-Mat—record vending machine—Rec-O-Mat, Inc., Los Angeles.

Change of Address

Allied Coin Machine Company, Chicago, will move to 766 Milwaukee Avenue, November 1.
 American Coin Changer Corporation moved to 32 Oliver Street in Boston.

Change of Name

Bonanza Manufacturing Company, Los Angeles, changed its name to Bonanza, Ltd.

New Offices

South Coast Amusement Company, Houston, opened a branch office at 4113 Live Oak, Dallas.

Personals

Coan Manufacturing Company, Madison, Wis., appointed Charley Martin as service manager, to headquarters in Madison.

Diamond Match Company, New York, appointed William J. Wagner manager of the Syracuse regional sales office.

The Charles E. Hires Company, Philadelphia, appointed John D. Moore as sales manager.

Pepsi-Cola Company's newly elected chairman of the board is James W. Carkner.

Western Vending Machine Operators' Association officers for 1951, are M. I. Slater, re-elected president; Bob Laidenberger, secretary, and J. C. Pruner, vice-president and treasurer.

Distributor Appointments

Consolidated Productions, Inc., Detroit, appointed R. P. Hummel to cover the Cincinnati area; Otto W. Franzenbacher, Youngstown and Canton, O., and Eric, Pa.; Stanley Katcher, the Tucson, Ariz., area; and Waldo Haxxhurst for the St. Charles, Ill., territory.

SuperVend Sales Corporation, Chicago, appointed R. E. Nolen, 911 Fairground Avenue - Greensboro, N. C., to cover North Carolina; Mayflower Distributing Company, Omaha, for Nebraska and Western Iowa; Mayflower Distributing Company, St. Paul, for Minnesota, North and South Dakota; Paster Distributing Company, Milwaukee, for Wisconsin and Upper Peninsula of Michigan; Stanley Distributing Company, Cedar Rapids, Ia., for Eastern Iowa, and Vend-A-Drink Company, 10318 Woodward Avenue, Detroit, for the Greater Detroit area.

Thefts Cut Into NY Game Income

NEW YORK, Oct. 14. — Thieves, apparently equipped with a set of pass keys, have been dipping into game cash boxes here, beating operators to collections.

The rash of robberies seems the work of one gang. More than 20 machines have been rifled of their cash contents in the last two weeks in concentrated areas of Manhattan and Brooklyn. The sketchy evidence gathered so far points to a group of three men and a slacks-attired girl who have been noticed at the locations before the thefts.

The technique used is for one of the group to engage the bartender in conversation, while the others cluster around the game, hiding the cash box door from view.

Operators plan to counter by installing mechanically operated bells that will sound an alarm when the door is removed. Meanwhile, they are alerting location owners to watch for the quick-working quartet.

CENTRAL OHIO COIN

Buy Now!
 Immediate Delivery!

NEW SHUFFLE GAMES
 UNITED—TWIN REBOUND
 UNITED—SHUFFLE SLUGGER
 KEENEY—LEAGUE BOWLER, 8 & 9c.
 KEENEY—KING PIN
 CHI COIN—TROPHY BOWL
 CHI COIN—ACE BOWLER, Free Play
 UNITED—SINGLE REBOUND
 UNITED—4 PLAYER REBOUND
 UNIVERSAL—SUPER TWIN BOWLER, F.P.

SHUFFLE ALLEYS (Used)
 UNITED—SHUFFLE ALLEY . . . \$ 89.50
 GENCO—BOWLING LEAGUE . . . 99.50
 CHI COIN—SHUFFLE BASEBALL 149.50
 KEENEY—TEN PINS . . . 125.00
 COTTLEB—BOWLETTE . . . 119.50
 GENCO—GLIDER . . . 100.00

NEW PIN GAMES
 CHI COIN—FIGHTING IRISH
 EXHIBIT—OASIS
 COTTLEB—FOUR HORSEMEN
 GENCO—HARVEST TIME

NEW 1-BALLS Universal—WINNER

1 BALLS (Used)
 CHAMPION . . . \$349.50
 CITATION . . . 229.50
 GOLO CUPS . . . 149.50
 SPECIAL ENTRY . . . 69.50
 HOT ROD . . . 219.50
 VICTORY DERBY, C.P. . . 129.50

KEENEY ELECTRIC CIGARETTE VENDOR WITH CHANGER . . . \$294.50

LATE FLIPPER GAMES
 JUST 21 . . . \$149.50
 BALLERINA . . . 69.50
 KING COLE . . . 59.50
 ALI BABA . . . 59.50
 MELODY . . . 59.50
 ALICE IN WONDERLAND . . . 59.50
 BUILD UP . . . 59.50
 JAMBORRE . . . 59.50
 1-2-3 . . . 79.50
 TEMPTATION . . . 79.50
 STAR DUST . . . 79.50
 TENNESSEE . . . 69.50
 SPINBALL . . . 49.50
 FLOATING POWER . . . 79.50
 SHANGHAI . . . 49.50
 SALLY . . . 89.50
 TRIPLE ACTION . . . 49.50
 BUCCANEER . . . 69.50
 BLUE SKIES . . . 79.50
 TRADE WINDS . . . 69.50
 SWORD BALL . . . 59.50

SLOTS
 5c Blue or Brown Fronts . . . Write
 10c Blue or Brown Fronts . . . Write
 25c Blue or Brown Fronts . . . Write
 5-10-25c Melon Bells . . . Write
 5c Black Cherrys . . . Write
 10c Black Cherrys . . . Write
 25c Black Cherrys . . . Write
 50c Black Cherrys . . . Write
 50c Brown Front . . . Write
 5c New Vest Pockets . . . Write
 5c Mills Q.T. A-1 . . . Write
 5c Jennings Standard Chief . . . Write
 10c Jennings Standard Chief . . . Write
 25c Jennings Standard Chief . . . Write
 5c Jennings Deluxe Chief . . . Write
 10c Jennings Deluxe Chief . . . Write
 25c Jennings Deluxe Chief . . . Write

NEW SAFES "DELUXE" LINE
 SINGLE REVOLV-A-ROUND . . . \$132.00
 DOUBLE REVOLV-A-ROUND . . . 192.00
 TRIPLE REVOLV-A-ROUND . . . 288.00
"UNIVERSAL" LINE
 SINGLE REVOLV-A-ROUND . . . \$ 87.50
 DOUBLE REVOLV-A-ROUND . . . 128.50
 SINGLE BOX STAND . . . 26.00
HEAVY SAFES
 SINGLE TURNABOUT . . . \$139.00
 DOUBLE TURNABOUT . . . 275.00
 TRIPLE TURNABOUT . . . 325.00

Exclusive Distributors
AMI Phonographs
 Central Ohio and
 West Virginia

MUSIC
 WURLITZER 1015 . . . \$269.50
 WURLITZER 850 . . . 100.00
 WURLITZER 41 COUNTER . . . 69.50
 SEEBURG TY 246M HIDEAWAY . . . 325.00
 SEEBURG, 1946 . . . 295.00

DISAPPEARING PIN CONVERSIONS
 United—SHUFFLE ALLEY
 DELUXE . . . \$ 79.50
 United—SUPER SHUFFLE ALLEY . . . 89.50
 United—DOUBLE SHUFFLE ALLEY . . . 89.50
 Universal—SHUFFLE TOURNAMENT . . . 399.00

WRITE • WIRE • PHONE
 ADAMS 7254
CENTRAL OHIO COIN MACHINE EXCHANGE
 525 S. HIGH ST., COLUMBUS 15, OHIO

ATLAS
 Geared To Give You Greater Game Buy! Preferred for Personal Service!

NEW SHUFFLE GAMES
 United Twin Rebound
 United Single Rebound (Authentic Scoring)
 United 4-Player Shuffle Alley
 Chicago Coin Pin-It
 Chicago Coin Ace Bowler, F.P.
 Keeney League Bowler.

NEW GAMES
 Harvest Time
 Fighting Irish
 4 Horsemen
 Georgia
 Six Shooter

NEW 1-BALLS WINNER • TURF KING

RECONDITIONED 1 BALLS
 Kentucky . . . \$45
 Jockey Special . . . 125
 Champion . . . 395
 Citation . . . 269
 Gold Cup . . . 169
 Special Entry . . . 100

Premiums . . .
 New & Different!
 Just Released!

CONVERSION FOR CHICAGO COIN
 Easy to install—increases collections—Immediate Delivery. **\$59.50**

GAMES—Ready for Location

Exn. Dale Gun . \$75	Major League Baseball . . . \$50
Cinderella . . . 49	Sweet Sue . . . 45
Broncho . . . 49	Ballerina . . . 89
1-2-3 . . . 79	Morocco . . . 49
Triple Action . . . 69	Shooting Stars . . . 35
Robin Hood . . . 49	Playboy . . . 37
Tallyho . . . 39	Suspense . . . 49

PHONOGRAPHS Reconditioned, Refinished

SEEBURG	WURLITZER
*46-M (Blonde) . \$395	1015 . . . \$295
*47-M . . . 350	AMI Model "A" . . . 425
*46-M . . . 295	AMI Model "B" (blonde) . . . 550
Mills Constellation . . . \$245	

Terms 1/2 Deposit, Balance C. O. D. **HOME OF PERSONAL SERVICE**

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. - PHONE Armitage 6-5005 - CHICAGO 47

Division of ATLAS MUSIC CO.
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

ATTENTION, CONSOLE OPERATORS

The following Evans Consoles for sale at bargain prices:

54 5c Evans Winterbooks
28 25c Evans Winterbooks
11 5c Evans Bangtails
1 25c Evans Bangtail

Also 3 used 25c Evans Races in perfect condition, good and clean.

FLORIDA AMUSEMENT COMPANY

2019 Boulevard Hollywood, Florida Phones: 3838 4109

"POP CORN SEZ"—Best 10c Corn Vender \$49.50 Ea. A FRACTION OF ORIGINAL COST! Completely reconditioned and respayed, LIKE NEW! Small investment, big return! Immediate Delivery. Special prices to quantity users, jobbers, distributors. Write for latest list all new Shuffle Games, new and reconditioned S-Balls, 1-Balls, Consoles, Arcades, Balls, Etc. Terms: 1/2 Deposit, Balance C. O. D.

SPECIAL! UNITED SHUFFLE ALLEY
 With Fly-a-Way Pins, Excellent Condition . . . **\$129.59**
 United Shuffle Alley, late, \$49.50—Bally Bowler, \$49.50—Genco Bowling League, \$39.50—Chicago Bowlers, \$145.00—Cottlieb Bowlette, \$49.50—Genco Gliders, \$39.50—United Shuffle Alley Express, \$185.00.
 NEW Disappearing Pin Conversions . . . \$59.50

MONARCH COIN MACHINE CO.

3845 N. FAIRFIELD AVE. (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

EXHIBIT'S DALE SIX SHOOTER
With sharpshooter ticket vendor.
Entirely new—built for the operator, with front hinged door service. Beautiful cabinet design. One tree nickel coin chute. Light's Action Moving targets! Motor changes speed of targets automatically. New improved sun sight. IMMEDIATE DELIVERY! PRICED RIGHT!
Exclusive Distributors for Illinois & Iowa (including Chicago)

YOU GET the BEST DEAL at WORLD WIDE

WILLIAMS DOUBLE HEADER
The year 'round one or two player 'round that holds location. Steady repeat play. Exciting game with loads of player appeal.
KEENEY'S LEAGUE BOWLER
1, 2, 3 or 4 players! 4 coins every 3 minutes! Trips—tested—proven—reordered! Barrels of profits. Automatic reset. Colorful, competitive.

ARCADE & MISC.
Exhibit SILVER BULLETS \$125
Exhibit DALE GUNS 75
Williams STAR SERIES 175
Wurlitzer 1015 295
Peckard 1000 SPEAKER 75
Bally HEAVY HITTER WITH STAND 65



CONSOLES BALLY
CLOVER BELL \$475
SPOT BELL 225
TRIPLE BELL 225
KEENEY SINGLE BONUS SUPER \$130
TWIN BONUS SUPER \$130
BELL THREE WAY BONUS 275

SHUFFLE GAMES
Priced below any competition
United SHUFFLE ALLEY \$50
Genco BOWLING LEAGUE 50
KeeneY PIN BOY BALLY SHUFFLE BOWLER 60
Chicago Coin BOWL-ING ALLEY 125
Genco GLIDER 55
Williams BOWLER 75
Williams TWIN SHUFFLE 75
United SUPER SHUFFLE 115
United SHUFFLE ALLEY With Fly-Away Pins 115
Williams DE LUXE BOWLER \$130
United SHUFFLE ALLEY EXPRESS 195
Bally SPEED BOWLER 225
Chicago Coin BOWL-ING CLASSIC 225
Universal SUPER TWIN BOWLER 225

Bally ONE BALLS
KENTUCKY \$375
CITATION 240
LEXINGTON 225
GOLD CUP 175
JOCKEY SPECIAL 115
Royal De Luxe LITE-A-PIN UNITS
For Chicago Coin—Genco—Bally—KeeneY—Williams—United \$9.95 Ea.

USED FIVE BALLS
BLACK GOLD \$95
BIG TOP 85
CARNIVAL DOUBLE SHUFFLE 125
PREMIE MURPHY DUMPTY 45
JACK 'N JILL 125
JEANIE JUST 21 115
LADY ROBINHOOD 45
MEXICO MAJORS OF '49 45
MARYLAND \$125
MERRY WOOD 65
MARDI GRAS 65
SARATOGA 65
SCREWBALL 55
SERENADE 55
ST. LOUIS 115
SUNNY 55
TRINIDAD 45
SEA ISLE 45
VARIETY 95

WORLD WIDE DISTRIBUTORS
Chicago 47 2330 N. Western Ave.
Phone: Everglade 4-2300

Keep Collections UP!
With **FIRST** Class Equipment

Reconditioned SHUFFLE GAMES
Universal SUPER TWIN BOWLER \$225
KeeneY DOUBLE BOWLER, 9 1/2 Ft. 225
KeeneY KINGPIN 169
Chi. Coin BOWLING ALLEY (Late Model) With Lite-a-Pins 159
Universal TWIN BOWLER 145
Chi. Coin BOWLING ALLEY (Late Model) 145
Chi. Coin SHUFFLE BASEBALL 75
Gottlieb BOWLETTE 75
Williams TWIN BOWLER 75
Nelson Wide BASEBALL 49
NEW SHUFFLE GAMES
United FOUR PLAYER SHUF. FLR. ALLEY 145
KeeneY LEAGUE BOWLER, 8 Ft., 9 1/2 Ft. Chicago Coin PIN LITE—Two Player Rebound With Lited Fly-Away Pins—Special! Chicago COIN ACE BOWLER—Free Play

NEW BALLY TURF KINGS
CONVERSIONS
Fly-Away Pin Conversions for most games

Reconditioned FIVE BALLS
Guaranteed Perfect
SHARP SHOOTER \$109
DOUBLE SHUFFLE 59
BIG TOP 59
SWANEE 49
ONE-TWO-THREE MAJORS OF '49 45
TENNESSEE 39
ALABAMA 39
SPINBALL 39

COIN MACHINE ROUTE FOR SALE
Music and games. Established eleven years. Owner wishes to retire. Entire route in ten mile radius from office. Plenty of excellent help. This operation is showing a good profit and will be sold only at a fair price. I do not have to sacrifice. Location, large industrial center in Ohio. Equipment on location: 80 Pinballs, 28 Shuffle Alleys, 17 Floor Phonos, 12 Hideaways, lots of Wall and Bar Boxes, seven 22 Ft. Shuffleboards, Two late tracks, Parts, Tools, Instruments and Stock of Supplies and Parts. Sale price, \$55,000 net. Can finance part.
c/o THE BILLBOARD BOX D-44 CINCINNATI 22, O.

FOR BETTER BUYS—BETTER BUY NOW

COUNTER GAMES—NEW
Mike-Homer, originally \$32.50. Our price: Single, \$27.50. 10 or more, \$22.50.
Three of a Kind, originally \$18.50. Our price: Single, \$15.00. 10 or more, \$10.50.
Punch-a-Ball, originally \$18.50. Our price: Single, \$15.00. 10 or more, \$12.50.
Electric Skill Gun, originally \$39.50. Our price: Single, \$37.50. 10 or more, \$45.00.
AST Model F, originally \$49.50. Our price: Single, \$43.50. 10 or more, \$39.50.
Kicker & Katchers, originally \$35.00. Our price: Single, \$32.50. 10 or more, \$29.50.
Advance Electric Shocker, \$19.50.

ARCADE EQUIPMENT
Acme Shoe Shiner \$150
Baffling Practice 45
Big Inning 185
Boomerang 35
Chi. Coin Hockey 85
Chi. Coin Pistol 125
Chicken Sam (conv.) 95
Evans Ten Strikes 75
Exhibit Dale Gun 95
Exhibit Silver Bullet 125
Falcon Shoe Shiner 125
Goaler 100
Heavy Hitter 50
Jack Rabbit 100
KeeneY Air Raider 100
Lo Boy 1/2 Scales 50
Microscope Drop Kick 175
Panorams 225
Pritchett & Batter 175
Photomatic, early 275
Photomatic, late 550
Quizzers with Film 125
Recordo Gram 135
Scientific Xray Pooker 85
Sirox Brush Up 100
Solar Microscope with Scrolls 85
Undersea Raider 95
Western Baseball 85
Williams All Stars 125
Exhibit Rotary 225
Exhibit Diggers 85

MUSIC
41 Wurlitzer 85
71 Wurlitzer 65
618 Wurlitzer 85
300 Wurlitzer 75
600 Wurlitzer 85
1015 Wurlitzer 295
1017 Wurlitzer (Hideaway) 245
Rockola 28 75
Rockola Deluxe 85
Rockola '46 200
Rockola '47 275
Seaburg 9800 118
Seaburg 8200 118
Aliron Deluxe 125

CONSOLES
Super Bonus Ball (50) \$125
Super Bonus Ball (5-254) 275
Mills One Ball 195
Bally's Draw Ball 150
Evans Banquets, C.P. late 195
Evans Banquets (comb.) 225
Evans Racer (comb.) 225

SHUFFLE ALLEYS—USED
United Reg. Alley 85
United Super 110
Express 165
KeeneY Pin Boy 130
KeeneY Lucky Strike 130
Bally Bowler 85
Genco Bowler 85
Gottlieb Bowler 85
Chi. Coin Double 115
Belmont Ball Double 75

USED COUNTER GAMES
20 1/2 Cuba Cigarette Reels \$19.50
10 Gottlieb 3 way Grinders 18.50
2 1/2 Sherman Peck Show 35.00
10 1/2 Gushers Fruit Reels 18.50
5 1/2 S.K. Ball Gum Vender 20.00
2 1/2 Five Jacks Gum Vender 25.00
1 1/2 Spit Fire 15.00

USED VENDORS
12 Victors, 1c \$8.50
20 Northwestern Nut 2 1/2 6.50
25 Columbus 1/2 Gum 6.50
25 Northwestern 2 1/2 Gum, 1c 6.50

USED CIGARETTE VENDERS
National 9-A (no base) \$75.00
Monarch, 10 column 85.00
Unesepak, 500, 15 column 85.00
Rove, President, 10 column 75.00

AMI Distributors for Northern Ohio

Terms: 1/2 deposit with all orders, balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO
ALL PHONES: TOWER 14715

TO CLOSE OUT!! EXCEPTIONALLY CLEAN LOT OF POST-WAR MUSIC... Check Our Prices!!

Seaburg 146M \$275.00
Seaburg 147M 345.00
Seaburg 148M, Blonde 425.00
Seaburg M146M Hideaway 175.00
Seaburg M246M 200.00
Wurlitzer 1015 Hideaway 225.00
Wurlitzer 1017 Hideaway 225.00
Rock-Ola 1422 165.00
Rock-Ola 1426 195.00

Seaburg Wallboxes, cannot be sold from new, W1156, Ea. \$ 22.50
Wurlitzer Wall-boxes 3020, Ea. 40.00
AMI Model B 495.00

All of this equipment completely checked and ready for location.
EXCLUSIVE GOTTLIEB, WILLIAMS, SEABURG AND UNIVERSAL DISTRIBUTORS

TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET BOSTON 18, MASS
Tel. Liberty 2-9480

ON REQUEST OPERATORS' INFORMATION

RECONDITIONED PIN GAMES READY FOR LOCATION
Baby Face \$55.00
Bowl Champ 75.00
Bowl League 12.50
Monticrey 27.50
Pinch Hitter 59.50
Rip Snorter 154.50
Major League Baseball 25.00
Catalina \$29.50
Delcor 145.00
Drammy 165.00
Star Series 135.00
Tempico 79.50
Utah 95.50

BOWLING GAMES
6 Wurlitzer \$ 75.50
8 United Double Shuffle 135.00
8 United Shuffle Alley without lites 60.00
9 1/2 Rock-Ola Shuffle Lane without lites \$67.50
9 1/2 KeeneY Pin Boy without lites 64.30

CONSOLES
Single Bonus Super Bell \$125.00
Twin Bonus Super Bell, 5/8 185.00
Mills 3 Balls, 1941 89.50
Baker's Pacers, P.O. 192.50
Wild Bell—KeeneY—PP & PO, 5/8 815.00
Mills Duplex, 5/8 179.50
Gold Nugget, 5/8 54, FP & PO 142.50

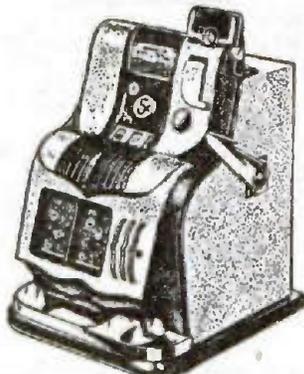
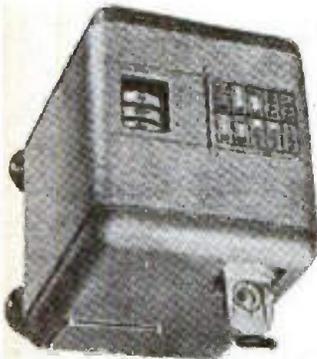
NOW DELIVERING NEW EQUIPMENT
KeeneY League Bowler, Bally Turf King, Universal Winner, Harvest Time, Harmon, KeeneY Electric Cigarette Vendor, Mills Wild Duce, Mills '21' Bell, Mills Blue Bell, Downey-Johnson Coin Counter.

ROY MCGINNIS CO.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

For News About The **Now** Billboard BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

MILLS' NEW 1950 BELLS

BLUE BELL BLACK BEAUTY BELL "21" BELL WILD DEUCE BELL
5c-10c-25c-50c PLAY WRITE FOR PRICES



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Automatic Payout System
5¢ Play\$45.00

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 40 lbs.
5¢ Play\$115.00

WRITE FOR QUANTITY PRICES.

New Box Stands, Single, Double and Triple Safes for All Bells.
GUARANTEED RECONDITIONED MILLS
Jewel Bells, Black Cherry Bells, Bonus Bells,
Blue Fronts, Brown Fronts, Q. T. Bells,
Vest Pocket Bells. WRITE FOR PRICES.
Mills Used Regal Cabinet Bells, 5¢, 10¢, 25¢ Play\$179.50

We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/2 Deposit With All Orders.

SICKING, INC. America's Oldest Distributor Established 1879
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.



FOR BELLS IT'S

BELL-O-MATIC

WORLD'S EXCLUSIVE DISTRIBUTOR
MILLS BELL PRODUCTS

WRITE - WIRE OR PHONE
Temple 8248
FOR PRICES!

BUCKLEY
ORIGINAL
CRISS CROSS
TRACK ODDS
PARLAY LONG SHOT
NEW & USED

KEENEY
CIGARETTE MACHINES
TWIN CRISS CROSS CONSOLE
LEAGUE BOWLER

MILLS
COMPLETE LINE
NEW AND USED
WILD DEUCE-21 BELL
BLACK CHERRY
All types of cheaper models ex-
actly rebuilt & reconditioned.

We rebuild & repair all types of
machines!

Complete
line of
parts and
supplies

Console Distributing Co. Inc.
3425 METAIRIE ROAD NEW ORLEANS 20, LA.

**SUCCESSFUL OPERATORS
DEAL WITH
COVEN**

**IMMEDIATE
DELIVERY
ON ALL ITEMS
LISTED HERE**

COMPARE THE SAVINGS!
BALLY DRAW BELLS, 5¢ or 25¢ 10 99.50
All Comb. 125.00
BALLY DELUXE DRAW BELLS.
All Comb. 125.00
BAKER'S RACERS, Preakness ... 875.00
KEENEY SUPER BONUS BELLS.
All Comb. Single, \$135.00;
2-Way, \$179.50; 3-Way 240.00

ORDER NOW!
BALLY | **WURLITZER**
Shuffle Champ | 1250'
Turf King | 1217 (Hideaway)**JUMBO PIN TABLES**
Jockey Club or Special .. \$125 | Champions \$349.50
Gold Cups ... 125 | Cigarettes or Las-
tronics ... 225.00

ARCANE GAMES
Silver Bullets \$137.50
Chicoin Hockey 49.00

SHUFFLE GAMES
Bally Shuffle Bowler .. \$109.50 | Un. Shuffle Alley ... \$ 65.00
With Wins, Deluxe Bowler .. 125.00
Fly-Away Chicoin Shuffle .. 174.50 | Baseball 125.00
Pins 165.00 | Chi. M. Double Safes .. 70.00
Bally Speed Bowler .. 258.00 | Cenco Glider .. 50.00

5-BALLS!
Cleaned and Reconditioned
Ready for Location
Trinidad \$50 | Utah \$140
Shanghai .. 48 | Sharp Shooter, 125
Summertime .. 40 | Yanks 35
Marol Gras .. 30 | Thrill 70
Buffalo Bill .. 165 | Select-a-Card .. 140
Wisconsin .. 80 | Name 2nd Choice

RE-ENGINEERED PHONOS
WURLITZER 1015 \$275.00 | SEEBURG
8900 (cut down) .. 45.00 | 147M \$325.00

OPERATORS IN WISCONSIN, NO. ILLINOIS AND INDIANA - USE THE COVEN FINANCE PLAN

COVEN distributing company
3181 Elston Chicago 18, Ill.
INdependence 3-2210
Authorized Distributors for
Bally and WURLITZER
Products Phonographs

All Equipment Thoroughly
Serviced or Reconditioned
by Our Trained Staff.

GIVE TO THE DAMON RUNYON CANCER FUND

DAN STEWART COMPANY
515 EAST 7TH. SOUTH SALT LAKE CITY 2, UTAH PHONE 9-0931
Distributors for Universal, Rock-Ola, Exhibi, Genco,
Chicago Coin and Automatic Products Company.

NEW, CLOSE OUTS, STILL IN ORIGINAL CRATES
Sunshine Biscuit Mech. \$50.00 | Columbia Bell Rails 8 7.00
Mo. Five Jacks 45.00 | Rock-Ola Shuffle Lane 125.00
Transview Televi Mach. \$265.00

USED MACHINES - RECONDITIONED

ONE BALL Bally Special Entry, F.P. \$ 40.00 Bally Red Dot, P.P., Conv. 30.00 Bally Gold Cup, F.P. 125.00 Bally Victory Special. 45.00 Bally Citation 250.00 Bally Jockey Special .. 120.00	CONSOLES Mills 3 Bell, S-10-25 .. \$ 90.00 Bally Draw Bell, S .. 115.00 Bally Triple Bell, S-5-25 255.00 Un. Arrow Bell, S-25, F.S. 385.00 Bu. Track Odds, D.D., S.P., '44 250.00 Bally Clover Bell 350.00	MUSIC Restaurant Music Box, new. Write Mills Constellation \$225.00	Rock-Ola 9422 \$170.00 Rock-Ola Selector Boxes 10 50 Musical Wall Box, S-10-25 27.00 Pia-Mor Wall Box 11.00 FIVE BALLS B. Bellerine \$ 50.00 Chi. Gold Ball 25.00 Chi. Kilroy 25.00 Got. Just 21 95.00 Golden Gloves 125.00 Bally Hoo 25.00 Got. Barmackie Bill 55.00 Got. Buccaneer 55.00	MILLS SLOTS 25 Bonus 50 \$140.00 5 Golden Falls 55.00 10 Golden Falls 75.00 10 Black Cherry 95.00 10 Black Cherry 90.00 50 Black Cherry 120.00 25 Jewel Bell 115.00 10 Brown Front 45.00	50 Brown Front \$ 90.00 50 Black Gold 148.00 5 Blue Front 45.00 25 War Eagle 35.00 \$1.00 Pace Chrome, '47, 150.00 MISCELLANEOUS Abbotware Premiums for Bowlers Walters Auto. P.B. Mach. \$ 10.00 Color-Ade P.B. Mach. 10.00 Weighted Stands 18.00 Chi. M. Single Safes 40.00 Chi. M. Double Safes 70.00 ARCADE Ex. Strike \$250.00 Bally Heavy Mixer 45.00 Un. Super Twin 240.00 Un. Twin Bowler 170.00 Mills Panoram 125.00 Water Voice Record 50.00 Molly Cranes 350.00 Chi. Bowling Classic .. 250.00
---	--	---	--	---	---

LOOK! A-1

RECONDITIONED EQUIPMENT AT SENSATIONAL SAVINGS!

If you're looking for real bargains in phonographs... here they are. Every one is in A-1 working condition!

PHONOGRAPHS

SEEBURG	Mayfair ... \$ 49.50
148-M Hideaway ... \$350.00	Royal ... 39.50
147-M ... 350.00	Rex ... 39.50
147-M Hideaway ... 325.00	WURLITZER
146-M Hideaway ... 300.00	"1015" ... \$249.50
146-M ... 300.00	"850" ... 79.50
146-S ... 275.00	"500" ... 59.50
8800 RC	ROCK-OLA
LoTone ... 49.50	"1422" ... \$149.50
8800 RC ... 69.50	Super '40 ... 55.00
8200 RC ... 69.50	Commando ... 49.50
9800 RC ... 69.50	Playmaster ... 45.00
Envoy RC ... 59.50	'39 Oelaxa ... 39.50
Commander ... 55.00	MILLS
Gem ... 49.50	Throne ... \$ 45.00
Vogue ... 49.50	Empress ... 45.00
Classic ... 49.50	AMI
Casino ... 49.50	Model "B" ... \$475.00

SACRIFICE CLOSE OUT ON MERCURY ATHLETIC SCALES. DON'T DELAY... GET YOUR ORDER IN TODAY!

CLOSE OUT MERCURY ATHLETIC SCALES \$39.50

WALL BOXES

W4-L56 ... SEEBURG	\$ 49.50
3W2-L56	29.50
W1-L56	24.50
W5-2Z	10.00
DS20-1Z	10.00
Packard Boxes	\$ 12.50

SHAFFER-SEEBURG



SALES-SERVICE STATES

Terms: 50% certified deposit, balance C.O.D. All items subject to prior sale

SHAFFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio
2333 Gilbert Ave. 1327 Capitol Ave. 606 High St.
Wheeling, W. Va. 2129 Main St.

NEW CONVERSION

Guaranteed All New Parts

For CHICAGO COIN BOWLING ALLEY

100% MONEY BACK GUARANTEE

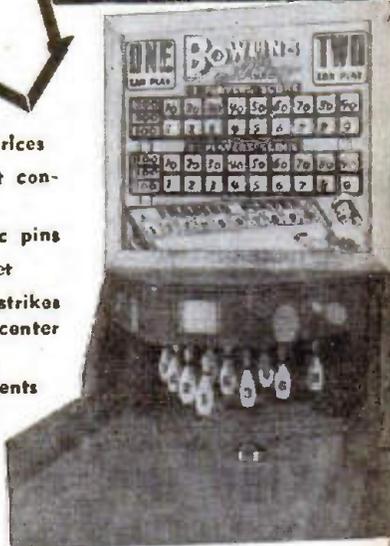
UNIT PRICE \$59.50

Distributors: Write for Quantity Prices

- Absolutely the easiest conversion to install
- Upright shaped plastic pins
- Motor driven pin reset
- Automatic scoring of strikes and spares visible in center of unit
- No electrical adjustments necessary

and REMEMBER

100% MONEY-BACK GUARANTEE!



EXCLUSIVE NATIONAL DISTRIBUTOR

Empire Coin

MACHINE EXCHANGE

1012 Milwaukee Ave., Chicago 22, Ill. Everglade 4-2600



SALE

ARCADE EQUIPMENT

ALL STARS, by Williams	\$ 74.50
PISTOL, by Chicago Coin	79.50
ROTARY MERCHANDISE DIGGER, by Exhibit	167.50
SCIENTIFIC BATTING PRACTICE	39.50
SHOOT THE BEAR, Gun, by Seeburg	369.50
SHUFFLE SKILL, by United	43.50
SKEEBALL, 15 Ft., by Wurlitzer	74.50
SUPER SKEE-BOLL, 9', Electric	74.50
TOM TOM	69.50

CONSOLES

(Combination Free Play and Cash Payout)

CLOVER BELL, 5c-25c, by Bally	\$465.00
SPOT BELL, 5c, by Bally	315.00
MULTIBELL, 5c, by Bally	300.00
TRIPLE BELL, 5c-10c-25c, by Bally	220.00
FEATURE BELL, 5c, by Universal	530.00
BANGTAILS, 5c, by Evans	180.00
BONUS SUPERBELL, 5c-25c, by Keeney	235.00
BONUS SUPERBELL, 5c-10c-25c, by Keeney (CPO)	345.00
SUPERBELL, 5c-5c-5c-25c, by Keeney (CPO)	74.50
PACES REELS, 5c, by Pace	34.50
SILVER MOON, by Jennings	29.50
CIGAROLLA, by Jennings	100.00
JUMBO, by Mills	34.50
THREE BELLS, 5c-10c-25c, by Mills (CPO)	89.50
DICE GAME, 25c, by Mills (CPO)	79.50

PHONOGRAPHS

WURLITZER Model 1100's	\$419.50
WURLITZER Model 1015's	249.50
WURLITZER Model 800's	112.50
WURLITZER 24-Record in Victory Cabinet	49.50
WURLITZER 16-Record	44.50
ROCK-OLA 1946 Model 1422	164.50
SEEBURG Model 8800 BC	79.50
SEEBURG Regal, 20-Record	47.50
SEEBURG H 146 Hiway	222.50

Send 1/3 Deposit, Balance C.O.D.

T and L DISTRIBUTING CO.

1321 Central Parkway Tel. MA 8751 Cincinnati 14, Ohio

PRICES AT LONDON ARE COMING DOWN!

Cleaned! PHONOGRAPHS AND ACCESSORIES	Checked!
FILBEN FP-300 (30 Selection)	\$199.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
ROCK-OLA PLAYMASTER	79.50
MILLS CONSTELLATION	224.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

Cleaned!	GAMES	Checked!	
7-MI Pool Table	\$49.50	Puddinhead	\$49.50
Conco Glider	34.50	1-2-3	34.50
Conco Toral Roll	24.50	Vanks	39.50
Conco Advance Roll	24.50	Virginia	29.50
Conco Advance Roll (5\$ per mach)	24.50	Wisconsin	29.50
Conco Bing a Roll	89.50	Bermuda	29.50
Bally My Roll	69.50	Spinball	29.50
Triple Action	29.50	Catalina	29.50
Trade Winds	29.50	Thrill	29.50
Mardi Gras	29.50	Stormy	29.50
Merry Widow	34.50	Sunny	29.50
Screwball	39.50	Humpy Dumpty	29.50

SPECIFY SECOND CHOICE

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
Division 4-3220



2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
KENWOOD 6612

CONTACT US BEFORE YOU BUY

WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES, PIN GAMES AND MILLS BELL MACHINES

Williamsport Amusement Company



233 W. 3RD STREET
WILLIAMSPORT, PA.
Phone: 2-3326-2-1648

"Central Pennsylvania's Largest Distributors"

RELY ON US FOR MONEY MAKING MACHINES!

We Have a Large Stock of Used Wallboxes, Speakers and Steppers

MUSIC

WURLITZER

850	\$ 95.00
750	150.00
600	40.00
614	40.00
61 & 71	50.00

SEEBURG

100 Record (New)	Write
144-M	\$285.00
146-S	250.00
HiTones	30.00
LoTones	40.00
Vogue	40.00
Envoys	30.00
Concert Master	30.00

CONSOLES

Draw Bell	\$ 95.00
Big Game	30.00
Big Top	30.00
Club Bell	30.00
Hi-Mand	50.00
Late Evans Race	295.00
Keeney Bonus Super Bell, 15	135.00
Keeney Bonus Twin Super Bell, 5/10c	225.00
Track Time	40.00
Fast Time	40.00
Bally Spot Bells	185.00

ONE BALLS

Champion	Write
Photo Finish	Write
Gold Cup	\$119.00
Jockey Special	45.00
Special Entry	65.00
Victory Special	35.00

SHUFFLE BOWLERS

THESE MACHINES MUST GO!

150 Assorted in Stock	
United Shuffle Alley	
Rock-Ole Shuffle Lane	
Williams Twin	
Keeney Pin Boy	
Bally Bowler	

ARCADE

Star Series	\$165.00
All Stars	100.00
Seeburg Bear Gun	375.00
Exhibit Dale Gun	55.00
Quarter-Back	85.00
Atom Jets (NEW)	95.00
Panorams	350.00
7 MI Belgium Pool Table	45.00

WANTED

TO BUY OR ACCEPT IN TRADE
WE WELCOME TRADE-INS

Packard Wall Boxes, Arrow Bells, Bally Hi-Hands, Bally Shuffle Champ, One Balls, Eureka, Photo Finish, Late Five Balls, Brand New Five Ball Closeouts, Seeburg 100 Selectomatics and All Models Used Phonographs, Games, Shuffle-Alleys and Consoles.

NEW MACHINES

IN STOCK

Bally Turf King	Keeney League Bowler
Bally Shuffle Champ	Keeney Cigarette Machine
United Shuffle Alley Rebound	Chicago Coin Ace Bowler
United 4-Player Shuffle Alley	United Twin Rebound
Exhibit 4 Shooter	Genco Harvest Time
Chicago Coin Fighting Irish	

Exclusive Distributors FOR ALL NEW ENGLAND
WURLITZER—BALLY—KEENEY—EXHIBIT
and other leading manufacturers

REDD DISTRIBUTING COMPANY, INC.

298 LINCOLN STREET PHONE: AL 4-4040 ALLSTON, MASS.
BRANCH OFFICE: 811 UNION ST., WEST SPRINGFIELD, MASS. Phone 6-5418

Williams DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME



STILL GOING STRONG

with a phenomenal earning record unequalled by any other game!

For profitable year-round play - you'll do BETTER with DOUBLE HEADER!

See It—Buy It at Your Distributor Now!

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

PROFITS STILL ROLLIN' WITH

Genco's

HARVEST TIME



EXCITING as a WAR DANCE — NEW REBOUND FEATURES over ENTIRE Field. SCORES in the MILLIONS.

INCREASING values on EXTRA SPECIAL KICKER HOLE. Single ball can light up ALL 10 NOS. UP to 10 REPLAYS.

3 Kicker Holes, 3 Ballover Lanes, 10 Score-Exploding Top buttons Plus New Power Bumper gives continuous action.

SPECTACULAR POWER BUMPER

POWER BUMPER ACTION!

WRITE! WIRE! PHONE!
YOUR DISTRIBUTOR—NOW!

GENCO

2627 NORTH ASHLAND AVE. · CHICAGO 14, ILL.

BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

NEW CONVERSION WITH REALISTIC UPRIGHT PINS THAT DISAPPEAR AS ROLL-OVERS ARE HIT PINS AUTOMATICALLY SET EXACTLY AS ON BALLY SPEED-BOWLER INSTALLED ON LOCATION IN A FEW MINUTES... IT'S FAST!



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

COMO

MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.
PHONE Independence 3-7600

THE 4 Horsemen



**GOTTLIEB'S
ACTION-
PACKED
FOOTBALL
THRILLER!**

BLOCKING GATE
Assures Extended Ball Action!

ORDER NOW FROM YOUR DISTRIBUTOR!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Universal Bows 2-Player Game With Free Play

CHICAGO, Oct. 14.—Universal Industries announced thru Vice-President Bill Ryan it has started production and deliveries of Twin Bowler Deluxe, a new two-player shuffle game available in either novelty or free-play models.

Designed with a new type nine-foot cabinet, Twin Bowler Deluxe has positive strike pockets and disappearing plastic pins. It follows 23-30 scoring principles. Sides of the playfield are lined with cork. Because of puck return via rebound action and a fast totalizer, average playing time is approximately 45 seconds.

Wax Holes

When two play the game, a small lighted disk on both sides of the playfield tells which player is supposed to try for points. These disks are conveniently placed at the players' end of the game. Situated near each of them is a hole for surplus or used wax to fall thru.

The free-play model can be handled as a straight free-play game or can be adjusted so that if a player gets a comparatively high score he automatically gets a free play on the next game. As a straight free-play game, player can gain several free plays if the high score warrants it. Servicing is handled thru a rear opening in the back glass.

Skibell Joins Gottlieb Staff

DALLAS, Oct. 14.—Maury Gottlieb, regional distributor for D. Gottlieb & Company, Chicago, in the South and Southwest, announced this week the appointment of J. Skibell as traveling representative for the same territory.

Gottlieb said Skibell has had several years of operating experience and has a comprehensive knowledge of operating aims and problems. To familiarize Skibell with the territory as well as its operators, jobbers and distributors, Gottlieb and Skibell have made a series of brief trips to New Orleans, Memphis, Houston and San Antonio.

Landfield Named By First Distrib

CHICAGO, Oct. 14. — Continuing its expansion program, First Distributors here this week announced the appointment of Dave Landfield to the staff as sales representative. Wally Finke and Joe Kline, who head the firm, said Landfield will travel thru the three-State area served by First Distributor contacting operators of all types of coin-operated equipment.

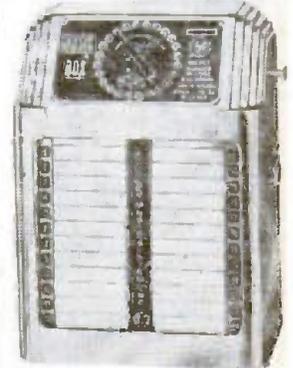
Appointment is effective immediately, with Landfield leaving on his first road trip thru Illinois next week.

Bert Lane Adds Coinrow Office

NEW YORK, Oct. 14.—Bert Lane, Inc., Genco factory representative, occupied additional showroom and office space this week at 580 Tenth Avenue here. Firm is retaining office facilities at 316 West 57th Street.

The new outlet is managed by Harry Pearl.

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$19.50

BUCKLEY MFG. CO.
4223 W. Lake Street Chicago 24, Illinois

YES—WE HAVE IT!



OUR PRICE \$27.50

BELL COIN MACHINE

15938 QUINCY AVE.
DETROIT 21, MICHIGAN

NOW DELIVERING! IN NEW YORK STATE

Exhibit's
**DALE
SIX SHOOTER**
Jobbers and Distributors
CONTACT US!
SEE FACTORY ADD OFF. PAGE

MIRE MUNYES

577 10th Ave. (at 42nd St., N. Y. 16, N. Y.
Bryant 9-6677

United Original Shuffle Alloys With Flyback Pins	\$114.50
Bally Shuffle Bowler With Flyback Pins, 9 Ft.	159.50
Bally Speed Bowler, 9 Ft.	224.50
Kooney Lucky Strike, 9 Ft.	224.50
Genco Glider	29.50
Rock-Ola Shuffle Jungle	64.50
Williams Quarterback	75.00
Star Series	110.00
Bally Undersea Roller	29.50
Bally Champion, One Ball, Record	374.50
Victory Special, One Ball	29.50

Olshin Distributing Co.
1100 Broadway Albany 4, N. Y.

MECHANIC WANTED

MUST BE THOROUGHLY EXPERIENCED IN SERVICING SELECT-O-MATIC M100A AND 3W1 WALL-O-MATIC BOXES

BOX 287, c/o Billboard Pub. Co.
390 Arcade Bldg. St. Louis 1, Mo.



It's the Old West . . . brought to life again with the Rootin'-Tootin'-Shootin'

Exhibit's DALE SIX SHOOTER

with REALISTIC LIVE-ACTION TARGETS

HERE'S THE OLD WEST COME MODERN
Action-Packed Stage Coach Robbery . . . in a space-saving, smartly designed, ultra-modern cabinet that will give added play appeal on any location.

- EXCLUSIVE "SHARPSHOOTER" TICKET VENDOR**
Automatically vends printed proof of shooting skill. Delivers 1 to 5 tickets at option of operator for long-lasting player interest.
- ADAPTABLE TO ANY TERRITORY**
Scoring can be adjusted for straight high score or "Shoot-'Til-You-Miss." As "amateurs" becomes "experts," scoring can be made progressively more difficult.
- STURDY, LONG-LIFE MECHANISM**
with New and Novel Features for **SIMPLIFIED SERVICING**
- MOVING TARGETS with EXCLUSIVE AUTOMATIC VARI-SPEED ACTION**
Speed of targets varies during entire play for added player interest.
- STAGE-COACH BANDITS FALL OFF THEIR GALLOPING HORSES**
as hits are scored with the realistic action of the Western Six-Shooter.

MANUFACTURERS: THE EXHIBIT SUPPLY CO. 4218-30 W. LAKE ST. CHICAGO 24, ILL.

DON'T BE SHUT OUT!

STAY ON TOP ALL THE WAY with

EVANS' WINTER BOOK



Protect yourself NOW! Be Sure with the game that sets the pace in Faster Action—Steady Play—Location Security—Trouble-Free Performance—Consistently Higher Earnings! Be Safe with sensational VISIBLE ODDS 10 TO 1 UP TO 100 TO 1 . . . 7-COIN HEAD AND MANY OTHER MONEY-MAKING FEATURES!

Don't Be Left at the Post! ORDER TODAY from your Distributor or write direct.

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 100

Ready for Location . . .

ALL TYPES OF ALLEY GAMES

BALLY SHUFFLE BOWLER, \$89.50

UNITED	SHUFFLE ALLEY	\$69.50
	SHUFFLE ALLEY w/ Plastic Pin Conversion	79.50
	SHUFFLE ALLEY w/ Disappearing Pin Conversion	139.50
	SUPER SHUFFLE ALLEY	89.50
	DOUBLE SHUFFLE ALLEY	149.50

CHICAGO COIN	BOWLING ALLEY	\$119.50
	BOWLING CLASSIC	229.50
	REBOUND SHUFFLEBOARD	29.50

WILLIAMS	TWIN SHUFFLE	\$49.50
	SINGLE BOWLER	89.50
	DELUXE BOWLER, Swinging Pins	159.50

EXHIBIT STRIKE	\$149.50	GEMCO BOWLING LEAGUE	\$49.50
SHUFFLE BOWL ATTACHMENT	39.50	GLIDER	39.50

GOTTLIEB BOWLETTE	\$69.50	KEENEY PIN BOY	\$79.50
-------------------	-------	---------	----------------	-------	---------

UNIVERSAL SUPER TWIN BOWLER	\$219.50
-----------------------------	-------	----------

ROCK-OLA SHUFFLE JUNGLE	\$69.50
-------------------------	-------	---------

Terms: 1/3 Deposit, Balance C. O. D.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

ANOTHER GREAT **NEW GAME** BY THE ORIGINATORS OF
SHUFFLE-TYPE AUTOMATIC-SCORING BOWLING GAMES

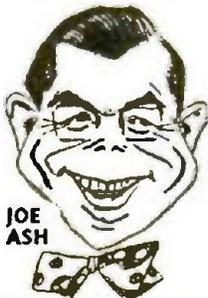
(4)
FOUR
PLAYER
SHUFFLE
ALLEY

- 1 to 4 Players Can Play
- Up to 4 Coins Per Game
- Fast Rebound Action (45 Seconds)
- Disappearing Pins
- Easy-To-Service Mechanism
(Hinged Playfield)
- Popular 9 Ft. Length

Phone, Wire, Write Your Distributor Now!

UNITED
 MANUFACTURING
 COMPANY

3401 N. California Ave.
 Chicago 18, Illinois



JOE
 ASH

IT'S SMART TO BE THRIFTY
 WITH THE
WURLITZER 1250
 NOW TAKING ORDERS!

Exclusive WURLITZER Distributor
 in S. E. Pa., So. N. J. and Delaware

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
 PHILADELPHIA 30, PA.
 Remant 7-4495

58 FRELINGHUYSEN AVE.
 NEWARK 5, N. J.
 Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

FIVE BALLS

- 2 Banjo, ea. \$ 49.50
- 1 Champion 79.50
- 1 Football 79.50
- 2 Be Bop, ea. 135.00
- 1 Arizona 129.50
- 2 Quarterback, ea. 89.50
- 1 One, Two, Three 40.00
- 1 Sally 29.50
- 1 Lady Robinhood 35.00
- 1 Buffalo Bill 129.50
- 1 Sweetheart 139.50
- 1 South Pacific 129.00
- 1 Lucky Inning 139.00
- 2 Dreamy 139.00

ONE BALLS

- 2 Victory Special \$30.00

1/2 deposit with order, balance C.O.D.

GEORGETOWN AMUSEMENT COMPANY

310 N. Fraser Street

Phone: 139L

Georgetown, S. C.

MUSIC

- 2 AMI Model B \$445.00
- 2 1015 Wurlitzers 179.50
- 1250 Wurlitzers, new Write
- 3 850 Wurlitzers 65.00

SHUFFLE ALLEYS

- 1 Ten Pins \$ 69.50
- 3 Shuffle Skills 29.50
- 5 Shuffle Alley Exp. 189.50
- 2 Double Shuffle 179.00
- 1 Shuffle Baseball 149.00
- 6 Bango-Shuffle Games 39.50

ARCADE

- 5 Silver Bullets (late) \$124.50
- 1 Chicken Sam 35.00
- 2 Holly Cranes (late) 450.00
- 1 O.K. Fighter 79.50

Chicago Coin Bowling Alley (2 Player
 —Blue Front) With Light-Up Pins \$129.00
 Gottlieb Just 21 109.00
 Gottlieb Bowlette 95.00
 Baseball (2 Players), Pl. Sample 89.00
 Climatic Adjusters (4 to set) 16.50
 Un. Shuffle Alley, With Flyaway Pins. 125.00
 Hot Rods—New 210.00
 Rally Speed Bowling 48
 Score Pads, 6x12 Frames 69.50 Up
 Shuffleboards (plus crating)

ATTENTION, CHICAGO OPERATORS
 We can handle your complete service
 calls and trucking for all parts of the
 city at a min. charge. You can use our
 service phones.
**YOUR SHUFFLEBOARD TOPS COM-
 PLETELY RECONDITIONED—\$38.00.**

**LATEST PREMIUMS—
 NEW SHUFFLE and PIN GAMES**
 Terms: 1/3 deposit, balance C. D. D.

MERIT INDUSTRIES
 520 S. Mahled St. Chicago 21, Illinois
 Phones: E. N. 6148, E. 7426, 2-5409

WANTED

**USED MILLS SLOT MACHINES
 HIGHEST CASH PRICES PAID!
 BAKER NOVELTY COMPANY**

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

The American Foundation for The Blind Lights the
 Way for Those Who Walk in Darkness

100%

Return privilege
 within 10 days if
 not satisfied with
 our reconditioned
 equipment.

**WURLITZER
 616**

Fully repaired.
 Perfect condition.
 Ready for location.
\$79.50 (Crated)

1/2 With Order, Balance C. O. D.
 Send for Complete List.



DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

PARTS IN STOCK FOR ALL GAMES

EMPIRE'S SUPERMAN WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

SEND FOR NEW 8 PAGE ILLUSTRATED CATALOG

NEW PIN GAMES... NEW ONE BALLS... New Photo Specials

NEW COUNTER GAMES... HIT-A-HOMER... GUSHER, 54... MON-COIN COMET

NEW CONSOLES... UNIV. FEATURE BELL... BAKER'S PACER... EV. COALTOWN

NEW SKILL GAMES... United 4 PLAYER, S.A. Chicago FIN-LITE

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVING SAFES... UNIVERSAL BOWLING

NEW VENDORS... ACORN VENDOR... ACORN 5¢ CHARM... ATLAS DE LUXE

SHUFFLE GAMES... UNITED SHUFFLE ALLEY... GOTTIEB BOWLETTE... NATION WIDE SHUFFLE

SHUFFLE SPECIALS! UNITED SHUFFLE ALLEY EXPRESS... Reconditioned, Refinished

PIN CONVERSIONS... NEW CONVERSION FOR CHICOIN BOWLING ALLEY, BLUE CAB... \$59.50

PREMIUMS! Fountain of Youth Lamp... Never Drink Water Book Lamp... Hopalong Cassidy Rotating Lamp

5 BALL PIN GAMES... Canasta, P.B. \$149.50... Buffalo Bill, 139.50... Football, 139.50

ONE BALLS... KENTUCKY, P.O. \$445.00... PHOTO FINISH, P.P. or P.O. 350.00

ARCADE... AUTO VOICE-O-GRAPH... CHICAGO MIDGET SKEE BALL... STAR SERIES

TOTAL ROLLS COMPLETE AS IS. \$10.00 LOTS OF 10

CONSOLES... BALLY TRIPLE BELL \$250.00... S-254 TWIN BONUS SUPER 249.50

COUNTER GAMES... JOKER WILD, 4 Way \$14.50... DAVALL 21, 1¢ or 5¢ 14.50

BRAND NEW MILLS BLUE BELLS, 21 BELLS, ETC.—WRITE. RISTAUCRAT '45', Plays 12-45 r.p.m.

REBOUND CONVERSION FOR UNITED'S ORIGINAL SHUFFLE ALLEY \$49.50

SLOT SAFE BARGAINS... Chicago Metal Universal Double Revolve-A-Round \$9.50 ea.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT SEND CHECK IN FULL WITH ORDERS LESS THAN \$25

EMPIRE COIN MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-2600 CHICAGO 22, ILL.

KEENEY LEAGUE BOWLER 8' & 9 1/2' Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game

UNITED SHUFFLE ALLEY with Fly-Away Pins Like New \$109 SPECIAL! Shuffleboards, 18' & 22' Lengths \$59.50

GUARANTEED SHUFFLE GAMES... Chicago Coin BOWLING CLASSIC \$359... United SHUFFLE ALLEY EXPRESS 179

SHUFFLE ALLEY BARGAINS... United Shuffle Alley \$49.50... United Shuffle Alley w/ disappearing pins 170.00

ALLIED COIN MACHINE CO. 828 MILWAUKEE AVE. • MO 6-2110 • CHICAGO 22, ILL.

For News About The New Billboard BEGINNING WITH THE NOVEMBER 4 ISSUE See Inside Front Cover This Issue

Materiale protetto da copyright



BRINGS YOU ANOTHER WINNER!

FIGHTING IRISH



6 BIG WAYS TO WIN

PACKED WITH

REAL FOOTBALL ACTION

- 1—HIGH SCORE
- 2—TOUCHDOWN SCORING
- 3—NUMBERED BUMPER
- 4—SPECIAL KICKOUT POCKET
- 5—LEFT SIDE LANE
- 6—RIGHT SIDE LANE

plus ANIMATED SCOREBOARD

- SEE FOOTBALL KICKED THRU GOAL POSTS WHEN TOUCHDOWNS ARE SCORED
- NUMBERS ON PLAYERS' UNIFORMS GO OUT WHEN BUMPER ARE HIT
- TERRIFIC FLIPPER—THUMPER REBOUND ACTION

AND FOR BOWLING GAMES THESE 2 ARE STILL TOPS!



PIN-LITE

FOR STRAIGHT NOVELTY PLAY!

WITH LITED "FLY-AWAY" PINS

- 45 SECONDS PLAY
- SPEEDY REBOUND ACTION
- 8 FEET IN LENGTH
- 1 OR 2 CAN PLAY—10c & 20c

ACE BOWLER

FOR FREE PLAY!

Featuring LITED "FLY-AWAY" PINS

- 1 OR 2 CAN PLAY!
- 10c AND 20c
- 45 SECOND PLAY!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS



1-2-3-OR **4** PLAYERS
Fastest Rebound of all!
 45 SECONDS AT MOST FOR EACH GAME

NOT A CHANGE OVER...IT'S A COMPLETE GAME



Keeneys
LEAGUE BOWLER

TERRIFIC POPULAR APPEAL!
 4 COINS EVERY THREE MINUTES
 ALL LOCATIONS SAY ITS THE... *Best!*

Yes!
 ALL KEENEY DISTRIBUTORS ENDORSE **LEAGUE BOWLER** 100%



SIZE
 9½ FT. LONG
 2 FT. WIDE
 ALSO 8 FT. LONG
 2 FT. WIDE

ALL ELECTRICAL COMPONENTS EASILY ACCESSIBLE IN LITE BOX OR ON HINGED BACK DOOR OF LITE BOX.

HANDSOMELY DESIGNED STREAMLINED CABINET

REALISTIC UPRIGHT PINS
 THAT DISAPPEAR AND AUTOMATICALLY RE-SET

RICH PROFITS A CERTAINTY



THIS IS IT!

Write

See YOUR KEENEY DISTRIBUTOR

J. H. *Keeneys* & CO., INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

BY POPULAR DEMAND—Keeneys LEAGUE BOWLER
 Available in Size:
 8 FT. LONG—2 FT. WIDE

IT PAYS TO
PICK A
"WINNER"



TAKE ADVANTAGE OF THESE PLAY-INVITING
ENTRY FLASH
FEATURES FOR GREATER PROFITS THAN EVER!

- * **DAILY DOUBLE** ... Returns ball after a winner, with odds remaining at same level for start of next game!!!
- * **EXTRA NEW SELECTIONS** ... Boot - Saddle - No. 4's, etc., advance for better advantages and **STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!**
- * **LITES FEATURE RACE** ... Gives player an additional method of "buying" Feature Race!
- * **ADVANCES ODDS** ... One of the greatest incentives for additional play!
- * **PURSE AND SHOW SECTIONS SCORE WIN ODDS** ... The familiar feature that players try for after obtaining other advantages!
- * **ADDITIONAL SELECTIONS:** 3, 4, 5, singly or in combination.

First
**IN THE MONEY
IN LOCATIONS
EVERYWHERE!**



**UNIVERSAL'S
FEATURE BELL**



Packed
with
**EXTRA
FEATURES!**

**UNIVERSAL'S
"WINNER"**
HAS THESE BIG FEATURES
MYSTERY TYPE ADVANCING ODDS
ADDED ENTRIES—GAME-TO- SPELL NAME
GAME CARRY-OVER A-B-C-D BUMPERS
AUTOMATIC BALL-LIFT FEATURE RACE
ILLUMINATED PLAYFIELD ARMOR PLATE

New!
KICK PLATE ON FRONT DOOR

Immediate Deliveries from YOUR UNIVERSAL DISTRIBUTOR!



UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS



IT'S THE GAME FOR *You!*
UNIVERSAL'S

New De Luxe

CONVERTIBLE!
NOVELTY
OR
FREE PLAY

TWIN BOWLER



SIMPLEST MOST DURABLE MECHANISM

Fast!
Quiet...

**REVIVES
PLAYER
APPEAL!**

FREE
GAME
BUTTON



**Beautiful
New Design
Adjustable
Scoring**

**DROP
CHUTE**

**UNIVERSAL'S
"SHUFFLE TOURNAMENT"**

AS MANY AS
4 PLAYERS!

FITS
ALL
SHUFFLE-
BOARDS

Converts
your
shuffle
boards
into
2 Super
Twin
Bowlers




UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS



Bally TURF KING

**gives MORE fun to MORE people,
earns MORE money for operators**

NEW
Player's Choice Idea
 attracts record-smashing play

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.

**NEW
 PLAYER'S
 CHOICE
 BUTTONS**

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

TWIN



UNITED'S

SHUFFLE ALLEY REBOUND



FAST PLAY

45 SECONDS

DISAPPEARING PINS

1 OR 2 CAN PLAY

20-30 SCORING

10¢

20¢



THE PREFERRED
← **HINGED PLAYFIELD**
FOR EASY SERVICE

SMOOTH, QUIET
OPERATION

UNITED'S
PROVEN
**DROP
CHUTE**

SEE
YOUR DISTRIBUTOR

8 FT. x 2 FT.



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



there's music for everyone with...

100



AT THE
PHONOGRAPH



ANYWHERE
IN THE LOCATION

Selections

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

SEE YOUR SEEBURG DISTRIBUTOR
FOR THE COMPLETE STORY OF
SELECT-O-MATIC "100" SYSTEMS

© 1954 Seeburg Corporation